

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
SPECIAL MEETING – Thursday, May 4, 2017 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

Clerk's Note: There was no quorum at the regular meeting on April 24, 2017. This meeting was called in its place.

2. Pledge of Allegiance

3. Roll Call

Vice Chair: Kirby Dipert

Members Present: Richard Christner, Dianne DuPont, Tami Gillespie, Luther Kurtz, Maureen Owens, Rick Wertz, John Yaroach

Members Absent: Fred DiMartino

City Staff: Mark Heydlauff, City Manager

Motion by Mayor Kurtz, second by Member Owens, to change the order of the agenda to move Item 8b, 2017 Venetian Festival Street Closures to the beginning of the agenda. Motion passed by unanimous voice vote.

4. Inquiry into Potential Conflicts of Interest

Member Owens stated that she was in charge of the Venetian Boat Parade and Member Yaroach stated he was in charge of the Horseshoe Tournament. Neither was determined to be a conflict. Mayor Kurtz stated that he had a conflict with the Façade Grant application under Old Business and he would recuse himself from that discussion.

8b. 2017 Venetian Festival Street Closures

City Manager Heydlauff recalled that traffic during the Venetian Festival was rerouted only on Saturday which expedited traffic through town and created an extra measure of safety. He proposed purchasing signage for approximately \$7,500 rather than renting the signage (\$7,000–\$8,000 annually.) City Council agreed to pay for half the cost of the signage deferring the second half to the DDA. Discussion followed regarding the signage and times/days for road closures.

Motion by Member Wertz, second by Member Yaroach, to recommend that the City purchase the signage for the street closures. Vice Chair Dipert opened the floor for public comment. Hans Wiemer stated that he was highly in favor of closing the street for whatever activity the City deemed appropriate. The item was closed to the public. Motion passed by unanimous voice vote.

Dan Barron, Venetian Board President, stated that they modified their request to close the street early Thursday evening through Saturday and further explained the reasons for same. Member Owens stated that the request sounded reasonable although she still had some concerns about Wednesday night. Jodi Bingham felt that merchants would be comfortable with the evening street closures, but the daytime closures made them nervous. John Campbell felt that the street closure on Wednesday would save City staff about 100 hours of time not waiting in traffic during the day.

Motion by Member Yaroach, second by Member Gillespie, to approve and support the requested street closing as presented by the Venetian Committee (closing on Thursday night until midnight Saturday). Motion was adopted by a 6 to 1 vote with Member DuPont voting nay and Member Dipert abstaining.

5. Consent Agenda

- a. Minutes of the March 27, 2017 Regular Board Meeting
- b. Minutes of the April 12, 2017 DDA Work Session
- c. Committee Meeting Minutes
- d. Main Street Monthly Report for March 2017
- e. Resolution Authorizing the Application for Special License – Craft Beer Festival

BOARD OF DIRECTORS AUTHORIZING THE APPLICATION FOR SPECIAL LICENSE (MLCC Rule R436.576)

At a SPECIAL meeting of the CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY called to order by VICE CHAIRMAN DIPERT on MAY 4, 2017 AT 5:30PM the following resolution was offered:

Moved by MEMBER WERTZ and supported by MEMBER YAROCH that the application from CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY for a Special License to serve alcohol on JUNE 3, 2017 to be located at BRIDGE PARK – 101 BRIDGE PARK DRIVE, CHARLEVOIX, MI 49720. It is the consensus of this body that the application be RECOMMENDED for issuance.

Yeas: Dipert, Christner, DuPont, Gillespie, Kurtz, Owens, Wertz, Yaroch

Nays: None

Absent: DiMartino

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

6. **Reports**

a. Director's Report

City Manager Heydlauff referenced the Director's memo that was included as part of the agenda packet.

7. **Old Business**

a. Façade Grant Application – Kurtz – approved by Design Committee on March 30

Mayor Kurtz recused himself. City Manager Heydlauff stated that the application was previously approved by the DDA Board pending approval by the Design Committee which occurred on March 30. This item did not require any further action. Mayor Kurtz returned to the meeting.

8. **New Business**

Mayor Kurtz requested that the Junior Main Street Committee Mobile App agenda item be addressed first.

f. Junior Main Street Committee Downtown Mobile App

Vice Chair Dipert stated there would be no additional expense to Main Street or the DDA for this Work Plan. Member Owens stated that her only concern was calling the program "Life in Charlevoix". She questioned if the group would be amenable to a name change and the students agreed. Mayor Kurtz stated that their plan was to have the program in place by this summer.

Motion by Mayor Kurtz, second by Member Owens to approve the Work Plan for the "Life in Charlevoix" program as presented. Motion passed by unanimous voice vote.

a. Election of Chair and Vice Chair

Member Wertz nominated Kirby Dipert as Chair. Motion by Member Yaroch, second by Member Wertz to close the nominations and a unanimous ballot be cast for Kirby Dipert as Chair. Motion passed by unanimous voice vote.

Member Yaroch nominated Rick Wertz as Vice Chair. Motion by Member Yaroch, second by Member Christner to close the nominations and a unanimous ballot be cast for Rick Wertz as Vice Chair. Motion passed by unanimous voice vote.

Chair Dipert stated that the Executive Committee consisted of the Chair, Vice Chair, the Mayor and one at-large Board member. The Board concurred to appoint Maureen Owens to the Executive Committee.

b. 2017 Venetian Festival Street Closures – Item previously discussed

c. Downtown Mobile App Work Plan – Item previously discussed

e. a5, Inc. Branding Concepts

City Manager Heydlauff recalled the presentation given at the last meeting noting some members were absent. He stated that branding was an attempt to provide consistent messaging from various organizations in the community. City Manager Heydlauff felt that they were not abandoning images from the past and he identified all the stakeholders and steps in this process.

Mayor Kurtz stated that it was difficult for this group, half of which were not at the meeting for the presentation nor the public comments, to give an accurate representation of what they should be doing. Member DuPont advised that she did not like either one of the images and that there was a lot of local talent right here in town. John Campbell preferred the simple sign with *Charlevoix the Beautiful*. Mayor Kurtz stated that the Junior Main Street Committee members liked concept B.

Amanda Wilkins stated that their smaller committee was not 100% thrilled with either design and they would like to see a few small changes to whatever is chosen. She stated that concept B is more marketable, but the font was too heavy. Allison Hubbard stated that concept B was the best concept for the community and a decision would be needed on the tag line: *Charlevoix the Beautiful* or another tag line.

Member Wertz stated he would be more comfortable tabling the item and Mayor Kurtz agreed. Member Yaroch stated he didn't see a problem with concept A but he would replace the lighthouse with the drawbridge. Member Owens felt that the bridge was more appropriate than the lighthouse. Discussion continued. Member Christner tended to trust that the community had some good input. Member Wertz commented that concept A was much closer to their original design. Mayor Kurtz stated that they were not getting rid of the scripted signs so they could have one of the two logos without that script. Member Yaroch stated that he would like to see concept A with the traditional script.

Motion by Member Owens, second by Member Yaroch, to let a5 know that they would like to see a concept that includes the graphic C and the scripted Charlevoix and if the scripted Charlevoix could be a little more similar to our existing signs. Mayor Kurtz questioned if they should also ask to see the design on some other uses as previously discussed and City Manager Heydlauff stated that they will work with a5 on that. Motion passed by a 7 to 1 vote, with Member Wertz voting nay.

d. Downtown Shuttle Service with County Transit Plan

City Manager Heydlauff gave a quick overview of the proposal and felt they had a good opportunity to provide a service both to those visiting our community and our residents. Motion by Member Wertz, second by Member Owens to approve the Work Plan for the Downtown Shuttle Service in collaboration with County Transit. Motion passed by unanimous voice vote.

f. Junior Main Street Committee Downtown Mobile App – Item previously discussed

9. **Public Comment**

None.

10. **Request for Future Agenda Items**

None.

11. **Board Comments**

Member Yaroch commented about the last session with the Main Street National group and he was disappointed in their presentation as not being very applicable to Charlevoix.

12. **Adjourn**

Motion by Member Wertz, second by Member Yaroch, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:50 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair