

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, November 25, 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:	Sean Bradley, Luther Kurtz, Paul Silva, Rick Wertz, Amanda Wilkin
Non-Voting Member:	Liam Dreyer
Members Absent:	Sam Bingham, Richard Christner, Kirby Dipert
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

Chair Owens stated that she would not be voting on the Groundhog Shadowfest Sponsorship Request (Item 6.B). She introduced Liam Dreyer as the newly appointed Junior Main Street non-voting member to the DDA.

5. Reports

A. Downtown Snow Removal

DPW Superintendent Elliott reviewed the current system of snow removal throughout the City. He explained that snow removal begins with one inch of accumulation and it takes at least eight hours to remove 4-8" of snow from the roads, parking lots and sidewalks. He noted that seeing snowfall several days in a row leaves no man hours to clear the snowbanks that accumulate downtown.

Director Dotson recalled that every year the DDA talks about heated sidewalks. It was brought up again at the Business Owners meeting that there are inconsistencies with the removal process. She stated that after the City crews clear the sidewalks in the morning, then the business owners are responsible for clearing the sidewalks of snow but some seasonal businesses do not clear their sidewalks. She stated that with the City Manager's permission they were seeking to update the Ordinance to include that sidewalks are to be cleared by 10:00 a.m. after a snowfall occurs. If the property owners do not clean the sidewalks by 10:00 a.m. they would receive a warning letter from the Zoning Administrator, followed by a fine of \$50. She stated that the Resolution and Ordinance were in draft form that would have to go before the City Council:

RESOLUTION NO. 2019-01-XX

WHEREAS, Section 153.48 of the City Code provides for the establishment of snow and ice clearance district in areas of substantial traffic within the City; and

WHEREAS, Downtown Bridge Street and Antrim Street to the County, City and Public Library are the areas most heavily traveled by pedestrians in the winter months;

NOW THEREFORE BE IT RESOLVED, that the Downtown Snow and Ice Clearance District is hereby created, the boundaries of which shall be the east side of Bridge Street right-of-way to the east side of State Street from the northern most portion of the U.S. 31 Drawbridge to the centerline of Belvedere Avenue and both sides of Mason Street to the Charlevoix Public Library driveway; and

BE IT FURTHER RESOLVED, that the charge to any property owner for reimbursement of expenses incurred by the City in removing snow or ice from any section of sidewalk within this District, as provided for in Section 153.48 of the City Code, shall be set by City Council from time to time.

RESOLVED this ____ day of month, 2019.

ORDINANCE NO. xxx of 2019

THE CITY OF CHARLEVOIX ORDAINS:

SECTION 1. Title XV, Chapter 151, Section 152.48 (B) of the City of Charlevoix Code is hereby amended to read as follows:

Sidewalks to be cleared with clearance districts. The occupant of every lot or premise, or the owner of such lot or premises located within any snow or ice clearance district, shall clear all ice and snow from sidewalks adjoining such lot or premises within the time herein required. Such snow or ice shall be cleared from the sidewalks by 10:00 A.M. each day and in daylight hours when snow has stopped falling and is 4 inches or higher.

SECTION 2. Severability.

No other portion, paragraph or phase of the Code of the City of Charlevoix, Michigan shall be affected by this Ordinance except as to the above sections, and in the event any portion, section or subsection of this Ordinance shall be held invalid for any reason, such invalidation shall not be construed to affect the validity of any other part or portion of this Ordinance or of the Code of the City of Charlevoix, Michigan.

SECTION 3. Effective Date.

The Ordinance shall become effective thirty (30) days after the enactment.

Motion by Member Wilkin, second by Member Silva to support the effort to clarify the snow removal on sidewalks in the DDA. Motion passed by unanimous voice vote.

B. Presentation by Charlevoix Robotics Students

Mr. Tom Schultz introduced six students who are part of the robotics team. He explained the focus of the group was to get young people involved in science and technology. They would be hosting a contest at the Charlevoix Middle/High School in December to solve the problem of a lack of downtown housing and parking.

C. Project Presentations

Director Dotson asked Committee members to present a general update about the projects they are working on so the Board can prepare their budget for next year.

- **Jacque Dipert – Gift Local.** Ms. Dipert explained that the Gift Local campaign was a program to encourage shoppers to make purchases in downtown Charlevoix from Black Friday to Christmas Eve. Shoppers turn in their receipts and for every \$50 spent the customer receives one raffle ticket for “Downtown Dollars” that can only be spent on Main Street businesses.
- **Sarah Hagen/Jean Muselik – Live on the Lake Summer Concerts.** Ms. Muselik summarized the concert series program, the project budget, addition of street performers and the Shakespeare in the Park event.
- **Caitlin Cole/Katherine Forrester – Charlevoix Restaurant Week.** Ms. Cole explained that Restaurant Week was scheduled twice a year: the first full week in November and the last full week in April. They usually get 10-12 restaurants to participate in each week.
- **Denise Fate – Design Committee Projects.** Ms. Fate presented a recap of Design Committee projects over the last several years. She also summarized planned projects including: Façade Grants, SBEI Grant Program – alleyway improvement, Tree Lights & Parking Lot improvements, Walkability Survey, and Phase Two of the Wayfinding Signs program.

D. Director’s Report

Director Dotson stated that there was a new partnership between Michigan Main Street and Issue Media Group (IMG) for a project that generates editorially independent, solutions-oriented features and stories. She stated that the focus would be generating 24 stories a year specific to Charlevoix. All the content created would be available to the DDA to distribute as they see fit. Director Dotson stated that essentially it was “\$30,000 to get a lot of good press in a year”. She suggested asking IMG to do a presentation for the Board. Chair Owens felt they should wait until they were through the budget process before asking for a presentation and the Board agreed.

6. New Business

A. Set Date for Budget Work Session

Mayor Kurtz stated that he would like to see the DDA balance the budget for the new year. He felt it would be appropriate for the Executive Committee to meet and develop a balanced budget to be presented to the full DDA Board at the budget work session.

Motion by Mayor Kurtz, second by Member Wertz for the Executive Committee to meet and develop a balanced budget to be presented to the full DDA Board at the budget work session. Motion passed by unanimous voice vote.

Motion by Member Bradley, second by Member Silva to tentatively schedule a 2020/2021 DDA Budget Work Session on January 7, 2020 at 5:30 p.m. pending availability of Board members, and for staff to contact the members not present at this meeting to see if they can make the meeting on January 7th. Motion passed by unanimous voice vote.

B. Groundhog Shadowfest Sponsorship Request

Chair Owens recused herself and Member Wertz assumed the Chair. Ms. Owens presented the sponsorship request for the Charlevoix ShadowFest which was a continuing effort to work with the shoulder season and draw people downtown in February. This year they were planning an innertube sledding event in the park and were continuing to grow the event in the downtown area. Director Dotson stated that she provided historical information in their agenda packet about the sponsorships they have awarded this year and advised that they had \$3,000 remaining in the current budget. Discussion followed regarding the budget limitations, items cut from the Shadowfest Program, and any other outstanding sponsorship requests before the end of this current fiscal year.

Motion by Member Wilkin, second by Member Silva to approve a platinum sponsorship in the amount of \$2,500 in support of Charlevoix Groundhog Shadowfest. Motion passed by unanimous voice vote.

7. Consent Agenda

- A. Annual Report to State Treasury – Tax Increment Financing
- B. Minutes
- C. DDA Financials
- D. Committee Minutes
- E. Monthly Report

Chair Owens returned to the meeting. She questioned the \$74,000 amount shown in professional services on the Annual Report to State Treasury. Director Dotson replied that the amount comprises their contracts.

Motion by Member Silva, second by Mayor Kurtz to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

8. Public Comment

9. Request for Future Agenda Items

10. Board Comments

Member Silva suggested limiting presentations to five minutes in the future. Chair Owens replied that the presenters were given time limits for their presentations and they were reminded again just before the meeting started.

11. Adjourn

Motion by Member Wertz, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:46 p.m.

Joyce Golding/fgm

Maureen Owens

Chair