

City of Mt. Pleasant

Central Business District (CBD) Tax Increment Finance Authority (TIFA) Industrial Park North TIFA

-AND-

City of Mt. Pleasant Downtown Development Board (DDB)

MINUTES OF THE JOINT MEETING

June 14, 2016 3:00 PM

City Hall, Conference Room A

I. Call to Order

The meeting was called to order by TIFA Board Chair Tim Driessnack at 3:00 pm.

Present (TIFA): Tim Coscarelly, Tim Driessnack (Chair), Tom Krapohl, Nancy Ridley, Jeff Smith, Brad Wahr

Absent (TIFA): John Hunter, Margaret McAvoy, Rick McGuirk, Lisa Orlando, Rich Swindlehurst (Vice-Chair)

Present (DDB): Rachel Blizzard, Tim Brockman, Sarah Christensen (Vice-Chair), Allison Quast-Lents (Chair), Rick Swindlehurst

Absent (DDB): Peggy Bongard, Paul Fox, Pat Gallagher, Char Young

Also attending: (Staff): Jacob Kain, Mary Ann Kornexl, William Mrdeza, Michelle Sponseller

II. Approval of Agenda

III. Old and New Business

A. Discussion of the Downtown Parking Study and Consensus on Next Steps

The meeting began with general introductions between both boards since this was the first joint meeting between the two. Mrdeza provided a brief overview of the background of the parking study, augmented by Sponseller. Afterward, Driessnack articulated the concerns of the TIFA Board regarding the need for the study, indicating that for the cost involved, it seemed as though we could first try some common sense approaches and use the funds allocated to the study to pay for these changes. He also indicated concerns that the earlier 2005 parking study didn't address some of the issues now being raised, such as enforcement, perception of not enough parking availability, and allocation of existing parking.

Swindlehurst indicated that he thought it was more appropriate to identify priorities that need to be addressed and begin to work on addressing those. He also offered that rather than speculate what impacts future development might have on parking availability, the study should wait until that development actually occurs in order to be able to quantify the extent of the demand based on actual circumstances. Blizzard's comments agreed with this assessment.

Krapohl suggested incenting appropriate parking behaviors (such as business owners and employees parking remotely) rather than using the allocated funds to conduct a study. Brockman agreed and also suggested the concept of remote employee lots, leaving prime parking spots in front of businesses available for patrons.

Other comments included working together to try several solutions before resorting to a parking study. This included engaging other stakeholder groups from downtown that are not part of the DDB or TIFA Boards to seek their opinion. Wahr observed that if we try some different approaches and still are not satisfied with the results, the TIFA Board can then engage the services of a parking consultant in the future. Additional suggestions included bringing in experts from other communities or identifying appropriate webinars to share at a future joint meeting of the two Boards, researching successful parking approaches other communities have tried, and structuring a small group brainstorming session similar to the recent Mt. Pleasant Center public engagement effort in order to obtain additional stakeholder input. Such a brainstorming session would focus on the top five approaches to try which would address identified downtown parking issues, and to focus on where employees currently park, changing that behavior if warranted.

In summary, there was a consensus of both Boards on the following points:

- Not to proceed with hiring a parking consultant to conduct the parking study at this time.
- Conduct stakeholder meetings to gather input from downtown businesses (staff and owners), property owners, and renters.
- Study "best practices" from other similarly sized communities.
- Contact other communities that have recently conducted parking studies to find out what has work in the real world vs theoretical expectations.
- Call another joint meeting in about two months to discuss the results of this additional research.

In addition, Blizzard suggested that Sponseller's research should include answers to the following questions: where do complaints about parking come from, what time of day generates the most complaints, and what is the nature of those complaints.

B. Discussion on Additional Joint Meetings to Coordinate Downtown Capital Improvement Priorities

As an informational item, Mrdeza briefly discussed that both Boards could expect several additional requests for joint meetings to discuss the topic of goal setting and the allocation of funding related to downtown. Currently, the TIFA Board programs the funds for a variety of downtown activities and historically has had minimal input from the DDB Board on how those funds are prioritized. These meetings would be an opportunity for the two Boards most involved with downtown development issues to begin a dialog between one another regarding the needs of the downtown and the means of financing those needs.

IV. Other Business

There was no other business proposed for consideration at this time.

V. Public Comments

There were no public comments received or offered.

VI. Adjourn

There being no other business, **the meeting adjourned at 3:59 pm.**