CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, January 27, 2020 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, Sean Bradley, Richard Christner, Kirby Dipert, Paul Silva, Rick Wertz, Amanda Wilkin
Non-Voting Member:	Liam Dreyer
Members Absent:	Luther Kurtz
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

Member Bingham stated that he had a conflict for the Round Lake Group Closed Session item. Member Wilkin stated that she had a conflict for Item 8.A., MOU between the City, Charlevoix, Visit Charlevoix, and the Main Street DDA.

5. Consent Agenda

A. Minutes
B. Committee Minutes
C. MEDC Community Requirements and Expectations Agreement
D. Monthly Report
E. 2020 Schedule of Meetings

Member Christner stated that there was a mix-up in the minutes between Member Bingham and himself related to Item 5.A.

Motion by Member Dipert, second by Member Wertz to approve the Consent Agenda items as amended. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report.

Chair Owens questioned who the actual host for the Michigan Downtown Association was and Director Dotson responded, "just Charlevoix in general". Chair Owens questioned the Entrepreneurial Echo System Service and stated that they had said that the DDA did not get anything this year, but they didn't get anything they asked for last year when the DDA had asked to work on an Investor Profile; Director Dotson stated that she would bring the issue to them.

Director Dotson advised that she would email the MEDC Community webinar flyer to the DDA members.

B. The Vault Co-Working Space Update

Director Dotson provided a financial update for The Vault, and it was projected to be in a deficit of $2,292.17. She felt that the deficit would be made up with drop-in visits during the summer. After questions, Director Dotson agreed that the $6,000 cost for the staff member was not reflected in the deficit, so the projected deficit was $8,292.17.
Chair Owens asked for additional information in future financial updates.

C. Annual Impact Report

Director Dotson stated that she included a copy of what the DDA now receives from *Michigan Economic Development Corporation (MEDC)* for their Annual Report. All of the data was provided by Charlevoix Main Street and the Report was organized and designed by MEDC. Director Dotson summarized the findings and usage of the Annual Impact Report and referenced the data under *"2019 Pulse of Downtown"* which should have reflected a percentage rather than a number.

D. DDA Financials

Director Dotson referenced the Financial Report as of January 31, 2020. She stated that one of the façade grants that was awarded a couple of years ago has not been paid and the issue would be brought before the Design Committee for a recommendation.

E. Housing and Remote Workers Feasibility Analysis

Director Dotson stated the Economic Vitality Committee reviewed the Report and commented that a lot of the housing study included in the Analysis was from a study that has been updated and so she had asked the National Main Street Center to update the Analysis.

7. Old Business

A. Draft 2020-2021 DDA Budget

Director Dotson stated the packet included a revised draft budget reflecting some of the changes requested during the DDA Work Session on January 7th along with a few other adjustments.

Member Christner questioned the additional $10,000 that was added to the restroom cleaning contract. Director Dotson stated that the City solicited bids for restroom cleaning and no one responded, so the Public Works Superintendent sought out a company and the annual cost was $24,000, up from $14,800. Discussion followed regarding the specifics of the cleaning contract and the frequencies of cleaning the restrooms during special events.

Member Christner questioned the revenue projected for The Vault and the Main Street contributions. Director Dotson stated that the outstanding contributions were approximately $3,000. Discussion followed regarding line items within the proposed budget including marketing initiatives, and the excess $10,000 projected of expenses over revenues. Discussion also followed regarding the cooperative ad campaign which included an update to the proposed budget to reinstate a $10,000 line item for sponsorships under the impression that the DDA would have an application-based approach with a May deadline. Member Wilkin stated that the ad campaign directly led people to downtown Charlevoix, so this ad campaign was benefiting both the DDA and the businesses. Member Christner questioned if part of the value they were adding is the packaging could they leverage that and explain to the merchants that they should be ok at a 75% share.

Chair Owen stated that it sounded like there was interest in putting funds back in for that particular campaign and that the DDA should come up with a number and let the Director negotiate whatever she can get for that package. Chair Owen stated the $10,000 shortfall in the budget is due to the additional cost for janitorial services for the restrooms. Member Bradley questioned if they needed to look at other areas like sponsorships or re-doing the way sponsorships are administered.

Member Dipert suggested charging their Director with investigating some other cost options for the janitorial services and in the meantime pass the budget as presented, as the budget could be amended if needed.

Member Wertz questioned if the DDA was only allocating $10,000 for all the events that they have during the year and Chair Owen stated that amount also included Venetian. He stated that they have done away with the façade grants and Chair Owen referenced other line items that had been decreased. Chair Owen noted that four DDA members indicated that the budget should be passed as presented, and four indicated that the budget should be amended to add more money for marketing. Chair Owen stated she would be in favor of adding more money. Member Bingham stated that he recognized the importance of having a balanced budget and having equal expenditures and revenue, but he worried that in the pursuit of getting a balanced budget they were losing the function of Mainstreet and the DDA.

Motion by Member Christner, second by Member Bingham to approve the budget as presented. Motion failed.
Yeas: Bingham, Christner
Nays: Bradley, Dipert, Silva, Wertz, Wilkin, Owens
Absent: Kurtz

Motion by Member Wilkin to reduce the cooperative ad campaign from $10,000 to $5,000 for the next budget and either ask the businesses to pitch in a little bit more or reduce the ad buy. Chair Owen restated the motion to add $5,000 back into the current budget for the cooperative ad campaign and Member Wilkin agreed, Member Dipert seconded the motion. Motion carried.
Yeas: Bingham, Bradley, Christner, Dipert, Silva, Wertz, Wilkin, Owens
Nays: None
Absent: Kurtz

There was no public comment on the topic.

8. New Business

A. MOU Between City, Chamber, Visit Charlevoix, and Main Street DDA

Member Wilkin recused herself. Amanda Wilkin, Visit Charlevoix Director, stated that Visit Charlevoix recently went through a strategic planning process and it was determined that they should create a Memo of Understanding (MOU) with partnering organizations. She stated that the MOU included economic development, economic growth and quality of place, and a bi-annual meeting with representatives from each Board. Chair Owen questioned adopting the common logo by March 31st.

Sarah Hagen, Charlevoix Chamber of Commerce, stated that she thought January was to decide whether they were approving the MOU and then figuring out the logo but there was some confusion on adopting the logo. She agreed that they would have to wait for the logo before moving forward with the rest of it. She stated that the Chamber Board had discussed the MOU at their January meeting and there was some concern with adopting it in full. The MOU and logo would be discussed further at their February 7th meeting. Director Dotson suggested that the Board could table this item. Ms. Wilkin stated that the goal was for everyone to use a unified brand and that the action step for signing the MOU should go into April or May. She stated that her Board will want to approve the MOU as it is. Ms. Hagen stated that the Chamber was in favor of overall branding alignment and making that cohesive, it just came down to how the actual logo was going to look.

Motion by Member Dipert, second by Member Christner to approve the MOU. Motion by unanimous voice vote with Member Wilkin abstaining from the vote.

B. Schedule Work Session

Motion by Member Bradley, second by Member Christner to set a work session to discuss plan for how excess funds may be used for Monday, February 10th at 8:00 a.m. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Chair Owen stated that pursuant to MCL 15.268(d & e), after a 5-minute break, the Board will go into closed session for the discussion of the lease renewal with Lake Charlevoix Brewing Company and request from City Attorney Scott Howard.

12. Adjourn

Motion by Member Bradley, second by Member Christner to adjourn the regular meeting at 6:32 p.m. Motion passed by unanimous voice vote.

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Joyce Golding/fgm

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Maureen Owens Chair