

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES**  
**Tuesday, May 28, 2013 — 5:30 p.m.**  
210 State Street, City Hall, City Council Chambers, Charlevoix, MI

**A. Call to Order.**

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

**B. Invocation or Pledge of Allegiance.**

**C. Roll Call of Members Present.**

Chair: Hugh Mason  
City Clerk: Stephanie C. Brown, Deputy Clerk  
Members Present: Dan Barron, Kirby Dipert, Fred DiMartino, Jeannine Wallace, Todd Wyett, John Yaroch  
Members Absent: Mayor Norman L. Carlson, Jr., Gina Whitney  
City Staff: City Manager Rob Straebel

**D. Inquiry Into Potential Conflicts of Interest.**

None.

**E. Approval of Minutes**

None.

**F. Old Business.**

Discussion of Future DDA Staffing.

Chair Mason stated that the Executive Director has resigned and this meeting is to discuss future DDA staffing. Member Yaroch reported that he and Member Barron had met with Mr. Carey the previous week and had reviewed different portions of the job description. The three talked at length about recruiting group business and Mr. Carey suggested outsourcing this task and noted that there would need to be a local presence to handle details, possibly the Visitor's Bureau or the Chamber. Member Barron stated that in terms of trying to identify and recruit small groups, businesses, and associations on a State-wide or regional basis, there are people in the field serving in such a capacity and it may be a good idea for the DDA to get someone in on a consultant basis that already has this experience. The DDA would still need an event coordinator to assist with details including lodging, meals, meeting locations and recreational needs, but this would help pare down the responsibilities of the Director position.

Member Yaroch reviewed the draft job description for a joint DDA/City of Charlevoix position, which includes the lists of duties related to support of the DDA functions: marketing tasks to promote and attract new businesses to downtown Charlevoix, acting as liaison between existing and prospective downtown businesses, collaborating with the Chamber and CVB, pursuing grants, and working with other stakeholders with the overall intent to showcase the downtown community. Chair Mason stated that the DDA no longer needs a full-time Director, as they have had in the past.

Member Dipert stated he is still in favor of hiring a part-time person to do what is described in bullet point one, and feels that many of the other items should be the responsibility of the Chamber, CVB, or perhaps contracting some of these things out for some off season conventions and seminars. Member DiMartino said he agrees that the Director position is no longer full-time position, but wondered if they could coordinate with the City to job functions could be combined to get a more qualified person. Member Dipert reminded the Authority that with a full-time position, the DDA would be paying for the benefit package as well. City Manager Straebel reported that an employee under 30 hours per week would not qualify for full-time benefits. Member Wyett stated they could contract out for some of the duties.

Member Yaroch suggested that the decision largely depends on what the City has in mind for handling the industrial park and attracting new industry and he could not think of anything more important than developing Charlevoix's year-round work force. He questioned if the City had contemplated hiring someone along the lines of an Economic Development Coordinator and City Manager Straebel responded affirmatively, stating this is an opportunity to have those discussions. City Manager

Straebel stated that it appeared that it was not a full-time job for the DDA, but that there were some synergies involved if the City were to combine the duties of an Economic or Community Development Coordinator with this position. He suggested that they would get a better candidate if it is a full-time job including benefits. If they combine the two positions, they could reduce the financial liability to the DDA, while creating one contact, regardless of the boundaries of the downtown area. He suggested a discussion with City Council to determine if they would be interested in a 30/10 split of the position's salary, benefits, and efforts.

Manager Straebel stated that he had all kinds of projects that such a person could do and there were a lot of grant opportunities that the City misses out on due to staff's limited time to complete and apply for grants. He stated that there were other possibilities that would indirectly lead to economic development.

Discussion followed regarding the proposed number of hours for the DDA and the City, and the issue of a full-time vs. part-time position. Member Wyatt stated that the DDA may want to look at other part-time DDA Directors in the area and see if anyone would also want to work part-time for the Charlevoix DDA. He stated that he would look at this possibility and report back to the DDA by sending the information to the City Manager for distribution. City Manager Straebel stated that he could bring up the suggestion of the shared position to the City Council during his Manager's Report at the next Council meeting and then schedule a subsequent DDA meeting.

City Manager Straebel reported that the DDA Facebook and website is now being managed by City Planner Mike Spencer. He stated that he had sent out a memo regarding Faith Miller helping out with the coordination of special events, but Ms. Miller will not be in town for part of the summer so he has asked Amanda Wilkins, Parks & Recreation, to oversee the events at the pavilion.

**G. New Business.**

None.

**H. Audience – Non-Agenda Input.**

None.

**I. Miscellaneous Business of the Board.**

None.

**J. Future Agenda Items.**

Member Yaroch suggested that the DDA should discuss the shared DDA/City position again at the June meeting.

**K. Adjournment.**

Motion by Member Yaroch, seconded by Member Dipert, to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:04 p.m.

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Stephanie C. Brown/fm Deputy City Clerk

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Hugh Mason Chair

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Carol A. Ochs City Clerk