

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, February 27, 2017 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: Luther Kurtz, Fred DiMartino, Tami Gillespie, Maureen Owens, Rick Wertz, John Yaroch
Members Absent: Dianne DuPont, Kirby Dipert
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Mayor Kurtz stated that he owned a business on Antrim Street and had a conflict of interest with item 7b.

Chair Barron read his resignation letter effective April 2017. He said it was his privilege to have served on the Board since 1993 and the members thanked him for his service.

5. Consent Agenda

- a. Minutes of the January 23, 2017 Board Meeting
- b. Committee Meeting Minutes: Member Yaroch requested more timely Committee meeting minutes
- c. Main Street Monthly Report for January 2017

Motion by Member Yaroch, second by Member Wertz, to approve the Consent Agenda as presented. Motion passed by unanimous voice vote.

6. Reports

a. Director's Report

Chair Barron stated that the Board could revise the By-laws to reflect the current order of agenda items. He did not feel that the By-laws needed to show the exact Order of Business for their agendas and he suggested that "Items of Business replace "Order of Business", Article 4, Section 8.

Motion by Mayor Kurtz, second by Member Owens, to revise the By-Laws to read: "The items of business to be addressed in a regular meeting of the DDA are as follows..." and then list the items. Motion passed by unanimous voice vote.

Director Dotson announced that order forms for the new "Open for Business" signs were available.

b. Branding Update

Director Dotson stated that they would have an in-person meeting with a5 to give them the first round of brand platforms. After the meeting, a5 would come back to share "identity refinements" of the brand with the Promotions Committee. She stated that they would also be receiving new event logos in the next week.

c. Wayfinding Signage Update

Director Dotson stated that once the Promotions Committee and DDA Board are close to finalizing the brand, they will be starting the wayfinding design process with Pro Image. She noted that they had some good partnerships for funding of the signage outside of the downtown area.

7. Old Business

a. A Resolution in Support of the Michigan Main Street Market Study Update & Business Recruitment Training Service Application & Suggested Strategies

Director Dotson stated that the Resolution was part of the application process to notify the Main Street organization that the DDA is truly dedicated to the service. Chair Barron stated that a correction was needed in that the 4th, 5th, and 6th paragraphs were in reference to the trails project.

Motion by Member Wertz, second by Member Yaroch, to approve the Resolution with the corrections as noted.

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

A RESOLUTION IN SUPPORT OF THE MICHIGAN MAIN STREET MARKET STUDY UPDATE & BUSINESS RECRUITMENT TRAINING SERVICE APPLICATION AND SUGGESTED STRATEGIES

WHEREAS, the mission of the Charlevoix Main Street Program ties in with both the responsibilities and goals of the DDA, the two guiding principles of the Michigan Main Street Center, and the mission of the National Trust for Historic Preservation by emphasizing equal importance on preserving our history and promoting economic growth; and

WHEREAS, the overarching priorities of Charlevoix Main Street determined in 2015 including: 1) establish the foundation for a year round economy by expanding shoulder season activity, 2) bring businesses together to cooperate and coordinate resources to market downtown, and 3) establish the foundation for collaboration, partnerships, and communication; and

WHEREAS, Michigan Main Street's Market Study Update & Business Recruitment application based service supports the overarching priorities of Charlevoix Main Street.

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Main Street DDA Board of Directors is in full support of the Market Study Update & Business Recruitment Training application; and

BE IT FURTHER RESOLVED, Charlevoix Main Street will actively participate in the process, including scheduling focus groups, creating an email contact list and actively promoting meetings; and

BE IT FURTHER RESOLVED, Charlevoix Main Street will actively work to educate and inform property and business owners, City Council and staff, other district stakeholders, and the broader community on the benefits of the market study update process (i.e. organizing public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.); and

BE IT FURTHER RESOLVED, Charlevoix Main Street commits to covering any costs relating to needs of additional time due to not meeting deadlines, costs related to workshops or presentations (such as beverages and/or food), publicity (flyers, brochures, posters, etc.), and public notices in the newspaper, etc.

RESOLVED this 27th day of February, 2017 A.D.

Resolution was adopted by the following yea and nay vote:

Yeas: Barron, DiMartino, Gillespie, Kurtz, Owens, Wertz, Yaroch

Nays: None

Absent: DuPont, Dipert

b. Snowmelt/Heated Sidewalks on Antrim Street
Mayor Kurtz recused himself.

Director Dotson stated that DPW Superintendent Elliott and Bill Fries of Nealis Engineering, provided the cost to install a steam heated sidewalk/snowmelt system on Antrim Street during the 2017 infrastructure upgrades. The total estimated cost for this system on the North side of Antrim Street (12' x 305') and the South side of Antrim Street (6' x 305') was \$164,700, with annual fuel costs estimated at \$54,900. She noted that there were different approaches they could take for obtaining funding and she explained that an electric system was more expensive than a steam heated system. Discussion continued regarding system feasibility, maintenance costs, and how other streets may be addressed in the future.

Motion by Member Yaroch, second by Member Wertz, to table this matter indefinitely. Chair Barron voiced his concern with the annual cost associated for just one street. He felt that they would need City Council's support. Motion passed by unanimous voice vote, with Mayor Kurtz abstaining from the vote.

Mayor Kurtz rejoined the meeting.

c. Main Street Refresh Visit

Director Dotson reviewed the March 8th meeting schedule for the refresh project (2017 Transformation Strategic Planning & Alignment Visit).

8. New Business

a. Facade Grant Incentive Program Guidelines

Director Dotson stated the Design Committee developed proposed Facade Incentive Grant Program Guidelines for the Board's review. The funding for the Program was \$30,000 which reimburses 50% of eligible project costs specific to historic buildings. The Design Committee would make recommendations and the DDA Board would make the final decision on any grant funds awarded. Discussion followed regarding potential conflicts of interest.

Motion by Member Wertz, second by Member Owens, to accept the Grant Program Guidelines as presented. Motion passed by unanimous voice vote.

b. Restaurant Week Work Plan Approval

Director Dotson explained the proposed Work Plan with the cost of this plan funded through sponsorships and restaurant participation. Discussion followed regarding fundraising efforts for work plans and other projects, various Committee functions, annual payments to the library, annual debt payments for the Marina and East Park, and the DDA reserve funds.

Motion by Member Wertz, second by Member DiMartino, to approve the Restaurant Week Work Plan as presented. Motion passed by unanimous voice vote.

9. Public Comment

None.

10. Request for Future Agenda Items

None.

11. Board Comments

Member Owens, member of the Organization Committee, commented that they did not have a proper Main Street mission statement. Director Dotson stated that the current statement basically says that "we do what the National Trust and the Michigan and National Main Street Centers do". The Organization Committee will draft a proposed mission statement for the Board's review.

Director Dotson noted that on March 6th at 5:00 p.m. she and Member Owens would be viewing a Board training video and that DDA members were welcome to attend.

12. Adjourn

Motion by Member DiMartino, second by Mayor Kurtz, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:53 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair