

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, August 24, 2015 — 5:30 p. m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, MI

A. Call to Order/Invocation or Pledge of Allegiance

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

B. Roll Call of Members Present

Chair: Dan Barron

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

Members Absent: Dianne DuPont

City Staff: Annie Doyle, CED Director; Greg Stevens, Program Assistant

C. Inquiry Regarding Possible Conflicts of Interest

None.

D. Consent Agenda

1. Approval of Minutes July 27, 2015

2. Main Street Committee Meeting Minutes

Member Kirby said library has been paid and CEDD Doyle reviewed the pledges collected to date.

3. Director's Report

CEDD Doyle discussed a memo from City Manager Heydlauff regarding the 2017 refurbishment of portions of the drawbridge. She also presented the following:

- reported to City Council at August 10th meeting
- the job committee had met and CEDD Doyle was tasked with creating her job description
- market study was in final draft stages of review by the City Manager and a roll out to small groups of interest was being considered
- Main Street training in Hart, MI on September 14-15 and MML Conference in Traverse City on September 16-18
- Members Kurtz and Wertz stated they would like to attend Main Street Training and CEDD Doyle advised that she would send detailed information to the Board
- welcomed Greg Stevens, new Program Assistant
- use of first floor conference room, creation of website/database and volunteer schedule

E. Old Business

1. Robert Bridge Memorial Park Building

CEDD Doyle presented a memo regarding the Robert Bridge Memorial Park building with a recommendation to form a Facilities Management Committee tasked with analyzing the information provided, assessing if more information is necessary and ultimately recommending improvements or repairs in accordance with the FY 2015-16 budget. She advised that this recommendation is being made in order to keep the Board moving forward with other decision-making demands. Member Kurtz thanked Program Assistant Stevens for his assistance with the information gathered in the memo regarding estimates for maintenance and repairs.

Motion by Chair Barron, second by Member Kurtz to create a Facilities Management Committee with Greg Stevens and Board members, Rick Wertz, Kirby Dipert, Fred DiMartino and John Yaroch. CEDD Doyle asked if the motion could be altered by replacing "Greg Stevens" with "staff representative" in case Program Assistant Stevens was unable to attend a meeting. Chair Barron agreed to the amended motion. Motion carried by unanimous voice vote.

Member DiMartino stated that he would consider being on the committee. Program Assistant Stevens advised that he would move ahead with addressing the water damage.

Motion by Member Dipert, second by Member Wertz to authorize the expenditure of up to \$3,000 to take care of water protection [for the Robert Bridge Memorial Park building.] Motion carried by unanimous voice vote.

CEDD Doyle clarified that the first task of the Facilities Management Committee was to address the water damage using the funds just reallocated with the prior motion.

F. New Business

1. Main Street Committee Work Plans

CEDD Doyle presented information on the work planning process and its relation to the overall program development. She stated the Board's over-arching priorities created in the May visioning assessment:

- Increase year-around economic activity with a focus on the shoulder season.
- Bring businesses together to build collaboration and coordination of resources to market downtown Charlevoix.
- Establish a foundation of collaboration, partnerships and communication.

CEDD Doyle emphasized the above goals as the parameters in which the Board should measure the committee work plans and presented a series of questions for the Board to utilize in their assessment process in order to create a more objective decision making process and ensure effective planning. She advised the work plans for review were from the Design, Organization and Economic Restructuring Committees and that the Promotions Committee would be finalizing their plans this week. CEDD Doyle suggested having a special meeting within the next two weeks to approve the Promotions Committee plans and that the September regularly scheduled meeting be used to discuss budget priorities/allocation and fundraising opportunities.

The Board reviewed the committee work plans as follows:

a. Design Committee Plans

- i. Ice Skating Rink – The Board discussed an amended work plan that assessed feasibility, public sentiment, maintenance and other costs in comparison with other communities and presentation to relevant public bodies (such as the Recreation Advisory Board, Planning Commission and City Council). Unanimous verbal approval.
- ii. Design Guidelines. Unanimous verbal approval.
- iii. Street Signage Master Plan. Unanimous verbal approval.
- iv. Lights on the Round – not approved because resources need to be concentrated within the DDA/Main Street District in accordance with TIFF district regulations and Main Street Contract. The Board requested that CEDD Doyle ask the Design Committee if they would revise the plan to concentrate efforts on the downtown winter lights. CEDD Doyle stated she would bring the request to the committee and report back.

b. Organization Committee

- i. Fundraising – collection of 2015 pledges.
- ii. Communications – Development of website, newsletter, social media, newspaper and presentations to partners. Unanimous verbal approval.
- iii. Volunteer Recruitment and Management Strategy. Unanimous verbal approval.

c. Economic Restructuring Plans

- i. Development of Regulatory and Financial Navigation Tools for stakeholders. Unanimous verbal approval.
- ii. Communication Plan – includes identification of communication methods, training opportunities, the facilitation of regularly scheduled business and property owner meetings and collaboration opportunities with the surrounding townships and county. Unanimous verbal approval.
- iii. Development of a Business Recruitment Package – includes developing a marketing packet to prospective businesses, in addition to identifying marketing team resources and assisting in the creation of a video. As requested by the Chamber, CEDD Doyle clarified the partnership with the Chamber and CVB in the video creation as part of an unfinished contract from last year. Unanimous verbal approval.

- iv. Creation of a group/conference space inventory – Chair Barron advised that Amanda Wilkin should be noted as chair of the project. CEDD Doyle stated that more detailed copy produced by Ms. Wilkin was available if desired. Unanimous verbal approval.
- v. Creation of a building inventory (vacant and occupied) – CEDD Doyle stated that John Haggard's name needed to be added to the list of volunteers contributing to this project. She explained that Tim Fore had already completed the vacancy list and she was able to use it for a potential business looking for downtown space. Unanimous verbal approval.

Motion by Member DiMartino, second by Member Wertz to approve plans as agreed. Motion carried by unanimous voice vote.

CEDD Doyle asked the Board to schedule a special meeting date for the Promotions Committee. The meeting date of August 31, 2015 at 5:30 at City Hall was agreed upon.

G. Public Comment

Program Assistant Stevens advised the Board to make time for the ice rink proposal to be approved by [the Planning Commission and](#) City Council.

Maureen Owens suggested that the ice rink should be brought to City Council only after a complete strategy for the project was approved by the DDA/Main Street Board.

H. Miscellaneous Business of the Board

None.

I. Future Agenda Items

CEDD Doyle advised that the special meeting to approve the Promotions Committee work plans would be held on August 31, 2015 at 5:30 p.m. at City Hall in Council Chambers unless the room was already booked. She stated that she would verify availability and send out a confirmation via email. CEDD Doyle indicated that the next regularly scheduled meeting would be on September 28, 2015 when budgeting would be discussed with a representative from the Michigan Main Street Center.

J. Adjournment

It was generally agreed to adjourn the meeting at 7:35 p.m.

Annie Doyle

CED Director

Dan Barron

Chair