



Serving Haslett • Okemos • East Lansing

MERIDIAN

Economic Development Corporation

MEETING AGENDA

THURSDAY, July 6, 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 – June 1, 2017
5. PUBLIC REMARKS
6. PRESENTATION
7. FINANCIAL REPORT
8. APPROVAL OF PAYMENTS
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. Development projects update
14. TOWNSHIP MANAGER REPORT
15. TOWNSHIP BOARD REPORT
16. MERIDIAN MALL REPORT
17. FARMERS' MARKET RELOCATION UPDATE
18. OPEN DISCUSSION/BOARD COMMENTS
19. PUBLIC REMARKS
20. NEXT MEETING DATE:
 - a. August 3, 2017, 7:30 a.m.
21. ADJOURNMENT

CHARTER TOWNSHIP OF MERIDIAN
MERIDIAN ECONOMIC DEVELOPMENT CORPORATION
June 1, 2017 MEETING MINUTES (Draft)
TOWN HALL ROOM, MERIDIAN MUNICIPAL BUILDING

PRESENT: Jade Sims, Malinda Barr (left at 8:35), David Ledebuhr, Shawn Dunham (left at 8:48), Trustee Phil Deschaine, Adam Carlson, Township Manager Frank Walsh, Chris Buck, Josh Hundt

ABSENT: David Olson, Lynda Rowlee

OTHERS: Treasurer Julie Brixie, Ex-Officio, Planning Commission Vice-Chair John Scott-Craig, Director of Community Planning and Development Mark Kieselbach, Associate Planner/Economic Development Coordinator Ben Motil, Director of Communications Deborah Guthrie, Administrative Intern Griffin Graham

1. CALL TO ORDER

Chair Buck called the meeting to order at 7:30 a.m. and asked Trustee Deschaine 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 8-0.

4. CONSENT AGENDA

- a. Communications
- b. Minutes – May 17, 2017

MOTION BY TRUSTEE DESCHaine TO APPROVE CONSENT AGENDA. SUPPORTED BY MEMBER DUNHAM. MOTION PASSES 8-0.

5. PUBLIC REMARKS

None.

6. PRESENTATION

None.

7. FINANCIAL REPORT

Treasurer Brixie distributed and reviewed the financial report dated 6/1/17. Report on file.

MOTION BY MEMBER LEDEBUHR TO APPROVE FINANCIAL REPORT. SUPPORTED BY MEMBER BARR. MOTION PASSES 9-0.

8. APPROVAL OF PAYMENTS

Staff provided a summary memo and update regarding the Burcham Hills issuer's fee.

9. PLANNING COMMISSION REPORT

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

10. NEW BUSINESS

None.

11. OLD BUSINESS

a. Business Retention & Expansion Program Draft

Chair Buck summarized the current EDC efforts in Business Retention & Expansion (BRE) program.

- The BRE program may include coordination with multiple staff from various departments in the Township, including Planning and Communications
- Strategy would include visiting businesses in the Township.
- The BRE program may include social media.
- Communications Director Deborah Guthrie updated the EDC on the current social media strategy for businesses that the Communications Department is currently doing.
- Director Guthrie cited specific samples including Central Pharmacy and Mitten Raised Bakery.
- The Communications strategy for business retention through social media includes multiple social feeds with videos, photos, status updates, and news articles.
- The EDC could focus on existing businesses rather than the ribbon cuttings or grand openings.

- Cohesiveness in messaging would be critical for maintaining a singular brand for the Township.
 - The EDC could increase awareness in the businesses, informing them the Communications team does business promotions, rather than the EDC having their own social media strategy.
 - The EDC could push their content onto the already existing Township website.
 - Members discussed if 2018 would be a better implementation period for this project, rather than 2017 which is relatively full in regards to 175th anniversary events.
 - Members showed consensus in visiting businesses in the Potential Intensity Change Areas (PICAs).
 - Staff will provide a list of the businesses in the PICAs for the EDC to consider. The goal is to gather content for the EDC, but content could also be forwarded to Communications.
 - A follow up survey can be provided. Draft wording for the survey will be provided at the next EDC meeting.
- b. Matching Fund Façade Improvement Program Draft

Staff provided a draft program for consideration. Discussion was held by the EDC Board. Items included:

- Intent to incentivize businesses to aesthetically improve, which could increase overall attractiveness of the Township as well as improve business success.
- Discussion regarding the effectiveness of the proposed façade improvement program.
- Questions were raised if doing only 3 or 4 businesses a year would actually provide a meaningful impact in the Township.
- The EDC has a small budget for a façade improvement program, and there are larger upcoming projects to consider, such as the relocation of the Farmers' Market.
- Discussion regarding if the program would be a one-time splash or if it would be an ongoing program.
- Discussion if there would be merit in limiting the program area to specific areas of focus.
- The three PICAs were discussed as the focus business districts.
- Funding partnerships should be explored with LEAP or the MEDC.
- Discussion was held if the façade improvement program would be "big picture", or if the program would ultimately be ineffectual in 2 or 3 years.
- Members discussed if funds should go towards the Farmers' Market relocation, instead of the EDC spending close to 25% of their budget on four or five facades out of approximately 1,600 businesses in the Township.

12. CHAIR REPORT

- Chair Buck sworn in on the Brownfield Authority.
The EDC Board discussed Mikhail Murshak as a recommendation to the Township Board to serve as an EDC member.

MOTION BY CHAIR BUCK TO RECOMMEND MIKHAIL MURSHAK TO THE TOWNSHIP BOARD TO SERVE ON THE EDC. SUPPORTED BY MANAGER WALSH. MOTION APPROVED 9-0.

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.
- Chair Buck requested two additional items to be permanently included on the agenda for upcoming meetings – “MERIDIAN MALL REPORT” and “FARMERS’ MARKET RELOCATION UPDATE”.

14. TOWNSHIP MANAGER REPORT

- Manager Walsh reported Meridian Township completed its Annual Audit Report for 2016. The report will be before the Township Board on June 6, 2017.

15. TOWNSHIP BOARD REPORT

Trustee Deschaine provided an update on Township Board activities including:

- The proposed Hannah Farms project.
- The proposed gas station renovation project on Marsh and Haslett Rd.
- The Urban Services Boundary.
- The status of Okemos and Haslett schools, in regards to the potential in developing single family housing in the Urban Services Boundary.

16. OPEN DISCUSSION/BOARD COMMENTS

- Reminder of a ribbon cutting at 1620 Haslett Road for Central Pharmacy at 1 p.m.

17. PUBLIC REMARKS

None.

18. NEXT MEETING DATE:

- July 6, 2017 7:30 a.m.

19. ADJOURNMENT

Hearing no objection, Chair Buck adjourned the meeting at 9:00 a.m.

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
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 which 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

June 1, 2017 – June 29, 2017

New Business

- MI Sushi & Noodles – new restaurant at 3340 Lake Lansing Rd.
- T-Mobile – new store at 2189 Grand River Ave.

Project Updates

- Hannah Farms East –mixed use planned unit development (MUPUD) proposed at Eyde Parkway/Hannah Boulevard. The Planning Commission held a public hearing on the request at its December 19, 2016 meeting and recommended approval on March 27, 2017. The Township Board held a public hearing on May 2, 2017. Tentatively scheduled for further discussion at the July 18, 2017 Township Board meeting.
- Ellison Brewery – request to construct 750 square foot outdoor seating area at 4903 Dawn Avenue. Proposal currently under review.