

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

**MINUTES**

**March 2, 2011 Regular Meeting**

- I. The meeting was called to order at 8:10 a.m. In the absence of the Chair and Vice-Chair, there was a motion by Hunter, second by Krapohl, that Coscarelly chair the meeting. Motion carried. Roll call:

Present: Tim Coscarelly, Tim Dolehanty, John Hunter, Tom Krapohl, Jeff Smith, and Rich Swindlehurst.

Absent: Kathie Grinzinger, Rick McGuirk, Doug Ouellette, Steve Silverberg, and one vacancy.

Staff: Rich Morrison, Economic Development Director; Mary Ann Kornexl, City Treasurer; Michelle Sponseller, Downtown Development Director; Jeff Gray, Community Development Director.

Guests: Denny Adams, ICTC; Kathy Methner, MMDC.

- II. Approval of Agenda.

Motion by Smith, second by Krapohl, to approve the agenda as presented. Motion carried.

- III. Approval of Minutes:

- A. December 1, 2010 Regular Meeting

Motion by Smith, second by Krapohl, to approve the minutes as presented. Motion carried.

- IV. Old and New Business:

- A. Election of Vice-Chair.

Morrison noted that with the resignation of Pius from the board, it would be necessary to elect a new Vice-Chair. Motion by Coscarelly, second by Hunter, to appoint Swindlehurst as Vice-Chair. Motion carried. Swindlehurst chaired the remainder of the meeting.

- B. DDA – Consider request by MDOT to partner on Mission Street crosswalks for North Mission project.

Morrison reviewed the cost estimate provided by MDOT for the high emphasis crosswalks for the north Mission Street resurfacing project. He noted that these crosswalk treatments would be the same as those previously approved by the DDA for the south Mission project. There are adequate funds in the traffic and pedestrian safety reserve to cover the expense.

Motion by Krapohl, second by Dolehanty, to approve an expenditure not to exceed \$11,500 to upgrade to high emphasis crosswalk markings with the upcoming Mission Street resurface project at the intersections of Broadway, Michigan, and Pickard. Motion carried.

- C. DDA - Discussion regarding possible incentives at corner of Mission and High Street.

Morrison indicated that he has been in communication with the owner of the property and asked whether the Board had any objections to offering typical available incentives for a possible

project at that location. He noted that specific incentives and their amounts would have to come back to the DDA for approval before they can be offered.

It was the consensus of the Board that the property is eligible for typical incentives.

- D. CBD-TIFA - Consider approval of proposal by ICTC and Downtown Development Director for funding of bus wrap advertising.

Sponseller presented the proposal as described in her memorandum dated February 25, 2011 to utilize up to \$6,900 on a bus wrap for the ICTC Downtown to Campus bus. Morrison reminded the board that they had previously supported the concept of providing ICTC with funds equivalent to their tax capture to support the operations of the Downtown to Campus bus route.

In consultation with legal counsel, it was determined that this type of expenditure would require an amendment to the tax capture plan and that the expenditure of funds would be limited to that portion of the route that is in the district. Staff worked with Mr. Adams at ICTC to consider a promotions concept that would be allowed under the current plan. The goal would be to increase ridership and awareness of the Downtown.

Dolehanty noted that he would have preferred to see a proposal from ICTC for a promotions campaign. Adams described the development of the route and his work with the staff.

Swindlehurst asked if it is known how many riders had taken the route since it opened in August. Adams stated that he could get that number. He noted that there were 1,000 riders on the route in January, but that not all of those came to the Downtown. He indicated that he is looking at ways to provide numbers for those coming and going to the Downtown.

Motion by Smith, second by Dolehanty, to approve an expenditure not to exceed \$6,900 for a bus wrap to advertise on the Downtown to Campus bus route for one year. Motion carried.

- E. Project Updates.

Morrison provided a brief update of projects previously reviewed and potentially upcoming at Preston and Mission, 309 N. Main St., Michigan Street lighting, 1135 S. Mission, the Mission Street cross-connections, and Preston Street on the CMU campus.

- F. Other.

As there was no further business for action, Krapohl excused himself at 8:42.

Coscarella initiated a brief discussion regarding the Ethics Policy that members recently received in the mail, noting that most of the representatives of this board all have a direct interest in properties in the district.

Morrison noted that members who have a concern on a particular issue should raise it to the group for consideration, noting the experience and expertise of others serving. He also noted that staff can be a resource and can refer questions to the City Attorney.

- V. Adjournment.

There being no further discussion, Swindlehurst adjourned the meeting at 8:47 a.m.