

AGENDA
Charlevoix Downtown Development Authority and Main Street
Board of Directors

June 27, 2016, 5:30pm
City Hall Council Chambers

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry into Potential Conflicts of Interest**

5. 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.

- a. Minutes of the May 17, 2016 Board Meeting
- b. Committee Meeting Minutes

6. Reports

- a. Bridge Park Building Report
- b. Director's Report (City Manager)

7. Old Business

- a. Fundraising Letter Update

8. New Business

- a. Live from Charlevoix Work Plan
- b. Director Hiring Process

9. Public Comment

10. Miscellaneous Business

11. Request for Future Agenda Items

12. Adjourn

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/CHARLEVOIX MAIN STREET BOARD MINUTES
Tuesday, May 17, 2016 at 5:30 p.m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

A. Call to Order/Invocation or Pledge of Allegiance

B. Roll Call of Members Present

Chair: Dan Barron

Members Present: Gabe Campbell, Fred DiMartino, Kirby Dipert, Dianne DuPont, John Kurtz, Rick Wertz, John Yaroeh

Members Absent: Tamie Gillespie

City Staff: Annie Doyle, DDA/Main Street Director; Mark Heydlauff, City Manager

C. Inquiry into Potential Conflicts of Interest

Member Kurtz recused himself from the discussion on the Bridge Park building.

D. Consent Agenda

1. Main Street/DDA Board Meeting Minutes – April 25, 2016

No revisions.

2. Main Street Committee Meeting Minutes

Member Dupont questioned the third paragraph on the second page of the Main Street Design Committee minutes and the population figures that were referenced which appeared to compare Charlevoix area and City of Charlevoix residents. Discussion followed regarding the population figures in the County versus the City.

3. Revenues and Expenditures Report

Director Doyle stated that the Board had two reports (April and May) in their agenda packet with one being the final end of year report.

Motion by Member Wertz, second by Mayor Campbell to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

E. Director's Report

1. Goal Setting Session Update

Director Doyle reported that North Sky Consulting, Traverse City, agreed to facilitate their goal setting session. Attendees would include the DDA Board, Committee Chairs, and Director Doyle. After discussion, the Board agreed upon Thursday, June 23rd from 4-8 p.m. in the lower level of the Weathervane Restaurant. Details to follow.

Director Doyle reported that the first Farmers Market of the season included 18 vendors.

Director Doyle stated that Customer Service Training is scheduled for June 8th from 8-10 a.m. and June 14th from 6-8 p.m. at the Library. Participants can register at www.charlevoixmainstreet.org. She indicated that 25 people were already signed up for the training.

Director Doyle reported that the Craft Beer Festival was scheduled for June 4th hosted by the Bridge Street Tap Room with the Charlevoix Main Street as a sponsor.

Chair Barron stated that Howard Cone of the Chesapeake Group was going to be in Charlevoix on Thursday, May 26th at 7:30 a.m. at the Lake Charlevoix Brewing Company to report on the findings of the Downtown Market Study. There was a joint meeting scheduled with the Chamber of Commerce board, the DDA/Main Street board, and Convention and Visitors Bureau board. The Chesapeake Group would also meet with City Council at noon the same day.

F. Old Business

1. Bridge Park Building – Facilities Committee

Member Wertz explained the Bridge Park building repairs:

- Wojan Plumbing & Heating adjusted times on automatic stools and faucets; replaced faucets in men's restroom with automatic sensors and assessed condition of women's restroom faucets; reset toilets following floor work - \$2,797
- Armor Seal of Charlevoix applied epoxy coating to bathroom floors - \$2,100
- Herzog Electric replaced lighting in bathrooms and lobby area with LED lighting; installed new hand dryers in women's restroom and moved and installed new dryer in men's restroom - \$4,351 (anticipate a rebate from the Charlevoix Energy Optimization Program which will lower overall cost)

Member Wertz stated that the Board would be receiving a change order from the plumbers who worked on a Saturday to complete the work. He indicated that the City Manager gave him permission on the overages that occurred as a result of different issues with the project. Member Wertz stated that he would have the final figures for the project at the next meeting. Chair Barron commented that the Facilities Committee did an exceptional job.

John Kurtz, Beaver Island Boat Company and tenant of the building, questioned when bids for heating and air conditioning would be completed. City Manager Heydlauff responded that the bids should be back within the next month.

G. New Business

1. Fundraising Letter – Organization Committee

Director Doyle stated that the fundraising letter was a template of what the Organization Committee would be sending out with a summary of program goals. Member Kurtz said that the Committee was sending out three letters: to people who have already pledged or given money to the DDA, to the volunteers, and to 696 second homeowners from Charlevoix Township. The Committee planned to mail the letters in July.

Mayor Campbell referenced phone calls that were not being returned and he stated that there didn't seem to be a "chain of command." He felt that there should be a point person and if they couldn't reach the Director that they could go to the City Manager. Member Kurtz stated that there was a Closed Session at the end of this agenda and suggested that this matter be discussed during Closed Session.

2. Wayfinding Signage Request for Proposal – Design Committee

Director Doyle stated that the *"Request for Proposals for Design of a Downtown Signage & Wayfinding System"* was provided to the Board for their information. The submission date was going to be changed. Member Dupont stated that under the Basics of Design section, 3rd sentence, the word "iteratively" was incorrect and Director Doyle felt that the word should be "collaboratively".

Chair Barron understood that the Promotions Committee wanted to elicit support from Main Street in regarding a branding program. He shared that the Promotions Committee was concerned whether they could at least proceed on a parallel track for the branding along with wayfinding. Director Doyle stated that Main Street would not accept the application for branding at this time as they felt that a new Main Street organization needed to be in their second year before starting a branding process. Chair Barron surmised that they would have to go without wayfinding signs for another season.

Member Wertz suggested that if Promotions Committee members were interested in the wayfinding project they should come to the next Design Committee meeting. He felt that the wayfinding program was more of a design issue than a promotions issue. Chair Barron stated that the Promotions Committee wanted to go forward with a branding program for quite some time and he felt the two processes could go forward on a parallel track. He found it hard to understand why the branding process had to wait until the second year. He stated that they needed better cooperation/coordination between the two committees.

H. Public Comment

Hans Wiemer commented that the minutes of the meetings were not recorded anywhere for the general public to access. He questioned whether the Chamber of Commerce sent representatives to these meetings. Chair Barron responded that there were several Chamber members who were also involved in DDA/Main Street Committees.

Discussion followed regarding the availability of the DDA/Main Street meeting minutes. It was suggested that staff provide ten copies of the minutes along with the agendas for members of the public who wanted to review the minutes while they were being discussed.

I. Miscellaneous Business of the Board
None.

J. Future Agenda Items

Member Kurtz stated that in May staff does an analysis of property taxes. This information should be available in early June so the Board would know if there were surplus funds prior to their goal setting session.

Member Wertz stated that he would have the final figures from the Bridge Park building renovations.

K. Closed Session.

Mayor Campbell stated that people are not receiving return phone calls from staff and Chair Barron felt that was something that relates to the employee evaluation. Director Doyle stated that she preferred that this discussion be in Closed Session.

Motion by Member Wertz, second by Member Yaroch to go into Closed Session [under Section 15.268 8(a) of the Open Meetings Act, personnel evaluation of a staff member.] Motion passed by unanimous roll call vote. The Board moved into Closed Session at 6:23 p.m.

Motion by Mayor Campbell, second by Member DiMartino to return to Open Session. Motion passed by unanimous roll call vote. The Board returned to Open Session at 7:03 p.m.

Motion by Member Wertz, second by Mayor Campbell to modify the chain of command for the DDA Director to directly report to the City Manager for day-to-day operations, and that the City Manager's responsibility is to communicate on a regular basis with the DDA/Main Street Board regarding any and all affairs of the DDA. Motion passed by unanimous roll call vote.

L. Adjournment

Motion by Member _____, second by Member _____ to adjourn. Motion passed by unanimous vote. Meeting adjourned at 7:05 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair



Charlevoix Main Street Design Committee

Minutes

Tuesday, May 3rd, 2016

- I. **Call To Order:** The meeting was called to order at 4:00pm by John Campbell.
- II. **Roll Call:**
 - a. **Members present include:** Linda Boss, John Campbell, Gail DeMeyere, Annie Doyle, John Duerr, Scott Gilland, Allison Hubbard, Amy Lalewicz, David Miles, Zach Panoff, Jeff Porter, Rick Wertz, Amanda Wilkin
 - b. **Public:** 0
- III. **Inquiry Regarding Possible Conflicts of Interest:** None
- IV. **Approval of Minutes:** April 5th, 2016 Minutes approved as presented.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **Old Business:**
 - a. **Design Guidelines:** Rick Wertz stated that Annie supplied him with Boyne City's Main Street Design Guidelines and John Campbell has spoken with Debra Johnson in regards to their design services. He will be doing research into other city's guidelines by the next meeting and will present information then.

Amy Lalewicz, Zach Panoff, Annie Doyle, Rick Wertz (Chair) and David Miles will serve on the project group.
 - b. **Downtown Wayfinding:** Linda Boss has been working with Candace Speck, who has put together information and a work plan for the Design Committee to put together an RFP for new signage downtown. Cost for the project is estimated at \$5,000-\$10,000 and should take roughly 6 months to complete.

Input from the committee is sought before an RFP is finalized and sent out to contractors. Get comments to Linda Boss shortly so she can compile everything in the final document. Scott Gilland will be assisting on the project group.

Gail DeMeyere requested that a Cultural Corridor component be included in the proposal, which would include the Circle of Arts, Historical Society, Library and possibly Earl Young Homes.

John Campbell would like to see a contractor that has worked with MDOT regarding highway signage before and knows their best policies and procedures to make the process smoother.

Annie would like to see more organizations included in the coordination of the project, like the Promotions Committee, the Chamber, the Circle of Arts and the CVB.

Public hearings are included in the work plan to gain input from the public, even though they are not required by law. Bids must go through the City Clerk, the MMS office or the Manager's office and be delivered sealed through mail or in person and not accepted via email.

- c. **Street Tree Lighting:** Lights have been removed from the trees downtown and will be reinstalled after Labor Day. The new light will last longer and have connections that are totally sealed to prevent outages and wear. \$30,000 total was approved by the City and DDA for the lights and some maintenance on trees. The first two trees on both sides of the side streets will also be lit. How it is being spent: \$20,000 for the new lights, \$3,000 for side street tree lighting, \$4,600 sucker and light removal, and \$800 for work on spruce tree.

The hill on the north side of downtown will need approximately \$11,500 raided to be included in the lighting, while the south hill was thought to be too sparse in terms of suitable trees to include at this point. Fundraising can go through the organization committee, who will have a meeting on May 11th at 8am. Annie will present the proposal to them at that meeting.

- d. **East Park Planting:** City Council approved the proposal to work on the planter above the Odmark Pavilion in East Park. City will remove the plant material and Site Planning will do the work using privately donated funds. The project is not considered one of the Design Committee's approved work plans for the year.

A maintenance plan for the bed has also been created to make sure it stays in good shape moving forward.

Jeff Porter proposed that an Adopt-a-Planter program be considered in the future for the planting locations downtown. A sponsorship package could potentially be put together by the Organization Committee to establish care for beds throughout the downtown.

VII. New Business:

- a. **Committee and DDA Relationships:** John Campbell brought up the changes to MMS mentioned by Debra Johnson at the last meeting that pertain to goal setting for the board, the four Main Street committees and coordinating with other area partners (City, CVB, Chamber, etc.). He thought that a meeting of all partners would be beneficial to MMS's efforts to getting everyone working towards the same things and coordinating within, and outside of, the organization while avoiding unnecessary overlap in fundraising, etc.

Annie reported that the DDA/MMS board is setting a date for a retreat to come up with their 2017 goals. She thought it would happen within the next month or so and after that would be a good time to gather all of the committees and partners and establish the committee and overall goals for 2017.

Allison Hubbard (Chamber) and Amanda Wilkin (CVB) both agreed that setting up a meeting of all parties at this point would be a great idea. Amanda thought that the community-wide meeting could happen before the board retreat in order for their goal setting to be influenced by the entire organization and its partners.

Jeff Porter questioned what was taking place at the DDA/MMS board retreat. Annie stated that they would establish general goals for 2017 and not specific projects for the organization.

Allison will begin reaching out to the heads of the various community partners to set up the group meeting.

- VIII. Miscellaneous Business of the Committee:** The Presentation of the Marketing Study that was funded by the DeVos family will take place May 26th at 6pm at the Library.

David Miles reminded the group that the opening of the Historical Society's exhibit, "The Working World: Business and Industry in Charlevoix" will take place on May 11th at 5pm.

The next meeting will be Tuesday, June 7th at 4pm.

- IX. Call for Public Comment:** None

- X. Adjournment:** Meeting adjourned at 4:59 pm.



Charlevoix Main Street Design Committee

Minutes

Tuesday, June 7th, 2016

- I. **Call To Order:** The meeting was called to order at 4:04pm by John Campbell.
- II. **Roll Call:**
 - a. **Members present include:** Mickey Barnhart, Linda Boss, John Campbell, John Duerr, Shirley Gibson, Scott Gilland, Bob Jess, Amy Lalewicz, David Miles, Zach Panoff, Jeff Porter, Rick Wertz, Paul Weston Mark Heydlauff, Maureen Owens
 - b. **Public:** 0
- III. **Inquiry Regarding Possible Conflicts of Interest:** None
- IV. **Approval of Minutes:** May 3rd, 2016 Minutes approved with changes to a misspelling of "raised" in the Street Tree Lighting item.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **Old Business:**
 - a. **Street Tree Lighting:** \$1,000 of \$2,500 raised towards lighting the east side of Michigan Avenue north of the bridge. \$5,000 in donations would light both sides of the street north of the bridge. Businesses on the south side of downtown have also requested to be included in tree lighting. The estimated cost from Holiday Lighting to cover the south hill is \$5,320. John Campbell will approach the Organization and Promotion Committees about efforts towards raising that money soon. Money for the north side lighting was received from Edgewater, The Lodge, condo management companies, and individual condo owners.

Lighting and maintenance of the trees downtown cost \$24,620, north hill cost \$11,500, \$3,000 for lighting 2 trees on each downtown side street, \$800 for spruce maintenance, and \$5,320 for lighting the south hill. The DDA and City approved \$30,000 and \$5,000 respectively towards lighting and maintenance, leaving \$10,240 needed to be covered by fundraising. The new lighting is projected to last 5 years with a new wrapping technique and watertight seals.
 - b. **Design Guidelines:** Rick Wertz has been looking at photographs of what has been changed downtown and reviewing Boyne City's guidelines.

- c. **Wayfinding Signage:** Linda Boss reported that the RFP's for Wayfinding Signage should be sent out within the week. Only one change was received before the RFP was finalized, from the Circle of Arts, to include the "Cultural Corridor" covering the library, Earl Young homes, historical society, and Circle of Arts.

VII. New Business:

- a. **Chair Election:** Bob Jess nominated Mickey Barnhart and Linda Boss as co-chairs of the Design Committee, Rick Wertz seconded the nomination. Motion failed.

It was stated that the election of a new chair every year is not required by Main Street, but is possible after a year if voted upon by the Committee.

John Campbell, when asked, stated that he would be willing to stay on as chair if it was desired by the Committee.

Mickey proposed re-aligning the goals of the Main Street program to ensure they lined up with the objectives identified by the Chesapeake Group in their presentation on the market study of Charlevoix that was recently completed. City Manager Mark Heydlauff agreed and proposed gathering committee chairs and community partners to go over those goals and how/if they can be integrated by Main Street. The proposed DDA board member retreat has been postponed. With Annie's departure, the City hopes to have a new director hired by the fall.

Mickey does not believe that delegation of tasks and projects has been done very well up to this point and that there are several projects that could be further along if that were to change.

When asked, Paul Weston declined to be a co-chair again due to his absence during the winter.

Rick Wertz nominated John Campbell to be chair of the Design Committee for one year, second by David Miles. Motion passes.

- b. **Businesses Helping Businesses:** John Duerr believes that one of the biggest drags on Charlevoix's downtown is empty storefronts. He believes the town would be more successful if there were resources available for business owners to utilize as they worked towards opening, and keeping open, stores downtown. He thought the best resource for these businesses were other businesses, that have been, or are, either successful or unsuccessful. One idea for gathering knowledge could be to survey businesses, past or present, to figure out what is or has been helpful or unhelpful to the owners and attempt to address what comes up. Encouraging existing businesses to mentor new owners could also be promoted, like what is done by the downtown business owner meetings and organizations like SCORE to share knowledge.

VIII. Miscellaneous Business of the Committee: The next meeting will be Tuesday, July 5th at 4pm.

IX. Call for Public Comment: None

X. Adjournment: Meeting adjourned at 5:00 pm.



**Charlevoix Main Street
Committee Meeting Minutes
Economic Restructuring Team
June 14, 2016 8:00 a.m.
City Hall First Floor Conference Room**

1. The meeting was called to order at 8:02 AM on Tuesday, June 14, 2016. Members Present: Maureen Owens, Luther Kurtz, Bob Klein, John Haggard, Mark Heydlauff, Rich Bergmann, Tim Fore, Amanda Wilkin, Allison Hubbard, Dan Barron, Fred DeMartino, Ben Muladore, and Peggy DeNio.
2. Updates were received regarding the Customer Service Training June 8th and June 14th. The committee expected 20 and actual attendance was over 40. Allison commended everyone for the "great joint effort" to make this program a success. It was suggested that the committee begin in early spring to talk about positions for summer. Several constraints to the program were child care issues and transportation for certain populations.
3. There was an update on Charlevoix Certified. In the past there have been 40-50 registrants. Presently there are 10 registered. Amanda will compile a report for the next meeting. Charlevoix Certified is an online, open book quiz teaching students the history of Charlevoix, how to navigate the town and the attractions that are a part of the Charlevoix history.
4. Rich gave an update on the Hospitality Program noting that Char-Em was not interested in sponsoring the program. It was suggested that Belvedere Terrace or the Chicago Club may be interested in donating their kitchens for a culinary program. The program would be interested in using the kitchen in the late afternoon two days a week. It was also noted that Boyne City High School students already have a culinary program and would probably not utilize this program.
5. There was discussion regarding housing projects for young people with affordable rents. Also, extending boundaries of the district in order to allow expansion of housing.
6. Tim Fore requested that each committee member develop short term goals for the committee and long term goals for the committee and bring their ideas to the next meeting. The Grand Haven Development Strategy was passed out to use as a guide to developing these goals. The committee would like to identify patrons and bring them together to discuss these goals.
7. It was suggested that a meeting be arranged with all the committee chairs to discuss the goals of each committee.
8. Allison Hubbard moved to adjourn the meeting, seconded by Amanda Wilkin. The meeting was adjourned at 8:56 am.

Next meeting is scheduled for Tuesday July 12th at 8:00 a.m.



Charlevoix Main Street

Promotions Committee Minutes

May 19, 2016 City Hall; Council Chambers

I. Call to order: by Carissa Mullaney at 8:01 a.m.

Members Present – Gabe Campbell, Amanda Wilkin, Alison Hubbard, Larry Levensgood, Carissa Mullaney, Shelly Ferguson, Jessica Anderson, Nancy Suzor, Doug Reynolds, Jean Musilek, Jodi Bingham, Aaron Hagen, Kevin Prior, Rachel Eliot and Maureen Owens.

Guests – Dan Barron and Tim Fore.

II. Approval of Minutes: April 21, 2016 – Moved: Jessica Anderson, seconded: Amanda Wilkin – Carried.

III. Announcement: Annie Doyle has tendered her resignation as Director of the Charlevoix Downtown Development Authority effective June 1, 2016. Dan Barron, Chair of the Charlevoix DDA, reported that City Staff will most likely answer questions and assist in the interim.

IV. Old Business:

i. Project Updates from Sub-Committees:

Marketing & Communication Plan – Carissa Mullaney & Doug Reynolds – Per Annie, all content has been e-mailed and the application is ready. The final product will be sent to the committee for further review and then submitted to Mainstreet after being approved by Staff. Dan Barron said the Design Committee may want to work in conjunction with this sub-committee as they move forward with wayfinding. This will help encourage consistency in signage.

Carissa asked that we remind volunteers that we need dynamic photos of events. Please remember to obtain names and phone numbers from any subjects should the need for a photo release arise.

Music / Movies in the Park – Maureen Owens – All Sponsorships levels have been filled. We are moving forward with print, radio and social media marketing. The Committee is very excited and proud to have met our fundraising goal.

Craft Beer Festival – Adam Engelmann/Aaron Hagen – There will be a meeting Monday, May 23rd, at 9:00 am in Council Chambers to put the finishing touches on this event. Several

breweries have committed to the event and local restaurants have agreed to provide “tastes”. We will need volunteers for the day. There will be two shifts and there are several areas where help will be needed (i.e. making pretzel necklaces, pouring beer, selling merchandise).

Restaurant Week – Kate Heady – A date has not been set, but there is consideration of a Fall event. There may be a follow-up survey to see what kind of feedback the restaurants have.

V. New Business:

- I. **Farm to Mainstreet** – Jean Musilek reported that the proposed date has been moved to Thursday, September 15, 2016. The concept now includes appetizers at the Circle of the Arts and then dinner in East Park. A letter has been drafted requesting participation from local restaurants. Several key points were brought up and Jean has agreed to get with Chris Leese to review these, as well as inform her of the need for an Action Plan to bring back to the Promotion Committee and present to the DDA.

- II. **Venetian** – Dan Barron wanted to know if the Promotions Committee would like to participate in the Monday festivities. Discussion regarding using this event to show case the events we have already promoted (i.e. Bridge Drop, Shadow Fest, Craft Beer Fest), including selling additional merchandise from these events and signing up Volunteers for the Organization Committee resulted in agreement to participate. A movie will be selected and ordered for that night and a tent will be organized by members of both the Promotions Committee as well as the Organization Committee. It was suggested that Mainstreet provide a video that could be shown just prior to the movie that evening.

A sub-committee was formed of Amanda Wilkin, Alison Hubbard, Maureen Owens and Jean Musilek. John Yarocho, from the Organization Committee, will be invited to join. This Committee will put together an Action Plan for submission to the DDA.

- III. **Live From Charlevoix** – Tim Fore presented his idea to bring entertainment to Charlevoix during the “shoulder” season. The group will be organizing and developing a concert series that will take place in the Charlevoix Cinema monthly November through May, with the exception of December. They will be able to use the Cinema’s liquor license. The goal for the May event will be much bigger and will be held in East Park. The plan includes bands from approximately noon until 10 followed by Fireworks and act as a “kick-off” to Summer.

Discussion regarding pairing the initial event in November with a fall Restaurant week and downtown shopping campaign was initiated. Tim will take these suggestions to the committee. Maureen Owens will work with Tim to put together an Action Plan for the Promotions Committee and for approval of the DDA.

- VI. **Updates - DDA** - Dan Barron let everyone know that the Chesapeake Group will be presenting a follow-up on Thursday, May 26th at the Charlevoix Library at 6:00 p.m. This is open to the public.

Chamber – Shelly Ferguson reminded the committee that the Charlevoix Downtown Open House is Thursday, June 16th from 4 until 8. All are encouraged to join.

Organization Committee – They have prepared a two phase fundraising campaign – the first is a letter thanking previous donors, the second round will be looking for additional support. These

will go out in June or July, hoping to capitalize on the summer residents. Carissa suggested we explore the possibility of a “Donate” button on the website. The Organization Committee will also be asked if they captured or can still capture the names and contact information of people who expressed interest in volunteering during the initial Mainstreet campaign.

VI. Adjournment: Motion to adjourn at 9:09 Doug Reynolds, second Amanda Wilkin.



Charlevoix Main Street

Promotions Committee Minutes

June 16, 2016 City Hall; Council Chambers

I. Call to order: by Carissa Mullaney at 8:03 a.m.

Members Present – Amanda Wilkin, Carissa Mullaney, Shelly Ferguson, Jessica Anderson, Nancy Suzor, Jean Musilek, Sarah Hagen, Kate Heady and Maureen Owens.

Guests – Dan Barron, John Campbell, Mark Heydlauff, LaRae Stevens and Leanne Ackert.

II. Approval of Minutes: May 19, 2016 – Moved: Jessica Anderson, seconded: Amanda Wilkin – Carried.

III. Old Business:

i. Project Updates from Sub-Committees:

Mainstreet Monday – Venetian – Maureen Owens / Jean Musilek – The Committee will have their first meeting on Friday, June 17, 2016. LaRae Stevens, from the Venetian Festival, gave a synopsis of the events for the day. Venetian is hoping that our committee can fill the time from approximately 8:30 pm until 9:30 pm on Monday, July 18th. They will also provide us with a tent from which we can hand out brochures, talk to the public and sell merchandise.

Marketing & Communication Plan – Carissa Mullaney & Doug Reynolds – The committee is working on gathering all the information for the branding application. John Campbell explained that the Design committee was working on items that may have a similar goal, such as the “Wayfinding” signage.

Also, any additions or changes to the website should be emailed to Mark Heydlauff for approval prior to their completion.

Craft Beer Festival – Amanda Wilkin/Aaron Hagen – The event went very well. There were approximately 700 people in attendance. We had a lot of positive feedback from the participants and the breweries were well received. Scovie’s, That French Place and Drawbridge Bistro seemed happy with the results of the event-goers interest in the food offerings.

Event Survey – The results are being located and will be presented when they have been compiled in their entirety.

Restaurant Week – Kate Heady – Kate had sent out an informal e-mail after the previous event for feedback and heard from approximately half the restaurants. The response was positive overall. Amanda Wilkin and Leanne Ackert will join the committee for the fall event. There will be an attempt to get input from the participating restaurants one month prior to the next event.

Live From Charlevoix – Maureen Owens/Tim Fore – November 12, 2016 is the goal for the first concert. Maureen presented the committee with a Work Plan and made a motion that it be approved for presentation to the DDA Board. Amanda Wilkin seconded and the motion passed unanimously. Jessica Anderson, Leanne Ackert and Nancy Suzor will be joining the committee in the future.

V. New Business:

- I. **Farm to Mainstreet** – This event has been tabled and may be reconsidered for 2017.

VI. Updates –

DDA - Dan Barron let us know that a meeting has been arranged with all four Mainstreet committee chairs, the Chamber, CVB, DDA and Mark Heydlauff to discuss the current goals and review open items in an effort to streamline all our efforts and look at current procedures.

Chamber – Shelly Ferguson reminded the committee that the Charlevoix Downtown Open House is this evening Thursday, June 16th from 4 until 8. All are encouraged to join.

Design Committee – John Campbell attended to share the goals and accomplishments of the Design committee; they have obtained quite a bit of the funding for the replacement tree lights and are considering expanding the lights up the north and south hills as well as the first two trees on Park, Mason and Antrim streets. They have sent out R.F.P.s on the “Wayfinding” signs and are awaiting the responses. They are also looking to the Michigan Mainstreet program for suggestions about facades.

City – Mark Heydlauff attended and shared that 136 light poles throughout town are being repainted and a large portion of the railings are being considered in the near future.

He will be bringing a replacement plan for the new DDA Director to the DDA board for review.

VI. Adjournment: 9:05 a.m.



CITY OF CHARLEVOIX

210 STATE ST. CHARLEVOIX, MICH. 49720

Charlevoix City Manager's Office
231-547-3270 mgr@cityofcharlevoix.org

Memo

To: Chairman Barron and the DDA/MS Board of Directors

From: Mark L. Heydlauff, City Manager

Subject: DDA Director's Report for June 27, 2016

Date: June 23, 2016

A. Dale Boss Celebration

As you may know, City Council approved a parade and ice cream social honoring the life of Dale Boss. The event is set for July 1 at 6pm. The parade will run north from Garfield on Bridge Street and conclude at Clinton Street. Parking will be limited on the east side of Bridge Street adjacent to the park beginning at around 3pm that day.

B. Harwood Gold Maple Syrup

Philip and Amber Munday will be opening a retail and café for Harwood Gold Maple Syrup in the former Murdick's Fudge Shop at the corner of Clinton and Bridge Street. This is an exciting addition to downtown Charlevoix and I am hopeful it will be a catalyst for continued improvement of the building.

C. Main Street Update

- I joined the monthly Michigan Main Street Directors Conference Call this past week. They are updating their monthly reporting processes and will be rolling those out after the final reports are due for June. I'll take care of completing those for us.
- Please be sure to complete the survey I emailed earlier this week. It is important for Michigan Main Street to have your input about what we are doing as they prepare for the annual visit in September.

D. Beer Festival

The 3rd Annual Charlevoix Craft Beer Festival was a big success on June 4. There were over 20 breweries. The inclusion of several downtown restaurants as food vendors was also very popular this year. Planning is already underway for continuing this event next year.

E. Committee Updates

The most recent minutes from all the committees are included in your packet. Here are a few highlights:

- **Promotions**
 - The committee has developed a media release template to standardize communications coming from all of our Main Street committees and groups.
 - They are helping coordinate the Main Street Monday presentation during the Venetian Festival. Main Street will have about a half hour to present information about our programming and the different projects and committees who are working in the community. We are seeking volunteers for this; if you are interested, please let me know.
- **Design**
 - An RFP has been released for wayfinding signage. This project will be considered jointly with the Promotions Committee.
 - Expanded tree lighting is still on track for both hills on Bridge Street along with some trees between State and Bridge on Antrim, Mason, and Park.
- **Organization**
 - The committee heard a brief presentation regarding Live from Charlevoix.
 - The committee cleaned the mailing list for the direct mail of the fundraising letters.
 - I presented a brief idea on developing a façade improvement mini-grant program that might help businesses make small improvements to the exterior of their businesses. We agreed this should be developed further.
- **Economic Restructuring**
 - The committee discussed follow-up thoughts on the market study and economic analysis performed by Howard Kohn of the Chesapeake Group. Time Fore also distributed copies of a similar study performed by Grand Haven for their downtown.
 - Rich Bergmann provided an update on his ongoing discussions regarding developing a hospitality training program.

F. Chairs Meeting

I convened a meeting of all four committee chairs, Dan Barron, Alison Hubbard, and Amanda Wilkin to discuss ongoing projects and upcoming tasks for each committee. This seemed to be a helpful and important gathering for all to better understand what work is going on and how not to duplicate efforts. We decided an informal meeting each month might be quite helpful for the time being.

Significant Meetings/Events of the Past Month

- Craft Beer Festival, June 4
- Beer Fest Wrap-up Meeting, June 6
- Organization Committee, June 8
- Promotions Committee, June 16
- Committee Chairs Meeting, June 21
- Main Street Conference Call, June 22

AGENDA ITEM

AGENDA ITEM TITLE: Fundraising Letter Update

DATE: June 27, 2016

PRESENTED BY: Mark L. Heydlauff, City Manager

ATTACHMENTS: Fundraising Letter Draft

BACKGROUND INFORMATION:

The Organization Committee has been working on a fundraising letter to be sent to past donors and potential new donors. You'll see the letter included in your packet.

The Chamber of Commerce has been helpful in coordinating the printer and design of the letter. We anticipate the total cost to be around \$1,800.

RECOMMENDATION: Motion to authorize the City Manager to make all necessary arrangements to complete the fundraising letter mailing.

July 6, 2016

XXX

Xxx

Charlevoix, MI 49720

Dear xxx,

As a dedicated and generous friend of Charlevoix Main Street, we want to give you a special update on our work over the past year. We have been busy building the human infrastructure to make downtown Charlevoix even better!

- As in past years we are continuing to enhance many of the programs that have been key markers of our success and prove to bring people and life to our downtown. These programs are highlighted by the Thursday evening concert series and our highly-successful and ever growing Thursday morning Farmers Market.
- We are focusing on upgrading our existing environment. While it may be a bit darker downtown this summer, we are excited to light up the evenings even brighter this fall when our new tree lighting is installed. Holiday Lighting removed the existing lighting and pruned our downtown trees earlier this spring. They will be re-lit later this fall with new and brighter energy efficient bulbs.
- Through added programs in our Farmers Market and collaboration with the Circle of Arts and the Charlevoix Public Library, we are encouraging the arts in downtown to give all in our community an opportunity to find joy and expression.
- As with any good thing, we alone are not improving this community. We are enhancing our partnerships with others in Charlevoix so that together we are stronger. Specifically, we have joined the Chamber of Commerce, the Convention and Visitors Bureau, and the Charlevoix Public Library in hosting a customer service training in June. We are joined with businesses and community organizations like the Round Lake Group for the Charlevoix Craft Beer Festival and the Top of Michigan Trails Council for the First Annual Community Marathon that featured a course starting in Charlevoix and ending in Harbor Springs.

We are pleased with what we have accomplished thus far with Charlevoix Main Street but we still have much more to accomplish with your help. There has been much discussion among our four, key Main Street Committees about ways to enhance and expand “shoulder season” activity in our downtown. We continue to work with festivals and off-season events. Notably, the Shadowfest celebration of Ground Hog’s Day was again a big success this year and helped promote downtown Charlevoix in the middle of winter. Work is also continuing to make Bridge Drop an even stronger event for New Year’s Eve.

Our committees are hard at work now developing design guidelines for downtown façade improvement, establishing a plan for way finding signage and logo designs to create a strong brand image for downtown Charlevoix.

Over the years, many in our community have given their time, talent, and treasure to make Charlevoix what it is today. Will you join us? Can we count on you to volunteer for events? Would you be willing to make an additional financial donation toward our work? You live, work and play here because you know Charlevoix is a special place. Like us, you care about the future of downtown Charlevoix. We look forward to your feedback and your continued support for our downtown.

Yours for Charlevoix,

Daniel B. Barron
Chairman
Charlevoix Main Street | DDA

What is Main Street?

The Main Street Four-Point Approach[®] is a community-driven, comprehensive strategy that encourages economic development through historic preservation in ways that are appropriate for today's marketplace.

Design: Enhancing the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes and landscaping. The Main Street program also focuses on instilling good maintenance practices in the commercial district, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and integrating long-term planning.

Economic Restructuring: Strengthening a community's existing economic base while also expanding and diversifying it. By helping existing businesses expand and recruiting new businesses to respond to today's market, the Main Street program helps convert unused spaces into productive properties and sharpens the competitiveness of business enterprises.

Promotion: Marketing a downtown's unique characteristics to residents, visitors, investors and business owners. The Main Street program develops a positive, promotional strategy through advertising, retail activities, special events and marketing campaigns to encourage commercial activity and investment in the area.

Organization: Involving all of the community's stakeholders, getting everyone working toward a common goal and driving the volunteer-based Main Street program. The fundamental organizational structure consists of a governing board and four standing committees. Volunteers are coordinated and supported by a paid program director or Main Street manager. This structure not only divides the workload and clearly defines responsibilities, it builds consensus and cooperation among the various stakeholders.

(Courtesy of Michigan Main Street, www.michiganmainstreetcenter.com)

Response Card

Will you join us in making a positive difference for the future of Charlevoix through Charlevoix Main Street?

Volunteer

Committee (check one)

- ☐ Promotions
- ☐ Design
- ☐ Economic Restructuring
- ☐ Organization

Special Event Volunteer

Farmers Market Volunteer

Financial Partner

One-time tax-deductible gift

\$25 \$100 \$250 \$_____

Join us as an ongoing financial partner:

Select a gift frequency:

Monthly Quarterly Annually

Support level commitment? _____

Name: _____

Address: _____ City: _____ State: ____

Email: _____ Phone: _____

We will not share your contact information with other organizations.

AGENDA ITEM

AGENDA ITEM TITLE: Live from Charlevoix Work Plan

DATE: June 27, 2016

PRESENTED BY: Maureen Owens, Economic Restructuring Committee

ATTACHMENTS: Live from Charlevoix Work Plan

BACKGROUND INFORMATION:

Mission:

"Live from Charlevoix" is an organization committed to promoting arts and live entertainment in an effort to bring economic opportunities to the community of Charlevoix with a focus on the shoulder seasons of Fall, Winter and Spring, making Charlevoix a year-round cultural destination.

Ideals:

- Working in conjunction with Charlevoix Cinema to provide a monthly concert and entertainment series running from November through May. The goal is to fill the void of live performances during the "shoulder" seasons.
- Representing all genres of music and entertainment with an emphasis on promoting up and coming performers.
- Fostering partnerships with local retail stores, hotels and restaurants to help develop a vibrant, year round city center.
- Marketing to nearby cities to develop a wider sense of community. We will focus on Northern Michigan, but will use varied resources to cast a wider net in an effort to bring tourism dollars North during our "off" season.
- Repurposing and developing a high-quality venue at Charlevoix Cinema in an effort to support an arts and cultural community which is strong and diverse in our main downtown district.

RECOMMENDATION: Motion to approve the work plan as presented and authorize the expenditure of up to \$5,000 for the program.

Objective # Increase year round economic activity, coordination of resources and foundation for communication.

Project 1. "Live From Charlevoix"

Tim Fore/Maureen Owens

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
assistance for Live From Charlevoix Event See Attached Documentation	Maureen Owens	7/21/2016	7/21/2017	200	\$5,000	

Totals:

200 \$5,000

Measurement of Success: Development and implementation of assistance.

AGENDA ITEM

AGENDA ITEM TITLE: Director Hiring Process

DATE: June 27, 2016

PRESENTED BY: Mark L. Heydlauff, City Manager

ATTACHMENTS: Main Street Executive Director Job Description

BACKGROUND INFORMATION:

It is critical that we find the right person to fill the Executive Director position going forward. As a Main Street Community, Michigan Main Street will help us advertise, assess, and interview potential candidates so that we make a good hiring decision going forward.

I would suggest you authorize me to create a position description and advertise it in appropriate local and state venues. We would pursue the following characteristics as attributes of the ideal candidate:

- Bachelor's Degree in urban planning, business, marketing, architecture, political science or related field; Master's Degree preferred
- Experience with Main Street, DDA, and similar work experiences
- Strong customer service, communication, and interpersonal skills
- Ability to perform tasks independently with little supervision
- Knowledge of municipal operations, protocols and relevant statutes and regulations

I would suggest we keep the process open until filled but that we begin reviewing applicants August 1.

RECOMMENDATION: Motion to authorize the City Manager to conduct a search to fill the Executive Director position and accompanying costs.

**CITY OF CHARLEVOIX
CHARLEVOIX MAIN STREET/DDA**

Title: Charlevoix Main Street Executive Director **FLSA:** Exempt
STATUS: Full-time, non-union

Department: Main Street/DDA

Reports To: Main Street/DDA Board and City Manager

Date: December 7, 2015

Position Summary

Under the general supervision of the Main Street/DDA Board and the City Manager, the Executive Director of Charlevoix Main Street will oversee, direct and support all aspects of the Downtown Development Authority and the Charlevoix Main Street Program. The Executive Director will supervise various staff and volunteers as needed. Working closely with the Economic Development and Planning Director, the Executive Director promotes public participation, excellence in design, redevelopment-ready administrative processes, historic preservation and rehabilitation and the effective development and utilization of city, county, state, and federal regulations.

Essential Job Functions

- Manages and supervises operations of the DDA and the Charlevoix Main Street Program.
- Create an organizational/operational structure based on the four-point Main Street approach of economic revitalization and serve as the visible contact person for the Main Street Program.
- Oversee operations of the Charlevoix Farmer's Market.
- Work closely with colleagues at the Michigan Main Street Center, Michigan State Housing Development Authority, Michigan Economic Development Corporation, the Northern Lakes Economic Alliance, other state and regional partners; Serves as a liaison between the City of Charlevoix and the Chamber of Commerce, the Convention and Visitors Bureau, and, other public, private or nonprofit groups and associations
- Utilize the Michigan Main Street services to lead strategy for recruiting, retaining and marketing businesses in the Charlevoix area.
- Prepare and administer departmental budget and oversee all other financial aspects of the department including purchasing, overtime requests, timesheets, expense reports, and other items.
- Creates and maintains productive Main Street Committees (Design, Organization, Promotions and Economic Restructuring) through volunteer recruitment and leadership development, committee chair recruitment and development, education and training opportunities, and attends all meetings; provides leadership and support as needed.
- Provides professional advice to DDA/Main Street Board, Charlevoix City Council, Planning Commission, Historic District Commission, Recreation Department and any other relevant City departments regarding the activities and financial conditions as directed
- Oversees the writing, editing, and production of publications and other promotional and informational materials; directs/implements preparation of materials for media.

- Provides technical assistance to business owners, property owners, and developers in the areas of business development, finance, relations with public agencies and other types of assistance needed for downtown development and project development.
- Resolves complex and sensitive customer service issues.
- Direct efforts at business retention, expansion, and recruitment, including providing information, expertise, and appropriate referrals to business owners, marketing Charlevoix Main Street Program to outside businesses, working with developers and building owners to enhance the quality of retail and commercial businesses and the quality of their retail/commercial space.
- Attend all city department head meetings
- Facilitate collaboration with the Planning Department and other departments as needed on site plan review, planning projects, zoning and permitting. Create defined administrative processes and communication for business/property owners.
- Responsible for maintenance and updates to Main Street website and social media sites.
- Perform other duties as may be assigned from time to time by the Board of Directors and/or the City Manager
- Become familiar and closely communicate with all persons and groups directly or indirectly involved in the downtown commercial district.
- Identify potential grant opportunities; assist with research, writing, and management of grant applications for various City departments as needed
- Work proactively with grant makers to channel new funding to Charlevoix
- Assess and lead crowd funding efforts where appropriate- especially for Main Street initiatives
- Perform grant audits, follow-up reviews, and presentations as required; coordinate documentation for grant close-outs
- Assist departments as necessary complying with grant administration requirements.
- Identify potential donors and cultivate relationships to explore philanthropy toward City projects and programs
- Coordinate interdepartmental projects as assigned

Minimum Qualifications (Knowledge, Skills, and Abilities)

Education

The ideal candidate shall have a Bachelor's Degree in urban planning, economic development, land use design, architecture, political science, business, or a related field. A Master of Public Administration (MPA) is strongly preferred. MEDA and other similar economic development, Main Street, and other relevant certifications are strongly preferred.

Experience

The ideal candidate shall have at least five years of experience in a high-level municipal operations:

- Experience in a supervisory capacity preferred
- Skill in public relations, marketing, and presenting
- Ability to establish good working relationships with a variety of local and non-local stakeholders, regulators, residents, appointed boards, and elected officials
- Skill in using office equipment, software, computer hardware, and related tasks
- Ability to critically assess situations and solve problems and work effectively under stress, within deadlines, and changes in work priorities

- Knowledge of municipal operations as they relate to development, land-use, and growth

The information contained in this position description is intended to describe the general content and requirements for successful performance of the job. It is not an exhaustive list of duties, responsibilities or requirements. Additional duties and requirements may be assigned at the sole discretion of the City. Hence, the job description does not constitute an employment agreement between the employer and employee and is subject to change by the employers as the needs of the employer and requirements of the job change. The position is an at-will position.

City Council approved: Pending