

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Tuesday, December 20, 2016 at 5:30 p.m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Dan Barron
Members Present: Luther Kurtz, Kirby Dipert, Dianne DuPont, Fred DiMartino, John Kurtz, John Yaroch, Rick Wertz
Members Absent: Tami Gillespie
City Staff: Mark Heydlauff, City Manager; Lindsey Dotson, Main Street Executive Director

4. Inquiry into Potential Conflicts of Interest

Mayor Kurtz stated that he had a conflict of interest with the Liquor License item and he would recuse himself. Member Kurtz and Chair Barron stated that they would abstain from the Liquor License vote as well.

5. Consent Agenda

- a. Minutes of the November 28, 2016 Board Meeting
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for November 2016
- d. 2017 DDA/Main Street Board Meeting Calendar

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

6. Reports

a. Director's Report

Director Dotson stated that she keeps track of volunteer hours and reports the number of hours to the Michigan Main Street Board each month. The hours were broken down by Board and Committee member hours.

b. Branding Update

Director Dotson reported that the timeline from *A5 Branding & Digital* was modified slightly. She stated that today they received the final draft of the survey that was sent out to over 8,000 people in various cities in the Midwest. She stated that the Convention & Visitors Bureau offered an incentive to solicit responses to the survey (a drawing for a free night's stay and dinner in Charlevoix.) She stated the survey link would be sent out by email, be located on their Facebook page and City webpage. A5 was taking care of the majority of the distribution of the survey because it is externally focused. Director Dotson noted that the community engagement events are the chance for local voices to be heard and are scheduled for Tuesday, January 17th at 5:00 p.m. at the Brewery and January 18th at the Library at 7:00 p.m.

c. Wayfinding Signage Update

Director Dotson reported that Pro Image Design will attend the next Design Committee meeting on January 3rd. They have put together a preliminary plan for placement of the wayfinding signage in downtown Charlevoix.

Chair Barron suggested re-ordering the agenda to facilitate a full Board vote regarding the liquor license.

Motion by Member Dipert, second by Member Wertz to change the order of the agenda to discuss item 8-b next. Motion passed with five members in favor, while Chair Barron, Mayor Kurtz, and Member Kurtz abstained.

Liquor License – Cantina Restaurant Group, LLC

Chair Barron, Mayor Kurtz and Member Kurtz stepped down from the dais. City Manager Heydlauff gave a brief summary of the City Code, Chapter 77, which spells out the various types of liquor licenses. He stated that the redevelopment liquor license application package was determined to be complete by the City Clerk. He commented that the proposed project would help breathe life into an otherwise abandoned structure. City Manager Heydlauff responded to questions from the Board members and explained that pursuant to the Ordinance the DDA needed "a

written recommendation by the DDA Board regarding whether the application meets the standards of the City Code for the issuance of the Redevelopment Liquor License and the reasons for the DDA's recommendation."

Motion by Member Yaroch, second by Member DiMartino that the DDA recommend approval of this Liquor License application by the Cantina Restaurant Group, LLC to the City Council pursuant to our goals as established in the Main Street Program. Motion passed by a roll call vote with five members in favor of the motion, while Chair Barron, Mayor Kurtz, and Member Kurtz abstained.

Chair Barron, Mayor Kurtz and Member Kurtz returned to the dais.

7. Old Business

a. Baseline Assessment Overarching Goals

Director Dotson stated that she wanted to confirm the May 2015 Overarching Goals were still a priority with the DDA and the Board did not have any changes. She explained that Michigan Main Street representatives will be returning to Charlevoix for two days of Strategy Development/Alignment/Organizational Structure on March 8-9, 2017. Chair Barron commented that Michigan Main Street was looking to break out of rigid adherence to the four-committee structure and form additional ad-hoc committees.

8. New Business

a. Draft Budget

Director Dotson stated that there were several unplanned expenditures during the year but with the vacancy in the Director's position everything balanced out. She noted a couple of new expenses included the ongoing HVAC maintenance of the Bridge Street Park building and the new sound board for the pavilion to enhance their summer concert series. She indicated that she did not include numbers that would phase in the implementation of the wayfinding signs. Chair Barron stated that \$40,000 was a ballpark figure depending on how quickly the Board wants to implement the signage and this item will be included in the next draft of the budget.

City Manager Heydlauff felt it would be helpful during this budget process for the Board to set a number that they are comfortable with such as \$40,000–\$50,000 per year and give that budget to the wayfinding company for them to develop a three-year plan. ~~It was noted that in October the Pro Image proposal estimated an expense of \$200,000 for full signage implementation. The proposal from Pro Image for the design process was approved in October for full implementation estimated at \$200,000~~ including the replacement of all four "Welcome to Charlevoix the Beautiful" entry signs. City Manager Heydlauff recommended that the Board give some feedback to the Design Committee so they know how much the Board is willing to spend each year on the implementation phase.

Member Wertz felt that Pro Image's list of 60 points of interest was unrealistic and should be narrowed down. He also felt that wayfinding signage should be all downtown with very few signs pointing to things outside the City. City Manager Heydlauff questioned "how far out do we go?" He felt that it was important for the Board to give clear direction to the Committee and the dollar value of resources that the Board was willing to put into the wayfinding project.

Member Yaroch felt that they were approaching this backwards and he questioned whether the Board hired Pro Image Design to put together the plan including costs. City Manager Heydlauff responded that they were not looking specifically at their proposals right now, but rather coming up with a dollar amount to include in the new budget for the first implementation phase. Discussion followed regarding the process for implementation of the wayfinding signs, concentration on locations in the downtown district the first year, the multi-year funding level, amount to include in the new budget, wayfinding signage priorities, and the State approval process. Member Wertz felt that the full Board should have a copy of the list of 60 points of interest that Pro Image developed.

Member Dipert left the meeting at this time.

City Manager Heydlauff indicated that the list would be cut down quite a bit by the January 3rd Design Committee meeting. He stated that they were considering signage outside the district that points to locations within the district. Member Dupont stated that the Design Committee needed a dollar amount to work with right from the beginning.

Director Dotson stated that next year she would like for them to set the tone for the rest of the year every time they set a budget so the Committees know what dollar amounts they must work with for the year.

Discussion continued regarding specific line items within the proposed budget, and a dollar amount per year for implementation of the wayfinding signage. Chair Barron recalled that Staff suggested an amount of \$40,000–\$50,000 for the first year's implementation. Member Yaroch stated that he was more comfortable with \$25,000 per year. Chair Barron stated that he wanted to see what Pro Image and the Design Committee prioritize up to \$50,000. Discussion continued regarding the amount of funding to allocate each year.

Motion by Member DiMartino, second by Member Wertz to allocate \$50,000 in the new budget as a potential upside or limit on what could be expended on implementation of the first phase of the wayfinding signage program.

Maureen Owens commended the Board for being financially responsible and stated it would behoove the Committee to make sure that something actually happens.

Member Kurtz stated that he would encourage the Design Committee to approach different institutions for donations to come up with the \$50,000. Mayor Kurtz suggested that they could set a goal of \$20,000 to come from donations. Member Yaroch stated that there were a lot of entities that would be direct beneficiaries from the signage downtown and he wanted to look at it from a business perspective. Chair Barron stated he thought timing is not an emergency, but he felt there was some urgency to this as people needed to see some results from Main Street.

Mayor Kurtz questioned if it would be possible to include \$10,000 as donations in the revenue side of the budget to assist in fundraising for the wayfinding implementation toward the \$50,000 cost.

Motion passed by unanimous roll call vote.

b. Liquor License

Item discussed earlier in the meeting.

9. Public Comment

None.

10. Request for Future Agenda Items

None.

11. Board Comments

Chair Barron read a letter of resignation from Member John Kurtz effective immediately which stated that his schedule does not allow him to attend the next three meetings. He said Member Kurtz believed it was necessary to be an active participant in discussion and projects.

12. Adjourn

Motion by Member Kurtz, second by Member DiMartino to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:39 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair