

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES
Monday, July 24, 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 Yaroach

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Member Mullaney indicated that she would abstain from the vote on New Business, Item 8b, Post Venetian Festival Road Closure Business Owner Survey.

5. Consent Agenda

- a. Minutes of the June 26, 2017 Regular Board Meeting
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for June 2017

Chair Dipert stated that a correction was needed on page 2 of the June 26th meeting minutes, 3rd paragraph, to show that Member Mullaney abstained from the vote, not Member Gillespie. Member Yaroach indicated that he was not present at the June 26th meeting.

Motion by Member Owens, second by Member Wertz, to approve the Consent Agenda with the two corrections to the minutes of the June 26, 2017 regular Board meeting minutes. Motion passed by unanimous voice vote, Member Yaroach abstaining.

6. Reports

a. Director's Report

Director Dotson described the additional items that were distributed to the Boardmembers: draft agenda for the upcoming Strategy Implementation session; *Life in Charlevoix* app user pie chart; and the printed downtown maps would be delivered by August 1st.

b. Branding Update

Director Dotson stated that a5 would be working on a new City flag and truck decal design at the request of the City Manager. All materials should be submitted to the City by the week of August 7th with everything formally launched in mid-September.

7. Old Business

8. New Business

a. Charlevoix Homeshare Program

Director Dotson stated that the City asked the DDA to post the information on their website because the conversation about this program started in the Economic Vitality Committee. She stated that the website was not live yet, as it was waiting final approval by the City Attorney. She described the information to be included on the website.

b. Post Venetian Festival Road Closure Business Owner Survey

Dan Barron, Venetian Festival Chair, reviewed of the most recent Venetian Festival and a possible business owner survey. Discussion followed regarding potential survey questions: comparing retail sales from last year to this year, weather comparisons, traffic, and asking vendors and business owners for suggestions for improvements. Mr. Barron supported the idea of a business owner survey, but felt that the general public should be included as well.

He would like to see a list of the in-season events being promoted by Venetian, Main Street, and the Chamber and have the merchants rank the events. Mr. Barron suggested a question such as "what three aspects of Venetian do you enjoy the most or find the greatest benefit from and what would be your top three suggestions for improvement of Venetian?"

Mayor Kurtz thanked Mr. Barron and all those involved in Venetian. He suggested having someone from the Chamber, Mr. Barron, and a DDA Board member on a sub-committee to develop the questions for a draft survey for the Board to review. Discussion followed regarding a process to develop the survey.

Jodi Bingham felt that the survey should have a specific direction. Chair Dipert felt the survey should include "what is new" (the road closure issues.)

Allison Hubbard indicated that the Chamber Board was asked to consider a road closure for Apple Fest this fall and the results of a survey regarding the road closure issues would be very worthwhile to consider.

Motion by Member Yaroeh, second by Member Wertz, to authorize the Director to form her executive committee of the stakeholders in the community including law enforcement to develop this survey, with probably no less than six members. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Chair Dipert stated that they have not discussed the Bridge Park building in a while. Director Dotson stated that there was an issue with the HVAC system and flooring, but that repair work was completed.

12. Adjourn

Motion by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:17 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair