

AGENDA
Charlevoix Downtown Development Authority and Main Street
Board of Directors

November 28, 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 24, 2016 Board Meeting
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for October 2016

6. Reports

- a. Director's Report (City Manager)
- b. Branding Update
- c. Wayfinding Signage Update

7. Old Business

8. New Business

- a. Charlevoix Cultural Corridor Proposal

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 November 21, 2016 4:00 p.m.

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, October 24, 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 Yaroch, Tami Gillespie, Rick Wertz

Members Absent: None

City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

None.

Chair Barron stated that Luther Kurtz was present to discuss potential initiatives to help address housing needs for seasonal employees and he asked the Board to add that item to the agenda under New Business.

5. Consent Agenda

- 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

Motion by Mayor Campbell, second by Member Wertz 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 Lindsey Dotson will begin her employment as the Executive Director on November 28th. He stated that she was very excited to get started and she already offered input on a few topics.

City Manager Heydlauff confirmed that Members Dupont and Kurtz were signed up for Main Street organizational training in Lansing on December 5-6, 2016.

City Manager Heydlauff stated that a downtown lighting kick-off ceremony was held on the Friday evening of Apple Fest which turned out well. Initially the plan is to have the lights come on at dusk and go off at midnight which can be adjusted if needed. He stated that John Campbell was working with property owners on Round Lake regarding "Lights on the Round" which is privately funded by the property owners. He indicated the Chicago Club, the Christoph family, and others have agreed to light their boat houses and docks. City Manager Heydlauff said that the City would be lighting the end of the Marina docks later next month once all the boats are out of the Marina for the season. Mr. Campbell reported that the U.S. Coast Guard would be sending a letter to the City confirming that they will be lighting their building as well.

City Manager Heydlauff reported that he attended the Northwest Michigan Housing Summit earlier in the day with Alison Hubbard, Chamber of Commerce and Amanda Wilkin, Convention & Visitors Bureau.

City Manager Heydlauff also reported that City Council approved the Charlevoix Main Street Commercial Redevelopment District which meant that all commercial properties within the District are now eligible to seek tax abatement on new investments made in the District. He stated that they developed a local point system approach for granting abatements that guides Council how and when to grant abatement and for what length of time. He stated that one of the ways a property owner can earn points toward abatement is by incorporating design

guidelines developed by the Design Committee and/or historic preservation standards. He also stated that there is incentive for creating mixed-use spaces.

7. **Old Business**
None.

8. **New Business**

Chair Barron stated the Economic Restructuring Committee created a sub-committee to help address housing needs. Councilmember Luther Kurtz is a member of that sub-committee.

Councilmember Kurtz stated that businesses complained that they could not find temporary housing for the people who come to work during the summer season. One of the Committee's ideas was that people who live in Charlevoix could potentially rent out a bedroom. He stated that they spoke to the Interim Planner who advised that such a use could potentially fall under the bed and breakfast category of the Zoning Ordinance. The sub-committee requested that the DDA ask the Planning Commission to review allowing temporary housing for 3–6 months for local seasonal employees who come up north to work for the summer.

City Manager Heydlauff stated that the Economic Restructuring Committee found that there were 64 seasonal employee positions needed in the Bridge Street area that went unfilled. One of the challenges was finding housing for the employees. He noted that Leelanau County was trying to encourage the renting of rooms. Discussion followed regarding current regulations for bed & breakfast establishments and other possible zoning opportunities.

There were no public comments.

Motion by Member Dipert, second by Member DiMartino to recommend to the Planning Commission that they investigate the possibility of temporary seasonal housing and what legal availability there would be to do that. Motion passed by unanimous voice vote.

a. Branding/Logo Design Consultant Presentation and Action

John Harris and Fletcher Martin, A5, a branding and digital consultancy in Chicago, reviewed their professional backgrounds. Mr. Harris and Mr. Martin discussed their business, clients and past initiatives, branding process, marketing efforts, community building economic development, their work within the private and public sectors, focus groups as part of the process, and development of the plan to implement, manage, and promote the brand. Mr. Martin further explained the research component of the process to develop the brand for Charlevoix along with implementation. Mr. Harris explained the project schedule including a launch of the new brand by March–April 2017, and identified additional team members who would work on the project.

Mr. Harris showed examples of their previous work and stated that part of the process was to “marry up a sense of place with the people who make Charlevoix special.” Mr. Martin reviewed the firm's work in promoting special events in the communities they serve.

Mr. Harris stated that they would provide a fresh and objective perspective to help tell a clear, concise, consistent story working in concert with the DDA and residents/business owners of Charlevoix. Mr. Martin explained the creativity of the firm including content, design and implementation. Mr. Harris stated that the firm was very good at raising money through the private sector to support branding initiatives.

Mr. Harris and Mr. Martin responded to questions from the Board. City Manager Heydlauff recommended moving forward with this proposal and he felt that A5 was “head and shoulders above the rest”.

Motion by Member Wertz, second by Mayor Campbell to take the Promotions Committee's recommendation to hire A5 to move ahead with our branding process. Motion passed by unanimous voice vote.

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

Maureen Owens distributed a profit/loss statement to the Board. She stated that the Promotions Committee felt that the Summer Concert Series went very well this year with good attendance and the individual concert sponsors

seemed to be pleased with the return on their investment. Their partner sponsors have already committed to next year. She stated that they will be asking for the same, if not more support next year to "amp up the whole musical theme on Thursday nights". Ms. Owens said that they would prefer to own their own sound system rather than borrowing a system for the concerts.

c. Promotions Committee Work Plan: Live Life Local Campaign

City Manager Heydlauff referenced the draft work plan for the Live Life Local Campaign in partnership with the Charlevoix Area Chamber of Commerce. Jodi Bingham briefly described the campaign: for every \$50 a consumer spends they would get a chance to win \$500 (1st place), \$300 (2nd place) or \$100 (3rd place) in Chamber Checks. Discussion followed regarding the required Charitable Gaming License for this campaign which the Chamber would apply for.

Motion by Member Dipert, second by Member Wertz to approve the Live Life Local Work Plan and authorize up to \$3,000 for the project. Motion passed by unanimous voice vote.

d. Resolution Supporting Trail Expansion from Charlevoix to Traverse City

City Manager Heydlauff stated that the Charlevoix Trail Ambassadors is an ad-hoc committee formed in support of the Top of Michigan Trails Council trail initiatives. This group asked for the support of various government entities in the area to pass resolutions in favor of constructing a non-motorized trail between Acme and Charlevoix. He stated that Charlevoix was key to connecting the Traverse Area Regional Trail system and the Top of Michigan Trail system. City Manager Heydlauff felt that this was a great opportunity for the City to connect with another region of the State.

Motion by Member Kurtz, second by Member Dupont to approve the resolution of support for the Traverse City to Charlevoix Trail. Motion passed by unanimous voice vote.

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

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; and

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.

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.

RESOLVED this 24th day of October, 2016 A.D.

Resolution was adopted by the following yea and nay vote:

Yeas: Campbell, DiMartino, DuPont, Gillespie, Kurtz, Wertz, Yaroch, Dipert
Nays: None
Absent: None

9. **Public Comment**
None.

10. **Miscellaneous Business**
None.

11. **Request for Future Agenda Items**
None.

City Manager Heydlauff noted that this was the Mayor's last meeting as a member of the DDA Board. The Board thanked Mayor Campbell for his support and participation on the Board.

12. **Adjourn**
Motion by Member Wertz, second by Member Yaroch to adjourn the meeting. Motion passed by unanimous vote. Meeting adjourned at 6:50 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair



Charlevoix Main Street Design Committee

Minutes

Tuesday, November 1st, 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, Shirley Gibson, David Miles, Zach Panoff, Rick Wertz, Paul Weston, Mark Heydlauff.
 - b. **Public:** Rick Neumann, Denise Fate (Charlevoix Historical Society), Matt McCormick (Pro Image Design), Alan Hubbard (Pro Image Design)
- III. **Inquiry Regarding Possible Conflicts of Interest:** None
- IV. **Approval of Minutes:** October 4th, 2016 minutes approved as presented.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **Old Business:**
 - a. **Summary of DDA Meeting:** The DDA selected a firm to handle branding for the City. A5 out of Chicago was selected based on their unique approach to design and community interaction, they will begin work immediately. Mark Heydlauff believed that the logo and design work was expected to be completed by March 1st of 2017. The Board also made a motion to support the effort of creating a bike path from Charlevoix to Traverse City, as well as committed \$30,000 to the library for 2017.
 - b. **Main Street Design Guidelines:** Rick Neumann, an architect from Petoskey, attended the meeting. He has worked with Petoskey in the past to develop historic building design guidelines, and has also done work in the past with a firm out of Ann Arbor dealing with the preservation of historic structures, specifically with communities in early versions of the nation-wide Main Street program. He also serves on the Mackinac Island Historic District Commission as a consulting architect. Rick would be willing to help the Design Committee's efforts to implement design guidelines for downtown Charlevoix. Rick Wertz thought that the new Main Street Director should begin her duties before the project moves too far, as she has experience as a historic architect.
 - c. **Wayfinding and Cultural Corridor:** Matt McCormick and Alan Hubbard from Pro Image Design (the firm selected to undertake wayfinding in the City) joined the meeting to discuss their

approach to addressing wayfinding within the City. Mark Heydlauff stated that the process should begin by investigating where and how signage should be displayed, then waiting for the branding project to be completed so that the chosen logo(s) can be used to populate the signage. Clearly guiding visitors to off-street parking and attractions west of Bridge Street were identified as major issues that need to be addressed by the signage. The Cultural Corridor proposal was brought up and could potentially be addressed by using sidewalk demarcation, individually identifying those attractions or brochures with information on each location that would be a part of it.

Pro Image Design has worked with MDOT in the past and feel like they have a good relationship and an informed approach to working with them that involves getting their feedback on what is being proposed to get feedback before submitting formal requests for approval. They are also very familiar with MDOT's technical requirements for signage.

John Campbell brought up identifying stakeholders for this project and what could be done to get them involved. Pro Image thought that a meeting with stakeholders could take place within a couple of weeks, John Campbell and Mark Heydlauff stated that they will meet to come up with a list of interested parties and set a meeting date in the near future.

- d. **Street Tree Lighting:** Lights are up and running. Paul Weston complimented the effort and thought that lighting both hills was executed very well. John Campbell noted that the wires for the lights are loose, if all goes well that should extend their lifespan as the trees continue to grow. New tree grate systems are being investigated for use, as the current grates are too small to accommodate the growth of the trees.
- e. **East Park Planter:** Completely redoing the remaining planters for next year has been estimated at a cost of \$25,000, with \$10,000 currently pledged by private donors. A plan was submitted to, and approved by, the DDA this last summer.
- f. **Parking and Traffic:** Paul Weston had nothing new to report. Traffic during Apple Fest was discussed.
- g. **Marina Lighting:** Lights have been put up on several boathouses around Round Lake. The City will soon be placing lights on the end of the docks in the Marina. John Campbell is still in discussions with the Coast Guard about getting their building lit up.

VII. New Business:

- a. **Mission and Vision Statements:** John Campbell asked that these be located, if they exist.

VIII. Miscellaneous Business of the Committee: Lindsey Dotson will be taking the position of Main Street Executive Director starting November 28th.

The recording of the Building Basics presentation is uploaded to Youtube for those that wish to view it.

The next meeting will be Tuesday, December 6th at 4pm.

IX. Call for Public Comment: None.

X. Adjournment: Meeting adjourned at 4:56pm.



**Charlevoix Main Street
Committee Meeting Minutes
Economic Restructuring Team
November 1, 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: Maureen Owens, Fred DiMartino, Mark Heydlauff, Dan Barron, Mike Greyerbiehl, Luther Kurtz, Rich Hodgson, Bob Klein, Kirby Dipert, Amanda Wilkin, Tim Fore and Peggy DeNio.
2. Under old business, Bob Klein presented an update on the Good Samaritan employment prospect. A letter has been submitted for "Need for Childcare" to the Montessori Academy (formerly North West Academy). This could help solve childcare issues and create a temporary workforce for the summer months.
3. A proposition was introduced to the DDA regarding zoning restrictions for temporary housing/room rental for the summer workforce. The proposition was well received and will be referred to the planning commission. We are all encouraged to attend the planning commission meeting on November 14th at 7:00 pm in order to show our support for this proposition. The goal is to separate from the ordinance that applies to "Bed and Breakfast" and form a separate ordinance that would cover temporary room rentals within an individual home.
4. Tim Fore spoke to Mike Ritter about using the Round Lake Campus for temporary housing. He will continue to move forward on this project.
5. Organizing the hospitality and retail training is progressing. MJ has been contacted for leadership guidance.
6. Patrons of Charlevoix was tabled for the December Report.
7. Under new business Amanda Wilken and Mark Heydlauff reported on the NW Michigan Housing Summit. There is a "workforce housing" issue in all of upper Michigan. Rentals less than \$800 and houses less than \$150,000 are in high demand. Presently, Charlevoix County needs 224 rentals and 49 homes a year. Frankfurt, Michigan allows the type of housing that would allow "mother-in-law" unit rentals and room rentals without penalty. One of the goals is to establish "housing diversity" within a community.

8. Peggy DeNio will be creating updates for the Main Street Website through Tim Fore and Mark Heydlauff.

Next meeting is scheduled for Tuesday, December 6th at 8:00 a.m.



Charlevoix Main Street

Promotions Committee Minutes

October 20, 2016 City Hall; Council Chambers

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

Members Present – Amanda Wilkin, Carissa Mullaney, Nancy Suzor, Gabe Campbell, Dan Barron, Jean Musilek, Jessica Anderson, Leanne Ackert, Sarah Hagen, Larry Levensgood, Mark Heydlauff, Maureen Owens and Tim Salmonson.

II. Approval of Minutes: September 15, 2016 – Moved: Larry Levensgood, seconded: Jean Musilek– Carried.

III. Old Business:

i. Project Updates from Sub-Committees:

Marketing & Communication Plan – Carissa Mullaney /Amanda Wilkin – The committee has selected A5 to move forward with the branding services. There will be a presentation at the DDA meeting on Monday, October 24, 2015.

The other Main Street committees have been contacted and website content has been requested.

Restaurant Week – Kate Heady – This committee is working on flyers/posters and Tim is encouraging businesses to register with Google Maps for ease of reference.

Live From Charlevoix – Maureen Owens – Nancy Suzor has sent out press releases and will follow up with the local events calendars. Tim Fore has done several print interviews and we will have a front page sticker on the News Review. The full season at the Charlevoix Cinema has been booked. Please follow, like and share to help promote this activity.

Bridge Drop Camel Cup Fundraiser – Dan Barron/Amanda Wilkin – The event was well received by the community, with a total of 24 camels participating. There is a lot of interest in next year's event already. Bridge Drop is moving forward with plans for two fireworks displays on New Year's Eve; one at 9 pm and one at midnight. Boogie Carlson is constructing a faux bridge to lower at midnight. Ornaments will be available again this year, exclusively at Elements. The will have an original Linda Boss design and will be signed and numbered. The committee is working on a sponsorship campaign to raise the majority of the funds needed.

Lights of Love – Maureen Owens– Sponsors are getting onboard and the event is coming along. Cross promotion would be appreciated by the committee members.

Shadowfest – Maureen Owens – Galactic Sherpas will be performing as well as Big Mike the DJ. We are looking for someone to head up the “Adult” games. Kids games will be held inside at Cherry Republic.

Craft Beer Festival – Maureen Owens – Next meeting will be held on Wednesday, November 9 at noon at the Round Lake Room.

Concert Series – Jean Musilek – First meeting was the day before and we are beginning to develop a list of performers. Volunteers for this committee are welcome.

Main Street Monday – no updates

V. New Business:

- I. **Downtown Business Survey –** Carissa suggested that a new sub-committee be formed to re-vamp the previous effort. Jean, Nancy and Tim all volunteered, but it was decided that any meetings or decisions should wait until the new Main Street Director was onboard.

VI. Updates:

Mark Heydlauff – Lindsey Dotson has accepted the Charlevoix Main Street Director position. She will begin on November 28th. An informal meet and greet will be arranged by Mark and Maureen at East Park Tavern immediately following the DDA meeting on Monday, November 28th.

- VII. **Adjournment:** 8:58 a.m. Motioned made by Jean Musilek, seconded by Nancy Suzor. Motion carried.



Charlevoix Main Street

Promotions Committee Minutes Addendum

October 20, 2016 City Hall; Council Chambers

- I. Live Life Local** – Carissa Mullaney submitted a work plan from the Live, Life, Local committee on behalf of Jodi Bingham, the Chair. There were positions that had not yet been filled and volunteers were requested.

Ticket Collection and Administration – It is understood, at this time, that Jodi Bingham and Nancy Suzor would collect the tickets. Administration of the records and reports would be done through the Chamber of Commerce as the license is held by their office and Jean Musilek said she would be this point person.

Social Media - Tim Salmonsens and Kathryn Forrester will take on this project task.



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Michigan Main Street Monthly Report

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

Metrics Number	M-0000093497	Status	Submitted
Account	City of Charlevoix	Name	Judy Snell
Reporting Period Start	10/1/2016	Reporting Period End	10/31/2016
Submitter's Name	Mark Heydlauff	Due Date	11/10/2016

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
DDA	107 Bridge Park Drive	Repainting poles and railings throughout district	\$0.00	\$15,000.00	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
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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
New Apt	3	111 Mason Street	Monthly Rent	\$600.00

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
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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	500.00

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	Community Branding was approved by the DDA Board. a5 will be doing that work and begins next week. Wayfinding is well under way with a committee meeting next week as well. Live from Charlevoix is a new venture meant to increase shoulder season traffic in the downtown. It is being partially sponsored and supported by Main Street though it is independent.
Program & Outlook	Lindsey Dotson begins on November 28 as director.
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
2016-08-22 DDA-MMS draft.pdf	11/10/2016 5:12 PM
10-4-2016 MMS Design Committee Minutes.docx	11/10/2016 5:15 PM
Organization Committee Minutes10-12-2016.docx	11/10/2016 5:16 PM
2016-10-04 DDA-MMS draft.pdf	11/10/2016 5:14 PM
2016-08-31 DDA-MMS SM draft.pdf	11/10/2016 5:12 PM
ER Minutes September 6, 2016.docx	11/10/2016 5:13 PM
2016-09-20 DDA-MMS SM draft.pdf	11/10/2016 5:13 PM
9-6-2016 MMS Design Committee Minutes.docx	11/10/2016 5:14 PM
MSPC Minutes 6-16-16.docx	11/10/2016 5:15 PM
Main Street 9.15.16 minutes.docx	11/10/2016 5:13 PM
ER Minutes October 4, 2016.docx	11/10/2016 5:15 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. Heydlauff, City Manager
Subject: Director's Report for November 28
Date: November 21, 2016

Director Start Date

Lindsey Dotson will be starting on Monday and will attend Monday evening's meeting. She is eager to get started and plans to attend several upcoming downtown events.

December Meeting

Your December board meeting will be held on December 20 since the normal day is a holiday.

Budget Process

Once Lindsey hits the ground next week, she and I will review the budget and bring a recommendation to you at your December meeting. We anticipate a very slight increase in revenue, stable costs for the bond payment, and continued support of the Library and maintenance in the Bridge Park Building.

