

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING**  
**Monday, March 26, 2018 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, Tami Gillespie, Carissa Mullaney, Rick Wertz, John Yaroch  
Members Absent: Luther Kurtz, Maureen Owens  
City Staff: Mark Heydlauff, City Manager  
City Staff Absent: Lindsey Dotson, Executive Director

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

**5. Consent Agenda**

A. DDA/Main Street Meeting Minutes – February 26, 2018

Member Christner stated that under Item 7A, second to last sentence should read: “She stated that one of the major revisions they made was that they got rid of the opportunity to phase in projects and they were just welcoming people to re-apply if they have a phased project.”

B. Committee Minutes

C. Monthly Report to MEDC – February 2018

Motion by Member Yaroch, second by Member Christner to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

**6. Reports**

A. Director’s Report

Chair Dipert indicated that Director Dotson was at the National Main Street Conference. Member Mullaney stated that she had an idea about the sponsorship policy and City Manager Heydlauff replied that this item was part of the Director’s Report and not an action item. He suggested that if the members had further feedback they could share that directly with the Director and she could add this as an agenda item at a future meeting.

B. Wayfinding Signage Update

No discussion.

**7. Old Business**

A. Downtown Parking

City Manager Heydlauff recalled that as a result of the Senior Forum, one topic was a desire for seniors to have more accessibility downtown with some type of shuttle service and/or senior citizen parking spaces. He questioned whether the Board had an opinion on providing preferential parking spaces for different demographics, specifically senior citizens.

City Manager Heydlauff commented that anyone with a handicap sticker can park in any parking spot downtown without paying the meter fee. Member Wertz stated that there were a lot of healthy senior citizens and he didn’t see the point of designated special parking for seniors. Member Yaroch stated that the discussion brings up the need for a comprehensive parking study and possibly a sub-committee to look at the overall parking picture. After discussion, City Manager Heydlauff confirmed that it was the consensus of the DDA not to carve out further specific groups for specialty parking considerations and the Board agreed. He stated that another topic that has come up frequently was whether seasonal boaters should have some consideration. Chair Dipert reiterated the need to have a professional parking study completed.

**8. New Business**

A. 2018/19 Committee Work Plans

Member Mullaney questioned why there wasn't a Work Plan for the Façade Grant incentive. Denise Fate, Design Committee Member, stated that she had questions regarding that issue as well; she stated that all the Committees were working through the new work plan formats and getting their plans completed.

- Tree Light Maintenance - Member Wertz stated that he did not recall the Board approving a dollar amount for lighting the side streets and up the hill. Chair Dipert recalled that they did approve the expenditure. Motion by Member Wertz, second by Member Yaroch to allow the \$2,500 a year maintenance for the holiday street lighting. Motion passed by unanimous voice vote.
- Organization Committee – Member Christner stated that the Committee discussed printing a newsletter, but decided to publish a bi-annual e-newsletter which would have no associated cost. Motion by Member DiMartino, second by Member Wertz to approve the zero-dollar work plan for the e-newsletter. Motion passed by unanimous voice vote.
- Promotions Committee - Live, Life, Local Campaign. Chair Dipert briefly explained the plan. Motion by Member Christner, second by Member DiMartino to approve the \$1,200 expenditure and Work Plan for the Live, Life, Local Campaign. Motion passed by unanimous voice vote.
- Promotions Committee – Event Support. Motion by Member DiMartino, seconded by Member Gillespie to approve the Work Plan for Event Support. Motion passed by unanimous voice vote.
- Promotions Committee – Movies. Motion by Member DiMartino, seconded by Member Christner to approve the Work Plan for Movies. Motion passed by unanimous voice vote.
- Promotions Committee – April & November Restaurant Weeks. Discussion followed regarding specifics of the Work Plan and associated sponsors. Motion by Member Yaroch, seconded by Member DiMartino to approve the Work Plan for the April & November Restaurant Weeks. Motion passed by unanimous voice vote.
- Promotions Committee – Concerts. Discussion followed regarding the anticipated revenue and sponsorships associated with this Work Plan. Motion by Member DiMartino, seconded by Member Gillespie to approve the Work Plan for Concerts. Motion passed by unanimous voice vote.
- Economic Vitality Committee – Property Inventory, Hospitality Training, and Recruitment Work Plans. City Manager Heydlauff stated that all three Work Plans are intended to support, recruit and sustain the business community and the worker community. Member Mullaney stated that she had a conflict of interest with the Recruitment Work Plan as she was listed as creating templates and print material. Motion by Member DiMartino, second by Member Yaroch to approve all three Economic Vitality Work Plans. Motion passed by unanimous voice vote, except for Member Mullaney who abstained.

**9. Public Comment**

**10. Request for Future Agenda Items**

**11. Board Comments**

**12. Adjourn**

Motion by Member Yaroch, seconded by Member DiMartino to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:23 p.m.

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Joyce Golding/fgm

City Clerk

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Kirby Dipert

Chair