

**City of Charlevoix**  
**Downtown Development Authority Meeting Minutes**  
**Thursday, February 29, 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**

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|------------------|---|
| Chair:           | Maureen Owens   |
| Members Present: | Sam Bingham, Liam Dreyer, Mayor Lyle Gennett, Anne Oosthuizen |
| Members Absent:  | Kirby Dipert, Danielle Scheller, Paul Silva, Ron Way          |
| Staff Present:   | Mark Heydlauff, City Manager                                  |

**4. Inquiry Regarding Conflicts of Interest**

**5. Consent Agenda**

A. Minutes from January 22, 2024

Motion by Mayor Gennett, seconded by Member Dreyer to approve the Consent Agenda consisting of the minutes of the January 22, 2024 DDA meeting.

**Motion carried by unanimous voice vote.**

**6. Reports**

A. Director's Report

Mark Heydlauff, City Manager

Manager Heydlauff reviewed the written Director's Report, and he recognized the Chamber President Sarah VanHorn and her staff for managing the First Friday events for February and March.

**7. Old Business**

A. Bridge Park Building Maintenance

Mark Heydlauff, City Manager

City Manager Heydlauff explained the proposal from Joe Schwartzfisher for a deep clean of the interior of the building and some minor interior renovations of the Bridge Park building. Mr. Heydlauff suggested the Board look at these repairs and improvements now and look at exterior improvements later in the spring. Mr. Heydlauff stated Member Way had asked to see the insurance information from the contractors prior to executing any contacts.

Motion by Member Dreyer, seconded by Mayor Gennett to authorize the City Manager to approve the work as described and provide further details in the future for exterior maintenance, and to obtain adequate insurance information from any contractors doing the work prior to authorizing the interior work to move forward.

**Motion carried by unanimous voice vote.**

B. Jr. DDA Project- Van Pelt Alley Beautification

Liam Dreyer

Member Dreyer reviewed the interactive mural project proposed in the Van Pelt Alley. Mr. Dreyer stated the Junior DDA had obtained approvals from three business owners - Berkshire Hathaway, Pepper's Boutique, and Grey Boutique/Salad Fork, which have agreed to the installation of interactive murals on the rear side of their buildings, contingent on final approval of the concept art. Mr. Dreyer stated that no costs were expected to be contributed by the DDA.

Manager Heydlauff stated they would be drafting a hold harmless agreement for the business owners to sign absolving the DDA and the artists from any concerns they may have with the building once the murals are applied.

Motion by Member Bingham, seconded by Member Oosthuizen 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 the building owners.

**Motion carried by unanimous voice vote.**

**8. New Business**

A. Steam-lining Committees and Roles

Maureen Owens- Chair

Chair Owens stated there had been some discussions about some inconsistencies in the job duties of the Director and she wanted to spend some time discussing what might need to be cleaned up. Ms. Owens stated there were some things that were lingering from their involvement with the Main Street Program. The three committees in question were the Promotion, Economic Vitality and Placemaking.

Discussion followed regarding the possibility of disbanding or deactivating the Committees, using citizen volunteers for different projects as more of a task force short-term type group, and requirements for Committees as part of the Main Street Program.

Motion by Member Dreyer, seconded by Member Bingham to streamline the Promotion, Economic Vitality and Placemaking Committees into Ad Hoc Committees that will be contacted for their involvement on an as needed basis going forward.

**Motion carried by unanimous voice vote.**

B. Downtown Events and Activities

Maureen Owens- Chair

Chair Owens stated she wanted to review the role that the DDA plays 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. Ms. Owens stated that an event such as First

Fridays should go back to a merchant-driven event and the Chamber and the DDA will be the support arm as opposed to the other way around. Ms. Owens stated the concert series is a completely different event, and it is really important that the DDA continue to promote and provide services as long as they can for that event.

Sarah Van Horn stated that similar to how it went with Ladies Night, the First Fridays events, is merchant driven, but it does warrant someone to organize and help push it forward. Ms. VanHorn stated the First Fridays was not labor-intensive and there was a good volunteer base that was willing to step forward and actually do the work hours for that event. Ms. VanHorn stated First Fridays does warrant DDA support and marketing.

Discussion was held. The Board concurred that the downtown events and activities would be something they would discuss further after a list was provided to help direct the conversation.

**9. Public Comment**

**10. Request for Future Agenda Items**

**11. Board Comments**

Manager Heydlauff confirmed the next quarterly DDA meeting will be April 22, 2024.

**12. Adjourn**

Chair Owens adjourned the meeting at 6:17 p.m.

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Sarah J. Dvoracek/fgm, City Clerk

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Maureen Owens, Chair