



DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting

Wednesday, September 13, 2023 3:00 p.m.

Midland City Hall ~ City Council Chambers

1. Roll Call: Bobbie Arnold, Paul Barbeau, Bo Brines, Britney Hyde, Brad Kaye, David Kell, Jon Lauderbach, Jim Malek, Marty McGuire, Chris Moultrup, Kevin Scorsone, Tony Stamas
2. Approval of the DDA Minutes from the meetings of May 10, 2023 DDA meeting - Kell
3. Welcome Events Coordinator Kristina Loeffler - Harris
4. Introduction of Development Project at 116 Rodd Street - Harris
Daniel Dimitroff, RDS Management
5. Ashman-Rodd Two Way Conversation
 - a. Public Hearing
 - b. May 10 Tabled Action Item
6. Project Updates - Harris
 - a. 2023 Pedestrian Plazas
 - b. Long Range Strategic Plan
7. Committee Reports
 - a. Executive Committee – Kell
 - i. Approve 2024 Meeting Schedule
 - ii. 2023-24 Board Structure
 - iii. Request to appoint DDA Board member as Ex-Officio member of the Midland Downtown Business Association
 - b. Economic Sustainability Committee – Moultrup
 - i. Consideration of Incubator Support for FILL
 - ii. Tri-Star Mural Façade Support
 - iii. Façade Program Guidelines Amendment
 - c. Marketing and Events – Loeffler
 - d. Midland Downtown Business Association - Neumeyer
8. Public comments regarding items that are not on this agenda
9. New Business
10. Adjourn

NEXT DDA BOARD MEETING

Wednesday, October 18, 2023 - Strategic Planning

Wednesday, November 8, 2023 – Regular Board Meeting



DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Minutes of the meeting held
May 10, 2023, 3:00 p.m. Midland City Hall

Call to Order: 3:00 p.m.

Attending: Bobbie Arnold; Bo Brines; Brad Kaye; Jon Lauderbach; Marty McGuire; Jim Malek; Chris Moultrup; Kevin Scorsone; Tony Stamas

Absent: Paul Barbeau; Cathy Bott; Britney Hyde; David Kell

Meeting called to order at 3:00 p.m.

Minutes were presented for the DDA Board meeting held March 8, 2023. Stamas moved approval, seconded by Lauderbach. Minutes were unanimously approved.

Community Affairs Director Selina Harris presented 2023-24 Proposed Budget. Arnold moved approval of the proposed budget, seconded by Lauderbach. Budget was unanimously approved.

Harris presented a report and recommendation for the extension of the Downtown Midland Commons Area which provides a space for adult beverages to go. The space is recommended for expansion from the current eastern boundary at Rodd Street to Cronkright Street and adding Brinstar Beercade as a Commons beverage provider. McGuire moved for approval, seconded by Lauderbach. Commons extension was unanimously approved.

Harris provided updates on downtown projects including the long-range strategic planning process and the Riverfront Redevelopment project.

Harris presented a concept for location of a potential new restroom facility for Downtown Midland on McDonald Street between Main and Larkin Street that would create a partial closure of this roadway. The Midland Downtown Business Association has expressed support of further study of this location. McGuire moved, seconded by Lauderbach that the DDA supports staff continuing to look at a temporary restroom set up at the proposed location. Motion was unanimously approved.

Harris provided a report on the Ashman-Rodd Two-Way Conversion and community input opportunities.

The following resolution presented for board consideration:

WHEREAS, in September 2016 the Downtown Development Authority (DDA) Board accepted the Downtown Midland Streetscape Redevelopment Plan developed by SmithGroup JJR including adoption of the concept for restoring Ashman and Rodd Streets to two-way traffic in the downtown district; and
WHEREAS, the transition of Ashman and Rodd from one-way to two-way traffic was not included as part of the initial streetscape construction pending broader community discussion as to the extent and appropriateness of the transition; and
WHEREAS, the DDA recognizes the following benefits of two-way traffic restoration on Ashman and Rodd streets to include: removal of confusing one-way streets from the core of the downtown, improving ease of accessing downtown from the Indian and Buttles corridors, addressing safety issues of vehicles going the wrong way on downtown streets, improving traffic movement and predictability of navigating the downtown core, establishing consistency with business-

friendly street design practices and increasing the visibility and use of the Larkin Parking Structure; and WHEREAS, the DDA has continued to include the goal of supporting and participating in community conversation pertaining to this topic; and WHEREAS, the City of Midland held informational sessions for the community in April 2023 and launched a community-wide survey in May 2023 sharing information and inviting businesses and residents to provide feedback on this topic; and WHEREAS, Midland City Council will soon consider final action on the restoration of Ashman and Rodd Streets to two-way traffic patterns; now therefore RESOLVED, The Midland Downtown Development Authority hereby expresses its support of the restoration of two-way traffic on Ashman and Rodd Streets from Ann Street to Saginaw Road recognizing the safety, access and business-friendly benefits to Downtown Midland.

Motion was moved by Malek, seconded by McGuire. Discussion followed and indicated that more information was needed on the community response to survey and workshops and input from the Midland Downtown Business Association (MDBA). McGuire moved to table until more information on community feedback and a recommendation is provided by the MDBA is received, seconded by Scorsone. Resolution was tabled.

City Horticulturist Stephanie Richardson provided an update on the summer planting schedule.

Moultrup reported on actions of the executive committee.

Harris provided the marketing and events update overviewing summer activities in Downtown Midland.

Midland Downtown Business Association President Julia Kepler presented on activities of the MDBA including review of the Shopping Area Redevelopment Assessment (SARA), holiday decorations and new businesses.

No public comments.

Under new business Stamas announced that MyPros has opened two crowdfunding campaign opportunities to support Three Bridges and Nor'East Outdoors.

Meeting adjourned at 4:10 p.m.

September 6, 2023

To: Downtown Development Board

From: Selina Harris City of Midland Community Affairs Director

RE: Ashman-Rodd Two-Way Conversion Conversation

On July 10, 2023, Midland City Council directed that the Center City Authority, Downtown Development Authority, and City Planning Commission review and provide a recommendation on a proposal to restore two-way traffic on Ashman Street from Cambridge to Ann and Rodd Street from Cambridge to Main.

About the Ashman-Rodd Two-Way Conversion:

Restoration of two-way traffic on Ashman and Rodd Streets has been a subject of study and community conversation almost continuously since the one-way paired system was established in 1961.

Today, this question has particular time sensitivity. Four significant, generational investments in our streets, our business districts, and our public spaces are undergoing planning and/or design. These projects include:

- Downtown Streetscape Plan Phase 2
- Saginaw Road Streetscape Plan Phase 2
- Business Route US-10 / M-20 (Indian and Buttles Streets) reconstruction
- Riverfront Redevelopment Plan

Millions of dollars of public and private investment have already occurred in the areas served by these corridors, creating tremendous energy and momentum. Additional millions in investment will follow due to the above public projects and other private projects.

A decision now on a desired future design for these corridors is necessary to efficiently utilize the community's resources on these important projects and position these areas and Midland as a community for growth and prosperity into the future.

Documents referenced below, videos of prior meetings, and other resources related to this project can all be found on the project website:

<https://cityofmidlandmi.gov/1935/Ashman-Rodd-Corridor-Conversion>

History

In the post-war period, Midland – like most cities around Michigan and the nation – was experiencing tremendous growth in population and in vehicle traffic volumes. A 1953 annexation made Midland the 5th largest city by land area in Michigan. With that annexation, as well as extension of water services, the City rapidly sprawled beyond Saginaw Road to the north and east. Midland's population grew by 94.5% between 1950 and 1960, to 27,779 residents.

In 1958 the Midland City Planning Commission commissioned a Major Street Report. This report recommended numerous changes to traffic patterns in Midland. Among the recommendations of that

report was the creation of several one-way paired streets, including Main and Larkin; Ellsworth and Buttles; Ashman and Rodd; State and George; Patrick and Lyon; and Bay City and Austin.

The 1958 Major Street Report echoes similar reports from around the state and country during this period. Its recommendations are consistent with the philosophy of roadway design in that era, which focused primarily on traffic flow. Little consideration was given to other factors routinely considered today, such as context, multimodal access, economic development, and placemaking.

City Council ultimately approved the conversion of Ashman and Rodd Streets to one-way traffic from Cambridge Street to Downtown Midland and the conversion was finalized on October 1, 1961. During this same period, the City also made several other street changes to facilitate traffic flow, including removing on-street parking from several City streets and Ashman Circle and creating reversible traffic lanes on Washington Street, south of East Ashman, to handle commuting traffic through the Washington Street gate of Dow Chemical. It also pre-dates the establishment of the Buttles Street and Indian Street one-way pair system in 1962.

Downtown Midland Specifics:

As far back as 1988 consideration as to the operation of the Ashman-Rodd one-way pairs in Downtown Midland can be found.

1988 Midland Downtown Plan noted that “ease of movement and orientation within the downtown area are complicated by the one-way movement patterns which overlie the traditional street grid.”

2016 Downtown Streetscape Plan In 2016, the Downtown Development Authority (DDA) and City Council adopted a Downtown Streetscape Plan that created a new vision for our Downtown streets. The plan also included significant public engagement with an emphasis on downtown businesses and property owners. The plan has been partially realized through the new Main Street streetscape, which was implemented in 2017. The plan also included a recommendation to restore Ashman and Rodd Streets to two-way traffic within the downtown district. This recommendation was supported by professional traffic modeling that concluded that the current traffic level of service would be adequately maintained if two-way traffic was restored on both streets. The two-way restoration was further identified as a desired placemaking and economic development strategy for several reasons, including:

- Making it easier for visitors to access downtown from Indian and Buttles Streets;
- Improving safety by addressing current issues with wrong way traffic on downtown streets;
- Helping motorists more easily navigate downtown streets;
- Supporting economic development by increasing business visibility and access; and
- Increasing the visibility and use of the Larkin Parking Ramp.

2023 Riverfront Redevelopment Plan Most recently, the DDA and City Council adopted a Riverfront Redevelopment Plan in June 2023. This plan was developed with the understanding that the restoration of two-way traffic on Ashman and Rodd Streets was under consideration. Preliminary concepts developed through that process are compatible with and would benefit from the two-way restoration of Ashman and Rodd Streets.

A second phase to this riverfront redevelopment could include the pedestrianization of McDonald Street from Ann Street to Main Street, creating the pedestrian linkage from the riverfront to shopping district that the DDA has pursued for many years. A compatible project currently being explored would also pedestrianize McDonald Street north of Main Street to add a restroom facility and respite area at McDonald and Main Street. Both of these project would be more successful and benefit greatly by having two way traffic on both Ashman and Rodd.

It is useful to note that Rodd Street currently carries two-way traffic from Ann Street to Main Street.

At the May 24, 2023 Midland Downtown Business Association All Businesses meeting, attendees were asked to review the community survey responses and materials from the April-May community conversation workshop and survey and bring forward any questions or concerns they had. No items of concern were brought forward at that meeting. A phone call related to the meeting was received from Tom Everett owner of Everett Carpet, 318 Ashman Street, who expressed opposition to the change citing the current configuration works for his business and customers but noted that improving the safety of the corridor from wrong-way driving would be beneficial.

On August 30, 2023 a downtown district business owners, property owners and residents were invited to attend a discussion on the Ashman-Rodd Two-Way conversion. The meeting was designed to solicit feedback from the district on issues the MDBA and DDA should consider when rendering its recommendations. The meeting was available in both an on-line and in-person format.

The following persons were in attendance: Ashley Rae (Proper Taco), Bobbie Arnold (DDA), Dustin Neumeyer (MDBA / Three Rivers), Chris Moultrup (DDA/Three Rivers), David Ramaker (downtown property owner), Jim Malek (DDA/downtown resident), Julia Kepler (Serendipity Road/Joyful Tantrum), Jacob Kain (City Planning Department). Virtually attending the meeting: Chris Mundhenk (Great Lakes Loons) and Dave Kell (DDA / GLB Construction).

After a detailed presentation on the topic the following items were brought out in the conversation that ensued:

- It seems the questions have already been answered in pros and cons. This has been studied extensively already. As a resident downtown, navigating the street pattern and watching wrong-way drivers this seems like an obvious decision. The timing is right based on other projects moving forward.
- This is an important time for the city. This decision is vital to all our future planning and is supported.
- Support dedicated pedestrian pathway on Rodd Street because of the school.
- Has MPS given input into this?
Answer : City staff held a meeting with Central Park Elementary principal to review the project. MPS Associate Superintendent Jeff Jaster attended workshops. Both indicated they would be able to respond accordingly to whatever direction this initiative took. MPS has not taken a formal, public stance.
- Would on-street parking be allowed?
Answer: On-street parking in downtown. North of downtown, on-street parking provided along Ashman Street where turn lanes are not needed. No on-street parking on most of Rodd Street

where dedicated bike lane exists. Rodd Street north of Jefferson – curb to curb area is roomier so opportunities may exist to wider bike lanes, turn lanes and/or on-street parking.

Ashman Street configuration would be similar to what exists currently on Jefferson between Wheeler and Sugnet (turn lanes + on-street parking). Rodd Street configuration would be similar to Swede Avenue with a marked bike lane + parking. Preference on Rodd Street, however, would be dedicated bike lane with no on-street parking. Downtown streets would be similar to other downtowns with two-way traffic and on-street parking – Townsend Street is a good example of how the two-way street with parking on both sides would operate.

- Opportunity for improvement in the Circle district is critical for businesses. Provides ease of access, and greater ability to get there. Driving past a business without the ease of getting back to the business is discouraging for patrons. Having that (two-way) for Ashman and Rodd businesses would be good.
- This has been talked about for 40 years and it's still an idea that people have. We keep talking about it and thinking about it. Experts keep saying we should do this, but we keep NOT doing it. What's the problem?
- Creates better connectivity between downtown and the Circle
- Offers options when we close streets - we have alternative ways to get downtown (parades, for example)
- People go the wrong way on the one-way streets, people from out of town don't like it here because it's difficult for them (Gus Macker). Road and Ashman should be like every other road ever built.
- It's easy to speed on Ashman – because you can. Tracked the flow of traffic at 45 MPH - 15 MPH over the speed limit. Sometimes you are the only car in the whole corridor – get all three lanes to yourself.
- With a student at Central Park Elementary, it would be easier to get to and from that school.
- City of Midland is the city of modern explorers. Together, forward, bold. Making this decision to change would follow that model.
- Does Dow Diamond / the Great Lakes Loons have any concerns about the negative impacts for the two-way?

Answer: GLL has zero concerns. The two-ways create more connectivity for the ball park and downtown. By design we push people into the downtown and this two-way concept supports that. The data supports it. We've been talking about it for a long time. It enhances commerce and safety. Creates strong connectivity between downtown and center city. Provides better service and more inviting for guests. More accessibility. Decreases transport/service time and response for first responders. This move is the most uncontroversial city street improvement plan I can think

- Witnessed a wrong-way driver on Buttles correct themselves by then going the wrong way on Rodd.
- UPS drivers find inefficient delivery routes along these corridors.
- Even if you have GPS, sometimes you do have to give verbal directions to customers and it's very difficult.
- Fears for confused drivers: you're actually still going the same way you normally would on Ashman and Rodd. You can still go that way – you just will no longer be able to use all three lanes. It would be more concerning to go from two-way pattern to one-way pattern.
- It never dawned on me that the parking structure on one-way leaving town – visitors coming in on Ashman don't know it's there

- Our street system is on-its-face, confusing to begin with. We can't change that alignment. Ways to minimizing confusion for navigating our community are limited. This change is one of the ways we can make our community more navigable.

The DDA has requested that the Midland Downtown Business Association submit a response to this topic and provide feedback that it can consider at its September 13 DDA Board meeting.

On September 6 the MDBA board met to review details on the Ashman-Rodd topic and review feedback received from district conversations and from the community. They voted to support the conversion of Ashman-Rodd to two-way traffic. The resolution approved to support this action is attached.

Currently, the Downtown Midland Streetscape Plan, phase II supports restoring Ashman and Rodd streets back to their original two-way configuration. When adopting the plan, the DDA decided to hold on moving forward with this concept until a community wide conversation could occur on restoration of two-way traffic for the entire Ashman-Rodd corridor.

The most recent study of this initiative and conversations with the community are being completed and in October Midland City Council will render a final decision on the direction of this discussion.

Per City Council's direction, the DDA has been asked to review of this initiative and provide its recommendation to city council at its September 14 DDA Board meeting.

Consideration and discussion should be given to the interest in Downtown Midland to pursue a partial two-way conversion of Ashman and Rodd in the event the whole corridor conversion is not supported. This option would see Ashman and Rodd changed to two-way solely in the downtown district, from Indian to Ann Street, per the recommendation of the 2016 Streetscape plan.

Attached for your consideration is the DDA resolution that was tabled at the May 10 DDA board meeting pending further input from the community and MDBA.

Also attached are two letters of support received by the DDA.

Additional background, studies and information can be found on the following pages and online at <https://cityofmidlandmi.gov/1935/Ashman-Rodd-Corridor-Conversion>

From: Julia M Kepler [<mailto:juliamkepler23@gmail.com>]

Sent: Tuesday, August 22, 2023 10:56 AM

To: Harris, Selina <sharris@midland-mi.org>; Dave Kell <dkell74@gmail.com>

Subject: Rodd and Ashman Two Way Conversion

Selina can you send this to City Staff that need to see it, City Council and the DDA please:

To the DDA, Midland City Council, and City Staff,

I would like to address a few issues with the Rodd/Ashman Corridor and my support in changing them into 2 way roads.

1. SAFETY

Midland as a whole is a safe community and as a downtown business owner I travel Rodd and Ashman numerous times a week (well over 10) and this is the space I feel the least safe. The rate of go with the flow traffic is 10 miles over the posted speed limit at bare minimum (on Indian it is much worse), the one way drivers near Kroger is significant and as you get closer to downtown it is much of the same. Just because there aren't reported accidents in these corridors it doesn't mean they are safe and there aren't near misses numerous times a day-I see at least 3 a week.

2. PURPOSE

The purpose of the one ways is to move traffic rapidly in and out of downtown. We need to change that purpose to one of connection to our local businesses, parks, and neighborhoods.

3. CONFUSION

As a business owner I know I would love to see the traffic being able to be directed into downtown from both roads making it easier for visitors, residents, and service personnel to easily navigate our streets and remove confusion. I would love to not have the experience of a frustrated delivery driver swearing at me because "MIDLANDS STREETS F***ING SUCK". I wish this was not only one experience of drivers that service our community but it isn't the roads are frustrating and confusing.

For these reasons I recommend that Rodd and Ashman are converted to 2 ways.

Be Awesome,

Julia Kepler

Owner Serendipity Road and Joyful Tantrum

Dave,

If you want to forward this to the rest of the DDA, that would be great.

Daniel Buzzell from Ace Hardware. As a property/business owner, I am in favor of restoring Ashman and Rodd back into two-way roads.

1. It will be safer. I typically drive to work on Ashman each morning. It is not every day, but at least a few cars a week are driving the wrong way on Ashman. I see it the most near Kroger, but also in the DDA district. I cannot say I encounter it on Rodd nearly as much. When I do it is always in the DDA district.

2. There is no need for the one way roads. I never encounter enough traffic to justify three lanes. There probably is enough traffic to justify two lanes at times. I would expect that to be accommodated by restoring two-way traffic on corresponding one way. The only benefit is that it helps a lot of people leave downtown quickly. That's really only a benefit to the Loons. All of the other businesses would be better off if people lingered downtown.

3. They make it confusing for newcomers and visitors. I'm sure most of the folks who oppose restoring the roads are those who are used to them by now. Our sales reps and delivery drivers hate all of the one ways downtown. I regularly hear that they, "had a hell of a time getting here." They feel like getting around downtown is very confusing because of the various one ways. I'm sure it turns plenty of people away. It would be so much easier if people could just drive the direction they want to go.

It is absolutely time for us to restore these roads to two-way traffic. Let's make it happen!

Thanks,

Daniel Buzzell

Ace Hardware & Sports

419 E. Main Street

Midland MI 48640

Store: 989.832.8829

Daniel@MidlandAce.com

Additional Information on the Ashman Rodd Conversion:

Center City / Circle Specific:

In a 1961 letter to City Council the Circle Businessmen's Association (C.B.A.), which opposed the Ashman – Rodd one-way conversion, they stated: *One way streets in business areas have fallen short as satisfactory answers to the traffic problems of business districts. They may serve as short term answers but not for the long haul. A number of cities in Michigan have been caught in this trap by thinking they had solved their problems for all time by adopting one way streets.*

Accompanying that letter was a petition from the C.B.A. urging City Council to start and stop the proposed one-way system at Nelson Street, south of the Circle.

Concerns with traffic circulation in the Circle District and Downtown Midland persisted, and the areas have been studied multiple times from 1961 to the present in an effort to identify solutions that better balance the needs of businesses and through traffic.

A 1991 report on Circle/South Saginaw Road Commercial District Area Improvement Strategies also identified traffic circulation as a major issue for the Circle District. A concurrent survey of business owners in the Circle District found that difficult traffic patterns were number one on the list of major problems with the Ashman Circle area. Furthermore, the same survey found that the restoration of two-way traffic on Ashman Street was the number one suggestion for improvement to traffic patterns and Circle access. The 1991 report ultimately recommended restoring two-way traffic on Ashman Street between Cambridge and Mertz Streets.

2002 Midland Circle Area Enhancement Plan Through an extensive public process, the 2002 plan was created to identify ideas to improve the Circle Area. Among the many ideas considered, it was noted that *“revising street design issues is essential to solutions that promote both traffic safety and economic health.”* The report continued: *What was once a center of community activity is now more a place people pass through. Streets are designated as one-way, bypass routes and traffic signals have been added. Disjointed and clashing streets confuse uninitiated drivers, and access to businesses in the commercial district is difficult. Some business owners feel these cumulative layers of fixes accommodate those traveling someplace else, with little thought about the livelihood of those who live, work, and shop in the Circle.* A Strengths – Weaknesses – Opportunities – Threats (SWOT) Analysis conducted as part of the public engagement process for the 2002 Circle Plan identified turning Ashman into a two-way street as the second most popular opportunity among participants (behind landscaping improvements). The report further states: *On a daily basis, the streets conflict with desires of people trying to get from one place to another. Drivers and pedestrians fight traffic controls built over the past thirty-five years. People should not have to work so hard to navigate the Circle, and shop owners should not rely on their customers circumventing the web of public streets to do business. There is a strong desire by the community to address past traffic changes for something more responsive to their needs.* As a result of the strong public support expressed for two-way traffic through the planning process, all three design alternatives considered – including the design ultimately identified as the preferred alternative – restored two-way traffic on Ashman and East Ashman at the Circle.

2019 Center City Redevelopment Plan In 2019, the Center City Authority (CCA) and City Council adopted the Center City Redevelopment Plan, which includes a consideration of traffic flow patterns throughout Center City including Ashman and Rodd Streets. The plan builds upon earlier studies of Ashman Circle and the Saginaw Road corridor, including the 2002 plan. The 2019 plan provided updated alternatives for roadway treatments and concluded that the vision for Center City, particularly the plan for Ashman Circle, would be feasible with Ashman and Rodd Streets in either one-way or two-way traffic configurations.

2006 City Master Plan The 2006 Master Plan – which, as amended, is the current City’s Master Plan – includes a recommendation related to the Ashman and Rodd one-way pairs. That recommendation, contained in Chapter 8 – Implementation, states that the City should periodically evaluate the impacts of returning both of these streets to two-way operation and carefully weigh the potential advantages and disadvantages of doing so.

2018 Midtown Design Charrette In December 2018, the Planning Department conducted a Midtown Design Charrette for business owners, residents, and other property owners located along Ashman and Rodd Streets between Downtown and Center City. More than 30 residents and business owners of the Midtown neighborhood attended this event. While the event covered a number of neighborhood-specific topics, concerns with safety, speed, and access disadvantages with the current design of Ashman and Rodd Streets were voiced by those in attendance.

Procedural History

The various planning activities involving Ashman and Rodd Streets in recent years – including decision making regarding the future design of Indian and Buttles Streets – has informed subsequent actions by City Council to complete a holistic review of the potential two-way restoration.

This review most recently began in January 2022, when City Council provided general direction to staff to prepare a Request for Proposal (RFP) to analyze the traffic flow impacts of restoring two-way traffic to Ashman and Rodd Streets during their strategic planning retreat. That RFP was authorized for release by City Council on February 28, 2022.

On May 23, 2022, City Council authorized the selection of OHM Advisors for that project, to include analysis of the advantages and disadvantages of all road options. City Council received the OHM report on December 19, 2022 and at the same meeting authorized staff to issue the RFP to complete the corridor study, provide for public engagement, and develop design recommendations for the restoration of two-way traffic.

PM Blough, Inc. was selected to assist with that process, and the outcomes of that process were first presented to City Council on June 12, 2023.

Capacity Analysis Results

In 2022, OHM Advisors was hired by the City to evaluate the potential benefits and costs to restore two-way traffic to Ashman and Rodd Streets. The study is focused on traffic impacts, specifically vehicle level of service (LOS), a measure of operating conditions including speed, travel time, and delay.

Level of service is generally rated A through D, with LOS D considered acceptable in urban settings such

as the study area. The study considered four design scenarios:

- One-way traffic (existing conditions)
- Two-way traffic with center left turn lane
- Two-way traffic without center left turn lane (extra curb-to-curb width available for multimodal facility, on-street parking, or other purpose)
- Two-way traffic combination – center left turn lane on Ashman but not on Rodd

The study found that there is a comparable level of service in the study area along both Ashman and Rodd Streets when comparing all four design scenarios. Existing delay at the intersection of Ashman and Saginaw is redistributed in each of the design scenarios with delay in all scenarios largely similar to existing conditions. At some locations, level of service improves under two-way restoration; at Ashman and Carpenter, for example, level of service improves from D to C. Rodd Street operates at a level of service C or better under all scenarios.

The study also provides a brief and generalized overview of other considerations relevant to a potential two-way restoration. The study notes that, consistent with the capacity analysis findings summarized above, restoration of two-way traffic on Ashman and Rodd Streets does not create any roadway capacity issues.

The study further notes that two-way restorations typically result in lower traffic speeds, which is an important factor in roadway safety.

Importantly, the study notes that two-way restorations can improve system navigation by providing more direct routes to destinations. System navigation is critical to economic development of commercial areas and can make the community more welcoming to visitors and new residents as well as provide long-time residents with improved access to community amenities.

The study notes that two-way traffic creates more potential conflict points when compared with the limited turn movements permitted under one-way traffic conditions; however, these additional conflicts are often offset by reductions in speed.

Two-way restorations can provide for and are often pursued in order to:

- increase non-motorized safety by providing opportunity to reallocate curb-to-curb width from motorized to non-motorized use, which was explored in two of the scenarios studied;
- modify emergency and maintenance routes, generally providing more direct and flexible access;
- provide significantly more access for the approximately 225 parcels that take direct access from the corridors, including approximately 125 residences and over 100 businesses and civic institutions. These numbers do not include the hundreds of additional homes and businesses in Downtown, Midtown, and Center City that could benefit from enhanced access and visibility resulting from a two-way restoration.;

COST

The study includes an engineering estimate of the total cost of the two-way restoration scenarios. This estimate, \$3.7 million, includes no detailed breakdown. There are several contextual factors which lead staff to believe this cost estimate is not representative of likely actual costs:

- Much of the project cost would be absorbed into three pending roadway projects: Phase 2 of the

Saginaw Road streetscape project (north of Dartmouth); implementation of the next phase of the Downtown Streetscape Plan; and MDOT's reconstruction of Business Route US-10. For instance, six of the eleven existing signalized intersections along the corridors would likely be reconstructed as part of the Saginaw Road or BR-10 projects.

- Future design steps would include evaluating the remaining five signalized intersections to determine if signal warrants continue to exist. There is the potential for significant project cost reduction and ongoing maintenance cost reduction through the removal of one or more existing traffic signals along Ashman and/or Rodd Street.
- The existing right-turn slip lane from Rodd to Jefferson and from Cambridge to E. Ashman, and the contraflow slip lane from Jefferson to Nickels Street are shown for removal. These removals are not essential to the restoration and could be removed from the project in order to reduce costs.

The City Engineering Department reviewed the project and found that the expected additional costs for the restoration of two-way traffic on Ashman and Rodd Streets would be less than \$500,000. These costs represent approximately 1% of the City's current six-year budget for major street projects contained in the adopted 2023-2028 Capital Improvement Plan. The additional costs include striping, signage, and traffic signal modifications between Indian Street and Saginaw Road, with other costs already included in the estimated budgets for the Saginaw Road streetscape project, BR-10 reconstruction, and Downtown streetscape project, all of which are expected to occur regardless of City

Corridor Conversations

Following receipt of the OHM report in December 2022, City Council directed staff to provide opportunities for Midlanders to learn more about the potential restoration and provide feedback. PM Blough, Inc. was hired to assist with the public input period and create conceptual renderings depicting each street with two-way traffic. The concept renderings generally showed left-turn lanes provided at major intersections with on-street parking provided in other areas and bicycle traffic sharing the travel lane with vehicle traffic, a hybrid of the concepts analyzed by OHM. The public was invited to participate in this project in the following ways:

- Five community conversation open houses were held on April 18, 19, and 20 at the Law Enforcement Center and the Northwood Idea Center. These events included several exhibits and handouts to provide context for the project and answer common questions, copies of which are included in the final community conversation report. An estimated 150 people attended the sessions.
- An E-CityHall community-wide survey was open from May 2 to May 10. Survey participants submitted a total of 213 comments. • The Midland Business Alliance hosted a virtual "Issues & Answers" event on May 10 which was free and open to the general public. Approximately 20 community members participated in the virtual session. A final report of the community conversation process, including the E-CityHall survey results, was prepared and presented to City Council in June and July, 2023. Among the hundreds of questions and comments provided certain themes emerged. These themes include:
 - The origin and rationale for the proposed project.
 - Non-motorized transportation facilities.
 - Traffic flow impacts.
 - Construction impacts, project timing, and phasing.
 - Public service impacts, including emergency response and solid waste collection.

- Traffic safety.
- The relationship of this project with other projects, including Phase II of the Saginaw Road Streetscape, reconstruction of Business Route US-10, updates to the Downtown Streetscape on Ashman and Rodd Streets, and the Riverfront Redevelopment Plan.
- Next steps. Many of the items above were addressed at length through the materials provided at the open houses and through the survey, as well as through conversations between staff, the engagement consultant, and participants. The materials provided are included in the Community Conversations Report.

Alternatives Considered

Studies from the 1960s to the present have primarily focused on restoring two-way traffic to Ashman and Rodd Streets since the circulation limitations created by the one-way traffic pattern were a major concern of business owners at each end of the corridors. Many studies have considered these issues in isolation, recommending restoration only in the respective area of study – such as the 2002 Circle Plan and the 2016 Downtown Streetscape Plan. The current process has been undertaken with the intent of looking at the streets holistically, from Cambridge Street to the riverfront, for the first time since the 1958 Major Streets Plan first recommended the one-way conversion. As noted previously, the OHM study considered four design alternatives, each inclusive of the entire corridor.

The renderings produced for the Corridor Conversations public engagement process blended the alternatives by providing intermittent turn lanes at major intersections and shared bicycle lanes on both Ashman and Rodd Street.

Due to significant public comments regarding a desire for dedicated bicycle facilities on at least one of the two streets, staff would recommend that if two-way restoration is approved that dedicated bicycle lanes be provided on Rodd Street. Cross-sections depicting the proposed design have been prepared accordingly and are on the project webpage. It is still possible to consider additional alternatives to the designs. For instance, restoration of two-way traffic south of Indian Street, or north of Nelson Street, could address specific circulation concerns in those areas while retaining one-way traffic flow on the remainder of the corridor. The excess capacity on each street could also be repurposed for on-street parking, a dedicated or protected bicycle facility, or another purpose. These scenarios have not been analyzed, largely because the potential circulation benefits of two-way restoration have been the major focus of discussions about the streets for over 50 years.

Additional background, studies cited and information can be found online at <https://cityofmidlandmi.gov/1935/Ashman-Rodd-Corridor-Conversion>

WHEREAS, the Midland Downtown Business Association (MDBA) has followed the community conversation on the potential restoration of two-way traffic patterns on Ashman and Rodd Streets and reviewed input received on the topic from downtown district members and members of the community; and

WHEREAS, the MDBA supports the following benefits that the two-way traffic restoration on Ashman and Rodd streets brings including: removal of confusing one-way streets from the core of the downtown, improving ease of accessing downtown from the Indian and Buttles corridors, addressing safety issues of vehicles going the wrong way on downtown streets, improving traffic movement and predictability of navigating the downtown core, establishing consistency with business-friendly street design practices and increasing the visibility and use of the Larkin Parking Structure; and

WHEREAS, the MDBA supports projects moving forward in Downtown Midland including riverfront redevelopment, McDonald Street restroom project, and Phase II of the 2016 Streetscape Plan and recognizes the benefits that two-way traffic on Ashman and Rodd would provide to these projects; and

WHEREAS, the MDBA further expresses interest in the City pursuing four-way stop patterns along Larkin and Ellsworth Streets to further enhance safety in downtown traffic patterns; now therefore

RESOLVED, The Midland Downtown Business Association expresses its support of the restoration of two-way traffic on Ashman and Rodd Streets from Ann Street to Saginaw Road recognizing the safety, access and business-friendly benefits to Downtown Midland.

Presented to the Midland Downtown Business Association on September 7, 2023

Motion made by:	Tyler Johnson
Motion supported by:	John Levy
Yeas:	Dustin Neumeyer, John Levy, Chris Whitted, Patrick Schefsky, Julia Kepler, Chris Mundhenk, Meleah Retzloff, Tyler Johnson, Kevin Scorsone
Nays:	None
Absent:	Gus Wojda
Abstain:	None
Vote:	Approved

WHEREAS, in September 2016 the Downtown Development Authority (DDA) Board accepted the Downtown Midland Streetscape Redevelopment Plan developed by SmithGroup JJR including adoption of the concept for restoring Ashman and Rodd Streets to two-way traffic in the downtown district; and

WHEREAS, the transition of Ashman and Rodd from one-way to two-way traffic was not included as part of the initial streetscape construction pending broader community discussion as to the extent and appropriateness of the transition; and

WHEREAS, the DDA recognizes the following benefits of two-way traffic restoration on Ashman and Rodd streets to include: removal of confusing one-way streets from the core of the downtown, improving ease of accessing downtown from the Indian and Buttles corridors, addressing safety issues of vehicles going the wrong way on downtown streets, improving traffic movement and predictability of navigating the downtown core, establishing consistency with business-friendly street design practices and increasing the visibility and use of the Larkin Parking Structure; and

WHEREAS, the DDA has continued to include the goal of supporting and participating in community conversation pertaining to this topic; and

WHEREAS, the City of Midland held informational sessions for the community in April 2023 and launched a community-wide survey in May 2023 sharing information and inviting businesses and residents to provide feedback on this topic; and

WHEREAS, Midland City Council will soon consider final action on the restoration of Ashman and Rodd Streets to two-way traffic patterns; now therefore

RESOLVED, The Midland Downtown Development Authority hereby expresses its support of the restoration of two-way traffic on Ashman and Rodd Streets from Ann Street to Saginaw Road recognizing the safety, access and business-friendly benefits to Downtown Midland.

Presented to the Downtown Development Authority Board on May 10, 2023

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:



DDA Executive Committee Meeting
Monday, August 21, 2023 ~ 2:30 p.m.
Midland City Hall ~ Conference Room B

Committee Members: David Kell (Chair), Chris Moultrup, Marty McGuire, Kevin Scorsone

Ex-Officio Member: Dustin Neumeyer, MDBA President **Staff:** Selina Harris

The April 2023 Executive Committee meeting minutes were presented for approval. Scorsone moved for approval, seconded by Moultrup. Minutes were approved.

Harris presented a request from the Midland Downtown Business Association (MDBA) for the Downtown Development Authority (DDA) board to consider appointing a DDA board member to an ex officio member position on the MDBA board. Kevin Scorsone is a member of both the MDBA and DDA boards and has been suggested for this ex officio position. McGuire moved that this request be forwarded to the DDA board and that Kevin Scorsone be put forward for further consideration and approval, seconded by Moultrup. Motion was approved with Scorsone abstaining from the vote.

Harris presented a potential partnership project with the Midland County Historical Society to place interpretive signage in the downtown district to share the history of downtown properties. Three properties chosen include the Midland County Courthouse, Larkin Building and Oddfellows Building. The historical society has developed the language and plaque design. Location of signage installation would be finalized by the DDA / City, but generally would reside in the existing flower gardens. Several questions were raised for follow up: confirmation of costs for production / installation; what criteria was used in selecting the proposed locations; what other organizations are participating in the larger project of adding this type of signage throughout Midland County.

Harris provided updates on various downtown projects including DDA Long-Range Strategic Plan, downtown restrooms, the Ashman/Rodd Two-Way conversion conversation, Riverfront Redevelopment Plan and how the extension of the Commons boundary has gone.

Harris shared downtown information including: board vacancy due to Cathy Bott's term expiring and her leaving her position at the Midland Daily News; tax appeal by Huntington Bank has been filed against their downtown property and Delta University has leased the second floor of the Larkin Parking Structure.

Reviewed the draft Agenda for the September 13, 2023 DDA Board Meeting

Meeting adjourned at 3:45 pm

Next Executive Committee Meeting: Wednesday, November 1, 2023

2024 – Proposed DDA Board Meeting Calendar

***2nd Wednesday of the odd-numbered months,
3 pm City Hall Council Chambers***

January 10

March 13

May 8

July 10

September 11

October 9 (Strategic Planning Session)

November 13

DDA Board September 2023

<u>Board Member</u>		<u>Occupation</u>	<u>Committee(s)</u>	<u>Term Ends</u>
David Kell	Chair	Great Lakes Bay Construction	Chair Executive Committee, Marketing, Budget	5/2025
Chris Moultrup	Vice Chair	Three Rivers Construction	Chair Economic Sustainability	5/2026
Bobbie Arnold		Strosacker Foundation	Marketing, Budget	5/2024
Bo Brines		Little Forks Outfitters	Economic Sustainability, Budget	5/2026
Britney Hyde		Huntington Bank	Economic Sustainability	5/2025
Jim Malek	Resident	Retiree	Marketing	5/2026
Jon Lauderbach		Warner Norcross & Judd	Economic Sustainability	5/2026
Kevin Scorsone		Tri-Star Trust Bank	Executive Committee	5/2024
Marty McGuire		Retiree	Executive Committee, Budget	5/2024
Paul Barbeau		Dow	Economic Sustainability	5/2025
Tony Stamas		Midland Business Alliance		5/2026
Vacancy				(5/2026)
Brad Kaye		City Manager	Budget	Tenure of Office



September 6, 2023

To: Midland Downtown Development Authority Board
From: Selina Harris, Community Affairs Director
RE: Midland Downtown Business Association Appointee

The Midland Downtown Business Association is the non-profit association of businesses in Downtown Midland focusing on enhancing shopping and dining experiences in the district. The MDBA is comprised of business owners, property owners and employees located within the Downtown Development Authority boundaries. A complete list of current board members is below.

In January of this year, the MDBA began considering the idea of having a Downtown Development Authority Board member appointed as an ex-officio board member of the MDBA. This action would insure there is always DDA representation on the MDBA board to provide consistency and cross-representation between DDA and MDBA initiatives.

The MDBA fully considered this action at their June board meeting. Neumeyer motioned that this idea be brought to the DDA board with DDA and MDBA board member Kevin Scorsone recommended as the person to fill this position. The motion being seconded by Meleah Retzloff. All board members voted to approve the motion with Scorsone abstaining from the vote.

This item was brought forward and discussed at the August DDA Executive Committee meeting. McGuire moved to support that the request be forward to the DDA board for final consideration at the September meeting. The motion was seconded by Moultrup with all executive committee members voting in support and Scorsone abstaining.

Approval of this action would bring the MDBA seated board to 13 members with 11 voting members and two Ex Officio (non-voting) members. This will leave two MDBA board vacancies to fill; a previously-vacated position and the position vacated by Scorsone who will transition to an ex-officio position.

2023-24 Midland Downtown Business Association Board

Dustin Neumeyer	Chair	Three Rivers Corporation
John Levy	Vice Chair	Three Bridges Distillery
Tyler Johnson		Molasses
Julia Kepler		Joyful Tantrum / Serendipity Road
Chris Mundhenk		Great Lakes Loons / Dow Diamond
Meleah Retzloff	Secretary	1 st State Bank
Patrick Schefsky		Poznak Dyer Kanar Schefsky Thompson
Kevin Scorsone		Tri-Star Trust Bank
Chris Whitted	Treasurer	Grape Beginnings Winery
Gus Wojda		Pizza Sam's
Vacancy		
Emily Lyons	Ex Officio	Midland Business Alliance / Farmers Market

WHEREAS, the Midland Downtown Business Association (MDBA) has requested that the Midland Downtown Development Authority (DDA) consider assigning a DDA Board member to serve as an ex officio member of the MDBA board to insure consistency and cross-representation between DDA and MDBA initiatives; and

WHEREAS, the DDA supports cross-representation between DDA and MDBA efforts; now therefore

RESOLVED, that annually the DDA shall designate or confirm one DDA board member position to serve as an ex-officio member of the MDBA to attend MDBA board meetings and represent the interests of the DDA to the MDBA board and share MDBA information, actions and initiatives back to the DDA board; and

RESOLVED FURTHER, that Kevin Scorsone be appointed as the 2023 DDA Board ex officio member to the MDBA.

Presented to the Downtown Development Authority Board on September 13, 2023

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:



DDA Economic Sustainability Committee

Wednesday, August 23, 2023 at 2:00 p.m.

Midland City Hall ~ Conference Room B

Attending: Chris Moultrup – Chair, Bo Brines, Britney Hyde **Staff:** Selina Harris

Joining Via Phone: Paul Barbeau **Absent:** Jon Lauderbach

The economic sustainability committee minutes from June 28, 2023 were presented for approval. Brines moved for approval, seconded by Hyde. Minutes were approved

Reviewed outdoor grant support request from Three Bridges in the amount of \$2,500. Brines moved support, seconded by Hyde. Three Bridges outdoor grant funding was approved.

Reviewed the Façade Improvement Program application from Kevin Scorsone at Tri-Star Trust Bank, 200 E. Main Street for funding to support the addition of a 360 square foot mural to the McDonald Street side of their building. Brines moved for approval, seconded by Hyde pending submittal of paid receipts.

Harris updated the committee on various projects including the 2023 pedestrian plaza and extension of the Commons boundary; Riverfront Redevelopment; downtown restrooms; DDA long range strategic planning; downtown parking planning and; the Ashman / Rodd two-way conversion conversation.

Discussed downtown vacancies, businesses and activities.

Meeting adjourned at 4:00 pm.

Proposed Incubator Payment Schedule for FILL - 133 Ashman Street

FILL	6 mos @ 50% \$804.50	6 mos @ 33% \$530.97	6 mos @ 17% \$273.53	In-Business Commitment
\$1,609/month lease	October 2023 - March 2024	April 2024 - September 2024	October 2024 - March 2025	October 2026
18 month commitment	\$4,827.00	\$3,185.82	\$1,641.18	
Total	\$9,654			



Taxlot highlighted in red

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Alison Orvosh, FILL, 133 Ashman Street, and found all information acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends that the Downtown Development Authority grant said incubator application and provide lease subsidy in the following amounts:

- \$804.50 /month for the first six months of the program;
- \$530.97/month for the second six months of the program; and
- \$273.53/month for the last six months of the program.

Presented to the Downtown Development Authority Board on September 13, 2023

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Vote:

DDA Façade Application Receipt

Application Received From: Kevin Scorsone, Tri-Str Trust, 200 E. Main Street

Date Received: July 20, 2023

General Project Description: Addition of a 320 square foot mural to the McDonald Street facing side of building

Proposed Start Date: August 5, 2023

Proposed Completion Date: August 5, 2023

Total Amount of Project: \$12,000.00

	<u>Total</u>	<u>FIP Funding</u>
Mural design & frame	\$3,500.00	\$1,750.00
Materials	\$1,500.00	\$ 750.00
Total:	\$5,000	<u>\$2,500.00</u>

Amount recommended for approval:

Grant **\$2,500**

Loan **\$0**

Property is in the DDA District

YES

Applicant is property owner

YES

Applicant is a business owner authorized to apply on behalf of property

YES

Applicant submitted eligible design renderings

YES

Applicant submitted detailed information on materials, colors, etc.

YES

Applicant submitted written estimates

YES

Applicant verified building/zoning codes are accurate

YES

Scheduled for ES Review on:

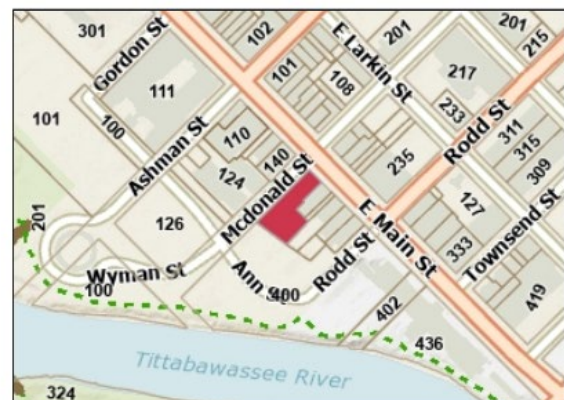
August 2023

STAFF RECOMMENDATION: Approval

* Unlike other Downtown Midland mural installations in conjunction with and paid for by Public Arts Midland and the annual Art Scene festival, this mural was aligned with

* While the façade program does not specifically speak to mural installations as part of the program, the economic sustainability committee felt that this initiative met the intent of the program in helping property owners undertake public enhancements to their properties that benefit the downtown district.

* Tri-Star will be required to submit applicable paid receipts for this project before receiving the grant funding







DOWNTOWN DEVELOPMENT AUTHORITY
FAÇADE PROGRAM APPLICATION

Date: 7/20/2023

Name of Applicant: Kevin Scorsone

Applicant Mailing Address: 200 E Main St

Applicant Email: Kevin.Scorsone@tristar-trust.com

Applicant Phone Number: 989-492-7620

Project Address: 200 E. Main St.

Building Owner's Name & Contact Information: Kevin Scorsone Tristar Trust

Project's Estimated Total Cost: \$12,000

Provide description of work and cost breakdowns by major categories, such as architectural fees, engineering fees, signs, awning, painting, repair, carpentry, electrical, etc.

Table with 3 columns: Work to Be Done, Estimated Cost, and Written Estimate Attached? Rows include Mural (5,000, No), materials (Yes), and installation (Yes).

Identify façade amount requested and form of payment:

The façade program will provide up to \$5,000 in matching grant and up to \$10,000 in matching loan for eligible downtown properties every seven years. Please select the amount of your façade request and whether it will be as a grant, loan or combination of both.

Amount Requested (50% of estimate)

\$ 2,500

\$

Form of Payment (circle preferred)

Façade Grant (circled) Façade Loan

Façade Grant Façade Loan

Proposed project start date : 8/5/2023

Proposed project completion date: 8/5/2023

KSS **Initial here** to indicate that you have attached one photograph of the existing building and a detailed color rendering of design plans including description of work and outlining the materials to be used along with other details of the project.

Identify name of person responsible for paying the initial invoices (contractors/purchases):
Kevin Sursone / Tri Star Trust

Identify name of person to whom façade grant/loan reimbursement should be made:
Tri Star Trust

The undersigned applicant affirms that:

- The information submitted herein is true and accurate to the best of my (our) knowledge.
- I (we) have read I have read and understand the conditions of the DDA Façade Program and agree to its conditions and guidelines.

Signature of Applicant(s): Kevin Sursone
Date: 7/20/23

Signature of property owner(s) if different than applicant:
Date: _____

Signature of person responsible for initial purchases and contractor costs:
Kevin Sursone
Date: 7/20/23

Signature of person to receive façade loan / grant payment(s):
Kevin Sursone via Tri Star Trust
Date: 7/20/23



Why a mural?

- Art adds value to the city
- Creates interest to the business
- Timeless something that can stay for many years

Dancing In The Rain

Why dancing in the rain?

- Water represents emotion
- Dance represents acceptance and movement
- Goal is to create a sense of joy and relief

Bansky Inspiration:



Stencil Style











4 x 8 feet x 4
16 feet wide or 20

By $16 \times 20 = 320$ feet

Donoso Studios

Mural Additions Proposal for Tri Star Trust Bank

- Design options & concept creation for additions to mural
- Finishing Frame for the mural - Prime the plywood and paint (2 4 feet by 8 feet panels to be cut into strips of 1 feet)
- Additional stencil coming out of the frame.
- Side walk interactive installation
- Coating side walk installation

Price: \$3,500 + materials

Materials cost: paint, primer, plywood, spray paints, cover for the showing, plastic covers for location, paper for stencil. Organizing logistics of installation.

\$5,000

Carolina Donoso



CAROLINA DONOSO





Midland Downtown Development Authority BUSINESS INCUBATOR Guidelines

The Incubator Program:

The Midland Downtown Development Authority (DDA) administers the Business Incubator Program to create vibrancy and business success in downtown Midland. The incubator program supports new retail, restaurants, entertainment and business concepts.

The Incubator program is available to:

- ground floor
- for-profit businesses
- retail, restaurant or entertainment businesses that are
- new to the Midland Downtown Development Authority (DDA) Tax Increment Finance (TIF) district. (see the attached map.)

The Incubator program is a **program**, not a space for new businesses to occupy.

For-profit business owners may choose any location within the DDA boundaries.

The property owner, in a leasing situation, must agree to the terms and conditions of the incubator program.

The Incubator program is offered through the DDA and administered by the DDA's Economic Sustainability Committee (ES).

Businesses that become part of the Incubator program will receive the following benefits:

1. The maximum rental subsidy over 18 months shall be \$10,000
2. Eighteen (18) months of subsidized rent on the following schedule:
 - a. Month 1-6 50% subsidy (\$830/ month maximum)
 - b. Month 7-12 33% subsidy (\$560/ month maximum)
 - c. Month 13-18 17% subsidy (\$275/ month maximum)
3. Participants are strongly encouraged to establish mentoring relationships with successful downtown businesses and/or staff of Delta College's Small Business Development Center (SBDC).

In exchange, the **business owner** agrees to the following conditions, which are strongly encouraged in an effort to ensure success:

1. The business owner shall, at a minimum, be open for normal business hours at least six (6) days per week.
2. The business owner shall obtain the services of a properly credentialed bookkeeper, attorney and CPA.
3. Active participation in bi-monthly Midland Downtown Business Association All Business meetings and an active presence on the downtown website, www.downtownmidland.com

Additional Criteria

1. The DDA may exclude businesses whose uses and proposed building façade and/or location are not consistent with the DDA's current adopted plan and the City of Midland Zoning Ordinance.
2. The business owner shall remain in continuous operation within the DDA district for three (3) years from the date opening. The DDA reserves the right to require repayment of any or all incubator subsidies paid to any business that fails or goes out of business prior to the completion of the three (3) year program requirement.
3. For purposes of the Incubator program, retail is defined as a business in which a majority of the floor space must be dedicated to the display of products available for sale on the premises. The DDA shall determine the minimum amount of floor space to be dedicated to restaurant or entertainment businesses on a case by case basis.
4. Consideration shall be given to new businesses, new concepts by existing downtown retailers and expansion of existing retail operations from outside the DDA district.
5. Franchise and chain business establishments are eligible to participate in the program.
6. The incubator program may be used along with the façade grant and loan program.
7. Businesses must apply for the incubator program within the first 12 months of opening to the public in Downtown Midland to be eligible for incubator funding. Businesses open to the public in Downtown Midland for more than 12 months prior to the DDA Office receiving the incubator application are not eligible to receive incubator funding.

