

City of Charlevoix  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD**

**Monday, June 28, 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 5:32 p.m. by Chairman Mason.

DDA Members Present: Dan Barron, Norman Carlson, Jr., Fred DiMartino, Kirby Dipert, Hugh Mason,  
John Taylor, Gina Whitney and John Yaroach

DDA Members Absent: Jeannine Wallace (excused),

Staff: DDA Executive Director Keith Carey

**B) APPROVAL OF AGENDA**

The agenda was approved as submitted.

**C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST**

Member Barron advised the Board that he will excuse himself and sit in the audience during the Venetian Festival funding discussion though, he does not feel he technically has a conflict of interest as he does not have a personal financial interest in the Festival. He does not receive any compensation from the Festival.

Member Taylor stated he has a conflict of interest with the candy bar sales as he is President of the Band Boosters. He does not receive any financial compensation from the Band Boosters.

**D) APPROVAL OF MINUTES**

1. May 24, 2010 DDA Meeting Minutes

The Board reviewed the May 24th minutes.

Motion made by Member Barron and seconded by Mayor Carlson that the minutes of April 26, 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. Venetian Festival Funding

Member Barron stepped down from the dais.

Executive Director Carey advised the Board he was approached by Mr. Winn and Member Barron seeking financial assistance for the Venetian Festival. He has met with the City Treasurer about the availability of DDA funds for the request. Staff is wary of future DDA tax revenues. This year the DDA had to cut \$60,000 and with the continued economic conditions, the DDA may have to cut expenditures again next

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year. The City Treasurer expressed concern about the DDA's possible contribution to the Venetian Festival. He did not argue the merit of the Venetian Festival, but he is looking at the issue from a fiscal officer's view point. The DDA's revenues for this fiscal year are less than anticipated. The Treasurer suggested that the Festival approach the City Council. The City Council has community promotion funds, where the DDA does not have access to those types of funds.

John Winn, representing the Venetian Festival Board of Directors, asked the Board to donate funds to Charlevoix Venetian Festival, Inc. to assist them in maintaining the Festival's quality. They commit funds to the music and fireworks programs prior to collecting any donations. The DDA's contribution will have a direct impact on downtown businesses. The majority of Venetian's donations come in during the Festival. The City has cut approximately \$9,500 from its Venetian contribution -- \$3,000 in funding and the City is requiring Venetian to pay an additional \$6,500 for trash pickup.

Mr. Winn also reported that the Charlevoix County Community Foundation has approximately \$60,000 in fountain funds that it plans on giving the DDA/City. The funds will be used to purchase four sets of tables/chairs/umbrellas for the roof of the Harbormaster's building. He showed the Board a picture of the proposed furniture. The rest of the funds will be used by the DDA/City to maintain the interactive water fountain. The DDA budgeted \$12,000 in this year's budget for the maintenance of the fountain.

Chairman Mason voiced support that if the DDA was reimbursed for some of the fountain expenses, it might have the funding available to support the Festival.

The Mayor suggested that the City might be able to do in-kind type of services for the Venetian Festival. He also believes that the City's general fund is stronger than the DDA's. He suggested that the DDA pass a motion to give the Festival DDA funds, only if the City Council fails to give the Festival additional support and that the Festival seeks City Council's support to give the Charlevoix Venetian Festival additional funds. It is important to keep the DDA solvent.

Member Dipert asked if the DDA would consider giving the Festival \$3,000, with the condition that the City waives the refuse removal fees. Venetian needs an additional \$10,000 to make up for lost revenues and to pay for the refuse removal.

Mayor Carlson stated that the City Council and DDA have funded joint projects in the past. He voiced disappointment that the adjacent townships are not helping to fund the Festival. The City pays for many services that are enjoyed by township residents.

Executive Director Carey reviewed the City Treasurer's concerns with the Board. The DDA's 2011-12 budget is anticipated to be very constricted. Dan Barron advised the Board that the surrounding townships have contributed approximately \$20,000 to this year's Festival.

Motion by Member Dipert and seconded by Member Whitney that the DDA offers to contribute \$3,000 to the Venetian Festival with the hope and recommendation that the City of Charlevoix waive refuse disposal expenses and contribute \$3,000 in lieu of the \$3,000 DDA funding offer. Motion adopted by unanimous voice vote. Member Barron abstained.

### **2. Candy Bar Sales during Charlevoix Concert Series Performances**

Executive Director Carey advised the board that he was contacted by the High School band director that her students be able to sell candy bars during the concert performances. He has also received a request from G & PaPa's Pizzeria to sell pizza during the performances. He met with the City Clerk to see if there was an ordinance that addressed the proposed sale of items in the park. The City Code prohibits the sale of items not offered by a non-profit entity. The band boosters request would be permitted. Typically when

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a group hosts an event in the park, they obtain control of all vendors during their event. Normally, the Executive Director would give the vendor approval, but as there is a DDA member with a significant interest in this group, he felt it was appropriate that the Board review the concert vendor request. Mr. Carey wishes to point out once the Board approves one non-profit to sell items during the concerts, there will other requests. The band boosters have a direct tie to music, where some other non-profits (i.e. boy or girl scouts) do not.

John Taylor advised the Board that a large part of the Band Booster's revenue source was petunia weeding, but that funding was cut this year. Band Boosters also provides a lot of support in the purchasing and maintaining instruments. The sale of candy is an on-going fund raising effort. The band is planning to go to Disney World in January.

Member Yaroch asked how the downtown business community feels about the sale of candy bars and pop corn. Is it in competition with them? The concert series is to promote business for the downtown businesses.

Chairman Mason asked the DDA to review the issue at the end of the summer.

Member DiMartino asked to look at the item again next year.

The Board discussed whether or not to permit the students to walk around selling their candy before the concert and during intermission, as well as at a table at the top of the pavilion.

The Board agreed to permit the Band Boosters to sell candy bars during the DDA's concert series.

**H) EXECUTIVE DIRECTOR'S REPORT**

The Board reviewed the Executive Director's report.

The Board discussed the placement of the anti-idling banners in the downtown area.

**I. MISCELLANEOUS BUSINESS**

Member Yaroch advised the Board that the DeWitt parking lot is used heavily.

Member Whitney asked that the downtown trees are overgrown and need trimming. They are blocking the store front visibility.

Member Whitney suggested that the parking meter fine boxes be painted a contrasting color so violators can easily locate the fine boxes.

Member Barron asked that the DDA pay close attention to the concert attendance in late August. He would like the DDA to consider moving the concerts to Saturday evenings later in the season.

**J) FUTURE AGENDA ITEMS - None**

**K) ADJOURNMENT**

Motion made by Member Yaroch and seconded by Member Whitney to adjourn. Motion adopted by unanimous voice vote.

Meeting adjourned at 6:39 p.m.

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Hugh Mason, Chairman

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Linda Jo Weller, Recording Secretary

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Carol A. Ochs, City Clerk