

Cheboygan Main Street DDDA
MINUTES
Monthly Board Meeting Tuesday, September 17, 2024
6:00pm, City Hall, Council Chambers

1. Call to Order by Chair Ashley Myers at 6:00pm

2. Roll Call:

Present Crongeyer, Dodd, Eckhart, Gahn, Mallory, Myers, Paull, Sangster, Villanueva, Yeck, Schneider

3. Consent Agenda: Motion to approve consent agenda by Mallory, Secondy by Villanueva. All in favor, motion carries

- a. Minutes
- b. Director's Report
- c. Committee Minutes
- d. Main Street Monthly Report

4. Treasurer's Report – Treasurer Crongeyer gave financial report:

Beginning balance: \$488,493.86

Revenues: \$8,375.00

Interest: \$16.84

Expenses: \$13,148.67

New Ending Balance: \$483,737.03

5. Committee Updates

a. Outreach Committee – Crongeyer

No meetings will be held for the next few months. There are a few things that Bobbi needs to do and is currently working on involving research on buildings downtown for Water Street project. This will involve meeting with various people to discuss the different histories of certain buildings downtown. In the meantime Ashley is making some changes to the website and Bobbi has a list of things for that. If there is anything that anyone needs help with, let Bobbi know because she has available volunteers. Ashley asked when the meetings will re-start and Bobbi reports that likely November. Bobbi says that once they decide on the buildings downtown that they would like to focus on, they can go from there. Polly did comment that this project should help with historical signage.

b. Placemaking Committee – Villanueva

Villanueva reports that their last meeting was September 11th at 2pm. The student art mural is presently underway. The mural is expected to be completed by the end of the month and is currently most of the way there.

The committee did decide to do a collaborative art installation involving a well-known piece of art. The plan is that the piece of art is going to be cut up into a number of cells. A request will be sent out to the members of the community to paint a cell with their own rendition of the painting, applying their own creativity. The cells will be put back together to make one coherent of the original masterpiece. The committee's initial decision was to do "Sunflowers" by Van Gogh of 1889. However, Polly noted that it is not verified that this is a real Van Gogh painting and that they will need to know for sure prior to choosing this as the official painting. Villanueva says that we will know next month for sure. If we are not able to use this painting, they would like to have some sort of rural type painting as it will be near The Farmers Market. The call to action to the public is expected to go out November 2024 and the canvases will need to be returned by January with hopes of the final product going up spring 2025. The exact size of the picture is to be determined. This detail should be worked out by the time of the call to action.

Committee is also considering acquiring more holiday decorations. Polly says that these additions will be added to the corner of Huron and Division street. Eckhart wondered if we could get people to donate various decorations and Polly mentions that she has thought about this mentioning it would be a good way to upcycle.

The Holiday decorations that were purchased last season have endured. No replacements needed. Polly mentioned that there are warranties on them but they will likely start buying backups each year. Dodd asked if we would fix any of the lights that look out of place and Polly responded that Stan's electric will be fix/ respond to any lights that go out etc.

Eckhart commented that Indian River's ground planters look excellent and that Pellston also has some of these. Eckhart questioned if we could do something similar with the planters that we currently have. Polly responded that we could talk to DPW and see if this is a potential with parking and planned to look more into this for next year.

Polly reports that fall décor is pretty much done. Last Thursday they had a good turn out collecting and dropping of corn stocks. Ashley was able to get flowers at cost which was a nice donation. The next day, they were able to get the mums planted and corn stocks in. Polly complimented the volunteers that helped get it all done. Hay bales will be dropped off at Festival Square soon and some bows will be added as well. There will be no big round bale this year as the picnic tables are taking up space where it normally would have went- but we may bring it back next year! Polly hints that there will be a big surprise coming to Festival Square that will present an awesome photo

opportunity. Finally, The Chamber has done a good job decorating the gazebo in Washington Park.

c. Events Committee – Dodd

The Events Committee met at The Hive on September 21st.

The Labor Day Bridge Walk had over 400 people. Dodd was at the event selling t-shirts and reports that many people were impressed and surprised at the turnout.

Next event is Halloween which should run itself to an extent. Then we are moving into the Holiday season which is very busy. Polly mentioned that we are trying to do more of a community tree lighting ceremony. She would try to get the Northland Notables to sing and potentially have Mayor Mallory give a small speech prior to lighting the tree with his family. This would happen the same day as the parade. There was talk of a very big switch that could be pulled.

d. Business Development Committee – Schneider

This is going to start in October. Chris Bauer is going to chair it. He met with Polly last week and Polly was able to give him the guidelines and what the committee typically does. He was given the Economic Vitality Notebook to supply him with more tools. If anyone is interested in getting in on the committee, let Polly know and she can tell him.

e. Coast Guard Connections Committee – Yeck

Second round of 60 care bags went out the day after Labor Day to Wisconsin. The ship will not be back until late October but there is no definite date. Once they have a date, a pot luck will be scheduled. They are going to start discussing Christmas cards soon and have already talked to high school kids about helping load Christmas trees on to the boat so they can be shipped to Chicago. They are also trying to coordinate a Christmas party which we are helping them find caterers etc. for. Finally, they do plan on doing the Christmas ornaments again this year.

f. Farmers Market Committee – Schneider

Doing great, but starting to slow down a bit.

6. Reports

a. City Manager Report – City Manager

The housing project on Western was approved months ago and they are applying for funding. The application goes in October 1st and there will be a special meeting at the end of September. At this point the project is being

looked at favorably. The city manager wants to make clear that The City is not holding this project up.

The Taco Bell/ K of C material was approved months ago. They have signed a lease for the two of three spaces in the old Family Video space. Their engineers are in charge and working on the flat work and concrete planning. They are still hoping to have everything done by the end of the year.

The water tower location was chose from two different options. These options were chose ten years ago. The other location was near Kmart. The reason that they were not able to choose the Kmart location was that the land is relatively wet and the tower would have sunk with time. The reason why it is in it's current spot is because the surrounding property is also wetlands that would prove to present the same problem. The color white was chosen as other colors were 2-3x more expensive. They placed the logo in a position where pretty much everyone would be able to see it. The water tower near Walmart is being renovated and going to be repainted with new logos.

There are many pics of the perpetrators of Cheboygan's most recent crime spree. We know who they are and will be dealing with them shortly. The perpetrators are young kids 11-15/16 years of age. There seems to be a couple of different groups, however we are unsure if they are coordinated. Polly, the chief of police and the city manager talked about implementing cameras and steps to do minor video surveillance. There has also been people destroying the lighting on The Children's Trail. Right now they are wondering if cameras should be put up. There was a \$45,000/year estimate for a thorough camera system.

City Council was just approved to spend about \$700,000 to get new equipment for the city. Most of the current equipment is so outdated that they are unable to find replacement parts. The loan will be through Citizens National Bank over the next 10 years. They would like to get a special type of machine that is more versatile instead of a bucket truck so that one person can ride in the bucket safely to hang decorations etc. The city has already purchased a mini excavator and new dump truck. They are getting a new police car and two new DPW trucks. This should be the lats major spending for a while. They will purchase more equipment in likely 3-4 more years.

Dodd asked about vandalism. Polly mentioned that we will likely reach out to local businesses to utilize their own cameras. We will weight out everything and see where it goes.

b. City Council Report – Dodd

Sandwich board policy is going up and letters are going to be sent out soon. They also passed a rule for public comment policy which is the same thing as the DDA is proposing. There will be copies of the rules on the table where you can find the agenda and financials for every council meeting. Eckhart wonders if we should print a big photo of the rules so we do not have to keep reprinting. The rule will also be posted to the web page as well.

c. Director's Report – Polly Schneider, Executive Director

Polly is on the committee to redo the masterplan for the city and redo zoning. She is focused on the downtown aspect. They are meeting once a month and are on chapter two.

Saturday September 28th is Michigan downtown day and we would like to celebrate it. There will be the Farmers Market and Craft Show. They are also going to have live music dotted throughout down town from 10am-3pm and 3 artists who are going to paint their vision of downtown. This aims to enhance the art atmosphere as well as encourage people to shop and dine on Mainstreet.

On Wednesday October 9, 2024 the National Program will be here in Cheboygan. They would like to meet with as many of our board members as possible. **There will be a one hour meeting from 11am-12pm.** They will also be meeting with Council and other City Staff to chat about the program.

Michigan Mainstreet will be holding a fall workshop September 23rd and 24th. The meeting on September 23rd will be only for directors and staff only whereas the meeting on the 24th training will be open to all board members and volunteers. There will be a dinner on Monday at 6pm at Mulligans that everyone is invited to. On Tuesday there will be a meeting from 8:30-4:30 on The Opera House stage on PR and marketing.

Working on The Impact Report for next year. Polly will put an email out for suggestions. The Pulse Pole closed on September 2nd so we will be able to have that community feedback for what kind of restaurants we want to see etc.

7. New Business

- a. Festival Square: We are changing the front to make it more welcoming. Step one is to remove the pine tree in front. Step two is irrigation and cement work that needs to be done. Step 3 is to replant some new greenery and maintain nice landscaping. We are basing the plan on designs that have already been drawn

Motion to hire Dodd's Tree Service to remove pine tree at Festival Square in preparation for upcoming Festive Square entrance project not to exceed \$500.00. Motion by Villaneuva, Second by Mallory. All in favor except Dodd who abstains. Motion carries.

b. Strategic Planning Session Participation- Myers

There are three items on the agenda that are highlighted in yellow. The first include September 23rd and 24th. There will be dinner at Mulligans at 6pm following a walk around Cheboygan downtown tour from 4:30 -5:30. We will be going to The Lark Theatre, The Hive, The Brewery, and places that have gotten Match on Main. This walk will be starting at 4:30pm right by City Hall in the front of the building. Sam Schneider is going to come and play during the dinner.

Tuesday September 24th is the all day marketing plus starting at 8:30am. Please RSVP to Polly. People from Rogers City will also be attending.

October 9th is the National Mainstreet Accreditation on site visit. There will be a meeting from 11am-12:15pm. Polly and Ashley have already done preliminary phone calls. Really trying to encourage turn out.

November 4th from 9am to 2pm there will be a Strategic Planning meeting. Lunch will be provided. We are meeting at The Police Department. Last year in December we voted to apply for this. Joe Borgstrom will go through the meeting with us. Polly has a sheet out to commit to what we are able to do. Eckhart comments that 11am on a Monday is a difficult time to do for a lot of people.

c. Public Comment Policy

Comments must be related to matters actually going on. There will be two periods available- one at the beginning on an agenda item and the other will be at the end on any non-related agenda items. There will be 3 minutes allotted for talking. The individual talking will be advised when they have 30 seconds left. This is exactly the same as The City Council rule. The comments are not meant to be responded to. This is not a question answer period. This way we will be more aligned with how City Council is running things.

**Motion to adopt City Councils Public Comment Policy for Mainstreet DDA as amended to reflect The Mainstreet DDA Board and Staff Respectively
Motion by Dodd, Second by Mallory. All in favor. Motion carries.**

8. Old Business

- a) Pedestrian Bridge- Polly, Dan, and Ashley talked about the recommendations by The HRC Report. They are checking with Byron to find a basement technician that will dig the outside of the elevators to see if there is any sort of lining. Byron will be helping look to see if there is any sort of coting/ lining the first week in October and we will then go from there. We are following HRC recommendations and had to call him many times before we received an answer.

9. Public Comments- none

10. Request for future agenda items- none

11. Board member comments- none

12. Motion to adjourn meeting by Mallory, second by Villanueva.