

Cheboygan Main Street DDDA
MINUTES
Monthly Board Meeting Tuesday, February 18, 2025
6:00pm, City Hall, Council Chambers

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

2. Roll Call

Present: Dodd, Gahn, Myers, Paull, Sangster, Villanueva

Absent: Costin, Crongeyer, Eckhart, Yeck

3. Public Comment on agenda items ONLY (3minutes per participant)

4. Consent Agenda: Motion to approve consent agenda by Costin, Second by Dodd. All in favor, motion carries.

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

5. Treasurer's Report – Schneider

Beginning balance: \$468,916.99

Revenues: \$9,400.00

Expenses: \$34,877.20

- \$20,000.00 of that \$20,347.00 was our interest payment on our bond.

This is why expenses were so expensive last month.

New Ending Balance: \$443,439.79.00

6. Committee Updates

- a. Economic Vitality – Chris Bauer was not present so Myers spoke.

Going over the business list to ensure that is updated. Our next meeting is Wednesday March 19th at 5pm at City Chambers.

There will be a business round table March 6th. Starting at 8:30am for networking and then 9-10 for the round table. Primary goal is to get feedback for the promotion committee on events. However, also see what more we can do for the businesses on the development side. We also want to hear their thoughts on marketing for downtown. Very good to get that perspective from the business owners.

Talked about bringing back coffee once a month with Polly. This could even happen at the Farmers Market. Maybe we add in an evening moment too. This will likely be in March or April.

- b. Promotion (Coast Guard Connection- Yeck, Farmers Market – Schneider) – Paull

Discussed upcoming events such as The St. Patrick's Day Wee Parade and Pub Crawl as well as The Easter Egg Hunt. Expressed that the first meeting went really well. Planning a potential new event for this upcoming spring akin to Ladies Night Out. Next meeting is March 6th at 4:30pm at The Hive.

Sponsorships opportunities were sent for the St. Patrick's Day Parade, The Easter Egg Hunt, and The Summer concert Series. The two sponsors for the parade are The Brewery as well as Bishop Automotive. The three sponsors for The Easter Egg Hunt will be Reusch Jewelers, Bishop Automotive, and Straits Area Federal Credit Union. As for The Summer Concert Series the underwriting sponsors are The Visitors Bureau as well as Exit Premier Real estate group. We also open each concert up as well for individual sponsor spots. The Coop and Linda Margaret Retirement Community are doing one, Bishop Automotive are doing three of them, Straits Area Federal Credit Union is doing a very large one that being the Petoskey Steel Drum Band. So far, the entire series is covered however there are still openings for other businesses.

- c. Design- Myers/Schneider

The first meeting went well- got some things figured out and got to meet one another. Next Meeting is March 3rd at 5pm at Mulligans.

- d. Organization- Myers/Schneider

Went over basics of group. There is no chair for this group yet. This group is meeting Monday March 10th at 5:30 at City Hall.

7. Report

- a. City Manager Report – City Manager was not present. No report provided.
- b. City Council Report – Hayley Dodd

Hayley reports that City Council passed city rules and procedures. Mayor Mallory and council woman Mills took this project on. Now they have a set plan and procedure for meetings. There were no huge changes- more so

outlining rules that were previously “unspoken.” They are hopeful that there will now be less confusion, especially for new council members.

Dan also updated The Council of a few different things- one that is noteworthy was that a minor league hockey team is looking into Cheboygan’s ice rink.

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

Polly says that the month of January was geared towards working on getting our large meeting together as well as redoing the committees including making sure they all got off to a good start. In February, a lot of pre-planning is happening in order to get done what she needs to do to keep events happening prior to other individuals taking over certain events. Mandy and Ashley are helping with the St. Patrick’s Day Pub Crawl and parade. Polly is taking vacation rest of the week to finish painting her house. Next Tuesday Polly is leaving to go to Lansing for a Michigan Mainstreet workshop taking place next Wednesday. The following week she will attend a virtual conference. Other than she is trucking forward conducting the orchestra and getting things together. She also said that she has had a volunteer come in to help with filing.

Polly is happy and feels good that they are getting more organized. This will help for the next group that rolls in and can have this at their disposal. Plus, the city is digitizing a lot of things now too.

Dodd asks about the due date of the mural pieces and Polly responds March 14th. She currently has 5 back to her out of the 20 and says they are looking really good.

8. New Business

a. Festival Square Updates

Review and discussion of proposal(s)

Consideration and approval of proposal(s) for updates to Festival Square Entrance

Motion by Gahn to *accept proposal from O’Grady’s Landscaping for updates to Festival Square including all of the quoted, plus the extra brick work over the irrigation line not to exceed \$65,000.*

Roll call required due to cost:

In Favor: Dodd, Gahn, Myers, Paull, Sangster

Abstained: Villanueva

Motion Passed

- b. Annual Director Review Committee forms 1. February, committee forms 2. March, committee discusses review with Director 3. April, committee presents review to board during April meeting and any recommendations are discussed and voted on at that time

Annual Director Review Committee members: Mallory, Myers, Paull

9. Old Business

- a) Footbridge- Myers

The snow interrupts most progress that can be made at this point.

- b) Main 5 Communication Plan (Ben Muldrow) update – Schneider

Polly has not heard back from Ben, but he is excited to help us and is confident we will be able to do so virtually- this will save on cost. Ben was in South Carolina last week and will let us know availability once he returns. He says he will let us know sooner rather than later. We will go over the cost at a board meeting before we book anything. Polly says that hopefully we will be able to vote by next board meeting.

Polly says she has not heard anything more from Michigan Mainstreet for Fund Development. That will eventually work through their rotation and they should get back to us.

10. Public Comments

Community member said “great job”

11. Request for Future Agenda Items

12. Board Member Comments

Gahn says good job on getting the gutter fixed at Festival Square so quickly.

Mallory says that hopefully in the next few months they are going to try and get a committee together for fixing up the city council building. This will be a partnership between a lot of different people.

Reminder for the following dates

- March 3rd: Design Committee meeting at 5pm at Mulligans
- March 6th: Promotion Committee meeting at 4:30pm at The Hive
- March 10th: Organization Committee meeting at 5:30 at City Hall
- March 15: St. Patrick's Day Parade at 5pm following by Pub Crawl. Volunteers needed for parade.
- March 19th: Economic Vitality meeting at City Hall. Match on Main applications will be looked over.
- April 19th: Downtown Easter Egg Hunt. Volunteers needed.

Match on Main applications must be in by April 7th. A committee will select two.

13. Motion to adjourn meeting by Gahn, Second by Dodd