

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, July 27, 2015 — 5:30 p. m.

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

A. Roll Call of Members Present

Chair: Dan Barron
Members Present: Gabe Campbell, Fred DiMartino, Kirby Dipert, Dianne DuPont, John Kurtz, John Yaroch
Members Absent: Tamie Gillespie, Rick Wertz
City Staff: Annie Doyle, CED Director; Pat Elliott, DPW Superintendent

B. Tour of Bridge Park Building

a. Discussion of Maintenance Needs

DDA Members, Director Doyle, and Superintendent Elliott toured the Bridge Park building and surrounding area and discussed maintenance issues, needed repairs, and requested upgrades. Superintendent Elliott explained the details of the lift station operation and his department's role in cleaning the restrooms and lobby.

Chair Barron believed that the DDA should budget a few thousand dollars each year to cover maintenance costs. Director Doyle indicated that the current budget is \$1,000 and no DDA money was spent in FY 2014/15 for maintenance. Superintendent Elliott stated that there was money spent on the facility in 2014/15 from the Parks Department budget.

Rich Bergmann, Lake Charlevoix Brewing Company (LCBC), stated that the ferry has 200 passengers each morning that use the building. He recalled that he did not initially have keys for the large toilet paper rolls and described some vandalism in the stalls. Mr. Bergmann indicated that LCBC is purchasing larger waste receptacles and new soap dispensers for the restrooms. He stated that his staff cleans the restrooms four times per day. Discussion followed regarding restroom usage by ferry customers, during special events, and by restaurant customers.

C. Recess

Motion by Member Yaroch, second by Member Kurtz to recess at 6:00 p.m. and reconvene the meeting at City Hall. Motion passed by unanimous voice vote.

D. Reconvene Meeting at City Hall

The meeting was called to order at approximately 6:30 p.m. by Chair Barron.

Invocation or Pledge of Allegiance

Roll Call:

Chair: Dan Barron
Members Present: Gabe Campbell, Fred DiMartino, Dianne Dupont (late), John Kurtz, John Yaroch, Rick Wertz
Members Absent: Kirby Dipert, Tamie Gillespie
City Staff: Annie Doyle, CED Director; Mark Heydlauff, City Manager

Member Dupont arrives.

E. Inquiry Regarding Possible Conflicts of Interest

None.

F. Approval of Minutes

1. June 22, 2015

Chair Barron stated that there was a malfunction with the audio recording at the last meeting and Director Doyle was asking for assistance in reconstructing the minutes. The Board discussed who made motions and who seconded items from the June 22nd meeting and Director Doyle took note of the revisions. Motion by Member Campbell, second by Member Yaroch to approve the June 22, 2015 minutes as amended. Motion passed by unanimous voice vote.

Chair Barron stated the Board should revisit the first issue on the agenda to confirm their observations from the tour of the Bridge Park building. Member Dupont questioned if the building was rented “as is” and she mentioned the hallway with the broken air conditioner and stated that the leak was damaging the wall and floor.

Member Yaroch felt that the building looked better than he was led to believe and questioned whether it was the City Manager’s function to oversee the building. Chair Barron stated that the general sentiment of the Board was that they wanted the building fixed and “brought up to speed”. He agreed with Member Yaroch regarding the condition of the building and felt that several issues were cosmetic. Chair Barron reiterated that some of the maintenance work should be done in the fall.

Member Wertz stated that by the fall they would already have had tourists in and out of the public restrooms. He recalled that only fixtures on the right side of the men’s restroom were functional, adding that he understood that the City spent \$1,600 on the urinal sensors that didn’t appear to be working properly.

Mr. Bergmann related his topics of concern: age of the fixtures, location of the hand dryers, antiquated commode sensors, low water pressure and the tile and flooring being difficult to clean. He recommended an epoxy floor as a replacement.

Member Yaroch suggested that a prioritized punch list of needed repairs/improvements was needed including associated cost estimates. Director Doyle stated that the DDA has \$1,000 budgeted for repairs to the building.

Member Wertz stated he would be willing to work with Mr. Bergmann to solicit bids for work that needs to be done. Chair Barron felt that direction was also needed from City Staff. Mr. Bergmann believed it would be advisable for the DDA to set standards for what the restrooms should look like and Director Doyle agreed. Chair Barron stated that the standard could be similar to the marina restrooms.

City Manager Heydlauff requested additional input from the DDA regarding exactly what needs to be done and suggested that with City Staff and Mr. Bergmann a plan and accompanying completion timeline could be created. He advised to consider which projects could be completed now within the budget, over the winter with an amendment to the budget and which projects should be included in the 2016/17 annual budget. City Manager Heydlauff also suggested developing a long term plan for improvements needed over the next 5–10 years. Chair Barron asked to have a draft Action Plan for the next meeting to discuss a timeline for repairs/improvements. The Board agreed to go forward with replacing the tiles as soon as possible with existing funds available. Member Wertz stated that addressing the leak coming from the air conditioning unit should be accomplished as soon as possible.

G. Main Street Committee Meeting Minutes

Director Doyle stated that the Committees are coalescing while undertaking a considerable work load. She reported that each of the Committees had a Chairperson and a Secretary:

- Promotions Committee – Carissa Mullaney and Jodi Bingham, Co-Chairs; Maureen Owens, Secretary
- Economic Restructuring Team – Allison Hubbard, Chair; Peggy DeNio, Secretary
- Main Street Design Committee – John Campbell and Paul Weston, Co-Chairs; Zach Panoff, Secretary
- Organization Team – Dennis Kusina, Chair; Annie Doyle, Secretary

She stated that the committees are in the process of creating Action Plans that will be presented to the DDA/Main Street Board at the next Board meeting. Each team will be presenting 3 or 4 different projects and the Board will decide which projects will go forward during the next 6 to 12 months.

Director Doyle stated that the Design Committee is responsible for the aesthetics of the downtown area, everything from historic preservation to street design, and they could be tasked with looking into the issues at the City-owned Bridge Park building.

Discussion followed regarding the future of tree lights downtown and other possibilities for holiday lighting.

H. Director's Report

Director Doyle reviewed the items contained within the Executive Director's Report, and responded to DDA/Main Street member questions.

Director Doyle stated that \$7,500 of the pledged amounts was collected and she thanked Member Yaroch for his assistance. She announced that she had a new assistant, Greg Stevens, hired through the Experience Works Program, who will be working 18 hours per week for the DDA. Mr. Stevens' wages are paid through Experience Works. She also welcomed new City Manager, Mark Heydlauff.

Director Doyle indicated that Luther Kurtz was selected by City Council to be on the committee to clarify the DDA/Main Street Director job description and responsibilities.

I. Old Business

1. Marina District Signage

Director Doyle stated that City Planner Spencer had spoken with the Michigan Department of Transportation (MDOT) regarding the Marina District signage and discovered that MDOT limited the number of amenities that could be posted on the sign to three (3) since it was on a public right-of-way. The Board's proposed sign had seven (7) amenities. If the sign was relocated off the public right-of-way to the other side of the sidewalk it could include seven (7) amenities. Director Doyle recommended that the Board wait to implement the signage as part of the overall sign "way finding master plan" from the Main Street Design Committee at a later date.

Mr. Bergmann suggested mounting the sign on the pole on the other side of the directory sign. He advised that LCBC would like to see the signage put up as soon as possible since the season is far from over. Director Doyle stated that the sign cost \$1,800 as approved by the Design Committee and Board. Chair Barron understood that this sign was an interim sign to assist the businesses this season.

Discussion followed regarding whether or not the signage was directed at motorists or pedestrians. Member Kurtz stated that Beaver Island Boat Company (BIBCO) representatives felt that it was a motor vehicle sign and moving the sign to the sidewalk would not assist motorists. BIBCO also wanted the sign to include a panel that said "Free Parking" with a directional arrow. Member Kurtz concurred with Director Doyle to postpone the new signage and coordinate it through the Design Committee.

Mr. Bergmann commented that there are two "Free Parking" signs at Mason and Antrim Streets. He stated that LCBC has submitted several sign proposals for approval to the City Planner and Mr. Bergmann was concerned about the number of delays.

Chair Barron recalled that the Board approved the signage as an interim measure. Director Doyle said the sign vendor estimated a few weeks for installation. Member Kurtz remembered a previous discussion regarding installing signs at each block – Antrim, Mason, Clinton and Park and he stated that in the future it might make sense to put a sign with BIBCO, Keewenaw and the Brewery on one sign located on Park Avenue. Mr. Bergmann noted that in downtown Traverse City there are signs along every block of US-31 with more than three (3) specific business names. Elk Rapids also has directional signage on US-31.

Motion by Mayor Campbell, second by Member DiMartino to have the subject sign installed as soon as possible 3' over from the original location and have it installed as an interim sign. Member Kurtz stated that he would abstain from the vote. Motion passed with members voting as follows:

Yeas: Barron, Campbell, DiMartino, Yaroch, Wertz
Nays: Dupont
Absent: Dipert, Gillespie
Abstain: Kurtz

Member Kurtz left the meeting at this time.

J. New Business

1. Recommendation for Website and Constant Contact Database

Dennis Kusina, Organization Team Chair, stated that the team is recommending the allocation of \$1,000 for the development of a Constant Contact database/list management service and a website plus hosting. The team felt that this was an immediate need. Director Doyle stated that currently there is no DDA/Main Street specific database or website.

Motion by Member Wertz, second by Member Campbell to authorize the expenditure of \$1,000 for the development of a Constant Contact database/list management service and a website plus hosting. Motion carried by unanimous voice vote.

2. Baseline Assessment Summary of Observations and Recommendations

Director Doyle read the Vision Statement for the DDA/Main Street Program:

"Our Downtown captures the spirit of community and is a place to live, work and play. We are an innovative waterfront downtown that is dedicated to year-round economic sustainability through economic development, community collaboration, and historic preservation."

She also read the Over-Arching Priorities:

*Priority 1: Establish the foundation for a year round economy by expanding shoulder season activity.
Priority 2: Bring businesses together to cooperate and coordinate resources to market downtown.
Priority 3: Establish the foundation for collaboration, partnerships, and communication."*

Director Doyle stated that the Action Plans being worked on fall under the Over-Arching Priorities. She suggested that the Board focus on the *"Recommended Immediate Next Steps"* listed on page 12 of the report.

K. Audience – Non-Agenda Input

None.

L. Miscellaneous Business of the Board

None.

M. Future Agenda Items

None.

N. Adjournment

Motion by Member Wertz, second by Member Campbell to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 7:55 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair