

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Monday, March 19, 2012 — 5:30 p.m.
210 State Street, City Hall, Council Chambers, Charlevoix, MI

The meeting was called to order at 5:30 p.m. by Chair Hugh Mason.

I. Roll Call of Members Present

Chair: Hugh Mason
Members Present: Dan Barron, Kirby Dipert, Gina Whitney, Fred DiMartino, Mayor Norman L. Carlson, Jr.
Members Absent: Todd Wyett, John Yaroach, Jeannine Wallace
DDA Director: Keith Carey
City Clerk: Carol A. Ochs

II. Pledge of Allegiance

III. Approval of Agenda

The Board approved the agenda as presented.

IV. Inquiry Into Potential Conflicts of Interest

None.

V. Approval of Minutes

Motion by Member DiMartino, second by Member Whitney, to approve the February 27, 2012 minutes as presented.
Motion passed by unanimous voice vote.

VI. Public Input, Not Related to Other Agenda Items

None.

VII. Old Business

A. Billboard Advertising

DDA Director Carey reviewed the item and answered questions from the Board. The Convention and Visitors Bureau and Castle Farms have settled on smaller billboard at a more affordable price. The billboard now being proposed would have a stationary, lit location on I-75 north of Birch Run and would be in place for a full year. Once created, the vinyl image has a three-year life. The billboard would support the Pure Michigan campaign and Director Carey is confident the DDA budget can afford this. The billboard is smaller than proposed at the last meeting: it is 12' x 24'; however, the smaller surface can be located closer to the highway. Director Carey recommends going with the current proposal by Premier over the previous proposal by Lamar if the Board wishes to pursue billboard advertising.

As to content, Castle Farms has suggested an overhead view of Round Lake and Director Carey mentioned the possibility of using a format similar to the promotional postcard created a few years ago, which has the overview of Round Lake in the background with inset pictures for sponsor-specific images. The Board generally agreed that the postcard style would be too busy with too many images for people driving by and discussed other ideas for billboard design, including the "Once in a Blue Moon" picture.

Director Carey noted that, for an additional charge, two billboard images could be created and the design could be changed in the fall. The Board generally favored paying for the extra image, and to work to get something up as quickly as possible for this year.

Director Carey reminded the board that, while this item is not budgeted, he anticipates a cost savings by reducing the number of paper downtown directories when he launches the smart phone downtown directory application, and additional cost savings from Huntington Bank sponsoring the Movies in the Park events.

Motion by Member Dipert, second by Member Carlson, to go with Premier [billboard] proposal, with the understanding that if our partners agree, the board will be changed seasonally.
Motion passed by unanimous voice vote.

VIII. New Business

City Clerk Ochs reviewed the reasons for changes to the DDA by-laws, which were included in this agenda packet and should be reviewed for comments and changes by the April meeting, when it will be on the agenda.

IX. Executive Director's Report

Director Carey asked if there were any questions regarding his report, which was included in the agenda packet.

Director Carey reviewed his comments from the Executive Director's Report regarding the Bridge Street/Clinton Street intersection concept. There are some concerns from Council and members of the business community regarding the bump-out solution. Director Carey noted that the City is still working with the Michigan Department of Transportation (MDOT) on a signal-based solution to traffic flow and pedestrian safety, hoping to avoid the additional costs of the bump-out plan. The Mayor reviewed some of the reasons behind the bump-out option.

X. **Miscellaneous Business**
None.

XI. **Future Agenda Items**
None.

XII. **Adjournment**
Motion by Member Carlson, second by Member Whitney, to adjourn.
Motion passed by unanimous voice vote. Meeting adjourned at 6:01 p.m.

Carol A. Ochs

City Clerk

Hugh Mason

Chair