



Agenda
City of Charlevoix Downtown Development Authority Meeting
Monday, February 26, 2024 - 5:30 PM
Council Chambers, City Hall

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**
 - A. Minutes from January 22, 2024
- 6. Reports**
 - A. Director's Report
Mark Heydlauff, City Manager
- 7. Old Business**
 - A. Bridge Park Building Maintenance
Mark Heydlauff, City Manager
 - B. Jr. DDA Project- Van Pelt Alley Beautification
Liam Dreyer
- 8. New Business**
 - A. Steam-lining Committees and Roles
Maureen Owens- Chair
 - B. Downtown Events and Activities
Maureen Owens- Chair
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email clerk@charlevoixmi.gov. A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all reasonable accommodations requests.

Charlevoix Downtown Development Authority

Consent Agenda

Title: Minutes from January 22, 2024

Date: February 26, 2024

Presented By:

Background:

Recommendation:

Motion to approve the minutes as presented.

Attachments:

1. DDA Draft Meeting Minutes from 01/22/2024

City of Charlevoix
Downtown Development Authority Meeting Minutes
Monday, January 22, 2024 - 5:30 PM
Council Chambers, City Hall

1. Call to Order

The meeting was called to order by Chair Owens at 5:30 p.m.

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens

Members Present: Kirby Dipert, Liam Dreyer, Mayor Lyle Gennett, Danielle Scheller

Members Absent: Sam Bingham, Anne Oosthuizen, Paul Silva, Ron Way

Staff Present: Lindsey Dotson, DDA Executive Director

4. Inquiry Regarding Conflicts of Interest

5. Consent Agenda

Motion by Mayor Gennett, seconded by Member Dipert to approve the Consent Agenda as presented.

Motion carried by unanimous voice vote.

A. Minutes

Motion to approve the minutes as presented.

B. CLG Grant Letter of Support

Motion to approve the letter supporting the CLG Grant Application.

6. Reports

A. Junior DDA Project Update

Lindsey Dotson, DDA Director

Member Dreyer stated the plan was to have a full work plan by this meeting, but the Junior DDA didn't get responses back in time from all the businesses to have the comprehensive work plan completed. Member Dreyer stated the Junior DDA had confirmation from Berkshire and Peppers. The Junior DDA is considering a total of four (4) murals if they get approval from the Town House and the Salad Fork. Member Dryer stated that concept art would be shown to the businesses and the DDA before anything was approved.

B. Financial Report

No questions on the report.

C. Director's Report

Lindsey Dotson, DDA Director

No questions on the report.

D. Committee/Event Updates

Lindsey Dotson, DDA Director

Chair Owens questioned how often this Committee met and Director Dotson stated that they have been meeting every other month.

7. Old Business

A. Updated Quote for BigBelly Systems

Lindsey Dotson, DDA Director

Director Dotson responded to questions from the Board Members and explained the reasoning for the five (5) locations recommended for the BigBelly units.

Motion by Mayor Gennett, seconded by Member Dreyer to purchase five (5) Smart Max Double Station Big Belly Units at a cost of \$49,138.70 as described in the agenda packet.

Motion carried by unanimous voice vote.

8. New Business

A. 107 Bridge Park Drive Proposal

Lindsey Dotson, DDA Director

Director Dotson summarized the proposal from MLG Enterprises for renting the space at 107 Bridge Park Drive. The business owner was unable to attend the meeting due to a sick child, but he did want to discuss the monthly rent amount. Director Dotson stated the previous tenant was paying \$625 per month plus utilities and taxes. Chair Owens recommended the Board give the Executive Committee the authority to negotiate a lease starting at a monthly rate of \$650 per month plus utilities and taxes.

Motion by Member Dreyer, seconded by Member Scheller to authorize the Executive Committee negotiate with the prospective tenant for the available space at 107 Bridge Park Drive.

Motion carried by unanimous voice vote.

B. Bridge Park Building Maintenance Items

Lindsey Dotson, DDA Director

Director Dotson stated several areas of the Bridge Park Building require some overdue maintenance and cosmetic improvements. Since 2015, there have been discussions about the need for replacement of the bathrooms. Director Dotson and Public Works Superintendent Pat Elliot met and came up with a list of needs that could be corrected in the coming year. The Board concurred and directed staff to come up with quotes and an estimated timeline for the needed repairs and report back to them as soon as possible.

C. Metered Parking Time Limit Discussion

Lindsey Dotson, DDA Director

Director Dotson stated during the monthly business owners meetings it was requested that the DDA/City look into the possibility of increasing the current 2-hour parking limit at the metered parking spots to 3 hours to help accommodate patrons who are perhaps shopping and dining and might not be able to do both within the 2-hour time frame.

Mayor Gennett stated he would want the Council to decide on this matter.

Motion by Member Dipert, seconded by Member Scheller to make a recommendation to Council to consider an increase from the current 2-hour metered parking limit to a 3-hour metered parking limit.

Motion carried by unanimous voice vote.

D. DDA Board Goals Review

Lindsey Dotson, DDA Director

Director Dotson stated she had provided the Board with an overview of the DDA's goals that have been the basis of their programming over the last several years, along with a breakdown of what projects/services the DDA currently provides within those goals.

E. 2024-2025 DDA Budget

Lindsey Dotson, DDA Director

Director Dotson provided information on changes made to the proposed DDA Budget since the last budget discussion.

Motion by Mayor Gennett. seconded by Member Dreyer to approve the 2024-2025 DDA Budget as presented.

Motion carried by unanimous voice vote.

F. Closed Session: DDA Director's Annual Performance Review (MCL 15.268 (1a))

Lindsey Dotson, DDA Director

The Board concurred and entered closed session at 6:18 p.m. for the purpose of evaluating the DDA Executive Director's Annual Performance Review (per MCL 15.268(1a)).

The Board returned to open session at 7:24 p.m.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Chair Owens adjourned the meeting at 7:25 p.m.

Sarah J. Dvoracek/fgm, Clerk

Maureen Owens Chair

CHARLEVOIX DDA MISSION

The mission of the Charlevoix DDA is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

Charlevoix Downtown Development Authority

Reports

Title: Director's Report

Date: February 26, 2024

Presented By: Mark Heydlauff, City Manager

Background:

A. Budget

As expected, your FY 2025 budget was approved by City Council on February 19. It will take effect when the fiscal year begins on April 1, 2024. If you'd like a printed copy of the budget, please let me know; otherwise, you can find a pdf in the Council packet from February 19 or on our website.

B. Bigbelly Purchase

Pursuant to your direction last month, I executed the order of five Bigbelly units. Not included in the quote you received was the custom wrapping used on the one unit we already have. I consulted with Chair Owens and added the wrap (in the same style) to the units now on order. This added approximately \$1,800 to the total cost of the order. We still anticipate these will be placed later this spring.

C. Bridge Park Building

As you can see below, I have obtained quotes for maintenance on the building. During this process, I walked through the common areas with both of your current tenants and got their feedback about some building matters. I also met with our current cleaning vendor who is part of the quote for the deep clean proposed.

D. Building Vacancies and New Businesses

I understand the former Bella's Pizza/Charlevoix Pizza Company location on Bridge Street has now been leased and will be occupied by a permanent location of Pita Cruiser. I do not have a timeline on opening. I also understand the former Black Market Foods location on Antrim Street will be occupied by a new business but I do not yet have public details on this.

Recommendation:

Attachments:

None

Charlevoix Downtown Development Authority

Old Business

Title: Bridge Park Building Maintenance

Date: February 26, 2024

Presented By: Mark Heydlauff, City Manager

Background:

I understand from the notes Lindsey left me and from conversations with board members that you are interested in doing some deep cleaning and updating to the Bridge Park Drive Building. To this end, I contacted Joe Schwartzfisher who is retiring as a City employee late this spring. He is expanding his side business and has merged with Conway Professional Services to be something of a general contractor of odd jobs.

