

AGENDA
Charlevoix Downtown Development Authority and Main Street
Board of Directors

October 24, 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 October 4, 2016 Board Meeting
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for September 2016
- d. Authorize Payment of \$30,000 to the Charlevoix Public Library

6. Reports

- a. Director's Report (City Manager)

7. Old Business

8. New Business

- a. Branding/Logo Design Consultant Presentation and Action
- b. Summer Concert Series Review- Maureen Owens, Promotions Committee
- c. Promotions Committee Work Plan: Live Life Local Campaign
- d. Resolution Supporting Trail Expansion from Charlevoix to Traverse City

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 October 21, 4:00 p.m.

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Tuesday, October 4, 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, Kirby Dipert, Dianne DuPont, Fred DiMartino, John Kurtz, John Yaroach
Members Absent: Tami Gillespie, Rick Wertz
City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest
None.

Chair Barron stated that Member Kurtz had some questions for immediately after the Director's Report. He stated with no objection they would amend the agenda for miscellaneous inquiry from Member Kurtz.

5. Consent Agenda

- 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

Motion by Mayor Campbell, second by Member Yaroach 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 a candidate for the Director's position is returning for a second interview next week, and he had opportunities planned for the candidate to meet Committee Chairs and some downtown merchants.

City Manager Heydlauff reported that tree lighting would be completed prior to Apple Fest. Discussion followed regarding the possibility of having a re-lighting event on "Apple Fest Friday" (October 14), and City Manager Heydlauff would discuss same with the Chamber President. Light hours will be dusk to midnight.

b. Miscellaneous Inquiry from Member Kurtz

Member Kurtz had questions regarding the wayfinding signage, re-branding and logo. He noted he was not present at the last meeting and he questioned if the Board made a commitment to do the branding and logo. City Manager Heydlauff explained that when they met with Debra Johnson at the July Board meeting, she noted that the DDA had not pursued the Main Street logo service. The Promotions Committee, Design Committee and their partners at the Chamber and Convention & Visitors Bureau (CVB) agreed that this was a "consensus project" which needed support to move forward. The City Manager said that this also applied to wayfinding and he commented that there was a lack of directional signage. Discussion continued regarding the sign installation at the corner of Clinton and Bridge Streets as a stop-gap measure toward a longer term solution.

Member Kurtz questioned the timing of the logo, branding and wayfinding measures and whether one had to come before the other or could they run concurrently. City Manager Heydlauff stated that if they were going to do it right they would need to have a logo and brand that "you're going to project onto the signage". He stated that the Design Committee pushed forward on the wayfinding signage before the DDA had their meeting with Ms. Johnson. He stated that logo and branding needed to be done in concert with wayfinding to obtain a cohesive marketing image. City Manager Heydlauff suggested that they should begin the wayfinding process through the Design Committee, working on points of interest and sign placement. In the meantime, the DDA/City could gather public

input on how the brand and logo should look so that by the time they are ready to start making signs next spring they will be ready to present a logo to move forward.

Member Yaroch stated that there were elements in place already with the "*Charlevoix the Beautiful*" theme. City Manager Heydlauff noted that the Chamber compiled a list of all the logos throughout the community including different logos for the City, DDA, Chamber/CVB, Pool, City flags, City Seal, etc. and they were looking for more consistency across the board through this process.

7. Old Business

a. Wayfinding Signage Consultant Presentation

John Campbell, Design Committee Chair, stated that the Committee has been working on the concept of wayfinding signage to guide visitors in and around downtown. He stated that the Committee solicited firms to perform this work through a Request for Proposal (RFP) issued this summer and the Committee has recommended the selection of Pro Image Design. He introduced Alan Hubbard and Mark McCormack from Pro Image Design.

Mr. Hubbard distributed copies of a process outline including anticipated costs. Mr. McCormack explained that the wayfinding process was multi-layered with many stakeholders involved and stressed the importance of remembering that wayfinding is intended to assist first-time visitors to Charlevoix. He proceeded to review the process in detail and responded to questions from the Board. Mr. Hubbard explained that they were a design/build firm that would take the City through the whole process to design and install the wayfinding signs if so directed.

Member Kurtz stated that the DDA was in relatively good financial position at this time, and he was very comfortable with moving ahead. Chair Barron stated that the wayfinding and branding was a critical function of the DDA. City Manager Heydlauff felt that the implementation of this program would most likely need to be a phased-in project. Discussion followed in general regarding the process, the needs, entryway signs vs. wayfinding signs, and the DDA's priorities for branding and wayfinding.

Motion by Member Kurtz, second by Mayor Campbell to retain Pro Image Design for design and sign construction as detailed in their proposal and to authorize the City Manager to sign all necessary documents. Member Kurtz stated that they were looking at \$20,000 for Phase I and \$20,000–\$50,000 for the implementation phase. Motion passed by unanimous voice vote.

8. New Business

a. Branding/Logo Design Consultant

City Manager Heydlauff turned this discussion over to Amanda Wilkin, CVB. Ms. Wilkin stated that the Committee was made up of herself, Carissa Mulhaney, Gail DeMeyere, and Alison Hubbard who reviewed five RFP's. She stated that their favorite was A5, a firm out of Chicago that does community branding. She described branding as more than a logo and tag line, it was creating a feeling and ultimate sense of how we feel about the community we live in; it was community pride and building the brand they want Charlevoix to be. She stated it was difficult to use "*Charlevoix the Beautiful*" for economic development.

Chair Barron stated that the price range of the proposals submitted was from \$23,500 to \$25,000. Ms. Wilkin responded to questions from the Board. Ms. Wilkin stated that the proposal included four spin-off logos which would most likely be used for events and the Cultural Corridor. She stated that in the future there would be opportunities for sponsorships for different components of the branding that were outside the scope of this \$25,000 proposal. Ms. Wilkin stated that the plan was to have the branding project completed by the end of March 2017. She recommended forwarding the Board a copy of the proposal and then have the firm give the Board a formal presentation at the next meeting in person or via Skype. The Board concurred to invite them to give a presentation at the next meeting.

b. Summer Concert Series Report – Maureen Owens, Promotions Committee

City Manager Heydlauff advised that Ms. Owens had a scheduling conflict and asked to postpone her presentation to the next meeting and the Board concurred.

9. Public Comment

John Campbell began a discussion regarding "Lights on the Round" and he reported that the Chicago Club agreed to move forward with this and they will have six independent boathouses that will be lit on Round Lake for the holidays. He stated that he would be meeting with the Coast Guard to see if they were willing to participate.

10. Miscellaneous Business

None.

11. Request for Future Agenda Items

Mayor Campbell stated that it came up during a Commission meeting that the City had illegal crosswalks on US 31 and he stated that the crosswalks should be "blackened out". Member Dipert commented that he had this same concern for many years. City Manager Heydlauff stated it made sense to have the crosswalk at Clinton and Bridge Streets, and to remove the two on either side of the bridge. He indicated that Staff will look into the matter further,

Member Dupont questioned when they would be closing the drawbridge for repair work and City Manager Heydlauff replied that the closure was for 10 nights in April 2017 between 11:00 p.m. and 6:00 a.m.

12. Adjourn

Motion by Member Kurtz, second by Member DiMartino to adjourn. Motion passed by unanimous vote. Meeting adjourned at 6:52 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair



Charlevoix Main Street Design Committee

Minutes

Tuesday, October 4th, 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, Shirley Gibson, Eric Hoffman, Zach Panoff, Paul Weston.
 - b. **Public:**
- III. **Inquiry Regarding Possible Conflicts of Interest:** None
- IV. **Approval of Minutes:** September 6th, 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 building basics presentation took place on September 29th. He believes it was a success, with a few downtown building owners and representatives of many Main Street partners in attendance.
 - b. **Main Street Design Guidelines:** Rick Neumann has offered his services to the subcommittee to help create the design guidelines. He previously helped Petoskey create their guidelines and would require some sort of compensation.
 - c. **Wayfinding and Cultural Corridor:** The subcommittee met and reviewed the proposals that had been received for creating downtown signage. They recommended a firm out of Chicago that they felt offered a very organized and unique approach to signage. That recommendation will go to the DDA/MMS board for consideration. There are not currently any specific proposals put forth by the firm, but they intend to hold public meetings and spend time in town to come up with ideas for signage, alongside the branding effort, which is expected to be undertaken by a different company. Paul Weston stated that wayfinding should not be discounted on State St. as that could potentially be used as a route for southbound traffic in the future.
 - d. **Street Tree Lighting:** There is one tree that still needs to be pruned, but all of the others have been completed. The exact date that all of the lights will be turned on is not yet known.

- e. **East Park Planter:** There is a verbal agreement to expand the program to another planter next year, the funding just needs to be located. Shirley Gibson asked if the DDA or City would supply some funding for the project next year, as they have not this year.
- f. **Parking and Traffic:** John Duerr and Paul Weston met with the City Manager, Mark Heydlauff, separately to discuss parking and traffic issues. They do not believe there is a parking problem downtown, as only one or two events per year encounter serious issues. They also want to address the pedestrian experience downtown and improve the streetscape by widening sidewalks, increasing bicycle access, etc. This could be done if some street parking was removed, for example, along the east side of Bridge St. Paul Weston believes that splitting traffic directionally between Bridge and State Streets could alleviate several issues in addition to traffic backups. It would also allow for better quality housing above stores on Bridge St., as trucks and cars currently vent exhaust right into 2nd story apartments or condos. Discussion also involved alternatives for routing traffic through downtown.

VII. New Business:

- a. **Marina Lighting:** John Campbell presented two options for placing lights at the marina as part of the overall Lights on the Round effort. One involved lighting the ends of the dock, the other the railing at the edge of the water. Those would supplement the lights that are going up on the Chicago Club boathouse and several other private boathouses around Round Lake. John will also meet with the Coast Guard in an effort to get their building lit in some capacity.

VIII. Miscellaneous Business of the Committee: John Duerr asked if there were Charlevoix Main Street mission and vision statements the committee could receive copies of. John Campbell stated that those do exist and copies will be supplied at the next meeting, as they were never dispersed.

The next meeting will be Tuesday, November 1st at 4pm.

- IX. **Call for Public Comment:** Eric Hoffman asked how long the branding effort was expected to take. The estimate provided was 6 months once a proposal was accepted by the DDA/MMS Board. Mr. Hoffman is considering joining the committee, as he just moved back to the area and wishes to get involved more in the community.
- X. **Adjournment:** Meeting adjourned at 5:02pm.



**Charlevoix Main Street
Committee Meeting Minutes
Economic Restructuring Team
October 4, 2016 8:00 a.m.
City Hall Second Floor Conference Room**

1. The meeting was called to order at 8:05 a.m. on Tuesday, October 4, 2016. Members Present: John Murray, Mark Heydlauff, Bob Klein, Luther Kurtz, Dan Barron, Amanda Wilkin, Tim Fore, Maureen Owens, Kirby Dipert, Alison Hubbard, John Haggard, Mike Greyerbiehl, Ben Muladore, Peggy DeNio and guest Eric Hoffman.
2. It was moved by Peggy DeNio to approve the September 6, 2016 meeting minutes, seconded by Kirby Dipert. Minutes were approved.
3. Mike Greyerbiehl was welcomed as a new member to the Economic Restructuring Team. Eric Hoffman was introduced as a guest and prospective member.
4. In old business, Bob Klein presented an update of the availability of the Samaritan group for seasonal employment. He indicated that the Samaritan group will need a letter of request listing the positions that will be open as well as the experience required for each position. It was also noted that childcare and transportation may still be an issue.
5. Other resources for employment were college students. Mark Heydlauff will be contacting Margaret Dow to discuss how Mackinaw City resolves housing issues for seasonal employees.
6. Temporary housing was discussed regarding zoning restrictions for individuals who could rent rooms seasonally in their private homes. Mark Heydlauff suggested that an "Employment Housing" proposal be drafted to amend restrictions and submitted to the DDA for approval at the October 24, 2016 DDA meeting. After DDA approval the proposal would then be presented to the Planning Commission at their November 14, 2016 meeting for approval. Maureen Owens moved to elect Dan Barron, Luther Kurtz and John Haggard to draft this proposal, Tim Fore seconded the motion. Motion approved.
7. Mike Ritter, Superintendent of Charlevoix Schools, was invited to attend the meeting to discuss availability of the old middle school facility to be used as a Main Street "Basic Service Training" facility to be marketed as a "Main Street" program. Mike was unable to attend, however, John Murray, Kirby Dipert, and Tim Fore will follow up with him.

8. Off-Site Shuttle Service and Patron Group topics were tabled to be discussed at a future date.
9. Under new business Carissa Mullaney of the Promotions Committee requested that all committees draft updates to be posted on the Main Street website in order to keep citizens aware of current progress of the Main Street Committees. Peggy DeNio and Alison Hubbard volunteered to construct and submit information to be added to the website. There was also a suggestion that the Goals, Vision Statement and Mission Statement of the Economic Restructuring Committee be revisited.
10. John Murray suggested that Main Street host a "Business after Hours" in order to promote Main Street and the Committees. This would be viewed as a possible avenue to get information to businesses about the continued progress the committees are making.
11. Tim Fore, Mark Heydlauff, Amanda Wilken and Alison Hubbard will be attending the Northwest Michigan Housing Summit on October 17, 2016.
12. Mark Heydlauff moved to adjourn the meeting seconded by Maureen Owens.
13. The meeting was adjourned at 8:57 am.

Next meeting is scheduled for Tuesday, November 1st at 8:00 a.m.

Charlevoix Main Street
Organization Committee Minutes
Wednesday, October 12, 2016, 8am

Meeting called to order at 8am by Chair Dennis Kusina.

Members Present: Richard Christner, Mary Chapdelaine, Maureen Owens, Dennis Kusina, John Yarroch, Dianne DuPont, John Kurtz, Mark Heydlauff
Also present: Eric Hoffman

The Committee discussed sharing information during Apple Fest. Ms. Owens and Mr. Kurtz volunteered to distribute the winter "save the date" rack cards to the downtown businesses. There are more than 180 booths for Apple Fest this year.

Mr. Kurtz has been working on updating the list of pledges and donations. Mr. Heydlauff and Ms. DuPont volunteered to assist with letter writing.

Mr. Heydlauff advised the search for an Executive Director was continuing.

The Committee discussed the need to have better cohesion of projects across the organization. The Committee felt it needed to be more proactive in reviewing work plans. Broadly, the Committee discussed its role and purpose.

Maureen Owens presented an update on the Live from Charlevoix winter entertainment program.

Chair Kusina adjourned the meeting at 8:53am.



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 Levengood, 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.



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-0000093496	Status	Approved
Account	City of Charlevoix	Name	Judy Snell
Reporting Period Start	9/1/2016	Reporting Period End	9/30/2016
Submitter's Name	Mark Heydlauff	Due Date	10/10/2016

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
Harwood Gold	230 Bridge Street	Facade painting and signage	\$30,000.00	\$0.00	

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
Main Street	downtown	New lights on downtown trees	\$5,000.00	\$36,000.00	Local

Economic Vitality

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
---------------	---------	--------------------	-------------------	-----------------------

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
---------------	---------	--------------------	-------------------	-----------------------

Buildings Sold in MSA

Address	Amount of Sale
---------	----------------

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
---------------	---------	------------------	----------------	----------------------

Existing Downtown Businesses Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
---------------	---------	------------------	--------------------	---------------	---------------------

Existing Downtown Businesses Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
---------------	---------	------------------	-------------------	----------------	----------------------

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
---------------	---------	------------------	---------------	---------------------

Businesses Moved out of Downtown

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
---------------	---------	------------------	---------------	---------------------

New Housing Completed Downtown

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

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
-------	------	----------------	----------------------	------------	--	-------------------------------

Organization**Volunteer Hours Last Month**

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
----------	------------------------	---------------------	------------------	-----------------------------	-------

Fundraising/Membership Last Month

Type	Amount
Private	500.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Building Basics	community and committee members	9/29/2016	Historic preservation

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
----------	--------------	-------	---------------	-------

Assistance Received

Grants	Source of Funds	Amount Received
--------	-----------------	-----------------

Other News or Commentary The September regular meeting was moved to October 4. At this meeting, the Board approved hiring a consultant to design a wayfinding plan for the community. Board also agreed to hear a presentation on October 24 from a community branding/logo consultant. These projects are in partnership with the Chamber of Commerce and Convention and Visitors Bureau.

Program & Outlook Today and tomorrow we are conducting a second interview with a candidate to be director. Committees generally seem to be hitting their stride with individual projects and collaboration among committees. Website improvements are continuing with an emphasis on getting all committees involved rather than just the promotions committee.

Suggestions for State and National Staff

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
Main Street 9.15.16 minutes.docx	10/11/2016 5:25 PM
9-6-2016 MMS Design Committee Minutes.docx	10/11/2016 5:24 PM
2016-09-20 DDA-MMS SM draft.pdf	10/11/2016 5:24 PM
ER Minutes September 6, 2016.docx	10/11/2016 5:24 PM
2016-09-22 DDA-MMS draft.pdf	10/11/2016 5:23 PM
2016-09-31 DDA-MMS SM draft.pdf	10/11/2016 5:23 PM

michiganbusiness.org

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

CONSENT AGENDA ITEM

AGENDA ITEM TITLE: Payment to Charlevoix Public Library

DATE: October 24, 2016

PRESENTED BY: Consent Agenda

ATTACHMENTS: Invoice from Charlevoix Public Library

BACKGROUND INFORMATION:

As you will recall, the DDA committed \$30,000 per year in support of the Charlevoix Public Library when it began operations in its present building within the District. They have invoiced us for this year's payment which was included in the budget.

RECOMMENDATION:

Authorize the payment of \$30,000 to the Charlevoix Public Library.



October 7, 2016

Downtown Development Authority
Attn: Mark Heydlauff
210 State Street
Charlevoix, MI 49720

INVOICE

Capital Campaign Pledge

\$ 30,000.00

TOTAL DUE

\$ 30,000.00

Please remit to:
Charlevoix Public Library
220 W. Clinton Street
Charlevoix, MI 49720

Thank You



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. Heydlauff, City Manager
Subject: Director's Report for October 24
Date: October 20, 2016

Director Hire

Lindsey Dotson will begin as the Executive Director on November 28. I am already communicating with her on some matters.

Downtown Tree Lights

The downtown tree lights have been a big success in their first couple weeks of being lit. Currently, they are scheduled to come on at dusk and turn off at midnight. This can be adjusted if needed.

Budget Process

The City Treasurer and I will be looking at the budgets more closely in the coming month. I expect to have some preliminary considerations for you in November and we can refine this further in December.

Commercial Redevelopment District

City Council on Monday evening approved the Charlevoix Main Street Commercial Redevelopment District #1. This means all commercial properties within the district are now eligible to seek a tax abatement on new investments made in the district. It is structured to provide incentives for historic preservation and the addition of housing as part of the investments. Businesses or individuals interested in availing themselves of this program can contact me.

AGENDA ITEM

AGENDA ITEM TITLE: Branding/Logo Design Consultant

DATE: October 24, 2016

PRESENTED BY: John Harris, a5 Branding & Digital, Inc.

ATTACHMENTS: Branding Presentation from a5

BACKGROUND INFORMATION:

As Amanda Wilkin shared with you last month, our Branding/Logo Design Sub-Committee reviewed five proposals for Branding/Logo Design work. They recommend the proposal from a5 Branding & Digital of Chicago. a5 has a strong reputation of doing this kind of work for communities around the country and we believe they will serve us well here. As you will recall, it is important to move forward with this project now that the wayfinding planning is underway.

RECOMMENDATION:

Authorize a5 Branding & Digital, Inc. to proceed with the community branding/logo design process as outlined in their proposal for a fee not to exceed \$25,000.

a5 Branding & Digital

**Branding
Charlevoix**

September 19, 2016

a5 Branding & Digital

a5 is a branding and digital consultancy that tells client stories in a clear, concise, consistent and compelling manner – to get results.

We begin by listening. Asking questions. Understanding your community and the competitive landscape. By offering recommendations and solutions. And telling your story – powerfully.

We work by a simple philosophy: to deliver great work that gets you where you want to go, and we do it on time and on budget.

Why a5?

- We are a brand consultancy with deep community branding experience that helps you tell your story in a clear, concise, consistent and compelling way.
- We are passionate about building a community's brand and telling a story that is inspirational, aspirational and perspirational. Brands must be authentic, combining the best of people and place, yet they must also aspire to be something better—and work to grow into the brand.
- We are expert at destination branding and economic development. We don't work from a template, instead building our process and approach based on your needs and culture. We understand what motivates people to take notice of your community—and drives visitors to you. In Woodstock, Illinois, we have developed and led a brand and marketing effort that encompasses tourism, economic development and community building—with terrific success.
- We know Michigan. Since 1999 we have worked in Michigan for such clients as Steelcase, City of Watervliet, Michigan League of Conservation Voters and numerous others. Currently, we are working with the Watervliet Downtown Development Association to make the downtown a special place where people want to start and grow a business, visit, live—and enjoy.
- We are adept at working with multi-stakeholder groups to drive success. At a5, we specialize in bringing together the public and private sector together to break down barriers, build relationships and get people and organizations moving in the same direction. We do it in a creative and engaging way that leads to collaboration.
- We deliver world-class creative. From positioning (words) to graphic identity (design) to imagery (photography, video, sound), a5 will create a Charlevoix story that is highly differentiated, engaging and inspirational.
- We stay on or under budget. We are responsible for properly estimating a project, not you. Only when a project is redirected in a substantial fashion (or extensive changes are made) do we consider writing a change order. And we do that only after discussing it with you.
- We create schedules and stick to them. If a schedule needs to be adjusted, we discuss it with you at the earliest possible opportunity.

a5 Client Experience

a5 offers broad and deep experience working with the public and private sector to tell compelling stories and generate results.

Communities, Chambers, Business Districts, Park Districts

Downtown Oak Park
Forest Park Chamber of Commerce
City of Toledo, Ohio
City of Elgin, Illinois
Village of Maywood, Illinois
City of Flint, Michigan
Village of Oak Park, Illinois
Pleasant District of Oak Park, Illinois
Chicago Park District
City of Woodstock, Illinois
Village of Richton Park, Illinois
City of Freeport, Illinois

Planning, Architecture, Landscape Architecture

Houseal Lavigne Associates
American Society of Landscape Architects
Illinois and Michigan chapters
Mariani Landscape
Foster Dale Architects
Nevin Hedlund Architects
AIA Chicago
Congress for the New Urbanism
Environmental Law & Policy Center

Arts & Cultural Organizations

Field Museum
Oak Park Sculpture Walk
ArtReach at Lill Street
ArtRageous
Illinois Humanities (through EPIC)
New City
Garfield Park Conservatory Alliance
Chicago Children's Museum
Wonder Works Children's Museum
Betty Brinn Children's Museum
Bradbury Carnegie Museum
Great Explorations Children's Museum
AIGA (professional organization for design)
Milwaukee Public Museum
Chicago Architecture Foundation

Higher Education

American College & University Presidents'
Climate Commitment
Aquinas College
Ball State University
College of Lake County (IL)
Columbia Business School
Columbia College Chicago
Columbia University (via Reacting Consortium)
Florida Southern College
University of Illinois Chicago
Indiana State University
Indiana University South Bend
Kent State University
Grand Valley State University
Triton College (IL)
University of Toledo
Valparaiso University

Tourism & Attractions

Go Rockford
Visit Oak Park
Illinois Route 66
Tampa Downtown Partnership
Promote Woodstock

Non-profits

Midwest Ecological Landscape Alliance
Michigan League of Conservation Voters
Midwest Pesticide Action Center
Seven Generations Ahead
World Wildlife Fund
CNT (Center for Neighborhood Technology)
Dystonia Medical Research Foundation
Rolfe Pancreatic Cancer Foundation
Holocaust Memorial Foundation of Illinois
Unity Temple Restoration Foundation
World Wildlife Fund
Chicago Community Trust
MacArthur Foundation
Wege Foundation
Community Foundation Oak Park-River Forest
Triton College Foundation
UI Labs
Oak Park Homelessness Coalition

a5

public sector

counties

municipalities

downtown associations

park districts

planning agencies

economic
development agencies

private sector

planners

architects

landscape architects

developers

construction firms

engineering firms

healthcare

non-profits/associations

financial services



**Healthy, Sustainable
Communities**

**a5 works with public and private
sector clients to help build healthy,
sustainable communities.**

a5 on Destination Branding

Charlevoix, Michigan is a beautiful community. From the natural beauty of Michigan's upper peninsula to Lake Michigan and Lake Charlevoix to local architecture and the planted petunias, Charlevoix is stunning.

A city of approximately 2,500 residents, Charlevoix grows during the tourist seasons. The community actively markets such assets as outdoor recreation, fall color tours, fruit picking, shopping and its unlike-anywhere-else mushroom houses. Roughly half way between Traverse City and Mackinac Island, Charlevoix is the center of Northern Michigan tourism.

Charlevoix recently was accepted into the Michigan Main Street program, which led community leaders to call for development of, according to the RFP, a "unified vision for community growth".

a5 is pleased to submit this proposal to Charlevoix Main Street to develop a comprehensive community brand and marketing strategy that will promote economic development and tourism.

According to the RFP, "Charlevoix Main Street's recently appointed Branding Committee will provide oversight for this project. The Branding Committee represents a cooperative effort between Charlevoix Main Street, City of Charlevoix, Charlevoix Convention & Visitors Bureau, and Charlevoix Chamber of Commerce."

The branding and marketing initiative needs to tell a story of why Charlevoix is an attractive place to visit, live and start and grow a business. We live by four C's: your story must be clear, concise, consistent and compelling. Content is critical, and it must build a strong, cohesive sense of community.

A community brand must:

- resonate with intended audiences
- be benefit-oriented
- motivate them to take action
- answer the question "What's in it for me?"

And at a time when communities are embracing marketing, your story must be differentiated. At a5, we specialize in developing brands and stories that are "ownable".

According to the RFP, the Charlevoix brand must foster local pride in the community, engendering "endorsement" from residents, business owners and community groups. It must be flexible so it can be used for community building, economic development and tourism.

Audiences will need to be prioritized based on specific goals and objectives and resources available. Those audiences are local, state, regional, national and international.

The brand must also be flexible so it can be used by multiple stakeholders and evolve over time.

To develop and craft the brand, a5 would work with the Charlevoix team to conduct a highly engaging research effort to understand community perceptions and how the local community sees marketing Charlevoix. In addition, we at a5 believe it will be important to understand awareness and perceptions outside Charlevoix. This can be conducted via email surveys, online surveys, one-on-one interviews and focus groups in other communities, i.e. Chicago, Grand Rapids and Ann Arbor. (In Freeport, Illinois, we recently promoted free ice cream at a local ice cream parlor and had 600 people turn out to tell us what they thought of Freeport and its future direction.)

Unlike other firms that brand communities, a5 goes deeper. Promotion is not enough. A community must constantly work on the products it offers, which could include new experiences, new events and new attractions. We would work with you to identify key opportunities, whether that is packaging existing events and attractions, upgrading current events and experiences and recommending new experiences.

In short, the Charlevoix brand must tell a story of a special place, of special people and of special opportunities. a5 will help you identify clearly what you have, craft a story that connects and work with you to get results.

a5 Sample Work / Branding & Identity

**down
town**
OAK PARK

**WONDER
WORKS**
CHILDREN'S MUSEUM
*Changing Lives
Through Creative Play*

**MARIANI
PLANTS**
All Together Better.

OCC
THE FOUNDATION FOR SECURE MARKETS

WireXpress
Got It.

**MIDWEST PESTICIDE
ACTION CENTER**
Protecting people
and the environment

**Real
WOODSTOCK**

ARTREACH
AT LILLSTREET

Rolfe
pancreatic
cancer
foundation

a5 Sample Work / Branding & Identity



Strengthening Business,
Building Community.



beginning the conversation



Next Stop:
The New Way to Go



The Future of Community



WATCH THE EXCITEMENT BUILD.



trade wisely.



Sample a5 Work / Real Woodstock

Located 47 miles northwest of Chicago, Woodstock is a charming, historic community with a real town square, a historic Opera House and plenty of shopping, nightlife and culture.

a5 was hired by a new public/private group called Promote Woodstock to develop a campaign. Research consisted of in-person and phone interviews, small group meetings and topic-oriented meetings. The new campaign, "Real Woodstock", crafts a story around authentic experiences and is increasing tourism, aiding economic development and building community.

The brand launched in Woodstock and beyond includes a web site, email, social media, radio and online advertising, posters, billboards and much more.

"We connected with a5 at the very early stages of a public-private partnership to develop Woodstock's brand. Our group brought a belief in our potential and a desire for action to the table; a5 met us where we were and quickly added dozens of ideas to the mix.

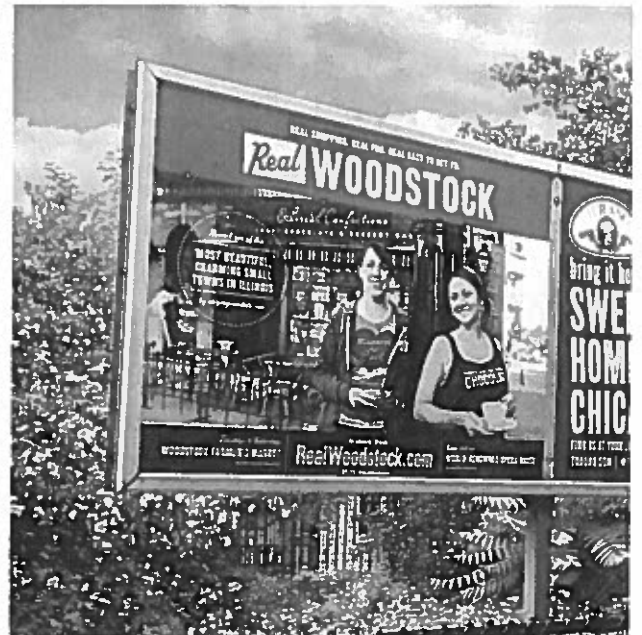
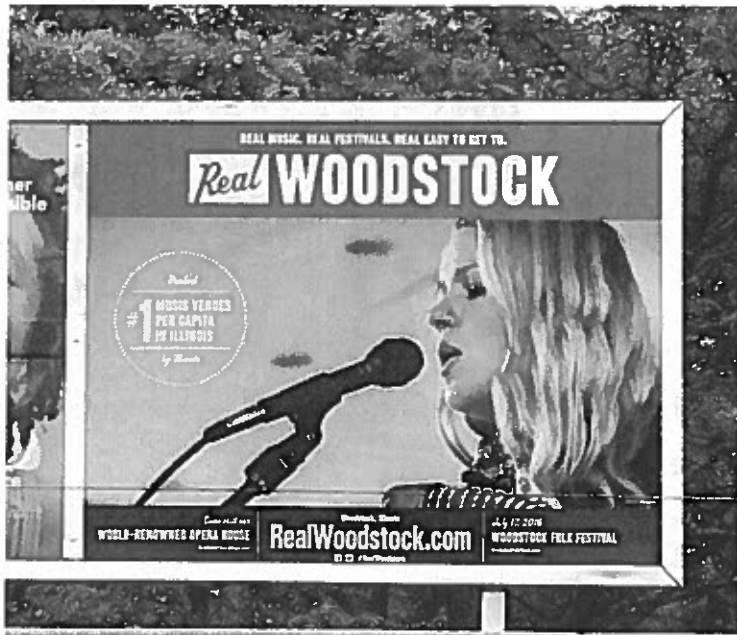
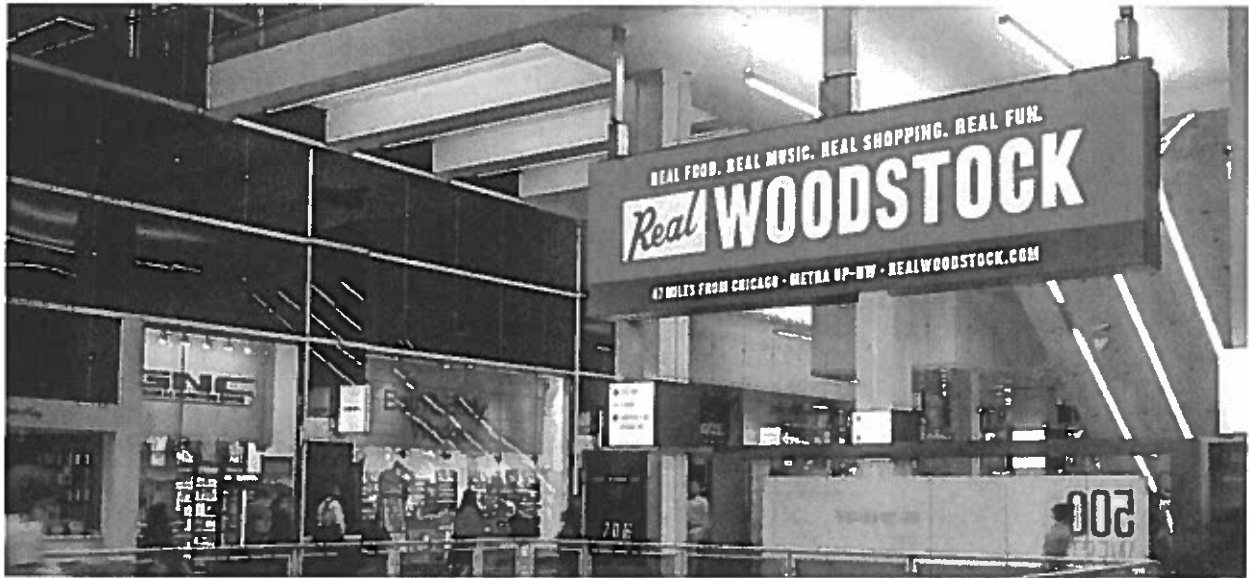
Since then the firm has made a real and continuing effort to understand Woodstock, and has now assembled a campaign we're proud to kick off. Their expertise will be a key resource for us as we go forward - I'm relying on their continued help to put Woodstock on the map!"

Maureen Larson
City Council, City of Woodstock

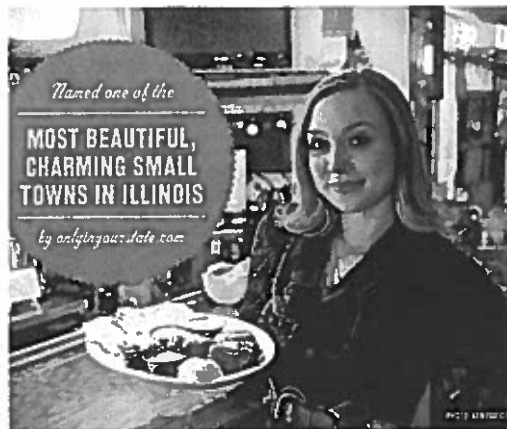
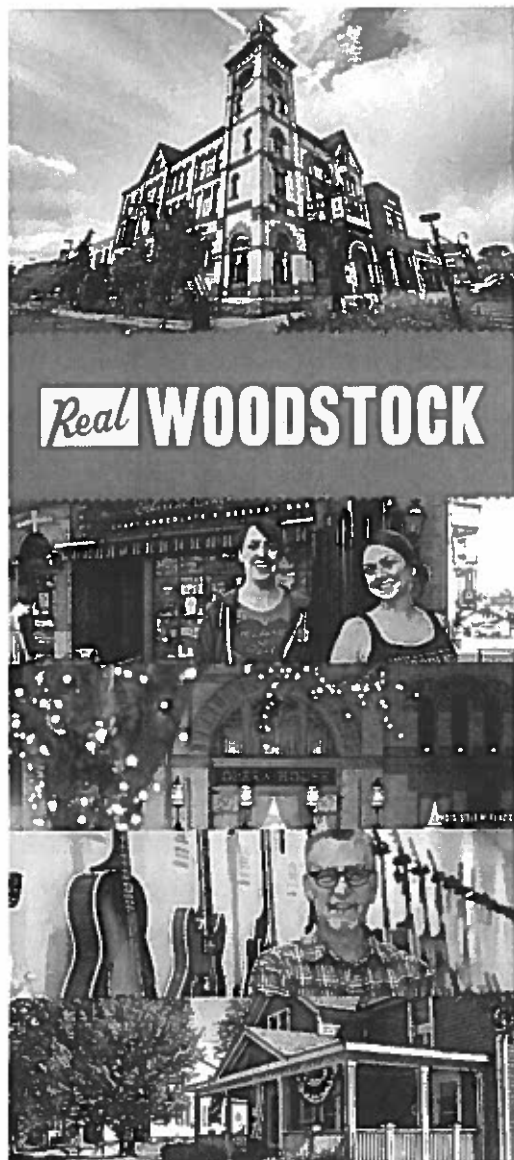
The logo for "Real Woodstock" features the word "Real" in a white, cursive script font, set against a dark gray rectangular background. To the right of this background, the word "WOODSTOCK" is written in a large, bold, dark gray, all-caps sans-serif font.

Campaign Theme and Graphic Identity

Sample a5 Work / Real Woodstock



Sample a5 Work / Real Woodstock



Woodstock, Illinois

**REAL CHARM. REAL OPPORTUNITY.
REAL EASY TO GET TO.**

47 miles from Chicago, Woodstock is close to the city with a small town, rural personality all our own. Rich with Victorian architecture, a town square that seems frozen in time, and a world-renowned Opera House, Woodstock also has a progressive streak brimming with creativity. Our school system is a leader in dual language education. Artists and locally owned businesses are embraced. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.

**Plan a visit. Grow a business. Put down roots.
Make a life here in Real Woodstock.**



DISCOVER MORE AT
RealWoodstock.com



LIKE US ON FACEBOOK
fb.me/realwoodstock



FOLLOW US ON TWITTER
@realwoodstockil

Sample a5 Work / Real Woodstock



Real WOODSTOCK

A black and white photograph of a man in a workshop or studio, standing behind a counter with various items on it. The background shows a large room with high ceilings and windows.

Woodstock, Illinois:
Real opportunity. Real charm.
Real creativity.

Real WOODSTOCK

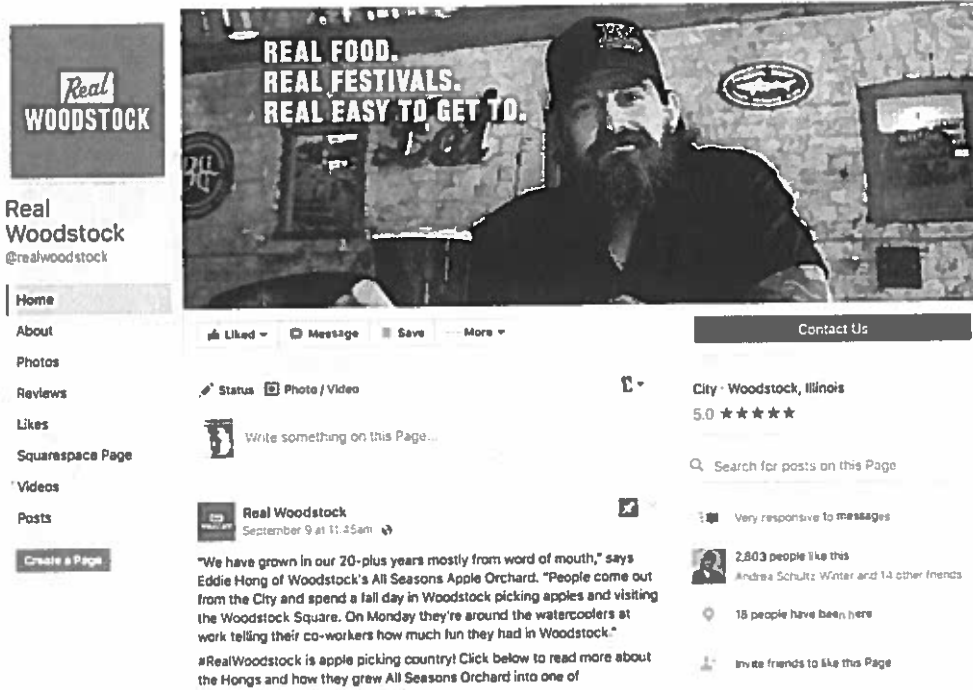
For Images? Click Here

A black and white photograph of two women standing in front of a shop. One woman is holding a cup of coffee. The shop has a sign that says "Woodstock Confections".

Woodstock, Illinois:
Real charm. Real opportunity.
Real easy to get to.

Photo Direction & Photo Library Development / Email Newsletter

Sample a5 Work / Real Woodstock



f



t

Sample a5 Work / Real Woodstock



Campaign Web Site
www.realwoodstock.com

Sample a5 Work / Downtown Oak Park



Graphic Identity

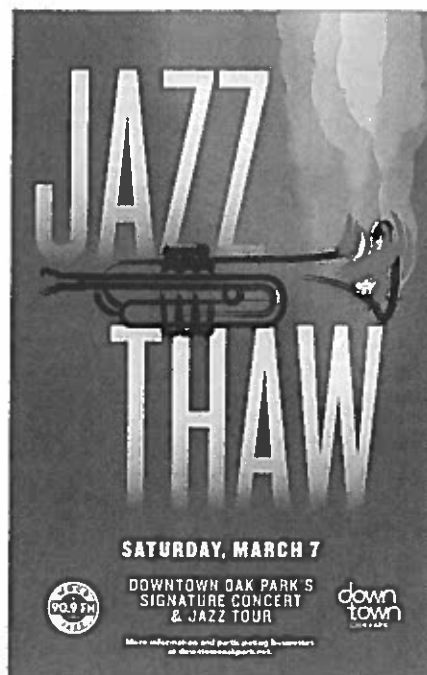
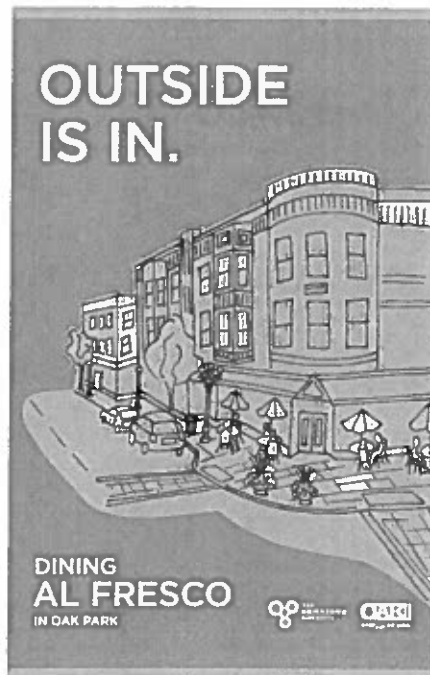
a5 rebranded Downtown Oak Park, which markets one of three central business districts in the near west suburban community of 50,000. After undergoing a successful streetscape project a few years prior, DTOP wanted to create a fashionable, hip image that resonated with residents and visitors.

We developed a brand and graphic identity that is bright, contemporary and upscale—as well as flexible and easy to read—that is used on a wide variety of materials, from web site to email newsletters, social media to event posters, window stickers and more.

We have subsequently rebranded each of Downtown Oak Park's events: Oaktoberfest, Green Halloween, Holiday Shopper's Reward program (a Shop Local program) and Art Dans La Rue.

We also helped DTOP create Uncork Illinois, a one-day wine festival featuring wine and food from Illinois. The event sold out in each of its first two years, attracting 2,000 and 2,500 attendees respectively.

Sample a5 Work / Downtown Oak Park



Event Posters

Sample a5 Work / Downtown Oak Park

down
town
OAK PARK

Brand Guidelines

Created by a5 inc. / July 2011

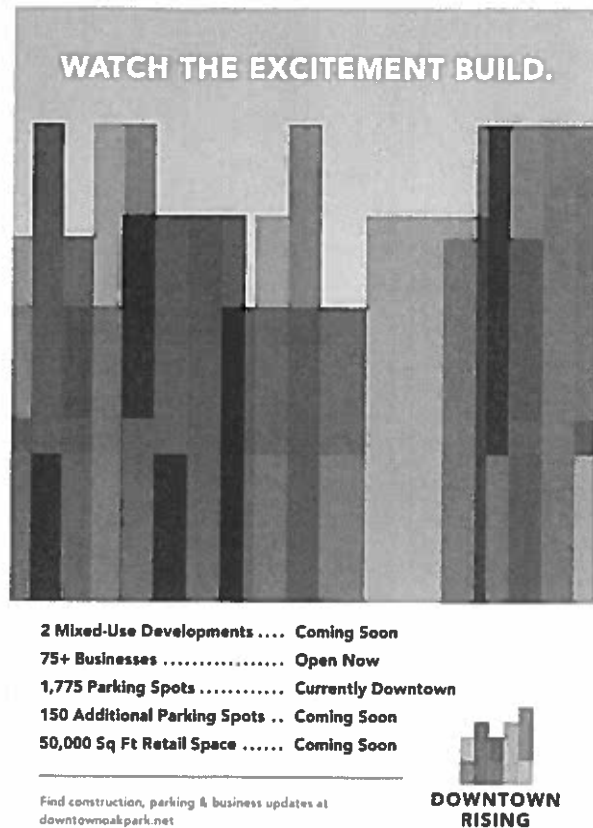
LOGO USAGE

Bleeding the Logo



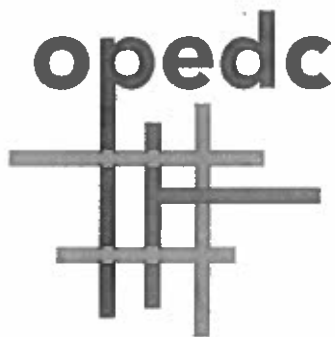
This is the correct clear space application when bleeding the logo. The stem and bowl of the letter "d" will need to bleed simultaneously or - if preferred, the stem of the letter "d" can bleed by itself. See next page for examples.

Sample a5 Work / Downtown Oak Park



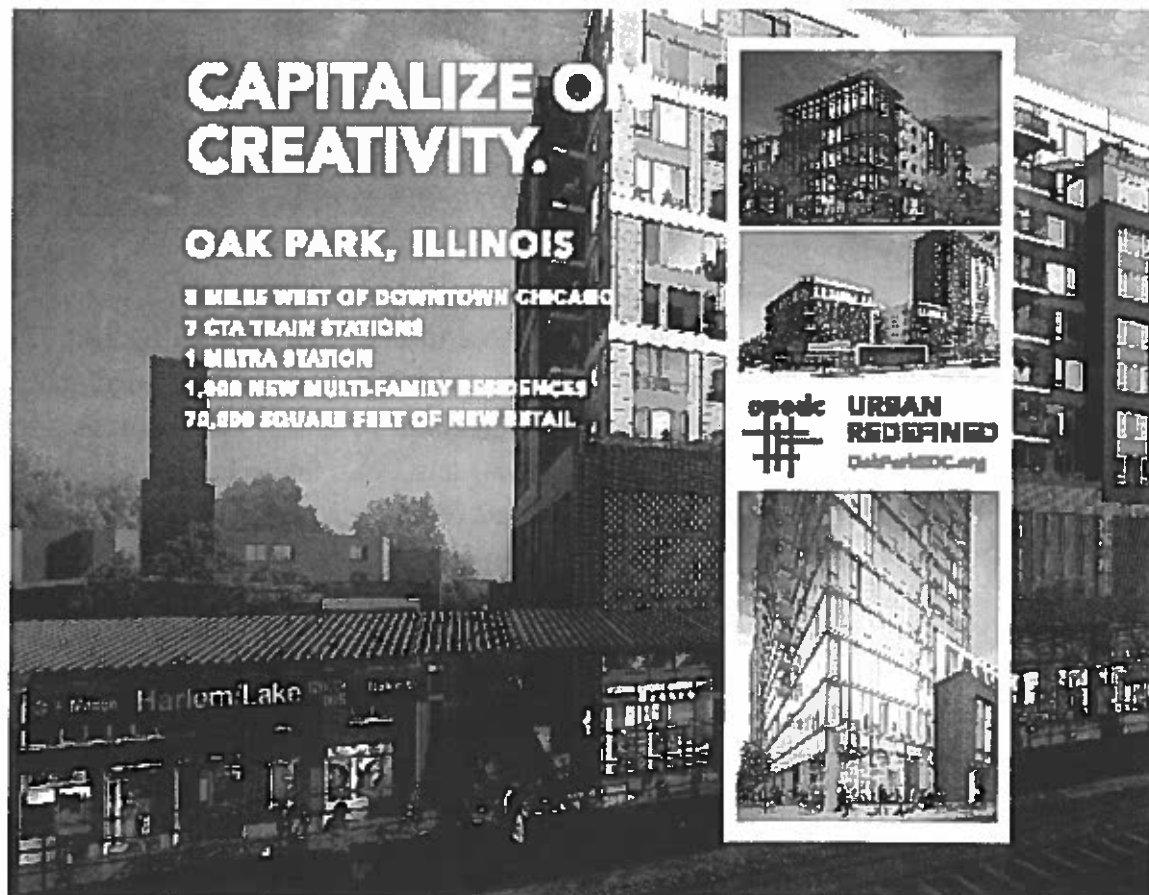
Door Hanger and Flyer

Sample a5 Work / Oak Park Economic Development Corporation



**oak park economic
development corporation**

Trade Show Display



Sample a5 Work / Lake County Partners

a5 was hired by Lake County Partners, the economic development agency for Lake County, Illinois, in 2012 to develop and launch a new web site.

While the board did not want to redo the graphic identity, a5 has reimagined the Lake County Partners brand by creating a strong visual style and by developing the "Lake County Promise", which launched during the summer of 2014 through a Crain's Chicago Business online ad campaign, a revamped web site and a soon-to-be-created video.

The "promise" was developed as a foundational campaign that highlights what makes Lake County a great place to start, grow and relocate a business. Instead of worrying about issues related to the state of Illinois' economic and political climate, the Lake County Promise capitalizes on what makes Lake County a worthy investment, including a first-rate quality of life, a balance between work and play, top-ranking schools, a talented workforce, its location, fiscal stability and more.

The campaign outperformed other campaigns on Crain's, pulling three times the number of click-throughs than other ad campaigns. Lake County Partners' page views have more than doubled and other web metrics have improved markedly. The campaign will play a central role in the organization's annual event, which is being renamed "The Big Event" to move the lunchtime event from an annual meeting to a "must-do" type of happening with a high quality key speaker that delivers on the Lake County Promise.

a5 is also engaged with Lake County Partners in launching Leadership Lake County, an initiative created by county board chair Aaron Lawlor to develop the next generation of leadership in Lake County.

"a5 helped us craft and tell our story to spur economic development in Lake County. They are strategic, creative and easy to work with; more of a partner than vendor. Recently, a5 helped us shape and facilitate a key initiative, Leadership Lake County, which aims to grow the next generation of leadership in Lake County (i.e. Millennials)."

Michael H. Stevens
President & CEO
Lake County Partners

Sample a5 Work / Lake County Partners



Sample a5 Work / Lake County Partners



The Lake County Promise

Global industry leaders. Beautiful recreational areas. Top ranking schools. The right balance between work and play. A highly-educated workforce. World-class healthcare in your backyard. A first-rate quality of life. A gateway to global markets. That's the Lake County Promise. At Lake County Partners, we deliver a multitude of resources to optimize your business climate, in and out of the office.

What's happening in Lake County?

The Director of the Illinois Department of Commerce & Economic Development Discusses Economic Development Strategies with Lake County Partners

Jim Schultz, the Director of the Illinois Department of Commerce and Economic Opportunity (DCEO), attended the June Lake County Partners Board meeting to discuss his department's aggressive strategies to retain, grow and attract business in Illinois. Lake County Partners Board Members noted that they look forward to working with DCEO representatives and local stakeholders to further strengthen Lake County's business climate... [Click to read more.](#)

Lake County Continues to Have the Lowest Unemployment Rate in the Region

As of July, the unemployment rate in Lake County was at 4.8%, which is significantly lower than the state of Illinois (5.9%) and the

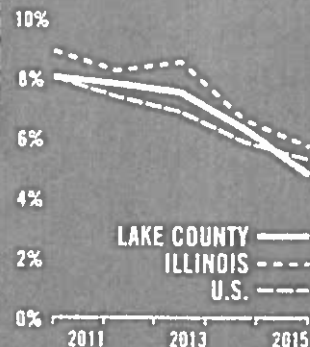
Lake
County Partners

Economic Developments

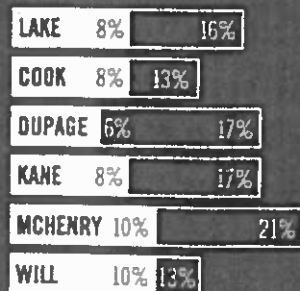
Quarterly E-Newsletter - Q3 2015

Q2 ECONOMIC INDICATORS

Q2 ANNUAL UNEMPLOYMENT RATE



METRO CHICAGO REAL ESTATE MARKET Q2 VACANCY RATE



Sample a5 Work / Rogers Park Business Alliance

For 15 years, DevCorp North served as the economic development agency for Chicago's Rogers Park neighborhood. DevCorp, though, was plagued by a lack of recognition and confusion about its name and mission. a5 was hired to create a new name and brand that would provide a firm and dynamic foundation for the future. Through an engagement process that married workshops, email surveys and one-on-one interviews, a5 uncovered the strengths, weaknesses, opportunities and threats around the organization and the community it serves. We renamed the organization Rogers Park Business Alliance, created a fresh and compelling new brand identity and helped with the rollout through events, email, media relations and more.



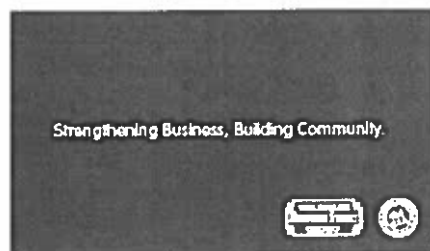
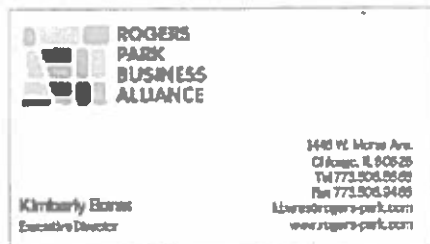
Old Name and Logo



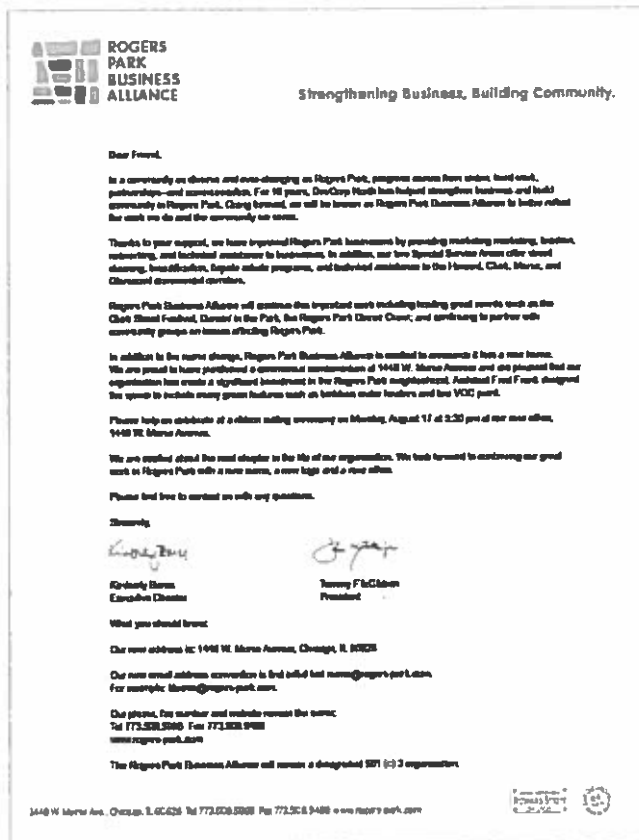
Strengthening Business, Building Community.

Graphic Identity & Tagline

Sample a5 Work / Rogers Park Business Alliance



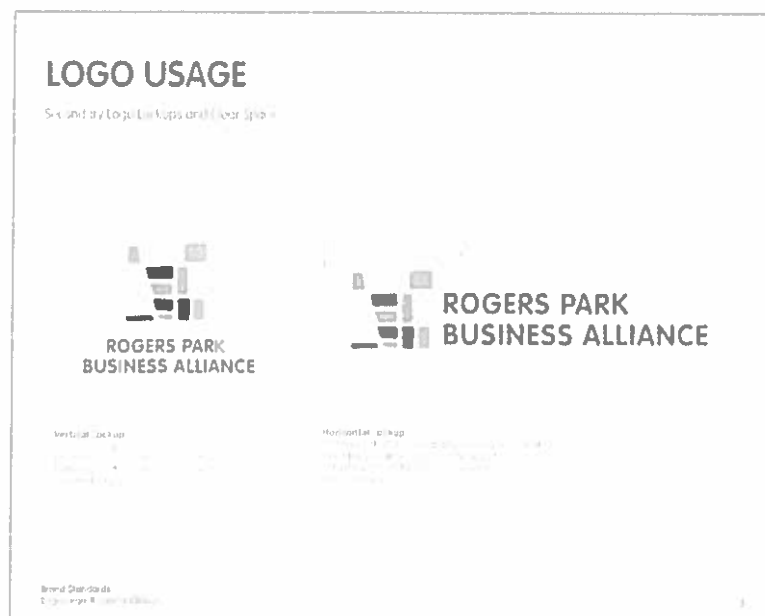
Stationery Applications



Office Signage



Sample a5 Work / Rogers Park Business Alliance



Sample a5 Work / Rogers Park Business Alliance



**32,000
Cars.**

**65,000
People**

**\$247 Million
in Buying
Power**

Rogers Park/West Ridge

Western Avenue
from Howard to
Peterson in
**Rogers Park/West
Ridge is a great
location for
new businesses.**

With an average of **32,000 cars** traveling
along the street per day more than any
other commercial corridor in the
neighborhood, businesses on Western
Avenue are convenient and accessible.

**Ample
Parking.
Diversity.
Access.
Convenience.
Opportunity.**

With a population
of 64,495, the
Western Avenue
primary trade
area has a large
population with
substantial
buying power
**\$247 million
per square mile.**

Currently, residents travel outside their
community to spend a portion of their retail
dollars. In fact, forty-one percent of their
retail dollars are spent outside of a
community. New businesses on the main
Avenue with quality products and good
customer service stand to capture some of
that market.

Western Avenue Convenience Trade Area

The Details

Total Population: 64,495

Median Household Income: \$47,451

Overseas: 40%/51%

Western Avenue Bus Ridership:

5,412 average weekday riders

Race/Ethnicity:

White 32%

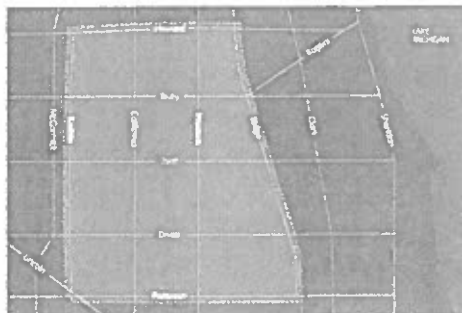
Asian 26%

Hispanic 25%

Black 16% or 5%

Other 1%

Rogers Park Business Alliance supports an
entrepreneurial and modest market demand that
exists in the Western Avenue area. The
Alliance offers a wide variety of services on
Western Avenue a variety of services including
business development and marketing support.
Business Development Services
Rogers Park Business Alliance



Brochure

Sample a5 Work / Rogers Park Business Alliance



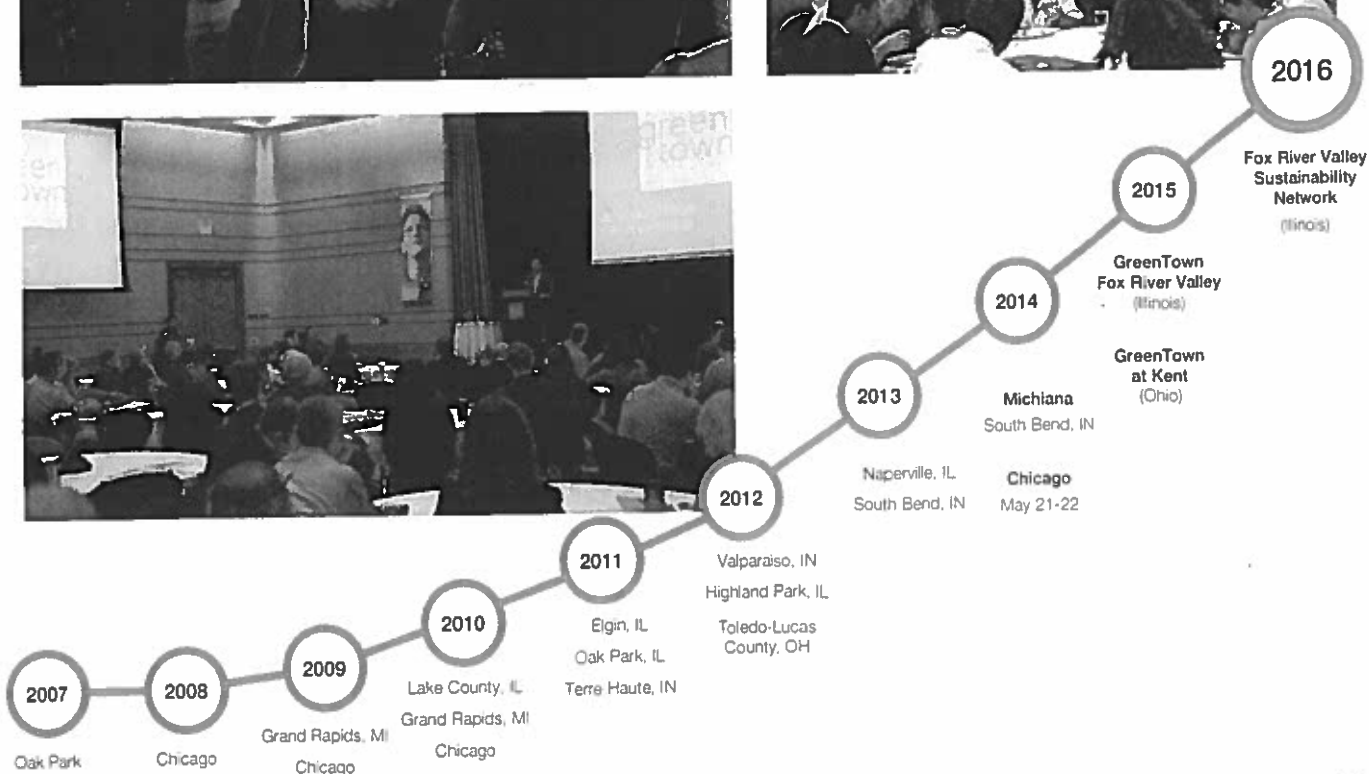
Holiday Rewards Program

GreenTown: The Future of Community



a5 created and co-produces GreenTown, a one-day "traveling circus" designed to bring sustainable community development "close to home". Designed for 400 to 600 attendees, GreenTown fosters awareness, knowledge, networking – and action.

We have held 20 GreenTown events since 2007 and recently launched the Fox Valley Sustainability Network with partners Seven Generations Ahead, City of Aurora and Kane County.



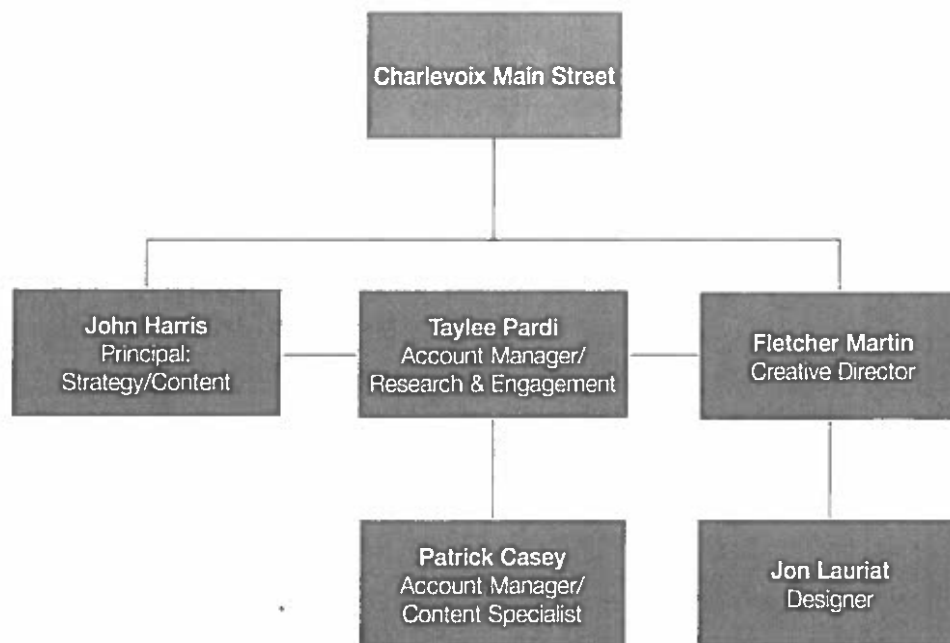
a5 + Charlevoix Main Street Team

Our team structure is designed to bring creativity along with efficiency and consistency to client programs. The members remain part of the client team for the duration of the program.

If chosen, a5 would organize a team consisting of team members John Harris (Principal), Fletcher Martin (Creative Director), Taylee Pardi (Account Manager/Research & Engagement), Jon Lauriat (Primary Designer) and Patrick Casey (Account Manager/Content Specialist).

Taylee Pardi would serve as the primary contact for Charlevoix Main Street, with John Harris and Fletcher Martin as secondary contacts.

a5 responds to client requests within 24 hours, often sooner. We would provide cell phone numbers so you're able to reach key contacts.



a5 + Charlevoix Main Street Team Members

John Harris – Principal

John helps clients tell stories in a clear, consistent and compelling manner to generate results from marketing and communication programs. Working with the brand, interactive and experience teams at a5, he has deep expertise in all media, from brand identity to advertising, collateral, web development, public relations, social media and the creation of branded experiences.

A former journalist for Forbes, Harris wrote the first national story on Starbucks, predicting that it would change our culture and society. He also wrote for the Milwaukee Journal and served as editor of Rockford Magazine before joining The Marmon Group, Inc. (then a \$6 billion organization owned by the Pritzker family) as director of communications in 1991. There, he consulted with Marmon's 100-plus companies on marketing communications and public relations issues in a wide variety of industries including financing, consumer and industrial products.

Before co-founding a5 in 2001, John served as a strategic communications consultant for VSA Partners, advising such clients as Steelcase, Landscape Forms and US West on brand development and brand management.

In his role as principal of a5, Harris has developed expertise in working with communities, sustainability, healthcare, education, non-profits, consumer products and financial services, among others. He has a passion for creating healthy, sustainable communities, and co-developed GreenTown: The Future of Community, a one-day experience dedicated to bringing the public sector together with the private sector to create sustainable communities.

Community branding and marketing experience includes Woodstock, Freeport, Richton Park, and Downtown Oak Park, among others.

A graduate of Carroll University in Waukesha, Wisconsin, John has taught at Roosevelt University and Carroll University, and has lectured on the subjects of creating sustainable communities, the importance of design in building community and on living and working "green". Harris serves as president of the board of Wonder Works, a Children's Museum in Oak Park, and is on the board of the Garfield Park Conservatory Alliance, Oak Park Youth Baseball Softball, West Cook YMCA and the Triton College Foundation.

Harris also sits on the board of the Bradbury Carnegie Library Inc., a group working to start a highly interactive museum in Waukegan, Illinois dedicated to the work and ideas of author Ray Bradbury.

Experience Highlights:

**Milwaukee Journal
Forbes
The Marmon Group
Field Museum
Chicago Park District
Chicago Children's Museum
Chicago Transit Authority
Window World Joliet
City of Aurora, Illinois
Village of Richton Park, Illinois
City of Woodstock, Illinois
Lake County Partners**

Approximate percentage
of the total work
to be performed: 20%

a5 + Charlevoix Main Street Team Members

Fletcher Martin – Creative Director

Fletcher is a founding principal and creative director at a5. He is responsible for the design development and creative direction of a5 projects, including branding and identity, signage, interactive design, naming and more.

Prior to forming a5, he spent five years at VSA Partners in Chicago as a design director working with such clients as Steelcase, Harley-Davidson and H₂O+. At a5, his client experience includes World Wildlife Fund, New City Magazine, UI Labs, Chicago Park District, Chicago Children's Museum, Field Museum, Museum of Contemporary Art San Diego, Chicago Architecture Foundation, Congress for the New Urbanism, Chicago Transit Authority, MacArthur Foundation, Surgical Care Affiliates and NYSE Euronext.

From 2009 to 2014, he served as an executive board member (Treasurer) of the Chicago chapter of the AIGA – the professional organization for design – and is a member of SEGD, the Society for Experiential Graphic Design, which works to expand design excellence in the built environment. Fletcher is also a member of the prestigious Arts Club of Chicago.

He has also volunteered as creative director for two creative rallies for EPIC, a non-profit that pairs volunteer writers and designers with worthy causes and organizations. The EPIC projects Fletcher led include the rebranding of Illinois Humanities and messaging/collateral for Literacy Chicago.

Fletcher's work has been recognized by the Art Directors Club, AR100, British Art Direction & Design, Communication Arts, HOW Magazine and Type Directors Club, among others.

Fletcher graduated from Texas Christian University in 1995 with a BFA in graphic design.

Jon Lauriat – Designer

Jon Lauriat is a designer at a5 who is adept at web and print design. Rounding out his skill-set with front-end programming and photography, he also has strong experience with branding, web development, video and audio production. At a5, Jon works with the Chicago Transit Authority, Chicago Park District, Pace Suburban Bus, American Society of Landscape Architects and the Field Museum, among others.

He has recently developed brand platforms for:

- Reacting Consortium, an alliance of university faculty and administrations dedicated to bringing history to life
- Indiana University South Bend launch of a Sustainability Studies undergraduate degree and graduate certificate
- City of Woodstock, Illinois branding and marketing campaign

Jon graduated from the University of Illinois in 2009 with a degree in graphic design, and has been with a5 since 2012.

Experience Highlights:

Harley-Davidson
NYSE Euronext
Field Museum
World Wildlife Fund
AIA Chicago
Chicago Park District
Chicago Children's Museum
Chicago Transit Authority
City of Woodstock, Illinois
City of Freeport, Illinois
Rogers Park Business
Alliance
Downtown Oak Park

Approximate percentage
of the total work
to be performed:
20%

Experience Highlights:

Lake County Partners
Rolfe Pancreatic Cancer
Foundation
Christy Webber Landscapes
Aria Group Architects
Chicago Transit Authority
City of Woodstock, Illinois
City of Freeport, Illinois
Village of Richton Park, Illinois

Approximate percentage
of the total work
to be performed:
30%

a5 + Charlevoix Main Street Team Members

Taylee Pardi – Account Manager / Content Specialist

Taylee Pardi is an account manager and planner, as well as a content creator at a5. While her focus is on managing clients and making sure projects are completed on time and on budget, she specializes in ethnography and research from conducting quantitative online surveys to facilitating qualitative focus groups with one to 60 people.

Most recently, Taylee has worked with Freeport, Illinois to conduct research and facilitate the creation of a new brand based on that research. Through events, focus groups, interviews and surveys, nearly 1,200 residents of Freeport were engaged in the research and branding process.

In addition, Taylee has worked with Lake County Partners on its Leadership Lake County initiative, which was designed to attract and retain millennials to Lake County. She collected quantitative data with online surveys, and gathered qualitative data by leading small focus groups across Lake County and Cook County. She continues to work closely with Window World Joliet through management of its marketing strategy, which has resulted in a 20 percent increase in annual sales in 2016.

Prior to joining a5, Taylee worked for a counseling psychologist in Winnetka, Illinois where she gained experience in human behavior and positive psychology. She graduated from Columbia College Chicago with a degree in Cultural Studies, which has a focus in research and writing, and a minor in Marketing Communications. She completed a thesis which explored the historical context of patriarchy and gender within religion. She was invited to present her research at the Cultural Studies Association National Convention in Salt Lake City, Utah in 2014. She remains an active member of the Cultural Studies Association.

Experience
Highlights:

**Lake County Partners
Village of Richton Park
Leadership Lake County
Cultural Studies Degree from
Columbia College Chicago
Presented at 2014 Cultural
Studies Association
National Conference
City of Freeport, Illinois
Window World Joliet**

Approximate percentage
of the total work
to be performed:
20%

Patrick Casey – Account Manager / Content Specialist

Patrick functions as an account manager and content specialist at a5. He specializes in creating and managing content for digital platforms, including growing and managing social media pages across multiple platforms, social media advertising, web and email marketing, and improving search engine optimization (SEO) for client websites.

Patrick serves as account manager for the City of Woodstock, Lake County Partners, National Museum of the American Sailor Foundation, David Conner + Associates, IMPACT, and Christy Webber Landscapes.

Prior to a5, Patrick worked for two years in the sales and marketing department of a company specializing in private label food and grocery sales.

Patrick graduated from Xavier University in 2013 with a degree in psychology, marketing and communications. He joined a5 in 2015.

Experience
Highlights:

**City of Woodstock, Illinois
Lake County Partners
Christy Webber Landscapes
Financial Communications
Society
Betty Brinn Children's
Museum
National Museum of the
American Sailor Foundation**

Approximate percentage
of the total work
to be performed:
10%

Proposal

What do you want to achieve?

Why do businesses come to Charlevoix? Why not?

What makes Charlevoix special?

What makes it different?

What does success look like five, ten years down the road?

What will it take to get there?

a5 is a community branding and marketing firm that will work with you to create an exciting and invigorating story that will raise awareness of Charlevoix, resonate with your key audiences and generate short-term impact and long-term results for Charlevoix's two primary objectives:

- Development and implementation of a strong community brand
- Presenting the Charlevoix area as a desirable location for businesses and individuals.

Research and Engagement

a5 employs an engaging approach to research:

- Community tour and audit of existing conditions
- Kickoff meeting with key stakeholders to determine goals, objectives time frame, resources, competition and key audiences
- Development of research approach to reach the community, the state and beyond
- At minimum, approach will consist of two community events, meetings with up to ten key stakeholders, an email survey (for local input and beyond) and one focus group in a city outside the area, i.e. Grand Rapids or Chicago. The community events, meetings and one-on-one interviews would be qualitative; the email survey would result in quantitative data.

a5 customizes its engagement process depending on the community and its needs. We would develop the right approach for Charlevoix following a discussion.

Example: in one community, trust was an issue, making common ground difficult to find. We ran a workshop that targeted specific groups and individuals and, as part of the event, broke the group of 40 into pairs, with each pair working to come up with their answers to the questions posed. The pairs were asked to come up with one tagline for the community and present to the group. The result: individuals that had never been able to work together found ways to agree and present a unified perspective.

Per the RFP, research will be the basis for the development of a brand concept, creative elements, and the overall brand initiative. a5 would create and implement a brand research plan, which may include qualitative and quantitative research to identify the following:

- List of key stakeholders, groups, or influential individuals, as well as a cross-section of citizens, commuting workforce and business owners in the Charlevoix Community and those outside of the city having a vested interest in the branding initiative and who need to be involved in the process. List the key elements and features of the Charlevoix Community.
- Analysis of current efforts and existing creative elements such as logos, tag lines, and designs.
- Analysis of competitor marketing strategies.
- Measures that will be used to determine if the branding effort is successful. Timeline to assess effectiveness of implemented branding and marketing strategy would be developed.

a5 Fees \$3,000

Proposal (continued)

Message/Story Development and Strategic Plan

Once the research component of the initiative is completed, we would synthesize what we learned into a document that will serve as a strategic brand development and implementation plan. This will include:

- Goals and objectives confirmed and communicated
- Key assets of Charlevoix—and the gaps, with recommendations on how to fill gaps
- Key audiences prioritized
- Key competitors analyzed
- Recommended strategies for success
- Proposed positioning of Charlevoix for community building, tourism and economic development, including key messages
- Proposed taglines, theme lines and overview copy
- Proposed elevator pitch
- Recommendations on how to communicate brand overall and via stakeholders in the community and beyond

a5 will develop a strategic plan to implement, manage and promote the brand. In addition, the plan would contain recommendations to:

- Promote use of the brand among community partners, groups, and businesses while maintaining brand integrity.
- Maintain consistency of brand image and message while providing suitable flexibility for the target audiences of the participating agencies.
- Articulate the brand, define markets and promotional opportunities, and advise on strategies to promote brand awareness.

a5 Fees \$3,000

Creative Development of the Brand

Informed by the research in the first part of the process, a5 would develop creative elements which include design concepts, logos, messages, taglines, and other features to support the overall brand initiative. This would start with a presentation of three to four brand platform concepts. Once a concept is selected and finalized, a5 would follow with the production of the deliverables defined in the RFP. These materials, with the plans for implementation and evaluation, would be provided to the community at the close of the project.

Brand Platform Concepts

a5 would design and present three to four distinct brand platform concepts. Each concept would contain a graphic identity/logo, tagline, sample headlines used with representative photography to demonstrate photo direction. Each concept would be represented through sample applications such as a brochure cover, print/digital ad, or similar.

The brand platform concepts would be designed to be flexible—easy to use by the various partners, and adaptable—easily updated to meet changes in the market, season or message.

a5 Fees \$6,000

Proposal (continued)

Creative Development of the Brand

Brand Standards Guide

a5 will create a comprehensive standards manual that will enable Charlevoix staff and design practitioners to apply the visual and verbal aspects of the brand appropriately and consistently. Items to be included in the guide are:

- Core Values/Mission
- Positioning Statement / Elevator Pitch / Key Messages
- Tagline usage
- When to say/write "Charlevoix" vs. "City of Charlevoix" etc.
- Logo usage (do's and don'ts, horizontal and vertical usage)
- Logos and variations no longer to be used
- Primary and secondary color palette
- Usage with background colors/photos
- Primary and secondary typographic guidelines
- Logo usage for the following applications:
 - Print and electronic advertising
 - Website/s, social media, and other interactive platforms
 - Media placement
 - Public Relations
 - Events
 - Letterhead, business card templates

Final deliverable of the brand standards guide would be a PDF.

a5 would also provide files for the logos in all appropriate configurations (vertical/horizontal lockups; with/without tagline, etc.) in common file formats for print (.ai, .pdf, .tif) and web (.jpg, .png).

a5 Fees \$3,000

Event Logo Design

a5 would develop logos for four downtown events. Each would be distinctive and reflect the nature of the specific event while working within the framework of the overall brand. These logos may take the form of a visual treatment for the events; that will be determined after discussion with the committee. (a5 always presents more than one option for each event.)

For examples, see our work with Downtown Oak Park. Green Halloween and Oaktoberfest, for example, benefit from a crisp, contemporary visual treatment that has served Downtown Oak Park well for years.

Per the RFP, the committee may request logos for associated organizations in lieu of event logos.

a5 Fees \$2,000

Photography

An a5 art director and an a5 staff photographer would spend one day photographing in Charlevoix. These images would serve as part of the research, and could also be used in the actual marketing materials.

a5 Fees \$2,000

Proposal (continued)

Creative Development of the Brand

Collateral Materials

Once a concept is selected and finalized, a5 would design the following collateral materials:

- Letterhead and business card Adobe InDesign templates
- Social media icons (twitter/facebook icons and cover photos)
- Newsletter template (both digital and printed); assumes that the newsletter is represented by diagrams/layouts in the brand guidelines document, which would be built by Charlevoix staff in whatever email platform (MailChimp, etc.) Charlevoix prefers
- Pole banner Adobe InDesign template
- Business directory Adobe InDesign template (cover and two representative spreads)
- Event Tri-fold brochure Adobe InDesign template

a5 would present two to three versions of each collateral item, and make up to two rounds of design changes to one version.

a5 Fees \$3,000

Implementation Plan

Per the RFP, a5 would develop an Action Plan for implementation of the brand in sufficient detail to enable Charlevoix Main Street and the Branding Committee to understand the approach and work plan.

An Action Plan should include, but not be limited to, the following:

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

Each a5 rollout (or implementation plan) is customized to our client's needs. We know that the brand and marketing needs to be shared and used by several organizations. We would lay out a clear process and provide the appropriate training—and all electronic files—to enable a cohesive, well-timed launch. It will also be important to provide guidance and coaching on maintaining and building the brand over time.

a5 is also adept at helping you raise money to implement and grow the brand. In Freeport, Illinois, we worked with a team to raise \$125,000 per year for three years. In Woodstock, Illinois, we are developing a co-op program as well as raising private sector money. In Oak Park, we were part of a four-person leadership team to raise \$100,000 to create an Entrepreneur Leaders in Philanthropy program that gives away \$50,000 each year to a "Big Idea" that can have a transformative effect on the community.

Developing public-private partnerships creates buy-in and diversifies your funding sources.

a5 Fees \$2,000

Proposal (continued)

Creative Development of the Brand

Evaluation Plan

Per the RFP, a5 would develop a plan for ongoing evaluation of the brand's effectiveness and report results of the branding initiatives to Charlevoix Main Street, key stakeholders, and the public.

Typically, results can be measured in the following ways:

- Increased revenue for tourism and economic development
- Increased awareness of Charlevoix
- Improved marketing statistics, including social media, email and web site metrics

We would work with you to develop the metrics appropriate for Charlevoix.

a5 Fees pro bono

No sub-contractors would be used by a5, save for photographers and printers.

a5 Fees & Expenses

a5 Fees

Research	\$3,000
Message/Story Development & Strategic Plan	\$3,000
Brand Platform Concepts	\$6,000
Brand Standards	\$3,000
Event Logos	\$2,000
Photography	\$2,000
Collateral Materials	\$3,000
Implementation Plan	\$2,000
Evaluation Plan	pro bono

a5 Expenses*

Color laser print-outs, travel, FedEx.	\$1,000
--	---------

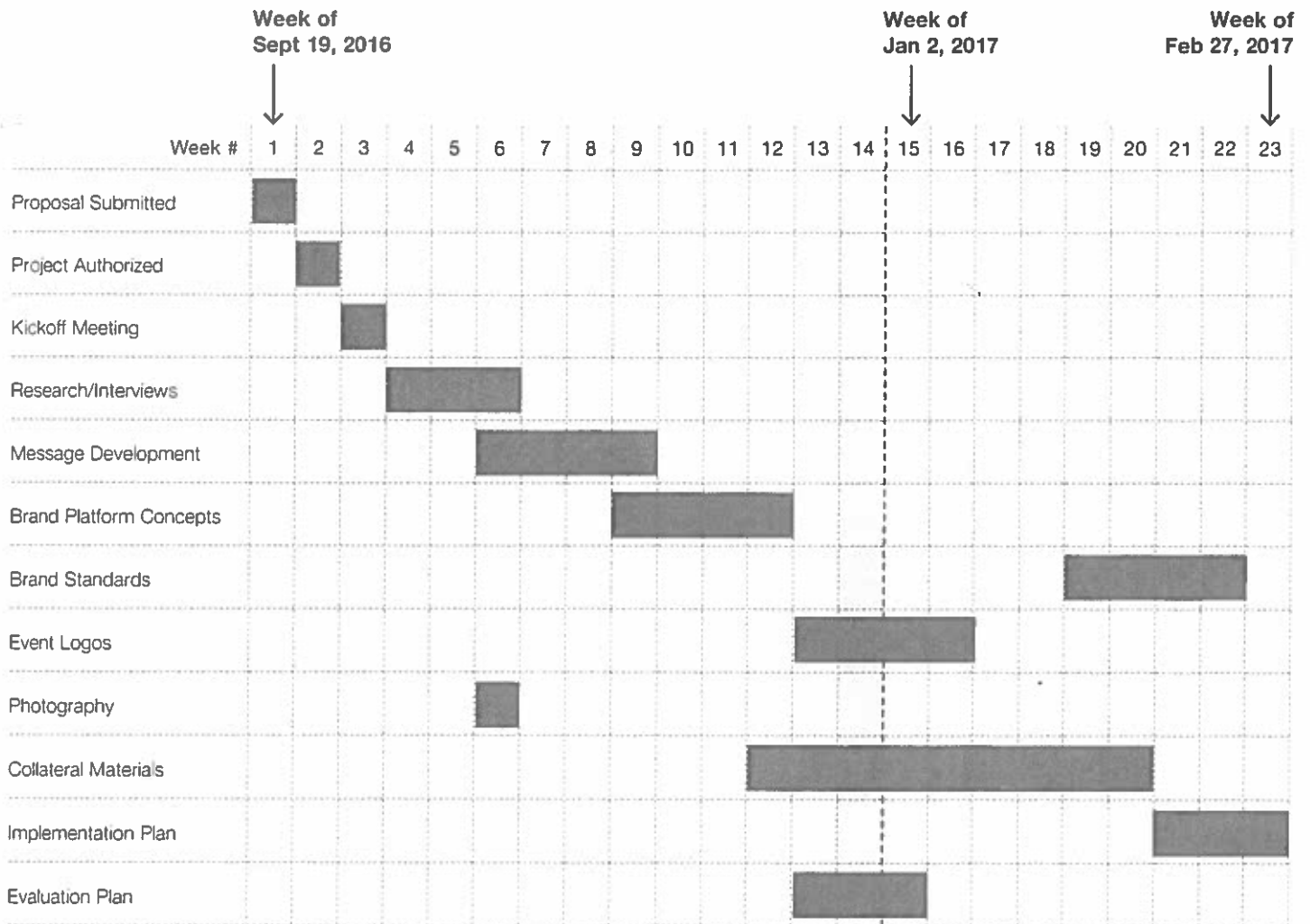
Total	\$25,000
------------------------	-----------------

No sub-contractors would be used by a5, with the possible exception of an outside photographer.

* Printing/fabrication is not included in a5 fees or expenses.

Proposed Project Plan

The timeline below is preliminary and can be adjusted depending on Charlevoix Main Street's priorities and needs.



References

Mike Turner

City Council Member
City of Woodstock
121 W Calhoun St, Woodstock, IL 60098
maturner@ix.netcom.com
262.422.5663

Mike Stevens

CEO
Lake County Partners
100 Tri State International #122, Lincolnshire, Illinois 60069
mstevens@lakecountypartners.com
847.597.1221

Max Williams

Executive Director
Downtown Oak Park
1010 Lake Street #114, Oak Park, Illinois 60301
max@downtownoakpark.net
708.383.4145

Contact

john harris
principal

a5

one north lasalle
47th floor
chicago 60602
312.706.2529 office
708.227.5313 mobile
jharris@a5inc.com
a5inc.com

fletcher martin
creative director

a5

one north lasalle
47th floor
chicago 60602
312.706.2531 office
312.953.7190 mobile
fmartin@a5inc.com
a5inc.com

taylee pardi
account manager

a5

one north lasalle
47th floor
chicago 60602
312.706.2532 office
209.587.3360 mobile
tpardi@a5inc.com
a5inc.com

AGENDA ITEM

AGENDA ITEM TITLE: Summer Concert Series Report

DATE: October 24, 2016

PRESENTED BY: Maureen Owens, Promotions Committee

ATTACHMENTS: None

BACKGROUND INFORMATION:

We once again had a successful Summer Concert Series on Thursday evenings in the Odmark Pavilion. Maureen will provide further details on the event and suggestions for the future.

RECOMMENDATION:

No action.

AGENDA ITEM

AGENDA ITEM TITLE: Live Life Local Work Plan

DATE: October 24, 2016

PRESENTED BY: Mark L. Heydlauff, City Manager

ATTACHMENTS: Live Life Local Work Plan

BACKGROUND INFORMATION:

The Promotions Committee has approved a work plan for the Live Life Local Campaign in partnership with the Charlevoix Area Chamber of Commerce. The Chamber will be pulling the Charitable Gaming License and managing the license requirements, while volunteers from the Promotions Committee will assist with other tasks. Main Street will pay expenses and fund the prizes in accord with the work plan.

RECOMMENDATION:

Motion to approve the Live Life Local Work Plan and authorize up to \$3,000 for the project.

Charlevoix Main Street**2016 Work Plan****Committee: Promotions**

Objective: Increase shoulder-season traffic in downtown

Project: Live, Life, Local

Project Manager: Jodi Bingham

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
File gaming license	A. Hubbard	10/18/2016	10/23/2016	5	\$50	Chamber to pay
Publicity design/printing	C. Mullaney	10/18/2016	11/21/2016	8	\$400	
Ticket collection and administration	J. Bingham, J. Musilek	11/25/2016	12/24/2016	25		
Ticket creation	C. Mullaney	11/21/2016	11/23/2016	3	\$1,000	Village Graphics
Flyer, postcard, etc distribution	Promo Committee	11/15/2016	11/30/2016	10	\$500	
Media Release	M. Heydlauff	11/15/2016	11/30/2016	3		
Prizes	Chamber	1/4/2017	1/4/2017	1	\$900	DDA to fund Chamber Checks; 1st- \$500; 2nd- \$300 3rd- \$100
State reporting	A. Hubbard	1/5/2017	1/5/2017	1		
Weekly ticket reconciliation	Chamber/MS	11/25/2016	12/24/2017	16		
Social media	K. Forrester;	11/15/2016	12/20/2016	5	\$100	
Qualifying Business Outreach	T. Salmonson	11/10/2016	12/24/2016	5		
Collection boxes	J. Bingham	11/1/2016	11/20/2016	5	\$50	
	N. Suzor					

Totals:**87****\$3,000**

Measurement of Success: To exceed the 3,300 ticket entries received last year

Promotions Committee

10/20/2016

AGENDA ITEM

AGENDA ITEM TITLE: Resolution Supporting Trail Expansion

DATE: October 24, 2016

PRESENTED BY: Mark L. Heydlauff, City Manager

ATTACHMENTS: Trail Resolution

BACKGROUND INFORMATION:

The Charlevoix Trail Ambassadors is an ad-hoc committee formed in support of the trail initiatives of the Top of Michigan Trails Council. This group is asking for the support of various government entities in the area to pass resolutions of support for the construction of a non-motorized trail between Acme and Charlevoix.

With the expansion of the northern Michigan trail network, comes more opportunities for visitors to enjoy all Charlevoix has to offer and connect to other trail networks. Charlevoix is key to connecting the trail systems of the Traverse Area Regional Trail system and the Top of Michigan Trail system.

This resolution does not commit the DDA to any particular action or financial commitment; the City Council will be asked to approve a similar resolution.

RECOMMENDATION:

Motion to approve the resolution of support for the Traverse City to Charlevoix Trail

Charlevoix Downtown Development Authority

RESOLUTION

A RESOLUTION SUPPORTING THE DEVELOPMENT OF THE TRAVERSE CITY TO CHARLEVOIX TRAIL CONNECTING THE TART TRAIL IN ACME TOWNSHIP TO THE LAKE TO LAKE TRAIL IN THE CITY OF CHARLEVOIX

WHEREAS, the Charlevoix Downtown Development Authority, is interested in providing many ways for area residents and visitors to access downtown Charlevoix including non-motorized trails; and

WHEREAS, the Charlevoix Downtown Development Authority supports the development of non-motorized trails and connected trail networks for transportation and outdoor recreation; and

WHEREAS, the Charlevoix Downtown Development Authority believes that constructing the 46 mile Traverse City to Charlevoix Trail will connect two major multi-use trail networks, the TART Trail System and the Top of Michigan Trails Network to create a 325 mile northern Michigan regional trail system;

WHEREAS, Trails have demonstrated a positive impact on residents quality of life and the local economy, and;

WHEREAS, The Traverse City to Charlevoix Trail will have a positive benefit to our community, and;

WHEREAS, the Traverse City to Charlevoix Trail Committee is moving forward with the development of their trail plan and is seeking support, and;

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Downtown Development Authority supports the development of the Traverse City to Charlevoix Trail and the positive benefits of trails.

Approved this 24th day of October, 2016

Daniel B. Barron
Chair