CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, June 28, 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, Richard Christner, Kirby Dipert, Liam Dreyer, Paul Silva, Amanda Wilkin
Members Absent: Ron Way, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director; Dean Martin, Community Development Fellow

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

A. Minutes
B. Committee Minutes
C. Monthly Report
D. Trail Support Letter

Chair Owens noted on the trail support letter that the last bullet should start with the word "it". Motion by Member Bradley, second by Member Christner to approve the Consent Agenda items as amended. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report
Director Dotson stated that there were no other events scheduled for Venetian Wednesday; the staging meeting was scheduled for this Wednesday, so she was still working on the schedule.

Chair Owen stated the adoption of the new Ordinance to allow alcohol in the parks included an exception for Veterans Park and any cemeteries and only during the hours of 10:00 a.m. to 11:00 p.m.

B. MyNorth Cooperative Ad Campaign Performance
Director Dotson gave a brief report on how the DDA ads were performing to date. She stated that the reports that MyNorth were sending do not line up with the analytics on the website. She stated that they were seeing a 60% increase in direct travel to charlveoix.com since last year.

7. Old Business

8. New Business

A. Priority Development Sites Briefing
Fellow Martin explained that with the Redevelopment Ready Community certification accomplished, Charlevoix can begin the process of realizing one of the most direct benefits of the program – marketing the City's Priority Redevelopment. Five selected sites have been engaged for priority redevelopment status. He gave a briefing of the status of the marketing program, streamlined and transparent development process, priority redevelopment sites, and the specifics of the five selected sites. Fellow Martin and Director Dotson responded to questions from the Board members regarding the Redevelopment Program.

Motion by Member Wilkin, second by Member Dipert to support the priority sites selected for eventual submission to MEDC. Motion passed by unanimous voice vote.

B. AEDs in Downtown
Member Dipert advised that during a recent Business Owners meeting the topic of AEDs came up and it was requested that the DDA investigate adding some more in the downtown area so that they are easier to find during an emergency. The cost per unit is approximately $600. The original discussion considered placement of one unit per block downtown. There are units already installed at City Hall and the Harbor Master Building.

Motion by Member Dipert, second by Member Wilkin to authorize the DDA Director to begin the process to purchase two AED units at a maximum cost of $2,000 and connecting with the EMS Division and getting approval for two locations on the north and south side of downtown. Motion passed by unanimous voice vote.

C. Accreditation Information Session

Director Dotson stated that the Michigan and National Main Streets are hosting a virtual meeting to discuss the new Accreditation Standards and wish to have two or three Board members from each community plus the DDA Director attend. Members Dreyer and Wilkin volunteered to participate in the virtual meeting. Chair Owen indicated that she would call Michigan Main Street to express her concerns about the timing of the meeting and the reasoning behind why the DDA Director could not attend the meeting and report back to the Board rather than Board members having to attend.

9. Public Comments

John Haggard felt that they should put the word out that our roads are fixed "so come visit us".

10. Request for Future Agenda Items

Member Dreyer stated that in the Special Meeting minutes it indicated that he was against the idea of the alcohol being permitted and he was for it and was explaining opinions of the students he was polling. The Board members concurred that the correction be made to the Special Meeting minutes of June 2, 2021.

11. Board Comments

12. Adjourn

Meeting adjourned at 6:28 p.m.

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Joyce Golding/fgm Maureen Owens Chair