

MINUTES OF THE MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY
WHICH TOOK PLACE ON WEDNESDAY, SEPTEMBER 12, 2007
COUNCIL CHAMBERS, CITY HALL, MIDLAND, MICHIGAN

Christin O'Callaghan read Roll Call.

PRESENT: DDA MEMBERS – Jenny Anderson, Bo Brines, Doug Chapman, Mike Hayes, Paula Liveris, Jack McCandless, Sue Rabbage, Ranny Riecker, Mark Ruhle, Jim Stamas, Claudia Wallin

ABSENT: Fr. Fleming, Jon Lynch

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

PRESENT: OTHERS – Joe Garrison (MDBA President), Tom Hunter and Deeva Massey (DDR Photographics), Amy Chesterton (Hamilton Anderson) and Robert Kramer (LSL Consultants), Peyman Zand, Cheryl Wade (Midland Daily News)

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

Welcome

Welcome to new board member, Sue Rabbage from Comerica Bank.

Good Bye and Thank You

Christin Schwenke will be leaving as Executive Director of the DDA on September 27, 2007. Thank you for all your wonderful, energetic, and enthusiastic work and good luck in the future.

1. Approval of past meeting minutes

Motion to approve the June 13, 2007, August 8, 2007, and August 22, 2007 meeting minutes by Stamas. Seconded by Riecker. Approved unanimously.

2. Financial Reports for June, July, and August 2007

Maday presented the June, July, and August 2007 financial statements. Motion to approve statements by Hayes. Seconded by Riecker. Approved unanimously.

3. Presentations

a) DDA Website

Tom and Deeva from DDR Photographics presented the new DDA website. Will go live soon. Deeva thanked the Creating Cool Committee and said it was a pleasure working with them.

b) Hamilton Anderson Report Final Draft

Amy Chesterton and Robert Kramer presented the redevelopment and design study final draft to the board. The board will receive their copy soon.

4. Reports

a) Design Committee

Chapman reported that the committee continues to work on signage and a downtown kiosk and additional signs on the rail trail.

Chapman reported that tree lighting is coming. Will need volunteers to help string the trees.

Chapman reported that downtown bicycle racks are in place.

Chapman reported that two (2) façade items were approved by the committee. Gems by Em and the former Baringers Mens Shop.

Szostak reported that as summer is coming to a close spring bulbs and fall mums will be planted. Crew will remove summer plantings and replace with mums and over 11,000 bulbs. A soil drench and fungicide will be applied to protect the bulbs and next years plantings. Crews will be coordinating with Northwood University and the United Way to split the day lilies to be used in other areas of the city.

b) Organization Committee

Wallin reported that the DDA is working with the City of Midland Police Department on the issue of pedestrian right of way. They will be looking at a public education program.

Wallin reminded the board and the public that DDA Board meetings are held on the 2nd Wednesday of each month in City Hall Council Chambers.

Wallin reported that each committee has looked at their budgets for the year and have reported that no significant changes are expected. Reicker to meet with Hufford to present this information to City Hall.

c) Economic Restructuring Committee

Hayes reported that the business recruitment package will be available next week.

Hayes reported some changes downtown including: Heather 'n Holly have moved down Main Street to 228 E. Main. The former store is available for lease. Gems by Em is a new store next to the Mackinac Center and sells women's accessories, handbags, and jewelry. The Baringer's building has sold and the new owner has a lease with the Willow, a women's apparel store opening in October. Will also be renovating the 2nd floor for residential. Titus Photography space has been leased to Couture, a women's clothing store to open in September.

Hayes reported there are 5 first floor vacancies for lease and 4 second floor vacancies for lease along with one property for sale. This constitutes a 94% occupancy rate.

d) Creating Cool Committee

Wallin reported the daBenchi auction will be held Thursday, September 13 at 7 pm at Ashman Court Hotel. There are 18 benches for sale. The DDA will purchase one to keep

downtown. There will be 2 awards announced included Judges Choice, which includes a \$1,000 prize and Peoples Choice.

The DDA has contracted with LAMAR billboards for a one year contract for 4 digital billboards in the Tri-City area. The billboards can be changed hourly and our ads will run 220 times per day.

Wallin reported that the Michigan Travel Queen, Jane DeGrow, will be back in Midland this Friday and Saturday to enjoy the Cruise 'n Car show and will broadcast live from the Farmer's Market on Saturday from 10 am – 12 noon. Listen to Jane on WNEM 1250 am.

Wallin reported that the Artist Market was very successful this year. This year the Market was held 10 evenings to coincide with Tunes by the Tridge and averaged 15 artists per evening. Last year the Market was held 4 evenings and averaged 10 artists per evening.

e) Midland Downtown Business Association

Joe Garrison, MDBA President announced upcoming downtown events including the daBenchi Sculpture Auction on September 13, Cruise 'n Car Show on September 14 & 15, Chili and Salsa Taste-Off on September 22, Mannequin Night on October 11, and Pumpkin Festival on October 18.

Public Comments

None.

Old Business

The Annual Michigan Main Street review luncheon will be held September 25th. Details soon.

Strategic Planning will be held in January. Hufford will contact Board Members to find convenient dates.

New Executive Director Search. A team is being assembled to interview candidates including Wallin, Brines, Hayes, MDBA representatives, and City of Midland representatives. Baker expects the job to be posted next week with applications due in October. Hufford will fill in as Interim Executive Director.

Wallin thanked Christin Schwenke for all her work on behalf of the DDA.

New Business

None.

Adjourn

There was no further business to come before the Board. Riecker moved that the meeting be adjourned. Ruhle seconded. Meeting adjourned at 4:08 p.m.