

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, November 16, 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, Kirby Dipert, Mayor Luther Kurtz, Anne Oosthuizen, Paul Silva, Amanda Wilkin, Sean Bradley – participated remotely
Members Absent: Ron Way
Non-Voting Student: Liam Dreyer
City Staff: Lindsey Dotson, Executive Director

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

A. Minutes

Motion by Member Dipert, second by Member Wilkin to approve the October 25, 2021 Regular Meeting Minutes and the November 10, 2021 Work Session Minutes as presented. Motion passed by unanimous voice vote. [Member Bradley abstained.]

6. Reports

A. Director's Report

B. DDA Financials

7. Old Business

Chair Owens suggested switching item B. 2022-2023 Draft Budget with item C. 109 Bridge Park Drive Update on the agenda, the Board concurred.

A. Main Street Designation

Director Dotson stated the staff report was the same as provided at the previous meeting and the only thing she added was that Michigan Main Street was looking for application-based services again. She stated she did not plan on submitting any requests unless the Board wanted to move forward with submitting an application.

Chair Owens stated that it appeared that they were in a holding pattern and the Board needed to table this again, move forward with the idea, or suspend the discussion. Member Dipert stated he was one of the outspoken members about the value of the Main Street Program and his opinion had changed when confronted by some of the other business owners downtown who see the Main Street Program as a great value. Member Bingham stated the Historical Society and business owners supported the program and he had not heard any response stating they should discontinue the Main Street Program. Chair Owens stated this had been a good exercise and the Board concurred to continue with the Main Street Program and to remove this discussion item from the future agenda.

B. 109 Bridge Park Drive Update

Director Dotson stated she had discussions with That French Place about the possibility of dividing the space for their commercial production kitchen needs and the prospect seems more attainable with less square footage and potentially lower rent. This arrangement would leave the smaller space that was converted to Long Road Distillers' retail space available which would mean three (3) rents could ultimately be collected for the space.

Mayor Kurtz stated that he had met with Members Dipert and Way at the space to see if it could be used for dorm style summer housing for staff of the businesses in the downtown; and they got an architect to research it and it could be converted into 10 small bedrooms, two bathrooms and a kitchenette. He stated that the thought would be that they would rent the rooms to businesses not directly to the workers. Mayor Kurtz stated they needed to solve the electrical issues with the building first. The Board discussed whether to spend \$3,500 to have a layout design completed for the potential residential use.

Chair Owens stated that the Board would want Director Dotson to work with J.bird Provisions and That French Place on their proposals and to notify them of any limitations to the space particularly related to the electrical needs and a commercial kitchen. She stated while that is happening the Board needs to decide if they want to spend \$3,500 to pay for an architect to do the drawings to find out if the residential housing space is possible. Director Dotson stated that the residential use would be subject to a site plan review and several

other approvals. Chair Owens stated both opportunities require due diligence and she supported giving them until December to present further details to the Board.

Member Dipert requested a poll of the Members of the Board to determine if the residential project becomes a plausible option and if the Board was willing to spend \$100,000 or more on the project. Member Silva stated he had been trying to find housing for a manager and the units at Cherry Republic were nice, but they were \$1,200 to \$1,500 a month. Chair Owens conducted a poll of the members:

- Member Wilkin: interested in year-round housing
- Member Oosthuizen: great idea, but more information is needed
- Member Way: more in favor of the seasonal housing for this location
- Member Dreyer: supports the idea of seasonal housing
- Mayor Kurtz: in favor of concept whether it was short-term or long-term
- Member Silva: agree need to do something with the space, frustrated regarding missed revenue on this site, need more density downtown, in favor of investing long-term turning the space into apartments
- Member Dipert: in favor of either option, the immediate need is for summer workforce housing
- Chair Owens: likes the idea of housing, concerned about the funding, hypothetically speaking in favor of the housing and the J.bird proposal

C. 2022-2023 Draft Budget

Chair Owens stated the draft budget did not include the recent request from the Chamber for \$10,000 annually for the next three (3) years to support six (6) events. She referenced a handout she distributed to DDA members and stated the Easter Egg Hunt and the Holiday Parade/Tree Lighting were "Chamber-centric events" so the Chamber would like to keep those events because those benefit the Chamber versus just the downtown. She stated including \$10,000 for the events in the budget would cause the budget for next year to be in the negative by \$18,701 with a fund balance of \$265,868.

Motion by Member Dipert, second by Member Wilkin to enter into a three (3) year contract with the Chamber for \$5,000 each year specifically targeting everything on the list except for the Summer and Winter Sidewalk Sales Events which would be brought in-house. Motion passed by unanimous voice vote. [Member Bradley abstained.]

The Board concurred to decrease the sponsorships budget line item to \$5,000.

Chair Owens stated the Big Belly Trash System, bridge repainting, and the Bridge Park building build-out were additional things the Board needed to consider if they wanted to use up their fund balance before the end of the current Tax Increment Financing Plan.

8. New Business

A. Winter Vibrancy Project

Director Dotson stated the workplan outlined the proposed items to be implemented this winter in the downtown in partnership with Junior Main Street, the Recreation Department, and Visit Charlevoix. Funding to support the project was coming from in-kind contributions and the grant the DDA received from the Charlevoix County Community Foundation. Director Dotson stated she was requesting approval of the concept with the sled library being included so she could seek approval of that activity from the City Council.

Motion by Member Dipert, second by Member Oosthuizen to approve moving forward with the concepts [of the Winter Vibrancy Work Plan] presented pending City Council approval. Motion passed by unanimous voice vote. [Member Bradley abstained.]

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Chair Owens adjourned the meeting at 7:26 p.m.

Sarah Dvoracek/fgm

Maureen Owens

Chair