

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Monday, June 10, 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 5:32 p.m. by Vice Chair Jeannine Wallace. Chair Mason will be arriving shortly.

B. Invocation or Pledge of Allegiance.

C. Roll Call of Members Present

Chair: Hugh Mason (arr. 5:45 p.m.)
City Clerk: Carol Ochs, City Clerk
Members Present: Dan Barron, Kirby Dipert, Fred DiMartino, Jeannine Wallace, Mayor Norman L. Carlson, Jr.
Members Absent: Gina Whitney, Todd Wyett, John Yaroch
City Staff: City Manager Rob Straebel
Human Resources Assistant Jennifer Nash

D. Inquiry Into Potential Conflicts of Interest

None.

E. Approval of Minutes

May 14, 2013 Minutes.

Motion by Mayor Carlson, seconded by Member Barron, to approve the May 14, 2013 minutes as presented. Motion passed by unanimous voice vote.

F. Old Business

Discussion Regarding Job Descriptions for DDA Executive Director.

City Manager Straebel explained that, at their June 3 meeting, the City Council had discussed the possibility of partnering with the DDA to fill the Executive Director position with 30 hours per week dedicated to DDA activities and 10 hours per week dedicated to economic development efforts including recruitment and business retention on behalf of the whole City. The cost for the full-time position includes the 79% fringe benefit multiplier for a total cost of \$82,521. He stated that the City Council would like the opinion of the DDA regarding the shared position. The Manager thinks that the Council had looked favorably on the 30/10 split. He stated that the Human Resource Assistant, Jennifer Nash, had drafted two job descriptions: a full-time Community Economic Development Director position and a part-time Executive Director for the Downtown Development Authority. He stated that any part-time position has to be less than 30 hours per week.

Mayor Carlson stated that he thought the shared position would be a good idea and that it would be good to get feedback from the person in the position as to what Charlevoix needed to do to attract and retain businesses.

Member Barron stated that under the listing of essential job functions, the part-time Executive Director should reflect that the duties were "within the DDA District," and under the full-time Community Economic Development Director position description it should reflect that the economic development activities were "within the City."

Member Dipert expressed that he felt that the DDA did not need a full-time position and that the combined duties for the DDA and the City could still be a part-time position at 29 hours a week. Mr. Straebel stated that the City may be able to look at a part-time position at a higher hourly rate.

Mayor Carlson stated that he felt that the overall level of quality of a candidate drops off in a part-time position. He stated it was a matter of getting the right person that has the initiative to make things happen. He mentioned two business owners that had leaned heavily on support from Keith Carey, the former Executive Director, and gave examples of businesses Mr. Carey had been influential in bringing downtown. He stated that Mr. Carey's hands had been tied when involving something outside of the downtown area.

Mayor Carlson stated that no one is going to just fill the stores, but he felt that the City needed to do something more to promote business industry. He stated that it was not going to be easy to find the right person for this job. Mr. Straebel stated that three members of the DDA, himself and Jennifer Nash could make up the interview panel.

Member Barron stated that they needed to change the dynamic of the amount of people coming into town. Mayor Carlson stated that the City, the Township, the DDA, Chamber of Commerce, CVB, and the schools all have the same goal to increase economic opportunities for Charlevoix.

Chair Mason arrived at 5:45 p.m.

Member DiMartino stated that he felt it was time to try something different and that this is a great opportunity to move forward. Vice Chair Wallace turned the meeting over to Chair Mason.

Chair Mason opened the item to public comment.

Human Resource Assistant Nash stated that the part-time position as depicted on the draft job description is solely focused on the DDA and that position would be a dedicated person to the Board. The full-time position does that as well, but is not dedicated solely to the Board, and that individual would also work closely with the City Manager. The big difference in the cost of the position is in the benefit load.

Member Kirby stated that the full-time position is assuming that it's a full time job. Mayor Carlson stated that it may not work out to exactly 30 hours to the DDA and 10 hours to the City per week, as it could fluctuate each week because of different activities during the seasons. Member Barron stated that he would look to City staff to determine if there is enough work to justify the full-time position. City Manager Straebel responded affirmatively that there would be enough work and there are many grant opportunities for marketing and promotion that need to be explored and applied for including some of the environmentally sensitive green initiatives. He stated that the City also needed to market to a younger population as he felt that they were missing that demographic now. He felt sure that they could keep this person busy and the DDA and the City would need to work at finding a good balance and strategy for what this person focuses on during each year.

Member DiMartino stated that one successful grant application could pay for the position. City Manager Straebel stated that grants are a lot of work. He stated that going forward with this position sends a strong message to the community that they are serious about recruiting and retaining businesses in the community.

Chair Mason stated that he supported the opportunity to try this. Mayor Carlson stated that in two years the duties may be reevaluated. Member Barron stated that they needed to retain a highly motivated and ambitious person and to some extent the responsibilities will be reflective on their initiative as the right person can grow the position. Member Wallace stated that Charlevoix needs more effective marketing and that people are not aware of Charlevoix's assets including the best harbor and best park in the nation and that Charlevoix "needs to brag a lot".

Chair Mason closed the item to public comment.

Motion by Member Barron, seconded by Member DiMartino, to pursue the full-time position with 30 hours per week for the DDA and 10 hours for the City per week contingent upon City Council approval. Motion passed 5-1, with Member Dipert dissenting.

G. New Business

None.

H. Audience – Non-Agenda Input

Chair Mason opened the meeting to public comment. There was no public comment, and Chair Mason closed the public comment period.

I. Miscellaneous Business of the Board.

Mayor Carlson stated that Gina Whitney had submitted her resignation to the Board and asked members to recommend candidates to fill out applications in the City Manager's office or on the website. Discussion followed regarding the requirements for DDA membership, and the City Clerk advised that she would confirm the membership requirements.

Mayor Carlson stated that Council had approved the forming of a citizens' committee to review the City's gift and donation policies and asked that if anyone knew of someone interested in this committee to also let him know.

J. Future Agenda Items.

None.

K. Adjournment.

Motion by Member Wallace, seconded by Member DiMartino, to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:08 p.m.

Carol A. Ochs/fm

City Clerk

Hugh Mason

Chair