

DDA Board Meeting February 10, 2010

A regular meeting of the Downtown Development Authority was held on Wednesday, February 10, 2010 at 3:00 p.m. in Council Chambers at Midland City Hall. Chair Wallin presided.

Members Present: Cline, Hayes, Lynch, McGuire, Rabbage, Riecker, Ruhle, Thompson, Wallin

Members Absent: Anderson, Brines, Liveris, Pomeroy,

The DDA minutes from the February 10, 2010 meeting were approved as submitted.
McGuire/Cline

DDA Executive Director Selina Tisdale presented the financial report from December 2009. Financial report approved as submitted.
Hayes / Ruhle

Planning and Community Development Director Keith Baker presented an overview of the Overlay District

DDA Executive Director Selina Tisdale presented an update on the 2010 Totally Turtles Downtown Midland Sculpture Series.

Committee reports were presented as follows:

- Executive Committee – has been following the potential closure of the downtown post office closely; reviewing budget needs.
- Economic Sustainability Committee – also received a review of the overlay district; has discussed the expansion of the Outdoor Café issue and is revisiting allowances for businesses to alter planter boxes to expand outdoor seating; continuing to pursue downtown housing development funding sources; will bring minor proposed changes to the Incubator guidelines to the DDA board in March.
- Communications Committee – has been reviewing budgets to promote incubator and façade; evaluating the downtownmidland.com website to enhance economic development opportunities along with promoting retail and events; looking at a downtown Midland brochure update; evaluating events to promote the downtown as a district through Creating Cool.
- Midland Downtown Business Association – reporting on behalf of the MDBA, secretary Melinda Elwell reviewed downtown activities including the success of

February's Deals at the Diamond and the new upcoming event Meet Your Merchants.

No Public Comments were made.

Executive Director Selina Tisdale updated the DDA Board on the status the letter writing campaign and talks with the US Postal Service and Congressman Dave Camp's office to oppose the potential closure of the Downtown Post Office.

DDA Executive Director Selina Tisdale reported that the DDA staffing and offices moving from the Chamber of Commerce building to Midland City Hall is fully complete and shared the list of new phone numbers and other contact information.

DDA Executive Director Selina Tisdale reviewed the February and March meeting calendars and event information. All DDA meetings and most MDBA meetings will be held at Midland City Hall beginning in January.

The meeting adjourned at 3:50 p.m.