

AGENDA
Charlevoix Downtown Development Authority and Main Street
Board of Directors

February 27, 2017 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 January 23, 2017 Board Meeting
 - b. Committee Meeting Minutes
 - c. Main Street Monthly Report for January 2017
6. Reports
 - a. Director's Report
 - b. Branding Update
 - c. Wayfinding Signage Update
7. Old Business
 - a. A Resolution in support of the Michigan Main Street Market Study Update & Business Recruitment Training Service Application & Suggested Strategies
 - b. Snowmelt/Heated Sidewalks on Antrim Street
 - c. Main Street Refresh Visit
8. New Business
 - a. Façade Grant Incentive Program Guidelines
 - b. Restaurant Week Work Plan Approval
9. Public Comment
10. Request for Future Agenda Items
11. Board Comments
12. 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 February 23, 2017 10:30 am

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, January 23, 2017 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: Dianne DuPont, Tami Gillespie, Maureen Owens, Rick Wertz, John Yaroch

Members Absent: Luther Kurtz, Fred DiMartino, Kirby Dipert

City Staff: Mark Heydlauff, City Manager; Lindsey Dotson, Executive Director

Chair Barron welcomed Maureen Owens as a member of the DDA/Main Street Board.

4. Inquiry into Potential Conflicts of Interest

None

5. Consent Agenda

a. Minutes of the December 20, 2016 Board Meeting

Chair Barron referenced Item 8-A, Draft Budget, second paragraph, specifically: "The proposal from Pro Image for the design process was approved in October for full implementation estimated at \$200,000 including the replacement of the *Welcome to Charlevoix the Beautiful* entry signs." He noted that the estimate could be \$200,000 for full implementation, but it was not approved for that amount. City Manager Heydlauff recalled that the Board approved the design phase of the contract which was not to exceed \$19,500. Chair Barron recommended that the minutes be revised to reflect that the Pro Image proposal estimated the expense of \$200,000 for full signage implementation including replacement.

b. Committee Meeting Minutes

c. Main Street Monthly Report for December 2016

d. Michigan Main Street Program Community Requirements and Expectations Agreement – Selected Level – MEDC

e. Trademark Sublicense Agreement – National Main Street Center

f. Transformation Strategic Planning & Alignment Visit – March 8–9, 2017

Motion by Member Yaroch, second by Member Owens, to approve the Consent Agenda as presented subject to revision of the minutes in the manner as discussed. Motion passed by unanimous voice vote.

6. Reports

a. Director's Report

Member Owens referenced page 25 of the report and questioned if the DDA should be using the new Main Street America accredited program logo instead of or in addition to the current logo. Director Dotson stated that the logo referred to was the National Main Street Center's new brand and they can use it freely, but they can't use the "accredited" because the DDA has not obtained that designation yet.

Director Dotson stated that the City had a Select Level Main Street Agreement with Michigan State Housing Development Authority (MICHDA) but Main Street has subsequently been renamed as the Michigan Economic Development Corporation (MEDC) so an agreement needed to be signed again.

b. Branding Update

Director Dotson reported that the workshops were very well attended. She stated that they were in line with their project timeline and as she receives information from a5 she will share with the Promotions Committee. She noted that Pro Image met with a5 while they were in town.

c. Wayfinding Signage Update

Director Dotson reported that she met with Pro Image Design and they are aware of the \$50,000 price tag for the first phase of implementation and that the DDA will be focusing on downtown. She stated that Pro Image was essentially on hold until a5 was finished. They will be at the next Design Committee meeting.

7. Old Business

a. Draft DDA Budget for 2017-18

Director Dotson stated that the numbers fundamentally stayed the same since the last meeting. She noted an increase in hours per week for the Farmers Market Manager and the number of weeks worked per year, but the cost will be offset by an increase in vendor fees and sponsor dollars. Add-ons to the draft budget included:

- Design Committee – add tree lights to the side streets as well as new Christmas tree lights (\$15,000)
- The Design Committee was also interested in pursuing a new façade grant incentive program that would be administered by the Committee and the DDA Director. The idea is for a 50% reimbursement grant with a maximum of \$10,000 per project; a budget of \$30,000 would enable them to give out three grants in the coming year. Guidelines have yet to be developed. Director Dotson stated that she worked with similar programs in the past and if the proposal is approved she would bring back draft guidelines for the Board to review next month. By improving the buildings in the District, they would be improving the tax base which increases DDA revenue.

Discussion followed regarding the possibility of setting aside reserve funds for holiday lighting expenditures, feedback related to the Farmers Market, and the potential decrease in property tax revenue from the property tax capture.

Motion by Member Wertz, second by Member DuPont, to adopt the proposed 2017-18 budget as presented. Motion passed by unanimous voice vote.

8. New Business

a. Application Based Services – Market Study Update & Business Recruitment Training

Director Dotson stated that she will learn more about available services when Michigan Main Street visits in March. She stated that services include branding, business assistance, technical assistance including merchandising, and transition planning. She stated that the Market Study Update & Business Recruitment Training seemed most pertinent after she met with the Convention & Visitors Bureau, Chamber of Commerce and the Economic Restructuring Committee. The Committee overwhelmingly felt this was a worthy endeavor. She stated that with the Board's approval she will submit the application and advised that there was no application fee.

Motion by Member Owens, second by Member Wertz, to move forward with staff's recommendation to submit the application for a Market Study Update & Business Recruitment Training to Michigan Main Street. Motion passed by unanimous voice vote.

b. Agreement with Bill's Farm Market – Christmas Decorations

Director Dotson stated that the agreement with Bill's Farm Market expired this year. She proposed that the DDA enter into a new agreement with the Market for the next three years for the same terms in the amount of \$2,082.50 each year. She noted that Charlevoix was the only City that uses their installation services.

Motion by Member Wertz, second by Member Gillespie, to approve the revised agreement with Bill's Farm Market. Motion passed unanimously by roll call vote.

c. Snowmelt System – Antrim Street

Director Dotson stated that the City will continue their infrastructure improvement projects in 2017 including improvements to the 100 block of Antrim Street (Bridge Street to State Street) which is in the DDA District. An opportunity presents itself to install a heated sidewalk as a test run in conjunction with the City's street work. She cited the city of Grand Haven where the entire downtown has heated sidewalks, a \$3 million dollar project and \$60,000 per year to maintain.