Joe and his folks put together a few different bids for us breaking down as follows:

- Interior deep clean (inclusive of floors, bathrooms, and back hallway along with windows and doors) -\$2,785
- Interior refresh including: \$18,180
 - Drywall patching and repairs with fresh paint -\$10,200
 - 6 built-in benches made of composite material to eliminate the marring of drywall - \$4,700
 - Reattach trim and stair-caps and restain and seal the same -\$1,500
 - Frame and drywall old doorway between J. Bird Provisions space and vacant spot -\$1800

He also looked at exterior maintenance, including replacing the green tiles (some of which are missing and there are about four different shades of green) and repairing and painting the stucco. Recently you replaced the awning canvas but the metalwork underneath should really be cleaned and painted. Alternatively, he is pricing an option to put paneling under the awning with new LED lights to clean up the exterior entry area. A quote to paint and repair the exterior railings was also provided.

Beyond these things, we have done some routine and needed work like repairing entry lights at the doors and cleaning up the mechanical and storage areas to eliminate safety issues.

From my understanding of your budget, you allocated \$26,500 for Bridge Park Building Maintenance and this would cover the interior work. The cleaning work can be accomplished from the current fiscal year.

Recommendation:

Motion to authorize the City Manager to approve the work as described and provide further details in the future for exterior maintenance.

Attachments:

None

Charlevoix Downtown Development Authority

Old Business

Title: Jr. DDA Project- Van Pelt Alley Beautification

Date: February 26, 2024

Presented By: Liam Dreyer

Background:

Following the direction and general support of the DDA from the December meeting, Junior DDA reached out to building owners to poll interest around interactive murals in the Van Pelt Alley corridor. The owners for the buildings commonly known as Berkshire Hathaway, Pepper's Boutique, and Grey Boutique/Salad Fork have agreed to the installation of interactive murals on the backs of their buildings, contingent on final approval of the concept art.

Junior DDA is commissioning art from three sources for three different murals: Charlevoix High School Art Students for Pepper's Boutique, Edith Pair for Berkshire Hathaway, and Paige Pemble for Grey/Salad Fork. All costs of the project will be raised by Junior DDA, and no costs are expected to be contributed by the DDA.

Once designs are finalized, building owners will sign a hold-harmless agreement for installation of the art. The City's Planning and Zoning Director confirmed that these are not signs and do not require zoning approval for installation. I will work with the City Manager to apply for use of the Patronicity, the crowdfunding platform used in previous projects to manage fundraising again this time. Assuming fundraising progresses well, we anticipate installation of the art sometime this summer.

This project continues the DDA's goal of activating the rear entrances along Van Pelt Alley and making it a welcoming environment for pedestrians while maintaining its important role for deliveries and vehicle use.

