

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, January 28, 2019 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: Richard Christner, Fred DiMartino, Luther Kurtz (by phone), Carissa Mullaney, Maureen Owens, Paul Silva, Rick Wertz
Members Absent: Amanda Wilkin
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Member Mullaney disclosed a conflict of interest with item 8.A. because she worked on that project.

5. Consent Agenda

- A. Minutes – December 2018
- B. Monthly Report – December
- D. Annual Report Data Summary
- E. Committee Minutes

Member Owens stated that the December minutes reflected that the Board passed the budget for 2019-2020 and she understood that they tentatively passed it with the caveat that it be left open for further discussion. Chair Dipert felt that was the intent. Mayor Kurtz questioned whether the *More Than Summer* campaign was included in the budget.

Motion by Member Christner, second by Member Mullaney to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

There were no questions related to the Director's Report.

B. Downtown Plan – Draft

Director Dotson stated that Katie Miller was unable to attend the meeting. She requested that members email her any questions or comments so she can pass these along to Ms. Miller for response at the next meeting.

7. Old Business

Chair Dipert revised the order of the agenda to consider the Bridge Lighting item at this time.

B. Request for Additional Funding – Charlevoix Bridge Lighting Project

Leilani Durbin stated that they made some changes to the lighting plan as a result of the testing when they found out that the lights would create too much of a glare. They requested permission from MDOT to put the lights underneath the bridge so the lights face down along the blue arch of the bridge. She was requesting additional funding for added lights on three levels of the railing in red, white and blue to honor veterans. She stated that the lights would be revealed on July 4th. She explained that the light colors would change with the holidays/seasons.

Motion by Member Wertz to approve \$2,000 of funding toward the Charlevoix Bridge Project. Chair Dipert felt it would be premature to approve the \$2,000 expenditure prior to approval of the DDA's budget for fiscal year 2019/20. Motion died for lack of a second. Motion by Member Wertz, second by Member Christner to amend the motion to have this as a \$2,000 line item for the lighting of the bridge [in the FY 2019/20 DDA budget]. Motion passed by unanimous voice vote.

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 noted that expenses would exceed revenue by about \$45,000. The \$750 Community

Foundation grant received for wayfinding signage was discussed at length. The consensus was to delete the \$3,600 line item for the signage and forgo the grant funding.

The Board also debated whether to slowly use up the "excess over revenues" amount or earmark it for a large project. They generally agreed that they should hold a separate meeting to brainstorm ideas which would include opportunity for public input. Chair Dipert requested that this be a future agenda item.

Motion by Member Owens, second by Member Wertz to approve the 2019-2020 Budget [as presented] except [deletion of] the Wayfinding sign and addition of \$2,000 for the Bridge Lighting line item. Motion passed by unanimous voice vote.

8. New Business

A. New Charlevoix Cultural Corridor Logo

Director Dotson explained that the Cultural Corridor group had a new proposed logo which the Board favored.

Motion by Member Owens, second by Member Christner to tell them [the Cultural Corridor group] "looks good – nice job". Seven Ayes. One Nay (Wertz). Motion passed.

B. Letter from Fred DiMartino

Chair Dipert discussed Member DiMartino's resignation from the DDA Board. The Board thanked Member DiMartino.

C. Public Act 57 Update

Director Dotson summarized that the state updated the original DDA law. Most of what will be affected is the DDA's annual reports to the State Treasury, which used to be handled by our City Treasurer. In addition Director Dotson stated that another change will require the DDA to hold two "informational meetings" for the purpose of Sec. 910 (4) informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. Director Dotson explained some of the reporting requirements.

Motion by Member Wertz, second by Member Owen to approve these two proposed dates [set dates for Informational Meetings during the regularly scheduled Main Street DDA meetings on Tuesday, May 28 and Monday, November 25, 2019.] Motion passed by unanimous voice vote.

D. Cooperative Advertising Package

Director Dotson stated that the new downtown marketing subcommittee met recently to discuss how to get the most bang for our advertising buck. The idea of doing a cooperative advertising campaign was discussed as a way to potentially double our ad spend if we were to split the costs with businesses 50/50. She presented the idea at the most recent business owners meeting and the response was very positive with five businesses expressing interest. Director Dotson noted that they would need 12 total in order to have an effective campaign. Potential adjustments to the advertising package were discussed.

Motion by Member Owens, second by Member Christner to approve the Cooperative Advertising Package as presented. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Mayor Kurtz thanked the Board for allowing him to participate by telephone.

12. Adjourn

Motion by Member Wertz, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:54 p.m.