

City of Charlevoix
DOWNTOWN DEVELOPMENT AUTHORITY BOARD

Monday, January 23, 2012 – 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 5:32 p.m.

Members Present: Dan Barron, Norman Carlson Jr, Fred DiMartino, Kirby Dipert (arrived at 5:42 p.m.), Hugh Mason, Todd Wyett, and John Yaroch
Members Absent: Jeannine Wallace (excused) and Gina Whitney (excused)
Staff Present: DDA Executive Director Keith Carey

B) APPROVAL OF AGENDA

The Board approved the agenda as presented.

C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST

None.

D) APPROVAL OF MINUTES

1. November 28, 2011 DDA Meeting Minutes

The Board reviewed the November 28, 2011 meeting minutes.

Member Barron asked that the minutes be revised. He asked that the second sentence of paragraph two on page two be reworded to read:

“The item can be ~~replaced~~ **restored** if funds are available.”

Motion made by Member Barron and seconded by Mayor Carlson to approve the minutes of November 28, 2011 as corrected. Motion was adopted by a unanimous voice vote.

E) PUBLIC INPUT, NOT RELATED TO OTHER AGENDA ITEMS

None.

F) OLD BUSINESS

1. Fiscal Year 2012-13 Budget Discussion

Chairman Mason asked Executive Director Carey if Council had been any concerns on the DDA's proposed budget. Executive Director Keith Carey reported that Council held a work session a couple of weeks ago and there were no comments or suggestions made on the DDA's budget.

The Board discussed the formation of the DDA and the number of DDA sponsored capital improvements that have benefited the downtown community since the DDA was established in 1982 [i.e. East Park, Bridge Park, Library and relocation of the sewer pump station].

Member Dipert arrived at 5:42 p.m.

The Board discussed the DDA mill levy and its debt service obligations until 2026.

Motion made by Member Yaroch and seconded by Member Barron that the DDA adopt the budget as presented.

Motion was adopted by the following yeas and nays vote:

Yeas: Members Barron, DiMartino, Dipert, Mason, Wyatt, Yaroch and Mayor Carlson
Nays: None.

G) NEW BUSINESS

None.

I) MISCELLANEOUS BUSINESS

The Board reviewed the Executive Director's Report.

Executive Director Carey reported that preliminary engineering drawings for the formalization of the White Parking Lot have been completed and the project is slated to be let out for bids in the spring. The project is expected to coincide with the Clinton Street reconstruction project. The Board discussed the project and asked that they be given an opportunity to review the White Parking Lot plans prior to its construction.

Member Wyatt discussed a street dining platform concept with the Board. The City of Birmingham (MI) allows businesses to construct temporary dining platforms in street parking spaces. A restaurant rents a parking space and installs a fence, greenery, tables/chairs, etc. in the parking space and offers customers a café experience. The Board discussed the concept and how it might enhance the side streets. Executive Director Carey will talk to Police Chief Doan on the possibility of pursuing a similar program in Charlevoix.

Executive Director Carey advised the DDA that the Convention & Visitors Bureau (CVB) will be meeting with representatives of Travel Michigan to discuss a Pure Michigan radio advertising campaign. DDA members were invited to attend Wednesday's meeting. The Board discussed the possibility of participating in the Pure Michigan campaign.

The Board discussed the \$30,000 annual mileage pay down the DDA offers to the Charlevoix Public Library and these monies whether could be used for promoting downtown Charlevoix.

Board members discussed promoting on billboards, radio and webcams, and the costs associated with a promotion campaign. The Board discussed whether its budget could be amended to provide additional marketing funds. Executive Director Carey advised the Board that the majority of its marketing monies have been allocated for programming in the 2012-13 budget year. He reminded the Board that the DDA has a lean budget and there is very little cash reserve. The Michigan Legislature is considering the elimination of personal property taxes, which may have a significant impact on the DDA's future cash flow.

The Board discussed the creation of a downtown marketing plan and co-op advertising. The DDA Board asked to review the various types of advertising options at a future meeting. Executive Director Carey explained that the vast majority of paid downtown marketing is tied to or done in conjunction with events

and programming [i.e. Charlevoix Concert Series, Monday Movies by the Marina, Flurry Fest, Up North Fourth, etc.].

The Board discussed employee parking in the downtown area. Executive Director Carey explained that employees are annually asked to park west of State Street during busier times of year.

The Board discussed the downtown tree lights. Mayor Carlson asked that the Board consider changing the color of the lights to a warm white light and phase the blue lights out. Board members suggested adding lights to the Harbormaster building, Odmark Pavilion, East Park trees, and around Round Lake.

Executive Director Carey asked the Board for suggestions on the type of businesses they like to see in downtown.

J) FUTURE AGENDA ITEMS

K) ADJOURNMENT

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

Meeting adjourned at 7:05 p.m.

Hugh Mason, Chairman

Linda Jo A. Weller, Recording Secretary

Carol A. Ochs, City Clerk