

AGENDA

Charlevoix Downtown Development Authority and Main Street Board of Directors

**October 4, 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 August 22, August 31, and September 20, 2016 Board Meetings**
- b. Committee Meeting Minutes**
- c. Main Street Monthly Report for August 2016**

6. Reports

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

7. Old Business

- a. Wayfinding Signage Consultant Presentation**

8. New Business

- a. Branding/Logo Design Consultant**
- b. Summer Concert Series Report - Maureen Owens, Promotions Committee**

9. Public Comment

10. Request for Future Agenda Items

11. Adjourn

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

Posted September 30, 2016 4:00 p.m.

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, August 22, 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, John Kurtz, Rick Wertz, John Yaroch

Members Absent: Dianne DuPont

City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest
None.

5. Consent Agenda

- a. Minutes of the July 25, 2016 Board Meeting
- b. Main Street Committee Meeting Minutes
- c. Main Street Monthly Report for July 2016

Motion by Member Wertz, second by Mayor Campbell, 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 he met with Carissa Mullaney along with members of the Promotions Committee. They would issue a Request for Proposal for branding services within the next week. City Manager Heydlauff stated that they met with Debra Johnson, Michigan Main Street, and discovered that they missed the opportunity to work with Michigan Main Street on the community branding process. The consensus of this Board and the Promotions Committee was that this was a high priority item. The branding and logo services would tie in with the wayfinding discussions and City Manager Heydlauff will forward proposals to the Board in September.

City Manager Heydlauff stated that he will be out of town on September 26th and questioned whether the Board could re-schedule the September Board meeting to October 4th. He noted that the Board will be meeting in a special session with Main Street for their year-end visit on September 20th, and there would be a Building Basics Seminar that the Design Committee is hosting on September 29th at the Library.

Motion by Mayor Campbell, second by Member Kurtz, to re-schedule the September 26th Board meeting to October 4, 2016 at 5:30 p.m. Motion passed by unanimous voice vote.

7. New Business

a. Designation of Donated Funds

City Manager Heydlauff stated that the City/DDA received approximately \$2,200 from the fundraising campaign initiated this summer. He suggested that the funds be designated toward the holiday lighting project.

Motion by Member Kurtz, second by Member Yaroch, to designate the funds received from the summer fundraising campaign to the holiday lighting project. Motion passed by unanimous voice vote.

8. Public Comment
None.

9. Miscellaneous Business

Member Yaroch stated that he received positive feedback from the fundraising letter and suggested sending a follow-up letter in the fall. John Campbell said he would like to send invoices to the individuals who pledged funds, and he also felt that an email newsletter should be sent to interested parties.

Member Dipert questioned the status of the HVAC bids for the Bridge Park building and City Manager Heydlauff responded that they were due August 24th.

City Manager Heydlauff questioned whether the Board would be willing to hold another special meeting the week after Labor Day to address the HVAC bids. In addition they could review the Wayfinding Signage Design bids to make a selection and put the vendor "on hold" until the logo work was finished.

10. Request for Future Agenda Items

City Manager Heydlauff stated that Maureen Owens will present a review of the summer concert series at the October 4th meeting.

11. Adjourn

Motion by Member Dipert, second by Member Kurtz, to adjourn. Motion passed by unanimous vote. Meeting adjourned at 5:43 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
SPECIAL MEETING – Wednesday, August 31, 2016 at 5:00 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 (late), Kirby Dipert, Rick Wertz
Members Absent: Dianne DuPont, John Kurtz, John Yaroch
City Staff: Mark Heydlauff, City Manager

4. **Inquiry into Potential Conflicts of Interest**

None.

5. **Consent Agenda**

None.

6. **Reports**

None.

7. **New Business**

a. Award Contract for HVAC Repairs: Bridge Park Building

City Manager Heydlauff referenced the Facilities Committee Meeting minutes where the Committee reviewed three bids received for the HVAC repairs. The work involved updating one of the air conditioning systems which covered the southern portion of the building. The current unit is inoperable and this work would install a new 5-ton unit which would return the system to full functionality. The low bid was from Ballard's Plumbing and Heating at \$17,400. Nealis Engineering recommended that Ballard's be awarded the contract.

Motion by Mayor Campbell, second by Member Wertz, to accept the Facilities Committee's recommendation to award the contract to repair the inoperable AC unit in the Bridge Park Building to Ballard's Plumbing and Heating at a cost of \$17,400 including a performance bond.

Bill Supernaw stated that he received an email from John Haggard who indicated that he knew he was the high bidder and "just sent the check yesterday for \$12,900 for City taxes for his downtown development and area properties."

Motion passed by unanimous voice vote.

b. Award Contract for Way Finding Signage

City Manager Heydlauff stated that the Design Committee worked on the wayfinding signage for some time and bids were solicited earlier in the summer. The project was put on hold while they sorted out the branding/logo work. He stated that four proposals were received and the Committee recommended Gosling Czubak Engineering and Pro Image Design. City Manager Heydlauff explained Gosling's experience with this type of work.

Member Gillespie arrived.

City Manager Heydlauff stated that the firm would help the DDA and City develop a plan for locations, right-of-way authorization, etc., and wait for the branding/logo work to be completed before crafting the signs. He stated that the total not to exceed cost for this design phase was \$19,500 and the remaining cost would be dependent on the number of signs/locations selected. Discussion followed regarding the fees associated with each phase of the project. Member Wertz referenced the design costs proposed by the other bidders. Member Dipert suggested that they ask a member of the Design Committee to explain their recommendation to the Board. Member Wertz felt that the item should be tabled until the Design Committee could make a presentation to the Board.

Motion by Member Wertz, second by Mayor Campbell to table the item until the September/October meeting and to request a presentation from the Design Committee at their next DDA/Main Street Board Meeting. Motion passed by unanimous voice vote.

8. **Public Comment**

Bill Supernaw asked about pedestrian crossing signs in the middle of the road like in Petoskey. City Manager Heydlauff stated that pedestrians do not have the right-of-way on a State highway. Discussion followed regarding safety issues on a State trunk line and shutting down a portion of Bridge Street for events such as Venetian Festival and Apple Fest.

9. **Miscellaneous Business**

None.

10. **Adjourn**

Motion by Member Dipert, second by Member Wertz to adjourn. Motion passed by unanimous vote. Meeting adjourned at 5:22 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
SPECIAL MEETING – Tuesday, September 20, 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: Absent
Vice Chair: Kirby Dipert
Members Present: Gabe Campbell, Fred DiMartino, Rick Wertz, Dianne DuPont, John Kurtz
Members Absent: Chair Dan Barron, Tamie Gillespie, John Yarocho
City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest
None.

5. Consent Agenda
None.

6. Reports
Manager Heydlauff stated that Holiday Lighting began the re-lighting of downtown trees; painting of railings and light poles continues downtown as well. He reported that they will be interviewing candidates in the next week for the Executive Director position.

7. New Business

a. Discussion of Main Street

Norma Miess, National Main Street Senior Program Officer and Director of Leadership Development, Laura Krizov, Michigan Main Street Manager, and Dan Leonard, Michigan Economic Development Corporation (MEDC) introduced themselves. Ms. Miess stated that this meeting was a progress visit in preparation for the full accreditation visit next year. She reviewed the results of the self-assessment survey including the 10 criteria used to determine a community's Main Street progress.

The following summarizes the main discussion points:

- Continue to build awareness of Main Street.
- Use Vision and Mission to drive the program in public ways; need more clarity.
- Work Plans changed during the year and other plans added; Board needs to be the strategist and empower the Committees to develop Work Plans that follow the strategy.
- Four-point approach order is Promotion, Organization, Economic Structuring, and Design.
- Design Committee and Promotions Committee both working on signage/logos before establishing a brand for Charlevoix; Board needs to align the strategies with the Committees.
- Board transition from governing to being the "strategy drivers" following what the community wants.
- Market understanding to determine the best opportunities for the future; combine what the community wants with what the market will support.
- Measurement tools needed for success of events, programs, and initiatives.
- Transformation strategy and specific market opportunities, work plan development, and building balance between the four points.
- Board feels there is a need for improvement with historic preservation including significant positive change in downtown; opportunity to work with property owners to identify resources to improve appearance and condition of buildings downtown.
- Orientation for new board members with clearly defined roles utilizing Michigan Main Street resources for support; Organization Committee needs to clearly define their role.
- Keep community engaged and participating in Main Street initiatives; build awareness and more organizational branding.

- Align budget to programming; define operational expenses that follow strategies.
- Professional management and development; define criteria for new Executive Director including organizational skills, communication and working with people; be proactive during interview process to assess candidates.
- Empower Committee members to lead; members need to take action and lead initiatives.
- Report key statistics to measure success.
- Organize Committees to work together closely.
- Dan Leonard explained the resources available through the MEDC.
- Build awareness of the program; be more strategic about messaging; confirm and highlight the Mission and Vision; confirm that leaders know how to achieve the Mission and Vision.
- Expand community engagement base.

Ms. Miess summarized that community members felt that Main Street has given them the opportunity to be involved and build the platform for communication. The National Main Street wants to continue to build the value of Main Street. If Charlevoix Main Street can meet all of the 10 criteria in the next year they will be recognized as a nationally accredited Main Street community; if not, the National organization will continue to work with them to achieve that goal. Ms. Miess stated that they would continue to work with them to meet all of the criteria.

8. **Public Comment**

None.

9. **Miscellaneous Business**

Manager Heydlauff reminded the Board that their next meeting is scheduled for October 4th.

10. **Adjourn**

Motion by Member DiMartino, second by Member Wertz to adjourn. Motion passed by unanimous vote. Meeting adjourned at 6:53 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair



Charlevoix Main Street Design Committee

Minutes

Tuesday, September 6th, 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, Shirley Gibson, Scott Gilland, David Miles, Zach Panoff, Jeff Porter, Rick Wertz, Paul Weston, Gerard Doan
 - b. **Public:** Richard Binstadt
- III. **Inquiry Regarding Possible Conflicts of Interest:** None
- IV. **Approval of Minutes:** August 2nd, 2016 Minutes approved as presented.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **Old Business:**
 - a. **Summary of DDA Meeting:** John Campbell reported that the DDA requested more information regarding signage. The cost was higher than the board expected, as the exact number, type, etc. of signs is unknown at this point. The current RFP only deals with design, public hearings and dealing with MDOT to come up with a plan along US-31. The Chamber, CVB, Circle of Arts, Historical Society and Library have all been involved in the process. An RFP is also out regarding branding for the City and other associated entities to create a unified look for City services.
 - b. **Main Street Design Guidelines:** Individual members have been working on their sections of the draft guidelines. Amy's section will have to be addressed by the subcommittee, as she is moving out of town. The goal of the project is to create a document that addresses rehabilitating building facades in such a way that the historic value of the building is preserved or recreated. The document would not be binding, but would allow the committee to evaluate buildings applying for façade grants, should the City or MMS ever make those types of funds available. Debra Johnson supplied a list of buildings downtown and whether or not they would be considered contributing to a historic district.

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. Rental rehab will be included in the presentation.

- c. **Wayfinding and Cultural Corridor:** Gail DeMeyere stated that the Cultural Corridor should be integrated into the wayfinding effort from the start, so it fits in well with other signage that may be proposed. Police and Fire Chief Gerard Doan believes that people are mostly oblivious to the signage that exists downtown dealing with free parking lots, so more visible signage may help with that. Jeff Porter would like to see an effort to rebuild and repave Bridge Street, as it is in rough condition in many places.
- d. **Street Tree Lighting:** Tree pruning is currently ongoing, and lights will be going up starting September 18th, and is expected to be finished within 2.5 weeks. A test strand has been put up next to the Weathervane.
- e. **East Park Planter:** There may be future plans to address additional planters next year, once again using private funding/donations.
- f. **Parking and Traffic:** Paul Weston stated that, in relation to wayfinding, should the City be interested in addressing traffic patterns downtown in the near future, it would make sense to plan wayfinding efforts around that, so everything does not have to be redone if rerouting takes place. The subcommittee will be meeting with City Manager Mark Heydlauff soon. An idea that has been discussed thus far would be to eliminate parking on the east side of Bridge Street downtown to allow for a bike path or more sidewalk space.
- g. **Overnight Bicycle Facilities:** John Duerr thought that the former Charlevoix Middle School could be a good spot to provide camping facilities, as a shuttle already runs from there to downtown outside of the winter months. No one volunteered to take on the project, so it will be dropped for the time being.

VII. New Business: None

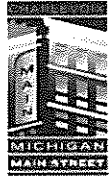
VIII. Miscellaneous Business of the Committee: The Charlevoix Historical Society is seeking to add signage regarding historic properties around town. An initial meeting was held 2 weeks ago and the effort will hope to involve several interested groups around town.

There have been discussions with State Main Street representatives to adjust the boundaries of Charlevoix's program and include more the community. Nothing specific has been proposed at this point.

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

IX. Call for Public Comment: Richard Binstadt attended the meeting to get more information on what Main Street and its committees do and how they operate. He also wanted to see who was in charge of painting cross walk markings. Gerard Doan informed him that US-31 was a federal highway and motor vehicles have the right-of-way. The City cannot govern where and how crosswalks are present or addressed on US-31.

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



**Charlevoix Main Street
Committee Meeting Minutes
Economic Restructuring Team
September 6, 2016 8:00 a.m.
City Hall Second Floor Conference Room**

1. The meeting was called to order at 8:04 AM on Tuesday, September 6, 2016. Members Present: John Murray, Mark Heydlauff, Bob Klein, Luther Kurtz, Dan Barron, Amanda Wilkin, Tim Fore, Maureen Owens, Kirby Dipert, Alison Hubbard and Peggy DeNio.
2. Approval of the August minutes was tabled to a future date.
3. John Murray was introduced as a new member of the Economic Restructuring Team as well as Mike Greyerbiehl who was absent.
4. The need for transportation in and out of Charlevoix during the peak season was again discussed. Mark Heydlauff will inquire if it would be possible for the Charlevoix County Transit to offer transportation service during Applefest this year.
5. Tim Fore supplied a chart indicating the number of employees needed in Charlevoix during the summer of 2016. Temporary housing for summer employees for Charlevoix merchants, bar and restaurant owners remains a concern. Bob Klein will be looking into possible employees residing in Charlevoix that face child-care and transportation issues, however, are a possible workforce population. Kirby Dipert talked to Dick Joseph regarding the conversion of an elementary school to temporary housing. It appears that there is no definitive timing on the availability of the building. Luther will be looking into the details of school availability.
6. Residents offering "rooms for rent" was discussed and the question of zoning was presented as an obstacle. Dan, Tim and John will be looking into legal issues and homestead taxes associated with this option.
7. We are still looking to complete a recruitment brochure for businesses that are considering our community in which to locate their new ventures. Mary Heydlauff stated that the City already has tax incentives and will provide that information and how to qualify for it. It was also noted that shipping remains a huge issue for manufacturing. We need to advertise our incentives better.
8. Live From Charlevoix is schedule to kick off November 12th. The aim is to provide performances and entertainment to downtown Charlevoix from November through May.

9. The City of Charlevoix is asking for help from individuals willing to share their time, knowledge and financial resources to help achieve goals outlined in the Development Strategy and Downtown Market Assessment by The Chesapeake Group.
10. It is predicted that the downtown sidewalks will again become dangerous to travel during the winter months. Several options to this problem are heated sidewalks, pay to have someone shovel, charge owners for this service, fine owners with dangerous conditions outside their storefronts. When sidewalks are not passable, it deters shoppers from traversing the downtown establishments.
11. The meeting was adjourned at 9:07 am.

Next meeting is scheduled for Tuesday, October 4th at 8:00 a.m.



Charlevoix Main Street

Promotions Committee Minutes

September 15, 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, Gabe Campbell, Kate Heady, Dan Barron, Jean Musilek, Jessica Anderson, Leanne Ackert, Sarah Hagen, John Campbell, Larry Levensgood, Jodi Bingham, Kevin Prior, Gail DeMeyere and Tim Salmonson.

II. Approval of Minutes: Aug 18, 2016 – Moved: Nancy Suzor, seconded: Gabe Campbell – Carried.

III. Old Business:

i. Project Updates from Sub-Committees:

Marketing & Communication Plan – Carissa Mullaney /Amanda Wilkin – Their group met to create request for proposals for branding, the information is available on the Main Street website. A list of sources familiar with branding was created. They will review proposals and recommend them to the board to move forward. Carissa noted with branding, anything currently carrying the Main Street stamp is subject to rebranding. They shared a new Website Outline the group created and opened it to suggestions. Carissa also shared that they have created a rack card listing off-season events and hope to have that ready before AppleFest.

Restaurant Week – Kate Heady – Promotional efforts have started. Will be promoted on the off-season rack card mentioned earlier. Looking at securing sponsorships for the event. Will work on getting a work plan submitted so it can go to the board.

Shop Local – Jodi Bingham/Nancy Suzor – Application is in to American Express. Nancy will also get a work plan to be submitted to the board. Carissa mentioned a conference call that the Chamber has information on that is geared towards helping a shop local campaign.

Live From Charlevoix – Leanne Ackert/Jessica Anderson – Three comedians are booked for November 12. There will not be an event December due to the holidays. The tickets for the event will include promotional discounts at area businesses. This brought up discussion on having the discounts run just the day of the event or all weekend. Their committee will revisit the discount period for ticket holders.

Bridge Drop Camel Cup Fundraiser – Dan Barron/Amanda Wilkin – The event is Saturday, September 24 in Bridge Park. There are 24 sponsored camels, will race in heats of 6. The

Optimist Club is being brought in to help run the event, as they host similar ones downstate. That Club will bring some volunteers, we still need about 10 volunteers for jobs such as 50/50, cash exchange, moving camels. A suggestion was made for future years to allow "bidding out" of camels by other businesses.

Lights of Love – just started promoting, will report with updates.

Shadowfest – Jessica Anderson – tents are secured, no other updates. Possible meeting in November.

Craft Beer Festival, Concert Series, Main Street Monday – no updates

V. New Business:

- I. **Lessons Learned and New Ideas** – Looked at items from last meeting, narrowed down/identified top points for this year. They included:
 - a. compiling action plans/budgets to have on file for future
 - b. getting a Main Street Column in the Courier (this is something that will need to be headed by the Director, when that position is filled)
 - c. getting photos (suggestion to ask for volunteer photographer at each event)
 - d. improving communication (have a liaison between our committee and the Organization committee to help with volunteerism; remind organization committee of what we hoped they would do, and if they can't do it then we can step in; suggestion to deviate from 4-committee structure where needed to have a volunteerism committee)
 - e. busking/street performers (given to the Concert Series committee per Sarah to organize/include in series).
- II. **Main Street Annual Visit** – Reminder to 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.
- III. **Main Street Building Basics Workshop** – Deb Johnson coming from Lansing for this workshop in looking at Bridge Street buildings and developing concepts for downtown. Meeting is September 29th at 6:30pm at the library. Each Main Street committee is to give a 2 minute summary of what has happened this past year. This workshop is required in order to get the 3 building facades included in the Main Street program.

VI. Updates:

John Campbell – Lights on the Round is being developed, Chicago and Belvedere Clubs are in along with a few houses on Round Lake. Tree pruning has started. They are still determining dates for when to have all the tree lights going, possibly joining it with Lights on the Round.

Dan Barron – Making progress in hiring new director.

- VII. Adjournment:** 8:59 a.m. Motioned made by Jessica Anderson, seconded by Nancy Suzor. Motion carried.

Logout

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)**Michigan Main Street Monthly Report**

Report only those items occurring in your specific Main Street project area for this month

Metrics Number M-0000093495
Account City of Charlevoix
Reporting Period Start 8/1/2016
Submitter's Name Mark Heydlauff

Status Approved
Name Judy Snell
Reporting Period End 8/31/2016
Due Date 9/10/2016

Design

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

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Economic Vitality

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
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New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
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Existing Downtown Businesses Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Existing Downtown Businesses Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Businesses Moved out of Downtown

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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New Housing Completed Downtown

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Promotion

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
Summer Concert Series	SE-Special Event	1,000	25	\$3,000.00	\$0.00	\$0.00

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
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Fundraising/Membership Last Month

Type	Amount
Private	2600.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Assistance Received

Grants	Source of Funds	Amount Received
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Other News or Commentary The Board is planning to move forward with a wayfinding consultant later this month and has also issued an RFP for logo/branding assistance.

Program & Outlook We are eagerly working with a new group called Live from Charlevoix that is working to create live entertainment events during our off-season. The Board has supported this initiative with a sponsorship and also support through in-kind use of resources and volunteer assistance.

Suggestions for State and National Staff We have two strong applicants for the director position that we'll be interviewing soon.

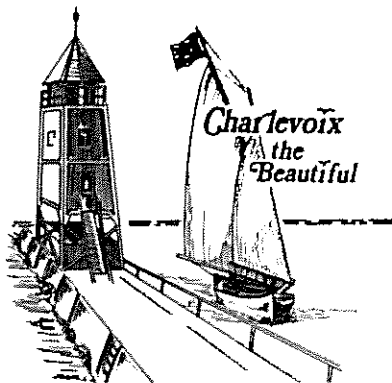
Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
MSPC Minutes 7-21-16.docx	9/6/2016 2:09 PM
2016-07-25 GDA-MMS draft.pdf	9/6/2016 2:09 PM
8-2-2016 MMS Design Committee Minutes.docx	9/6/2016 2:08 PM
Economic Restructuring Committee Minutes 8-2.docx	9/6/2016 2:08 PM

michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522.0103



CITY OF CHARLEVOIX

210 STATE ST. CHARLEVOIX, MICH. 49720

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

Memo

To: Charlevoix Downtown Development Authority/Main Street Board
From: Mark L. Heydauff, City Manager
Subject: Director's Report for October 4
Date: September 30, 2016

Building Basics Seminar

Nearly 30 community members attended the Building Basics Seminar hosted by the Design Committee on Thursday night at the Library. Deborah gave a very insightful presentation and our committees provided updates on their work as well.

Live Life Local Campaign

I have split the cost with the Charlevoix Area Chamber of Commerce for promotional rack cards promoting our off-season events. These will be hitting various locations soon and are intended to highlight our shoulder season events. There is a group looking at how we can again continue a shopping promotion, though we are working with the Charitable Gaming Commission to make sure we stay within state law.

Director Hiring

We have interviewed a couple of candidates and are continuing to evaluate their credentials and background. One or both will likely be interviewed again soon.

AGENDA ITEM

AGENDA ITEM TITLE: Wayfinding Signage Consultant Presentation

DATE: October 4, 2016

PRESENTED BY: John Campbell, Design Committee Chair

ATTACHMENTS: None

BACKGROUND INFORMATION:

As you will recall, the Design Committee has been working on the concept of wayfinding signage to guide visitors in and around the downtown. This has been a collaborative process between the Design Committee, the Promotions Committee, the Circle of Arts, the Historical Society, the Charlevoix Area Chamber of Commerce, and the Charlevoix Convention and Visitors Bureau.

The Committee solicited firms to perform this work through a Request for Proposals issued this summer and has recommend the partnership of Gosling Czubak and Pro Image Design. Together these firms have worked throughout northern Michigan on projects like this, including Elk Rapids, East Jordan, Petoskey, Cadillac, and Gaylord. They have an extensive and successful track-record of working with MDOT to place wayfinding signs within the state right-of-way.

RECOMMENDATION:

Motion to retain Gosling Czubak and Pro Image Design for design and sign construction as detailed in their proposal and to authorize the City Manager to sign all necessary documents.

AGENDA ITEM

AGENDA ITEM TITLE: Branding/Logo Design Consultant

DATE: October 4, 2016

PRESENTED BY: Mark L. Heydlauff, City Manager

ATTACHMENTS: None

BACKGROUND INFORMATION:

Many have expressed concern that we do not have a consistent brand image promoting Charlevoix. Main Street has helped pull various organizations and entities together. The Promotions Committee in collaboration with the Design Committee, the Charlevoix Area Chamber of Commerce, and the Charlevoix Convention & Visitors Bureau (CVB) recommend hiring a consultant to perform a comprehensive branding/logo design service for us. This would encompass these organizations and how we jointly, but uniquely market Charlevoix to various audiences.

A Request for Proposals was sent early this fall to a number of firms. We received five responses. A committee comprised of Carissa Mulhaney, Gail DeMeyere, Alison Hubbard, and Amanda Wilkin reviewed the proposals. They will have further information for you at Tuesday's meeting.

RECOMMENDATION:

A full recommendation will be made at Tuesday's meeting.

AGENDA ITEM

AGENDA ITEM TITLE: Summer Concert Series Report

DATE: October 4, 2016

PRESENTED BY: Maureen Owens, Promotions Committee

ATTACHMENTS: None

BACKGROUND INFORMATION:

We once again had a successful Summer Concert Series on Thursdays during the summer. Maureen will provide further details on the event and suggestions for the future.

RECOMMENDATION:

No action.