

City of Charlevoix  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD**

**Monday, July 25, 2011 – 5:30 p.m.**  
210 State Street, City Hall, Council Chambers, Charlevoix, Michigan

**MINUTES**

**A) CALL TO ORDER**

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

Members Present: Dan Barron, Norman Carlson Jr., Kirby Dipert, Hugh Mason, and Jeannine Wallace  
Members Absent: Fred DiMartino (excused), Gina Whitney (excused) and John Yaroch (excused)  
Staff Present: DDA Executive Director Keith Carey

**B) APPROVAL OF AGENDA**

The Board reviewed the agenda.

Motion made by Member Barron and seconded by Mayor Carlson to approve the agenda as presented. The motion was adopted.

**C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST** None.

**D) APPROVAL OF MINUTES**

1. April 25, 2011 DDA Meeting Minutes

The Board reviewed the April 25, 2011 meeting minutes.

Motion made by Member Barron and seconded by Member Wallace to approve the minutes of April 25, 2011 as submitted. Motion was adopted by a unanimous voice vote.

**E) PUBLIC INPUT, NOT RELATED TO OTHER AGENDA ITEMS** – None.

**F) OLD BUSINESS** – None.

**G) NEW BUSINESS**

1. Sunshine Charters City Council Proposal

Executive Director Carey advised the Board that he was contacted by Mr. Joshua Mack on the possible changes to Sunshine Charters. He invited Sunshine Charters' owner, Mr. Gary Dawson, to update the Board on the proposal.

Mr. Dawson, owner/operator of Sunshine Charters addressed the Board. Sunshine Charters allows visitors/residents to see Charlevoix by water. The Sunshine has a number of repeat customers. Mr. Dawson is looking at semi-retiring to the Caribbean and his co-captain, Mr. Mack, wishes to replace the current charter vessel with a catamaran, which will allow larger groups to sail on the Sunshine. The purchase of the boat is a unique opportunity. The new boat will cost approximately \$125,000. They are putting together a business plan and are seeking a five year dock lease with the City of Charlevoix that includes a provision that the Sunshine would be on the only sailing charter in marina. City Manager Rob

Straebel contacted the Michigan Waterways Commission regarding this situation and has been notified that an exclusive lease for a sailing charter would be acceptable, but that the seasonal commercial dock must be put out for public bid.

The Board discussed the project with the Mr. Dawson.

Motion by Member Barron and seconded by Member Wallace that the DDA recommends that the City Council negotiate and establish a long term lease with Sunshine Charters to facilitate their continued charter sailing operations in the City. Motion was adopted by unanimous voice vote.

**I) MISCELLANEOUS BUSINESS**

The Board reviewed the Executive Director's Report.

Member Dipert commented on Up North Fourth. He was uncertain if the event had any benefit to the downtown businesses. He would like the event held on a different date so it would benefit the businesses.

The Board discussed the event. Executive Director Carey advised that there were over 1,000 participants. Up North Fourth was a series of concerts with food and beverages available for an additional fee. Keep Charlevoix Beautiful (KCB) sponsored the Short's Brewery Experience, which offered twelve different beers. KCB was able to raise money for their annual petunia project. The majority of Charlevoix's events are free and some patrons were not expecting to pay a general admission fee. Executive Director Carey stated that is not unusual for this type of event to require general admission fees. He further stated that the organizers, including volunteers, were reviewing the entire event to determine if changes could be made to make it even more successful next year.

The Board briefly discussed the possibility of moving the event to the shoulder season to support downtown businesses. No consensus was reached. The Board briefly discussed the possibility of having the event at the same time as the Summer Solstice Art Show. No consensus was reached.

Executive Director Carey updated the Board on the Monday Movies by the Marina series. A movie was shown during Venetian and another is scheduled to be shown next week. Huntington Bank has been an valued sponsor for the series for the past two years.

Executive Director Carey advised the Board that the Charlevoix Cinema is now being operated by Charlevoix State Bank. The Bank is committed to keeping the movie theater in downtown Charlevoix and is seeking a new owner. The Board voice support for keeping the movie theater in downtown Charlevoix.

Chairman Mason thanked the Charlevoix Venetian Festival, Inc. for coordinating an excellent event.

**J) FUTURE AGENDA ITEMS – None.**

**K) ADJOURNMENT**

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

Meeting adjourned at 6:31 p.m.

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Hugh Mason, Chairman

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Linda Jo A. Weller, Recording Secretary

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Carol A. Ochs, City Clerk