

AGENDA

Charlevoix Downtown Development Authority and Main Street Board of Directors

**August 22, 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 July 25, 2016 Board Meeting**
- b. Committee Meeting Minutes**
- c. Main Street Monthly Report for July 2016**

6. Reports

- a. Director's Report (City Manager)**

7. New Business

- a. Designation of Donated Funds**

8. Public Comment

9. Miscellaneous Business

10. Request for Future Agenda Items

11. Adjourn

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Posted August 19, 2016 9:00 a.m

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, July 25, 2016 at 5:30 p. m.
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Dan Barron

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

Members Absent: John Yaroch

City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

None.

5. Consent Agenda

- a. Minutes of the June 27, 2016 Board Meeting
- b. Main Street Committee Meeting Minutes
- c. Main Street Monthly Report for June 2016

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

6. Reports

a. Director's Report (City Manager)

City Manager Heydlauff reported that Venetian Festival was a big success for downtown with positive comments from attendees. He stated that Debra Johnson from Michigan Main Street was meeting with stakeholders and business owners and they appreciated her work and advice during her visit.

7. New Business

a. Street Lighting Fundraising Update

City Manager Heydlauff recalled discussion by the Board that the tree lighting project would be completed in total from hill to hill. He reported that the fundraising effort was approximately \$8,595 short. John Campbell stated that the total cost of the project was \$44,840 and the deadline for the fundraising effort and to order the lights was August 15th. He indicated that the cost to replace the lights on the Christmas tree was \$5,000 which would be an expense in the next budget cycle. Mr. Campbell explained that the new lights were expected to last at least five years. He suggested budgeting \$8,000 per year for replacement of the lights and future maintenance expenses. The City's Electric Department would install a photo cell and timer to control the lights.

Discussion followed regarding funding from DDA reserves for projects such as the lighting expenses. Manager Heydlauff suggested that the Charlevoix Foundation may implement and manage a Tree Lighting Fund.

Motion by Member Wertz, second by Member Dipert to authorize the completion of the full lighting project and cover remaining expenses. Manager Heydlauff clarified that the project cost is \$44,840 less a \$5,000 contribution from the City, thus the DDA funds required to complete the project were \$39,800 (less any additional fundraising amounts raised.) Motion passed by unanimous voice vote.

b. Discussion With and Presentation by Debra Johnson, Michigan Main Street

i. What's New With Michigan Main Street?

Debra Johnson, Michigan Main Street, stated that the national office wanted to define value for the program, economic development through historic preservation, and balance the four points (Design, Organization, Promotions, and Economic Restructuring) in the program. She gave examples of what other communities were doing within their Main Street Programs. She stated that they encourage their Main Street Programs to

highlight new achievements including media coverage and photo ops of new or expanded businesses. She stated that the Refresh Program wants the Committees to work together. They want to get the Board and Committees together to come up with transformational ideals to move the community in one direction. Once direction was defined, then they would have all of the Committees work on the programs and projects to achieve the same goal.

ii. Logo/Branding/Wayfinding – Advice and Discussion

Clarissa Mullaney stated that wayfinding efforts were moving forward and their Committee felt that they may be behind on the branding issue. She referenced a package put together by Amanda Wilkins showing various logos used over the years to promote Charlevoix, and the importance of everyone coming together and having a uniform look. She recalled that when the City first became involved in Main Street the Committee was told they would have to wait a year to submit an application for design services, after which the process would take a year. She noted that their biggest concern was that the Promotions Committee highlighted branding as a priority and now it would be another year before anything was finalized. Ms. Wilkin stated that they were at a rare point in time whereby all of the players are in line to say “yes, we do need to move forward with this cohesive picture of what Charlevoix is and what we want to present to the world”. Ms. Johnson explained the application based services process.