Bridge Park Building Heating Issue

I received a call this morning about no heat in the BIBCo side of the Bridge Park Building. Since control issues were identified in a report on the building this summer, I contacted Temperature Control Systems to assess the issues. They found the outside air damper was not closing properly and due to the sudden cold weather had caused cracks in the heating coil. This led to a lack of heat and leaks in the system. I authorized them to make a temporary repair to restore heat but it looks like the long-term solution will be to replace this heat exchanger in the spring. This fits with the reliability report conducted by Nealis Engineering this summer.

AGENDA ITEM

AGENDA ITEM TITLE: Charlevoix Cultural Corridor Proposal

DATE: November 28, 2016

PRESENTED BY: Denise Fate, Charlevoix Historical Society
Gail DeMeyere, Charlevoix Circle of Arts

ATTACHMENTS: Cultural Corridor Proposal Document

BACKGROUND INFORMATION:

Discussions at the Design Committee and with several of Charlevoix's cultural institutions have led to the concept of establishing the Cultural Corridor. As you can see in the attached proposal, the Charlevoix Historical Society, the Charlevoix Circle of Arts, and the Charlevoix Public Library would like to jointly establish this with the support of the DDA. Once it is established, the form it takes may vary but the concept seems solid as a way to delineate some of the fine cultural institutions in our community and encourage a strong sense of unity among them.

RECOMMENDATION:

Motion to approve the establishment of the Charlevoix Cultural Corridor as presented.

Charlevoix Cultural Corridor

Proposal: Three non-profit organizations which provide cultural offerings and attractions in downtown Charlevoix are proposing the creation of a 'Cultural Corridor'. These are 1) Circle of Arts, 2) Charlevoix Public Library, both located on Clinton Street, and 3) Charlevoix Historical Society Museum, located one block north of Clinton on State Street.

The objective of the Corridor is to highlight these cultural offerings in this area of downtown, which is off of the main street (Bridge Street), and increase awareness of the organizations and what they contribute to the city. Each conduct a variety of distinct, yet complementary exhibits, events and programs offered to the general public as well as their members.

By promoting the Corridor, and collaborating on periodic combined events or themes, the primary goal is to increase the number of visitors to each place, attract visitors to come to Charlevoix, and provide visitors with alternative activities during their stay.

Communication and Marketing ideas:

1. Rack card describing the three organizations, including a map.
2. Way-finding signage provided by Main Street/ DDA. The sign should delineate:

Charlevoix Cultural Corridor

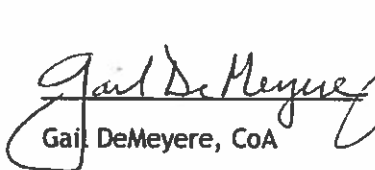
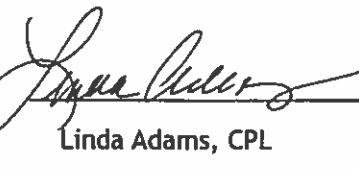
- Circle of Arts
- Public Library
- Historical Society Museum

3. Collaborative programs which can be marketed together.
4. Mention of the Corridor in the respective organizations' internal marketing, such as newsletters, press releases, websites, social media, brochures, eNewsletters, etc.
5. Work with the Charlevoix Chamber of Commerce and Convention & Visitors Bureau to include in their promotions.
6. Inform downtown merchants, with request for them to act as concierge in the community. Benefit for them: bringing more visitors to town and keeping them longer.

Recommendation: The respective boards of the three participating organizations have approved this concept and are seeking approval of the City of Charlevoix DDA/Main Street to move forward with it. We further request support of the DDA/Main Street by including the Cultural Corridor in the Way-Finding Signage program.

Proposed launch timing: in phases during Spring/Summer 2017

Note: While the Earl Young homes, and the corresponding Historic District, are an important attraction and warrant Way-Finding signage, they are outside of this 'Cultural Corridor' comprised of non-profit organizations.

		
Gail DeMeyere, CoA	Linda Adams, CPL	Denise Fate, Historical Society

Date: November 9, 2016