

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY/CHARLEVOIX MAIN STREET BOARD MINUTES**  
**Tuesday, May 17, 2016 at 5:30 p.m.**

210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

**A. Call to Order/Invocation or Pledge of Allegiance**

**B. Roll Call of Members Present**

Chair: Dan Barron

Members Present: Gabe Campbell, Fred DiMartino, Kirby Dipert, Dianne DuPont, John Kurtz, Rick Wertz, John Yaroch

Members Absent: Tamie Gillespie

City Staff: Annie Doyle, DDA/Main Street Director; Mark Heydlauff, City Manager

**C. Inquiry into Potential Conflicts of Interest**

Member Kurtz recused himself from the discussion on the Bridge Park building.

**D. Consent Agenda**

1. Main Street/DDA Board Meeting Minutes – April 25, 2016

No revisions.

2. Main Street Committee Meeting Minutes

Member Dupont questioned the third paragraph on the second page of the Main Street Design Committee minutes and the population figures that were referenced which appeared to compare Charlevoix area and City of Charlevoix residents. Discussion followed regarding the population figures in the County versus the City.

3. Revenues and Expenditures Report

Director Doyle stated that the Board had two reports (April and May) in their agenda packet with one being the final end of year report.

Motion by Member Wertz, second by Mayor Campbell to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

**E. Director's Report**

1. Goal Setting Session Update

Director Doyle reported that North Sky Consulting, Traverse City, agreed to facilitate their goal setting session. Attendees would include the DDA Board, Committee Chairs, and Director Doyle. After discussion, the Board agreed upon Thursday, June 23<sup>rd</sup> from 4-8 p.m. in the lower level of the Weathervane Restaurant. Details to follow.

Director Doyle reported that the first Farmers Market of the season included 18 vendors.

Director Doyle stated that Customer Service Training is scheduled for June 8<sup>th</sup> from 8-10 a.m. and June 14<sup>th</sup> from 6-8 p.m. at the Library. Participants can register at [www.charlevoixmainstreet.org](http://www.charlevoixmainstreet.org). She indicated that 25 people were already signed up for the training.

Director Doyle reported that the Craft Beer Festival was scheduled for June 4<sup>th</sup> hosted by the Bridge Street Tap Room with the Charlevoix Main Street as a sponsor.

Chair Barron stated that Howard Kohn of the Chesapeake Group was going to be in Charlevoix on Thursday, May 26<sup>th</sup> at 7:30 a.m. at the Lake Charlevoix Brewing Company to report on the findings of the Downtown Market Study. There was a joint meeting scheduled with the Chamber of Commerce board, the DDA/Main Street board, and Convention and Visitors Bureau board. The Chesapeake Group would also meet with City Council at noon the same day.

**F. Old Business**

1. Bridge Park Building – Facilities Committee

Member Wertz explained the Bridge Park building repairs:

- Wojan Plumbing & Heating adjusted times on automatic stools and faucets; replaced faucets in men's restroom with automatic sensors and assessed condition of women's restroom faucets; reset toilets following floor work - \$2,797
- Armor Seal of Charlevoix applied epoxy coating to bathroom floors - \$2,100
- Herzog Electric replaced lighting in bathrooms and lobby area with LED lighting; installed new hand dryers in women's restroom and moved and installed new dryer in men's restroom - \$4,351 (anticipate a rebate from the Charlevoix Energy Optimization Program which will lower overall cost)

Member Wertz stated that the Board would be receiving a change order from the plumbers who worked on a Saturday to complete the work. He indicated that the City Manager gave him permission on the overages that occurred as a result of different issues with the project. Member Wertz stated that he would have the final figures for the project at the next meeting. Chair Barron commented that the Facilities Committee did an exceptional job.

John Kurtz, Beaver Island Boat Company and tenant of the building, questioned when bids for heating and air conditioning would be completed. City Manager Heydlauff responded that the bids should be back within the next month.

#### **G. New Business**

##### **1. Fundraising Letter – Organization Committee**

Director Doyle stated that the fundraising letter was a template of what the Organization Committee would be sending out with a summary of program goals. Member Kurtz said that the Committee was sending out three letters: to people who have already pledged or given money to the DDA, to the volunteers, and to 696 second homeowners from Charlevoix Township. The Committee planned to mail the letters in July.

Mayor Campbell referenced phone calls that were not being returned and he stated that there didn't seem to be a "chain of command." He felt that there should be a point person and if they couldn't reach the Director that they could go to the City Manager. Member Kurtz stated that there was a Closed Session at the end of this agenda and suggested that this matter be discussed during Closed Session.

##### **2. Wayfinding Signage Request for Proposal – Design Committee**

Director Doyle stated that the "*Request for Proposals for Design of a Downtown Signage & Wayfinding System*" was provided to the Board for their information. The submission date was going to be changed. Member Dupont stated that under the Basics of Design section, 3<sup>rd</sup> sentence, the word "iteratively" was incorrect and Director Doyle felt that the word should be "collaboratively".

Chair Barron understood that the Promotions Committee wanted to elicit support from Main Street in regarding a branding program. He shared that the Promotions Committee was concerned whether they could at least proceed on a parallel track for the branding along with wayfinding. Director Doyle stated that Main Street would not accept the application for branding at this time as they felt that a new Main Street organization needed to be in their second year before starting a branding process. Chair Barron surmised that they would have to go without wayfinding signs for another season.

Member Wertz suggested that if Promotions Committee members were interested in the wayfinding project they should come to the next Design Committee meeting. He felt that the wayfinding program was more of a design issue than a promotions issue. Chair Barron stated that the Promotions Committee wanted to go forward with a branding program for quite some time and he felt the two processes could go forward on a parallel track. He found it hard to understand why the branding process had to wait until the second year. He stated that they needed better cooperation/coordination between the two committees.

#### **H. Public Comment**

Hans Wiemer commented that the minutes of the meetings were not recorded anywhere for the general public to access. He questioned whether the Chamber of Commerce sent representatives to these meetings. Chair Barron responded that there were several Chamber members who were also involved in DDA/Main Street Committees.

Discussion followed regarding the availability of the DDA/Main Street meeting minutes. It was suggested that staff provide ten copies of the minutes along with the agendas for members of the public who wanted to review the minutes while they were being discussed.

**I. Miscellaneous Business of the Board**

None.

**J. Future Agenda Items**

Member Kurtz stated that in May staff does an analysis of property taxes. This information should be available in early June so the Board would know if there were surplus funds prior to their goal setting session.

Member Wertz stated that he would have the final figures from the Bridge Park building renovations.

**K. Closed Session.**

Mayor Campbell stated that people are not receiving return phone calls from staff and Chair Barron felt that was something that relates to the employee evaluation. Director Doyle stated that she preferred that this discussion be in Closed Session.

Motion by Member Wertz, second by Member Yaroch to go into Closed Session [under Section 15.268 8(a) of the Open Meetings Act, personnel evaluation of a staff member.] Motion passed by unanimous roll call vote. The Board moved into Closed Session at 6:23 p.m.

Motion by Mayor Campbell, second by Member DiMartino to return to Open Session. Motion passed by unanimous roll call vote. The Board returned to Open Session at 7:03 p.m.

Motion by Member Wertz, second by Mayor Campbell to modify the chain of command for the DDA Director to directly report to the City Manager for day-to-day operations, and that the City Manager's responsibility is to communicate on a regular basis with the DDA/Main Street Board regarding any and all affairs of the DDA. Motion passed by unanimous roll call vote.

**L. Adjournment**

It was generally agreed to adjourn. Meeting adjourned at 7:05 p.m.

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Joyce Golding/fgm

City Clerk

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Dan Barron

Chair