

MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY WHICH TOOK PLACE ON WEDNESDAY, August 12, 2009 CITY COUNCIL CHAMBERS, CITY HALL, MIDLAND MICHIGAN

Tony Kulick read Roll Call.

**PRESENT:** Jenny Anderson, Daniel Cline, Mike Hayes, Jon Lynch, Marty McGuire, Sue Rabbage, Rich Pomeroy, Ranny Riecker,

**ABSENT:** Bo Brines, Paula Liveris, Mark Ruhle, Claudia Wallin,

**STAFF PRESENT:** Tony Kulick, Keith Baker, Stephanie Szostak

**OTHERS PRESENT:**

Hayes called the meeting to order at 3:00 p.m. – a quorum was present

Hayes welcomed and introduced Dan Cline as the newest DDA Board member.

1. **Approval of the August 12 Agenda** – Hayes move item (g) under Reports to item (a).
2. **Approval of the June 10, 2009 Minutes.** M/S Riecker/Rabbage – Approved unanimously.
3. **Financial Reports for June 2009.** M/S Rabbage/Rabbage – Approved unanimously
4. **Reports**
  - a) **Strategic Planning** – Kulick and Hayes reviewed the history of the DDA's Strategic Planning activities and how the new plan was developed and called for a reorganization of DDA committees to carry out the functions of the Board.

M/S McGuire/Lynch

Whereas the Midland Downtown Development Authority (DDA) was established by the Midland City Council in 1989 to halt property value deterioration, to increase property tax valuation where possible in the business district and to aid in the elimination of the causes of that deterioration and in promoting economic growth, and

Whereas the DDA is authorized to create a Development Plan for the district and created a Development Plan in 1991, and

Whereas the DDA has spent several months in 2009 working with a facilitator to prepare a Strategic Plan with short and long term goals to implement the overall duties of the DDA and provisions of the Development Plan

Now Therefore Be it Resolved that the Midland DDA hereby adopts the “DDA Strategic Plan 2009 – 2013” and the “2009 Annual Goals and Actions” as a Strategic Plan to guide Economic Sustainability, Internal and External Communications, Board Governance and Infrastructure and Maintenance responsibilities of the DDA and

Be it Further Resolved that the DDA will create and Charter the following standing committees to facilitate the monthly activities of the Authority.

1. Budget & Finance Committee
2. Communication Committee
3. Economic Sustainability Committee
4. Executive Committee

Discussion on the motion followed members voiced support for the strategic planning process and the proposed restructuring.

Motion approved unanimously

**b) Design Committee** – Anderson reported that the committee has been working hard on preparing a draft ordinance, guidelines and proposed rules for outdoor cafes. The committee hopes to have the documents to the full DDA Board by September 2009. Szostak reported on the downtown flower planting and the trimming of the overgrowth along the riverbank.

**c) Organization Committee**– Kulick reported that the Organization Committee discussed upcoming events in the downtown. The Committee also reviewed the draft agenda for this meeting and reordered some of the agenda items. The Committee also discussed the possible sale of a Sculpture Series Frog prior to the September 17<sup>th</sup> auction. The DDA discussed the idea of selling a frog prior to the Scheduled auction and concluded it would be inappropriate to sell a frog prior to the scheduled auction.

**d) Economic Restructuring Committee** – Hayes and Kulick reported that the Economic Restructuring Committee has finished discussing

the proposed Retail Business Incubator Program. He outlined the program to the DDA Board.

M/S Pomeroy/McGuire

Whereas Public Act 226 of 2008 specially permits Downtown Development Authorities to own and or operate retail business incubator facilities, and

Whereas the Midland Downtown Development Authority Economic Restructuring Committee has spent most of 2008 and 2009 developing a proposed business incubator program to assist new business development in the downtown, and

Whereas the Midland Downtown Development Authority has reviewed the proposed business incubator program and recommends adoption of the program as submitted this 12th day of August 2009.

NOW THEREFORE BE IT RESOLVED that the Midland Downtown Development Authority adopts the attached business incubator program to promote economic growth in downtown Midland, subject to final review and change by the Midland City Attorney.

The Board discussed the motion and felt it would provide a valuable tool to increase business in downtown Midland

Motion approved unanimously

Riecker reported that the Budget Committee had discussed the proposed Retail Incubator Program at their meeting and support a budget amendment to fund the program. M/S Riecker/McGuire

Whereas Public Act 226 of 2008 specially permits Downtown Development Authorities to own and or operate retail business incubator facilities, and

Whereas the Midland Downtown Development Authority Economic Restructuring Committee has spent most of 2008 and 2009 developing a proposed business incubator program to assist new business development in the downtown, and

Whereas the Midland Downtown Development Authority has reviewed the proposed business incubator program and recommends adoption of the program as submitted this 12<sup>th</sup> day of August 2009, and

Whereas in order to implement a business incubator program it is necessary to provide funds.

NOW THEREFORE BE IT RESOLVED that the Midland Downtown Development Authority recommends that the Midland City Council amend the 2009 – 2010 Downtown Development Authority budget to provide \$50,000 from the DDA Fund Balance to fund the attached business incubator program to promote economic growth in downtown Midland.

Motion approved unanimously

Hayes reported that the Economic Restructuring Committee had reviewed and revised the guidelines for the Building Façade program. Kulick reviewed the highlights of the proposed revisions to make the program more of an economic development and less of a streetscape improvement activity.

M/S Pomeroy/McGuire

Whereas the Midland Downtown Development Authority (DDA) was established by the Midland City Council in 1989 to halt property value deterioration, to increase property tax valuation where possible in the business district and to aid in the elimination of the causes of that deterioration and in promoting economic growth, and

Whereas the DDA is authorized to create a Development Plan for the district and created a Development Plan in 1991, and

Whereas the DDA has had a Downtown Building Façade Grant – Loan Program for several years, and

Whereas the DDA Economic Restructuring Committee has reviewed the current Façade Grant – Loan Program with the intention of making the Program a more effective economic development tool, and

Whereas the Economic Restructuring Committee has drafted a revised set of guidelines for the Façade Grant – Loan Program and is recommending adoption of the revised guidelines by the full DDA Board.

Now Therefore be it Resolved that the Midland DDA hereby adopts the Revised Façade Grant – Loan Program Guidelines dated August 11, 2009.

Motion approved unanimously

**e) Creating Cool Committee** – Kulick Reported that the committee met and discussed upcoming activities including the Monday Evening Farmers Market, The Summer Sculpture Series Kickoff, Summer Solstice Stroll and Sidewalk Sales.

**f) Budget Committee** – Riecker reported on the June 26<sup>th</sup> meeting. Based on a recent tax appeal the Committee is recommending that the fund balance be partitioned to provide funds for a “worse case situation where the DDA would have to pay back taxes collected.

M/S Riecker/Cline

Whereas The City of Midland has received a copy of an appeal filed by a downtown property owner of their 2009 taxable value with the Michigan Tax Tribunal, and

Whereas if the Michigan Tax Tribunal rules totally in favor of the downtown property owner the DDA would be required to repay the owner approximately \$140,000 in overpayment, and

Whereas the Midland Downtown Development Authority has sufficient fund balance to pay the potential Michigan Tax Tribunal judgment.

NOW THEREFORE BE IT RESOLVED that the Midland Downtown Development Authority amends its 2009-2010 budget to reflect that \$140,000 of the current fund balance is reserved for potential tax appeal settlement.

Motion approved unanimously

**g) Midland Downtown Business Association** – Kulick reported on the MDBA May general membership meeting and that the MDBA Board had elected Melinda Elwell and Lauri Ireland and John Farrell to three (3) year terms on the Board. Officers for 2009-10 are Lauri Ireland President, Patty Aspin Vice President, and Melinda Elwell as Secretary and Mary Shudark as Treasurer.

**5. Public Comments** - None

**6. Old Business** - None

**7. New Business**

**a) Events-** Kulick presented a calendar of events that will be taking place in the downtown in the upcoming months.

**b) Committee Meeting Schedule–** It was announced that DDA Committees would not be meeting as shown on the schedule because of the restructuring taking place.

Meeting adjourned 4:27 pm