

City of Charlevoix
Downtown Development Authority Meeting Minutes
Wednesday, August 14, 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. followed by the Pledge of Allegiance.

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens

Members Present: Kirby Dipert, Liam Dreyer, Mayor Lyle Gennett, Paul Silva, Ron Way

Members Absent: Sam Bingham, Anne Oosthuizen, Danielle Scheller

Staff Present: Mark L. Heydlauff, City Manager

4. Inquiry Regarding Conflicts of Interest

5. Consent Agenda

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

Motion carried by unanimous voice vote.

A. Meeting Minutes from April 22, 2024

Motion to approve the minutes as presented.

6. Reports

A. Director's Report

Mark Heydlauff, City Manager

City Manager Heydlauff presented information on the Director's report.

7. Old Business

8. New Business

A. Appointment of Interim Director

Mark Heydlauff, City Manager

Motion by Member Silva, seconded by Member Dreyer to appoint Mark Heydlauff as the Acting Director of the Charlevoix Downtown Development Authority.

Motion carried by unanimous voice vote.

B. Meeting Days and Times

Mark Heydlauff, City Manager

City Manager Heydlauff stated it has generally been assumed that the DDA should meet on the 4th Monday of the month, but that does not have to be the case moving forward. Mr.

Heydlauff stated that he would put out a poll to Board Members to explore what days and times work best for everyone.

C. Partnership Agreement with Charlevoix Area Chamber of Commerce

Maureen Owens

Chair Owens stated she and City Manager Heydlauff met with Sarah Van Horn, President of Charlevoix Chamber, and Amanda Wilkin, Executive Director of Visit Charlevoix to discuss possible collaboration of some of the duties of the DDA Director and the consideration of not having a full-time director. Chair Owens agreed with the idea of the City Manager/Director handling the business side of the DDA. The other side includes the programming and event-oriented responsibilities which could be handled by the Chamber and Visit Charlevoix. Chair Owens stated both the Chamber and Visit Charlevoix seemed agreeable to the idea. Chair Owens stated that there would need to be a discussion on whether the Chamber was able to act on some events more directly focused on the downtown businesses in addition to Chamber-sponsored events, and then there needed to be discussion of what kind of financial reimbursement would be needed to the City for the Director's time and to the Chamber for their support.

Discussion was held regarding a possible trial period, how such collaboration would affect the Chamber's membership, other communities with DDAs, and future grant opportunities. Mr. Heydlauff stated that when you have a full-time employee, the activities expand to fit the position, so if the DDA looked at how they prioritize what is really important, this arrangement could work well. City Manager stated the DDA was paying 90% of the all in cost of Lindsey Dotson's employment, with the City covering 10% for the historic preservation work. Mr. Heydlauff stated he could bring back proposals for the Board's consideration, and he stressed the importance of prioritizing their projects and events going forward.

Motion by Member Silva, seconded by Mayor Gennett that Mark Heydlauff as the Acting Director at the next meeting provide some proposed outlines of how the DDA Board can move forward with contracts with some of the other offices in the City.

Motion passed by unanimous voice vote.

D. Creation of Committees to Discuss and Review future TIF Projects at the Marina and Downtown Kirby Dipert

Member Dipert stated the Marina and East Park was dedicated in 2007 and the planning prior to that took at least 3–4 years. The current TIF is expiring in 2026, so the Board needs to begin preparing.

Discussion followed regarding the Marina's future and what an ad hoc committee could be looking at in preparation for the TIF. City Manager Heydlauff stated the City Council should be engaged for the direction the Council would want the DDA to focus on specifically related to the Marina. Mr. Heydlauff stated that a significant portion of the existing TIF has gone toward the creation and construction of the existing marina, and the DDA might consider that the future TIF includes the provision of maintenance and continued use of the marina and the park will be a DDA priority going forward. City Manager Heydlauff stated that a TIF is a vehicle to fund projects the DDA brings forward.

Discussion followed regarding whether a subcommittee should be formed to research projects

at the marina that could possibly be funded by TIF funds.

No action was taken by the Board.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Chair Owens stated they needed to set a date for the next meeting. City Manager Heydlauff stated he would poll the members on meeting days and times and set a date from there.

12. Adjourn

Chair Owens adjourned the meeting at 6:20 p.m.

Sarah J. Dvoracek/fgm Clerk

Maureens Owens Chair