

REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
January 15, 2019

The Regular Downtown Development Authority Meeting was called to order at 6:00 p.m. by Chairman James Granger.

Roll Call:

Present: Board Members Mallory, Bronson, Lindeman, Lange, Eckhart, Clare, Granger, Herceg

Absent: Moulder, Hillesheim, Costin

Also Present: Tom Eustice, City Manager/DDA Director and Kirsten Guenther, Downtown Enhancement Administrator

Board Chair Granger welcomed the new board members to the DDA Board.

Board Chair Granger asked to add the Façade Application for Stormy Kromer to the agenda as item #4, which is “For Information Only,” with action taken next month.

Motion by Lindeman, seconded by Herceg to add the Façade Application for Stormy Kromer to the agenda.

Passed by unanimous vote.

Review and Approval of December 4, 2018 Regular DDA Meeting Minutes:

Motion by Lindeman seconded by Eckhart to approve the minutes of the December 4, 2018 Regular DDA Meeting.

Passed by unanimous vote.

Old Business:

Main Street Select Level Report:

- Downtown Enhancement Administrator Guenther reported that the Main Street application was completed and delivered to Lansing on December 5, 2018. The next step is a site visit with representatives from the Michigan Economic Development Corporation (MEDC) on January 17, 2019. The final presentation will take place on February 12, 2019 in the MEDC offices at 2:00 p.m. The presentation will focus on the Cheboygan’s past, present and future.
- Board Member Herceg stated that it is important to have strong community support at the presentation in Lansing.

Discussion on Streetscape LED Light Conversion:

- City Manager Eustice reported that Paul Dobrowoloski from Stan’s Electric will be at the next DDA Board meeting to explain the cost and payback in reference to converting the streetscape lights to LED. Three different version of LED bulbs are on display downtown in front of Linde Furniture (3,000 kelvin), Creation Station (4,000 kelvin) and Dairy Queen (5,000 kelvin).
- Mayor Bronson provided a color scale for LED lights. Board Member Lindeman stated that 3,000 kelvin and 5,000 kelvin used the same power, but 3,000 is slightly dimmer. He stated that he is concerned with going any higher on the kelvin scale as that will become blue light. Discussion held regarding kelvin vs. lumens; Mr. Dobrowoloski can answer those questions at the next meeting.

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- This item will be on the next meeting agenda.

Façade Application for Stormy Kromer:

- Downtown Enhancement Administrator Guenther referenced the application from John and Marcella Costin for the façade at 221 Main Street which is the Stormy Kromer business and the rear of the building is Lark Theater and Lounge. Downtown Enhancement Administrator Guenther provided minutes from the December 2017 minutes and the board approved the application for the front and rear façade of 217 North Main and the front façade of 221 North Main. The new application is in reference to the rear façade of 221 North Main. This will be on the agenda for the next DDA Board of Directors meeting.

Downtown Enhancement Administrator Report:

- Downtown Enhancement Administrator Guenther reported that 20 businesses participated in the Downtown Hospitality Night on December 6. Two mystery elves circulated downtown during this time, distributing gift certificates and coupons to the shoppers. Most businesses stated that sales were consistent with last year.
- 15 businesses participated in Men's Night on December 13. A majority of the participating retailers thought this event was too soon after Hospitality Night and some have asked that this event be held later in the calendar year closer to Christmas.

City Manager/DDA Director Report:

- City Manager Eustice stated that the City is trying to build an ice rink in Festival Square.
- City Manager Eustice asked the Board when they would like the Christmas decorations taken down. Consensus of the Board was to take the decorations down in the month of January. Downtown Enhancement Administrator Guenther stated that she received a comment on Facebook from someone who takes an annual picture in front of the New Year sign and she told that individual that the sign would remain until the end of January.
- City Manager Eustice stated that he will meet with Board Member Eckhart regarding installation of directional signage for public restrooms.

Public Comments:

- Sue Cheli inquired about encouraging businesses to update their facades. City Manager Eustice stated that buildings are privately owned and the City cannot enforce any action unless there is a violation. Board Member Lange stated that the Main Street program will provide strong guidance toward building modifications.
- Christy Stempky asked how a building owner would know about the DDA Design Services grant. Mayor Bronson stated there have been articles in the paper and also the City newsletter. Mayor Bronson suggested that a mailing to each building owner could be beneficial.

Board Member Comments:

- Board Member Herceg asked if the recommendation has been made to the City Council to name Downtown Enhancement Administrator Guenther as the DDA Director. Mayor Bronson stated that has not been presented to City Council. City Manager Eustice stated that prior to the next City Council meeting the Organizational Analysis Committee will meet; he said this topic will be discussed. This committee will come up with a recommendation for City Council. Board Member Herceg asked if that recommendation is part of the new organization chart. City

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Manager Eustice stated that yes it was. Mayor Bronson said this has been discussed and all Council members receive the DDA minutes.

- Mayor Bronson stated that the first City Council meeting in February is the same day as the Main Street presentation in Lansing; he stated that meeting could be rescheduled and that will be placed on the City Council agenda.
- Board Member Lange thanked the Board for the opportunity to serve on the Board.
- Councilman Mallory asked if there is a way to sign up for a mass email to communicate with business owners regarding DDA information. Downtown Enhancement Administrator Guenther stated that mass emailing platforms such as Constant Contact could be utilized for mass emailing and that may be a recommendation of the Michigan Main Street program. Councilman Mallory stated that if there is a mass email system in place, people can get the information relative to the façade grant program. City Manager Eustice stated that there is interest in the façade grant program now; Jerry Malloy did not apply for the Cheboygan Title Company. Board Member Lindeman stated that Mr. Malloy has architecture renderings and could qualify. Board Member Lange asked if an applicant can apply after the project is complete. City Manager Eustice stated that is a good question and it will be on the next DDA agenda. Board Chair Granger stated that the Standards and Guidelines approved by the DDA does not specifically address that issue. Board Member Lindeman stated that the design has to be approved by the DDA. Mayor Bronson stated this topic should be on the next DDA Board agenda.
- Mayor Bronson asked what information the new board members received. Downtown Enhancement Administrator Guenther stated that they received a packet of one year of minutes, the DDA Plan, bylaws and rules.

Adjournment:

The meeting was adjourned at the call of the Chair at 7:05 p.m.

James Granger, Chairperson