

City of Charlevoix  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD**

**Monday, February 28, 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 5:33 p.m.

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

**B) APPROVAL OF AGENDA**

The Board reviewed the agenda.

Motion made by Mayor Carlson and seconded by Member Wallace to approve the agenda as presented. The motion was adopted by unanimous voice vote.

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

Member Whitney advised the Board that she has a potential conflict of interest with the redevelopment liquor license issue.

**D) APPROVAL OF MINUTES**

1. January 24, 2011 DDA Meeting Minutes

The Board reviewed the January 24, 2011 minutes.

Motion made by Member Barron and seconded by Member Wallace to approve the minutes of January 24, 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. Redevelopment Liquor Licenses

Executive Director Carey reviewed the program with the Board. Redevelopment liquor licenses could be used as a recruiting tool to bring additional eateries into the downtown area. Staff is recommending that the City of Charlevoix pursue the designation of commercial buildings within the DDA boundaries as eligible for participation in the redevelopment liquor license program. Staff has communicated its intent to pursue the implementation of this program to current liquor license holders within the DDA boundaries. The City Manager has also voiced support of the program. If the DDA is supportive, the

next step would be the City Council's designation of the DDA district for the redevelopment liquor license program.

The Board discussed the redevelopment liquor license program. Member Whitney reviewed the proposal with Board members. She outlined her concerns and objections to the establishment of redevelopment liquor licenses in downtown Charlevoix. The existing downtown restaurants and bars have a difficult time in the off season. There are numerous nights in the off season that they (Whitney's Oyster Bar) do not meet their expectations. Cash flow is extremely limited. She would like to see more people visit the downtown area, but the proposal would be a detriment to the existing establishments.

Member Barron expressed a desire that the market place should determine what is needed. Currently there are a number of bars and restaurants in the downtown area that offer a variety of foods.

Members Wallace and DiMartino stated that the downtown area needs more retail, not restaurants and bars.

Member Whitney presented the Board with a letter from Ronald Weislik owner of the Town House Bar.

Member Yaroch stated that the DDA Board did not have financial data to make a decision. He suggested that the Northern Lakes Economic Alliance study the issue. Other communities in the state have applied and are using the redevelopment licenses. The program has been in place since 2006. He feels the Economic Alliance can give the DDA information on how redevelopment liquor licenses will affect the community and the existing restaurants and bars.

Executive Director Carey advised the Board that he has a list of communities who are participating in the program. The program needs to have the support of the DDA and the City Council needs to designate a redevelopment district.

Member Dipert stated that he feels it is a good plan, but we don't need it now. Charlevoix is a unique community and some things that work elsewhere, will not work in Charlevoix.

Chairman Mason invited audience members to speak.

Terry Left, owner of The Villager Pub and Terry's Place, addressed the Board. He read an article from The Capital News to the Board. He does not want to see additional licenses in downtown Charlevoix. His businesses lose money all winter. He stays open for the good of the community and to keep his employees. If you add more restaurants in the downtown area, his business will be affected. He does not wish to be like other downtown businesses that close in the winter months.

Jeff Sprecksell, General Manager of The Weathervane Restaurant, spoke to the Board. Stafford's Hospitality opposes the use of redevelopment liquor licenses in Charlevoix. Redevelopment liquor licenses are appropriate in larger towns. In the off season, his business is losing money each month. He makes his money in the summer months. The use of redevelopment licenses is also being considered in Petoskey, which has a larger population base. Petoskey is torn on the issue and does not anticipate redevelopment liquor licenses helping the downtown area to be more vibrant.

The Board discussed the use of redevelopment liquor licenses in the downtown area. Board members expressed their opposition to allowing redevelopment liquor licenses in Charlevoix. It was felt that the redevelopment liquor licenses would adversely impact the existing restaurants that are fighting to stay open in the off season.

2. Carry Over of Funds Resolution

The Board considered the adoption of a resolution to allow the carryover of DDA funds.

Motion made by Member Barron and seconded by Mayor Carlson to adopt the following resolution authorizing the DDA to carry over funds.

**RESOLUTION  
Carry Over of Funds  
for Projects within the Development Plan**

**WHEREAS,** The City of Charlevoix Downtown Development Authority is projecting an approximate \$450,972 fund balance as of March 31, 2011; and

**WHEREAS,** The Downtown Development Authority is in the process of prioritization and implementation of future projects; and

**WHEREAS,** The Downtown Development Authority has debt service payments;

**THEREFORE BE IT RESOLVED, THAT THE DOWNTOWN DEVELOPMENT AUTHORITY,** hereby earmarks its March 31, 2011 fund balance estimated at \$450,972 for implementation on the yet to be prioritized projects and to pay future years debt service payments now within their development plan, as funding allows.

RESOLVED, this 28<sup>th</sup> day of February, 2011 A.D.

Resolution was adopted by the following yea and nay vote:

Yeas: Dan Barron, Norman Carlson Jr., Fred DiMartino, Kirby Dipert, Hugh Mason, Jeannine Wallace, Gina Whitney and John Yaroch  
Nays: None  
Absent: John Taylor

**H) EXECUTIVE DIRECTOR'S REPORT**

The Board reviewed the Executive Director's report.

The Executive Director asked the Board for their support on the inserting the DDA's Downtown Directory into the Chamber's Visitor's Guide. He is hoping the cost would be less than the post cards that were placed in the Visitor's Guide last year. The map would be a center insert in the Visitor's Guide.

The Executive Director asked the Board for guidance on the simplification of the current downtown map and store directory. Staff is considering eliminating professional businesses (law firms, accounting firms, surveyors, financial planners, insurance agencies, etc.) from the downtown map. Visitors primarily are seeking only retail, dining and service establishments. The ultimate goal is to produce a less cluttered and more user-friendly map and store directory. If approved, the kiosk directories will also be updated.

The Board agreed to eliminate several categories (accountants, financial planning, surveyors, etc.) that would not interest a visitor.

Member Dipert suggested that Mr. Carey contact the businesses prior to their elimination from the directory.

**I) MISCELLANEOUS BUSINESS**

Member Yaroch asked if there was an effort to establish Wi-Fi areas in the East Park area.

Director Carey advised the Board that the City Manager has been looking to establish a community Wi-Fi. He will revisit the issue and see needs to be done to allow Wi-Fi in East Park.

**J) FUTURE AGENDA ITEMS**

**K) ADJOURNMENT**

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

Meeting adjourned at 6:49 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