CHARLEVOIX
MAIN STREET DDA

AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Tuesday, May 29, 2018- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

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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 itemis required,it will be removed from the Consent Agenda and considered separately.

A. Minutes - April 23, 2018
B. Committee Minutes
C. Monthly Report

6. Reports

A. Director's Report
Lindsey Dotson, Executive Director

7. Old Business

A. Charlevoix Main Street DDA Draft Policies & Procedures
Lindsey Dotson, Executive Director

8. New Business

A. Non-Voting Members of the DDA Board
Luther Kurtz, Mayor
B. Sponsorship Requests
Lindsey Dotson, Executive Director
C. Downtown Plan Proposal
Lindsey Dotson, Executive Director

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

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.

DDA/Main Street Board

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

Consent Agenda

TITLE: Minutes - April 23, 2018
DATE: May 29, 2018

ATTACHMENTS:

- Minutes

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, April 23, 2018 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, Maureen Owens, Rick Wertz
Members Absent:	Tami Gillespie, Carissa Mullaney, John Yaroch
City Staff:	Lindsey Dotson, Executive Director; Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

A. DDA/Main Street Meeting Minutes – March 26, 2018
B. Committee Minutes
C. Monthly Report

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

6. Reports

A. Director's Report – Lindsey J. Dotson, Executive Director

Director Dotson stated that there were a couple of changes that may take place with the Farmers Market event calendar as there may not be a need for additional special events during Market days.

7. Old Business

A. Charlevoix Main Street DDA Draft Policies & Procedures

Director Dotson stated that over the past few months there have been questions regarding brand use and sponsorships/partnerships and she decided to create a document for the Board to review. She also added a draft policy addressing any external communication by volunteers with the media. She reviewed the media communications, sponsorship, and brand use portions of the draft document. She spoke with John Harris from a5 about potentially using the brand on t-shirts or hats whereby the DDA would receive some sales proceeds.

Member Owens questioned if they wanted to consider a cap on a sponsorship to an organization rather than per event. Member Christner assumed that the $2,500 sponsorship per event with the director's approval was up to $10,000. Director Dotson stated that the line item was $20,000, but the Board agreed that half was to be set aside for a possible partnership to support the Groupon effort. Discussion followed regarding what level of sponsorship could be approved by the Director without going through the Board.

Motion by Member Wertz, second by Member Owens to authorize the Director to approve event sponsorship requests up to $500. Motion passed by unanimous voice vote.

Discussion followed regarding potential sales of apparel items to include the Charlevoix brand. Director Dotson stated she would find out from the City Attorney if the brand needed to be licensed. Chair Dipert preferred that requests to use the brand on apparel or other items for sale have Board approval. Mayor Kurtz suggested that they may need some simple guidelines as to how the brand could be used or displayed on items. Chair Dipert commented that the University of Michigan receives 8% of the value of the item sold for use of their emblem. Mayor Kurtz stated that non-commercial use of the logo was allowed. Director Dotson stated she would bring the Policies with the revisions back to the Board for final approval at the next meeting.

8. New Business

A. Election of Chair, Vice Chair, and Executive Committee Member

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Member DiMartino nominated Kirby Dipert as Chair and Mayor Kurtz seconded the nomination. No further nominations were made.

Motion by Member Wertz, second by Member Owens to close the nominations. Motion passed by unanimous consent.

Member Christner nominated Rick Wertz as Vice Chair and Member DiMartino seconded the nomination. No further nominations were made.

Motion by Member DiMartino, second by Member Christner to close the nominations. Motion passed by unanimous consent.

Member DiMartino nominated Maureen Owens as the at-large Executive Committee Member and Mayor Kurtz seconded the nomination. No further nominations were made.

Motion by Member DiMartino, second by Member Christner to close the nominations. Motion passed by unanimous consent.

B. Façade Grant Incentive Program Work Plan – Lindsey J. Dotson, Executive Director
Director Dotson reviewed details of the Façade Grant Incentive Program Work Plan. She stated that the Design Committee and the DDA would decide on the first round of applications in August.

Motion by Member Wertz, second by Member Owens to approve the Design Committee's Façade Grant Incentive Program Work Plan. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items
Director Dotson noted that there were several redundant signs to be removed now that the wayfinding signage was installed. Discussion followed regarding the proposed sign removals particularly the signs for the Hospital. Member Owens felt that the Hospital sign at Antrim and Sherman should remain. The Board's consensus was to obtain more information related to the Hospital signs for the next meeting.

11. Board Comments
Member Owens questioned the status of moving the wayfinding sign from in front of Schulman's. Director Dotson replied that they were waiting for the snow to melt to relocate the sign.

Member Wertz announced that he was officially running for 3rd Ward Councilman..

12. Adjourn
Meeting adjourned at 6:40 p.m.

_____ _____

Joyce Golding/fgm City Clerk Kirby Dipert Chair

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DDA/Main Street Board

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

Consent Agenda

TITLE: Committee Minutes
DATE: May 29, 2018

ATTACHMENTS:

- Design Committee - 5.3.18
- Promotions - 4.19.18

Charlevoix Main Street Design Committee
Thursday, May 3, 2018
4:00 PM – City Hall Council Chambers
Minutes

Attendees: G. DeMeyere, L. Dotson, D. Fate, H. Harrington, L. Keinath, J. Duerr, D. Miles, M. Owens, E. Selph, P. Weston

Absent: R. Bergmann, D. Grossi, A. Munday

I. Approval of Minutes - The Minutes from the April 5, 2018, meeting which were sent out in advance via email were approved as written.

II. Outstanding Business

a. Wayfinding Signage – Removal of excess directional signs and relocation of the new Bridge St sign is approved, but not yet completed due to ground conditions.

b. Feedback from Lindsey's National Main Street meeting - At the conference Lindsey was able to showcase CVX Main Street activities on how to engage youth and a successful test on how to refresh MS with the State.

The recently received National Main Street accreditation was acknowledged and Lindsey recapped the criteria which was met ahead of the 5 year deadline.

An opportunity to apply this month for a Michigan Strategic Fund grant for façade grant programs of min. $50,000 was discussed, including potential projects in the pipeline, funding required and match funding sources. It was agreed that this should be pursued.

c. 2018 Work Plans:

i. Façade Grant Program and Guidelines – The Work Plan was submitted to DDA and approved without comment. Emily S. redrafted the guidelines to be more comprehensive. These will be reviewed, edited as needed and distributed.

ii. Main Street Design Guidelines and Design Services: Denise and Lindsey will work on a press release to promote the design services.

iii. MSU SBEI: Because situations are occurring which present opportunities the City is not able to react to, it was agreed that a Master Plan needs to be in place to better prepare the City to respond (e.g., repair of the parking lot behind Round Lake Gallery reconstruction).

iv. Street Tree Lights - no updates.

v. Pole Banners - deferred.

vi. Historic Signage: Work Plan and concept not yet developed.

III. New Business

a. Denise F. brought up a proposal presented to the Historical Society which requires a proper process within the City / DDA framework if it is to be pursued: public art, namely sailboat sculptures to serve as designated memorials. The group agreed it would be good to have more public art, if it is managed and placed tastefully. However, due to issues related to memorials, locations, maintenance, cost, etc. Lindsey agreed to review the topic with M. Heydlauff and to look at examples from other municipalities.

IV. Call for Future Agenda/Research Items - none

V. Volunteer Hours

VI. Adjournment - the meeting was adjourned at 5:00 PM.

VII. Next meeting: Thursday, June 7, 4:00 PM at City Hall

CHARLEVOIX
MAIN STREET DDA

Promotions Committee
Thursday, April 19, 2018
8:00 a.m.; City Hall; Upstairs

Members in attendance: Sarah Hagen, Jessica Anderson, Lindsey Dotson, Jean Musilek, Paul Glotzhober, Carissa Mulaney, Leanne Ackert, Kate Heady, Katherine Forrester, Shelly Furgeson, Larry Levingood, Nancy Suzor.

Minutes

I. Call to Order: 8:01am

II. Approval of Minutes: March 15, 2018: Jean/2nd Leanne

III. Ongoing Business: Project Updates & SPONSOR NEEDS/PLAN

a. Charlevoix is Open (Lindsey): Campaign finished. 17% increase in traffic to website (not as much as last year). Tabled till fall, may promote again at that time.
b. Restaurant Week - April (Kate): Starts Sunday. Great Lakes Wine and Spirits is the main sponsor. Got all of the menus and checks (except Great Lakes who sent an invoice). 16 restaurants are participating. It is listed in the Graphic, Express, Boyne papers and Record Eagle. Need the info sooner next time for better advertising.
c. Live on the Lake (Jean): Finalizing street performers; had 58 available so want to add a 5th spot. Sponsors-3 series sponsors and individual sponsors for each with help from DDA. Finalizing rack cards.

IV. Event Support Upcoming Needs & SPONSOR NEEDS/PLAN

a. Live from Charlevoix (Maureen): This Saturday-Ben Whiting-Sold out show! Round Lake Music Festival will be held Memorial weekend in East Park. NEED VOLUNTEERS! Sponsors-Main Street, Rotary Club, Chicago Club and Libations for Live

b. Camel Cup (Amanda): Scheduled for May 5th, might move to May 12th; lots of other events already going on, worried about weather, volunteers not available.
c. Craft Beer Festival (Lindsey): June 2nd - Opened ticket sales. Want a few businesses to set up in the tent to promote themselves.

V. Director Discussion

a. Combine with Organization Committee: Lots of crossover; newsletter to promote our events. Will send email to determine meeting time.
b. Maestro information/plan: web based program to house our work plans; can assign tasks, send reminders, and track volunteer hours. Email will be sent to set up your account soon.
c. Last Promotions meeting before summer: Take off July meeting
d. Main Street Monday: July 23 from 6-9pm, Jean will emcee. Movie choice: take sheets to the schools for the kids to choose (Carrissa). Jean will reach out to Library for ideas for entertainment.

VI. Volunteer Hours: 137

VII. Good of the Order

VIII. Adjournment: 8:59am Kate/2nd Nancy

Next meeting: Thursday, May 17, 2018

DDA/Main Street Board

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Charlevoix Main Street DDA
(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Monthly Report
DATE: May 29, 2018

ATTACHMENTS:

- MEDC Monthly Report - April

April

Logout

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Michigan Main Street Monthly Report

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

Metrics Number	M-0000105198	**Status**	Submitted
Account	City of Charlevoix	**Name**	Katie Cross
Reporting Period Start	4/1/2018	**Reporting Period End**	4/30/2018
Submitter's Name	Lindsey Dotson	**Due Date**	5/10/2018

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

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

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
110 Clinton Street	$400,000.00

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Walstrom Marine	105 E. Clinton	Service Business	1.0	

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

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
Charlevoix Restaurant Week	R-Retail	2,000	120	$990.00	$0.00	$400.00

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
18.00	15.00	145.00	51.00	9.00	238.00

Fundraising/Membership Last Month

Type	Amount
Earned	420.00

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

Other News or Commentary

Program & Outlook

Suggestions for State and National Staff

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
Agenda_2018_4_23_Meeting(66) (1).pdf	5/10/2018 3:28 PM

DDA/Main Street Board

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

Reports

TITLE: Director's Report
DATE: May 29, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:
Director Schedule

I have some upcoming planned absences:

June 4 & 5th - Quarterly Training in Niles, MI
- Also attending: Dennis Kusina & Amanda Wilkin (possibly Denise Fate & Alison Hubbard too)

August 13 - 17th - Vacation

October 8 & 9th - Directors Retreat with Michigan Main Street

Farmers Market Advisory Committee Update

Recently the Farmers Market Advisory committee met to discuss the creation and adoption of new rules around how vendors are accepted into the market that will be effective for the 2019 season. They also discussed the need to adopt a Code of Conduct with a Grievance Policy that would go into effect immediately after it gets approved.

