CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, October 26, 2020 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

A. Monthly Report
B. Committee Minutes
C. Board Minutes
D. Letter from Representative Triston Cole

Motion by Wilkin, second by Member Christner to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

6. Reports

A. Info Meeting Presentation
Director Dotson stated that pursuant to Public Act 57 of 2018, Downtown Development Authorities are required to hold two informational meetings per year to share information about goals and objectives and work moving forward. She stated that the DDA had an overarching goal of creating a walkable downtown and a year-round downtown. She proceeded to review a brief presentation regarding the DDA Board driven directives and goals, annual report, The Vault, façade program, Match on Main Program, small business support, Junior Main Street Committee, Downtown Alley Corridor Vision, Cooperative Advertising Campaign, and tree lighting program.

B. Housing North Deed Restriction Program & Housing Updates
Steve Schnell, Charlevoix County Housing Ready Program Director – Housing North, stated that his particular position was focused on creating as many housing opportunities as possible in Charlevoix County. He stated that only 38% of the homes in Charlevoix were lived in year-round and home prices were 2.6 times family income in good economic times, and it was now at a rate of 5.1. Mr. Schnell explained the Year-round Housing Deed Restriction Program and that the City of Charlevoix wanted to look at a proactive way to voluntarily entice people to deed restrict their home so that the home can be only purchased and owned by someone who is going to live 10-12 months per year in Charlevoix. The homeowner who chooses to place this deed restriction on their home would receive a cash payout. Mr. Schnell proceeded to explain the *Vail In Deed* program in Vail, Colorado, and he responded to questions from the Board members about the deed restriction program.

Mr. Schnell stated that 400 units could be absorbed into the Charlevoix market each year. He stated that the demand for detached housing units in the City of Charlevoix was 169 either ownership or rental units in 2020, and 82 attached units for renters. He stated that 215 detached and attached units could be rented every year.

Director Dotson stated that she was going through the Zoning Ordinance trying to figure out specifics for housing in the downtown area and there was nothing that spells it out because it's the Central Business District and a lot of the language was pertaining specifically to commercial use. She stated that there were restricted uses in the Downtown that include day care and laundromats and to have a walkable community those amenities would be needed.

Director Dotson reviewed the Prospective Property Inventory included in the Board packet. She stated that during the last meeting they instructed the Economic Vitality Sub-Committee to consider a Local Housing Incentive Program and they were looking at an example from Three Rivers and modifying it to match Charlevoix's needs.

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

D. SBEI Update
Director Dotson reminded everyone to review the "Corridor and Alley Implementation of Designs" document before the November Board meeting.

7. Old Business

A. The Vault Co-Working Space Update

Sarah Hagen, President, Charlevoix Chamber of Commerce, explained that during the Chamber's meeting on October 23rd a motion was made to enter into a partnership with the DDA for the oversight/management of The Vault Co-Working Space for one year with the intent to fully take over the following year. Ms. Hagen stated in knowing that the staffing issue was one of the main issues the Board had with keeping The Vault that there could be room to partner where they could use the strength of the Chamber and resources in terms of staff time and dedicate that to The Vault and growing programs. Also, she wanted to discuss with the DDA their priorities with The Vault and if the partnership would be a 50/50 split or 60/40.

Motion by Vice Chair Christner, second by Member Wilkin to give the DDA Chair the authority to negotiate with the Chamber Director & the Chair of the Chamber Board to establish an agreement regarding a partnership for The Vault and then sign the lease by November 1st. Motion passed by unanimous voice vote.

B. Long Road Distillers Lease Discussion.

Vice Chair Christner reported that the City Council had approved an Off Premise Tasting Room License for Long Road Distillers (LRD) at their regular meeting on October 5th. He reported that the owners wanted to "propose an amendment to the lease that if at the sole discretion of LRD, they make the determination to open and begin operation while under a state of emergency, rent would be prorated based upon the occupancy percentage allowed for by the State of Michigan (i.e. if operations are limited to 50% occupancy capacity, rent would be prorated at 50% of the monthly rate)". Vice Chair Christner recommended that the Board check with their legal counsel on whether the right to renew verbiage in the TERM paragraph of the existing lease obligates the DDA to accept this notice and renew the lease as it stands or if the DDA has the option to try to negotiate and improve the DDA's position.

Mr. Jon O'Connor, Long Road Distillers, stated that he felt that this was being a bit misconstrued in that the current lease agreement gave them the option to renew and as a show of good faith they offered the amendment related to the reduced seating capacity. He stated that they probably hold the ability to renew the lease under the current terms. Mayor Kurtz stated that they ride two lines with one being an advocate for and trying to invite good businesses into our community and then they are also trying to negotiate on behalf of the taxpayers. He felt that the 50% was low. The Board concurred to have Vice Chair Christner continue negotiations with Mr. O'Connor and Long Road Distillers.

8. New Business

A. Financial Certification for Certified Local Government Grant Application

Director Dotson stated that 10% of her job for the City included that she was the staff advisor for the Historic District Commission and they were the group that spearheaded the City becoming a Certified Local Government, She stated that once they received the certification they were able to apply for funding from the National Park Service through the Certified Local Government Grant program and according to the goals set during strategic planning sessions of the Historic District Commission and Historical Society, the first task would be to resume the process of nominating the 200 block of downtown Charlevoix for the National Register of Historic Places.

Motion by Member Wilkin, second by Member Bradley to allocate $10,000 of DDA Funds to support expenses related to the CLG Grant application, if awarded, with the understanding that a reimbursement will come from the State Historic Preservation Office upon project completion. Motion passed by unanimous voice vote.

Chair Owens asked to move Item B to Item D and make Item B the discussion of the contract for advertising and the Board concurred.

B. Contract for Advertising Discussion

Director Dotson stated that members of the Promotions Committee along with the Chairs of the *Gift Local* event have reviewed the prospect of increasing holiday advertising. She stated that many of the national ads pushing holiday spending actually started early in October this year. She explained the proposal for the email newsletter for advertising holiday shopping deals in Charlevoix. Director Dotson responded to the questions regarding the My North advertising proposal which would be sent to over 10,000 targeted email addresses.

The Board concurred not to participate in the My North holiday advertising program this year.

C. Light Up Charlevoix Tree Light Pledge Program Proposal

Chair Owens suggested "Keep Charlevoix Bright" as a program name.

Director Dotson described the details of a new pledge program to re-engage past pledgees while also helping to fund the annual maintenance and phased replacement of tree lights in downtown Charlevoix and to conduct the program through online and regular mail requests. She suggested a new campaign that will give several pledge options:

- One-time donations of varying amounts;
- Yearly donations for 5 years in varying amounts;
- Monthly "sustaining" donations at smaller amounts to fit into anyone's budget.

Director Dotson stated that the proposed cost for a phased-in approach to replace the lights was $10,000 per year over the next five years and it didn't include general maintenance expenses each year - $15,000 per year would cover all of the expenses.

Motion by Member Bradley, second by Member Wilkin to approve launching the Keep Charlevoix Bright Program Pledge Campaign to solicit funds to support the annual maintenance and phased in replacement of the downtown tree lights. Motion passed by unanimous voice vote.

D. Director Task/Time Management Discussion

Director Dotson stated that during her annual performance review the Board requested that they consider categorizing the way she spends her time and prioritizing as necessary to focus more on working toward the goals the DDA has established. She described the spreadsheet she provided including categories of tasks related to: Housing, SBEI/Walkability, Operations, Main Street Specific Tasks, Economic Vitality, Promotions, Organization/Outreach, Design, and the City of Charlevoix.

Chair Owens suggested that if the tasks were within an Excel spreadsheet that everyone could put things into categories the way that they would like to see the tasks prioritized. Discussion followed among the Board members about how to conduct this exercise. After discussion, the Board agreed to have Director Dotson categorize the time spent on each task and bring that back to the Board for further discussion at the next meeting.

9. Public Comments

10. Request for Future Agenda Items

Member Silva stated that they should have a discussion regarding The Bridge Park Building and the Board getting a better return on that investment by possibly selling the property and talking to a realtor. Mayor Kurtz stated that because of the City needing access to the pump station that it may be complicated. Silva then asked if we could look into the feasibility of whether or not the DDA could sell the property.

11. Board Comments

12. Adjourn

Meeting adjourned at 7:26 p.m.

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Joyce Golding/fgm Maureen Owens Chair