CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, June 22, 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, Amanda Wilkin
Non-Voting Member:	Liam Dreyer
Members Absent:	Luther Kurtz, Paul Silva, Rick Wertz
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

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

Motion by Member Christner, second by Member Bradley to approve the Consent Agenda. Motion passed by unanimous roll call vote.

6. Old Business
A. Long Road Distillers (LRD) Lease Discussion
Member Christner summarized discussions between himself and the lessee trying to ensure that LRD come to town as originally proposed for next year. He stated that he received a proposal which included a base rent with percentage of gross structure. LRD wanted to not pay rent for the remainder of 2020 as they would be unable to open their business this year. Member Bradley suggested that they "nail down some sort of timeline" for liquor license approval because the only way they could operate would require approval from the MLCC. Member Christner stated that right now their proposal was no operations until early summer of 2021. Chair Owens stated that the only expenditure the DDA had was the new door which they would have done anyway.

Member Christner advised that they have an existing lease in place that needs to be taken into consideration; and with the amended lease they were looking at another two years with some options to extend that even longer. Member Bradley stated that he would support an increased rent in future years to make up for the delay until next year.

There were no public comments.

Motion by Member Dipert, second by Member Bradley to allow Member Christner to continue with his negotiations with representatives of Long Road Distillers. Motion passed by unanimous roll call vote.

B. Downtown Charlevoix Recovery Plan
Director Dotson stated that she had put together a report outlining some of their current initiatives and tried to relate that to the COVID-19 recovery. She stated that the Board should discuss if there were any modifications they wanted to make to their programming. She proceeded to review the Plan and outlined each of the Committee's new and ongoing initiatives, and partner initiatives. The Board concurred to have the Director present a synopsis of the changes and the bottom line before the July meeting.

There were no public comments.

7. New Business
A. Live on the Lake – Summer Concerts COVID Preparedness Plan
Sarah Hagen described the plans that the Promotions Committee developed to best mitigate risk for volunteers, staff and performers, and how to encourage social distancing and correct practices by the public enjoying the concerts.

There were no public comments.

Motion by Member Bradley, second by Member Christner to approve the Live on the Lake Summer Concerts COVID Preparedness Plan. Motion passed by unanimous roll call vote.

B. Concerts in Bridge Park
Director Dotson recalled that the Brewery had live entertainment on Thursday nights during the same time as the Live on the Lake series and now they have moved that up to the patio at the Bridge Street Tap Room. The City Manager asked the DDA to weigh in on the possibility of that entertainment spilling out into Bridge Park. Discussion followed regarding alcohol consumption in the park

and the Board wanted to encourage the Tap Room to be responsible for proper signage on no alcohol beyond the patio area, clarification on how the park is being used and proper social distancing.

Sarah Hagen stated that there would be smaller ensembles providing musical entertainment on Tuesday nights along with with City Band concerts starting on July 7th.

C. Design Committee Streetscape and Walkability Plan
Director Dotson stated that in keeping with Main Street's overarching goals of health and wellness, and given the stated objective of having a more walkable downtown, the Design Committee discussed ways to accommodate pedestrians, vehicular traffic and parking in the City's most congested area. John Duerr, Design Committee Member, commented that Mayor Kurtz indicated that Council will discuss engaging a consultant to address the streetscape and improving the walkability for pedestrians as well as outdoor dining at their next meeting. Mr. Duerr felt that the Design Committee should be involved with helping to select the consultant and work closely with the consultant to come up with specific proposals. He stated that the agenda memo included some general principles that the Committee felt should be included in the proposal.

Member Dipert stated that he hoped that the Walkability Plan could become more long-term planning to evaluate what changes need to happen in the next 5-20 years. Members expressed their support of being involved in this process and long-term planning.

The item was opened for public comment:

- Dean Martin felt that if there was going to be a study for the future they should incorporate the people that will be using the DDA in the future. This could be the business owners and their successors. He suggested looking at the increasing number of people who are planning on working from home.

D. The Vault Cash Handling Policy
Director Dotson stated that they needed this Policy on file for the auditors. After discussion, the Board determined that a member of the Executive Committee should serve as a back-up to Director Dotson if needed for a cash transaction.

There were no comments from the public.

Motion by Member Christner, second by Member Wilkin to approve the Cash Handling Policy for The Vault Co-Working Space operations with the addendum to add a member of the Executive Committee as needed. Motion passed by unanimous roll call vote.

D. COVID-19 Business Support Grant Guidelines
Member Christner questioned number 3 on the eligibility guidelines related to a business having to identify income loss specifically related to the COVID-19 pandemic and how the business would show that loss. Director Dotson stated that it could be comparing sales from the same time period the previous year. Chair Owens felt that the review process should include that the applications be scored and recommended for approval by the Economic Vitality Committee and then forwarded to the DDA Board for final determination and award.

Member Dipert stated that he was not in favor of the concept and would have rather seen this money spent on marketing to get more people to come to town.

There were no comments from the public.

Motion by Member Bradley, second by Member Wilkin to approve the COVID-19 Business Support Grant Guidelines. Motion passed by a 5 to 1 roll call vote with Member Dipert voting against the motion.

E. DDA Communications to City Council
Member Christner stated he didn't know if the Board wanted to come up with just an informal request to City Council to say "on anything involving the downtown area, can you keep in mind that we would like to be involved in weighing in on those decisions".

There were no comments from the public.

Motion by Member Dipert, second by Member Bradley to formulate a request to City Council that decisions that are being made that directly affect the downtown specifically be vetted with the DDA Board. Motion passed by unanimous roll call vote.

8. Reports

A. Director's Report
Director Dotson summarized several of the items included in the Report.

B. Update on Business/Building Owner Survey Results and Council Action
Director Dotson reviewed the results of the survey and indicated that the vote during the Special Council Meeting was rescinded so the only change to parking at this time is around restaurants that request additional space for outdoor seating.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Bradley, second by Member Christner to adjourn the regular meeting at 6:50 p.m. Motion passed by unanimous voice vote.

Joyce Golding/fgm

Maureen Owens Chair