Committees Update

Since we've been given the flexibility to structure our organization the way that makes the most sense to our community our committees have been making adjustments accordingly. Some include:
- Design:
  - Chair: Denise Fate
  - Meets monthly - 1st Thursday at 4pm
- Economic Vitality:
  - Co-Chairs: Rich Hodgson & Mark Heydlauff
  - Meets Quarterly on 2nd Tuesday of month at 8am (March, June, September, December)
- Organization & Promotions:
  - Co-Chairs: Dennis Kusina & Sarah Hagen
  - COMBINED - 3rd Thursday at 8am. Will not meet in July.
- Live on the Lake Concerts Committee:
  - Co-Chairs: Jean Muselik & Sarah Hagen
  - meets as needed
- Farmers Market Advisory Committee:
  - meets as needed.

- Junior Main Street Committee:
    - on hold until next school year

Main Street Monday

Planning is underway for Main Street Monday during Venetian Festival. Jean Muselik has agreed to emcee and entertainment is being lined up.The elementary students voted for Peter Rabbit to be shown. Venetian is hiring Miriam Pico to perform live before the movie. I am trying to work with the Dorothy Gerber Strings project to have a short performance before Miriam. More details to come soon!

Maps & Kiosks

The downtown maps are finished and will be printed and distributed soon. I've attached a proof. The kiosk has been reinstalled in Van Pelt Alley and the new kiosk will soon go up in Bridge Park. Replacement maps will be installed within a week or two with updated business info in all kiosks and the large directory in East Park.

Main Street Volunteer Social
On Wednesday, May 30th at 5pm an informal social gathering is taking place at Cottage Pottery on Park Ave. Since we have yet to be able to plan a formal volunteer appreciation event this is my small way of saying thanks to everyone before the summer gets REALLY busy. Each person who attends will get a complimentary pot to paint along with light refreshments. All are welcome to bring their own adult beverage or snack to share.

Spring Business Workshops

HOSPITALITY THE CHARLEVOIX WAY
Thursday, June 7, 2018
7:30 am - 10:30 am
Charlevoix Public Library at Community Room A+B
Does your business want to exceed guests expectations? This three-hour program will focus on the community culture of hospitality and the fundamentals of exceeding guests? expectations. It is suitable for front-line and management staff. The program is free. Register here or call: 231-547-2651. Presented by Carlin Smith, President of the Petoskey Chamber of Commerce.

Summer Intern

Andrew Reid will be volunteering this summer as an intern for Main Street and the City. He goes to school at Alma College and studies Finance. He also works at The Landing and will be in a couple of days a week to help with office work.

National Main Street Board of Directors
8 members of the National Main Street Center Board of Directors and staff will visit Charlevoix on Friday, June 8th for a one hour tour of our district at 10am. I have secured gem cars to use for our tour.

Facade Restoration Initiative

The Michigan Strategic Fund ("MSF") has authorized funding to support a Façade Restoration Initiative (FRI) which will provide grant dollars to local community districts or authorities to strengthen and expand existing façade restoration/improvement programs in downtowns and

commercial corridors around the state. Grant funds will be awarded to eligible local authorities, such as Downtown Development Authorities, Michigan Main Street organizations, Principle Shopping Districts, etc. Authority or district applicants will re-grant MSF funds to private building owners to support a façade improvement project. MSF funds will provide no more than 50% of the façade restoration cost, with the other 50% being funded by some combination of private investment and local match. The Michigan Economic Development Corporation (MEDC) is administering the FRI on behalf of the MSF. MEDC anticipates that three authorities or districts will be selected from the initial RFI responses and awards will be no less than $50,000 and no more than $500,000 as necessary to support the application's identified potential project pipeline. The MEDC has seen the positive impact that facade projects provide to Michigan's downtowns. Through the FRI program, Districts and authorities will continue to administer their program locally with additional capacity provided by MSF funding. I applied on behalf of Charlevoix and requested $500,000.

Michigan Main Street Basics Training - Charlevoix

When

Thursday, June 21, 2018
9:00 AM - 4:00 PM
Eastern Time

Main Street Basics Training will cover the fundamentals of the Main Street Program.The training will consist of an introduction to the Michigan Main Street Program and the Main Street Framework for Downtown Revitalization and Management. . Attendees will leave with strategies for establishing a local Main Street Organization and communication strategies for building broad-based community support for a local Main Street effort. You'll hear from local Main Street Executive Directors, Board members, volunteers and municipal staff on how they started their local Main Street Organization, built local community support and momentum, and what Main Street has done for their Downtown and Community.

Communications Planning Service - August 1st

Michigan Main Street has awarded us with a communications planning service that will take place in the form of a 4 hour workshop with a professional consultant. The Organization Committee has been hard at work laying the groundwork for this service. The workshop will be very hands-on and interactive and result in a plan being formulated by the end of the day. **The workshop is scheduled to take place on Wednesday, August 1st starting from 8am-12pm here at City Hall.** Coffee and snacks will be provided.

ATTACHMENTS:

- Downtown Map

DDA/Main Street Board

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

Old Business

TITLE: Charlevoix Main Street DDA Draft Policies & Procedures

DATE: May 29, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

This new draft encompasses changes requested by the Board at our April meeting along with suggested language about the use of our brand with assistance from John Harris of a5, inc.

I am still waiting to hear from the City Attorney about whether or not we can Trademark the brand/logo and if we can what that process would entail. I hope to have an update for the DDA at our June meeting.

RECOMMENDATION:

Motion to approve the Charlevoix Main Street DDA Policies and Procedures document as written.

ATTACHMENTS:

- Draft - May

Charlevoix Main Street Policies and Procedures

Draft – May 2018

Media Policy

It is the goal of Charlevoix Main Street DDA (CMS DDA) to present external communications to the community in a consistent manner that reflects positively on the program, with objectives to produce materials containing appropriate formatting, effective wording, correct spelling and grammar, politically correct and neutral content, and correct sponsorship information when applicable.

Facebook

- Facebook content is to be managed by the Main Street Executive Director (MSED) to assure Media Policy objectives are met.
- Facebook administrators are to be limited to the MSED, Interns/Office Assistants, members of the Board of Directors, and committee/project chairs when necessary.
- Creation of Facebook pages and Facebook events must be approved by the MSED before being published.
- When acting as an agent of the CMS DDA, proposed wording of all Facebook postings is to be submitted for review to the MSED by authors no less than three days before content needs to be posted.
- In the absence of the MSED one of the alternative Facebook administrators will be responsible for review and posting if it is a time sensitive issue that cannot wait for the MSED to return.

Press Releases and Ads

- Press releases to print and radio media are to be managed by the MSED to assure Media Policy objectives are met.

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- Proposed press releases to print and radio media regarding events, etc., are to be submitted with one week lead time by committee/event chairs to the MSED for review before distribution.

- Proposed ads are to be submitted by the committee/event chairs with one week lead time to the MSED for review before submission, with review to include determination of appropriate sponsorship information.

- In the absence of the MSED, proposed materials are to be submitted to the committee chair for determination of how to handle.

Media Interviews

- Print and radio media interviews are to be conducted by the MSED and CMS DDA Board Chair to assure Media Policy objectives are met.

- Requests received by Board members, Committee/Event Chairs, etc., for interviews are to be directed to the MSED.

Newsletters

- Newsletters are to be edited in conjunction by the newsletter writers and the MSED to assure Media Policy objectives are met.

- Final signoff of content is to be done by the MSED.

Banners and Signs

- Processing and procuring of banners and signs are to be managed by the MSED to assure Media Policy objectives are met.

- Since printing specialty items takes up to two weeks, proposed banners and/or sign content regarding events, etc., are to be submitted with *three* weeks' lead time (one week for review plus two weeks for printing) by Committee/Event Chairs to the MSED for review and processing, or are to be designed in conjunction with the MSED.

Group Emails

- Internal CMS program distribution list emails may be utilized in the conduct of CMS program matters.

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- External CMS distribution list emails are to be managed by the MSED to assure Media Policy Objectives are met.

Website

- Charlevoix Main Street's website (www.charlevoixmainstreet.org) is to be managed by the MSED and website developer.
- Website content may be drafted by volunteers of the CMS program and submitted to the MSED for review and posting.

Working with other Organizations & Sponsoring of Events

Charlevoix Main Street, whose core mission is the revitalization of historic downtown Charlevoix, is committed to working with other community organizations and partners who have a similar mission.

Working with other organizations could mean a variety of things, including but not limited to, helping at an event that another organization is sponsoring, lending our name to help host an event, or financially sponsoring a portion of an event hosted by another organization.

Recognizing that our reputation is our greatest asset, the MSED will evaluate any proposed relationship by using the attached guidelines.

In the cases where the proposed relationship involves a financial commitment on the part of Charlevoix Main Street, the following must be adhered to:

1. Sponsorship donations will not be considered for partnerships that don't meet the attached guidelines.
2. Sponsorships should further the cause of Charlevoix Main Street and be consistent with the mission and goals of Charlevoix Main Street.
3. Sponsorships are limited by the amount of money annually budgeted by the Board of Directors for sponsorships.
4. Sponsorships up to $2,500 will be approved by the MSED as funds allow. Requests will be taken on a first-come first-approved basis with the fiscal year beginning on April 1.

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5. Requests that exceed $500 must be approved by the Board of Directors prior to a commitment being made to an organization.

Considerations in Evaluating a Proposed Relationship:

Fundamental questions asked before entering a relationship include:

- Does the proposed activity and/or the proposed relationship promote the mission and values our organization?
- Will the relationship promote or enhance activities or organizations whose goals are inconsistent with the mission and values of our organization?
- Will the relationship maintain our organization's reputation for objectivity, independence, integrity, credibility, social responsibility, and accountability?
- Potential Conflicts of Interest Due to the Subject Area of the Proposed Relationship
    - Does the subject area of the proposed relationship raise special conflict of interest concerns? Such conflicts occur, for example, when corporations involved in a potentially harmful activity seek to influence research, publicity or educational programs about its products or services.

Brand Use Policy/Procedure

When it comes to proper Charlevoix brand management Charlevoix Main Street DDA are the stewards of the new brand and must do our best to ensure the proper use of the brand in all ways possible. The Brand Standards created by branding firm a5, Inc. acts as our primary guidebook for brand usage, but at times unique situations present themselves that aren't covered in the standards.

