

AGENDA

CHARTER TOWNSHIP OF MERIDIAN
Economic Development Corporation

October 3, 2019 7:30 am
5151 Marsh Road, Town Hall Room

1. CALL MEETING 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. Minutes – September 5, 2019
 - B. Financial Report
 - C. Development Projects
 5. PUBLIC REMARKS
 6. PRESENTATION – none

 7. NEW BUSINESS
 - A. none

 8. OLD BUSINESS
 - A. Committee Reports
 - i. Business Promotion
 - ii. School District Engagement
 - B. Haslett Study

 9. TOWNSHIP REPORTS
 - A. Township Board
 - B. Township Manager
 - C. Planning Commission
 - D. Chair
 - E. Staff

 10. COMMUNITY REPORTS
 - A. Meridian Mall
 - B. Marketplace on the Green
 - C. MABA

 11. OPEN DISCUSSION/BOARD COMMENTS
 12. PUBLIC REMARKS
 13. NEXT MEETING DATE
 - A. November 7, 2019, 7:30am
 14. ADJOURNMENT
-

Individuals with disabilities requiring auxiliary aids or services should contact the Meridian Township Board by contacting:
Township Manager Frank L. Walsh, 5151 Marsh Road, Okemos, MI 48864 or 517.853.4258 - Ten Day Notice is Required.
Meeting Location: 5151 Marsh Road, Okemos, MI 48864 Township Hall



Charter Township of Meridian
Meridian Economic Development Corporation
5151 Marsh Road, Okemos, MI 48864
Thursday, September 5, 2019– Minutes -DRAFT

Members

Present: Jade Sims, Joel Conn, Adam Carlson, Treasurer Phil Deschaine, Shawn Dunham, Brenda Chapman, Kimberly Thompson, Mikhail Murshak, David Ledebuhr, Township Manager Frank Walsh and Tom Conway

Members

Absent: Trustee Kathy Ann Sundland

Others

Present: Planning Commission Chair John Scott-Craig, Executive Assistant Michelle Prinz, Community Planning & Development Director Mark Kieselbach and Economic Development Director Chris Buck

1. CALL MEETING TO ORDER

Chair Sims called the meeting to order at 7:34 am and Planning Commission Chair John Scott-Craig read the mission. Chair Sims discussed item 6 on the agenda will be postponed until a later meeting.

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 THE AGENDA

MOTION BY MEMBER DUNHAM TO APPROVE THE AMENDED AGENDA. SUPPORTED BY MEMBER LEDEBUHR. MOTION PASSES 11-0.

4. CONSENT AGENDA

- a. Minutes-July 11, 2019
- b. Financial Report
- c. Development Projects

MOTION BY MEMBER CONWAY TO APPROVE THE CONSENT AGENDA. SUPPORTED BY MEMBER CONN. MOTION PASSES 11-0.

5. PUBLIC REMARKS

None.

6. PRESENTATION

None.

7. OLD BUSINESS

a. Committee Reports

i. Business Promotion

Getting together again to finalize the MABA awards.

ii. School District Engagement

Chair Sims and Director Buck met with both the Haslett and Okemos Superintendents. They discussed possible collaborations. Director Buck is also scheduled to give an economic development update to both school boards.

b. Haslett Study

There was a visioning session about 45 days ago and a second follow up meeting last night. The data will be released shortly, but it does show the number of housing units and amount of square feet needed of office, commercial, food service, etc. in downtown Haslett.

8. NEW BUSINESS

a. Meridian Redevelopment Fund Request

The request is on hold for now and is being reworked for submission at a later date.

9. TOWNSHIP REPORT

a. Township Board

- 2020 Township Budget

b. Township Manager

- Working on local road work
- Meeting with MSU President Stanley
- Recognition of Chief Plaga and Sargent Besonen
- Bennett Road rezoning
- Moving Communications budget from \$700,000 to \$320,000
- Hiring a full time Engineer for roads
- Hiring a Purchasing Coordinator

c. Planning Commission

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

d. Chair

None.

e. Staff

Shared Village of Okemos video walk through. Lots of openings happening including: High Caliber Karting, Panera, Zoom Laundry, Crunch Fitness, Firestone, School of Rock and Title Boxing Club.

9. COMMUNITY REPORTS

a. Meridian Mall

New mall openings include: Knockerball, Black Barn & Co, City Man, Hawkins Photography, Habachi Creamery, and Spirit Halloween.

b. Marketplace on the Green

Contractor is scheduled to break ground within 30 days and opening is planned for spring 2020.

c. MABA

150 current members. Working on the MABA annual elections for the board, along with the annual awards, and charitable grants.

10. OPEN DISCUSSION/BOARD COMMENTS

Good comments about increased mall traffic. Meeting with Mayfair bar owner to discuss possible redevelopment of his gravel parking/land area. A tour of the mall to be scheduled with Shawn.

11. PUBLIC REMARKS

None

12. NEXT MEETING DATE

- October 3, 2019 at 7:30am

13. ADJOURNMENT

Hearing no objection, Chair Sims adjourned the meeting at 9:08am.

**MERIDIAN TOWNSHIP ECONOMIC DEVELOPMENT
CORPORATION**

August 31, 2019

Independent Bank	Total EDC Funds	\$30,879.73
	MARC Funds	<u>\$7,071.32</u>
	TOTAL	<u><u>\$37,951.05</u></u>

TRANSACTION ACTIVITY - Deposits

<u>Date</u>	<u>Deposit Type</u>	<u>Amount</u>
08/31/19	Interest	4.68

CHECKS WRITTEN Since Last Bank Statement

<u>Date</u>	<u>Ck.#</u>	<u>Amount</u>	<u>Paid to:</u>
	0		

\$37,951.05



CHARTER TOWNSHIP OF MERIDIAN Development Projects Update

October 2019

Businesses Opened

- **Panera Bread**, 2080 W. Grand River Ave, Okemos. (open 8.21.19)
- **High Caliber Karting**, 80,000 sq ft single story Younkers – entertainment center (8.30 event/9.20 ceremony)
- **Portnoy and Tu**, 2476 Jolly Road, Okemos. Relocation for dentist office. (Sept 26)
- **VanCamp Research Lab**, MSU Foundation incubator at 4942 Dawn Ave (Sept 12)
- **Michigan Psychiatric & Primary Care Clinic**, 6110 Abbott Road (Sept 25)

Commercial Use Under Construction

- **Zoom Express Laundry**, 3034 E. Lake Lansing Road/Carriage Hills (Mid Sept)
- **Crunch Fitness**, new fitness center at 2655 E. Grand River Ave (Fall 2019)
- **Soldans Pet Supply**, 2283 W. Grand River Ave. Relocation expected in Late 2019
- **Firestone Complete Auto Care**, 2700 E. Grand River Ave, East Lansing.
- **Bread Bites, Mediterranean Cuisine & Bakery**, 5100 Marsh Road, Okemos (old Tannin site)
- **102 Pho & Banh Mi Vietnamese Soup & Sandwiches**, 4760 Marsh Road, Okemos (part of former McAllisters site)
- **Swagath Express**, food service adjacent to Swagath Market, 1731 W. Grand River (former Farm Fresh Seafood site)
- **Title Boxing Club**, 2842 E. Grand River Ave (former Plato's Closet)
- **School of Rock**, 2037 W. Grand River Ave, Okemos (Youth Music School-October opening)
- **Wild Bill's Tobacco**, 2090 W. Grand River Ave, Okemos

Residential or Long Term Construction/Phasing

- **Village of Okemos**, mixed-use project west of Okemos Road north and south of Hamilton Road.
- **Marriot Courtyard**, Meridian Crossing Drive. 105 rooms
- **Elevation**, 2362 Jolly Oak Road, Okemos. 350+ residential units
- **New Hope Church**, 2170 E. Saginaw Road, East Lansing
- **Super 8/Knights Inn**, new owner, complete remodel & Clarion branding. Quality micro hotel - 2736 E Grand River Ave, East Lansing, MI 48823

Approved/Not Yet Commenced

- **Leo's Lodge Property Redevelopment**, 2085 W. Grand River. Multi-tenant commercial project
- **Red Cedar Manor**, 2875 Northwind Drive. Mixed use project.
- **Woda Cooper**, 4.6 Acres to allow for 49 affordable housing units north of Whole Foods
- **Newton Park Apartments**, SE Corner Newton Road/Saginaw Hwy. Multifamily mixed use
- **Silverstone Estates**, 25 single family residential homes at Powell Road north of Grand River
- **Copper Creek Condominiums**, 45 acres NE corner of Haslett & Van Atta. 102 residential lots.
- **LaFontaine FCA Dealership**, NE Corner Powell Road and Grand River Ave, Chrysler, Jeep, Ram
- **Fedewa Homes**, 1730 Chief Okemos Circle – two apartment buildings totaling 15 units

Under consideration

- **LaFontaine FCA Dealership**, NW Corner Powell Road and Grand River Ave, Chrysler, Jeep, Ram

Closings/Relocations



To: Economic Development Corporation
From: Chris Buck, Economic Development Director
Date: 10.3.2019
Re: Business Promotion - EDC/MABA Awards

The EDC Subcommittee met with members of MABA's executive board and decided that the EDC would sponsor two awards at the annual MABA business awards ceremony on December 13, 2019. The Two awards are titled and defined below. We do have time to edit the descriptions if anyone has suggestions.

New Business of the Year

This award goes to a business established in Meridian Township between July of last year and nomination time for this award (within approximately 1.5 year). Worthy candidates bring true value to the region for reasons including, but not limited to: Filling a significant need in the community; Strong energy/fast regional fan-favorite; Major improvement to a facility; Owner/employees give back - philanthropy, donations, serve on boards/volunteerism.

Established Business of the Year

This award recognizes a business located within Meridian Township that has been open for business since at least January the year prior to this nomination (approximately 2 years minimum). Worthy candidates can be considered for a variety of reason including, but not limited to: Expansion, Relocation or reinvestment in their brand or location; Introduced a new product or service offering the community values; Creation of new employment opportunities; Noticeable increase in community engagement/volunteerism/service outside of their business role.

The EDC is expected to create a "short list" of nominees for each award and submit them to MABA. An online poll will be created and members of MABA and the EDC will be able to vote for their choice. The vote will determine the ultimate winner. Attached is a list of businesses that could qualify for these awards. There certainly may be others, so please speak up and add names to the list for consideration. Ideally we'd like to have roughly five businesses for each award to be voted on.

Finally, we need to create an award for each - a trophy or plaque. I'd like to have a motion made to allocate maybe a not-to-exceed \$250 - 500 towards the awards and the event (MABA is confirming any other costs for the event).

The following motion is proposed:

Memo to EDC
October 3, 2019
Re: EDC/MABA Awards
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MOVE TO APPROVE THE TITLES AND DESCRIPTIONS OF THE TWO EDC AWARDS, THE “SHORT LIST” OF NOMINEES FOR EACH AWARD, AND APPROVE FUNDS NOT TO EXCEED \$500 TOWARDS THE CREATION OF TWO TROPHIES OR PLAQUES, AND CONTRIBUTING FUNDS TO THE EVENT BEING HELD OF DECEMBER 13, 2019.

Attachment:

- A. Business listing for nominating consideration



CHARTER TOWNSHIP OF MERIDIAN
Development Projects

MABA/EDC Awards

New Businesses to Consider:

- **Lucky's Steakhouse**, former Gilbert & Blakes – opened recently under new brand. 10.2018
- **Woodworth Commercial**, commercial realtors at 4277 Okemos Road, Okemos 10.16.18
- **Family Doc Direct**, Medical Practice at 2289 Sower Blvd, Okemos 10.9.18
- **Experimac**, Apple product retailer, repair and used sales. Hannah Plaza 10.11.18
- **Gallagher Law/Simplified Tax**, 6025 N. Hagadorn, East Lansing - vacant bank in Carriage Hills.
- **Launch Trampoline Park**, Meridian Mall Gordman's Space.
- **X-Golf**, 4950 Marsh Road, Okemos. Indoor golf driving range in Target Shopping Center
- **Pizza Hut**, 3320 E. Lake Lansing Road
- **Orthopedic Rehab Specialists**, 5100 Marsh Road, Suite G, Okemos
- **Paradise Indian Restaurant**, 4760 Marsh Road, Okemos (former McAllisters)
- **J-Dubb's Signature Subs**, 2160 W. Grand River Ave, Okemos (former Subway)
- **Plato's Closet**, 2825 E. Grand River Ave, East Lansing – relocation from smaller space
- **VIP Nail Bar**, 3552 Meridian Crossings, Okemos
- **Box Drop Mattress**, 1644 Haslett Road (Haslett Village Square)
- **Big Lots**, 2020 W. Grand River Ave, Okemos (Best Buy Plaza – grand opening July 26)
- **The Black Barn Co.**, 1982 Grand River Suite 4 (Meridian Mall Food Court) 8.9.19
- **High Caliber Karting**, 80,000 sq ft single story Younkens – entertainment center (8.30 event/9.20 ceremony)
- **VanCamp Research Lab**, MSU Foundation incubator at 4942 Dawn Ave (Sept 12)
- **Peak Performance Physical Therapy**, Grand River Ave 9.2018

Established Businesses to Consider:

- **Office Depot**, 2020 W. Grand River Ave Okemos (Best Buy Plaza)
- **Kumon Learning Center**, 2398 Jolly Road, Okemos. Relocation from Alaiedon Twp
- **Panera Bread**, 2080 W. Grand River Ave, Okemos. (open 8.21.19)
- **Portnoy and Tu**, 2476 Jolly Road, Okemos. Relocation of dentist office. (Sept 26)
- **Saddleback BBQ**, 2 expansions since opening in 11.2017
- **Aldi**, \$400k renovation
- **Olive Garden**, full renovation (\$750k?)
- **Playmakers**, lifetime achievement?
- **Soldans**, moving but not open yet



8. B

To: Economic Development Corporation Members
From: Chris Buck, Economic Development Director
Date: 10.3.2019
Re: Haslett Absorption Study – DRAFT information

The results from the Haslett PICA/Business District are beginning to come in. The results are still being compiled but I wanted to share a few screenshots of a much larger study document to give you a sense of what to expect. By our next meeting we should have the full report in hand, and hopefully in the hands of many interested developers, to get momentum going in an area long overdue for redevelopment.

To summarize, there is apparently demand for between 350 – 660 units of residential in this Haslett district. In addition to the existing business already active, there seems to be a need for 62,000 – 140,000 square feet of commercial use from a wide variety of types.

The attachments will explain more thoroughly, and remember – ***this is a draft*** – these numbers and the content of the narrative may be revised before the study is finalized. Suffice it to say, Haslett, in my opinion, has a real opportunity to preserve the things that make it a great place, but the possibility of developing into a vibrant mixed-use hub for the region.

Attachments:

- A. Residential Study Results – DRAFT
- B. Commercial Study Results - DRAFT

Market for New Housing

Based on historical patterns in the Region, County, and Township, as well as The Chesapeake Group's database derived from surveys of residents in the region, research by TCG and others identified in the analysis, the potential for new housing units in Meridian Township, the Okemos area, and the Haslett area are defined. Two scenarios are presented. One is defined as "Optimal," while the other is called "probable." The "Optimal" alternative is possible to achieve but is less likely to occur than the "probable" scenario

As contained in Table 10, in the more Optimal alternative, Meridian Township will support a total of roughly 1,740 new homes by 2025, with Okemos area supporting over 800 new homes and Haslett supporting 660 units. In the second alternative, the figures are 910, roughly 420, and 290, respectively.

Table 10 - Marketable Total New Homes in the Township and Okemos and Haslett Areas by 2025*				
Optimal	Total Units	Single units/yr	Min. multi units/yr	2025 Total
Meridian Township	248	129	119	1,736
Okemos	119	62	57	833
Haslett	94	49	45	660
Probable	Total Units	Single units/yr	Min. Multi units/yr	2025 Total
Meridian Township	130	68	62	910
Okemos	60	31	29	419
Haslett	42	22	20	350

*Developed by The Chesapeake Group, Inc., 2019

Based on surveys conducted in the past two years in areas of Michigan, including the Lansing-East Lansing area, it is expected that about 35% of the units will be homeowner occupied.

Market for New Retail Goods and Related Services

New rooftops result in increased spending and demand for retail goods and related supportable space. It is noted that no jurisdiction can be expected to capture all demand created by any market. Spending will occur in many places, including operations near home and work. Online purchases, vacation spending, and other activity diminish local sales. On the other hand, people working within the area, employed nearby, and those coming to the area for a range of purposes will spend money in the Township. Some dollars are exported, while others are imported to the Township.

Based on the anticipated growth in rooftops, Meridian township is expected to be able to support between 195,000 and 373,000 square feet of additional retail goods and related services space by 2025.

Okemos is expected to support between 90,000 and 179,000 square feet of additional space by 2025. It is noted that the development expected to be completed in 2021 will diminish these figures to between 30,000 to 119,000 square feet.

For Haslett, there will be the demand for an additional square feet of retail goods and related service space of between 62,000 and 142,000. Excluding the two development projects, the added defined demand for space is between 56,000 and 136,000 square feet. It is noted that certain areas of Haslett have vacant commercial space, comprising roughly more than 25 percent of older structures. It is possible that the relocation of tenants from those older developments could result in higher figures for new space in Haslett.

Table 14 - Collective Retail Goods and Services demand for New Supportable Space for the Township, Okemos, and Haslett*						
Category	Meridian 2025 Added Space (Opt)	Meridian 2025 Added Space (Prob)	Okemos 2025 Added Space (Opt)	Okemos 2025 Added Space (Prob)	Haslett 2019 Added Space (Opt)	Haslett 2025 Added Space (Prob)
Food	28,615	14,998	13,734	6,901	10,874	4,799
Eat/Drink	17,981	9,426	8,631	4,336	6,833	3,017
General Merchandise	187,691	98,390	90,092	45,257	71,324	31,480
Furniture	6,281	3,294	3,015	1,515	2,387	1,054
Transportation	26,864	14,084	12,897	6,480	10,209	4,507
Drugstore	7,230	3,790	3,471	1,743	2,747	1,213
Apparel	33,669	17,648	16,162	8,118	12,792	5,645
Hardware	12,563	6,585	6,031	3,029	4,776	2,107
Vehicle Service	3,398	1,782	1,631	820	1,290	570
Miscellaneous	48,253	25,297	23,162	11,632	18,332	8,095
TOTAL	372,545	195,294	178,826	89,831	141,564	62,487

*Developed by The Chesapeake Group, Inc., 2019