

REGULAR MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY MEETING
August 6, 2019

The Regular Main Street Downtown Development Authority Meeting was called to order at 6:00 p.m. by Chairperson Emily Eckhart, who welcomed new Board Members David Bishop, Bobie Crongeyer, and Christy Stempky.

Roll Call:

Present: Board Members Eckhart, Mallory, Lange, Herceg, Hillsheim, Bishop, Stempky, Crongeyer

Absent: John Costin, Dennis Lindeman, Mayor Bronson

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

Consent Agenda:

A. Minutes

a. July 2, 2019 Regular Main Street DDA Meeting Minutes

b. July 22, 2019 Special Main Street DDA Meeting Minutes

B. Michigan Main Street Contract

C. Main Street DDA Director Report:

2019 Music Festival & Rockin' Rivertown Ride:

The Music Festival & Rockin' Rivertown Ride was held on July 26-27, 2019. There were 1,300 in attendance on Friday night, with 700 in attendance on Saturday night. The Whitmore 4, a Cheboygan band, opened the event on Friday and headliner, Brena from Grand Rapids, played for 3 hours. High Speed from Alpena opened the show on Saturday at 5:00 p.m. and headliner Serita's Black Rose from Grand Rapids played until 11:00 p.m. Many positive comments about the music were received. There were 52 volunteers, contributing 187 volunteer hours.

The Rockin' Rivertown Ride had 34 registrations. This number was down compared to previous years, but the threat of rain and wind definitely played a factor in the participation. The participants traveled to the following locations: Cheboygan Brewing Company, Pub 27, Rusted Spoke in Mackinaw City, B.S. & Co. in Wolverine, and the Inn Between in Indian River. Bikes gathered at Dave's Place to fuel up and ride into town for the bike parade. Participants enjoyed the route.

There were 30 business/organizations who provided cash sponsorships totaling \$8,200 and 9 businesses that provided in-kind services totaling \$5,892. All of the bills have not been submitted to close out the event; a complete financial report of the event will be provided at the September 3, 2019 Main Street Board of Directors meeting.

Main Street Pledge Drive Report: To date, \$11,350 has been collected from the membership pledge drive. This accounts for 10 individuals and 14 businesses. There is \$2,020 remaining to be collected.

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Main Street Apparel: Main Street apparel has been created with the “That’s Cheboygan!” logo. To date, \$124 has been collected for orders.

- D. Status of Internet Canopy Project:** The Internet Canopy Project is in process. The team will connect and install the canopy the week of August 5, 2019, with expectation to be live by the end of the week, as most of the network will be functional at that time. The wires will be attached to the lamp posts the week of August 1, 2019.

Motion by Herceg, seconded by Lange, to approve the Consent Agenda as presented.

Passed by unanimous vote.

Art Vision Plan Presentation: Lindsey Gardner - MSU Extension:

- Friends of Ottawa Park contracted with Ms. Gardner to facilitate a charrette to help develop an Art Master Plan for the City.
- There will be a charrette activity at the Cheboygan Area Public Library on August 13 where the public is invited to give opinions on types of art they would like and where art should be placed in the City.
- The public was invited to complete an online survey prior to the charrette; the public was also invited to attend the Farmers Market or Library on August 17 to give opinions on the top 3 options that were generated from the charrette. The final art plan will be unveiled to the community in Washington Park during the City’s 130th Birthday Party from 2-4 pm.
- After the plan has been unveiled the group is searching for grants to help fund portions of the Art Master Plan. Kathy King Johnson from the Cheboygan Area Arts Council is writing a \$100,000 grant to add public art to a community.
- Ms. Gardner distributed information relative to the First Impression Tourism Program, an assessment that MSU provides to cities. A team of people who have never been to Cheboygan and are trained to look for certain characteristics and share their experience with what they noticed. She stated this would pair nicely with the Main Street efforts and many cities do both in tandem. There is a cost to this program which is approximately \$3,000.

Old Business:

Transformation Strategy Identification Visit: August 13 & 14, 2019:

- Board Chair Eckhart reminded the Board that the next Main Street training is August 13 at 6:00 p.m. for the community and on August 14 for stakeholders from 8:30-10 am. The meetings will be held at the Cheboygan Area Public Library. The board is to attend both sessions and there will be a session for the Board from 10-11 am on August 14.

Match on Main Update:

- Board Chair Eckhart informed the Board that at the last regular meeting the Board voted to specify restaurants and retail as the businesses that would be available to apply for the Match on Main grant, but reported that Main Street/DDA Director Guenther spoke with the MEDC regarding this and because Cheboygan has not identified a Transformation Strategy yet, we are not limited to only restaurants and retail.
- If approved by MEDC, new funding will be allocated for September 2019 for the next fiscal year.

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New Business:

130th Birthday Party: August 24, 2019

- Board Chair Eckhart reported that City 130th Birthday Party will be held on August 24, 2019.
- There will be a Pub Crawl to the participating downtown pubs and restaurants. T-shirts are for sale for \$20; participants wear the shirt and receive special pricing that day.
- There is a family friendly co-ed softball game that day. Participants must be age 7 and older; cost to participate is \$5. Proceeds go to the City Parks and Recreation program.
- Cumming String Quartet will play at the Opera House at 7:30 pm. Tickets are free, but you must get your ticket to attend. Sponsored by Bruce and Rosemary Gauthier.
- There will be two ribbon cuttings that morning. Little Traverse Conservancy Duncan Bay Preserve Dedication takes place at 10 am and the Riverside Trail in Major City Park will take place at 11 am.
- There is a History Center Tour from 10 am-2 pm, Lighthouse and Crib Tours from 10 am-5 pm, and a Historic Photo Exhibit at the public library from 10 am – 4:30 pm.
- There will be an Ice Cream Social and Cake Walk in Washington Park from 2-4 pm with the Art Vision Plan Reveal.
- The Shanty Boys vintage baseball game will play at Major City Park at 1:00 p.m. vs. the Strait Farmhouse Club of Nankin. Kids games and activities will take place from 1-8 pm.
- Exit Realty Premier is hosting a square dance in Festival Square from 5-7 pm.
- Fireworks will take place at dusk.
- S. Herceg reported that the Old 27 Motor Tour comes to town that afternoon on the east side.

Discussion and Consideration to Coordinate 2019 FallFest:

- Board Chair Eckhart stated that Sharen Lange led a volunteer group to coordinate the FallFest for the past two years and asked that the DDA take over the event.
- B. Lange stated that Ms. Lange is happy to support and participate but did not want sign contracts and waivers that guarantee the event make money.
- S. Herceg stated that he thought the event should be owned by an entity and not an independent volunteer group. Discussion held relative to the DDA taking ownership of the event.
- S. Herceg stated that the Chamber is coordinating a fall kayak race in the last weekend in September on Black Lake and Black River in 2019. He also stated they have been exploring an Octoberfest event as well and are looking at beginning this in 2020.
- City Manager Eustice stated there is \$4,885 in the FallFest account.
- Board Chair Eckhart stated that she feels this event is scheduled too quickly and would like to see events planned months ahead of time, unless Ms. Lange is prepared to lead the event. B. Lange stated the FallFest template is already created and Ms. Lange is prepared and the event is ready to go, it just depends on if the DDA is willing to execute.
- Board Chair Eckhart asked the Board if anyone would be willing to assist with the event.
- Discussion held regarding moving the event to the last weekend in September, as the weather the first weekend in October has been inclement.
- Discussion held regarding the legality of the DDA taking over the event and if it can be done through committee without asking anyone to sign a personal contract. City Manager Eustice stated that is the direction it should take with the Main Street DDA taking over the management of the program. S. Herceg stated that the Chamber operates events with a chairperson who signs a chairperson agreement that they will stick to the event budget.

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- Discussion held regarding the Main Street Promotions Committee taking an active role in the coordinating and working side by side with Ms. Lange.
- B. Mallory asked if communication with the Main Street Steering Committee could take place to see if there was any interest from that group to help with FallFest. Discussion held regarding engaging in young adult volunteers.
- City Manager Eustice recommended that the FallFest becomes a Main Street DDA project and suggested that the Board contract with Ms. Lange for this first year.
- Board Chair Eckhart stated that she would like to see S. Lange chair the event with some board members joining the committee along with other community members, as a sub-committee of Main Street.

Motion by Stempky, seconded by Mallory, that the DDA coordinate and own FallFest, with Sharen Lange as the chairperson and supporting the committee.

Passed by unanimous vote.

Motion by Lange, seconded by Mallory, to move the FallFest to the last Saturday in September.

Passed by unanimous vote.

- B. Lange stated that he will talk with S. Lange about the decision of the Board.
- Board Chair Eckhart stated that she will contact Ms. Lange about getting members of the Main Street DDA board to join the FallFest committee.

Board Member Comments:

- S. Herceg reported that the Chamber just submitted the application to be Chamber of the Year for 2019 and it will be announced at the end of October.
- B. Mallory stated that he is willing to help at FallFest. B. Mallory has noticed there is less seasonal residents and more year-round residents.
- D. Bishop stated that his business has received many contacts from the Pure Michigan promotion.
- B. Lange stated that the real estate market has been positive for the past 12 months and that can be attributed to the articles from U.S. News and World Report and Crain's. B. Lange stated that the Dance Cheboygan was a successful event.
- D. Bishop asked if there is a packet to recruit businesses. S. Herceg stated there is, but can be modified per business. Board Chair Eckhart stated that could be a project for the Economic Vitality Committee. B. Crongeyer asked if the Main Street program is in a holding pattern waiting for the training sessions to be complete. S. Herceg stated that the Main Street program has to have priorities set before moving forward with committees. D. Bishop asked if the DDA and Main Street boundaries could be changed; V. Hillesheim stated that the boundaries of the DDA could be expanded, but you have to look at the budget to make sure you can support the infrastructure of the addition.
- B. Mallory asked if there is signage at the Front Range Lighthouse. City Manager Eustice stated that he has been approached by the Great Lakes Lighthouse Keepers Association relevant to signage. He stated that the wayfinding signage on US-23 is limited what can be placed on the existing signage as it is managed by MDOT. He stated he is working with MDOT to address this issue.

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Adjournment:

Motion by Lange, seconded by Herceg, to adjourn the meeting at 6:58 p.m.

Emily Eckhart, Chairperson