



DDA Economic Restructuring Committee
Tuesday, January 8, 2008 at 3:00 pm
Location: DDA Conference Room

Committee Members: Mike Hayes (Chair), Rick Bergstein, Bo Brines, Deb Bailey, Neil Hershfield, Ted High, Scott Walker, Claudia Wallin

Staff: Denise Hufford, Keith Baker

MINUTES

Item	Purpose / Outcome
1. Building & Business Updates <ul style="list-style-type: none"> a. Office b. Retail c. Residential d. New Development 	<u>Potential Vacancies:</u> 120 E. Main St. 109 E. Main St. 201 E. Main St. 128 E. Main St.
2. Work plans/Action items	Continue to work on 2007 work plans. Will revise action items at the January 30 th Strategic Planning session
3. Other	Discussion on how to recruit for downtown opportunities. Thoughts on what type of business will be best for downtown and what type will encourage more housing. Will discuss further in Strategic Planning.
4. Strategic Planning	Wednesday, January 30, 9:30am-1:30pm, Currie Clubhouse, RSVP to Denise. Also, please return SWOT analysis.
5.	
6.	

2007 Action Items:

1. Property Development & potential purchase
2. ID obstacles & solutions for market rate & 2nd-story housing
3. Retail Recruitment

DDA Mission:
 The mission of Downtown Midland is to provide a vibrant and diverse center of business, cultural and recreational activity that attracts both Midland residents and visitors throughout Michigan and beyond.

DDA Vision:
 Small city charm with big city choices