



## DOWNTOWN DEVELOPMENT AUTHORITY

### Board of Directors Meeting

Wednesday, November 13, 2024 3:00 p.m.

Midland City Hall ~ City Council Chambers

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1. Roll Call: Paul Barbeau, Bo Brines, Ali Huntoon, Britney Hyde, Michael Jones, Brad Kaye, David Kell, Julia Kepler, Jim Malek, Chris Moultrup, Kevin Scorsone, Tony Stamas, Devon Thompson
2. Approval of the DDA Minutes from the meetings of October 9, 2024 DDA meeting –*Moultrup*
3. Riverfront Redevelopment Update - *Pam Blough, PMBlough PLaCE Studios*  
Geosurvey outcomes and next steps
4. Project updates -*Harris*
  - a. Downtown Public Restrooms
  - b. Development and Tax Increment Financing Plan
5. Downtown Midland Pedestrian Plaza Beyond 2025 -*Harris*
  - a. *Public Hearing*
  - b. *Action Item*
6. Strategic Plan – 2025 Plan of Work -*Harris*
7. Committee Reports
  - a. Executive Committee – *Moultrup*
    - i. Committee Appointments
  - b. Economic Sustainability Committee – *Scorsone*
    - i. Façade Application – Matt Larson, Larson Insurance Solutions
  - 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 Regular DDA Board Meeting**

**Wednesday, January 8, 2025**



**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
Board of Directors Minutes of the meeting held  
October 9, 2024, 3:00 p.m. Midland City Hall**

Call to Order: 3:00 p.m.

**Attending:** Paul Barbeau, Bo Brines, Ali Huntoon, Brittney Hyde, Brad Kaye, David Kell, Julia Kepler, Jim Malek, Chris Moultrup, Kevin Scorsone

**Absent:** Michael Jones, Tony Stamas, Devon Thompson

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

DDA Board Chair Chris Moultrup recognized the resignation of board member, John Lauderbach. Scorsone moved acceptance of Lauderbach's resignation seconded by Brines. Resignation was unanimously approved with appreciation for Lauderbach's service to the DDA.

Moultrup welcomed new board members Ali Huntoon, owner of Allied HR Solution & Allied Group Fitness and Devon Thompson, a Downtown Midland resident, to the DD Board.

Minutes were presented for the DDA Board meeting held July 10, 2024. Kaye moved the minutes for approval and Kepler seconded. Minutes were unanimously approved.

Harris provided an update on the recent DDA purchase of property at 120 McDonald for the future development of public restrooms downtown.

Harris reviewed the upcoming steps for the adoption process of the Development and Tax Increment Financing Plan.

Harris presented an overview of the 2024 Pedestrian Plaza season providing a brief history of the plaza and the upcoming steps for developing a plan for the future of the pedestrian plaza beyond its 2025 approval.

Harris reviewed 2024 accomplishments for Downtown Midland and discussed options for the 2025 Plan of Work.

Moultrup provided an update on the activities of the executive committee including openings for chair, vice chair and committee leadership. Barbeau moved that the following slate of officers be considered for DDA board leadership for the 2024-25 year: Moultrup as chair, Scorsone as vice chair. Kepler seconded the motion. Slate officers were unanimously approved.

Moultrup introduced the 2025 DDA board meeting dates. Scorsone moved the dates be adopted as

presented, Hyde seconded. 2025 meeting dates were unanimously adopted.

Scorsone provided an update on activities of the Economic Sustainability Committee. The committee recommends support of incubator application for BLU, 134 W Main Street. The following motion was made by Brines and supported by Huntoon:

*WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Erik Swenson, BLU, 134 W. Main 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:  
\$830.00/month for the first six months of the program;  
\$560.00/month for the second six months of the program; and  
\$275.00/month for the last six months of the program.*

Voted to support the action: Barbeau, Brines, Huntoon, Hyde, Kaye, Kell, Kepler, Malek, Moultrup, Scorsone

Voted to oppose the action: None

Resolution: Approved

The Economic Sustainability Committee also recommends support of incubator application from Steve Scott for Craft Juice company, 140 Ashman Street. The following motion was made by Brines and supported by Huntoon:

*WHEREAS the Economic Sustainability Committee of the Downtown Development Authority has reviewed the incubator application submitted by Steve Scott, Craft Juice Company, 140 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:  
\$830.00/month for the first six months of the program;  
\$560.00/month for the second six months of the program; and  
\$275.00/month for the last six months of the program.*

Voted to support the action: Barbeau, Brines, Huntoon, Hyde, Kaye, Kell, Kepler, Malek, Moultrup, Scorsone

Voted to oppose the action: None

Resolution: Approved

Downtown Event Coordinator Kristina Loeffler reported a brief recap of the 2024 summer events and introduced the upcoming holiday events taking place in Downtown Midland.

Midland Downtown Business Association (MDBA) President Dustin Neumeyer reported an update on the board vacancies and additional activities of the MDBA.

Harris provided an update on bids received for Main Street decorative concrete cleaning and sealing bid. The following motion was made by Barbeau and seconded by Kell.

*WHEREAS, competitive bids were received by the City of Midland for the cleaning and sealing approximately 12,000 square feet of decorative concrete along Main Street in Downtown Midland; and  
WHEREAS, of the three bids received, the low bid was submitted Intricate Concrete of Essexville, Michigan for \$156,500.00; and  
WHEREAS, the DDA appropriated \$75,000 toward this activity in the current budget and now requests a transfer \$81,500 from its fund balance to pay for and award the bid; now therefore  
RESOLVED, that the DDA hereby approves the request to City Council to transfer \$81,500 from DDA fund balance to the appropriate DDA working fund to cover the costs of decorative concrete cleaning and sealing along Main Street in Downtown Midland as outlined in Invitation to Bid 4468.*

Voted to support the action: Barbeau, Brines, Huntoon, Hyde, Kaye, Kell, Kepler, Malek, Moultrup, Scorsone

Voted to oppose the action: None

Resolution: Approved

Meeting adjourned 3:50 pm



November 6, 2024

TO: Downtown Development Authority Board  
FROM: Selina Harris, Community Affairs Director / DDA Executive Director  
SUBJECT: Riverfront Redevelopment Update

On June 26, 2023, Midland City Council adopted the Downtown Midland Riverfront Redevelopment Plan. The council authorized the Downtown Development Authority (DDA) to move forward with a topographical survey to help refine costs and develop a funding plan for executing the Plan.

The riverfront topographical survey, directed by Principal Landscape Architect Pam Blough of PMBlough PLaCE Studios, has been completed during the past year. Pam will review the results of that topographical survey and any impacts on the design and recommend the next steps for moving forward with this project.

### **BACKGROUND**

As part of the 2022 Strategic Plan, the Downtown Development Authority (DDA) identified Riverfront Redevelopment as a priority goal. In March 2022, the DDA appointed a Riverfront Redevelopment Steering Committee to gain community and stakeholder input into the potential redevelopment of the north side of the Tittabawassee Riverfront in Downtown Midland from the M-20 Bridge to the Poseyville Bridge.

The steering committee and PM Blough, Inc. designed community input sessions to gain insights into the desired use of this area. Two in-person sessions were held, resulting in 50 participants providing input, followed by an E-CityHall survey that provided another 356 online surveys about redeveloping this riverfront area. Based on the feedback received, the steering committee created a vision statement for this area: *"The Downtown Midland Riverfront area is a flexible year-round gathering space that accommodates events, leisure time, and recreation experiences, connects to and compliments the downtown business environment and other riverfront areas, and is a welcoming place for all ages and abilities."*

Equipped with community input and the design expertise of PM Blough, Inc., the committee created a riverfront redevelopment plan. The draft plan was presented to the DDA board on March 8, 2023, and the DDA Board voted to accept the Plan and advance it forward to the Parks and Recreation Commission and City Council review and approval.

The Parks and Recreation Commission reviewed the Plan on May 5, 2023, and unanimously supported the conceptual design plan. Midland City Council adopted the Plan concepts in June 2023.

### **Opportunities & Needs**

The Midland Farmers Market has occupied a significant space in the downtown riverfront area since the 1970s. In September 2022, the Midland Business Alliance (MBA), which operates the Market, announced its plans to relocate it. The MBA cited the Market's decline in vendors and attendees and the limited ability to upgrade the existing facility due to its location within a regulatory floodway.

The Farmers Market's departure leaves the riverfront area with a vacated and underutilized structure and an opportunity to redevelop the space formerly used by the Farmers Market. The Gerstacker Spray Park opened in 2002 and is another key feature of this riverfront area.

This 20-year-old facility has brought much joy to kids and parents alike; however, it requires replacement as repairs have become more complex and costly. The Redevelopment Plan includes a direction for replacing and updating the Gerstacker Spray Park.

This space hosts Tunes by the Tridge every Thursday night in the summer. The City' 's portable community stage is moved in and out each week for Tunes by the Tridge and other summer events like Riverdays. The portable stage is more than 26 years old and needs replacement. A permanent stage is included in this Plan to continue facilitating community music and entertainment in this scenic location. Having a permanent stage saves staff time and costs of relocating it for Tunes by the Tridge and community events in the park.

Finally, this Downtown Riverfront space is a featured area interconnected to the downtown business district, the Rail Trail, the Tridge, and the extended riverfront area, including the upper Emerson overlook, through Emerson Park, and extending to Poseyville Park.

### **Design Elements**

The adopted Plan includes amenities identified through the public participation process. It provides opportunities for scheduled events, leisure time, and recreation experiences while connecting to and complimenting the downtown business environment and other riverfront areas. Accessible design is a priority feature of all developed areas. Following are additional details on the various amenities:

- **Ice Loop** – this would be a refrigerated concrete pad designed in a serpentine loop to allow for recreational ice skating even in the mildest of Michigan winters; the area would be lighted for nighttime activity; refreshment space could be staged nearby. In summer months, this would be a concrete path for in-line skating and children's ride-on toys;
- **Community Stage** – The Plan includes the development of a permanent stage area to elevate musical performances and other entertainment;

- ***Pavilion with overhead string lighting and courtyard*** – this design will be reminiscent of the Alden B. Dow structure that has been part of the Farmers market for years and will provide seating, shade, and elements to support food trucks and vendors during events;
- ***Riverbank Waking Trail*** – accessible walking trails will fill the scenic riverfront area currently occupied by parking spaces. These trails allow visitors to be closer to the water and enjoy a newly graded riverbank for sitting and gathering space;
- ***New water feature and unique play area*** – designed to be more multigenerational and hard surfaced to allow all ages and abilities to enjoy a cooling water space and interactive play equipment;
- ***Shaded seating areas and picnic grove*** – added shade elements and seating throughout the parking space for a variety of individual seats and group gatherings;
- ***Relocation of Rail Trail*** – currently, the Rail Trail cuts through the middle of the useable park space, separating event areas and creating potential conflicts between bike riders and adults and children moving through the event area. The proposed Plan relocates the trail to the northern portion of the parking space, increasing safety, opening up useable space, and placing the rail trail closer to parking for easy access;
- ***Parking*** – the new design features the same number of parking spaces currently in the riverfront area, with parking lots reassigned to the northern edges of the park along the rail trail to provide accessible pathways. The Plan calls for a new accessible parking lot to be developed along the western edge of the park;
- ***Restrooms*** – unfortunately, the ability to construct new restrooms in the riverfront area continues to be a problem due to floodway and floodplain limitations. New temporary restroom facilities with enhanced screening for aesthetics are included in the Plan;
- ***Connection to Downtown Businesses***—The Plan included a promenade concept along McDonald Street to facilitate foot traffic up the hill to Main Street. However, that portion of the Plan is not moving forward now. This concept could be pursued later, following further refinement of the idea.

The total anticipated cost of this project is \$14 million, including specified expenses attached to each park feature and survey work, permitting, and contingency funding. Apart from funding designations within the DDA budget, there is currently no funding plan for the Riverfront Redevelopment Plan.

For a full review of the Reimagine the Riverfront process, please visit:

<https://cityofmidlandmi.gov/1909/Downtown-Riverfront-Redevelopment>



# MASTER PLAN DOWNTOWN MIDLAND RIVERFRONT

CITY OF MIDLAND, MICHIGAN  
FEBRUARY 13, 2023






  
 SCALE: 1"=120@11x17  
 PM Blough, Inc.





November 6, 2024

TO: Downtown Development Authority Board  
FROM: Selina Harris, Community Affairs Director / DDA Executive Director  
SUBJECT: Downtown Midland Pedestrian Plaza – Beyond 2025

What began as a way to give restaurants and retailers more socially distanced space to help slow the spread of COVID has turned into a welcoming community gathering space. The Downtown Midland Pedestrian Plaza was established in 2020 and provides visitors with a unique outdoor gathering space to enjoy food and beverage, shopping and recreation, and outdoor music on a Michigan summer evening. With the addition of The Commons in 2021, visitors now have the added benefit of shared outdoor space to enjoy an adult beverage.

In 2022, Midland City Council gave multi-year approval for Downtown Midland to host the summer pedestrian plaza through the 2025 season.

With 2025 quickly approaching, Downtown Midland used this past year to evaluate the future of the pedestrian plaza with downtown businesses and the community. Throughout 2024, the Midland Downtown Business Association (MDBA) and Downtown Development Authority (DDA) have encouraged conversations with downtown businesses and the community on the success and future of the pedestrian plaza.

Two surveys were launched earlier this year. The first was a survey to evaluate the community's response to the pedestrian plaza and its continuing interest. More than 1,100 surveys were completed, which provided valuable insights. The second survey was provided to downtown businesses and property owners. Downtown Midland businesses and property owners completed twenty-two surveys with unanimous support for the continuation of the pedestrian plaza. An executive summary of the survey results is provided at the end of this memo with links to review the full survey results, including verbatim comments.

Conversations, including a review of preliminary survey results, were held at the September 25, 2024, MDBA All Businesses meeting. Those in attendance confirmed that the survey results reflected their experience with the pedestrian plaza. A request was made, and a discussion took place on possibly expanding the pedestrian plaza closure to include Ashman Street and Main Street from Ashman to Gordon.

Considering the survey results and conversations with downtown businesses, the MDBA board voted unanimously at its October 10 meeting to recommend that the DDA consider continuing the pedestrian plaza in its current form beyond 2025 and without a set ending year. This recommendation also includes an annual review of the pedestrian plaza with downtown businesses following the close of each season to ensure businesses are still benefitting from the program and identify any problems or opportunities that need to be addressed. The MDBA

board is not recommending expanding the pedestrian plaza closure, citing Ashman Street's importance in moving traffic into Downtown Midland and the difficulty in activating this amount of closure area.

Considering the results from the two surveys and the MDBA's recommendation, the attached resolution was developed for DDA consideration and forwarded to Midland City Council for final consideration and approval. The elements of the resolution include a request for:

- Annual permission for pedestrian plaza until such time that the DDA deems it is no longer a benefit to Downtown Midland;
- Operation of the pedestrian plaza from the first week of June to the first week of October;
- Maintaining the Pedestrian Plaza layout and street closures as it has been since 2022, which includes the closure of Main Street from Ashman to Rodd, including the McDonald Street intersection; and
- We will continue to focus on creating outdoor spaces, supporting business space within the Plaza, daytime programming, improved accessibility, continual improvement, and enhanced promotion of events and businesses.

A public hearing to consider additional comments on the pedestrian plaza recommendation has been communicated for the November 13 DDA board meeting. If approved, the recommendation for City Council consideration could move forward at the December 9, 2024, Council meeting.

## **2025 Pedestrian Plaza Surveys Overview**

### **Downtown Midland Business Survey**

A business survey link was provided to all Downtown Midland businesses and property owners in September 2024 and resulted in the following summary of information:

24 business surveys were returned; 22 businesses responded, with two businesses represented twice.

- 11 businesses were located inside the pedestrian plaza
- 11 businesses were located outside the pedestrian plaza
  
- 100% of the survey respondents support the continuation of the pedestrian plaza beyond 2025
  
- 8 respondents said the pedestrian plaza positively impacts their business
- 7 respondents said the pedestrian plaza had neither a positive nor negative impacts their business
- 0 respondents said the pedestrian plaza negatively impacts their business
  
- 11 respondents reported a sales increase during the months of June-September
- 12 respondents reported no change in sales
- 0 reported a decrease in sales

### **Community Survey**

An E-CityHall survey was open for public input from August 13 to October 6, resulting in the following summary of information.

- 1,179 surveys were completed
  
- 92% of respondents had visited the 2024 Pedestrian Plaza
  
- 90% of respondents (1,063) said they supported the pedestrian plaza continuing beyond 2025
  
- 55% (639) of respondents said they visit the pedestrian plaza more now than when the area began in 2020
  
- Responses were evenly represented with ages 25-65, with the most significant number of responses being received from those aged 65+

View the full report of each survey, including verbatim comments, at:

<https://downtownmidland.com/pedestrian-plaza-community-survey/>

WHEREAS having reviewed community and business survey results on the status of the pedestrian plaza beyond its 2025 approval by Midland City Council and

WHEREAS having held a discussion about the pedestrian plaza's continued existence at the September 25, 2024, Midland Downtown Business Association All Businesses meeting and receiving a favorable response from those in attendance on the continuation of the pedestrian plaza; now, therefore

RESOLVED that the Midland Downtown Business Association board recommends that the Midland Downtown Development Authority request that Midland City Council approve the Downtown Midland Pedestrian Plaza program as it has existed since 2022 without a date for terminating the program and with an annual MDBA review of the pedestrian plaza with the business district and report to the DDA following each season to ensure the program continues to be of benefit to downtown businesses and the downtown district.

**Approved by the Midland Downtown Business Association board on October 10, 2024**

Motion made by: Buzzell

Motion supported by: Schefsky

Yeas: Wojda, Rainey, Retzloff, Levy, Neumeyer, Buzzell, Schefsky, Kepler

Nays: None

Abstain: None

Absent: Orvosh, Mundhenk

Vote: Approved

WHEREAS having reviewed community and business survey results on the status of the pedestrian plaza beyond its 2025 approval by Midland City Council; and

WHEREAS having received a recommendation from the Midland Downtown Business Association board to continue the Downtown Midland Pedestrian Plaza program as it has existed since 2022 without a date for terminating the program and including annual MDBA review of the pedestrian plaza with the business district and report to the DDA; and

WHEREAS on November 13, 2024, the Midland Downtown Development Authority held a public hearing on the continuation of the pedestrian plaza beyond 2025 taking into consideration any comments made at the public hearing; now, therefore

RESOLVED that the Midland Downtown Development Authority requests that Midland City Council consider approving the Downtown Midland Pedestrian Plaza program as it has existed since 2022 without a date for terminating the program, with an annual review of its impact on downtown businesses and the district by the MDBA and DDA, and annual City staff review of the program according to the City of Midland Community Event process.

**Presented to the Midland Downtown Development Authority on November 13, 2024**

Motion made by:

Motion supported by:

Yeas:

Nays:

Abstain:

Absent:

Vote:



November 6, 2024

TO: DDA Board  
FROM: Selina Harris, Community Affairs Director/ DDA Executive Director  
SUBJECT: 2025 Plan of Work

At the October 9, 2024, DDA board meeting, we reviewed the DDA's past year of accomplishments and began a discussion about prioritizing projects from the Development Plan for the 2025 Plan of Work.

Please review the attached document and reference the 20-year Development Plan for further details. The attached worksheet can help you prioritize projects in the Development Plan and place them in a fiscal year for execution. The worksheet includes planning for the current fiscal year (2024-25) and the next three fiscal years. The first chart reflects the DDA Capital Improvement Plan (CIP) and indicates DDA capital projects and funding amounts currently appearing in the CIP. Our conversation and goal-setting are not limited to the Plan; at the end of the document, there is room to indicate projects not noted in the Plan or on the worksheet. The Plan should be a guiding document for projects to be pursued in the near and long term.

I look forward to the conversation and would be happy to prepare any specific information you might want for the October meeting; please let me know.

**2025 Plan of Work and Short Range Planning**

November 2024

	FY	FY	FY	FY
DDA Capital Improvement Plan	2024-25	2025-26	2026-27	>2027-28
<b>Restrooms</b>	\$250K			
<i>property purchase - \$480K</i>	X			
<i>renovation</i>	\$500K			
<b>Riverfront Redevelopment</b>				
<i>complete phasing plan</i>				
<i>funding</i>				
<i>demo/construction</i>	\$500K	\$500K	\$500K	\$500K
<b>Buttles Improvements</b>				
<i>DDA Funding Plan</i>	X			
<i>MDOT Construction</i>		\$5.1M		
<b>Larkin Parking Ramp</b>				
<i>External Signage</i>	\$75K			
<i>Lighting (natural and artificial)</i>		X		
<i>Parking Management Gates</i>			\$100K	
<b>Phase II Streetscape</b>				\$400K
<b>Fitzhugh, Gordon, Ashman, McDonald, Rodd, Townsend, Cronkright, Larkin, Ellsworth</b>				
<i>Four-Way Stops consistent throughout DTM</i>	X			
<i>explore Ashman/Rodd two way in DTM</i>	X			

Amount budgeted in Capital Improvement Plan year

Maintenance Items	2024-25		2025-26		2026-27		>2027-28
DTM Ongoing Maintenance							
Main Street Streetscape, cleaning/resealing	\$150K						
Raingarden Painting			X				
Benches stain/reseal	X						
Trash receptacles stain/reseal	X						
Street Bollards					X		
Dumpster Areas			X				
Crosswalk painting, repairs							
Parking lot paving, striping, signage							
Sound System							
Fireplaces (2)			X				
Poseyville Mural			X				
Underpass Area (under Pville Bridge)			X				

Other Projects	2024-25		2025-26		2026-27		>2027-28
<b>Connectivity</b>							
<i>Create linkages, convenient pathways between surrounding neighborhoods/amenities and DTM</i>							

<b>Public Art</b>							
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<b>Putnam Park Enhancement</b>							
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<b>Gateways</b>							
<i>DTM signage/archways at entrances, significant horticulture elements to encourage travel into DTM</i>							

<b>Wayfinding Signage</b>							
<i>DTM brand-specific signage to guide visitors to DTM businesses, parking, parks/trail, and other destinations</i>							



	2024-25		2025-26		2026-27		>2027-28
<b>Amenities</b>							
Cultural amenities and artwork installations							
Pedestrian Plaza enhancements							
Holiday Lighting / Decorations	X						
Addition of DT Surveillance Cameras	X		X				
Underpass Space							
EV Charging							

<b>Incubator</b>							
<i>expand for large scale developments</i>							

<b>Façade Program</b>							
<i>enhance the program</i>							
<i>add historic preservation element</i>							
<i>add support for screening, landscaping</i>							
<i>add rear entrance enhancements</i>							

<b>Business Recruitment</b>							
<i>Develop process for support of large-scale downtown investments</i>							
<i>Partner with MBA and other local/regional economic development recruiters</i>							
<i>Business Attraction and retention</i>							
<i>Attract indoor events space</i>							
<i>Foster innovative business ideas</i>							

<b>Non-Motorized Transportation / Mobility</b>							
<i>bicycle and pedestrian enhancements</i>							
<i>micro mobility investments (scooters, bike share)</i>							






**DDA Executive Committee Meeting  
Minutes  
Monday, November 4, 2024 ~ 2:00 p.m.  
Grove Conference Room**

Attending: Kell, Moultrup, Scorsone, Ex-Officio Member Dustin Neumeyer, MDBA President  
**Staff:** Selina Harris **Absent:** None

The minutes from the July 3, 2024 Executive Committee meeting were presented for approval. Scorsone moved approval, seconded by Kell. Minutes were approved.

Committee reviewed 2025 Plan of Work materials and identified four-way stops throughout Downtown Midland, gateways and wayfinding signage, sustainability and enhancing holiday decorations as some of the Plan of Work items they'd like to see move forward in 2025 in addition to the list of Capital items.

Harris updated the committee on the status of the Beyond 2025 Pedestrian Plaza information gathering.

Harris updated the committee on various projects of the DDA including restrooms, holiday lighting, riverfront redevelopment, streetscape maintenance projects, historic signage installation, Main Street surveillance cameras and Larkin Parking Structure signage.

Reviewed and set the DDA board agenda for the November 13, 2024 DDA Board Meeting.

Meeting adjourned at 3:00 p.m.

Next Executive Committee Meeting: Wednesday, January 1, 2024

## DDA Board November 2024

<u>Board Member</u>		<u>Occupation</u>	<u>Committee(s)</u>	<u>Term Ends</u>
Chris Moultrup	Chair	Three Rivers Construction	Chair Executive Committee	5/2026
Kevin Scorsone*	Vice Chair	Tri-Star Trust Bank	Chair Economic Sustainability, Ex Committee	5/2024
Paul Barbeau		Dow	Economic Sustainability	5/2025
Bo Brines		Little Forks Outfitters	Economic Sustainability	5/2026
Alli Huntoon	At large	Allied HR Solutions		5/2026
Britney Hyde		Huntington Bank	Economic Sustainability	5/2025
Michael Jones		Owner Element Day Salon & Spa		5/2027
Brad Kaye		City Manager	Budget	Tenure of Office
David Kell	At large	Great Lakes Bay Construction	Executive Committee, Marketing	5/2025
Julia Kepler		Owner: Serendipity Road/Joyful Tantrum	Marketing	5/2028
Jim Malek	Resident	Retiree	Marketing	5/2026
Tony Stamas		Midland Business Alliance	Budget	5/2026
Devon Thompson	Resident	The Kendall Group		5/2028

\*DDA representative to the Midland Downtown Business Association



## **DDA Economic Sustainability Committee**

### **Minutes**

**Wednesday, October 23, 2024 at 3:00 p.m.**

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Attending: Bo Brines, Britney Hyde, Kevin Scorsone, Paul Barbeau, Chris Moultrup

Absent: None

The minutes from the August 28, 2024 Economic Sustainability Committee meeting were presented for approval. Barbeau motioned for approval, seconded by Brines. Minutes were approved.

Reviewed the incubator application submitted by Matt Larson, Larson Insurance Solutions, 142 Ashman Street. Application was for grant support of \$4,339 but missing an estimate that was in a format unable to be opened. Barbeau motioned to recommend the application to the DDA board for final approval pending submission of proper estimates, seconded by Moultrup. Motion approved.

Reviewed 2025 Plan of Work information. DDA should give consideration of removing the parking management gates from the 2027 Capital Improvement Plan; current indications don't necessitate it. Items for consideration in 2025 should include two-way stops throughout Downtown Midland, holiday lighting and decorations, addition of surveillance cameras downtown, expanding the incubator program to include support for large-scale developments, continuing adequate staffing for programming.

Brines noted that many of the parking signs downtown are leaning and asked if we could look into realigning them.

Harris provided updates on several downtown projects including the DTM public restroom project; and progress made on the holiday lighting project.

Discussed various downtown business changes and activities

Meeting adjourned at 4:20 pm



## DOWNTOWN DEVELOPMENT AUTHORITY FAÇADE PROGRAM APPLICATION

Date: 8-20-2024

Name of Applicant: Matthew Larson - Larson Insurance Solutions

Applicant Mailing Address: 142 ashman st midland

Applicant Email: mlarson@larsoninsurancesolutions.com

Applicant Phone Number: 989-859-5974

Project Address: 142 ashman st midland

Building Owner's Name & Contact Information: Steve Bush 989-513-4444

Project's Estimated Total Cost: \$8,678

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

Work to Be Done	Estimated Cost	Written Estimate Attached?	
		Yes	No
Exterior Signage	\$5,678	Yes	No
Painting, exterior	\$2,200	Yes	No
electrical, sign	\$800	Yes	No
		Yes	No
		Yes	No
		Yes	No

**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.

The outdoor façade program will provide up to \$2,500 in matching grant funding for approved sidewalk buildouts that provide seating, shopping or dining elements to customers.

<u>Amount Requested (50% of estimate)</u>	<u>Form of Payment (circle preferred)</u>	
\$ 4,339 _____	<b>Façade Grant</b>	Façade Loan
\$ _____	Façade Grant	Façade Loan
\$ _____	Façade Grant	Façade Loan
\$ _____	Façade Grant	Façade Loan

Proposed project start date : 8/1/24

Proposed project completion date: 10/3/24

mkl **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):  
Myself

Identify name of person to whom façade grant/loan reimbursement should be made:  
Myself

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):**

Matthew Larson  
Date: 8/19/2024

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

pre approved in lease, can get signature or provide lease if needed

Date: \_\_\_\_\_

**Signature of person responsible for initial purchases and contractor costs:**

Matthew Larson  
Date: 8/19/2024

**Signature of person to receive façade loan / grant payment(s):**

Matthew Larson  
Date: 8/19/2024



WHEREAS the Economic Sustainability Committee of the Downtown Development Authority (DDA) has reviewed the façade application from Matt Larson, Larson Insurance Solutions, for property at 142 Ashman 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 \$4,339 with payments to be made according to program guidelines for façade improvement projects as applied for and completed at 142 Ashman Street.

**Presented to the Downtown Development Authority Board on November 13, 2024**

Motion made by:

Motion supported by:

Yeas:

Nays:

Abstain:

Absent:

Vote:



**Midland Downtown Business Association  
Board Meeting Minutes  
Thursday, September 5, 2024 ~ Pizza Sam's**

**Attending:** Buzzell, Kepler, Levy, Lyons, Mundhenk, Neumeyer, Orvosh, Rainey, Scorsone, Wojda

**Not Attending:** Johnson, Retzloff, Schefsky

The August 8, 2024 minutes were presented for approval. Mundhenk motioned for approval of minutes, seconded by Kepler. Minutes were approved.

The July 2024 Treasurer's report was presented for approval. Buzzell motioned for approval, seconded by Levy. Treasurer's report was approved.

Harris updated the board on several downtown projects including: the 2024-2025 holiday lighting plan; the purchase of 120 McDonald Street for downtown public restrooms; and surveys for the beyond 2025 pedestrian plaza recommendation that will be discussed by the MDBA board in October with a recommendation to the DDA board on November 13 and a final recommendation to Midland City Council on December 9.

Reviewed and set the September 25 All Businesses agenda

Discussed upcoming events Taste of Downtown and transition of the pedestrian plaza for the week of September 30.

Reviewed recent events including Gus Macker (encourage event to promote food/beverage and retailers in DTM, fewer food trucks, DTM guide in the participant packet, encourage businesses to do grab-and-go stuff on the sidewalk, sell water bottles & Gatorade, geofence area to promote other DTM events to visitors); Flip Flops on Blacktop (make it easier for businesses to be festive – drop off stuff for them); Northwood Welcome Weekend (cross promote CLMS to NWW visitors).

Nuemeyer announced that Tyler Johnson has announced his resignation from the board upon his departure from Molasses. Neumeyer will take considerations for refilling Johnson's position.

Meeting adjourned at 9:30 a.m.