



Kingsley Downtown Development Meeting

Special Meeting

207 South Brownson Ave, Kingsley, MI 49649

8.27.24 4:00pm

Meeting called to order at 4:04p by DDA President / Chair Max Anderson

Roll Call: Allman X, Anderson X, Ascione X, Ashmore X, G. Bogart AB, Burke AB, McKellar X, Lajko X, Steele AB.

Note: McKellar entered at 4:15p

Interviews

1. Double Haul/Placecraft-

Double Haul focused on collaboration and the foundation pieces of the proposal. Pricing for Phase I with an "up-to" cost was considered. Pricing is unknown for Phase II and III. The amount of experience among the team and local presence of team members was noted.

2. CIB:

Power went out about 5 minutes into interview due to a storm. To be rescheduled September 12th at 5pm. Jess to notice meeting time change.

Other Discussion: Should DDA hire a staff person to pay for administration duties? Who in the DDA is going to take point on and manage the project management team we hire? It was discussed that the MOU would ultimately shed light on who and scope of work that will be needed. Marc is going to reach out to remaining (2) prospects; CIB and ECT and ask them to provide the planning/incentive packaging, community involvement and engagement/vision and ask them to put a number for cost so help us better compare. An exceeds or up-to figure it preferred.

Next Special Meeting is scheduled for September 12th at 5pm and interviews with CIB and ECT will be conducted.

Motion by MCKELLAR seconded by ALLMAN to adjourn at 5:44p. All approved.



PROPOSAL

Project Management Services for Planning, Engagement, Marketing, and Development Activities to Advance Brownfield Eligible Properties in Downtown Kingsley

Team Introduction

Our team is led by the following individuals, with deep and diverse experience in community and economic development, brownfield redevelopment, inclusive community engagement, public-private partnerships, and local municipal administration.

Elise Crafts (AICP), Placecraft

Elise will be Kingsley's main point of contact and professional facilitator for this project. She is based in Traverse City and is experienced with community and economic development in rural places. She is a fan of to-do lists and teams and specializes in project coordination, process facilitation, and community engagement. She has worked on similar projects in Mancelona, Kalkaska, Fife Lake, Manton, Cadillac, and Traverse City. She began her career in zoning administration and appreciates the need for effective land use processes and policies that align with community vision and goals.

Teresa Gilotti, Double Haul Solutions (DHS)

Teresa will serve as co-project and technical lead on behalf of the DHS team. She is a creative problem-solver and consensus builder with experience spanning governmental, private, and non-profit sectors. Committed to working with local communities on system-level change to combat racial disparity through community and economic development initiatives focused on the interconnection of land-use, housing, transportation, education, and childcare. Methods include removing barriers to opportunity through development of public data tools, sustained community engagement, and shifting decision-making authority to community. Teresa previously led Washtenaw County's Office of Community and Economic Development, the lead for the Washtenaw Urban County (HUD allocations), County Brownfield Authority and Washtenaw Community Action Agency. Teresa also works part-time at the Community and Economic Development Association of Michigan (CEDAM) on their expanded real estate team.

Mitch Foster, Double Haul Solutions (DHS)

Mitch will provide additional boots on the ground support and technical assistance throughout the project. Mitch was appointed the Vice President of Administrative Services at West Shore Community College in July of 2024. Prior to that, he served as the City Manager for the City of Ludington, the village administrator for the Village of Winneconne, WI, as well as the village manager for the Village of Kingsley, MI. He is an active member of the International City/County Management Association, Michigan Municipal Executives, and the National Association of College and University Business Officers. Mitch's familiarity with the community and region will provide valuable perspective and support collaborators and developer/investor engagement initiatives.

Peter Chapman, Double Haul Solutions (DHS)

Peter will provide technical assistance throughout the project and support the team's developer recruitment efforts. Peter has served as Chief Executive Officer of the US Virgin Islands Research & Tech Park Corporation, one of the highest-performing Economic Development Organizations in the Americas, and previously served as the Executive Vice President of the Detroit Economic Growth Corporation (DEGC). Under his leadership, DEGC played a critical role in attracting multinational companies to Detroit such as Google, Microsoft, and Tata Technologies. Previously, Peter also served as founding Executive Director of a U.S. Treasury Department certified Community Development Financial Institution; a senior member of the housing and community revitalization practice group at global consulting firm Abt Associates in Cambridge, Massachusetts; and as urban revitalization czar for Denver, Colorado, where he conceptualized and spearheaded catalytic projects, including the Mariposa Transit Oriented Development initiative and the Uptown Redevelopment, both of which are national models for redeveloping severely disinvested urban communities.

Nate Geinzer, Double Haul Solutions (DHS)

Nate will provide technical, facilitative, and engagement support as needed. Nate's familiarity with community partners and the region will play a larger role during developer recruitment efforts. He launched his local government career in 2005 and quickly found a passion for communities. It is due to this passion and desire to support communities with diverse challenges and needs that he launched Double Haul Solutions in late 2021. Nate has since taught at Oakland University in its Master of Public Administration Program and has partnered with numerous cities/villages including, Port Huron, Traverse City, Berkley, Northville, Lexington, Tecumseh, and others. Nate's work through Double Haul Solutions focuses primarily on organizational, management, and community/economic development leadership.

Proposed Scope of Work

We envision the project to be completed in three phases:

- 1. Community Alignment and Due Diligence (this proposal)**
- 2. Developer Engagement**
- 3. Development Coordination and Support**

This project is transformative for downtown Kingsley and its success depends on the vision resulting from phase one, which is not yet known. **This proposal details phase one only**, with the option to continue our team's engagement through future phases.

Phase One: Community Alignment and Due Diligence

Phase One is anticipated to take approximately nine months to complete, from October 2024 through June 2025.

1. Form Leadership Team and Align on Project

Assemble a project leadership team in coordination with the Village, DDA, County Land Bank, and others as deemed appropriate. Given the breadth of the project and the entities involved, creating a unified body that the consultant team can lean on will be important. Through a memorandum of understanding (MOU), the project leadership team will be vested with certain decision-making authorities built around a shared understanding for the values and goals driving the project. The consultant team will help frame the MOU, but it should be reviewed by respective legal counsels.

2. Gather Project Background/Initial Due Diligence

Identify and summarize all existing data to support this project, including past/current studies, agreements, assessments, visioning, and planning to create a thorough and shared understanding of the hopes, opportunities, and constraints that inform this project. Host first joint meeting of the DDA, Planning Commission, and Village Council to share the project background and next steps.

3. Identify Community Vision

Host a first community event to share the project background and identify the community's vision and goals for the project site redevelopment. This event will be hosted in collaboration with the November community event already planned for the Village Master Plan update.

4. Complete Comprehensive Due Diligence

Conduct a comprehensive analysis of the assets, liabilities, and potential of the redevelopment sites. This could include a structural engineering review of the shared

walls, cost estimates for demolition from environmental consultants, identification environmental cleanup concerns, and infrastructure needs.

5. Identify Best-Match Incentives and Tools

Based on the community vision identified in November and due diligence assessment, the consultant team will identify the incentives and tools required to implement the community's vision and goals and vet these with the leadership team. Once vetted, the consultant team will ensure these are understood by the various consultant teams working on the Master Plan and Zoning Ordinance updates (via the RRC process), as well as the Village Planning Commission and Village Council (and any other decision-making authorities).

6. Confirm Community Vision and Identify How to Implement

Host a second community event to: 1) confirm the community vision for the redevelopment sites and 2) present the draft list of incentives and tools that are most compatible with the community vision. The purpose of this event will be to confirm that the consultant team and leadership team heard the community correctly in November and gain clarity on questions, ideas, and concerns about the various incentives and tools required to implement the community vision.

7. Wrap Phase One and Plan Phase Two

Host a second joint meeting of the DDA, Planning Commission, and Village Council to share and celebrate the results of Phase One and launch Phase Two next steps.

Ongoing Activities During Phase One:

- A. Present regular project updates to Village staff/leadership/partners, as applicable, to ensure shared understanding of progress/needs and collect input.
- B. Host internal consultant team meetings to ensure project deliverables are met.

Proposed Roles

The roles proposed below will be determined in more detail during the initial project alignment task but provide a general baseline assumption of how each responsible party will support the project vision.

- **Village Staff:** Identify and lead coordination with project stakeholders, provide meeting space and printed materials for team, community, and public meetings as needed, provide refreshments and printed materials for community meetings as needed.
- **Placecraft:** Implement project deliverables, meet with Village staff as needed to confirm project deliverables and timeline are meeting/exceeding Village expectations, lead coordination of consultant members and work product.
- **Leadership Team:** Provide direction and guidance on project vision and implementation, as needed. Ensure the project is rooted in local values, vision, and goals.

Proposed Fee

The proposed fee for this project (phase one) is \$76,350, not to exceed. This fee includes the time and deliverables of the consultant team led by Placecraft. The client will be responsible for additional consulting work required for this project, potentially including geotechnical, structural engineering, legal, planning, and similar expertise.

Note: The above "not to exceed" price is based on Placecraft's understanding of the project per the RFP language and known conditions. Placecraft is committed to the success of this project and values our relationships and collaboration with clients, and the opportunity to provide additional capacity to see a project over the finish line. Placecraft is proud to consistently produce project deliverables at or below the fee estimate, but also notes that if project conditions, roles, and capacities adjust, the client and Placecraft both reserve the right to request additional scope, which must be acknowledge and accepted in writing by both parties to proceed.

Enclosed:

- Project Portfolio (pages 6-8 of this document)
- Key Personnel CVs (attached)
- Copy of Placecraft Professional Liability Insurance (attached)

Related Projects Portfolio

City of Port Huron Southside Reinvestment Initiative

Contact: James Feed, City Manager

Phone: 810-300-7147

Email: james@porthuron.org

Additional Information: www.porthuron.org/southside

Project Team: Nate Geinzer, Teresa Gillotti, Torri Mathes, and Peter Chapman, as well as others from the DHS Team.

Project Description:

The Double Haul Solutions Team worked with the City of Port Huron to engage residents in redevelopment and revitalization efforts in Port Huron's Southside Community. A major new development in the area had reignited redevelopment conversations in the neighborhood. In addition, city administration was exploring options for the establishment of an economic development authority yet to be determined.

With our experience in TIF districts and community engagement, the Double Haul Solutions Team was called upon to bridge the trust gap between city officials and the residents of the Southside Community. Our team worked with the Southside Initiative, a local community group, who provided local coordination and built-in community relational capital. Three events were held within the community to engage residents and businesses in discovering their wants, needs, and hopes for the future of their community. Approximately 250 participants contributed to these efforts.

Following the assemblage of input, DHS returned to the Port Huron City Council with its findings and recommendations for moving forward in a community driven collaboration. Due to our initial engagement initiatives and the final report, the City of Port Huron invited DHS to continue its work with the community by supporting the creation of a Neighborhood Improvement Authority (NIA). DHS has become a trusted convener between the City of Port Huron and the Southside Community.

Over seven (7) months, the DHS Team helped author a NIA Development and Tax Increment Finance Plan led largely by the community who remained heavily involved throughout. The Port Huron NIA project was embodied the principles of "community-led development."

Village of Elk Rapids Ames Street Corridor Redevelopment

Contact: John Mathews, Village Manager

Email: jmathews@elkrapids.org

Project Team: Elise Crafts, Placecraft (project manager), in collaboration with Gosling-Czubak, Inc., Village staff and officials, and Beckett & Raeder, Inc.

Project Description: Placecraft is providing project management and community engagement support to the Village of Elk Rapids to implement the redevelopment of the Ames Street Corridor. This transformative project begins the long-awaited connection of East and West Elk Rapids, with new pedestrian and bike amenities to encourage pedestrian circulation, community belonging, and economic development along Ames Street. As project manager and engagement lead, Placecraft facilitates regular committee and consultant meetings, presentations to Village staff and officials, community listening activities and communications, and funding applications to support future phases of the project.

Development With Us Program Facilitator

Contact: Sarah Behmlander, City of Grand Rapids Planning Department

Email: sbehmlander@grand-rapids.mi.us

Project Website: <https://www.grandrapidsmi.gov/Government/Programs-and-Initiatives/Development-with-Us>

Project Team: Elise Crafts, Placecraft, in collaboration with City of Grand Rapids staff, and development partners.

Project Description: Development with Us (DwUs) is a pilot program designed to facilitate meaningful engagement between residents, neighborhood associations, and developers before a project is reviewed by local decision-making bodies like a Planning Commission. The intent of the program is to provide residents a meaningful and comfortable opportunity to interact with a proposed development and share their questions, ideas, and concerns with the development team. Placecraft is one of the facilitators in this pilot project, responsible for hosting community meetings between local neighborhoods and development teams. Each meeting includes dinner catered by a local business, presentation by the development team, and moderated feedback session.

City of Traverse City Master Plan Community Engagement

Contact: Shawn Winter, City of Traverse City Planning Director

Email: swinter@traversecitymi.gov

Project Website: tcmasterplan.org

Project Team: Elise Crafts, Placecraft, in collaboration with City of Traverse City staff and officials, and Beckett & Raeder, Inc.

Project Description: Placecraft led community engagement to inform the recent update to the City of Traverse City Master Plan, including facilitating traditional community listening events, small-group neighborhood conversations, and informal pop-up listening stations throughout the city. During this process, Placecraft led straightforward communications to cut through the “noise” of local government/planning speak and meaningfully encourage people of all backgrounds to participate.

Thompson Block Redevelopment

Contact: Nathan Vought, Washtenaw County Brownfield Authority

Email: voghtn@washtenaw.org

Project website: <https://www.miplace.org/historic-preservation/programs-and-services/governors-awards-for-historic-preservation/thompson-block/>

Project Team: Teresa Gillotti, Community and Economic Development Director at the City of Ypsilanti

Project Description: As Community and Economic Development Director for the City of Ypsilanti, Michigan, Teresa worked for several years on the Thompson Block redevelopment project. This civil-war era historic building, located in one of the community’s two downtowns, was slated for redevelopment, when there was a fire that decimated 2/3 of the building structure. Teresa worked on the public side to navigate a complex political environment, when the community and council members were considering giving up on the project. Teresa worked creatively with the developer to think through some of the redevelopment components, and the most efficient and effective pathway through zoning and incentive approvals. Teresa recommended a Planned Unit Development that would remove parking requirements and allow use of right-of way (extended sidewalk) for outdoor seating for restaurant land use, which was key to the commercial success of the project. She worked with the developer to gain approval from City Council for an OPRA tax exemption, stacked with a Brownfield TIF. The project also had older state historic tax incentives, so it was essential that Teresa coordinate and work with SHPO on timelines and deliverables.