

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, January 23, 2017 at 5:30 p.m.

210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Dan Barron
Members Present: Dianne DuPont, Tami Gillespie, Maureen Owens, Rick Wertz, John Yaroch
Members Absent: Luther Kurtz, Fred DiMartino, Kirby Dipert
City Staff: Mark Heydlauff, City Manager; Lindsey Dotson, Executive Director

Chair Barron welcomed Maureen Owens as a member of the DDA/Main Street Board.

4. Inquiry into Potential Conflicts of Interest

None

5. Consent Agenda

a. Minutes of the December 20, 2016 Board Meeting

Chair Barron referenced Item 8-A, Draft Budget, second paragraph, specifically: "The proposal from Pro Image for the design process was approved in October for full implementation estimated at \$200,000 including the replacement of the *Welcome to Charlevoix the Beautiful* entry signs." He noted that the estimate could be \$200,000 for full implementation, but it was not approved for that amount. City Manager Heydlauff recalled that the Board approved the design phase of the contract which was not to exceed \$19,500. Chair Barron recommended that the minutes be revised to reflect that the Pro Image proposal estimated the expense of \$200,000 for full signage implementation including replacement.

b. Committee Meeting Minutes

c. Main Street Monthly Report for December 2016

d. Michigan Main Street Program Community Requirements and Expectations Agreement – Selected Level – MEDC

e. Trademark Sublicense Agreement – National Main Street Center

f. Transformation Strategic Planning & Alignment Visit – March 8–9, 2017

Motion by Member Yaroch, second by Member Owens, to approve the Consent Agenda as presented subject to revision of the minutes in the manner as discussed. Motion passed by unanimous voice vote.

6. Reports

a. Director's Report

Member Owens referenced page 25 of the report and questioned if the DDA should be using the new Main Street America accredited program logo instead of or in addition to the current logo. Director Dotson stated that the logo referred to was the National Main Street Center's new brand and they can use it freely, but they can't use the "accredited" because the DDA has not obtained that designation yet.

Director Dotson stated that the City had a Select Level Main Street Agreement with Michigan State Housing Development Authority (MICHDA) but Main Street has subsequently been renamed as the Michigan Economic Development Corporation (MEDC) so an agreement needed to be signed again.

b. Branding Update

Director Dotson reported that the workshops were very well attended. She stated that they were in line with their project timeline and as she receives information from a5 she will share with the Promotions Committee. She noted that Pro Image met with a5 while they were in town.

c. Wayfinding Signage Update

Director Dotson reported that she met with Pro Image Design and they are aware of the \$50,000 price tag for the first phase of implementation and that the DDA will be focusing on downtown. She stated that Pro Image was essentially on hold until a5 was finished. They will be at the next Design Committee meeting.

7. Old Business

a. Draft DDA Budget for 2017-18

Director Dotson stated that the numbers fundamentally stayed the same since the last meeting. She noted an increase in hours per week for the Farmers Market Manager and the number of weeks worked per year, but the cost will be offset by an increase in vendor fees and sponsor dollars. Add-ons to the draft budget included:

- Design Committee – add tree lights to the side streets as well as new Christmas tree lights (\$15,000)
- The Design Committee was also interested in pursuing a new façade grant incentive program that would be administered by the Committee and the DDA Director. The idea is for a 50% reimbursement grant with a maximum of \$10,000 per project; a budget of \$30,000 would enable them to give out three grants in the coming year. Guidelines have yet to be developed. Director Dotson stated that she worked with similar programs in the past and if the proposal is approved she would bring back draft guidelines for the Board to review next month. By improving the buildings in the District, they would be improving the tax base which increases DDA revenue.

Discussion followed regarding the possibility of setting aside reserve funds for holiday lighting expenditures, feedback related to the Farmers Market, and the potential decrease in property tax revenue from the property tax capture.

Motion by Member Wertz, second by Member DuPont, to adopt the proposed 2017-18 budget as presented. Motion passed by unanimous voice vote.

8. New Business

a. Application Based Services – Market Study Update & Business Recruitment Training

Director Dotson stated that she will learn more about available services when Michigan Main Street visits in March. She stated that services include branding, business assistance, technical assistance including merchandising, and transition planning. She stated that the Market Study Update & Business Recruitment Training seemed most pertinent after she met with the Convention & Visitors Bureau, Chamber of Commerce and the Economic Restructuring Committee. The Committee overwhelmingly felt this was a worthy endeavor. She stated that with the Board's approval she will submit the application and advised that there was no application fee.

Motion by Member Owens, second by Member Wertz, to move forward with staff's recommendation to submit the application for a Market Study Update & Business Recruitment Training to Michigan Main Street. Motion passed by unanimous voice vote.

b. Agreement with Bill's Farm Market – Christmas Decorations

Director Dotson stated that the agreement with Bill's Farm Market expired this year. She proposed that the DDA enter into a new agreement with the Market for the next three years for the same terms in the amount of \$2,082.50 each year. She noted that Charlevoix was the only City that uses their installation services.

Motion by Member Wertz, second by Member Gillespie, to approve the revised agreement with Bill's Farm Market. Motion passed unanimously by roll call vote.

c. Snowmelt System – Antrim Street

Director Dotson stated that the City will continue their infrastructure improvement projects in 2017 including improvements to the 100 block of Antrim Street (Bridge Street to State Street) which is in the DDA District. An opportunity presents itself to install a heated sidewalk as a test run in conjunction with the City's street work. She cited the city of Grand Haven where the entire downtown has heated sidewalks, a \$3 million dollar project and \$60,000 per year to maintain.

City Manager Heydlauff questioned whether or not the Board felt it was worth exploring further. He stated in going back to the report that the Board had commissioned last year, it addressed the benefit that heated sidewalks could provide. He suggested incorporating this project with the rebuilding of Antrim Street before considering this for the remainder of downtown. Director Dotson explained that there are snowmelt systems in Traverse City where they have a boiler located next to the sidewalk.

Motion by Member DuPont, second by Member Wertz, to have staff research the potential cost of adding a heated sidewalk to Antrim Street. Motion passed by a 5 to 1 vote with Member Wertz voting against the motion.

9. Public Comment

None.

10. Request for Future Agenda Items

None.

11. Board Comments

Member DuPont questioned whether there was some way of getting feedback from downtown merchants regarding Live From Charlevoix. Member Wertz stated that his wife who works for The Clothing Company said that it had really helped their sales on concert evenings.

Member DuPont also questioned if there was any update on the fires or new businesses. City Manager Heydlauff responded that there were a lot of things in the flux and he did not have a definitive answer at this time.

12. Adjourn

Motion by Member Wertz, second by Member Gillespie, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:39 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair