

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, April 24, 2017 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: Richard Christner, Dianne DuPont, Luther Kurtz
Members Absent: Fred DiMartino, Tami Gillespie, Maureen Owens, Rick Wertz, John Yaroch
City Staff: Lindsey Dotson, Executive Director

Vice Chair Dipert stated that there was no quorum present. City Manager Heydlauff explained that regular Board business could not be performed at this evening's meeting, but the scheduled presentations would go forward as planned. He noted that the Board would call a special meeting in the near future to address the business at hand.

4. Presentations

a. a5, Inc. Branding Concepts

Fletcher Martin from a5, Inc. presented information regarding the research conducted thus far, themes that were identified as a result of research ("Beauty" & "Classic") and two draft logo concepts for the new DDA/City Brand. Comments from the public were varied with no obvious choice in favor.

b. Junior Main Street Committee Downtown Mobil App

High school seniors from Ms. Ann Marie Conway's class presented a project that they are proposing for the Junior Main Street Committee that includes the development of an interactive downtown Charlevoix mobile app titled "Life in Charlevoix." The app would be built by a company called Mobile Town Guide and have several beneficial features including a business directory, interactive walking tours, events calendar, job opportunities, etc. Some additional features could allow businesses to offer specials that are exclusive to app users, push notifications to all app users about festivals, road closures, etc. The presenters also showed the Board a video that they made demonstrating how the app would benefit our downtown businesses and users alike.

5. Public Comment

The City Manager and Venetian Festival President Dan Barron gave an overview of the proposed street closure for Venetian Festival and fielded questions from the Board and the public. Vice Chair Dipert expressed his concern as a merchant that a potentially empty street is worse for business than a partially parked street. Discussion will continue at the next DDA Board meeting.

Jodi Bingham, Ga Ga for Kids, was not in favor of the street closure but was willing to 'grow into it' over the course of several years.

Greg Stevens agreed with the proposed street closure from a safety perspective.

Three members of the public made comments however, they did not use the microphone and therefore their dialogue was unintelligible.

6. Adjourn

Meeting was adjourned by Vice Chair Dipert at 7:13 p.m.