

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, May 22, 2017 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Tami Gillespie, Luther Kurtz, Maureen Owens, Rick Wertz
Members Absent: Fred DiMartino, John Yaroch
City Staff: Mark Heydlauff, City Manager; Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

None.

5. Consent Agenda

- a. Minutes of the April 24, 2017 Regular Board Meeting (No Quorum)
- b. Minutes of the May 4, 2017 Regular Board Meeting
- c. Committee Meeting Minutes
- d. Main Street Monthly Report for April 2017

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

6. Reports

a. Director's Report

Director Dotson stated that Cherry Republic came to an agreement with The Lake House to sell 40 of their products this season and also The Lake House will be featuring Fustini's products now.

Director Dotson stated that the Charlevoix County Community Foundation awarded the Junior Main Street Program a \$1,000 Sun grant for their app. She stated that the students would be offering one-hour training sessions on how to use the app and there will also be a formal training opportunity with the Mobile Town Guide company in the future.

7. Old Business

a. a5, Inc. Branding Concept Refinements

Director Dotson proceeded to go through the presentation describing the two platforms, current mixed bag of digital identities, and concepts A, B1, B2, B3 & B4 and how they could be used. Discussion followed regarding the font style, the package of templates and deliverables that were a part of this branding process, and the scripts, images and platform. Amanda Wilkin stated that most members of their Committee selected B2 as the best option and explained the reasons for their selection.

Motion by Member Wertz, second by Member Gillespie, to go with Concept B (the big "C"). Motion passed by unanimous voice vote.

Motion by Mayor Kurtz, second by Member Owens, to eliminate B3 and B1. Motion passed by unanimous voice vote.

Motion by Member Wertz, second by Member Owens, to recommend B4. Discussion followed regarding the various options and logos. Motion failed by a 2 to 4 vote with Owens and Wertz voting Aye and Christner, Dipert, Gillespie and Kurtz voting Nay.

Motion by Member Wertz, second by Member Christner, to recommend the B2 logo to the City Council. Motion passed by a 5 to 1 vote with Owens voting Nay.

Motion by Member Owens, second by Member Wertz, to select "Beautiful" as the brand platform. Motion passed by unanimous voice vote.

8. **New Business**

a. Main Street Refresh Strategy Adoption

Director Dotson recalled that both the Michigan and the National Main Street Associations visited Charlevoix after they conducted research and a community survey. Discussion followed regarding the proposed Health & Wellness or Healthy Living Transformation Strategy, a long-term goal of creating an entrepreneurial ecosystem in Charlevoix, and whether they needed a Michigan Main Street representative on the phone for the meeting. Director Dotson stated that the Economic Vitality Committee recommended approval of this strategy. She stated that Michigan Main Street will be presenting this strategy at the June 12th meeting. She stated that Charlevoix applied for their Market Study Update and the Business Recruitment Training which goes together with their long-term goal of creating an entrepreneurial ecosystem.

Motion by Member Wertz, second by Member Owens, to adopt the Health & Wellness Strategy of the National Main Street Program. Motion passed by unanimous voice vote.

b. Façade Grant Application – North Seas Gallery

Director Dotson stated that both applications were approved by the Design Committee. The North Seas Gallery application requested \$2,450 to replace awnings and windows on the building.

Motion by Member Owens, second by Member Wertz, to approve the façade grant for North Seas Gallery in the amount of \$2,450. Motion passed by unanimous voice vote.

c. Façade Grant Application – Kilwin's

The Kilwin's application requested \$1,037.50 to replace awnings. Director Dotson stated that if this grant was approved the remaining balance of the Façade Grant Program fund would be \$6,512.50.

Motion by Member Wertz, second by Member Christner, to approve the application for Kilwin's for an amount of \$1,037.50. Motion passed by unanimous voice vote.

d. Board Profile Worksheet Discussion

Chair Dipert stated that the purpose of the worksheet was to obtain information about the people currently serving on the Board, what their intentions are and whether they would want to hold office/continue on the Board. He encouraged members to complete the worksheet. Chair Dipert stated that they received a letter of resignation from Diane Dupont, so there is currently a vacancy on the Board.

9. **Public Comment**

None.

10. **Request for Future Agenda Items**

Member Owens suggested pursuing additional grant opportunities to help fund activities and events and the Board concurred.

11. **Board Comments**

None.

12. **Adjourn**

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