CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET WORK SESSION
Tuesday, January 7, 2020 at 8:00 a.m.
210 State Street, Charlevoix, Michigan

The meeting was called to order at 8:01 a.m. by Chair Owens.

1. Call to Order

2. Roll Call

Chair:	Maureen Owens
Members Present:	Richard Christner, Amanda Wilkin, Luther Kurtz, Kirby Dipert, Sam Bingham, Liam Dreyer (non-voting)
Members Absent:	Rick Wertz, Paul Silva, Sean Bradley
City Staff:	Lindsey Dotson, Executive Director
Others Present:	None

3. Reports

a. Draft 2020-2021 DDA Budget

Chair Owens led discussion in roundtable fashion allowing board members to comment and question portions of the draft budget presented to them one section at a time. Goals were reviewed and discussion took place outlining how a balanced budget would affect Main Street programming. Minor corrections were made throughout.

The main points of discussion were about Marketing & Promotional Services and Sponsorships. The Board requested that $10,000 be added to that section for sponsorships, and to create an application deadline in May for community events/organizations so that they can be reviewed together and funded according to goals and mission. Supported events will also be required to give a report to address a return on investment. It was also requested that line items specific to Venetian Festival and Main Street Monday be removed.

Mayor Kurtz requested that a financial report for The Vault be included in future regular meeting agenda packets.

Director Dotson was instructed to add an agenda item to the January meeting to set a date for a work session to brainstorm possible uses for excess cash.

4. Adjourn.

Meeting adjourned at 9:00 a.m.

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Lindsey J. Dotson Executive Director

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Maureen Owens Chair