



**MIDLAND CENTER CITY AUTHORITY
AGENDA**

Wednesday, January 17, 2024, 3:00 p.m.

Midland County Board of Commissioners Room

1. Roll Call – Linda Barth, Jennifer Chappel, David Ginis, Joe Kozuch, Rachel Morr, Sharon Mortensen, Alex Rapanos, Chris Schloemann, Carol Stone
2. Approval of Minutes from September 9, 2023 – **Kozuch**
3. Strategic Plan
4. Committee Reports
 - a. Governance and Sustainability Committee report – **Mortensen**
 - b. Physical Improvements Committee report – **Ginis**
 - i. Façade Application Recommendation – 2501 Washington Street, Witherspoon
5. Public Comments (unrelated to items on the agenda)
6. Adjourn



MIDLAND CENTER CITY AUTHORITY
Minutes of the board meeting of September 20, 2023, 3:00 p.m.
CCA Board Meeting Minutes
Midland City Hall ~ City Council Chambers
UNAPPROVED

Call to Order 3:00 p.m.

Attending: Linda Barth, Joe Kozuch, Rachel Morr, Sharon Mortensen, Alex Rapanos, Chris Schloemann, Carol Stone **Absent:** Jennifer Chappel, David Ginis

Kozuch welcomed Rachel Morr to the Center City Authority Board.

Kozuch presented the minutes from July 19, 2023 for approval. Stone motioned to approve the minutes and Mortensen seconded the motion. Minutes were unanimously approved.

Director of Community Affairs Selina Harris provided a detailed procedural history on the Ashman – Rodd Community Conversation identifying the impact to Center City.

Members of the public were invited to speak on the topic. Speaking in opposition to the initiative was Doug Vanhala, 4214 Woodlawn St., Carol Arnosky, 2518 Brookwood, and Erin Schumacher, 5209 Sunset Dr. Speaking in favor of the initiative was Andrew Kosick, 1015 Rodd St.

Harris presented the proposed resolution for the Ashman- Rodd Two Way Restoration for the board .

*WHEREAS, Ashman and Rodd Streets are currently main thoroughfares out of and into the Center City and located on the northern-most boundary of the Center City business district; and
WHEREAS, since the conversion of Ashman and Rodd Streets from their original two-way traffic profile to one-way directional streets in 1961, ongoing conversations including studies in 1991 and 2002 continue to express the benefits that restoration of the two-way traffic profile would have for Center City;
WHEREAS, the transition of Ashman and Rodd from one-way to two-way traffic is an opportunity to improve traffic flow into and out of the Center City business district by adding additional access points to Saginaw Road; and
WHEREAS, the 2018 MKSK Center City Redevelopment Plan provides alternatives for improvements at the Circle that work in either a one-way or two-way configuration for Ashman and Rodd Streets; and
WHEREAS, the Center City Authority (CCA) recognizes the following benefits of two-way traffic restoration on Ashman and Rodd streets to include: removal of confusing one-way streets that make it more difficult for visitors to our district, addressing safety issues of vehicles going the wrong way on these streets, and establishing consistency with business-friendly street design practices; and
WHEREAS, Midland City Council will soon consider final action on the restoration of Ashman and Rodd Streets to two-way traffic patterns thus giving Center City the information it needs to proceed with Phase II of the Center City Redevelopment Plan; now therefore
RESOLVED, the Center City Authority hereby expresses its support for the restoration of two-way traffic on Ashman and Rodd Streets from Saginaw Road to Ann Street recognizing the safety, access and business-friendly benefits to the Center City business district.*

Voted to support the action: Kozuch, Mortensen, Rapanos, Schloemann, & Stone

Voted to oppose the action: Barth

Absent: Morr

Resolution: Approved

Harris provided an update on the Saginaw Streetscape Celebration scheduled for Thursday, September 21 to commemorate the completion of Phase I of the streetscape.

Harris presented on the Center City District's eligibility for a redevelopment Liquor License, a tool that could help with development of the district. This can be found under Public Act 501 of 2006.

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

The 2024 meeting dates of the CCA were presented by Kozuch. Mortensen moved the dates be adopted as presented, Barth seconded. 2024 meeting dates were approved.

The 2023-24 Board Structure was presented by Harris. Stone moved the structure be adopted as presented, Schloemann seconded. 2023-24 Board Structure was approved.

Ginis provided a report on physical Improvements committee. The committee did not meet in September.

Meeting adjourned 4:50 pm



January 11, 2024

To: Center City Authority Board

From: Selina Harris, Community Affairs Director

Re: Center City Strategic Plan





In 2019 the Center City Authority board developed the current Center City Strategic Plan identifying priority initiatives for 2020-2023.

With the Center City Redevelopment Plan Phase II construction taking center stage, much of our efforts and subsequent updates to this strategic plan focused primarily on designing, funding, and constructing the S. Saginaw Road Streetscape improvement, completed in 2023.

Center City delayed action on Phase II of the Redevelopment Plan, awaiting a City Council decision regarding the Ashman-Rodd Two-Way restoration initiative.

With that decision in place, the Center City Authority Board now has the information it needs to revisit the 2020-2023 Center City strategic plan to identify initiatives accomplished, initiatives that need to move forward, and new initiatives that Center City should pursue.

Attached is the 2020-2023 Center City Strategic Plan document that I will review at the January 17, 2024, board meeting, following which board members can discuss proposed updates to the plan.

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"> 1. Secure funding to support Streetscape improvements prioritized from Redevelopment Plan (Saginaw Rd from Dartmouth to Patrick) 2. Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City 3. Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term 	<ol style="list-style-type: none"> 1. % completion of streetscape 2. # new businesses 3. Increase in cohesiveness 4. 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"> 4. Seek creative resources to develop and manage marketing efforts (social marketing, etc.) 5. Regularly communicate status of improvements to all stakeholders 6. 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"> 1. Increased engagement 2. Increase in awareness 3. Attendance at Center City events 4. Increased business/sales
	<p>Physical Improvements</p> 	<ol style="list-style-type: none"> 7. Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick 8. Continue implementation of the façade program 9. Complete planning for final phase of Redevelopment Plan 10. Continue beautification efforts (e.g. expansion of planters, murals, etc.) 	<ol style="list-style-type: none"> 1. % completion of streetscape 2. # new businesses 3. Increase in cohesiveness 4. Positive public perception

Plan of Work

Vision Priority 1: Economic Development						
Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Target/Measure	Resources
1	Secure funding to support Streetscape improvements prioritized from Redevelopment Plan (Saginaw Rd from Dartmouth to Patrick)	Charter a funding committee and set up monthly meetings	1Q20	Gov. & Sustainability	100% completion	Team members
		Develop an overall funding plan in alignment with the redevelopment plan	2Q20	Gov. & Sustainability	100% completion	
		Prioritize actions to solicit and secure funding (e.g. grants, et. al.)	4Q20	Gov. & Sustainability	100% completion	Funding
2	Leverage resources with other community business groups (MBA, SBDC) to attract new businesses into Center City	Develop a business attraction model and tools to align center city attraction needs -review and research current tools available	1Q20	Gov. & Sustainability	100% completion	
		Meet with stakeholders to define plan, outcomes, expectations and responsibilities	2Q20	Gov. & Sustainability	100% completion	
3	Seek funding solutions (e.g. maintenance fund) to maintain infrastructure and beautification improvements long term	Determine the long-term maintenance needs	4Q20	Gov. & Sustainability	100% completion	
		Develop a plan for funding maintenance and improvement of infrastructure	4Q20	Gov. & Sustainability	100% completion	Funding

Vision Priority 2: Marketing & Engagement

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure and Target	Resources
4	Seek creative resources to develop and manage marketing efforts (social media marketing, etc.)	Recruit more outside talent and expertise onto the Marketing Committee	2Q20	Marketing	100% completion	Team members
		Develop an overall marketing plan and annual calendar of communications	2Q20	Marketing	100% completion	Expertise
5	Regularly communicate status of improvements to all stakeholders	Integrate updates on façade improvements and redevelopment into overall calendar of communications	ongoing	Marketing	100% completion	
		Update communication list and contacts	ongoing	Marketing	100% completion	
6	Continue to engage with other stakeholders to encourage event planning in Center City that supports Center City efforts (include Signature Event as launch)	Identify potential partners for events (for-profit and non-profit)	1Q20	Marketing	100% completion	Partners
		Identify different sites for events	1Q20	Marketing	100% completion	
		Develop a framework for hosting and handling events	2Q20	Marketing	100% completion	
		Host a minimum of 1 event during 3Q20	3Q20	Marketing	100% completion	
		Explore opportunities for a Signature Event	3Q20	Marketing	100% completion	

