AGENDA

Charlevoix Downtown Development Authority and Main Street
Board of Directors

July 25, 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 June 27, 2016 Board Meeting
   b. Committee Meeting Minutes
   c. Main Street Monthly Report for June 2016

6. Reports
   a. Director's Report (City Manager)

7. New Business
   a. Street Lighting Fundraising Update
   b. Discussion with and Presentation by Debra Johnson, Michigan Main Street
      i. What's new with Michigan Main Street?
      ii. Logo/Branding/Wayfinding- advice and discussion
      iii. Downtown building design information

8. Public Comment
9. Miscellaneous Business
10. Request for Future Agenda Items
11. Adjourn

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, June 27, 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, Tamie Gillespie (late), Kirby Dipert, Dianne DuPont, Rick Wertz, John Yaroch
Members Absent:	John Kurtz
City Staff:	Mark Heydlauff, City Manager

C. Inquiry into Potential Conflicts of Interest
None.

D. Consent Agenda

1. Main Street/DDA Board Meeting Minutes – May 17, 2016
   No revisions.

2. Main Street Committee Meeting Minutes
   No revisions.

3. Revenues and Expenditures Report
   No revisions.

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

E. Reports

1. Bridge Park Building Report
   Member Wertz reviewed Bridge Park building repair costs and stated that any unforeseen expenses over budget were approved by the City Manager. The total of all repair expenses was $18,371. Member Wertz indicated that they would save approximately $900 – $1,000 per year due to installing energy efficient lighting. The Charlevoix Optimization Program would also be sending the DDA a check for $716 for converting from fluorescent to LED lights. Chair Barron thanked the Facilities Committee for their efforts on this project.

2. Director's Report (from the City Manager)
   City Manager Heydlauff stated that the DDA was in good shape as far as expenditures for the year.

   He explained that City Council agreed to a new map for the memorial bench program and noted availability in Bridge Park near the water as well as along the channel. A new bike rack was placed at the southern end of Bridge Park. He indicated that the St. Marys Challenger propeller will be placed near the fish hatchery along the channel.

   Member Gillespie joined the meeting at this time.

F. Old Business

1. Fundraising Letter Update
   City Manager Heydlauff sought authorization from the Board to expend the funds needed for printing and postage costs for the fundraising letter. He stated that they were looking at utilizing rack cards as well.

   Motion by Member Wertz, second by Mayor Campbell to authorize the expenditure of $1,800 for the printing and postage costs related to mailing out the fundraising letter as recommended by the Organization Committee. Motion passed by unanimous voice vote.

DRAFT

G. New Business

1. Live from Charlevoix Work Plan

   Maureen Owens, Economic Restructuring Committee, described the Committee's newest ideas for driving business during the shoulder seasons making Charlevoix a year-round cultural destination. She described the Boyne City program that included monthly entertainment throughout the year. She stated that they received $3,500 in donations for the program, but they would need seed money to start this program. Ms. Owens indicated that the program would be in conjunction with Charlevoix Cinema to provide a monthly entertainment series running from November to May. The events would be held on Saturdays with 140 seats available at the theatre. Discussion followed regarding different ideas/specifics for shoulder season programs.

   Motion by Member Yaroch, second by Member Dupont to approve the work plan as presented and authorize the expenditure of up to $5,000 for the program. Motion passed by unanimous voice vote.

2. Director Hiring Process

   City Manager Heydlauff strongly recommended that they partner with Michigan Main Street which would help with advertising, assessing applicants, and interviewing candidates for the Director position. He suggested using normal advertising sources including the Michigan Municipal League for the position. He proposed that the job posting state "open until filled", with an initial review of applicants on August 1st. City Manager Heydlauff stated that the salary would be similar to the previous position – high $40,000's topping out at $50,000 annually.

   Motion by Mayor Campbell, second by Member Yaroch to authorize the City Manager to conduct a search to fill the Executive Director position and accompanying costs. Motion passed by unanimous vote.

H. Public Comment

None.

I. Miscellaneous Business

Member DiMartino said that the cost was $45,270 to have lights from hilltop to hilltop. Member Dipert commented that the budget was $11,000 short and he would hate to see the project fail due to funding. City Manager Heydlauff suggested a challenge by matching dollar for dollar donations raised, up to $5,000. Chair Barron stated that the Board should get a report from the Design Committee for the next meeting.

Member Dupont commented that the Downtown Open House held on June 16th was the best concert night for their street ever. Chair Barron didn't want to take away from the Thursday night concerts, but felt there were other nights during the week that performances could be held in the alleys behind the stores. City Manager Heydlauff suggested that the concept should be further discussed by the Promotions Committee along with a "stroll concept".

J. Request for Future Agenda Items

Chair Barron requested the Bridge Street building HVAC study be on next meeting's agenda. City Manager Heydlauff stated that Deborah Johnson of Michigan Main Street would be present at the July meeting to provide an update on initiatives, programs, and façade improvements.

Chair Barron recalled discussion at their last meeting regarding visioning opportunities and he felt continued dialogue should take place subsequent to the hiring of a new Executive Director. City Manager Heydlauff suggested a late September/early October timeframe.

K. Adjourn

Motion by Member Yaroch, second by Member Wertz to adjourn. Motion passed by unanimous vote. Meeting adjourned at 6:18 p.m.

Joyce Golding/fgm City Clerk

Dan Barron Chair

Charlevoix Main Street Design Committee
Minutes
Tuesday, July 5th, 2016

I. **Call To Order:** The meeting was called to order at 4:00pm by John Campbell.

II. **Roll Call:**
   a. ***Members present include:*** John Campbell, Gail DeMeyere, John Duerr, Amy Lalewicz, Zach Panoff, Paul Weston, Mark Heydlauff
   b. ***Public:*** 0

III. **Inquiry Regarding Possible Conflicts of Interest:** None

IV. **Approval of Minutes:** June 7th, 2016 Minutes approved as presented.

V. **Approval of Agenda:** Agenda approved as presented.

VI. **Old Business:**

   a. **Main Street Design Guidelines:** Rick Wertz was unable to attend the meeting and had no information to pass on to the committee at this point.

   b. **Wayfinding:** Bids will be opened on July 7th at 11am for wayfinding proposals. The City is not required to accept the lowest bid.

   c. **Street Tree Lighting:** Total budget is $44,840 that includes removal and replacement of lights downtown, pruning, lighting the north and south hill, lighting two trees on each side street (excluding Clinton), and spruce maintenance. Currently the effort is $8,515 short, with a 50/50 split possibly available to cover the remaining balance. $5,000 is required next year to replace the lights on the spruce in East Park. This plan should have a 5 year lifespan if it performs as expected. August 15th is the deadline to have the funds ready.

   d. **East Park Planter:** John Campbell reported that the planter is doing well. The City is responsible for watering.

VII. **New Business:**

   a. **Visit from Debra Johnson:** John stated that Debra Johnson will be in town to meet with the DDA at their meeting on July 25th at 5:30pm and the Design Guidelines group on July 26th. The

intent will be to plan for the Building Basics presentation sometime later this summer or fall. She would like to select 3 property owners from the beginning that want to participate in the program to receive free façade design services. The goal is to have several owners interested by the time the presentation takes place.

Paul Weston brought up the idea of non-financial incentives for encouraging downtown building investment/renovation. Honors or awards at high profile community events were seen as good options if the idea were to be pursued further.

b. **Cultural Corridor:** Gail DeMeyere believes the off-Bridge Street cultural uses in the City need more visibility and coordination. She believes some sort of unique signage, such as something in the sidewalk, would be ideal. This would likely continue outside of the Main Street District, but the group could get the plan started and hand it off to a different entity to finish the rest.

VIII. **Miscellaneous Business of the Committee:** The next meeting will be Tuesday, August 2nd at 4pm.

Paul Weston believes the transportation link between the hospitals in Charlevoix and Traverse City needs to be addressed further.

John Campbell brought up the idea of catering to bikers to a greater degree. That could involve looking into creating a temporary camping area somewhere on City property to allow bikers a place to rest overnight that offers amenities. Bridge Park and Water Tower Park were brought up as possible sites to look consider if the idea were pursued further.

John Campbell discussed a study that was done years ago regarding the feasibility of a parking structure downtown Charlevoix. It would include commercial space and expand parking facilities for the busy season. An ultimate goal would be to reduce parking along Bridge Street and improve traffic flow through various means.

Paul Weston mentioned that someone should approach the commercial boats and coast guard to request they only use the channel at the regularly scheduled raises, unless absolutely necessary, instead of using their right to have it opened whenever they prefer.

Hark Heydlauff proposed looking at satellite parking for downtown with shuttle service to wherever the lot may be, similar to what Boyne City has recently started.

IX. **Call for Public Comment:** None

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

Charlevoix Main Street
Committee Meeting Minutes
Economic Restructuring Team
July 12, 2016 8:00 a.m.
City Hall Second Floor Conference Room

1. The meeting was called to order at 8:02 AM on Tuesday, July 12, 2016. Members Present: John Haggard, Mark Heydlauff, Rich Bergmann, Bob Kelin, Luther Kurtz, Dan Barron, Amanda Wilkin, Tim Fore, Maureen Owens and Peggy DeNio.

2. Tim Fore presented updates on building occupancy in the downtown area. Several buildings have been rented. Several are still vacant, however, it has been an improvement from Spring.

3. Rich Bergman indicated that transient parking is still an issue in the City. He had discussed with Jill from the Transit Authority the possibility of adding a loop from the South end of town (Walgreens) to the North end of town (Country Club) in an effort to eliminate some downtown frustration. It was agreed upon that there would have to be substantial publicity in the spring in order to educate the public of the availability of the service to insure the success of the program. Rich will ask Jill if she could prepare a presentation for the August meeting.

4. Rich Bergman began discussion on the need for moderate income housing. Several alternatives were suggested such as converting homes into rentals, conversion of existing buildings, updating existing buildings (Lodge) and perhaps expanding possibilities outside the city limits avoiding an acute impact on downtown.

5. Tim Fore has asked the group to consider short term goals, as well as long term goals for the Team and bring these ideas to the August meeting. Action Groups will be formed to achieve these goals. Several ideas for goals resulting from the meeting were:
    a. How do seasonal towns handle year round expenses (Aspen, Vale, Martha's Vinyard).
    b. Identifying buildings for rebuilding for multi-family housing.
    c. Zoning issues.
    d. Transportation (Mackinaw).
    e. Housing similar to dormitories for seasonal employees.
    f. Educating the people of Charlevoix the benefits of investing in the City.
    g. Eliminating obstacles for the current workforce (childcare).

6. The meeting was adjourned at 9:35 am.

Next meeting is scheduled for Tuesday August 2nd at 8:00 a.m.

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. The 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.

Main Street Organization Committee
Meeting Minutes
July 6, 2016, 8am
First Floor Conference Room

Members Present: John Kurtz, Dennis Kusina, Richard Christner, Dianne DuPont
Also Present: Mark L. Heydlauff, City Manager

Chair Kusina called the meeting to order at 8:05am.

Mr. Heydlauff discussed the status of the mailing and the rack cards that would be inserted in them. The committee reviewed proofs of the documents and advised him of some changes.

The committee discussed whether it was necessary to meet in August and by consensus decided it was not necessary.

Chair Kusina adjourned the meeting at 8:30am.

Main Street Use Only
Received:

Michigan Main Street
Monthly Report

Due the 10th of each month

- **Report only** those items occurring in your specific Main Street project area **for this month.**
- Email ONE copy of your monthly report with
  ONE copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meetings

Month and Year: June 2016 **Community:** Charlevoix

Program Director or Person Completing Report: Mark L. Heydlauff, City Manager

Design

Facade & Exterior Renovation in MSA: (exterior work only – painting, facade cleaning, signs, windows, and awnings)

Businesses Name	Address	Project Description	Private Investment	Public Investment	Source of Public Funds
That French Place	212 Bridge	New signage/canopy	$1,500	0	n/a
Tracy Nemecek DDS	201 Bridge Park Dr.	New signage	$1,000	0	n/a

Public Improvements in MSA: (streets, sidewalks, lights and fixtures, landscaping, and public amenities)

Project	Location	Project Description	Private Investment	Public Investment	Source of Public Funds
Flower Garden Rehab	East Park (south)	New plantings and design in original flower bed	$3,000 (donation to City)		
Bridge Park Building	109 Bridge Park Drive	Lighting and plumbing upgrades to lobby and bathroom		$18,000	DDA Fund Balance

Economic Restructuring

Building Rehabilitation in MSA: (interior rehab – building systems (HVAC), roof etc.)

Businesses Name	Address	Private Investment	Public Investment	Source of Public Funds
52 Weekends (roof)	227 Bridge Street	$2,000	0	
Bridge Street Tap Room (roof)	208 Bridge Street	$10,000	0	
Harwood Gold Maple Syrup (in process of opening)	230 Bridge Street	$15,000	0	
LC Brewing	109 Bridge Park Drive	$10,000	0	
Lake Charlevoix Brewing Co.	111 Bridge Park Drive	$6,000	0	
Private offices	242 Bridge Street	$75,000	0	

New Construction in MSA:

Businesses Name	Address	Private Investment	Public Investment	Source of Public Funds
n/a				

Buildings Sold in MSA:

Address	Amount of Sale
217 Bridge plus rear building	$375,000
242 Bridge Street	$242,000

New Businesses Opened in MSA:

Businesses Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
n/a				

Existing Downtown Businesses that have contracted in MSA:

Business Contracted in MSA	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lsot
n/a					

Existing Downtown Businesses That Have Expanded in MSA:

Businesses Expand in MSA	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
n/a					

Businesses Closed in MSA:

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
n/a				

Businesses Moved out of Downtown to another Location:

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
n/a				

New Housing Completed Downtown:

Type	# of units	Address	Monthly Rent or Purchase Price
n/a			

Promotion

Downtown Events & Activities – All committees:

Event	Type (R, SE, I)	# of attendees
Craft Beer Festival (June 3)		750
City Band Concert (June 27)		300

Concert in the Park (June 29)		500
Farmers Market (June 1,8,15,22,29)		1,000

# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
75	$10,000	$250	$1,500
0	0	0	0
15	$2,000	$2,000	$0

Organization

Volunteer Hours Last Month:

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Restructuring Committee	Total
June 26- 45 minutes (8)	June 8- 1 hour (10)	June 16- 1.5 hours (12)	June 7- 1 hour (10)	June 14- 1 hour (10)	62 total hours
	June 10- 2 hours (4)	June 21- 1.5 hours (1)	June 21- 1.5 hours (1)	June 21- 1.5 hours (1)	
	June 21- 1.5 hours (1)				

Fundraising/Membership Last Month:

Type	Amount
Private	$4,000
Public	
In-Kind	
Earned	

Training Sessions Attended:

Event Title	Who Attended	Date	Topic
MS Monthly Call	Mark Heydlauff	6/22/2016	MS updates

Board Member Changes: Position Names Leaving and Name Arriving

Position	Name Leaving	Email	Name Arriving	Email
n/a				

Assistance Received:

Local /State/Fed Grants	Source of Funds	Amount Received
n/a		

Other News or Commentary:

_____

_____

_____

Program: & Outlook (List Critical Issues, Problems, Successes of the Past Month and future challenges)

1. Former Murdicks Fudge Building (corner of Clinton and Bridge) has new occupant opening soon and significant investment in the first floor and exterior of the building. Good to have this vacancy eliminated.

2. Finished remodeling work on lobby and bathrooms at Bridge Park Building. This will be a welcome upgrade as we start the busy season.

3. _____

Suggestions for State and National Staff: (Suggestions on services or training topic; new resources; questions)

1. _____

2. _____

Please return your **completed report** by the **10th** of every month.

Laura Krizov, Main Street Coordinator
Michigan Main Street
Michigan State Housing Development Authority

735 East Michigan Avenue
Lansing, MI 48909

Email: krizovl@michigan.gov

Please call Laura Krizov at 517.241.4237 with any questions.

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 July 25, 2016

Date: July 20, 2016

A. **Venetian Main Street Monday**
We had a very nice evening for Main Street Monday during Venetian Festival. Jean Musilek and Maureen Owens coordinated the evening with help from Amanda Wilkin and Alison Hubbard. We had a series of videos and interviews highlighting the different activities and events of Main Street- especially during the shoulder season. This was followed by a showing of "A Bug's Life" sponsored by Charlevoix Main Street. Thanks to Jean and Maureen for all their hard work!

B. **Main Street Update**
It is imperative that you complete the survey from Main Street regarding the past year. Here is the link to the survey again if you have not filled it out: https://www.surveymonkey.com/r/NF66HBJ Please complete this survey ASAP.

C. **Bridge Park Building HVAC Update**
I have again retained Nealis Engineering from Traverse City to write bid specifications and guide us through the process of updating the non-working air conditioning unit in the south end of the building and then to have the control system commissioned throughout the building. This latter process essentially puts the system "through its paces" and allows a technician to assess where the controls fail and how to fix them. This should alleviate wide temperature swings- especially in the north end of the building. I will continue to keep you apprised of progress.

D. **Digital Art**
Alison Hubbard, Amanda Wilkin and I have had some recent discussions about collaboratively contracting photographers and videographers to cover events and general activity in Charlevoix. We believe our

marketing and promotional efforts would be aided by a consistent, year-round catalog of images and media. Carissa Mullaney has also advised us on this project.

E. **Director Hiring Update**
The position has been posted and is listed on our website and on the classified section of the Michigan Municipal League website. We'll also run short announcements in local newspapers. When it comes time to review candidates, I would propose the Board's Executive Committee plus Amanda Wilkin of the Convention and Visitors Bureau and Alison Hubbard of the Charlevoix Chamber of Commerce constitute the interview committee along with me.

F. **Painting Projects**
We have retained a contractor to paint the railings in Bridge Park and to touch up other railings in the vicinity of East Park and the Marina. I anticipate we will begin annually painting portions of the railings to keep them in better condition. We also just approved a bid to repaint the cast iron light poles in the downtown area.

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

- **Promotions**
  - The committee wants to review the mission and vision for Main Street and see what else they can be doing to help promote Main Street in the community.
  - They are also looking ahead to the Live From Charlevoix series kick-off and a fall restaurant week set for November.
- **Design**
  - Rick Wertz is leading a small team focused on developing design guidelines for downtown buildings. The group will be meeting with Debra Johnson while she is here.
- **Organization**
  - The committee reviewed the progress of the mailing campaign and made some minor corrections to the draft documents. The mailing should be out shortly.
- **Economic Restructuring**
  - Rich Bergmann presented some information on doing a parking/shuttle loop through the downtown and elsewhere in the community. He reported that the Charlevoix County Transit Authority has set-up something similar in Boyne City. The committee agreed it had merit to consider here. I'll be working further on this project with Rich and the Transit Authority.
  - At the next meeting, the committee hopes to set some short-range and longer-term goals and develop teams to specifically attack these issues.

Significant Meetings/Events of the Past Month

- Graphic Media Meeting, June 29
- Presentation for Business of the Month, "That French Place," June 30
- Design Committee Meeting, July 5
- Organization Committee Meeting, July 6
- Facilities Committee, July 6- (no quorum)
- Economic Restructuring Committee, July 12
- Promotions Committee, July 21

AGENDA ITEM

AGENDA ITEM TITLE: Tree Lighting

DATE: July 25, 2016

PRESENTED BY: John Campbell, Design Committee Chair

ATTACHMENTS: none

BACKGROUND INFORMATION:
At your last meeting, Vice-Chair Dipert suggested that the tree lighting project be completed in toto from hill to hill. To date, roughly $8,500 of the $11,000 needed to fund the hills and side streets has been raised.

RECOMMENDATION: Authorize the completion of the full lighting project and cover remaining expenses.

AGENDA ITEM

AGENDA ITEM TITLE: Discussion with Debra Johnson

DATE: July 25, 2016

PRESENTED BY: Debra Johnson, Michigan Main Street

ATTACHMENTS: Community Branding Information

BACKGROUND INFORMATION:
Debra Johnson is the lead design expert with Michigan Main Street. She has been working closely with our Design Committee on several projects. Since we had an opportunity for her to be in the area, we have asked Debra to update the board on what's new with Michigan Main Street.

Debra will also be helping lead a discussion on Branding/Logos/Wayfinding. These topics overlap between the Design and Promotions Committee. We have solicited proposals from firms to provide wayfinding signage services but we ought to consider this project in light of our ultimate goals for branding and logo design. On one hand, there is a need to improve the wayfinding signage in our community to help link different institutions and visitors. On the other hand, if a project like this is going to move forward it would make sense to make sure the signage is aligned with the brand identity we develop. I believe Debra will be helpful in helping us think through solutions for these issues and also better advising us on the assistance Main Street can or cannot provide.

Finally, Debra will be discussing the Main Street assistance for façade improvement and design guidelines. This is another project the Design Committee is leading.

RECOMMENDATION: No action.

Community Branding

- Branding is more than a cool logo and nifty slogan. It is what people say about you when you are not around.
- What is Charlevoix's reputation? How does a visitor view Charlevoix? How do neighboring communities view Charlevoix?
- Distinct and authentic narrative rather than being generic. EX: Small town charm with big city amenities, A great place to live work and play.
- Branding is a way to link economic development, tourism and private sector
- Having a community brand will allow Charlevoix to be competitive
- Goal is not to have common logos; the goal is to have everyone adopt the strategy of the brand

Process:

- Gain understanding of community reputation, Collaborating to agree on community strategy and community DNA, Maintain steady stream of innovative products, services, policies, initiatives, communications across sectors that demonstrate the narrative
- Research: audit, familiarization, stakeholder interviews, focus groups, vision survey, community perception survey, brand barometer, undercover interviews
- Brandprint: internal situation brief, understanding research, DNA discovery (target audience, frame of reference, point of difference, benefit)
- Build Brand: Distribute narrative, logo, and statements, Continue to gain involvement

Business & Community Working Together

To Build a Better Future

Visit our community at www.frankfortky.info

The Chamber

Frankfort Area Chamber of Commerce

Request for Proposal

The Frankfort Area Chamber of Commerce is seeking proposals to develop a comprehensive brand and marketing strategy. The branding and marketing initiative should incorporate existing economic development and tourism activities. The Frankfort Area Chamber's recently- appointed Branding Committee will provide oversight for this project. The committee has identified two primary objectives for this campaign: development and implementation of a strong community brand; and presenting the Frankfort area as a desirable location for businesses and individuals. The Branding Committee represents a cooperative effort between Frankfort Area Chamber of Commerce, Kentucky Capital Development Corporation, Downtown Frankfort, Inc., Frankfort/Franklin County Tourist Commission, the City of Frankfort, Franklin County Fiscal Court, and Frankfort Convention Center. The Frankfort Area Chamber of Commerce and Branding Committee will give final approval for all work performed.

Background

Over the past 18 months, numerous community stakeholders and the interests they represent have been developing a unified vision for our community's growth through 2050. Cooperation between these groups accelerated when we initiated annual joint board meetings between The Frankfort Area Chamber of Commerce, Frankfort/Franklin County Tourist Commission, Downtown Frankfort Inc., Kentucky Capital Development Corporation, the City of Frankfort, Franklin County Fiscal Court, and Frankfort Convention Center. During the joint board meeting in March 2014, the combined group determined community branding for the City of Frankfort and Franklin County (hereunto referred to as Frankfort Area Community) is a top priority. A branding committee was formed as a result, and has now been expanded to include other key stakeholders including major financial and educational institutions and local media partners.

As the committee began exploring the branding vision for the community, members concluded extensive research would be required to create a brand that defines the Frankfort Area Community and demonstrates the unique qualities to make it an attractive place in which to live, visit and do business. Since Frankfort is simultaneously a capital city and a small town, the brand development is challenging and requires specific expertise from a firm or individual specializing in community branding.

The primary objectives of the branding initiative include, but are not limited to:

a. **Uniformity** - The brand should convey a common message and image to audience both within and outside of the Frankfort Area Community.

b. **Community Identity/Pride** - Identify and promote what makes the Frankfort Area Community appealing in a regionally competitive environment to investors, businesses, retailers, visitors and residents.

c. **Community and Economic Development Promotion** - Promote a healthy economy; attract private investment; attract new residents and young professionals; retain key businesses and creative talent. Present a defined message to promote the Frankfort Area Community locally, statewide, nationally, and internationally as a desirable place to live, work, play, and do business, as well as the right location for development, redevelopment and investment, the perfect combination for a business-friendly community.

d. **Flexibility** - The brand must be flexible and adaptable in order to meet the needs of a variety of partners, including agencies within the Frankfort Area Community, as well as groups and businesses with their own specific marketing initiatives, while maintaining consistency with the overall brand. It must also be flexible enough to evolve in order to adapt to any changes in the market.

e. **Endorsement** - The brand must be authentic and resonate with citizens, businesses and community groups within the Frankfort Area Community and throughout the region in order to gain the broadest possible support for the initiative. It must be relevant to the Frankfort area community, but also reflect the desire to continue to grow and progress as a community.

Response to this RFP should include the following elements:

Scope of Contract

* Conduct research with key community segments to determine existing attitudes, local and statewide perceptions, opportunities and challenges to enhancing the community image. Why are businesses, residents, visitors choosing us /not choosing us? How do we address this issue?
* Recommend specific necessary elements to convey the message, i.e. visual elements, printed collateral, print advertising, web elements, media placement, public relations, events, etc.
* Develop strategies to position the messaging statements based on qualitative research and analysis of quantitative data.
* Work with web portal development team to ensure message is appropriately tailored and woven throughout the cooperative partners' web and social media presence.
* Define how the core message is shared with existing partner initiatives and expandable to the broader region partners and assets.

D. SCOPE OF WORK

Project Management – The respondent will lead all aspects of the Frankfort Area Community branding initiative, including the following:

1. ***Advisory to the Steering Committee*** – This team will be composed of representatives from the Frankfort Area Chamber, Kentucky Capital Development Corporation, Frankfort/Franklin County Tourist Commission, Downtown Frankfort, Inc., City of Frankfort, Franklin County Fiscal Court, Frankfort Convention Center and community leaders.

2. ***Facilitator during the research process and/or testing of the new brand*** - The Frankfort area community has been very involved and engaged. The respondent will be expected to employ creative means of public involvement to ensure all segments of the community are aware of and engaged in the project.

3. ***Research*** – Research will be the basis for the development of a brand concept, creative elements, and the overall brand initiative. The respondent will create and implement a brand research plan, which may include qualitative and quantitative research to identify the following:

   a. List of key stakeholders, groups, or influential individuals, as well as a cross-section of citizens, commuting workforce and business owners in the Frankfort Area Community and those outside of the city having a vested interest in the branding initiative and need to be involved in the process.

   b. List the key elements and features of the Frankfort Area Community.

   c. Analysis of current efforts and existing creative elements such as logos, tag lines, and designs.

   d. Analysis of competitor marketing strategies.

   e. Measures that will be used to determine if the branding effort is successful. Include timeline to assess effectiveness of implemented branding and marketing strategy.

4. ***Strategic Plan*** – The respondent will develop strategic objectives to implement manage and promote the brand to include, but not limited to the following:

   a. Promote use of the brand among community partners, groups, and businesses while maintaining brand integrity.

   b. Maintain consistency of brand image and message while providing suitable flexibility for the target audiences of the participating agencies.

   c. Recommend ways to articulate the brand, define markets and promotional opportunities, and advise on strategies to promote brand awareness.

5. ***Creative Development of Brand*** – The respondent will develop creative elements which include design concepts, logos, messages, taglines, and other features to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capacity for utilization in the following:

   a. Print and electronic advertising
   b. All elements of website/s, social media, and other interactive platforms
   c. Media placement
   d. Public Relations
   e. Events
   f. Templates

6. ***Implementation Plan*** – The respondent will develop an Action Plan for implementation of the brand in sufficient detail to enable the Frankfort Area Chamber of Commerce and Branding Committee to understand the approach and work plan. An Action Plan should include, but not be limited to the following:

   a. Estimated costs/budget associated with the implementation process.
   b. Proposed timelines for development of creative elements.
   c. Recommended positioning of logo and brand guidelines.
   d. Implementation plans for brand identity applications and brand identity maintenance plan.

7. ***Evaluation Plan*** - The respondent will develop a plan for ongoing evaluation of the brand's effectiveness and report results of the branding initiatives to the Frankfort Area Chamber of Commerce, key stakeholders, and the public.

Eligibility

1. The respondent should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. To be eligible to be awarded this project, the respondent must demonstrate significant experience with branding initiatives. Priority will be given to respondents having experience with capital cities.

2. The Frankfort Area Chamber of Commerce desires to issue a single contract to a qualified respondent to lead the project. Proposals based on a consortium approach in which more than one firm provides support or services within a consulting team are acceptable. List the key personnel and their individual responsibilities for this project. Include the extent of each person's participation and their related experience. Indicate the approximate percentage of the total work to be performed by each project team member.

Insurance and Business Licensing

The respondent must furnish, within 10 calendar days from the notice to proceed, a Certificate (proof) of Insurance from respondent's carrier, along with Business License from the City of Frankfort and Franklin County Fiscal Court. Failure to provide certificate shall result in disqualification of proposal. The respondent shall maintain insurance coverage for its employees and actions throughout the duration of the contract.

Related Experience

The proposal should address the respondent's overall capacity to lead the destination branding process. Resumes of the individuals who will perform the work outlined in this proposal, including their capabilities and experience conducting similar work should be included in an appendix.

Industry Knowledge

The proposal should provide in detail the respondent's experience in marketing for economic development, relocation and tourism, in addition to a brief synopsis explaining the respondent's philosophy on Destination Branding.

Specific Proposal Preparation Instructions

Research Capacity: The respondent should address, in detail, their ability to gather and to effectively utilize research to assist the branding process. The proposal should include a list of any tasks that will be subcontracted and a list of the subcontracting firms. The ideal candidate will be able to either perform these tasks in-house or operate as the lead contractor and subcontract the individual work items and create a final, comprehensive product. The Frankfort Area Chamber of Commerce reserves the right to approve any sub-contractor of the lead contracting firm's team.

Proposed Action Plan, Time Frame and Expectations: The proposal should include an Action Plan, along with applicable timeline. Please keep in mind the Frankfort Area Chamber of Commerce's general expectations as outlined above.

Client References: Each party should provide three professional references for similar work which has been performed by your firm including the names, addresses, titles and telephone numbers of the person most familiar with the work. Project profile of other brands the agency has developed are highly recommended.

REQUIREMENTS AND AUTHORITY OF THE FRANKFORT AREA CHAMBER OF COMMERCE

This Request for Proposals does not obligate the Frankfort Area Chamber of Commerce to pay any costs incurred in the preparation of the response to this Request for Proposal or to award a contract for services. The Frankfort Area Chamber of Commerce reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source(s), or cancel, in part or entirely, this RFP, if it is in the best interest of the Frankfort Area Chamber of Commerce. All work performed on behalf of the Frankfort Area Chamber of Commerce becomes the property of the Frankfort Area Chamber of Commerce including, but not limited to, hard copies, CD's, DVD's, databases, research, etc. All final reports prepared under the contract shall be the property of the Frankfort Area Chamber of Commerce and may not be used or reproduced in any form without the explicit written permission of the Frankfort Area Chamber of Commerce.

SUBMISSION INFORMATION

Respondent must submit one (1) original proposal and four (4) copies , as well as one (1) electronic copy to Carmen Inman. Submission information must include all of the above referenced information, including the following:

a. Client References
b. Previous work with capital cities with contact information

Proposals must be submitted by January 9, 2015 at 4:00 p.m. to:

Carmen Inman, President/CEO
Frankfort Area Chamber of Commerce
100 Capital Avenue
Frankfort, KY 40601
Via email to chamber@frankfortky.info

Any questions regarding this request for proposal should be directed to Carmen Inman, chamber@frankfortky.info or 502-223-8261 on or before 10:00 a.m. on December 30, 2014.

Firebelly

Berwyn

REDESIGNING THE CAMPAIGN FOR A SINGULAR CITY

After 9 years of running the Why Berwyn? campaign, the Berwyn Development Corporation came to us for help revitalizing the city's brand.

Located west of Chicago, the city measures just 3.9 square miles, but what it lacks in size, it more than makes up for in character, diversity and delightfully eclectic community culture. Home to long-time families, young couples, artists and entrepreneurs, and seasoned business owners alike, Berwyn strikes that rare balance of progressive spirit and old school charm.

In short, it's nothing like a suburb.

INDUSTRY: PUBLIC SECTOR

SERVICES: BRAND STRATEGY, COMMUNITY DEVELOPMENT

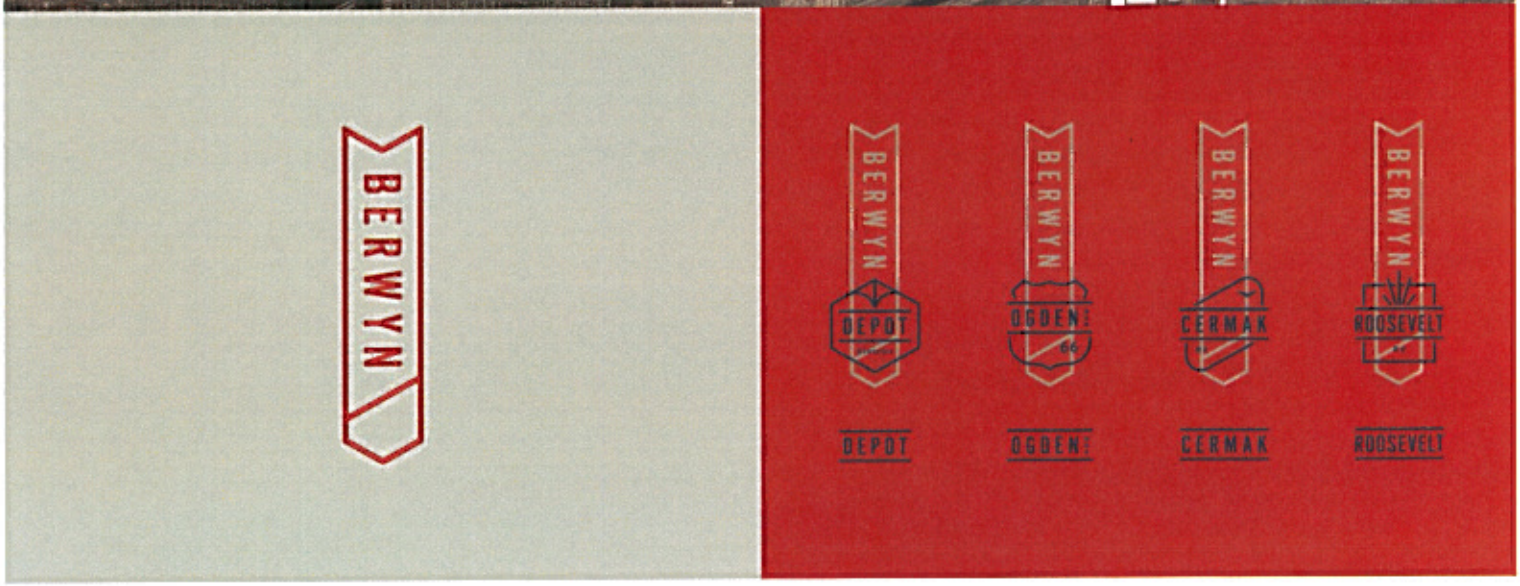
I.

CAMPAIGN DESIGN

The project kicked off with intensive research. With hundreds of Chicagoland residents responding to our surveys and public intercepts, it became clear that few outside of Berwyn understood the city at all. Most people assumed Berwyn was just another suburb. Our campaign set the record straight.

Starting with a high impact, custom lettering system, called—what else?—Berwyn Sans, we created custom logotypes for the city and each of its four business corridors. A subtle, lived-in palette, combined with slice-of-life imagery, reflects the city's unpretentious, storied and "urban-ish" sensibility.

ROOSEVELT ROAD
CERMAK ROAD
DEPOT DISTRICT
OGDEN AVENUE
BERWYN
CHICAGO


BERWYN
BERWYN
DEPOT
DEPOT
BERWYN
OGDEN
OGDEN
BERWYN
CERMAK
CERMAK
BERWYN
ROOSEVELT
ROOSEVELT

CERMAK
ERMAK

A B C D E F G H I J K L M N O P Q R S T U V W X Y & Z
Berwyn Sans

BERWYN
DEPOT
BERWYN
ROOSEVELT

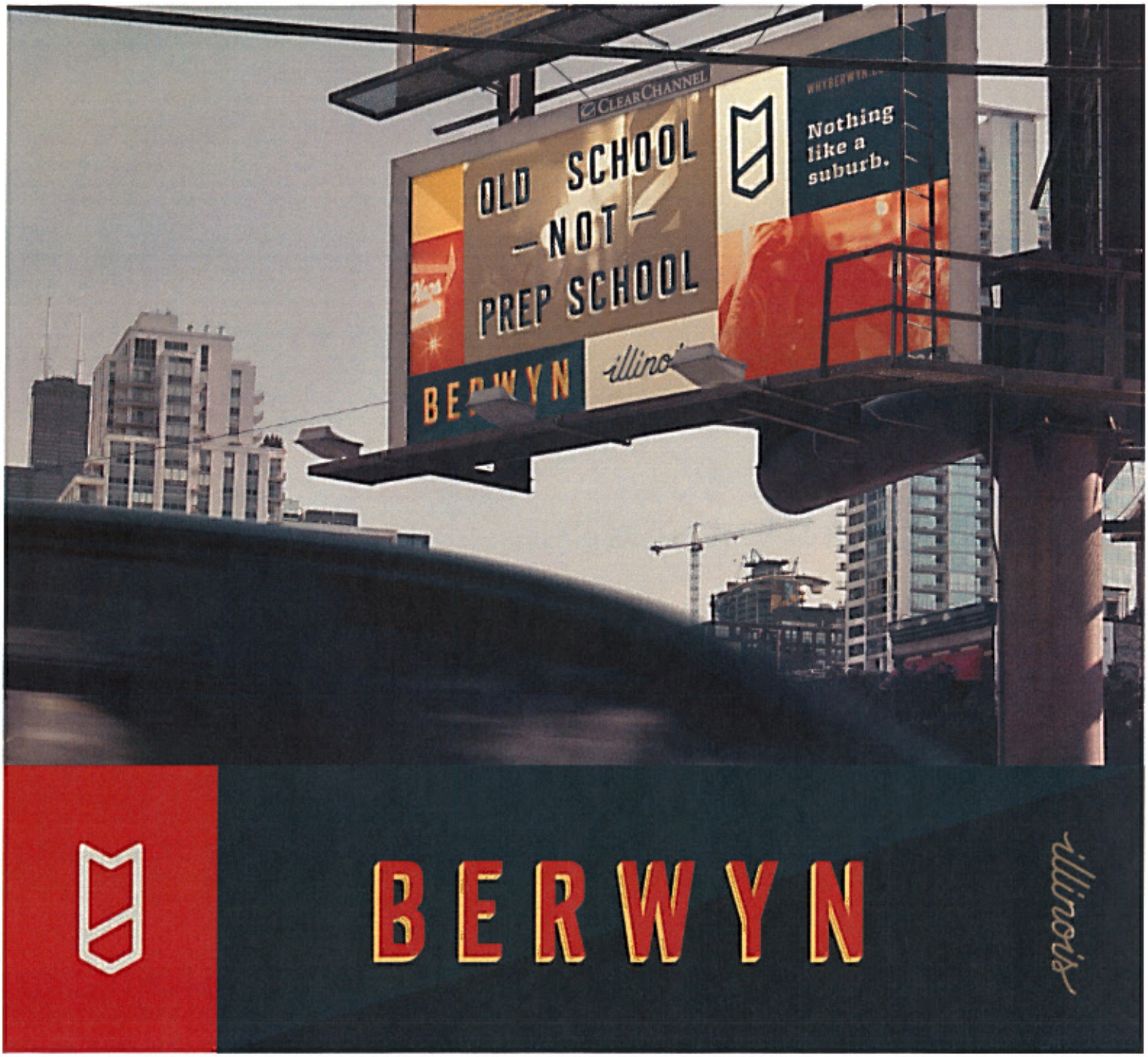
II.

OUTDOOR SIGNAGE

The campaign centered on a series of direct, succinct taglines, delivered with tongue planted firmly in cheek. Together with type, color and imagery, the no-nonsense yet light-hearted messages paint a clear picture of who and what Berwyn is.

The billboards and posters went up over high traffic intersections and CTA platforms, places where Chicagoans would have a second to consider and then reconsider their ideas about Berwyn.

2000W
1600N
LIVE CULTURE
SHOULDN'T
ONLY BE
FOUND IN
YOUR YOGURT
BERWYN
illinois
IT'S OUR
Nothing
like a
suburb.


CLEAR CHANNEL
OLD SCHOOL
— NOT —
PREP SCHOOL
Nothing like a suburb.
BERWYN
illinois

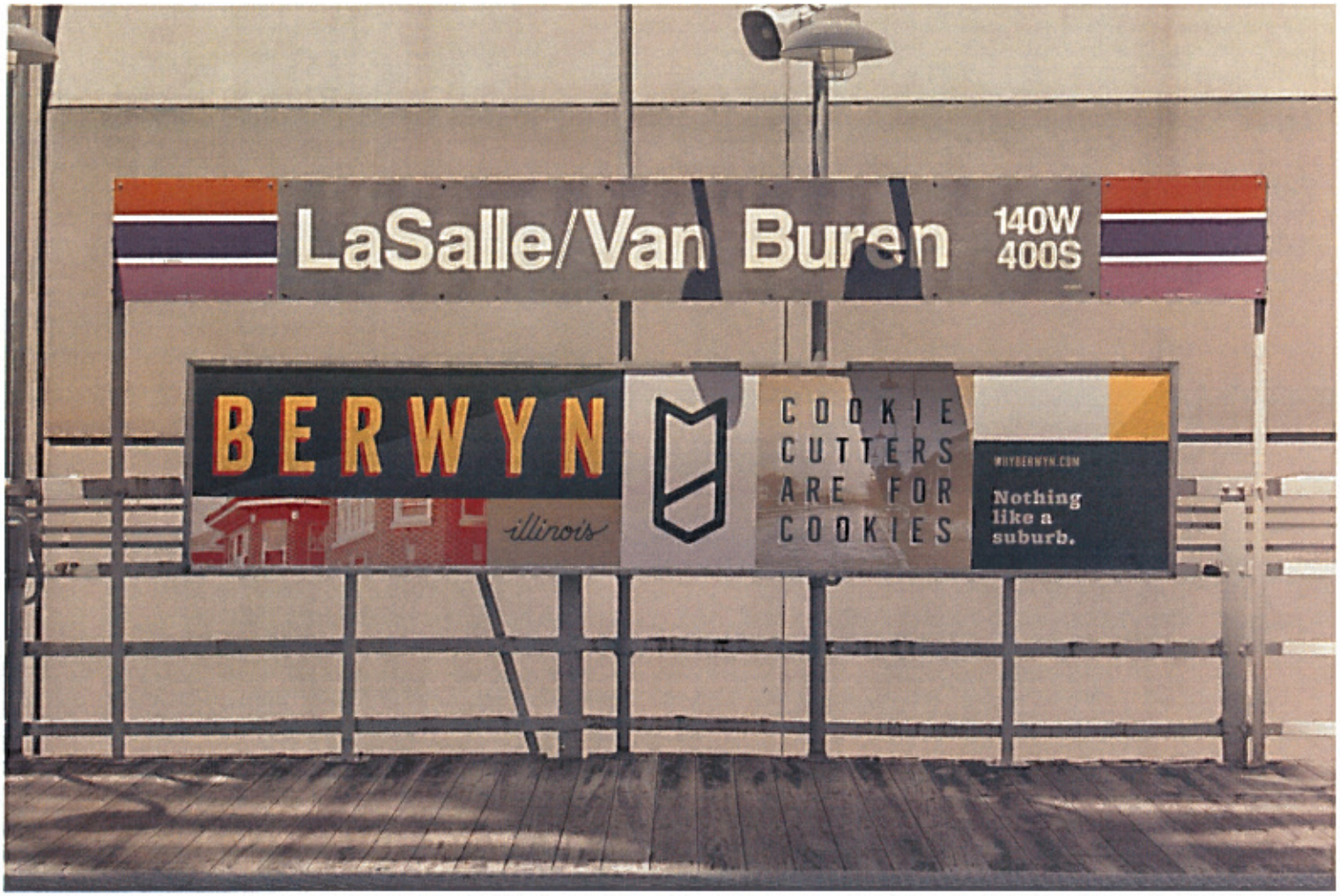
WHYBERWYN.COM
Nothing like a suburb.
BERWYN
LIVE CULTURE SHOULDN'T ONLY BE FOUND IN YOUR YOGURT
illinois
CLEAR CHANNEL

III.

IMPACT

The response to the campaign was overwhelming. Instagram users tagged photos of billboards, residents requested custom-designed flags and comments came pouring into social media and local news sites to thank Berwyn's leaders for taking a chance on a cheeky campaign and stoking some civic pride for this tiny, colorful town that is, and always will be, nothing like a suburb.

"The campaign has raised awareness of our great location, remarkable bungalows, nightlife, thriving business base and warm, welcoming attitude. Our new look refines our branding in a clever way."
~ Robert Lovero, Mayor of Berwyn


LaSalle/Van Buren
140W
400S
BERWYN
illinois
COOKIE
CUTTERS
ARE FOR
COOKIES
WHYBERWYN.COM
Nothing
like a
suburb.

CLEAR CHANNEL
COOKIE CUTTERS ARE FOR COOKIES
WHYBERWYN.COM
Nothing like a suburb.
BERWYN
illinois

← Previous Project

Next Project →

Firebelly

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IL 60622
INFO@FIREBELLYDESIGN.COM

Employment

WORK@FIREBELLYDESIGN.COM
READY TO COLLABORATE

Bringing many organizations and brands together.