



**MIDLAND CENTER CITY AUTHORITY
AGENDA
Wednesday, October 16, 2024, 3:00 p.m.
Midland City Hall ~ Council Chambers**

1. Roll Call – Linda Barth, Jennifer Chappel, David Ginis, Jacob Kain, Joe Kozuch, Rachel Morr, Sharon Mortensen, Alex Rapanos, Chris Schloemann
2. Introduce new board member Assistant City Manager Jacob Kain – **Kozuch**
3. Approval of Minutes from August 21, 2024 – **Kozuch**
4. Center City Strategic Plan, 2025 Plan of Work - **Harris**
5. Committee Reports
 - a. Governance and Sustainability Committee report – **Mortensen**
 - i. Chair, Vice Chair, Committee roles
 - ii. Adopt 2025 meeting calendar
 - b. Physical Improvements Committee report – **Ginis**
 - i. Habitat for Humanity Façade Application
6. Public Comments (unrelated to items on the agenda)
7. Adjourn



MIDLAND CENTER CITY AUTHORITY
Minutes of the board meeting of August 21, 2024, 3:00 p.m.
CCA Board Meeting Minutes
Midland City Hall ~ City Council Chambers

Call to Order 3:00 p.m.

Attending: Linda Barth, David Ginis, Joe Kozuch, Sharon Mortensen, Alex Rapanos, Chris Schloemann, Carol Stone

Absent: Jennifer Chappel, Rachel Morr

Kozuch presented the minutes from April 17, 2024 for approval. Ginis motioned to approve the minutes and Rapanos seconded the motion. Minutes were unanimously approved.

Director of Community Affairs Selina Harris presented an update on the next steps of the Center City redevelopment.

Mortensen provided a report on actions of the governance and sustainability committee.

Ginis provided a report on physical Improvements committee.

Director of Community Affairs Selina Harris presented an overview of Center City providing information regarding the benefits of the Façade Improvement Program.





The board considered a request for Façade Improvement Funding in the grant matching amount of \$5,000 and a matching loan of \$10,000 from Natalia Lakovleva, Sergey's Bakery No. 1 for improvements to the front and rear of the building at 136 Ashman Circle. The following resolution was presented. Schloemann motioned for support, seconded by Barth.

*WHEREAS the Physical Improvements Committee of the Center City Authority (CCA) reviewed and recommends for approval the façade application for signage, and front and rear façade improvements from Natalia Lakovleva, Sergey's Bakery No. 1, for property owned at 136 Ashman Circle;
RESOLVED, that the Physical Improvements Committee recommends the Center City Authority approve a matching grant in the amount of \$5,000.00 for front and rear façade improvements, and a matching façade loan in the amount of \$10,000.00 for signage, and front and rear façade improvements at 136 Ashman Circle and that disbursement shall occur in accordance with CCA Façade Improvement Program guidelines.*

The Façade Improvement Application for 136 Ashman Circle was unanimously approved.

Meeting adjourned 3:23 p.m.

Center City Strategic Plan 2024-2026

Mission and Vision	Vision Elements	Goals/Objectives	Measures
<p>MISSION <i>To provide an environment for success that leads to sustainable economic growth in the Center City Area</i></p>	<p>Economic Development</p> 	<ol style="list-style-type: none"> Center City Redevelopment Plan Phase II Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term 	<ol style="list-style-type: none"> % completion of streetscape # new businesses Increase in cohesiveness Increase in funding
<p>VISION <i>Center of Opportunity in the Heart of the City</i></p>	<p>Marketing & Engagement</p> 	<ol style="list-style-type: none"> Seek creative resources to develop and manage marketing efforts (social marketing, etc.) Regularly communicate status of improvements to all stakeholders Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch) 	<ol style="list-style-type: none"> Increased engagement Increase in awareness Attendance at Center City events Increased business/sales
	<p>Physical Improvements</p> 	<ol style="list-style-type: none"> Continue implementation of the façade program Use of Center City flag poles Continue beautification efforts 	<ol style="list-style-type: none"> % completion of streetscape # new businesses Increase in cohesiveness Positive public perception

