

REGULAR DOWNTOWN DEVELOPMENT AUTHORITY MEETING
April 2, 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 Granger, Clare, Eckhart, Hillesheim, Lange, Moulder, and Bronson

Absent: Costin, Herceg, Lindeman, and Mallory

Also Present: Tom Eustice, City Manager and Kirsten Guenther, Main Street/DDA Director

Review and Approval of March 5, 2019 Regular DDA Meeting Minutes:

Motion by Moulder seconded by Hillesheim to approve the minutes of the March 5, 2019 Regular DDA Meeting.

Passed by unanimous vote.

Board Member Herceg arrived at 6:02 p.m. Councilman Mallory arrived at 6:07 p.m.

Old Business:

Discussion of LED Streetscape Lighting Conversion:

- Representation from Stan's Electric and All Phase were in attendance to show the variations in color of lights under discussion.
- Discussion held regarding how many fixtures are the DDA paying for and how many fixtures need to be replaced, what the cost would be and what is the length of time that would be paid back.
- Paul Dobrowolski from Stan's Electric provided City Manager Eustice with a listing of all of the electric meters, all of the lights. All bills are paid from the City; Consumers Energy could not tell Mr. Dobrowolski which meters were DDA and which were City. He further explained that the City would save \$60/day if the lights were converted to LED.
- Board Member Lange asked if City Manager Eustice can find out how many light bulbs the DDA is responsible for and what the exact expense is between incandescent vs. LED. Mayor Bronson stated that is a shared cost between the DDA and the City on the same fixtures. City Manager Eustice stated that the City is not clear on what bills go with each service. He stated that City Treasurer Brown is working with Consumers Energy to break out all of the bills and the accounts to determine which lights are the DDA responsibility; he stated that the former Treasurer may have assigned a percentage to the DDA and moved that money to the General Fund to pay the Consumers Energy bill.
- Discussion held regarding the parking lot lights and if that is a responsibility of the DDA.
- Board Member Lange asked if once there is clarification of what lights the DDA is responsible for and if that is a percentage split with the City, can the City and DDA use that percentage split for the upgrades.

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Motion by Lange, seconded by Herceg, to select the 3,000 kelvin bulb for the lighting conversion and once it is determined what the percentage is that the DDA pays for the lighting, the opportunity should be presented to the City Council to see if they would split the expense with the DDA for the conversion to LED lighting.

Passed by unanimous vote.

Main Street Report:

- Main Street/DDA Director Guenther distributed an agenda for the upcoming Baseline Assessment for the Main Street program.
- One of the days of the Baseline Assessment is the date of a City Council meeting and she asked the mayor to consider rescheduling or canceling the Council meeting as there is a kickoff celebration and presentation that would take place at the same time.
- Main Street/DDA Director Guenther stated that City Council appointed her the Main Street/DDA Director at the last City Council meeting, effective April 1, 2019. There are \$13,000 in pledges for the Main Street program with a goal of \$20,000; a fundraising campaign will begin in hopes of raising the remaining \$7,000. Deadline for donations to be turned in is July 31, 2019.
- Main Street/DDA Director Guenther stated that two free workshops are available to Main Street businesses through the SBDC. Normally these workshops would cost \$25/each but because we are a Main Street community, the businesses benefit with free registration.

Review and Amendment of DDA Façade Design Grant program:

- Main Street/DDA Director Guenther distributed an updated Façade Improvement Grant Program and Standards and Guidelines for the DDA Building Front and Rear Façade Rehabilitation Program based on the discussion from the March 5, 2019 meeting.

Motion by Hillesheim, seconded by Moulder, to adopt the amendments to the DDA Façade Improvement Grant Program and Standards and Guidelines for the DDA Building Front and Rear Façade Rehabilitation Program documents as presented.

- Board Member Lange stated that the DDA could look into providing (8) \$500 micro grants that could assist blighted properties in the DDA district. Board Member Moulder stated this could be a separate program. Main Street/DDA Director Guenther stated that other communities have similar programs and she can research and present at the next Board meeting.
- City Manager Eustice asked what the qualifications would be for a program like this. Board Member Lange stated that it could be an application process where the need would be demonstrated with a \$500 maximum; which would help beautify the entire area.

Motion passed by unanimous vote.

Report from Main Street Design & Beautification Committee re: Festival Square Entrance

- Main Street/DDA Director Guenther reported that the committee met with the designer from Drost Landscaping to discuss design elements for the entrance to Festival Square. Board Members Lindeman, Moulder and Hillesheim are on this committee.
- Previously the design included a bonfire and water component, but based on the feedback from the DDA board, this element has been eliminated. The design has been modified to include

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lighting elements, a pad for an art sculpture, and additional greenery. The goal is to have an updated design available for the May 2019 DDA Board Meeting.

- If someone sponsors the Main Street program for \$250 or more, their sponsorship provides an imprinted brick that will be installed in front of Festival Square. This will be worked into the design.
- The design plans are low maintenance and will address the trip hazards.
- Board Member Eckhart asked if bathrooms could be revisited to the design. City Manager Eustice stated that is something that could be looked into.

Downtown Enhancement Administrator Report:

- Main Street/DDA Director Guenther reported that there will be a Public Participation Forum on April 22 from 6:30-8:00 p.m. at the Cheboygan Area Public Library. This event is a requirement of the Redevelopment Ready Communities program through the MEDC. Northern Lakes Economic Alliance will facilitate. This is open to the public. Almost 100 people attended last year's event.
- Main Street/DDA Director Guenther reported that she is modifying the Music Festival budget which was approved last month, as the bounce house item has changed. The company she was working with provided a contract that was not reflective in the verbal agreement and proves to be too costly to add to the event. Next month she will provide an updated budget that will add activities to replace that projected income.
- Spring Girls Night Out is scheduled for June 19 from 3:00-8:00 p.m.

City Manager/DDA Director Report:

- City Manager Eustice stated that the DDA and board is in a transition period with the Main Street program and DDA. The City will take advice from the Michigan Main Street team on how to transition. He stated there could be some subtle changes, including the number of board members; currently the DDA ordinance requires a 12 member board, but MMS would like an odd number. To change the number of board members in the ordinance will require a public hearing. He stated MMS requires approximately 8 hours of volunteer time per month.
- City Manager Eustice stated that the holiday decorations were on display longer than expected this year. Main Street/DDA Director Guenther stated that 35 bows need to be replaced and 60 strands of lights. City Manager Eustice stated that the City usually has to purchase replacement materials each year, but this year's lights and bows may be more than typically spent. Board Member Lange stated that he thinks downtown business owners would contribute to help fund that added expense.

Public Comments:

- Ms. Susan Cheli asked if the City has considered adding winter themed banners to the lamp posts. Main Street/DDA Director Guenther stated the City used to have banners on the lamp posts on banner arms, but stopped that installation because the banners were very tattered as they aged and it was cost prohibitive to replace. She stated that this is an item that could be looked into again.
- Ms. Sharen Lange stated that Molly Stepanski from Taste the Local Difference, would like to come to a future DDA Board Meeting. Taste the Local Difference is a statewide, fresh foods supportive program which helped the Nauti Inn with a grant last year. She stated that Ms. Stepanski is from the Northeast Michigan division to help communities create sustainable

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solutions in food; she is part of the program where there is a multi-million dollar fresh food hub that is going into Grayling which is similar to Eastern Market. She has assisted Alpena with green spaces and would like to talk with the DDA about grant opportunities.

- Ms. Lange stated that she and Board Member Lange purchased the former Chinese restaurant on the corner of State and Main and was approached by Kevin Shaffer, who would like to invest in Cheboygan and is purchasing 431 N. Main as well as 336 N. Main.

Board Member Comments:

- Board Member Hillesheim thanked everyone who put in hours bringing the Main Street program to Cheboygan.
- Councilman Mallory distributed information related to the business incubator/chalet program in Muskegon.
- City Manager Eustice stated that the County will likely be asking for bids sometime in May for the Gold Front property. This property could be a site for the incubator program Councilman Mallory described.
- Board Chair Granger asked about additional quotes for the wireless canopy. Main Street/DDA Director Guenther stated that Air North is updating their quote and that will be available for the next meeting. City Manager Eustice stated there are very few companies that do that sort of installation. He stated Spectrum would rather hard wire and it's hard to find companies to get a bid, but will look into that.

Adjournment:

The meeting was adjourned at the call of the Chair at 7:08 p.m.

James Granger, Chairperson