

AGENDA

Charlevoix Downtown Development Authority and Main Street
Board of Directors

April 24, 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 March 27, 2017 Regular Board Meeting
- b. Minutes of the April 12, 2017 DDA Work Session
- c. Committee Meeting Minutes
- d. Main Street Monthly Report for March 2017

6. Presentations

- a. a5, Inc. Branding Concepts
- b. Junior Main Street Committee Downtown Mobile App

7. Reports

- a. Director's Report

8. Old Business

- a. Façade Grant Application – Kurtz

9. New Business

- a. Election of Chair & Vice Chair
- b. Resolution Authorizing the Application for Special License – Craft Beer Festival
- c. 2017 Venetian Festival Street Closures
- d. Downtown Mobile App Work Plan
- e. Downtown Shuttle Service with County Transit Work Plan

10. Public Comment

11. Request for Future Agenda Items

12. Board Comments

13. 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 April 20, 2017 8:00 PM

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
Monday, March 27, 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

Member Yaroch agreed to Chair the meeting in the absence of Chair Barron and Vice Chair Dipert.

3. Roll Call

Interim Chair: John Yaroch

Members Present: Fred DiMartino, Dianne DuPont, Tami Gillespie, Maureen Owens, Rick Wertz

Members Absent: Dan Barron, Kirby Dipert, Luther Kurtz

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Member DiMartino stated that he may have a conflict on the façade grant application item. Director Dotson questioned if it was a conflict for Member DiMartino to answer questions about his application when the façade grant item was discussed. The Boardmembers agreed that Member DiMartino could answer questions as needed.

5. Consent Agenda

a. Minutes of the February 27, 2017 Regular Board Meeting

b. Minutes of the March 8, 2017 DDA Work Session.

c. Committee Meeting Minutes

Member DuPont questioned several items in the Economic Vitality Committee meeting minutes. She addressed the need for more parking in the downtown area. Director Dotson stated that City Manager Heydlauff was working on a shuttle service program as Co-Chair of the Economic Vitality Committee and that there should be a work plan before the DDA Board soon. She stated that the process was starting out slow to see if there is an actual demand for the service and she didn't think the schedule would be conducive to employees working in the downtown area. She stated that they could discuss the project more when City Manager Heydlauff was able to attend the DDA meeting.

d. Main Street Monthly Report for February 2017

e. Updated Job Description – Farmer's Market Manager

Motion by Member Wertz, second by Member DiMartino, to approve the Consent Agenda as presented. Motion passed by unanimous voice vote.

6. Reports

a. Director's Report

Director Dotson announced that she was pregnant and she will be out of the office for a period of time beginning in September. She stated that the location of the National Main Street Center meeting scheduled for April 12th will be at the Circle of Arts. Members DuPont and DiMartino advised that they will be out of town that day. Director Dotson also gave an overview of Junior Main Street Program and ways for high school students to get involved.

b. Branding Update

Director Dotson stated that their timeline has been extended because the research and themes that a5 developed were right on, but the imagery they provided was not what the Committee had expected.

c. Wayfinding Signage Update

Director Dotson stated that wayfinding was on hold until the branding work was complete.

7. Old Business

None.

8. **New Business**

a. Presentation of Donation from Cherry Republic, Inc.

Member Gillespie stated that they were going to wait until the City Council meeting for the presentation.

b. Mission Statement Update

Director Dotson stated that the Organization Committee reviewed the current Mission Statement. She explained that what the DDA created during the 2015 Baseline Assessment was actually a vision statement, not a mission statement. The proposed Mission Statement read:

"The Mission of the Charlevoix Main Street Program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, public and private partnerships, while fostering a sense of community pride and ownership."

Motion by Member Owens, second by Member Wertz, to adopt the new Mission Statement for the Charlevoix Main Street Program as written. Motion passed by unanimous voice vote.

c. Proposal to Upgrade Performance Pavilion Sound System

Director Dotson stated that when the DDA Board approved the budget for the new fiscal year, she included \$15,000 for the sound system improvements. She stated that Charles Winnell was present to address any questions about the proposal. Discussion followed regarding specifics of the proposal.

Motion by Member DiMartino, second by Member Gillespie, to approve the proposal for the upgrade to the Performance Pavilion Sound System at a cost of \$15,454.17. Motion passed by unanimous roll call vote.

d. Façade Grant Application – DiMartino

Member DiMartino stated that he could answer questions as needed and then he stepped down from the dais. Director Dotson recalled that the Design Committee was mindful of the time sensitivity of the application, calling a special meeting to review the application. It was approved by the Committee and was pending DDA Board approval for the funding. She stated that it was a phased in project of 2-3 years at a cost of \$17,500, but the maximum allowable grant is \$10,000. The Design Committee recommended approval of the \$10,000 for the grant. Director Dotson stated that the applicant was planning to retain as much of the existing façade as possible and the mission was to retain the historical integrity of the building. Member DiMartino stated that he was spending \$66,000 just for the brick. He explained the timeframe for the project and that his goal was to have Cherry Republic back in the building as soon as possible.

Motion by Member Wertz, second by Member DuPont, to approve the façade grant application at the maximum amount of \$10,000. Motion passed by unanimous voice vote with Member DiMartino abstaining from the vote.

e. Façade Grant Application - Kurtz

Director Dotson stated that she received the Kurtz application after the agenda was distributed for the Design Committee special meeting. The Committee decided that since it was not on the agenda that they should not discuss the Kurtz application. She stated that they could not call another special meeting because John Campbell was out of town. Mr. Campbell suggested that because this was also a time sensitive project, the DDA Board could weigh in on the application before the Design Committee meets this week so they can take the DDA's considerations into account when they review the application.

Bryan Noirot, Contractor, stated that he was present to represent the applicant. Director Dotson noted that the application included a sketch of the work to be done on the façade. She stated it was a historic building and it was considered a contributing resource if they were to move forward with a historic district in the future. She emphasized the positive impact of the project, further described the details of the project and Mr. Noirot responded to questions from the Boardmembers.

Motion by Member Owens, second by Member DiMartino, to approve the application as presented pending the Design Committee decision on April 6th. Motion passed by unanimous voice vote.

f. Work Plan Approval – Concert Series.

Director Dotson reported that two Co-Chairs, Sarah Hagan and Jean Musilek were appointed for this season. She stated that they were adding street performers (busking performers) to every week of the series at various locations within the downtown. Member Owens stated that they were also discussing having a movie night once in June and August.

Motion by Member Wertz, second by Member DiMartino, to approve the Work Plan for the Summer Concert Series for 2017 as submitted by the Promotions Committee. Motion passed by unanimous voice vote.

9. **Public Comment**

None.

10. **Request for Future Agenda Items**

None.

11. **Board Comments**

Member DuPont stated that she wanted to thank the City Manager for the signs indicating that the bridge would be closed, but she stated that earlier that day all the signs were still covered up.

Member DiMartino commented that the Design Committee was very helpful when he spoke to them regarding his façade grand application.

Member DuPont stated that she had heard several times that Johan's Bakery was going to move into "Jimmy's" and Director Dotson stated that was not true.

Interim Chair Yaroch questioned if they were doing anything to recognize outgoing Chair Dan Barron, for his work on the DDA for over twenty years. He suggested a plaque from the City Council and possibly a reception after the next DDA Board meeting, and Director Dotson stated that she would see what could be arranged.

12. **Adjourn**

Motion by Member DiMartino, second by Mayor Gillespie, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:36 p.m.

Joyce Golding/fgm

City Clerk

John Yaroch

Interim Chair

**Charlevoix Downtown Development Authority/Main Street
Work Session Minutes**

Wednesday, April 12, 2017 – 5:30 p.m.
109 Clinton Street, Charlevoix Circle of Arts, Charlevoix, MI

The meeting was called to order at 5:30 p.m. by Vice Chair Kirby Dipert.

1. Roll call

Vice Chair:	Kirby Dipert
Members Present:	Maureen Owens, Rick Wertz, John Yaroach
Members Absent:	Dan Barron, Tami Gillespie, Fred DiMartino, Dianne DuPont, Luther Kurtz
City Staff:	Lindsey Dotson, Executive Director M. Chris Leese, Farmers Market Manager
Others Present:	Sarah Hagen, Amanda Wilkin, Alison Hubbard, Richard Hodgeson, Gail DeMeyere, Denise Fate, Kate Heady, John Campbell

2. Presentations

A. Transformation & Strategic Alignment

Norma Ramírez de Miess, Senior Program Officer and Director of Leadership Development of the National Main Street Center and Matt Wagner, Matt Wagner, Ph.D., Vice President of Revitalization Programs, shared findings from surveys and market research and facilitated a discussion about strategies that can help transform the district and bring life and economic vitality for the downtown. Market data, tapestry segments, and suggestions for establishing a revitalization strategy specific to Charlevoix's needs based on market strengths and weaknesses.

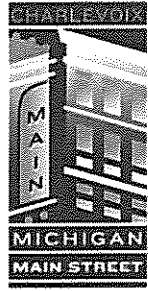
3. Adjourn.

Meeting adjourned at 7:00 p.m.

Lindsey J. Dotson Executive Director

Kirby Dipert

Vice Chair



Charlevoix Main Street Design Committee

Minutes

Thursday, March 2nd, 2017

- I. **Call to Order:** The meeting was called to order at 4:00pm by Acting Chair Denise Fate.
- II. **Roll Call:**
 - a. **Members present include:** Rich Bergmann, John Campbell (via Phone), Denise Fate, David Grossi, Luann Keinath, Gail DeMeyere, David Miles, Zach Panoff, Rick Wertz, Lindsey Dotson.
 - b. **Public:** None
- III. **Inquiry Regarding Possible Conflicts of Interest:** None.
- IV. **Approval of Minutes:** February 2nd, 2017 minutes approved as presented.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **Old Business:**
 - a. **Wayfinding and Cultural Corridor:** The latest list of destinations for potential signage was provided to the committee.

Valerie Snyder brought up via email before the meeting that the middle and high schools were left off of the list, and that the football field/track is identified as Kipke Field by schools outside of Charlevoix on their schedules, so they should be identified as such on any signage.

The identification of the ballfields was discussed. Rotarians only maintain the playground portion of the area, and the City takes care of the ballfields, so the committee thought that something like Rotary Park Recreation Area would be a better name, if Pro Image thought that that would fit on a sign.

- b. **Design Guidelines:** Lindsey Dotson brought up the possibility of incorporating design guidelines for downtown into the zoning ordinance, so that they could have teeth and be more than just guidelines. Zach Panoff believed it was a possibility something like that could be attached to the existing CBD Overlay District, where it would be used by the Planning Commission in their site plan review process.

David Grossi offered to come on and head the Design Guidelines project, where the next step would be preparing a sample amendment to the zoning ordinance that could be presented to the Planning Commission for their consideration.

VII. New Business:

- a. Seasonal Storefronts:** Rich Bergmann showed some renderings of what could be done to the buildings downtown that have suffered fire damage in the last few months. Lindsey reported that she has been talking with the building owners and they are both open to ideas for improving the look of the front of the buildings while they undergo construction or demolition.

The question of funding any sort of banners or other screens was raised, Rich proposed dividing the cost between building owners, Main Street and other local organizations. David Grossi offered that the contractors or architects working on the projects may be convinced to contribute funds if a portion of the banners can include their names/logos.

Rich would also like to investigate coming up with more attractive storefronts for those shops that close for the winter, or getting together Main Street volunteers to go and create more visually pleasing displays with the owner's permission. These displays could include historic photographs or other items to advertise the town and Main Street's efforts.

- b. Building Inventory:** Several of the Main Street committees are involved in filling out the downtown building inventory in greater detail than the initial effort that was done when Charlevoix was applying to join the program. The design committee would mostly be involved in locating and identifying historic photographs and historic uses that could be reference in the event of façade grant applications or applying for design services from the State. Grant Stevens has been working for the City on updating and importing the inventory into Microsoft Excel.

David Miles offered that Betsy Reynolds, the former director of the Historical Society, has done a lot of research and may be willing to dig up whatever information she can on downtown buildings.

VIII. Staff Updates:

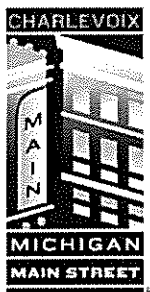
- a. Façade Grant Program:** Lindsey reported that the façade grant program was approved by the DDS/MMS Board with \$30,000 to distribute in the first year. The next step is to spread the word to building owners so they know they have the option available to them. Rick Wertz offered to help with this part of the project.
- b. Design Services:** The committee examined an application for design services from the owner of the building at 216 Bridge Street, where Round Lake Books is currently located. They would like to restore the building's storefront and front windows, among other things identified in their application. Members filled out grading sheets based on several criteria and generally agreed to approve the application.

- IX. Miscellaneous Business of the Committee:** The next meeting will be Thursday, April 6th at 4pm.

Lindsey reported that SHPO has contacted her to let her know that a portion of the downtown has a high enough concentration of contributing historic buildings to be considered for the national register historic district. Application can be discussed at a later date.

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

- XI. Adjournment:** Meeting adjourned at 5:10pm.



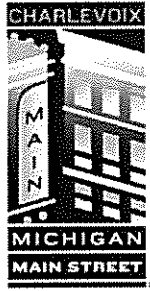
**Charlevoix Main Street Design Committee
Minutes**

**SPECIAL MEETING
Thursday, March 16th, 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, Shirley Gibson, David Miles, Zach Panoff, Rick Wertz, Lindsey Dotson.
 - b. **Public:** Fred DiMartino
- III. **Inquiry Regarding Possible Conflicts of Interest:** None.
- IV. **Approval of Agenda:** Agenda approved as presented.
- V. **New Business:**
 - a. **Façade Grant Application from Fred DiMartino:** Application materials were provided to the committee by Fred DiMartino, the applicant, for their review. Mr. DiMartino reviewed the damage done to his building at 221/223 Bridge Street in a fire late last year. Demolition has already begun on the interior of the building and he is seeking a façade grant for repairing the damage done to the front of the structure. Most of the front can be saved, but needs repair, and a third story addition is being considered. It is anticipated that all exterior work could be completed by the summer, then interior renovation would follow.

Motion by Shirley Gibson, second by Rick Wertz to recommend approval of a \$10,000 grant to Fred DiMartino for façade repair/improvement at 221/223 Bridge Street.

Motion passed unanimously.
- VI. **Adjournment:** Meeting adjourned at 4:23pm.



**Charlevoix Main Street Design Committee
Minutes**

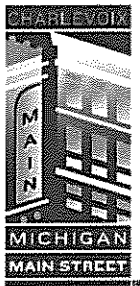
SPECIAL MEETING
Thursday, March 30th, 2017

- I. **Call to Order:** The meeting was called to order at 4:00pm by John Campbell.
- II. **Roll Call:**
 - a. **Members present include:** John Campbell, Gail DeMeyere, Shirley Gibson, David Grossi, David Miles, Zach Panoff, Rick Wertz, Lindsey Dotson.
 - b. **Public:** None.
- III. **Inquiry Regarding Possible Conflicts of Interest:** None.
- IV. **Approval of Agenda:** Agenda approved as presented.
- V. **New Business:**
 - a. **Façade Grant Application from Celebrate Me Home LLC:** Application materials were provided to the committee from Celebrate Me Home LLC, the applicant, for their review. Due to timing, the DDA/MMS Board had already approved a \$10,000 grant for the applicant, pending design committee review and approval. The applicant is ready to start with this project, thus the reason for the special meeting. This project would cover redoing the current entrance on the first floor of the building along Bridge Street. Work would be done to ensure brickwork is done in an original or matching style, and a more retail friendly entrance configuration is put back into place similar to what was there before it was covered up by previous owners/occupants.

John Campbell requested that application packet page numbers be labeled in the future.

Motion by Rick Wertz, second by Shirley Gibson to recommend approval of a \$10,000 grant to Celebrate Me Home LLC for façade improvement at 217 Bridge Street.

Motion passed unanimously.
- VI. **Adjournment:** Meeting adjourned at 4:28pm.



CHARLEVOIX MAIN STREET

210 STATE STREET - CHARLEVOIX, MI 49720

OFFICE: (231) 547-3257

WWW.CHARLEVOIXMAINSTREET.ORG

MINUTES

Economic Restructuring/Vitality Committee Meeting

April 11, 2017; 8 a.m.

Charlevoix City Hall – Council Chambers

1. Call To Order

Rich Hodgson called the meeting to order at 8:03am.

Guest Harriet Graves introduced herself to the group.

2. Approval of the March 14, 2017 Minutes

With a grammatical correction to paragraph four Alison made motion to approve the minutes.

Amanda supported the motion. Approved by unanimous voice vote.

3. Old Business

a. Hospitality and Retail Training Update – Tim Fore

Tim updated the group that the hospitality training will be Thursday May 25th at 9 or 10am. He didn't contact another restaurant yet, as he thinks that Staffords can handle the hospitality training. Original thoughts were to have more than one restaurant to be more inclusive to other staff to feel welcome to attend. The group agreed that it is fine to have Staffords present alone. MJ is ready to present and will create handouts. Location is TBD, Tim will check with MJ to see where the best location would be for training.

Lindsey asked how this will be promoted. Tim is planning to get the word out the first week of May. Maureen and Tim will spread the word when they are visiting businesses about the Round Lake Music Fest. He will check with a few restaurant owners about the time of the training.

- i. Social Media for Small Business – Tuesday, April 25th 8am @ Library – There are 13 signed up thus far.

b. Workforce Housing Update – Dan Barron

The Planning Commission approved workforce housing provision unanimously last night at the meeting. This will allow for room rental in an owner-occupied dwelling for a minimum of 30 days. The amendment to the zoning ordinance will most likely be in place before the summer season. This won't jeopardize the homestead rule, as the owners will be living in the home. We need to think about promotion to the public and employers. We should also get a bank or roster of interested home owners so we can help fill their rooms. John suggested the Chamber have and keep track of a list of rooms. Alison was agreeable to consider this possibility. She suggested sending a notice in the City electric bill. Lindsey will ask Sarah Lucas from Networks Northwest if she can help formalize the process.

c. Work Plan Review

- i. Transportation – Amanda Wilkin
We are holding a meeting on April 12th at 11am to discuss transportation on evenings during the summer weekends. We are hoping to have hotels and late night bars come together and discuss if having this transportation will be beneficial. We hope to discuss means to fund this program. We will also discuss the parking and shuttling for events.
John suggested asking Edith Pair if she could shuttle people in her gem car.
- ii. Property Inventory – Alison Hubbard
Tim and Alison worked on updated the vacant property list. Alison added some vacant spaces outside of the DDA district as we want to list to be as robust as possible. There are some big changes since the list was last updated (most notably a lot less vacancies).
Maison & Jardin no longer has a for sale sign.
229 Bridge Street will be My Secret Stash, second location after TC.
Janine Wallace took her building off the market.
Beautiful You is moving into Consign Design building, so their space will be vacant.
Mush discussion on how often to update this form. It was decided that since we want it to go online, it should be edited frequently.

d. New Work Plan Options

- i. Available Spaces on Website
Lindsey will get the above stated document updated on the website with listing links for pricing so the info will stay current.
- ii. Starting a Business Guide/ Info/Recruitment/Welcome Packet
 - a. Business Incentives Fact Sheet
Lindsey brought this to the groups attention again. We have a big gap in what we can give inquiries. Though we know the information it isn't all put together. The template will come from the branding project. Alison, Lindsey and Amanda will work to get a list together of what needs to be presented.
- iii. Business Visitation Program
Lindsey mentioned that Tim has a great relationship with downtown businesses and property owners, but if Tim takes a step back, we wont have that presence. Lindsey would like Main Street to have a better presence and face in the district. Tim suggested Lindsey call the real estate offices and present the goals of Main Street and how they intertwine with realtors goals.
Tim mentioned that the rental price of \$12-13 per square foot is reasonable for someone to stay in business more than one year.

4. New Business

a. TOMORROW (4/12/17) 5:30 PM – National Main Street Meeting @ Circle of Arts

b. Branding Input Meetings:

- i. Promotions Committee Meeting Thursday, April 20th 8am @ City Hall Council Chambers
- ii. DDA meeting – Monday, April 24th 5:30 PM @ City Hall Council Chambers
- iii. Council Meeting – Monday, May 1st 7pm @ City Hall Council Chambers

The branding company a5 stated that we may be able to whittle down the options in the first two committees.

5. Economic Development Update

A. Businesses: opening and closing

John stated Charlevoix Manufacturing (Martin Rd) has a new business going in.

Tim stated he was looking at the fisheries building that the City leases to the DNR for \$1 per year until 2066. Many in the group were unaware of this agreement. Tim thinks this area is great for potential development. There was a question if the City pays property taxes on this and if the DNR actually pays the yearly \$1.

Dan stated he attended an economic visioning session at the high school for workforce training. The discussion expanded into economic conditions and affordable housing. Dan advised the group that we had in fact discussed these issues at Main Street. We have tried to get the schools involved, but had little success. There was discussion at the school meeting about acquisition of the elementary school a potential for it to be a college level education campus. Roberta Jackson (a past Charlevoix superintendent) is planning to put together a steering group for this idea.

Kirby stated that Smoke on the Water is planning to open a second location coffee shop and bakery in his old space.

B. Buildings: sold and for sale

5. Miscellaneous Business of the Committee

Volunteer Hours

The group listed their hours for Lindsey.

6. Adjournment –

Meeting was adjourned by Rich at 9:03am.

Next meeting is May 9th at 8 a.m.



Charlevoix

Main Street

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

Organization Committee Minutes

April 11, 2017 – 4:00 pm

City Hall First Floor Conference Room

1. Meeting was called to order by Executive Director Lindsey Dotson at 4:00 pm.
Members present; Lindsey Dotson Main Street Executive Director, John Kurtz, John Yaroch, McKenna Ebert, Collin Turkelson, and Richard Christner (preparing minutes for April meeting since Greg Stevens was not present)
2. Minutes from the March 14, 2017, meeting were approved.
3. Old Business
 - A. Pledge letters update: Kurtz reported on status of pledge collections. After discussion it was decided 2017 pledge collection letters should be mailed by the end of June if possible and a reminder of the amount due for prior periods should be included for any donors with a 2016 pledge still owing. Kurtz and Dotson will prepare the letters.
 - B. Mission Statement: Dotson commented that an updated Main Street mission statement was approved at the March DDA meeting and encouraged everyone to become familiar with the mission statement and to make sure it is well displayed on Main Street correspondence (in footer below).
 - C. Work Plans for 2017

"The Mission of the Charlevoix Main Street Program is to strengthen the year-round economic vitality of our vibrant Historic Business District through community efforts, events, public and private partnerships and fostering a sense of community pride and ownership."

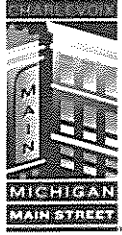
- i. Communication Plan – Christner reported on progress of a communications work plan which included Main Street information being distributed monthly via the Chamber’s Biz Blast emails beginning in May and asked Yaroch for an update on newsletter possibilities. Yaroch discussed quarterly newsletter possibilities and mentioned it would be helpful to have a volunteer with publication experience who could help with newsletter preparation. Yaroch will complete a Volunteer Opportunity Worksheet and submit to Dotson in order to find a volunteer to help with newsletter preparation.
- ii. Fundraising/Sponsorship Packet – Dotson mentioned crowdfunding seemed to be gaining traction in some communities as a way to raise funds. The possibility of partnering with the Charlevoix County Community Foundation to fund projects was discussed. Kurtz was willing to meet with the Community Foundation to see what possibilities may be available for funding and requested a list of current Main Street projects to discuss. Dotson will provide a list to Kurtz.

4. Miscellaneous Business and Other Updates

- A. Dotson reminded the committee of a National Main Street meeting April 12th at 5:30pm at Circle of Arts

- 5. There was no agenda request for the next meeting.
- 6. Meeting was adjourned at 5:02 pm.

Next meeting is scheduled for Tuesday May 9, 2017, at 4:00 p.m. in 1st Floor Conference Room



Charlevoix Main Street

Promotions Committee Minutes

March 16, 2017 City Hall; Council Chambers

I. **Call to order:** by Carissa Mullaney at 8:02 a.m.

Members Present – Maureen Owens, Nancy Suzor, Carissa Mullaney, Leanne Ackert, Larry Levensgood, Sarah Hagen, Jessica Anderson, Kate Heady, Hudson Elowsky, Noah Carson, Isabel Hess and Lindsey Dotson.

II. **Approval of Minutes:** February 16, 2017 – Moved: Jessica Anderson, seconded: Sarah Hagen – Carried.

III. **Old Business:**

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

Marketing & Communication Plan – Carissa Mullaney /Amanda Wilkin/Lindsey Dotson – a5 submitted their first presentation. Consensus by sub-committee was that more work needed to be done. The time line has been pushed back.

It was determined that every Work Plan needed a “must” short description for submission to the Charlevoix Main Street website.

Restaurant Week – Lindsey Dotson/Leanne Ackert/Kate Heady – Leanne reported that all restaurants are “In”, however only a few have submitted form and money. She will touch base with everyone again. Leanne will also find out about the restaurant’s interest in Tent Cards. Kate said the banners are being prepared and updated to go up at the North and South ends of town. Kate will distribute the new promo cards. Carissa will do a poster as soon as the participants are locked in.

Live From Charlevoix – Maureen Owens – The next event will be Saturday, March 25th, 2017. The 2017/2018 Season dates are being set up. Negotiation with the Fall Restaurant Week resulted in a change of those dates. Restaurant Week will begin on Sunday, November 12th to accommodate Live From Charlevoix.

Craft Beer Festival – Lindsey Dotson – City will pull liquor license.

Concert/Movie Series – Sarah Hagen – Solicitation of Sponsors has begun. Busking is still being developed. Movies are in negotiation. Students were invited to participate in the next meeting.

Lindsey added that CJ Winnell is in the process of preparing a presentation for updated equipment.

Main Street Monday – This event may be better suited to the Organization Committee.

V. New Business:

Nominations and Elections – Carissa Mullaney has asked to step down as Chair. Sarah Hagen was nominated and elected by unanimous vote. Maureen Owens asked to step down as Secretary and Jessica Anderson was nominated and elected by unanimous vote.

Much appreciation to Mullaney and Owens for all their hard work. Big thanks to Hagen and Anderson for accepting these important roles.

DDA Updates – Lindsey Dotson – The DDA approved the newest budget. This will now go to City Council for final approval and implementation.

Design Committee – Façade grant application was approved by the DDA and we already have an application.

Open For Business Campaign – Lindsey Dotson – The campaign received great coverage in the Detroit Free Press and still seems to be making an impact.

The Michigan Main Street market review showed the communities interest in focusing on having a year round economy with a focus on the “Health Care” areas. This includes emphasizing outdoor activities and a better business mix that would support this focus.

Lindsey Dotson gathered volunteer hours.

VII. Adjournment: 8:58 a.m. Motioned made by Jessica Anderson, seconded by Leanne Ackert. 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-0000093502
 Account City of Charlevoix
 Reporting Period Start 3/1/2017
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Judy Snell
 Reporting Period End 3/31/2017
 Due Date 4/10/2017

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
Smoke on the Water	103 Park Ave.	\$2,600.00		

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

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

Businesses Closed in MSA

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

Businesses Moved out of Downtown

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

New Housing Completed Downtown

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

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Revenue	Revenue 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
36.00	51.00	118.00	24.00	45.00	274.00

Fundraising/Membership Last Month

Type	Amount
Private	300.00
Earned	700.00

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
Chair	Dan Barron	dbarron@barronengstrom.com		
Board Member			Richard Christner	christner.richard@gmail.com

Assistance Received

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

Other News or Commentary	Our Junior Main Street committee has formalized and project planning is underway for a downtown Charlevoix app. Two facade grants have already been awarded, both in the amount of \$10,000 - one to owner of Trademark Building and one to the owner of the redevelopment project at 217 Bridge Street. We have one completed Design Service as well and the property owner is very happy with the end result. SEVERAL new businesses are getting ready to open soon - there is a lot of construction going on downtown right now but it's all good! Two of the buildings from first fire have been demoed.
Program & Outlook	Continuing to work on training of committee members/developing leaders among our volunteers & implementing the practice of work planning each project before the work starts. Main Street has partnered with Chamber/CVB/Library to host a training on social media for small business at 4/25.
Suggestions for State and National Staff	Keep up the hard work! Thanks for everything.

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 Board Packet March 27, 2017.pdf	4/10/2017 5:43 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: April 24, 2017

Business Workshop

The Charlevoix Public Library, Conventions & Visitors Bureau, Chamber of Commerce, and Main Street/DDA are teaming up to organize another educational workshop for our community businesses & non-profit organizations. It is scheduled to take place on **Tuesday, April 25th from 8-9:30 a.m.** at the Charlevoix Public Library. All businesses looking to improve their social media presence are invited to attend. The program is designed for business owners and employees that use social media to promote their business and would like to learn new tips and techniques. The workshop will guide participants through social media best practices and strategic application. Presenter Jonathan Campbell, Principal at Lake Effect Digital in Traverse City has been helping tourism related businesses become successful in the digital marketing realm.

Maps & Kiosks

A list of events and businesses (including several new businesses) has been sent to Harbor House Publishers with assistance from the Chamber and CVB. We are meeting next week to finalize the business list and map categories and will hopefully be going to print soon after that upon review of design. If the new brand can be incorporated into the maps it will be.

Open for Business Campaign

This campaign continues to get a lot of free press which is really allowing us to get the word out as much as possible. Now the National Main Street Center will be featuring the campaign across the network of over 2,000 cities in the US as an example of one way a community can rally together to turn a tragedy into positive press. I've been told the story will run after the conference in Pittsburgh and I will share it once it is published.

Main Street Refresh – Downtown Transformation Strategy Development & Alignment

As continued follow up to our Strategy Development & Alignment Visits representatives from the National Main Street Center and Michigan Main Street Center will be in Charlevoix again in the month of June and again in August. As of right now our homework is as follows:

1) Choose a strategy(ies) at next board meeting – 1 up to 2 strategies (May)

2) Timeline/Schedule of Services

- Strategy Development Session with the Board – June 12th 5:30 – 8:30 pm (tentative)
 - Work to define transformation strategies for Charlevoix and identify goals for implementing strategies
- 2018 Work Planning - with strategy (Board & Committee members) – August 14th 5:30 – 8:30 pm (tentative)
 - Identify projects and programming and measures of success to implement transformation strategies

The dates above highlighted in yellow are dates I proposed to Michigan and National Main Street staff. They have yet to confirm if those dates will work for them. If for any reason these dates are not great for you please let me know.

To summarize, 2017 is really about setting a solid foundation for our organization so that we can kick-off 2018 with beginning to implement our chosen transformation strategies. Our time spent with the Michigan and National Main Street staff will be to assess our current programming and see how it can be modified so that we can continue to “move the needles” and progress toward our ultimate vision. At some point we will also be awarded a service to help guide us in the direction we choose to go. For example, if we establish a long-term goal of focusing on creating an ecosystem that supports entrepreneurship & job creation, we will receive thorough training and technical assistance through that process.

Conferences

I will be attending the National Main Street Conference in Pittsburgh, PA and will be out of the office from Monday, May 1 – Thursday, May 4th. I am also attending the Michigan Historic Preservation Annual Conference in Petoskey (and helping coordinate their tour of Charlevoix) and will be out of the office in the afternoon on Thursday, May 18th and all day on Friday, May 19th.

Farmer's Market Updates

The mandatory vendor meeting was held on Thursday, April 13th here at City Hall and was well attended. Chris Leese was able to give an orientation to vendors and I was also able to introduce a new cross-promotion program that will launch this season. The downtown merchant group has created a Farmer's Market Cooperative Advertising campaign that will both encourage shoppers to return to downtown on Thursdays for the Farmer's Market and encourage market customers to go into our local businesses while they are in town. It will be done with a card system. Each time you make a purchase from a Farmer's Market vendor you will receive a card with a list of participating businesses. That card can then be taken into one of those businesses who will be offering an exclusive special that day to market shoppers. The specials will be ever-changing and the card can only be used at one shop on the day of the market. You can earn more cards by shopping at more than one Farmer's Market vendor. Success of this effort will be measured by the number of cards collected at each of the participating businesses.



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Constitution Hall - 525 W. Allegan, Lansing, MI 48933
Mailing Address: P.O. Box 30005, Lansing, MI 48909
Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID: _____
Request ID: _____
(For MLCC Use Only)

Certified Resolution of the Membership or Board of Directors Authorizing the Application for Special License

(Required under Administrative Rule R 436.576 - Not Required for Candidate Committee)

At a Regular meeting of the Charlevoix Downtown Development Authority
(Regular or Special) (Membership or Board of Directors)

called to order by _____ on April 24, 2017 at 5:30 PM
(Date) (Time)

the following resolution was offered:

Moved by _____ and supported by _____

that the application from Charlevoix Downtown Development Authority
(Name of Organization)

for a Special License to serve alcohol on June 3, 2017
(Event Date or Dates)

to be located at Bridge Park - 101 Bridge Park Drive Charlevoix, MI 49720
(Physical Address - Include Location Name, Street Address, City, State, & Zip Code)

It is the consensus of this body that the application be _____ for issuance.
(Recommended or Not Recommended)

Approval Vote Tally

Yeas: _____
Nays: _____
Absent: _____

Certification by Authorized Officer of Organization:

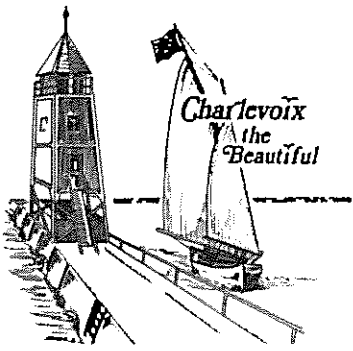
I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the Charlevoix Downtown Development Authority
(Membership or Board of Directors)

at a Regular meeting held on April 24, 2017
(Regular or Special) (Date)

Print Name & Title of Authorized Officer

Signature of Authorized Officer

Date



CITY OF CHARLEVOIX

210 STATE ST. CHARLEVOIX, MICH. 49720

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

Memo

To: Vice-Chair Dipert and the Charlevoix DDA/Main Street Board of Directors
From: Mark L. Heydlauff, City Manager
Subject: 2017 Venetian Festival Street Closures
Date: April 19, 2017
Attachment: Road Closure Map

As you will recall, in the past couple of years we have closed Bridge Street in the downtown area on the second Saturday of the Venetian Festival. We have experimented with a day-long closure and also with a time-specific closure. Beyond the concern for pedestrian safety, it is becoming apparent that traffic is more gridlocked when the street is open than when it is closed. Furthermore, Venetian evening programming continues to grow with, most notably, the recent announcement of Loverboy as the Wednesday evening performing artist this year.

Given all of these factors, my staff and I have been working closely with Venetian Festival organizers on a plan for a longer closure plan for Venetian. We propose US 31 be closed from Hurlbut Street to Park Avenue from Wednesday evening through Saturday night during the 2017 Venetian Festival. As shown on the included diagram, traffic on Clinton Street would be unaffected by this and access to the Marina and Beaver Island Boat dock would continue unabated on Bridge Park Drive. This plan was reviewed and discussed with downtown merchants who were mostly willing to try the plan though they emphasized the need for programming during the closure times. They want to make sure there is still a strong reason for people to visit downtown when traffic is diverted. I have also discussed this plan with the Beaver Island Boat Company and they do not believe it will not significantly impact their traffic.

As part of the closure plan, some activities would be moved to downtown including Venetian Kids Day on Thursday. The City has insisted and Venetian has agreed that nothing will be placed in the road west of the centerline of Bridge Street (it is possible some petting zoo activities in the vicinity of Mason Street would cross this line for a time). This open space on the road would designated the "safety corridor" and provides ample room for emergency vehicles and city maintenance vehicles in the unlikely event of an emergency.

Local representatives of MDOT have also reviewed this plan and are supportive of granting the permit for closure. They believe the diversion to State Street is a safe one and welcome working with the City on this kind of plan. They will develop a diagram for signage and the Charlevoix Township Fire Department will install and remove the signage. Given the longer closure, I also recommend we invest in the needed signage equipment rather than continuing to rent it. This expense will more than pay for itself in reduced sign-rental costs. Additionally, we have had preliminary discussions with the organizers of other downtown events for the prospect of using a similar closure method.

Ultimately, I'm seeking the Board's approval and support of the concept of this closure. This is a change for our community but I believe it brings with it great potential. It also should be closely evaluated after this year for how it should be handled in the future. Further, \$7,500 was earmarked in your budget for this prospect. I would like your authorization to spend up to this much as a match with the City for the purchase of the signage. MDOT has estimated the signage will cost around \$10,000.

I welcome discussion with you ahead of Monday's meeting and am happy to answer further questions from you then.

Proposed Traffic Flow

-  Southbound Traffic
-  Northbound Traffic
-  Beaver Island/Bridge Park Dr Traffic (Two Way)
-  Emergency Corridor



Objective #3 - Establish the foundation for collaboration, partnerships, and communication.

Project 1. DOWNTOWN APP (Life in Chx)

Project Manager: McKenna & Kara

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Schedule Demo	Lindsey	4/7/2017	4/11/2017	1		Schedule presentation from Mobile Town Guide
Research options for App	Tom, Marlo, Noah, Isabel, Tyvin, Jenna, Emily, Tyler	Meeting 4/7/2017	4/11/2017	3		Call to Remington 1 hr, looking at other app websites, Restaurants and stores (hours, contact info, menus, sales, etc), city map, sign ups for events (races, volunteering, etc), Shuttle hours, job opportunities, history of the town, description of the town, schedule of events, beaches, interactive tours, recent city news, weather reports, push notifications for reminders or sales etc. Wifi downtown.
What do we want on the App?	Collin, Julia, Noah, Isabel, Cloe, Rian, Emily, Jenna, Becca, Izzy, Tyvin, Kelsey, Jayden, Lydia, Emma	Meeting 4/7/2017	4/11/2017	1		Presented to Rotary Club & requested \$500, two more meetings with individuals are scheduled to ask each for \$1,000. Presentation made to explain.
Fundraising	Lukila, Mrs. Conway, Beth, Cloe	Meeting 4/7/2017	Continuous	20		Video to show features of the app, like an advertisement. They're aiming to include well known people in town to induce recognition.
Promotion Video	Noah, Isabel, Tyler, Tyvin, Becca, Beth	4/20/2017	4/24/2017	4		

Promotion Signs/Posters	VOLUNTEERS TO DISTRIBUTE DOWNTOWN	4/25/2017	6/11/2017	7	\$300	Once launched we will need print to get the word out about the app. Planning to hang them up around town, in businesses, etc. (We can barter with businesses to see if we can make a cheaper deal)
Launch the App		4/7/2017	6/11/2017		\$3,305	This will cover start up fee and one year of support.
Powerpoint Presentation	McKenna	4/18/2017	4/24/2017	2		Presentation to present to the DDA Board
Partner with Historical Society to create a historic walking tour of downtown Charlevoix/Mushroom Houses/Depot, etc.	Thomas, Marlo, Becca, Isabel, Emily, Emma	4/24/2017	6/11/2017	40		Have QR codes on markers/buildings that can be scanned to show historical info plus photos
INCOME POTENTIAL: Give all businesses FREE listing but PAID access to special features of the app (specials, photos, hours, etc.)	Main Street/DDA	6/11/2017	ongoing		-\$720	It has been suggested that we charge the businesses a simple yearly rate... if we charged \$24 a year and 50% of businesses paid for premium access we would bring in \$720 each year
App management: partner with community organizations (CVB, Chamber, service clubs, non-profits/Cultural Corridor, etc.) to populate events calendar	McKenna, Kara, Thomas	ongoing	ongoing			
Push notifications can be accessible to city, Main Street, Chamber, CVB, Beaver Island Boat Co., etc.	Junior Main Street students	ongoing	ongoing			
Host a training workshop/demonstration with local businesses/organizations to teach them how to use the interface	Mobile Town Guide	6/11/2017	6/21/2017			Location: Library Community Rooms

Totals:

78 \$2,885

Measurement of Success: 1000 downloads would be our goal by the end of summer

Name of App

1. Life in Chx
2. Charlevoix the Beautiful
3. Chx Life
4. Charlevoix, MI

What we want:

- Restaurants/Stores
 - Store hours (have when it was last updated)
 - Links for Yelp/other review sites
 - Phone numbers/Contact Information (ties in with the hours)
 - Menus (updated with new specials)
 - Level of casualness (dress code, etc.)
 - Sales/Specials
 - Directory (which can include location)
 - **This could all be made on a Google Sheet and shared**
 - **Do we want to include the generic stores that may not be directly downtown, such as KMart or Family Fare?**
 - Construction updates
- City map
 - Can we link this with Google Maps or Apple Maps?
- Sign up for Venetian events (3v3, 5k) (category for the page, then the link)
- Coupons for restaurants/stores
- Mushroom House tour link to sign up
- Contact info for Chamber of Commerce
- Volunteer hours what is going on for the following week
- Weather reports
- Job opportunities/applications
- Shuttle hours/drop off locations
- History on the town
 - Highlighting the unique aspects of charlevoix in a more compact way
 - Like a "fun fact about Charlevoix!" type thing
 - Coast guard station
 - Should include an option to ask a question aimed at specific restaurants or events.
- Town
 - What are the main businesses, not just downtown.
 - Mention hospital

- Top 5 best small towns (stated by USA Today)
- Link to Downtown Charlevoix website
- Description
 - A town with petunia-lined pavements, blue skies, and lakes at every turn.

Notifications:

- Turn on what you want to be notified about - settings page?
- Job openings
- Any store sales going on
- Snazzy things around town
- Recent city news
- What is going on for the following week

Misc.:

- Must be available for any phone type. (Nokia, iPhone, Android, etc.)
 - Apple App Store, Google Play Store
- Free?
- Advertising the app around town
 - Posters
 - Talking to businesses
 - Social media

<http://www.visitcharlevoix.com/>

Stores in Charlevoix:

1. On Bridge Street:
 - a. Clothing Company
 - b. Charlevoix Wear
 - c. Glik's
 - d. Ga Ga for Kids
 - e. J. Phillips
 - f. Round Lake Bookstore
 - g. Maison and Jardin
 - h. American Spoon
 - i. Aartvark Studio and Gallery
 - j. The Rocking Horse Toy Company
 - k. Color Wear
 - l. Central Drug Store
 - m. Scovie's Gourmet

- n. Momentum
- o. Harwood Gold Maple Syrup Products
- p. North Seas Gallery
- q. The Lake House
- r. Cherry Republic how? It burnt down - true!
- s. Sunglass Shoppe of Charlevoix
- t. Schulman Paddleworks
- u. Elements
- v. Kilwins
- w. 52 Weekends, nice try Talula - true!
- x. The Taffy Barrel
- y. Murdick's Fudge Celeste
- z. Townhouse Bar
- aa. The Spa Charlevoix
- bb. The Treasure Chest
- cc. Tranquility Massage and Bodywork

2. Other Places:

- a. KMart
- b. Oleson's
- c. Family Farm and Home
- d. Family Fare
- e. Walgreens
- f. Andy's Party Store
- g. Rainbow Thrift Shoppe
- h. RadioShack
- i. Goodwill
- j. Bartletts' Home Interiors
- k. Ace Hardware
- l. Irish Boat Shop
- m. Rite Aid
- n. Dollar General
- o. Treasure Chest
- p. O'Reilly Auto Parts
- q. Revolution Bike, LLC
- r. John Cross Fisheries

Restaurants in Charlevoix:

1. On Bridge Street:

- a. The Villager Pub
- b. Subway

- c. East Park Tavern
 - d. That French Place
 - e. Bridge Street Tap Room
 - f. Stafford's Weathervane
 - g. The Drawbridge Bistro
 - h. Smoke on the water
 - i. Harwood Gold
 - j. Scovies Deli
2. Other Places:
- a. Kelsey's
 - b. Grey Gables Inn
 - c. Terry's of Charlevoix
 - d. Pigs Eatin' Ribs
 - e. B.C. Pizza
 - f. Pizza Hut
 - g. Flap Jack Family Restaurant
 - h. China One
 - i. Harbor View Cafe
 - j. Burger King
 - k. McDonalds
 - l. Dairy Grille
 - m. Esperance
 - n. Pizza Girl
 - o. The Flight Deck
 - p. Argonne Supper Club

What we want in the CHX tour/icons

- Historical
 - Drawbridge
 - Petunias
 - WW2 monument
 - Harsha House
 - Light house
 - Earl Young Mushroom House (Half House Only)
 - Depot Beach Train Station/Charlevoix Historical Society
 - Charlevoix Public Library/Old High School
 - Downtown Chx (Store Fronts)
 - Castle Farms
 - East Park/ Band Shell (Before and after)

- Beach
 - Michigan Beach
 - Ferry Beach
 - McSauba (Dunes) Recreational Center
 - Michigan avenue walkways (stop sign and on 25mph curve)
 - Depot beach
 - Rock on northside on the water (by big white mansion)
- Other
 - Charlevoix Circle of Arts
 - Charlevoix Farmers Market
 - Golf Course/ Play Grounds/ Baseball Fields
 - McSauba Recreation Center
 - Disk Golf Tour
 - Hiking Trails
 - Sledding
 - Community Skate Center

Objective # Establish the foundation for collaboration, partnerships, and communication.

Project: Downtown shuttle service with County Transit

Project Manager: Mark Heydlauff

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Meeting with Jill Drury, CHX Transit Director	MLH	2/14/2017	2/22/2017	1	\$0	complete
Meeting with Chamber, CVB Main Street	MLH	2/28/2017	3/7/2017	2	\$0	Plan maps and routes
Coordinate maps with Jill Drury	MLH	3/15/2017	3/18/2017	2	\$0	discuss next steps
Identify sources of funding	MLH, A. Wilkin, J. Drury	2/28/2017	3/31/2017	5	\$0	seek business and organization support for evening rides
Implementation and promotion	MLH, J. Drury	4/1/2017	10/31/2017	10	\$500	facebook and radio marketing, cards in hotels/chamber event packets - promote to both visitors and area residents
Arrange meeting with Jill, hoteliers, late night bars, castle	A Wilkin, M Owens	3/23/2017	4/12/2017	4	\$0	Mtg 4/12 @ 11am
Get contracts from businesses up front?	J. Drury					
Totals:				24	\$500	
Measurement of Success: Get loop shuttle route established & running by 2017 summer season and have three weekends of service plus Venetian Festival (if partners wish to add service every weekend, and can contribute, we hope to run shuttles every weekend in the late evening hours.						