



Agenda
City of Charlevoix Downtown Development Authority Meeting
Wednesday, August 14, 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. Meeting Minutes from April 22, 2024
- 6. Reports**
 - A. Director's Report
Mark Heydlauff, City Manager
- 7. Old Business**
- 8. New Business**
 - A. Appointment of Interim Director
Mark Heydlauff, City Manager
 - B. Meeting Days and Times
Mark Heydlauff, City Manager
 - C. Partnership Agreement with Charlevoix Area Chamber of Commerce
Maureen Owens
 - D. Creation of Committees to Discuss and Review future TIF Projects at the Marina and Downtown
Kirby Dipert
- 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: Meeting Minutes from April 22, 2024

Date: August 14, 2024

Presented By:

Background:

Recommendation:

Motion to approve the minutes as presented.

Attachments:

1. 2024.04.22 DDA DRAFT

City of Charlevoix
Downtown Development Authority Meeting Minutes
Monday, April 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, Annie Oosthuizen, Danielle Scheller

Members Present:

Members Present: Sam Bingham, Paul Silva, Ron Way

Absent:

Staff Present: Lindsey Dotson, DDA Executive Director; Mark L. Heydlauff, City Manager

4. Inquiry Regarding Conflicts of Interest

5. Consent Agenda

A. Minutes

Motion by Member Dipert, seconded by Mayor Gennett to approve the Consent Agenda consisting of the minutes of the February 29, 2024 meeting.

Motion carried by unanimous voice vote.

6. Reports

A. DDA Financial as of April 18, 2024

No discussion.

B. Director's Report

Lindsey Dotson, DDA Director

Director Dotson stated she had two updates that were not included in her report. The first update was that the Big Belly Recycling/Garbage units will start to appear throughout town next week. And the second is regarding the Bridge Park building improvements. Ms. Dotson is waiting for a cost to repair some leaking windows which were not included in the initial repair estimates.

Chair Owens stated there was a presentation that needed to be added to the agenda as Item B under New Business which would move the remaining items, subsequently, down one space.

7. Old Business

A. Downtown Events & Activities - continued

Lindsey Dotson, DDA Director

Director Dotson stated based on the minutes from the February meeting and a brief chat with Chair Owens, she created a list of events, activities, programming, deliverables, or services that the DDA currently oversees. Ms. Dotson stated she made a list which included tangible and intangible items and support from the perspective of what would be noticeable by either the public or downtown businesses if the Board chose to cease coordination or responsibility for that item or program.

B. 2024-2025 Budget

Lindsey Dotson, DDA Director

Director Dotson stated after the January meeting when the budget was approved, there were two major items that were not included in DDA budget - the Alleyway Grant and the Housing Incentive. While the items were in the future commitments area of the budget spreadsheet, the numbers did not translate into the budget that was approved by the City Council. Ms. Dotson stated that it is possible the funds would not be paid out for these projects during this budget year due to construction timelines.

City Manager Heydlauff stated the DDA statute states the DDA's budget is ultimately approved by Council. The version of the budget that he received for inclusion with Council is, as the Director explained, is missing the two items that were not included in the approved budget. Mr. Heydlauff stated a budget amendment approved by the DDA and Council would be necessary to expend the funds for the two programs that were not included.

8. New Business

A. Bridge Park Drive Space Proposal

Lindsey Dotson, DDA Director

Director Dotson stated that Bev Barton of Living Well Company submitted a proposal to fill the vacancy at 107 Bridge Park Drive. Bev Barton further explained her proposal for use of the space at 107 Bridge Park Drive. Ms. Barton answered questions from the Board. Discussion was held.

Motion by Member Dreyer, seconded by Member Oosthuizen to authorize the Executive Committee to enter into negotiations with Ms. Barton for the space at 107 Bridge Park Drive.

Member Dipert stated that he wanted to amend the motion to include a time restraint of no later than 30 days.

Motion carried as amended by unanimous voice vote.

B. Presentation from the Charlevoix Public Library (added to the agenda at the beginning of the meeting)

Ryan Deery

Library Director

Ryan Deery, Library Director, provided the Board with the library's annual updates, including details on the upcoming proposed library millage and budget.

C. Sponsorship Request

Lindsey Dotson, DDA Director

Director Dotson stated the Board received a letter from the Traverse City Dance Project

requesting a sponsorship of \$1,000. The Board discussed last year's performance by the group and stated it was a very well attended event.

Motion by Member Dipert, seconded by Mayor Gennett to approve the sponsorship request for \$1,000 from the Traverse City Dance Project.

Motion carried by unanimous voice vote.

D. Election of Officers

Lindsey Dotson, DDA Director

Motion by Chair Owens, seconded by Mayor Gennett to nominate Kirby Dipert as Vice Chair for a one-year term ending in April of 2025.

Motion carried by unanimous voice vote.

Motion by Member Dipert, seconded by Mayor Gennett to nominate Maureen Owens as Chair for a one-year term ending in April of 2025.

Motion carried by unanimous voice vote.

E. BMI Music License

Lindsey Dotson, DDA Director

Director Dotson provided an update about licensing for their music in the park events. Ms. Dotson stated she confirmed with the City Attorney that the DDA was obligated to have licenses for their concert series. Ms. Dotson stated the DDA purchased a license from BMI, Inc. for the 2024 Live on the Lake Summer Concerts for a cost of \$425 annually.

F. Director Tasks/Streamlining Operations

Lindsey Dotson, DDA Director

Director Dotson stated that in light of the comments made about the job duties of the director, along with comments made in January during the first part of her performance evaluation, she created an updated spreadsheet to accurately reflect the workload as it stands presently. Discussion followed regarding various items/tasks included in the Director's report. Discussion followed regarding the use of volunteers, things for volunteers to do, and someone to manage the volunteers. Chair Owens agreed that volunteers for the DDA this summer with a list of tasks and a number to call to volunteer would be good, and she said that BizBlast would be a great resource. Director Dotson stated that she could create such a list, but she would want the Chair or Vice Chair to review the list before publicizing it.

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

Lindsey Dotson, DDA Director

The Board recessed for five (5) minutes at 7:19 p.m.

Motion by Member Dipert, seconded by Mayor Gennett to enter into a Closed Session in the conference room to discuss the DDA Director's Annual Performance Review {at 7:24 p.m.}.

Motion carried by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

The Board went back into open session and then Chair Owens adjourned the meeting at 9:05 p.m.

Sarah J. Dvoracek/fgm City 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: August 14, 2024

Presented By: Mark Heydlauff, City Manager

Background:

As the board is aware, Lindsey Dotson left on July 31 to be the Housing Solutions Coordinator in Emmet County for Housing North. I appreciate Lindsey's time with the Charlevoix DDA and the steps she took for an orderly change in staffing for the DDA.

Here's a recap of some significant DDA tasks since she left:

- I coordinated the final two Live on the Lake Concerts for the season on August 1 and 8. The final band scheduled for August 15 canceled. There was no sponsor lined up for this concert so it seemed best to simply cancel the night and move on. I heard a lot of great feedback about these two performances and the crowds seemed pretty decent also.
- One of the AC units in the BIBCO office failed last week and that has now been fixed; this was estimated to be \$3,500 and will come from your Bridge Park Building Maintenance Account.
- Left unresolved before Lindsey left was the Match on Main Grant for Charlevoix Running Company. I'm working with Emily Edwards to finalize the last part of this so that the funds can be finalized and the grant closed out.
- Between the Charlevoix Area Chamber of Commerce and Visit Charlevoix, we have been coordinating the management of DDA social media accounts and looking ahead to make sure promotional work like this is not missed. Lindsey scheduled several posts in advance of her departure that covered things like the concerts. I believe this is an area we can streamline our operations going forward since downtown content is a key part of the publicity those organizations already deliver. Your board chair and I met with Sarah Van Horn of the Chamber and Amanda Wilkin of Visit Charlevoix to discuss these kinds of activities in the interim. I appreciate their assistance to make sure we make the transition as smooth as possible.

Currently, you are scheduled to have your second Informational Meeting at your regular meeting on August 26. The Recodified Tax Increment Financing Act of 2018 requires you hold two public informational meetings each year for the purpose of discussing your activities. These meetings can occur at your regular meetings or at the meeting of the municipality. Given the timeframe, I'd suggest not holding this meeting on August 26 so that we can prepare a bit further for it and we instead hit one of the other meetings between now and the end of 2024. Further, I have travel previously planned that precludes my attendance at a meeting on August 26.

Assuming the board wishes to have my assistance, I'll be working on the annual report for the state that is due in late September.

Recommendation:

Attachments:

None

Charlevoix Downtown Development Authority

New Business

Title: Appointment of Interim Director

Date: August 14, 2024

Presented By: Mark Heydlauff, City Manager

Background:

The Recodified Tax Increment Financing Act of 2018 is the relevant state statute governing the affairs of a DDA. I have attached the statutory language regarding your ability to appoint a director and, more appropriately for now, an acting director. During Lindsey's absence this winter, I filled in on an interim basis and would be happy to assist the board in some arrangement like that now (as I have been practically for the past few weeks).

if you would like to find another acting director, please advise if you would like assistance. Functionally, however, the board needs to establish a point person for your affairs who can make decisions on your behalf.

Recommendation:

Motion to appoint _____ as the Acting Director of the Charlevoix Downtown Development Authority.

Attachments:

1. MCL 125.4205- Director and Acting Director

RECODIFIED TAX INCREMENT FINANCING ACT (EXCERPT)
Act 57 of 2018

125.4205 Director; acting director; treasurer; secretary; legal counsel; other personnel.

Sec. 205. (1) The board may employ and fix the compensation of a director, subject to the approval of the governing body of the municipality. The director shall serve at the pleasure of the board. A member of the board is not eligible to hold the position of director. Before entering upon the duties of his or her office, the director shall take and subscribe to the constitutional oath, and furnish bond, by posting a bond in the penal sum determined in the ordinance establishing the authority payable to the authority for use and benefit of the authority, approved by the board, and filed with the municipal clerk. The premium on the bond shall be deemed an operating expense of the authority, payable from funds available to the authority for expenses of operation. The director shall be the chief executive officer of the authority. Subject to the approval of the board, the director shall supervise, and be responsible for, the preparation of plans and the performance of the functions of the authority in the manner authorized by this part. The director shall attend the meetings of the board, and shall render to the board and to the governing body of the municipality a regular report covering the activities and financial condition of the authority. If the director is absent or disabled, the board may designate a qualified person as acting director to perform the duties of the office. Before entering upon the duties of his or her office, the acting director shall take and subscribe to the oath, and furnish bond, as required of the director. The director shall furnish the board with information or reports governing the operation of the authority as the board requires.

(2) The board may employ and fix the compensation of a treasurer, who shall keep the financial records of the authority and who, together with the director, shall approve all vouchers for the expenditure of funds of the authority. The treasurer shall perform such other duties as may be delegated to him or her by the board and shall furnish bond in an amount as prescribed by the board.

(3) The board may employ and fix the compensation of a secretary, who shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the treasurer. The secretary shall attend meetings of the board and keep a record of its proceedings, and shall perform such other duties delegated by the board.

(4) The board may retain legal counsel to advise the board in the proper performance of its duties. The legal counsel shall represent the authority in actions brought by or against the authority.

(5) The board may employ other personnel deemed necessary by the board.

History: 2018, Act 57, Eff. Jan. 1, 2019.

Charlevoix Downtown Development Authority

New Business

Title: Meeting Days and Times

Date: August 14, 2024

Presented By: Mark Heydlauff, City Manager

Background:

With changing schedules and membership, it seems often that the board is at or struggling to make a quorum for your regular meetings. I thought it would be worth having a conversation about your meeting day and time to ensure it is workable for all members of the board going forward.

Recommendation:

Board discussion and direction.

Attachments:

None

Charlevoix Downtown Development Authority

New Business

Title: Partnership Agreement with Charlevoix Area Chamber of Commerce

Date: August 14, 2024

Presented By: Maureen Owens

Background:

For several years, the DDA has had a partnership agreement with the Charlevoix Area Chamber of Commerce for downtown-specific events and promotions. In consideration of current interim staffing needs and potential future arrangements, I'd like to discuss the use of the partnership going forward.

Recommendation:

Board discussion and direction.

Attachments:

None

Charlevoix Downtown Development Authority

New Business

Title: Creation of Committees to Discuss and Review future TIF Projects at the Marina and Downtown

Date: August 14, 2024

Presented By: Kirby Dipert

Background:

I'd like to see us formulate a committee to investigate, formulate, and advise on the needed improvement and enhancements to the City Marina in preparation for the upcoming TIF. I would like to be on and chair this committee.

A second committee could be formed to do the same for additional needed downtown improvements.

Recommendation:

Board discussion and direction.

Attachments:

None