City Manager Heydlauff questioned whether or not the Board felt it was worth exploring further. He stated in going back to the report that the Board had commissioned last year, it addressed the benefit that heated sidewalks could provide. He suggested incorporating this project with the rebuilding of Antrim Street before considering this for the remainder of downtown. Director Dotson explained that there are snowmelt systems in Traverse City where they have a boiler located next to the sidewalk.

Motion by Member DuPont, second by Member Wertz, to have staff research the potential cost of adding a heated sidewalk to Antrim Street. Motion passed by a 5 to 1 vote with Member Wertz voting against the motion.

9. Public Comment
None.

10. Request for Future Agenda Items
None.

11. Board Comments
Member DuPont questioned whether there was some way of getting feedback from downtown merchants regarding Live From Charlevoix. Member Wertz stated that his wife who works for The Clothing Company said that it had really helped their sales on concert evenings.

Member DuPont also questioned if there was any update on the fires or new businesses. City Manager Heydlauff responded that there were a lot of things in the flux and he did not have a definitive answer at this time.

12. Adjourn
Motion by Member Wertz, second by Member Gillespie, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:39 p.m.

Joyce Golding/fgm

City Clerk

Dan Barron

Chair



Charlevoix Main Street Design Committee

Minutes

Tuesday, January 3rd, 2017

- I. **Call to Order:** The meeting was called to order at 4:00pm by John Campbell.
- II. **Roll Call:**
 - a. **Members present include:** Rich Bergmann, John Campbell, Gerard Doan, Denise Fate, Shirley Gibson, LuAnn Keinath, David Miles, Zach Panoff, Valerie Snyder, Alan Hubbard, Matt McCormick, Lindsey Dotson, Mark Heydlauff.
 - b. **Public:** None
- III. **Inquiry Regarding Possible Conflicts of Interest:** John Campbell stated that he may have a conflict when it comes to the East Park Planters, as his company has done work on those in the past.
- IV. **Approval of Minutes:** December 6th, 2016 minutes approved as presented.
- V. **Approval of Agenda:** John Campbell requested that comments from John Duerr and a discussion regarding a historic architect, Rick Neumann, be added to the agenda.
- VI. **Old Business:**
 - a. **Main Street Design Guidelines:** Lindsey Dotson reported that she had met with Rick Wertz briefly about what has been done on the project so far. They are looking to set up another meeting to discuss the project further.
 - b. **Wayfinding and Cultural Corridor:** Matt McCormick from Pro Image Design presented a map of proposed locations and list of proposed signage content to the committee. The goal of the committee for next meeting is to review the list of signage content and the map and bring their feedback back to the Matt and Alan from Pro Image. Electronic copies of the list and maps will be sent via email to committee members.

A5 is still working on the branding for the City, so no design work has been done on the actual design of the signs. Design will be restricted along highways, but off of there, the signage will be able to be more customized to integrate the City's branding.
 - c. **Street Tree Lighting:** John Campbell reported that a person from Holiday lighting would be in town to investigate lighting trees on the side streets downtown. The tree at the SW corner of Bridge and Hurlbut is in need of repairs, which should take place shortly. John was asked about

the lifespan of the trees downtown and stated that the current trees likely have 50-60 years left before they need to be replaced. The shade tree committee is also looking at possibilities for replacing the tree grates downtown, as those are becoming too small for the trees as they grow.

- d. **East Park Planter:** John Campbell reported that the cost of redoing the remaining planters in the spring is estimated at \$25,000, \$15,000 of which has already been raised. John asked to put out in front of the committee whether they thought there was a conflict of interest with him and his company doing the work after raising the money, or if the project needed to go to public bid before it could be started. Rich Bergmann brought up that a local sponsor, such as a garden club, could be found, select a vendor themselves, and have their name on it, while a professional company does the work.
- e. **'Lights on the Round':** The Coast Guard building on the east end of Round Lake has been lit.

VII. New Business:

- a. **Charlevoix Training Academy:** An idea to use the former high/middle school building as a training center for various trades has been brought up by interested individuals.
- b. **Façade Grant Program:** Lindsey Dotson brought up that she has substantial experience with façade grant programs. Such a program could be used in conjunction with design guidelines to force building owners to follow those rules. Compliance with the guidelines could result in those owners being eligible for grant funding for portions of their projects. Funding for a façade program would need to be approved by the DDA/MMS Board and a procedure drafted by Lindsey. No particular time period or overarching style needs to be established for participants to follow, that would be dependent upon the building itself. The committee was in favor of pursuing the grant program in addition to the design guidelines. It was thought that a reimbursement of \$10,000/50% maximum per building façade would be appropriate to start with. There are also free design services available through MMS that can be provided to qualifying building owners that should be promoted alongside any potential grant program.
- c. **Comments from John Duerr:** John Campbell relayed a message from John Duerr stating that he thought people should be reminded to install smoke alarms and other preventative measures. Gerard Doan stated that there are only basic guidelines in place through the County in terms of what is required for fire monitoring. An effort several years ago to put further rules in place was not pursued because it was perceived to be too expensive for building owners to comply.

VIII. Staff Updates:

- a. **Work Plans and Baseline Assessment Check-in:** Lindsey Dotson requested that work plans be completed for all active projects. It is a requirement of the State that all projects have work plans done in advance of starting or funding anything.
- b. **Volunteer Hours:** Lindsey requested that people start tracking their monthly volunteer hours between meetings, so that it can be reported to the State.

- IX. Miscellaneous Business of the Committee:** It was requested to reconsider the regular time of the Design Committee's meetings. The majority of the group favored the first Thursday of the month, still at 4pm.

Rich Bergmann brought up establishing a standard seasonal storefront closing look for those businesses that close for the winter months. This was done successfully with Murdicks in the past few years. The Historical Society could provide photos or other materials to put in those windows.

The next meeting will be Thursday, February 2nd at 4pm.

- X. Call for Public Comment:** None.

- XI. Adjournment:** Meeting adjourned at 5:05pm.



**Charlevoix Main Street
Organization Committee Minutes
January 11, 2017
City Hall First Floor Conference Room**

- 1 The meeting was called to order at 8:00 a.m. by Chairperson Dennis Kusina. Members present: Lindsey Dotson Main Street Executive Director, Dennis Kusina, John Kurtz, Maureen Owens, John Yaroch, Richard Christener, and recording secretary Greg Stevens.
2. **Old Business**
 - a. John Kurtz and Greg Stevens gave an update on Pledge Letters, followed by discussion. John Kurtz suggested a follow-up letter in March, all agreed.
 - b. Lindsey Dotson lead discussion on the Communication Planning Worksheet. Ideas for step one were; communication with volunteers, several types of community awareness-using the press, social media, speaking opportunities at Service Organizations and School (Jr. Main Street)
 - c. Lindsey Dotson reviewed the current Main Street Mission Statement. She asked Committee Members to consider ways to update it.
3. **New Business**
 - a. Lindsey Dotson shared that the Quarterly Main Street Training Meeting will be held in Wayland on Tuesday February 7th. Norma Ramirez de Miess a Representative from National Main will lead the training. Lindsey will attend, member interest in attending are Maureen Owens, Richard Christener, and possibly Dennis Kusina
Representatives from Michigan Main Street will be in Charlevoix on March 8th and 9th holding a Four Point Refresh Training session.
4. **Miscellaneous Business;** Committee Members approved changing the meeting time and date. New time and date will be second Tuesday of the month at 4:00 p.m.
5. Meeting was adjourned at 9:02 a.m.

Next meeting is scheduled for Tuesday February 14, 2017 at 4:00 p.m. in 1st Floor Conference Room



**Charlevoix Main Street
Committee Meeting Minutes
Economic Restructuring Team
January 5, 2017 8:00 a.m.
City Hall First Floor Conference Room**

1. The meeting was called to order at 8:07 a.m. on Tuesday, January 5, 2017. Members Present: Lindsey Dotson, Mark Heydlauff, Maureen Owens, John Haggard, Tim Fore, Luther Kurtz, Kirby Dipert, Dan Barron, Richard Hodgson, Amanda Wilkin, and Peggy DeNio.
2. It was moved by Tim Fore to approve the December 6, 2016 meeting minutes, seconded by Maureen Owens with correction. Item 7 was amended to read:
 7. "Tim Fore updated the committee on his research regarding hospitality and retail training for the 2017 season. He suggested looking for local individuals to volunteer their time for training. He suggested Zingerman's for customer service."

Minutes approved.

3. Under Old Business on January 9th at 7:00 at City Hall the Planning Commission will be reviewing language revisions to the ordinance regarding temporary housing in private homes. They will be considering outside information from other communities that have done this.

Alison Hubbard, John Murray, Maureen Owens, Tim Fore and Fred DiMartino toured Round Lake Campus to determine the possibility of using it as employee housing for temporary summer employment. Tim Fore submitted a cost estimate to transition the facility to include 20 living areas in close proximity to shower and kitchen facilities. Questions were raised as to legality in particular the entity that would hold the insurance.

Tim Fore is still working with Staffords as a possibility for hospitality training. A Retail leader would still be needed.

4. Under New Business Mike Greyerbiehl has volunteered to become the new Committee Chairman replacing Tim Fore. He said that due to previous commitments he would be unable to become the active Chairman until August.

Lindsey Dotson announced a marketing campaign in light of the fires and bridge closure. It is the desire of the Marketing Committee to address any confusion these two events have had on the community. It was suggested to paint murals on the boards enclosing the damaged buildings and to adopt a slogan.

Lindsey Dotson addressed the need for Work Plans to be developed for each committee in order to do baseline assessment check-in with the DDA. These would be concrete documents outlining how the committee would be funded, fundraising projects, etc.

Lindsey Dotson indicated that it is necessary to develop a packet outlining how to open a business in Charlevoix. This is a necessary component to submit to Emily Pantera for our Redevelopment Ready Certification. It will also be beneficial to finalize this project in coordination with our Branding development. We need to show the State that we are not only meeting and discussing but that we are also progressing in order to keep our Main Street resources available to us.

5. Lindsey Dotson stated that Economic Development Updates should include new office relocations, business opening and closures, buildings sold and for sale. The Chamber site is available for Real Estate listings; however, there must be a work plan for this as well as a coordinator. The coordinator would then report to the State of Michigan.
6. Lindsey Dotson also stated that each member of the Main Street program will keep track of the volunteer hours dedicated to working on Main Street business. There is a worth of volunteerism and this worth is reported to the State of Michigan. Each member must submit their hours regularly in order for the state to recognize the efforts each individual is putting toward the success of Main Street.
7. The meeting was adjourned at 9:12 a.m. The next meeting is scheduled for Tuesday, February 14, 2017 at 8:00 a.m. Happy Valentine's Day!



Charlevoix Main Street

Promotions Committee Minutes

January 19, 2017 City Hall; Council Chambers

I. Call to order: by Carissa Mullaney at 8:00 a.m.

Members Present – Amanda Wilkin, Maureen Owens, Shelly Ferguson, Dan Barron, Nancy Suzor, Carissa Mullaney, Leanne Ackert, Larry Levengood, Sarah Hagen, Jean Musilek, and Lindsey Dotsen.

II. Approval of Minutes: December 15, 2016 – Moved: Jean Musilek, seconded: Sarah Hagen– Carried.

III. Old Business:

i. Project Updates from Sub-Committees:

Marketing & Communication Plan – Carissa Mullaney /Amanda Wilkin –

The new ad campaign – “Open For Business” has begun. It will be on Facebook, websites of Chamber, CVB, City and Main Street. Logos and links for business will be added as they are received.

This campaign allowed us to get great new photos for the Main Street web page. The “Downtown Charlevoix” website will direct people to the Main Street web page.

30 to 40 people attending the community Branding meeting at the Charlevoix Library on Wednesday the 18th. There was very positive feedback and a lot of great ideas and thoughts were gathered. a5 continues to encourage community involvement in an effort to reach a broader audience.

Live Life Local – Jodi Bingham/Nancy Suzor – There were approximately 4300 entries, up from the previous year. There seemed to have been quite a few local shoppers and this will be a focus for the future. There will be a wrap-up meeting to review any changes that may need to be made, including securing a sponsor for the license.

Restaurant Week – Lindsey Dotson – Proposed dates of April 23rd through April 29th for the next series. Additional committee members will need to be found to continue to grow the event.

Live From Charlevoix – Maureen Owens – The next event will be Saturday, January 21, 2017. Anticipate a sold out performance. A magic show has been added for Saturday, February 18th.

Bridge Drop – Dan Barron/Amanda Wilkin – The event was very well attended and the committee has received great feedback. The East Park location made staging much easier. The fireworks were a hit. Everyone appreciated the fact that young people were involved in the building of the faux bridge. This is a great way to get younger local involvement.

