

Village of Millington
Joint Meeting between Village Council, Planning Commission and DDA
Monday, January 19, 2026

Roll Call

Present - Council: Bassett, R.Cunningham, Watkins, Selich

Present – Planning Commission: Ill, Selich, Watkins

Present – DDA: Selich, Swartz

Absent: **Council:** Beam, Shreve, Slough

Planning Commission: Bonadurer, J.Cunningham, Snyder, Shreve

DDA: Burns, Duesbout, Holtsberry, Pavelka, Walling, Watkins, Reinert

Attending: Long

Others: Lennox Watkins, Cindy Willson

Call to Order:

The meeting was called to order by President Selich in the Village Council Chambers at 6:00 p.m.

1. Welcome, Purpose, and Ground Rules

Purpose:

- *Long-range planning*
- *Focus on capital & strategic priorities*
- *Planning discussion, not final action*
- *Any formal adoptions will happen at future meetings*

Ground Rules

- *Stay future-focused*
- *Listen respectfully*
- *Focus on village-wide benefits*

2. Idea Generation, Organization, Prioritizing

Challenges: What we thought was the biggest challenge in order

1. Limited Visibility & Draw (Mainly reasons to stop & business hours)
2. Marketing & Tourism Infrastructure (lodging being high on that list)
3. Outdoor Recreation Variety (signage to parks and trails need to be more visible)
4. Downtown Experience

Strengths: What we thought were our biggest strengths in order

1. Community Pride & Infrastructure
2. Events & Cultural Opportunities (Festival, Music in Millington)
3. Strategic Locations (on M15, near Flint, Frankenmuth, Birch Run)
4. Local Food & Appeal
5. Recreational Assets (Park, SL railway)

3. Action Planning & Next Steps

We then looked at how we might be able to fix some of these:

Webpage - Just redone last spring, has list of businesses, talked about for the park, doing a video of people playing disc golf, kids playing on the equipment instead of just still pictures or even pictures with people doing things instead of just a pavilion. Also making a brochure of places to go, eat etc...

Marketing Arthur Latham Park. Having a student get a facebook page, videos etc... so they are out there. The park used to have a website, it does not anymore so we put them on the Village website, but need to make it better.

Murals/Historical Markers - Historical society is working with Limitless RC to put a timeline of Millington mural on their building.

AirBnB/Ordinances - When asked why none of the FIT assessors stayed in town at the AirBnB's, I told them that you only stay at an AirBnB if they are certified, I wasn't sure what that entailed, but we are looking into it and will create an AirBnB ordinance if necessary as that is really our only option for people staying in the Village itself. People need to drive to Birch Run, Clio, Frankenmuth to find nice hotels and then generally would stay in those towns to eat/drink etc..

Business Marketing - Empty businesses in town (2 new since the FIT assessment). (All American Animal House, Pizza Building, Quilt Shoppe, old Barber Shop) Try to get these owners to come to a Council meeting, also Alisha Proctor, EDC director to see if we can help them in anyway. We don't want these businesses to stay empty.

Utilize the Pure MI Byway, attend meetings, get involved.

Talk to local businesses, maybe make a coupon book that we can hand out in a welcome pack.

Southern Links Trailway - discussed the 40 ft that it would take to bring the Trail head into town, we could potentially bring it to Jody Dean Memorial Park, next to our Depot Street parking lot. Talk to elevator Joe Radar and Lonnie Kester. Look at grants from Kaiser Foundation & Frankenmuth Credit Union
Signage - Trail signs & park signs need to be better, more visible, more of them.
Latham Park - Park board is trying to get Arbela Township back into the interlocal agreement that would increase the revenue that they receive, and be able to make more improvements.
Idea to talk to the Soccer program about raising club rates to help the park out.

4.FIT Program Workshop

Discussed Andy Northrups offer of a 2-hour workshop to explore the Tourism Lifecycle Model with Millington's results and to layout some strategic direction moving forward.

Most people at joint meeting would like to move forward and be a part of the workshop.

Adjournment:

Meeting adjourned at meeting at 7:22 p.m.

Respectfully submitted,
Kaylene Long, Village Clerk