Vision Priority 3: Physical Improvements

Goals/Objectives		Tasks/Activities	Timeline	Champion/Committee	Measure & Target	Resources
7	Implement Streetscape improvements on Saginaw Rd from Dartmouth to Patrick	Develop a plan to educate property owners on overall improvement plans	1Q20	Physical Improvement	100% completion	
		Contact property owner to discuss access management needs; leverage existing relationships	2Q20	Physical Improvement	100% completion	
		After funding is secured, develop a plan for implementation	TBD	Physical Improvement	100% completion	Funding
		Develop process to coordinate and communicate updates	TBD	Physical Improvement	100% completion	
8	Continue implementation of the façade program	Develop a plan to promote façade program	1Q20	Physical Improvement	100% completion	
		Review/improve loan program to incentivize more owners to make improvements	1Q20	Physical Improvement	100% completion	Funding
		Obtain feedback from owners on what is needed for facades	1Q20	Physical Improvement	100% completion	
9	Complete planning for final phase of Redevelopment Plan	Develop as need arises	ongoing	Physical Improvement	100% completion	
10	Continue beautification efforts (e.g. expansion of planters, murals, etc.)	Identify properties for murals (prefab)	2Q20	Physical Improvement	100% completion	Property
		Continue to promote painted murals through center city	2Q20	Physical Improvement	100% completion	
		As funding is secured, identify other beautification efforts (e.g. planters, etc.)	Ongoing	Physical Improvement	100% completion	Funding



**Center City Authority
Governance & Sustainability Committee Meeting
Tuesday, January 9, 2024 ~ 2 p.m.
Midland City Hall**

In attendance: Joe Kozuch, Scott Marquiss, Sharon Mortensen
Absent: Ajay Middha, Carol Stone

October 10 Governance and Sustainability Committee minutes were presented for approval. Marquiss moved approval. Seconded by Kozuch. Minutes were approved.

Harris updated the committee the Ashman/Rodd Two-Way Restoration that was decided by City Council in November.

Committee discussed reengagement of MKSK to revisit Phase II elements of the Center City Redevelopment Plan. Harris will reach out to MKSK to secure a cost estimate to: revisit the concepts of Phase II, obtain usable files of the SYNCHRO traffic models, update visuals and obtain big picture estimates of Phase II costs. Harris will also inquire as to Center City's ability to extend the Phase I engineering contract for Phase II elements.

Reviewed the draft agenda for the January 17, 2024 Center City Authority Board meeting and review / update of the Center City Long Range Strategic Plan.

Meeting adjourned 2:45 pm



**Center City Authority
Physical Improvements Committee Meeting
Thursday, January 4, 2024, 9 a.m.
MINUTES**

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

The June 13, 2023 Physical Improvements Committee meeting minutes were presented for approval. Kozuch moved approval, seconded by Rapanos. Minutes were approved.

Matt Granzo was welcomed as a new member of the Physical Improvements Committee.

The committee reviewed a façade application from Dean Witherspoon for his property at 2501 Washington Street. Kozuch moved for approval to recommend the application to the Center City Authority Board, seconded by Granzo. Motion was unanimously supported.

Harris provided updates pertaining to the Center City Redevelopment Plan including outcomes of the City Council decision on the Ashman-Rodd Two-Way Restoration initiative and next steps for Phase II of the Redevelopment Plan.

Committee discussed the need for a policy for community use of Center City banners and flag poles anticipating requests from the community.

Harris reported that City staff is working on a comprehensive plan to refurbish and update wayfinding signs throughout the city including the Center City wayfinding signs.

Discussed promotions of the availability of Center City redevelopment liquor licenses.

Committee heard updates on various business and property activities throughout the district.

Meeting adjourned: 10 a.m.

NEXT PHYSICAL IMPROVEMENTS MEETING: Thursday, February 1, 2024, 9 a.m.

CCA Façade Application Receipt

Application Received From: Dean Witherspoon, 2501 Washington Street

Date Received: Oct. 31, 2023

General Project Description: Landscaping, new fencing, replace soffit and fascia, add yard light, repair/paint front windows and columns

Proposed Start Date: November 1, 2023

Proposed Completion Date: December 1, 2023

Total Amount of Project: **\$40,000**

	<u>Total</u>	<u>FIP Funding</u>
Landscaping	\$ 9,000.00	\$4,500.00
Fence	\$17,000.00	\$8,500.00
Soffit & fascia	\$ 6,000.00	\$3,000.00
Lighting	\$ 2,100.00	\$1,050.00
	<u>\$34,100.00</u>	<u>\$17,050.00</u>

Total amount eligible & recommended for approval:
applicant is only requesting grant support for this project

Grant **\$ 5,000.00**

Property is in the CCA District	<u>YES</u>
Applicant is property owner	<u>YES</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>

Scheduled for PI Review on: November 8, 2023

STAFF RECOMMENDATION: Approval





New green space with 3 mature maples, on both north and south side of building.

New landscaping for parking lot entrance



