

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Monday, June 23, 2014 — 5:30 p. m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, MI

A. Call to Order

The meeting was called to order at 5:30 p.m. by Chair Dan Barron.

B. Invocation or Pledge of Allegiance

C. Roll Call of Members Present

Chair: Dan Barron

Members Present: Mayor Norman L. Carlson, Jr., Kirby Dipert, Luther Kurtz, Jeannine Wallace, Fred DiMartino, Hugh Mason, Todd Wyett

Members Absent: John Yaroch

City Staff: Bethany Pearson, Community Economic Development Director (CEDD)

D. Inquiry Regarding Possible Conflicts of Interest

None

E. Approval of Minutes

Chair ~~Mason~~ Barron noted a correction was needed on page 3 of the minutes, last sentence of item 3, to change the word "dust" to "dusk".

Motion by Member Mason, second by Member DiMartino to approve the May 23, 2014 minutes as corrected.

Motion passed by unanimous voice vote.

F. Old Business

Holiday Tree Lights Presentation – Tom Kladzyk

Director Pearson reminded the Board that they had asked to have Tom Kladzyk of Holiday Tree Lighting present at this meeting. He had planned to attend; however, his mother recently passed away. He will be present at the Board's July meeting.

Member ~~Yaroch~~ Dipert stated that the Board should re-visit the topic as soon as possible, due to time constraints before the start of the holiday season. The Board agreed to schedule the topic for discussion at the July 28th Board meeting.

G. New Business

Art in Public Places Grant

Earlier in the year, the DDA had applied for and received two grants to continue the Art in Public Spaces Program, one from the Michigan Council for the Arts for \$2,800 and one from the Charlevoix County Community Foundation (CCCF) for \$500. The grants were originally written to support ongoing sculpture placement throughout the downtown area; however, the full grant amount requested was not awarded. Director Pearson had discussed revising the grants with both funding organizations, and they have both agreed to modify the original application so that the DDA can complete an Art in Public Spaces initiative on a smaller scale.

The Michigan Council for the Arts Grant for \$2,800 has a 50% match requirement. Director Pearson had spoken to the Charlevoix Circle of Arts about partnering together to use the funds to provide a public mural in the downtown district; however, they will be unable to provide any funds toward the project.

Director Pearson noted that grant funds from the Michigan Council for the Arts and the CCCF must be used by September 30, 2014, and that she believes a mural can be completed in that timeframe. Member Wyett suggested contacting Crooked Tree Arts Center, the City of Petoskey, Melrose Township/Walloon Lake Village, and the Cities of Boyne City and East Jordan and approach the concept from a regional standpoint. Director Pearson voiced concerns that, by involving several different DDA Boards and elected bodies, the project could not be completed by September 30; however, she will contact Crooked Tree's Director. Director Pearson reported that two businesses had approached her about donating towards a public mural downtown.

Ms. Pearson suggested that the DDA ask artists from around the region to submit concept drawings to the Board. The DDA will need to pick out a place for the public mural, and Director Pearson suggested the side of the Chamber of Commerce building or in Hoop Skirt Alley on the side of the J. Phillips building. Either location would require permission from the property owner. [The Chamber building is owned by the City.] Director Pearson reported that design suggestions have been offered such as a “mariner’s view of Round Lake through history” or “Charlevoix’s history”.

Member Wyett suggested a more visible location, such as the wall on Murdick’s or Rexall’s, both on Clinton Street. He also suggested putting the proposed sketches in the Courier for the general public to vote on the selection. Director Pearson had considered those locations: the owner of Murdick’s is unwilling to have the mural on their building; and the drugstore’s building has a brick face, which would be hard to paint with a mural.

Discussion followed regarding the specifics of the grant, possible locations, and making the mural on canvas or panels rather than actually painted on a building wall. Director Pearson questioned if the Board wanted to do a fundraising campaign for the mural or match public funds with DDA funds. After discussion, Director Pearson stated that she would collect more information on the panels to see if it can be done, start a public fundraising campaign, look at additional locations, talk to the property owners, and report back to the Board.

H. Audience – Non-Agenda Input
None.

I. Community Economic Development Director’s Report

Director Pearson reviewed the items contained within the Executive Director’s Report and Community Partner/City Updates, and responded to DDA members’ questions.

Director Pearson reported that the inaugural Craft Beer Festival was very successful with approximately 550 – 600 people in attendance, and there were no incidents with local law enforcement. Bridge Street Tap Room will be donating \$300 to support the downtown concert series.

Director Pearson reported that the first Outdoor Dining Committee meeting was held the previous Friday. Member Kurtz stated that the Bridge Street Tap Room (BSTR) was granted permission to provide outdoor seating adjacent to the Anchors Building, along the sidewalk in the southeast corner of Bridge Park. He stated that the public’s use and desire for this seating has been overwhelming and they would like to expand the practical use of the space. He asked that the DDA consider favorable recommendation to the Planning & Zoning Board and City Council for an amendment to the original Resolution that granted BSTR the opportunity to utilize City sidewalk/park space to add an additional 36” of outdoor seating to the north side of their outdoor seating patio variance.

Discussion followed among the Board members regarding the request, how other cities handle outdoor seating, ADA requirements and accessibility, public meeting and notice requirements for committee meetings, and requiring that the public seating be for food and beverage service only and only in front of those businesses that provide food and beverage service. Member ~~Yarech-Dipert~~ suggested getting copies of current restrictions for outdoor seating in cities like Birmingham or Ann Arbor.

Motion by Member Wyett, second by Member Kurtz, that the DDA endorse the concept of outdoor seating for food and beverage service, extending out into the sidewalk area in front of a food and beverage establishment.

Director Pearson reminded the Board that they just need to look at the big picture. The Sub-Committee will work out the details and regulations.

Motion passed by unanimous roll call vote.

Motion by Member Wyett, second by Mayor Carlson, that the unanimous passing of a motion endorsing outdoor seating be forwarded to the Planning Commission, and that the DDA requests the Planning Commissions recommendation as to whether or not to amend the City Code to allow outdoor seating and food and beverage service [in public spaces].

Motion passed by unanimous voice vote.

Director Pearson reported that the Chamber, DDA & Convention and Visitor's Bureau recently hosted a customer service and social media training that had 120 participants. Initial survey responses were very positive and they were close to breaking even on the event.

Director Pearson reported that:

- The downtown directory and kiosks have all been finalized and will be updated within the next two weeks;
- The Drawbridge Bistro has received a conditional liquor license from the State and will be opening their doors on July 2nd; and
- There is some very promising interest in the Giuseppe's building on the north side of town.

Director Pearson reported that the Main Street Committee has determined the official boundaries for the Main Street area, which was provided to the Board as part of their agenda packet. The Main Street Committee will submit a letter of intent to the State in September; therefore, the matter will be coming before the DDA Board in August. This must be done before the Main Street Select Level application is submitted, which is due in December. At Chair Barron's request, Director Pearson reviewed the benefits of having a Main Street designation.

J. Miscellaneous Business of the Board

Member Kurtz re-addressed the issues related to more outdoor public seating at the Bridge Street Tap Room. He suggested that the seating area be squared off, and that the public restroom sign be moved to the north at the end of the railing. He displayed pictures of the seating area.

Motion by Member Kurtz, second by Member ~~Yarech~~ Dipert, to recommend to City Council that the restroom sign be moved and that the Tap Room be allowed to make the back of the flower pots flush with the corner posts or just inside the corner posts, to the line as depicted by Member Kurtz on the photograph.

Motion passed by unanimous vote.

Mayor Carlson apologized for not attending the May 27 meeting. He had a medical situation that prevented his attendance.

K. Future Agenda Items

None.

L. Adjournment

Motion by Member Dipert, second by Member Wallace to adjourn.

Motion passed by unanimous voice vote.

Meeting adjourned at 7:03 p.m.