

MINUTES OF THE MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY
WHICH TOOK PLACE ON WEDNESDAY, FEBRUARY 14, 2007
COUNCIL CHAMBERS, CITY HALL, MIDLAND, MICHIGAN

Christin O'Callaghan read Roll Call.

PRESENT: DDA MEMBERS – Ann Beck, Fr. Jim Bessert, Bo Brines, Mike Hayes, Jack McCandless, John Reisner, Ranny Riecker, Jim Stamas, Claudia Wallin

ABSENT: Jenny Anderson, Doug Chapman, Paula Liveris, Jon Lynch

PRESENT: STAFF – Christin O'Callaghan, Denise Hufford, Margaret Maday, Bradd Maki, Stephanie Szostak, Keith Baker, Daryl Poprave

PRESENT: OTHERS – Cheryl Wade (Midland Daily News), John Palen (Midland Issues), Peyman Zand (Dow Chemical)

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

1. Approval of past meeting minutes

Motion to approve the January 10 meeting minutes by Brines. Seconded by Hayes. Approved unanimously.

2. Financial Reports for October and November

Maday presented the January 2007 financial statements. Motion to approve statements by Hayes. Seconded by Riecker. Approved unanimously.

3. Reports

a) Organization Committee

Vision statement “Small city charm with big city choices” has been put before each committee. Each committee has reviewed and approved the vision statement. Motion to approve vision statement by Bessert. Seconded by Beck. Approved unanimously.

b) Budget Committee

Riecker requested that the budget committee wait until next month to make their report so as to provide a comprehensive review by city staff.

c) Design Committee

Stephanie Szostak presented her concept design for downtown plantings for the summer of 2007. Lots of color, textures, forms, and heights in her plantings. She will tie downtown plantings to other areas of Midland. For example, using dahlias to tie in with Dahlia Hill. Hayes suggested she talk to the Dow Diamond grounds keeper to possibly keep their plantings and downtown plantings with a consistent look.

Beck reported that five RFPs for the downtown redevelopment and redesign study were received and four firms interviewed. Motion that the firm of Hamilton Anderson receive the bid by Riecker. Seconded by Hayes. Approved unanimously.

Wallin thanked all firms for their hard work on the proposals.

Beck requested that the DDA take to City Council an amendment to approve an amount not to exceed \$100,000 for this study. Motion to approve by Stamas. Seconded by Riecker. Approved unanimously.

d) Economic Restructuring Committee

Reisner noted there are 5 downtown properties available for rent and 2 properties for purchase.

Three new businesses have opened in downtown including Red Rose Design (above I've Been Framed), Kenree Lighthouse Chocolates on Townsend St., and Daddy O's Diner, also on Townsend.

Reisner reported that in December, 2006, the State of Michigan passed new legislation which provides for liquor licenses to be issued within a Downtown Development Authority district based on investment within the district. As part of the legislation, the City Assessor must send an affidavit to the Liquor Control Commission regarding the amount of investment in the Downtown District. This resolution authorizes the DDA to request council to direct the City Assessor to create the affidavit. Additionally, the Economic Restructuring Committee has reviewed the requirements to obtain a license and is confident that those controls in place by both the City of Midland and the Liquor Control Commission are sufficient and currently offers no addition restrictions or approval processes for applicants other than those currently in place.

Reisner asked that the Downtown Development Authority requests Midland City Council to direct the City Assessor to create an affidavit related to the past five years of investment in the Downtown District, as required by the Liquor Control Commission relative to PA501 of 2006. Additionally, the DDA is confident that the current application processes relative to both the City of Midland and the State of Michigan Liquor Control Commission are sufficient. Motion to approve the resolution by Wallin. Seconded by Bessert. Approved unanimously.

e) Creating Cool Promotions Committee

2007 Art Project is titled "daBenchi – Hot Seats in a Cool City." 20 designs were received from 18 artists. Northwood University students are working on a family ice cream social for the Kick-Off party, which is scheduled for June 1, 2007. The public auction is scheduled for September 13. Currently looking for sponsors for the benches. Please call the DDA Office at 839-8433 if you or your business are interested in being a sponsor.

Wallin reported some upcoming events include Parade Your Pet in May, Summer Solstice in June, and the popular Tunes by the Tridge concert series that begins in June. Again, sponsors are needed for these events. Please contact the DDA Office if interested.

f) Midland Downtown Business Association Report

O'Callaghan discussed the upcoming Sizzlin' Shiver Winter Festival sponsored by Ashman Court Hotel this Saturday, February 17 starting at 1 pm on Main Street. 13 ice sculptures will be on display along with fun activities including turkey bowling, sledding, Chippewa Nature Center activities, carriage rides, autograph bricks, two Rock on Ice shows, and the grand finale of the Fire & Ice tower. Thank you to our sponsors: Great Lakes Loons, Todd Gambrell, Chemical Bank, Chippewa Nature Center, 101.7 the Fuse, and Pizza Sam's along with our main sponsor Ashman Court Hotel.

O'Callaghan also reported that Downtown Midland is hosting a Tailgate Party to celebrate the opening day of the Great Lakes Loons season. Will include parking lot tailgate parties to encourage parking downtown along with a game day ball pass down Main Street.

4. Public Comments

None.

5. Old Business

None.

6. New Business

SARA Board meeting immediately following this meeting.

7. Adjourn

There was no further business to come before the Board. Beck moved that the meeting be adjourned. Hayes seconded. Meeting adjourned at 3:25 p.m.