

City of Charlevoix
DOWNTOWN DEVELOPMENT AUTHORITY BOARD

Monday, October 25, 2010 – 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 5:30 p.m.

Members Present: Dan Barron, Fred DiMartino, Hugh Mason, Jeannine Wallace, and John Yarocho
Members Absent: Norman Carlson Jr., Kirby Dipert, John Taylor, Gina Whitney
Staff Present: DDA Executive Director Keith Carey

B) APPROVAL OF AGENDA

The agenda was approved as submitted.

C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST None.

D) APPROVAL OF MINUTES

1. September 27, 2010 DDA Meeting Minutes

The Board reviewed the September 27, 2010 minutes.

Member Barron asked that the following changes be made:

- Page 2 – third paragraph Modify the last sentence to read: “He feels we should facilitate a filtered view.”
- Page 2 – last paragraph – second to the last sentence Modify sentence to read: “A fair number of the tasks require funding and funds are tight during these lean economic times, but there are other goals, which may remain achievable utilizing current budget resources or other unconventional means.”
- Page 3 – first paragraph – second sentence Modify the sentence to read: “The Board reviewed the expense replacing the broken lights.”
- Page 3 – fourth paragraph - first sentence Modify the sentence to read: “Director Carey reviewed the various DDA goals with the Board.”
- Modify the Chairman’s signature line.

Motion made by Member Barron and seconded by Member Yarocho to approve the minutes of September 27th as corrected. Motion adopted by a unanimous voice vote.

E) PUBLIC INPUT, NOT RELATED TO OTHER AGENDA ITEMS None

F) OLD BUSINESS

1. DDA Work Plan

Director Carey asked the Board for suggestions or critiques on the proposed work plan. Goals included in the Charlevoix Downtown Blueprint 2007 are incorporated into the document. The work plan outlines projects for the next 4-6 years. The Board reviewed the plan with Director Carey. The Board discussed

the use of the website and various communications to recruit businesses into the downtown area. The Board asked if the Chamber was assisting in recruiting businesses to downtown Charlevoix. Director Carey briefed the Board on recent business recruitment activities. Director Carey generally reviewed the Blueprint business list with the Board. Member Yaroch asked that Board members review the business list.

Director Carey reviewed various entrepreneurship activities in the area. Member Barron asked that the DDA's efforts focus on recruitment efforts to bring businesses to Charlevoix. Director Carey will provide an example of his recruitment brochure to the Board. Member Barron encourages recruitment efforts be made to people visiting the community between Memorial Day and Labor Day.

Chairman Mason asked to review the Public Improvements section of the work plan. Director Carey reviewed the capital improvement project items with the Board. The next major project is the formalization of the White Parking Lot. Member Barron voiced support for the project.

Member DiMartino stated that the DeWitt Parking Lot has been an asset to the downtown area. He supports the lot remaining a "free lot" and that the City not install parking meters in the lot.

Director Carey reviewed the plan for future parking enforcement activities and tree lights with the Board. Director Carey advised the Board that the cost for 13,000 replacement tree lights is \$3,152, plus freight. The installer has estimated that it will cost \$100 per tree. The trees will be lit from the Bridge to Antrim Street.

The Board reviewed the streetscape enhancements and the enhancement of the wayfinding system. Member Barron asked that a downtown sound system remain a high priority on the list. Member Wallace asked that the purchase of additional trash containers for the downtown area to replace the 55 gallon trash barrels be a high priority. The wayfinding system is in place. The three kiosks have been installed and are updated yearly. The downtown maps are well received and are being distributed throughout the community.

The Board agreed to leave the portable ice rink on the work plan.

Director Carey reviewed the downtown recycling program and the status of the non-motorized access to downtown. The goal is to get users of the Little Traverse Wheelway into downtown. The Board supported the idea of placing a map/kiosk along the Wheelway.

The Board will review the additional pages of the work plan at the next meeting.

G) NEW BUSINESS - None

H) EXECUTIVE DIRECTOR'S REPORT

The report was included in the agenda packet.

I) MISCELLANEOUS BUSINESS – None.

J) FUTURE AGENDA ITEMS

K) ADJOURNMENT

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

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Meeting adjourned at 7:01 p.m.

Hugh Mason, Chairman

Linda Jo A. Weller, Recording Secretary

Carol A. Ochs, City Clerk