



DDA Economic Restructuring Committee

Tuesday, November 6, 2008 at 3:00 pm

Location: DDA Conference Room

Committee Members Present: Mike Hayes (Chair), Deb Bailey, Darius Gueramy, Christine Grieve, Neil Hershfield, Claudia Wallin, Ted High,

Committee Members Absent: Bo Brines, Rick Bergstein, Scott Walker, Sid Allen, Dave Emmel, Jack McCandless

Staff: Keith Baker, Tony Kulick

MINUTES

1. **Building and Business Updates-** Kulick reported that Tri City Nutrition closed. The small store on Townsend (party planning and massage) also closed. Kulick showed the committee a new format for showing the vacant and available property in the downtown to the DDA Board. The committee asked staff to break the information down according to different categories such as second floor space, residential space, vacant space versus occupied space
2. **Buxton Study-** Kulick reminded the committee that the Buxton Study is now available on the Midland Chamber of Commerce website (www.macc.org). The members were asked to get any questions or clarifications on the report to him or Sid Allen by next Wednesday. He reminded the committee that after questions or clarifications were completed by Buxton, Buxton will send letters to the twenty targeted committees. Kulick and Heidi from the Chamber office will divide up and follow up with contact the target companies.
3. **Downtown Housing Study-** Keith Baker reported that the Downtown portion of the housing study was complete and was presented to the DDA at their October meeting. The city wide portion of the study should be complete and presented to the Housing Commission at their December meeting.
4. **Zoning Text Change-** Kulick reported that the Planning Commission will receive the DDA's request to change the text of the Zoning Ordinance at the November 11th meeting. Keith Baker reported that it was reasonable to expect the text changes to be adopted and in place by March if everything go the way the DDA hopes. It was suggested that Kulick attend the Planning Commission public hearing to answer any question that the Planning Commission may have on the proposed text changes.

5. **Downtown Parking-** Kulick reported that the DDA has been asked to provide a recommendation concerning the rates for leased parking in the downtown. The current rate

is \$145 per year (\$12/month). It was discovered that other communities Bay City, Saginaw, Traverse City and Port Huron all charge more for leased parking than Midland (\$15-\$30/month). Mt. Pleasant charges less for in district business parkers (\$37.50/year) and more \$150/year) for out of district parkers. Discussion followed that included the fact that the parking fund is currently expending more than it is taking in on an annual basis. The committee discussed that tickets in the down town do not seem to discourage the chronic violators from violating the current parking regulations. The Committee felt that it is important to maintain some level of parking enforcement in the Downtown in order to maintain the desired turnover of parking spaces in the district. The Committee wants further investigation of possibility of progressive ticketing in the Downtown. Discussion also took place about possibly developing parking fees according to how desirable the parking lots are to potential parkers. The committee also discussed how the current fees break down per day, per week and per month. The Committee calculated that there are approximately 250 work days per year and that a fee of \$250 a year equals one dollar per day.

M/S Hershfield/Greve – The DDA recommends to the City Council that the fees for the leased surface spaces in the downtown be raised to \$195 per year for 2009 and to \$250 per year in 2010.

Approved unanimously

M/S Hershfield/Bailey – The DDA recommend to the City Council that the fees for metered parking in the downtown be raised from .20\$ per hour to .25\$ per hour.

Approved unanimously

6. **Michigan Small Business Changes-** Christine Greve reported on the changes that the State of Michigan is making to their website and phone system to make it more user friendly to business owners. She also reported on a series of workshops that have been developed to assist small retail businesses. She is working with Kulick to make the workshops available to DDA / MDBA and Corridor District members in late January or early February.
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The meeting Adjourned at 4:20 pm

Downtown Development Authority

Action Item

November 12, 2008

Leased Parking – Annual Fees

Whereas the City of Midland operates a Parking Fund to provide and maintain parking in the Downtown district, and

Whereas the DDA contributes to that fund, and

Whereas the fees for leased surface parking spaces has not been changed since 2006, and

Whereas the DDA has been asked to provide the City Council a recommendation on the those fees, and

Whereas the DDA Economic Restructuring Committee reviewed the current fees, fees from comparable communities, the current cost of tickets in the district and the revenue and expenses from the parking fund, and

Whereas the Economic Restructuring Committee determined that the current leased parking fees for Downtown Midland were lower than most of the comparable studied communities.

Now Therefore be it Resolved that the DDA recommends that the Midland City Council raise the annual fee for leased surface parking from \$145 year to \$195 per year in 2009 and to \$250 per year in 2010,

And be it Further Resolved that the DDA recommends that the Midland City Council raise the rate for metered parking in the Downtown from .20\$ per hour to .25\$ per hour.