

City of Charlevoix
DOWNTOWN DEVELOPMENT AUTHORITY BOARD

Monday, April 26, 2010 at 5:30 p.m.

210 State Street, City Hall, City Council Chambers, Charlevoix, Michigan

MINUTES

A) CALL TO ORDER

The meeting was called to order at 5:35 p.m. by Chairman Mason.

DDA Members Present: Dan Barron, Norman Carlson, Jr., Hugh Mason, John Taylor and Jeannine Wallace

DDA Members Absent: Fred DiMartino, Kirby Dipert, Gina Whitney and John Yaroch

Staff: DDA Executive Director Keith Carey

B) APPROVAL OF AGENDA

The Board reviewed the agenda and agreed to accept the agenda as presented.

C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST - None.

D) APPROVAL OF MINUTES

1. March 22, 2010 DDA Meeting Minutes

The Board reviewed the March 22nd minutes.

Motion made by Member Barron and seconded by Mayor Carlson that the minutes of March 22, 2010 be approved as submitted. Motion was adopted by unanimous voice vote.

E) PUBLIC INPUT, NOT RELATED TO OTHER AGENDA ITEMS - None

F) OLD BUSINESS

G) NEW BUSINESS

1. Children's Literature Walk Proposal

Dr. Sherrel Bergmann reviewed the proposed Children's Literature Walk with the Board. The Literature Walk will provide a unique reading experience for young visitors in Charlevoix. The proposal is to erect six to eight 16"x20" weatherproof boxes throughout downtown Charlevoix. The boxes would include short stories, poetry and fun facts about our town. Each box would be identified by a "creature" that would be designed by a local student or artist. Visitors would be encouraged to seek out the story boxes and explore the City's parks, Library and downtown stores. Charlevoix's schools, Historical Society and the Library have agreed to participate in the project. A brochure would be created to map out the literature box locations. The boxes would be erected in the spring (petunia planting) and removed around Apple Festival. Dr. Bergmann stated she hoped to work with local artists, schools and organizations to draw families to downtown Charlevoix.

Member Barron inquired if the Chamber or Visitor's Bureau could be asked to give out a "prize" for individuals who followed the entire tour (i.e., gift certificate).

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Member Wallace voiced concern about the boxes cluttering up the park or interfering with pedestrian traffic flow if they were placed on storefronts.

Member Barron agreed that we would need to be cautious, but felt there are locations where the boxes could be accessible at appropriate locations.

Chair Mason asked who would maintain and update the boxes. Dr. Bergmann advised the Board that the City Council would have to approve placing the boxes on City property and authorize City staff to put up and take down the boxes. The boxes would be maintained by the Committee. She'd like to use existing posts for box locations. Dr. Bergmann stated she'd like to work with Harbor Industries on the box design and hopes to have the boxes installed in the spring of 2011.

The Board supported the idea.

2. Anti-Idling Light Pole Banners on Bridge Street

Michelle Rick-Biddick, Executive Administrator of WATCH, gave the Board a report on WATCH's "Idle Free Charlevoix" campaign. WATCH wishes to erect banners at the City's entrances, pass out "Idle Free Charlevoix" bumper stickers and educate drivers on the environmental benefits of turning off their engines while waiting for the drawbridge. WATCH will be asking Council to designate June 28th to July 3rd as "Idle Free Week". It is their wish to educate people to the benefits of turning off their engines while waiting for the bridge or waiting in a parking lot. WATCH is seeking the DDA's support to erect banners on the light poles to help educate drivers and pedestrians about the program. WATCH is willing to pay for the banners and will assist in putting them up and taking the banners down. They are not seeking City or DDA funds for the project.

Executive Director Carey advised the Board that MDOT has agreed to the placement of small banners on the light posts. The City Planner has informed him that the City's ordinance does not address this type of signage.

An audience member voiced support of the concept. Charlevoix has numerous events in the park and when the drawbridge goes up the park is filled with exhaust fumes.

Executive Director Carey advised the Board that the City of Charlevoix is participating in the Michigan Municipal League's Green Communities Challenge and that the project is consistent with these goals. He also cautioned the Board that other groups may wish to erect similar signs in the future.

The Board discussed the proposal. Downtown traffic becomes very congested when the bridge is up. and the banners and bumper stickers can be used to help educate drivers to turn their engines off. The Board agreed to support the initiative and place banners on light poles from the corner (Michigan & Petoskey) to the top of the hill (Hurlbut).

H) EXECUTIVE DIRECTOR'S REPORT

Executive Director Carey advised:

- Street Superintendent Elliott states that the Park Avenue construction project is on schedule.
- Council has determined that the 108 Park Avenue lot will be available for free parking for this year. Over night parking will not be permitted.

Member Taylor asked that parking surveys be done to observe the lot's use this summer.

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I) MISCELLANEOUS BUSINESS - None

J) FUTURE AGENDA ITEMS - None

K) ADJOURNMENT

Motion made by Member Wallace and seconded by Member Taylor to adjourn. Motion adopted by unanimous voice vote.

Meeting adjourned at 6:35 p.m.

Hugh Mason, Chairman

Linda Jo Weller, Recording Secretary

Carol A. Ochs, City Clerk