

Cheboygan Main Street DDDA  
\*\*\*MINUTES\*\*\*  
Monthly Board Meeting Tuesday, November 19, 2024  
6:00pm, City Hall, Council Chambers

1. **Call to Order by Chair Ashley Myers at 6:00pm**
2. **Roll Call:**  
**Present** Costin, Mallory, Myers, Paull, Sangster, Villanueva, Yeck, Schneider  
Eckhart present at 6:0pm
3. **Consent Agenda: Motion to approve consent agenda by Myers, Second by Mallory. All in favor, motion carries**
  - a. Minutes
  - b. Director's Report
  - c. Committee Minutes
  - d. Main Street Monthly Report
4. **Treasurer's Report** – Crongeyer was unable to attend tonight's meeting. Ashley reports  
**Beginning balance:** \$477,005.08  
**Revenues:** \$12,500.00  
**Expenses:** \$18,800.00  
**New Ending Balance:** \$470,722.00
5. **Committee Updates**
  - a. Outreach Committee – Schneider  
The committee has not met. Polly does mention that they continue to work on their usual tasks in anticipation for realigning with the four point system. Brett asks if we can we send a message to the people on the board so they know what is going on. Polly says that they are going to try and pull all committee members together as they realign with four point system. Ashley says she will send an update per Brett's request.
  - b. Placemaking Committee – Schneider  
Christmas decorating is Monday the 25<sup>th</sup> 11am-2pm.  
  
In regards to the collaborative art piece project- there will be a call out in December for artists. Materials will then be picked up in January and then will need to be returned by March.

Eckhart comments that Gordon Turner Park looks great with the new artwork and Polly responded that there will be a meet and greet with the artist at some point in the spring.

c. Events Committee – Myers

The Christmas Parade will be held on **December 7<sup>th</sup>**. However, our next event is the Thankful for You Mainstreet Volunteer Appreciation Night at The Beau 5:30pm-7:30pm. We would love for everyone to join. There will be a special guest artist. **November 29<sup>th</sup>-30<sup>th</sup>** is Black Friday and Small Business Saturday. Hospitality Night is **December 5<sup>th</sup>** from 3pm-8pm. Once again, the Christmas Parade is then **December 7<sup>th</sup>**. This year Myers says that we are changing it up by hoping to have a before party followed by the parade and ending with the tree lighting. There will be more details to come when they start to nail down a more concrete plan. **December 13<sup>h</sup>** is The Coco Crawl from 5pm-close. Polly reiterates that we are all welcome to attend the volunteer event at The Beau this Thursday from 5:30pm to 7:30pm and that she would appreciate our attendance.

Costin says that Ladies Night Out was successful.

d. Business Development Committee – Chris

Chris reports that they had their inaugural first meeting for this new group. They decided to create high, medium, and low priority groups in regards to ordering what they want to tackle. He reported that their biggest priority was updating our building inventory, seeing what is turned over and what is available. Having this information on hand will then help dovetail into their next high priority item which is to fill vacant spaces which they may have available. They also would like to update their development guide. This will be reviewed and changes will be made where they are needed. The only medium priority they identified was that they do need a survey of downtown businesses to figure out what they think is important to have in downtown. Other tasks that were identified and discussed involved developing incentives to achieve investment goals. Chris did mention sidewalks on Huron and Water Street but commented that this is not something they necessarily want to tackle- but it is an idea for someone else/ other committee to take. Chris concluded saying that they do plan to meet again in December. Polly did let Chris know that we did have a survey on downtown performed recently and that there was also one for The Master Plan. Chris acknowledged this and responded that maybe a survey more geared towards the businesses as opposed to the public.

e. Coast Guard Connections Committee – Yeck

The Coast Guard tree loading will be on Tuesday. Yeck says that there will be three high schools with a total of around 75 students there to help which will

be the most they have ever had. This is normally a work trip and they were thinking of an 11:30am send off. However, they are 95% sure that that will not happen. A part on the crane is broken and it may take 2 weeks before it is repaired. In addition one of the spinners on they use to drive the ship is also broken. Therefore they are not leaving until Tuesday or Wednesday. They will still do a sendoff party but it will be during the week. The Coast Guard Christmas Party will be December 19<sup>th</sup> at The Carnigee.

f. Farmers Market Committee – Schneider

The winter market used to be held at the old Junior High. However the person running that building has not paid their utility bills so the market is now being held at the K of C Hall. They typically go until Christmas then start back up again in February or March.

## 6. Reports

a. City Manager Report – City Manager

Doug Keiper got another gig down by where he lives. So we need an RFP for assessor services. We also need an RFT for 1300 water meters. A lot of them are beyond repair. Master plan and zoning is moving along albeit slowly. They plan on starting zoning in January.

There has been some research in regards to parking in the Downtown area. One problem we are facing is that two businesses want to come downtown, but neither place has parking that would handle their specific parking needs. Dan is going to try and find a solution to that. They are examining Sedona and other places to see what other towns have done because we would hate to tell these two projects they cannot come due to lack of parking.

The City took out a ½ million dollar loan from Citizens Bank. They purchased a Telaloder. This piece of equipment as a beam with forks that that they can then put a cage on. They also purchased a front end loader which is currently being made in the factory, two DPW trucks, two police trucks, and a brush chipper. They will be paying on this loan for the next 10 years. They are saving for a street sweeper and a snow blower. That will likely cost 1 million dollars.

They are starting to plan ahead and are capital budgeting. He hopes that we can better cope than we have in the past. The survey of Waterstreet is almost done. They did have to do some title services as some of the documents weren't clear and overlapped. That should be done by the end of the year. This will need to be complete for the Great Lakes Initiative Project.

Ashley asked who did the survey and Dan responds Ecker. More discussion about the parking dynamic was had essentially outlining that we need to ensure that parking downtown can handle the demand by businesses.

b. City Council Report – Mallory

They rezoned Stempki Street so that an adult foster care facility can go in where the law office was. This does affect us (Mainstreet) only because we will have a new tenant in the Waterstreet building.

Ashley asks who is all on City Council and Brett lists off the names.

7. New Business

- a. Mainstreet Technical Service for 2025. We get the same menu of services we applied to in the Strategic planning. Polly suggested that the Fund Development service plan would likely be the best one for us to go with. So far we have done The Branding Service as well as The Business Recruitment Primer—which will provide the Business Development Committee with material that they can go off of. In addition to the Fund Development Plan we also have the Main 5 Communication Plan. Polly mentions that it may be a good idea to do the communication plan next year because it seems like a higher priority to figure out where to get our funds from aside from tiffs.

Costin commented that it was a toss-up between the communication plan and the fund development plan. The description of each option was then read aloud to the board. Sangster asked if Polly has talked to other Mainstreet programs who have done the programs and know their opinion on each one. Polly responded that everyone seems to be happy with each of the programs and stressed that we do need to pick one today or soon. Myers pointed out that we will need funding for the Waterstreet project and shouldn't rely solely on tiff.

Costin did suggest that if we pick the communication plan we could always hire someone to come and talk about fund development and stressed that he thinks the communication plan would be valuable. Polly concluded by saying she will look into how much it would cost to hire out someone to come in and talk about communication vs. someone to come in and talk about finance. Whichever talk is less expensive- we can then pursue and pick the alternative for our Mainstreet Technical Service.

Eckhart asked if we can get this service earlier on in the year and Polly responded that it all depends on the consultant. Myers asks if we can find out which one we could have performed first. Everyone agreed that we need both and can only choose one. We can always contract the other one out. Polly does has to turn this in by December 6<sup>th</sup>. Polly will send out an email to let us know when she gets more information.

8. Old Business

- a) Pedestrian Bridge- Ashley says that the gentleman that was supposed to come and look at the elevator is currently out of the country. We continue to look into this and Polly has been working on trying to coordinate but there is currently no significant update.
- b) Strategic Review- In this review the priority of the walk bridge was highlighted. It was agreed that we are in an unfortunate position and it's going to be something that will require numerous options and repeat analysis. We need to have conversation and figure out funding. As we progress in the Coastal Initiative Project and get the riverfront subjects figured out, we are going to be able to start applying for larger grants. These larger projects can then be written into some of these grants.

9. Public Comments- none

10. Request for future agenda items- none

11. Board member comments-

- a. Eckhart inquires about the O'Grady quote asking if there will be a visual. Polly says that he would provide us with a visual of the general lay out and described the plan a bit more. It was agreed by the board members that we would like another bid. Polly mentions that we will also get a bid on an irrigation plan alone as well as from an electrician.
- b. Ashley requested that once again everyone come to the Beau for the Volunteer appreciation night on Thursday as well as encouraged everyone to attend the portions of the Christmas parade. The parade will on December 7<sup>th</sup> at 6pm with the pre party at 5pm. Costin suggested that all the businesses should have their lights on. There was some conversation about that potentially dulling the lights from the parade. That idea will be explored later.
- c. Decorating for Christmas on Monday November 25th

**12. Motion to adjourn meeting by Mallory second by Costin**