Issues covered in the Brand Standard include:

- Graphic Identity
- Logo Usage
- Color
- City Entity Logos
- Event Logos
- Typography
- Brand Messaging
- Usage Examples

DRAFT

Charlevoix Main Street DDA owns the rights to the new Charlevoix brand. Therefore, when questions or requests arise about using or modifying the brand we decide at a local level whether or not a revision or use will be allowed. If we wish to reach out to a5 for their professional guidance, we can do so. a5, Inc. stands behind their work and wants to ensure that we maintain a high level of integrity with the Charlevoix brand and will act as a resource in assisting us with that.

The brand may not be used by private entities or individuals unless approved in writing by Charlevoix Main Street DDA.

Inquiries for use that adheres to the Brand Standards will be reviewed/approved by Main Street Executive Director (MSED). When requests intend to alter or use elements of the brand that are not covered in the brand standards, the MSED will work with the branding advisory committee and a5 to review the request and make a recommendation to the Charlevoix Main Street DDA Board of Directors for final approval/denial.

If an individual or organization wishes to license the brand, a request must be submitted in writing

Should an individual or entity propose to use the brand to generate revenue (i.e. t shirt, food item, etc.), such requests must be submitted in writing to the Charlevoix Main Street DDA Board of Directors. As part of the request, please provide:

-Product or service description
-Approximate retail price
-Timing
-Reason for request

A licensing fee may apply.

Each request will be reviewed individually by the Charlevoix Main Street Director and a5 and make a recommendation to the Charlevoix Main Street DDA Board of Directors for discuss and final approval/denial.

DRAFT

DDA/Main Street Board

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New Business

TITLE: Non-Voting Members of the DDA Board

DATE: May 29, 2018

PRESENTED BY: Luther Kurtz, Mayor

BACKGROUND:

With continued efforts to engage youth in our downtown revitalization efforts we recently had two high school students apply for the vacancy on our board. It has sparked the conversation about the possibility of establishing some sort of non-voting, advisory role that would otherwise function in the same capacity of other board members by also serving on a Main Street committee.

RECOMMENDATION:

Motion to approve a non-voting advisory seat on the DDA Board to be fulfilled by a high school student for a 3 year term.

DDA/Main Street Board

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New Business

TITLE: Sponsorship Requests

DATE: May 29, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached are two requests for sponsorship, one from Venetian Festival and the other from Live From Charlevoix/Round Lake Music Festival.

RECOMMENDATION:

Motion to approve sponsorship of Charlevoix Venetian Festival in the amount of $1000 to be a Captain Sponsor and Round Lake Music Festival in the amount of $2000 to be a Platinum Sponsor.

ATTACHMENTS:

- Sponsorship Requests

- Blue Burgee Flag to display with current year and Venetian logo.
- Name displayed in Burgee publications and on our website
- Option of a 15-second or 30-second Venetian Gallery commercial filmed by our staff to be displayed on our webiste, YouTube and social media channels at a discounted advertising price

CAPTAIN SPONSOR :: $1000 minimum donation

- Red Burgee Flag to display with current year and Venetian logo
- Name displayed in Burgee publications
- Option of a 15-second or 30-second Venetian Gallery commercial filmed by our staff to be displayed on our website, YouTube and social media channels at regular advertising price

FIRST MATE SPONSOR :: $500 minimum donation

- Yellow Burgee Flag to display with current year and Venetian logo
- Name displayed in Burgee publications

Penny & Bob Parmalee
St. Mary's Cement
Scovie's Gourmet Deli
Social Economic Enterprises/Tim Salmonson
Tammy & Jeffrey Schade/"Miss T"
Beth & Tim Shields
Jennie & Paul Silva
Jennie & Kermit Sutton
Nona & John Szczepanski/"Johnny's Quest"
Turtle Creek Casino
Courtney VanLoo
Villager'sPub/Terry's Place
Kris & Barney Way
Zita & John Winn
Wojan Window & Door

Full list of our 2016 Venetian Sponsors (https://drive.google.com/file/d/1J40gFqf-jXdHVTfPD6ObWCVL4-qwuxpn/view?usp=sharing)

Want to become a Venetian Sponsor?
You can donate online (https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=NT956YBHZMS2C)* or at our official headquarters located within the law offices of Barron & Engstrom at 309 Petoskey Avenue in Charlevoix.

*Please note that we use PayPal to process our online donations. You can donate through your PayPal account OR by the debit/credit card option provided in the link above.

Complete List of

Live From Charlevoix / Round Lake Music Festival

Sponsorship Opportunities:

Platinum Sponsorship - $2,000

As a Platinum Sponsor of the 2018 Round Lake Music Festival, your organization will receive the ultimate in event branding, company exposure, and product promotion.

Sponsorship Benefits include the following:

- Your logo on the Round Lake Music Festival posters and all printed material, and website
- Your banner hung in East Park (provided by the sponsor)
- Continual announcements by the Master of Ceremonies at the Concert Events
- 8 Arm Band Admissions into VIP Section of the Beer Tent
- Recognized as a Platinum Sponsor in the Thank You Ad placed in the Petoskey News Review

Gold Sponsorship - $1,500

As a Gold Sponsor of the 2018 Round Lake Music Festival, your organization will receive:

- Your logo on the Round Lake Music Festival posters and all printed material, and website
- Continual announcements by the Master of Ceremonies at the Concert Events
- Your banner hung in East Park (provided by the sponsor)
- 6 Arm Band Admissions into VIP Section of the Beer Tent
- Recognized as a Gold Sponsor in the Thank You Ad placed in the Petoskey News Review

Silver Sponsorship - $1,000

As a Silver Sponsor of the 2018 Round Lake Music Festival, your organization will receive:

- Your logo on the Round Lake Music Festival posters and all printed material, and website
- Your banner hung in East Park (provided by the sponsor)
- 4 Arm Band Admissions into VIP Section of the Beer Tent
- Recognized as a Silver Sponsor in the Thank You Ad placed in the Petoskey News Review

DDA/Main Street Board

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

New Business

TITLE: Downtown Plan Proposal

DATE: May 29, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The City of Charlevoix received a Redevelopment Ready Communities Report of Findings in August 2017 and has been working toward RRC certification since that time. In response to report recommendations, it has contracted with a consulting firm to work on a public participation plan, begun a website redesign, hired a zoning administrator, and begun work to identify redevelopment sites in the city.

Other report findings address RRC best practice 1.1.2, adoption of a Downtown Plan; and RRC best practice 5, Redevelopment Ready Sites.This proposal and draft scope of work is intended to assets the city of Charlevoix in addressing those recommendations and report findings by developing a Downtown Plan that includes identification of general redevelopment ready areas and identification of a redevelopment ready site selection and packaging process.

Networks Northwest has been contracted by the City of Charlevoix to act as staff planner since January 2017 and has been contracted to provide zoning administration services since March 2018. In view of its planning-focused partnership with the City of Charlevoix, Networks Northwest is pleased to submit this proposal to assist the City and the Main Street program in the development of a Downtown Plan.

Project goals: Create a Downtown Plan that includes parking assessment and recommendations

RECOMMENDATION:

Motion to approve the expenditure of $4,890 for the Downtown Plan and Parking Assessment, which is one half of the match required from the MEDC.

ATTACHMENTS:

- Downtown Plan Proposal

City of Charlevoix

DOWNTOWN PLAN PROPOSAL

April 30, 2018

Networks Northwest
Talent / Business / Community

Situation and Background

The City of Charlevoix received a Redevelopment Ready Communities Report of Findings in August 2017, and has been toward RRC certification since that time. In response to report recommendations, it has contracted with a consulting firm to work on a public participation plan, begun a website redesign, hired a zoning administrator, and begun work to identify redevelopment sites in the City.

Other report findings address RRC best practice 1.1.2, adoption of a Downtown Plan; and RRC best practice 5, Redevelopment Ready Sites. This proposal and draft scope of work is intended to assist the city of Charlevoix in addressing those recommendations and report findings, by developing a Downtown Plan that includes identification of general redevelopment ready areas, and identification of a redevelopment ready site selection and packaging process.

Networks Northwest has been contracted by the City of Charlevoix to act as staff planner since January 2017; and has been contracted to provide zoning administration services since March 2018. In view of its planning-focused partnership with the City of Charlevoix, Networks Northwest is pleased to submit this proposal to assist the City and the Main Street Program in the development of a Downtown Plan.

Project Goals

- Create a Downtown Plan that includes parking assessment and recommendations

Recommended Approach

Over the years, a number of plans and studies have been prepared for the City of Charlevoix that include recommendations for the planning and design of the City's downtown, including the City of Charlevoix Master Plan, the Capital Improvements Plan, the 2017 Main Street Business Recruitment Service and Survey, and Design Recommendations from MSU Sustainable Building and Environment Initiative (SBEI)

Rather than replicate previous planning studies or processes, Networks Northwest proposes an approach that would collect and build on existing plans and studies. Networks Northwest would provide staff support and planning services that would facilitate participation from the City, Main Street, and other partners to:

- **Develop a Downtown Plan** that is aligned with the City's Master Plan and Capital Improvements Plan, to include a summary and overview of existing plans, an existing downtown conditions report, a parking study, a vision for Downtown Charlevoix, and an action plan that includes recommendations for parking

Prior to commencing any services outlined in this proposal, Networks Northwest staff will meet with City representatives to finalize the project scope of work and timeline.

Create a Downtown Plan

Networks Northwest staff will work with the City to assess existing conditions and to identify and summarize relevant plans and studies, with a focus on recommendations pertaining to the downtown. Staff will identify common themes in order to aid in prioritization of recommendations and create a foundation for a downtown vision.

Services to support this activity will include:

1. Develop an existing downtown conditions report, including a map, based on language and maps in existing plans and studies, to reflect and summarize legal definitions, existing character, land use, priority redevelopment areas, and recommendations from the 2017 Business Recruitment Service and Survey information.
2. Develop a vision for the physical elements/urban design of Downtown Charlevoix, building on recommendations from existing plans and studies, as well as public and stakeholder engagement
3. Develop a parking study and recommendations, including an assessment of Charlevoix's unique parking obstacles and opportunities, using transportation demand management (TDM) tactics to help Charlevoix maximize existing parking and implement best practices. *Note: This item would be conducted via subcontract with assistance from Mission North (see attached proposal).*
4. Develop an action plan for implementation of the City's Downtown vision with desired development outcomes, with specific projects, parking recommendations, responsible parties/partners, estimated costs, and timeframes for completing actions.

Proposed Timing and Budget

TASK	COMMUNITY INVOLVEMENT	TIMING	BUDGET
Downtown Plan			
Develop an existing downtown conditions report	• City/Main Street staff provide input and relevant documents	Month 1-2	$2,100
Develop a vision for the physical elements/urban design of Downtown Charlevoix	• City staff provide input on priority sites and redevelopment process	Month 6	$1,680
Develop a parking study and recommendations	• City staff provides input and relevant documents/participation	Month 1-8	$14,100
Develop an action plan for implementation of the City's Downtown vision	• City staff provides input and direction in development of Action Plan	Month 6-8	$1,680
		TOTAL	**$19,560**

Project Staffing

Any activities undertaken as part of this proposal will be supported by Networks Northwest Community Development staff:

- Sarah Lucas, Community Development Director
- Katie Miller, Community Planner
- Elizabeth Calcutt, Community Planner
- Kathy Egan, Community Planner
- John Sych, Community Planner
- Mike Woods, Community Planner and TTCI Coordinator

Sarah Lucas, Community Development Director, will act as the primary point of contact, and will manage workflow, deliverables and deadlines internally.

