

REGULAR MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY MEETING
September 3, 2019

The Regular Main Street Downtown Development Authority Meeting was called to order at 6:02 p.m. by Chairperson Emily Eckhart.

Roll Call:

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

Absent: Vince Hillesheim, Dennis Lindeman

Also Present: Kirsten Guenther, Main Street DDA Director

Consent Agenda:

A. Minutes

- a. August 6, 2019 Regular Main Street DDA Meeting Minutes
- b. August 14, 2019 Special Main Street DDA Meeting Minutes

B. Main Street DDA Director Report:

130th Birthday Celebration:

There was a full schedule of events that took place on Saturday, August 24 in celebration of the City's 130th birthday. The 2 new Trail dedications were well attended. Kieran Fleming, Executive Director from Little Traverse Conservancy, said the turnout at Duncan Bay Preserve was the largest they had ever seen with approximately 200 people attending. The 2nd dedication was at the new Children's Trail in Major City Park, which was also well attended and had an enthusiastic crowd.

The Poetry & Other readings at the Cheboygan Carnegie had 18 people in attendance, The photography exhibit was well attended. Over 300 people attended the Cummings String Quartet at the Opera House.

Family Softball Game was a lot of fun; there were 3 teams of all ages. Participants enjoyed the games and would like to see this type of activity happen again. The Shanty Boys Vintage Baseball went well and they won against the Strait Farmhouse Club of Nankin. The kids games held in Major City Park were not attended well, as only 5 kids participated.

The Pub Crawl was successful as 100 people participated. Sidewalk Sales were busy, with 13 businesses participating. There were many people on the streets either walking to the Sidewalk Sales or participating in the Pub Crawl... or doing both activities.

The Art Vision Plan results were unveiled in Washington Park. The Cheboygan Area Chamber of Commerce offered a free ice cream social to approximately 100 people and later held an old fashioned cake walk where 30 cakes were given away. The Square Dance in Festival Square had 16 dancers participate with about 20 people observing.

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The evening ended with fireworks shot off from the Cheboygan County Fairgrounds. This was a short display that lasted 10 minutes and was the perfect end to a perfect day. The committee will meet in September to review the events, as some of the events could be included in future downtown promotions through the Promotions Main Street Committee.

Main Street Pledge Drive Report:

To date, \$11,850 has been collected from the membership pledge drive. This accounts for 12 individuals and 14 businesses. There is \$1,770 remaining to be collected.

Main Street Volunteer Interest Cards:

Thirty (30) volunteer interest cards have been submitted by individuals interested in participating in a Main Street Committee. We are slowly building the volunteer database. Anyone interested in volunteering, can sign up on the City website: www.cheboygan.org and click on the Downtown tab/Main Street Volunteers where there is a fillable application to sign up. Attached to this report, you will see the volunteers who have signed up and in what capacity they would like to assist the committees.

Internet Canopy Project:

The Internet Canopy Project is still in process, and has encountered a setback in getting power to the poles. The power on the lamp posts is only accessible during the evening when it is dark; the only way the current setup would provide power to the poles is if the light poles would be on all day. The contractor is installing solar powered adaptors that would provide continuous power to the pole and would provide internet accessibility 24 hours/day. Currently, the timeout feature for the wireless internet is set at 2 hours, but this can be changed if that is the decision of the Board.

Michigan Main Street Program Quarterly Training:

The next quarterly training for Michigan Main Street programs will be held in Grand Haven October 8. The agenda for the training is attached. It would be great to have a team from the Board attend as the information provided during the training is very worthwhile and can help in forming our program as well as connecting Cheboygan with other communities. There is money allocated in the Main Street DDA budget that is specifically for Main Street Board training; please let me know if you would like to attend.

Informational Public Meetings: Pursuant to PA 57, the State of Michigan requires DDA's to hold two public meetings within the calendar year for the purpose of informing the public of the goals and direction of the authority. The next meeting will be scheduled on October 1 at 5:30 p.m. in City Council Chambers. The additional meeting will be scheduled during a City Council meeting in November 2019.

- C. 2019 Music Festival and Rockin' Rivertown Ride Financial Report: \$8,200 was received in cash sponsorship money and \$5,892 was received from in-kind services, which includes dumpster rental, radio advertising, gift cards, and Citizens National Bank provided radio advertising. Friday night beverage sales were \$4,911 and \$4,629 from Saturday night. Total expenses were \$20,354.53 and total income was \$28,496.85.

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- D. FallFest 2019: Ms. Sharen Lange provided an email stating that she decided not to produce the FallFest event for 2019 due to the short time frame, as it only gave the committee 6 weeks to plan.

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

Passed by unanimous vote.

Old Business:

Review of Potential Waterfront Improvement Plan:

- The Board received a copy of a waterfront development plan designed by Beckett and Raeder in 2009 which links Washington Park with the Water Street parking lot as well as Festival Square and the Opera House.
- The plan includes changes to the current Water Street parking lot by adding green space, additions of a fountain, playground equipment, art, observation tower, modifying the parking spaces, improvement to the seawall and electrical services, and creating a walkway by the BKC property – contingent on the property owners' approval.
- Main Street/DDA Director Guenther stated that John Beckett from Beckett and Raeder is working on cost estimates for the Water Street Parking Lot portion of the project and will have those available to the Board at the October Board meeting. She also stated that she has reached out to Community Assistance Team Specialist Lindsey Miller, regarding grant opportunities.

Discussion and Approval of Transformation Strategy:

- The Board discussed the three potential transformational strategies: Family Friendly Arts & Entertainment, Local Foods/Local Flavor, and Outdoor Recreation. Discussion held relative to including the Cheboygan River in final strategy.

Motion by Lange, seconded by Bishop, to adopt “Family Friendly Arts and Entertainment” as the Transformation Strategy.

Yes Votes: Lange, Bishop, Herceg, Bronson, Mallory

No Votes: Eckhart, Costin, Crongeyer, Stempky

Passed by majority vote.

- Discussion held adding the Cheboygan River and Festival Square as unique assets within the description of “Family Friendly Arts and Entertainment.”
- The Board decided to meet with the Consultant on September 26 from 5:00-8:00 p.m. Main Street/DDA Director Guenther will coordinate with the MMS team.

New Business:

Discussion of Main Street 4-Point Approach Committees:

- Board Chair Eckhart stated that the Board Members should complete the volunteer interest cards to identify what committee(s) each member is interested in.
- Main Street/DDA Director Guenther stated that each Board Member has signed a contract and has indicated which committee they would like to be on as well.
- Main Street/DDA Director Guenther stated that it would be a good idea for a Board Member to chair each committee as it is the first year of the program.

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- Board Chair Eckhart stated that Board Members should recruit volunteers for each committee with the people within their networks.

Board Member Comments:

- Mayor Bronson stated that he looked at his phone regarding the Bois Blanc meeting minutes. There was a special meeting on August 3 where they voted to apply for a Michigan Department of Transportation grant for the Bois Blanc Ferry project. He stated that there were many first time walkers attending the State Street Labor Day Bridge Walk.
- B. Lange stated that there are 8-10 committee members who have committed for next year's FallFest.
- S. Herceg stated that the kayak race planned for September will not happen this year.

Adjournment:

Motion by Mallory, seconded by Stempky, to adjourn the meeting at 7:14 p.m.

Emily Eckhart, Chairperson