

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, April 26, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair:	Maureen Owens
Members Present:	Sam Bingham, Sean Bradley (late), Richard Christner, Kirby Dipert, Luther Kurtz, Amanda Wilkin
Members Absent:	Liam Dreyer, Paul Silva, Ron Way
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

Mayor Kurtz stated that he would recuse himself from the Van Pelt Alley Temporary Closure discussion.

5. Consent Agenda

- A. Minutes
- B. Committee Minutes
- C. Director's Report
- C. Monthly Report

Chair Owens noted on the Draft Itinerary that the virtual forum was at the same time as the DDA meeting and Director Dotson explained the reason for the scheduling.

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

6. Reports

7. Old Business

8. New Business

A. Junior Main Street Presentation

Director Dotson stated that the students were working on two projects that were a continuation of the projects that had been approved last year, and they had a new project called "The Reels and Wheels Fundraiser for Charlevoix Cinema III" which the students proceeded to present.

Annemarie Conway, teacher at Charlevoix High School introduced Lilian Murray. Ms. Murray presented the murals designed and painted by Riley Smith with help from the students. The murals were finished and ready to be hung on the side of the East Park Tavern wall.

Mark Rosema explained that construction students built two Adirondack chairs to be placed at the Pine River Hammock Park next to the channel. He described the chair features, weather resistance and materials used for the chairs.

Emily Olach stated that they were planning to do a reels and wheels drive-in theatre to help the theatre get back on its feet due to COVID. She stated that all the money collected for this event will be going to Charlevoix Cinema III. Friday's movie would be "Jaws" and Saturday's would be "Finding Nemo".

Mayor Kurtz stated he would recuse himself from voting on the theatre fundraiser. Member Bradley joined the meeting at this time.

Motion by Member Christner, second by Member Bradley to approve the use of outdoor movie equipment for the Reels and Wheels event at Charlevoix Elementary School on May 14th and 15th. Motion passed by unanimous voice vote with Mayor Kurtz abstaining.

Motion by Member Wilkin, second by Member Christner to approve the placement of Adirondack chairs at the Pine River Hammock Park. Motion passed by unanimous voice vote.

B. Election of Officers

Member Christner advised that due to family and time commitments it would be best for the Board to select someone else as Vice Chair.

After discussion, motion by Mayor Kurtz to nominate Richard Christner, second by Member Dipert for Vice Chair to a one-year term ending in April of 2022. Motion passed by unanimous voice vote with Christner abstaining.

Motion by Member Bingham to nominate Maureen Owens, second by Member Wilkin for Chair to a one-year term ending in April of 2022. Motion passed by unanimous voice vote with Owens abstaining.

C. Van Pelt Alley Temporary Closure

Mayor Kurtz recused himself. Director Dotson stated that the businesses located in Van Pelt Alley requested closing a portion of the east/west alley to vehicles in the summer to create an expanded area for patrons to wait for a table at a restaurant or to gain access to a retail establishment that may still have limited capacity due to COVID-19 safety guidelines.

Motion by Member Christner, second by Member Dipert to support the closure of a portion of Van Pelt Alley to vehicular traffic to improve walkability and safety during the summer of 2021 pending other necessary department approvals. Motion passed by unanimous voice vote with Mayor Kurtz abstaining.

D. Main Street Vibrancy Grant

Mayor Kurtz rejoined the meeting. Director Dotson described an opportunity to apply for \$20,000 in funding by the Michigan Main Street Center. She stated that they were seeking projects that will impact vibrancy, but that are considered "lighter, quicker, cheaper" vs. long-term projects. She suggested applying for monies that would support elements of the Alleyway Corridor Vision such as lighting or plantings. She said the allowable projects also allow promotion and advertising and could be used to promote Restaurant Week, Gift Local Program, and the First Friday promotions. Director Dotson stated that she would submit an application and the Board concurred.

D. Live on the Lake Funding Opportunity

Director Dotson stated that 4TheLocal.com approached the DDA asking if the Board would like to be a "charitable cause" that they contribute to in relation to selling memberships. She described details of the organization and the proposal. She stated it is a 50% split of the profits, and the DDA would have the option of adding an additional charitable cause that would get 10%, which could be the Community Pool to offset some of the funds that come out of their budget and into the DDA's through the County. Director Dotson responded to multiple questions from the Board members about the program.

Sarah Hagen stated that 4TheLocal was a member of the Charlevoix Chamber of Commerce and he also had programs in other communities in northern Michigan. The Board concurred to have the owner of 4The Local attend a Board meeting and provide a presentation on how the program works.

9. Public Comments

10. Request for Future Agenda Items

Chair Owens stated that she would like to do a review of wayfinding signage. She stated that there was still a sign on Clinton & Bridge Streets directing people to the Brewery. Director Dotson stated that the topic would go before the Design Committee first and then to the Board.

11. Board Comments

Chair Owens questioned the members regarding downtown social districts. Mayor Kurtz explained it would be a district where people can carry their drinks outside of a restaurant anywhere in the District with some limitations. Member Bingham felt there were too many unknowns. Mayor Kurtz stated that Petoskey had a social district as well as Northville and Muskegon. Member Christner and Mayor Kurtz stated that they would be supportive of such a district, but there were things that would need to be worked out. Several other members were in favor.

12. Adjourn

Motion by Mayor Kurtz, second by Member Christner to adjourn the meeting at 6:32 p.m.

Joyce Golding/fgm

Maureen Owens

Chair