CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Tuesday, May 26, 2020 at 5:30 p.m.
Virtual Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens
Members Present:	Sam Bingham, Sean Bradley, Richard Christner, Kirby Dipert, Luther Kurtz, Paul Silva, Amanda Wilkin
Non-Voting Member:	Liam Dreyer
Members Absent:	Rick Wertz
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest
Mayor Kurtz stated that he had a conflict on Item 8.B. which involved property adjacent to property he owned.

Chair Owens asked for a moment of silence in remembrance of Council member Leon Perron.

5. Consent Agenda
A. Minutes
B. Committee Minutes
C. Monthly Report

Motion by Member Dipert, second by Member Bingham to approve the Consent Agenda items as amended. Motion passed by unanimous roll call vote.

6. Reports

7. Old Business
A. Long Road Distillers Lease Discussion
Vice Chair Christner summarized discussions between himself and the lessee. He stated that they discussed a structure that would give an incentive to the Lessee to come to Charlevoix with the model already discussed but allowing time to get to full scale operations while keeping the original lease terms in mind.

Mr. O'Connor stated that the lease was currently in place and they had asked for those provisions in the lease that would abate the rent in that there were limitations on the ability for gathering and congregating. He said that the struggle with the idea in these uncertain times of the outset of capital even on a monthly basis for rent with the potential that they could get something appropriate back. He felt that the best option was a gross lease concept with indicators tied to sales; and he could see them potentially occupying the smaller space near the boat company this season for takeout and limited tasting room options only.

Discussion followed among the Board members about possible solutions, the status of the MLCC application, and a scaled back model for this current season. Vice Chair Christner stated that he saw three different paths: 1) abide by the provisions already in place in the lease, 2) entertain substantial modification to the existing lease via the modified gross rent, or 3) try to find something that would allow opening and also allow the time to get at least part-way to what they had proposed in the modified lease provision.

Discussion continued regarding the proposal for $100/monthly base rent plus 3% of gross sales. Mayor Kurtz suggested going with the proposal for the current lease and commit to renewing the lease for another year at the original amount, and Mr. O'Connor stated he would have to discuss the terms with his business partners.

Motion by Member Wilkin, second by Mayor Kurtz to continue negotiations with Mr. VanStrien and Mr. O'Connor and include in the negotiations that they commit to renewal of the lease for another year at the original terms. Motion passed by unanimous roll call vote.

The item was opened for public comments:
- Darlene Klein was not in favor of another liquor establishment.
- Brian Slater stated that he hoped the business could come to town and be successful here.

The item was closed to public comments.

8. New Business
A. Live Webinar Proposal – Town Hall Meeting: COVID-19 Business Survival Tips
Mr. Jon Schallert, President of the Schallert Group, explained his background and further described his Destination Business training programs. He summarized the components of the 2-hour live webinar he was proposing for the Charlevoix business community.

Discussion followed regarding possible collaboration between the DDA, the Chamber and inviting participants from neighboring communities, funds available, and participant cost. Mr. Schallert stated he would forward additional information to Director Dotson.

The item was opened to public comments, but there were no comments.

The Board concurred to have Director Dotson gauge local business owner interest in the program and recommend a fee to be charged to participants, both local and outside the area.

B. Requests from BLOOM & Harwood Gold

Mayor Kurtz recused himself. Director Dotson stated that she received a request from BLOOM and The Cantina to expand their space into the east/west portion of Van Pelt Alley. Ms. Jennifer Haf, BLOOM, stated that they were proposing closing a small portion of the east/west alley between The Cantina and their building at 100 Van Pelt to make it pedestrian only mainly for safety concerns. She stated that there were lots of cars and trucks through that area that have clipped her front stoop corner, damaged plants, and recently had boxes of merchandise run over by a large truck. They were hoping for more space outside for their customers to wait to come into their spaces. Chris Rutowksi, The Cantina owner, stated that when a guest is waiting to get into the restaurant they are basically in the street/alleyway.

The item was opened for public comments:

- Sarah Knapp was in favor.
- Darleen Klein expressed concern about what would happen if there was a fire in that space.

The item was closed to public comments.

Director Dotson stated that the Zoning Administrator was supportive of the idea. She also said the Public Works Superintendent felt that it would not create any issues for City vehicles and the only time they might have to access the space is to service the water line.

Motion by Member Dipert, second by Member Wilkin to support their efforts at this time. Motion passed by unanimous roll call vote with Mayor Kurtz abstaining.

Mayor Kurtz returned to the meeting.

C. Chamber Partnership Considerations

Director Dotson stated that this was the final year on the agreement for Chamber support of downtown centered events. She stated that many of the events have been canceled or postponed and she approached the Chamber to discuss options for what the Chamber can do if they are unable to give ample promotional trade to the DDA with the downtown events per their agreement. Sarah Hagen, Chamber President, reviewed the Downtown Promotions Agreement specifics and options for future events or other logo trade. After discussion, no formal action was taken at this time.

Chair Owens noted that most of the members of the public were present for the Messaging Committee Update and the Board concurred to re-arrange the agenda.

F. Messaging Committee Update – Downtown Safety & Walkability Plan

Mayor Kurtz stated that the Messaging Committee was a group of stakeholders which included Dr. Meyerson from the Health Department, Dr. Jaekel from Munson Hospital, Director Dotson, Sarah Hagen, Amanda Wilkin, Mike Ritter, Mark Heydlauff and himself. He stated that the original goal was to help identify appropriate messaging to our visitors that the whole community could get behind. He stated that the City would be placing 20 hand sanitizing stations around town and they conducted a survey with over 1,200 responses to convert the parking on Bridge Street to more pedestrian space to allow social distancing. He explained in detail the changes to the parking downtown starting on Memorial Day weekend.

Mayor Kurtz responded to questions from the DDA members regarding the plan. Member Dipert was not in favor the parking lane closure and he stated that some of his fellow business owners felt that it was hurting business.

The item was opened for public comments:

- Darcy Lee explained that she was against closing off parking spaces for retail, but she was in favor of closing off certain areas for the restaurants.
- Sarah Knapp agreed with Ms. Lee.
- Jody Bingham was not in favor of closing off parking spaces and allowing merchandise outside the stores.
- Jen Haf stated that she agreed with the previous speakers and she stated that she had statements from the owners of the Cantina and The Salad Fork who were also against the loss of parking spaces.
- Deirdre Weller questioned why the City Council made the decision to move forward on the parking restrictions.

The item was closed to public comments.

Chair Owens suggested that business owners should contact the Councilmembers who represent the downtown area or members of the Messaging Committee to express their opinions. DDA members each expressed their opinions regarding the parking situation and the need for further review.

D. The Vault Coworking Space Updates re: COVID-19

Director Dotson stated that they needed to re-assess the situation at The Vault to ensure the safety and comfort of the people who use the space. She stated that they are starting to see an uptick in summer activity. She stated that AmeriCorp is requiring that all of their VISTA members serve remotely. Jayne Lynskey, AmeriCorps VISTA Member, gave a brief update on The Vault status and stated that they needed to suspend the "drop-in" situation; and the spa owner would need to greet her customers at the door and escort them in.

Motion by Member Bradley, second by Member Bingham to approve the COVID-19 Policy and amended membership structure to ensure the safety of all who use The Vault Co-Working Space through the COVID-19 pandemic. Motion passed by a 6 to 2 roll call voice vote except for Members Christner & Silva who were not on the ZOOM meeting at this time.

E. Live on the Lake Concert Series

Discussion followed among the Board members as to whether to cancel the first couple of concerts and re-visit the issue in June or cancel the full summer series.

No comments from members of the public.

Motion by Mayor Kurtz, second by Member Dipert to cancel the June 25th concert and then discuss at the next DDA meeting what to do with the July & August dates. Motion passed by a 6 to 2 roll call vote with Members Christner and Wilkin voting against the motion.

G. Patronicity Crowdfunding Campaign

Director Dotson stated that they have applied for grants, and they have a campaign set up where the public would be able to contribute to help the businesses. The DDA would develop the grant guidelines and application process and she was seeking permission to move forward with the crowdfunding campaign.

No comments from members of the public.

Motion by Member Bradley, second by Member Wilkin to approve Director Dotson to launch the crowdfunding campaign directly through Patronicity to fund business relief and recovery as a result of COVID-19 impacts on the district. Motion passed by unanimous roll call vote.

H. Face Masks

Member Dipert stated that he had been able to secure a price of $1.00 apiece from the Hanes Corporation for cloth face masks if they purchased at least 500 masks. They have arranged with Charlevoix Screen Masters to print the Charlevoix C logo for .50 cents each on the masks. Member Bradley spoke about a concern with screen printing ink being on a mask that goes over one's mouth and nose. Member Dipert noted that the logo placement would be on the "cheek" part of the mask.

The item was opened for public comments:

- Jody Bingham, GaGa for Kids, stated that there were specifications for what they considered safe fabric for masks and she was concerned about any liability.
- Darcy Lee, The Lake House, stated that she ordered some masks from Screen Masters with her logo on the side of the masks which looked good.

The item was closed for public comments.

Motion by Member Christner, second by Member Bradley to purchase the masks with the DDA logo on them with appropriate verification from Director Dotson that placement will satisfy any health concerns and distribution similar to how they distributed the DDA t-shirts. Mayor Kurtz left the meeting at 8:15 p.m. Motion passed by 5 to 1 roll call voice vote with Member Dipert abstaining from the vote.

I. Match on Main Grant Application

Director Dotson stated that the MEDC had reworked their *Match on Main Grant Program* to a COVID-19 Response Program which would provide up to $50,000 to local downtown management organizations to administer to eligible small businesses located in traditional commercial districts. She solicited applications from the businesses and received ten applications.

The item was opened and closed for public comments as there were none.

Motion by Member Christner, second by Member Bradley to submit an application to the MEDC for the *Match on Main Program* requesting $50,000 to assist 10 businesses in the Main Street DDA District at $5,000 each if awarded. Motion passed by unanimous roll call vote.

J. Downtown Charlevoix Recovery Plan

Director Dotson stated that she was asking the Board to give her the go ahead to pursue a number of ZOOM meetings with all of their different stakeholders including the DDA Board to hash out their plan moving forward looking at their budget and programmatic changes. The Board concurred to support the Director's request.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Dipert, second by Member Christner to adjourn the meeting at 8:21 p.m. Motion passed by unanimous voice vote.

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Joyce Golding/fgm Maureen Owens Chair