

## MINUTES OF THE REGULAR MEETING

City of Mt. Pleasant  
Central Business District (CBD) Tax Increment Finance Authority (TIFA)  
Mission–Pickard Downtown Development Authority (DDA)  
Industrial Park North TIFA  
University Park TIFA

### AGENDA

**February 21, 2012 at 10:00 A.M.**

**City Hall, Commission Chambers**

In Attendance: Tim Coscarelly, Tim Dolehanty, Kathie Grinzinger, John Hunter, Rick McGuirk,  
Jeff Smith, Rich Swindlehurst (Vice-Chair), one vacancy.

Absent: Tom Krapohl; Doug Oullette, Steve Silverberg.

Staff: Jeff Gray, Michelle Sponseller, Brian Anderson (interim)

Guest: Kathy Hill, ART Reach

- I. The Meeting was called to order at 10:02 a.m.
  
- II. Approval of Agenda. Moved, Smith; Support, Dolehanty. Passed, unanimous.
  
- III. Approval of Minutes: Motion to approve with deletion of Smith providing a motion due to his absence. Support Grinzinger. Passed, unanimous
  
- IV. Old and New Business:

A. DDA/CBD/TIFA – Consider Request from Art Reach

Anderson introduced Kathy Hill who gave a short presentation on the Art Walk even planned by Art Reach this summer to attract fans of art to various venues around town. Hill is requesting \$10,000 in support from the CBD to fund marketing of the “Art Prize” style event.

Sponseller noted that downtown businesses have been willing to support by hosting art work, agreeing to stay open later on weekdays and weekends. There will be additional activities to co-inside with Art Walk on weekends, such as sidewalk sales and other events. Parks will be involved.

Members asked about additional funding that has been raise, which is approximately \$7,500 to date. The intended impact on the district, which is enhanced business and visibility. Art Reach is not currently a contributor to the event. Hill provided a marketing summary which is the full breadth of their current marketing plan. \$16,000 will be used for anticipated marketing costs and \$28,000 will be put to use for prizes. Some income will be raised via entry fees.

Members asked for a one page budget summary. The timing of the event will not conflict with Grand Rapids' event, this event has been timed to be complimentary to the Art Prize event in Grand Rapids.

Members questioned what can be expected on economic return, that data was not immediately available. Another member noted that tax payers in the area seemed to be enthusiastic about the event, they also asked what impact there might be on city services, expected impact is none to minimal at most. Central Michigan University is contributing but how exactly was not known.

Discussion then turned to level of support with various figures being suggest.

Smith Motioned that the event be supported with \$3,000 from the CBD budget. Coscarelly supported. Motion passed, unanimous.

B. DDA/CBD/TIFA – Discussion Regarding Future Development Proposal

Anderson and Gray presented a development at the corner of Preston and Mission. Gray outlined a number of challenges facing the development regarding access to/from Preston as well as the many considerations the buyer was willing to take on regarding the City's wishes for the development. Members discussed the various options as presented by Gray with access to the intersection, MDOT regulations, and what other opportunities for the development may exist.

Gray also explained a City requested easement across the southern section of the development area and how that could alleviate some of the concerns with the access points for the intersection. The owner has been willing to close driveway, enhance building aesthetics, improve pedestrian access, and install infrastructure without DDA funding, however to gain the southern easement the DDA may choose to get involved with the adjacent property owner. Without a motion, the DDA members agreed to empower staff to put together a proposal and bring it back to the board for consideration.

C. Other.

Board members asked for a report on ICTC ridership.

V. Adjournment. The meeting was adjourned at 10:57 a.m.

All interested persons may attend and participate. Persons with disabilities needing assistance to participate may call the Personnel Office at 779-5314. A 48-hour advance notice is necessary for accommodation.