CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, October 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:	Maureen Owens
Members Present:	Sam Bingham, Richard Christner, Kirby Dipert, Paul Silva, Rick Wertz, Amanda Wilkin
Members Absent:	Sean Bradley, Luther Kurtz
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Chair Owens asked to re-arrange the agenda by moving New Business, which included all of the presentations, in front of Reports; and changing the order of the items under Reports and the Board members concurred. Motion by Member Dipert, second by Member Silva to re-arrange the agenda as requested. Motion passed by unanimous voice vote.

5. Consent Agenda

A. Minutes
B. Monthly Report
C. Committee Minutes

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

8. New Business

A. Public Restrooms on 200 Block
Director Dotson stated that during the Downtown Business Owners meeting, Edith Pair, *Mushroom Home Tours*, mentioned issues related to the lack of a public restroom on the west side of the 200 block. Ms. Pair stated that they have noticed over the years that there is a need for public restrooms especially since the alley has all the food trucks now. Member Christner suggested that they come back with some ideas for possible locations for an additional restroom facility.

B. Bridge Cam-Downtown Development Beacon
Leilani Durbin, President of *Silver Linings Charlevoix*, stated that the calendar was on the website, CharlevoixBridgeDrop.org. She stated there was a lot of interest in getting a 24/7 Charlevoix Bridge Cam which they have started fundraising for. She asked the DDA to consider making a 5-year commitment to the project to cover the annual service and maintenance cost at $1,200 per year. Member Dipert stated that they could discuss the request at their upcoming budget meeting.

Ms. Durbin stated that they would also be doing a 4th of July Celebration every year and asked the DDA to sponsor the event. She explained that the monthly cost for the internet service for the Bridge Cam would be $200 which would give them high quality images. The Board members concurred to add the proposal to their upcoming budget discussions.

C. Junior Main Street Project Ideas
Ann Marie Conway, Charlevoix High School teacher, reviewed a history of past projects. Director Dotson stated that the students would go through a work planning process once there was a general consensus on which project(s) to pursue.

The students introduced themselves and presented three project ideas including:

- Hammocking in Charlevoix – passive recreational spot for hammocks at a centralized location behind the DNR Fisheries off Lake Michigan Beach;
- Mural on East Park Tavern Wall – student-created mural for the back second story section of the East Park Tavern that would include a trio of vertical portraits on wood panels using weatherproof paint;
- Chamber of Commerce Wall – decorate the wall of the Chamber of Commerce building with a map of the world; either a painted map directly on the brick or painted on pallets of plywood attached to the wall; the project could include a component to allow visitors to place a pin on the map to indicate where they are from.

Chair Owens stated that the project involving the private building was not within the DDA's authority. Director Dotson stated that another possibility would be if the private property owner did not want the mural on his property then the students could look for another location on public property. The Board concurred to support the Mural on East Park Tavern Wall or other appropriate location as a moveable method of displaying student art. Member Christner questioned the cost and durability of the hammocks and discussion followed regarding specifics of the hammock proposal.

Motion by Member Dipert, second by Member Christner to give the students the go ahead on all three projects and see where it leads. Motion passed by unanimous voice vote.

D. The Vault Co-Working Space Update
Jayne Lynskey, AmeriCorps VISTA Member, provided an update on The Vault's progress and goals. She gave a brief presentation regarding accomplishments/progress of The Vault, the addition of an open plan office, desks and lamps in the stairwells, partnerships with local businesses, future events, the addition of the spa space, and the Artist of the Week Program. Ms. Lynskey stated that she has been reaching out to as many organizations as she can because she was "trying to serve the under-served" and she was having some difficulty because individuals see The Vault space as a business already established versus "people who don't have the means to start anything of their own." She asked for the Board's help to make more connections with local organizations.

Ms. Lynskey displayed a list of upcoming future events, fundraisers, Lunch 'N Learn programs, and training sessions. She stated that she was also working with a student intern who was helping to make a promotional video about The Vault and Junior Main Street. She stated that she cleared out the storage area which has now been converted to 20 workstations. Ms. Lynskey summarized that The Vault was constantly adapting, they have great social interaction, and they were promoting well-being. She displayed a potential logo she had designed for The Vault. Chair Owens stated that the Board thoroughly supported all of the work Ms. Lynskey was doing with The Vault.

6. Reports

A. Director's Report
Director Dotson stated that she will be out of office on medical for up to two weeks beginning December 2nd.

C. Quarterly Training Report
Sarah Hagen stated that Director Dotson, Dennis Kusina, Amanda Wilkin and herself attended Michigan Main Street training. She discussed a new quarterly report format and how to tell your story to different audiences. Mr. Kusina stated that often you learn more from the other attendees at training sessions. Ms. Wilkin stated that it was always good to go to another community and see their downtown and bring back ideas to the Board. Director Dotson asked the Boardmembers to complete the Pulse Survey.

E. Bridge Park Building Committee Update
Member Silva stated that members of the Bridge Park Building Committee met on October 18th to discuss the status of the DDA leases and relationship with the building tenants. He stated that he toured the building and was quite impressed with the building's condition. He stated that the public restrooms need a little bit of attention and he felt that the one area they could improve on as the landlords is a "clear lineage of who's maintaining and doing what". He stated that there was a urinal that has been out of service for a while and door handles that need to be replaced. He did not think there was anyone clearly in charge of the building's maintenance. He stated that if the DDA wanted to accommodate the Lake Charlevoix Brewing Company's potential growth they would need to upgrade the electrical from 220 to 3-phase. Discussion followed regarding the timing for cleaning the restrooms, usage of the facility, and the Indian Trailways bus passenger usage of the restrooms.

D. Salary Share with City Update
Director Dotson stated that City Manager Mark Heydlauff will be recommending to City Council to reduce its subsidy for the salary of the DDA Director from 25% to 10% (approximately $15,000) in the FY 20/21 Budget which would take effect on April 1, 2020. She stated that there will be a work session on the new DDA budget. Discussion followed regarding whether or not the DDA could sell the Bridge Park building.

B. DDA Financials
Director Dotson stated that the financials were provided for the Board's information. She reported that The Vault presently had eleven paying tenants including private offices, drop-ins, and non-profits and they were collecting $1,700 a month in rent and were close to breaking even.

7. Old Business

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Dipert, second by Member Christner to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:16 p.m.

Joyce Golding/fgm

Maureen Owens Chair