



MEETING SUMMARY

Charlotte
October 12, 2016
10:00 AM

Attendance

John Iacoangeli	Beckett & Raeder	jri@bria2.com
Joe Borgstrom	Place and Main	joe@placeandmain.com
Laura Krisov	MEDC Main Street	krizovl1@michigan.org
Ryan Soucy	MEDC RRC	soucyr1@michigan.org
Nate Scramlin	MEDC CATeam	scramlinn@michigan.org
Edee Hatter-Williams	TIA/WDA Capital Area Michigan Works!	ehatter-williams@camw.net
Gregg Geuetschow	City of Charlotte	gguetschow@charlottemi.org
Bryan Myrkle	City of Charlotte	bmyrkle@charlottemi.org

Meeting commenced at 10:00 AM.

1. Introductions

Participants asked to introduce themselves and provide a brief background. This included PRT Technical Team, State and Regional Partners and PRT Community Stakeholders.

2. Review of PRT Action Strategy

Bryan went through the MEDC Rising Tide Action Plan and updated the group on the status of the actions taken by the community.

A new non-profit formed as an outcome of the Rising Tide effort, "Charlotte Rising," was reviewed. Gregg mentioned that Charlotte Rising had formed as a non-profit and would be seeking 501(c)(3) status. This group was envisioned as the organization that would manage the Charlotte Main Street program.

Discussed ensued regarding the status of the Charlotte DDA and the possibility to disband the organization due to lack of TIF funding resulting from declining taxable valuations. After some discussion regarding the pros and cons of disbandment it was decided that the City would provide the PRT TA team with DDA documents to assess the sustainability of the DDA. Bryan would be coordinating this effort.

Gregg and Bryan mentioned that declining employment in the City resulting from the recession has caused a capacity issue. Not many commitments with few employees to respond. An example was Bryan's responsibilities as planning & zoning administrator, economic development, Downtown Charlotte administrator, airport manager, housing coordinator and cable television coordinator.

Current redevelopment projects include the Beach Market, located at the corner of Lovett and Bostwick streets and the former chair factory.

3. Scope of Technical Assistance Work Elements

The group focused on the including;

- a) Economic Development Strategy focused on the following:
 - I. Former IGA store
 - II. Owens Illinois Factory
 - III. Former Chair Factory
 - IV. Talent Attraction (Spartan and Hospital)
- b) DDA Plan
- c) Subarea Plans – focus on the downtown area
 - I. Cross section of M-50 to provide angle parking (this is in response to a discussion with MDOT to convert the existing four lanes with parallel parking to three lanes with angle parking.
- d) Zoning Ordinance Revision – Development Process
- e) Communications Plan

The City is interested in sponsoring a feasibility study in conjunction with a local business man for the redevelopment of the former Chair Factory. The study would include an A/E review, market assessment, pro forma, and funding incentive structure. John will provide Bryan and Nate with an estimated budget.

4. Communications

The web site was reviewed and it was noted that all background documents and information produced through the course of the program will be available on the site. Also discussed was a periodical conference call with all PRT communities to review project status and updates. These will be noticed in advance. It was mentioned that all communications should be sent to Leah DuMouchel at Beckett & Raeder. Her e-mail address is ldumouchel@bria2.com.

Place & Main will be providing communications plan for the City including press release template, media alert and customized media list.

5. Other Issues.

Discussed attendance at the November 8, 2016 Charlotte Rising Board meeting and the November 10, 2016 Charlotte DDA meeting. Both meetings begin at 7:30AM.

Meeting Adjournment: 12:10 p.m.