

**CITY OF BRIDGMAN CORRIDOR IMPROVEMENT AUTHORITY
REGULAR MEETING
OCTOBER 20, 2021
5:30 PM**

A regular meeting of the Corridor Improvement Authority was held on October 20, 2021 at Bridgman City Hall, 9765 Maple Street, and was called to order by Chair Anderson at 5:30 p.m.

MEMBERS PRESENT: Hannah Anderson, Cheri Heward, Catherine Worcester, Wayne Hall, Suzy Barnes, John Murphy, Beth McNeil (arrived at 5:39 p.m.)

MEMBERS ABSENT: None

STAFF PRESENT: City Manager Ganum, City Clerk Holm

HEARING OF CITIZENS:

- No one was present to be heard.

Approval of September 13, 2021 meeting minutes

Motion by Member Murphy, seconded by Member Hall to approve the September 13, 2021 meeting minutes as presented, **voice vote, motion carried.**

NEW BUSINESS:

Community Sign – improvement alternatives

Chair Anderson and Ganum met with Carolyn Miller a couple weeks ago. She is absolving the City from responsibility of maintaining the community sign as memorial to her late husband free and clear. The sign is in disrepair and the board should consider replacing it. Two years ago, the board discussed purchasing a metal sign that would match the arches downtown, but Mayor Rose was discussing with the city council the possibility of purchasing an electronic sign. Chair Anderson recently spoke with the mayor, and he is no longer pursuing that option. Ganum showed the presentation from 2016 with examples incorporating the arches into a new sign.

Member McNeil arrived at 5:39 p.m.

The board discussed several non-electric concepts for a new community sign. Ganum will reach out to Doyle Rogers and see if he could come up with a couple new design concepts for the next board meeting.

Planters – preparation for the 2022 season

Chair Anderson stated that Corrine with Arcadia Garden will be pulling the flowers out of the planters soon. She will be wanting some direction for next season soon. The board discussed how nice the planters looked this year and made the following recommendations for next season:

- Continue with the multi-color zinnias along Lake Street and pull the remainder of the grasses out.
- Planting brighter petunias in the pots and replace the coleus with something that blooms such as lantanas.
- The inground planters also had too much foliage so maybe zinnias could be planted in the front of them.

Ganum will share the boards recommendations with Corrine for her to prepare a proposal for the board to review at the next meeting. He is also going to have Parks Director Ball attend the meeting so she can give her input on the planters down at the beach.

OLD BUSINESS:

Continue review and development of Tax Increment Financing Plan

Ganum went through the draft Tax Increment Financing Plan with the board (see attached) and went over the highlights. The following was discussed:

- He inserted the Recodified Tax Increment Financing Act (Public Act 57 of 2108).
- He included the new Interstate Gateway district into the plan and will also describe the Casey's development somewhere in the plan.
- He included the new potential development project that city council is considering which is adjacent to the CIA district. There could be a possible zoning change for that property.
- The board decided a good time to review this plan would be on or before May, no later than June annually. After the review, a board member will then present the city council with a summary of accomplishments and budgeted projects they would like to do each year.
- The 10-year budget reflects \$1,000 under Landscaping "Other" each year which needs to be changed to \$1,700. For 2022 – change the Furniture and Fixtures budget to \$750 and Signage – Marketing/ Promotions to \$4000.
- Ganum will insert the final Red Arrow Highway and Lake Street Community Investment Survey results. The December 2020 Community Buzz had an article explaining what the survey was and where to fill it out.
- He will also insert the exhibits referenced in the plan and the most recent CIA District Map.
- Ganum will finalize the plan, then he and Holm will work on a resolution the board can adopt in November. The resolution can then be presented to the city council on the third Monday meeting in November for adoption.

STAFF UPDATES:

- The board discussed Pigs by Bigs food truck and the need for them to get signage and park closer to Lake Street to make them more visible. Ganum will talk to them and ask them to purchase a sign and park closer to Lake Street.
- Ganum explained that Rochefort's is moving into the old Eric's Café building. Teresa from Rochefort's is currently working with Doyle Rogers to design a sign for them. She originally wanted a rooftop sign similar to a 1950's style diner sign, but the City's Zoning Ordinance does not allow it. Ganum has reached out to Nick Stama, owner of that building to see if he would be willing to remove the awning to allow the new tenant to place a sign up on the face of the building instead of on the awning. He asked Doyle Rogers to draw up two designs, one with the sign on the awning, and another design with the sign on the face of the building to present to Stama for consideration. At the end of the day, this is between Rochefort's and Stama. Ganum is just trying to raise the standard of how downtown Bridgman looks.

ADJOURNMENT:

Chair Anderson adjourned the meeting at 6:45 p.m.

Minutes respectfully submitted by Allyson Holm, City Clerk