Shadowfest – Maureen Owens – Joe Charlevoix is on board again. The Galactic Sherpas will be performing this year. There will be a pancake breakfast and pictures with Joe and the Groundhog at Weathervane, free movies at the Cinema, kids games at Circle of the Arts, and a disc golf putting contest in addition to the Beer Tent.

Concert Series – Maureen Owens – The committee is narrowing down the performers and working on filling the slots for buskers.

V. New Business:

Maureen Owens was appointed to the Downtown Development Authority.

Lindsey Dotson will be presenting the finalized budget to the DDA on Monday, January 23, 2017 at 5:30 pm. Committee members are encouraged to attend this and future meetings to allow for immediate feedback for the Board.

Michigan Main Street is planning a two-day visit in March for strategic planning. There may be a refresh of the 4-point model.

The one year review by Michigan Main Street will be published.

Dan Barron and Maureen Owens attended the Planning Commission meeting to further the Economic Restructuring committee's initiative regarding revision of the current ordinance for Owner Occupied one room rental. This revision will offer a possible partial solution to the problem of our short-term housing shortage. This will have to be reviewed then opened to a public hearing with City Council.

Lindsey Dotson gathered volunteer hours.

VII. Adjournment: 9:04 a.m. Motioned made by Leanne Ackert, seconded by Amanda Wilkin. 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-0000093500
Account City of Charlevoix
Reporting Period Start 1/1/2017
Submitter's Name Lindsey Dolson

Status Submitted
Name Judy Snell
Reporting Period End 1/31/2017
Due Date 2/10/2017

Design

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

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

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

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

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

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

Address	Amount of Sale
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New Business Opened in MSA

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

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

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

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Charlevoix Harbor Wear	329 Bridge Street	Retail Occupied	2.0	3.0
Johan's Cafe	327 Bridge Street	Food & Beverage	3.0	5.0
Round Lake Gallery	325 Bridge Street	Retail Occupied	2.0	2.0
GaGa for Kids	323 Bridge Street	Retail Occupied	1.0	2.0
Celeste Murdick's Fudge	321 Bridge Street	Food & Beverage	2.0	2.0
52 Weekends	227 Bridge Street	Retail Occupied	2.0	1.0
Cherry Republic	411 Bridge Street	Retail Occupied	2.0	4.0

Businesses Moved out of Downtown

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

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

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
Branding Public Meeting	SE-Special Event	35	10	\$25.00	\$25.00	\$0.00

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
34.00	28.00	127.00	10.50	76.00	275.50

Fundraising/Membership Last Month

Type	Amount
Private	1900.00

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
Board Member			Maureen Owens	maureen.owens@raymondjames.com

Assistance Received

Grants	Source of Funds	Amount Received
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Other News or Commentary	Per Laura's request, I have added all of the first floor businesses that have closed as a result of the two fires at the end of last year. One will reopen soon and I will report those changes as they occur.
Program & Outlook	Very much looking forward to the refresh visit next month! We are still plugging away at branding and wayfinding efforts. The "Open for Business" marketing campaign has seen great success thus far. I'm still working on getting committees involved in creating/managing work plans and promoting comprehensive workplans. It is our main focus right now. Design Committee has been working on guidelines for a new facade grant program and funding is available to launch that program soon.
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
dda agenda pkt 1-23-2017.pdf	2/8/2017 12:05 PM

michiganbusiness.org

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



CITY OF CHARLEVOIX

210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720

Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Memo

To: Charlevoix Downtown Development Authority/Main Street Board
From: Lindsey J. Dotson, Main Street/DDA Executive Director
Subject: Director's Report
Date: February 27, 2017

Open Signs

We have received most of the completed signs and distributed order forms during the most recent Downtown Business Owner's meeting. Orders are coming in already, we hope to have some more hung soon!

Charlevoix is Open for Business Ad Campaign

An update on the success of the ad campaign thus far:

Website:

Views (compared to this time last year) went up 127% (1,110 Sessions vs. 488)

Users went up 288% (835 vs 215)

68% of visitors to our website were new users vs. 42% last year

Facebook: Our ad reached 29,612 people with 25,000 video views, 78 shares, and 9 comments

9&10 pre-roll ad as of 2/8: 12,575 impressions & 60 clicks

Quarterly Training in Wayland

Maureen Owens and Sarah Hagen attended the training session and learned a lot about the Main Street Refresh. Maureen presented her takeaways to the Organization Committee and Sarah will present to the Promotions Committee.

Order of Business

According to the DDA bylaws the Order of Business during Board meetings should be as follows:

Call to Order

Pledge

Roll Call
Conflicts of Interest
Approval of Minutes
Old Business
New Business
Public Comment
Directors Report
Misc. Business
Request for Future Agenda Items
Adjourn

For the last several months our meetings have not followed this order. I wanted to bring it to your attention. If the board wishes to continue the Order of Business we have been working with then the bylaws need to be amended. If not, we can adopt this Order of Business beginning at the March meeting.

Speaking Engagements

As part of my effort to get out into the community as much as possible I am happy to report that I recently spoke to the Chamber of Commerce Ambassadors group and the Kiwanis Club about the Main Street program, what we've accomplished, and what we are working on.

Block Captains

At the most recent Downtown Merchant Meeting we informally began establishing "Block Captains" so that the merchants can help assist with communications to the broader business community when need be. At our next meeting we will be discussing how to make this a more formal program.



CITY OF CHARLEVOIX
210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Memo

To: Charlevoix Downtown Development Authority/Main Street Board
From: Lindsey J. Dotson, Main Street/DDA Executive Director
Subject: Branding Update
Date: February 27, 2017

On February 20th we had a phone call with a5 and they presented their research findings. Altogether, they had:

- 24 In-Depth Interviews
- 213 Online Surveys
- 27 Chamber Surveys
- 40 Community Workshop Attendees

Soon we will have a press release going out about the research process and a summary of findings.

Next up:

- a5 presents brand platform refinements and brand identity directions March 2
- a5 shares identity refinements Week of March 6
- New identity is finalized Week of March 6
- a5 shares event logo designs (four) Week of February 27



CITY OF CHARLEVOIX

210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720

Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Memo

To: Charlevoix Downtown Development Authority/Main Street Board

From: Lindsey J. Dotson, Main Street/DDA Executive Director

Subject: Wayfinding Update

Date: February 27, 2017

On February 2nd Pro Image Design attended our Design Committee meeting. During that time we hashed out final changes in the preliminary sign placements that they had presented. Modifications are being made now and will be given to the Design Committee at their meeting on March 2nd.

As soon as we start getting brand renderings I will share what I can with Pro Image so that they may get a head start on sign design.



CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

A RESOLUTION IN SUPPORT OF THE MICHIGAN MAIN STREET MARKET STUDY UPDATE & BUSINESS RECRUITMENT TRAINING SERVICE APPLICATION AND SUGGESTED STRATEGIES

WHEREAS, the mission of the Charlevoix Main Street Program ties in with both the responsibilities and goals of the DDA, the two guiding principles of the Michigan Main Street Center, and the mission of the National Trust for Historic Preservation by emphasizing equal importance on preserving our history and promoting economic growth; and

WHEREAS, the overarching priorities of Charlevoix Main Street determined in 2015 including: 1) establish the foundation for a year round economy by expanding shoulder season activity, 2) bring businesses together to cooperate and coordinate resources to market downtown, and 3) establish the foundation for collaboration, partnerships, and communication; and

WHEREAS, Michigan Main Street's Market Study Update & Business Recruitment application based service supports the overarching priorities of Charlevoix Main Street; 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 Main Street DDA Board of Directors is in full support of the Market Study Update & Business Recruitment Training application; and

BE IT FURTHER RESOLVED, Charlevoix Main Street will actively participate in the process, including scheduling focus groups, creating an email contact list and actively promoting meetings; and

BE IT FURTHER RESOLVED, Charlevoix Main Street will actively work to educate and inform property and business owners, City Council and staff, other district stakeholders, and the broader community on the benefits of the market study update process (i.e. organizing public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.) ; and

BE IT FURTHER RESOLVED, Charlevoix Main Street commits to covering any costs relating to needs of additional time due to not meeting deadlines, costs related to workshops or presentations (such as beverages and /or food), publicity (flyers, brochures, posters, etc.), and public notices in the newspaper, etc.

RESOLVED this 27th day of February, 2017 A.D.

Resolution was adopted by the following yea and nay vote:

Yeas:

Nays:

Absent:

Charlevoix Main Street | 210 State Street | Charlevoix, MI 49720
(231) 547-3257
charlevoixmainstreet.org



CITY OF CHARLEVOIX

210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720

Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Memo

To: Charlevoix Downtown Development Authority/Main Street Board
From: Lindsey J. Dotson, Main Street/DDA Executive Director
Subject: Snowmelt System – Antrim Street
Date: February 27, 2017

Per the DDA's request estimates were sought out for what it would cost to install heated sidewalks/snowmelt system on Antrim Street during the already planned infrastructure updates taking place this construction season. With the assistance of Pat Elliott, Superintendent of the Public Works Department, and Bill Fries, Engineer from Nealis Engineering.

From Mr. Elliott: I measured up the North and South sidewalks on Antrim St. from Bridge St. going West, to the West edge of Village graphics for estimating the costs of heated sidewalks based on the square foot price given to us from Bill Fries. I did not measure any further West of Village Graphics because that section was just upgraded last year. If anyone wants that area added we would have to measure and come up with a new square foot cost because all of the concrete would have to be removed and re-poured. For the North sidewalk I based my square footage on the sidewalk and brick paver area being 12' wide. This may change slightly depending on how wide the road actually ends up being. I based the South sidewalk square footage on being 6' wide, this measurement should not change. Below are the cost estimates.

North sidewalk. 12' wide by 305' long = 3,660 square feet X \$30.00 per square foot = \$109,800.00
South sidewalk. 6' wide by 305' long = 1,830 square feet X \$30.00 per square foot = \$54,900.00

Total estimated project cost based on unit pricing provided is approx. **\$164,700.00.**

We've used \$10/sf as a rough estimate for fuel costs annually = **\$54,900**

These figures do not include maintenance expenses.



2017 TRANSFORMATION STRATEGIC PLANNING & ALIGNMENT VISIT
COMMUNITY: CHARLEVOIX, MI
WEDNESDAY, MARCH 8, 2017
LOCATION: CITY HALL COUNCIL CHAMBERS
210 STATE STREET CHARLEVOIX, MI 49720

PURPOSE:

The Transformation Strategic Planning & Alignment Visit is an important service provided to assist existing Michigan Main Street communities define community-informed and market-driven strategies that can direct and strengthen their revitalization efforts. This service also reflects Michigan Main Street efforts in helping all of its designated communities implement the “Refreshed” Main Street approach for comprehensive revitalization of traditional historic downtowns across the state.

The overall service includes four main components:

1. **Community Input.** This service depends greatly on input gathered from all sectors of the community. Through surveys and onsite meetings, the community and local leadership base will be invited to share their perspectives about downtown’s current conditions and their vision and hopes for the future of the historic commercial district.
2. **Market Information.** Important research that can provide insight on existing economic conditions will be conducted to help identify overall market conditions, specific gaps, and key opportunities that can be strengthen the local downtown district’s economic vitality.
3. **Transformation Strategy Development.** The team will work with the local Main Street board, staff, and committee leaders to review input from the community and market findings, and discuss and select appropriate strategies and focus for the revitalization efforts for the next 3-5 years.
4. **Alignment.** Informed by the strategies selected, the team will be assisting local leaders review the current programming and organizational structure and determine tactics and activities that can best align the work of the program with current strategies and implemented as advocated through the Main Street Four Point Approach®.

FORMAT:

I. INFORMATION NEEDED IN PREPARATION FOR THE VISIT:

1. The team will work with local leaders to gather community input through the following tools:
 - i. A Community Survey – The survey includes just a few questions to gather input from the community. Please distribute link and print copies as needed to ensure maximum level of participation from all the sectors in your community, including residents,

property and business owners, workforce.

- ii. A Leaders Surveys – The survey includes a brief questionnaire to be distributed among the local leader base. This includes not only the Main Street/DDA leaders (board, committees, staff), but also City leaders (Mayor, Council Members, Commissions, City Officials and Staff), and leaders from other organizations that also work in support of downtown (Chamber, Preservation Society, etc.).
2. Background materials. Michigan Main Street will work with local program leaders to gather materials that reflect the ongoing and recent work of the organization in preparation for the visit. This includes:
 - i. Main Street/DDA work plans, annual reports, and recent and current budget
 - ii. Downtown directory of businesses and properties if available
 - iii. Copies or links to most recent studies and plans for downtown and the community

II. ONSITE VISIT:

DAY 1

- ❑ **1:30p.m. – 2:45p.m. Meet with local City Leaders (City staff & Council)**
 - An opportunity to meet with the Team to review objectives and anticipated outcomes for the visit, review ongoing efforts, current roles, and any additional program updates.
- ❑ **3:00p.m. – 4:30p.m. Tour of Community and Downtown District**
 - A driving tour and/or walking tour of the community & ddowntown and an opportunity to share information, including population, employers, and ongoing or future plans.
 - The walk through the downtown district should include brief stops at various businesses to meet business owners and inquiry their input on the local business environment. Please provide a map and copy of the downtown business directory in advance if possible.
- ❑ **5:00p.m. – 6:00p.m. Meeting with Downtown Property & Business Owners**
 - Additional opportunity to meet with downtown stakeholders, including building owners, business owners, residents and look for their perspectives and vision for downtown.
- ❑ **6:15p.m. – 8:30p.m. Strategy Planning Meeting with MS/DDA Board/Committee Leaders**
 - In this meeting, the team will share findings from surveys and market research and facilitate a discussion about strategies that can help transform the district and bring life and economic vitality for the downtown district.

III. AFTER THE VISIT:

The National Main Street Center will provide a written summary of the visit outlining the findings and recommendations outlined during the visit within a month after onsite visit. Copies of the surveys' results, market information, and supporting materials will also be provided. The National Main Street and Michigan Main Street will work with local leaders to confirm and schedule additional technical assistance and services to be offered to the program throughout the year.

We look forward to working with you in preparation for this visit. Please review the information included in this packet, including the tentative agenda, discuss and confirm any changes, and confirm the schedule for

the onsite visit and action items that can support the planning and overall success of this visit. Please contact us if you have any questions.

Laura Krizov

Manager, Michigan Main Street
Michigan Economic Development Corporation
Phone: (517) 241.4237; Fax: (517) 335.3147
Email: krizovl1@michigan.org

Matt Wagner, PhD.

Vice-President of Revitalization Programs
National Main Street Center
Phone: (312) 610-5617; Fax: (202) 588-6050
Email: MWagner@savingplaces.org

Norma Ramírez de Miess

Senior Program Officer and Director of Leadership Development
National Main Street Center
Phone: (202) 213-6720; Fax: (202) 588-6050
Email: NMiess@savingplaces.org



Charlevoix Main Street Façade Incentive Grant Program Guidelines

Bringing History Back to Downtown Storefronts
January 2017

Background

The Façade Incentive Grant Program is developed by the Design Committee of Charlevoix Main Street (CMS).

Program Purpose

The grant program was created to encourage private investment in historic facades by providing financial incentives. Historically sensitive rehabilitation and dramatic improvement of facades in downtown Charlevoix will encourage good design that will serve as quality examples to preserve the architectural character that is distinctive to Charlevoix. By improving the appearance of the building facades, the Program helps to improve the economic viability of the downtown.

Source of Funding

This program is funded by Charlevoix Main Street. The number of projects receiving grants in a fiscal year is based on program budget, with a new funding cycle beginning April 1. Grants are awarded on a first-approved, first-funded basis.

Program Process

Applications are submitted to the Charlevoix Main Street Design Committee for initial review. The Design Committee will then recommend projects to the Charlevoix Main Street/DDA Board of Directors, who makes all final grant funding approvals.

Program Target Area

The target area for the Charlevoix Main Street Façade Incentive Grant Program is the Charlevoix Main Street downtown district. (See Exhibit A)

Eligible Applicants

1. Owners of commercial buildings in the Charlevoix Main Street district, used for commercial purposes, and conforming to zoning use are eligible to apply for grant funds.
2. Applications for projects must be approved by the CMS Board of Directors prior to commencement of rehab work. Any applicant submitting an application after commencement of exterior demolition or construction becomes ineligible to receive a grant.
3. Tenants of eligible buildings may request grant funds if they submit a notarized letter of permission from the property owner with their application.
4. No building shall receive more than one façade incentive grant award in any three-year period unless the applicant has been pre-approved for a phased project.

Eligible Improvement Projects

1. Exterior brick or wall surface cleaning using gentlest means possible (no sandblasting).
2. Re-pointing of brick mortar joints.
3. Patching and painting of façade walls.
4. Storefront Window and/or door repair or appropriate replacement.
5. Cornice repair or appropriate replacement.
6. Removal of angled projecting roofs from the façade and repair of surface.

Ineligible Projects

Grant funds cannot be used for any of the following: interior improvements or furnishings, financing or refinancing debt, loan origination fees, property acquisition, building permits or development review fees, property appraisals, legal fees, architectural fees, landscaping, interior maintenance, signs and awnings with signage, building additions, roof repair, painting unpainted brick, or labor costs paid to owner/applicant or relatives of the owner/applicant.

Funding Guidelines

1. Grants will reimburse 50% of eligible project costs up to the following maximums:

Front Façade* \$10,000

Rear Façade** \$5,000

Side Façade** \$2,500

*Buildings on a corner have two front facades.

**Rear/side facades are eligible if adjacent to a public alley, street, or parking lot.

2. If applying for multiple facades, reimbursement will not exceed \$10,000 for the entire project.
3. All rehabilitation projects must meet City of Charlevoix zoning and building codes.
4. Any grant for surface cleaning must ensure that the gentlest means of cleaning is used and environmental permits are obtained if removing lead-based paint or discharging paint materials into the City's storm sewer. Cleaning methods that damage the historic building materials, particularly sandblasting, shall not be undertaken.
5. Projects funded by grant monies must be completed within one year of the date that the grant application is approved. An extension may be approved at the sole discretion of the CMS Design Committee under significant special circumstances.
6. Any improvements that have been made through the Façade Incentive Grant Program must be maintained by the applicant and may not be removed or significantly altered for a period of ten (10) years.
7. All applicants must have all property (real and personal) taxes paid to date.

No grant funds will be released until 100% of the approved façade work is complete and final inspections of the work show it was satisfactorily completed. This grant is awarded

on a reimbursement basis with funds released upon provision of adequate proof of payments to contractors and waivers of lien.

Step-by-Step Application Process

1. A complete grant application must be submitted to the Charlevoix Main Street office. Since funds for this program are allocated based on funding availability, estimates for the façade work to be performed must be submitted on letterhead from licensed contractors that will perform the work. Two estimates are required, and three estimates are recommended. The exact amount of funding being requested shall be based on the estimate selected and outlined on the application. Proof of funding must be provided. If the cost of the project exceeds the initial estimate, the applicant only receives the original grant amount approved.
2. If an applicant wants to perform phased improvements, he/she will be required to submit an outline of the work to be performed in connection with each new phase along with an estimate of costs for each phase. An applicant may phase a substantial project over the course of three years. In doing so, the applicant must perform at least one phase in every consecutive year until the project is complete. At the end of each phase, the applicant may apply for reimbursement of only the amount expended in the completion of the immediately preceding phase. No costs or reimbursements will be considered for any phases other than the one immediately preceding the request for reimbursement. For example, if Phase 1 was completed on January 1, 2015, Phase 2 was completed on January 1, 2016 and Phase 3 was completed on January 1, 2017, and the applicant only applies for reimbursement on January 2, 2017, he/she is only entitled to reimbursement of the costs associated with Phase 3.
3. If an applicant is requesting funding for more than one building, the applicant must complete a separate application for each building. Each eligible building will be considered a separate project for purposes of grant funding.
4. A \$250 application fee made payable to Charlevoix Main Street to cover historic review consultant and proof of project funding must accompany the completed application form. The application fee will be reimbursed if your project is not approved for funding.
5. Charlevoix Main Street staff will forward the application to the City of Charlevoix Economic Development & Planning Department to make sure the work proposed complies with the city's zoning and building codes. If it complies, it will be returned to the Charlevoix Main Street staff. If the work does not comply, the applicant will be contacted for a meeting with the Economic Development & Planning Department to resolve the zoning and building code issues. A revised application may be required. No grant application will proceed that does not meet City of Charlevoix Zoning Ordinances or the Michigan Rehabilitation Code. This preliminary review will not replace City requirements for obtaining zoning approval or building permits.
6. Once a compliant application is returned to Charlevoix Main Street staff, it will be reviewed by the Charlevoix Main Street Design Committee at their next monthly meeting (the applicant or representative may attend). The Design Committee will

use the Secretary of Interiors Standards of Rehabilitation to recommend approval of grant awards. The application will then be forwarded to the Charlevoix Main Street Board of Directors for the final grant decision.

7. Once the application has been approved, the applicant will be notified in writing by the Board of Directors, and the amount of the grant will be clearly stated in the letter.

8. The Design Committee must approve of any changes in the drawings and work specifications, subject to approval by the CMS Board. Deviations from an approved plan may disqualify the applicant from the grant program.

9. "Before" and "After" pictures must be taken by the applicant and be submitted to the Charlevoix Main Street Office upon completion of the project. "Before" pictures must be taken before the commencement of the work.

10. When a façade improvement project is completed and "Before" and "After" pictures are submitted, it will be examined by Charlevoix Main Street staff, and a licensed architect, builder, or code official hired to serve as grant inspector, to ensure that the work has been completed as specified in the grant application, as approved by the Design Committee and Main Street Board.

11. Once staff and grant inspector have verified completion of the façade improvement project, the applicant must submit copies of invoices, receipts, and an itemized statement of the total cost of the project signed by the applicant. All documentation for payment must be provided at one time to Charlevoix Main Street for one payout. Receipts must be provided no later than 60 days after completion of project. After receipt and verification of the information, Charlevoix Main Street will release the grant money to the applicant. The grant is awarded on a reimbursement basis.

Project Rating and Approval Criteria

The Design Committee will base their recommendations for grant awards and prioritize applications based on the following:

1. Applicants must submit all items specified in the grant application.
2. The improvement must be planned for a building in the program target area (CMS District).
3. The property owner must agree to adhere to the Charlevoix Main Street Façade Incentive Grant Program Guidelines.
4. The property owner must agree to adhere to the Secretary of the Interior's Standards for Rehabilitation. (See Exhibit B)
5. Changes in the façade of the buildings should not remove, alter, damage or cover up significant architectural features of the building which are original or which reflect a major alteration that is itself architecturally significant.
6. Changes to the façade of buildings should either:
 - a. Partially or fully restore the historic appearance of the building based on actual evidence, including photographs, written documentation, data on the building or site or other data.
 - b. Represent a design which is compatible with the buildings historic character and with the adjoining buildings.

c. In general, the Design Committee will encourage repair and preservation of existing historic features of facades, and encourage appropriate changes to alterations to these facades that have resulted in an incoherent, unattractive or inharmonious appearance.

d. Paint and material colors will be reviewed, and should either be based on original colors obtained from paint samples on the buildings, historic color samples, or be compatible with adjoining buildings and colors in downtown Charlevoix. Trim colors, which highlight building details, are encouraged. Spectacular colors should be avoided.

Program Amendments

The details of the Charlevoix Main Street Façade Incentive Grant Program may be amended at any time during the fiscal year, subject to the formal approval of the Charlevoix Main Street Board of Directors.

All decisions of Charlevoix Main Street Board of Directors are final. There is no appeal process in place therefore there will be no appeals accepted.

Indemnification

The Applicant hereby agrees to defend, indemnify and hold harmless to the fullest extent permitted by law the Charlevoix Main Street Board, and any and all other employees, agents, directors, volunteers, successors in interest and/or representatives from any and all claims, liabilities, damages, personal injuries, requests for reimbursement or other such requests for payment arising out of or in connection with the project referenced in this Agreement. The parties agree that the Applicant's duty to defend and indemnify is intended to be interpreted in the broadest possible sense, except that the Applicant shall have no responsibility to defend or indemnify where the Charlevoix Main Street Board, or its employees, agents, directors, volunteers and/or representatives are found to be solely negligent.

Contact Information

For questions or to apply for the Façade Grant Incentive Program, contact the Charlevoix Main Street Office.

Charlevoix Main Street
210 State Street
Charlevoix, MI 49720
Phone: 231-547-3257
Email: lindseyd@cityofcharlevoix.org



Charlevoix Main Street Façade Incentive Grant Program Application

Applicant's Name: _____ Phone # _____

Business Name _____

Property Owner's Name _____

Project Address _____

Parcel # _____

Mailing Address (Applicant) _____

The work to be performed in connection with the Charlevoix Main Street Façade Incentive Grant Program, for which the Applicant will be reimbursed, is outlined below:

Improvement(s) Planned (check whichever applies)

___ Exterior brick or wall surface cleaning

___ Pointing of brick/Mortar joint repair

___ Patching and painting of façade walls

___ Window and/or door replacement/repair

___ Cornice repair and/or replacement

___ Other (please specify) _____

Façade(s) Impacted (check whichever applies)

___ Front ___ Rear ___ Side ___ Corner lot

Total Cost of Improvement \$ _____

Incentive Amount Requested \$ _____

The following information must be submitted with your application to ensure quick processing:

1. Project Improvement Plans drawn to scale, if applicable

2. Samples of paint colors to be used in façade improvements
3. Photograph(s) of existing condition of property
4. Historic photo of building(s), which can be found in the archives of the Charlevoix Historical Society
5. Proposed budget and detailed cost estimates for work
6. Written permission by property owner, if tenant
7. Proof of payment of taxes (available at Charlevoix City Hall)
8. \$250 application fee (check payable to Charlevoix Main Street)
9. Proof of project funding

The Applicant certifies and agrees to the terms and conditions set forth below:

1. The Applicant is the owner or tenant of a property in the Charlevoix Main Street Façade Incentive Grant Program Target Area as outlined in the Charlevoix Main Street Façade Incentive Grant Program Guidelines Exhibit "A", hereinafter referred to as "Program Guidelines".
2. The Applicant is in good standing with the City of Charlevoix in terms of payment of taxes and utilities.
3. The Applicant agrees to be bound by the rules as outlined in the Façade Grant Incentive Program Guidelines and should consult the Downtown Charlevoix Design Guidelines (see Exhibit C) when making decisions regarding the aesthetic quality of the façade design.
4. All improvements to be undertaken will be consistent with all applicable zoning and building codes. Further, if review is necessary by the Charlevoix Planning Commission in accordance with the Charlevoix Zoning Ordinance, the review will be conducted before the work on the façade begins. Applicant must pay all relevant fees.
5. Only the work that is outlined on the application will be eligible for reimbursement.
6. The project must be completed within one year of approval of the application. There are no extensions of grant funds. The project is not eligible for reimbursement if the work is not completed during the approved time period.
7. Funds are awarded on a reimbursement basis. Disbursement of funds shall be made only after the entire project is complete and certified by City staff and the grant inspector to be in compliance with the approved design. The work must also adhere to any required inspections (e.g. Charlevoix County) before funds are disbursed for reimbursement. The Applicant must submit copies of invoices, receipts and an itemized statement of the total cost of the project, signed by the applicant. All documentation for payment must be provided at one time to Charlevoix Main Street for one payout, and the receipts must be provided no later than fifteen (15) months after the application has been approved. Payment will be made to the applicant by Charlevoix Main Street within 4-6 weeks. Charlevoix Main Street will only make checks payable to the Applicant. The amount of the reimbursement must adhere to the Program Guidelines. The specific amount is outlined in the application.
8. The Applicant understands that he/she is responsible for the construction management for the entire project.

9. The grant money awarded will be in keeping with the Façade Grant Incentive Program

Guidelines and shall not exceed the amount as outlined in the application.

10. It is expressly understood and agreed that the Applicant shall be solely responsible for all safety conditions and in compliance with all federal, state, and local safety conditions, safety regulations, building codes, ordinances and other applicable regulations.

11. The applicant shall, at his/her own expense, indemnify, protect, defend and hold harmless Charlevoix Main Street and/or its agent and employees, from all claims, damages, lawsuits, costs, and expenses, for any property damage, personal injury or other loss relating in any way to the Charlevoix Main Street Façade Incentive Grant Program.

12. The Applicant understands that he/she is responsible for the maintenance of the façade improvements described here for a period of ten years from the project completion.

Applicant's Signature _____ Date _____

Property Owner's Signature _____ Date _____

Complete and return to:

Charlevoix Main Street
210 State Street
Charlevoix, MI 49720
(231) 547-3257

Charlevoix Main Street	2017 Work Plan			Committee: Promotions		
Objective #: 1: Establish the foundation for a year round economy by expanding should season activity. & 2: Bring businesses together to cooperate and coordinate resources to market downtown.						
Charlevoix Restaurant Week - April 23 - 29, 2017						
Project Manager: Kate Heady						
Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Redo dates on banners	Carissa	Feb 22	3/1/2017	2	\$480	original banner cost - \$480
Update Sponsor Form	Leanne	Feb 22	3/1	5		
Get new Restaurant Week Logo from a5	Carissa	3/2	3/9/2017	1		
Design Posters	Carissa	2/22/2017	3/10/2017	2		
Design Tent Cards	Carissa	2/22/2017	3/10/2017	2		
Gathering Restaurant Menus	Leanne	2/22	3/15/2017	8		
Facebook advertising	Lindsey/Carissa	Feb 22	3/23/2017	2	\$100	spring 2015 - \$150
Radio ads Lite 96.3/calendar	Kate	2/22	3/23/2017	2	\$499	spring 2015 - \$306
Community Shopper	Kate	2/22	3/23/2017	1	\$184	
Printing of Posters, Flyers, and Tent Cards	Kate	2/22	3/23/2017	1	\$200	
Write Press Release	Nancy	2/22/2017	3/23/2017	2		
Get info sheets made for participating restaurants with help from Fabianos	Phil/Leanne	2/22/2017	3/23/2017	3		
free - online calendars	Kate	2/22/2017	3/23/2017	2		
Constant Contact Email Blast	Lindsey	3/8/2017	3/23/2017	2		
charlevoix chamber & biz blast	Chamber	3/23/2017	3/30/2017	1		
Reformat menus into uniform template	Rachael?	2/22/2017	3/23/2017	10		
Update charlevoixmainstreet.org website content	Carissa/Lindsey	2/22/2017	3/23/2017	5		
Video ad @ Cinema III	Terry/Chris	2/22/2017	3/23/2017	3		
Get discounts at hotels	Amanda	2/22/2017	3/23/2017	2		
Poster & Tent Card Distribution	Jean & Sarah	2-Apr-17	9-Apr-17			

facebook page (charlevoixrestaurantweek)	Kate & Lindsey, Leanne	2/22/2017	4/23/2017	20		
Contact 9&10 News Toi Greel Morning Segment	Kate	4/15/2017	4/23/2017	1		
Sponsorship Income	Kate/Leanne	22-Feb-17	23-Mar-17	5	-\$1,500	
Totals:				76	-\$37	
contacts: nancy richmond (lite 96.3) 2313478713 ~ tracy ulrich (wklt) 2313482000 ~ cyndi ludka (mynorthmedia) ludka@travermagazine.com ~						
Measurement of success: 10 Participating Restaurants & Cover Event Expenses Through Sponsorship Funds						