

MINUTES OF THE MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY
WHICH TOOK PLACE ON WEDNESDAY, AUGUST 8, 2007
COUNCIL CHAMBERS, CITY HALL, MIDLAND, MICHIGAN

Christin O'Callaghan read Roll Call.

PRESENT: DDA MEMBERS – Jenny Anderson, Doug Chapman, Jon Lynch, Jack McCandless, Jim Stamas, Claudia Wallin

ABSENT: Ann Beck, Bo Brines, Ranny Riecker, Mike Hayes, Paula Liveris, Mark Ruhle

PRESENT: STAFF – Christin Schwenke, Denise Hufford, Keith Baker, Stephanie Szostak, Bradd Maki

PRESENT: OTHERS – None

NO QUORUM

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

1. Approval of past meeting minutes

Postponed until next regular meeting of the Board with quorum.

2. Financial Report

Postponed until next regular meeting of the Board with quorum.

3. Reports

a) Design

Schwenke reported that the redevelopment and redesign study final draft is almost done. Final copy will be presented at the September DDA Board meeting.

Schwenke reported that work continues on signage downtown, including permit parking lot signs to highlight free parking in the evening. Huron Sign Company is working on a kiosk sign design to be placed at the Farmers Market and on the corner of Ashman and Main Streets.

Schwenke reported that tree light samples have been received. Will order strands for 20 trees once decision on type of strands has been made. The lights will adorn the trees in the corner planting beds.

b) Horticulture Report

Szostak reported that deadheading, weeding, and fertilizing continue in the downtown beds, hanging baskets, and pots. The irrigation system continues to be monitored, and edging the grass along the sidewalks continues.

Szostak would like to research a fertilizer tank for the hanging baskets.

Szostak has been spraying for pests and disease in the morning hours.

Szostak reported that some of the long planting beds on Main Street contain a fungus – will need to re-do all beds for next year to prevent fungus from spreading.

Szostak reported that fall displays will include mums and pansies. Szostak will have a presentation at next month's meeting.

Anderson and Chapman both complimented Szostak on outstanding flowers this year. Chapman would like to consider irrigation for the Farmers Market area.

c) Organization Committee

Wallin reported that the skateboarding issues continue to be researched. The Midland City Police Department will present a recommendation to the DDA organization committee in September.

d) Economic Restructuring Committee

Schwenke noted 6 (six) downtown properties available for rent and 1 (one) property for purchase. This constitutes a 96% occupancy rate. The committee is working on finalizing the business recruitment plan and will show the full board at the September DDA board meeting.

e) Creating Cool Promotions Committee

Wallin reported that the 2007 Summer Art Project has received very positive feedback. The sculpture auction is September 13 at 7 pm at Ashman Court Hotel. The auction is free and open to the public. There is a \$1,000 prize to the judges' choice bench along with a trophy prize for the peoples' choice bench.

The final Tunes by the Tridge concert is tomorrow evening and features Kevin T. and the Firebirds with oldies music. The concert runs from 7-9 pm at the Tridge.

The final Artist Market is also tomorrow evening and runs from 5-9 pm at the Farmers Market. Artists are very pleased with this summer's results – they have expanded from 3 dates last summer to 10 dates this summer. Thanks to the Midland Artist Guild and the Creative Spirit Center for partnering on this successful event.

The Downtown Brochure is great and includes a map and business listing. Will reorder in early 2008.

The new downtown website is almost finished. DDR Photographics has been working on it and will present to the Creating Cool Committee in August, with the final design to the DDA Board in September.

The DDA and Midland Community Center have been working together to provide outdoor movies to the public in 2008. The plans include showing adult-oriented

movies downtown and children's movie at the Community Center during the summer months.

f) Michigan Main Street Report

Schwenke reported that the annual report was filed this week. There was significant investment this past year. Next year will include even more investment due to Ashman Court project.

Hufford will attend the next Michigan Main Street Conference in Iron Mountain on August 15 & 16, 2007. Schwenke will attend the following conference in Traverse City on September 18-20, 2007.

g) Midland Downtown Business Association Report

Schwenke reported on behalf of Joe Garrison, MDBA President that the new MDBA Board is in place and includes: Joe Garrison, President; Lauri Ireland, Vice President; Gwen Malone, Secretary; and Jim Stamas, Treasurer. Board Members include: Patty Aspin (Midland Chamber of Commerce), Bo Brines (Little Forks Outfitters), Todd Gambrell (Lambert, Leser, Isackson, Cook & Guinta), Dave Gray (Daddy O's Diner), Rich Pomeroy (Farm Bureau Insurance), and Mary Shudark (Midland Daily News).

Upcoming events include:

August 25 – Blue Planet Run

September 3 – Main Event

September 14 and 15 – Cruise 'n Car Show

September 22 – Chili and Salsa Taste-Off

October 11 – Mannequin Night

October 18 – Pumpkin Festival

November 17 – Santa Parade

November 27 – Courthouse Lighting and Santa's Arrival

December 1 - Breakfast with Santa

4. Public Comments

None.

5. Old Business

None.

6. New Business

Committees will reviewing funding requests for 2008-2009 and report to DDA board in September. Lynch reported that the budget cycle will focus on priority-based funding.

7. Adjourn

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