CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Tuesday, December 28, 2020 at 5:30 p.m.
Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens (from Charlevoix)
Vice Chair:	Richard Christner (from East Jordan)
Members Present:	Sam Bingham, Sean Bradley, Kirby Dipert, Luther Kurtz, Paul Silva, Ron Way, Amanda Wilkin-late (all members from Charlevoix)
Members Absent:	None
Non-Voting Member:	Liam Dreyer
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

A. Committee Minutes
B. Board Minutes
C. Monthly Report
D. 2021 Schedule of Meetings

Vice Chair Christner stated that the proposed 2021 Schedule of Meetings listed June 27th which was intended to be June 28, 2021.

Motion by Member Bradley, second by Vice Chair Christner to approve the Consent Agenda items as corrected. Motion passed by unanimous voice vote with Member Wilkin absent.

6. Reports

A. Annual Impact Report/Info Meeting

Director Dotson stated she was providing the Annual Impact Report to the Board as a cumulative look at the information she has been tracking in the DDA District for the year.

B. Director's Report

Discussion followed regarding the Director's request to attend a 3-day online training session to become a facilitator of Jon Schallert's *Destination Creation Course*. Director Dotson responded to questions from the Board and explained that this would make her the only facilitator in Michigan, which may be a benefit if she got hired by other entities to teach the course and the payment she would get for the teachings could be income for the DDA. The consensus of the Board was to not participate in the program.

C. Chamber Partnership Report Out

Sarah Hagen, President, Charlevoix Area Chamber of Commerce, briefly summarized the report.

D. Economic Development Strategy and Marketing Strategy – Draft Presentation

Dean Martin, Community Development Fellow, stated that the two documents were required as a best practice for the Redevelopment Ready Communities Program that Charlevoix is participating in through the MEDC. The Marketing Strategies identify opportunities to attract businesses, residents, and consumers to the community. Mr. Martin briefly presented the highlights of the strategies.

7. Old Business

A. Draft Downtown Housing Incentive Program Guidelines

Director Dotson stated that many of the guideline edits came from several partners including Housing North and the MEDC. During the Economic Vitality Sub-Committee meeting it was suggested that the guidelines reside on the DDA website with links to the attachments as separate documents versus one long document. Director Dotson noted that the City Attorney did not review the document yet. Member Wilkin joined the meeting at this time.

Motion by Vice Chair Christner, second by Member Wilkin to approve the Downtown Housing Incentive Program Guidelines as written pending City Attorney review for the 2021/2022 fiscal year. Motion passed by an 8 to 1 voice vote, with Member Silva voting nay.

B. Bridge Park Building – Revenue vs. Expenses

Director Dotson provided an update looking at the last five years of operations at the Bridge Park Building and responded to questions from the Board.

8. New Business

A. Draft Budget 2021-2022

Director Dotson stated that Chair Owens and Vice Chair Christner provided spreadsheets on the budget. Discussion followed regarding proposed budget revenue and income figures. Director Dotson suggested that the Chair and Vice Chair review the proposed budget and then present it formally to the Board at the January meeting, and the Board concurred.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Meeting adjourned at 6:31 p.m.

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Joyce Golding/fgm Maureen Owens Chair