



CHARTER TOWNSHIP OF MERIDIAN
CORRIDOR IMPROVEMENT AUTHORITY-CENTRAL FIRE STATION
5000 OKEMOS ROAD, OKEMOS, MI 48864
WEDNESDAY, AUGUST 22, 2018 6:00 pm – Minutes

MEMBERS

PRESENT: Eric Foster, Bruce Peffers, Brian Jones, Barry Goetz, Supervisor Ron Styka, Kellie Johnson, and Jeff Ross

MEMBERS

ABSENT: Chris Nugent, Chris Rigterink

STAFF

PRESENT: Economic Development Director Chris Buck

OTHERS

PRESENT: None

1. CALL MEETING TO ORDER

Vice Chair Kellie Johnson called the meeting to order at 6:08 pm and asked Jeff Ross to read the mission statement.

2. MISSION: The Corridor Improvement Authority of the Charter Township of Meridian is dedicated to establishing the Grand River Avenue corridor in Meridian Township as a prime business and recreation destination in the Tri-County region. The Authority is focused on creating programs and projects that invigorate the streetscape and build partnerships among corridor property owners, business owners, and residents.

3. APPROVAL OF THE AGENDA

MOTION BY SUPERVISOR STYKA TO APPROVE AGENDA. SUPPORTED BY MEMBER PEFFERS. MOTION APPROVED 7-0.

4. CONSENT AGENDA

MOTION BY MEMBER SUPERVISOR STYKA TO APPROVE CONSENT AGENDA. SUPPORTED BY MEMBER GOETZ. MOTION APPROVED 7-0.

5. PUBLIC COMMENT

None

6. PRESENTATION

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None

7. NEW BUSINESS

A. Corridor Business Listing

Director Buck relayed his understanding of the board's wishes from the last meeting and presented a template listing all corridor businesses, addresses, contact name, title, phone and business type. There was discussion as to how best to complete inputting the data. Jeff Ross offered to use a database he has access to. In addition it was recommended to try the Assessor's and Treasurer's offices to assist. The board set the goal to have a completed template by the next meeting. Director Buck will coordinate efforts and hopes to send as completed a grid as possible via email to the members, who may then help filling in the final details before the meeting in September.

8. OLD BUSINESS

A. Corridor Plan

Director Buck introduced the updated Corridor Plan. There was a long discussion about action item #3 – engaging the businesses and residents along the corridor. It was decided that once the contact list is finalized, a survey should be administered. A brief but engaging introduction is needed to capture the audience to encourage them to participate, perhaps sent by Supervisor Styka for legitimacy. The survey should be easy to use and quick to complete. It was recommended we use drop down boxes vs. short answer. It was also decided we should ask what kind of entity they are: retail, restaurant, service/office, or residence. The following content was discussed as possible survey questions: Outlook for their business – grow, shrink, close, move etc; what can the Township do to help drive customers to their business; ideas on streetscape improvements; number of employees. The board also would like to solicit feedback as to what preferred day of the week and time of day might the survey taker be willing to attend a community forum to discuss the results of the survey and have a deeper discussion about the topic. Brian Jones recommended we ask the Michigan Association of Retailers for a sample survey as his business is asked often to answer their surveys. Director Buck will have a draft of the survey based on this feedback prepared for the next board meeting.

The board also agreed that a 7th goal for the corridor plan needs to be listed and that includes advocacy for streetscape design changes like enhanced crosswalks, benches, bike racks, bike lanes, connected parking lots, canopies for bus stops and other comfort items. Director Buck will amend the corridor plan and submit an updated version in the next meeting packet.

8. MERIDIAN MALL REPORT

No report, but mall items will be included in the coming staff report.

9. TOWNSHIP BOARD REPORT

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Supervisor Styka reported that the Township Board approved a land swap with the mall to enable the Township to utilize the greenspace east of Studio C for the new farmers market.

Supervisor Styka relayed that the Township Board is engaging in discussions regarding Medical Marihuana and solicited feedback from the CIA board.

10. CHAIR REPORT

None

11. STAFF REPORT

Director Buck reported on the following items:

- Launch Trampoline Park construction was delayed and is now hoping to open between Thanksgiving and Christmas.
- Peak Performance Physical Therapy has it's ribbon cutting scheduled for 9.10.2018
- Soldans plans to open in their new space by the New Year.
- Best Buy shopping center construction is well under way
- X-Golf is doing construction in a suite in the Target/Kroger shopping center to allow for indoor, virtual golf. Unsure of their opening date.
- Younkers is closing to the public on 8.28.2018

12. OPEN DISCUSSION/BOARD COMMENTS

Brian Jones was asked, as part of the Playmakers ownership group, what his wishes might be for corridor improvements. His response what an update on the trail system planned for connecting MSU campus to Lake Lansing – how will that effect the corridor connectivity? Director Buck agreed to bring the trail plan to the next meeting and explain the location, phasing and timeline of the project.

Jeff Ross suggested that the Township revisit its LinkedIn page and see if it can be utilized to engage and interact with Township businesses more deliberately. Director Buck said he would make the inquiry to Director Guthrie in the Township Communications Department and report back.

13. PUBLIC COMMENT

None.

14. NEXT MEETING DATE

Wednesday, September 26, 2018 at 6:00pm at the Central Fire Station

15. ADJOURNMENT

MOTION BY MEMBER GOETZ TO ADJOURN THE MEETING. SUPPORTED BY MEMBER FOSTER. MOTION APPROVED 7-0. MEETING ADJOURNED AT 7:34 PM.