



AGENDA

Charlevoix Downtown Development Authority and Main Street

Board of Directors

May 22, 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 April 24, 2017 Regular Board Meeting (No Quorum)
 - b. Minutes of the May 4, 2017 Regular Board Meeting
 - c. Committee Meeting Minutes
 - d. Main Street Monthly Report for April 2017
- 6. Reports**
 - a. Director's Report
- 7. Old Business**
 - a. a5, Inc. Branding Concept Refinements
- 8. New Business**
 - a. Main Street Refresh Strategy Adoption
 - b. Façade Grant Application – North Seas Gallery
 - c. Façade Grant Application – Kilwin's
 - d. Board Profile Worksheet Discussion
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

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Posted: May 19, 2017 11:00 AM

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, April 24, 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

Vice Chair: Kirby Dipert
Members Present: Richard Christner, Dianne DuPont, Luther Kurtz
Members Absent: Fred DiMartino, Tami Gillespie, Maureen Owens, Rick Wertz, John Yaroch
City Staff: Lindsey Dotson, Executive Director

Vice Chair Dipert stated that there was no quorum present. City Manager Heydlauff explained that regular Board business could not be performed at this evening's meeting, but the scheduled presentations would go forward as planned. He noted that the Board would call a special meeting in the near future to address the business at hand.

4. Presentations

a. a5, Inc. Branding Concepts

Fletcher Martin from a5, Inc. presented information regarding the research conducted thus far, themes that were identified as a result of research ("Beauty" & "Classic") and two draft logo concepts for the new DDA/City Brand. Comments from the public were varied with no obvious choice in favor.

b. Junior Main Street Committee Downtown Mobil App

High school seniors from Ms. Ann Marie Conway's class presented a project that they are proposing for the Junior Main Street Committee that includes the development of an interactive downtown Charlevoix mobile app titled "Life in Charlevoix." The app would be built by a company called Mobile Town Guide and have several beneficial features including a business directory, interactive walking tours, events calendar, job opportunities, etc. Some additional features could allow businesses to offer specials that are exclusive to app users, push notifications to all app users about festivals, road closures, etc. The presenters also showed the Board a video that they made demonstrating how the app would benefit our downtown businesses and users alike.

5. Public Comment

The City Manager and Venetian Festival President Dan Barron gave an overview of the proposed street closure for Venetian Festival and fielded questions from the Board and the public. Vice Chair Dipert expressed his concern as a merchant that a potentially empty street is worse for business than a partially parked street. Discussion will continue at the next DDA Board meeting.

Jodi Bingham, Ga Ga for Kids, was not in favor of the street closure but was willing to 'grow into it' over the course of several years.

Greg Stevens agreed with the proposed street closure from a safety perspective.

Three members of the public made comments however, they did not use the microphone and therefore their dialogue was unintelligible.

6. Adjourn

Meeting was adjourned by Vice Chair Dipert at 7:13 p.m.

Joyce Golding

City Clerk

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES
SPECIAL MEETING – Thursday, May 4, 2017 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

Clerk's Note: There was no quorum at the regular meeting on April 24, 2017. This meeting was called in its place.

2. Pledge of Allegiance

3. Roll Call

Vice Chair: Kirby Dipert

Members Present: Richard Christner, Dianne DuPont, Tami Gillespie, Luther Kurtz, Maureen Owens, Rick Wertz,
John Yaroeh

Members Absent: Fred DiMartino

City Staff: Mark Heydlauff, City Manager

Motion by Mayor Kurtz, second by Member Owens, to change the order of the agenda to move Item 8b, 2017 Venetian Festival Street Closures to the beginning of the agenda. Motion passed by unanimous voice vote.

4. Inquiry into Potential Conflicts of Interest

Member Owens stated that she was in charge of the Venetian Boat Parade and Member Yaroeh stated he was in charge of the Horseshoe Tournament. Neither was determined to be a conflict. Mayor Kurtz stated that he had a conflict with the Façade Grant application under Old Business and he would recuse himself from that discussion.

8b. 2017 Venetian Festival Street Closures

City Manager Heydlauff recalled that traffic during the Venetian Festival was rerouted only on Saturday which expedited traffic through town and created an extra measure of safety. He proposed purchasing signage for approximately \$7,500 rather than renting the signage (\$7,000–\$8,000 annually.) City Council agreed to pay for half the cost of the signage deferring the second half to the DDA. Discussion followed regarding the signage and times/days for road closures.

Motion by Member Wertz, second by Member Yaroeh, to recommend that the City purchase the signage for the street closures. Vice Chair Dipert opened the floor for public comment. Hans Wiemer stated that he was highly in favor of closing the street for whatever activity the City deemed appropriate. The item was closed to the public. Motion passed by unanimous voice vote.

Dan Barron, Venetian Board President, stated that they modified their request to close the street early Thursday evening through Saturday and further explained the reasons for same. Member Owens stated that the request sounded reasonable although she still had some concerns about Wednesday night. Jodi Bingham felt that merchants would be comfortable with the evening street closures, but the daytime closures made them nervous. John Campbell felt that the street closure on Wednesday would save City staff about 100 hours of time not waiting in traffic during the day.

Motion by Member Yaroeh, second by Member Gillespie, to approve and support the requested street closing as presented by the Venetian Committee (closing on Thursday night until midnight Saturday). Motion was adopted by a 6 to 1 vote with Member DuPont voting nay and Member Dipert abstaining.

5. Consent Agenda

- 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
- e. Resolution Authorizing the Application for Special License – Craft Beer Festival

BOARD OF DIRECTORS AUTHORIZING THE APPLICATION FOR SPECIAL LICENSE (MLCC Rule R436.576)

At a SPECIAL meeting of the CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY called to order by VICE CHAIRMAN DIPERT on MAY 4, 2017 AT 5:30PM the following resolution was offered:

Moved by MEMBER WERTZ and supported by MEMBER YAROCH that the application from CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY for a Special License to serve alcohol on JUNE 3, 2017 to be located at BRIDGE PARK – 101 BRIDGE PARK DRIVE, CHARLEVOIX, MI 49720. It is the consensus of this body that the application be RECOMMENDED for issuance.

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

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

6. **Reports**

a. Director's Report

City Manager Heydlauff referenced the Director's memo that was included as part of the agenda packet.

7. **Old Business**

a. Façade Grant Application – Kurtz – approved by Design Committee on March 30

Mayor Kurtz recused himself. City Manager Heydlauff stated that the application was previously approved by the DDA Board pending approval by the Design Committee which occurred on March 30. This item did not require any further action. Mayor Kurtz returned to the meeting.

8. **New Business**

Mayor Kurtz requested that the Junior Main Street Committee Mobile App agenda item be addressed first.

f. Junior Main Street Committee Downtown Mobile App

Vice Chair Dipert stated there would be no additional expense to Main Street or the DDA for this Work Plan. Member Owens stated that her only concern was calling the program "Life in Charlevoix". She questioned if the group would be amenable to a name change and the students agreed. Mayor Kurtz stated that their plan was to have the program in place by this summer.

Motion by Mayor Kurtz, second by Member Owens to approve the Work Plan for the "Life in Charlevoix" program as presented. Motion passed by unanimous voice vote.

a. Election of Chair and Vice Chair

Member Wertz nominated Kirby Dipert as Chair. Motion by Member Yaroch, second by Member Wertz to close the nominations and a unanimous ballot be cast for Kirby Dipert as Chair. Motion passed by unanimous voice vote.

Member Yaroch nominated Rick Wertz as Vice Chair. Motion by Member Yaroch, second by Member Christner to close the nominations and a unanimous ballot be cast for Rick Wertz as Vice Chair. Motion passed by unanimous voice vote.

Chair Dipert stated that the Executive Committee consisted of the Chair, Vice Chair, the Mayor and one at-large Board member. The Board concurred to appoint Maureen Owens to the Executive Committee.

b. 2017 Venetian Festival Street Closures – Item previously discussed

c. Downtown Mobile App Work Plan – Item previously discussed

e. a5, Inc. Branding Concepts

City Manager Heydlauff recalled the presentation given at the last meeting noting some members were absent. He stated that branding was an attempt to provide consistent messaging from various organizations in the community. City Manager Heydlauff felt that they were not abandoning images from the past and he identified all the stakeholders and steps in this process.

Mayor Kurtz stated that it was difficult for this group, half of which were not at the meeting for the presentation nor the public comments, to give an accurate representation of what they should be doing. Member DuPont advised that she did not like either one of the images and that there was a lot of local talent right here in town. John Campbell preferred the simple sign with *Charlevoix the Beautiful*. Mayor Kurtz stated that the Junior Main Street Committee members liked concept B.

Amanda Wilkins stated that their smaller committee was not 100% thrilled with either design and they would like to see a few small changes to whatever is chosen. She stated that concept B is more marketable, but the font was too heavy. Allison Hubbard stated that concept B was the best concept for the community and a decision would be needed on the tag line: *Charlevoix the Beautiful* or another tag line.

Member Wertz stated he would be more comfortable tabling the item and Mayor Kurtz agreed. Member Yaroch stated he didn't see a problem with concept A but he would replace the lighthouse with the drawbridge. Member Owens felt that the bridge was more appropriate than the lighthouse. Discussion continued. Member Christner tended to trust that the community had some good input. Member Wertz commented that concept A was much closer to their original design. Mayor Kurtz stated that they were not getting rid of the scripted signs so they could have one of the two logos without that script. Member Yaroch stated that he would like to see concept A with the traditional script.

Motion by Member Owens, second by Member Yaroch, to let a5 know that they would like to see a concept that includes the graphic C and the scripted Charlevoix and if the scripted Charlevoix could be a little more similar to our existing signs. Mayor Kurtz questioned if they should also ask to see the design on some other uses as previously discussed and City Manager Heydlauff stated that they will work with a5 on that. Motion passed by a 7 to 1 vote, with Member Wertz voting nay.

d. Downtown Shuttle Service with County Transit Plan

City Manager Heydlauff gave a quick overview of the proposal and felt they had a good opportunity to provide a service both to those visiting our community and our residents. Motion by Member Wertz, second by Member Owens to approve the Work Plan for the Downtown Shuttle Service in collaboration with County Transit. Motion passed by unanimous voice vote.

f. Junior Main Street Committee Downtown Mobile App – Item previously discussed

9. **Public Comment**

None.

10. **Request for Future Agenda Items**

None.

11. **Board Comments**

Member Yaroch commented about the last session with the Main Street National group and he was disappointed in their presentation as not being very applicable to Charlevoix.

12. **Adjourn**

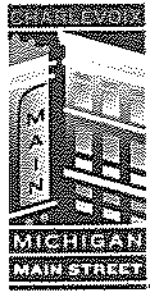
Motion by Member Wertz, second by Member Yaroch, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:50 p.m.

Joyce Golding/tgm

City Clerk

Kirby Dipert

Chair



Charlevoix Main Street Design Committee

Minutes

Thursday, April 6th, 2017

- I. **Call to Order:** The meeting was called to order at 4:00pm by John Campbell.
- II. **Roll Call:**
 - a. **Members present include:** Lydia Balyo, Rich Bergmann, John Campbell, Denise Fate, David Grossi, Luann Keinath, David Miles, Becca Moon, Zach Panoff, Emily Selph, Rick Wertz, Paul Weston, Lindsey Dotson.
 - b. **Public:** None
- III. **Inquiry Regarding Possible Conflicts of Interest:** None.
- IV. **Approval of Minutes:** March 2nd, March 16th, and March 30th 2017 minutes approved as presented.
- V. **Approval of Agenda:** Workforce training was added under "Old Business" and Potential Historic District was added under "New Business".
- VI. **Old Business:**
 - a. **Wayfinding:** The second round of designs provided by the branding firm, a5, resulted in 4 selections being presented to the public. The goal is to put them before the DDA-MMS Board at their April 20th meeting and before City Council on May 1st.
 - b. **Design Guidelines:** Lindsey Dotson and David Grossi have begun work on a set of design guidelines for the downtown district. The goal would be to include them in zoning in the future.
 - c. **Seasonal Storefronts:** Rich Bergmann summarized ideas for screening construction in damaged downtown buildings. Scaffolding will be used in front of Fred DiMartino's building while it is being restored, so he would like to screen that scaffolding with something more appealing. Kathy Ackerman would like to put a white panel in front of her empty site, which could potentially be filled up with artists of her choosing.

Rich is also looking for test locations for installing seasonal storefront displays. These would be similar to the former Murdicks display and could include historical photos or other local information.

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.

- d. **Workforce Training:** John Campbell reported that, a few months ago, a group met for the purpose of investigating workforce training, housing and transportation issues in the area. Retaining youth in the region has been a major issue for a variety of reasons, lack of affordable housing availability and job training that matches the local employer needs is chief among them.

A consultant is currently drafting a strategic plan based on the first meeting that would involve training and housing strategies pertaining to the communities in this part of Northern Michigan. The current goal is to have a plan in place and making progress before the end of 2018.

VII. New Business:

- a. **Potential Historic District:** Debra Johnson will no longer be the architect working with Main Street for SHPO, though she is still with the organization. However, she has informed the committee that there is the possibility of establishing a small national historic district that covers the east side of the 200 block of Bridge St. and several buildings on the west side and along Van Pelt Alley.

The process is very involved and may require hiring a consultant to guide the City through the process, though John Campbell is trying to see if Debra Johnson will do as much of the work as possible for us. There is also grant money available for this through the state that may be possible to pursue if needed.

VIII. Staff Updates:

- a. **Facade Grant Program:** Lindsey reported that the first two grant proposals that came before the Design Committee were approved by the DDA-MMS Board. A story will be going to the Courier, and should help spread the word about the program. Lindsey has received two additional applications for smaller dollar amount projects which will be coming before the committee soon. She is also looking for ways to put signage on the approved project's building fronts that signify Main Street is contributing to the improvements.

- IX. **Miscellaneous Business of the Committee:** The next meeting will be Friday, May 12th at 4pm. The committee will meet at City Hall for the beginning of the meeting, then continue on a tour of the downtown.

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

- XI. **Adjournment:** Meeting adjourned at 5:00pm.



Charlevoix Main Street Design Committee

Minutes

Friday, May 12th, 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, Denise Fate, David Grossi, Hillary Harrington, David Miles, Zach Panoff, Emily Selph, Rick Wertz, Paul Weston, Lindsey Dotson.
 - b. **Public:** Rik Lobenherz.
- III. **Inquiry Regarding Possible Conflicts of Interest:** None.
- IV. **Approval of Minutes:** April 6th 2017 minutes approved as presented.
- V. **Approval of Agenda:** Agenda approved as presented.
- VI. **New Business:**
 - a. **Façade Grant Applications:** North Seas Gallery (237 Bridge) requested funds from the Main Street Façade Grant Program to replace the awnings and windows on their building. The dollar amount requested was \$2,450, which would go towards 5 awnings and 2 windows.

Motion by Rick Wertz, support by Denise Fate to approve a \$2,450 grant to North Seas Gallery for the replacement of awnings on their building at 237 Bridge Street. Motion passed unanimously.

Kilwin's (233 Bridge) requested funds from the Main Street Façade Grant Program to replace the awnings on their building. The dollar amount requested was \$1037.50, which would go towards 2 awnings. Rich Bergmann suggested that the committee consider requiring a certain grade of material for awnings on future applications.

Motion by Rick Wertz, support by Paul Weston to approve a \$1037.50 grant to Kilwins for the replacement of awnings on their building at 233 Bridge Street. Motion passed unanimously.
 - b. **Main Street Design Services:** Rik Lobenherz, owner of 115 Bridge, attended the meeting to request design services for his building. He is interested in painting the building and would like assistance choosing new colors. Lindsey informed the committee that this was a low level consultation, which the City received an unlimited amount of from the State, the application just needed the committee's approval.

Motion by Rick Wertz, support by Rich Bergmann to approve the design consultation for 115 Bridge Street. Motion passed unanimously.

VII. Old Business:

- a. **Damaged Businesses:** Rich Bergmann updated the committee on progress on the two damaged downtown properties. A wall has been put up where Johan's was previously and ideas are still being brought to the owner about what can be done to improve the appearance.

The owner of the former Cherry Republic building has had issues contacting his contractor and nothing has been done to the exterior in over a month. The committee brought up ideas of how to address the situation in their capacity, as well as asking the City to put pressure on the relevant parties through its ordinance. Rich offered to set up a special design committee meeting with the property owner and the Wolgast project lead to discuss moving the project along. The committee will be copied on that correspondence.
- b. **Design Guidelines:** David Grossi lead the committee on a tour of the downtown to point out different aspects of building design that could be considered when proposing design guidelines for the district.

VIII. Staff Updates: None.

IX. Miscellaneous Business of the Committee: The next meeting will be Thursday, June 1st at 4pm.

X. Call for Public Comment: None.

XI. Adjournment: Meeting adjourned at 4:30pm to begin tour of downtown.



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 May 9, 2017 – 4:00 pm City Hall First Floor Conference Room

1. Meeting was called to order by Chairperson Dennis Kusina at 4:04 pm. Members present; Lindsey Dotson Main Street Executive Director, Dennis Kusina, Richard Christner, Maureen Owens, Janet Kalbfell (City Council Member), Greg Stevens.
2. Minutes from April 11, 2017 approved.
3. Old Business
 - a. Executive Director Dotson stated no donations have been up-dated since last meeting.
 - b. Executive Director Dotson asked for Work Plan updated.
Maureen Owens led discussion on ideas to increase and add new volunteers and Volunteer Management. It was decided to have an event before the end of June perhaps at the Charlevoix Cinema III Theater. Perhaps a short movie, awards, Chairpersons review the work of their Committees. More discussion to follow.

Richard Christner gave a short report on types of communication, making City Residents aware of the work Main Street was doing.

There was some discussion about fundraising.
4. Executive Director Dotson recorded Volunteer Hours.
5. There were no agenda request for the next meeting.
6. Meeting was adjourned at 5:09 pm.

Next meeting is scheduled for Tuesday June 13, 2017, at 4:00 pm in 1st Floor conference Room, City Hall



Charlevoix Main Street

Promotions Committee

Thursday, May 18 2017

8:00 a.m.; City Hall; Upstairs

Members Present: Shelly Ferguson, Maureen Owens, Lindsey Dotson, Leanne Ackert, Nancy Suzor, Tim Salmonson, Larry Levingood, Jessica Anderson, Sarah Hagen, Kevin Prior, Carissa Mulaney

- I. Call To Order: 8:00am by Jessica Anderson**
- II. Approval of Minutes: April 20, 2017: Motion to approve: Maureen; 2nd: Shelly**
- III. Recap**
 - a. Restaurant Week: Overall most restaurants did very well. Suggestion was made to reach out to those businesses that participated and follow up with a survey of how the event went for them.
- IV. Ongoing Business: Project Updates & Action Plans**
 - a. Marketing & Communication Plan: A5 made some adjustments to the concepts based on feedback received at last month's presentation. Those new concepts will be presented to the DDA at their next meeting on Monday, May 22nd.
 - b. Live From Charlevoix: Round Lake Music Festival coming up Memorial weekend. 6 bands and beer tent. Volunteers needed.
 - c. Concert Series: Lineup is finalized. There are 2 \$500 sponsorships available. All buskers lined up and advertising will start soon.
 - Vote for Movie in the Park on Main Street's Facebook page.
 - d. Main Street Monday: Promotion committee will emcee. Events include Siberian Dance Troup, Tommy Tropic, Venetian Court Story Time, and a Movie (TBD). There will be a sub-committee formed to help support this event.
 - e. Craft Beer Festival: Event will be held June 3rd. State has requested additional information to process the license. Volunteers are needed for this event.
 - f. Camel Cup: There is a possibility of partnering this event with the Elks Club this year and shifting to a night time event instead of during the day. There has been discussion of taking the new faux bridge and using it as a float in the Venetian Parade.
 - g. Shop Local: No updates

CHARLEVOIX MAIN STREET MISSION

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- h. Bridge Drop: No updates
 - i. Shadow Fest: Welcoming committee was sent to Round Lake Outfitters (Groundhog caught in store)
- V. **Volunteer Hours: 114**
- VI. **Motion to adjourn at 8:50am: Leanne, 2nd: Nancy**

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Michigan Main Street Monthly Report

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

Metrics Number M-0000093503
 Account City of Charlevoix
 Reporting Period Start 4/1/2017
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Judy Snell
 Reporting Period End 4/30/2017
 Due Date 5/10/2017

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
Charlevoix Harbor Wear	407 Bridge Street	New sign	\$200.00		

Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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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
Edgewater Inn	100 - 118 Michigan Ave.	\$55,000.00		

New Construction in MSA

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

Buildings Sold in MSA

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

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Round Lake Outfitters	405 Bridge Street	Retail Occupied	2.0	2.0
Celeste Murdick's Fudge	321 Bridge Street	Food & Beverage	2.0	2.0

Existing Downtown Businesses Contracted in MSA

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

Existing Downtown Businesses Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
Harwood Gold Maple Syrup	230 Bridge Street	Food & Beverage	Product Line/Service		2.0

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 Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
Social Media for Small Business Workshop	SE-Special Event	60	0	\$200.00	\$130.00	\$0.00

Organization**Volunteer Hours Last Month**

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
25.00	40.00	90.00	10.00	30.00	195.00

Fundraising/Membership Last Month

Type	Amount
Earned	2500.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
National Main Street Refresh Visit #2	Vice Chair: Kirby Dipert Members Present: Maureen Owens, Rick Wertz, John Yaroch City Staff: Lindsey Dotson, Executive Director M. Chris Leese, Farmers	4/12/2017	Main Street Refresh

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Board Member	Dianne DuPont	rtbooks@roundlakebooks.com		
Chair			Kirby Dipert	ragmerchant@charter.net
Vice Chair	Kirby Dipert	ragmerchant@charter.net	Rick Wertz	info@rickwertzbuilder.com

Assistance Received

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

Other News or Commentary

Our Junior Main Street committee successfully had their work plan approved by the DDA to create a new downtown App through Mobile Town Guide. They have been fundraising and have almost the entire project funded at this point. The app will probably be purchased next week! Branding is still being worked on - during the last DDA Special Meeting the board asked for further refinements that a5 is working on currently. The DDA will review again at the end of this month and then hopefully we will be able to move forward and get this project wrapped up. We are looking forward to getting the deliverables and starting to implement it into what we do.

Program & Outlook

We have a new DDA Board Chair - Kirby Dipert and Vice Chair Rick Wertz. We do have one vacancy to fill on the Board at this point. Committee Chairs have been gradually shifting which is natural at this point in our journey. We have new chairs on Promotions & EV, as well as the Summer Concert Series.

Suggestions for State and National Staff

n/a

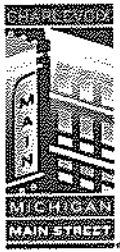
Upload Attachments

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 4-24-2017.pdf	5/10/2017 2:25 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: May 22, 2017

Business Workshop

The Social Media for Small Business workshop was held on April 25th at the Library and was attended by over 60 people. We've received some feedback from participants from a survey that was sent out. They all mention that they learned a lot and that additional assistance with social media is desired. This is great information so that we can move forward with additional workshops and one-on-one training sessions with the business community.

Downtown Maps & Kiosks

A final draft of business listing information has been submitted to Harbor House Publishers we are just waiting to hear back from them on how long it will take.

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.

Timeline/Schedule of Services

- Strategy Development Session with the **Board** – June 12th 5:30 – 8:30 pm
 - 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
 - Identify projects and programming and measures of success to implement transformation strategies
 -

Conferences

I will be attending a Redevelopment Ready Communities Training on Best Practices 1-3 on Tuesday, May

23rd in Boyne City.

Redevelopment Ready Communities Update

Charlevoix's application to start the certification process for Redevelopment Ready Communities through MEDC has been submitted and we've received a memo from Karen Wieber, MEDC Redevelopment Ready Communities Planner, who will be working with the city through the process. She is reviewing our application and will be working on our evaluation for approximately 10 months which will result in a detailed Report of Findings that includes recommended actions for achieving RRC Certification. City Manager Mark Heydlauff is the primary point of contact for this effort but Main Street involvement will be crucial.

Downtown Charlevoix Mobile App

The Junior Main Street committee has been hard at work fundraising and has also applied for a SUN grant through the Community Foundation. At this point enough money has been raised for the initial purchase of the mobile app from Mobile Town Guide so that process has begun. The students are currently reaching out to individual businesses to teach them how to use the app and decided that it will be free for all businesses for year 1 so that everyone has a chance to see if the app is valuable before making an investment. The mobile app will soon be complete and further trainings will be announced soon. It is likely that during the June Business Owner Meeting (June 19) there will be a demonstration from Mobile Town Guide.

Hospitality Training

Tim Fore has organized a Hospitality Training session to take place on **Thursday, May 25th from 9:30 – 11:00 AM in City Hall Council Chambers**. Intended for employees of downtown Charlevoix food establishments, speaker Marvin J. Morris III (MJ), General Manager of Stafford's Weathervane Restaurant will present on what makes an excellent employee & why people matter with a focus on the hospitality industry.

National Main Street Conference

I attended the National Main Street Conference in Pittsburgh, PA on May 1 – 4th. I intend on writing up a more comprehensive review of all that I learned (more so for personal benefit) so that I can share it with all of you. I attended a Mix & Mingle event with instructors and students participating in the Main Street America Institute the first night. On Monday I attended sessions entitled "Quality of Life, Placemaking & Wellness," "Shared Use Kitchens," "Main Street Coworking," & "Diagnosing Your District." On Tuesday I attended sessions entitled "Place Matters for Health," "Attracting New Businesses," & "Creating a Culture of Health." On Wednesday I attended "Health & Wellness," "Negotiation Toolbox," "How Vibrant is your Arts District," & "Federal Programs for a Healthy Main Street." During the Closing Plenary Michigan Main Street/MEDC received the "Main Street Heroes" award for their work with the Redevelopment Ready Communities program and for being the first Statewide Coordinating program to fully implement the new Main Street Refresh.

CHARLEVOIX

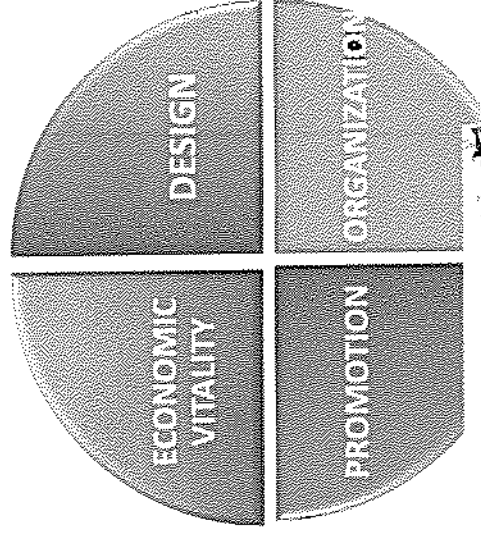
Strong Market Base

- 1. Outdoor Recreation
Focused Tourism*
- 2. Health & Wellness /
Healthy Living*

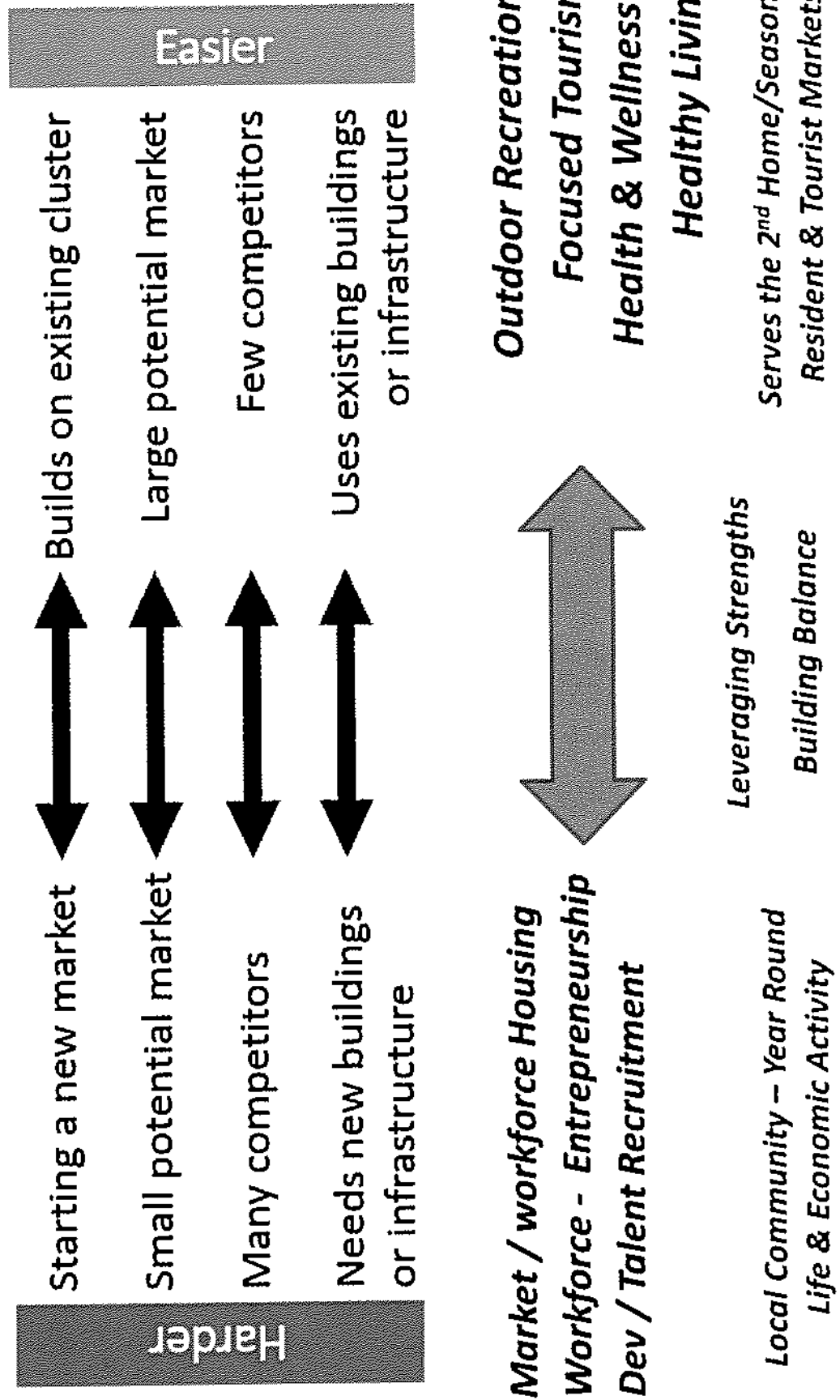
Community
Vision for
Downtown

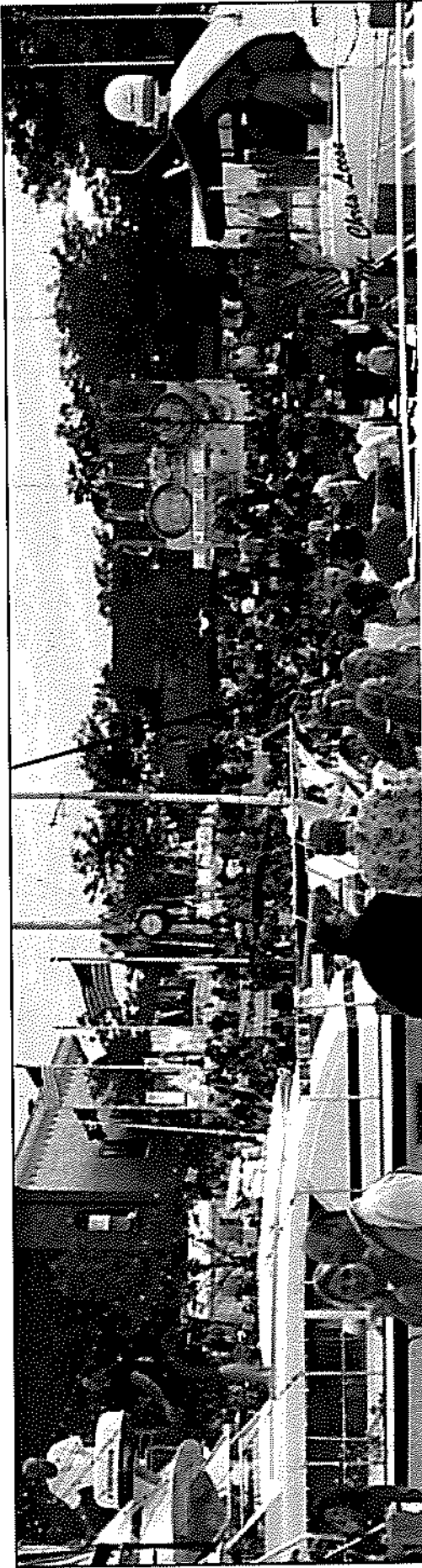
Market
Understanding

Transformation
Strategies



Which strategies are a good fit?



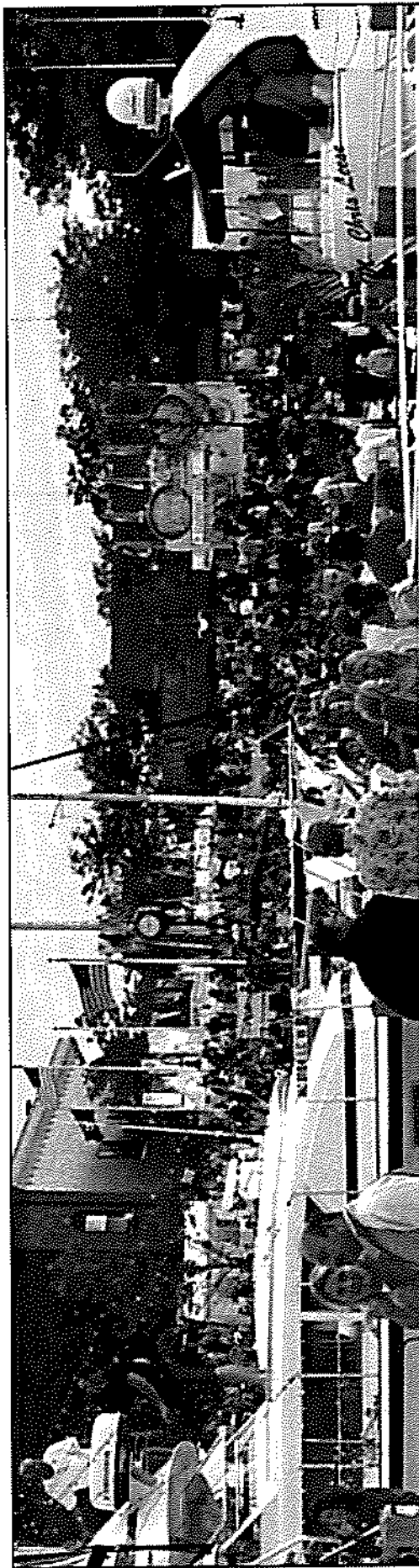


OUTDOOR & RECREATION – Focused Tourism

TRANSFORMATION STRATEGY

Leverages:

- Current strengths of regional tourism market
- Proximity to Boyne Mountain
- Water Access Points in Downtown
- Builds off of Existing Events
- Psychographics/other complimentary demographics
- Sales Gap Demonstrates Strengths



Key Needs:

Design

- Design Enhancements
 - Bike Racks
 - Gateway Signage
 - Path Signage
 - Bike Lanes
 - Entryway Corridor Aesthetics

Econ/Vitality

- Expansion of Retail (ie. canoe/kayak rentals; apparel)
- Targeted Incentives to Drive Recruitment (RRC)

Promotion

- Promotional/Image Enhancements
 - Run, Bike or Tri Event

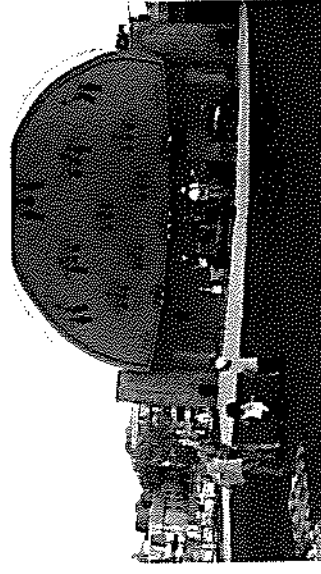
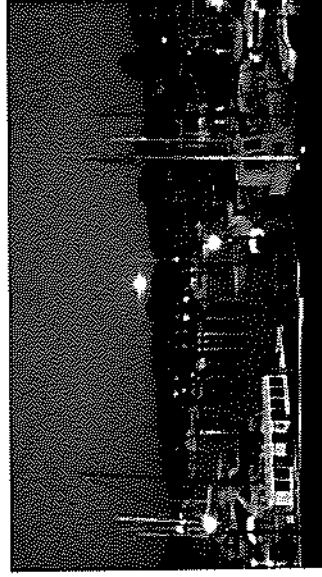
Organization

- Organizational Partnerships
 - Build/Leverage Relationships with Boyne Mountain
 - Ditto for Regional Tourism Group(s)

OUTDOOR & RECREATION

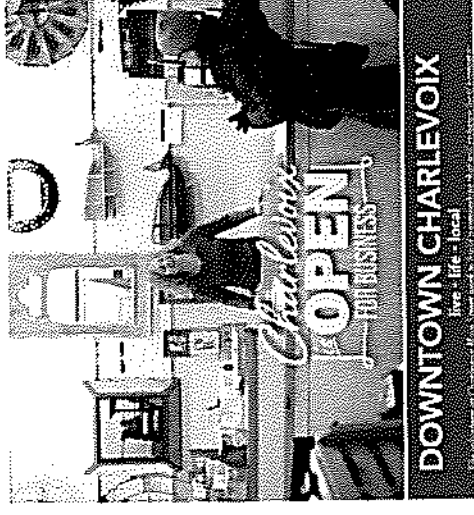
TRANSFORMATION STRATEGY

- connects destination outdoor attractions with the downtown or commercial district.
- The attractions themselves can be wide-ranging and can be a source of customers for the downtown.
- Participants can be expected to make purchases in connection with their recreational visit, including things like specialized gear, bike or kayak rentals, specialty shoes, supplies, specialized clothing, hiring of guides, as well as accommodations and restaurant dining.



Customers

- Younger
- Also, empty-nesters & retirees
(more affluent; less extreme sports)



Benefits

- Typically builds on existing attractions
- Typically visitor destination
(large trade area)

Trade-offs

- Seasonal highs and lows
- No existing cluster currently
- Depends on future
riverfront dev.

Potential products/services

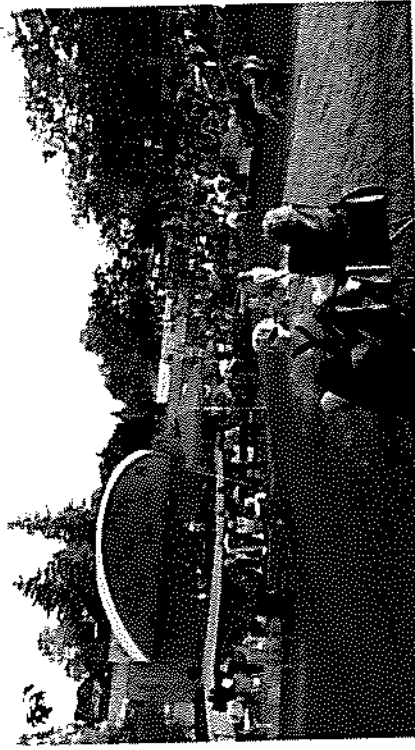
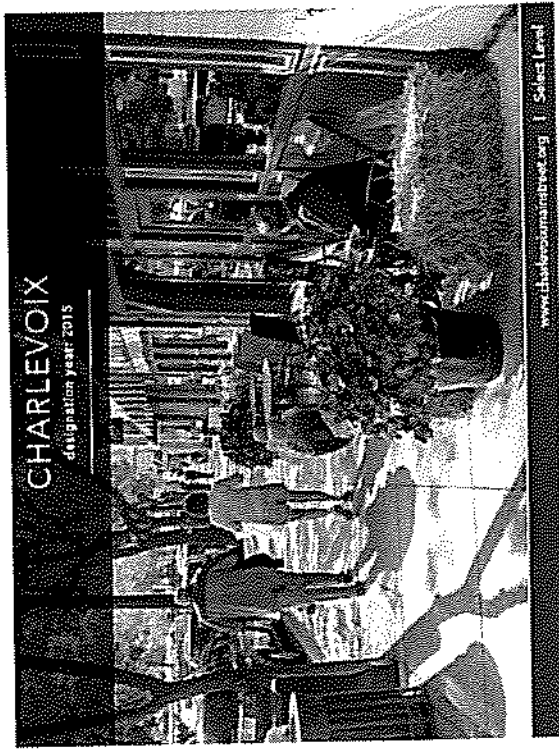
- Apparel (casual/athletic)
- Bicycle store w rentals
- Boating/kayak/sailing/canoe sales/rentals
- Camping and outdoor gear and equipment
- Fishing equipment w rentals
- Hunting equipment/sales
- Locally produced products (food or gifts)
- Lodging: inns, B&Bs, AirBNB
- Pharmacy
- Recreational vehicle rental (off-highway vehicles,
- snowmobiles, motorcycles)
- Restaurants (informal)
- Shoes
- Ski equipment sales/rental
- Taxidermy
- Urgent care



Health & Wellness or Healthy Living

TRANSFORMATION STRATEGY

- Pulls together retail, recreational, educational, and professional businesses (including social service organizations) and 'organizes' them around improving people's wellbeing.
- Businesses like pharmacies, urgent care centers, and doctors' and dentists' offices are obvious components of this strategy. Others may include gyms, yoga studios, spas, organic grocers, smoothie shops, health-and-beauty-aid stores, and more.



Customers

- range from young families to senior citizens and from “medical tourists” to vacationers.
- In some cases, customers may be unaware of their own participation in a health-and-wellness pursuit, such as someone who enrolls in a martial arts class with the goal of learning self-defense.

Benefits

- Great ability to tie together diverse businesses, often by making subtle changes in business operations (e.g., by adding or adjusting some products or services).
- In communities where there is a large health-related economic anchor, Health and Wellness may be a central strategy.
- In other cases, it may be more appropriately used as a secondary strategy.
- A benefit of a well-developed Health and Wellness strategy is it has the potential to attract customers from a regional trade area – or, even, national or international visitors, if it offers a unique product.

Trade-offs

- A district tightly focused on health and wellness (whether medical or spa/resort) may not provide the variety of retail offerings to fulfill residents’ day-to-day needs.
- There may be excessive price point increases.



Potential products/services

- Acupuncturist
- Bakeries (e.g., those offering specialty products, like gluten-free)
- Dance studio
- Doctors and dentists
- Furniture for wellness (e.g., specialty desk chairs, mattresses, etc.)
- Grocery store (esp. with a focus on natural products)
- Gym
- Health and Beauty Aids stores
- Herbalist
- Hospital
- Juice bar
- Martial arts
- Massage therapist / studio
- Medical devices store
- Pharmacy
- Physical therapists
- Psychotherapists and counsellors
- Restaurants with a special health-conscious menu
- Spas
- Sporting equipment
- Urgent care
- Vegetarian restaurants
- Vitamin and supplement stores
- Yoga studio



CATALYST STRATEGY BRIEF

HEALTH AND WELLNESS

The Main Street program helps communities rebuild and preserve economic vitality in their historic and older downtowns and neighborhood commercial centers. The Main Street Approach consists of three essential, tightly integrated tools:

1. **Community vision** that is informed by broad and inclusive community input *and* market understanding.
2. **Transformation Strategies** that incrementally create positive changes in the district's economy. These are implemented through simultaneous activity in four broad areas of work that, together, constitute the "**Four Points**." In brief:
 - **Design** encompasses improving all the physical and visual aspects of the district.
 - **Organization** involves cultivating partnerships and resources for the district.
 - **Promotion** is about marketing the district.
 - **Economic Vitality** focuses on capital, incentives, and other economic and financial tools for business and property development.
3. **Impact measurement** includes monitoring quantitative and qualitative outcomes.

A *Transformation Strategy* is a statement that guides a district's revitalization initiative and is based on a solid understanding of the district's economy and its position in the regional market. A *Catalyst Strategy* is an off-the-shelf Transformation Strategy. A Catalyst Strategy is generic, in that it can be adapted to a variety of places and circumstances – and it can be refined and customized over time. A Catalyst Strategy is a place to start, and the Four Points provide a framework for putting the strategies into action.

THE "HEALTH AND WELLNESS" STRATEGY IN A NUTSHELL

A Health and Wellness strategy pulls together retail, recreational, educational, and professional businesses (including social service organizations) and organizes them around improving people's wellbeing. Businesses like pharmacies, urgent care centers, and doctors' and dentists' offices are obvious components of this strategy. Others may include gyms, yoga studios, spas, organic grocers, smoothie shops, health-and-beauty-aid stores, and more.

A Health and Wellness cluster can sometimes already exist yet not be visible or obvious (even to revitalization leaders) because the individual businesses may not explicitly promote health and wellness. For example, health and wellness may be *inherent* in what a business does (as a dance studio), or an

aspect of what a business does (as a restaurant with healthy choices highlighted on their menu). Pursuing a Health and Wellness strategy often involves consciously cultivating these aspects of the district, highlighting them to make them more visible, and expanding the range of offerings. More than some other strategies, Health and Wellness relies on marketing and promotion to make the cluster apparent.

The Health and Wellness strategy is inherently diverse in its business mix, so business inventories will vary: A health and wellness district may be organized around a medical anchor (like a hospital); or it might center around relaxation, as in a spa or resort town. (Calistoga, California, for example, unites many of its downtown businesses – restaurants, bookstore, salons – around the town’s historic spas and their famous natural hot springs.) *Incompatible* businesses – especially if they form a large presence in the district – include unhealthy fast food chains, tanning salons, an excessive number of liquor stores, and the like.

There are many ways to tie in public-space amenities with this strategy, too: fitness parks, tennis courts, running trails, and even water bowls for dogs and benches for people – to encourage walking.

WHO ARE THE CUSTOMERS FOR THIS STRATEGY?

Customers for the Health and Wellness strategy can range from young families to senior citizens and from “medical tourists” to vacationers. In some cases, customers may be unaware of their own participation in a health-and-wellness pursuit, such as someone who enrolls in a martial arts class with the goal of learning self-defense.

Not all people identify themselves as interested in a health and wellness lifestyle: People who make healthy eating and healthy living part of their identity are often highly educated and more affluent. (Whole Foods, for example, is known for looking at educational achievement data when identifying potential store locations.) The customer profile for someone who participates in Health and Wellness strategy is less price-sensitive than most other strategies.

There may be cases where public health or actuarial data show you have an unhealthy local population (such as an area with high rates of obesity) and you want to improve overall community health – and shape the business district to support that effort. Be aware that getting someone to buy a product that doesn't match their natural inclinations is harder to do than providing a product that they already want.

BENEFITS AND TRADE-OFFS

One of the great benefits of a Health and Wellness strategy is its ability to tie together diverse businesses, often by making subtle changes in business operations (e.g., by adding or adjusting some products or services). In order to make Health and Wellness a *driver* of your district's economy (and more than a promotional tie-in), it needs at least a couple of businesses that are clearly linked to the strategy. This might include a fitness center or YMCA, or a hospital or other anchor business or institution. In communities where there is a large health-related economic anchor, Health and Wellness may be a central strategy. In other cases, it may be more appropriately used as a secondary strategy. A benefit of a well-developed Health and Wellness strategy is it has the potential to attract customers from a regional trade area – or, even, national or international visitors, if it offers a unique product.

On the trade-off side, a district tightly focused on health and wellness (whether medical or spa/resort) may not provide the variety of retail offerings to fulfill residents’ day-to-day needs.

IS THIS STRATEGY A GOOD FIT FOR YOUR DISTRICT?

The following questions are intended to help "take the temperature" of your commercial district. In order to answer them, you simply need to be familiar with your district and its environs. The questions are qualitative, and we want you to answer them in the context of what you already know. We are asking you to simply mark the scale in order to help you visualize whether your district is well-suited for pursuing a Health and Wellness strategy. Remember, this strategy is a starting point. As you do more research in the future, you can make it more nuanced and focused.

Knowing what you already know about your district, how would you rate it according to each of these characteristics?

COLD	HOT
← Starting a new market niche	Building on an existing niche or cluster →
← The potential market is relatively small	The potential market is relatively large →
← The district has many competitors in this	The district has few competitors in this →
← We would need new buildings/infrastructure	Our existing buildings/infrastructure are a good fit →
← Local population not well educated (e.g., some high school)	Local population very well educated (e.g., graduate degrees) →
← Target population not very interested in health and wellness	Target population actively engaged and interested in health and wellness →

If most of your scores fall into the right-hand side of the scoring boxes, this strategy is likely to be a good fit for your district. However, a low score for one or more of these characteristics does not necessarily mean that this strategy isn't an option for your district; it might simply mean that your organization and its partners might need to work a little harder to make this strategy succeed.

INFORMATION YOU'LL NEED FOR THIS STRATEGY

As mentioned earlier, the important thing about a Catalyst Strategy is to get started. Without undertaking a full market analysis, there are a few market research tasks you should begin now. These include:

- **Inventory:** You will need an inventory of all existing businesses in the district. Health and wellness-related businesses should be grouped, and you should create a tally of the approximate size of each strategy-related business (in square feet) and the number of people employed by each business.
- **Customers:** You should also assemble current information about the demographic characteristics of regional residents, particularly information about household income, age, household size, ethnicity, number of earners, and education levels (you can get this information from the US Census website and/or from third-party geospatial data providers like ESRI or Claritas). Conduct pedestrian and vehicular counts on major blocks or entry points in your district, at key times of day.
- **Competition:** Inventory and map competitive commercial centers in your region or trade area, including malls, shopping centers, and competing downtowns or commercial districts. Are other downtowns or commercial districts also trying to establish themselves as health and wellness destinations? Articulate how your Health and Wellness strategy is (or can be) differentiated from competing commercial areas. You should also articulate the threats posed by these competing areas.

- **Potential barriers:** Identify potential barriers to pursuing this strategy. These may include factors as varied as a misalignment of consumer preferences or a lack of geographic cohesiveness among contributing institutions and businesses.

TAKING THE NEXT STEP

Over the next year or two, after your Catalyst Strategy has begun taking root, you should plan to conduct additional research that can help you refine the strategy and adapt it more precisely to your district's particular circumstances. You may tackle some aspects of the market research on your own, or you may choose to engage professional assistance. Whichever route you choose, this additional research should help you answer questions like these:

- What are the boundaries of the primary trade area for this strategy? Are there other geographic areas that you should try to reach?
- Of the businesses that exist in your district that support the Health and Wellness strategy, how many square feet do they comprise, in total? What are their estimated total annual sales, including all selling channels?
- How much do households in the trade area spend on the types of retail goods and services related to Health and Wellness?
- What is the estimated regional sales void (or surplus)? If additional sales were captured, how many additional square feet of retail space (if any) could those sales support?
- What is the profile of the target customer? What are the profiles of secondary customers? How large is each customer segment, and approximately how much of each segment's spending do you think you can realistically capture in the future?
- What are the population trends in your area? Is the population aging? Are young families moving in?
- What are the nascent trends in this sector? What are the waning trends?

SAMPLE ACTIVITIES

There are many different activities that your organization and its partners might do to successfully implement this strategy. The activities you choose should address problems and opportunities that are specific to your district. Start with activities that are relatively easy, then gradually tackle more challenging ones. Be sure to include activities in all Four Points of the Main Street Approach; this is essential!

Depending how you have chosen to organize your Main Street initiative and the resources in your community, projects and activities may be carried out by a single committee, by staff specialists, by a consortium of partner organizations, or by some combination of these. (For more information, see the Technical Bulletin, "[Organizing Your Main Street to Transform Your Community]")

Here are some examples:

Sample Design activities:

- Install signs and markers to create walking and running trails in and around the commercial district.
- Install exercise equipment in a pocket park.

Sample Organization activities:

- Initiate a meeting of representatives of local health-related institutions or businesses to establish a partnership for the strategy.

Sample Promotion activities:

- Develop a brand identity that connects health and wellness to the district.

- Hold a health fair, with healthy cooking demonstrations, physical activities, and opportunities to get screened for blood pressure and other health indicators.
- Install parking signs that note number of steps to the center of district, making a challenge of parking farther away from one's destination, rather than closer.

Sample Economic Vitality activities:

- Work with restaurants to offer healthy options on their menus and help them to distribute the menus through other businesses that are part of the Health and Wellness cluster.
- Work with a local gym to run outdoor "boot camps" during warmer weather months.

POTENTIAL PRODUCTS AND SERVICES

Some businesses are inherently focused on health and wellness, but many other businesses can tie into the strategy by adapting their merchandising, services, or menus. This list is not exhaustive, but illustrates the range of businesses that can participate in the Health and Wellness strategy:

- | | |
|--|--|
| • Acupuncturist | • Martial arts |
| • Bakeries (e.g., those offering specialty products, like gluten-free) | • Massage therapist / studio |
| • Dance studio | • Medical devices store |
| • Doctors and dentists | • Pharmacy |
| • Furniture for wellness (e.g., specialty desk chairs, mattresses, etc.) | • Physical therapists |
| • Grocery store (esp. with a focus on natural products) | • Psychotherapists and counsellors |
| • Gym | • Restaurants with a special health-conscious menu |
| • Health and Beauty Aids stores | • Spas |
| • Herbalist | • Sporting equipment |
| • Hospital | • Urgent care |
| • Juice bar | • Vegetarian restaurants |
| | • Vitamin and supplement stores |
| | • Yoga studio |

MEASURING PROGRESS

The following tools can be used to track your success in implementing the strategy and in measuring its impact on the commercial district as a whole:

- Conduct on-street surveys when you implement this strategy – then, conduct surveys one year, three years, and five years later, asking the same questions. Are more people patronizing the district for its health-related businesses? Are their impressions and perceptions of the district improving?
Your surveys should include questions in four specific categories:
 - Attitudes and perceptions about the district
 - Current shopping habits
 - Additional products and services shoppers would like to be able to buy within the district
 - Demographic characteristics of those participating in the survey, including home zip code
- Track trends in the number of square feet of retail space devoted to health and wellness businesses.
- Ask the owners or managers of a representative sample of health-related businesses to keep an informal tally of foot traffic, average transaction amount, and gross sales. Interview the owners and managers at regular intervals and hold an annual focus group with them. Are the numbers increasing?
- Track the number of changes (in service offerings or product mix) that businesses have made to serve the health and wellness market.
- Choose several intersections or entry points in the district and count the number of people who walk by during 30 minute intervals. Do this at two or three key points in the day (e.g., morning, noon, and evening). Repeat the pedestrian counts at least twice a year, at the same times of day. Are the numbers increasing?

Michigan Main Street Refresh Implementation: Our Process and Lessons Learned So Far

By Michigan Main Street Center | From *Main Street Story of the Week* | April 27, 2017 |



Community Strategy Identification Session, Downtown Charlotte (photo credit: Windwalker Underground Gallery)

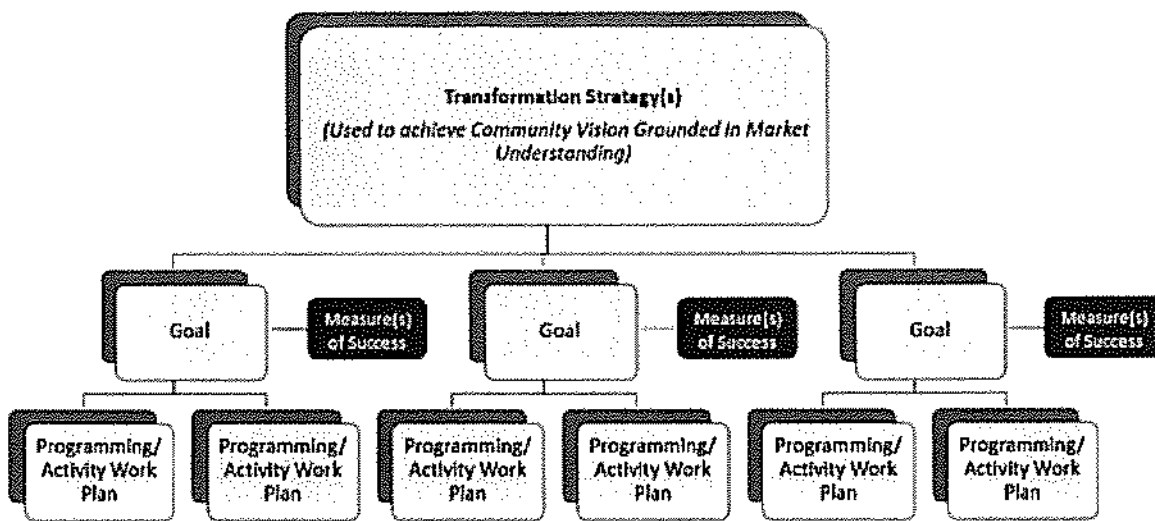
By now you know that Michigan Main Street is the first coordinating program to roll-out the refreshed Main Street Approach in all 21 of our Select and Master Level communities across the state. We began this process in the Spring of 2016 when we chose one Select Level and two Master Level communities—Saline, Boyne City and Grand Haven—to pilot the implementation of the new Main Street Approach. We learned many lessons from the process and transformation strategies that were identified for each of these communities. By the end of these pilots, we felt excited and confident in this new approach and decided to enhance our partnership with Main Street America and move forward with the opportunity to take the rest of our communities through the refresh implementation process.

Fast forward to today, three-quarters of our communities have been through the initial stage of the refresh implementation process. As the first coordinating program to implement the new approach on such a large scale, we feel that we have developed a robust process and have learned valuable lessons that we want to begin sharing as best practices. We hope that you, as either a coordinating program or local main street organization, can utilize and adapt our process for your efforts in implementing the refreshed Main Street Approach. After all, what is Main Street without the ability to "R&D" ("Rip-off and Duplicate"), leveraging our nationwide network to collaborate and learn from each other? Please, take what we have defined as the refresh implementation process for our communities, love it as we do, and then adjust it to address the unique needs and opportunities in your local community.

Michigan Main Street Refresh Implementation Process

Remember when we said that we wanted to take the implementation process utilized in the three pilot communities and replicate it in our remaining 18 communities? The first lesson we learned is that implementation must occur over time and be adapted to the specific circumstances of each local program. In other words, we realized that each community would have different needs and opportunities that could be addressed through the refresh process and that successfully incorporating these unique dynamics into a transformation strategy would require a longer-term approach to implementation. Though the Main Street Four Points remain as the foundation, the new Main Street Approach has required local organizations to shift the way they think and operate to develop programming and define success. Once we recognized the power of the refresh to help communities make such a significant shift, we

developed the following process to gradually help move our communities toward defining locally relevant strategies that will drive their programming and help direct the use of resources in their local district.



Michigan Main Street Strategy Implementation Process ([click image to enlarge](#))

Step One: Strategy Identification at the Community and Main Street Organization Level

The first step in our process involves close partnership with Main Street America to conduct community and leadership surveys, as well as identify baseline market information about the community. These inputs are evaluated to identify where community feedback and market opportunities overlap; this overlap is the foundation for potential transformation strategies that are proposed to the community and Main Street organization during an on-site visit. During the on-site visit, Main Street America and Michigan Main Street staff meet with a wide variety of community stakeholders including: municipal leaders, business and property owners and other partner organizations prevalent within the community to gather additional insight about the community's downtown and discuss the potential strategies that emerged from pre-visit surveys and market research. These on-site conversations are used to refine the initial transformation strategies—sometimes eliminating a potential strategy or highlighting a specific niche within a strategy. Following the stakeholder focus group meetings, Main Street America staff present the community and local Main Street organization with the input received from the local surveys and stakeholder meetings, a summary of the demographic and market data, and two to three recommended transformation strategies. Attendees at the presentation are then asked to discuss and reflect on potential transformation strategies, so that the Main Street Board can make a formal decision about which strategy to pursue.



Focus Group Meeting, Downtown Lapeer (photo credit: Michigan Main Street Center)

This step has proven to be critical in building momentum and community buy-in for the refresh implementation process. Not only does it allow for the community and local leaders' input to be heard and accounted for, but it also provides all stakeholders with the ability to be engaged in the process of identifying a strategic direction for their downtown. These stakeholder meetings have also provided an invaluable opportunity for Main Street leaders, community stakeholders and partner organizations to strengthen relationships and to begin defining how they can leverage each of their own resources to implement the selected transformation strategy.

It is also important to note that we have been straightforward with our Main Street organizations by discussing that it is to their benefit to choose only one or two of the proposed transformation strategies at this stage. In doing this, we have emphasized the benefits of having a focused, strategic direction to direct their limited human and financial resources and clearly define their role in downtown revitalization to other community stakeholders. In addition, limiting the number of strategies selected will help the organization define meaningful metrics that demonstrate the impact they have in fulfilling the community's vision for downtown.

Step Two: Strategy Development at the Main Street Board Level

Once the local Main Street Board has formally selected a transformation strategy, the next step in the refresh implementation process is strategy development. Michigan Main Street works with each Board to make the strategy more specific and meaningful to their community. We do this by aligning the selected strategy with the existing vision for downtown, while also asking the Board to define what their district will look like in 3-5 years if they successfully implement the selected transformation strategy.



Board Strategy Identification Session, Charlevoix, Mich. (photo credit: Lindsey Dotson, Charlevoix Main Street)

Once the Board has developed a statement defining successful implementation of the strategy, we ask Board members to identify actionable goals that will need to be realized to achieve this success. The goals need to be specific enough that they provide guidance for committees and/or project teams as they develop work plans. Additionally, we encourage the Board to identify goals that cross the Four Points to encourage collaboration in existing programming. In order to ensure the organization is being comprehensive in its revitalization efforts, the organization's goals are reflected and aligned under each of the Main Street Four Points. Finally, we work with the Board to develop a statement of the outcomes/measure of success that can be expected if each goal is achieved. Measures of success serve to answer the question, "What happens if we accomplish the goal?" These measures also serve as a benchmark for the Board to evaluate their success in moving the organization toward the selected transformation strategy and give them a framework for evaluating and approving work plans proposed by committees.

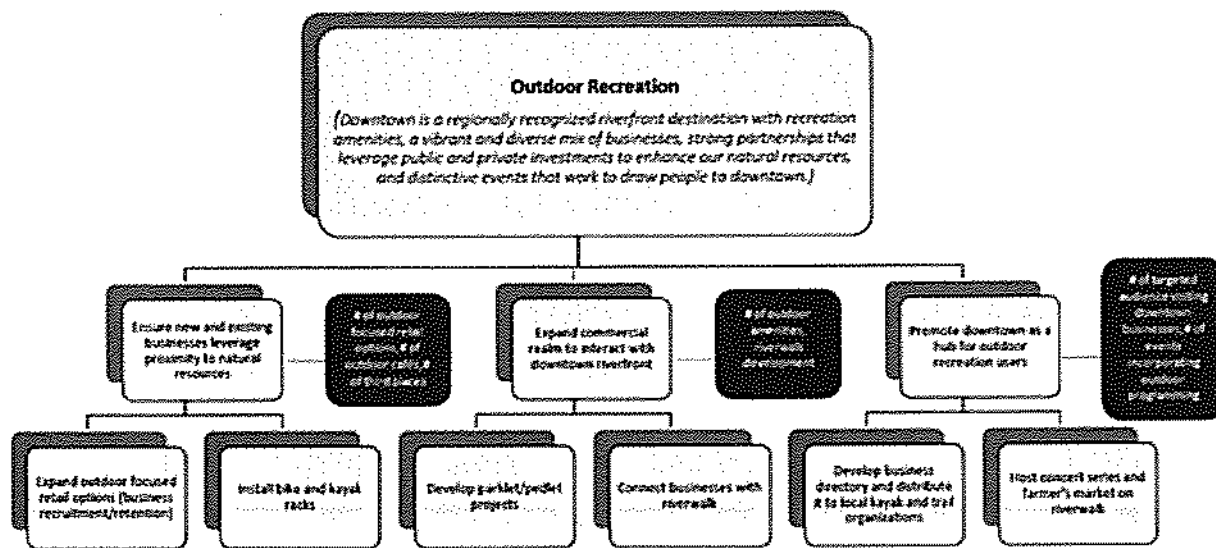
Step Three: Strategy Implementation + Project Management at the Main Street Committee Level

We have decided to target 2018 work plans as the first formal deployment of selected transformation strategies in Michigan Main Street Communities. We have found that allowing Boards the time to dive into strategy development and build consensus around their selected strategy creates a sense of ownership that, we believe, is critical to sustaining a strategic approach to developing and approving the projects initiated at the committee level.

To support the first year of strategy implementation, Michigan Main Street staff will work directly with the Board, committee leaders and committee volunteers to evaluate the alignment of new and existing programming and activities with the strategy, goals and measures of success identified by the Board. We will have the organization look at a list of current and potential projects and activities (i.e. work plans), as well as activities of partner organizations, to assess which programming best supports each of the goals identified by the Board. We will also ask the organization to identify how each activity or program aligns across the Four Points to ensure that organizations remain comprehensive in their approach to revitalization. Finally, we will discuss implementation timelines for projects that align with strategic goals, with the expectation that some activities will be short-term (1-2 years) and others will be long-term (3-5 years).

The Main Street Board is tasked with approving projects and activities that it feels are most important to achieving the goals and measures of success they have identified. Once the Board has approved programming and activities, committees or project teams will be responsible for developing work plans that outline the tasks, budget and responsible parties for each project or activity.

Committees will also develop metrics that demonstrate the impact of each project relative to the organization's goals.



Michigan Main Street Strategy Implementation Example (click image to enlarge)

As we work with our communities to implement the refreshed Main Street Approach, we will continue to share examples and lessons learned from our experience. Additionally, we plan to feature stories and guidance from local program directors, board members and volunteers about their first-hand experience with the refreshed Main Street Approach. Be on the lookout for regular stories from Michigan Main Street communities in the coming year that we hope will help your program successfully implement the refreshed Main Street Approach.

Lessons Learned

We have identified four early lessons in this first phase of implementing the refresh that we would like to share with your program as you consider how to approach this process in your state or community.

Lesson 1: Tailor Implementation to Meet the Community + Main Street Organization's Needs

When we began to roll-out the refreshed Main Street Approach to our communities, we assumed communities would identify their transformation strategy and then begin immediately implementing that strategy locally. We have found that, in-practice, implementation requires organizations to function differently than they have in the past so they need time to become comfortable with the idea of aligning programming around a strategy and, most importantly, need to have ownership of the way that the strategy will be realized in their community. In addition to the multi-step strategy and goal development process, our team found that in-depth training sessions for program directors, board members and volunteers helped to introduce the refresh concept early so that folks were already familiar with the approach before initiating the community-specific strategy development process. In Michigan, we have hosted several state-wide training sessions to teach this new approach to conducting business on Main Street. Communicating the refreshed approach in this way, also gives local programs confidence that they are not the only organization being asked to engage in a new approach to Main Street.



Quarterly Training with Main Street Executive Directors, Board Members and Volunteers teaching the Refreshed Main Street Approach (photo credit: Michigan Main Street Center)

We have also found that implementation is about allowing our communities to operate through a transitional period. This new approach is not about dumping all the things that our Main Street Organizations have done to make themselves and their downtowns successful. Instead, it's about asking our organizations to shift the way they work and begin aligning their projects and activities under their chosen transformation strategy.

By slowing the implementation of the refreshed approach and really working with our communities to begin implementing their transformation strategies over a series of steps, we have been able to allow our communities time to feel comfortable with the new approach. We have seen that this has helped our communities embrace the refreshed approach and generate excitement within the Main Street organization and within their wide network of partner organizations.

Lesson 2: Work with the Main Street Organization to Further Define the Transformation Strategy

The transformation strategies Main Street America has created are full of opportunity, however they are intentionally broad-based. This has made it difficult for communities to feel attached to any one strategy and understand how the strategy applies to their downtown. One of the critical elements of our process has been working with our communities to further define each of their transformation strategies to be meaningful and specific to the assets and opportunities present in their downtown and community. The process of defining the transformation strategy allows the Main Street organization to explore what is unique about their downtown and community, while also specifically outlining what successful implementation will look like for their district. This has been a key component of the process as it allows the local Board to feel a sense of ownership around the strategic direction of their organization, while also helping the organization to see value in the refresh implementation process.

We have also had success in the communities where we have taken the opportunity to create customized strategies that are based on the original transformation strategies identified by Main Street America. In the communities where we have identified a more customized strategy, a set of unique or extenuating circumstances has presented itself, which has created the need for a more tailored strategy. Even in the case where a customized strategy has been identified for a community, we will still work with the local Board to define successful implementation, by establishing goals and measures of success that the Board will use to benchmark progress in achieving the strategy.

Lesson 3: Define Partnerships for the Implementation of Each Transformation Strategy

One of the most exciting components of the refreshed Main Street Approach is the emphasis on partnerships and engagement of community stakeholders in defining the strategic direction of downtown. It has been exciting to see our Main Street programs engage municipal leaders, business and property owners, the chamber of commerce, local school districts, community institutions and many other stakeholders in conversations about taking a more strategic approach for their community's downtown revitalization efforts. The refresh implementation process has provided an excellent platform to engage these key stakeholders in leveraging resources around a shared strategy and unified focus for downtown.

We have found that some components of each transformation strategy are appropriate for partner organizations to begin implementing, and our communities have been able to have conversations with their partners to decide and specify which organization is better suited to take responsibility for various tasks and projects. The conversations our communities have had with their partners and key stakeholders have opened the door for collaborative downtown revitalization efforts that are aligned around the selected transformation strategy. These partnerships not only leverage additional resources for downtown, but also provide an incredible opportunity to engage the wider community to have a positive impact on downtown revitalization.

Lesson 4: Change the Way Main Street Organizations Think + Act

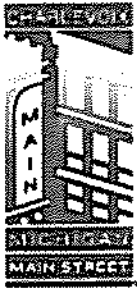
The refreshed Main Street Approach requires Main Street Organizations to change the way they think and conduct business. What we have found is that we are asking our communities to begin leveraging all of their resources towards a common goal. We see the refresh as working to elevate the focus of our communities, by encouraging them to work in a strategic direction. Our communities will now be able to measure the impacts they are having relative to implementing a focused strategy, as well as continue to demonstrate their impact using the traditional data highlighting investment, job creation, facades improved, etc.

The Main Street Refresh has had the benefit of elevating the role of our Main Street Boards within their organizations. Transformation strategies help the Boards ensure their organization is moving in a strategic, focused direction by providing them with a means to evaluate and accept projects and activities put forth by committees. As our Boards are put in charge of ensuring their organization is implementing their transformation strategy they establish metrics and measures of success against which they will be evaluated, allowing them to take on a true leadership role and to demonstrate measureable impacts in downtown revitalization.

While this refreshed approach allows our communities to determine if they are moving the needle towards implementing their focused strategy, we have found that measuring success requires a different process for defining and collecting metrics. This has forced us to think critically about defining specific metrics with our communities and provide real examples in order to offer support and guidance to our Main Street Organizations as they go through this process.

Lastly, we expect that one of the next steps for our Main Street organizations will be evaluating their organizational structure as they move through this process to implement the refreshed Main Street Approach. We expect to see many of our organizations taking a more flexible approach to their organizational structures. Many of our communities are no longer operating with Four Point Committees, but instead have begun combining committees as the work these committees have been conducting overlap in many areas. It is very important to note that we will still ensure that the work our communities are doing is comprehensive and hitting all Four Points, as it is likely that many of the projects and activities our communities will work on will include aspects of all of the Four Points.

The Michigan Main Street program exists to help communities develop main street districts that attract both residents and businesses, promote private commercial investment and spur economic growth. Michigan Main Street is a program of the Michigan Economic Development Corporation and is led by Laura Krizov, Manager, and her team Leigh Young, AICP, Organization Specialist, and Michelle Audette-Bauman, Economic Vitality Specialist.



Charlevoix Main Street Façade Incentive Grant Program Application

Tim

Applicant's Name: Rex McCarthy Phone # 231-547-0422
231-675-0118
Business Name North Seas Gallery
Property Owner's Name Rex McCarthy
Project Address 237 Bridge St.
Parcel # 15-052-265-001-00
Mailing Address (Applicant) 237 Bridge St.
Charlevoix MI 49720

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) Awning Replacement

Façade(s) Impacted (check whichever applies)

☐ Front ☐ Rear ☐ Side ☒ Corner lot

Total Cost of Improvement \$ 4,900.-

Incentive Amount Requested \$ 2450.-

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

4/5/2017

Property Owner's Signature

Date

Complete and return to:

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

NORTH SEAS GALLERY
237 Bridge Street
Charlevoix, MI 49720
Phone (231) 547-0422

April 5, 2017

It is the intention of North Seas Gallery, located at 237 Bridge Street, Charlevoix to apply for the Charlevoix Main Street Façade Incentive Grant Program with the purpose to improve the overall appearance of our building.

Locally owned and operated for 27 years, our store is located on one of Charlevoix's most prominent corners with high visibility to visiting tourists and local residents alike. It is our impression that the purpose of the above mentioned grant is to improve the overall attractiveness of the town and to assist business owners in this task.

It is our intention, with assistance from this grant to replace our existing awnings with identical ones and to update two of our windows that are in need of replacing. There will be no change to the color or construction.

Attached are a number of estimates for the work. To replace the two windows we would employ Charlevoix Glass. They not only provided the most reasonable bid but have experience with our windows from previous work. For the awnings we would use Murray's Creation, a Charlevoix based business. The total cost is estimated to be \$4900.

As instructed attached is also a copy of the most recent paid property taxes. If proof of project funding is required, that question can be directed to Patrick Malewitz of Charlevoix State Bank. If any further information is required, please feel free to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim McCarthy", with a long horizontal flourish extending to the right.

Tim McCarthy

To: North Sea Gallery Attn. Tim	An Estimate from CHARLEVOIX GLASS 06837 US 31 South CHARLEVOIX MI, 49720 (231) 547-3450 Fax (231) 547-1101 www.charlevoix-glass.com
Email/Fax: <u>northseas@att.net</u>	
Date: 3/28/2017	
Regarding: Windows	
Comments: 0 Pages to follow	

1- BLOCK SIZE 28 X 82 CLEAR TEMPERED INSULATED UNIT
 INSTALLED: \$ 420.88

1- BLOCK SIZE 38 X 106 CLEAR TEMPERED INSULATED UNIT
 INSTALLED: \$ 738.31

TERMS: Applicable sales tax included Quotation valid 30 days. 50% Deposit to initiate project, remaining balance upon completion. If credit card is used a 2.5% service charge will be applied.

Quotation accepted by:

 Name

 Date



05405 US-31 South
Charlevoix, MI 49720
231-547-9809 ,Fax 547-1242

Estimate

DATE	ESTIMATE #
3/22/2017	6212

North Sea Gallery
237 Bridge St.
Charlevoix, MI 49720

		TERMS	
		Due on receipt	
DESCRIPTION	QTY	COST	TOTAL
1- 27 5/8 x 80 1/2 x tempered insulated unit with Low E Glass	1	410.12	410.12T
1- 37 1/2 x 105 1/8 x tempered insulated unit with Low E Glass	1	720.50	720.50T
Glazing Labor		360.00	360.00
MI Sales Tax		6.00%	67.84
		TOTAL	\$1,558.46

Pricing good for 30 days.

SIGNATURE _____

Proposal

Page No. 1 of 1 Pages

Murray's Creations
416 Prospect St.
Charlevoix, Michigan 49720

Mark Murray
(231) 547-2332
(231) 675-5420

PROPOSAL SUBMITTED TO <u>March Sam Gallery</u>		PHONE <u>675-0118</u>	DATE <u>3-28-17</u>
STREET		JOB NAME <u>Tim McInerney</u>	
CITY, STATE AND ZIP CODE		JOB LOCATION <u>Cxv</u>	
ARCHITECT	DATE OF PLANS	JOB PHONE	

We hereby submit specifications and estimates for:

Recover of (5) existing
curing frames

Take down / Recover / install

Material Sunbrella {Blue Twill}

We propose hereby to furnish material 5 complete in accordance with above specifications, for the sum of:

Three Thousand Seven hundred forty dollars (\$ 3740.00)

Payment to be made as follows: \$2000.00 deposit with balance of
\$1740.00 due upon completion

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized Signature: Mark Murray

Note: This proposal may be withdrawn by us if not accepted within 30 days.

Acceptance of Proposal—The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance: _____

Signature: Mark Murray

Signature: _____



HARBOR AWNING

Estimate

Estimate No: 222
Date: March 30, 2017

Mailing Address: P.O. BOX 4648
Harbor Springs MI
49740
231-526-7217

For: Tim McCarthy/North Seas Gallery
Charlevoix MI

Description	Amount
Harbor awning agrees to fabricate and install 5 canvas for existing awning frames. With Sunbrella awning fabric.	\$4,375.00

* Indicates non-taxable item

50% deposit due = \$2,336.75

Subtotal	\$4,375.00
Discount (0.00%)	\$0.00
TAX (6.00%)	\$262.50

TOTAL \$4,637.50

CITY OF CHARLEVOIX 2016 Summer Tax Receipt
CITY OF CHARLEVOIX
KELLY MCGINN, TREASURER
210 STATE STREET
CHARLEVOIX, MI 49720
(231) 547-3261

CHECKS ARE ACCEPTED AS CONDITIONAL PAYMENT. IF NOT HONORED BY THE BANK, THE TAX IS CONSIDERED UNPAID AND THE RECEIPT VOID. THE TREASURER IS NOT RESPONSIBLE FOR PAYMENT ON THE WRONG PARCEL. CHECK YOUR PROPERTY DESCRIPTION.

Parcel #: 052-900-171-30

** CURRENT PAYMENT **				
Date	Chk #	Amount		
Total Recvd:		0.00		
Taxing Authority	MILLS			Balance
STATE EDUCATION	6.0000	0.00	0.00	0.00
COUNTY ALLOCATED	4.6000	0.00	0.00	0.00
SCHOOL OPERATING	5.9830	0.00	0.00	0.00
SCHOOL DEBT 11	1.7174	0.00	0.00	0.00
SCHOOL DEBT 12	0.1806	0.00	0.00	0.00
SCHOOL DEBT 13	0.2604	0.00	0.00	0.00
CITY OPERATIONAL	9.0500	0.00	0.00	0.00
INFRASTRUCTURE	2.0459	0.00	0.00	0.00
REFUSE	1.0000	0.00	0.00	0.00
DDA	1.3631	0.00	0.00	0.00
Admin Fee		0.00	0.00	0.00
Interest/Pen		0.00	0.00	0.00
Over Payments		0.00	0.00	0.00
TOTALS ----->	32.20120	0.00	0.00	0.00

SEV: 0 CLASS: 251 PRE/MBT: 100.0000
TAXABLE VALUE: 0 SCHOOL: 15050

PROPERTY ADDRESS: 237 BRIDGE ST

LEGAL DESCRIPTION:
DDA 1964 PERSONAL PROPERTY ANTIQUE SALES LOCATED @ 237 BRIDGE ST (052-265-001-00)

CITY OF CHARLEVOIX 2016 Summer Tax Receipt
CITY OF CHARLEVOIX
KELLY MCGINN, TREASURER
210 STATE STREET
CHARLEVOIX, MI 49720
(231) 547-3261
052-900-171-30
NORTH SEAS GALLERY
14566 PARK AVE
CHARLEVOIX MI 49720

RECEIPT NO:
PAID DATE:
INTEREST DATE:
CHECK NO:
PAID BY:

TOTALS ----->	MILLS			Balance
	32.20120	0.00	0.00	0.00

CITY OF CHARLEVOI 2016 Winter Tax Receipt

CITY OF CHARLEVOIX
 KELLY MCGINN, TREASURER
 210 STATE STREET
 CHARLEVOIX, MI 49720
 (231) 547-3261

CHECKS ARE ACCEPTED AS CONDITIONAL PAYMENT. IF NOT HONORED BY THE BANK, THE TAX
 IS CONSIDERED UNPAID AND THE RECEIPT VOID. THE TREASURER IS NOT RESPONSIBLE
 FOR PAYMENT ON THE WRONG PARCEL. CHECK YOUR PROPERTY DESCRIPTION.

Parcel #: 052-900-171-30

** CURRENT PAYMENT **

Date	Chk #	Amount
Total Recvd:		0.00
Taxing Authority	MILLS	Balance
CHAR EM ALLOC	0.1996	0.00
SPECIAL ED 54	0.6701	0.00
SPECIAL ED 08	1.1600	0.00
VOCATION AL ED	0.7487	0.00
CHX LIB OF 97	0.4440	0.00
CHX LIB OF 04	0.6339	0.00
CHX LIBRARY BOND	0.6200	0.00
COUNTY TRANSIT	0.2497	0.00
CO. SR CITIZEN	0.6494	0.00
COUNTY RECYCLING	0.1498	0.00
COUNTY ROADS	0.9991	0.00
COUNTY PARKS	0.15	0.00
COUNTY VETERANS	0.10	0.00
GRANDVUE OPER	0.75	0.00
Admin Fee	0.00	0.00
Interest/Fee	0.00	0.00
Over Payments	0.00	0.00
TOTALS ----->	7.85660	0.00

SEV: 0 CLASS: 251 PRE/MBT: 100.0000
 TAXABLE VALUE: 0 SCHOOL: 15050

PROPERTY ADDRESS: 237 BRIDGE ST

LEGAL DESCRIPTION:
 BDA 1984 PERSONAL PROPERTY ANTIQUE SALES LOCATED @ 237 BRIDGE ST (052-265-001-001)

CITY OF CHARLEVOI 2016 Winter Tax Receipt

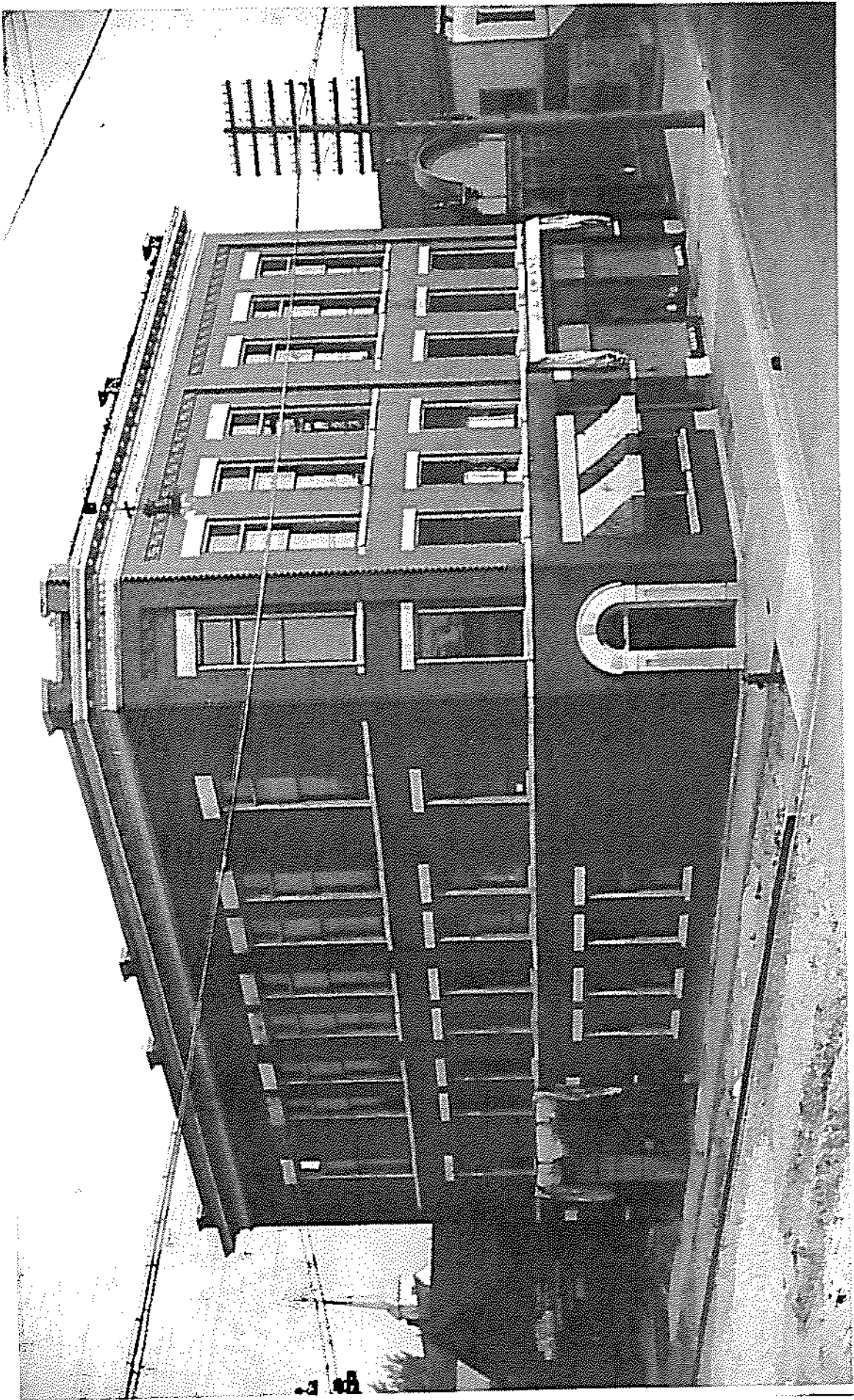
CITY OF CHARLEVOIX
 KELLY MCGINN, TREASURER
 210 STATE STREET
 CHARLEVOIX, MI 49720
 (231) 547-3261

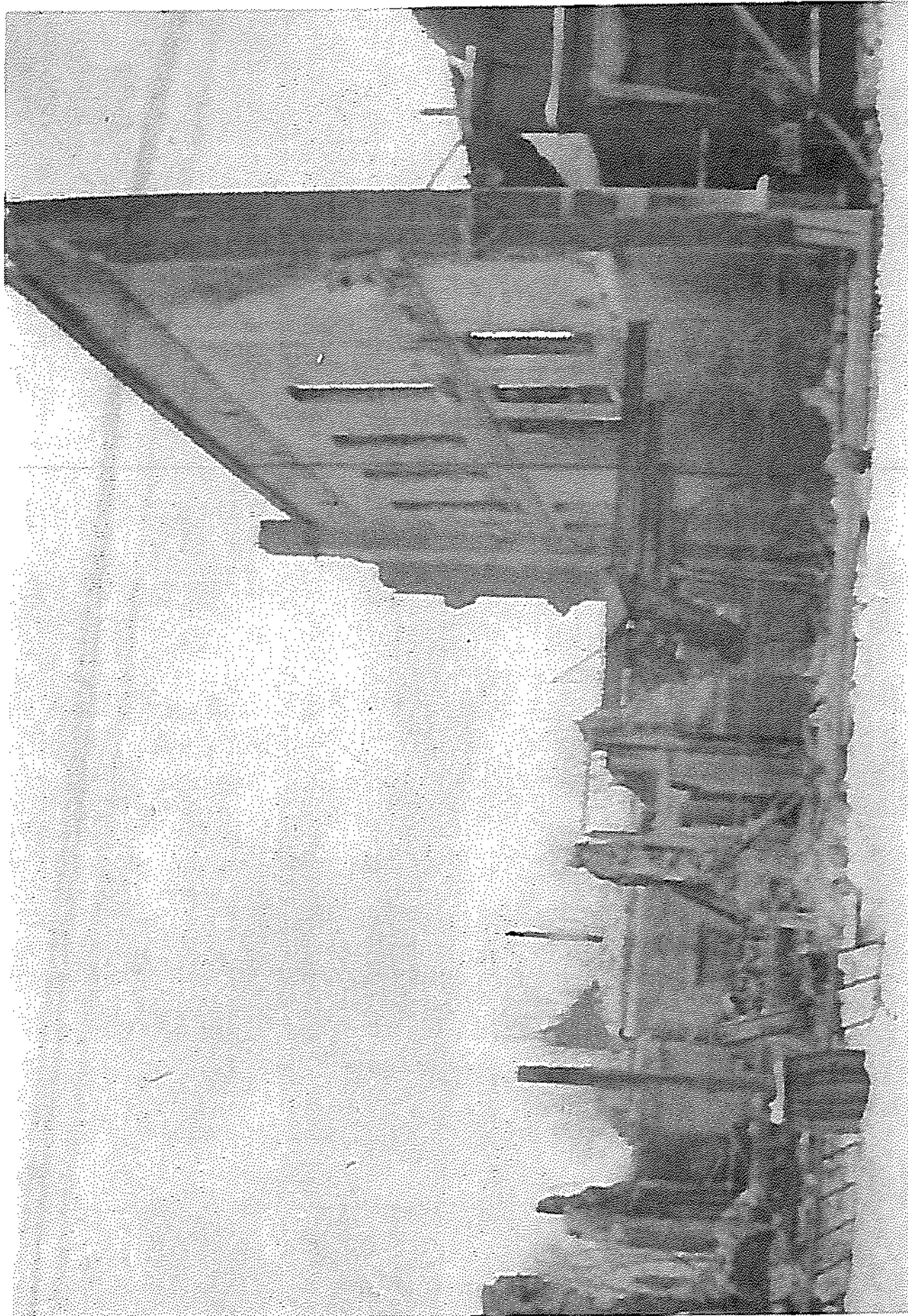
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 INTEREST DATE:

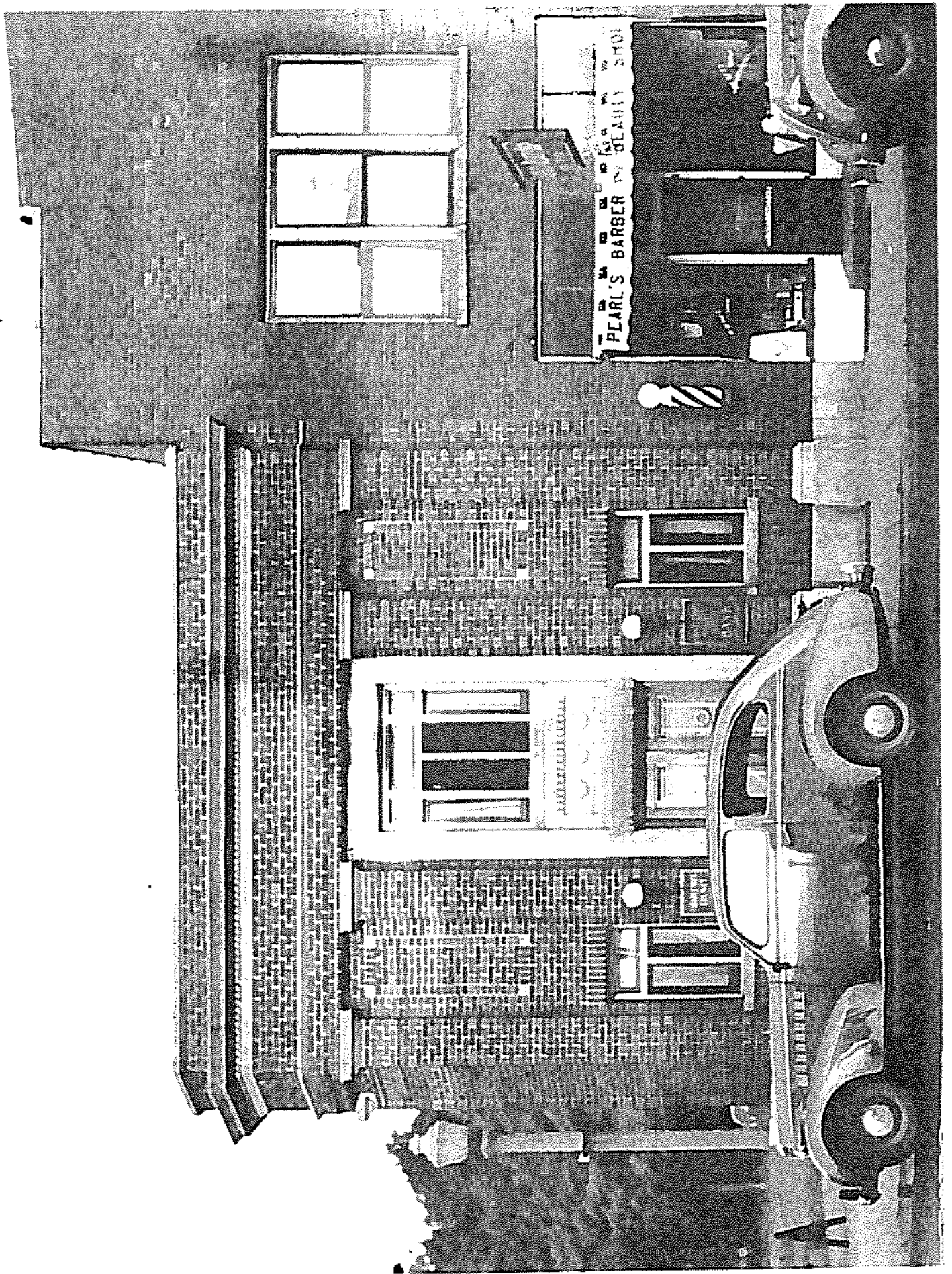
CHECK NO:
 PAID BY:

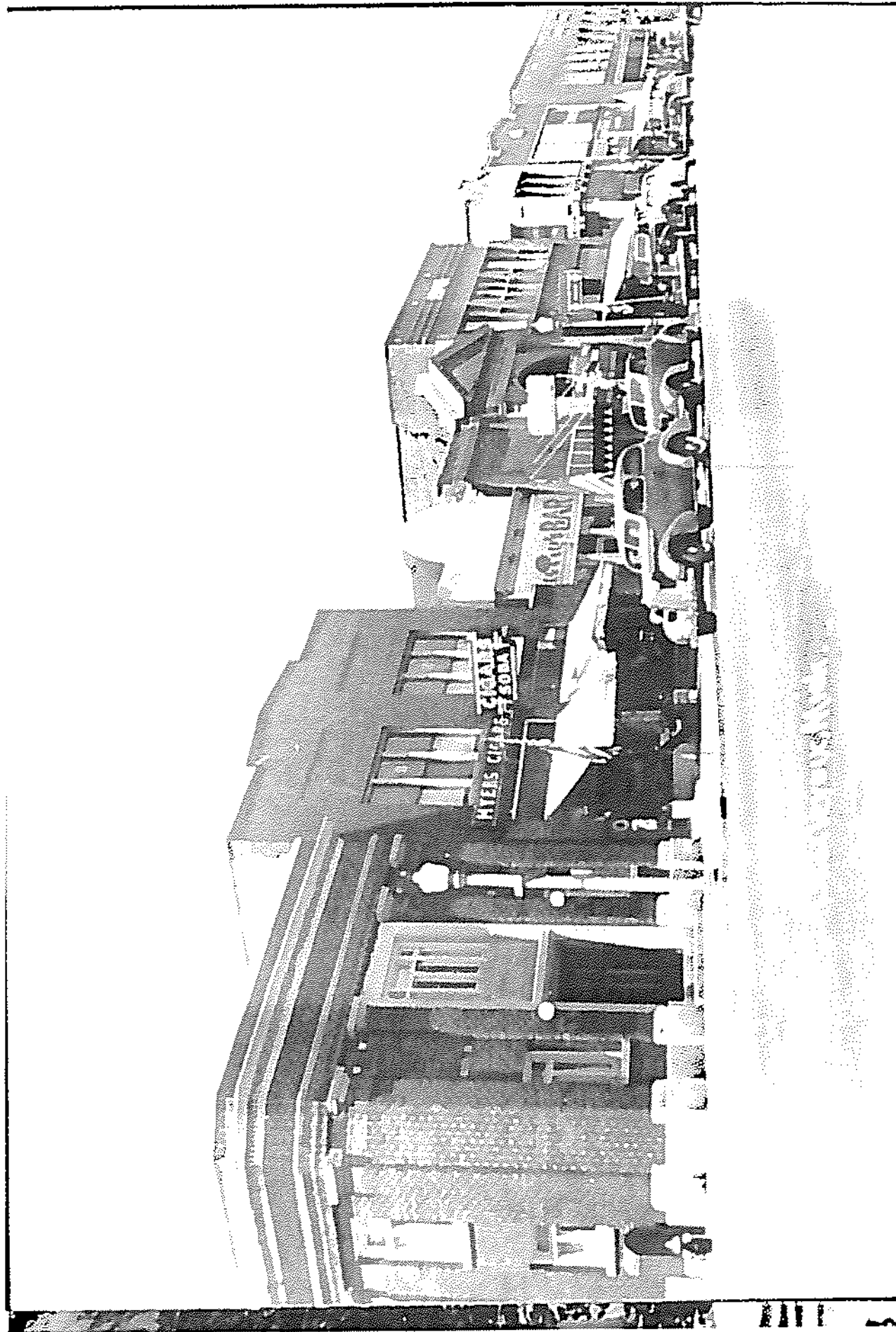
052-900-171-30
 NORTH SEAS GALLERY
 14566 PARK AVE
 CHARLEVOIX MI 49720

	MILLS			Balance
TOTALS ----->	7.85660	0.00	0.00	0.00



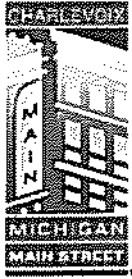












Charlevoix Main Street Façade Incentive Grant Program
Application

Applicant's Name: Kay Seelye Phone # 231-547-5013
Business Name Kilwins Charlevoix
Property Owner's Name Rex McCarthy
Project Address 233 Bridge Street
Parcel # 052-345-008-00
Mailing Address (Applicant) 233 Bridge Street
Charlevoix MI 49720

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) Awnings - no signage

Façade(s) Impacted (check whichever applies)

☒ Front ☐ Rear ☐ Side ☐ Corner lot

Total Cost of Improvement \$ 2

Incentive Amount Requested \$ 1037.50

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 Kay S Seelye Date 4-6-17
Property Owner's Signature R. Mearns Date 4-7-17

Complete and return to:

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

Proposal

Page No. 1 of 1 Pages

Murray's Creations
416 Prospect St.
Charlevoix, Michigan 49720

Mark Murray
(231) 547-2332
(231) 675-5420

PROPOSAL SUBMITTED TO <u>Kirkwood</u>		PHONE <u>675-4601</u>	DATE <u>3-28-17</u>
FREET		JOB NAME	
TY, STATE AND ZIP CODE		JOB LOCATION <u>Cox</u>	
CHITECT	DATE OF PLANS	JOB PHONE	

We hereby submit specifications and estimates for:

Removal of (2) existing frames
existing / no floor

Take down / Removal / install

Material - Sunbrella { Blue Tinted }
any solid color

We propose hereby to furnish material 5 complete in accordance with above specifications, for the sum of:
7 thousand seven hundred dollars (\$ 2075.00).
it to be made as follows: 81075.00 deposit with balance of
11000.00 due upon completion

It is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications extra costs will be executed only upon written orders, and will become an extra or and above the estimate. All agreements contingent upon strikes, accidents or and our control. Owner to carry fire, tornado and other necessary insurance. Our s fully covered by Workmen's Compensation Insurance

Authorized Signature: Mark E. Murray
Note: This proposal may be withdrawn by us if not accepted within 30 days

Acceptance of Proposal—The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to make as specified. Payment will be made as outlined above.

Acceptance: _____

Signature: Mark E. Murray
Signature: _____



HARBOR AWNING

Estimate

Estimate No: 223
Date: March 30, 2017

Mailing Address: P.O. BOX 4648
Harbor Springs MI
49740
231-526-7217

For: Tim McCarthy/Kilwin's
Charlevoix Mi

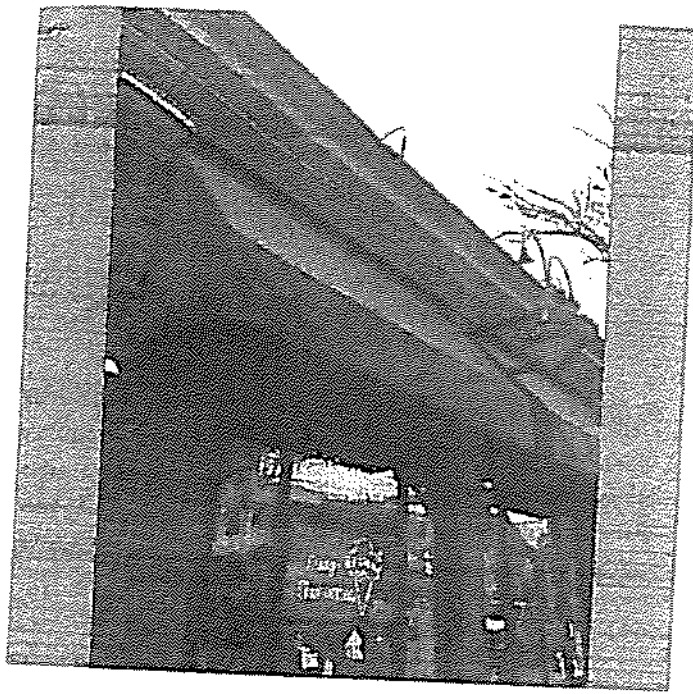
Description	Amount
Harbor awning agrees to fabricate and install 2 canvas for existing awning frames. With Sunbrella awning fabric.	\$2,200.00

* Indicates non-taxable item

50% deposit due = \$1,100

Subtotal	\$2,200.00
Discount (0.00%)	\$0.00
TAX (6.00%)	\$132.00

TOTAL	\$2,332.00
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Attachment #1

PARCEL NUMBER: 15-052-265-001-00
PROPERTY ADDRESS: 233 BRIDGE ST
PROPERTY TYPE:
CLASS CODE: 201
SCHOOL: 15050

STATE EQUALIZED VALUE: 453,700
TAXABLE VALUE: 435,468
PRINCIPAL RESIDENCE EXEMPTION %: 0.0000

TAXING AUTHORITY		TAX RATE	TAX AMOUNT
Assessment & Tax Information online at: www.charlevoixcounty.org Legal Description: LOTS 1 & 2 OF HILLS SUBDIVISION OF LOTS 12-13-14, BLK 6, OF PLAT OF CITY OF CK. COMPLETE LEGAL DESCRIPTION ON FILE CHARLEVOIX CITY TREASURER 231-547-3261 www.cityofcharlevoix.org NOW ACCEPTING CREDIT CARDS FOR TAX PAYMENTS. (2.75% CONVENIENCE FEE FOR ALL CREDIT CARDS) TAXES DUE DEC 1 - FEB 14. FEBRUARY 15-28: ADDITIONAL 3% PENALTY ADDED. ON MARCH 1, 2017 UNPAID TAXES BECOME DELINQUENT. PLEASE CALL THE CHARLEVOIX COUNTY TREASURER FOR THE AMOUNT DUE @ 1-800-548-9157. **PLEASE INCLUDE A SELF-ADDRESSED STAMPED ENVELOPE IF REQUESTING A RECEIPT**	CHAR EM ALLOC	0.19960	86.91
	SPECIAL ED 64	0.67010	291.80
	SPECIAL ED 08	1.16000	505.14
	VOCATION AL ED	0.74870	326.03
	CHX LIB OP 97	0.44400	193.34
	CHX LIB OP 04	0.63390	276.04
	CHX LIBRARY BOND	0.62000	269.99
	COUNTY TRANSIT	0.24970	108.73
	CO. SR CITIZEN	0.64940	282.79
	COUNTY RECYCLING	0.14980	65.23
	COUNTY ROADS	0.99910	435.07
	COUNTY PARKS	0.14980	65.23
	COUNTY VETERANS	0.09990	43.50
	GRANDVUE OPER	0.74930	326.29
	RECREATIONAL AU	0.33330	145.14
TAX & SPECIAL ASSESSMENTS			3,421.23
ADMINISTRATION FEE			34.21
TOTAL TAX DUE BY: 02/14/17			3,455.44

PAID
FEB 18 2017
\$6133

FISCAL YEARS	
County:	10/1 - 9/30
Twn/Cty:	7/1 - 6/30
School:	7/1 - 6/30
State:	10/1 - 9/30

TREASURER NOT RESPONSIBLE FOR
PAYMENT ON WRONG PARCEL

MAKE CHECK PAYABLE TO:
CITY OF CHARLEVOIX
210 STATE STREET
CHARLEVOIX, MI 49720

MICHIGAN ABOVE-GROUND SURVEY FIELD FORM

corner C
Kelwin's NC

ADDRESS

Number 235 and 237
City/Village Charlevoix

Direction W

Street Bridge
Township

SURVEY INFO

Survey Date March, 2006

Surveyor Patricia Gaskin

NAME

Historic Name Charlevoix County State Bank
Common Name The Bank on the CornerCharlevoix
Historical Soc

DATE/PROPERTY TYPE/STYLE

Date Built 1883 - original structure
Style 1906 - New Structure built
VictorianSource of Date
Property Type Commercial

MATERIALS

- 1924 structure
Foundation - brick-full basement
Walls Brick veneer-Stone Trim
Roof Composition

DESCRIPTIVE NOTES

1924 - Fire destroyed the bank structure; new bank was
erected immediately

OTHER BUILDINGS/FEATURES

1968 - Remodeled with drive-in window in rear
1985 - Entire 3 facades of structure were unified to
create one whole structure with even levels

HISTORY

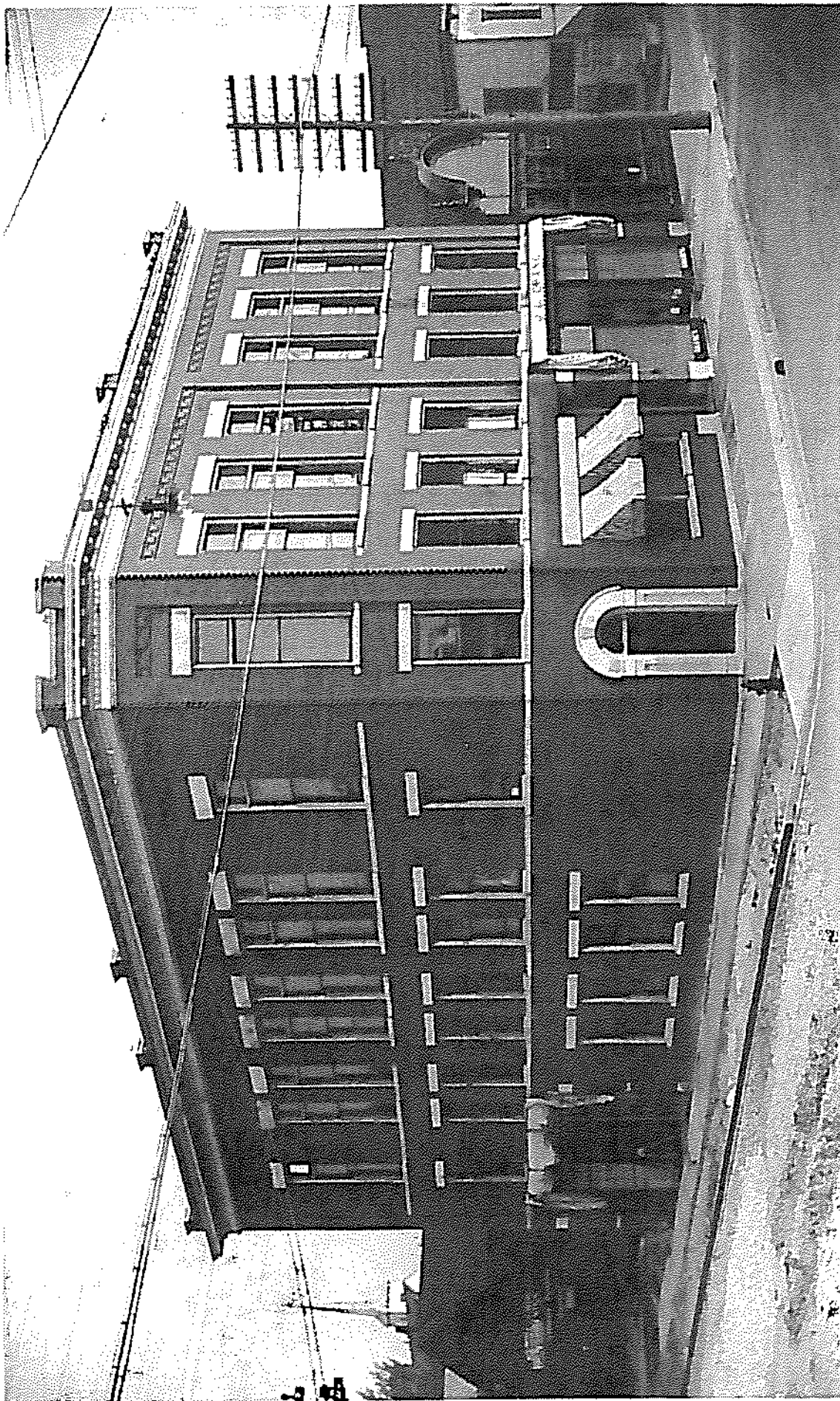
Left facade	Middle facade	Right Facade
Bank	Pearl's Barber and Beauty shop	Emrey's Men's Clothing
	William's Cigars	Gift Shop

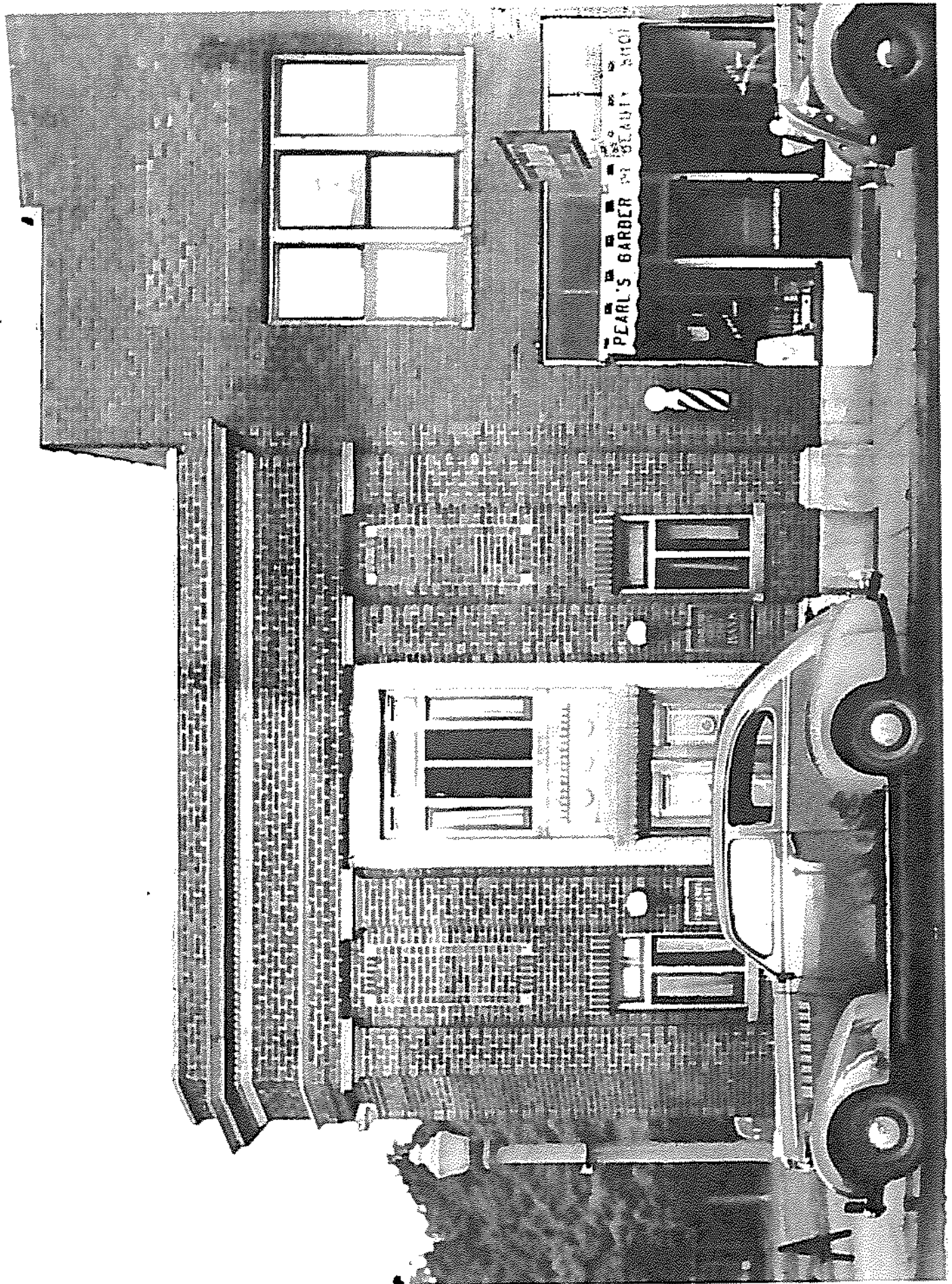
1985 - Whole Structure unified for Bank
2003 - Bank was replaced by current occupants:
North Seas Gallery Kilwin'sCOMMENTS - Bridge St. Bazaar occupied building sometime between
the Bank closing and the current occupants

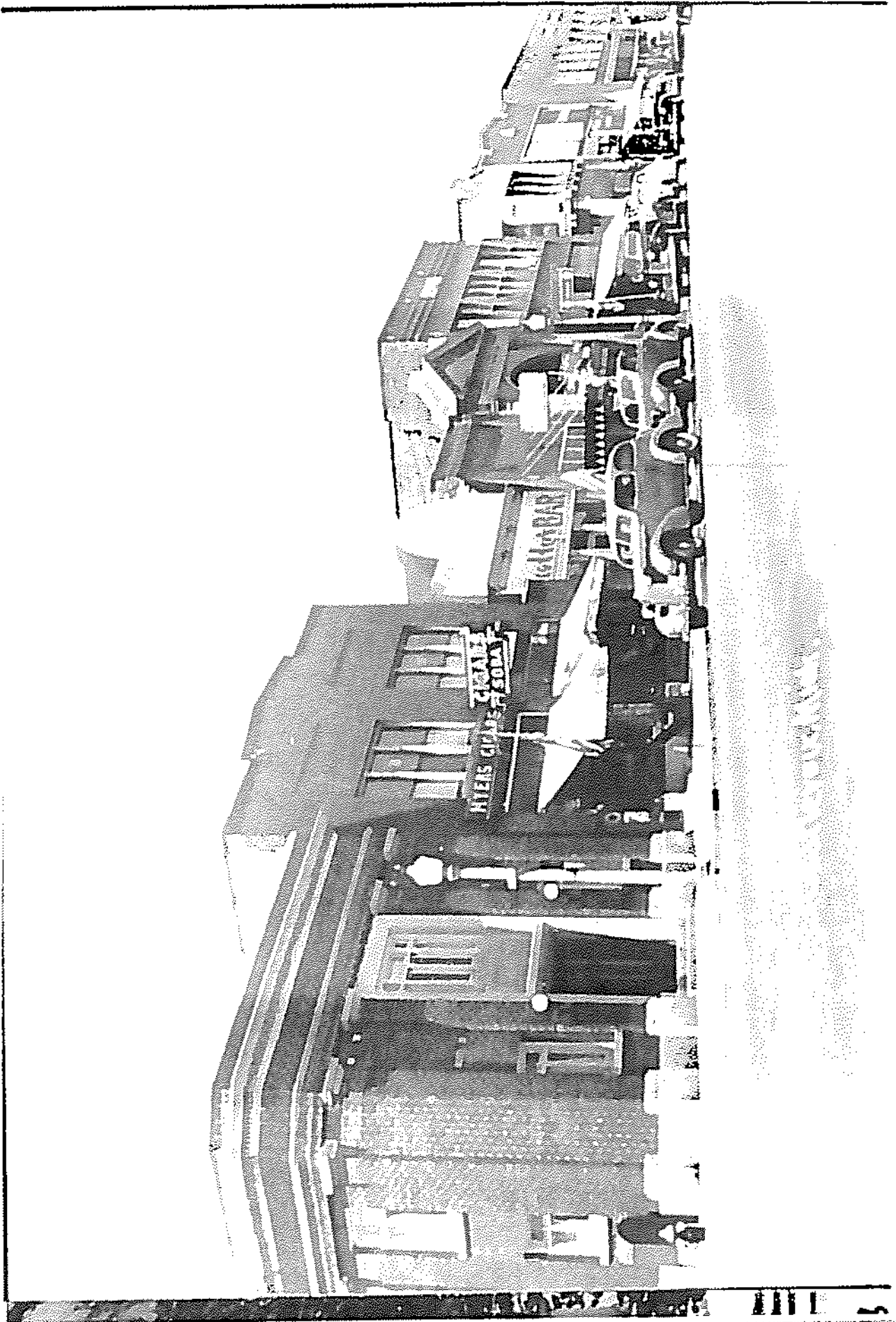
PHOTO INFO

File Name
Roll No.
Photographer

Frame No.







12017

Union League of St. Louis





Board Profile Worksheet

Expertise/Skills/Personal Data

This worksheet can be adapted by organizations to assess their current board composition and plan for the future. The governance committee can develop an appropriate grid for the organization and then present its findings to the full board.

In considering board building, an organization is legally obligated to follow its bylaws, which may include specific criteria on board size, structure, and composition. Or the bylaws may need to be updated to incorporate and acknowledge changes in the environment and community that have made changes in the board structure necessary or desirable.

Remember, an organization will look for different skills and strengths from its board members depending on its stage of development and other circumstances.

	Current Members						Prospective Members					
Name	1	2	3	4	5	6	A	B	C	D	E	F
<i>Richard Christner</i>												
Date Joined												
Current Term of 3												
Age												
Under 18												
19 - 34		✓										
35 - 50												
51 - 65												
Over 65												
Gender												
Male		✓										
Female												
Race/Ethnicity/Disability												
African American/Black												
Asian/Pacific Islander												
Caucasian		✓										
Hispanic/Latino												
Native American/Indian												
Other												
Disability												
Resources												
Money to give												
Access to money												
Access to other resources (foundations, corporate support)												

Kirby Dipert

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	Current Members						Prospective Members					
Name	1	2	3	4	5	6	A	B	C	D	E	F
<i>Kirby Dipert</i>												
Date Joined <i>APRIL 2006</i>												
Current Term of 3												
Age												
Under 18												
19 - 34												
35 - 50												
51 - 65 <i>65 yrs old</i>	X											
Over 65												
Gender												
Male	X											
Female												
Race/Ethnicity/Disability												
African American/Black												
Asian/Pacific Islander												
Caucasian	X											
Hispanic/Latino												
Native American/Indian												
Other												
Disability												
Resources												
Money to give												
Access to money												
Access to other resources (foundations, corporate support)												

[illegible]

Community Connections																			
Religious organizations																			
Corporate																			
Education																			
Media																			
Political																			
Philanthropy																			
Small business		X																	
Social services																			
Other																			
Qualities																			
Leadership skills		X																	
Willingness to work		X																	
Personal connection with the organization's mission																			
Personal Style																			
Bridge Builder		X																	
Proclaimer		X																	
Strategist		X																	
Visionary		X																	

- I currently serve as chairman of DDA
- my term ends in one year
- would like to continue on DDA Board for 2-3 more years.
- Currently serve on E.V. committee

Board Profile Worksheet

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	Current Members						Prospective Members					
Name	1	2	3	4	5	6	A	B	C	D	E	F
Date Joined <i>MAY 2015</i>												
Current Term of 3 <i>2016 - 2018</i>												
Age												
Under 18												
19 - 34												
35 - 50												
51 - 65												
Over 65 <i>X</i>												
Gender												
Male <i>X</i>												
Female												
Race/Ethnicity/Disability												
African American/Black												
Asian/Pacific Islander												
Caucasian <i>X</i>												
Hispanic/Latino												
Native American/Indian												
Other												
Disability												
Resources												
Money to give												
Access to money												
Access to other resources (foundations, corporate support)												

Community Connections																			
Religious organizations	X																		
Corporate																			
Education																			
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Social services																			
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Personal connection with the organization's mission	X																		
Personal Style																			
Bridge Builder																			
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51 - 65		✓										
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Gender												
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African American/Black												
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Caucasian		✓										
Hispanic/Latino												
Native American/Indian												
Other												
Disability												
Resources												
Money to give												
Access to money												
Access to other resources (foundations, corporate support)		✓										

