

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Monday, August 25, 2014 — 5:30 p. m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, MI

A. Call to Order

The meeting was called to order at 5:30 p.m. by Chair Dan Barron.

B. Invocation or Pledge of Allegiance

C. Roll Call of Members Present

Chair: Dan Barron

Members Present: Kirby Dipert, Luther Kurtz, Jeannine Wallace, Fred DiMartino, Hugh Mason, Todd Wyatt

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

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

D. Inquiry Regarding Possible Conflicts of Interest

None

E. Approval of Minutes

1. July 28, 2014 Minutes

Motion by Member Mason, second by Member Wallace to approve the July 28, 2014 minutes as presented. Motion passed by a six to one voice vote with Member Wyatt abstaining from the vote as he was not in attendance at the July 28th meeting.

F. Community Economic Development Director's Report

Director Pearson stated that the City has a donor for a large community Christmas tree which would be planted in late fall 2015.

Director Pearson reported that two days of group sessions and one stakeholder session are scheduled with the Chesapeake Group (Downtown Market Study) on September 16 and 17. A one-on-one meeting with DDA board members is scheduled for September 17 at 4:00 p.m.

The City received one compliant bid for the Downtown Wi-Fi Project and the bid amount was quite higher than anticipated. Bid specifications have been revised and sent out for re-bid.

August 28th is Farmers Market Manager, Chris Leese's last day due to budget constraints. Re-filing the State applications to move the Farmers Market from the Chamber to the DDA took more time than expected. Director Pearson stated that the Market runs through the end of December. Profit to date is \$3,967 versus the budgeted amount of \$7,000-\$8,000.

The Chamber, Convention & Visitors Bureau and DDA have purchased 500 television commercials that will air the last week of August and first week in September to entice people to come to Charlevoix for the fall season.

Director Pearson reported that Morel's Bistro has purchased Giuseppe's Restaurant with plans to open after remodeling in the spring of 2015. Goodwill has purchased the old IGA site.

G. Old Business

1. Art in Public Places Grant

Director Pearson stated that the Michigan Council for the Arts & Humanities has approved the DDA's request to re-purpose the grant money for the mural downtown and they have granted a deadline extension of October 14th to hire an artist. She sent request for proposals to four artists who have experience in creating outdoor public murals. Responses are due September 5th. The Selection Committee will be meeting on September 10th to determine which artist should be commissioned for the work. Proposed Selection Committee members include Director Pearson, a DDA member and representatives from the Charlevoix Circle of Arts, Charlevoix Historical Society, and Central Drug Store. The Board concurred with Member Wyatt's suggestion to forgo the DDA committee member.

H. New Business

1. Main Street Select Level.

Director Pearson indicated that a letter of intent is required for the Michigan Main Street Program by September 5th along with a resolution stating whether or not the City would be proceeding with the next level of the application.

A public Main Street presentation is scheduled for September 4th including a stakeholder breakfast at 8:00 a.m. at the Bridge Street Tap Room. A public meeting is also scheduled for September 4th at 6:00 p.m. at the Library to engage public interest for the program.

Chair Barron stated that the second "Whereas" provision of the proposed resolution needed to be more specific to Charlevoix, such as "the DDA was formed in 1982 to support and enhance the economic viability of downtown Charlevoix". The Resolution will be revised and brought back for approval at the September meeting.

Motion by Member Wyett, second by Member Mason to authorize the Director to submit a letter of intent for the Select Level of the Main Street Program. Motion passed by unanimous voice vote.

I. Audience – Non-Agenda Input

Sheri McWhirter-O'Donnell, editor of the Charlevoix Courier, shared her understanding of the Main Street Program.

J. Miscellaneous Business of the Board

None.

K. Closed Session

1. Review of Community Economic Development Director's Performance 2013-2014.

Motion by Member Wyett, second by Member Mason to go into closed session. Motion passed by unanimous voice vote.

The board moved into closed session at 6:35 p.m. The board resumed open session at 6:45 p.m.

Director Pearson will forward a salary increase proposal after looking over next year's budget in addition to the Michigan Municipal League's salary survey for the Board's review.

L. Future Agenda Items

None.

M. Adjournment

Motion by Member Wyett, second by Member Wallace to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:46 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair