

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) MINUTES
Tuesday, April 21, 2015 — 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

Chair Barron announced that Jeannine Wallace resigned her position on the DDA Board and he thanked her for her years of service. He advised that the Mayor would be making an appointment to fill the remainder of Mrs. Wallace's term.

Chair Barron welcomed Diane DuPont to the DDA Board and stated that the Board looked forward to her insight and participation.

C. Roll Call of Members Present

Chair: Dan Barron
Members Present: Fred DiMartino, Kirby Dipert, Diane DuPont, Tami Gillespie
Members Absent: Mayor Gabe Campbell, John Kurtz, John Yaroch
City Staff: Annie Doyle, Community Economic Development Director (CEDD); Mike Spencer, City Planner/Interim City Manager

Chair Barron asked to re-arrange the agenda to recognize an Outstanding Citizen and the Board concurred. He acknowledged Tim Fore as an Outstanding Citizen, thanked him for his efforts with the Groundhog Shadow Fest and presented him with an Outstanding Citizen plaque.

D. Inquiry Regarding Possible Conflicts of Interest

None.

E. Approval of Minutes

1. March 23, 2015

Chair Barron stated that the motion regarding the Carry Over of Funds passed unanimously, but his name was left off the list of "yeas" on page 3 of the minutes. Motion by Member DiMartino, second by Member Dipert to approve the March 23, 2015 minutes as corrected. Motion passed by unanimous voice vote.

F. Community Economic Development Director's Report

CEDD Doyle reviewed the Executive Director's Report and Community Partner/City Updates, and responded to questions.

The 2015 events calendar, updated DDA member list, and a copy of the agenda for April 27th's Main Street Board meeting was distributed. CEDD Doyle stated that the DDA payment to the Charlevoix Public Library will be processed soon.

CEDD Doyle stated that at the April 20th Council meeting, Council discussed the mural to be installed on the side of the Rexall Drugs building. Council reached a general consensus to see if the words "Welcome to Charlevoix the Beautiful" could be removed from the mural. CEDD Doyle spoke with the artist and for an additional \$500 the wording could be removed. The change would cause a few weeks delay to finish the mural.

Planner Spencer stated that Council was supportive of the mural, but not in favor of the wording. He indicated that there was no conflict with State highway laws, and there was a specific exemption in the Zoning Ordinance for this type of promotional community sign. Planner Spencer and CEDD Doyle were concerned with how donors and the DDA would feel about the change. He stated if the DDA felt the mural would look good without the wording then they would approach the donors to seek their opinion.

Amanda Wilkin stated that the reason for the lettering on the mural was from a marketing perspective. People could be photographed in front of the mural depicting "Charlevoix the Beautiful". She believed that from a tourism standpoint it would be better to have at least "Charlevoix" on the mural.

After discussion, the Board agreed to pursue having all of the lettering removed from the mural.

G. Old Business

1. Lake Charlevoix Brewing Company Sign Request

Planner Spencer indicated that Lake Charlevoix Brewing Company planned to proceed with a temporary wall sign and possibly a small awning sign over the entry door at this time. The issue of canopy signs could be addressed during proposed amendments to the Zoning Ordinance this year. Planner Spencer stated no action was required from the DDA regarding this matter.

Rich Bergmann, Lake Charlevoix Brewing Company, gave a status update of the construction of the Brewing Company. Details would be worked out on necessary repairs and painting needs with DPW Superintendent Pat Elliott and City Staff.

H. New Business

1. Outstanding Citizen Acknowledgement

Item addressed earlier in the meeting.

2. Vice-Chair Election

With the resignation of Vice Chair Hugh Mason, a new Vice Chair was appointed.

Motion by Member DiMartino, second by Member Gillespie to nominate Kirby Dipert as Vice Chair. Motion passed by unanimous voice vote.

3. Main Street Overview – Benefits, Expectations and Schedule

CEDD Doyle reviewed the Main Street Program Agreement, Schedule of Services, and the Base-line Assessment tentative agenda scheduled for May 13–15. She discussed key points in the agreement including that the DDA agrees to:

- Employ a full-time Program Director, 40 hours a week
- Develop and maintain an active Board of Directors and Committees following the National Main Street 4-Point Approach which include the Design Committee, Promotions and Marketing Committee, Organizational Committee and the Economic Restructuring Committee
- Fund the Program for five (5) years
- Participate in all of the scheduled training and Main Street services offered
- Submit monthly and annual reports and
- Maintain a current membership with the National Main Street Center network.

The Main Street Program will provide the DDA with an extensive list of training offered as well as other resources and services. General discussion followed regarding the agreement, full-time hours of the Director, funding by the City/DDA for the Director's salary, potential available grants, the duties and responsibilities of the committees, and collaborative efforts with the Chamber of Commerce to create packages/incentives for potential developers and business owners.

4. Main Street Board and Manager Designations

CEDD Doyle stated that the Board's name would be changing to DDA/Main Street Board and her position title needs to be changed as well. She suggested discussing her position title at the meeting scheduled for April 27th.

I. Audience – Non-Agenda Input

None.

J. Miscellaneous Business of the Board

Member Dupont stated that when accessing the DDA website in the past, she was redirected to the Chamber of Commerce site. CEDD Doyle confirmed that there were issues with both sites.

Member Dipert suggested that there should be some type of recognition for departing Members Hugh Mason and Jeannine Wallace. Both have served over twenty years on the Board.

K. Future Agenda Items

Chair Barron stated that there was a full agenda for the April 27th meeting and Main Street would have their staff present for training purposes.

L. Adjournment

Motion by Member Dupont, second by Member Gillespie to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:45 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair