

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.