

**CITY OF BRIDGMAN CORRIDOR IMPROVEMENT AUTHORITY  
SPECIAL MEETING  
APRIL 27, 2021  
5:30 PM**

A special meeting of the Corridor Improvement Authority was held on April 27, 2021 at Bridgman City Hall remotely by means of electronic conferencing and called to order by Chair Anderson at 5:30 p.m.

**MEMBERS PRESENT:** Hannah Anderson, Suzy Barnes, Cheri Heward, John Murphy, Beth McNeil, Catherine Worcester

**MEMBERS ABSENT:** Wayne Hall (arrived at 5:52 p.m.)

**STAFF PRESENT:** City Manager Ganum, City Clerk Holm, Police Chief Unruh

**OTHERS PRESENT:** Arthur Havilicek, President & CEO of Southwest Michigan Regional Chamber

Chair Anderson read aloud the meeting procedures and how the public can comment.

**HEARING OF CITIZENS:**

- No one wished to be heard.

**Approval of April 12, 2021 meeting minutes**

**Motion** by Member Heward, seconded by Member Murphy to approve the April 12, 2021 meeting minutes as presented,

**Roll Call:**

**Yeas:** Barnes, Heward, Murphy, Worcester, Anderson, McNeil

**Nays:** None

**Absent from vote:** Hall

**Motion carried.**

**OLD BUSINESS:**

- No old business was discussed.

**NEW BUSINESS:**

**Review of proposed Bridgman Social District Management and Maintenance Plan and consideration of a resolution recommending the establishment of a Social District to the Bridgman City Council**

All the board members have had a chance to look over the Social District Management and Maintenance Plan and had a lengthy discussion on several areas of the plan:

- Red Arrow Highway is not included in the district. The American Legion did not want to participate therefore not included in the district.
- Under Waste Removal and Sanitation, discussion was had on how to clarify the wording to have a better understanding of what the City is responsible for and what the licensees included in the district are responsible for.
  - Participating licensees shall be responsible for disposing the contents of their trash cans and policing the area in front of their business for litter.
  - The City will provide normal sanitation daily within the district.

- More frequent collection of the trash receptacles needs to be done on the weekends.

Arthur Havilicek talked to the board about some of their concerns. The licensed establishments will be responsible for the individual receptacles and litter outside their store front and the surrounding area. The City will provide normal sanitation within the district. This document does not need to be defined too clearly right out of the gate as changes will need to be made and tweaked as time goes on.

Member Hall arrived at 5:52 p.m.

Havilicek explained the general consensus from the businesses he spoke with. They will do whatever it takes to create this social district. They would need to apply first to the Liquor Control Commission and then to the City. At that point, the City can go over the application with a fine-tooth comb. The City could also opt businesses out if they are not doing their part.

Chief Unruh shared some of his concerns with the social district:

- People walking across the street with the traffic.
- People walking outside the district with the cups walking back and forth to the beach.
- His biggest concern is with the plastic cups. He can see people pulling into the parking lot with a cooler, buy a cup, and then put their own alcohol in the designated cup.

Havilicek said the plan can include labeling the cup with the date and time to strengthen the rules. The size of the cup cannot be greater than 16 oz. When a special event occurs such as the Bridgman Street Dance or the Polar Plunge within the social district, then the social district area will not be allowed during the hours of the special event. It could be paused for the whole day, so it makes it clearer.

Ganum went over the information on cost that was received from ArtFX:

<b>1000 count</b>				
			30% discount	
			(with sponsorship)	
Cups	\$ 640	\$ 450	outsourced	Reimbursed
Stickers	\$ 350	\$ 250	in-house	Reimbursed
Business decal (in or out)	\$ 10	\$ 10	in-house	
Sandwich sign (6)	\$ 1,500	\$ 1,050	in-house	Unreimbursed
Stencil	\$ 130	\$ 130		Unreimbursed
Trash receptacles (4)	\$ 2,000	\$ 2,000		Reimbursed
Trash receptacles (3)	\$ 1,500	\$ 1,500		Unreimbursed
<b>TOTAL</b>	<b>\$ 6,130</b>	<b>\$ 5,390</b>		

Chair Anderson talked about expense of the cups. The businesses will purchase the cups from the CIA with a 10% increase to offset some of the expenses. She has some concerns with the price of the cups and is inclined to try and seek information from other sources, such as Brett Boyd. Also, it was discussed at having just the Social District imprinted on the cups and let the businesses place their own sticker on the cups.

Ganum has heard from two council members that have concerns with the district extending east of the tracks to Church Street. In that block there are residential buildings and the Lutheran Church. The council might decide to shorten the length of the district back to the west side of the tracks. The edge of

the crosswalks on both sides of the district will be painted and labeled showing where the social district area will be located.

Member Hall left at 6:43 p.m. and stated that he is in support of the social district.

Chair Anderson stated in the letter to the city council, wording needs to be changed to read that the CIA and the CGA will work together to establish a budget to allocate the funds. This will at least let the council know it is being worked on.

Havilicek stated the CGA can call a special meeting to go over the information presented tonight and approve it before the city council meeting on Monday. A vote from this board can be done by email. He will also make the corrections to the Management and Maintenance plan that the board requested before it gets presented to council.

**Motion** by Member Worcester, seconded by Member McNeil to adopt the following resolution:

**WHEREAS**, the City of Bridgman is considering the establishment of a Social District in downtown Bridgman; and

**WHEREAS**, the Bridgman Corridor Improvement Authority (CIA) supports the concept of a Social District as an innovative way to support businesses in downtown Bridgman; and

**WHEREAS**, the Greater Bridgman Area Chamber of Commerce and Growth Alliance (CGA) supports the concept of a Social District as an innovative way to support businesses in downtown Bridgman; and

**NOW, THEREFORE, BE IT RESOLVED**, the CIA recommends the establishment of a Social District in downtown Bridgman to the Bridgman City Council

**Roll Call:**

**Yeas:** Heward, McNeil, Murphy, Worcester, Anderson, Barnes

**Nays:** None

**Absent from vote:** Hall

**Motion carried.**

**MISCELLANEOUS:**

**Staff Update**

No update was given.

**ADJOURNMENT:**

**Chair** Anderson adjourned the meeting at 7:04 p.m.

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Minutes respectfully submitted by Allyson Holm, City Clerk