

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, May 24, 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:	Sean Bradley, Richard Christner, Kirby Dipert, Liam Dreyer, Luther Kurtz, Ron Way, Amanda Wilkin
Members Absent:	Sam Bingham, Paul Silva
City Staff:	Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Committee Minutes
- C. Monthly Report
- D. DDA Financials
- E. Match on Main Grant Agreement with MEDC
- F. 2021 Accredited Member Sublicense – Main Street America
- G. 2021 Tax Rate Request Form

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

6. Reports

A. Director's Report

No questions or comments from the Board members or the public on the Report.

7. Old Business

A. Update on Historical Sign Content

Director Dotson stated that she included the verbiage for the historical sign depicting the *History of Indigenous People in the Region* in the agenda packets. The Board members thanked Denise Fate of the Charlevoix Historical Society and stated they looked forward to the sign's installation.

A. Live on the Lake Funding Opportunity

Member Christner stated that his questions were related to how the business model works: 50% of the sales generated by the advertising would get cut to the DDA, an additional 10% would go to a charity, and then 40% to 4TheLocal.com. Stacy VanDenBrouck, 4TheLocal.com, stated that if they could sell 1,000 of the digital IDs with the fundraising program that would get the DDA close to \$25,000. He responded to questions from the Board members regarding his program and the fundraising aspect.

Motion by Member Bradley, second by Member Wilkin to be a fundraising partner for 4TheLocal.com to benefit the Live on the Lake Summer Concert Series. Motion passed by unanimous voice vote.

8. New Business

A. Yiftee Community Gift Cards

Donna Novitsky, CEO – Yiftee, provided a brief history of her company and she explained the specifics of how the program worked with the gift cards, the credit card payments to the merchants, and reports available to show transactions delivered to the small businesses in their area. She responded to questions from the Board members. Mayor Kurtz stated that this program would replace the current Downtown Dollars Program.

Motion by Member Christner, second by Mayor Kurtz to sign the Yiftee Community Card Agreement document and direct the Organization and Promotions Committee to work with Director Dotson on necessary steps to launch a digital Downtown Dollars program. Motion passed by unanimous voice vote.

B. Virtual Community Town Hall

Jay Schlinsog, Downtown Professionals Network, and Michael Schroeder shared results of the Futures Survey which engaged participants to gather feedback on aspects of downtown Charlevoix's future. He stated that this morning they did some touring of the City, met with the Project Steering Committee, and they will be meeting with stakeholders that afternoon and the next day. He invited everyone to attend on open-house style format meeting on Thursday from 4:30 – 6:30 p.m.

Michael Schroeder stated that he was a landscape architect/urban designer from Minneapolis. He had the Board members go through an exercise to identify where things might happen in downtown Charlevoix, what and why things should change.

Chair Owens stated that one of the things the DDA had been focusing on was the back parking lot in the 300 block and she felt that Bridge Park was relatively underutilized suggesting summertime shuffleboard and wintertime curling. Mayor Kurtz suggested improving the space along Bridge Street for pedestrians generally and he referenced Ann Arbor as an example. Member Dreyer suggested more artwork and cultural features throughout the downtown district. Mr. Schroeder explained the next steps in the process and the ideas and reports that come out because of their time and work in Charlevoix.

9. Public Comments

10. Request for Future Agenda Items

Member Wilkin stated that she wanted to place the social district item on a future agenda.

11. Board Comments

Mayor Kurtz stated that outdoor dining was requested on all four of the restaurant questions on the survey. Chair Owens mentioned that one of the big negatives in the survey was igloos.

12. Adjourn

Motion by Mayor Kurtz to adjourn the meeting at 6:28 p.m.

Joyce Golding/fgm

Maureen Owens

Chair