CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, July 25, 2016 at 5:30 p. m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry into Potential Conflicts of Interest
None.

5. Consent Agenda
a. Minutes of the June 27, 2016 Board Meeting
b. Main Street Committee Meeting Minutes
c. Main Street Monthly Report for June 2016

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

6. Reports
a. Director's Report (City Manager)
City Manager Heydlauff reported that Venetian Festival was a big success for downtown with positive comments from attendees. He stated that Debra Johnson from Michigan Main Street was meeting with stakeholders and business owners and they appreciated her work and advice during her visit.

7. New Business
a. Street Lighting Fundraising Update
City Manager Heydlauff recalled discussion by the Board that the tree lighting project would be completed in total from hill to hill. He reported that the fundraising effort was approximately $8,595 short. John Campbell stated that the total cost of the project was $44,840 and the deadline for the fundraising effort and to order the lights was August 15th. He indicated that the cost to replace the lights on the Christmas tree was $5,000 which would be an expense in the next budget cycle. Mr. Campbell explained that the new lights were expected to last at least five years. He suggested budgeting $8,000 per year for replacement of the lights and future maintenance expenses. The City's Electric Department would install a photo cell and timer to control the lights.

Discussion followed regarding funding from DDA reserves for projects such as the lighting expenses. Manager Heydlauff suggested that the Charlevoix Foundation may implement and manage a Tree Lighting Fund.

Motion by Member Wertz, second by Member Dipert to authorize the completion of the full lighting project and cover remaining expenses. Manager Heydlauff clarified that the project cost is $44,840 less a $5,000 contribution from the City, thus the DDA funds required to complete the project were $39,800 (less any additional fundraising amounts raised.) Motion passed by unanimous voice vote.

b. Discussion With and Presentation by Debra Johnson, Michigan Main Street
i. What's New With Michigan Main Street?
Debra Johnson, Michigan Main Street, stated that the national office wanted to define value for the program, economic development through historic preservation, and balance the four points (Design, Organization, Promotions, and Economic Restructuring) in the program. She gave examples of what other communities were doing within their Main Street Programs. She stated that they encourage their Main Street Programs to

highlight new achievements including media coverage and photo ops of new or expanded businesses. She stated that the Refresh Program wants the Committees to work together. They want to get the Board and Committees together to come up with transformational ideals to move the community in one direction. Once direction was defined, then they would have all of the Committees work on the programs and projects to achieve the same goal.

ii. Logo/Branding/Wayfinding – Advice and Discussion

Carissa Mullaney stated that wayfinding efforts were moving forward and their Committee felt that they may be behind on the branding issue. She referenced a package put together by Amanda Wilkins showing various logos used over the years to promote Charlevoix, and the importance of everyone coming together and having a uniform look. She recalled that when the City first became involved in Main Street the Committee was told they would have to wait a year to submit an application for design services, after which the process would take a year. She noted that their biggest concern was that the Promotions Committee highlighted branding as a priority and now it would be another year before anything was finalized. Ms. Wilkin stated that they were at a rare point in time whereby all of the players are in line to say "yes, we do need to move forward with this cohesive picture of what Charlevoix is and what we want to present to the world". Ms. Johnson explained the application based services process.

John Campbell stated that the Design Committee started the wayfinding initiative and felt it should be in conjunction with branding. Ms. Johnson stated that the branding effort should take place prior to wayfinding. Mr. Campbell stated that the Design and Promotions Committees were meeting with Ms. Johnson in the morning to work out both projects. Ms. Johnson stated that she would take their request back to Michigan Main Street to see if there was a way to have funding available sooner for the branding process. She stated that they were surprised that no applications were submitted from Charlevoix Main Street during the last funding cycle. Chair Barron stated that the Board was under the impression that they had to wait one year before applying for funding for a branding project. Mr. Campbell questioned if the wayfinding signs should be put on hold and Ms. Johnson suggested creating the design but don't pick a color or logo.

iii. Downtown Building Design Information

Ms. Johnson shared a historical perspective of the buildings. She and Mr. Christianson, National Register Specialist, reviewed all the buildings to see which would be considered historic. Historic building qualifications: at least 50 years old, be significant, and retain original character. She felt that many of buildings have lost their historical significance because they have been altered. She counted a total of 35 buildings in five blocks, twelve of which would be considered "contributing", seven buildings that could regain their historic look, six buildings needed significant work to return to historic integrity, and ten buildings that would not qualify.

Ms. Johnson stated that it was still a stretch for a historic district for Charlevoix at this time and Mr. Christianson suggested that some of the buildings on the side streets may be considered contributing. She would research the buildings on the side streets to see if they could qualify for a National Register District.

Ms. Johnson explained that the Building Basics Program talks about the Main Street program, how downtowns develop, architectural styles, and what is included in the design services. This 90 minute program is a prerequisite to applying for design services. Mr. Campbell tentatively scheduled September 29th for the Program. She stated that building owners, business owners, Main Street Board and Committee members, interested community members, and volunteers would be invited to the Program. Design services were intended to make the facades of the buildings more compatible with the area. For historical buildings they try to make them look historically accurate. The modern, non-contributing building design should be compatible with the historic district. The design services can be for any building in the Main Street area and Ms. Johnson explained the two levels of service, comprehensive or a consultation service on one element. She further explained the process a building owner would go through to obtain design services and applicable guidelines for the program.

Ms. Johnson also described the façade and rental rehab grants that are available through the Main Street Program. She stated that she would work with the Design Committee to come up with a façade grant program,

guidelines and funding possibilities. Ms. Johnson said that she would forward a copy of the PowerPoint presentation on the downtown buildings and samples of façade grant applications to the City Manager.

8. Public Comment
None.

9. Miscellaneous Business
Mayor Campbell commented that more effort should be put forth to sell the commemorative bricks in East Park as there are many more available for sale.

10. Request for Future Agenda Items
None.

11. Adjourn
Meeting adjourned at 7:00 p.m.

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Joyce Golding/fgm City Clerk Dan Barron Chair