



## **Agenda**

### **City of Charlevoix Downtown Development Authority and Main Street Meeting**

**Wednesday, May 4, 2022 - 11:30 AM**

**Council Chambers, City Hall**

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- 1. Call to Order**
- 2. Roll Call**
- 3. Inquiry Regarding Conflicts of Interest**
- 4. New Business**
  - A. Strategic Planning & Goals Discussion  
Lindsey Dotson, Main Street DDA Director
- 5. Public Comment**
- 6. Request for Future Agenda Items**
- 7. Board Comments**
- 8. Adjourn**

**Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email [clerk@charlevoixmi.gov](mailto:clerk@charlevoixmi.gov). A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all reasonable accommodations requests.**

#### **CHARLEVOIX MAIN STREET MISSION**

*The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.*

# **Charlevoix Downtown Development Authority and Main Street New Business**

**Title:** Strategic Planning & Goals Discussion

**Date:** May 4, 2022

**Presented By:** Lindsey Dotson, Main Street DDA Director

## **Background:**

During our most recent meeting, the Board agreed that a work session surrounding a discussion about our goals and strategy would be helpful for all involved. Attached is a document I shared with the City Manager recently about how the DDA is working to support goals set by the City Council for this year. This could be a good reference/starting point for our discussion.

## **Recommendation:**

Board discussion & direction.

## **Attachments:**

1. 2022 City Council Goals - Charlevoix Main Street DDA

## 2022 City Council Goals & How Charlevoix Main Street DDA will help support them

### Encourage housing development and strong neighborhoods

- The City should focus on creating an environment to sustain and encourage year-round occupancy in our neighborhoods and welcome a growing population by enhancing the density of our existing residential neighborhoods along with mixed-use commercial opportunities
  - Charlevoix Main Street DDA is working with downtown property owners to encourage more density and year-round housing units both in partnership with state agencies who come to the table with incentives but also through our local downtown housing incentive that was created last year. We will have awarded at least one grant for a year-round apartment unit being created in the downtown by the end of this fiscal year.
  - Future possibilities to consider are constructing small buildings to infill some of the gaps created by parking lots to add additional retail spaces (demand is demonstrated by our occupancy rate) and smaller housing units in the downtown.
- Business recruitment, along with sustaining current businesses, is an important piece of creating a growing job economy in our region
  - We are the primary body that focuses on business retention, growth, and recruitment in the downtown by way of advertising available spaces, working with existing businesses through education, cooperative advertising, grants, and technical assistance, and working with new businesses with business planning and other start up assistance as needed.
- Redevelopment ready sites should be proactively marketed and developed to encourage job creation and housing growth where appropriate
  - Our department is in regular communication with the RSTeam and has successfully gotten one downtown housing project moving forward with a private development team, garnered Design/Build Services for another redevelopment project that will be delivered this calendar year (that will also include the addition of new housing units) and worked with another property owner to produce cost estimates for a major façade rehabilitation project downtown. Additional priority sites are in the pipeline and will be pursued formally this year including the Mason Street building and some single-story buildings in the downtown.
- Many challenges and opportunities we face occur concurrently with our neighbors and we should work toward collaboration—especially with Charlevoix Township
  - We work in collaboration with local and regional partners through the NLEA and Housing North.
- Advocate for tax incentives to encourage the creation of more housing and the allowance for Principal Residence Exemptions for long-term rental housing

- While not explicitly mentioned in this action step, the creation of the National Register District in downtown Charlevoix this year will open the possibility for private property owners to tap into Federal and State Historic Tax Credits which can help offset investment in properties that are considered historic, essentially lessening the blow with adding another tool into the overall toolbox.

## Ensure Charlevoix is environmentally sustainable while also economically viable

- Work cooperatively with our neighbors to advance toward curbside recycling and more recycling opportunities downtown
  - Main Street DDA is looking to purchase additional Big Belly recycling/garbage units this calendar year and would be willing to assist with any other efforts that would increase recycling in the downtown.
- Organizers of special events should take lead responsibility for trash and increasing the recyclability of event waste
  - We will add more recycling bins during Live on the Lake Summer Concerts in 2022.
- Complete the northside non-motorized trail extension currently in development, finish the planned walkway along Park Avenue, and look for more opportunities to add non-motorized transportation infrastructure in the community
  - Main Street DDA can explore the possibility of adding bike racks and other bike amenities in the downtown (like repair stations, signage, etc.)

## Develop and maintain long-term infrastructure plans

- Continue development of city-wide Wi-Fi, fiber optic connections, and other technological benefits for our permanent residents, visitors, and seasonal residents
  - Please let us know how we can assist
- Improve the snow and ice clearing from sidewalks throughout the community by working with property owners
  - After coming up with an enforcement plan for the current snow ordinance with our Zoning Administrator council voted to pursue a RFQ for snow removal in the downtown to no avail. Now that we are back to square one, we can work on enforcement along with other solutions for implementation next winter in partnership with Public Works and property owners.

## Include the senior citizen community in all public events and activities

- Expand work with the Charlevoix County Transit Authority to provide shuttles during special events to provide remote parking and ease of transit
  - Please let us know how we can assist

- Consider adding activities in East Park and Bridge Park like shuffleboard and concrete checker and chess boards
  - We have added winter activities into East Park, chess in Hoop Skirt Alley, hammocking at the base of Water Tower Park, and want to work to add more of these types of amenities into more downtown spaces like Bridge Park and have plentiful funding opportunities to support these types of enhancements. With the discussion that took place around shuffleboard or bocce ball in Bridge Park a few years back and then the recent discussion and to-scale renderings of curling in Bridge Park we have plenty of ideas that could be implemented but no clear direction on what is okay to pursue. We can tap into a formal planning process for these types of improvements or go the lighter-quicker-cheaper route to test the waters with different concepts without substantial investment into something permanent.

## Provide strong stewardship of public resources and promote good governance

### Action steps:

- Ensure rates and fees for specific uses are sufficient to support the service provided
- Review surplus City-owned real estate with the goal of redeveloping into year-round housing
  - Charlevoix Main Street DDA can assist with using RRC resources as available.
- Revise and review policies for internal financial controls and reporting including the Purchasing Policy, Investment Policy, and others
  - Charlevoix Main Street DDA will continue to adhere to requirements set fourth in Public Act 57 of 2018 requiring us to hold two informational meetings per year plus include the following on our portion of the website:
    - A) Staff contact information
    - B) Meeting minutes
    - C) Annual budget – must include fund balance and if encumbered
    - D) Annual audit
    - E) Development plan (no TIF)
    - F) TIF plan
    - G) List of the DDA's current management and service contracts.
    - H) Annual synopsis
    - Note: 5 years of the above records must be on the website as the years progress.

## Enhance and showcase the outstanding quality of life in Charlevoix

- Complete the Downtown Alley and Corridor Implementation of Designs Strategy through existing and future infrastructure projects like the reconstruction of Mason Street, reconstruction of the Mason Street Parking Lot, and future improvements in a consistent and planned approach
  - Charlevoix Main Street DDA will continue to be a resource for funding of the surface level aspects of these projects moving forward both through grant opportunities and the possibility of including these improvements in our next TIF Plan which will renew in 2026.

- Review, revise and finalize the Special Event Policy by addressing uses, changes in liquor licensing rules, and the implementation of a fee schedule to recover costs from special events
  - Will continue to adhere to Special Event Policy