



Minutes
DDA Organization Committee
Wednesday, November 5, 2008 at 11:30am
Location: DDA Conference Room

Committee Members Present: Claudia Wallin (Chair), Lauri Ireland, Bo Brines, Keith Baker, Tony Kulick

Members Absent:

Also Present: Neil Hershfield

1. Kulick reported that the DDA has received a request from the City Treasurer's Office to provide a recommendation for leased parking spaces in downtown lots. The issue has been referred to the Economic Restructuring Committee. The Economic Restructuring Committee will be meeting tomorrow for review of the issue and will prepare a recommendation for the November 12th DDA meeting.
2. Staff reported on the trip to Bay City by city staff to investigate outdoor patio seating in parking spaces. Bay City has not had any negative experiences since they allowed the seating this summer. Bay City said they would approve the licensing of parking for outdoor seating again. Kulick will revise the Bay City ordinance and include more design review than the Bay City ordinance requires for the DDA Design Committee.
The loss of on street parking was discussed. The desirability for a recommendation from the MDBA before the DDA makes a recommendation to the City Council was discussed.
3. Kulick reported that staff is still finding it increasingly difficult to meet all of the event expectations with the available hours. He stressed that it is not practical to add new events or to grow any of the existing events without either more staff or eliminating another event. This was not to imply that existing events couldn't and shouldn't continue to improve but growing the crowds or lengthening of events will be difficult. Staff will purchase a year at a glance calendar and try to make sure that two events do not occur during the same payroll period. Denise Hufford the Events Coordinator is limited to no more than 29 hours per week and when multiple events take place in a week or are compressed into a few weeks, the 29 hour limit becomes a problem. Discussion on the level of staff support for non DDA / MDBA events was discussed.
4. The issue of the artificial ice was discussed. Kulick reported that he met with the Community Foundation and it was jointly decided that it was not practical to install the ice at the Santa House. He reported that he had inquiries from the Edmonton Oilers and Cass City concerning the possible purchase of the ice. Staff investigated the possible sale of the ice with the City's purchasing Dept. The DDA would need to go through the city's purchasing policy to sell the ice. He reported that the City Parks Dept. is interested in installing the ice at Central Park, year round. The possibility of installing the ice at a redesigned Putnam Park was another option. If the Putnam park option was to be considered the ice would be held in storage until the area is prepared. Discussion took place. Staff was instructed to prepare a memo to the full DDA Board concerning the ice issues and that staff was recommending soliciting quotes from parties interested in purchasing the ice, and he was continuing to investigate the city park option, the Midland Family center in Coleman and Putnam Park options.
5. Kulick reported on a meeting that he and Keith Baker attended concerning the electric wires and power poles behind the buildings on the riverside of Main between Ashman and McDonald.



The Langs are making significant improvements to their building and burying many electric lines. Kulick will meet with Consumers to see if additional wire removal improvements are possible.

6. Kulick asked if the Organization Committee still wanted him to start scheduling Budget Committee meetings in November. The committee answered in the affirmative.
7. Kulick reported on an email from Christine Greve offering to conduct a workshop for the downtown merchants. The committee discussed the offer and instructed Kulick to work with Christine and the MDBA to make the event happen in late January or early February. The cost for the event should be kept to a minimum for DDA / MDBA members, other retailers were to be invited at a higher fee.
8. Kulick reported that Sid Allen, from the Chamber of Commerce was forming a committee to plot a strategy for the Buxton Study. Sid was getting three or four Chamber Members and asked for three or four DDA members. It was decided that Mike Hayes, Christine Greve, Bo Brines and Claudia Wallin would represent the DDA.

Meeting adjourned at 4:20 pm

MEMO

To: Downtown Development Authority

From: Tony Kulick

Subject: Artificial Ice

Background: In 2006 the DDA purchased an artificial ice rink for use in the downtown. The rink cost the DDA \$38,000 plus approximately \$23,000 to have the platform constructed that the rink sits on. It has been reported that the rink has received very little usage during the first two years of its use in the downtown. Staff also investigated the cost for city staff to install the rink in the fall, and to disassemble and store the rink in the spring. It takes a crew of parks employees approximately one week to set up or take down the rink. The cost estimate for that work is between \$4000 - \$4500 for either activity.

The artificial ice was discussed by the MDBA Marketing Committee to investigate new ways to promote the use of the rink. The committee concluded that it was unlikely that additional marketing of the rink would increase the usage because there are many better skating venues in Midland, there is no music, warming facility or concessions at the rink. The Creating Cool Committee also discussed the ring and suggested that alternative uses or locations for the rink be investigated. The possible sale of the rink was also discussed.

Staff investigated the possible relocation of the rink to a location in front of the Santa House as an amenity for children visiting the house during the holiday season. For a variety of reasons it was determined that the Santa House location was not practical. Discussions with the Midland Parks Department discovered an interest in installing the ice as a year round feature at Central Park. Discussion has also taken place about locating the rink at a redesigned Putnam Park. Staff

also investigated the possible sale of the rink to one of the Midland Count Family Centers.

Staff has received phone inquiries from Cass City and the Edmonton Oilers concerning the possible purchase of the ice. Staff investigated the possible sale of the rink with the city Purchasing Department. The DA will need to follow city purchasing regulations for the sale or disposal of the rink.

Requested Action: Authorize the DDA Executive to work with the city Purchasing Department to prepare documents to solicit the sale of the rink. The solicitation of the sale of the rink does not obligate the DDA to actually sell the rink; it is a tool for the DDA to determine the value of the asset. Following the completion of the solicitation for bids staff will present the DDA with a series of options that may include any or all of the following:

- Sell the rink to the high bidder
- Lease the rink to the Parks Department for use at Central Park
- Store the rink for usage at a redeveloped Putnam Park
- Sell the rink to one of the Midland Family Centers for less than the high bid
- Other options not known at this time