

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, June 26, 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, Fred DiMartino, Tami Gillespie, Luther Kurtz, Carissa Mullaney, Maureen Owens, Rick Wertz, ~~John Yaroch~~

Members Absent: John Yaroch

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

None.

5. Consent Agenda

- a. Minutes of the May 22, 2017 Regular Board Meeting
- b. Minutes of the June 12, 2017 DDA Work Session
- c. Committee Meeting Minutes
- d. Main Street Monthly Report for May 2017
- e. Revised DDA Meeting Calendar

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

6. Reports

a. Director's Report

There were no questions from the Board members regarding the Report.

b. Branding Update

Director Dotson reported that City Council will discuss branding at their July 3rd meeting. She stated that they were moving forward on some of the event logos. Mayor Kurtz stated that some Councilmembers may not have grasped the branding process and Member Mullaney suggested it would be beneficial to have people involved in the process present at the July 3rd meeting.

c. Live, Life, Local Campaign Update

Director Dotson stated that that campaign creator Jodi Bingham wanted to hold true to the original intent of driving business to the downtown merchants so they have approached the organizers of *Live from Charlevoix* who agreed to pull the license for the event. She stated that the logistics were still being worked out for the prizes and a work plan will be presented to the DDA Board. Discussion followed regarding back-up plans if the license wasn't approved in time and the issue of not including Chamber members outside the downtown district.

d. Application Based Service Update

Director Dotson reported that their application to the Michigan Main Street Center was approved and they have been awarded a Market Study Update and Business Recruitment Service which will be conducted by Downtown Professional Networks out of Nashville, TN. She included a schedule of meetings, expected deliverables, and the Planning Guide for these services in the DDA agenda packet. She stated that the Project Team should consist of a member from each of the Committees. She briefly outlined the process for the project. The final Market Study Update report will have action steps for each of the Committees.

7. Old Business

None.

8. New Business

a. Draft Chamber/Main Street DDA Contract for Services (2017-18)

Allison Hubbard stated that Chamber hoped the Main Street group would take over the downtown events with the Chamber's support from a Committee perspective and share in some of the funding. The events were good for the town, but were not revenue generating for the Chamber. There was a recommendation before the Board to include

an annual \$10,000 contribution to the Chamber for the staffing, administration, coordination, promotion and execution of the promotional events focused on retail, restaurant, and service businesses in the Main Street District. Member Gillespie recused herself because she does promotional work for the Chamber.

Chair Dipert felt that these projects should be funded by the DDA, however for them to do so would require hiring a part-time employee. He noted that the Chamber had experience conducting these events. Discussion followed regarding the proposed contract, downtown events, and partnership with the Chamber.

Motion by Member Wertz, second by Member Owens, to make an agreement with the Chamber to commit to a \$10,000 annual payment for a three-year period starting with the budget year of 2018 with the Charlevoix Area Chamber of Commerce, and at the end of the three years the Board would discuss again if the annual amount was appropriate to go forward beyond the three years. Motion passed by unanimous voice vote, with Member Gillespie Mullaney abstaining from the vote.

b. Façade Grant Application – Townhouse Bar

Member Wertz stated that the Design Committee recommended approval of the two applications. Discussion followed regarding both the Townhouse Bar and 52 Weekends applications, small grants vs. larger façade improvement grants, and normal maintenance of commercial buildings.

Motion by Member Owens, second by Member DiMartino, to approve the façade grant for Townhouse Bar in the amount of \$2,811 per the application and approval from the Design Committee. Motion passed by unanimous voice vote.

c. Façade Grant Application – 52 Weekends

Member Wertz stated that there was some fire damage to the paint and stucco of this building. Discussion followed regarding criteria for the façade improvement grant approvals, suggested improvements needed for the alley from Park to Antrim, funds allocated toward improvements rather than maintenance, and strategy for funding next year.

Motion by Member Wertz, second by Member Gillespie, to approve the application for 52 Weekends for an amount of \$1,562. Motion passed by unanimous voice vote.

d. Adoption of Charlevoix Main Street DDA Overarching Goals for 2017-18

Director Dotson explained that the Innovative Community Solutions meeting was a facilitated discussion involving the wellness strategy, the long-term entrepreneurial eco strategy, current asset mapping and goal setting based on how they want to continue to build upon their assets. The next meeting was scheduled for August 14th.

Motion by Member Wertz, second by Member Mullaney, to adopt the Charlevoix DDA Overarching Goals for 2017-18 on page 59 of the agenda meeting packet to create a physical layout of amenities and develop a sustainable downtown. Motion passed by unanimous voice vote.

9. **Public Comment**

None.

10. **Request for Future Agenda Items**

Member Mullaney questioned resources for grants and Director Dotson explained various grant programs available.

11. **Board Comments**

Chair Dipert questioned the status of the Junior Main Street downtown app and Director Dotson replied that they were meeting later in the week and the app should be complete very soon.

12. **Adjourn**

Motion by Member Kurtz to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:36 p.m.