

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, April 23, 2018 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Luther Kurtz, Maureen Owens, Rick Wertz
Members Absent: Tami Gillespie, Carissa Mullaney, John Yaroch
City Staff: Lindsey Dotson, Executive Director; Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. DDA/Main Street Meeting Minutes – March 26, 2018
- B. Committee Minutes
- C. Monthly Report

Motion by Member Christner, second by Member DiMartino to approve the Consent Agenda. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report – Lindsey J. Dotson, Executive Director

Director Dotson stated that there were a couple of changes that may take place with the Farmers Market event calendar as there may not be a need for additional special events during Market days.

7. Old Business

A. Charlevoix Main Street DDA Draft Policies & Procedures

Director Dotson stated that over the past few months there have been questions regarding brand use and sponsorships/partnerships and she decided to create a document for the Board to review. She also added a draft policy addressing any external communication by volunteers with the media. She reviewed the media communications, sponsorship, and brand use portions of the draft document. She spoke with John Harris from a5 about potentially using the brand on t-shirts or hats whereby the DDA would receive some sales proceeds.

Member Owens questioned if they wanted to consider a cap on a sponsorship to an organization rather than per event. Member Christner assumed that the \$2,500 sponsorship per event with the director's approval was up to \$10,000. Director Dotson stated that the line item was \$20,000, but the Board agreed that half was to be set aside for a possible partnership to support the Groupon effort. Discussion followed regarding what level of sponsorship could be approved by the Director without going through the Board.

Motion by Member Wertz, second by Member Owens to authorize the Director to approve event sponsorship requests up to \$500. Motion passed by unanimous voice vote.

Discussion followed regarding potential sales of apparel items to include the Charlevoix brand. Director Dotson stated she would find out from the City Attorney if the brand needed to be licensed. Chair Dipert preferred that requests to use the brand on apparel or other items for sale have Board approval. Mayor Kurtz suggested that they may need some simple guidelines as to how the brand could be used or displayed on items. Chair Dipert commented that the University of Michigan receives 8% of the value of the item sold for use of their emblem. Mayor Kurtz stated that non-commercial use of the logo was allowed. Director Dotson stated she would bring the Policies with the revisions back to the Board for final approval at the next meeting.

8. New Business

A. Election of Chair, Vice Chair, and Executive Committee Member

Member DiMartino nominated Kirby Dipert as Chair and Mayor Kurtz seconded the nomination. No further nominations were made.

Motion by Member Wertz, second by Member Owens to close the nominations. Motion passed by unanimous consent.

Member Christner nominated Rick Wertz as Vice Chair and Member DiMartino seconded the nomination. No further nominations were made.

Motion by Member DiMartino, second by Member Christner to close the nominations. Motion passed by unanimous consent.

Member DiMartino nominated Maureen Owens as the at-large Executive Committee Member and Mayor Kurtz seconded the nomination. No further nominations were made.

Motion by Member DiMartino, second by Member Christner to close the nominations. Motion passed by unanimous consent.

B. Façade Grant Incentive Program Work Plan – Lindsey J. Dotson, Executive Director

Director Dotson reviewed details of the Façade Grant Incentive Program Work Plan. She stated that the Design Committee and the DDA would decide on the first round of applications in August.

Motion by Member Wertz, second by Member Owens to approve the Design Committee's Façade Grant Incentive Program Work Plan. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

Director Dotson noted that there were several redundant signs to be removed now that the wayfinding signage was installed. Discussion followed regarding the proposed sign removals particularly the signs for the Hospital. Member Owens felt that the Hospital sign at Antrim and Sherman should remain. The Board's consensus was to obtain more information related to the Hospital signs for the next meeting.

11. Board Comments

Member Owens questioned the status of moving the wayfinding sign from in front of Schulman's. Director Dotson replied that they were waiting for the snow to melt to relocate the sign.

Member Wertz announced that he was officially running for 3rd Ward Councilman..

12. Adjourn

Meeting adjourned at 6:40 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair