

MINUTES OF THE MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY  
WHICH TOOK PLACE ON WEDNESDAY, OCTOBER 11, 2006  
COUNCIL CHAMBERS, CITY HALL, MIDLAND, MICHIGAN

Christin O'Callaghan read Roll Call.

**PRESENT: DDA MEMBERS** – Jenny Anderson, Ann Beck, Bo Brines, Doug Chapman, Paula Liveris, Jon Lynch, Jack McCandless, John Reisner, Claudia Wallin

**ABSENT:** Mike Hayes, Jim Stamas, Fr. Jim Bessert, Ranny Riecker

**PRESENT: STAFF** – Christin O'Callaghan, Denise Hufford, Margaret Maday, Abbey Miller

**PRESENT: OTHERS** –Lorie Shane (Midland Issues), Sue St.Charles (Midland Center for the Arts)

Wallin called the meeting to order at 3:00 p.m.

**1. Approval of past meeting minutes**

Motion to approve the September 13 meeting minutes by Anderson. Seconded by McCandless. Approved unanimously.

**2. Financial Report – September 2006**

Maday presented the September 2006 financial statements. Motion to approve statements by Chapman. Seconded by McCandless. Approved unanimously.

**3. Reports**

**a) Organization Committee**

Wallin reported that the by laws are being reviewed by City Attorney. Board will vote on current or revised version at the November meeting.

Strategic Planning meeting will be Wednesday, October 25 from 11am–4 pm. Each board member will receive a 10 question survey. Please complete the survey and return to O'Callaghan. This will help facilitate the meeting. Board members should also RSVP to O'Callaghan if they have not done so already. All DDA Board, MDBA Board, and Committee members are invited to attend this meeting.

**b) Design Committee**

Beck reported that the Ashman Court Main Street Design has been approved by City Council.

Beck reported that the Design Committee is currently working with the City to place the iceless skating rink. It will probably be located in the Farmers Market area and should be placed soon.

Beck reported that downtown crosswalk repairs are moving along and should be completed by the end of October.

**c) Horticulture Report**

Wallin congratulated Miller on a nice article in the Midland Daily News about downtown flowers.

Miller reported that her crew will be finishing up the season by the end of October. Fall mums have been planted, bulbs are being planted, and dirt replaced in downtown planters. Miller's last day is October 27.

Miller thanked the DDA Board, O'Callaghan, and the Design Committee for their instructions and budgeting for "lush and overflowing flower bed" which helped create the gardens.

Wallin read letters of thanks from Joe Garrison, MDBA President, and Nancy Barker – both praising the work of Miller and the beautiful flowers.

**d) Economic Restructuring Committee**

Reisner noted downtown properties available for rent or purchase. Additionally, two businesses have joined downtown including Athalia's women's boutique and the Children's School of Music.

**e) Creating Cool Promotions Committee**

Wallin reported that the 2007 Summer Art Project had its first meeting and has a proposed theme. Once the full Creating Cool Committee approves the theme it will be presented to the DDA Board. The Art Project will have the same time frame (beginning in early June) and will attempt to include artists throughout the tri-cities.

The 2007 Event Calendar is tentatively set with all events included. Look for the schedule at [www.downtownmidland.com](http://www.downtownmidland.com) November 1.

**f) Michigan Main Street Report**

O'Callaghan reported that the Michigan Main Street program has been extended from a 3 year program to a 5 year program. A new agreement has been forwarded to the City Attorney for review and will be presented to council for signature.

The annual evaluation of the first year will occur on November 6, 2006 along with a design project meeting that evening. At the end of the 5 year program a final resource visit is included.

**g) Midland Downtown Business Association Report**

O'Callaghan reported on behalf of Joe Garrison, MDBA President, that there was outstanding attendance at this year's Cruise n Car Show. Also, the Chili & Salsa Taste-Off was a great event. O'Callaghan extended her thanks to Denise Hufford, Downtown Event Coordinator for her commitment to the downtown events.

Upcoming events include Mannequin Night on October 12, Pumpkin Festival on October 19 (rain date October 26), Santa Parade on November 18, Santa Arrival and Courthouse Lighting on November 28, and Breakfast with Santa on December 2.

The MDBA will hold its strategic planning meeting on Friday, October 27 from 12-5 pm at the Northwood Creativity Center.

A refuse sub-committee has been formed to deal with downtown refuse. Also, a Holiday sub-committee has been formed to promote downtown shopping and dining during the Holidays, and the Sizzlin Shiver committee has begun meeting to plan activities for Saturday, February 17 which will include Rock on Ice and the Fire & Ice show. Sponsorships are needed.

**4. Public Comments**

None.

**5. Old Business**

None.

**6. New Business**

O'Callaghan congratulated Miller and the DDA for receiving two Beautification Awards for City Hall and Downtown.

**7. Adjourn**

There was no further business to come before the Board. Beck moved that the meeting be adjourned. McCandless seconded. Meeting adjourned at 3:20 p.m.