



## MEETING SUMMARY

Grayling  
September 8, 2016  
10:00 AM

### Attendance

John Iacoangeli	BRI	jri@bria2.com
Joe Borgstrom	Place and Main	joe@placeandmain.com
Daniel Leonard	MEDC CATeam	leonardd6@michigan.org
Alayne Hansen	TIA/WDA Northeast Michigan Consortium	hansena@nemcworks.org
Laura Krizov	Michigan Main Street	krizovl1@michigan.org
Erich Podjaske	City of Grayling	zoning@cityofgrayling.org
Rae Gosling	Main Street	downtowngrayling@gmail.com
Traci Cook	Grayling Regional Chamber	executivedirector@graylingchamber.com
Hannelore Dysinger	Crawford County Housing Program	hdysinger@crawfordco.org
Joe Wakeley	Crawford County Treasurer	jwakeley@crawfordco.org

Meeting commenced at 10:15 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

Dan and Erich noted that all of the Action Strategy was accomplished with the exception of the RRSite inventory. It was noted that Erich and Rae would be following up on the inventory using the MEDC RRC template. Iacoangeli mentioned that, if available, RRSites should be mapped on GIS to determine their relationship to the DDA and zoning classifications.

Dan mentioned that the community issued a survey which was announced in the City of Grayling summer tax bills. The results of the survey are still coming in and a final tabulation would be available for the September 22 community engagement session.

Dan mentioned that the PRT Committee was conducting a community engagement session on September 21 and the results of that session would be shared with the community on September 22. Dan mentioned as a result of the September 21 and 22 community engagement process that an action strategy would be developed. In all likelihood economic development projects will be identified through this process. It was noted that once the Action Strategy is prepared that it be included in the master plan; replacing the implementation program in that document and that economic development projects be forwarded to NEMCOG for inclusion in the Comprehensive Economic Development Strategy (CEDs). This would provide alignment between the various plans and strengthen future funding requests.

Another item discussed was the 4 Mile Road corridor study which is occurring primarily outside the City and involves properties that are either owned or recently sold through a MOU with MDNR. Associated with that discussion was the Grayling Township and Beaver Creek Township Utility Authority which is providing sewer and water to this corridor.

Discussion on the downtown focused on redevelopment sites, BR-72, need to have a definitive vision that is accepted by the DDA, City and community, and how to leverage available vacant or underutilized properties to enhance the business district.

### 3. Scope of Technical Assistance Work Elements

The group focused on the including;

- a. Branding – Community wide branding that would be conducted with the branding effort funded through the Michigan Main Street program. Laura, John and Joe would be discussing coordination of this effort.
- b. Economic Development Strategy – Based on various discussions it was decided that the economic development strategy would be incorporated with revisions to the DDA Plan. The ED Strategy would include a broader view of the Grayling area and then focus on how the downtown is a component of that strategy.
- c. DDA Plan Update – It was noted that the DDA does not have a tax increment financing plan and relies on a special assessment to pay for debt service on a streetscape bond. John and Joe mentioned that the lack of a TIF would impair the DDA in the redevelopment process. It was recommended that maybe in the future a visit to Boyne City to see how their small community has effectively used the TIF provisions of the DDA Act would be beneficial. It was agreed that John and Joe would be attending the October 20, 2016 (6:30PM) DDA meeting to discuss plan updates with the DDA Board.
- d. Training – Based on discussions it was decided that the first training session would focus on the roles and responsibilities of DDA's. Several examples would be used to showcase the scope of powers vested with a DDA. Subsequent training would be based on topics of interest that emerge through the process.
- e. Packaging of RRSites – Erich and Rae will begin the initial inventory and the PRT Technical Team will supplement their efforts.

### 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. The local PRT Team has several upcoming events; community engagement, 4 Mile Corridor session, and Main Street Annual review. John offered to use the PRT website calendar to list all of their meetings in order to provide a centralized location. He mentioned that all communications should be sent to Leah DuMouchel at Beckett & Raeder. Her e-mail address is [ldumouchel@bria2.com](mailto:ldumouchel@bria2.com).

### 5. Other Issues.

The lack of full interchange on I-75 was discussed. The current configuration is confusing to visitors and tourists and PRT Team members feel that this configuration has reduced the number of potential visitors to the

community. Associated with this issue was the need for a well-defined wayfinding system that directs visitors and tourists in and around the community, and regional assets. Education of the workforce and the need for workforce housing was also discussed. Workforce education focused on basic work behaviors, such as, timeliness, interview skills, attendance, etc. Workforce housing focus on the lack of medium priced housing. For example, there is either higher priced housing along the AuSable River or newer subdivisions or low-moderate priced housing which is substandard or lacking typical amenities.

Meeting Adjournment: 12:35 p.m.