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# MERIDIAN

Economic Development Corporation

## MEETING AGENDA

THURSDAY, June 1, 2017

Town Hall Room – Meridian Municipal Building  
5151 Marsh Road – 7:30 a.m.

1. CALL TO ORDER
2. **MISSION:** Set the standard in creating an entrepreneurial culture; be the example for revitalization of our business districts and be the leaders in building sustainable public/private partnerships.
3. APPROVAL OF AGENDA
4. CONSENT AGENDA
  - a. Communications
  - b. Minutes – May 4, 2017
5. PUBLIC REMARKS
6. PRESENTATION
7. FINANCIAL REPORT
8. APPROVAL OF PAYMENTS
  - a. Payment from Burcham Hills – Staff Report
9. PLANNING COMMISSION REPORT
10. NEW BUSINESS
11. OLD BUSINESS
  - a. Matching Fund Façade Improvement Program Draft
  - b. Business Retention & Expansion Program Draft
12. CHAIR REPORT
13. STAFF REPORT
  - a. Update- Development Projects
14. TOWNSHIP MANAGER REPORT
15. TOWNSHIP BOARD REPORT
16. OPEN DISCUSSION/BOARD COMMENTS
17. PUBLIC REMARKS
18. NEXT MEETING DATE:
  - a. July 6, 2017, 7:30 a.m.
19. ADJOURNMENT

CHARTER TOWNSHIP OF MERIDIAN  
MERIDIAN ECONOMIC DEVELOPMENT CORPORATION  
May 4, 2017 MEETING MINUTES  
TOWN HALL ROOM, MERIDIAN MUNICIPAL BUILDING

PRESENT: Jade Sims, Malinda Barr, Lynda Rowlee, David Ledebuhr, David Olson (left at 8:05), Shawn Dunham, Trustee Phil Deschaine

ABSENT: Josh Hundt, Adam Carlson, Township Manager Frank Walsh

OTHERS: Treasurer Julie Brixie, Ex-Officio (left at 8:12), Manager/Director of Public Works Derek Perry, Planning Commission Vice-Chair John Scott-Craig, Environmental Commission Chair Bill McConnell, Director of Community Planning and Development Mark Kieselbach, Associate Planner/Economic Development Coordinator Ben Motil, Director of Parks & Recreation LuAnn Maisner

1. CALL TO ORDER

Chair Buck called the meeting to order at 7:30 a.m. and asked Member Sims to read the Mission Statement.

2. **MISSION:** Set the standard in creating an entrepreneurial culture, be the example for revitalization of our business districts, and be the leaders in building sustainable public/private partnerships.

3. APPROVAL OF AGENDA

**MOTION BY MEMBER LEDEBUHR TO APPROVE AGENDA. SUPPORTED BY MEMBER CARLSON. MOTION PASSES 7-0.**

4. CONSENT AGENDA

- a. Communications
- b. Minutes – March 2, 2017

**MOTION BY MEMBER LEDEBUHR TO APPROVE CONSENT AGENDA. SUPPORTED BY MEMBER DUNHAM. MOTION PASSES 7-0.**

5. PUBLIC REMARKS

A member of the public asked how the public can be more involved in the Township. Suggestions were given about filling out Applications for Public Service. Suggestions also included that members of the public can always attend EDC meetings.

- Chair Buck introduced Ted Brynn as a prospective applicant to the EDC.

- Chair Buck introduced Mikhail Murshak as a prospective applicant to the EDC

6. PRESENTATION

a. Farmers' Market & Central Park Master Plan

- Parks Director LuAnn Maisner presented the Farmer's Market & Central Park Master Plan.
- The concept plan was reviewed by Director Maisner and Member Ledebuhr.
- The new location will provide more space for parking and Farmers' Market tenants.
- Food truck program will be included in the new location.
- Meridian Township is interested in establishing a sustainable public-private partnership in the project.
- The style of the Farmers' Market pavilion was reviewed.
- Park project will contribute to placemaking efforts of the Township.
- Community buy-in is already substantial, but discussion for possible sponsorship are under consideration.
- The project would be helpful in keeping Meridian Mall vital when malls across the country are failing.

b. LEAP Annual Report – Josh Holliday

- Tri-County Development and Placemaking Manager Josh Holliday has provided a summary of the Lansing Economic Area Partnership (LEAP) annual report.
- Development projects in the report included the Elevation.
- The Report documents private investment and job creation in the region.

7. FINANCIAL REPORT

Treasurer Brixie distributed and reviewed the financial report dated 4/4/17. Report on file.

**MOTION BY TRUSTEE DESCHAIINE TO APPROVE FINANCIAL REPORT. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 9-0.**

8. APPROVAL OF PAYMENTS

None.

9. PLANNING COMMISSION REPORT

Planning Commission Vice-Chair John Scott-Craig provided a summary of recent Planning Commission activities.

10. NEW BUSINESS

a. Matching Fund Façade Grant Program – Chair Buck summarized efforts of other communities' façade grants programs.

- The goal of creating a matching fund faced grant program would be to increase revitalization of businesses in the Township.
- Designation of eligible amounts, funding, grading of applications, required of documentation.
- Staff will reach out to surrounding municipalities including the City of East Lansing and the City of Williamston.
- The Township could focus on the three Potential Intensity Change Areas (PICAs) as described in the Master Plan.
- Funding is a concern for several members. Questions we raised if the EDC would fund the Grant Program or if it would be from the general fund of the Township.
- Redevelopment of the 3 PICAs is one of the goals of the Township Board.
- The EDC can be the labor force, but a committee can propose a budget to the Township Board.
- A special grant committee can be formed to assist in the facilitation of the grant program.
- A question of the Burcham Hills fee was raised by the EDC, staff will research and provide a summary at the next meeting.
- A sample working document for a Façade Grant Program will be provided for the EDC at the next meeting.

b. Business Retention and Expansion (BRE) Program – Chair Buck summarized previous efforts to establish new business and retaining current businesses.

- A BRE will help establish long term relationships with business owners.
- A BRE process could help promote business, particularly through social media.
- The value in a BRE is establishing a relationship early with business owners.
- The ribbon cutting/grand openings should be the start of the business relationship, not the end.
- Frequency of business visits could be tracked.
- Informal business visits are good, but a formal process would assist in providing a method for staff to follow in years to come.
- Survey method could help staff in gathering critical information.

11. OLD BUSINESS

None.

12. CHAIR REPORT

Chair Buck provided a report that included the following:

- 3D Printer ribbon cutting at the Haslett Schools.
- Attended the non-motorized transportation meeting.
- GLRPI meeting – provided update to the group for Meridian Township.
- Discussed Michigan Thrive, which allows for enhanced TIF.
- Discussed “Good Jobs for Michigan” program.
- Michigan Economic Development Corporation is now 20 years old.
- Michigan tourism is the third largest industry in the State.
- 101 Creative Placemaking Ideas.

13. STAFF REPORT

A. Development Projects Update – EDC staff provided updates on the status of proposed and ongoing projects within the Township. Report on file.

- DDA, CIA, and Mall Update will be included on the Agenda.

14. TOWNSHIP MANAGER REPORT

- Due to time constraints, Assistant Township Manager Derek Perry deferred.

15. TOWNSHIP BOARD REPORT

Trustee Deschaine provided an update on Township Board activities including:

- Minutes policy.
- Pension payments.
- Provided an update on Walnut Hills rezoning.
- Development Project-the Hannah Farms proposal.
- Assistant Manager Derek Perry provided an update on the formation of a Meridian Township Brownfield Authority.

16. OPEN DISCUSSION/BOARD COMMENTS

None.

17. PUBLIC REMARKS

None.

18. NEXT MEETING DATE:

- June 1, 2017 7:30 a.m.

19. ADJOURNMENT

Hearing no objection, Chair Buck adjourned the meeting at 9:05 a.m.



**To:** EDC Board Members  
**From:** *Benjamin M. Motil*  
Benjamin M. Motil  
Economic Development Coordinator/Assoc. Planner  
**Date:** May 24, 2017  
**Re:** Matching Fund Façade Improvement Program Draft

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At the EDC meeting on May 4<sup>th</sup>, 2017, the EDC Board discussed the creation of a matching fund façade improvement program to support development in Meridian Township business districts and increase revitalization of commercial properties. Staff has compiled a draft of a façade improvement program using samples from surrounding municipalities for the EDC Board to use in order to facilitate discussion/work group sessions.

Attachments:

1. Meridian Township Economic Development Corporation Façade Improvement Program Draft
2. Façade Improvement Program Application Draft
3. Meridian Township Architectural Standards from the Master Plan Draft

# **The Charter Township of Meridian Economic Development Corporation Façade Improvement Program (Draft)**

A. Program Intent

Attractive building facades support and encourage local businesses. They can have a significant effect on the attractiveness and marketability of the surrounding area. The Economic Development Corporation's Façade Improvement Program addresses business district design issues by providing funds to commercial building owners to improve their building façades.

B. Program Funding

The Façade Improvement Program will provide matching funds up to \$5,000 for improvements to one of the facades of commercial buildings in Meridian Township per year. The program requires a minimum 50% cash match on behalf of the applicant for all eligible expenses. Available funds will be provided on a competitive basis. Total funds available for each year are \$20,000 and are established through the Economic Development Corporation of the Charter Township of Meridian.

C. Eligible Applicants

Property owners of commercial, retail, mixed-use structures, and building tenants, with leases of more than one year in length, located within Meridian Township are eligible for funding.

D. Eligible Improvements

The EDC reserves the right to determine the eligibility of all times in a project's scope of work. The determination shall be conclusive and final. All grant funded improvements must be permanent and fixed in type or nature and have an anticipated life of ten (10) or more years. Improvements must meet all of Meridian Township's zoning, building, and safety requirements. Applicants will be responsible for obtaining necessary permits.

Generally, grants may be used for comprehensively restoring or substantially beautifying, or enhancing the entire facade of a commercial building. Improvements must be started within 60 days of approval and completed within twelve months of commencement.

E. Ineligible Costs

The following are non-eligible funding expenses:

- Expenses incurred prior to FIP application approval
- Real Property Acquisition
- Mortgage, title work, land contract financing, loan fees, easement work, or register of deeds filing
- Site plan, sign, or building permit fees
- Appraiser, attorney, architect, or interior decorator fees
- Wages paid to the applicant
- Permanent job tools or those that have a shelf life longer than one (1) year
- Furnishings, trade fixtures, or other items taxed as personal property
- Roofs, Landscaping, sidewalks, or approaches (but not including ingress/egress ADA)

The cost of new construction, repair or replacement of a roof, work to an alley facade, work that principally involves minor repairs, painting or maintenance, billboards, landscaping or paving are not eligible under the grant program

Although not eligible for funding on their own, the following may be funded as part of a more comprehensive facade improvement: windows, doors, exterior cleaning, tuck-pointing, painting, exterior lighting, shutters, gutters, awnings, and historical architectural elements. The program will fund projects that significantly improve the visual appearance of the property from the street.

F. Required Application Materials

To be considered for a grant, applicants must submit the following information to the Planning Department. COMPLETED Applications will be reviewed monthly on a first come first served basis.

1. Application cover sheet (attached).
2. Detailed written description of the improvements, materials to be used.
3. Contractor(s) estimates.
4. Graphic rendering of proposed changes.

G. Review Process

Preliminary review of applications will take place. Applications will be evaluated on two criteria: (1) Completeness and (2) adherence to design guidelines. Satisfactory applications will be considered for formal approval. Incomplete applications or projects not meeting the design guidelines will be rejected. Denied applications will be provided an explanation that details the reason for denial. If a denied applicant remedies the concerns outlined. The application can be resubmitted, provided that funds are available.

H. Formal Review

Applications passing the preliminary review phase will be awarded grants on a first come first served basis. The Meridian Township Economic Development Corporation reserves the right to approve and reject any and all requests. Approved applications will only be rewarded their specified requested amount. Phased funding will not be available.

I. Payments

Awardees must submit original contractor invoices after the work is completed. The Meridian EDC will pay the contractors and/or vendors directly. Work completed prior to approval will not be reimbursed. Reimbursement will be provided within 7-10 working days after submission of the receipts, Waiver of Lien, and verification of the completed work.

J. Permits and Approvals

Improvements are subject to standard Meridian Township approvals. Depending on how extensive the work, permits may be required for electrical and structural repairs. Any new signs will require a sign permit, in accordance with Meridian Township ordinances. Questions regarding Meridian Township permits can be directed to the Community Planning & Development Department at (517) 853-4560.

K. Rights Reserved

The Meridian Township Economic Development Corporation reserves the right to reject any and all applications. The specific guidelines are subject to revision and amendment by the EDC Board. The Meridian Township EDC may discontinue this program at any time, subject to availability of program funding. At the EDC's discretion and with a majority vote of the Board, an exception to any FIP guideline may be granted.

L. Questions

Questions concerning this program should be directed to Community Planning & Development staff. They can be reached at (517) 853- 4560.

Attachments

1. Façade Improvement Program Application
2. Meridian Township Architectural Standards

Meridian Township Economic Development Corporation  
**FAÇADE IMPROVEMENT PROGRAM (DRAFT)**

**APPLICANT CONTACT INFORMATION**

Property Address:		Date application submitted:	
Applicant Name:		<input type="checkbox"/> Owner  <input type="checkbox"/> Lessee (if Lessee, please fill out the information below)	
Applicant Address:			
Applicant E-mail:			
Applicant Phone:			

**IF APPLICANT IS LESSEE AND NOT THE PROPERTY OWNERS PLEASE FILL OUT THE FOLLOWING:**

Property Owners Name:			
Property Owners Address:			
Property Owner's Phone:			
Property Owner's Fax:			
Property Owner's E-mail:			

**PROJECT SUMMARY**

Application Contribution:	\$	
Grant Request:*	\$	
Total Project Cost:	\$	

*\*Must be equal to or less than applicant contribution*

**DESCRIPTION OF WORK**

**SIGNATURES**

Applicant Signature		Property Owner Signature	
Date		Date	

# Architectural Standards

The following general architectural standards are strongly encouraged for development in Meridian Township.

## General Architectural Standards:

1. Storefronts, where applicable to particular Building Types, are always located at grade-level and consist of minimum 60% glass (between 2 feet and 10 feet above finish grade or sidewalk) and doorways (main entrances) recessed minimum 3-feet and 6-inches. Refer to the Mixed Use Architectural Standards diagram (ground floor level), for additional storefront requirements.
2. Exterior finish materials on all facades shall be limited to brick, cut stone, wood siding or shingles, cementitious siding or shingles, and/or Portland Cement stucco (no E.I.F.S. or other synthetic stucco or rusticated elements).
3. All window glass shall have a minimum transparency of 80%.
4. Wall materials may be combined on each facade only horizontally (one above the other, not side-by-side), with the heavier material below the lighter.
5. Use fine and smooth textured surfaces when using materials such architectural pre-cast concrete, textured block or stucco for exterior cladding. Rusticated stone is prohibited.
6. Allow any natural color of primary materials such as stone or brick to dominate the majority of façade surface as its base color.
7. Use accent colors for elements such pilasters, horizontal bands, cornices and window frames to complement the shade of the base color.
8. Flat roofs shall be enclosed by parapets a minimum of 42 inches above the roof surface, or as required to conceal rooftop mechanical equipment.
9. All wall openings, including porches, galleries, arcades and windows (with the exception of storefronts) shall be square or vertical in proportion.
10. Excluding storefronts at grade, wall openings shall be punched through an opaque façade and not exceed 50% of the total building wall area, with the façade corresponding to each structural bay calculated independently.
11. Doors and windows that operate as sliders are prohibited along frontages.
12. Pitched roofs, if provided, shall be symmetrically sloped no less than 5:12, except that roofs for porches and attached sheds may be no less than 2:12.
13. Balconies and porches shall be made of painted wood or decorative iron or steel.
14. Along Mixed Use, Liner, and Retail Building Type frontages, include a minimum 72 inch height manicured hedge, a low brick wall with a 4 inch concrete cap (between 32 and 36 inches above sidewalk in height, including wall and cap), or decorative metal fencing inset between capped brick piers as a parking screen where said frontage line is not already occupied by the corresponding building façade.
15. Pertaining to sites with other than Mixed Use, Liner, or Retail Building Types, fences within the first 25 feet of the primary building frontage shall be painted wood or decorative metal and be 30 to 36 inches in height. Fences otherwise may be of wood board or chain link up to 6 feet in height.
16. Additionally, street screens should be constructed of a material matching the adjacent building facade.
17. Employ a minimum 11 feet and maximum 15 feet height floor to floor height between finish grade and/or sidewalk surface at the primary frontage of the building and the second floor finish floor line. Employ a maximum 10.5 feet floor to floor height between upper floors.
18. Accessory Dwelling Units excepted, locate the main entrance and any signage of all buildings so as to address a street (not at the rear of building or addressing a parking lot).
19. Construct all facades and façade segments parallel with a street at the corresponding frontage line (or, in cases where there is a building setback along the frontage of

minimum 25-feet, alternately provide decorative metal fencing inset between capped brick piers at the R.O.W line).

- 20. Pertaining to Mixed Use Building Types, create a sense of scale and proportion with the street level façade by using storefront spacing and rhythm that provides for a visually interesting façade. Rhythm implies that storefront spacing repeats and that pilasters and entryways have been provided to accommodate repetition. Provide a hierarchy of architectural details and features with the emphasis on the street level.
- 21. Flat-roofed buildings should have a base, shaft, and capital similar to that of a column. A building base can be created minimally with the use of storefronts while a building capital can be achieved with the inclusion of a building cornice line. The shaft, in this case, would be implied by the remaining body of the building itself. See the Mixed Use Architectural