ECONOMIC DEVELOPMENT

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Target/Measure
1	Phase II Redevelopment Plan (Saginaw Rd from Dartmouth to Manor)	Develop Phase II Steering Committee	1Q24 (Mar)	Gov. & Sustainability	Steering Committee Established
		Review and prioritize Phase II concepts; establish cost estimates	3Q24 (Sept)	Gov. & Sustainability	*Property owner conversations; *District communications and opportunities for input; *City Council approval of Phase II plan
		Develop funding plan for Phase II	3Q24 (Sept)	Gov. & Sustainability	*Potential funders identified; *Grant resources identified;
2	Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City	Develop a business attraction model to attract development and businesses to Center City	3Q24	Gov. & Sustainability	*Creation of development brochure *Committee representation from MBA/Economic Development
3	Seek funding solutions to maintain infrastructure and beautification improvements long term	Determine the long-term maintenance needs of district	4Q24	Gov. & Sustainability	*Capital Improvement Plan updated *Long-term maintenance funding sources identified
		Develop a plan for funding maintenance and improvement of infrastructure	4Q24	Gov. & Sustainability	

2024 Plan of Work

MARKETING

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure and Target
4	Seek creative resources to develop and manage marketing efforts (social media marketing, etc.)	Reestablish Marketing Committee	2Q24	Gov & Sus	Marketing committee meeting on a regular basis
		Recruit members to fill marketing roles on Marketing Committee	2Q24	Gov & Sus	Marketing committee members contributing to Center City marketing efforts
		Develop an overall marketing plan and annual calendar of communications	4Q24	Marketing	Marketing plan developed and implemented
5	Regularly communicate status of improvements to all stakeholders	Integrate updates on façade improvements and redevelopment into overall calendar of communications	ongoing	Marketing	Regular communications to district
		Update communication list and contacts	ongoing	Marketing	Updated contacts list
6	Explore appropriate events for Center City business district	Identify strengths and opportunities for Center City events	3Q24	Marketing	Partner list created
		Establish business engagement and support for event(s)	4Q24	Marketing	Engaged Center City businesses participating in event(s)
		Develop a framework for hosting and handling events	4Q24	Marketing	Events policy created for Center City
		Explore a Center City Signature Event	4Q24	Marketing	Signature event identified

PHYSICAL IMPROVEMENTS

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure & Target
7	Continue implementation of the façade improvement program	Review and update the program to incentivize participation	3Q24	Physical Improvement	Committee review of program
		Obtain feedback from owners on what is needed for façade assistance	4Q24	Physical Improvement	Survey district; business conversations
		Improve FIP marketing (document, website, on-line application)	4Q24	Physical Improvement	New FIP document, application, website
8	Center City Flag Pole Policy	Research and develop policy and guidelines for community to use Center City flag poles	2Q24	Physical Improvement	Flags policy Community Use of Center City flag poles
9	Identify physical improvement projects within district / continue maintenance of existing improvements	Identify district aesthetic enhancement opportunities	4Q24	Physical Improvement	Survey district; business conversations Develop list of potential enhancement opportunities
		Research funding plan for maintaining/replacing existing beautification efforts	3Q24	Gov & Sus	Developed plan
		As funding is secured, identify new beautification efforts	Ongoing	Physical Improvement	100% completion



**Center City Authority
Governance & Sustainability Committee Meeting
MINUTES
Tuesday, October 8, 2024 ~ 2:00 p.m.
Midland City Hall ~ Council Overflow**

In attendance: Jacob Kain, Joe Kozuch, Scott Marquiss, Ajay Middah
Absent: Sharon Mortensen

The minutes from the August 13, 2024 Governance & Sustainability Committee meeting were presented for approval. Marquiss moved for approval, seconded by Kain. Minutes were approved.

Kozuch introduced Assistant City Manager Jacob Kain who is replacing the now-retired Carol Stone on the Center City Authority Board and Governance Committee.

Held a discussion on the timing for the Saginaw Road Streetscape Project, Phase II. The City of Midland has a water main project planned for 2027 and has recommended that the Phase II project not occur before that time. Harris updated the committee that the district-wide mailing to obtain up-to-date emails is forthcoming.

Kain shared that the Jefferson Road reconstruction from Patrick to the Circle is out for bid now and is planned for the 2025 season.

Reviewed the draft agenda for October 16 meeting.

