

REGULAR MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY MEETING
October 2, 2019

The Regular Main Street Downtown Development Authority Meeting was called to order at 5:50 p.m. by Chairperson Emily Eckhart.

Roll Call:

Present: Board Members Eckhart, Mallory, Bronson, Lange, Costin, Bishop, Stempky, Crongeyer, Hillesheim, and Lindeman

Absent: Herceg

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

Consent Agenda:

Motion by Lindeman, seconded by Mallory, to approve the Consent Agenda as presented with the exception of the Director's Report to be placed as discussion

Passed by unanimous vote.

A. Minutes

- a. September 3, 2019 Regular Main Street DDA Meeting Minutes

- B. Michigan Main Street Select Level Community Requirements and Expectations Agreement** was presented to the Main Street DDA Board and is to be filed with the MEDC by November 3, 2019.

Board Member Herceg arrived at 5:54 p.m.

Presentation of Art Vision Plan Results:

- Ms. Kathy Johnson, Executive Director of Cheboygan Area Arts Council and Cheboygan Opera House, distributed results of the Art Vision Plan which was recently completed in August.
- MSU Extension was contracted to hold a charrette to obtain community input on desired art in Cheboygan.
- 253 online surveys were completed as well as 80 hand written surveys that were completed at the Cheboygan Area Public Library and Farmers Market.
- The results of the survey indicated that the public wanted colorful, interactive art in Festival Square. Art Vision Cheboygan is now a sub-committee of the Cheboygan Area Arts Council.
- Ms. Johnson has submitted a grant application to the National Endowment for the Arts called Art Town Cheboygan which will place art in public places. This grant is a collaboration with the Arts Council and the City. Announcement of the grant awards will take place in April.
- The Art Vision Plan includes 3 phases; (1) Festival Square, (2) Major City Park, and (3) Gordon Turner Park.
- Discussion held regarding the ownership of the bunny wall as well as the structural integrity and the approval process for the art to be installed. County Commissioner Sangster stated that anything installed in the City should go through a forum for approval.
- Ms. Johnson would like to have a DDA board member on the sub-committee.
- City Manager Eustice stated that in regards to policies and procedures with public art, the City Council is the legislative body that approves art. In some cases, zoning will have to be addressed

Regular Main Street Downtown Development Authority Meeting – October 2, 2019

as well. Discussion held relative to getting approval to update the bunny wall graffiti and if City Council will be apprised. Vice-Chair Lange stated the difference between art and graffiti is a City Council Meeting.

Old Business:

Discussion Regarding Potential Waterfront Improvement Plan and Cost Estimates:

- The Board received a copy of the cost estimates completed by Beckett & Raeder relative to the phased plan developed.
- Director Guenther stated that she has discussed with Lindsey Miller, MEDC Community Assistance Team (CAT) Specialist for Region 3, in regards to the best grant opportunity for a project of this size. Included in the Board packet was an information sheet on the “Public Facilities” grant which has a maximum grant amount of \$2 million.
- Discussion held whether this project falls on only the DDA’s responsibility. City Manager Eustice stated that it does not have to be a DDA only project. He further stated that DNR Trust Fund monies could be utilized as well as Community Development Block Grant funds facilitated through the MEDC. He stated the City could participate in the retaining wall project as it is the City Marina, which needs updated electrical upgrades.
- Discussion held to establish a sub-committee to focus on the Waterfront Improvement Plan and once the Main Street Committees are established, this project would then fall under the Main Street Design Committee. Mayor Bronson stated that getting participation from the Recreation Commission as well as other boards/commissions would be beneficial as well; he suggested that the Board should establish their sub-committee and then they can invite others to attend the meeting.
- City Manager Eustice asked if this project is a priority of the DDA. Board Chair Eckhart stated that there hasn’t been a motion stating that but it has the potential to be a larger project for the DDA. He stated that the DDA has \$87,000 in cash annually due to the pedestrian bridge being paid off and would give the DDA the ability to get a bond for a major project. With new DDA legislation, excess monies must be earmarked for projects or spent and cannot be held for savings. Vice-Chair Lange asked City Manager Eustice to provide the Board with a list of potential grants.
- Discussion held regarding what the Board’s priority projects are, citing the Waterfront Development Plan as well as the improvements to Festival Square. Board Chair Eckhart stated that there is one more Transformation Strategy session with Michigan Main Street when they help to identify projects.
- Mayor Bronson stated that when the Board is working on developing their strategy, it is important to remember that the DDA expires in 2022, which now is the time to start the renewal process which involves a Public Hearing at both DDA and City Council.
- Discussion held regarding determining priority projects. The consensus of the Board was to wait until the final Transformation Strategy session.
- Director Guenther will provide the Board with the results from the most recent prioritization survey, but that survey does not include the updates to the DDA Plan.

Discussion and Implementation of Transformation Strategy:

- Director Guenther reported that the final Transformation Strategy Session possible dates are October 29, November 5, or November 7 which will be a 3 hour session.

Regular Main Street Downtown Development Authority Meeting – October 2, 2019

- Director Guenther distributed a document identifying the three Transformational Strategies that focused on experience, economic and environment, as well as the comments made during the session toward the Family-Friendly Arts & Entertainment strategy including the current state and what the Board would like to see the future to look like.
- In discussing with Michigan Main Street about plans for the final strategic plan, Director Guenther asked Leigh Young, Organizational Specialist if the Main Street committees need to be developed yet. Ms. Young said the final session will help prioritize projects and to establish the committees.
- Consensus of the Board was to cancel the November 5, 2019 DDA meeting and hold the final Transformation Strategy session on that day from 5-8 pm.

Consent Agenda Item Added to Agenda:

Discussion of Internet Canopy Project:

- Board Member Lindeman stated that he wanted to have further discussion on the wireless internet canopy as it is currently installed in front of the Kingston Theatre. Because the electricity on the lampposts, is only available in the evening, a solar panel was installed on the lamppost to provide adequate power for the Wi-Fi.
- Discussion held to have the adaptors installed on buildings rather than the lamppost to eliminate the solar panel option.
- Mayor Bronson stated that the City and DDA should like at the adequacy of the power within the lampposts.
- Consensus of the Board was to look at an alternative plan for the Wi-Fi to eliminate the solar panels.

Public Comments:

- Commissioner Richard Sangster asked Mayor Bronson and Councilman Mallory to earmark 20% of the non-committed DDA funds to go toward contingency for pedestrian bridge repairs. He also mentioned that the City should look at a revenue stream within the City marina project with the potential 50 AMP service.

Board Member Comments:

- Mayor Bronson stated that he talked to Mr. Pete Patrick about an easement at the Water Street Limited boat slips, which is part of the Waterfront Improvement Plan. He stated that they would need to recover what the loss in revenue from boat slip rental, which is approximately \$15,000.
- J. Costin, B. Crongeyer, E. Eckhart, and C. Stempky are attending the Main Street Quarterly Training in Grand Haven on October 8, 2019.
- There is a Parliamentary Procedure Training in City Council Chambers for board and commission members on October 3, 2019. Board Chair Eckhart would like to give information to the Board members who were not able to attend the training. Mayor Bronson said there will be another training scheduled.
- S. Herceg announced that the State of Community event is at the Opera House on Friday, October 4, 2019.
- Chair Eckhart asked that businesses consider a schedule for extended holiday hours between Hospitality Night and Christmas until 7:00 p.m. She stated she would take the lead on this effort. She also stated that the Housing Commission is looking for two board members.

Regular Main Street Downtown Development Authority Meeting – October 2, 2019

Adjournment:

Motion by Mallory, seconded by Lange, to adjourn the meeting at 7:12 p.m.

Emily Eckhart, Chairperson