

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Monday, December 9, 2013 — 5:00 p. m.
210 State Street, City Hall, Second Floor Conference Room, Charlevoix, MI

A. Call to Order

The meeting was called to order at 5:00 p. m. by Chair Hugh Mason.

B. Invocation or Pledge of Allegiance

C. Roll Call of Members Present

Chair: Hugh Mason

Members Present: Kirby Dipert, Luther Kurtz, Jeannine Walls, Dan Barron, and Fred DiMartino (arrived 5:10 p.m.)

Members Absent: Mayor Norman L. Carlson, Jr., John Yaroch, Todd Wyatt

City Staff: Bethany Pearson, Community Economic Development Director (CEDD)

D. Inquiry Regarding Possible Conflicts of Interest

None

E. Approval of Minutes

Motion by Member Barron, second by Member Wallace to approve the October 28, 2013 minutes as presented. Motion passed by unanimous voice vote.

F. Old Business

1. Farmer's Market

Director Pearson reported that Staff has created a job description for a Farmer's Market Assistant Manager. This position will be for 8-10 hours per week at an hourly rate of \$10 - \$12 and Director Pearson recommends approval of the description so that it can be considered by City Council and advertised within the next couple of months.

Motion by Member Kurtz, second by Member Barron, to approve the Farmer's Market Assistant Manager job description and to send it to City Council for final approval.

Motion passed by unanimous voice vote.

G. New Business

1. Progressive Strictly Sailing Boat Show

Director Pearson reported that the Charlevoix Convention & Visitors Bureau (CVB) has purchased a display space at the Progressive Strictly Sailing Boat Show in Chicago on January 23-26, 2014. This is the largest indoor sailing boat show in the United States and the display space will be used to market Charlevoix. The CVB is covering all the costs associated with the show and booth space and is asking the Charlevoix DDA for assistance in staffing the booth. It's a four day/12 hours per day show, making it difficult for one person to do on their own. Expenses would include meal reimbursement and mileage to and from Muskegon.

Motion by Member Barron, second by Member Wallace, to permit the CEDD to help staff the Progressive Strictly Sailing Boat Show [display booth] in Chicago, IL, and for reimbursement of associated expenses.

Motion passed by unanimous voice vote.

2. Economic Development Video

Director Pearson stated that the Chamber and the CVB would like to partner with the City to create an economic development video series highlighting the quality of life, regional assets, festivals, and business opportunities. The Chamber and the CVB have already approved the expenditure and pledged the money for this project pending a match from the DDA of \$2,000. She summarized the proposal included in the agenda packet from John Curtis Videography. The proposal includes five videos, five short commercials, and a photo bank of all the video that is taken for use in social media promotions and advertising campaigns. She ran a clip of a video that was done for the Irish Boat Shop, and described how the videos/commercials could be used to help promote economic development and the City of Charlevoix.

Motion by Member Wallace, second by Member Kurtz, to approve the expenditure of \$2,000 for the City's share of the economic development video project.

Motion passed by unanimous voice vote.

3. 2014-15 Fiscal Year Budget

Director Pearson stated that staff has reduced the DDA's proposed revenues and expenditures for Fiscal Year 2014/15 to account for the anticipated loss in personal property tax. At this time, the State has not proposed a reimbursement plan for reimbursement of projected losses. Director Pearson reviewed other highlights of the proposed budget as outlined in the agenda packet.

Motion by Member Barron, second by Member Kurtz to approve the proposed budget for Fiscal Year 2014/15 as presented and send it on to the City Council for final approval.

Motion passed by unanimous vote.

Director Pearson will forward a copy of the DDA's 10-year fiscal projection to the members.

4. 2014 Meeting Schedule

Director Pearson provided a list of 2014 meeting dates, which continue the current schedule of the 4th Monday of each month at 5:30 p.m. The Authority discussed scheduling the Annual Meeting required in the DDA Bylaws.

Motion by Member Wallace, second by Member Kurtz to accept the 2014 DDA meeting schedule.

Motion passed by unanimous vote.

H. Audience – Non-Agenda Input

None.

I. Community Economic Development Director's Report

Director Pearson reviewed the items contained within the Executive Director's Report and Community Partner/City Updates, and responded to DDA members' questions.

Member DiMartino reported that Cherry Republic will be moving to his building after some remodeling is complete. The store will be open by spring and may include a wine tasting bar and an ice cream bar.

Director Pearson reported that the 7-Eleven building has new renter, who will be opening another convenience store.

Member Barron referenced the 2014/15 Fiscal Year Goals included in the agenda packet and stated that he would like to see an item added to the DDA Goals: solicitation and promotion of small group meeting business. Director Pearson reported that the Goals had already been tentatively approved by City Council; however, if the item cannot be added to the official goal list, it is something that she can work on.

J. Miscellaneous Business of the Board

None.

K. Future Agenda Items

Member Wallace stated that they used to receive an appointment list, showing when DDA members were appointed and when their terms expire. Director Pearson will provide an updated list.

L. Adjournment

Motion by Member Wallace, seconded by Member Kurtz, to adjourn.

Motion passed by unanimous voice vote.

Meeting adjourned at 6:05 p.m.