



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, February 25, 2019- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**

All items listed under Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.

- A. Minutes - Regular Meeting - January 2019
- B. Monthly Report - January
- C. Committee Minutes

- 6. Reports**
- 7. Old Business**
 - A. Historic Signage Project Update
Lindsey Dotson, Executive Director
- 8. New Business**
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one week's notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Minutes - Regular Meeting - January 2019

DATE: February 25, 2019

ATTACHMENTS:

- ▣ Regular Meeting of the DDA - January 28, 2019

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.

Joyce Golding

City Clerk

Kirby Dipert

Chair

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Consent Agenda

TITLE: Monthly Report - January

DATE: February 25, 2019

ATTACHMENTS:

- ▣ January Report to MEDC

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)**Michigan Main Street Monthly Report**

Report only those items occurring in your specific Main Street project area for this month

Metrics Number	M-0000110292	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	1/1/2019	Reporting Period End	1/31/2019
Submitter's Name	Lindsey Dotson	Due Date	2/10/2019

Activity & Use / Employment**New Business Opened in MSA**

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Charlevoix Barber Shop	110 Antrim Street	Service Business	1.0	
Tatum Photo & Design	108 Antrim Street	Service Business	1.0	
Angel Nails	104 Antrim	Service Business	2.0	2.0
Way Building Contractors	108 Van Pelt #2	Office	1.0	

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Housing**New & Rehab Housing in MSA**

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Investment**Facade & Exterior Renovation in MSA: (exterior work only - painting, facade cleaning, signs, windows and awnings)**

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
Grey	101 Bridge Street	Exterior paint, new door, lighting, and signage	\$1,500.00		

Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Building Rehabilitation in MSA: (interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
Harbor View Cafe	100 Antrim Street	\$100,000.00		
Grey	101 Bridge Street	\$5,700.00		

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
0.00	\$0.00	142.50

Training Sessions Attended

Event Title	Who Attended	Date	Topic
NLEA DDA Forum	Lindsey Dolson, Kirby Dipert, Maureen Owens	1/14/2019	Act 57

Fundraising/Membership Last Month

Type	Amount
Private	100.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
Live Life Local Holiday Shopping Promotion	R-Retail	4,389	50	\$1,538.00	\$0.00

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Board Member	Fred DiMartino	trademarkpropertiesllc@gmail.com		

Other News or Commentary
Program & Outlook
Suggestions for State and
National Staff

Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
Agenda_2019_1_28_Meeting(75) (3).pdf	2/8/2019 3:52 PM

michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522.0103

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Consent Agenda

TITLE: Committee Minutes

DATE: February 25, 2019

ATTACHMENTS:

- ▣ Design Committee - February 7, 2019



Charlevoix Main Street Design Committee
Thursday, February 7, 2019
4:00 PM – City Hall Council Chambers
Minutes

Attendees: L. Dotson, D. Fate, L. Keinath, D. Miles, M. Owens, E. Selph

Absent: R. Bergmann, G. DeMeyere, J. Duerr, A. Munday, P. Glotzhober, P. Weston

- I. **Approval of Minutes** - The Minutes from the December 6, 2018, meeting which were sent out in advance via email were approved as written.
- II. **Outstanding Business**
 - a. Report from the DDA meetings - Funding of \$20K was approved in the DDA budget for façade grants, with the hope that the monies can be allocated to alley improvement projects. There are twelve (12) participants in the co-op advertising campaign. \$2500 was given to the bridge lighting project. There are going to be informational meetings twice per year, and Lindsey will likely call on committee members to participate with her.
 - b. 2019 Work Plans:
 - i. Street Lighting - While there is no update, we need to be mindful of the DDA request that the committee look at alternative aesthetic lighting sources for the alleyway trees. It was requested that the holiday lights in the pine tree in the park be turned off.
 - ii. Historic Signage - Denise reported on the status of the project, and while it is a partnership with MS, it is being transitioned more to the Historical Society in order to seek grant funding. The budget for seven (7) signs now stands at \$17,400. The latest proposed locations as determined with ProImage Design and the sub-committee were shown on a map, as well as with images and descriptions. These have also been reviewed with the City Planner. Next steps: send letter to Planning Commission and present to City Council, apply for grants.
 - c. Main Street Design Guidelines & Design Assistance - Jessica Flores submitted a draft for committee review. Comments should be sent to Lindsey for consolidation by end of February, with the aim of getting these approved at our next meeting in April.
 - d. Hoop Skirt Alley Report: Lindsey reported that the Jr Main Street committee will be presenting their ideas to City Council for permission to proceed per required standards. They are now considering historic photos on the walls, lighting, benches, planters and table games. DDA approved a \$4,000 budget.

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III. New Business

- a. Design Services Application for 115-117 Antrim: Based on the forms submitted by the review committee, the application for design services was approved.
- b. Façade Grant Funding Application: The application received by John Murray for Morning Dew Cafe was not accepted. It was not submitted in its entirety by the deadline of January 24, 2019. John will be offered to re-apply in the next grant cycle.
- c. Wayfinding Sign: Lindsey applied for a C3F grant in the amount of \$3,000 to fund one sign to be installed on the entry to town from the south. \$750 was awarded. Rather than pay for the balance from the DDA MS budget, the grant money will be returned.

III. Call for Future Agenda/Research Items - none

IV. Adjournment - the meeting was adjourned at 4:45 PM.

V. Volunteer Hours - were reported.

VI. Next meeting: Thursday, April 4, 4:00 PM at City Hall

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Old Business

TITLE: Historic Signage Project Update

DATE: February 25, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

- ▣ Proposed Sign Placement



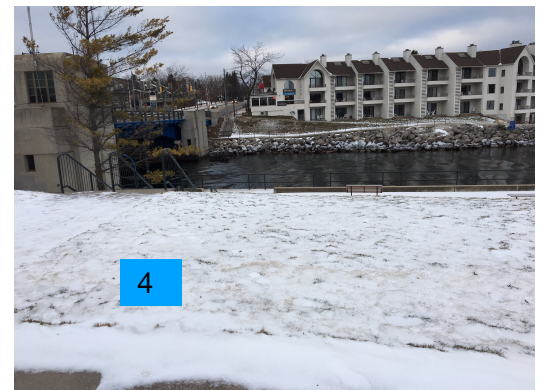
#1: Round Lake Marina north end: grassy area north of Harbor Masters office, 2-sided placed perpendicular to sidewalk.
N-facing: "Round Lake West Waterfront and East Park"
S-facing: "Round Lake Vessels and Venetian Parade"



#2: Round Lake south end: plaza above amphitheater . Two one-sided panels on one v-shaped sign with center post in back stone corner.
Left: "East Park Marina Transformation"
Right: "Round Lake From Commercial to Pleasure Boating"



#3 Bridge park, on pavers aligned with vent towers near drive overlooking harbor master office, perpendicular to Bridge St and walk. 2-sided
N-facing: "Round Lake Lumbering and Fishing"
S-facing: "Bridge Park and Bridge Street" (from 1870s)



#4: One-sided, placed in grass near walkways, N-facing towards the bridge
"Bridges & Channel"



#5 at base of Hoffmann park on channel (2-sided)
E-facing: "Pine River Channel Maritime Development"
W-facing: "Along the Channel Entertainment, Industry and Lodging"

#6 at base of stairs to Water Tower Park (2-sided):
E-facing: "Channel and Vessels"
W-facing: North and South Pier area





#7 "Train Depot and Railroad", 2-sided, in grassy area between parking areas