



MEETING MINUTES

Tuesday, September 23rd, 2023 – 3:30 p.m. | Council Chambers | 989-754-8222

- I. **Call to Order** – Chairman Tom Basil called the meeting to order at 3:30pm
- II. **Roll Call** – Rachel Morneau took roll.

Members Present: Tom Basil, Mike Hanley, Dawn Goodrow, Jim Hill, Darrick Huff, John Markey, Tim Morales, Amy Spadafore, Herb Spence, Eric Tankersley, Adam Tompa, and Dennis Whalen.

Staff Present: Tom Miller, Steve Hensley, and Rachel Morneau.

Public Comment

a. Memorial Cup Presentation- Jimmy Greene, Special Events Sales Director Memorial Cup 2024 (also joined by Kayla Pionk, Local Event Manager for the 2024 Memorial Cup) Mr. Greene shared the vision and goals regarding the funding and community support needed to make the Memorial Cup a successful event. Greene highlighted that the Spirit are not seeking a donation but an investment in an event that could help shape the community. Thousands of people will be here who have never been in this region before. It is an opportunity to make a good impression. Mr. Greene and his team are working with City Manager Morales, the County, the CVB, and MDOT. This runs over a 13-day period in which the city will be captured by international visitors.

Main Goals:

- Strengthen Old Town, keep visitors and guests in the city of Saginaw.
- Beautification is priority with anticipation that guests will remain in Saginaw before, during and after games.
- Make downtown a more walkable and commuting area.
- Work with STARS to serve transportation needs.

Chairman Basil inquired if there is a budget for the Memorial Cup, and how close the Spirit organization was to achieving it. Ms. Pionk said 1.4 million is the budget.

Greene made clear the Saginaw Spirit organization would not make money off the Memorial Cup. He advised that the biggest misconception is that large corporations and others are under the impression that the Spirit organization owns the Memorial Cup and this is not the case.

Greene went onto explain the cost incurred by the Spirit franchise is valued to be an economic benefit to the community at large.

Board Member Spadafore asked what kind of sustainable things the DDA can invest in for these two weeks. Greene emphasized STARS, the transportation system.

Member Morales explained the city has projects of over a million dollars they're currently working on such as Murals, Henry Marsh, Hoyt Park, etc.

Member Tankersley asked about the fundraising timeframe for completion in preparation for the Memorial cup. Greene explained sooner rather than later and is currently aiming to have all the preparation work completed by early 2024.

Member Goodrow asked if there is anything specific Greene and his team are looking for from the DDA. Greene said an investment- funding and assistance with transportation.

b. STARS Representative- Jamie Forbes, Director of STARS

Ms. Forbes shared that she and her team are working with Mr. Greene, and Ms. Pionk, as well as Mr. Morales and Ms. Zimmerman to execute the STARS transportation plan for the Memorial Cup. STARS is funded by a City Millage.

Transportation needs she explained for the Memorial Cup:

- Ensuring residents have access to the games, increase frequency, and extend hours.
- Hotel shuttles, many are staying in Kochville Township (route 9 takes care of this), Saginaw hotels, Frankenmuth, Bay City - could increase frequency as well.
- City Loop- How can we make sure our routes show guests the best side of Saginaw. This also means the more activities that are in the main area of the city, near the Dow, the better and easier it is for drivers - this also has benefits to people that want to shop and experience city amenities.
- City Loop - There are no rules to what this could look like. This would allow guests to have service to the Dow every 15 minutes. The entire loop would take 20 minutes to complete.
- STARS is not comfortable giving a price because they do not know the full needs or wants of the community yet.

Forbes would like the most input from the DDA regarding the city loop.

Morales said DDA is interested in the city loop as the city pays the millage and would be a great area for the DDA to support.

Member Hill asked if the museum and libraries will be open.

Zimmerman explained that she is putting together a list of all the brick-and-mortar businesses and inviting them to have a large meeting to discuss what they would like to do during the Memorial Cup. Specials, food trucks, business hours, making sure museums, zoo, etc. are open.

Spadafore asked Chairman Basil if DDA could request STARS to prepare a plan now that we know this is an area the DDA wants to support.

The DDA Board had discussion regarding the Memorial Cup schedule and narrowing down business hour times and extra events outside of the concrete schedule for the Memorial Cup hockey games.

Forbes explained STARS would need \$100 dollars an hour, 15 hours a day, which is \$1,500 per day. Seven days would be approximately \$21,000 dollars.

The DDA board is supportive of the loop and Forbes is going to prepare a plan and bring it back to the DDA to review. Morales said the City can provide more input as well.

Basil asked Forbes to come back in the next month to give an update and offer a proposal with costs.

Member Tankersley asked Forbes if there could be DDA signage on the buses. Forbes confirmed.

III. Approval of Minutes – Tuesday, August 22nd, 2023 - Action Item
Motion made by Member Hanley, supported by Markey to approve the DDA August 22nd, 2023 minutes. Motion carried.

IV. DDA Budget Discussion – Tom Miller

Staff Miller shared that the DDA has \$41,872 dollars in the fund balance which is very good. He also noted the importance of keeping these dollars in mind as the board reviews façade grants and special event sponsorship applications.

V. Funding Recommendations by DDA Grant Committees – Steve Hensley

a. Façade Grant Committee:

- 1. Vargas & Son Tortillas-** Requesting \$14,3000 (Match percentage 50%) *Members recommend \$5k.*
- 2. Great Mural Project-** Requesting \$3,627 (Match percentage 79%) *Members recommend having a full board discussion.*
- 3. Eric Smith, Konnections Event Space-** Requesting \$5,000 (Match percentage 50%) *Members recommend \$5k.*
- 4. RPC Company dba The Work Wear Store-** Requesting \$8,863.66 (Match percentage 50%) *Members recommend \$5k.*

Staff member Hensley reviewed the façade grants with the board. He noted Konnections needed to submit an updated bid quote and has not presented that yet.

Member Hill asked if there was another committee the mural projects could go to for funding and asked for more details and photos regarding mural projects in the future. Hill also requested Chairman Basil to have another meeting to determine what the façade grant committee is for.

Morales mentioned having deadlines on the façade grants to help process and manage them.

Tankersley asked if the board could have more accounting information to visually see how much the DDA board must spend on these items.

Motion made by Member Markey, supported by Tankersley to approve the funding of Vargas & Sons Tortillas and RPC Company dba The Work Wear Store, totaling \$10,000. Motion approved.

Spadafore requested clarification regarding the concern of the mural project within the façade committee. Hill explained his opinion that taxpayer dollars shouldn't be spent for murals and shouldn't be on the façade committee.

Member Spence explained his understanding that the façade grant was to assist businesses to improve the look of their buildings and improve their businesses. He suggested the board see these mural projects as a beautification project to come through the DDA beautification funds.

Morales explained public funds can be used for public art.

Motion made by Member Spadafore, supported by Member Morales to create a Public Art Committee as a subcommittee within the DDA. Motion carried.

b. Special Events Grant Committee:

1. **Saginaw Spirit**- Requesting \$50,000 - May 2023-June 2, 2024. *Members recommend having a full board discussion.*
2. **Great Mural Project** - Requesting \$500 - August 23, 2023. *Members recommend \$500 dollars.*
3. **Saginaw Youth Choir**- Requesting \$1,000 - July 27, 2023. *Members recommend \$500 dollars.*
4. **Saginaw Economic Development Corporation** - Requesting \$5,000- August 31, 2023. *Members recommend \$500 dollars.*
5. **Positive Results Downtown Saginaw, PRIDE in Saginaw** - Requesting \$2,500- November 18, 2023. *Members recommend \$2,500 dollars.*

Staff member Hensley reviewed the special event applications with the board.

Motion made by Member Tankersley, supported by Markey to approve the committee members recommendations for the special event applications, totaling \$4,000 dollars. Motion carried.

VI. Projects- TOM MILLER

a. Saginaw United School Building and EGLE Grant Update:

Staff member Miller provided an update and shared that the meeting took place to review the \$1 million-dollar grant. This is for site assessment, clean up, soil tests and paneling. They require a third-party environmental oversight. They selected Tri -Terra to assist in this. All the funds to cover the cost of the third-party environmental oversight is covered by the grant and reviews the environmental work done. Miller requested a motion for the chair to sign this contract on behalf of the DDA.

Motion made by Member Hanley, supported by Member Markey to have the DDA chair sign the Tri-Terra contract to meet the requirement of having third party

environmental oversight in the \$1 million-dollar EGLE grant provided to the Saginaw United School building project. Motion carried.

b. Medical Diamond:

Staff member Miller provided an update and shared he is meeting virtually every week and received a \$3.5 million-dollar allocation from Congressman Kildee's office. This allocation is small in comparison to the large infrastructure needs for this project. Spicer engineering is hosting a monthly meeting to discuss all the infrastructure needs. By the end of the week, they will have updated quantities and budget numbers.

Member Huff shared he is currently reviewing these needs with the two engineers working on this project.

Miller also said they will be meeting with Consumers Energy regularly and will have updated cost estimates by the end of the month. They are estimating the cost for total infrastructure to support the project to be approximately \$50 to \$60 million dollars. They received state appropriations of \$30.3 million dollars in the general fund budget and have supplemental appropriations requests in the legislature for their next session. They may request funding at the next meeting from the Professional Services, Economic Development and Environmental Assistance line item for an appropriation to assist the pre-engineering work on the project.

Member Hill asked for an update regarding the Second National Bank building.

Miller shared the developer has updated numbers regarding it and are working on several different revenue streams to support their project. One is a City ARPA request for \$5 million dollars, and a County ARPA request for \$1 million dollars. There is still a gap that needs to be filled in funding.

Hill asked what happens if the project doesn't go through.

Miller explained they have an exclusive option on the property until the end of the month and if the project or option expires, they could extend it or offer it to someone else.

Hill asked if there is a chance of the property closing.

Member Morales explained they will operate from there, but currently don't take up a lot of space.

Miller also explained that it needs to be converted to housing, but Michigan Community Capitol is an expensive project and has many revenue streams to support the development. The city assists many housing needs for low to moderate income residents. This project wasn't compatible with the city and the council defined priorities of the city. Morales explained the ARPA funds are unique in the timeline requirements and deadlines as well. Miller explained the project can't take on anymore debt. They have a RAP 2.0 grant application in and a state appropriations request in.

VII. Announcements/Miscellaneous

a. Saginaw SOUP Fall Pitch Competition - Rachel Morneau

Staff member Morneau announced the Saginaw SOUP Pitch competition event is taking place Thursday November 2nd, 2023, at 6:00 pm at CMURC on the second floor in the SVRC Marketplace.

Morneau also announced the Coming Homing Hiring Mixer event on Thursday, October 26th from 3-5pm at the Pierce Road Bar and Grill and thanked some of the DDA board members who were involved.

viii. Next Meeting

Chairman Basil announced the next DDA meeting will be on Tuesday, October 24th, 2023 – 3:30pm.

IX. Adjournment

Motion made by Member Hanley, supported by Morales to adjourn the meeting. Motion carried. Meeting adjourned at 4:56PM.