

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD SPECIAL MEETING MINUTES
Monday, August 31, 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, Rick Wertz

Members Absent: Dianne DuPont, Tamie Gillespie*

City Staff: Annie Doyle, CED Director

C. Inquiry Regarding Possible Conflicts of Interest

None.

*Member Gillespie joined the meeting at 5:35 p.m.

D. Miscellaneous Business

1. Consideration of Main Street Promotions Committee Work Plans

CEDD Doyle explained that the special meeting was scheduled to review the Promotion Committee's work plans in order to keep all the Main Street Committees on a similar timeline and to prepare for next month's budget discussion.

CEDD Doyle presented five work plans for consideration:

- a. Bridge Drop Event – Project Chair, Amanda Wilkin
Assistance with development and implementation of winter event. Objective is to increase year round economic activity, coordinate resources and build a foundation for collaboration.
- b. Event Survey and Assessment – Project Chair, Annie Doyle
Development, distribution and data analysis of survey for downtown businesses to assess the impact of events in 2015. Objective is to gather data that will assist in event assessment and effective use of resources.
- c. Retail Promotional Activity – Project Chair, Jodi Bingham
Development and administration of one retail promotional event for the downtown businesses. Objective is to increase sales revenue and foot traffic downtown and promote "shopping local".
- d. Shadow Fest – Project Chair, Maureen Owens
Assistance with development and implementation of winter event. Objective is to increase year round economic activity, coordinate resources and build a foundation for collaboration.
- e. Marketing Plan – Project Chair, Doug Reynolds
Development and administration of website, social media sites, newspaper communication pieces and branding. Objective is to increase communication and collaboration, promote the downtown area and increase economic activity.

The Board held a general discussion of the work plans.

Motion by Member Yaroch, second by Member Wertz to approve the work plans as presented. Motion carried by unanimous voice vote.

CED Doyle explained that in total, 18 work plans from all the committees have been approved by the Board and the corresponding budgets for each project would be discussed at the next regularly scheduled Board meeting on September 28, 2015. She advised that a representative from the Michigan Main Street Center would be attending the September meeting and asked the Board to consider scheduling a joint meeting with City Council.

E. Public Comment

Member Kurtz distributed a list of Main Street program donors to each Board member and asked that they review the list and identify additional potential contacts.

F. Adjournment

It was generally agreed to adjourn the meeting at 5:50 p.m.

Annie Doyle

CED Director

Dan Barron

Chair