Meeting adjourned at 2:50 pm

**CCA Board
October 2024**

<u>Board Member</u>	<u>Representing</u>	<u>Committee(s)</u>	<u>Term Ends</u>
Joe Kozuch, Chair	Village Green	Governance, Physical Improvements	6/30/2028
Sharon Mortensen, Vice Chair	Midland Area Community Foundation	Chair Governance Committee	6/30/2028
Linda Barth	District Resident/Coldwell Banker	_____	6/30/2026
Jennifer Chappel	Mid Co Habitat for Humanity	_____	06/30/2025
David Ginis	Ginis Goldsmiths	Chair Physical Improvements	06/30/2025
Jacob Kain	Assistant City Manager	Governance	Tenure of Office
Rachel Morr	Citizen at Large	_____	06/30/2026
Alex Rapanos	Mid Towne Center	Physical Improvements	06/30/2028
Chris Schloemann	Domino's Pizza	_____	06/30/2027

*one more spot on Governance before quorum

*one more spot on Physical Improvements before quorum

Governance – 2nd Tuesday of each month @ 2 pm

Physical Improvements – 1st Thursday of each month @ 9 am

2025 – Proposed CCA Board Meeting Calendar

***3rd Wednesday of each month,
3 pm City Hall Council Chambers***

January 15

February 19

March 19

April 16

May 21

June 18

July 16

August 20

September 17

October 15 (Strategic Planning Session)

November 19

December 17



**Center City Authority
Physical Improvements Committee Meeting
Monday, October 10, 2024, 9:00 a.m.
MINUTES**

In Attendance: David Ginis, Jeff Hert, Joe Kozuch, Alex Rapanos, Julie Ratcliffe
Absent: Matt Granzo, Mike Williams

The August 1, 2024 Physical Improvements Committee meeting minutes were presented for approval. Rapanos moved for approval, seconded by Kozuch. Minutes were approved.

Reviewed the application from Dan Laabs, Habitat for Humanity, 1619 S. Saginaw Road. Requested that Habitat submit formal quote information for the man door replacement portion of the project instead of the email explanation. Kozuch moved for approval of the application pending receipt the missing formal estimate, supported by Rapanos. Committee voted to approve.

Harris updated the committee on the status of the previously-approved Kinney Façade at 417-419 S. Saginaw Road. The Kinney's are holding for now pending more favorable pricing and will keep Harris informed on the progress.

Committee reviewed the September 11 flag installations on the light pole in the Phase I S. Saginaw Road streetscape area. The installation was well received. Discussed possibilities of renting flags from Kiwassee Kiwanis for future installations versus purchasing our own. Harris will work with the City Attorney's office to develop a potential process for community organizations to use the flag holding mechanisms.

Harris announced she would be at a conference during the time of the next committee meeting. A tentative reschedule date of October 31 date was scheduled if need be.

Meeting adjourned: 10:00 a.m.

**NEXT PHYSICAL IMPROVEMENTS MEETING:
Thursday, October 31, 2024, 9 a.m.**

CCA Façade Application Receipt

Application Received From: Dan Laabs
1619 S. Saginaw

Date Received: Sept. 26, 2024

General Project Description: Remove two roll up garage doors and a 20" man door, replace with new wall, siding and insulated doors; Replace two other roll up doors with white, insulated doors without windows; remove current vinyl sign panels and replace with Habitat branded signage for donation drop off as well as directional signage to ReStore front entrance off Haley St.; paint current sign posts; remove and replace the aluminum signage on the angled mirrored windows with a sign that states ReStore in Habitat branded colors.

Proposed Start Date: October 2024
Proposed Completion Date: May 2025

Total Amount of Project: \$15,128.00

	<u>Total</u>	<u>FIP Funding Eligibility</u>
Eliminate two garage doors, replace with new windowless garage doors + opening system (Lloyds estimate)	\$8,178.00	\$4,089.00
Signage (Signtec estimate)	\$3,950.00	\$1,975.00
Eliminate two garage doors, replace with new exterior wall and new man door	\$3,022.00	\$1,511.44
TOTAL	\$15,128.00	\$7,575.44

Recommended Support:

Grant \$5,000.00
Loan \$2,575.44

Property is in the CCA District	<u>YES</u>
Applicant is property owner	<u>NO</u>
Applicant is a business owner authorized to apply on behalf of property	<u>YES</u>
Applicant submitted eligible design renderings	<u>YES</u>
Applicant submitted detailed information on materials, colors, etc.	<u>YES</u>
Applicant submitted written estimates	<u>YES</u>
Applicant verified building/zoning codes are accurate	<u>NO</u>



Taxlot highlighted in red