

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, October 22, 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: Fred DiMartino, Luther Kurtz, Carissa Mullaney, Maureen Owens, Amanda Wilkin, Rick Wertz
Members Absent: Richard Christner
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. DDA Regular Meeting Minutes – September 24, 2018
- B. Monthly Report – September
- C. Committee Minutes

Motion by Member Owens, second by Member Wilkin 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 Main Street website was officially transferred to the City's website. She explained that there was a publication called "*Taste the Local Difference Photography*" and they have offered Main Street a deal to hire a professional photographer to take photos that accentuate the local food movement in Northwest Michigan. Director Dotson noted that she didn't know how many people wanted to be a part of the collaborative meetings for the home office program and that the Library was the primary promoter. Discussion followed regarding the *Live Life Local Program* and the *Due Diligence Games*.

B. Parking Study Presentation

Mr. Rob Bacigalupi, Mission North, LLC, stated he was hired by Networks Northwest to facilitate a downtown parking study. He explained it was conducted through Survey Monkey with a link on the DDA and City websites along with emails to the DDA's general interest mailing list (800+ people). They received 75 responses for the commuter survey and 236 for the visitor survey. He further reviewed details of the data collection, the study itself, potential locations for a parking garage, shuttles for events and seasonal parking issues.

Mr. Bacigalupi stated that there were 1,207 parking spaces in the DDA area with 39% being public/on-street, 23% public/off-street, and 37% private/off-street. He stated that ideally, they would want to achieve about 85 - 90% usage. He stated a parking garage was a popular idea in both surveys; dining and shopping were the main reasons for visitors and over half of the visitors do not travel far to reach Charlevoix.

Mr. Bacigalupi reviewed best practices of transportation demand management. He stated City Council reviewed the initial report findings last month and they discussed expanding meter zones in the 100 blocks of Park, Clinton and Mason as well as the lot off of Park Avenue and possibly even State Street. They also discussed the idea of establishing medium term parking in the remaining spots west of Bridge Street. The suggested short-term strategies for consideration include: instituting a mobile pay solution such as Park Mobile, expanding the meter zones, replacing old mechanical meters with pay stations instead of single meters, and working towards adding a parking garage by hiring an architect to design such a facility.

7. Old Business

A. Shuffleboard Court Renderings

Director Dotson stated that no research was conducted on the actual cost of this project yet and that only one shuffleboard court could fit on the roof of the Bridge Park building. Director Dotson questioned if the Board supported the idea of a shuffleboard court at this location and stated that the Planning Commission and City Council would have to approve the project. She recalled that the Planning Commission was not in favor of the idea of shuffleboard courts at another location recently. She stated that the funds for the project would come from a private donation. Member Owens felt that the Design Committee should present a complete proposal to the Board for consideration. Recreation Director Knorr stated that there was some demand for shuffleboard and it was identified in the Recreation Master Plan. He felt that location would be most functional as a multi-use space.

Motion by Mayor Kurtz, second by Member Wertz to refer this to the Design Committee because the Board is supportive of this project, wants to have shuffleboard, likes the location, but we want to have more feedback from our Committee. Member Owens stated that they should amend the motion to state that they should work with the Recreation Department in designing multiple uses for this area and Mayor Kurtz amended his motion to include the suggested language. Motion as amended passed by unanimous voice vote.

8. New Business

A. Farmers Market Transfer to Recreation Department

Director Dotson recalled that she has been running the Farmers Market since June. She stated that Staff suggested transferring Farmers Market operations from the DDA to the Recreation Department. In addition, Staff proposed transferring management of the Odmark Performance Pavilion to the Recreation Department. The Recreation Director was in favor of the change and noted that Recreation Assistant Anzell agreed to take on these additional responsibilities. Discussion followed regarding the transition timeframe, general issues related to the Market, and support for the transfer of the program to the Recreation Department.

Motion by Member Owens, second by Member Wertz to approve transferring the operation and management of the Farmers Market and Odmark Performance Pavilion to the Recreation Department. Motion passed by unanimous voice vote.

B. Set Date for Budget Work Session

The Board discussed the expectations for this meeting, current and future work plans, and a new TIFF Plan. They concurred to hold a work session regarding goal setting/financial planning at 4:30 p.m. on Monday, November 26th.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Wilkin, second by Member Mullaney to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:18 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair