CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, October 24, 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 Yaroch, Tami Gillespie, Rick Wertz
Members Absent:	None
City Staff:	Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest
None.

Chair Barron stated that Luther Kurtz was present to discuss potential initiatives to help address housing needs for seasonal employees and he asked the Board to add that item to the agenda under New Business.

5. Consent Agenda
a. Minutes of the October 4, 2016 Board Meeting
b. Committee Meeting Minutes
c. Main Street Monthly Report for September 2016
d. Authorize Payment of $30,000 to the Charlevoix Public Library

Motion by Mayor Campbell, second by Member Wertz 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 Lindsey Dotson will begin her employment as the Executive Director on November 28th. He stated that she was very excited to get started and she already offered input on a few topics.

City Manager Heydlauff confirmed that Members Dupont and Kurtz were signed up for Main Street organizational training in Lansing on December 5-6, 2016.

City Manager Heydlauff stated that a downtown lighting kick-off ceremony was held on the Friday evening of Apple Fest which turned out well. Initially the plan is to have the lights come on at dusk and go off at midnight which can be adjusted if needed. He stated that John Campbell was working with property owners on Round Lake regarding "Lights on the Round" which is privately funded by the property owners. He indicated the Chicago Club, the Christoph family, and others have agreed to light their boat houses and docks. City Manager Heydlauff said that the City would be lighting the end of the Marina docks later next month once all the boats are out of the Marina for the season. Mr. Campbell reported that the U.S. Coast Guard would be sending a letter to the City confirming that they will be lighting their building as well.

City Manager Heydlauff reported that he attended the Northwest Michigan Housing Summit earlier in the day with Alison Hubbard, Chamber of Commerce and Amanda Wilkin, Convention & Visitors Bureau.

City Manager Heydlauff also reported that City Council approved the Charlevoix Main Street Commercial Redevelopment District which meant that all commercial properties within the District are now eligible to seek tax abatement on new investments made in the District. He stated that they developed a local point system approach for granting abatements that guides Council how and when to grant abatement and for what length of time. He stated that one of the ways a property owner can earn points toward abatement is by incorporating design

guidelines developed by the Design Committee and/or historic preservation standards. He also stated that there is incentive for creating mixed-use spaces.

7. Old Business

None.

8. New Business

Chair Barron stated the Economic Restructuring Committee created a sub-committee to help address housing needs. Councilmember Luther Kurtz is a member of that sub-committee.

Councilmember Kurtz stated that businesses complained that they could not find temporary housing for the people who come to work during the summer season. One of the Committee's ideas was that people who live in Charlevoix could potentially rent out a bedroom. He stated that they spoke to the Interim Planner who advised that such a use could potentially fall under the bed and breakfast category of the Zoning Ordinance. The sub-committee requested that the DDA ask the Planning Commission to review allowing temporary housing for 3–6 months for local seasonal employees who come up north to work for the summer.

City Manager Heydlauff stated that the Economic Restructuring Committee found that there were 64 seasonal employee positions needed in the Bridge Street area that went unfilled. One of the challenges was finding housing for the employees. He noted that Leelanau County was trying to encourage the renting of rooms. Discussion followed regarding current regulations for bed & breakfast establishments and other possible zoning opportunities.

There were no public comments.

Motion by Member Dipert, second by Member DiMartino to recommend to the Planning Commission that they investigate the possibility of temporary seasonal housing and what legal availability there would be to do that. Motion passed by unanimous voice vote.

a. Branding/Logo Design Consultant Presentation and Action

John Harris and Fletcher Martin, A5, a branding and digital consultancy in Chicago, reviewed their professional backgrounds. Mr. Harris and Mr. Martin discussed their business, clients and past initiatives, branding process, marketing efforts, community building economic development, their work within the private and public sectors, focus groups as part of the process, and development of the plan to implement, manage, and promote the brand. Mr. Martin further explained the research component of the process to develop the brand for Charlevoix along with implementation. Mr. Harris explained the project schedule including a launch of the new brand by March–April 2017, and identified additional team members who would work on the project.

Mr. Harris showed examples of their previous work and stated that part of the process was to "marry up a sense of place with the people who make Charlevoix special." Mr. Martin reviewed the firm's work in promoting special events in the communities they serve.

Mr. Harris stated that they would provide a fresh and objective perspective to help tell a clear, concise, consistent story working in concert with the DDA and residents/business owners of Charlevoix. Mr. Martin explained the creativity of the firm including content, design and implementation. Mr. Harris stated that the firm was very good at raising money through the private sector to support branding initiatives.

Mr. Harris and Mr. Martin responded to questions from the Board. City Manager Heydlauff recommended moving forward with this proposal and he felt that A5 was "head and shoulders above the rest".

Motion by Member Wertz, second by Mayor Campbell to take the Promotions Committee's recommendation to hire A5 to move ahead with our branding process. Motion passed by unanimous voice vote.

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

Maureen Owens distributed a profit/loss statement to the Board. She stated that the Promotions Committee felt that the Summer Concert Series went very well this year with good attendance and the individual concert sponsors

seemed to be pleased with the return on their investment. Their partner sponsors have already committed to next year. She stated that they will be asking for the same, if not more support next year to "amp up the whole musical theme on Thursday nights". Ms. Owens said that they would prefer to own their own sound system rather than borrowing a system for the concerts.

c. Promotions Committee Work Plan: Live Life Local Campaign
City Manager Heydlauff referenced the draft work plan for the Live Life Local Campaign in partnership with the Charlevoix Area Chamber of Commerce. Jodi Bingham briefly described the campaign: for every $50 a consumer spends they would get a chance to win $500 (1st place), $300 (2nd place) or $100 (3rd place) in Chamber Checks. Discussion followed regarding the required Charitable Gaming License for this campaign which the Chamber would apply for.

Motion by Member Dipert, second by Member Wertz to approve the Live Life Local Work Plan and authorize up to $3,000 for the project. Motion passed by unanimous voice vote.

d. Resolution Supporting Trail Expansion from Charlevoix to Traverse City
City Manager Heydlauff stated that the Charlevoix Trail Ambassadors is an ad-hoc committee formed in support of the Top of Michigan Trails Council trail initiatives. This group asked for the support of various government entities in the area to pass resolutions in favor of constructing a non-motorized trail between Acme and Charlevoix. He stated that Charlevoix was key to connecting the Traverse Area Regional Trail system and the Top of Michigan Trail system. City Manager Heydlauff felt that this was a great opportunity for the City to connect with another region of the State.

Motion by Member Kurtz, second by Member Dupont to approve the resolution of support for the Traverse City to Charlevoix Trail. Motion passed by unanimous voice vote.

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

A RESOLUTION SUPPORTING THE DEVELOPMENT OF THE TRAVERSE CITY TO CHARLEVOIX TRAIL CONNECTING THE TART TRAIL IN ACME TOWNSHIP TO THE LAKE TO LAKE TRAIL IN THE CITY OF CHARLEVOIX

WHEREAS, the Charlevoix Downtown Development Authority, is interested in providing many ways for area residents and visitors to access downtown Charlevoix including non-motorized trails; and

WHEREAS, the Charlevoix Downtown Development Authority supports the development of non-motorized trails and connected trail networks for transportation and outdoor recreation; and

WHEREAS, the Charlevoix Downtown Development Authority believes that constructing the 46 mile Traverse City to Charlevoix Trail will connect two major multi-use trail networks, the TART Trail System and the Top of Michigan Trails Network to create a 325 mile northern Michigan regional trail system; and

WHEREAS, trails have demonstrated a positive impact on residents' quality of life and the local economy; and

WHEREAS, the Traverse City to Charlevoix Trail will have a positive benefit to our community; and

WHEREAS, the Traverse City to Charlevoix Trail Committee is moving forward with the development of their trail plan and is seeking support.

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Downtown Development Authority supports the development of the Traverse City to Charlevoix Trail and the positive benefits of trails.

RESOLVED this 24th day of October, 2016 A.D.

Resolution was adopted by the following yea and nay vote:

Yeas: Campbell, DiMartino, DuPont, Gillespie, Kurtz, Wertz, Yaroch, Dipert
Nays: None
Absent: None

9. Public Comment
None.

10. Miscellaneous Business
None.

11. Request for Future Agenda Items
None.

City Manager Heydlauff noted that this was the Mayor's last meeting as a member of the DDA Board. The Board thanked Mayor Campbell for his support and participation on the Board.

12. Adjourn
Motion by Member Wertz, second by Member Yaroch to adjourn the meeting. Motion passed by unanimous vote. Meeting adjourned at 6:50 p.m.

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Joyce Golding/fgm City Clerk Dan Barron Chair