

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Tuesday, October 4, 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, Kirby Dipert, Dianne DuPont, Fred DiMartino, John Kurtz, John Yaroach
Members Absent: Tami Gillespie, Rick Wertz
City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

None.

Chair Barron stated that Member Kurtz had some questions for immediately after the Director's Report. He stated with no objection they would amend the agenda for miscellaneous inquiry from Member Kurtz.

5. Consent Agenda

- a. Minutes of the August 22, August 31, and September 20, 2016 Board Meetings
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for August 2016

Motion by Mayor Campbell, second by Member Yaroach 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 a candidate for the Director's position is returning for a second interview next week, and he had opportunities planned for the candidate to meet Committee Chairs and some downtown merchants.

City Manager Heydlauff reported that tree lighting would be completed prior to Apple Fest. Discussion followed regarding the possibility of having a re-lighting event on "Apple Fest Friday" (October 14), and City Manager Heydlauff would discuss same with the Chamber President. Light hours will be dusk to midnight.

b. Miscellaneous Inquiry from Member Kurtz

Member Kurtz had questions regarding the wayfinding signage, re-branding and logo. He noted he was not present at the last meeting and he questioned if the Board made a commitment to do the branding and logo. City Manager Heydlauff explained that when they met with Debra Johnson at the July Board meeting, she noted that the DDA had not pursued the Main Street logo service. The Promotions Committee, Design Committee and their partners at the Chamber and Convention & Visitors Bureau (CVB) agreed that this was a "consensus project" which needed support to move forward. The City Manager said that this also applied to wayfinding and he commented that there was a lack of directional signage. Discussion continued regarding the sign installation at the corner of Clinton and Bridge Streets as a stop-gap measure toward a longer term solution.

Member Kurtz questioned the timing of the logo, branding and wayfinding measures and whether one had to come before the other or could they run concurrently. City Manager Heydlauff stated that if they were going to do it right they would need to have a logo and brand that "you're going to project onto the signage". He stated that the Design Committee pushed forward on the wayfinding signage before the DDA had their meeting with Ms. Johnson. He stated that logo and branding needed to be done in concert with wayfinding to obtain a cohesive marketing image. City Manager Heydlauff suggested that they should begin the wayfinding process through the Design Committee, working on points of interest and sign placement. In the meantime, the DDA/City could gather public

input on how the brand and logo should look so that by the time they are ready to start making signs next spring they will be ready to present a logo to move forward.

Member Yaroch stated that there were elements in place already with the "*Charlevoix the Beautiful*" theme. City Manager Heydlauff noted that the Chamber compiled a list of all the logos throughout the community including different logos for the City, DDA, Chamber/CVB, Pool, City flags, City Seal, etc. and they were looking for more consistency across the board through this process.

7. Old Business

a. Wayfinding Signage Consultant Presentation

John Campbell, Design Committee Chair, stated that the Committee has been working on the concept of wayfinding signage to guide visitors in and around downtown. He stated that the Committee solicited firms to perform this work through a Request for Proposal (RFP) issued this summer and the Committee has recommended the selection of Pro Image Design. He introduced Alan Hubbard and Mark McCormack from Pro Image Design.

Mr. Hubbard distributed copies of a process outline including anticipated costs. Mr. McCormack explained that the wayfinding process was multi-layered with many stakeholders involved and stressed the importance of remembering that wayfinding is intended to assist first-time visitors to Charlevoix. He proceeded to review the process in detail and responded to questions from the Board. Mr. Hubbard explained that they were a design/build firm that would take the City through the whole process to design and install the wayfinding signs if so directed.

Member Kurtz stated that the DDA was in relatively good financial position at this time, and he was very comfortable with moving ahead. Chair Barron stated that the wayfinding and branding was a critical function of the DDA. City Manager Heydlauff felt that the implementation of this program would most likely need to be a phased-in project. Discussion followed in general regarding the process, the needs, entryway signs vs. wayfinding signs, and the DDA's priorities for branding and wayfinding.

Motion by Member Kurtz, second by Mayor Campbell to retain Pro Image Design for design and sign construction as detailed in their proposal and to authorize the City Manager to sign all necessary documents. Member Kurtz stated that they were looking at \$20,000 for Phase I and \$20,000–\$50,000 for the implementation phase. Motion passed by unanimous voice vote.

8. New Business

a. Branding/Logo Design Consultant

City Manager Heydlauff turned this discussion over to Amanda Wilkin, CVB. Ms. Wilkin stated that the Committee was made up of herself, Carissa Mulhaney, Gail DeMeyere, and Alison Hubbard who reviewed five RFP's. She stated that their favorite was A5, a firm out of Chicago that does community branding. She described branding as more than a logo and tag line, it was creating a feeling and ultimate sense of how we feel about the community we live in; it was community pride and building the brand they want Charlevoix to be. She stated it was difficult to use "*Charlevoix the Beautiful*" for economic development.

Chair Barron stated that the price range of the proposals submitted was from \$23,500 to \$25,000. Ms. Wilkin responded to questions from the Board. Ms. Wilkin stated that the proposal included four spin-off logos which would most likely be used for events and the Cultural Corridor. She stated that in the future there would be opportunities for sponsorships for different components of the branding that were outside the scope of this \$25,000 proposal. Ms. Wilkin stated that the plan was to have the branding project completed by the end of March 2017. She recommended forwarding the Board a copy of the proposal and then have the firm give the Board a formal presentation at the next meeting in person or via Skype. The Board concurred to invite them to give a presentation at the next meeting.

b. Summer Concert Series Report – Maureen Owens, Promotions Committee

City Manager Heydlauff advised that Ms. Owens had a scheduling conflict and asked to postpone her presentation to the next meeting and the Board concurred.

9. Public Comment

John Campbell began a discussion regarding "Lights on the Round" and he reported that the Chicago Club agreed to move forward with this and they will have six independent boathouses that will be lit on Round Lake for the holidays. He stated that he would be meeting with the Coast Guard to see if they were willing to participate.

10. Miscellaneous Business

None.

11. Request for Future Agenda Items

Mayor Campbell stated that it came up during a Commission meeting that the City had illegal crosswalks on US 31 and he stated that the crosswalks should be "blackened out". Member Dipert commented that he had this same concern for many years. City Manager Heydlauff stated it made sense to have the crosswalk at Clinton and Bridge Streets, and to remove the two on either side of the bridge. He indicated that Staff will look into the matter further.

Member Dupont questioned when they would be closing the drawbridge for repair work and City Manager Heydlauff replied that the closure was for 10 nights in April 2017 between 11:00 p.m. and 6:00 a.m.

12. Adjourn

Motion by Member Kurtz, second by Member DiMartino to adjourn. Motion passed by unanimous vote. Meeting adjourned at 6:52 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair