

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, January 24, 2022 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 – participated remotely, Kirby Dipert, Mayor Luther Kurtz – participated remotely, Annie Oosthuizen, Ron Way, Amanda Wilkin
Members Absent: Sam Bingham, Paul Silva
Non-Voting Student: Liam Dreyer
City Staff: Lindsey Dotson, Executive Director

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes- December 14, 2021 (Regular) & December 20, 2021 (Executive Committee)
- B. Committee Minutes – December 21, 2021 (Economic Vitality Committee), December 16, 2021 (Promotions/Organization Committee), January 20, 2022 (Promotions/Organizations Committee)
- C. DDA Financials -Revenue & Expense Report
- D. Monthly Report to MEDC -October, November, & December 2021
- E. Chamber Partnership Agreement – January 1, 2022 through December 31, 2024

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

6. Reports

- A. Director's Report

7. Old Business

A. 109 Bridge Park Drive Update

Director Dotson provided the signed contract with Northwest Rentals, LLC. The Executive Committee granted permission to enter into an agreement with Northwest Rentals, LLC which includes the property management of 109-111 Bridge Park Drive as well as conducting lease negotiations with the prospective tenants. Director Dotson stated there may be some repairs that may need to be addressed in the space and the DDA still has \$2,700 available in budget.

8. New Business

A. Venetian Festival Request

Dan Barron, Venetian Festival President, requested sponsorship funds for the 2021 Festival and towards the 2022 Festival. President Barron stated in previous years the DDA has made contributions to the festival. Director Dotson stated the budget still has a balance of \$5,000.

Motion by Member Dipert, second by Member Oosthuizen to take the balance of the DDA's available sponsorship balance (a total of \$5,000) to support the Venetian Festival. Motion passed by unanimous voice vote.

B. Michigan Main Street Vibrancy Grant Application

Director Dotson described the specifics of the grant application including up to \$20,000 in funding with a \$3,000 match from the DDA. Director Dotson discussed the possible projects and options which would focus on the winter vibrancy efforts given the DDA's goal to create a more year-round economy in the downtown. The deadline for the application is March 11, 2022. Further discussion will continue at the February meeting.

C. Issue Media Group Rural Innovation eXchange Partnership with Michigan Downtown Association

Director Dotson stated this opportunity had arisen because Charlevoix is a member of the Michigan Downtown Association (MDA) which would allow the DDA the option to purchase a rural partnership of media coverage. She further described the partnership and initiative. The item was postponed to the February meeting.

D. Downtown Maps Discussion

Director Dotson described the opportunity to revise the downtown maps format to something like what Bellaire, Grayling, Elk Rapids, and nearby towns utilize. The program would be at no cost to the DDA as funding would come from advertisement sales handled by Scott Kruger. In 2021, the DDA paid \$5,812 for 6,000 maps and \$900 for kiosk printing and distribution. After discussion, no formal action was taken. Director Dotson will contact Mr. Kruger for a rough draft of a proposed map more like the map format used in 2021.

E. Cooperative Ad Campaign Proposal

Director Dotson stated the DDA had not budgeted for subsidizing cooperative ad buys for small businesses, but after obtaining feedback from various stakeholders, she and Member Oosthuizen developed a package that is affordable and will utilize many outlets and in-house resources.

Motion by Member Dipert, second by Member Way to approve the 2022/2023 Cooperative Ad Campaign. Motion passed by unanimous voice vote.

9. Public Comments

J. B. Hoyt stated in reviewing the City's website there was a link for current agendas and minutes of board meetings and the most recent set of minutes for the DDA was from June 25, 2018, and he asked that the information be updated.

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Meeting adjourned at 6:53 p.m.

Sarah J. Dvoracek/fgm

Maureen Owens

Chair