

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES
Monday, August 28, 2017 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, Luther Kurtz, Carissa Mullaney, Maureen Owens, Rick Wertz

Members Absent: Tami Gillespie, John Yaroch

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

a. Minutes of the July 24, 2017 Regular Board Meeting

b. Minutes of the August 14, 2017 Work Session

b. Committee Meeting Minutes

c. Main Street Monthly Report for July 2017

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

6. Reports

a. Director's Report

Director Dotson outlined her maternity leave plan and indicated that her projected last day of work was September 29th. She will work part-time in mid-November/full time the week after Christmas or part-time after Thanksgiving/full-time after the New Year.

b. Branding Update

Director Dotson reiterated information previously provided. No further discussion.

7. Old Business

a. Post Venetian Festival Road Closure Business Owner Survey

Director Dotson stated that there were 42 responses to the Business Owner Survey, with most of the businesses saying that they had a positive or neutral overall experience with the road closure. Links that include complete answers will be shared with members of the DDA, Chamber, and the Venetian Festival planners so that they can review the results. General discussion followed.

8. New Business

a. Wayfinding Signage Design Recommendation

Director Dotson noted that they finished the branding process and were focusing on wayfinding signage. She stated that the Wayfinding Committee liked the second sign without the logo as shown on page 22 of the agenda packet. The Committee voted "blue sign, black pole, no logo" as their recommendation to the DDA Board. Member Owens felt the sign looked much better with the logo. Member Wertz stated that he was the only Committee member that voted against the proposed sign. He stated that other light/sign poles in the City were green and questioned if those poles would be painted black. He commented that it cost over \$100,000 to re-paint all of the poles black. He felt that they should go with the green sign matching the current green posts.

Director Dotson noted that the signs would stand out more with the blue color and the Wayfinding Committee looked at where they can place signs on existing poles to maximize the \$50,000 planned for Phase 1. After discussion regarding sign colors, pole colors, and the design with or without the logo, the majority of the Board preferred the sign with the logo.

Motion by Member Wertz, second by Member DiMartino, to recommend the blue sign with the logo on the bottom (one on the left of page 22 of the agenda packet) ~~and black posts~~. Motion passed by unanimous voice vote.

b. Recap of Strategy Implementation Work Session on August 14th

Director Dotson summarized the Transformation Strategy and Main Street Refresh as discussed at the Work Session on August 14th. She described current programming and how it fits with the strategy, and updated Over-Arching Goals.

Director Dotson recommended that all Committee meetings be structured so that the Board would receive Work Plan tracking sheets rather than meeting minutes. The Board members concurred with Director Dotson's recommendation.

c. Side Street Tree Lights – Holiday Tree Lights in East Park

Director Dotson stated that the DDA budgeted \$20,000 for lighting more downtown trees and she included a work plan to formalize the additional side street lighting for a cost of \$14,640 (labor and materials). Discussion followed regarding the additional lighting, funding issues, the DDA fund balance, and the additional expenses this year for the branding and wayfinding efforts.

Motion by Member Owens, second by Member Wertz, to approve the Work Plan for \$14,640 to move forward with lighting the side streets. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Kurtz to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 7:56 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair