

City of Charlevoix  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD**

**Monday, September 26, 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 5:33 p.m.

Members Present: Dan Barron, Norman Carlson Jr., Fred DiMartino, Kirby Dipert, Hugh Mason, Jeannine Wallace, Gina Whitney and John Yaroch  
Members Absent: None.  
Staff Present: DDA Executive Director Keith Carey

**B) APPROVAL OF AGENDA**

The Board reviewed the agenda and approved the agenda as presented.

**C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST**

None.

**D) APPROVAL OF MINUTES**

1. July 25, 2011 DDA Meeting Minutes

The Board reviewed the July 25, 2011 meeting minutes. Motion made by Member Barron and seconded by Member Wallace to approve the minutes of July 25, 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. Art in Public Places

Ms. Laurie Lesser Hodgson of Artists North addressed the Board on "Art in the Parks". Mr. John Sauvé of the Sauvé Art Foundation also spoke to the Board via conference call. They plan to bring ten pieces of art into the community for two years. The sculptures would be selected by Mr. Sauvé and will be available for purchase by the public. Artists North will raise \$20,000 to pay for shipping the sculptures to Charlevoix and public promotion. This year, Mr. Sauvé has done two projects – Delta College and Garden City. The sculptures will help bring people into the downtown and surrounding community.

Mayor Carlson advised the Board that the City Council has discussed the project and has asked the DDA for their review. Once both Boards agree on the project, staff will identify the 10 locations for Council's approval. It is not Council's desire to "clutter" East Park. The City has agreed to install small concrete pads for the sculptures and the costs will be included in the City's upcoming budget.

Member Barron asked for confirmation on the length of time the sculptures would be on display. Ms. Lesser Hodgson advised the Board that the pieces would be on loan for two years. The pieces will be displayed year-round. The location of the art work will be determined by the City and if a piece sells and is removed, the artist will replace it. The pieces will be placed throughout the downtown area.

Member Whitney asked for information on the type of signage that will be placed next to the artwork. Ms. Lesser Hodgson told the Board that small plaques will be placed on the artwork and that the plaque will include the artist's name and its sponsor (if appropriate). The art might be sponsored by a business and displayed at their site. Funds will also be used to create "treasure maps" showing the various locations of the artwork. The Sauvé Foundation will procure the piece of art and get it in place. The rest is up to Artists North.

Ms. Kristyn Balof, Executive Director of the Charlevoix Circle of Arts, advised the Board that the City Manager had expressed an interest in having more art in the City and she introduced him to Mr. Sauvé. At this time, the project has not received formal support from the Circle of Arts' Board. The final contract will be between the City and Mr. Sauvé and will not start until after Artists North has the necessary \$20,000 in hand.

Member Dipert asked if the DDA is being asked to comment on the placement of artwork or is it being asked to contribute to the costs of getting the pieces to Charlevoix? Ms. Lesser Hodgson advised the Board that the art pieces are being donated/loaned for a two year period. The pieces can be purchased during this time. If a piece is sold, the transaction would be between the artist and the Sauvé Foundation. It is hoped that the piece will not be removed until the end of the two year period, but if the piece is removed, it will be replaced by a similar piece. Member Dipert voiced concern the concept that would permit artists to use City parks to sell their artwork.

Member Barron stated that there is a place for urban art to be displayed in public places.

Member Whitney expressed support for the gallery type of setting. Artists North said the project could be extended if the City desired.

Artists North advised the Board that if a business donates funds toward the project the piece that they sponsor could be placed on their site. The artwork is not limited to the downtown area.

Member Dipert reminded the Board that the DDA was offered a sailboat to be displayed in East Park and the gift was declined.

The Board was advised that if the City agrees to program, the artwork will be in place for two years. There is no guarantee that art will be displayed at that particular site after the two year period and that the City Council may elect to renew the program.

The Board asked who determines what sculptures would be placed where. The Board was told that the ten locations will be determined by the City. Mr. Sauvé advised the Board that the financier or its designee gets to decide where the art is placed. Mr. Sauvé will have pictures/sketches of the art work at least a month before the exhibit's opened.

Director Carey asked what would happen if a piece was sold. Mr. Sauvé told the Board that if a sculpture is sold, 20 percent of the sale would go back to the sponsoring organization. In the past, others have either used the funds to purchase additional artwork or put toward a future show.

Director Carey asked if Artists North would be the sponsoring organization. Artists North told the Board that they are seeking financial donations to pay for the show's expenses. It is not their intent to raise funds from the program.

Mayor Carlson stated that the locations would be determined by Staff [City Manager/Street Superintendent/DDA Executive Director]. Staff will look at traffic flows and maintenance issues (mowing/plowing) to determine where to place the artwork.

Director Carey told the Board that he has seen a similar exhibit in Hastings and they observed an increase in the number of visitors and that they had sponsors who supported the program. It pulls visitors off the main streets and into other areas of the community.

Motion made by Member Barron and seconded by Member Wallace that the DDA endorse the Art in Public Places concept and that we encourage City staff to explore measures to implement the program.

Member Yaroch suggested that the pieces reflect a common theme and the community. Mr. Sauv  advised the Board that he works with individual artists who have a recognizable style. He will not do a themed show. He cannot give an artist a directive on what their finished piece will look like.

The Board adopted the motion by unanimous voice vote.

2. Charlevoix Cinema Update

Charlevoix State Bank President & CEO Mike Hinkle addressed the Board. The theater is owned by the bank. Repairs are being made to the building. A new manager has been hired and they are seeking to market the theater.

Chairman Mason stated that the DDA supports the theater remaining in the downtown area.

**I) MISCELLANEOUS BUSINESS**

The Board reviewed the Executive Director's Report.

Member Barron asked Director Carey if he had any addition input on the Up North Fourth. Director Carey advised the Board that the Committee will be looking at planning the 2012 event shortly. It was his understanding that the downtown community wished to continue to hold an event near the Fourth of July weekend.

**J) FUTURE AGENDA ITEMS**

None.

**K) ADJOURNMENT**

Motion made by Member Yaroch and seconded by Member DiMartino to adjourn. Motion adopted by unanimous voice vote.

Meeting adjourned at 6:34 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