

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES**  
**Monday, November 28, 2016 at 5:30 p.m.**  
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

Vice Chair: Kirby Dipert

Members Present: Luther Kurtz, Dianne DuPont, Tami Gillespie (late), Fred DiMartino, John Yaroch, Rick Wertz

Members Absent: Chair Dan Barron, John Kurtz

City Staff: Mark Heydlauff, City Manager and Lindsey Dotson, Main Street Executive Director

**4. Inquiry into Potential Conflicts of Interest**

None.

**5. Consent Agenda**

a. Minutes of the October 24, 2016 Board Meeting

b. Committee Meeting Minutes

c. Main Street Monthly Report for October 2016

Motion by Member Wertz, second by Member DiMartino to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

Member Gillespie arrived at 5:33 p.m.

**6. Reports**

a. Director's Report (City Manager)

City Manager Heydlauff reported that the City Council approved a policy relating to the appointment of Board and Committee members. He stated that going forward when a member's term was about to expire, the member would be asked to fill out an application to re-assert their interest in continuing as a board member.

City Manager Heydlauff introduced and welcomed Lindsey Dotson as the new Main Street Executive Director. He stated that they would be working on a draft budget recommendation for the December meeting. City Manager Heydlauff noted that the Summer Concert Series Committee saved money and recommended replacing the sound board for the performance pavilion. He stated that there are some continuing maintenance needs at the BIBCO building including one of the heating units that failed last week which was temporarily replaced.

b. Branding Update

Amanda Wilkin, Charlevoix Convention & Visitors Bureau, reported that A5 spent 1½ days in the City for several one-on-one meetings and one with the Promotions Committee. She stated that a good timeline was in place to finish the branding project in mid-March. Ms. Wilkin said that they planned to hold a big community meeting in mid-December at the library which would allow residents to tell them "what they think Charlevoix is, and what it needs to be"; and another meeting at a coffee shop or the brewery.

c. Wayfinding Signage Update

City Manager Heydlauff reported that the Wayfinding Committee, Pro Image and A5 had some good discussion, feedback, and review of locations/points of interest throughout the City. He stated that Pro Image would survey the City, review the locations, and then refine their recommendations. He indicated that the goal was to have a plan in place in late February which will tie with the branding effort to design the signs and be ready to roll out for the 2017 summer season.

**7. Old Business**

None.

**8. New Business**

**a. Charlevoix Cultural Corridor Proposal**

Gail DeMeyere, Charlevoix Circle of Arts Executive Director with Denise Fate, Charlevoix Historical Society President, spoke, also representing Linda Adams, Charlevoix Public Library Director. Ms. DeMeyere stated that they were asking the DDA to consider the idea of creating a Charlevoix Cultural Corridor encompassing all three entities. They wanted to move forward with mutual marketing on their websites and hold larger events such as progressive gallery walks.

Ms. Fate stated that part of the goal was to raise awareness of the three organizations and what they have to offer. She wanted to obtain the DDA's support as well as tying in with the wayfinding signage opportunity. Ms. DeMeyere commented that rather than competing with each other, the three organizations wanted to combine efforts to bring cultural awareness and opportunities to the City's residents and visitors.

Member Wertz stated that he wanted their wayfinding signs to be able to point people to the Circle of Arts, the Harsha House Museum, and the Earl Young homes. He suggested that the wording "cultural corridor" would not direct people to see the Earl Young houses. Ms. DeMeyere proposed that at the intersection of Bridge and Clinton the signage would say 'Charlevoix Cultural Corridor – Circle of Arts, Historical Society, and Public Library.' She noted that there was discussion in the Wayfinding Committee about having path indicators imbedded in the sidewalks. City Manager Heydlauff commented that this was more than wayfinding in that they were trying to also market "come learn in the Charlevoix Cultural Corridor or come enrich yourself in this section of the City". Discussion followed regarding the Corridor and relative possibilities, potential for a performing arts center, and the Earl Young homes.

Motion by Member Yaroch, second by Member DuPont that the DDA approve and support the creation of the Charlevoix Cultural Corridor as presented by the entities involved. Motion passed by unanimous voice vote.

**9. Public Comment**

Lonnie Allen reported that the Petoskey News Review started a 'No Shave November Challenge' to raise money for cancer raising \$350 to date.

**10. Request for Future Agenda Items**

Member Yaroch addressed the issue of pursuing WiFi downtown. City Manager Heydlauff reported that he discussed what it would take to upgrade the internet connectivity at the Marina with Charter and the need to extend WiFi service throughout downtown. He also spoke with the US Department of Commerce that has a neighborhood WiFi initiative. He hoped to have a stronger system at the Marina for the 2017 summer season that would extend coverage through East Park.

**11. Adjourn**

Motion by Mayor Kurtz, second by Member Yaroch to adjourn the meeting. Motion passed by unanimous vote. Meeting adjourned at 6:16 p.m.

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Joyce Golding/fgm

City Clerk

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Kirby Dipert

Vice Chair