

Cheboygan Main Street DDA Regular Meeting – March 2, 2021

The meeting was called to order via Zoom at 6:01p.m.

Roll Call:

Present: Crongeyer, Eckhart, Hillesheim, Khan-King, Mallory, Schneider, Stempky, Villanueva, Weir

Absent: Costin, Tebo

Consent Agenda:

Motion by Khan-King, seconded by Hillesheim, to approved the consent agenda as presented. Motion passed unanimously.

New Business

- a. Welcome new Main Street DDA Board Member Eric Villanueva

Board members welcomed Eric Villanueva to the Main Street DDA board. He will complete the remainder of Dennis Lindeman's term, set to expire September 14, 2021.

- b. Consideration to adopt the new Cheboygan Main Street DDA brand as presented by Ben Muldrow

Motion by Mallory, seconded by Weir, to adopt the new Cheboygan Main Street DDA brand as presented by Ben Muldrow. Motion passed unanimously.

- c. Consideration to organize an Easter Egg Hunt event to be held Saturday March 27, 2021

Motion by Weir, seconded by Schneider, to approve \$485 towards the organization of an Easter Egg Hunt event to be held Saturday March 27, 2021. Motion passed unanimously.

- d. Consideration to approve presented project proposals for FY2021-2022

Placemaking

Downtown Décor	Shine Up Cheboygan
Creative Crosswalks	Main Street Tree Landscaping
Water Street Bathroom Beautification	Historical Signage
Cigarette Receptacles	Festival Square Festoon Lighting
Clean Up Days	LED Lighting Update
Pedestrian Bridge Stairway Beautification	Kiosk Map Update
Downtown Recycling Initiative	

Motion by Mallory, seconded by Crongeyer, to approve all presented Placemaking project proposals for FY2021-2022. Motion passed 8 to 1 with Hillesheim voting no.

Outreach

Tribune Articles	Holiday Catalog
Main Street Merchandise	Dstrx App and Apptivities
Main Street DDA Website	Direct Mail Fundraiser

Motion by Villanueva, seconded by Mallory, to approve all presented Outreach project proposals for FY2021-2022. Motion passed unanimously.

Events

- Downtown Thursday Nights
- Independence Day Parade
- Holiday Parade of Lights
- Bridge Walk & Downtown Stroll

Motion by Weir, seconded by Khan-King, to approve all presented Events project proposals for FY2021-2022. Motion passed unanimously.

Business Development

- Business Roundtables
- Welcome Baskets
- Coming Soon Signs
- IMPACT Report & Brochure

Motion by Schneider, seconded by Crongeyer, to approve all presented Business Development project proposals for FY2021-2022. Motion passed unanimously.

Treasurer's Report

Crongeyer reported that she and Katie Duczkowski will be attending the City Council Finance Committee meeting on March 11, 2021 at 11am.

Eckhart asked for further clarification on the total budget of the Main Street DDA.

Committee Updates

Outreach Committee – Bobie Crongeyer

Crongeyer reported that volunteer and project leads are waiting on board approval to proceed. Several projects were awaiting the board approval of the new branding.

Placemaking Committee – Christy Stempky

Stempky reported that Placemaking will be meeting as sub committees for the next few months to tackle individual projects that have been approved.

Events Committee – Brandon Weir

Weir reported that sub committees are forming for individual events. He will be meeting with Polly Schneider to further the transition of events from the Chamber of Commerce to the Main Street DDA.

Business Development Committee – Polly Schneider

Schneider reported that the Chamber has been including all DDA businesses in business resources offered through the Chamber.

TIF Renewal Committee – Katie Duczkowski / Bobie Crongeyer

Katie Duczkowski reported that a contract has been signed with McKenna to move forward on the DDA TIF renewal.

City Council Report

Councilman Mallory reported that Enbridge made a presentation to City Council.

Councilman Mallory reported that Board of Review will take place in person.

Councilman Mallory reported that rental registration will be discussed in the near future by City Council.

Councilman Mallory reported that the search for a new City Manager has begun again. An offer was extended to a candidate but not accepted.

City Manager's Report

City Manager Tom Eustice reported that the public hearing for a tax abatement for 409 N Main has been added to the March 9, 2021 City Council agenda. In February the Main Street DDA recommended a 10-year tax abatement for this property.

City Manager Tom Eustice reported that request for proposals for a certified grant administrator have been sent out for the former Purple Tree Books building. This project will likely begin late June or early July.

City Manager Tom Eustice reported that this is an exciting time in Cheboygan.

City Manager Tom Eustice reported that he will likely remain as City Manager until a replacement is hired.

City Manager Tom Eustice congratulated Katie Duczkowski and the Main Street DDA board on their work with the Main Street program. As someone who spends a lot of time in many facets of the City, the work of the Main Street DDA is very helpful to him. He reported that the Main Street DDA program is being managed the right way and is a very positive aspect of our community.

City Manager Tom Eustice said that he is impressed by the work of the Main Street DDA. Keep going forward!

Public Comments

Dale Rieger echoed Tom Eustice's complements and thanked the Main Street DDA for their work.

Dale Rieger suggested musical performers downtown from 3-5pm on Thursday nights to add another layer to Cheboygan being a great place for live music.

Patricia Gildner complemented the board on their hard work and expansive plans for the coming year.

Trudy Lofgren echoed the positive comments made about the board.

Trudy Lofgren asked if the Bunny Wall issue had been settled.

Katie Duczkowski responded that at the February meeting the Main Street DDA board voted to deed the portion of wall owned by the DDA to the owners of 409 N Main at no cost.

Board Member Comments

Crongeyer had no additional comments

Eckhart had no additional comments

Hillesheim welcomed Eric Villanueva to the board. Hillesheim expressed his concern over spending a large portion of the budget on smaller projects rather than larger bricks and mortar improvements. He is excited about everything happening downtown and asked the board to continue to think about what direction it wants to go.

Khan-King welcomed Eric Villanueva to the board.

Schneider welcomed Eric Villanueva to the board.

Stempky welcomed Eric Villanueva to the board and thanked Tom Eustice and all public participants for their comments and continued support of downtown.

Stempky noted that many of budget numbers presented were worst case scenario and the hope is to work to creatively obtain additional funding for those projects.

Villanueva thanked everyone for their warm welcome.

Weir thanked Hillesheim for his comments and welcomed Eric Villanueva. Weir commented that he believes our goals are aligned and we are working towards what is best for downtown.

Adjournment

Motion by Villanueva, seconded by Weir, to adjourn the meeting. Meeting was adjourned at 7:30pm.