

Downtown Development Authority Board Meeting Packet Contents

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AGENDA

DOWNTOWN DEVELOPMENT AUTHORITY
Wednesday, November 8, 2006, at 3:00 p.m.
Council Chambers, City Hall – Midland, Michigan

- 1. Roll Call**
- 2. Approval of the minutes from the meeting of October 11, 2006**
- 3. Reports**
 - a) Organization Committee Report
 - b) Design Committee Report
 - c) Economic Restructuring Committee Report
 - d) Creating Cool Promotions Committee Report
 - e) Michigan Main Street Update
 - f) Midland Downtown Business Association Report
- 4. Public Comments**
- 5. Old Business**
- 6. New Business**
- 7. Adjourn**

MINUTES OF THE MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY
WHICH TOOK PLACE ON WEDNESDAY, OCTOBER 11, 2006
COUNCIL CHAMBERS, CITY HALL, MIDLAND, MICHIGAN

Christin O'Callaghan read Roll Call.

PRESENT: DDA MEMBERS – Jenny Anderson, Ann Beck, Bo Brines, Doug Chapman, Paula Liveris, Jon Lynch, Jack McCandless, John Reisner, Claudia Wallin

ABSENT: Mike Hayes, Jim Stamas, Fr. Jim Bessert, Ranny Riecker

PRESENT: STAFF – Christin O'Callaghan, Denise Hufford, Margaret Maday, Abbey Miller

PRESENT: OTHERS –Lorie Shane (Midland Issues), Sue St.Charles (Midland Center for the Arts)

Wallin called the meeting to order at 3:00 p.m.

1. Approval of past meeting minutes

Motion to approve the September 13 meeting minutes by Anderson. Seconded by McCandless. Approved unanimously.

2. Financial Report – September 2006

Maday presented the September 2006 financial statements. Motion to approve statements by Chapman. Seconded by McCandless. Approved unanimously.

3. Reports

a) Organization Committee

Wallin reported that the by laws are being reviewed by City Attorney. Board will vote on current or revised version at the November meeting.

Strategic Planning meeting will be Wednesday, October 25 from 11am–4 pm. Each board member will receive a 10 question survey. Please complete the survey and return to O'Callaghan. This will help facilitate the meeting. Board members should also RSVP to O'Callaghan if they have not done so already. All DDA Board, MDBA Board, and Committee members are invited to attend this meeting.

b) Design Committee

Beck reported that the Ashman Court Main Street Design has been approved by City Council.

Beck reported that the Design Committee is currently working with the City to place the iceless skating rink. It will probably be located in the Farmers Market area and should be placed soon.

Beck reported that downtown crosswalk repairs are moving along and should be completed by the end of October.

c) Horticulture Report

Wallin congratulated Miller on a nice article in the Midland Daily News about downtown flowers.

Miller reported that her crew will be finishing up the season by the end of October. Fall mums have been planted, bulbs are being planted, and dirt replaced in downtown planters. Miller's last day is October 27.

Miller thanked the DDA Board, O'Callaghan, and the Design Committee for their instructions and budgeting for "lush and overflowing flower bed" which helped create the gardens.

Wallin read letters of thanks from Joe Garrison, MDBA President, and Nancy Barker – both praising the work of Miller and the beautiful flowers.

d) Economic Restructuring Committee

Reisner noted downtown properties available for rent or purchase. Additionally, two businesses have joined downtown including Athalia's women's boutique and the Children's School of Music.

e) Creating Cool Promotions Committee

Wallin reported that the 2007 Summer Art Project had its first meeting and has a proposed theme. Once the full Creating Cool Committee approves the theme it will be presented to the DDA Board. The Art Project will have the same time frame (beginning in early June) and will attempt to include artists throughout the tri-cities.

The 2007 Event Calendar is tentatively set with all events included. Look for the schedule at www.downtownmidland.com November 1.

f) Michigan Main Street Report

O'Callaghan reported that the Michigan Main Street program has been extended from a 3 year program to a 5 year program. A new agreement has been forwarded to the City Attorney for review and will be presented to council for signature.

The annual evaluation of the first year will occur on November 6, 2006 along with a design project meeting that evening. At the end of the 5 year program a final resource visit is included.

g) Midland Downtown Business Association Report

O'Callaghan reported on behalf of Joe Garrison, MDBA President, that there was outstanding attendance at this year's Cruise n Car Show. Also, the Chili & Salsa Taste-Off was a great event. O'Callaghan extended her thanks to Denise Hufford, Downtown Event Coordinator for her commitment to the downtown events.

Upcoming events include Mannequin Night on October 12, Pumpkin Festival on October 19 (rain date October 26), Santa Parade on November 18, Santa Arrival and Courthouse Lighting on November 28, and Breakfast with Santa on December 2.

The MDBA will hold its strategic planning meeting on Friday, October 27 from 12-5 pm at the Northwood Creativity Center.

A refuse sub-committee has been formed to deal with downtown refuse. Also, a Holiday sub-committee has been formed to promote downtown shopping and dining during the Holidays, and the Sizzlin Shiver committee has begun meeting to plan activities for Saturday, February 17 which will include Rock on Ice and the Fire & Ice show. Sponsorships are needed.

4. Public Comments

None.

5. Old Business

None.

6. New Business

O'Callaghan congratulated Miller and the DDA for receiving two Beautification Awards for City Hall and Downtown.

7. Adjourn

There was no further business to come before the Board. Beck moved that the meeting be adjourned. McCandless seconded. Meeting adjourned at 3:20 p.m.

STATUS REPORT

November 8, 2006 DDA Board of Director's Meeting

Reports

Organization Committee

- Bylaws
- Strategic Planning

Design Committee

- Crosswalk repair
- Wireless Internet Access
- Horticulturist position – City seeking applications

Economic Restructuring Committee

- Space available downtown

Creating Cool Promotions Committee

- 2007 Sculptures
- 2007 calendar of events
- 100 Best Communities for Young People

Michigan Main Street Report

- Manager's Training
- November evaluation review
- MMS Design Meeting December 6

MDBA Report

- Strategic Planning Review
- Holiday promotions
- Sizzlin' Shiver

DDA MEETING SCHEDULE

November 2006

November 1Organization Committee..... 3 p.m.
November 6.....Michigan Main Street Evaluation.....All Day
November 8.....DDA Board Meeting - Council Chambers 3 p.m.
November 14.....Economic Restructuring Committee 3 p.m.
November 21.....Creating Cool Promotions Committee 11:30 a.m.
November 28.....Design Committee 3 p.m.

December 2006

December 6Organization Committee..... 3 p.m.
December 7Cool Cities Conference - LansingAll Day
December 12Economic Restructuring Committee 3 p.m.
December 13DDA Board Meeting - Council Chambers 3 p.m.
December 19Creating Cool Promotions Committee 11:30 a.m.
December 19Design Committee 3 p.m.
(note date change due to holiday)

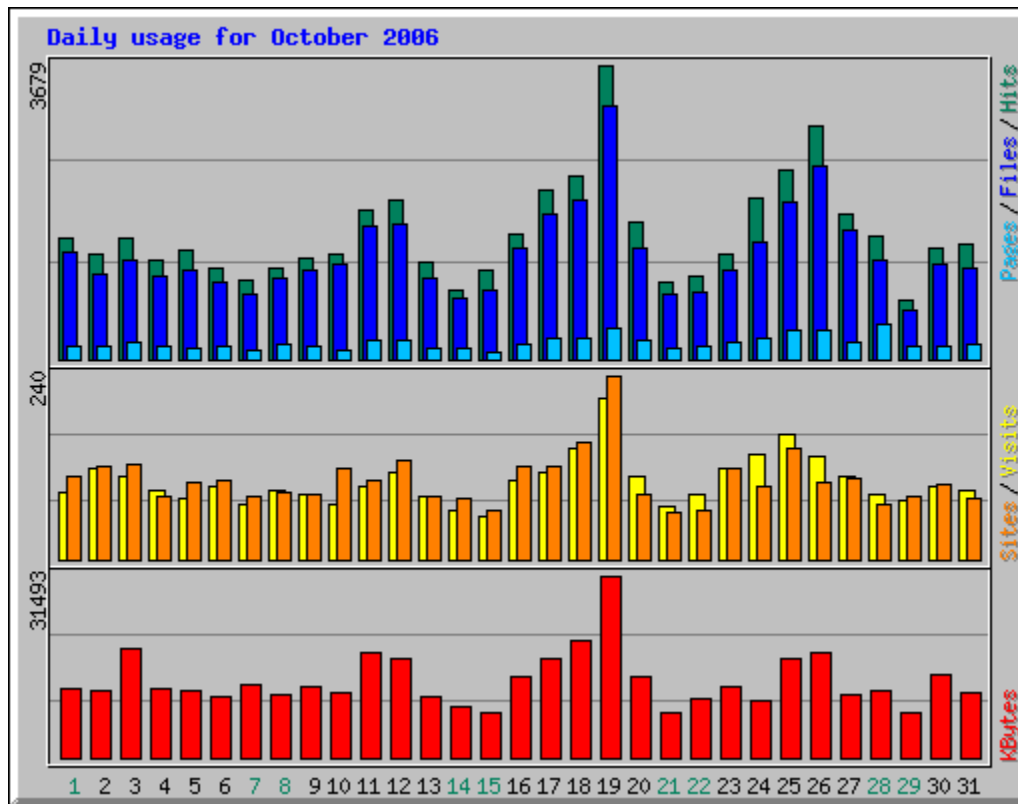
**All DDA committee meetings are held at the DDA office at 300 Rodd Street, Suite 201 in Downtown Midland unless otherwise noted.*

