

**MIDLAND CITY COUNCIL  
MINUTES  
April 19, 2011**

The City Council convened in a Special Session at the Blakemore Planetarium Classroom at the Museum of the Southwest, 1705 West Missouri, Midland, Texas, at 12:10 p.m. on April 19, 2011, to attend a meeting, open to the public, to discuss economic development issues regarding Downtown Midland. No action was taken on any matter discussed at the meeting.

Council Members present: Mayor W. Wesley Perry, Mayor Pro Tem Michael Trost (District 4), Council Member Jerry Morales (At-Large), Council Member Vicky Hailey (District 2), and Council Member John James District 3).

Council Members absent: Council Member Scott Dufford (At-Large) and Council Member Jeff Sparks (District 1),

Staff members present: City Manager, Courtney Sharp, Deputy City Manager Tommy Hudson, Assistant City Manager Jim Nichols, City Attorney Keith Stretcher, Deputy City Secretary Lyn Miller, Development Services Director Rick Crownover, Planning Division Manager Cameron Walker, Planner Brandon Melland, Transportation Manager Gary Saunders, Building Official Steve Thorpe and Public Information Officer Tasa Watts,

Laura Roman, Midland Development Corporation Board Treasurer, welcomed the attendees and introduced Facilitator Nancy Hormann, President and Executive Director of Downtown Tempe Community, Inc.

Ms. Hormann reviewed the Best Practices of other cities including business/retail recruitment, developer attraction, organizational structures and parking strategies. She identified organizations represented at the meeting that would have a vital role in downtown development, as the City of Midland, Midland Development Corporation, Downtown Midland Municipal District and Tax Increment Reinvestment Zone.

The meeting was recessed at 1:55 p.m. and reconvened at 2:11 p.m.

Ms. Hormann led a discussion concerning the future of downtown Midland and emphasized the need for creating a shared vision among the interested parties. The discussion resulted in the following suggestions to make a vibrant downtown and attract people to the area:

- Events Grant Program.
- Visually appealing.
- Market what you have.
- Change fee structure for events.
- Work Plan to be created by all organizations represented here.

The Downtown Midland Municipal District Board agreed to take the lead in the creation of the work plan and in promoting a shared vision of the downtown stakeholders.

All of the business at hand having been completed, the meeting adjourned at 4:39 p.m.

PASSED AND APPROVED the 10<sup>th</sup> day of May, 2011.

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W. Wesley Perry, Mayor

ATTEST:

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Amy M. Turner, City Secretary