

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, November 23, 2015 at 5:30 p.m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, MI

A. Call to Order/Invocation or Pledge of Allegiance

B. Roll Call of Members Present

Chair: Dan Barron

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

Members Absent: None

City Staff: Annie Doyle, CED Director; Mark Heydlauff, City Manager

C. Inquiry into Potential Conflicts of Interest

None.

D. Consent Agenda

1. Approval of Minutes – October 26, 2015

Chair Barron questioned the vote on the Resolution on page 3 of the minutes as he believed the vote was unanimous. The members concurred that the vote was unanimous and the minutes should be corrected as follows:

Yeas: Barron, Campbell, DiMartino, DuPont, Gillespie, Kurtz, Yaroch

Nays: None

Absent: Dipert

Motion by Member Wertz, second by Member DiMartino to approve the minutes of October 26, 2015 as corrected.
Motion carried by unanimous voice vote.

2. Main Street Committee Meeting Minutes

Chair Barron stated that the Committee meeting minutes were provided to the Board for their information. There were no questions/comments from the Board.

E. Director's Report

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

Director Doyle stated that the second Downtown Business Owners meeting was well attended. A list of hours for the downtown businesses was compiled and collaborative business hours of operation were discussed. Owners decided to create a flag system downtown so customers could quickly identify which businesses were open or closed.

Director Doyle stated that they were in the middle of the *Shop Charlevoix Campaign*. She indicated that volunteers spent 25 hours putting together the window display in the Murdick building with the help of Bloom Floral Design, a new downtown business opening soon.

F. Old Business

1. DDA/Main Street Executive Director Job Description

Chair Barron referenced language included in the job description Position Summary relative to grant tasks, as well as the bullet points on the second page that were specific to grants. Director Doyle stated that she appreciated the Board's comments at the last meeting and was happy that the grant administration responsibilities were clarified. City Manager Heydlauff explained that Director Doyle will play a key role for the City by facilitating who is applying for grants and how best to use resources to bring grant funds and projects to the City. He stated that Director Doyle would be a "second set of eyes" to review grant applications and sharpen the grant application language. Discussion followed regarding the concept of "crowd funding" which is a type of fundraising being promoted by the State.

Motion by Member Kurtz, second by Member Wertz to accept the revised [Main Street] Executive Director [/Grant Specialist] job description as written. Member Wertz questioned what "MEDA" stood for and City Manager Heydlauff responded "Michigan Economic Development Association". Director Doyle stated that she was comfortable with the job description as written. Discussion followed regarding qualifications included in the job description and how revisions would be made if needed in the future. Motion carried by unanimous voice vote.

G. New Business

1. Farmers Market Presentation

Director Doyle described the importance of the Farmers Market to the community and introduced Farmers Market Manager Chris Leese, who presented an overview of the year's market operations. Highlights included vendor participation increase of approximately 20% in 2015; Junior Marketer Program brought in more than 200 families; hundreds of children visited during May field trips with their schools; Senior Project Fresh; TV 7&4 filmed their second annual "Healthy Fit Market Day"; Green Market Day; the Artist Quick-Draw Contest; Ice Cream Social; Pumpkin Painting and other demonstrations. Ms. Leese stated that a fall market on Thursdays in the Library was scheduled for next year from 3-6 p.m. Director Doyle estimated that 1,000 to 2,000 customers visited the Market weekly during 2015.

H. Public Comment

None.

I. Miscellaneous Business of the Board

Member Kurtz questioned the status of the ice skating rink and Director Doyle stated that Staff would furnish a detailed report at the December meeting. Member Yaroch stated that the Design Committee report included a breakdown on the three different types of skating rinks that were being considered along with estimated costs.

Member Dipert commented that downtown Christmas lights were not lit at 5:30 p.m. Director Doyle stated that she spoke to Linda Weller about the lights last week and was told that lights are turned on after "Santa" lights the tree. Director Doyle will contact Electric Superintendent Don Swem to ensure the lights are turned on each evening. She indicated that white LED lights and garland have been installed on all the lampposts downtown and the tree lights are dimly lit. The lights on the lampposts were donated by the Electric Department and the DDA paid for the garland and the installation of the lights.

J. Future Agenda Items

None.

K. Adjournment

Motion by Mayor Campbell, second by Member Wertz to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:25 p.m.

Joyce M. Golding/fgm

City Clerk

Dan Barron

Chair