



Cheboygan Main Street DDA
April 16, 2024 Board Meeting
6:00pm – City Hall – Council Chambers
MINUTES

1. Call to Order at 6:00pm by Chairman Villanueva
2. Roll Call: Present – Crongeyer, Dodd, Eckhart, Myers, Paull, Villanueva. Staff present – Schneider. Mallory arrived at 6:05pm and Yeck arrived at 6:06pm
3. Consent Agenda: Motion to approve by Myers, Second by Crongeyer. All were in favor – Motion carried.
All items listed under Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.
 - a. Minutes
 - b. Director's Report
 - c. Committee Minutes
 - d. Main Street Monthly Report
4. Treasurer's Report – Bobie Crongeyer. Revenue was \$36,200 (includes the \$25,000 Vibrancy grant from Michigan Main Street). Expenditures were \$39,683. Ending balance was \$359,761.
5. Committee Updates
 - a. Outreach Committee – Crongeyer. No regular meeting, had a sub-committee for the Spirit Stroll, decided to do a self-guided tour rather than a formal guided tour. More information to come.
 - b. Placemaking Committee – Villanueva. Met on April 10th. Discussion and collaboration on Art projects with Art Vision. Preliminary focus on Gordon Turner Park mural, and a collaborative art project which would incorporate local artists, and result in a large mural that can be installed on a wall, Festival Square would be the first place for this mural installation. No dumpsters for Shine Up Cheboygan this year, but clean-up will take place on May 18th. Looking for a possible sponsor(s) for the Scarecrow Stroll.
 - c. Events Committee – Dodd. Easter Egg Hunt went well about 400 attended, over 4,000 eggs were hidden. Looking to get 6,000 eggs for 2025. Suggested to do 3 age groups in 2025. St. Patrick's Day parade/ pub crawl were great, especially the parade being an inaugural event. Music on Main starts June 13th, great sponsorship this year.
 - d. Business Development Committee – Schneider. Working on getting a chair for this committee, might be a few months still – but working towards activating committee.
 - e. Coast Guard Connection Committee – Yeck. April is Military Kid month, CG Connection gave a thank you card and coupon for a free blizzard from Dairy Queen to the CG kids in town. Dairy Queen donated the blizzards.



- f. Farmers Market Committee – Indoor market happening, Director Schneider emailed the Farmers Market committee on what's happening including Shine Up Cheboygan.

6. Reports

- a. City Manager Report – Daniel Sabolsky, not present.
- b. City Council Report – Hayley Dodd. Authorized City Manager to enter into contract for S Huron, S Cuyler & Ball St, Bailey Street. Enter contract for the second phase of the Children's Trail (SPARKS grant) to start in 2025. Projecting Court Street to be done this summer, finishing includes curb and gutter, paving. DPW has started working on Major City Park project removing old concession stand, rebuilding dugouts etc. (this is the project we received a grant from the County for). Spring clean-up, brush etc. out no sooner than the 27th, clean-up should start on the 29th and expected to end May 10th.
- c. Director's Report – Polly Schneider, Executive Director. Match on Main applications due tomorrow (April 17th) April 22nd, she is participating in a webinar with the MEDC about our Main Street program. Thursday April 25 is the Chamber Expo, need board members to volunteer to man the booth. Expo is from 3pm to 8pm. First full week of May Director will be at the Main Street conference in Alabama. The 17th of May is the NLEA's spring symposium, looking for board members to attend, will split a table with the city. Match on Main applicant for Cheboygan is Pig -N- Whistle.

7. New Business

- a. Annual Director Evaluation
 - 1. Presentation from Evaluation Committee – Ashley Myers (Paull, Mallory, Yeck, Myers). Director scored 111 points, superior performance. Committee recommending a 4% raise. Some discussion during the evaluation included – board of directors possible rotating and getting some new blood in, engagement – as a group we need to collaborate, try to figure out how to work together more efficiently. Volunteer engagement. Evaluation form could be tweaked to be more specific to the director role. Make sure that we are explaining why when we decline ideas. Myers requested that job roles for board be included in this meeting packet, and new nominations and voting for officers will be held in June.
 - 2. Consideration to approve 4% pay increase for Executive Director Polly Schneider as recommended by Evaluation Committee.

Motion to approve 4% pay increase for Executive Director Polly Schneider to begin July 1, 2024. Motion by Myers, Second by Mallory (Roll Call) Yeas: Crongeyer, Dodd, Eckhart, Mallory, Myers, Paull, Villanueva, Yeck. All in favor, motion carried.

b. Upcoming Board Elections

- 1. Board Member "Job" Descriptions (in packet). Chair, Vice Chair, Treasurer, Secretary positions are up. Nominations and voting will be during the June meeting. Myers suggested we send the job descriptions out this month to refresh everyone on what the



roles entail and can board members can start thinking about possibly stepping into one of those roles. Eckhart suggested possibly paying a city staff person to take the meeting minutes, Schneider shared that it could possibly be done but the role of board members includes stepping up to help out with things like this. There is one board seat open at this time. Executive board meets prior to the full board meeting to set the agenda and discuss what's happening within the organization – they don't make decisions, just set the upcoming agenda. Dodd asked what the role of Secretary entails, and suggested having the meetings recorded as talk to text. Executive committee meeting date/ time can be adjusted, it just needs to be held the week prior to the full board meeting.

2. Chair, Vice Chair, Treasurer, Secretary nominations & vote at June 18, 2024 meeting
- c. Festival Square Vibrancy Project update by Schneider. Umbrellas were delivered. (Schneider showed one of them to the board), picnic tables are burgundy, new benches are navy blue. Large pots arrived yesterday (April 15th). Old picnic tables from Festival Square will go to Gordon Turner Park.
 - d. Water St/ Riverfront Corridor
 1. Creation of Steering Committee (2 Main Street DDA board members, 2 City Council members, accept applications from 4 non – board members) Schneider and Sabolsky will be staff representation and administrative leads. This will be a collaborative project with the city. We are ready to accept applications for this steering committee, hoping to get the group together to begin the project by the end of the fiscal year. Looking for a mixed committee of stakeholders. Mallory asked about the break wall, Schneider shared that the city is going through a similar program to the SBEI that the DDA went through (RCIP Resilient Coastal Initiatives Project) that will give deliverables which will help with grant applications etc.) This is addressing the erosion due to the seawall deteriorating. There are some really large grants that are out there that we and the city will most likely be going after. This committee will incorporate the entire Water St/ Riverfront Corridor, so the riverfront is part of the project.
 2. Scope of project to include Water St/ Riverfront/ Washington Park and Footbridge (primarily elevator issue or alternate accessibility option)
 - e. 2024/ 2025 Budget
 1. Presentation/ Discussion of the fy 2024/ 2025 Cheboygan Main Street DDA budget – Bobie Crongeyer & Polly Schneider. This is the preliminary budget, can be adjusted and brought back for approval at the May meeting, and taken to council for approval in June. Eckhart asked if we are anticipating any major maintenance things for the 220 Water St building, Schneider shared that we don't know of anything right now, but it is an older building, so we can't always anticipate issues that might happen. Eckhart asked about Main St trees and landscaping, Schneider shared that the dead trees were replaced, and we are continuing to work with O'Grady Landscaping to maintain, prune and replace any trees we need to. Schneider reminded board that they can email any further questions and this can be worked on prior to being recommended for final approval. Schneider shared that we have funds available (could budget \$100,000) that could be used for Capital improvements, grant match etc.



8. Public Comments

Ray Lofgren inquired what the scope of the project for the Water St/ Riverfront project. Schneider shared that is the area south of Plaunt Transportation to the Boat House Restaurant. Ray asked if the city will be leading on any grant applications, or if the DDA will. Schneider shared that for most grants the city has to be the applicant, but this will be a collaborative project between the city and the DDA. Ray also brought up the mural at Majestic Riverview Park and shared that he understands the word is written with native spelling, but it confuses visitors and new residents. He asked that we be vigilant in the future on what murals/ signage is put up.

Mr. Paul Tanner strongly urged the board to correct the elevator issues at the footbridge. He talked about relieving hydrostatic pressure as a possible fix, possible drain tile, possible sump pump as a way to correct the water issue in the elevator pits, the importance of ADA compliance. Mr. Tanner also expressed his concern that nothing has been done over the last several years to correct the issues and get the elevators running. Board members Dodd, Eckhart, Myers shared that the DDA is not ignoring the problem, but are trying to come up with the best option/ plan for getting the elevators operational again. Mrs. Tanner expressed her concern that there are new fishing piers being constructed that are handicap accessible, and we are making improvements to attract visitors and be a great place, but we are not doing anything to correct the elevators on the footbridge. Dodd suggested Mr. Tanner apply to be on the steering committee for the Water St/ Riverfront project which does include the footbridge (specifically the elevator operations). Schneider let Mr. Tanner know she will send him a copy of the application for the steering committee once it is released.

9. Request for Future Agenda Items

10. Board Member Comments

11. Adjourned at 7:18 by Chairman Villanueva

If you cannot attend this meeting, please contact Polly Schneider at (231) 627-9931 as soon as possible.
Enclosures