Usage Statistics for downtownmidland.com

Summary Period: October 2006
Generated 01-Nov-2006 08:24 EST

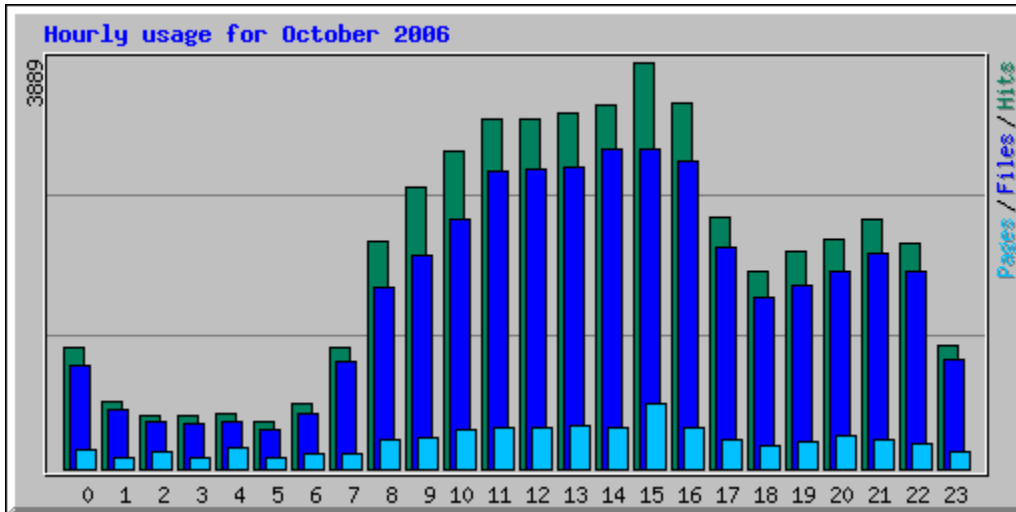
[\[Daily Statistics\]](#) [\[Hourly Statistics\]](#) [\[URLs\]](#) [\[Sites\]](#) [\[Users\]](#)

Monthly Statistics for October 2006		
Total Hits	48737	
Total Files	41018	
Total Pages	6458	
Total Visits	3150	
Total KBytes	413944	
Total Unique Sites	1731	
Total Unique URLs	227	
Total Unique Usernames	1	
	Avg	Max
Hits per Hour	65	426
Hits per Day	1572	3679
Files per Day	1323	3169
Pages per Day	208	435
Visits per Day	101	210
KBytes per Day	13353	31493
Hits by Response Code		
Code 200 - OK	41018	
Code 206 - Partial Content	531	
Code 301 - Moved Permanently	23	
Code 302 - Found	2019	
Code 304 - Not Modified	5077	
Code 401 - Unauthorized	63	
Code 404 - Not Found	1	
Code 415 - Unsupported Media Type	5	



Daily Statistics for October 2006												
Day	Hits		Files		Pages		Visits		Sites		KBytes	
1	1513	3.10%	1341	3.27%	172	2.66%	88	2.79%	107	6.18%	11881	2.87%
2	1317	2.70%	1069	2.61%	170	2.63%	118	3.75%	122	7.05%	11690	2.82%
3	1506	3.09%	1230	3.00%	206	3.19%	107	3.40%	124	7.16%	18739	4.53%
4	1236	2.54%	1034	2.52%	155	2.40%	90	2.86%	81	4.68%	11878	2.87%
5	1359	2.79%	1108	2.70%	138	2.14%	80	2.54%	101	5.83%	11574	2.80%
6	1144	2.35%	966	2.36%	155	2.40%	96	3.05%	104	6.01%	10597	2.56%
7	980	2.01%	825	2.01%	116	1.80%	73	2.32%	83	4.79%	12715	3.07%
8	1150	2.36%	1013	2.47%	192	2.97%	91	2.89%	87	5.03%	11004	2.66%
9	1261	2.59%	1111	2.71%	174	2.69%	86	2.73%	85	4.91%	12384	2.99%
10	1306	2.68%	1186	2.89%	117	1.81%	72	2.29%	118	6.82%	11252	2.72%
11	1871	3.84%	1662	4.05%	248	3.84%	94	2.98%	104	6.01%	18002	4.35%
12	1992	4.09%	1701	4.15%	232	3.59%	113	3.59%	128	7.39%	16964	4.10%
13	1218	2.50%	1009	2.46%	150	2.32%	83	2.63%	83	4.79%	10420	2.52%
14	859	1.76%	764	1.86%	134	2.07%	63	2.00%	79	4.56%	8663	2.09%
15	1125	2.31%	857	2.09%	92	1.42%	56	1.78%	65	3.76%	7782	1.88%
16	1561	3.20%	1377	3.36%	186	2.88%	104	3.30%	121	6.99%	13868	3.35%
17	2115	4.34%	1820	4.44%	253	3.92%	114	3.62%	122	7.05%	17220	4.16%
18	2280	4.68%	2001	4.88%	275	4.26%	144	4.57%	153	8.84%	20320	4.91%
19	3679	7.55%	3169	7.73%	392	6.07%	210	6.67%	240	13.86%	31493	7.61%
20	1712	3.51%	1385	3.38%	231	3.58%	107	3.40%	86	4.97%	13958	3.37%
21	959	1.97%	809	1.97%	141	2.18%	68	2.16%	61	3.52%	7797	1.88%
22	1031	2.12%	832	2.03%	155	2.40%	84	2.67%	63	3.64%	10143	2.45%
23	1324	2.72%	1116	2.72%	224	3.47%	120	3.81%	119	6.87%	12284	2.97%
24	2003	4.11%	1459	3.56%	274	4.24%	137	4.35%	95	5.49%	9918	2.40%

25	2365	4.85%	1973	4.81%	352	5.45%	164	5.21%	144	8.32%	17226	4.16%
26	2925	6.00%	2410	5.88%	374	5.79%	135	4.29%	100	5.78%	18259	4.41%
27	1818	3.73%	1607	3.92%	202	3.13%	107	3.40%	105	6.07%	10907	2.63%
28	1547	3.17%	1241	3.03%	435	6.74%	84	2.67%	71	4.10%	11493	2.78%
29	748	1.53%	617	1.50%	152	2.35%	78	2.48%	82	4.74%	7824	1.89%
30	1389	2.85%	1177	2.87%	169	2.62%	96	3.05%	98	5.66%	14478	3.50%
31	1444	2.96%	1149	2.80%	192	2.97%	90	2.86%	79	4.56%	11210	2.71%



Hourly Statistics for October 2006												
Hour	Hits			Files			Pages			KBytes		
	Avg	Total		Avg	Total		Avg	Total		Avg	Total	
0	37	1151	2.36%	31	991	2.42%	5	177	2.74%	330	10236	2.47%
1	20	645	1.32%	18	569	1.39%	3	104	1.61%	170	5276	1.27%
2	16	517	1.06%	14	457	1.11%	5	158	2.45%	155	4803	1.16%
3	16	514	1.05%	14	440	1.07%	3	104	1.61%	76	2364	0.57%
4	16	522	1.07%	14	447	1.09%	6	195	3.02%	264	8194	1.98%
5	14	454	0.93%	12	382	0.93%	3	100	1.55%	250	7735	1.87%
6	19	617	1.27%	16	518	1.26%	4	142	2.20%	166	5146	1.24%
7	37	1164	2.39%	32	1019	2.48%	4	153	2.37%	302	9351	2.26%
8	69	2169	4.45%	56	1736	4.23%	8	269	4.17%	497	15401	3.72%
9	86	2695	5.53%	65	2043	4.98%	9	289	4.48%	643	19943	4.82%
10	98	3041	6.24%	77	2387	5.82%	12	379	5.87%	772	23933	5.78%
11	108	3352	6.88%	91	2846	6.94%	12	391	6.05%	1024	31747	7.67%
12	108	3349	6.87%	92	2858	6.97%	12	393	6.09%	1128	34969	8.45%
13	109	3402	6.98%	93	2884	7.03%	13	418	6.47%	908	28152	6.80%
14	112	3473	7.13%	98	3047	7.43%	12	386	5.98%	966	29938	7.23%
15	125	3889	7.98%	98	3063	7.47%	19	615	9.52%	998	30933	7.47%
16	112	3493	7.17%	94	2944	7.18%	12	398	6.16%	918	28446	6.87%
17	77	2396	4.92%	68	2119	5.17%	9	283	4.38%	613	18992	4.59%
18	61	1894	3.89%	52	1638	3.99%	7	229	3.55%	507	15702	3.79%
19	67	2087	4.28%	56	1758	4.29%	8	254	3.93%	563	17461	4.22%
20	71	2201	4.52%	60	1889	4.61%	10	324	5.02%	572	17723	4.28%
21	76	2380	4.88%	66	2053	5.01%	9	287	4.44%	604	18716	4.52%

22	69	2147	4.41%	60	1887	4.60%	7	245	3.79%	599	18579	4.49%
23	38	1185	2.43%	33	1043	2.54%	5	165	2.55%	329	10203	2.46%

Top 10 of 227 Total URLs By KBytes												
#	Hits		KBytes		URL							
1	6419	13.17%	60226	14.55%	/business_for_map.php							
2	2308	4.74%	28159	6.80%	/php_black_ticker.swf							
3	1943	3.99%	13966	3.37%	/downtown_events.php							
4	2223	4.56%	12082	2.92%	/							
5	706	1.45%	11772	2.84%	/business_directory.php							
6	284	0.58%	11674	2.82%	/interactive_map.swf							
7	26	0.05%	10259	2.48%	/pdf_files/Midland-Report-Final.pdf							
8	178	0.37%	10256	2.48%	/pdf_files/special_offers_0306.pdf							
9	1534	3.15%	7718	1.86%	/404.htm							
10	35	0.07%	6674	1.61%	/pdf_files/Midland-ExecSummary.pdf							

Top 10 of 1731 Total Sites By KBytes												
#	Hits		Files		KBytes		Visits		Hostname			
1	1242	2.55%	1077	2.63%	10249	2.48%	46	1.46%	na4.dow.com			
2	616	1.26%	528	1.29%	7218	1.74%	29	0.92%	dc2fwa-ext.dowcorning.com			
3	1439	2.95%	1021	2.49%	6636	1.60%	33	1.05%	12.27.12.94			
4	517	1.06%	414	1.01%	5986	1.45%	14	0.44%	c-65-96-217-206.hsd1.ma.comcast.net			
5	509	1.04%	440	1.07%	5878	1.42%	21	0.67%	24-247-161-226.static.bycy.mi.charter.com			
6	817	1.68%	557	1.36%	4670	1.13%	19	0.60%	adsl-75-21-172-176.dsl.sgnwmi.sbcglobal.net			
7	81	0.17%	59	0.14%	3933	0.95%	1	0.03%	tias-gw5.treas.gov			
8	166	0.34%	107	0.26%	3228	0.78%	43	1.37%	msnbot.msn.com			
9	789	1.62%	511	1.25%	3175	0.77%	16	0.51%	71-13-86-6.static.bycy.mi.charter.com			
10	4	0.01%	2	0.00%	3163	0.76%	0	0.00%	cache-dtc-ab06.proxy.aol.com			

Top 1 of 1 Total Usernames												
#	Hits		Files		KBytes		Visits		Username			
1	266	0.55%	184	0.45%	703	0.17%	4	0.13%	downtownmidland.com			

ACTION ITEM

Wireless Internet Access in Downtown Midland has been on the priority list for the DDA for a couple of years. In 2005, the DDA approved moving forward with providing wi-fi, however, the 2005 Telecommunications Act prohibited the DDA from attaining this goal.

Through a collaborative effort with Dow Chemical, Dow Corning, MidMichigan Health, Northwood University, Midland ESA, the City and County of Midland and the DDA, a wireless initiative is being sought to provide free wi-fi access throughout the greater Midland community. Downtown Midland is slated to be a pilot area for this wireless access initiative.

This wireless initiative, however, will require funding for technical expertise. Therefore, the partnering organizations have been asked to assist with a financial contribution. The DDA Design Committee, recognizing that Downtown Midland will benefit significantly from this initiative, requests that up to \$10,000 be allocated from the DDA for technical assistance to the project.

The DDA hereby authorizes a payment of up to \$10,000 for consultative services for the Wireless Midland initiative in Midland.