

CITY OF CHARLEVOIX
PLANNING COMMISSION MEETING MINUTES
Monday, December 14, 2015 - 7:00 p.m.
210 State Street, City Hall, Council Chambers, Charlevoix, MI

A. Call to Order

The meeting was called to order at 7:00 p.m. by Vice Chair Chamberlain.

B. Roll Call

Chair: John Hess (arrived late: Vice Chair Chamberlain presided over the entire meeting)
Vice Chair: Sherm Chamberlain
Members Present: Judy Clock, John Elzinga, Toni Felter, Don Heise, Dave Novotny, Julee Roth, RJ Waddell
Members Absent: None
City Manager: Mark Heydlauff

C. Inquiry Into Potential Conflicts of Interest

None.

D. Approval of Agenda

No changes.

E. Approval of November 9, 2015 Minutes

Member Waddell stated that on the top of page 2 he was not the Member who commented on powder coating. Also on page 3, 2nd paragraph under Staff Updates he was not the one who made the comment about limiting anyone else from having a food truck. The Commission agreed that it was Chair Hess who commented on the powder coating.

Motion by Member Novotny, second by Member Clock to approve the November 9, 2015 minutes as corrected. Motion passed by unanimous voice vote.

F. Call for Public Comment not Related to Agenda Items

No public comment.

G. New Business

1. Presentation of Charlevoix Market Study

a. Presentation by Annie Doyle

DDA/Main Street Director Annie Doyle reviewed the main points of the *Economic Development Strategy Executive Summary for Charlevoix and Downtown Marketing Assessment and Development Strategy* as prepared by The Chesapeake Group, Inc. under contract with the City and with the assistance of LSL Planning. She stated the documents were economic development strategies which identify existing conditions, analysis appropriate to describing economic opportunities, define opportunities shown to be sustainable and provide methods to move forward and seize opportunities. She stated that these were intended to be used as guides for economic development and there would be a thorough presentation of the strategies by The Chesapeake Group, Inc. at a future date.

Director Doyle reviewed that the seasonal nature of the area and difficulty in finding quality or qualified employees are the primary challenges to the current and future activities in the area. The labor force consisted of approximately 1,300 people ages 16 years or older and the year-round population is aging. She reviewed the cluster analysis conclusions and the findings that included gaps in vehicle sales, food service establishments, and a range of medical offices for physical, occupational and speech therapy. She explained that the area has an abundance of natural resources and the report details biology and marine research areas as possible expansion. The report concluded that full-time residents of the City do not generate sufficient sales to support the current downtown or other commercial activity. The report indicated the ability to support an additional 200,000 sq.ft. of new or renovated office space focusing on research and development and emerging technologies, and sustain the creation of an additional 500,000 sq.ft. of flex space likely to be associated with small branch and start-up operations. The report also indicated that enhancement of deteriorating hotel rooms in downtown is feasible.

Director Doyle reviewed the strategic goals and she stated that the report also included a very detailed set of recommendations regarding Ance Industrial Park. She reviewed the additional tools identified to capture

opportunities and achieve objectives including: high speed internet for the downtown and the community; heated sidewalks to enhance and attract year-round activity downtown; formation of a solar co-op for downtown; crowd funding; recruitment focus; incubator space and long term vs. short term return; pursuit of expanded research and development activity; an entrepreneurship program; and the addition of local higher education opportunities. She stated that crowd funding, creation of incubator space, and enhancing entrepreneurship were the top three priorities.

Director Doyle stated that the Downtown Marketing Assessment was very similar and she highlighted key differences of this report. She stated that some of the big challenges facing the downtown area include: seasonal employees; no succession planning; and the aging population. She stated that many Charlevoix residents make their purchases outside of downtown. The report indicated that opportunity was particularly strong for food service blended with entertainment. The report stated that between 45 and 90 additional housing units could be supported in downtown over the next 10 years.

City Manager Heydlauff believed the report was intended to help outline some of the demand forecasts. He suggested that the Planning Commission should review the report and keep in mind what could be allowed downtown and what would be appropriate given the character and values of the downtown area. Vice Chair Chamberlain stated that Charlevoix has a more restrictive zoning ordinance in comparison to Boyne City, Petoskey, Bellaire and surrounding communities. City Manager Heydlauff stated that focus should be on maintaining vibrancy, foot traffic and character in the downtown area. Director Doyle briefly described a potential project coming before the Commission in January related to a shared space concept for the hospital and the newspaper publishers.

b. Planning Commission questions and discussion

Member Roth questioned where the Commission would recommend or reference the economic development strategies in the City's Comprehensive Plan. Director Doyle replied that the Strategies should be referenced in the Comprehensive Plan. Discussion followed regarding the need for succession planning for businesses.

2. Donation of St. Marys Propeller

a. Presentation by Mark Heydlauff

City Manager Heydlauff stated that he was contacted earlier this summer by representatives of St. Marys Cement with an offer to donate the large bronze propeller from the *St. Marys Challenger* for public display in Charlevoix. The logical location for the propeller might be in the vicinity of the DNR Fish Hatchery along the Pine River Channel. St. Marys Cement offered to clean the bronze finish, transport the propeller to the site, and provide a cement slab for its base.

b. Planning Commission questions and discussion

Member Roth questioned if there would be a plaque installed with the propeller describing its significance and where it came from. City Manager Heydlauff agreed that a plaque would be appropriate. Member Felter stated she believed this was an opportunity that the community needed to embrace. Member Roth commented that placemaking should be considered as well. City Manager Heydlauff suggested creating a nautical heritage trail which includes a plaque at the fish hatchery, historic significance of the lighthouse, the propeller, and other elements in Bridge Park.

c. Motion

Motion by Member Elizinga, second by Member Felter to proceed with the project with the location of the propeller to be in close proximity to the DNR Fish Hatchery. Motion passed by unanimous voice vote.

H. Old Business

1. Discussion on Land Use Master Plan updates

a. Review updates to goals list

City Manager Heydlauff stated that Interim Planner Panoff drafted this portion of the Master Plan based on input from the Commission from the last meeting and he asked the Commission if they had any further input or changes. He questioned whether the Commission wanted to read the Economic Development Strategies that were presented earlier in the meeting and incorporate some of those strategies into the Master Plan.

Member Novotny stated that in the 3rd bullet, under Section 2.2, he believed that the reference to encourage second home ownership should be deleted. Director Doyle questioned if the DDA/Main Street could include some of their

visioning process goals in the Master Plan. Member Roth believed that a joint meeting with the Planning Commission and DDA/Main Street Committee would be beneficial. She stated that second home ownership has kept Charlevoix alive during the down times.

Chair Hess recalled that a group named the Charlevoix Development Corporation loaned funds to businesses and discussion followed as to whether or not the Corporation was still active. Director Doyle stated she would research the status of the Corporation and how the Corporation brought businesses into the community.

Member Waddell referenced page 2 of the last meeting's minutes, section 1.3, and recalled that the Commission said that they wanted the 1st bullet to recognize the Main Street Program, and on page 38 of the agenda packet the revised section 1.3 did not add the Main Street Program. On page 3 of the minutes the Commission talked at length about placemaking and using that word in section 2.3 and it was not referenced in the revised version either.

I. Staff Updates

Vice Chair Chamberlain stated that he saw the job posting in the newspaper for the City Planner position. City Manager Heydlauff stated that Staff conducted some initial interviews, and were focused on two candidates in particular. Second round interviews would be scheduled in the near future.

Vice Chair Chamberlain informed City Manager Heydlauff that a proposed conservation easement at Mt. McSauba was brought to the Planning Commission by John Campbell in years past.

J. Request for Next Month's Agenda or Research Items

None.

K. Adjournment

Motion by Member Novotny, second by Member Heise to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 7:57 p.m.

Joyce M. Golding/fgm

City Clerk

Sherm Chamberlain

Vice Chair