

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, September 24, 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, Rick Wertz, Carissa Mullaney, Maureen Owens
Members Absent: Amanda Wilkin
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes – Regular Meeting – August 27, 2018
- B. Committee Minutes
- C. Monthly Reports

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

6. Reports

A. Director's Report

Director Dotson stated that the "Due Diligence Games" phone conference was scheduled for October 12th at 9:00 a.m.

Member Owens questioned the status of the wayfinding signage. Director Dotson stated that Phase II covered all the remaining signs that were not installed during Phase I. She stated that signage would be dependent on money from other sources such as partnering organizations or grants therefore, Phase II was still in the planning stage.

7. Old Business

8. New Business

A. Strategy Implementation – Programming Alignment/Gap Analysis

Director Dotson stated that it was the time of the year to talk about strategies and goals, assess how current projects and programs align with Board-defined goals, measures of success, and establish any weak points. She explained the four goals including increasing curbside recycling containers, number of recycling containers at Main Street event, connection to outdoor activities, and increasing year-round activities/shoulder season activities. Director Dotson stated relative to the Four Points their weakest link was the Design Committee which had the lowest score of 29.

Discussion followed regarding recycling container issues and whether Junior Main Street could take on this program. The Board chose to ask the Design and Promotions Committees to come up with suggestions for increasing recycling efforts. Discussion continued regarding heated sidewalks, downtown plan, and day care programs for workforce.

9. Public Comment

10. Request for Future Agenda Items

Recycling at special events was discussed along with the City's solid waste/recycling bid request for a single hauler. Member Owens referenced Emmet County's recycling program and the Board agreed that they should be collaborating with the County on recycling efforts/programs.

11. Board Comments

Chair Dipert stated that the "Buy Nearby" Program would take place the first weekend of October. Director Dotson described different methods of promoting the Program.

Mayor Kurtz stated that he and Member Owens worked on the Live from Charlevoix "*More Than Summer Campaign*". They sold 295 packages which was 40% more than last year and they were 25% into the sales period. Packages cost \$199 each (gift certificates for food, craft beer tour, and hats) and he felt it was going to be a very successful promotion.

12. Adjourn

Motion by Mayor Kurtz, second by Member Wertz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:08 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair