CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, April 22, 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:	Sam Bingham, Richard Christner, Luther Kurtz, Maureen Owens, Paul Silva, Rick Wertz, Amanda Wilkin
Members Absent:	None
Non-Voting Member:	Sean Bradley
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest
Chair Dipert stated that they needed to amend the agenda to include the Election of Officers under New Business.

Motion by Member Christner, second by Member Silva to amend the agenda to include the Election of Officers as Item 8.G. Motion passed by unanimous voice vote.

5. Consent Agenda
A. Minutes
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 they updated the Façade Grant deadline for the first round of applications to May 20th with funding recommendations at the June meeting. She reminded everyone of the Volunteer Appreciation event scheduled for April 25th at the Lake Charlevoix Brewing Company. Member Owens questioned if the *Match on Main Program* had a limit on the number of grants they would be issuing and Director Dotson replied that there was $500,000 available statewide open to all Main Street communities.

B. Snowmelt System Discussion
Chair Dipert stated that there was interest in a snowmelt system, but it was cost prohibitive. However, if there was considerable donor interest it would be worth pursuing. Dina Kollewehr, Michigan Main Street, explained her experience and provided a presentation regarding snowmelt systems and streetscape projects in Holland and Grand Haven. She stated that the snowmelt system in Grand Haven included three blocks of sidewalk and streets costing $3.0 million in 2010. Annual cost for operation and maintenance was $180,000. Discussion followed.

Motion by Member Owens to direct the Executive Director to look into the cost of hiring an engineering firm to look further into a snowmelt system. After discussion, it was decided that a motion was unnecessary and the Board asked the Director to obtain the cost of hiring an engineering firm to investigate a snowmelt system.

C. National Main Street Conference Recap
Director Dotson stated she earned her *Main Street America Revitalization Professional* credentials and she reviewed highlights of the training.

Chair Dipert asked to change the order of the agenda by moving Item 8.B under New Business.

Motion by Mayor Kurtz, second by Member Owens to amend the agenda to move Item 8.B to this point in the agenda. Motion passed by unanimous voice vote.

B. Request for Funding – Historic Signage Project
Denise Fate, Charlevoix Historical Society President, stated that the Society worked with the Main Street Design Committee to design interpretative historic signs for downtown, along the channel and at the Train Depot. She displayed prototypes of the seven signs and stated that the sign locations were approved by City Council and the Planning Commission. The cost per sign was $1,900–$3,100 and the total project budget was $18,500. Funding was being sought from a variety of sources. Ms. Fate requested sponsorship in the amount of $1,000.

Motion by Member Owens, second by Member Silva to approve the Charlevoix Historical Society request for $1,000 to support the Historic Signage project. Motion passed by unanimous voice vote.

7. Old Business

A. Downtown Plan Adoption

Director Dotson stated that the Plan was a summary of existing plans along with additional information related to the downtown area. The document is part of the *Redevelopment Ready Community* requirements. Member Owens noted that Bridge Park was not shown on the map in the Plan and clarification was needed on West Dixon Park.

Motion by Member Bingham, second by Member Owens to adopt the following Resolution. Motion passed by unanimous voice vote.

WHEREAS, the City of Charlevoix is pursuing Redevelopment Ready Communities© certification through the Michigan Economic Development Corporation; and

WHEREAS, Networks Northwest was hired by the City of Charlevoix to assist in the preparation of the Downtown Plan; and

WHEREAS, the procedures as outlined in the Redevelopment Ready Communities© Best Practice 1.1 were followed for preparing a Downtown Plan; and

WHEREAS, the Charlevoix Downtown Development Authority and City Manager were provided an opportunity to review and comment on the Plan; and

WHEREAS, the Charlevoix Downtown Development Authority will use this report in conjunction with the DDA TIF Plan for planning.

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Downtown Development Authority hereby adopts the Charlevoix Downtown Plan presented at this meeting, including maps and other descriptive matter included as a part thereof to be a guide for future development in downtown Charlevoix.

RESOLVED this 22nd day of April, 2019.

Motion passed by unanimous voice vote.

B. Hoop Skirt Alley Project Update

Member Bradley stated that they raised $8,400 to date and their fundraising event was scheduled for April 25th at the brewery. Discussion followed regarding specifics of the furnishings and placement, maintenance/upkeep of the area, and sponsorship contributions.

Motion by Member Silva, second by Member Owens to approve the purchase of alley furnishings under the guidance and cooperation with the appropriate City departments for consistency in relation to other downtown elements. Motion passed by unanimous voice vote.

Chair Dipert officially welcomed Sam Bingham to the Board.

8. New Business

A. MSU FIT Findings

Director Dotson commented on the First Impressions (FIT) Report which is a comprehensive community assessment conducted by unannounced visitors in a host community. Member Wilkin stated that she would be very interested in doing this program during the shoulder season. Member Owens felt that the information from the report should be incorporated into the Downtown Plan.

C. Radio Proposal from Joe Charlevoix

Member Owens explained the proposal from Joe Charlevoix to sponsor the weather forecast with a 20 second commercial that would promote Charlevoix events for $500/month. Director Dotson stated that this was not budgeted.

Motion by Member Christner, second by Mayor Kurtz to table the proposal until the next budget year's discussion. Motion passed by unanimous voice vote.

D. AmeriCorps VISTA Application

Director Dotson stated that they had an opportunity to participate in *CEDAM's AmeriCorps VISTA Program* which enabled the hiring of a full-time DDA staff person for $6,000/year, plus the $250 CEDAM membership dues. She felt that this was a good opportunity to have a full-time staff person at a reasonable cost. Mayor Kurtz and Chair Dipert expressed concern regarding the end of contract.

Motion by Member Wilkin, second by Member Wertz to pay the $250 membership fee for CEDAM and approve staff to apply for the *AmeriCorps VISTA Program* and to come back to the Board with more information. Motion passed by unanimous voice vote.

E. Request for Funding – Experience CVX Event

Director Dotson described the details of the Experience CVX event planned for June 6-8, 2019. She stated that the applicants were requesting a $1,000 sponsorship from the DDA to cover marketing and miscellaneous costs and permission to use the trademark Charlevoix "C" in their event logo. Chair Dipert stated that he was supportive of a new event, but that he would not want to see an annual funding request for this event. Discussion followed.

Motion by Member Owens, second by Member Wertz to approve a $1,000 sponsorship of the Experience CVX event on June 6-8, 2019. Motion passed by unanimous voice vote.

F. Live on the Lake Concert Series Work Plan
Motion by Member Owens, second by Member Silva to approve *Live on the Lake Summer Concerts* Work Plan. Motion passed by unanimous voice vote.

G. Election of Officers
Motion by Member Wilkin, second by Member Christner to nominate Maureen Owens as the next Chair of the DDA Board. Motion by Mayor Kurtz, second by Member Christner to close the nominations and select Maureen Owens as the next Chair of the DDA for the next year. Motion passed by unanimous voice vote.

Motion by Member Owens, second by Member Wilkin to nominate Richard Christner as Vice Chair. Motion by Member Owens, second by Member Wilkin to close the nominations and select Richard Christner as Vice Chair of the DDA for the next year. Motion passed by unanimous voice vote.

Motion by Member Wilkin, second by Mayor Kurtz that the immediate past Chair serve on the Executive Committee. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items
Mayor Kurtz stated that the Board should discuss having a proactive approach to how they want to spend money instead of approving funding requests as they come forward. Director Dotson stated that the topic sounded like one for a work session and it was also tied into the Downtown Plan document, prioritizing what they want to do, figuring out the cost, and then moving forward with the project(s).

11. Board Comments
Director Dotson stated that their next meeting will be on Tuesday, May 28 due to the Memorial Day holiday. The meeting was also going to serve as an informational public meeting in accordance with Public Act 87 of 2018 and all stakeholders will be invited.

12. Adjourn
Motion by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 8:04 p.m.

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Joyce Golding/fgm City Clerk Kirby Dipert Chair