



AGENDA
Charlevoix Downtown Development Authority and Main Street
Board of Directors
September 25, 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 August 28, 2017 Regular Meeting
- b. Committee Meeting Minutes
- c. Main Street Monthly Report for August 2017

6. Reports
 - a. Director's Report
 - b. Branding Update
 - c. Wayfinding Signage Update

7. Old Business

None

8. New Business

- a. Letter of Support for Bridge Lights Project

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 week's 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: September 20, 2017 11:15 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 MINUTES
Monday, August 28, 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, Luther Kurtz, Carissa Mullaney, Maureen Owens, Rick Wertz

Members Absent: Tami Gillespie, John Yaroch

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

a. Minutes of the July 24, 2017 Regular Board Meeting

b. Minutes of the August 14, 2017 Work Session

b. Committee Meeting Minutes

c. Main Street Monthly Report for July 2017

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

6. Reports

a. Director's Report

Director Dotson outlined her maternity leave plan and indicated that her projected last day of work was September 29th. She will work part-time in mid-November/full time the week after Christmas or part-time after Thanksgiving/full-time after the New Year.

b. Branding Update

Director Dotson reiterated information previously provided. No further discussion.

7. Old Business

a. Post Venetian Festival Road Closure Business Owner Survey

Director Dotson stated that there were 42 responses to the Business Owner Survey, with most of the businesses saying that they had a positive or neutral overall experience with the road closure. Links that include complete answers will be shared with members of the DDA, Chamber, and the Venetian Festival planners so that they can review the results. General discussion followed.

8. New Business

a. Wayfinding Signage Design Recommendation

Director Dotson noted that they finished the branding process and were focusing on wayfinding signage. She stated that the Wayfinding Committee liked the second sign without the logo as shown on page 22 of the agenda packet. The Committee voted "blue sign, black pole, no logo" as their recommendation to the DDA Board. Member Owens felt the sign looked much better with the logo. Member Wertz stated that he was the only Committee member that voted against the proposed sign. He stated that other light/sign poles in the City were green and questioned if those poles would be painted black. He commented that it cost over \$100,000 to re-paint all of the poles black. He felt that they should go with the green sign matching the current green posts.

Director Dotson noted that the signs would stand out more with the blue color and the Wayfinding Committee looked at where they can place signs on existing poles to maximize the \$50,000 planned for Phase 1. After discussion regarding sign colors, pole colors, and the design with or without the logo, the majority of the Board preferred the sign with the logo.

Motion by Member Wertz, second by Member DiMartino, to recommend the blue sign with the logo on the bottom (one on the left of page 22 of the agenda packet) and black posts. Motion passed by unanimous voice vote.

b. Recap of Strategy Implementation Work Session on August 14th

Director Dotson summarized the Transformation Strategy and Main Street Refresh as discussed at the Work Session on August 14th. She described current programming and how it fits with the strategy, and updated Over-Arching Goals.

Director Dotson recommended that all Committee meetings be structured so that the Board would receive Work Plan tracking sheets rather than meeting minutes. The Board members concurred with Director Dotson's recommendation.

c. Side Street Tree Lights – Holiday Tree Lights in East Park

Director Dotson stated that the DDA budgeted \$20,000 for lighting more downtown trees and she included a work plan to formalize the additional side street lighting for a cost of \$14,640 (labor and materials). Discussion followed regarding the additional lighting, funding issues, the DDA fund balance, and the additional expenses this year for the branding and wayfinding efforts.

Motion by Member Owens, second by Member Wertz, to approve the Work Plan for \$14,640 to move forward with lighting the side streets. Motion passed by unanimous voice vote.

9. **Public Comment**

10. **Request for Future Agenda Items**

11. **Board Comments**

12. **Adjourn**

Motion by Member Kurtz to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 7:56 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair



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, 2017, at 4:00pm in the "Round Lake Room" in the Bridge Street Tap Room located at 202 Bridge Street

Charlevoix Main Street
Promotions Committee
Thursday, August 17, 2017
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members Present: Kevin Prior, Larry Levingood, Sarah Hagen, Lindsey Dotson, Jessica Anderson, Carissa Mulaney, Katherine Forrister, Jean Musilek, Leanne Ackert, Shelly Furguson, Dan Barron, Nancy Suzor

I. Call to Order: Sarah Hagen 8:02am

II. Approval of Minutes: Motion to approve Jean; 2nd Leanne

III. Recap

- a. Main Street Monday: Audience wasn't there to listen to messages, they were too distracted. All interviewees showed (Kelly from Grey Gables, Harwood Gold, Junior Main Street). There were no visuals like last year. The screen was pushed back because of Siberian dancers. Decided that we will try again next year. We need to make sure we have people who are really comfortable on stage and energetic. Recommended that there be giveaways and hand things out to the crowd (t-shirt cannon?). Suggested that Groundhog be there for photos.

IV. Ongoing Business

- a. Concert Series (Jean/Sarah): 3 in a row rained out. One sponsor and one act already lined up for next year. Street performers drawing crowds and doing very well. Adds running on CMU radio. Will need more volunteers next year (Junior Main Street?).
- b. Live for Local (Lindsey): No update. Signed up for Small Business Saturday
- c. Camel Cup: Will be held Saturday, September 16 at the Elks. Elks have a liquor license for outdoor events so they will have a cash bar. Wagering will start at 5, races begin at 6. Hopeful of several hundred attendees. Need a few volunteers to move camels and for 50/50 raffle.
- d. Important updates: Main Street won Directors Choice for float in Venetian Parade. Chris is new lead for Craft Beer Fest.

V. Recap of Strategy Alignment Meeting/Discussion 2018 Projects: Met Monday and had great discussions. We might start doing things a little differently. Work plans will become the agenda for meetings. This allows for a more task oriented focus than just discussion and it keeps us interacting with the work plans to show DDA our progress. We might not meet every month but have more subcommittee meetings (more fluid structure). Might not meet in summer; it will be flexible to what works best for Charlevoix. By November we should have all projects planned for the following year (work plans completed). Work plans need to become very detailed so anyone can jump in and know what's going on. When planning projects we need to think about the health of the project. Do we have enough volunteers? Can we actually pull it off? Does it fit our goals? If not, we will not do it.

- a. Recap of Primary Goal: Focus on Health and Wellness/Healthy Living. For events that we already do, how can we incorporate that new focus? (For example: Restaurant Week-we can encourage participating restaurants to offer healthy menu options.)

There will be approval of all branding, logos, and how they are used for each event to keep them all standard. Discussion of a system for recycling at all events. Charlevoix open ads program will continue to support that campaign. Any new ideas will be tabled until next year when we set work plans in November.

VI. **Maternity Leave:** Lindsey is due September 30th. She will be gone for 6-8 weeks. She will not be able to answer phone calls or email during this time. She requests that all work plans for 2018 be completed and ready for her when she comes back to start approving and budgeting.

VII. **Volunteer Hours:** 112

VIII. **Good of the Order:** Volunteer resources will be added to the Main Street website.

IX. **Adjournment:** Leanne; 2nd Jean

Next meeting: Thursday, September 21, 2017



Charlevoix Main Street Design Committee
Minutes
Monday August 21, 2017

- I. Call to Order: The meeting was called to order at 4:01pm by Dave Grossi.
- II. *Members present include:* Dave Grossi, John Campbell, Luanne Keinath, Rick Wertz, Denise Fate, Linda Adams, John Duerr, Emily Selph, Mark Heydlauff, Lindsey Dotson
- III. Old Business:
 - a. Wayfinding Signage – Reviewed designs provided by Pro Image. Voted to recommend to DDA the blue sign design with no logo and black posts. Also, recommended utilizing existing posts where possible.
- IV. Adjournment: Meeting adjourned at 4:39pm.

Charlevoix Main Street
Economic Vitality Committee
Meeting Minutes
September 12, 2017, 8am

Present: Lindsey Dotson; Mark Heydlauff; Bob Klein; Maureen Owens; Rich Hodgson; John Haggard

Rich Hodgson called the meeting to order at 8am.

Motion by Haggard, second by Hubbard to approve the minutes of July 17, 2017.

Motion carried.

Ms. Dotson provided an update on the Market Study Project. She reported that more than 400 people responded to our survey. We will meet again on this project on September 22 with a test visit on November 2.

Ms. Dotson discussed the requirements for committee meetings from Main Street have been relaxed and minutes and regular monthly meetings are not required so long as progress is made on work plans. Several members of the committee felt that a regular monthly meeting and agenda would be helpful to keep long-term work plans on track but felt requirements on minutes and other miscellany.

Ms. Dotson reported on the goal-setting work done by the Main Street Board in recent weeks. She indicated the committee should be planning now for the work plans for 2018.

Meeting adjourned at 8:45am.

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)**Michigan Main Street Monthly Report**

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

Metrics Number M-0000100933
 Account City of Charlevoix
 Reporting Period Start 8/1/2017
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Katie Cross
 Reporting Period End 8/31/2017
 Due Date 9/10/2017

Design

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

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

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

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

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

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

Address	Amount of Sale
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New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
French Quarter New Orleans Bistro	100 Michigan Ave	Food & Beverage	3.0	4.0

Existing Downtown Businesses Contracted in MSA

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

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

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Facets of Charlevoix	108 Mason Street Suite B	Retail Occupied	1.0	1.0

Businesses Moved out of Downtown

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

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

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
Summer Concert Series	I-Image	2,000	50	\$7,450.00	\$5,725.00	\$0.00

Organization**Volunteer Hours Last Month**

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
30.00	11.00	50.00	22.00	5.00	118.00

Fundraising/Membership Last Month

Type	Amount
Private	500.00
Earned	1100.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Refresh Strategy Implementation Session	Members of Board and all committees	8/14/2017	Main Street Refresh and Transformation Strategy

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Assistance Received

Grants	Source of Funds	Amount Received
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Other News or Commentary	We are excited about the CLG service with Jessica Flores. Market study update is going along well. RRC is going well also! Branding is about finished and wayfinding is picking back up.
Program & Outlook	In prepping for my maternity leave I am tasking all committees with work planning projects for 2018 while I am away. They will continue to meet and have work sessions and then when I return we will analyze the scope of work, determine if we have the resources necessary, and move forward with Board approval and build into budget.
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 8-28-2017.pdf	9/8/2017 4:36 PM

michiganbusiness.org

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



CHARLEVOIX MAIN STREET DDA

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: September 25, 2017

Downtown Maps & Kiosks

The kiosk in Hoop Skirt alley has been updated! The sign in Van Pelt alley has been repaired and still be installed soon. The large sign in East Park will soon be updated and an additional kiosk will soon be placed in Bridge Park on the SE corner of Bridge Street and Bridge Park Drive.

Redevelopment Ready Communities Certification Update

REMINDER: 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. 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.

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." This is an ongoing issue that has yet to be fixed.

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. I've submitted photos for the first theme.

Maternity Leave

Please see attached document outlining the details of my absence.

Meeting Schedule

REMINDER: The October DDA meeting will be on the 5th Monday of the month, October 30th. There will not be a November meeting.

Main Street Executive Director Maternity Leave Plan

Draft Updated on: 9-19-2017

1. Important Transition Dates (Approximate Last Day of Work, Expected Date of Return)
 - Approximate last day of work: Friday, September 29th
 - Expected Date of Return:
 - Either the week of November 13th (6 weeks) and I would “ease” back by using my 80 vacation hours and 8 personal for the off days;
 - OR November 27th (8 weeks)
2. Please list the people (include email addresses and phone numbers) that you deal with on a regular basis that will assist us while you are off work?
 - a. All email and voicemail will be forwarded to City Manager’s office.
 - b. Mark Heydlauff will not be attending all committee meetings but is available for assistance as needed.
 - c. Committee Chairs/Important People contact info:
 - i. Design: Dave Grossi - dave@siteplanning.com - 675-0567
 - ii. Economic Vitality: Rich Hodgson - rich@csbchx.com - 675-1328
 - iii. Organization Committee: Dennis Kusina - dkusina@chartermi.net
 - iv. Promotions Committee & Concert Series: Sarah Hagen - sarah@castlefarms.com - 237-0884 x237
 - v. Farmer’s Market: Chris Leese - farmersmarket@charlevoixmi.gov - 330-0968
 - vi. Junior Main Street: Annemarie Conway - aconway@rayder.net
 - vii. Michigan Main Street Staff:
 1. Director: Laura Krizov - 517.420.8128 krizovl1@michigan.org
 2. Organization Specialist: Leigh Young - 517.282.3744 youngl1@michigan.org
 3. Design Specialist: Kelly Timmerman - 517.599.2223 ltimmermank@michigan.org
 4. Economic Vitality Specialist: Michelle Audette-Bauman - 517.388.4829 audette-baumanm@michigan.org
3. Do we need to advise any external customers of your departure? If so, who?
 - a. I will do that ahead of time and also have a vacation responder on email and voicemail.

4. Please list the systems/software access that are needed for this position?
 - a. Managing the app: Annemarie Conway & Junior Main Street students
 - b. Email newsletter: Constant Contact - Richard Christner?
 - c. Website updates: Carissa Mullaney - 303-717-6777
carissa@studiomidesign.com
 - d. Social media posts: volunteers/Katherine Bitely -
katherine@visitcharlevoix.com - 547-2101
5. What duties should be taken over in the Interim and by whom?
 - a. I will try to get annual report done and submitted before I leave
 - b. Monthly reports to Michigan Main Street will be submitted late upon my return
 - c. Market Study Update: Mark will need to be a part of the Recruitment Test in November, which also means attending the recruitment test prep site visit which will take place on Friday, September 22nd from 9am - 1pm here at City Hall. The recruitment test will be on Thursday, November 2nd from 9am - 4pm.
 - d. Homeshare applications: I will check upon my return. There shouldn't be a lot of activity until spring.
6. Are there any deadlines we need to be advised of? If so, who can do these and when are they due?
 - a. It's possible that the Live Life Local campaign will have to be completely independent of assistance from my office (volunteer run). Project lead: Jodi Bingham gagaforkids@hotmail.com
 - b. Same for Restaurant Week in November - project lead Kate McCauley -
kate.heady@aol.com
 - c. Sound Environments has been contacted for band shell light removal in early November.
 - d. Preliminary contact has been made with Bill's Farm Market for holiday greens/lights on poles in downtown. His number is (231) 347-6735 if further discussion needs to take place.
 - e. Upon my gradual return to work sometime in November I will meet with each committee to finalize work plans for 2018, build those numbers into the DDA budget, and have a proof ready for the DDA Board to review at their December meeting in order to get it to Council in January.
7. Do you have or can you prepare a calendar of events for the period of time you expect to be off?
 - a. Thursday, October 5th 4pm @ City Hall - Design Committee Meeting

- b. Tuesday, October 10th 8am @ City Hall - Economic Vitality Committee Meeting
 - c. Tuesday, October 10th 4pm @ City Hall - Organization Committee Meeting
 - d. Monday, October 16th 8am @ Well Being Day Spa - Downtown Business Owner's Meeting
 - e. Monday, October 16th 7pm @ City Hall - RRC Report Presentation at City Council Meeting
 - f. Thursday, October 19th 8am @ City Hall - Promotions Committee Meeting
 - g. Monday, October 30th 5:30 pm @ City Hall - DDA Main Street Board Meeting
 - h. Thursday, November 2nd 9am - 4pm @ Chamber - Recruitment Test/Market Study Update Site Visit #3
 - i. Thursday, November 2nd 4pm @ City Hall - Design Committee Meeting
 - j. Sunday, November 12th - Saturday, November 18th - Charlevoix Restaurant Week
 - k. Monday, November 13th 7pm @ City Hall - SBEI Presentation
 - l. Tuesday, November 14th 8am @ City Hall - Economic Vitality Committee Meeting
 - m. Tuesday, November 14th 4pm @ City Hall - Organization Committee Meeting
 - n. Thursday, November 16th 8am @ City Hall - Promotions Committee Meeting
 - o. Monday, November 20th 8am @ Charlevoix Pizza Company - Downtown Business Owners Meeting
8. Determine Training needs for interim person:
n/a
9. Discuss IT Software Needs/Access
Gordon is working on forwarding/sharing my emails with Mark Heydlauff.
Linda Weller is working on forwarding my phone calls to her phone.



CHARLEVOIX MAIN STREET DDA

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Charlevoix Main Street DDA
(231) 547-3257 lindseyd@charlevoixmi.gov

Memo

To: Charlevoix Downtown Development Authority/Main Street Board

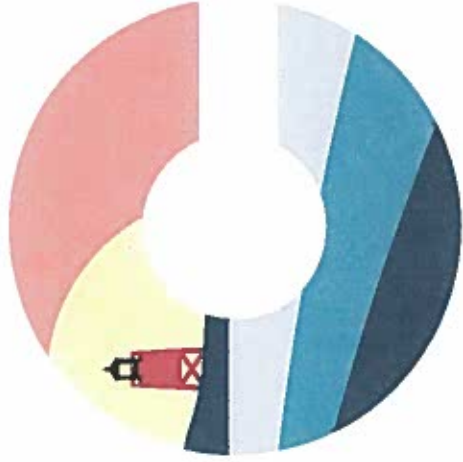
From: Lindsey J. Dotson, Main Street/DDA Executive Director

Subject: Branding Update

Date: September 25, 2017

As of September 20th all collateral materials have been received from a5 and InDesign software has been purchased. I've included the Brand Guidelines in your board packet for review. If you have questions please don't hesitate to contact myself, Mark Heydlauff, or any of the listed a5 staff at the end of the Standards document. The brand "roll out" will be gradual/as needed as we move forward with designing ads and graphics related to events and wayfinding.

Item	Format
Brand Standards	.pdf
Business Card Template	InDesign (.idml / .indd)
Charlevoix "C" Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Background Image	.ai
Charlevoix Black Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Blue Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Chamber of Commerce Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Colors Breakdown	.pdf / .ai
Charlevoix CVB Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Grayscale Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Horizontal Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Launch / Implementation Plan	.pdf
Charlevoix Pink Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Reverse Logo	.ai / .eps / .pdf / .png / .psd
Charlevoix Standard Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Tagline (Blue) Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix Tagline (White) Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Charlevoix White Logo	.ai / .eps / .pdf / .png / .psd
City Flag	.ai / .eps
City of Charlevoix Horizontal Logo	.ai / .eps / .jpg / .pdf / .png / .psd
City of Charlevoix Vertical Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Downtown Events Blue Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Downtown Events Light Blue Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Downtown Events Orange Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Downtown Events Pink Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Downtown Events Red Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Downtown Events Yellow Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Electric Department Logo	.ai / .eps
Envelope Template	InDesign (.idml) / .pdf
Event Tri-Fold Brochure Template	InDesign (.idml / .indd)
Farmers Market Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Letterhead Template	.docx/ Indesign (.idml)
Live on the Lake Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Main Street DDA Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Newsletter Template	See in Brand Standards
Pole Banner Template	.idml / .indd / .pdf
Public Works Logo	.ai / .eps
Restaurant Week Logo	.ai / .eps / .jpg / .pdf / .png / .psd
Social Media Graphics	.jpg / .png
Truck Decals	.ai / .eps



CHARLEVOIX

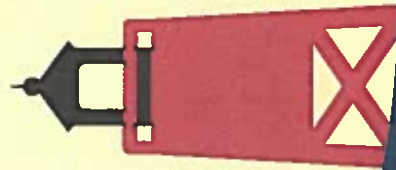
Brand Guidelines

Created by a5 Branding & Digital | Updated September 11, 2017

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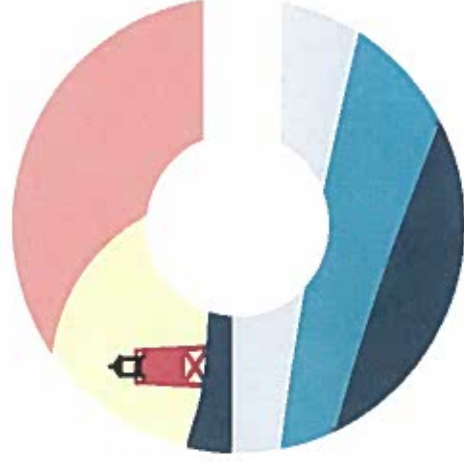
pg. 3	Graphic Identity
pg. 9	Logo Usage
pg. 13	Color
pg. 15	City Entity Logos
pg. 18	Event Logos
pg. 23	Typography
pg. 26	Brand Messaging
pg. 32	Usage Examples
pg. 41	Contact

GRAPHIC IDENTITY



LOGO

PRIMARY LOGO



CHARLEVOIX

LOGO

HORIZONTAL LOGO



While the primary logo should be used in most situations, this version can be used when the space is horizontal and the logo readability would benefit from a horizontal treatment.

LOGO

CITY OF CHARLEVOIX



**CITY OF
CHARLEVOIX**

VERTICAL



**CITY OF
CHARLEVOIX**

HORIZONTAL

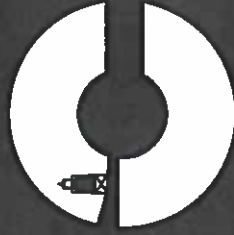
While the primary logo should be used in most situations, these versions can be used on formal communication like letterheads, envelopes, or official village documents.

LOGO
DARK BACKGROUND



CHARLEVOIX

VERTICAL



CHARLEVOIX

HORIZONTAL

LOGO

COLOR VARIATIONS



CHARLEVOIX

GRAYSCALE



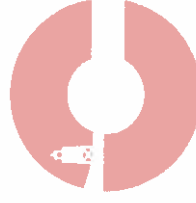
CHARLEVOIX

1 COLOR BLACK



CHARLEVOIX

1 COLOR BLUE



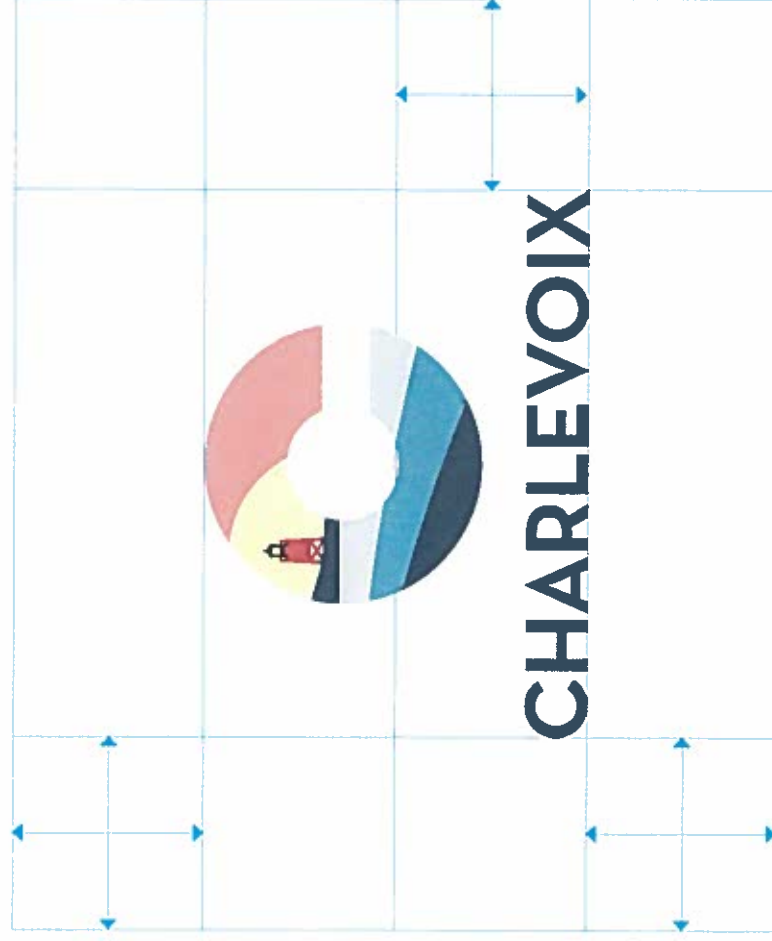
CHARLEVOIX

1 COLOR PINK

While the primary logo should be used in most situations, these versions can be used on formal communication like letterheads, envelopes, or official village documents. These are also appropriate when printing parameters prohibit the use of the full color logo.

LOGO USAGE

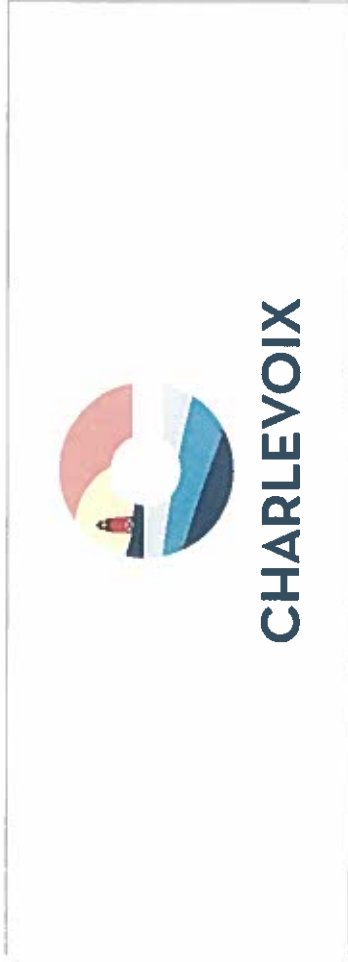
PRIMARY LOGO LOCKUP AND CLEAR SPACE



LEAVE A MARGIN ON EACH SIDE
EQUAL TO AT LEAST HALF THE
HEIGHT OF THE LOGO. KEEP OTHER
CONTENT OUTSIDE THIS MARGIN.

LOGO USAGE

CORRECT USAGE



White is the preferred background when using the full color logo.



Use the white version of the logo when reversed out of solid colors.
Make sure there's enough contrast for the logo to be highly readable.
Only use the official Charlevoix colors on pages 13-14.



Where appropriate, the logo can be reversed out of imagery.

LOGO USAGE

INCORRECT USAGE



Don't adjust the alignment or size relationship between the mark and the logotype.



Don't change the colors of the logo.



Don't add a stroke to the logo.



Don't change the font in the logotype. Do not attempt to recreate the logo. Use only the approved logo file.



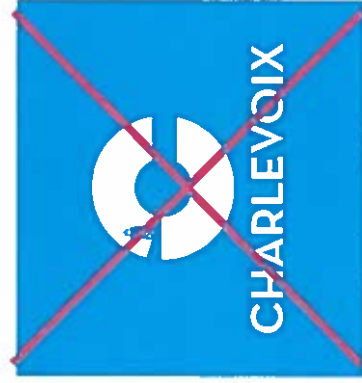
Don't place the logo over a busy colored background that can render the logo less readable/visible.

LOGO USAGE

INCORRECT USAGE



Don't apply a drop shadow to the logo.



Don't reverse out of a color other than the Charlevoix colors.



Don't left-align the symbol over the text.



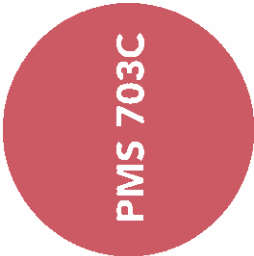
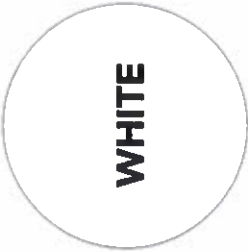
Don't stretch the logo.



Don't put the logo in an enclosure.

COLOR

PRIMARY COLOR PALETTE

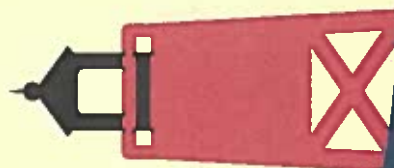
	<table><tr><td>C</td><td>100</td></tr><tr><td>M</td><td>73</td></tr><tr><td>Y</td><td>37</td></tr><tr><td>K</td><td>23</td></tr></table>	C	100	M	73	Y	37	K	23	<table><tr><td>R</td><td>0</td></tr><tr><td>G</td><td>70</td></tr><tr><td>B</td><td>104</td></tr></table>	R	0	G	70	B	104		<table><tr><td>C</td><td>17</td></tr><tr><td>M</td><td>82</td></tr><tr><td>Y</td><td>52</td></tr><tr><td>K</td><td>2</td></tr></table>	C	17	M	82	Y	52	K	2	<table><tr><td>R</td><td>202</td></tr><tr><td>G</td><td>82</td></tr><tr><td>B</td><td>98</td></tr></table>	R	202	G	82	B	98		<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>0</td></tr><tr><td>Y</td><td>0</td></tr><tr><td>K</td><td>0</td></tr></table>	C	0	M	0	Y	0	K	0	<table><tr><td>R</td><td>G</td><td>B</td></tr><tr><td>255</td><td>255</td><td>255</td></tr></table>	R	G	B	255	255	255
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		M	73																																															
		Y	37																																															
		K	23																																															
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R	G	B																																																
255	255	255																																																
HEX# 004567			HEX# C95162			HEX# FFFFFFFF																																												

COLOR

SECONDARY COLOR PALETTE

PMS 7459C				PMS 290C				Yellow 0131 C				PMS 7606C			
C	75	R	47	C	28	R	180	C	7	R	239	C	0	R	246
M	22	G	157	M	2	G	220	M	0	G	241	M	51	G	150
Y	21	B	185	Y	7	B	231	Y	38	B	178	Y	29	B	150
K	0			K	0			K	0			K	0		
HEX# 2E9CB8				HEX# B3DCE6				HEX# EFF1B1				HEX# F59596			

CITY ENTITY LOGOS



CITY ENTITY LOGOS



CHARLEVOIX
CHAMBER OF COMMERCE



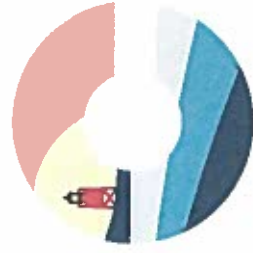
CHARLEVOIX
CONVENTION & VISITORS BUREAU



CHARLEVOIX
MAIN STREET DDA

CITY ENTITY LOGOS

DEPARTMENTS

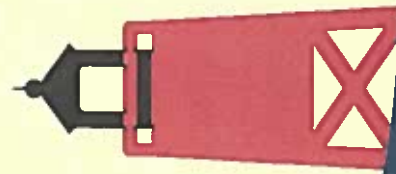


CITY OF CHARLEVOIX
Public Works



CITY OF CHARLEVOIX
**Electric
Department**

EVENT LOGOS



EVENT LOGOS

STANDARDS



Events that the City of Charlevoix produces may be branded using a variation of the city identity. These logos are share the typography standards above and can use the Charlevoix C as a background for the graphic where appropriate.

EVENT LOGOS

FARMERS MARKET



EVENT LOGOS

RESTAURANT WEEK



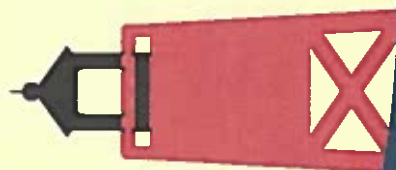
EVENT LOGOS

LIVE ON THE LAKE



CHARLEVOIX
**LIVE ON
THE LAKE**

TYPOGRAPHY



TYPOGRAPHY

FONT USAGE

PRIMARY FONT FAMILY: NEUTRA

SAMPLES BELOW. PURCHASE THE WHOLE SET HERE: [HTTPS://HOUSEIND.COM/HI/NEUTRAFACE](https://houseind.com/hi/NEUTRAFACE)

Neutra Text Light	Neutra Text Book	Neutra Text Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY FONT FAMILY: AVENIR

SAMPLES BELOW. PURCHASE THE WHOLE SET HERE: [HTTPS://HOUSEIND.COM/HI/AVENIRFACE](https://houseind.com/hi/AVENIRFACE)

Avenir Book	Avenir Medium	Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY

ALTERNATE FONTS

If Neutra or Avenir are unavailable, these fonts may be substituted.

HELVETICA

Helvetica Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica *Italic*
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica **Bold**
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

RALEWAY

SAMPLES BELOW. PURCHASE THE WHOLE SET HERE: [FONTSQUIRREL.COM/FONTS/RALEWAY](https://fontquirrel.com/fonts/raleway)

Raleway Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway **Bold**
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

BRAND MESSAGING



BRAND MESSAGING

TAGLINE

CLASSIC BEAUTY

The new tagline for Charlevoix is "Classic Beauty." This tagline can be used on the official letterhead, business cards, and any other collateral pieces. However, it does not always have to be used. For example, you may not always want it included in the logo for regularly disseminated marketing materials such as email newsletters or social media.

BRAND MESSAGING

OFFICIAL LOGO-TAGLINE LOCKUPS



CHARLEVOIX
CLASSIC BEAUTY

VERTICAL



CLASSIC BEAUTY

CHARLEVOIX

HORIZONTAL

Do not change the fonts or sizes of the text. Only use the official logo files provided.

BRAND MESSAGING

KEY MESSAGES

Charlevoix is Pure Michigan. A small town in northern Michigan situated between Traverse City and Petoskey, Charlevoix is more than beautiful. It offers opportunity for seasonal and year-round residents who are attracted to Charlevoix because it offers:

Its unique location among three lakes—Lake Michigan, Lake Charlevoix and Round Lake—offers unparalleled beauty. Charlevoix offers easy access to outdoor recreation, and you can move from sunrise to sunset in five minutes or less. Charlevoix is also a gateway to Beaver Island and offers easy access to larger communities such as Traverse City and Petoskey and another energetic small town, Boyne City.

A recreation destination, Charlevoix offers four-season adventure. From the three lakes offering a range of boating activities to an in-town mountain for skiing (Mount McSaubia) to easy access to healthy, local food (cherries, apples and more) and a bike trail like no other (Little Traverse Wheelway), Charlevoix makes you feel like you're on vacation 365 days a year.

BRAND MESSAGING

KEY MESSAGES

A fiercely local, close-knit community with everything nearby. Seasonal and year-round residents are passionate about and fiercely loyal to Charlevoix, and are its greatest ambassadors. In addition to being safe, Charlevoix offers high-quality healthcare, an airport, a vibrant Main Street with local shopping and dining. High quality schools offer a wonderful place to raise a family and seniors looking to age in place can walk downtown to shop or to the hospital as they pass the Mushroom Houses. It also offers a beautiful park district, a stunning library and a walkable downtown, all of which contributes to a high quality of life.

Historic and charming, Charlevoix's beauty extends beyond the natural aesthetic. From Earl Young's organic architecture to the iconic Chicago Club to Castle Farms, Charlevoix exudes a classic beauty that is always in style.

BRAND MESSAGING

BRAND POSITIONING STATEMENT

For those who want an outdoor adventure in and around one of the most beautiful towns anywhere, Charlevoix, Michigan offers a most picturesque setting on three lakes (including Lake Michigan), a quaint, charming and vibrant downtown and one-of-a-kind festivals. At once historic and progressive, Charlevoix has all the comforts of a larger community, including highly-ranked schools, a local hospital, low crime rate and opportunities to get involved and make a difference in the community. Charlevoix. It's a modern classic.

The brand positioning statement is to be used as the basis for external communications related to Charlevoix's key messages. The brand positioning statement incorporates all the key elements of what Charlevoix stands for and wants to be known for—but these specific words are not for external use.

USAGE EXAMPLES



USAGE EXAMPLES

BUSINESS CARD



USAGE EXAMPLES

CITY LETTERHEAD



CITY OF
CHARLEVOIX

September 20, 2017

Dear John,

Ro ea as porta des anti re dempne sino biblo. Nemo fuga sit pro deligiti hitaur modisorest, officina? Num cum uni laborpore cum eustam et eruat. Consed ma doleccusa derum fuccacem. Elitiae nuncquene et labo Ligust.

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Sincerely,

Mayor Luther Kuntz

THE CITY OF CHARLEVOIX | 210 STATE STREET | CHARLEVOIX, MICHIGAN 49723 | CHARLEVOIXMI.GOV

USAGE EXAMPLES

ENVELOPE



USAGE EXAMPLES

EMAIL SIGNATURE

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Arial, Helvetica, or Sans-serif, Bold
12 pt or default size, #ca5162 or Red
Arial, Helvetica, or Sans-serif, Bold
12 pt or default size, #004467 or Blue

John Doe
Position Title
123-456-7890 office
123-456-7890 cell

Arial, Helvetica, or Sans-serif, Regular
12 pt or default size, #004467 or Blue

The City of Charlevoix
210 State Street
Charlevoix, Michigan 49720
CharlevoixMI.gov



USAGE EXAMPLES

NEWSLETTER



CLASSIC BEAUTY — CHARLEVOIX

There's something happening all year round in Charlevoix...
Dolupta diatiscia anditibus, sit et adi delit a nis eate veratem.



Featured Story

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UPCOMING EVENTS

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AUGUST 7, 2017

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AUGUST 14, 2017

Uta Consequi
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AUGUST 21, 2017

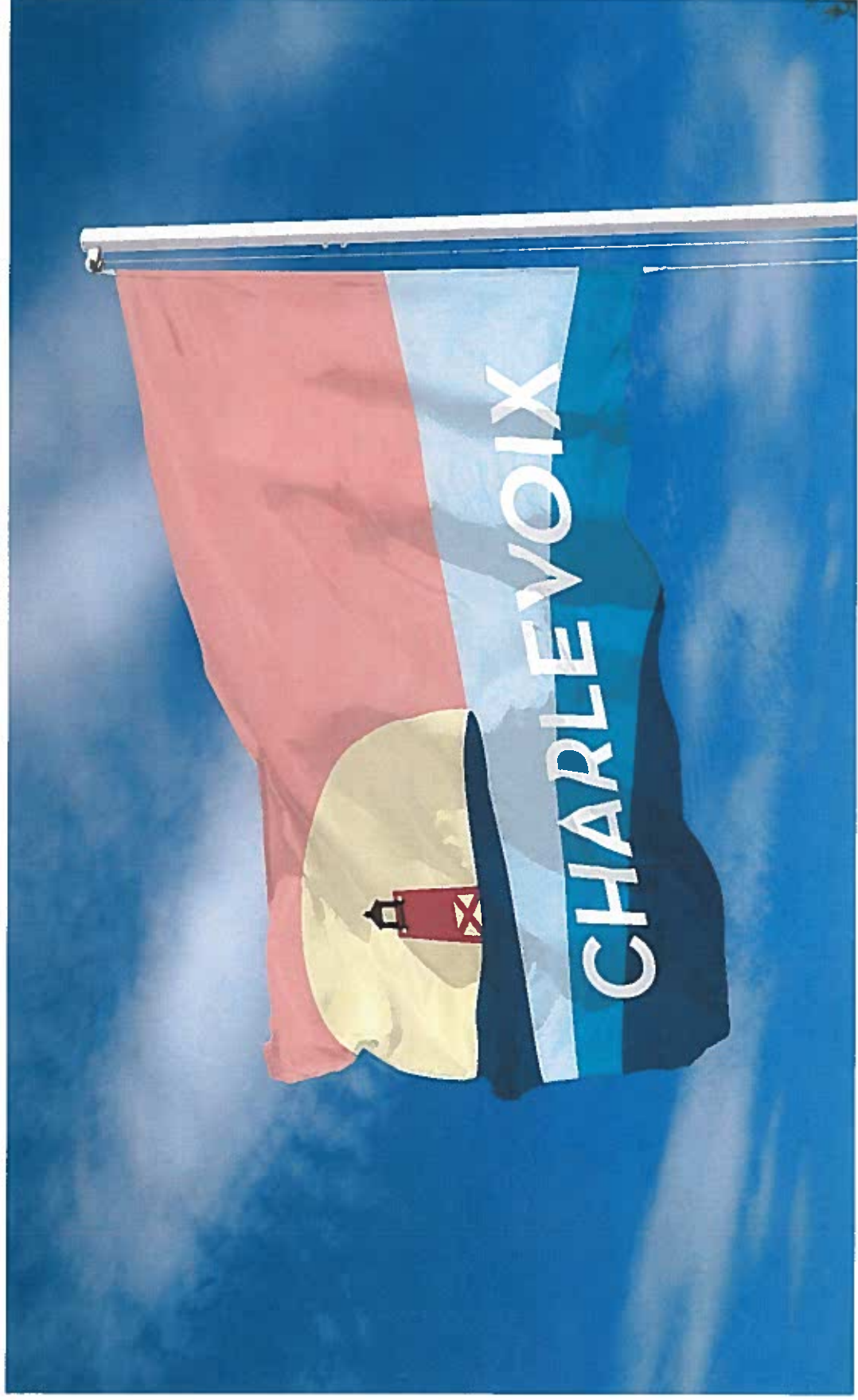
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AUGUST 28, 2017

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SEPTEMBER 7, 2017

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Vel Endamet
SEPTEMBER 14, 2017

USAGE EXAMPLES

FLAG



USAGE EXAMPLES

STREET BANNERS



USAGE EXAMPLES VEHICLES



CONTACT

For questions about the Charlevoix
Brand Standards, please contact:

Jon Lauriat
Designer, a5 Branding & Digital
jlauriat@a5inc.com

Fletcher Martin
Creative Director, a5 Branding & Digital
fmartin@a5inc.com

John Harris
Principal, a5 Branding & Digital
jharris@a5inc.com



CHARLEVOIX MAIN STREET DDA

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: Wayfinding Update

Date: September 25, 2017

On September 18th the City of Charlevoix City Council voted to approve the DDA Board's recommendation to move forward with the wayfinding signage that includes the logo at the bottom. The Design Committee and Prolmage Design has been contacted with that update. Prolmage will be at the next Design Committee meeting to start working on pricing for the first phase of sign production/installation along with specifics on placement. That meeting will take place on **Thursday, October 5th at 4pm in City Hall**. Please plan to attend if you have questions or comments for Prolmage as we work our way through this.



Richard Christner <rchristner@csbchx.com>, Fred DiMartino
<trademarkpropertiesllc@gmail.com>,
"tamie@cherryrepublic.com" <tamie@cherryrepublic.com>,
lutherkurtz <lutherkurtz@hotmail.com>, Carissa Mullaney
<carissa@studiomidesign.com>, John Yaroch
<john@charlevoix.com>

Subject: The Lighting of the Bridge Project

I'm forwarding you this letter to ask for written support from the
DDA.

Please see letter below:

Hi Lindsey...

I'm working on an exciting new project for Charlevoix.

The Lighting of the Bridge Project.

I've already met with the City Manager and the Main Street Design
Committee and both were positive about the idea moving
forward. The project is being fast tracked and is currently on the
schedule to be presented to City Council on October 2, 2017.

The goal in moving this project forward would be for all working arms
that support Charlevoix to all be backing this project with a big
thumbs up. There are plans for "the community" funding the project
so having everyone on board is part of our
foundational vision.

Please take a few moments and view the video below.

Our hope is that this would align with your organization and that you
would be open to writing a letter in favor
of The Lighting of the Bridge Project that we could present on October
2, 2017 to City Council.

We hope to have the DDA, Main Street, Chamber of Commerce, CBD
in addition to other community organizations to write letters of
support.

Paul Belding was the visionary of this project and the sad news is he
passed away Friday, September 1, 2017 after a 2 year battle with

cancer. Paul grew up in Charlevoix and is featured in the video. He was a stable in our community and will be greatly missed. Hopefully we can carry on and bring his vision to light and create a legacy for all to enjoy.

<https://youtu.be/ESH9G2P6sbw>



[Lighting Charlevoix's
Bridge
youtu.be](https://youtu.be/ESH9G2P6sbw)

best,
Leilani Durbin
808.635.7860
CharlevoixMassage.com
