

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING**  
Thursday, February 25, 2021 at 5:30 p.m.  
Zoom Meeting

**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

Chair: Maureen Owens (from Charlevoix)  
Members Present: Sam Bingham (from Charlevoix), Sean Bradley (from Princeton, NJ), Kirby Dipert (from Santa Rosa Beach, FL), Luther Kurtz (5:45 p.m. from Hanalei, HI), Amanda Wilkin (from Ellsworth)  
Members Absent: Richard Christner, Paul Silva, Ron Way  
Non-Voting Member: Liam Dreyer (from Charlevoix)  
City Staff: Lindsey Dotson, Executive Director; Mark Heydlauff, City Manager.

**4. Inquiry Into Potential Conflicts of Interest**

**5. Consent Agenda**

- A. Board Minutes
- B. Committee Minutes
- C. Monthly Report

Member Bingham agreed to replace Member Dipert on the Building Committee.

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

**6. Reports**

**A. Director's Report**

There were no questions or comments from the Board or the public.

**A. Long Road Distillers Update**

Director Dotson reported that they now had a fully executed lease that was reviewed by the City Attorney and signed by Long Road Distillers. Member Wilkin expressed appreciation to Vice Chair Christner for his efforts and work regarding this lease.

**B. Housing Memo**

Director Dotson noted that there was a housing memo from the City Manager in the agenda packet.

**7. Old Business**

**A. Holiday Lighting/Tree Lights Contract**

Director Dotson explained that there were some modifications to the plan that was outlined in the packet and a representative from Holiday Lighting Services responded to questions from the Board members. Mayor Kurtz joined the meeting at this time.

Motion by Member Dipert, second by Member Bradley to approve signing the phased Tree Light Replacement Contract with Holiday Lighting Services to include the mention of the 200 block as well as the 300/400 block. Motion passed by unanimous voice vote.

**B. Alleyway Improvement Grant Program Guidelines**

Director Dotson stated that the Design Committee created guidelines for a grant program that will help spur private investment in the downtown that aligns with recommendations made in the Alley Corridor Improvement Plan. She stated that there was \$10,000 allotted to this Program. Denise Fate stated that the Design Committee was very excited to get the Program out to the businesses and that the Committee members did a great job putting the guidelines together.

Motion by Member Bingham, second by Member Wilkin to approve the Alleyway Improvement Grant Program guidelines pending City Attorney review. Motion passed by unanimous voice vote.

**8. New Business**

**A. First Fridays Promotion Work Plan**

Director Dotson stated that this was a draft plan that she and Chamber President Sarah Hagen had been discussing for quite some time. She described the basic details of the plan and stated that there were no funds needed for this program.

Motion by Member Bradley, second by Mayor Kurtz to approve the First Fridays Promotion Work Plan to begin in March. Motion passed by unanimous voice vote.

B. 2021-2022 Cooperative Ad Campaign

Director Dotson described the details of the proposed ad campaign and stated that the DDA's financial contribution to the campaign remained at \$5,000. Meg Lau, MyNorth, described their community outreach efforts. Member Dipert commended Director Dotson and Ms. Lau for putting this package together as he had spoken to some merchants who were very positive about the campaign.

Motion by Member Dipert, second by Member Bingham to approve entering into a contract with My North Media for the 2021-2022 Cooperative Advertising Campaign. Motion passed by unanimous voice vote.

C. Match on Main Street Grant Application

Mayor Kurtz recused himself from this discussion because Nomi Sushi was his tenant. Director Dotson stated that the Economic Vitality Committee selected the top two businesses: Nomi Sushi and Bentley Hill Bakehouse. Each business was applying for a \$25,000 grant. Director Dotson noted that the DDA was a pass through for this grant program.

Motion by Member Wilkin, second by Member Bradley to authorize Director Dotson to apply for the Match on Main grant through the MEDC on behalf of Nomi Sushi and Bentley Hill Bakehouse in the amount of \$25,000 each. Motion passed by roll call vote with Mayor Kurtz abstaining.

D. Charlevoix Easter Egg Hunt

Mayor Kurtz returned to the meeting. Ms. Hagen stated that the event was quite pared down from the 2020 event given the current COVID restrictions.

Motion by Member Bingham, second by Member Wilkin to support the Charlevoix Area Chamber of Commerce in moving forward with the Easter Egg Hunt Event on April 3, 2021. Motion passed by unanimous voice vote.

9. **Public Comments**

10. **Request for Future Agenda Items**

11. **Board Comments**

12. **Adjourn**

Motion by Member Bradley, second by Member Dipert to adjourn the meeting at 6:09 p.m.

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Joyce Golding/fgm

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Maureen Owens

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Chair