

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING**  
**Monday, February 26, 2018 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, Carissa Mullaney, Maureen Owens, Rick Wertz, John Yaroch  
Members Absent: Tami Gillespie, Luther Kurtz  
City Staff: Lindsey Dotson, Executive Director

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

**5. Consent Agenda**

- A. DDA/Main Street Meeting Minutes – January 22, 2018
- B. Committee Minutes
- C. Monthly Report to MEDC – January 2018

Motion by Member Yaroch, second by Member DiMartino, to approve the Consent Agenda. Motion passed by unanimous voice vote.

**6. Reports**

A. Executive Director's Report

Director Dotson stated that work plans would be presented at the March 26<sup>th</sup> meeting.

B. Wayfinding Signage Update

Director Dotson referenced a map that depicted the locations of "P" signs for parking lots throughout the downtown area. All of the primary wayfinding signs have been installed as of this date. She stated that the directional arrow on the sign located at the corner of Grant and Park Avenue would be corrected shortly.

C. Branding Update

Director Dotson stated that there were a number of questions lately about who owns the rights to the brand artwork. She stated that the DDA/Main Street Program own the rights to the brand. She commented that a5 indicated that they would be available to help the Board making decisions with regard to brand usage. Discussion followed regarding the two most recent requests for use of the brand by the *Charlevoix Convention and Visitors Bureau* and the *Mercado at Van Pelt Alley*. The Board concurred to write a policy addressing brand requests.

**7. Old Business**

A. Façade Grant Incentive Program Guidelines Revision

Director Dotson stated that the Design Committee set two deadlines for the grants knowing that they only have \$10,000. She stated that ~~the main focus was to eliminate one of the major revisions they made was that they got rid of~~ the opportunity to phase in projects and they were just welcoming people to reapply if they have a phased project. She was seeking feedback from the Board on the point system. Member Owens suggested that the section entitled *Source of Funding* should include "provided funding is available". Discussion followed regarding sections of the revised Guidelines and the point system.

Motion by Member Wertz, second by Member Owens, to approve the draft amendments to the Charlevoix Main Street DDA Façade Grant Incentive Guidelines with the minor changes from the Board. Motion passed by unanimous voice vote.

B. Reserved Parking Spaces

Director Dotson stated that the topic of reserved parking was brought to the DDA in October 2017 by the City Manager after receiving a request from Hoffman McLane CPA Firm in relation to their new location in the Beacon Center. The

reason they were being asked to consider this topic was to give their recommendation to City Council. She stated it was not a potential source of revenue for the DDA, it was revenue directly to the City. She asked other cities about their programs and most communities had a comprehensive parking study conducted. She recommended looking at the entire downtown parking situation. Member Yaroch recalled the City did a study within the last ten years. Director Dotson stated that she would research further as to whether the City conducted a parking study.

Motion by Member Owens, second by Member Wertz, to recommend that City Council does a parking study or update an existing one if such a study exists. Motion passed by unanimous voice vote.

8. **New Business**

A. Wayfinding Sign 30b Relocation

Director Dotson stated that it was brought to her attention that there was a problem with sign 30B for two reasons: it blocks the business signage for Schulman Paddleworks and also makes loading and unloading kayaks difficult. She explained the alternatives provided by Pro Image Design.

Bill Schulman, owner, stated that the current sign location entirely obstructs their business signage. He explained that they sold 50-60 boats last summer and people pull in front of the store to load the boats and the sign pole will make it almost impossible to load the boats. He preferred alternate location number one.

Discussion followed about the alternate sign locations, pedestrian crossings, and signs obstructing views on the sidewalk. Member DiMartino questioned if they could have a local company move the sign at a lower price than what Pro Image would charge. Member Yaroch disagreed with moving the sign to alternate location number one and stated that the sign should be moved back to the original planned location across from Park Avenue in Bridge Park, and that an appeal should be made to MDOT for permission to place the sign in the original location. He proposed that they try to go back to the original location for maximum visibility for everyone and discussion followed regarding the pros and cons of changing the sign location. Chair Dipert stated that the consensus was that the Board wanted the sign moved from its current location to a more agreeable location and the Board concurred. Director Dotson stated that she would continue to work on this to reach a solution.

Motion by Member Owens, second by Member Christner, to relocate the wayfinding primary directional sign #30b to a mutually agreed upon location, either the initial location if MDOT approves it, if not then alternate location number one and to obtain bids from local businesses for the sign relocation and confirm if there is something in the warranty that they would void by using someone other than Pro Image to move the sign. Motion passed by unanimous voice vote.

9. **Public Comment**

10. **Request for Future Agenda Items**

11. **Board Comments**

12. **Adjourn**

Motion by Member Yaroch, second by Member Christner, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 5:58 p.m.

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Joyce Golding/fgm

City Clerk

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Kirby Dipert

Chair