

REGULAR MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY MEETING
April 30, 2019

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

Roll Call:

Present: Board Members Mallory, Bronson, Granger, Costin, Clare, Eckhart

Absent: Moulder, Lindeman, Lange, Hillesheim, and Herceg

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

Review and Approval of April 2, 2019 Regular Main Street DDA Meeting Minutes:

Motion by Bronson seconded by Eckhart to approve the minutes of the April 2, 2019 Regular DDA Meeting.

Passed by unanimous vote.

Board Member Herceg arrived at 6:05 p.m.

Special Presentation:

- Ms. Molly Stepanski provided information relative to Taste the Local Difference organization. The mission of Taste the Local Difference is to educate consumers on the value of local food and support food and farming entrepreneurs in building successful, well connected and thoughtful businesses.

Old Business:

Main Street Baseline Assessment:

- Main Street/DDA Director Guenther reported the Baseline Assessment will take place May 14 & 15, 2019.
- The Board is encouraged to provide a PowerPoint presentation during the meeting on May 14 that focuses on the Board and District strengths and challenges. The Board reviewed the presentation and determined which board members would speak during each session.
- There will be a Community Kickoff at May 14 at 6:00 p.m. in the Opera House. At this time, the Main Street Team will present Cheboygan with the Main Street sign. There will be an informational program for the public after the presentation. A networking hour will take place immediately after in an effort to solicit for additional pledges as well as selling merchandise.

Report on Streetscape Lighting:

- Main Street/DDA Director Guenther distributed a list of lights generated from Stan's Electric that are in the DDA district.
- Main Street/DDA Director Guenther reported that she met with City Clerk Treasurer Bridget Brown and the DDA pays for two meter bills: the Washington Park meter includes 3 lights and the Festival Square meter is the entire electrical bill for the venue. On average, the DDA pays for approximately \$500 per month in electrical costs.
- Board Member Eckhart provided a map of the lamp posts in the Main Street DDA district.
- City Manager Eustice will follow up with Paul Dobrowoloski from Stan's Electric to see if there are any grant programs available to assist with the conversion.

Regular Downtown Development Authority Meeting – April 30, 2019

Motion by Herceg, seconded by Eckhart, to convert the 3 lights that were determined to be the DDA's responsibility and to recommend to City Council for the City to finish the remainder the downtown lamp post conversion.

Passed by unanimous vote.

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

- Main Street/DDA Director Guenther reported that the committee has developed a design for the entrance of Festival Square but they also have a desire to look at adding restroom facilities to Festival Square.
- Main Street/DDA Director Guenther contacted Beckett & Raeder who designed the restrooms that were to be the Phase 2 project for Festival Square to obtain costs estimates, as there are grant programs through the state that could fund up to 90%.
- The Main Street DDA Design & Beautification committee has discussed relocating the restrooms to the back of Festival Square. Discussion held from the Board regarding the fact that utilities are installed in the front of the venue to prepare for building restrooms. Further discussion held regarding the state paying for the construction on Huron Street and this plan would call for digging up the new asphalt to install utilities, which may not look favorable to the state.
- City Manager Eustice stated that the City will purchase signage to direct people in Festival Square to use the Opera House/Police Department for public restrooms. Councilman Mallory asked for restroom directional signage be installed along the walkway by Mulligans and Nauti Inn Barstro.

Quotes for WiFi Umbrella Canopy:

- Main Street/DDA Director Guenther stated an updated quote from Air North Communications was received for installation of a WiFi Umbrella Canopy for \$4285. The quote received in 2017 was \$4463 but that also included installation of WiFi in Festival Square.
- Main Street/DDA Director Guenther will contact Cherry Capital Communications for a quote for installation of the same.

Motion by Bronson, seconded by Costin, to accept the quote from Air North Communications for \$4285 unless a quote from Cherry Capital Communications is obtained and to install by June 1, 2019 with the understanding that the City owns the equipment after installation.

Councilman Mallory asked Main Street/DDA Director Guenther to find out if the equipment is compatible with another service other than Air North Communications.

Passed by unanimous vote.

Façade Mini Grant Discussion

- Main Street/DDA Director Guenther distributed sample façade mini grant programs including application and guidelines from Jefferson, Iowa Main Street Program and Elk Rapids DDA. Jefferson's program awarded up to \$500 to business owners. The Elk Rapids program is a 50/50 reimbursement grant and they earmarked \$2000 for the program, awarding 3 buildings.
- Main Street/DDA Director Guenther stated the DDA has awarded (4) façade design grants since 2017.

Regular Downtown Development Authority Meeting – April 30, 2019

- Chairman Granger asked the Board to review the programs and bring ideas to the next DDA board meeting.

Music Festival and Rockin' Rivertown Ride Budget Amendment

- Main Street/DDA Director Guenther presented an updated budget for the Music Festival and Rockin' Rivertown Ride. She stated that the bounce house company she was working with had verbally told her that they would provide the bounce amusements and give the festival a % of the proceeds but when the contract was presented there was a \$4,000 cost; the festival would receive a percentage of the surplus after the \$4,000 cost was realized. Because of this, she decided to eliminate that from the budget.
- The refreshment line item was adjusted as there will be popcorn served at the event.
- The anticipated revenue is \$4,000. She stated that this year's event will be conservative in plans; last year there was an all-day component with the Farmer's Market, but the farmers have elected to move to the Opera House parking lot so activities will not take place on Saturday until 5:00 pm. She reported that she attended the Michigan Festivals and Events Association convention in the fall and learned that any events that add a family component are popular as families are searching for experiences. The Main Street Events & Promotions committee would like to add a Children's Music Festival to the event next year.

Motion by Mallory, seconded by Clare, to amend the Music Festival and Rockin' Rivertown Ride budget.

Passed by unanimous vote.

New Business:

Tax Abatement Hearing for 217 & 221 North Main – John and Marcella Costin:

- City Manager Eustice reported that there is a tax abatement hearing for John and Marcella Costin's project at 217 and 221 North Main on May 7 at 7:00 p.m. during the regular City Council meeting.

Main Street Director Report:

- Main Street/DDA Director Guenther reported that that the City is hosting a Community Clean Up event on May 11. Volunteers are asked to meet at Festival Square at 9 am and volunteer teams will be sent to areas within the city to clean up trash.
- City Manager Eustice reported there will be dumpsters at the Opera House, County Fairgrounds, and the Ice Rink Pavilion for residents to dispose of materials that may be deemed blight. Volunteers are needed for this activity. This will take place on May 11 from 9:00 a.m. to 3:00 p.m. Charlie Hague with Air North Communications will be onsite at the Opera House to take electronics.
- Main Street/DDA Director Guenther reported that Back to the Bricks is a car tour in Flint that takes place in August and they promote their event by have a car tour throughout the state. The group will be in Cheboygan on June 10 from noon-2 pm for a lunch stop. Cars will be on display on Main Street from State to Court and have 272 registered, which means there will be approximately 600 people in town for lunch. The Chamber and Main Street will be coordinating this event. Local car owners are invited to display their cars in the Citizens National Bank parking lot.
- Spring Girls Night Out is June 19 from 3-8 pm.

Regular Downtown Development Authority Meeting – April 30, 2019

- Main Street/DDA Director Guenther distributed an event from the Michigan Downtown Association that will be held in Cheboygan at the Public Library on June 6 at 2:30 p.m. relative to the PA 57 (DDA/TIF requirements).

Board Member Comments:

- Board Member Costin asked if there is any news on change of ownership of downtown buildings. City Manager Eustice reported that Kevin Shaffer purchased the former China Buffet building on the corner of State and Main and also the Purple Tree building. He has plans to renovate the apartments in both. The former Cheboygan Hardware building will begin work this summer. Main Street/DDA Director Guenther stated that a week after the City was named a Main Street Select Level community, a realtor contacted her regarding information on the Main Street program because interest in downtown buildings was increasing. The Fabric Stash/Big Dipper building was recently sold as well.
- Board Member Eckhart asked when the garbage cans are going to be set up on Main Street. Main Street/DDA Director Guenther stated DPW is planning the first part of May.
- Board Member Eckhart stated that she would like to see the holiday garland continue to be real as opposed to artificial.
- Board Member Costin stated the trees on Main Street do not look well compared to other communities. Main Street/DDA Director Guenther stated that Northern Lakes Economic Alliance holds a downtown forum every other month and the next forum will feature discussion on downtown trees and grates. She will report back to the Board.
- Mayor Bronson stated Inverness Township has a website and there is a meeting on May 7 at 6:30 p.m. to discuss the 425 agreement.
- Board Chair Granger stated that according to the bylaws the Board has to elect officers the second quarter of the year and there will be an election of officers in June.

Adjournment:

The meeting was adjourned at the call of the Chair at 8:25 p.m.

James Granger, Chairperson