CHARLEVOIX
MAIN STREET DDA

AGENDA
Charlevoix Downtown Development Authority and Main Street
Board of Directors
August 28, 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 July 24, 2017 Regular Meeting
   b. Minutes of the August 14, 2017 Work Session
   c. Committee Meeting Minutes
   d. Main Street Monthly Report for July 2017

6. Reports
   a. Director's Report
   b. Branding Update
7. Old Business
   a. Post Venetian Festival Road Closure Business Owner Survey
8. New Business
   a. Wayfinding Signage Design Recommendation
   b. Recap of Strategy Implementation Work Session on August 14th
   c. Side Street Tree Lights + Holiday Tree Lights in East Park
9. Public Comment
10. Request for Future Agenda Items
11. Board Comments
12. Adjourn

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

Posted: August 24, 2017 5:00 PM

CHARLEVOIX MAIN STREET MISSION

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

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES
Monday, July 24, 2017 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

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

4. **Inquiry into Potential Conflicts of Interest**
Member Mullaney indicated that she would abstain from the vote on New Business, Item 8b, Post Venetian Festival Road Closure Business Owner Survey.

5. **Consent Agenda**
a. Minutes of the June 26, 2017 Regular Board Meeting
b. Committee Meeting Minutes
c. Main Street Monthly Report for June 2017

Chair Dipert stated that a correction was needed on page 2 of the June 26th meeting minutes, 3rd paragraph, to show that Member Mullaney abstained from the vote, not Member Gillespie. Member Yaroch indicated that he was not present at the June 26th meeting.

Motion by Member Owens, second by Member Wertz, to approve the Consent Agenda with the two corrections to the minutes of the June 26, 2017 regular Board meeting minutes. Motion passed by unanimous voice vote, Member Yaroch abstaining.

6. **Reports**
a. Director's Report
Director Dotson described the additional items that were distributed to the Boardmembers: draft agenda for the upcoming Strategy Implementation session; *Life in Charlevoix* app user pie chart; and the printed downtown maps would be delivered by August 1st.

b. Branding Update
Director Dotson stated that a5 would be working on a new City flag and truck decal design at the request of the City Manager. All materials should be submitted to the City by the week of August 7th with everything formally launched in mid-September.

7. **Old Business**

8. **New Business**
a. Charlevoix Homeshare Program
Director Dotson stated that the City asked the DDA to post the information on their website because the conversation about this program started in the Economic Vitality Committee. She stated that the website was not live yet, as it was waiting final approval by the City Attorney. She described the information to be included on the website.

b. Post Venetian Festival Road Closure Business Owner Survey
Dan Barron, Venetian Festival Chair, reviewed of the most recent Venetian Festival and a possible business owner survey. Discussion followed regarding potential survey questions: comparing retail sales from last year to this year, weather comparisons, traffic, and asking vendors and business owners for suggestions for improvements. Mr. Barron supported the idea of a business owner survey, but felt that the general public should be included as well.

He would like to see a list of the in-season events being promoted by Venetian, Main Street, and the Chamber and have the merchants rank the events. Mr. Barron suggested a question such as "what three aspects of Venetian do you enjoy the most or find the greatest benefit from and what would be your top three suggestions for improvement of Venetian?"

Mayor Kurtz thanked Mr. Barron and all those involved in Venetian. He suggested having someone from the Chamber, Mr. Barron, and a DDA Board member on a sub-committee to develop the questions for a draft survey for the Board to review. Discussion followed regarding a process to develop the survey.

Jodi Bingham felt that the survey should have a specific direction. Chair Dipert felt the survey should include "what is new" (the road closure issues.)

Allison Hubbard indicated that the Chamber Board was asked to consider a road closure for Apple Fest this fall and the results of a survey regarding the road closure issues would be very worthwhile to consider.

Motion by Member Yaroch, second by Member Wertz, to authorize the Director to form her executive committee of the stakeholders in the community including law enforcement to develop this survey, with probably no less than six members. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Chair Dipert stated that they have not discussed the Bridge Park building in a while. Director Dotson stated that there was an issue with the HVAC system and flooring, but that repair work was completed.

12. Adjourn

Motion by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:17 p.m.

Joyce Golding/fgm City Clerk

Kirby Dipert Chair

DRAFT

Charlevoix Downtown Development Authority/Main Street
Work Session Minutes

Monday, August 14, 2017 – 5:30 p.m.
220 W. Clinton Street, Charlevoix Public Library, Charlevoix, MI

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

1. **Roll call**

Chair:	Kirby Dipert
Members Present:	Fred DiMartino, Luther Kurtz, Carissa Mullaney, Maureen Owens, Rick Wertz, John Yaroch
Members Absent:	Richard Christner, Tami Gillespie
City Staff:	Lindsey Dotson, Executive Director
Others Present:	Sarah Hagen, Jennifer Earls, Katherine Bitely, Annemarie Conway, Leanne Ackert, Alison Hubbard, Bob Klein, John Campbell, John Duerr, Denise Fate, Leigh Young (Organization Specialist, Michigan Main Street Center/MEDC), Kelly Timmerman (Design Specialist, Michigan Main Street Center/MEDC),

2. **Main Street Refresh Review**

Leigh Young reviewed the process of the Main Street Refresh in Charlevoix including community input and planning sessions that have taken place this year. We then reviewed the goals that were set and their measures of success:

a. **Overarching Goal #1:** Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.
    i. Measures of Success:
        1. Sustainable Built Environment Initiative (SBEI) map reflects this goal
        2. Implementation of SBEI map
        3. Increase in curbside recycling containers
        4. # of recycling containers at Main Street events
        5. Increase in number of people in downtown
        6. Connection to outdoor activities

b. **Overarching Goal #2:** Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
    i. Measures of Success:
        1. Reduction in business turnover
        2. Increase in # of health-related businesses

3. Increase in Area Median Income (over time)
4. % of increase in foot traffic, average transaction amounts, gross sales
5. Increase in year-round/shoulder season activity

3. Current Projects/Programming Review + Alignment

Attendees reviewed a list of current Main Street projects and conducted an exercise on a spreadsheet to determine which of the goals the projects aligned with or whether they could be tweaked to fit within the goals. Some committees opted to table some projects if they did not meet goal requirements or lacked resources to continue.

4. Potential Projects/Programming

Attendees participated in an exercise to brainstorm potential new projects that could be taken on next year and began work plan outlines for each idea.

5. Next Steps

a. Identify current projects and programming to continue with in 2018
b. Identify existing time and resources (human + financial) needed for current projects and programming
c. Look at potential projects and see how they align with goals, measures of success and Four Points
d. Identify the time and resources (human + financial) necessary to complete project
e. Determine projects to move forward with based on available resources
f. Complete Work Plans for each project

6. Adjourn.

Meeting adjourned at 8:30 p.m.

Lindsey J. Dotson Executive Director

Kirby Dipert Chair

DRAFT

CHARLEVOIX
MAIN STREET DDA

Charlevoix Main Street

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

Organization Committee Minutes

August 8,2017 – 4:00pm
City Hall First Floor Conference Room

1. Meeting was called to order by Chairman Dennis Kusina at 4:01pm. Members Present; Lindsey Dotson Main Street Executive Director, John Yaroch, Greg Stevens.

2. Minutes from July 11, 2017 were approved.

3. Old Business – work plans for 2017 - 18
   - Communications: John Yaroch had guest Amy Cook from the Charlevoix Public Library an editor of newsletters for other organizations. She brought samples of her work and had ideas for the committee. Her charge was $10 per hr. for lay-out and printing by others.
   - Volunteer Training: a training video will be shown for the September 12th meeting. Meeting will be held in the "Round Lake Room" located at the Bridge Street Tap Room.

4. Miscellaneous Business: Low attendance was discussed and what might be done to increase it. Greg Stevens plans to step down from due to a time conflict with job. The committee will need to appoint a new recording secretary at the September meeting.

5. Meeting Adjourned at 5:02pm.

Next meeting will be Tuesday September 12, 1017, at 4:00pm in the "Round Lake Room" in the Bridge Street Tap Room located at 202 Bridge Street

Michigan Main Street Monthly Report

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

Metrics Number	M-0000100710	**Status**	Submitted
Account	City of Charlevoix	**Name**	Katie Cross
Reporting Period Start	7/1/2017	**Reporting Period End**	7/31/2017
Submitter's Name	Lindsey Dotson	**Due Date**	8/10/2017

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
Town House Bar	231 Bridge Street	Repaint exterior and new signage.	$5,622.00	$2,811.00	Local
52 Weekends	227 Bridge Street	Repaint exterior, repair some damage from fire next door	$3,125.00	$1,562.50	Local

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
East Park	408 Bridge Street	Improved plantings in East Park	$28,000.00		

Economic Vitality

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Brian's Ice Cream Experience	217 Bridge Street Unit C	Food & Beverage		3.0
Charlevoix Pizza Company	311 Bridge Street	Food & Beverage	2.0	5.0

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

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
Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Pr

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
Concert Series	SE-Special Event	1,500	40	$2,412.00	$0.00	$738.00

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
60.00	11.00	25.00	0.00	12.00	108.00

Fundraising/Membership Last Month

Type	Amount

Training Sessions Attended

Event Title	Who Attended	Date	Topic

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email

Assistance Received

Grants	Source of Funds	Amount Received
Local	DTE Energy Foundation	$2,000.00

Other News or Commentary Our new mobile app has launched and has nearly 900 users with little to no formal promotion yet. The Junior Main Street committee is working diligently to continue outreach to businesses to ensure they are taking full advantage of this new tool.

Program & Outlook Looking forward to Monday so that we can better align programming with new goals and go through work plan training.

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 committe meeting

Name	Date Uploaded
dda agenda pkt 7-24-2017.pdf	8/10/2017 5:18 PM

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210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@charlevoixmi.gov

Memo

To: Charlevoix Downtown Development Authority/Main Street Board
From: Lindsey J. Dotson, Main Street/DDA Executive Director
Subject: Director's Report
Date: August 25, 2017

Downtown Maps & Kiosks
The kiosk in Hoop Skirt alley has been updated! The sign that was removed from Van Pelt alley has been assessed and can be repaired. The welder is out on vacation so it will be a couple of weeks until we know what that may cost. The Wood Shop is currently working to update the large kiosk in East Park and should install that soon.

Main Street Refresh – Downtown Transformation Strategy Development & Alignment
As a follow up to our last meeting with Michigan Main Street our next steps are to develop work plans for next year. While I am gone the committees will continue to meet and have the tools necessary to develop these plans. Upon my return I will review the work plans and help complete them before presenting to the Board for approval. This will pair nicely with preparing the next budget which will need to be approved upon my return as well.

Redevelopment Ready Communities Certification Update
The City of Charlevoix has received a draft copy of the MEDC's Report of Findings that will be presented at the City Council meeting on Monday, October 16th at 7pm at City Hall. Since I was able to review the draft document I wanted to give the Main Street DDA Board a heads up that our program is mentioned readily in the document. I would encourage any board members that are able to attend the Council meeting that night to hear the presentation given by MEDC's RRC program. It is possible that some of the action items suggested in the report could become potential projects/work plans for the Main Street committees in 2018.

Life in Charlevoix App User Stats

Total Views This is a measure of every view of your app, regardless of the number of people.	**8413**

Total Unique Visitors This is a measure of every individual that visits your app.	**1267**

Total Visits by Page

Landing Page	**2331**
Coupons and Specials	**1262**
Events	**1191**
Single Category	**1103**
Individual Listing	**620**
Photo Galleries Listing	**458**
News	**374**
Photo Gallery	**285**
Full Directory	**272**
Content Pages	**267**
Directory Search	**68**

New Email

The city has switched over to a new server and our email addresses are changing. My new email address is lindseyd@charlevoixmi.gov. Please update your contacts accordingly, thank you. Also, please note that many of my emails have been landing in people's SPAM and Trash folders, even if they flag my messages as "safe." I'm continually working with our IT team to figure out what the problem is – we do know it is specific to my email address and not others at the city. Please keep checking your spam and trash folders for emails from me. Thank you.

Certified Local Government

I've received word from the Michigan Main Street Center that we have received a grant in the form of a paid consultant to help the city through the application process to become a Certified Local Government (CLG) through the National Park Service. The consultant they hired is Jessica Flores who used to work at the State Historic Preservation Office but now has her own business called Preservation Forward. Thankfully

I've worked with her in the past and I'm excited to do so again. I have an intro call next week to discuss timelines and expectations of the service and will report to you as needed. More about the CLG program:

Certified Local Government Program & Local Preservation Tools

Preservation through Partnership: this is the goal of the Certified Local Government (CLG) Program. Local, State, and Federal governments work together in the Federal Preservation Program to help communities save the irreplaceable historic character of places. Through the certification process, communities make a local commitment to historic preservation. This commitment is key to America's ability to preserve, protect, and increase awareness of our unique cultural heritage found in the built environment across the country.

How

Jointly administered by the National Park Service (NPS) and the State Historic Preservation Offices (SHPOs), each local community works through a certification process to become recognized as a Certified Local Government (CLG). Once certified CLGs become an active partner in the Federal Historic Preservation Program. Each community gains access to benefits of the program and agrees to follow required Federal and State requirements.

Why

Community certification opens doors to funding, technical assistance, and other preservation successes.

- **Funding**: States receive annual appropriations from the Federal Historic Preservation Fund. States are required to give at least 10% of their funding to CLGs as subgrants. These grants can fund a wide variety of projects including: surveys, National Register nominations, rehabilitation work, design guidelines, educational programs, training, structural assessments, and feasibility studies, to name a few.
- **Technical Assistance**: As a CLG, communities have direct access to SHPO staff for assistance with their commission, building assessments, surveys and nominations, and general preservation assistance. State staff and NPS offer regular training for CLGs as well, an added benefit of the partnership. Each SHPO has a designated CLG Coordinator.
- **Sustainability**: Historic preservation has proven economic, environmental, and social benefits. Studies show that historic districts maintain higher property values, less population decline, more walkability and greater sense of community.

Being a CLG demonstrates your community's commitment to saving what is important from the past for future generations. As a certified community it becomes easy to demonstrate a readiness to take on successful preservation projects, making your community able to compete for new opportunities!

Photo Contest

Michigan Main Street has announced that they will be holding a photo contest amongst all of the communities around the state with prize money involved. If selected, we can win $1,000. More detailed

info is to be released soon but the first round of photos will be accepted beginning the week of September 11th.

Maternity Leave

I am in the process of making formal arrangements for my time away from the office. A detailed write up is in the works pending some minor details and will be sent to you shortly. It will cover all aspects of my job and who will help keep things rolling. I hope to have this document mostly finalized and in your hands by the start of the meeting.

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Memo

To: Charlevoix Downtown Development Authority/Main Street Board

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

Subject: Branding Update

Date: August 25, 2017

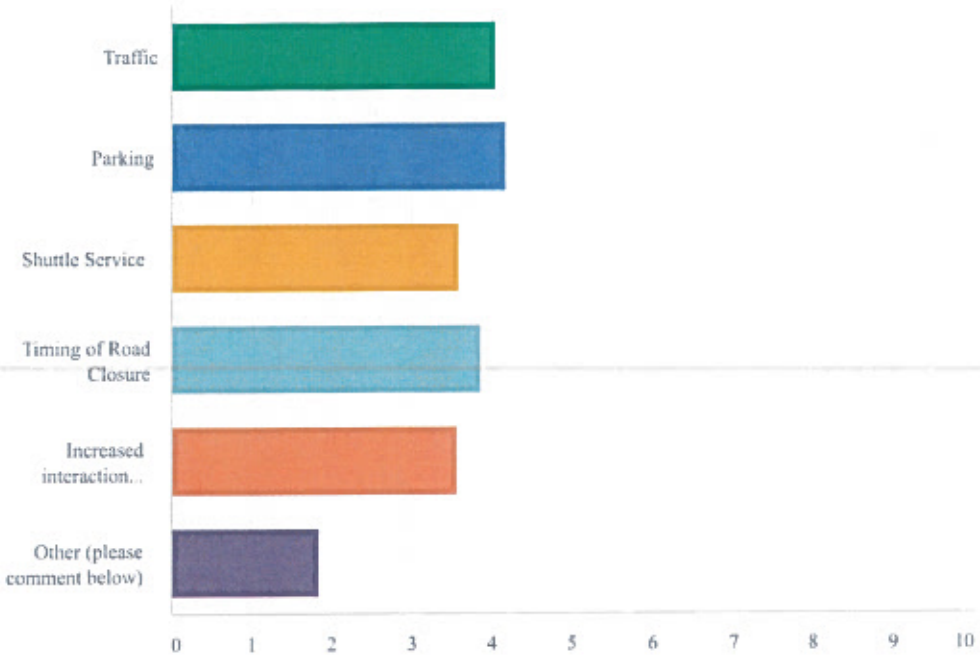
Meetings are still ongoing with a5 as we work to finalize event logos and other collateral materials including letterhead, business card templates, city flag designs, etc. Restaurant Week will likely be the first event to unveil its new logo in November.

The Implementation Plan and Brand Standards will be in my hands by August 31st which I will then share with all concerned parties, including the Promotions Committee who wants to champion our Brand Management Plan in the coming year.

Also, we will likely have to invest in InDesign software so that we can readily use components of the brand without always having to depend on a graphic designer for assistance. This program costs $239.88 per year.

Rank which area could use the most improvement in relation to a road closure next year (5 being most improvements needed, 1 being least):

Answered: 38 Skipped: 0



	1	2	3	4	5	6	TOTAL	SCORE
Traffic	31.58% 12	10.53% 4	10.53% 4	28.95% 11	13.16% 5	5.26% 2	38	4.03
Parking	10.53% 4	31.58% 12	28.95% 11	21.05% 8	7.89% 3	0.00% 0	38	4.16
Shuttle Service	18.42% 7	7.89% 3	23.68% 9	21.05% 8	21.05% 8	7.89% 3	38	3.58
Timing of Road Closure	18.42% 7	26.32% 10	15.79% 6	7.89% 3	23.68% 9	7.89% 3	38	3.84
Increased interaction with businesses on Bridge Street	13.16% 5	18.42% 7	15.79% 6	18.42% 7	31.58% 12	2.63% 1	38	3.55
Other (please comment below)	7.89% 3	5.26% 2	5.26% 2	2.63% 1	2.63% 1	76.32% 29	38	1.84

Q2

Export

(If you selected 'other') Tell us which area could use the most improvement related to a road closure next year aside from the options listed above:

Answered: 21 Skipped: 17

RESPONSES (21) TEXT ANALYSIS MY CATEGORIES

PAID FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a paid plan .

UPGRADE Learn more »

Categorize as... Filter by Category Search responses

Showing 21 responses

Need to ensure business are accessible Shutting off their access for 3-4 is not acceptable.

8/25/2017 8:30 AM View respondent's answers

timing of closure...evenings would make more sense so businesses can continue to utilize parking spaces on bridge street

8/24/2017 9:48 PM View respondent's answers

We would like to see the road closure go away. As a retail business on the end of Antrim St., our customers could not get to us easily or park to use our services.

8/24/2017 4:50 PM View respondent's answers

Manned intersection traffic patrols. Motorists can't figure out the traffic patterns....they need a little more help.

8/18/2017 4:20 PM View respondent's answers

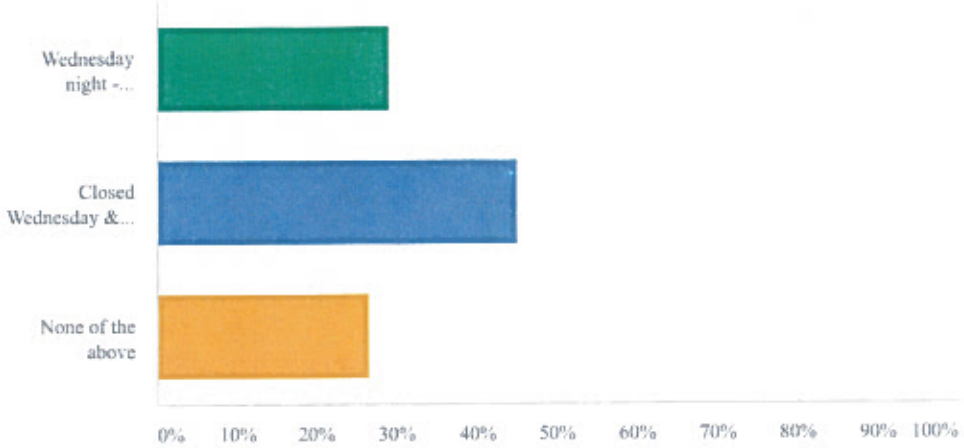
I only selected "other" because the survey required a number in "other" before I could submit the survey.

8/17/2017 10:29 AM View respondent's answers

The carnival should be on Main Street so we can keep the parking lots open for parking.

Would you support closures on:

Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Wednesday night - Saturday night	28.95%	11
Closed Wednesday & Thursday nights & open on Thursday and Friday during the day	44.74%	17
None of the above	26.32%	10
TOTAL		38

Please use this box to enter constructive suggestions for what can be done to improve the Venetian Festival in relation to the road closure next year.

Answered: 38 Skipped: 0

RESPONSES (38) TEXT ANALYSIS MY CATEGORIES

PAID FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a paid plan .

UPGRADE Learn more »

Categorize as... Filter by Category Search responses

Showing 38 responses

N/A

8/25/2017 1:46 PM View respondent's answers

Need to work with Oleson's Shuttle service Handicap parking/drop off area

8/25/2017 8:30 AM View respondent's answers

Close the road through top of hill by Hurlbut. Also have traffic cops directing traffic.

8/25/2017 7:44 AM View respondent's answers

evening closure only

8/24/2017 9:48 PM View respondent's answers

Stop the road closure

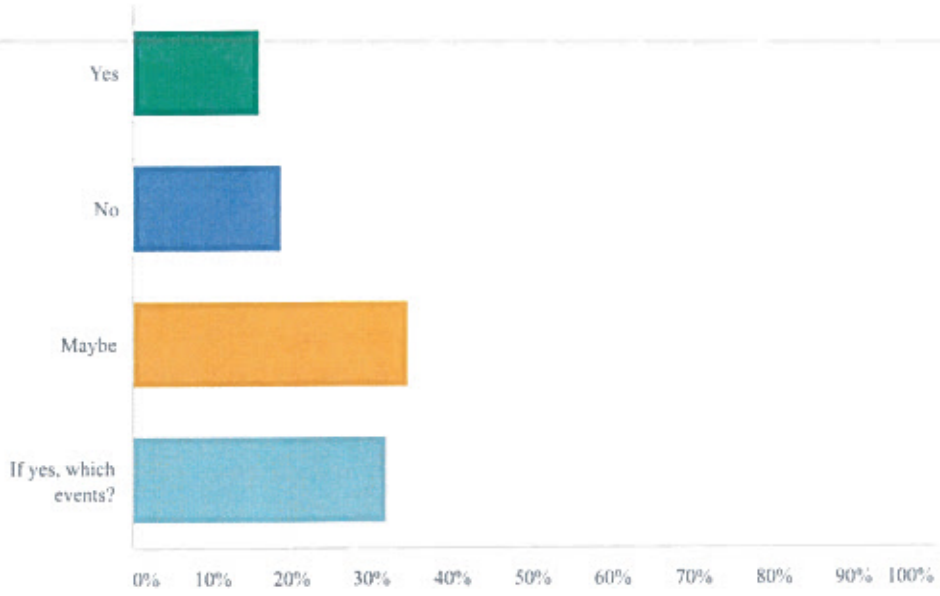
8/24/2017 4:50 PM View respondent's answers

Have more parking available. Keep traffic flowing and have pedestrian crossing guards at intersection.

8/24/2017 2:52 PM View respondent's answers

Would you be supportive of other events closing the streets?

Answered: 38 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		15.79%	6
No		18.42%	7
Maybe		34.21%	13
If yes, which events?	Responses	31.58%	12

RESPONSES (12) TEXT ANALYSIS MY CATEGORIES

PAID FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a paid plan .

UPGRADE Learn more »

Categorize as... Filter by Category Search responses

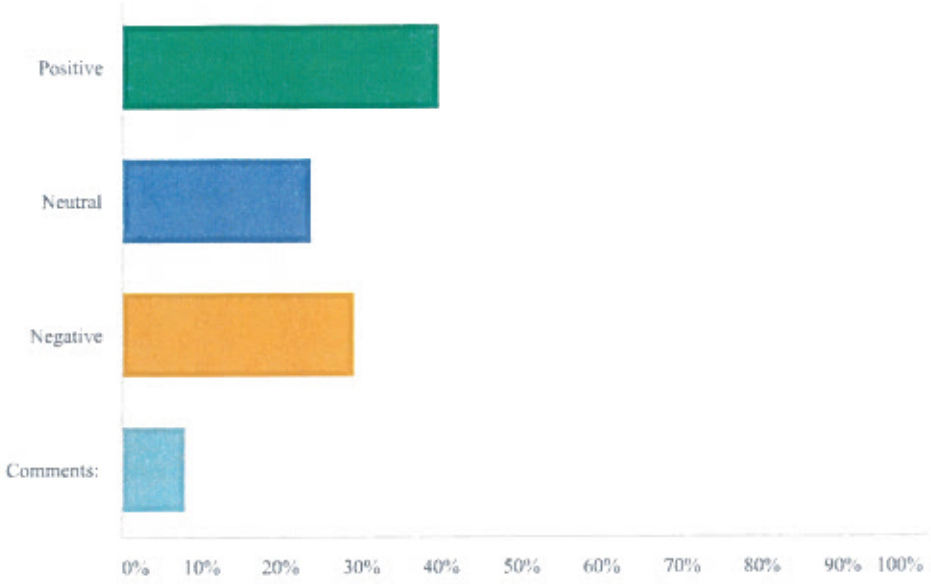
Showing 12 responses

4th of July, Apple Fest 8/25/2017 1:46 PM	View respondent's answers
Applefest 8/25/2017 7:44 AM	View respondent's answers
Applefest and Art Fair 8/18/2017 4:20 PM	View respondent's answers
Apple Fest 8/17/2017 10:18 AM	View respondent's answers
Apple Festival!! 8/16/2017 3:19 PM	View respondent's answers
Apple Fest	

TOTAL 38

Overall, was your experience with the road closure...

Answered: 38 Skipped: 0



ANSWER CHOICES		RESPONSES	
Positive		39.47%	15
Neutral		23.68%	9
Negative		28.95%	11
Comments:	Responses	7.89%	3

RESPONSES (3) TEXT ANALYSIS MY CATEGORIES

PAID FEATURE
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a paid plan .

UPGRADE Learn more »

Categorize as... Filter by Category Search responses

Showing 3 responses

Not needed if carnival is not on main. Streets were fairly open during closure. Could have been handled easily by sidewalks.

8/17/2017 3:03 AM View respondent's answers

Downtown seemed like a ghost town during the day. There has been more sidewalk traffic for weeks before and after the festival versus during the festival.

8/13/2017 7:03 PM View respondent's answers

Better signage or interaction w businesses. Maybe allow businesses to put things for sale on sidewalks during closure?

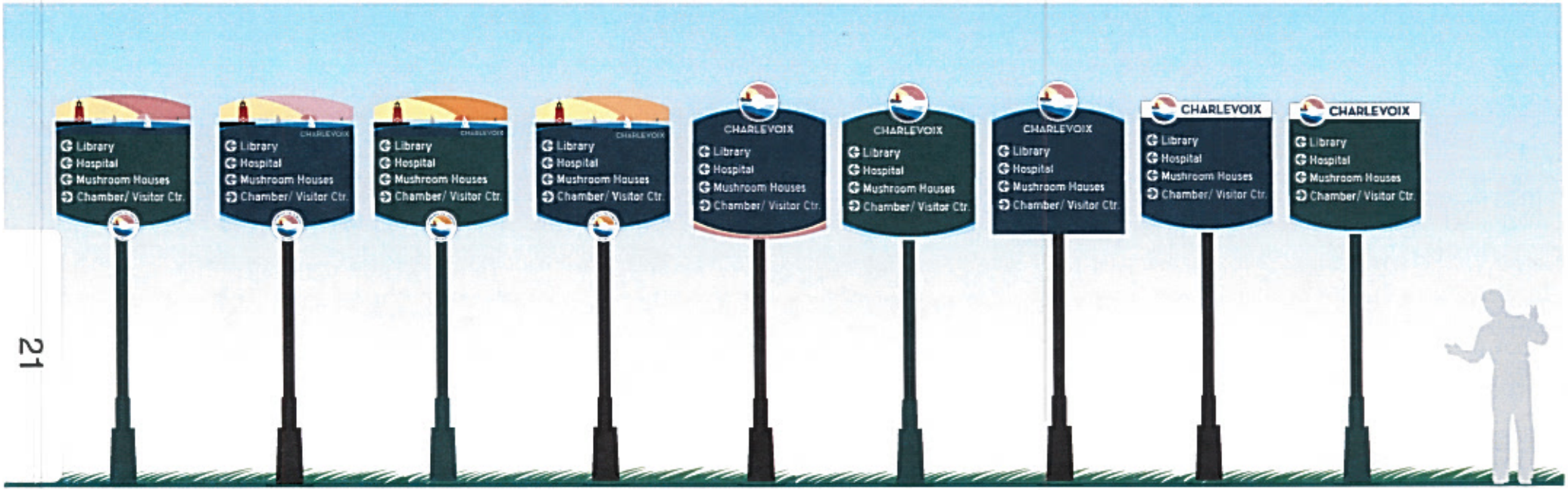
8/11/2017 6:04 PM View respondent's answers

TOTAL 38

If you care to, please share your contact information so that we can follow up with you if needed.

Answered: 16 Skipped: 22

Initial Concepts



2nd round of concepts w/ brand standards being adhered to w/colors.

Design committee recommends this concept

PLEASE CHECK ALL INFORMATION CAREFULLY

PRO IMAGE Design

TRAVERSE CITY • PETOSKEY • TORCH RIVER • 231-322-8052

CLIENT:	DESCRIPTION:	APPROVED BY:	APPROVAL DATE:
City of CVX	Entrance Sign		

Pro Image Design will make changes ONE time after production of initial concept, from that point any revisions will be billed at $85 per hour.

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MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

Charlevoix Main Street – Health + Wellness/Healthy Living Transformation Strategy

Downtown Charlevoix is a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

PROJECT/ PROGRAMMING	OVERARCHING GOALS: Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.						OVERARCHING GOALS: Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.					PARKING LOT	FOUR POINTS: Economic Vitality			FOUR POINTS: Design			FOUR POINTS: Promotion			FOUR POINTS: Organization		
	1. Sustainable Built Environment Initiative (SBEI) map reflects this goal	2. Implementation of SBEI map	3. Increase in curbside recycling containers	4. # of recycling containers at Main Street events	5. Increase in number of people in downtown	6. Connection to outdoor activities	1. Reduction in business turnover	2. Increase in # of health-related businesses	3. Increase in Area Median Income (over time)	4. % of increase in foot traffic, average transaction amounts, gross sales	5. Increase in year-round activity/Shoulder season activity		1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization
DESIGN																								
Façade Grant Program *(combine with design services and design guidelines)*					X					X			X	X		X	X	X	X	X	X	X	X	X
Design Services *(combine with façade grant program and design guidelines)*					X					X			X	X		X	X	X	X	X	X	X	X	X
Design Guidelines *(combine with façade grant program and design services)*	X	X			X					X				X		X	X	X	X	X	X	X	X	X
Wayfinding Signage	X	X			X					X			X	X		X	X		X	X	X			X
Vacant Storefront												X												
Side Street Tree Lights and Christmas Tree					X		X			X						X		X	X	X	X	X	X	X
Sustainable Built Environment Initiative	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
ECONOMIC VITALITY																								
Workforce Housing – Homeshare Website							X			X			X	X	X			X	X			X	X	X
Hospitality/Tourism Training												X												
Property Inventory *(ongoing tool used to implement projects)*								X					X	X	X	X	X	X	X	X	X	X	X	X
Market Study Update and Business Recruitment *(ongoing tool used to implement projects)*								X			X		X	X	X	X	X	X	X	X	X	X	X	X

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PROMOTION																								
Charlevoix Restaurant Week					X		X		X	X			X						X	X	X		X	X
Live, Life, Local Shopping Campaign					X		X		X	X			X						X	X	X		X	X
Branding *(combine as aspect of communication plan)*					X					X									X	X	X			
Website Management *(combine as aspect of communication plan)*					X					X			X	X	X	X	X	X	X	X	X	X	X	X
Support other events (Craft Beer Fest, Shadowfest, Bridge Drop, etc.)			X	X	X				X	X			X		X				X	X	X		X	
ORGANIZATION																								
Volunteer Management *(ongoing tool used to implement projects)*																						X	X	X
Sponsorship Packet *ongoing tool used to implement projects)*																						X	X	X
Communications Planning *ongoing tool used to implement projects)*																						X	X	X
OTHER																								
Junior Main Street – Life in Charlevoix App	X	X			X		X	X	X	X			X	X	X		X		X	X	X	X	X	X
Business Owners – Farmers Market Cooperative Ad Campaign	X	X	X	X	X		X	X	X	X			X	X	X				X	X	X	X	X	X

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Charlevoix Main Street – Health + Wellness/Healthy Living Transformation Strategy

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	OVERARCHING GOALS												FOUR POINTS											
	Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.						Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.						Economic Vitality			Design			Promotion			Organization		
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Summer Concert Series					X					X			X	X	X				X	X	X	X	X	X
Charlevoix Farmer's Market	X	X	X	X	X		X	X	X	X			X	X	X				X	X	X	X	X	X
Social Media Training *(combine as aspect of communications plan)*																								
Business Owner Committee	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
POTENTIAL PROGRAMMING																								
Attracting Millennials to Organization																								
Newsletter Project (increase awareness, recruitment/retention)																								
Event recycling committee																								
Restaurant Week Expansion (menu including healthy items)																								
Social Media Support Group for Event Outreach																								
Branding Management/Training/Guidelines for implementation																								
Continue Charlevoix is Open Campaign																								
Ad-Campaign – Year-Round Offerings																								
Study Potential of a Day Care Program for Workforce																								

Charlevoix Main Street – Health & Wellness/Healthy Living Transformation Strategy Development Plan

Desired Future State: *"Downtown Charlevoix is a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer."*

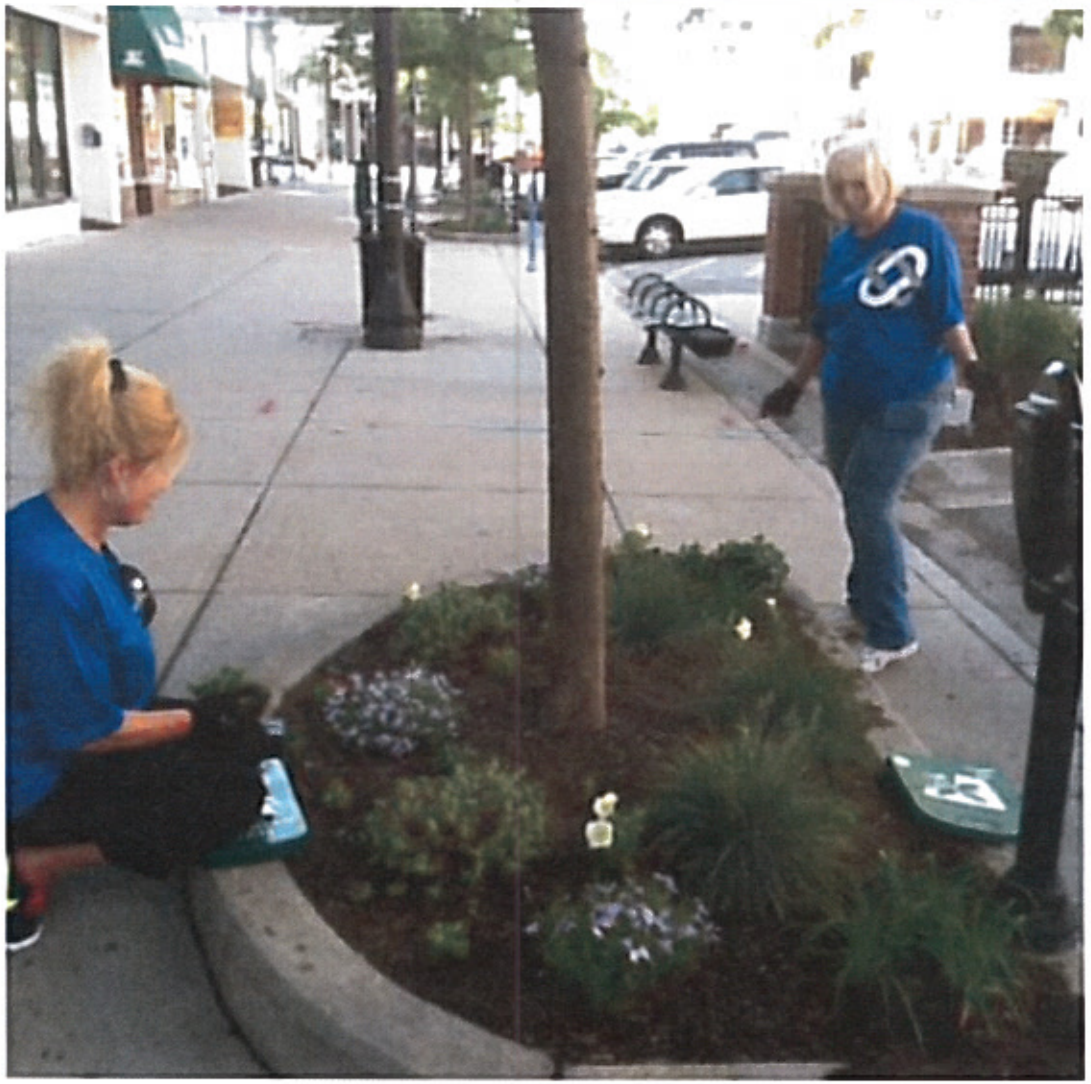
Overarching Goals	Measures of Success	Possible Projects/Activities
Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.	1. Sustainable Built Environment Initiative (SBEI) map reflects this goal 2. Implementation of SBEI map 3. Increase in curbside recycling containers 4. # of recycling containers at Main Street events 5. Increase in number of people in downtown 6. Connection to outdoor activities	• Coordinate activities with SBEI • Coordinate with city to expand recycling program • Conduct pedestrian-friendly survey/study • Conduct cyclist-friendly survey/study • Incorporate Health & Wellness into branding • Cluster and promote existing Healthy Living opportunities • Targeted promotion of year-round opportunities • Expand safe and affordable housing options • Develop and implement plans to beautify "backside" of downtown
Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.	1. Reduction in business turnover 2. Increase in # of health-related businesses 3. Increase in Area Median Income (over time) 4. % of increase in foot traffic, average transaction amounts, gross sales 5. Increase in year-round/shoulder season activity	• Coordinate and expand on existing entrepreneurial assets • Explore development/redevelopment of mixed use spaces (commercial/residential) • Expand affordable live/work opportunities

Work Plan Process

1. Transformation Strategy Identification
   - Community vision
   - Market data
2. Strategy Development
   - Board identifies and sets goals
   - Develops measures of success
3. Strategy Implementation
   - Projects aligned to meet Board goals
   - Partners identified
   - Board approves list of projects
   - Committees create work plans for each project
4. Board reviews and approves work plans
5. Board approves annual budget
6. Board submits annual budget to municipality, if necessary

Work Plan Components

- Project Definition
- Project Goals/Objectives
- Task list
- Timeline
- Champion and Responsibility
- Budget
- Measure of success



Defining Measures of Success

- Define the Goal of the project
- Determine the data to collect
  - What do we need to know?
  - What will success look like?
- Agree on documentation method(s)
  - Must be observable, measurable and accessible
- Assign data collection
  - Who will collect the data? Provide tools and training
- Share and reflect on the data
- Use data to evaluate programming relative to transformation strategy

Work Plan Example

PROJECT:
BRIEF DESCRIPTION:
OBJECTIVE:
MEASURE OF SUCCESS:

MAIN STREET POINT: MAIN STREET PONT OVERLAP:

TRANSFORMATION STRATEGY GOAL: TRANSFORMATION STRATEGY GOAL OVERLAP:

COMMITTEE CHAIR:

PROJECTED EXPENSES $ -
PROJECTED REVENUE $ -

ACTUAL EXPENSE $ -
ACTUAL REVENUE $ -

TASK	RESPONSIBLE	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS

Using the Work Plan

- Agendas based on the project work plan
- Committee/team members report progress on tasks
- Coordinate tasks needing to be accomplished by the next meeting
- Committee/Team Chairs report to the Board on committee's activities
- Immediately after each project is complete, review the work plan and make changes/adjustments for next year

Next Steps

- Review Report Out from MMS
- Board Approval Process
  - Determine projects to move forward with
  - Board approves project list
  - Committees begin developing work plans
  - Board evaluates and approves work plans
- Send MMS:
  - List of project teams
  - Completed work plans for approved projects

Lindsey Dotson

From: John Campbell <jwc@siteplanning.com>
Sent: Thursday, January 19, 2017 3:07 PM
To: Lindsey Dotson
Subject: Tree lights budget

Lindsey,
Park Avenue 4
Clinton Street no lights, trees to small Mason 3 Antrim 1
Sub total $6,500.00
Large tree by City Hall
Also needs electric power
Sub total $1,440.00
The above trees will require pruning prior to light installation.
Spruce in East Park (Christmas Tree)
Remove existing and install new
Sub total $4,700.00
Repair of existing Fall 2017
Sub total $2,000.00
Future replacement budget each year for 5 years.
Sub total $10,000.00 per year

Respectfully,
John

Sent from my iPhone

Charlevoix Main Street **2016/2017 Work Plan** **Committee: Design**

Objective # LIGHTING STREET TREES

Project 1. ADDITION. PARKAVE(4) MASON(3) ANTRIM(1) BIG TREE @ City Hall SPRUCE

Project Manager: JOHN CAMPBELL

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
OUTLINE NEEDS	JWC	NOV 16	1 JAN 17	3	B-16,000	CONTACT BUSINESS OWNERS
CONTACT HOLIDAY LIGHTING	JWC	DEC 16	—	0.5		
MEET HOLIDAY LIGHTING	JWC	JAN 13	—	1.0	ESTABLISH	
OBTAIN BUDGET COSTS	JWC	JAN 20		2.5		REVIEW BUDGET & SEND TO LINDSEY PARK, MASON ANTRIM $6,500 City Hall TREE $1,440 SPRUCE $4,700 REPAIR EXISTING $2,000 FUTURE 14,640 10,000
REPAIR AND INSTALLATION SCHEDULE SEPT. 2017 - 1 Oct. 17						

Totals: ~~0~~ 7 ~~$0~~ $24,640

Measurement of Success: