

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES
Monday, September 25, 2017 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Luther Kurtz, Carissa Mullaney, Maureen Owens, Rick Wertz
Members Absent: Tami Gillespie, John Yaroch
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- a. Minutes of the August 28, 2017 Regular Board Meeting
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for August 2017

Member Owens stated with regards to the Board Meeting minutes she did not recall the need to specify color on the posts so she requested that the reference to "black posts" be removed. She also stated that the adjourned time was 6:56 not 7:56 p.m.

Motion by Member Wertz, second by Member Owens, to approve the Consent Agenda with the above changes. Motion passed by unanimous voice vote.

6. Reports

a. Director's Report

Director Dotson stated that she received a letter of resignation from Farmers Market Manager Chris Leese, but she will be finishing the season. She stated with recent challenges that Boyne City has faced in filling their Market Manager position they talked about combining and posting the jobs together, essentially making the posting more attractive. The Board concurred with the suggestion to combine the advertising/posting for the position.

b. Branding Update

Director Dotson discussed the new Brand Guidelines. She stated that the "brand rollout" will be gradual and would include incorporating the new brand into items as they come up for purchase, i.e., business cards, letterhead, signage in addition to designing graphics and ads related to events and wayfinding.

c. Wayfinding Signage Update

Director Dotson stated that City Council approved the DDA's recommendation for the signs with the logo on the bottom. Pro Image will attend the next Design Committee meeting to discuss pricing for the first phase of sign production and installation along with specifics for placement. Discussion followed about new or existing poles for the signage, locations for the signage, and the upcoming Design Committee meeting.

7. Old Business

8. New Business

a. Letter of Support for Bridge Lights Project

Director Dotson stated that Leilani Durbin and her team were asking for a letter of support from the DDA as the group plans to take the proposal to City Council on October 2nd and then to MDOT. Ms. Durbin stated that Paul Belding who was the visionary behind this project passed away on September 1st and she promised him that she would help bring this project to fruition. She stated that if they went through the regular channels of the Main Street Program that it could take 2-3 years to complete and they were hoping to fast track the project. Ms. Durbin felt confident with the community and DDA support that they could get City Council on board with the project. She

stated that she would involve the Design Committee, but basically Mr. Belding's design was white lights along the bottom of the arch, lights along the pathway and possibly lighting the railing as well. She stated that she had two lighting companies come forward with the idea of product donations to support the project. Estimated cost of the project: \$200,000-\$300,000.

Discussion followed regarding the history of this project, whether the project is within the DDA District, lighting of the bridge all year, and project specifics. Ms. Durbin read the letter of support from the Chamber of Commerce. Mayor Kurtz felt that they should enthusiastically support this project and discuss how to make some sort of contribution in the future.

Motion by Member DiMartino, second by Mayor Kurtz, that the DDA show enthusiastic support of the possible lighting of our bridge. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Mayor Kurtz, second by Member Mullaney, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:02 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair