

Filer Township DDA Special Meeting Joint Meeting with the Township Board Proposed Minutes

Aug. 6, 2018 6:00pm

Nelson Street Office
2110 Nelson Street, Manistee, MI 49660
231-723-3138

2021	Chair 2018	Treasurer 2019	Supervisor 11/20/20	Member 2018	Member 2021	Member 2021	Member 2021	Member 2018	Director
Vacant Business	Robert Yates Business	Patty Preuss Business	Terry Walker	Tom Chycinski Resident in district	Robert Henry Business	Al Frye Citizen At Large	Todd Newenhouse Business	Larry Bielski Property owner in district	Tamara Buswinka

Call to Order/Pledge of Allegiance

The meeting was called to order by Chairperson Yates at 6:00 p.m.

Roll Call

Members Present: Yates, Bielski, Newenhouse, Chycinski, Walker

Members Excused Absence: Preuss, Frye, Henry

Members (Unexcused) Absence:

Others Present: Tamara Buswinka (Director), Rob Bacigalupi, and Tim Ervin. The Charter Township of Filer Township Board

Consideration of the Minutes

Chycinski moved, supported by Bielski, to approve the July 25, 2018 special meeting minutes. Motion passed unanimously.

Treasurer's Report

No Treasurer's report.

Supervisor's Report

The purpose of the Special Joint Meeting between the DDA and the Township Board was to allow an opportunity for both boards to have a conversation with each other, and with consultants Tim Ervin and Rob Bacigalupi, about the DDA Development Plan. Specifically, to talk about having an indepth target market analysis study done in order to strategically improve the economic prosperity of the district.

Ervin spoke about the importance of focusing on place making efforts as well as having an understanding about the economic conditions of the district. Ervin spoke about the development of the Township owned 16 acre parcel located between Merkey and Red Apple Road. Ervin is seeking grants to create a place the is community focused. Board members expressed an interest in developing pickleball courts and an amphitheatre that would be integrated on the site along with residential uses. Newenhouse expressed an interest in ensuring that the 16 acre Township owned property not only contain residential uses but also retains areas for civic uses, such as a gathering place for special community events. Buswinka reminded the Boards that the Planning Commission is working on adding residential uses in the zoning ordinance for the commercial district.

Buswinka gave a brief overview of significant accomplishments for the past 3 ½ years (2015-2018) spear headed by the DDA. Buswinka stressed that the work done to date created the blueprint, or vision, for the district. This vision was created in a transparent and community driven way, and helped create consensus amongst boards. See the attached flyer for a review of the accomplishments. Buswinka stated that the next phase must utilize this foundation to strategically target businesses that, through analysis, will be successful in Filer.

Bacigalupi spoke about the opportunity to have an in depth Target Market Analysis and Market Study done by Bob Gibbs (who is well known for his expertise in transforming commercial areas and creating highly successful retail projects). Bacigalupi counseled that the importance of having a study done at this level, compared to the simple analysis done by Land Use USA in 2016, is that the results of the study can be used to market and promote Filer to developers in a competitive way. Yates spoke about the benefit of understanding prices per square foot for retail space and obtaining other like information to be used to attract developers. Yates also expressed that it would be more strategic to target specific types of retail development that make sense to be located in the district rather than chasing retail stores that will never be interested in Filer for reasons outside the control of the community. Bacigalupi was given the authorization from the Boards to contact Gibbs to have a proposal prepared. Buswinka will work with Gibbs on coordinating the preparation of the proposal.

Buswinka is to seek volunteers to sit on the **Development of Township Owned Property (DEVELOP) Ad Hoc Committee.**

Director's Report

No report.

Adjournment

Yates moved, supported by Walker, to adjourn the meeting at 7:45 p.m. Motion passed unanimously.

Next Scheduled Meeting Wednesday, August 8, 2018 at 4:30pm.

A meeting informational packet is available for public inspection at the Filer Township office, 2505 Filer City Road. The Filer Township DDA does not discriminate on the basis of disability in the admission or access to, or treatment or employment in its programs or activities. The DDA Chairperson has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disability Act, and the rights provided thereunder, are available from the DDA.

and Retail Strategy:
 Charter Township of Filer Retail Market Strategy and Target Market Analysis- this quick look at the market conditions of district has been used by realtors to attract businesses to the community that make sense as it relates to traffic counts, existing businesses, available vacant land and buildings, and other market forces that determine the success of a business.



How can Filer become more attractive to developers?

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How can we best implement the community's vision of the US31 corridor?

6. **2017 Update the Zoning by Streamlining the Project Approval Process, make Zoning Easier to Understand, and Require Private Investment to Create Character:** Through a competitive bid process, the DDA and Planning Commission partnered in updating the Commercial District zoning ordinance section by hiring McKenna Associates. Greg Elliott, McKenna consultant and native Filer resident, has provided the technical

expertise and created a hybrid Form-Based Code that achieves a more stream lined approval process for projects, establishes the guidance for private investment to create character in the corridor, and allows residential and mixed uses in the corridor. Richard Wilson and Tamara Buswinka also have provided technical assistance to the Planning Commission as they do their work to finish the update to the Ordinance.

7. **2017 Leverage Township Owned Property for Public and Private Development:** Township bought a 16 acre piece of property in the commercial district between Merkey and Red Apple Roads that can be used to attract and incentivize development.
8. **2017 Update the Township Website:** Township website has been revamped and can host much more content than previously possible. It is now possible to use the website to help promote the Township.
9. **2018 Seek Grants to Help Implement the US31 Corridor Plan:** DDA hired Tim Ervin and Assoc. to evaluate possible sources of grant funding to implement the walkability goals of the US31 Corridor Plan and to

create a development vision for the 16 acre Township owned property.

What activities can the DDA sponsor that will help market and promote businesses?

10. **2018 Establish a Signature Annual Filer Event:** The DDA hired Love Your Event to hold an event this September. The event is a Shipshewana Auction & Flea Market.
11. **2018 Update the DDA Development Plan:** The DDA hired Rob Bacigalupi to update the DDA Development Plan and help them plan for future strategic investment of the TIF funds.



