

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, June 27, 2016 at 5:30 p. m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

A. Call to Order/Invocation or Pledge of Allegiance

B. Roll Call of Members Present

Chair: Dan Barron
Members Present: Gabe Campbell, Fred DiMartino, Tamie Gillespie (late), Kirby Dipert, Dianne DuPont, Rick Wertz,
John Yaroch
Members Absent: John Kurtz
City Staff: Mark Heydlauff, City Manager

C. Inquiry into Potential Conflicts of Interest

None.

D. Consent Agenda

1. Main Street/DDA Board Meeting Minutes – May 17, 2016
No revisions.
2. Main Street Committee Meeting Minutes
No revisions.
3. Revenues and Expenditures Report
No revisions.

Motion by Mayor Campbell, second by Member DiMartino to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

E. Reports

1. Bridge Park Building Report
Member Wertz reviewed Bridge Park building repair costs and stated that any unforeseen expenses over budget were approved by the City Manager. The total of all repair expenses was \$18,371. Member Wertz indicated that they would save approximately \$900 – \$1,000 per year due to installing energy efficient lighting. The Charlevoix Optimization Program would also be sending the DDA a check for \$716 for converting from fluorescent to LED lights. Chair Barron thanked the Facilities Committee for their efforts on this project.
2. Director's Report (from the City Manager)
City Manager Heydlauff stated that the DDA was in good shape as far as expenditures for the year.

He explained that City Council agreed to a new map for the memorial bench program and noted availability in Bridge Park near the water as well as along the channel. A new bike rack was placed at the southern end of Bridge Park. He indicated that the St. Marys Challenger propeller will be placed near the fish hatchery along the channel.

Member Gillespie joined the meeting at this time.

F. Old Business

1. Fundraising Letter Update
City Manager Heydlauff sought authorization from the Board to expend the funds needed for printing and postage costs for the fundraising letter. He stated that they were looking at utilizing rack cards as well.

Motion by Member Wertz, second by Mayor Campbell to authorize the expenditure of \$1,800 for the printing and postage costs related to mailing out the fundraising letter as recommended by the Organization Committee. Motion passed by unanimous voice vote.

G. New Business

1. Live from Charlevoix Work Plan

Maureen Owens, Economic Restructuring Committee, described the Committee's newest ideas for driving business during the shoulder seasons making Charlevoix a year-round cultural destination. She described the Boyne City program that included monthly entertainment throughout the year. She stated that they received \$3,500 in donations for the program, but they would need seed money to start this program. Ms. Owens indicated that the program would be in conjunction with Charlevoix Cinema to provide a monthly entertainment series running from November to May. The events would be held on Saturdays with 140 seats available at the theatre. Discussion followed regarding different ideas/specifics for shoulder season programs.

Motion by Member Yaroch, second by Member Dupont to approve the work plan as presented and authorize the expenditure of up to \$5,000 for the program. Motion passed by unanimous voice vote.

2. Director Hiring Process

City Manager Heydlauff strongly recommended that they partner with Michigan Main Street which would help with advertising, assessing applicants, and interviewing candidates for the Director position. He suggested using normal advertising sources including the Michigan Municipal League for the position. He proposed that the job posting state "open until filled", with an initial review of applicants on August 1st. City Manager Heydlauff stated that the salary would be similar to the previous position – high \$40,000's topping out at \$50,000 annually.

Motion by Mayor Campbell, second by Member Yaroch to authorize the City Manager to conduct a search to fill the Executive Director position and accompanying costs. Motion passed by unanimous vote.

H. Public Comment

None.

I. Miscellaneous Business

Member DiMartino said that the cost was \$45,270 to have lights from hilltop to hilltop. Member Dipert commented that the budget was \$11,000 short and he would hate to see the project fail due to funding. City Manager Heydlauff suggested a challenge by matching dollar for dollar donations raised, up to \$5,000. Chair Barron stated that the Board should get a report from the Design Committee for the next meeting.

Member Dupont commented that the Downtown Open House held on June 16th was the best concert night for their street ever. Chair Barron didn't want to take away from the Thursday night concerts, but felt there were other nights during the week that performances could be held in the alleys behind the stores. City Manager Heydlauff suggested that the concept should be further discussed by the Promotions Committee along with a "stroll concept".

J. Request for Future Agenda Items

Chair Barron requested the Bridge Street building HVAC study be on next meeting's agenda. City Manager Heydlauff stated that Deborah Johnson of Michigan Main Street would be present at the July meeting to provide an update on initiatives, programs, and façade improvements.

Chair Barron recalled discussion at their last meeting regarding visioning opportunities and he felt continued dialogue should take place subsequent to the hiring of a new Executive Director. City Manager Heydlauff suggested a late September/early October timeframe.

K. Adjourn

Motion by Member Yaroch, second by Member Wertz to adjourn. Motion passed by unanimous vote. Meeting adjourned at 6:18 p.m.