CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, March 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

Member Yaroch agreed to Chair the meeting in the absence of Chair Barron and Vice Chair Dipert.

3. Roll Call

Interim Chair:	John Yaroch
Members Present:	Fred DiMartino, Dianne DuPont, Tami Gillespie, Maureen Owens, Rick Wertz
Members Absent:	Dan Barron, Kirby Dipert, Luther Kurtz
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Member DiMartino stated that he may have a conflict on the façade grant application item. Director Dotson questioned if it was a conflict for Member DiMartino to answer questions about his application when the façade grant item was discussed. The Boardmembers agreed that Member DiMartino could answer questions as needed.

5. Consent Agenda

a. Minutes of the February 27, 2017 Regular Board Meeting
b. Minutes of the March 8, 2017 DDA Work Session.
c. Committee Meeting Minutes

Member DuPont questioned several items in the Economic Vitality Committee meeting minutes. She addressed the need for more parking in the downtown area. Director Dotson stated that City Manager Heydlauff was working on a shuttle service program as Co-Chair of the Economic Vitality Committee and that there should be a work plan before the DDA Board soon. She stated that the process was starting out slow to see if there is an actual demand for the service and she didn't think the schedule would be conducive to employees working in the downtown area. She stated that they could discuss the project more when City Manager Heydlauff was able to attend the DDA meeting.

d. Main Street Monthly Report for February 2017
e. Updated Job Description – Farmer's Market Manager

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

6. **Reports**

a. Director's Report

Director Dotson announced that she was pregnant and she will be out of the office for a period of time beginning in September. She stated that the location of the National Main Street Center meeting scheduled for April 12th will be at the Circle of Arts. Members DuPont and DiMartino advised that they will be out of town that day. Director Dotson also gave an overview of Junior Main Street Program and ways for high school students to get involved.

b. Branding Update

Director Dotson stated that their timeline has been extended because the research and themes that a5 developed were right on, but the imagery they provided was not what the Committee had expected.

c. Wayfinding Signage Update

Director Dotson stated that wayfinding was on hold until the branding work was complete.

7. Old Business

None.

8. New Business

a. Presentation of Donation from Cherry Republic, Inc.

Member Gillespie stated that they were going to wait until the City Council meeting for the presentation.

b. Mission Statement Update

Director Dotson stated that the Organization Committee reviewed the current Mission Statement. She explained that what the DDA created during the 2015 Baseline Assessment was actually a vision statement, not a mission statement. The proposed Mission Statement read:

> *"The Mission of the Charlevoix Main Street Program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, public and private partnerships, while fostering a sense of community pride and ownership."*

Motion by Member Owens, second by Member Wertz, to adopt the new Mission Statement for the Charlevoix Main Street Program as written. Motion passed by unanimous voice vote.

c. Proposal to Upgrade Performance Pavilion Sound System

Director Dotson stated that when the DDA Board approved the budget for the new fiscal year, she included $15,000 for the sound system improvements. She stated that Charles Winnell was present to address any questions about the proposal. Discussion followed regarding specifics of the proposal.

Motion by Member DiMartino, second by Member Gillespie, to approve the proposal for the upgrade to the Performance Pavilion Sound System at a cost of $15,454.17. Motion passed by unanimous roll call vote.

d. Façade Grant Application – DiMartino

Member DiMartino stated that he could answer questions as needed and then he stepped down from the dais. Director Dotson recalled that the Design Committee was mindful of the time sensitivity of the application, calling a special meeting to review the application. It was approved by the Committee and was pending DDA Board approval for the funding. She stated that it was a phased in project of 2-3 years at a cost of $17,500, but the maximum allowable grant is $10,000. The Design Committee recommended approval of the $10,000 for the grant. Director Dotson stated that the applicant was planning to retain as much of the existing façade as possible and the mission was to retain the historical integrity of the building. Member DiMartino stated that he was spending $66,000 just for the brick. He explained the timeframe for the project and that his goal was to have Cherry Republic back in the building as soon as possible.

Motion by Member Wertz, second by Member DuPont, to approve the façade grant application at the maximum amount of $10,000. Motion passed by unanimous voice vote with Member DiMartino abstaining from the vote.

e. Façade Grant Application - Kurtz

Director Dotson stated that she received the Kurtz application after the agenda was distributed for the Design Committee special meeting. The Committee decided that since it was not on the agenda that they should not discuss the Kurtz application. She stated that they could not call another special meeting because John Campbell was out of town. Mr. Campbell suggested that because this was also a time sensitive project, the DDA Board could weigh in on the application before the Design Committee meets this week so they can take the DDA's considerations into account when they review the application.

Bryan Noirot, Contractor, stated that he was present to represent the applicant. Director Dotson noted that the application included a sketch of the work to be done on the façade. She stated it was a historic building and it was considered a contributing resource if they were to move forward with a historic district in the future. She emphasized the positive impact of the project, further described the details of the project and Mr. Noirot responded to questions from the Boardmembers.

Motion by Member Owens, second by Member DiMartino, to approve the application as presented pending the Design Committee decision on April 6th. Motion passed by unanimous voice vote.

f. Work Plan Approval – Concert Series.

Director Dotson reported that two Co-Chairs, Sarah Hagan and Jean Musilek were appointed for this season. She stated that they were adding street performers (busking performers) to every week of the series at various locations within the downtown. Member Owens stated that they were also discussing having a movie night once in June and August.

Motion by Member Wertz, second by Member DiMartino, to approve the Work Plan for the Summer Concert Series for 2017 as submitted by the Promotions Committee. Motion passed by unanimous voice vote.

9. Public Comment

None.

10. Request for Future Agenda Items

None.

11. Board Comments

Member DuPont stated that she wanted to thank the City Manager for the signs indicating that the bridge would be closed, but she stated that earlier that day all the signs were still covered up.

Member DiMartino commented that the Design Committee was very helpful when he spoke to them regarding his façade grand application.

Member DuPont stated that she had heard several times that Johan's Bakery was going to move into "Jimmy's" and Director Dotson stated that was not true.

Interim Chair Yaroch questioned if they were doing anything to recognize outgoing Chair Dan Barron, for his work on the DDA for over twenty years. He suggested a plaque from the City Council and possibly a reception after the next DDA Board meeting, and Director Dotson stated that she would see what could be arranged.

12. Adjourn

Motion by Member DiMartino, second by Mayor Gillespie, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:36 p.m.

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Joyce Golding/fgm City Clerk John Yaroch Interim Chair