

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) / MAIN STREET BOARD MINUTES
Monday, May 27, 2015 — 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 5:31 p.m. by Chair Dan Barron.

B. Invocation or Pledge of Allegiance

Chair Barron recognized and welcomed Mr. Rick Wertz as the newest member of the DDA/Main Street Board.

C. Roll Call of Members Present

Chair: Dan Barron

Members Present: Gabe Campbell, Fred DiMartino, Kirby Dipert, Dianne DuPont, Tamie Gillespie, John Kurtz, John Yaroch, Rick Wertz

Members Absent: Kirby Dipert

City Staff: CEDD Annie Doyle

D. Inquiry Regarding Possible Conflicts of Interest

Member Kurtz stated that he may have a conflict of interest with the New Business Property Maintenance item regarding the restrooms which are a part of the Keweenaw Star's rental agreement. Chair Barron felt that there was no conflict as there wasn't a direct financial interest.

E. Approval of Minutes

1. April 21, 2015; April 27, 2015; May 13, 2015; May 14, 2015.

Motion by Member Yaroch, second by Member DuPont to approve the April 21, 2015, April 27, 2015, May 13, 2015 and May 14, 2015 minutes as presented. Motion passed by unanimous voice vote.

F. Director's Report

Director Doyle reviewed the items contained within the Executive Director's Report, and responded to questions.

Member Dipert arrived at the meeting.

Director Doyle requested permission from the Board to apply for a Michigan Council for Arts and Cultural Affairs (MCACA) grant to assist in payment for the 2015 Summer Concert Series and/or the Movies in the Park.

Motion by Member Kurtz, second by Member Campbell to authorize the Director to prepare and submit the grant application to MCACA. Motion passed by unanimous vote.

Director Doyle provided a brief overview of the Main Street Baseline Assessment and Visioning Process from the meetings held May 13-15. She stated that the National Main Street Program will summarize the data collected and submit recommendations for the Board's review. Goals and projects were established for the Design, Economic Development, Promotions and Organization Teams. Main Street Quarterly Training is scheduled for June 8-9, 2015 in Owosso.

Director Doyle spoke with Berkshire Hathaway regarding the preservation of the historical component of the Murdick's building.

Director Doyle stated that Josh Mack, owner of Sunshine Charters, discussed the need for directional signage with City Council for the marina district. She stated general signage is available from the Michigan Department of Transportation (MDOT). After discussion, it was determined to refer this matter to the Design Committee for review and recommendation to the Board.

Director Doyle will be including a Main Street Board website discussion and her job description to the June agenda. The Board concurred to wait until September to schedule the joint Council / DDA meeting.

G. Old Business

Director Doyle stated that the mural panels would be installed at the beginning of June and the artist was filming a documentary during the painting of the mural.

Mayor Campbell reiterated his suggested to have a dunk tank "to dunk the Mayor" during the Venetian Festival. He felt that Council may agree to pay for the booth and the Board decided to have the Promotions Committee work on that idea.

H. **New Business**

1. Property Maintenance.

Director Doyle stated that the DDA had \$1,000 budgeted for maintenance of the Bridge Park Drive facility. Discussion followed regarding various maintenance issues and the need for scheduled maintenance with an adequate budget for same. Member Yaroch felt that the DPW Department should be responsible for the maintenance of the facility. Chair Barron recommended that DPW Superintendent Elliott identify maintenance issues and create a scheduled maintenance plan. General discussion followed regarding parking meters/spaces in the marina and Bridge Park area.

2. Fundraising Letter.

The Board concurred to send a collection letter to those who pledged funds to the Main Street Program.

3. Main Street Board Member Job Descriptions and Contract.

Director Doyle stated that the proposed job descriptions and contract were recommended by the National Main Street Program which clearly delineates the duties of a Main Street Board member. She stated that the document was a memorandum of understanding acknowledging what is expected of Board members.

Mayor Campbell mentioned that the agreement referenced missing two consecutive meetings and just a few months ago the Board had decided that the limit would be three unexcused absences.

Chair Barron suggested that the number of hours could be changed to read: one DDA meeting per month, one Committee meeting per month, and necessary training. Member DuPont felt that the hours discussed were the minimum and the Board should be involved in other events as well. Chair Barron asked Director Doyle to bring the agreement and job description back to the Board for further consideration at the next meeting.

4. Proposal to Expand Board.

Mayor Campbell stated that the Downtown Development Authority Public Act stipulates that the Board may have 8-12 members. He stated there are four young entrepreneurs who have indicated a willingness to serve on the Board and believed that adding four more members would be ideal.

Member Kurtz felt that the Board needed to be selective with candidates and agreed with a 12 member board. Director Doyle stated that an ordinance change would be required to add additional members. Member Yaroch stated that the first option should go to someone who has shown interest by being involved in the Main Street Committees.

I. **Audience – Non-Agenda Input**

None.

J. **Miscellaneous Business of the Board**

Member Dipert questioned if Director Doyle was able to keep up with her current workload and she responded that if every week were like assessment week she would not be able to keep up long-term. She stated that was why she wanted to outline all the position responsibilities at the next meeting to make sure she was meeting the Board's expectations. Director Doyle said she has three applications for an unpaid summer internship with the DDA. Discussion followed regarding the administrative duties associated with the position, the addition of more Board members would add more work as well, the possibility of adding an administrative assistant for 10 hours a week, and the overall demands on the Director's time.

Mayor Campbell suggested adding a Veteran's Tribute including an Army Golden Knights Air Show after Apple Fest week in October.

