



Cheboygan Main Street DDDA

\*\*\*MINUTES\*\*\*

Monthly Board Meeting Tuesday, March 18, 2025  
6:00pm, City Hall, Council Chambers

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

2. **Roll Call**

**Present:** Crongeyer, Gahn, Mallory, Myers, Paull, Villanueva, Yeck

**Absent:** Costin, Eckhart, Dodd,

**Staff Present:** Schneider

3. **Public Comment on agenda items ONLY (3 minutes per participant)** No public comment

4. **Consent Agenda:**

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.

**Motion to approve consent agenda by Crongeyer, Second by Villanueva. All in favor, motion carries.**

a. Minutes

b. Director's Report

c. Committee Minutes

d. Main Street Monthly Report

5. **Treasurer's Report** – Bobie Crongeyer

**Beginning balance:** \$443,439.79

**Revenues:** \$10,850.0

**Expenses:** \$15,176.85

**New Ending Balance:** \$439,112.94

6. **Committee Updates**

a. Economic Vitality – Chris Bauer not present

The group meets tomorrow at 5pm. They did recently hold the Business Round Table which was successful. They decided to do this monthly 8am-9:30am the second Thursday of every month.

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

The Promotion Group met to review all the annual events and create a budget for each as well as decide if we plan to pursue each event again in the upcoming year. We also talked about revamping the Christmas parade and introducing a Spring event. This would be like a spring Ladies night out and would likely happen May 7<sup>th</sup> or 8<sup>th</sup>.

Yeck commented that there were no significant updates for Coast Guard Connections. However, they did have a last minute pot luck a few weeks ago that went well.



c. Design – Myers/ Schneider

Patty Archambo will be the chair of this committee. Polly says that they met a few weeks ago and the topic was the projects that are currently happening and setting their budget for 25-26 fiscal year. They also discussed spring décor. This is all in the process of getting finished up and details will be sent out beginning of April.

d. Organization – Myers/ Schneider

There is no chair yet. They talked about the budget because this is the committee that works on the prelim budget. They compile data from other committees and then presents it to the board. Polly will have a base budget that she can show to them. Ashley, Brett and Bobby that will look at the budget. Polly also mentions that they talked about the importance of succession planning as we go through things. This is a good point in time to document institutional knowledge. This information will also exist in the work plans. Ultimately providing easy access if someone were to need direction moving forward.

Mandy Carole and Ashley started the beginning process of Polly's evaluation. Ashley is putting it on paper. Then we will schedule a time to meet with Polly and plan on updating to the board in April.

## 7. Reports

a. City Manager Report – Daniel Sabolsky, City Manager

Dan was not present. Polly says that the group working on The Master Plan for the city is also working on zoning ordinance. They have to have these done by the end of the year or October. The meetings will be held monthly. It will go in tandem with the Master Planning. It is important that Polly is there to give a DDA perspective.

b. City Council Report – Hayley Dodd, Council

Dodd was not present- Brett shared story of gentleman from out West answering a trivia question involving Cheboygan. Funny story.

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

Polly describes how she did attend the Mainstreet workshop in Lansing. She described it as a bunch of Ted Talks, each talking about various topics such as succession planning, volunteer recruitment, social media, and fundraising to name a few. She really enjoyed all of them and appreciated that they were topics that everyone is being affected by right now. She also liked that there was room for discussion after the meetings.

Mainstreet office hours are happening this week. Bimonthly one hour zoom calls about each of the committees are happening. Polly invited to talk in June at Michigan Mainstreet. But she does not think she will be going. She is not presenting. May attend virtually.

Gearing things up for summer. Music on main contract outs. More sponsorships.

## 8. New Business

a. Main Street Master Level Agreement

Motion to move forward with the Michigan Main Street program at the Master Level. Motion following Master Level Agreement to be signed by Exec Director Polly Schneider. Motion by **Sangster**, Second by **Gahn**. **All in favor, motion carries.**



## 9. Old Business

### a. Foot Bridge Updates – Myers

There is no current update as it has been too cold to move forward. They may be able to have the gentleman who we plan on inspecting the interior and exterior foundation come out mid to late April. He will assess what has been done so far.

Polly met with Nate O'Grady to discuss Festival Square updates. Nate plan on starting May 1<sup>st</sup> with plans to be done by Memorial Day- weather permitting.

### b. Main 5 Communication Plan (Ben Muldrow) update

Ben Muldrow is going to be putting on a zoom call for a communication plan. on Wednesday April 23, 1-3pm. There will be no charge for this. He will take us through that Main 5 Communication Plan. Also, still getting a fund development plan from Mainstreet this year.

## 10. Public Comments (3 minutes per participant)

Happy to know what is going on around town and saving dates of future events!

## 11. Request for Future Agenda Items

None

## 12. Board Member Comments

Paull asked Polly how two phones was going. She said that she has liked having the two different avenues of communication as it helps separate work from life allow for better balance.

## 13. Adjourn

Motion to adjourn meeting by Mallory, Second by Villanueva

## Upcoming Dates to Note: \*\*Volunteers Needed

March 19, Tuesday 5pm – Economic Vitality Committee @ City Hall (Match on Main application review & selection of two projects to move forward)

March 19, Wednesday 12pm – 1pm Michigan Main Street Promotion Committee Zoom

March 20, Thursday 12pm – 1pm Michigan Main Street Organization Committee Zoom

March 31, Monday 5pm – Design Committee Meeting @ Mulligan's

April 3, Thursday 4pm – Promotion Committee Meeting @ Hive North

April 10, Thursday 8am – 9:30am, Business Round Table meeting at City Hall, Council Chambers

April 15, Tuesday 6pm – April MSDDA Board Meeting, 6pm City Hall, Council Chambers



April 19, Saturday 11am – Downtown Easter Egg Hunt

April 22, Tuesday 6pm – 8pm, Tacos and Trivia Volunteer Appreciation Event at Mulligan's

April 24, Thursday 3pm – 7pm, Business Expo at Ice Pavilion

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