

City of Charlevoix
DOWNTOWN DEVELOPMENT AUTHORITY BOARD

Monday, October 24, 2011 – 5:30 p.m.
210 State Street, City Hall, Council Chambers, Charlevoix, Michigan

MINUTES

A) CALL TO ORDER

The meeting was called to order by Chairman Mason at 5:32 p.m.

Members Present: Dan Barron, Fred DiMartino, Kirby Dipert, Hugh Mason, Jeannine Wallace and John Yaroch
Members Absent: Norman Carlson Jr. and Gina Whitney
None.
Staff Present: DDA Executive Director Keith Carey

B) APPROVAL OF AGENDA

The Board approved the agenda as presented.

C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST

None.

D) APPROVAL OF MINUTES

1. September 26, 2011 DDA Meeting Minutes

The Board reviewed the September 26, 2011 meeting minutes. Motion made by Member Barron and seconded by Member Wallace to approve the minutes of September 26, 2011 as submitted. Motion was adopted by a unanimous voice vote.

E) PUBLIC INPUT, NOT RELATED TO OTHER AGENDA ITEMS

None.

F) OLD BUSINESS

None.

G) NEW BUSINESS

1. Keweenaw Excursions Lease of 103 Bridge Park Drive, Unit C (Office Space #1)

Executive Director Carey advised the Board that Keweenaw Excursions wishes to continue its business operations in 103 Bridge Park Drive, Unit C (Office Space #1). This has been a positive year for Keweenaw Excursions. The City Council recently agreed to a two year rental of the "Acacia Slip" where the Keweenaw Excursion's vessel the *Keweenaw Star* currently docks. The rental agreement starts October 19, 2011 and ends October 18, 2013. The Council has agreed to consider amending the lease in October 2012 to extend the dock lease for an additional year. If, at that time, it is determined that the USCG's placement of a vessel in Charlevoix is not imminent, the City and Keweenaw Excursions may extend the lease for another two years. Keweenaw Excursions is seeking a two year rental agreement

with the DDA. Keweenaw Excursions would like the financial terms of the lease to remain unchanged - \$500 per month from May through October.

Motion made by Member Barron and seconded by Member Dipert to adopt the motion proposed by staff to extend the lease of Keweenaw Excursions and direct DDA staff to prepare a two-year lease with Keweenaw Excursions. This lease will match the two-year term of the City of Charlevoix's dock rental agreement and the financial terms of the lease will remain at \$500.00 per month May through October. Motion adopted by a unanimous voice vote.

2. Fiscal Year 2012-13 Budget Discussion

Executive Director asked the Board to give him direction on the 2012-13 budget. The DDA's Marketing and Promotional Services budget is the most flexible line item and has absorbed the majority of the spending cuts the past two years. The DDA's Marketing and Promotional Service line item funds the Charlevoix Concert Series, Monday Movies by the Marina (sponsorship monies have defrayed the majority of the costs of this item), special events like Up North Fourth, Flurry Fest, the Downtown Charlevoix Shop directory and its insertion into the Chamber's Visitor's Guide, update to the downtown kiosks and other small marketing expenses. Staff encourages Board members to consider the merit of these expenditures and offer general input. Staff is also requesting Board members to consider the purchase of park equipment, such as additional waste receptacles for downtown. The DDA Board will be discussing the 2012-13 budget at its November meeting.

Chairman Mason asked for an update on the Up North Fourth. Executive Director Carey stated that the Committee has met and reviewed the event. It is anticipated that the event should have more corporate sponsors and be more self-sufficient. The event will be held on Saturday, July 7, 2012. The event was positive and worthwhile. Member Dipert would like to see the event held in June next year. He feels that July 3rd through 6th are his best days. Member Barron stated that Member Whitney stated that the event was a benefit to her business. Both Members Wallace and DiMartino voiced support to have the event the weekend before July 4th.

Executive Director Carey asked the DDA Board for ideas on whether it wished to host the concert series. The concerts do not appear to make an impact on area hotels. Concert attendees are primarily locals who patronize downtown restaurants and stores prior to the concert. Member Dipert asked if the concert series could be started in June.

Member Yaroch suggested that local bands play in June and that we take advantage of social media sites to advertise events. Member Dipert also supports having one or two concerts in June.

Executive Director Carey reminded that Board that we are using Facebook to promote downtown and its events.

Executive Director Carey asked if the Board had any items it wished to include in the 2012-13 budget. Board members expressed the desire to purchase more tables/chairs for on top of the Harbormaster's office and more ornamental steel trash receptacles.

Member DiMartino asked the Board to consider the Executive Director's salary as he has not had an increase in three or four years.

I) **MISCELLANEOUS BUSINESS**

The Board reviewed the Executive Director's Report.

Flurry Fest and the Merchant's Open House will be held on separate days. The Chamber is seeking to give shoppers three opportunities to come into downtown Charlevoix.

Member Barron asked if there has been any progress in expanding the sidewalk dining concept as outlined in the Hyett Palma study. Executive Director Carey stated that as Bridge Street is a highway, the use of its right-of-way is limited. Staff is exploring the concept of having elevated dining areas in side streets and alleys. Executive Director Carey will ask MDOT if restaurants would be permitted to service alcohol in the highway right-of-way.

J) FUTURE AGENDA ITEMS

None.

K) ADJOURNMENT

Motion made by Member Wallace and seconded by Member DiMartino to adjourn. Motion adopted by unanimous voice vote.

Meeting adjourned at 7:05 p.m.

Hugh Mason, Chairman

Linda Jo A. Weller, Recording Secretary

Carol A. Ochs, City Clerk