

REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
March 5, 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, Lange, Hillesheim, Moulder, Granger, Herceg

Absent: Lindeman, Clare, Eckhart, Costin

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

Review and Approval of January 15, 2019 Regular DDA Meeting Minutes:

Motion by Herceg seconded by Bronson to approve the minutes of the January 15, 2019 Regular DDA Meeting.

Passed by unanimous vote.

Old Business:

Main Street Select Level Report:

- Downtown Enhancement Administrator Guenther reported that the Michigan Main Street team was in Cheboygan on January 17 for the site visit. During the visit, they asked for a clarification of some items that were in the full application and prepared the Cheboygan Main Street team for questions following the formal presentation in Lansing.
- Downtown Enhancement Administrator Guenther highlighted each element of the presentation. She previewed the final video of the presentation which features a community flash mob.

Discussion of DDA Façade Design Grant program:

- Downtown Enhancement Administrator Guenther stated this item was added to the agenda based on the conversation during the last meeting regarding if a property owner improves their façade, can they apply for the DDA façade grant after the work is complete.

Motion by Hillesheim, seconded by Moulder to amend the façade grant program language that the project can be approved after drawings are completed, but before construction has started.

- Board Member Herceg stated the motion works for any projects going forward, but what about any projects that are in the works right now and asked if there should be language that leaves the door open for any projects currently going on?
- Board Chair Granger stated that the board should set what we want the policy to be and then deal with it on a case by case basis for anyone who is in the midst of a project.

Passed by unanimous vote.

Discussion and Consideration of Allocating up to \$1,000 for Façade Design Drawings for John and Marcella Costin for the rear façade of 221 North Main:

- Downtown Enhancement Administrator Guenther referenced the application from John and Marcella Costin for the rear façade at 221 North Main Street which is the Lark Theater and Lounge.

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- The DDA Board approved the front façade application in December 2017, but the rear has not been approved.

Motion by Moulder, seconded by Hillesheim, to grant John and Marcella Costin up to \$1,000 for the rear façade of 221 North Main Street.

Passed by unanimous vote.

Discussion of Installation of Wireless Internet Canopy:

- Downtown Enhancement Administrator Guenther referenced a proposal from Air North Communications in 2017 for a wireless internet canopy. She stated that if the Board is still interested in this amenity, the cost has increased.
- City Manager Eustice stated this would be very similar to the equipment that is in Festival Square, however the range would be from Locust Street to State Street and would go as far as Major City Park.
- The equipment would be installed on the light poles.
- Technology could be added to allow businesses to advertise to users; ads can be sent directly to their device.
- Board Member Lange and Mayor Bronson both stated that a steady stream of users would utilize the service and would keep people downtown.
- The equipment would time out so residents living downtown would not clog up the system. If a user abused the system, the IP address could be blocked.
- Consensus of the Board was to seek out additional information and additional quotes as well as an updated quote from Air North.

Downtown Music Festival/Rockin' Rivertown Ride Budget Approval

- Downtown Enhancement Administrator Guenther referenced the 2019 Proposed Music Festival and Rockin' Rivertown Ride budget.
- Downtown Enhancement Administrator Guenther stated that the budget has been changed from what it typically is and the event is moving toward being a money maker rather than a break-even scenario. In an effort to forecast realistically, some events and activities have been eliminated while adding other money making events such as a bounce carnival for kids.
- The 2018 event paid for 9 bands at a cost of \$8,200, whereas in the past \$7,000 would pay for 4 bands. Downtown Enhancement Administrator Guenther stated that if it wasn't for the Cheboygan Area Visitors Bureau, the additional bands last year would not have been booked. She stated that the bands booked for 2019 will stay within the \$7,000 budget, but the event will look to the Visitors Bureau for assistance.
- Downtown Enhancement Administrator Guenther stated the Music Festival was created to bring a high impact event to the downtown area that had a regional draw. The purpose of this was to offer an event that brought in a lot of people where the businesses could capitalize. Main Street asks communities to create fundraising opportunities where an organization can raise money during an event so the DDA does not have to rely on TIF.
- Mayor Bronson stated that reunions are coordinating events around the Music Festival.
- Downtown Enhancement Administrator Guenther stated that the J35 group that was in Cheboygan in 2018 is having another race that same weekend.

Motion by Bronson, seconded by Hillesheim, to approve the Music Festival/Rockin' Rivertown Ride budget as presented.

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Passed by unanimous vote.

Downtown Enhancement Administrator Report:

- Downtown Enhancement Administrator Guenther reported that the Cheboygan Ice Rink held a Ladies Day event in the spring last year. She stated that she will be a vendor at that event this year on May 2 to promote Main Street as well as the June 19 Spring Girls Night Out event.
- The Main Street Events & Promotions committee is planning a birthday party August 23-25 in celebration of the City turning 130 years old. This event will be an old-fashion community celebration.

City Manager/DDA Director Report:

- City Manager Eustice stated that LED lighting conversation did not happen during this month's meeting because Paul Dobrowoloski from Stan's Electric was unable to attend the meeting. He stated that Mr. Dobrowoloski and Jason Karmol, DPW Director will be at the April meeting with costs and paybacks to switching to LED lighting.
- Board Member Moulder asked if there can be clarification during that discussion as to what lights are the DDA responsible for.

Public Comments:

None.

Board Member Comments:

- Board Member Herceg stated the Chamber Awards Dinner is March 21 and tickets are on sale now.
- Councilman Mallory stated that the City of Muskegon has glorified sheds in a vacant space downtown and he would like to talk about that at the next meeting. These are used for a start-up business; he stated this could be used in the Gold Front area. It could be used as a business incubator.

Adjournment:

The meeting was adjourned at the call of the Chair at 6:59 p.m.

James Granger, Chairperson