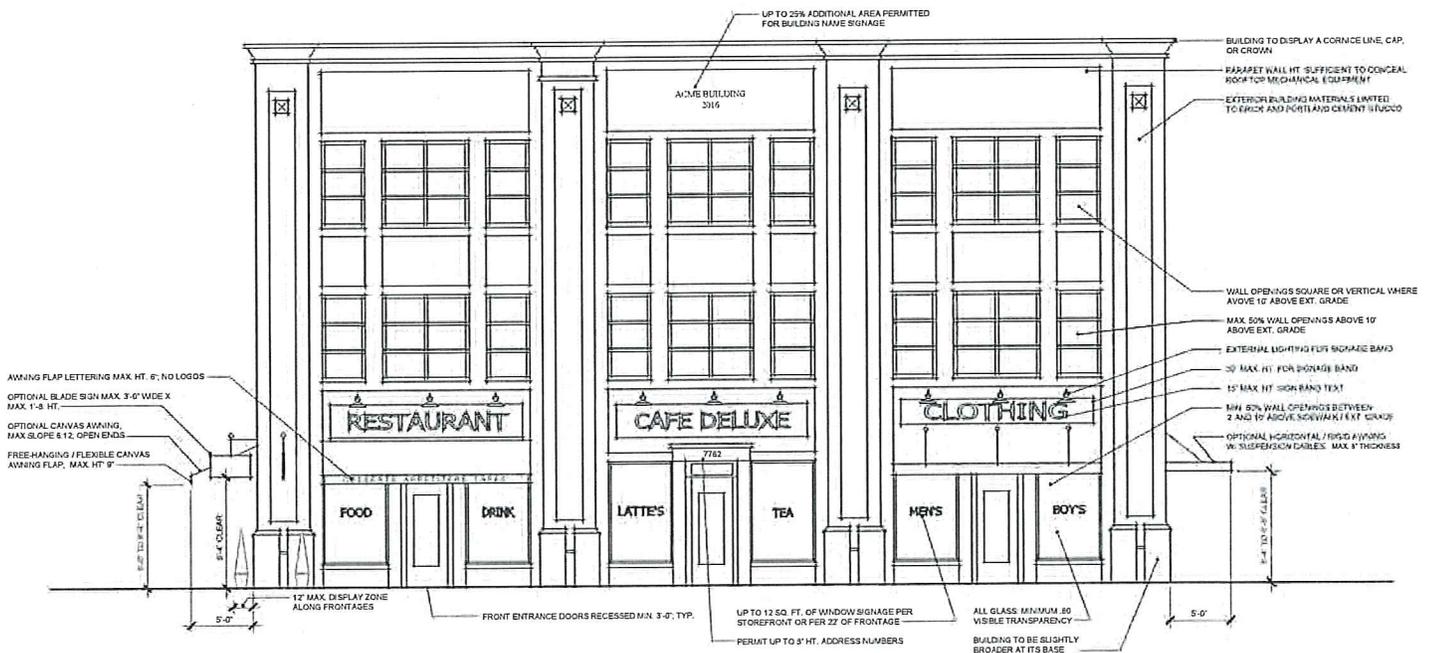
Standards diagram for an example of a flat roofed building with a base, shaft, and capital.

- 22. Set storefront window frames 15 to 30 inches above the finished grade to provide durability and to accommodate traditional main street building features, such as base panels, sills, and display windows.
- 23. Recess all window frames (including at storefronts) 4 to 8-inches to provide a shadow line and accentuate exterior wall thickness and, correspondingly, employ exterior wall thicknesses sufficient to provide such a shadow line.
- 24. Storefront glass excepted, all building windows should be operable.
- 25. Provide awnings or building overhangs to shade storefront glass.
- 26. For storefront and display windows along frontages, provide and maintain at least 80% of the storefront and display windows as free from visual obstructions such as

signs, logos, advertisements, window screens, security grille, blinds or window covering.

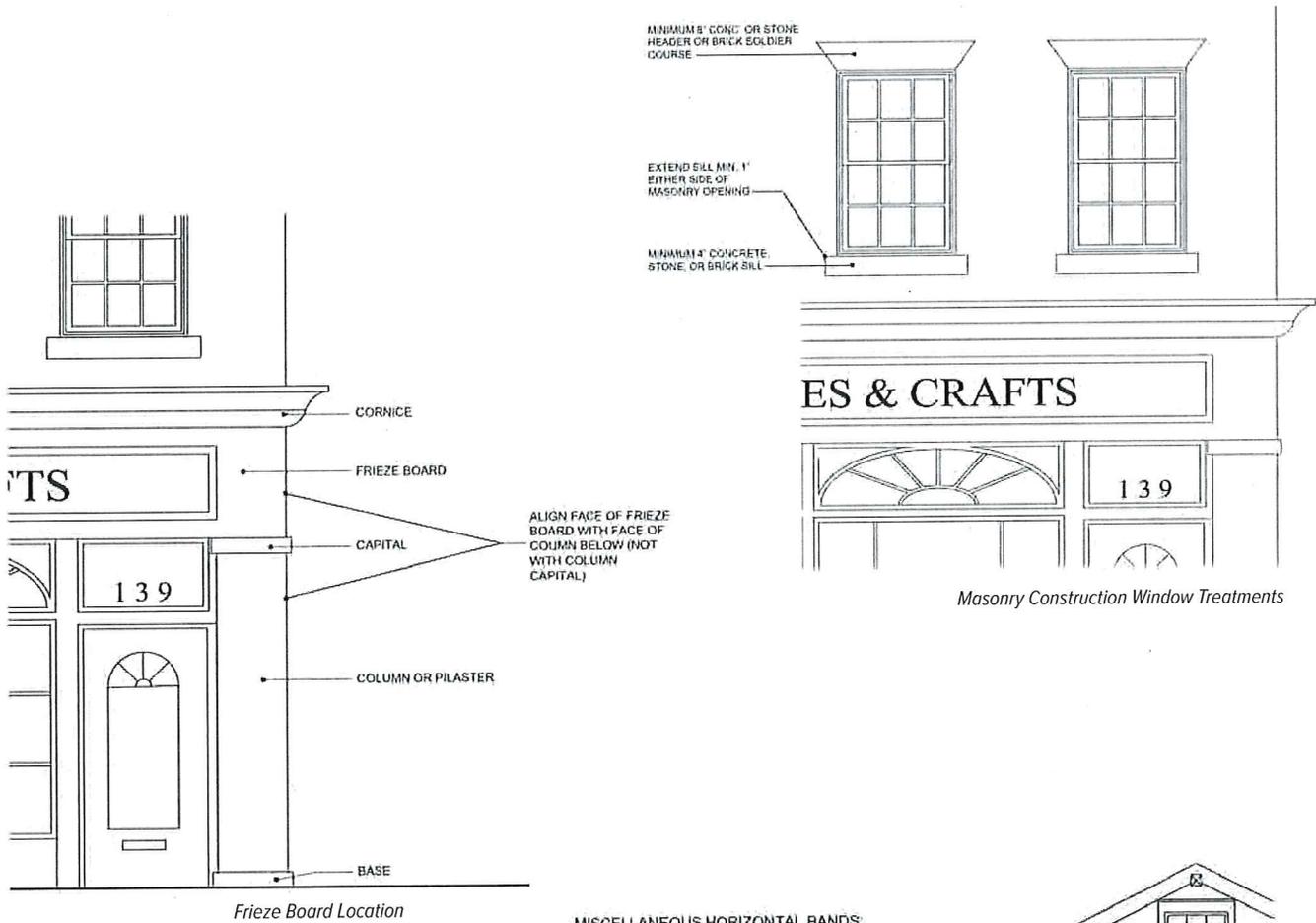
- 27. Employ awning and canopy materials such as canvas, metal or glass. Vinyl and plastic are unacceptable materials for awnings and canopies.
- 28. Internally illuminated awnings are unacceptable.
- 29. Use awnings to define individual storefront openings only. The continuation of awnings along blank walls is unacceptable.
- 30. First floors not associated with storefronts (or contiguous with lobbies) should be elevated minimum 18 inches above exterior finish grade.
- 31. Sloped roof materials may include slate, terra cotta, cedar shingles, standing seam metal, dimensional (or solid dark green, dark red, or dark grey) asphalt shingles.

Mixed Use Building Regulations



## Miscellaneous Building Detail Requirements

- **Frieze Board Location.** For roofs and upper floors that are supported by, or appear to be supported by, columns or pilasters
- **Masonry Construction Window Treatments**
- **Non-Masonry Construction Window Treatments and Building Trim**



MISCELLANEOUS HORIZONTAL BANDS:  
MIN. HT. 5 1/2" + 1 1/16" HT. WOOD DRIP

MIN. 5 1/2" CASING HT. +  
MIN. 1 1/16" HT. WOOD DRIP (OR CROWN)

MIN. 3 1/2" WIDE TRIM & CASING WIDTH

MIN. 1 1/2" THICK WOOD SILL

MIN. 5 1/2" HT. WOOD WATER TABLE +  
MIN. 1 1/16" HT. WOOD DRIP

*Non-Masonry Construction Window Treatments and Building Trim*



**To:** EDC Board Members  
**From:** *Benjamin M. Motil*  
Benjamin M. Motil, Economic Development Coordinator  
**Date:** May 24, 2017  
**Re:** Payment from Burcham Hills – Staff Report

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Staff has provided a summary history and timeline regarding the Burcham Hills Invoice:

**1989 Bonds** - The EDC issued its \$17,015,000 Limited Obligation First Mortgage Revenue Bonds, Series A (the Series A Bonds) and its \$4,000,000 Limited Obligation Second Mortgage Revenue Bonds, Series B (the Series B Bonds), each dated June 29, 1989, pursuant to a Loan Agreement for Burcham Hills to:

- (i) finance the cost of the acquisition of and certain improvements to an existing continuing care retirement community
- (ii) finance a Debt Service Reserve Fund securing the Series A Bonds
- (iii) pay a portion of the issuance expenses relating to the 1989 Bonds.

**1996 Bonds** - It was determined that substantial savings in interest costs associated with the 1989 Bonds could be achieved through the issuance and sale in 1996 of a series of Additional Bonds (the “Series 1996-A Bonds”), which were used to advance refund the entire outstanding principal of the Series A Bonds.

It was further determined that along with the advance refunding of the Series A bonds, it was necessary to simultaneously refund a portion of the Series B Bonds through additional bonds in the aggregate amount of \$2,250,000 in which Series C Bonds were exchanged for a corresponding principal amount of Series B Bonds.

**Series 2007 Bonds & Series 2007 A-1 through A-2 Refinanced Loan Agreement** – In 2007, Burcham Hills requested the EDC issue bonds in the aggregate amount of not more than \$17,000,000 (The Series 2007 Bonds) to be applied for the purposes of refunding all the Series 1996-A Bonds. It was determined that substantial savings in interest costs associated with the Series 1996-A Bonds and Series C Bonds (collectively, the Series 1996 Bonds) could be achieved, and additional necessary capital improvements and renovations to the Project can be acquired, constructed and equipped, through the issuance and sale of one or more new series of bonds pursuant to an refinanced Loan Agreement and Trust Indenture.

**Memo to EDC Board**

**May 24, 2017**

**Re: Payment from Burcham Hills – Staff Report**

**Page 2**

**Burcham Hills Retirement Center II Project** – Also in 2007, the EDC resolved to authorize the issuance of a Limited Obligation First Mortgage Revenue Refunding Bonds for Burcham Hills for the purpose of refunding outstanding EDC bonds to finance Project II of the retirement community.

**2007 Annexation into the City of East Lansing** - Contemporaneous with the issuance of the Series 2007 Bonds by the EDC, Burcham Hills was annexed into the City of East Lansing. The EDC of East Lansing issued a series of first mortgage revenue bonds to Burcham Hills.

**East Lansing EDC Inter-local Agreement with Meridian EDC** - Because Burcham Hills was annexed into East Lansing, the Meridian EDC does not have jurisdiction to finance new capital improvements. The Meridian EDC and the East Lansing EDC entered into an inter-local agreement to avoid the inefficiency of two separate series of bonds through two separate bond issuers. The inter-local agreement with the City of East Lansing provides for the issuance by the Meridian EDC of bonds to refund the prior Meridian EDC bonds.

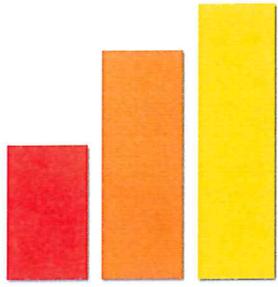
As a result of the bonds, loan agreements, amended loan agreements, and inter-local agreements, Burcham Hills is invoiced each year in May/June in the amount of \$10,000 in the form of an issuer's fee from the Meridian EDC. The bonds are the primary source of revenue for the EDC and will expire in 2020.

Attachments:

1. Copy of Burcham Hills Invoice
2. Receipt of Payment May 2017

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Serving Haslett • Okemos • East Lansing



# MERIDIAN

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## Economic Development Corporation

### INVOICE

May 5, 2017

Executive Director  
Burcham Hills Retirement Center II  
2700 Burcham Drive  
East Lansing, MI 48823

RE: Meridian Township Economic Development Corporation  
Burcham Hills Retirement Center II, Okemos, Michigan

Dear Director:

Burcham Hills Retirement Center II has an Issuer's Fee due annually in the amount of \$10,000, for thirteen years, from 1996 to 2009. On April 27, 2007, the bonds were refinanced extending the issuer's fee payment for an additional ten years to expire in 2020.

Please consider this letter an invoice for the June 2017 payment.

For all future correspondence, please direct your inquiries to:

Meridian Township Department of Community Planning & Development  
Mark Kieselbach, Director / [Kieselbach@meridian.mi.us](mailto:Kieselbach@meridian.mi.us) / 517-853-4506  
Ben Motil, Economic Development Coordinator / [motil@meridian.mi.us](mailto:motil@meridian.mi.us) / 514-853-4568  
5151 Marsh Road, Okemos, MI 48864

Your attention and cooperation to this matter are greatly appreciated.

Sincerely,

Benjamin M. Motil  
EDC Staff

DATE: 05/17/2017

RECEIPT #: 112077

RECEIVED OF: BURCHAM HILLS

CASHIER: Guild

TOTAL RECEIVED: 10,000.00

COMMENTS:

ISSUER FEES

EDC

DESCRIPTION	AMOUNT
950-000.000-674.000	10,000.00
Tendered:	10,000.00
ISSUER FEES	
Checks	64475



**To:** EDC Board Members  
**From:** *Benjamin M. Motil*  
Benjamin M. Motil  
Economic Development Coordinator/Assoc. Planner  
**Date:** May 24, 2017  
**Re:** Business Retention & Expansion Program Draft

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At the EDC meeting on May 4<sup>th</sup>, 2017, the EDC Board discussed the creation of a Business Retention & Expansion (BRE) plan to support development in Meridian Township business districts and provide a method of continually improving business relationships in the Township. Staff has compiled a draft BRE plan for the EDC Board to discuss and develop.

Attachments:

1. Meridian Township Economic Development Corporation  
Business Retention & Expansion Draft

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**MERIDIAN TOWNSHIP  
ECONOMIC DEVELOPMENT COPORATION  
BUSINESS RETENTION & EXPANSION PLAN (DRAFT)**

1. Maintain a Focus on Core Responsibilities:

Maintain core responsibilities as identified in the EDC's goals as a priority for program. There is significant interest on the part of staff to emphasize the retention and expansion programs and efforts, thereby supporting existing businesses in the Township.

2. Develop A Business Visitation Timeline/Cycle:

The most significant enhancement to a Business Retention & Expansion (BRE) program for the EDC would be the prioritization of visits with all Township businesses on some regular basis, optimistically visiting all businesses within a rotating one to two year cycle.

a. Include all businesses in the rotation: Corporate, retail, restaurants, industry and service.

