

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Tuesday, May 29, 2012 — 5:30 p.m.
210 State Street, City Hall, Council Chambers, Charlevoix, MI

I. Call to Order

The meeting was called to order at 5:30 p.m. by Director Keith Carey.

II. Roll Call of Members Present

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

Due to the absence of Chair Hugh Mason and Vice Chair Jeannine Wallace, an acting Chair will need to be elected.
Motion by Member Whitney, second by Member Dipert, to appoint Dan Barron as acting Chair for the May 29, 2012 meeting.
Motion passed by unanimous voice vote.

III. Approval of Agenda

Motion by Member Dipert, second by Member DiMartino, to approve the agenda as presented.
Motion passed by unanimous voice vote.

IV. Inquiry Into Potential Conflicts of Interest

None.

V. Approval of Minutes

Motion by Member DiMartino, second by Member Dipert, to approve the May 14, 2012 minutes as amended.
Motion passed by unanimous voice vote.

VI. Public Input, Not Related to Other Agenda Items

None.

VII. Old Business

A. DDA Bylaws

The Board discussed requiring a super majority to pass motions when the minimum quorum is present.

Motion by Member Wyett, second by Member Whitney, to have the Clerk prepare samples of language from the ZBA and Planning Commission regarding super majority votes when a minimum quorum is present and to postpone the by-laws to the next regular meeting.

Motion passed by unanimous voice vote.

B. Downtown Tree Lighting

At the February 27, 2012 DDA meeting, Members Wyett and Yaroch volunteered to work with Director Carey to review the current downtown tree lighting program and consider modifications including the lighting of trees in East Park and structures surrounding Round Lake. Linda Mason, downtown business owner, would like to work with the DDA on this project.

Member Wyett stated that this subcommittee proposes replacing the lights on the downtown trees, lighting trees in the park and waterfront, and, with cooperation from Round Lake private property owners, along the docks in the Chicago and Belvedere Clubs. Member Wyett also proposes that the project funding be removed from the DDA budget and they pursue private funding similar to Keep Charlevoix Beautiful.

Linda Mason, owner of Mason Interiors, spoke to the Board regarding the lighting project. Ms. Mason favors white lights downtown and offered to provide the lights through her supplier at the net cost to her. Ms. Mason loves idea of lights around the lake, but if the DDA must choose between lighting the streets or around the lake, she would choose along the street as this would receive the highest visibility.

Ms. Mason spoke in favor of and gave reasons for having an ice rink downtown.

Upon questioning, Director Carey clarified that Ms. Mason's lighting estimate offers lighting from Antrim Street to the draw bridge, including the north hill. Lights originally placed on the south hill did not withstand the wind shear from semi-trucks.

Member Whitney knows someone who worked on the original lighting and had some suggestions to prevent the wind shear problem. Member Whitney noted that white lights can be used year round, whereas colored lights lack sophistication. Ms. Mason commented that colored lights also compete with window displays.

Member Wyett noted that if the lake is lighted, the DDA needs to ensure that the lights are commercial quality. The Board discussed whether or not Ms. Mason's supplier would provide the appropriate quality of commercial lighting and determined that additional research is necessary. Mr. Wyett suggested that the DDA get an engineering firm to determine specifications for number of linear feet and perform the work on a pro-bono basis. Additionally, Mr. Wyett discussed forming a 501C3 organization to accept donations and fund the project, which will be very expensive.

The Board asked Director Carey to find out which commercial lighting companies other cities, such as Chicago, are using. Charlevoix's north and south hills are ravaged by winds; lights need to be wrapped to ensure they stay.

Member Wyett suggested that the first Monday of every month could be a lighting ceremony with a different attraction being lighted to bring people to downtown multiple times.

Director Carey noted that 100 light strands were used because, regardless of installation, there will be some breakage. The smaller strand is more cost effective when repairs are necessary.

The Board discussed the challenges of fundraising and whether the DDA could be directly involved with the purchase of lights used outside the district. Member Wyett will donate \$5,000 and will endeavor to raise remaining funds.

The Board is generally supportive of the concept of an ice rink downtown, but financially this project would be difficult. Do to warm temperatures in East Park, artificial ice or refrigeration would be necessary.

VIII. New Business

A. Charlevoix Pure Michigan Fall Radio Campaign

DDA Director Carey introduced the item. Charlevoix Convention and Visitors Bureau (CVB) Executive Director Amanda Wilkin was available to address the item and answer questions from the Board. The CVB would like to do a fall *Pure Michigan* campaign. The cost is the same as the summer campaign, \$20,000 and the CVB is asking for contributions from other Charlevoix entities and the community. The DDA has not contributed anything to Charlevoix's *Pure Michigan* spring or fall radio campaign; instead the DDA has focused on *Pure Michigan* billboard advertising.

Member Barron stated that he had heard the summer campaign commercial: It is top quality and is narrated by Tim Allen. The summer campaign commercial will run until the end of June.

The Michigan Economic Development Corporation (MEDC) will be able to provide feedback on the effectiveness of the summer campaign. Ms. Wilkins needs to commit to the fall campaign by mid-June and would appreciate any amount that the DDA could contribute.

Director Carey stated that cost savings of approximately \$5,000 are anticipated with repurposing waste receptacles in lieu of new waste receptacles, but reminded the board that they were considering the purchase of an additional table with umbrella for the Harbor Master building.

Member Barron noted that the CVB worked hard to continue the spring campaign into summer. Their efforts to continue another season should be encouraged with financial support from the DDA. The Board discussed the need to know the results of the *Pure Michigan* campaign before expending more dollars on the project; however, the summer campaign has just started. Ms. Wilkins stated that she would e-mail the current numbers to Board members. Member Whitney stated that it is more important to get people here than to buy an umbrella table.

Director Carey reviewed the current status of the budget and noted that the DDA may have additional funds available. Members discussed the possibility of both purchasing a table and contributing to the fall campaign.

Motion by Member Whitney, second by Member DiMartino, to give \$2,000 to the fall [*Pure Michigan*] radio campaign. Motion passed by unanimous voice vote.

B. Purchase of Additional Table/Umbrella for Harbormaster Building

Motion by Member Wyett, second by Member Dipert, to purchase an umbrella table.
Motion passed by unanimous voice vote.

IX. Executive Director's Report

Director Carey reviewed his report and was available for questions.

The Board discussed a desire for DDA representation on the Redevelopment Liquor License committee and stated that two members of opposing views would best serve the needs of the community.

Motion by Member Wyett requesting that the Mayor appoint, at his discretion, two members of the DDA to that [the Redevelopment Liquor License] committee.

Member Barron reminded the Board that they desired to have opposing points of view represented. City Clerk Ochs suggested that if there were specific members willing to serve, that they be named for the Mayor's consideration.

Member Wyett withdrew his motion.

Motion by Member Wyett, second by Member Dipert, to ask the Mayor to appoint [DDA Members Gina Whitney and Fred DiMartino] to the [redevelopment liquor license] committee.

Motion passed by unanimous voice vote.

The Board continued to discuss possible requirements to obtain a redevelopment liquor license and suggested that a point or rating system be used to help identify worthy business ventures.

X. Miscellaneous Business

None.

XI. Future Agenda Items

Member Wyett asked for an update on the expanded dock.

XII. Adjournment

Motion by Member Whitney, second by Member DiMartino, to adjourn.

Motion passed by unanimous voice vote. Meeting adjourned at 7:12 p.m.

Stephanie C. Brown

Deputy City Clerk

Hugh Mason

Chair

Carol A. Ochs

City Clerk