

MINUTES OF THE MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY
WHICH TOOK PLACE ON WEDNESDAY, NOVEMBER 8, 2006
COUNCIL CHAMBERS, CITY HALL, MIDLAND, MICHIGAN

Christin O'Callaghan read Roll Call.

PRESENT: DDA MEMBERS –Ann Beck, Bo Brines, Doug Chapman, Mike Hayes, Jon Lynch, Jack McCandless, John Reisner, Ranny Riecker, Claudia Wallin

ABSENT: Jenny Anderson, Paula Liveris, Jim Stamas, Fr. Jim Bessert

PRESENT: STAFF – Christin O'Callaghan, Denise Hufford, Daryl Poprave, Bradd Maki

PRESENT: OTHERS –Lorie Shane (Midland Issues), Cheryl Wade (Midland Daily News), Peyman Zand (Dow Chemical Company)

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

1. Approval of past meeting minutes

Motion to approve the October 11 meeting minutes by Riecker. Seconded by Reisner.
Approved unanimously.

2. Financial Report – None

3. Reports

a) Organization Committee

Wallin reported that the City Attorney advised the Board that by laws are not necessary because the DDA is covered by the City Charter.

Strategic Planning meeting that was to be held Wednesday, October 25 was rescheduled to January 10, 2007 at 10:00 am at the Grace A. Dow Memorial Library. All DDA Board, MDBA Board, and Committee members are invited to attend this meeting.

b) Design Committee

Beck reported that the crosswalk repairs are completed.

Beck reported that the City is taking applications for a full time horticulturist. Applications are due by November 10, 2006.

Beck reported that the two Tridge bike racks have arrived and will be placed in the spring.

Beck stated that the Design Committee has been working with companies and agencies to provide free internet access in Downtown Midland. This service does require funding and the Design Committee recommends that the DDA approve

financial support of \$10,000 for this program. This will be included in this budget year. Riecker seconded the motion, unanimous support. Partners in this service include Dow Chemical, Dow Corning, MidMichigan Medical Center, Northwood University, Midland County ESA, Midland City, Midland County, and the DDA.

Wallin congratulated the DDA and Abbey Miller and her crew for the two beautification awards recently won – City of Midland Non-Residential Landscaping Beautification and the Bette R. Tollar Civic Commitment Award.

c) Economic Restructuring Committee

Reisner noted downtown properties available for rent and a property for purchase.

d) Creating Cool Promotions Committee

Wallin reported that the 2007 Summer Art Project is moving ahead with its free-form bench project. Artist letters will be in the mail by the end of the month. This project ties in with the Project for Public Spaces recommendation of more seating in the downtown area. The Project will kick off June 1, 2007. In addition to bench sponsors the committee is looking to reserve 3 or 4 benches to be permanently located downtown with long term sponsorships available. The logistics of this project are being finalized.

The 2007 Event Calendar is tentatively set with all events included. Look for the schedule at www.downtownmidland.com. Letters were sent to 2006 event sponsors for their support of the 2007 events.

O’Callaghan and Richart have facilitated the application for Midland to enter “100 Best Communities for Young People” competition sponsored by America’s Promise Alliance for Youth. O’Callaghan thanked the over 20 individuals and businesses that helped to complete this project and noted how impressive Midland is in supporting youth. If Midland is named one of the winners there would be an article in Newsweek along with programs on the national morning news shows to promote Midland. O’Callaghan would also like to promote all that the Midland Community does for the Youth. The announcement of winners will be made in January.

e) Michigan Main Street Report

O’Callaghan reported that she attended a Main Street Manager training held in Lansing November 1st that discussed the management of this program. Two new communities were added (Old Town Lansing and Iron Mountain) for a total of 13 communities.

Midland’s one year review was held on Monday, November 6th Out of a possible 10 points Midland received 8.5. Although Midland is not eligible for accreditation the first year in the program O’Callaghan states that accreditation will be the goal for the coming year.

There will be a design service seminar on December 6 from 6-7:30 pm at City Hall. This meeting is mandatory for any property owner interested in utilizing the Michigan Main Street service. Property owners interested in utilizing the DDA Façade program are encouraged to attend, but not required.

f) Midland Downtown Business Association Report

O'Callaghan reported on behalf of Joe Garrison, MDBA President that Breakfast with Santa will be held at the Ashman Court Hotel on Saturday, December 2. The first seating (7:30-9am) still has tickets available but the second seating (9:30-11 am) is sold out. The Breakfast includes a visit with Santa, a photo, some holiday crafts and a delicious hot buffet breakfast.

O'Callaghan noted the excellent food and service received at an open house for Dolce on Tuesday night and thanked Ashman Court for their support of Downtown Midland.

Upcoming events include:

November 18 – Santa Parade

November 28 – Santa's Arrival and Courthouse Lighting

December 2 – Breakfast with Santa

February 17, 2007 – Sizzlin' Shiver Winter Festival which will again include the 12-foot high Fire & Ice Tower.

The MDBA held its strategic planning meeting on Friday, October 27. It was a very productive meeting. The MDBA will be discussing its Mission Statement at their Board meeting tomorrow.

4. Public Comments

None.

5. Old Business

None.

6. New Business

7. Adjourn

There was no further business to come before the Board. Riecker moved that the meeting be adjourned. Hayes seconded. Meeting adjourned at 3:15 p.m.