STATE STREET CORRIDOR IMPROVEMENT DISTRICT
BOARD MEETING
SAGINAW CHARTER TOWNSHIP HALL BOARD ROOM
MARCH 1, 2011

Members Present	Members Absent	Others Present
Dan Andrews	Bill McDonald	B. Smith, Planner
Tim Braun		C. Edlinger
Charlie DiMercurio		R. Fortier, Code Enforcement
Ron Lee		A. Zizumbo, Code Enforcement
Fred Lutz		
Debbie Mazur		
Connie Reppuhn		
Vanessa Warren		

Mr. Andrews called the meeting to order at 8:00 a.m. and briefly reviewed the agenda.

Approval of Minutes:

Motion by Ms. Mazur, supported by Mr. DiMercurio, to approve the minutes of February 8, 2011.

VOTE: 8 YEAS 0 NAYS 1 ABSENT McDonald MOTION CARRIED

New Business:

Ms. Smith distributed a handout on "What is included in a Development Plan" and discussed tax increment financing. Ms. Smith also included a tentative schedule:

1. April CID Meeting – Review existing characteristics
2. May CID Meeting – Identify known concerns
3. May/June/July – Schedule two (2) public meetings for input
4. July/August/September – Draft and review plan with CID
5. September – Draft plan available for public review/comments
6. October/November – Plan adoption

General Discussion:

The CID Board discussed the following issues:

1. Promoting economic growth
2. How specific should the "plan" be and will it include a timeline
3. How to get the business owners involved/motivated
4. Marketing ideas
5. Feasibility of creating a marketing plan that would have immediate impact.
6. State Street demographics from Saginaw Future
7. Building relationships, investing time and energy to establish a strong relationship with the different businesses.
    a. Invite a guest business and each meeting
    b. Introduce yourself, your business to the different businesses adjacent to your business
    c. Create a "business referral card"
    d. Create a State Street business directory organized by category that includes the "business referral card"
8. Press release introducing the State Street Corridor Improvement District

Bridget Smith introduced the two code enforcement officers for State Street. Rhanya Fortier, who has the north side of State Street and Angelic Zizumbo, who has the south side of State Street and the role they play in keeping State Street a neat, clean, attractive community. They work with the different business owners on occasion along with the DRO's (District Resource Officer's) Officer Kanicki and Officer Fredenburg.

Next meeting:

Adjournment:

Motion by Mr. Lutz, supported by Mr. Braun, to adjourn the meeting at 9:12 a.m.

VOTE: 8 YEAS 0 NAYS 1 ABSENT McDonald **MOTION CARRIED**