- i) Define the best method to contact business owners. (Mailing, email, phone call). This is to avoid the cold call method with is ineffective in meeting one on one with owners.
- ii) Owners take primacy over meeting with managers.
- iii) Define the number of business owners to be contacted per month. Staff is recommending at least 10 business visits with owners per month.
- iv) Number can be assessed and adjusted over a trial period.

b. Define how the cycle of business visits will occur.

- i) Cycle will occur geographically.
- ii) Township will be divided into quadrants and business visits will occur by quadrant.

c. Once a meeting date and time with the business owner has been determined, make sure to verify accuracy of business data and contact information for the owner.

- i) This data will include issues of importance to businesses, obstacles to their success, and opportunities for assistance. Survey method will be most useful.

3. Implement Monthly Local Business Reports:

a. Create a reporting program to allow more businesses to get exposure within the Township. Primarily this would focus on retail and restaurants, but could be expanded to other businesses likely of interest to the general citizenry.

b. Data gathered will be collected in a report and a monthly report will be provided to the EDC.

4. Business Promotions

Strengthen coordination and efforts through already successful Communications/HOM TV efforts: Though maybe not “strategic”, a strong working partnership between Township staff and the EDC would be beneficial in creating a strong, business-friendly atmosphere.

- a. Identify and pursue opportunities for Communications staff, Planning/Economic Development staff, and the EDC to work hand-in-hand together on projects.
- b. Promotion of businesses throughout the relationship.
- c. Relationship typically begins with ribbon cuttings.
- d. Staff will develop strategy with Communications team to evolve business to government relationships overtime.
- e. Relationship should be tracked to show progression and assist with evaluation.



## CHARTER TOWNSHIP OF MERIDIAN Development Projects

May 1, 2017 – May 26, 2017

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### New Business

- New Oakland Family Mental Health Center - 2300 Jolly Oak Rd
- Ribbon Cutting –Central Pharmacy, 1620 Haslett Rd, June 1- 1:30 p.m.

### Project Updates

- Hannah Farms East: Proposed project of group of buildings greater than 25,000 square feet at Eyde Parkway/Hannah Boulevard. Planning Commission recommended approval on 3/27/17. Public hearing held on the 5/2/17 Township Board meeting. Scheduled for discussion on 6/20/17 at Township Board meeting.
- 1619 Haslett Rd: Request to demolish and reconstruct gas station, public hearing held on 2/13/17. Planning Commission recommended approval on 3/13/17. Public Hearing held on 4/18/17 at Township Board meeting. Scheduled for action at 6/6/17 Township Board meeting.
- Patriot Ambulance Service: Proposed project to establish an ambulance transport service at 1673 Haslett Rd. Public hearing held on 3/27/17. Approved at 4/10/17 Planning Commission Hearing.

### Under Review

- Stockwell shopping center - Site plan under review for 11,000 square foot, multi-tenant shopping center with drive-through window at 1560 Grand River Ave. Pending variances decision.
- Elevation/Okemos Pointe: Phase 1 building permits under review, 170 residential units in 8 buildings.
- Marriot Courtyard Hotel: Completed site plan review, has not yet applied for a building permit. 64,000 square feet, 4-stories, with 97 rooms.
- Portnoy/Tu Dental Office: Site plan under review for 4,300 square foot dentist office at Jolly Rd at Kansas St.

### Under Construction

- Great Lakes Interiors: 5,600 square foot office furniture warehouse at 2076 Towner/Saginaw Highway. Summer 2017.
- Holiday Inn Express: Currently under construction, 4 story, 62,900 square feet, 112 rooms. Winter 2017.



## CHARTER TOWNSHIP OF MERIDIAN Development Projects

May 1, 2017 – May 26, 2017

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- Red Cedar Flats: 3 of 4 buildings under construction. 11,000 square foot commercial space, 112 residential units. Fall 2017.
- Costco: site work underway, expected to open before Thanksgiving 2017.
- Eyecare Associates of Haslett: new optometrist office at 5700 Marsh Rd, expected to open Summer 2017.
- Chamberlain Townhouses: site prep underway for 19,500 square foot, 8 unit townhouse project at 1730 Chamberlain Drive. Expected to open Fall 2017.

### Boards & Commissions Updates

- Corridor Improvement Authority: The CIA has selected their Chair and Vice-Chair. They have approved their Mission Statement as well as their Goals and Objectives. The CIA is drafting a Work Plan to assist in the ongoing development of the Grand River Ave. corridor.
- Downtown Development Authority: The DDA recently pre-paid \$50,000 of their loan for the downtown Okemos lighting poles. The 2017 Spring streetscape project has been kicked off with banners, hanging flower baskets, with flower planters soon to come. Additionally, the DDA recently agreed to participate in the Haslett Kiwanis Club's Flags Over Meridian program in order to further improve the streetscape.
- Economic Development Corporation: The EDC is reviewing strategies to best assist in the revitalization of Meridian Business districts. Discussion items include business retention & expansion (BRE), a façade improvement grant, and a social media strategy for promoting businesses in the Township.