

Downtown Development Authority
Strategic Planning
January 30, 2008

Present: Bo Brines, Jim Stamas, Steve Bush, Deb Bailey, Dave Emmel, Claudia Wallin, Dan Cline, Rick Allen, Neil Hershfield, Chris Mundhenk, Mike Hayes, Dave Gray, Mark Ruhle, Marty McGuire, Nancy Barker, Darius Gueramy, Bill Barker, Sue Rabbage, Lee Rouse, Rick Bergstein

Facilitator: Lee Rouse

Staff: Keith Baker, Daryl Poprave, Denise Hufford

Introductions

Michigan Main Street Program

Claudia gave some background history of Midland's participation in the Michigan Main Street program and presented the current annual report from the MMS program. Midland received 8 out of 10 points for the National Main Street Program Review with little chance of receiving a full 10 points due to lack of historical buildings in the downtown area. DDA Board needs to decide if cost of program (\$6,000-8,000 annually plus staff time) is worth participating in the program.

SWOT Analysis

Strengths

- Strong support from stakeholders
- Aesthetically pleasing downtown
- Financial strength
- Desire for synergy
- Strong ongoing programs/events
- Community involvement
- People resources

Weaknesses

- Poor retail mix
- Lack of entertainment/winter activities
- Lack of economic growth
- Lack of clout on DDA Board
- Landlords/property owners/business owners coordination
- Lack of meeting place downtown
- Infrastructure issues – parking/refuse
- DDA boundaries

Opportunities

- District boundaries – possibility to link to other districts

- Use stadium as a meeting place
- Developers – improve waterfront area
- Infrastructure
- Entertainment/programming
- Leverage televised meetings
- Land banking

Threats

- No common vision
- Communication
- Economy
- Resources stretched too thin
- Limited real estate

Mission – Why the DDA Exists

DDA Customers

- Property and potential property owners
- Business owners
- Developers
- End user?

Products/Services DDA provides

- Infrastructure
- Economic development
- Marketing
- Event planning
- Organization structure
- Implementation

What is Unique about DDA

- Location
- Oldest organization in town with commercial authority
- Creature of statute
- Staffing
- Façade program
- Infrastructure
- Events

How does the DDA deliver services?

- Staff
- Pool of tax money

The Mission of the DDA is:

- Vibrant and dynamic
- Create an environment
- Coordinate all stakeholders
- Economic and vitality

The Mission of the DDA is to enable a dynamic downtown environment that fosters economic growth.

Vision – Statement that describes the DDA’s future

A Vision Statement should provide:

- Sense of direction
- Communication
- Framework for opportunity selection
- Allow people to be excited about downtown

Small city charm with big city choices.

Good for now, can always add bullet points later with more specific points.

DDA Priorities – Votes – DDA Committee

- Housing/Residential/Multi-Use/Land Bank – 13 – ER
- Central Gathering Place – 6 – Design
- Riverfront Development – 10 – Design
- Board/Staff – 3 – Org
- Entertainment – 10 – CC/ER
- Retail Development – 11 – ER
- District Boundaries – 5 – Org
- Infrastructure – 5 – ER
- Input/Agreement from Stakeholders – 2 – Org
- Aesthetics – 4 – Design
- Marketing/Communication – 0 – CC

MISC Action Items

- Need to revise strategic plan, mission statement, vision statement and distribute by March, 2008.
- Distribute minutes and SWOT analysis to Board Members
- Dave Emmel new member of ER committee
- Compile property owner list
- Report of strategic planning at next DDA Board meeting