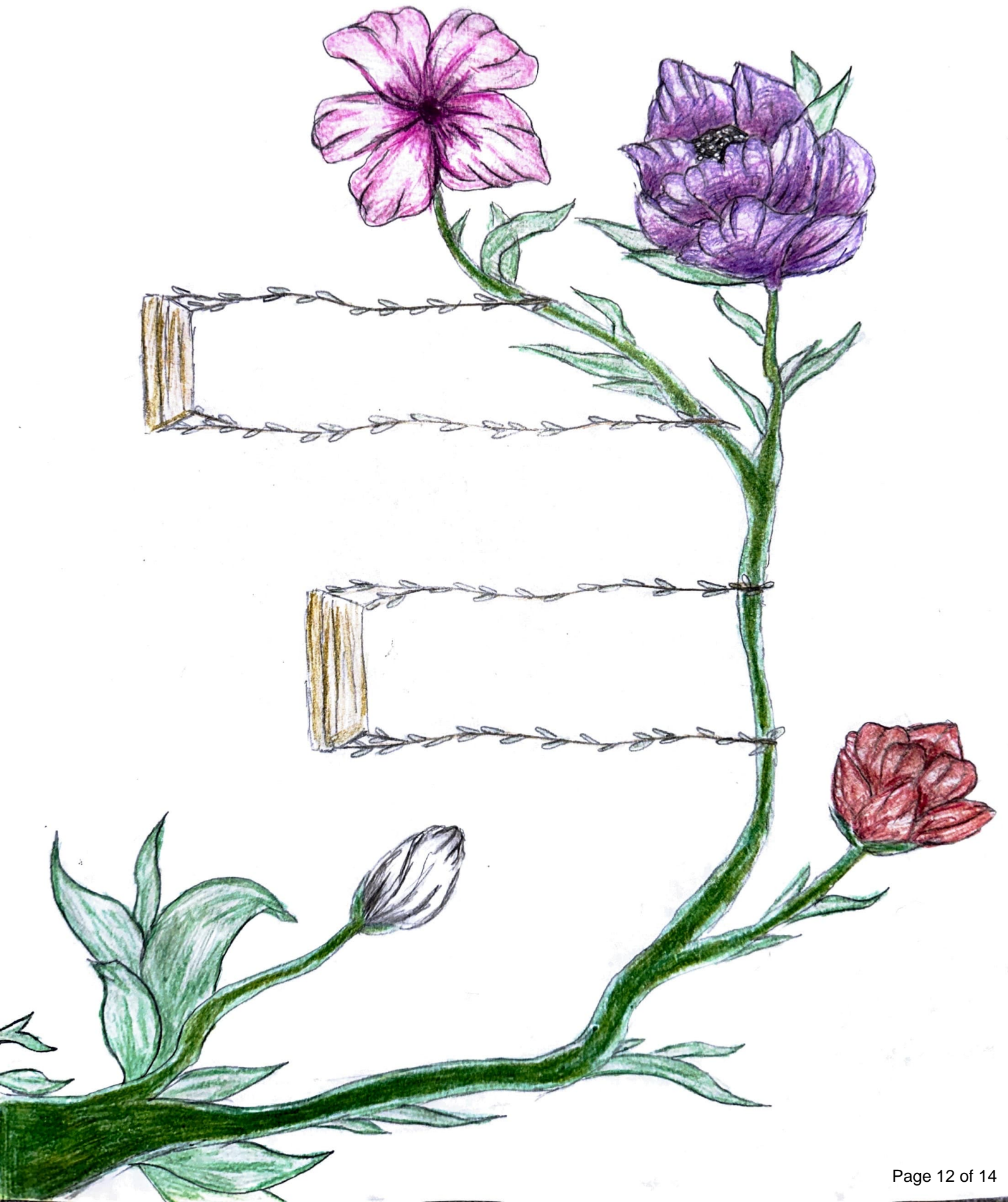
Recommendation:

Motion to authorize the Junior DDA to launch the art installation program contingent on fundraising as described and the use of a hold harmless agreement with building owners.

Attachments:

1. Berkshire Hathaway Wings
2. Pepper's Boutique





Charlevoix Downtown Development Authority

New Business

Title: Steam-lining Committees and Roles

Date: February 26, 2024

Presented By: Maureen Owens- Chair

Background:

At our last meeting, we discussed the need to update our Director's job description to reflect the absence of Main Street responsibilities. As part of this review, it seems we should start with our own committees and roles. I would suggest we review the necessity of retaining the Promotion, Economic Vitality, Placemaking, and other committees which occasionally exist to see if those roles can be handled more efficiently and directly by the board.

Recommendation:

Discussion and action.

Attachments:

None

Charlevoix Downtown Development Authority

New Business

Title: Downtown Events and Activities

Date: February 26, 2024

Presented By: Maureen Owens- Chair

Background:

I'd like to review the role we play in promoting and executing events and activities like the newly-created First Fridays in the winter and the Live on the Lake Summer Concert Series in the Summer.

Recommendation:

Discussion and direction.

Attachments:

None