

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING**  
**Monday, December 18, 2018 at 5:30 p.m.**  
210 State Street, City Hall, Charlevoix, Michigan

**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

Chair: Kirby Dipert  
Members Present: Fred DiMartino, Luther Kurtz, Maureen Owens, Amanda Wilkin, Paul Silva  
Members Absent: Richard Christner, Carissa Mullaney, Rick Wertz  
Non-Voting Member: Sean Bradley  
City Staff: Lindsey Dotson, Executive Director

**4. Inquiry into Potential Conflicts of Interest**

**5. Consent Agenda**

- A. 2019 Calendar of Meetings
- B. Minutes
- C. Monthly Report – November
- D. Annual Report
- E. Committee Minutes

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

**6. Reports**

**A. Director's Report**

Director Dotson commented that the second ROHO (Remote Office/Home Office) meeting had 5-6 attendees and the meeting time will be changed to 1:00 p.m.

**B. Charlevoix Area Chamber of Commerce Year End Report**

Director Dotson stated that per the DDA's agreement with the Charlevoix Area Chamber of Commerce, Community Events Manager Shelly Ferguson prepared a year-end report explaining how the DDA funds were used to enhance the downtown events this year. Ms. Ferguson was present to address questions.

**7. Old Business**

**A. Draft 2019-2020 DDA Budget**

Director Dotson reviewed the corrections to the draft 2019-2020 DDA Budget that were discussed at their recent work session and other highlights. She stated that the current draft shows a projection to spend \$24,200 more than the DDA will receive in revenue.

Motion by Member Owens, second by Member DiMartino to tentatively approve the 2019-2020 Budget as presented. Motion passed by unanimous voice vote.

**8. New Business**

Director Dotson stated that there was \$2,500 left in the budget for sponsorships.

**A. Sponsorship Request - Shadowfest**

Director Dotson commented that the Platinum Level was \$2,000 or more and this request was pretty straight forward.

**B. Sponsorship Request - Charlevoix Bridge Lighting Project**

Director Dotson stated that Leilani Durbin could not attend tonight because she was meeting with engineers for some additional test lighting on the bridge.

C. Intern Sponsorship Request

Director Dotson stated that Tim Salmons proposed that the DDA take advantage of a communications intern that he would manage to produce commercial-style videos. Member Owens was not in favor and felt that it did not fit their focus on the shoulder season. Member Wilkins agreed with Member Owens and felt that it should be discussed at the sub-committee level.

Chair Dipert was under the impression that the bridge lighting project had met its goal. Director Dotson stated that they met their first goal of lighting one tier of railing but, there were two more tiers remaining to be lit. Director Dotson stated that \$500 would get the DDA's name on the plaque.

Motion by Member Wilkin, second by Member Silva to give \$500 to the Charlevoix Bridge project and the Board would like to consider giving more if the group wants to come present to the Board, and \$2,000 to Shadowfest. Motion passed by unanimous voice vote.

D. Financial Support Request – More Than Summer Campaign

Mayor Kurtz stated that all the restaurants participate in this program and he disclosed that he was a partner in one of the restaurants. He felt that last year they had a successful pilot program during the shoulder season. At the 2017 DDA Budget Workshop, the DDA set aside \$10,000 for the *Live from Charlevoix More Than Summer Campaign* pending the initial results of the 2018 program. Mayor Kurtz reviewed statistics from 2018 and the packages available for sale to Charlevoix visitors. He stated that the group was asking for the full \$10,000 in financial support.

Motion by Member DiMartino, second by Member Silva to approve \$10,000 in support of the More Than Summer Campaign. Motion passed by unanimous voice vote.

Director Dotson stated that \$10,000 was not included in the proposed annual budget for FY 2019/20 for this program. Mayor Kurtz respectfully requested that the funds be included in the new budget under the same conditions. Director Dotson stated she would add it to the budget for a vote at the January Board meeting.

**9. Public Comment**

**10. Request for Future Agenda Items**

**11. Board Comments**

Member Owens stated that Councilmember Kalbfell spoke to her about a lighting project that the City of Rochester does. Director Dotson stated that the cost affiliated with the Rochester project was about \$150,000 annually, and she could get a copy of their work plan and budget from the Rochester DDA Director.

Director Dotson stated that the topics at the next Northwest Michigan DDA Forum were: TIFF financing and Public Act 57 which is affecting how the DDAs have to report to the State of Michigan Department of Treasury and Board meeting structure changes. She stated that she will be attending. Chair Dipert and Member Owens wanted to attend also.

**12. Adjourn**

Motion by Member Owens, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:40 p.m.

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Joyce Golding/fgm

City Clerk

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Kirby Dipert

Chair