John Campbell stated that the Design Committee started the wayfinding initiative and felt it should be in conjunction with branding. Ms. Johnson stated that the branding effort should take place prior to wayfinding. Mr. Campbell stated that the Design and Promotions Committees were meeting with Ms. Johnson in the morning to work out both projects. Ms. Johnson stated that she would take their request back to Michigan Main Street to see if there was a way to have funding available sooner for the branding process. She stated that they were surprised that no applications were submitted from Charlevoix Main Street during the last funding cycle. Chair Barron stated that the Board was under the impression that they had to wait one year before applying for funding for a branding project. Mr. Campbell questioned if the wayfinding signs should be put on hold and Ms. Johnson suggested creating the design but don't pick a color or logo.

iii. Downtown Building Design Information

Ms. Johnson shared a historical perspective of the buildings. She and Mr. Christianson, National Register Specialist, reviewed all the buildings to see which would be considered historic. Historic building qualifications: at least 50 years old, be significant, and retain original character. She felt that many of buildings have lost their historical significance because they have been altered. She counted a total of 35 buildings in five blocks, twelve of which would be considered “contributing”, seven buildings that could regain their historic look, six buildings needed significant work to return to historic integrity, and ten buildings that would not qualify.

Ms. Johnson stated that it was still a stretch for a historic district for Charlevoix at this time and Mr. Christianson suggested that some of the buildings on the side streets may be considered contributing. She would research the buildings on the side streets to see if they could qualify for a National Register District.

Ms. Johnson explained that the Building Basics Program talks about the Main Street program, how downtowns develop, architectural styles, and what is included in the design services. This 90 minute program is a prerequisite to applying for design services. Mr. Campbell tentatively scheduled September 29th for the Program. She stated that building owners, business owners, Main Street Board and Committee members, interested community members, and volunteers would be invited to the Program. Design services were intended to make the facades of the buildings more compatible with the area. For historical buildings they try to make them look historically accurate. The modern, non-contributing building design should be compatible with the historic district. The design services can be for any building in the Main Street area and Ms. Johnson explained the two levels of service, comprehensive or a consultation service on one element. She further explained the process a building owner would go through to obtain design services and applicable guidelines for the program.

Ms. Johnson also described the façade and rental rehab grants that are available through the Main Street Program. She stated that she would work with the Design Committee to come up with a façade grant program,

guidelines and funding possibilities. Ms. Johnson said that she would forward a copy of the PowerPoint presentation on the downtown buildings and samples of façade grant applications to the City Manager.

8. Public Comment
None.

9. Miscellaneous Business
Mayor Campbell commented that more effort should be put forth to sell the commemorative bricks in East Park as there are many more available for sale.

10. Request for Future Agenda Items
None.

11. Adjourn
Meeting adjourned at 7:00 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair



Charlevoix Main Street Design Committee

Minutes

Tuesday, August 2nd, 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, John Duerr, David Miles, Zach Panoff, Rick Wertz, Paul Weston, Amanda Wilkin, Mark Heydlauff
 - b. **Public:** 0
- III. **Inquiry Regarding Possible Conflicts of Interest:** None
- IV. **Approval of Minutes:** July 5th, 2016 Minutes approved with spelling corrections.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **Old Business:**
 - a. **Summary of DDA Meeting:** Mark Heydlauff reported that Debra Johnson attended the July 25th DDA meeting and presented information on the "Building Basics" workshop and answered questions regarding a logo and branding efforts. She thought it would be best for wayfinding efforts if the logo and a few other items were finalized before wayfinding went too far, to ensure everyone was on the same page and working with the same templates. Working on the logo and branding has become a top priority for the board and other committees. There have been proposals received for a comprehensive wayfinding effort, those may still be reviewed and/or accepted based on each firm's ability to work with Main Street to move back the timeline on the project until logo and branding efforts are further along. Funding for all lighting (both hills, side streets) was also approved by the Board. September 20th at 4pm in Council Chambers will be the year-end visit by Main Street, all members of all committees are invited to attend.
 - b. **Main Street Design Guidelines:** Rick Wertz stated that the members of the Design Guidelines subcommittee met with Debra Johnson to go over her historic review of the buildings downtown. They also investigated the condition of several buildings downtown to see what historic elements may still be existing, just covered up or completely removed. They will be dividing the building elements covered by a typical set of design guidelines between members and coming up with a draft document that covers each section. John Campbell would like to

get drafts of the design guidelines on the MMS website by working with the Promotions Committee.

The "Building Basics" presentation by Debra Johnson will take place on September 29th from 6:30-8:30pm at the Library. The goal is to have a draft of the guidelines ready to present to the community at that point. The Organization Committee will be in charge of sending out flyers and other notices for the presentation. Amanda Wilkin will set up a meeting between Herself, John Campbell and Dennis Kusina to organize that effort. Rental rehab will be included in the presentation.

- c. **Wayfinding and Cultural Corridor:** John Campbell forwarded suggestions from Linda Boss and Gail DeMeyere that the two projects be combined into one as part of the larger wayfinding effort. No decisions have been made regarding signage design or content at this point.
- d. **Street Tree Lighting:** The money for the complete lighting of both hills, as well as side streets was approved by the DDA. The goal is for the lights to have a 5-year lifespan and budget properly in the meantime for replacement at the conclusion of that time. Pruning will be done this year as well.
- e. **East Park Planter:** John Campbell reported that the planter is still doing well.
- f. **Parking and Traffic:** Paul Weston stated that, as suggested at the July meeting, he spoke to Todd Wyett and found out that MDOT will only entertain ideas from City Councils, so any efforts must go through them. Paul and John Duerr, along with Mark Heydlauff, will get together and brainstorm ideas to bring to the group and, potentially, City Council in the future.

VII. New Business:

- a. **Overnight Biker Facilities:** John would like to start brainstorming ideas to address overnight bikers coming through town. He believes bikers need to be treated in a very friendly manner, as the activity is growing in popularity and will continue to grow in the future.

VIII. Miscellaneous Business of the Committee: The next meeting will be Tuesday, September 6th at 4pm.

IX. Call for Public Comment: None

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

**Charlevoix Main Street
Economic Restructuring Committee Meeting
August 2, 2016, 8am
First Floor Conference Room, City Hall**

Members present: John Haggard, Dan Barron, Ben Muladore, Fred DiMartino, Maureen Owens, Tom Bickersteth, Kirby Dipert, Tim Fore, Amanda Wilkin, and Alison Hubbard

Also present: Mark L. Heydlauff, City Manager

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

Motion by Haggard, second by Owens to approve the minutes of the July 12, 2016 Regular Meeting.

Motion carried.

The committee again discussed whether it would be beneficial to have Charlevoix County Transit provide a bus service in and out of the downtown to assist with traffic congestion and to provide a safe ride home. Mr. Heydlauff will follow-up on this with the Transit Authority.

The committee also discussed the need for more affordable housing and temporary housing for summer workers. Mr. Barron suggested interested employers might jointly create dorm-style housing. Mr. Dipert and Chair Fore will discuss with Charlevoix Public Schools whether the former middle-school would be a potential site for this.

Chair Fore announced that John Murray and Mike Greyerbiehl will be joining the committee in September.

Chair Fore asked the committee to develop short-term goals along with action teams. The following goals and teams were set by consensus:

- Recruitment brochure/package for new businesses
 - Work toward all downtown business spaces leased by May 1, 2017
 - Consider whether first floor Bridge Street zoning should be changed to allow certain types of offices
 - New signage/look for Ance Industrial Park; rename to business park; coordinate with branding/logo process
 - Alison, Amanda, Tim and Mark to address this goal
- Live from Charlevoix Kick-off
 - First event scheduled for November 12
 - Pair the event with Fall Restaurant Week
 - Promotions Committee, Tim and Maureen will address this goal
- Develop a Charlevoix Patron Organization
 - Identify and network with potential donors and friends of Charlevoix who are able to make significant resource investments in Charlevoix
 - Connect the talents of the community with the needs of the community
 - Tim, Dan, Maureen, and Mark

The following long term goals were also established:

- Heated sidewalks
 - Mark will prepare background memo on recommendations from Howard Kohn and other information

Motion by Hubbard, second by Ownes to adjourn at 9:06am.

Motion carried.



Charlevoix Main Street

Promotions Committee Minutes

July 21, 2016 City Hall; Council Chambers

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

Members Present – Amanda Wilkin, Carissa Mullaney, Shelly Ferguson, Nancy Suzor, Sarah Hagen, Leanne Ackert, Mark Heydlauff, Gabe Campbell, Larry Levengood, Alison Hubbard, and Maureen Owens.

Guests – John Campbell and Tim Salmonsens.

II. **Approval of Minutes:** June 16, 2016 – Moved: Shelly Ferguson, seconded: Sarah Hagen – Carried.

III. **Old Business:**

i. **Project Updates from Sub-Committees:**

Mainstreet Monday – Venetian – Maureen Owens / Jean Musilek – The event seemed well received and was a good opportunity to get out the message about Main Street. We would not recommend having a merchandise booth next year.

Marketing & Communication Plan – Carissa Mullaney & Doug Reynolds – Carissa brought a comprehensive list of overall photograph needs for the Main Street in general as well as this committee (see attached). She welcomes any additional suggestions.

Carissa brought up the fact that we used to have available retail space listed on the website, but she has hidden it as it is not kept current. If we want to continue offering this information, we need to have it stay up to date.

John Campbell mentioned that Debra Johnson is coming from Main Street with layouts prepared by the State for review. She will be offering a general meeting on September 29th (more information to follow).

Amanda will be forwarding a branding video to the members of this committee so that we can all be on the same page as we move forward. It is the feeling of this committee that we should proceed with our branding process and then turn to Michigan Main Street when we feel

assistance is needed. Carissa and Amanda will be taking this idea to the DDA Board at their next meeting, Monday, July 25th.

Carissa also feels that we should start a fresh Marketing & Communication committee that partners closely with the Chamber and the CVB. This will be discussed further at the next meeting.

Bridge Drop – Amanda Wilkin – The Bridge Drop committee is having a fundraising event – The Camel Cup – Saturday, September 17th at the Lake Charlevoix Brewing Co. Businesses can sponsor and decorate a cut-out camel for the race. Numbered blocks will be used to move the camels forward. Participants can bet on a camel to help raise funds. 15% of the food sales and \$1 per special “camel” beer sales will be donated to the Bridge Drop as well. More details to follow.

Craft Beer Festival – Amanda Wilkin/Aaron Hagen – The Committee is set and will move forward for the festival next year. They do not need additional people on the committee, but will look to Main Street for volunteer and promotional support as the event draws near.

Event Survey – This idea will be revisited in the fall. There is the possibility of two surveys; one for the business regarding the relationship between events and sales, and another that is for the community and their response to events.

Restaurant Week – Kate Heady – No report at this time.

Live From Charlevoix – Maureen Owens/Tim Fore – The decision has been made to go with a comedian for the November premier. More details to follow.

V. New Business:

- I. **Main Street Vision / Mission Statement & Promotion Committee Goals** – Carissa presented some of the pertinent pages from the Main Street Baseline Assessment regarding the vision statement. This seems to be a good time to review the year’s events and make new, updated goals for the coming year. Carissa asked that we all review the packet and try to bring back brainstorming ideas to the next meeting.
- II. **Main Street Annual Visit** – Mark Heydlauff informed the committee that there will be a general meeting for all members of all Main Street committees on Tuesday, September 20th at 4:00 pm in City Council Chambers. This will become an annual recertification process.

VI. Updates –

DDA - The Board asked Mark Heydlauff to bring their comments regarding the Downtown Open House to the committee for consideration – they felt that having various musicians and performers scattered around town really helped drive foot traffic and sales. This may be a good addition to the Summer Concert Series.

Design Committee – John Campbell let us know that they are getting closer, but still a bit short financially on the downtown lights. Fundraising efforts continue. Wayfinding is moving along and there will be a combined effort with the Marketing Committee to present a consistent brand message.

City – Mark Heydlauff announced that the position for the new DDA Director has been posted.

- VI. Adjournment:** 9:06 a.m. Motioned made by Amanda Wilkin, seconded by Nancy Suzor. Motion carried.



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 August 22, 2016
Date: August 18, 2016

A. Community Branding

Debra Johnson has followed-up our discussion last month with some extremely helpful information on the community branding process. The Chamber, City, CVB and volunteers are looking at this and will likely recommend an action plan to you very soon.

B. Bridge Park Building HVAC

We held a walk-thru on August 15 for contractors with our representative from Nealis Engineering. We had several firms come to this even though it was not mandatory. Bids for the replacement air conditioning system will be opened on August 24. I will likely seek to hold a special board meeting within the next couple of weeks to approve that project and perhaps move forward on the branding as well.

C. Director Hiring Update

Applications are still being received for our position and we continue to advertise it. We indicated in the posting that it is open until filled, so there is no hard deadline to apply. Interested candidates should contact Human Resources Assistant Patty DeRosia for more information.

D. Painting Projects

Painting of railings and light poles is underway in the downtown and along the Marina.

Significant Meetings/Events of the Past Month

- Main Street Leadership Meeting- July 26
- Economic Restructuring Committee- August 2
- Design Committee- August 2
- Harwood Gold Grand Opening- August 8
- Pre-Construction Walk-thru- August 15
- Sault Ste. Marie Luncheon- August 15