

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES
Tuesday, December 19, 2017 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Luther Kurtz, Maureen Owens, Rick Wertz
Members Absent: Tami Gillespie, Carissa Mullaney, John Yaroch
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. DDA/Main Street Minutes – October 30, 2017
- B. Committee Meeting Minutes
- C. 2018 DDA Board Meeting Dates

Member Owens stated that a correction was needed to the October 30th minutes under the first item of New Business which indicated 2019 and it should be 2018. Motion by Member Owens, second by Member DiMartino, to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Director Dotson indicated that an individual was selected for the Farmers Market Manager, but it was not final until the candidate returns the signed offer letter to the City.

B. Wayfinding Signage Report

Director Dotson stated that installation of the signs will begin on Friday, December 22nd and be completed by the end of the year.

C. Round Lake Group Lease Extension

Director Dotson stated that there was no action needed with this item as the lease was extended.

7. Old Business

A. Façade Grant Guidelines Revisions

Director Dotson stated that the sub-committee met on December 11th to discuss revisions that will take place and she reviewed the major talking points. She stated that a draft of the revised guidelines will be presented to the Board at the January meeting.

8. New Business

A. BIBCO Floor

Chair Dipert stated the floor in the Beaver Island Boat Company (BIBCO) office is failing and Staff obtained two quotes from Bartlett's Home Interiors and Whitley's Floor Covering. Discussion followed regarding specifics of the quotes. Motion by Member Wertz, second by Member Owens, to accept the Bartlett bid in the amount of \$8,541.41. Motion passed by unanimous voice vote.

B. Draft 2018-19 Budget

Director Dotson stated that the draft budget includes funds requested to complete projects that each committee expressed interest in pursuing. If the Board proceeded with the draft budget they would be spending \$121,800 more than the projected revenue which would leave the DDA \$410,997 in cash. Completed work plans will be presented to the Board during the January meeting.

Chair Dipert stated that he was not in favor of approving a negative budget. The Board proceeded to review the proposed projects for 2018 and agreed upon the following:

Design Committee

- Decrease the Façade Grant amount to \$30,000 from \$50,000
- Delete Design Guidelines at \$10,000
- Delete pole banners at \$5,000
- SBEI Site Design \$4,000 – keep in the budget at this point with a possible future reduction

Economic Vitality Committee

- No changes

Junior Main Street Committee

- Recycling bins downtown – keep in the budget at this point with possible future discussion

Organization Committee

- No changes

Promotions Committee

- The possibility of capping event support at \$2,500 per event was discussed.

Discussion followed regarding projected revenue for the next year and beyond, how property values in the DDA affect the DDA's revenue stream, and what sources contribute to the DDA's annual revenue. Formalized travel expenses for volunteers or board members, annual bond payments, eliminating or reducing the façade grant program, determining priorities to increase property values downtown vs. providing special events through DDA support, and the potential need for a visioning session on the budget and DDA goals was also discussed. It was agreed to delay any further work on revisions to the façade grant guidelines until February.

C. Design Committee Vacancy

Mayor Kurtz stated that he would gauge Member Gillespie's level of interest in serving on the Design Committee.

9. Public Comment

10. Request for Future Agenda Items

The DDA Board agreed to schedule a work session on the budget and discussion regarding the sustainability of the façade grant program for Monday, January 15, 2018, at 4:00 p.m.

Member Owens agreed to serve on the Design Committee with Member Wertz taking her place on the Organization Committee.

11. Board Comments

12. Adjourn

Motion by Member Wertz, second by Member Owens, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 8:37 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair