

City of Charlevoix
DOWNTOWN DEVELOPMENT AUTHORITY BOARD

Tuesday, May 26, 2009 - 5:30 p.m.

210 State Street, City Hall, Second Floor Conference Room, Charlevoix, Michigan

Minutes

A) CALL TO ORDER

Meeting was called to order at 5:35 p.m. by Chairman Mason.

DDA Members present: Dan Barron, Kirby Dipert, Fred DiMartino, Hugh Mason, John Taylor, John Yaroach, Gina Whitney and Mayor Norman Carlson, Jr.

DDA Members absent: None

Staff: DDA Executive Director Keith Carey

B) APPROVAL OF AGENDA

The Board approved the agenda as presented.

C) INQUIRY INTO POTENTIAL CONFLICTS OF INTEREST - None.

D) APPROVAL OF MINUTES

1. March 23, 2009 DDA Meeting Minutes

Board members reviewed the March 23, 2009 minutes. Motion made by Mayor Carlson and seconded by Member Dipert to approve the minutes as presented. The motion was unanimously approved by a voice vote.

E) PUBLIC INPUT, NOT RELATED TO OTHER AGENDA ITEMS - None.

F) OLD BUSINESS - None

G) NEW BUSINESS

1. Report on possible location of Elks Lodge 2856 in Beacon Center

Denny LaCroix representing the Elks Lodge #2856 met with the Board to advise them that the Elks were looking at the Beacon Center (104 Mason) as its future home. Mr. LaCroix reviewed the Elks' business plan with the Board. The Elks are looking to support the community and have recently awarded funds to support the Bergmann Center and Camp Daggett. The Lodge will offer food and drinks to its members. It is not their intent to compete with other downtown food establishments. They will also have activities that will bring people into the downtown area. It is not their intent to rent out the facilities for large parties. The Elks membership will be voting tomorrow evening (May 27th) to consider renting the property. Mr. LaCroix asked if the DDA supported the Elks Lodge in downtown Charlevoix.

Motion made by Member Barron and supported by Member Wallace that the Charlevoix Downtown Development Authority supports the Charlevoix Elks Lodge establishing a lodge in downtown Charlevoix. Motion was adopted by a unanimous voice vote.

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2. Performance pavilion sound technician

Executive Director Carey advised that Board that there have been several discussions with prospective local sound technicians to serve the Charlevoix Concert Series and other sanctioned performance pavilion uses. The 2009-10 budget includes \$1,000 for this position. It has become clear that this figure is too low. It is requested to increase the figure to \$3,000. The sound technicians would work 5-6 hours each Sunday. The DDA has scheduled 8 concerts and the DDA has agreed to co-sponsor the Street Legend's July 17th concert. The City/DDA has thousands of dollars invested in the sound equipment and the inappropriate use of the system could cost the City/DDA a great deal of money.

Director Carey advised the Board that Gary Stutzman has recommended Jeff and Maggie Dixon to be the local sound technicians. CJ Winnell is willing to teach the Dixon's how to use the system. Director Carey has spoken to the Dixon's about the position. One individual would be on the sound board and the other would troubleshoot and work with the performers.

Member Barron confirmed that the original budget figure was only a rough guess. It is important to have a City representative at the pavilion throughout the summer to assist performers.

Member Dipert asked if the performer's sound technicians would be allowed to use the City equipment unsupervised. Director Carey advised the Board that many of the performers do not have the expertise necessary to use the City/DDA's equipment.

The Board discussed the sound technician position.

Member Whitney asked if other pavilion users would be required to pay the DDA's sound technician if they were using the pavilion and its sound equipment. The Board agreed that users of the Odmark Pavilion should pay for the sound technician's wage to oversee the facility and take care of the City's equipment during performances.

Erin Bemis of the Charlevoix Area Chamber of Commerce voiced concerns that the payment of a sound technician will add costs for the Chamber's upcoming events and she may not be able to hire performers.

The DDA Board agreed that if the entertainer had their own equipment, no fees would be charged. But if the entertainers used the City's equipment, there would be an up charge.

Director Carey reminded the Board that the City and DDA have supported the Chamber in the past and asked the Board to consider charging the Chamber a reduced rate to use the pavilion and the sound equipment.

The Board discussed the concert series and how it was unique from the concerts done in other cities. It was the DDA's desire to have performers that would entice people to come to Charlevoix.

Motion made by Mayor Carlson and seconded by Member Taylor that the DDA budget be increased to \$3,500 to allow Director Carey to interview, negotiate and hire a qualified candidate to operate the pavilion sound equipment. The motion was adopted by a unanimous voice vote.

3. American Red Cross fundraising bench locations

The American Red Cross has requested permission to place two hand painted benches in East Park during June and July. The benches will be collected and auctioned in early August as part of the Red Cross' fundraising project. The DDA discussed possible sites for the benches.

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The DDA agreed to allow the American Red Cross to place the two fundraising benches in park. Staff will work with the Red Cross to determine the placement of the benches.

H) EXECUTIVE DIRECTOR'S REPORT

1. East Park Furnishings

The benches and recycling receptacles will be installed shortly. The Furniture Committee will meet with City staff and confirm the placement of the benches.

2. Way Finding Kiosks and Downtown Map and Store Directory

Director Carey gave the Board an update on the kiosks. The downtown map and directory is being proofed.

3. DeWitt Parking Lot

Director Carey advised the Board that he has obtained an estimate on the DeWitt parking lot paving. The construction of the lot, retaining wall, landscaping, and swall will cost between \$35,000 and \$45,000. Funding for the project will come from the City's Parking Fund. If the Board is agreeable to the project, Staff will seek Council's support for the project. It is anticipated that formalizing the lot will create additional spaces. Currently, the non-metered lot is used by people who work in the downtown area.

Member Taylor exited at 6:55 p.m.

4. iCharlevoix

Director Carey discussed with the Board the possibility of creating a community concierge or street ambassador program. These volunteers would work 2-4 hours on the busy festival and event weekends to greet visitors and answer general questions about Charlevoix.

Member Wallace stated that Charlevoix used to have red coated ambassadors that assisted visitors. Ms. Bemis stated that she was unfamiliar with the red coats.

Director Carey and Ms. Bemis will work to establish the iCharlevoix program. They asked the Board to refer any possible volunteers to the Chamber.

I) MISCELLANEOUS BUSINESS

The Board discussed the following items:

- X The Board discussed the City laws on dogs in the parks. Director Carey has ordered signs that will advise park patrons when dogs are allowed in the park areas.
- X Member Yaroach asked that future DDA agendas include an update on the new businesses and what the stores offer the community. Erin Bemis invited the Board to join the Chamber on its downtown stroll on June 11th to visit new downtown Charlevoix stores.
- X Parking meter fee increases.
- X Permit parking in the Coast Guard lot.
- X Placement of newspaper boxes in the downtown area. The City has been approached about placing newspaper boxes near the Harbormaster office and pavilion. The DDA agreed to not

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- X allow the newspaper boxes. Currently there are a number of places in the downtown area where papers can be purchased.
- X Downtown tree lights are being updated. The strings are being removed from the trees north of the drawbridge and being used to replace broken lights in the downtown area. The work will cost \$4,000.

J) FUTURE AGENDA ITEMS

K) ADJOURNMENT

Motion made by Member Dipert and seconded by Member Wallace to adjourn. Motion adopted.

Meeting adjourned at 7:30 p.m.

Hugh Mason, Chairman

Linda Jo Weller, Recording Secretary

Carol A. Ochs, City Clerk