

MINUTES OF THE SPECIAL MEETING OF THE DOWNTOWN DEVELOPMENT  
AUTHORITY WHICH TOOK PLACE ON TUESDAY, OCTOBER 14, 2008  
COUNCIL CHAMBERS, CITY HALL, MIDLAND MICHIGAN

Tony Kulick read Roll Call.

**PRESENT: DDA MEMBERS** - Bo Brines, Mike Hayes, Jon Lynch, Marty McGuire, Sue Rabbage, Ranny Rieker, Mark Rhule, Claudia Wallin, Keith Winter

**ABSENT:** Jenny Anderson, Paula Liveris, Jack McCandless, Jim Stamas,

**Present: STAFF** – Tony Kulick, Keith Baker, Margaret Maday, Stephanie Szostak, Denise Hufford,

**PRESENT: OTHERS** – John Palen (Midland Issues), Jamiee Zileke (Community Research Associates, Chas Stoker (Buxton), Sid Allen (Midland Chamber of Commerce

Wallin called the meeting to order at 3:00 p.m. – a quorum was present

**1. Approval of the September 18, 2008 special Meeting minutes.**

**M/S Riecker/Brines** - To approve the minutes as submitted.

**Approved Unanimously**

**2. Financial Reports for August 2008.**

Margaret Maday presented the report for the month ending September 2008. She reported a fund balance of \$562,844 plus \$60,158 in the Physical Improvements Project Fund and \$13,165 in the Downtown Art Fund. She also reported that a Journal entry will be made to the Marketing Services line item to reflect a bill that had been miscoded.

**M/S Hayes/Riecker** - To accept and file the Financial Reports

**Approved Unanimously**

**3. Reports**

**a) Design Committee**

Kulick reported that the Design Committee held a special meeting on Friday October 10 to review a Façade Loan request for property at 132 – 134 E. Main Street. The project will include renovations to both the front and rear of the building. It will renovate the upper floor into two apartments and include renovation of the first floor retail space. The committee felt that the project met all the guideline criteria and recommends approval of a \$15,000 Façade loan subject to the terms in the guidelines.

Wallin reported on the quality of the proposed development and how the Design Committee hopes to see more of this type of development in the future.

**M/S Wallin/ Riecker**

Whereas in 2005 the City of Midland Downtown Development Authority received a grant from the Gerstacker Foundation to continue a local Façade Loan Program, and

Whereas the DDA Design Committee has been charged with the review of applications for Façade Loans and to provide recommendations to the DDA on those applications, and

Whereas on October 9<sup>th</sup>, 2009 the Design Committee met and reviewed an application for property located at 132, 134, 136 and 138 E. Main St., and

Whereas the Design Committee found that the application met all the criteria in the Façade Loan Guidelines and found the project to of exemplary quality, and

Whereas The DDA Design Committee has recommended that the DDA grant a \$15,000 Façade Loan.

Now Therefore be it Resolved that the DDA grants a \$15,000 loan to Laurence C. Lang II/ Lang Enterprises LLC, for the facades at 132, 134, 136 and 138 E. Main Street, subject to all program guidelines

**Approved Unanimously**

Kulick also reported that the Design Committee held a special meeting on September 16<sup>th</sup> to review and approve landscape improvement around the H Hotel.

At the regular Design Committee meeting held September 23<sup>rd</sup> the committee reviewed the status of flowers in the downtown with the City's Horticulturalist and received an update on the Riverfront redesign project.

**b) Organization Committee**

Wallin reported that the Committee met and made several referrals to other committees. The Committee also began discussing parking in the downtown and the Parking Budget.

**c) Economic Restructuring Committee**

Hayes reported that the committee met and has an action item for the DDA to consider. The Action is to request that the City Planning Commission investigate amending the zoning ordinance to better control certain land uses in the downtown.

**M/S Hayes/Brines**

Whereas the Midland Downtown Development Authority was established in 1989 to assist the city in halting property value deterioration and increasing property tax valuation where possible, and

Whereas the Downtown Development Authority is also charged with assisting the city in eliminating the causes of that deterioration and in promoting economic growth in the district, and

Whereas the Economic Restructuring Committee of the DDA has studied land uses permitted in the Downtown Zoning District and has identified some uses that if permitted, it suspects, could lead to decreased property values or add to deterioration in the district.

Now Therefore Be it Resolved that the Midland Downtown Development Authority requests that the Midland Planning Commission consider the appropriateness of amending the City Zoning Ordinance to prohibit or further control the possible development of Body Piercing Establishments, Check Cashing Establishments, Gambling Establishments, Pawn Shops, and Tattoo Parlors in the Downtown Zoning District.

**Approved Unanimously**

Hayes also reported that the Committee reviewed the current vacant buildings in the downtown and reported on Athalia's Boutique relocating in the downtown and a new business scheduled to open November 1 at 128 E. Main. He reported that the Committee is studying the possible use of the new incubator tool by the DDA. And that the Committee has begun discussing parking issues in the Downtown.

**d) Creating Cool Committee**

Wallin reported on upcoming events and how they could not take place without the community and business partners that assist in these events.

**e) MIDLAND DOWNTOWN BUSINESS ASSOCIATION REPORT**

Kulick reported on the upcoming Downtown events including Mannequin Night and Pumpkin Festival.

**f) Housing Study of Midland Michigan – Community Research Services**

Keith Baker introduced Jamiee Zileke from Community Research Services. Jamiee prepared the study and walked the DDA through a Power Point presentation of the report. She showed the changes that have taken place in the market from the earlier report prepared by Anderson Economic. The report concluded that there is still a strong market for upscale rental or rent to own residential projects in the downtown. The change in the housing and credit market led her to conclude that this would not be a good time to recommend the construction of new owner occupied housing in the downtown. She invited questions and said if anyone has questions at a later time, they should feel free to email her.

**g) Retail Assessment Downtown Midland – Buxton**

Kulick reported on how the DDA and Midland Chamber of Commerce had partnered to have Buxton prepare a Retail Assessment for the Downtown and Midland Community. Kulick introduced Chas Stoker, Territory Business Manager from Buxton. Stoker presented a Power Point presentation on the report. He showed the DDA the list of twenty retail matches that would be a good fit for Midland because of the customer base in the community. He discussed how the community profiles are developed and how different businesses profile different types of customers. He showed the DDA the amount of retail “leakage” that was leaving the community and how this represented opportunities for both existing Midland businesses and new outside businesses to capture a portion of these markets. He reported how Buxton will lend a letter of introduction to each of the twenty identified matches and help the city with recruitment of new businesses. He also spoke of other tools and services Buxton is providing the city and chambers as clients. He offered to answer question in person or via email.

**4. Public Comments**

None

**5. Old Business**

None

**6. Adjourn**

M/S Hayes/Brines - To adjourn the meeting  
Approved Unanimously  
Meeting adjourned 4:56 pm