Application Process

1. The Business Owner/Operator applies for the incubator program and submits completed application and **all attachments** to the DDA Director, 333 W. Ellsworth, Midland, Michigan 48640.
 - a. Application must include a lease within the DDA district
 - b. Application must include a written business plan or a completed executive summary;
 - c. Application must include completed MiSBTDC Counseling Information Form

**** Applications will not be processed until ALL required attachments are submitted ****

2. Once the complete application packet is submitted, the DDA director, DDA's Economic Sustainability Committee and Small Business Development Center (SBDC) conduct an initial review of the application.
3. The Economic Sustainability Committee makes recommendation to the DDA Board for final approval of the application.
4. Once the incubator application is approved by the DDA Board, DDA director and applicant finalize incubator payment process which begins the month after DDA approval, the month the business opens for operation and/or upon issuance of certification of occupancy where applicable.
5. The business owner/operator will receive the monthly incubator funding.

Additional Information

1. The applicant has one hundred eighty (180) days from the DDA Board approval to be open and be operational, unless other arrangements have been made.
2. Incubator subsidy payments shall begin the month that the approved incubator business is scheduled to open.
3. Incubator payments will cease upon completion of program or closure of the business unless alternate and agreed-upon arrangements have been made with the DDA office prior to closure of the business.
4. The business owner/operator is the intended beneficiary of incubator lease subsidy.
5. The DDA Board reserves the right to reject any application that, in the opinion of the DDA, does not meet the criteria and intent of the program.
6. The program is subject to change by the DDA Board.



**Midland Downtown Development Authority
BUSINESS INCUBATOR
Application**

Date: _____

Name of Business Owner/Operator (APPLICANT):

Name of Proposed Business: _____

Applicant's Address: _____

Address of Proposed Business: _____

Name of Property Owner: _____

Please complete for the best way to contact applicant:

Applicant's Preferred Phone: _____

Applicant's E-Mail Address: _____

Phone Number of Proposed Business (if available): _____

Please detail the type of business being proposed and product(s) sold, public served:

Will the proposed business be a for-profit business: Yes____ No____

Will the proposed business have a 501C3 not-for-profit business status: Yes____ No____

Does this business already have a written business plan developed? Yes____ No____

_____ If yes, please check here and submit a copy of the business plan with the application;

_____ If no, please check here and complete the Executive Summary document included in the incubator packet and submit with application.

Anticipated hours of operation (hours/day; days of week):

Monday _____
Tuesday _____
Wednesday _____
Thursday _____
Friday _____
Saturday _____
Sunday _____

Please list the names of persons your business will be working with in the capacities of:

Attorney: _____

CPA: _____

and/or Bookkeeper: _____

Please verify that the items below are included with your completed application:

- A copy of a draft lease agreement including lease amounts and term of lease (an unexecuted agreement is acceptable)
- A completed SBA Agreement Form for the Small Business Development Center's review of your business plan
- Your Business Plan (if already developed)
-OR-
- A completed Executive Summary for your business

I understand that as part of this program my business shall remain open, in continuous operation within the DDA district for three (3) years from the date opening and that the DDA may require repayment of any or all incubator subsidies paid to any business that fails or goes out of business prior to the completion of the three (3) year program requirement.

_____ Initials of applicant

I further understand that should my hours of operation vary significantly from those defined on my application that the DDA reserves the right to suspend my incubator payments and/or require repayment of any or all incubator subsidies paid to my business.

_____ Initials of applicant

Business Owner Signature: _____

Printed name _____

Date _____

Property Owner Signature: _____

Printed name _____

Date _____

FOR DDA OFFICE USE

Date of Receipt: _____

Scheduled Agenda Date for ES Committee Review: _____

Approval from Michigan Small Business Development Center that the applicant has sufficient business background and a reasonable business plan to continue. Date _____

Approval of Business Incubation Contract and Lease agreement by Downtown Development Authority Board _____

Terms:

First Subsidy Level: Amount \$ _____ Begins: _____ Ends: _____

Second Subsidy Level: Amount \$ _____ Begins: _____ Ends: _____

Third Subsidy Level: Amount \$ _____ Begins: _____ Ends: _____

Date of completion of three-year lease obligation and release of incubation obligations _____

2022-23 Meeting Dates and Deadline for Incubator Submissions

Deadline to submit completed application	Economic Sustainability (ES) meets to consider applications	DDA Board Considers ES Recommendation / final approval
Feb 1	Feb 24	Mar 10
Apr 1	Apr 27	May 11
June 1	June 22	July 13
Aug 1	Aug 24	Sept 14
Oct 1	Oct 26	Nov 9
Dec 1	Dec 28	Jan 11, 2023
2023		
Feb 1	Feb 22	Mar 8
Apr 1	Apr 26	May 10
June 1	June 28	July 12
Aug 1	Aug 23	Sept 13
Oct 1	Oct 25	Nov 8
Dec 1	Dec 27	Jan 10, 2024

WHEREAS, the Economic Sustainability Committee has brought forth a recommendation to add language to the Downtown Incubator Program that clarifies businesses are only eligible to apply for incubator support within their first year of opening to the public in Downtown Midland; now

THEREFORE, the DDA board approves the proposed language revision to the Downtown Midland Incubator Program.

Presented to the Downtown Development Authority Board on September 13, 2023

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:

WHEREAS the Economic Sustainability Committee of the Downtown Development Authority (DDA) has reviewed the façade application for a building mural from Kevin Scorsone, Tri-Star Trust Bank, added to their building located at 200 E. Main Street, and found the application to be acceptable and in order; now therefore

RESOLVED, that the Economic Sustainability committee recommends the Downtown Development Authority approve a façade matching grant not to exceed \$2,500 with payments to be made according to program guidelines for façade improvement projects as applied for and completed at 200 E. Main Street.

Presented to the Downtown Development Authority Board on September 14, 2023

Motion made by:

Motion supported by:

Yeas:

Nays:

Absent:

Abstain:

Vote:

**Midland Downtown Business Association
Board Meeting Minutes
Thursday, August 10, 2023 ~ Pizza Sam's Conference Room**

Attending: Kepler, Levy, Lyons, Neumeyer, Retzloff, Schefsky, Scorsone, Whitted, Johnson, Wojda

Not Attending: Mundhenk

The June 8, 2023 minutes were presented for approval. Kepler motioned for approval, seconded by Schefsky. Minutes were approved.

The May 2023 Treasurer's report was presented for approval. Wojda motioned for approval, seconded by Retzloff. Treasurer's report was approved.

The board recognized the resignation of Sue Moody who has left her employment with Mercantile Bank in Downtown Midland. Neumeyer will reach out to Daniel Buzzell regarding his interest in filling this vacancy as he was the next highest vote count from the recent election.

Harris presented updates on downtown projects including: Weekend Warmup, a survey is being developed to evaluate the effectiveness of this program. The last date was set for 8/31; the DDA Long Range Strategic Plan survey is wrapping up next week; a downtown discussion on the Ashman-Rodd Two Way Conversation will be held Wednesday, 8/30 8:30 – 9:30 am both in person and online; the city is chasing a \$1M grant for demolition of current Farmers Market structure and building new downtown restrooms; no updates on the 2023 Holiday Decorations Committee and SARA Committee

Harris reported that Kristina Loeffler is doing great in her new position as downtown events coordinator. Summer Temp Joe Sira will be with us through October 4.

Board reviewed Upcoming events including Gus Macker – August 11-12; Taste of Downtown – Sept 28 with 17 participating businesses participating; the pedestrian plaza will end on October 1; working on fall winter events including Boo Bash 10/28.

Meeting adjourned at 9:30 a.m.