

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, August 27, 2018 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, Luther Kurtz, Amanda Wilkin, Rick Wertz
Members Absent: Carissa Mullaney, Maureen Owens
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes – July 23, 2018 Regular Meeting
- B. Minutes – August 1, 2018 Work Session
- C. Committee Minutes

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

Mayor Kurtz asked the Board if David Campbell could speak at this time and they concurred. Mr. Campbell stated that he was an attorney in Charlevoix who represented Paul Silva at the Hotel Earl and he had been retained to assist Mr. Silva in acquiring a liquor license. He stated with the state of the economy it was not feasible to buy one of the transferable resort liquor licenses at a market rate of \$80,000 - \$90,000. He stated that they would be coming before the DDA in September seeking a resort liquor license.

6. Reports

A. Director's Report

Director Dotson asked if anyone was interested in attending the NLEA DDA Forum with her in Elk Rapids on September 24th and Members Dipert and Bradley indicated they may be able to attend. She also asked if anyone was interested in volunteering at the Connecting Entrepreneurial Conference in Charlevoix October 3-4. Chair Dipert stated that he could be available for part of it. Members DiMartino and Wertz stated that they would try to participate as well.

Director Dotson stated that the Strategy Implementation Webinar will be held on Monday, September 12th 2:00 – 3:30 p.m. where individuals could listen remotely and she would also have it played in the Council Chambers.

Director Dotson stated that Mission North who was conducting the parking study will be in Charlevoix on September 17th at 8:00 a.m. at Bentley Hill Bake House.

7. Old Business

A. Main Street Board Assessment

Director Dotson stated that the Board needed to complete the self-assessment so that Michigan Main Street can determine what services they will provide the DDA next year. She stated that she sent the master copy of the Board's responses to the members, and she also provided a list of the areas that needed improvement. The Board members proceeded to identify each of their three priorities. After discussion, Director Dotson stated that it looked like their weakest points that they would like to address were working on volunteers, both developing capacity and recruiting and maintaining, and the active structure/work plan.

B. Logo Trademark & License Agreement Pricing

Director Dotson stated that it would cost \$1,300 to register the logo as a trademark entity which includes one class of services. The amount of \$2,000 - \$2,500 was quoted to have a form/template trademark license agreement prepared. She stated that they were looking at a \$4,000 total expense to trademark the new logo.

Motion by Member DiMartino, second by Member Wilkin to approve the \$4,000 expenditure to register the logo and obtain a form/template agreement. Motion passed by unanimous voice vote.

8. New Business

A. Façade Grant Award Recommendation

Director Dotson stated that the Committee reviewed three applications using the new rating guidelines that the Board approved. The applications included: Simonsen's and Panache Hair Studio (115 Bridge Street), True North (108 Van Pelt), and Hotel Earl (120 Michigan Avenue). The majority favored the 115 Bridge Street application in the amount of \$6,287.50 which is a 50% reimbursement of their total spend to repaint the building. She stated they expressed interest in restoring the historic look as much as they can. The Committee recommended awarding this grant which would leave \$3,712.50 to be awarded during the second grant cycle in December.

Motion by Member DiMartino to approve the façade grant application for 115 Bridge Street in the amount of \$6,287.50. Discussion followed regarding the other applications. Chair Dipert stated that the Bridge Street application met the criteria that the Board approved. Member Christner seconded the motion. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Member Wilkin questioned how many redevelopment liquor licenses were available and Director Dotson responded that there was not necessarily a limit, but was based on the City's investment in the downtown as well as private investment. Board members recalled that Council put an arbitrary limit of six, and to do more than that it would have to be re-addressed by the City Council.

Mayor Kurtz stated that during the budget process they talked about the *Live from Charlevoix* project and he would have more details in the next month or so.

Chair Dipert questioned if tree lighting repairs were scheduled and Director Dotson stated that they were working on it.

12. Adjourn

Motion by Member DiMartino, second by Member Christner to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:31 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair