



CHARLEVOIX

MAIN STREET DDA

AGENDA

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING

Tuesday, December 19, 2017- 5:30 PM

Council Chambers - 210 State Street, Charlevoix, MI 49720

-
1. Call to Order
 2. Pledge of Allegiance
 3. Roll Call
 4. Inquiry Regarding 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. DDA/Main Street Meeting Minutes - October 30, 2017
 - B. Committee Meeting Minutes
 - C. 2018 DDA Board Meeting Dates
6. Reports
 - A. Director's Report
Lindsey Dotson
 - B. Wayfinding Signage Update
Lindsey Dotson
 - C. Round Lake Group Lease extension
Lindsey Dotson
 7. Old Business
 - A. Facade Grant Guidelines Revisions
Lindsey Dotson

8. New Business

- A. BIBCO Floor
Lindsey Dotson
- B. Draft 2018-19 Budget
Lindsey Dotson
- C. Design Committee Vacancy
Lindsey Dotson

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.

CHARLEVOIX MAIN STREET MISSION

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CITY OF CHARLEVOIX
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: DDA/Main Street Meeting Minutes - October 30, 2017

DATE: December 19, 2017

ATTACHMENTS:

▯ Minutes

CITY OF CHARLEVOIX
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES
Monday, October 30, 2017 at 7:00 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Fred DiMartino, Luther Kurtz, Maureen Owens, John Yaroch, Rick Wertz
Members Absent: Richard Christner, Tami Gillespie, Carissa Mullaney
City Staff: Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. DDA/Main Street Minutes – September 25, 2017
- B. Wayfinding Signage Cost Amendment

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

6. Reports

A. Director's Report

City Manager Heydlauff stated that the shuttle service was a positive step for Apple Fest and for the downtown generally. Rough estimate is that the shuttle served 250-300 people during Apple Fest, primarily on Saturday.

City Manager Heydlauff responded to questions regarding the flooring in the reception area of the Beaver Island Boat Company. He stated that the floor was failing after only 3-4 years and the contractor who did the installation was unwilling to back up his work. He stated that he would research the matter further and bring forward a recommendation to the next meeting.

7. Old Business

8. New Business

A. Facade Improvement Grant – 108 Van Pelt

Chairman Dipert stated that Stoneycroft Farms, LLC and Ron Way have acquired the former Seeley Printing building on Van Pelt Place and they applied for a grant in the amount of \$3,285 to assist with the cost of new siding and trim. The request also included a \$9,085 grant application for FY2019 for more siding and trim work and window replacement.

Member Wertz commented that the Design Committee approved the grant in two phases but the total of the two phases exceeded the allowable grant amount of \$10,000. He stated that the Guidelines did not allow the funds to be used for signage but the DDA approved a grant for the Townhouse Bar that did include signage. He questioned if the Board agreed with financing maintenance projects or should the funds be used for something more substantial and he suggested a review of the Guidelines. He felt that a deadline for applications was needed. Member Owens felt that a timeline would be better than tightening down on definitions. She stated that smaller projects still benefit the DDA area.

Member Yaroch stated that there should be some exceptions to the Guidelines in the event of unforeseen circumstances. He stated that the application before them did not include two quotes for the work and the only quote provided was from a construction company owned by the applicant. Discussion followed regarding the amount requested for the two phases, exceptions to the Guidelines, financing routine maintenance projects, next year's budget, need for an application timeline, and limiting this request to materials only.

City Manager Heydlauff stated that he spoke to John Campbell, Design Committee Chair, and he agreed that there was room for improvement in the Guidelines and suggested some of the same issues that the Board was currently discussing.

Motion by Member DiMartino, second by Member Wertz, to approve the Façade Improvement Grant to Stoneycroft Farms, LLC in the amount of \$3,285 which would close out the available funding for the current budget year. Motion passed by unanimous voice vote.

B. Façade Grant Guidelines

Chair Dipert stated that the intent was to establish a Committee under Director Dotson's guidance including Design Committee and DDA Board members. Member Yaroch and Member Wertz agreed to serve on the Committee.

Motion by Mayor Kurtz, second by Member Owens, to appoint Member Yaroch, Member Wertz, Director Dotson and two other members from the Design Committee as selected by the Design Committee to work on the Façade Grant Guidelines and to develop a deadline for applicants to apply with one or two dates per year per grant cycle, to be presented to the DDA Board at the January meeting. Motion passed by unanimous voice vote.

C. Reserved Parking Spaces

City Manager Heydlauff stated that there was a request from Mr. Hoffman of Hoffman CPA to consider a reserved paid parking space program similar to what was currently in the Acacia lot near the Marina. Mr. Hoffman was moving his business from the Edgewater Complex to the Beacon Center and requested two reserved parking places. Discussion followed including problems with unauthorized people parking in reserved spots, reserved spots that remain empty during the weekends, and potential need in the future for a parking structure.

Motion by Member Yaroch that we recommend to the City Council to forego any future reserved, privately reserved parking spaces in the downtown business district. Motion died for lack of a second.

Motion by Member Owens, second by Member DiMartino, to table this item for further review and discussion. Member Wertz stated that he wanted to consider a percentage of the total lot volume which could be reserved. Mayor Kurtz suggested using a bidding process. Member Yaroch felt it should be based on the highest and best use of the City's real estate assets. Motion passed by a 5 to 1 vote, with Member Yaroch voting nay.

D. Downtown Peddling/Petitioning

City Manager Heydlauff stated that questions were raised about individuals seeking petition signatures and other political activities during Apple Fest. He noted a letter from Chief Doan in the agenda packet regarding recent issues during Apple Fest. He stated that the City had an obligation to permit free speech rights but the issue usually involved impeding public spaces or blocking individuals from public sidewalks. Chair Dipert stated that there may be a need to provide a specific location at events for people to gather petition signatures.

9. Public Comment

Gabe Campbell stated that there was a real mess at Atrium and State Streets and felt a 4-way stop was needed at the intersection.

10. Request for Future Agenda Items

11. Board Comments

Mayor Kurtz stated that Leilani Durbin was working with Tom Barnes who offered to do some of the design service and engineering work for free on the bridge lighting project. He stated that they had a preliminary design cost of \$6,800 and Ms. Durbin hoped that the DDA would consider putting money aside in the budget to help with this project.

12. Adjourn

Motion by Mayor Kurtz, second by Member DiMartino to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 8:31 p.m.

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210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Committee Meeting Minutes

DATE: December 19, 2017

ATTACHMENTS:

- Design Committee - December Meeting
- Promotions Committee - November Meeting



**Charlevoix Main Street Design Committee
Meeting Minutes
Thursday, December 7, 2017
4:00 PM – City Hall Council Chambers**

Attendees: J. Campbell, L. Dotson, D. Fate, D. Grossi, H. Harrington, L. Keinath, D. Miles, E. Selph, R. Wertz, P. Weston

Absent: L. Adams, G. DeMeyere, R. Bergmann, J. Duerr, A. Munday

The meeting was called to order at 4:00 pm.

Approval of Minutes - there are not yet Minutes from the October meeting

Old Business

- D. Grossi reported that installation of the wayfinding signage is to commence by Pro Image on 12/22, with the aim of having it completed by year end. There is no further wayfinding signage foreseen in the City at this point. Hilary to assist with contacting property owners at all locations for final placement.
- Design Committee Chair position: It was recommended to go to a Co-Chair governance, with Denise Fate nominated to serve alongside Dave Grossi. The committee voted to approve unanimously.
- R. Wertz agreed to liaise with the DDA board, and also invited committee members to attend their board meetings on the 4th Monday at 7pm.

New Business

Work Plans:

- Façade Grant Program Guidelines - Under review for refinement by Emily, Rick, Dave, Richard Christner and John Yaroach from the DDA board. The group will report their results in January for budget purposes.
- Façade Grant Program - It is proposed to review grant applications twice per year in 2018. The process for this has to be developed and communicated by the Design Committee. Proposed budget: \$50,000
- Main Street Design Guidelines & Design Services - A proposal by Richard Neumann Architect to prepare guidelines in the amount of \$10,000 was submitted for consideration and inclusion

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in the budget proposal. The committee agreed to the proposal concept and it being included in the budget submission.

- MSU Sustainable Build Environment Initiative: J. Campbell is heading up the Work Plan to proceed to the next level from the work already done and prioritized by the DDA. A budget of \$4,000 is proposed to cover expenses for the work by students in 2018. Deliverable: A booklet and more detailed design. The committee agreed of the initial Work Plan and budget submission.
- Street Tree Lights (on-going maintenance and replacement program): J. Campbell will hand over the back-up information to D. Fate to complete the work plan, including expenses and timelines. Proposed budget: \$12,500
- Pole Banners: E. Selph will complete the Work Plan and work on the project with J. Campbell. A budget of \$5,060 is proposed based on Pro Image quote. Pros and Cons of banners were deliberated amongst the group.

Draft Budget: first draft is due mid-December. At this point the following line items were agreed:
\$50,000 Façade Grant Awards

\$10,000 Design Guidelines

\$10,000 Street Tree Lights

\$ 2,500 Street Tree Light maintenance

\$ 4,000 MSU Sustainable Build Environment Initiative

\$ 5,000 Pole Banners

\$81,500 Total*

*note: 2017 total spend \$98,500 (including Wayfinding Signage)

Committee effectiveness going forward: L. Dotson was requested to send to the group the Design Committee guidelines/rules. It was also suggested that we have a joint 'orientation' with the other Main Street committees to improve our overall effectiveness. Also, review basics of Design Committee mission and/or goals. Main Street to focus a bit more on alleyways. There was a suggestion to have use studies in specific spaces (ie. trash & service area behind Terry's).

Reported Volunteer Hours: Emily, Rick & Dave – 1.5 hrs. each, John C. – 11 hours, Denise: 2

Adjournment: The meeting was adjourned at 5:10 pm.

Next meeting: Thursday, January 4th 4:00 PM at City Hall

prepared by: D. Fate, reviewed by L. Dotson and D. Grossi

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Promotions Committee
Thursday, November 16 2017
8:00 a.m.; City Hall; Upstairs

In Attendance: Maureen Owens, Sarah Hagen, Jessica Anderson, Nancy Suzor, Leanne Ackert, Kate Heady, Katherine Forrister, Jean Musilek, Dan Barron, Mark Heydlauf, Shelly Furgeson, Carissa Mulaney

I. Call to Order: 8:01

II. Approval of Minutes: October 19, 2017

III. Ongoing Business: Project Updates and Work Plans

a. Restaurant Week (Kate): Terry from Villager Pub said that hunting season was a bad time to do restaurant week and suggested having a meeting with the businesses that participate after the event for feedback. It was suggested that it be moved to October and that sponsorships be started earlier.

b. Live Life Local (Jody): Same as last year; will limit to 5,500 tickets

c. Concert Series (Jean): Work plan finished for this and movies in the park.

Will promote DDA at events. There was money left over so they don't have to ask for so many donations. There will be no radio advertising in 2018 so those marketing dollars will be used for the acts.

VI. Event Support Needs

a. Live from Charlevoix (Maureen): Sold out; got good feedback. Libations for Live 2st event is Nov 18th; will have a signature drink and guest bartenders at Bridge Street Taproom. 3 Men and a Tenor will be playing in January.

b. Bridge Drop (Amanda): Need volunteers. Looking into partnering with boy scouts for activities.

c. Shadow Fest (Maureen): Tim out of town February so transitioning over to Mark Greiherbiel

d. Craft Beer Festival: ...

VII. Volunteer Hours: 101

VIII. Good of the Order

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IX. Adjournment: 8:03am Motioned by Jean; Jessica 2nd

Next meeting: Thursday, December 21, 2017

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Consent Agenda

TITLE: 2018 DDA Board Meeting Dates

DATE: December 19, 2017

ATTACHMENTS:

- ▯ 2018 Calendar of Meetings- DDA



CHARLEVOIX
MAIN STREET DDA

Main Street/DDA Board 2018 Regularly Scheduled Meetings

*All regularly scheduled meetings are at
5:30 pm at Charlevoix City Hall
210 State Street, Charlevoix, MI 49720
Second floor Council Chambers*

January 22, 2018

February 26, 2018

March 26, 2018

April 23, 2018

May 29, 2018*

June 25, 2018

July 23, 2018

August 27, 2018

September 24, 2018

October 22, 2018

November 26, 2018

December 18, 2018*

*** meeting takes place on a Tuesday due to holiday**

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Reports

TITLE: Director's Report

DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

BACKGROUND:

Director Schedule

I have returned to work from maternity leave. My first official day back was Wednesday, December 6th. I am using vacation and personal time to ease my way back into working so I will be part time (3 days a week) until sometime in February. My schedule is made to accommodate meetings therefore it is rather irregular. Thanks for your patience during this time.

Farmers Market Manager Position

With the resignation of Chris Leese effective November 21, 2017, the market manager job was posted. A partnership with Boyne City Main Street who has been seeking to fill the same position resulted in advertising both jobs together in the hopes that the increased amount of hours would make the jobs more attractive. During my absence Boyne City Main Street worked with Charlevoix's HR Assistant Patty DeRosia to screen applicants and schedule interviews. On Friday, December 8th we jointly interviewed two candidates and mutually decided to make an offer of employment to one. An offer letter is currently being drafted. Our position is still considered part-time seasonal but the hourly rate was increased to \$18 to match BC's rate of pay. This is still covered by vendor fees so won't make a significant difference in our budget.

National Main Street Conference

This March 26-28th the Main Street Now conference will take place in Kansas City, MO. I have been selected to co-present about engaging youth on Main Street and also to be a panel speaker during a session about the Main Street Refresh. Because of this my registration is only \$100 and the state (MEDC) pays for one full registration per community. If anyone is interested in attending please let me know so that we can get you registered. Early bird rates end on January 12th.

Reports to Michigan Main Street

Currently we are behind in our monthly and annual reporting to MEDC due to my absence. I am doing my best to get us caught up so that we will continue to be in good standing.

Application Based Services

Michigan Main Street/MEDC are not using the application based model for services any more, though application services from previous years (i.e. branding, retail merchandising, business recruitment, market study, etc.) are still available. They think this will help streamline the process of providing services and add additional value for communities since they will be able to tailor services to community-specific dynamics.

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Reports

TITLE: Wayfinding Signage Update

DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

BACKGROUND:

Installation of the first phase of Wayfinding Signs will begin on Friday, December 22nd and conclude around the end of the year.

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Reports

TITLE: Round Lake Group Lease extension

DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

ATTACHMENTS:

0 [Confirmation Letter](#)



December 13, 2017

Mr. Rich Bergmann, Managing Partner and CEO
Round Lake Group, LLC
111 Bridge Park Drive
Charlevoix, MI 49720

Dear Mr. Bergmann:

I received your letter last month that was dated October 30, 2017. As you requested and pursuant to the lease signed between your firm and the Charlevoix Downtown Development Authority on January 22, 2015, you are requesting the extension of your lease until December 31, 2019 under the terms stipulated in the lease and all amendments that have been executed in the meantime.

Given your letter and the terms of your lease, we will consider this lease extended under the terms, lease rates, and all other conditions as outlined in the original lease and all amendment made and appended to the lease; this letter will be appended to the lease. As you know, you have the first right of refusal to a new lease following the expiration of this extension on December 31, 2019. We look forward to the continued success of your business in downtown Charlevoix and look forward to your continued presence in our building.

Should you have questions, please do not hesitate to contact me.

Sincerely,
THE CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY

Mark L. Heydlauff
City Manager

Cc: Lindsey J. Dotson, Executive Director Charlevoix Main Street/DDA
Joyce Golding, City Clerk
Charlevoix Main Street/DDA Board of Directors

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Old Business

TITLE: Facade Grant Guidelines Revisions

DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

BACKGROUND:

The subcommittee consisting of Board members John Yaroch & Richard Christner, along with members of the Design Committee David Grossi and Emily Selph met with Executive Director Lindsey Dotson on Monday, December 11th to discuss goals of revisions that will take place. Some of the major talking points included:

- Establishing two application deadlines per year so that the committee can review multiple projects at once
- Creating a criteria and rating scale to be used by members of the Design Committee while reviewing each application
- Taking out language about allowing phased projects but instead encouraging and allowing applicants to re-apply if their project will take multiple years to complete

Emily Selph is working to update the guidelines and a draft will be presented to the DDA Board for review during the January meeting.

RECOMMENDATION:

No action needed at this time.

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New Business

TITLE: BIBCO Floor
DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

BACKGROUND:
As City Manager Mark Heydlauff advised at your last meeting, the floor in the Beaver Island Boat Company office is failing. To remedy this, we have requested quotes from Bartlett's Home Interiors and Whitley's Floor Covering. The original tile floor was topped with an epoxy several years ago that is now cracking in several places. Bartlett's have supplied a quote and we are waiting for a response from Whitley's. We do not want to disclose one quote with one still potential to come in. We will provide you an update on Monday with more detail. The lease with BIBCo does stipulate that the floor is the building owner's responsibility with the tenant paying \$500 per fix plus \$100 per time the lease is renewed. This equates to an \$800 payment due from BIBCo for this fix. Due to scheduling, as we learned from the last time work was done in this building, it is important to do this work in the off-season and the quote from Bartlett's is not guaranteed after December 31 due to potential supplier pricing changes.

RECOMMENDATION:
Motion to accept the quote from _____ for an amount of _____ and authorize the Executive Director to sign all necessary contracts and make arrangements.

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New Business

TITLE: Draft 2018-19 Budget

DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

BACKGROUND:

Attached you will find a draft budget for the upcoming fiscal year that includes funds requested to complete projects that each committee has expressed interest in pursuing. As you can see, if we proceed we would be spending \$121,800 more than our projected revenue. This would leave us with \$410,987 left in cash. If we were to eliminate all expenses related to proposed projects and cut back on other expenses where possible (not affecting commitment to the Chamber for \$10,000 nor community events that depend on our financial support) we would still be looking at spending approximately \$30,000 more than our projected revenue. Seeking out alternative sources of funding for some of our current programming would be beneficial. Increasing Farmers Market vendor fees and charging businesses to have access to their account on the mobile app are options to increase revenue as well.

Before I left for maternity leave I asked that all committees draft work plans based on the goals set by the DDA Board during the past year as part of the Main Street refresh. While I have received a majority of the workplans already there are still some that need some finishing touches. Completed work plans will be presented to the Board during the January meeting. For now, here is a list of proposed projects, a brief description of them, and the amount of funding requested for each. I've also attached a programming alignment worksheet with the projects listed so that you can see how they fit within the goals set by the board.

Master list of projects for 2018:

Design Committee:

- Façade Grant - \$50,000
 - o Revision guidelines to create two deadlines per year and an approval criteria checklist that members of the Design Committee will use while reviewing applications. This year more points will be given to projects that improve the appearance of the "back end" of our district. Draft revisions will be provided to the DDA Board during January meeting.
- Design Guidelines - \$10,000
 - o This project has been desired by members of the community for a few years now and we have not successfully found a volunteer able to complete the task of creating design guidelines for downtown Charlevoix. The Design committee wishes to hire a professional consultant to complete this task for the city. One proposal that we have received was \$10,000.
- Design Services - \$0
 - o Continuing to promote the complimentary Design Service provided by MEDC/Michigan Main Street to property and business owners.
- Pole Banners - \$5,000
 - o Creating designs in line with new branding and ordering new custom decorative pole banners for downtown district
- SBEI Site Design - \$4,000
 - o Continuing to work with MSU Landscape Architecture students and using draft concepts from SBEI to formulate an actual site design of proposed downtown improvements. Cost is affiliated with student travel and required public hearing.
- Tree Light Maintenance - \$2,500
 - o Funds to set aside in the case of currently installed tree lights being damaged/needling to be replaced.

Economic Vitality Committee:

- Recruitment - \$1,000
 - o Funds needed to create/print collateral materials related to business recruitment efforts including business incentive fact sheets, available property sheets, etc.
- Property Inventory - \$0
 - o Continuing to build a more comprehensive property inventory using new program called Maestro (cost is built into DDA operating supplies).
- Hospitality Training - \$500
 - o Host two training sessions at Library in partnership with Chamber, CVB, and Library as an opportunity for employers to get their new and old staff trained in customer service.

Junior Main Street Committee:

- Continued Mobile app maintenance - \$750
 - o Yearly app maintenance fee
- Recycling bins downtown - \$5,000
 - o A grant has been applied for to fund 30 recycling containers for downtown. If the grant is not awarded we have budgeted this amount to kick start downtown recycling.

Organization Committee:

- Volunteer Recruitment - \$1,500
 - o Formalizing volunteer recruitment/retention efforts. Costs affiliated with swag, recruitment materials, and recognition events.
- Newsletter/Communications - \$5,000
 - o Two high-quality print newsletters to be sent to entire community

Promotions Committee:

- Concert/Movie Series - \$14,000
 - o We were under budget this past year but want to increase brand awareness with new title "Live on the Lake"
- Event Support - \$10,600
- Restaurant Week (Apr. 15-21st)(Nov 4-10th) – \$1,050
 - o Continuing to build on the momentum of this event
- Live Life Local Campaign - \$1,200
 - o In the past we have not budgeted the prize amounts for this project, hence the larger number this year.

RECOMMENDATION:

Motion to recommend adoption of the DDA budget by City Council for the 2018/19 fiscal year.

ATTACHMENTS:

- D Draft DDA Budget 2018/2019
- D Programming Alignment Worksheet - 2018 proposed projects

**CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY FUND
2018-19 BUDGET**

	2016-17 Actual	2017-18 Budget	2017-18 Est. Actual	2018-19 Budget
REVENUES				
CURRENT PROPERTY TAX	38,888	37,700	38,162	38,200
PROPERTY TAX - CAPTURE LOCAL	392,138	392,100	395,820	395,800
DELINQUENT PROPERTY TAX COLLECTED	598	-	-	-
PENALTY - PROPERTY TAX	143	-	26	-
FEDERAL / STATE / OTHER GRANTS	8,949	4,600	10,778	9,600
FARMERS MARKET INCOME	30,516	33,900	33,891	33,900
INTEREST EARNINGS	1,221	500	500	500
RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000
RENTS & ROYALTIES - KEWEENAW	-	-	-	-
RENTS & ROYALTIES - BIBCO LEASE	24,622	27,900	27,894	29,000
RENTS & ROYALTIES - ROUND LAKE GROUP	17,836	20,300	20,250	20,300
RENTS & ROYALTIES - LC BREWERS	4,860	4,900	4,884	4,900
MISCELLANEOUS & IWF REIMBURSEMENT	1,358	3,500	3,500	-
CONTRIBUTION - OTHER SOURCES	9,420	2,500	25,218	24,500
CONTRIBUTION - MAIN STREET	28,537	25,500	25,500	9,000
CONTRIBUTION - LIGHTING & HOLIDAY DECOR	-	500	500	-
CONTRIBUTION - PERFORMANCE PAVILION	1,000	8,000	8,000	7,000
TRANSFER FROM OTHER FUNDS	-	-	-	-
TOTAL REVENUES	\$ 559,087	\$ 562,900	\$ 595,923	\$ 573,700

EXPENSES				
SALARIES & WAGES	16,779	37,600	37,559	38,300
WAGES - ICMA	1,387	3,200	3,230	3,300
SALARIES & WAGES - TEMPORARY	9,700	10,600	12,640	20,600
EMPLOYEE FRINGE BENEFITS	14,375	30,900	31,192	31,800
OPERATING SUPPLIES	5,324	8,100	8,149	8,600
IWF MAINTENANCE	6,812	7,200	7,178	7,200
MARKETING & PROMOTIONAL SERVICES	27,280	32,300	32,349	32,300
MARKETING & PROMOTIONAL SVCS - FARMERS MKT	22,203	16,800	24,100	16,800
MARKETING & PROMOTIONAL SVCS - CRAFT BEER	50	-	6,251	-
PROMOTION COMMITTEE EXPENSES	1,135	1,400	3,150	2,300
ORGANIZATION COMMITTEE	2,501	3,500	3,500	8,500
BUSINESS RECRUITMENT/RETENTION	4,542	1,500	1,500	1,500
CONTRACTUAL SERVICES	41,616	18,100	39,732	28,400
SERVICE/MAINTENANCE FEES	-	-	-	-
DESIGN COMMITTEE	55,031	114,600	132,063	73,600
DESIGN CAPITAL IMPROVEMENTS	-	21,000	21,000	11,000
LEGAL SERVICES	-	500	500	500
TELEPHONE	419	1,000	1,100	1,100
CONFERENCE & TRAVEL	4,357	4,000	4,000	5,000
PRINTING & PUBLISHING	3,403	1,500	1,500	1,500
INSURANCE & BONDS	1,401	1,800	1,800	1,800
PARK EQUIPMENT	9,270	-	2,405	-
REFUNDS - PROPERTY TAX & TIFA	4,985	6,000	6,000	6,000
MAINTENANCE - BRIDGE PARK BUILDING	44,371	27,500	27,500	25,000
MISCELLANEOUS	(3)	800	800	1,600
MISCELLANEOUS - FARMERS MARKET	437	500	1,750	500
MISCELLANEOUS - MAIN STREET	7,204	300	382	300
MISCELLANEOUS - LIBRARY/SUBSCRIPTIONS	-	-	-	-
CAPITAL PROJECT - PROFESSIONAL SERVICES	-	-	-	-
CAPITAL PROJECT - CONTRACTUAL SERVICES	-	-	-	-
BOND ISSUANCE COSTS	-	-	-	-
DEBT SERVICE PAYMENTS	-	-	-	-
BOND PRINCIPAL - BRIDGE PARK (LTGO, ACT 99)	-	-	-	-
INTEREST EXPENSE - BONDS	-	-	-	-
PAYING AGENT FEES	-	-	-	-
LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000
TRANSFER TO OTHER FUNDS (MARINA)	336,063	335,700	335,700	338,000
TOTAL EXPENSES	\$ 650,644	\$ 716,400	\$ 777,030	\$ 695,500

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (91,557)	\$ (153,500)	\$ (181,107)	\$ (121,800)
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YEAR END BALANCES				
FUND BALANCE / NET POSITION BEGINNING OF YEAR	4,327,645	4,416,901	4,236,088	4,054,981
CHANGE IN FUND BALANCE / NET POSITION	(91,557)	(153,500)	(181,107)	(121,800)
FUND BALANCE / NET POSITION	\$ 4,236,088	\$ 4,263,401	\$ 4,054,981	\$ 3,933,181
CASH & INVESTMENTS	\$ 713,894	\$ 510,492	\$ 532,787	\$ 410,987

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 DESIGN	OVERARCHING GOALS											PARKING LOT	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				
	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		
Façade Grant Program	X	X			X		X		X			X	X	X		X	X	X	X	X	X	X	X	X		
Design Services					X				X			X	X	X	X	X	X	X	X		X	X	X	X		
Design Guidelines	X	X				X			X			X	X	X	X	X	X	X	X		X	X	X	X		
Pole Banners					X										X			X								
SBEI Site Design	X	X			X	X	X		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		
Tree Light Maintenance					X	X						X	X		X	X	X	X	X	X	X					
ECONOMIC VITALITY																										
Hospitality/Tourism Training																										
Property Inventory (ongoing tool used to implement projects)																										
Business Recruitment (ongoing tool used to implement projects)																										

MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

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PROMOTION																								
Charlevoix Restaurant Week					X		X			X	X								X	X	X		X	X
Live, Local Shopping Campaign					X		X			X	X								X	X	X		X	X
Concert/Movie Series					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	
ORGANIZATION																								
Volunteer Management (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
Junior Main Street – Recycling Containers			X	X		X															X			
MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION																								
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PROJECT/	OVERARCHING GOALS										FOUR POINTS													

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Summer Concert Series																								
Charlevoix Farmer's Market	X	X	X	X	X		X	X	X	X		X	X	X	X				X	X	X	X	X	X
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
POTENTIAL PROGRAMMING																								
Attracting Millennials to Organization																								
Event recycling committee																								
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																								
MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION																								
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CITY OF CHARLEVOIX
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org
New Business

TITLE: Design Committee Vacancy
DATE: December 19, 2017

PRESENTED BY: Lindsey Dotson

BACKGROUND:
Due to a recent resignation our Design Committee does not currently have a member of the DDA Board present during meetings to act as a liaison. Ideally all committees shall have a member of the Board sitting on them in order to improve communication. Someone needs to volunteer to join the Design Committee.

RECOMMENDATION:
Motion to approve member _____ to act as DDA Board liaison on the Design Committee.