

City of Charlevoix  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD**

**Monday, April 25, 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 5:35 p.m.

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

**B) APPROVAL OF AGENDA**

The Board reviewed the agenda.

Motion made by Member 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**

None.

**D) APPROVAL OF MINUTES**

1. March 28, 2011 DDA Meeting Minutes

The Board reviewed the March 28, 2011 meeting minutes.

Motion made by Member Dipert and seconded by Member DiMartino to approve the minutes of March 28, 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. DeWitt Parking Lot Reserved Spaces

At the April 4, 2011 City Council meeting, a member of the public raised concerns regarding the amount of free parking available in the DeWitt Parking Lot and how this competes directly with adjacent privately-owned parking spaces available for rent. The member of the public expressing his concerns suggested that approximately ten parking spaces be designated as available for seasonal rental. City Council wishes the DDA to be made aware of these concerns and discuss the creation of approximately ten seasonal rental parking spaces in the DeWitt Parking Lot.

Director Carey recommends against the creation of any seasonal rental parking spaces in the DeWitt Parking Lot based upon the basic philosophy which led to the formalization of the lot one year ago. Director Carey believes the DeWitt Parking Lot has very well served the purpose for which it was intended as the lot was used heavily by downtown employees last summer, making available more desirable parking spaces on Bridge Street and Park Avenue.

Members generally agreed that the DeWitt Parking Lot is serving the purpose for which it was intended.

Mayor Carlson pointed out that the private reserved spaces offer some advantages not offered by the DeWitt Parking Lot spaces. He cited the fact that the private reserved spaces offer guaranteed parking at any time of day or year, allow overnight parking and are located closer to Bridge Street.

The Board generally agreed that it has been pleased with the positive impact the additional free parking has made on the north end of downtown and Park Avenue and sees no reason to remove free parking spaces from the DeWitt Parking Lot's inventory.

## 2. Downtown Map and Store Directory

Director Carey has received revised cost estimates for including the DDA's downtown map and store directory as an insert in the Charlevoix Area Chamber of Commerce's Visitors Guide this year. This map and store directory insertion proposal was identified as a more impactful measure than the inclusion of postcards as in past years. In past years, the production and insertion of the postcards cost approximately \$4,000 and the cost of producing 8,000 copies of the downtown map and store directory was \$4,000 for a total expenditure of \$8,000 between the two. Director Carey has learned that the production and insertion of 30,000 copies of the map and store directory in the Chamber of Commerce's Visitors Guide and the production of an additional 10,000 copies for other distribution methods would cost a total of \$6,460. This results in an overall cost savings of approximately \$1,540 and will likely result in a better distribution method.

Mayor Carlson asked how many maps were printed last year. Director Carey advised that 8,000 maps were printed last year. This year the map has been modified to include only businesses that day or short-term visitors would likely have occasion to patronize. Director Carey has reviewed a proof of the map and feels the new format also makes it easier to read.

Motion made by Mayor Carlson and seconded by Member Wallace that in order to utilize a more effective means of distribution while reducing expenditures, the Charlevoix Downtown Development Authority authorizes staff to coordinate the insertion of the 2011 downtown map and store directory in the Charlevoix Area Chamber of Commerce's 2011 visitors guide. Motion adopted by unanimous voice vote.

## 3. Downtown Event Funding

Director Carey reminded the Board that the Charlevoix DDA, in partnership with the Charlevoix Convention and Visitors Bureau (CCVB), is coordinating The Great American Picnic on Saturday, July 2, 2011. The event features live music, a barbecue competition and a craft brew showcase. The DDA had initially committed \$2,000 in funding to be applied to the music portion of the event, with the rationale that the Saturday music would replace the prior Thursday (June 29<sup>th</sup>) Charlevoix Concert Series performance. DDA staff would like the Board to consider authorizing the expenditure of additional monies for this event. The \$1,500 saved by moving to the proposed distribution mechanism of the downtown map and store directory and funds initially budgeted for the Monday Movies by the Marina series, which is being sponsored by Huntington Bank for \$1,600, gives the DDA an additional \$3,150 of funds that could be used to promote the event.

The craft brewing portion of the event is complicated. Director Carey is seeking to identify any opposition to hiring an individual to assist in coordinating the event. The person has coordinated similar events in the past. It is felt that the event could bring folks into town and be very successful for the downtown business community.

Member Yaroch asked for information on the budget for the Great American Picnic. Director Carey advised that \$2,000 has been budgeted to help pay for the music portion of the event. The Convention and Visitor's Bureau will be contributing \$2,500 for the event. The balance of the funds will be coming from sponsorships. The event coordinator had been talking to the Convention and Visitor's Bureau on the barbecue portion of the event. Director Carey feels that the event coordinator will ultimately pay for his fee through various cost savings.

The Board generally supported the use of the \$3,150 in budget savings to compensate an event coordinator for the Great American Picnic and no objections were raised to Director Carey's request.

**I) MISCELLANEOUS BUSINESS**

Director Carey advised the Board that Keweenaw Excursions wishes to return and wish to rent the office space in the Bridge Park building from May 1, 2011 to October 31, 2011.

Motion made by Mayor Carlson seconded by Member DiMartino to extend the Keweenaw Excursion lease for the same terms that was offered in 2010 for a 2011 lease from May1, 2011 to October 31, 2011. The motion was adopted by unanimous voice vote.

Director Carey reported that the Bridge Park awning was damaged by high winds. An engineer is looking at various awning alternatives.

Mayor Carlson advised the Board that his company will be bidding on the Bridge Park window repair project.

**J) FUTURE AGENDA ITEMS**

**K) ADJOURNMENT**

Motion made by Member Dipert and seconded by Member Wallace to adjourn. Motion adopted by unanimous voice vote.

Meeting adjourned at 6:35 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