The Community Development Department is supported by Networks Northwest agency staff across multiple disciplines, including communications, accounting, and other administrative support.

Sarah Lucas, AICP, Community Development Director

- Nearly 20 years of planning and policy experience in Northwest Michigan
- Led development of the *Framework for Our Future: A Regional Prosperity Plan for Northwest Michigan*, and supports the development of multiple local and county master plans, economic development plans, and recreation plans
- Leads regional and statewide housing policy research, education, and partnership initiatives

- Convenes diverse community partners to facilitate locally-driven public engagement, community dialogue, and outreach
- Partners with regional and state-wide partners to provide, develop, and facilitate education and resources for local units of government
- Engaged in planning and local policy initiatives statewide, through participation and service on committees and board including the Michigan Association of Planners Board of Directors, Opportunity Resource Fund, and Fair Housing Center of West Michigan.
- Certified by the American Institute of Certified Planners, with a degree in Urban and Regional Planning from Eastern Michigan University.

Katie Miller, Community Planner

- Experience working in both private and non-profit sectors including real estate development, Main Street USA, and historic preservation
- Provides support for regional planning projects, document preparation and data input
- Holds a degree in Urban Planning from the University of Cincinnati's School of Design, Architecture, Art, and Planning

Elizabeth Calcutt, Community Planner

- Supports local units of government and stakeholder groups across the region on master plan and recreation plan development, trail planning and development, and other local planning initiatives
- Coordinates educational workshops, outreach/communications, and events related to planning and community development
- Supports and facilitates regional arts and culture network activities
- Holds a degree in Environment and Natural Resources from the University of Vermont Rubenstein School

Kathy Egan, Community Planner

- Twenty years of community planning experience from both sides of the table – as a planning commissioner and staff planner to several communities
- Supports planning commissions in reviewing, updating, and writing zoning codes.
- Implemented a form based code for a village, and researched its potential for rural zones
- Serves on and supports boards and committees focused on brownfield redevelopment, housing, and short term rentals
- Oversaw the formation of a Joint Planning Commission and its adoption of a Joint Community Master Plan
- Certified as a Master Citizen Planner and Zoning Administrator, with a degree in Environmental Studies from University of Michigan.

John Sych, AICP, Community Planner

- Serving Michigan communities as a professional planner for over 28 years, with experience managing planning commissions, zoning boards of appeals, boards of public works, economic development corporations, brownfield redevelopment authorities, farmland preservation boards, and solid waste management planning committees
- Supports the development of a master plans, economic development plans, capital improvement plans, solid waste plans, hazard mitigation plans and recreation plans
- Convenes and facilitates visioning sessions, multi-jurisdiction collaborations, and strategic planning efforts
- Prepares and administers grant applications, planning education workshops, community surveys, and data analysis reports

- Serves on local and statewide boards and committees including the Redevelopment Ready Communities Advisory Council and East Bay Township Planning Commission; previously a member of the Michigan Association of Planning Board of Directors
- Certified by American Institute of Certified Planners and National Charrette Institute, with a degree in Urban Planning from Michigan State University

Mike Woods, AICP, Community Planner

- Nearly 20 years of planning, policy and Geographic Information System (GIS) experience in both the public and private sectors
- Managing Director for the Traverse Transportation Coordinating Initiative (TTCI) program, providing coordinated leadership and direction for the transportation mobility planning process for the Traverse City urbanized area, and guiding the transition into a federally recognized and funded Metropolitan Planning Organization.
- Provides technical assistance and consultation to regional and local agency strategic plans including master, recreation, transportation, GIS, asset management, access management and capital improvement plans.
- Engaged in planning and local policy initiatives statewide, through participation and service on committees and board including the Improving Michigan's Access through Geographic Information Network (IMAGIN), Michigan Transportation Planners Association (MTPA) and Transportation Asset Management Council (TAMC).
- Certified by the American Institute of Certified Planners, with a degree in Geographic Information Systems from Michigan State University and Masters degree in Urban and Regional Planning from Wayne State University.

About Networks Northwest

Founded in 1974, Networks Northwest serves businesses, community organizations, individuals, units of government, and regional or sub-regional topical networks in the ten-county region of Northwest Michigan. Our mission is to build stronger communities and enhance the quality of life in Northwest Michigan. We employ our hallmarks of public-private partnership, visionary leadership, responsiveness and adaptability, entrepreneurship, and economy of scale to facilitate and manage various programs and services related to talent, business, and community. Programs include Northwest Michigan Works, YouthBuild, the Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives that respond to local requests and needs. Networks Northwest is also the convening agency for the Regional Prosperity Initiative for its ten member counties of Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.

As a local government partner in the ten-county region of northwest lower Michigan, Networks Northwest's Community Development Department provides services, data, and resources to communities, local decision-makers, stakeholders, and the public.

MISSION NORTH
Placemaking, Planning, & Promotion

Robert Bacigalupi • 627 6th Street • Traverse City, Michigan 49684
Phone: (231) 883-7266 • E-Mail: rob@missionnorthmi.com • Web: www.MissionNorthMI.com

April 27, 2018

Sarah Lucas, AICP
Director of Community Development
Networks Northwest
600 East Front Street
Traverse City, MI 49686

via email: sarah.lucas@networksnorthwest.org

RE: Charlevoix Parking Study

DRAFT

Dear Sarah:

Thank you for reaching out to me regarding Charlevoix's parking study. I've attached a draft proposal for you to consider. This scope of work includes stakeholder and public input, an inventory and usage study, a discussion of best practices, and both facilities and management recommendations.

I look forward to discussing this with you and hearing any feedback you may have.

Sincerely,

Rob Bacigalupi, AICP
Mission North, LLC

Proposal for **Networks Northwest**

Charlevoix Parking Study

April 27, 2018

Mission North, LLC, hereafter referred to as Mission North, is pleased to present this proposal to Networks Northwest.

ABOUT MISSION NORTH

Mission North was created in 2007 by husband and wife team Rob Bacigalupi and Leslie Sickterman. Over the years, Mission North has served downtown organizations big and small, townships, and private clients. After 19 years working full time for the Traverse City Downtown Development Authority (DDA), Rob departed in December 2017 to focus on Mission North full time. During Rob's tenure at the DDA, downtown Traverse City gained national attention for quality of life, economic growth, placemaking, and livability. The accolades Traverse City received just during Rob's four years as Director are too numerous to list, but include:

- "21 Nicest Small Towns in American Everyone Should Visitor Before They're 50", *Readers Digest, April 2017*
- "Strongest Town of 2017", strongtowns.org
- "Best Beach Towns to Live In", *Wallethub, June 2017*

The work of Mission North, up to Rob's departure, was largely working for small communities in Northern Michigan and the developers who build there. Rob also had the privilege of assisting the Downtown Windsor (Canada) Business Improvement Association with a retail space preservation project.

Rob now devotes his full attention to Mission North and has brought in associates through Mission North Real Estate, LLC. This arm offers brokerage and permission marketing for high value developments.

DRAFT

PROJECT UNDERSTANDING

The City of Charlevoix seeks assistance conducting a parking study for their downtown. As an iconic Northern Michigan tourist destination, Charlevoix accommodates thousands of visitors, most of whom arrive by car, to enjoy the town's history, water-based activities, and unique charm. Developing a proactive parking strategy that balances the demand for parking with maintaining Charlevoix's character, all with an eye on the rapidly changing world of transportation, is critical to Charlevoix's continued success.

APPROACH

Mission North will assess Charlevoix's unique parking opportunities and obstacles, and present current industry best practices for consideration. We will offer transportation demand management (TDM) tactics, which will help Charlevoix maximize the utilization of the parking it already has. Stakeholder and community feedback is built in near the beginning of the process, and as the final recommendations are being formulated.

SCOPE OF WORK

DRAFT

A. Initial Analysis of Parking

Mission North will develop an understanding of existing parking facilities in downtown Charlevoix and their usage.

Tasks

1. Map parking facilities and understand the parking ordinances and policies that govern their usage.
2. Conduct parking usage counts for both off season and high season.
3. Develop parking demand projections based on the plan for future development in downtown Charlevoix.

B. Develop Transportation Demand Management (TDM) Options

Illustrate TDM options, designed to maximize parking facilities by applying efficiencies and leveraging other modes of transportation.

Tasks

1. Research latest TDM tactics.
2. Produce list of Transportation Demand Management strategies applicable to Charlevoix for consideration during the process of developing a parking plan.

C. Stakeholder and Community Feedback

Hold at least three stakeholder meetings and conduct a survey to gain feedback.

Tasks

1. Set up meetings with key stakeholders to report initial findings and gain their feedback on options for future parking and mobility.
2. Develop and circulate an online survey for downtown employees, area residents,

D. Develop and Present Initial Recommendations

Analyze feedback and draft suggested recommendations for review by client.

Tasks

1. Draft recommendations and get feedback from client
2. Report out key findings and draft recommendations at a public meeting.

Deliverable: Draft report with recommendations.

E. Final Report

Compete and deliver final report.

Tasks

1. Prepare final report.
2. Present slide show summarizing findings and recommendations.

Deliverable: Final report.

DRAFT

SCHEDULE

Task/Deliverable	General Timeframe
Initial Parking Analysis	Week Three
Draft TDM Strategies	Week Three
Stakeholder and Community Feedback	Week Four
Resident/Stakeholder Survey	Weeks Five to Ten
Initial Recommendations	Week Twelve
Final Report	Month Three

TEAM

Rob Bacigalupi, AICP will be project manager and handle the entire scope for this project. Leslie Sickterman, AICP, PCP, CNU-A will assist with mapping. Resumes are included.

Rob Bacigalupi, AICP

rob@missionnorthmi.com

SUMMARY:

Downtown expert who helped develop one of the most celebrated small towns in the Midwest

EXPERIENCE:

Principal, *Mission North Consulting, Traverse City, MI* **Dec 2017-Present**

Relaunched business with focus on serving downtown organizations and developers

- Working for developer on landmark project in one of the most prominent resort downtowns in Northern Michigan
- Developed parking garage capital and operating feasibility study for a Traverse City developer

Executive Director

Traverse City Downtown Dev. Authority, Traverse City, MI **July 2014-Dec. 2017**

Oversaw a staff of 20, also served as Executive Director of the Downtown Traverse City Association. Developed new vision for the DDA and restructured staff to carry out this new direction, focussing organization on data driven decisions.

- Developed Housing Strategy for downtown Traverse City
- Conducted planning process and prepared a development and tax increment financing plan for Traverse City's Old Town district
- Conducted a Transportation Demand Management (TDM) study for downtown and residential neighborhoods
- Worked with Joe Minicozzi of Urban 3 on an Economics of Land Use report for Traverse City
- Coordinated market study to help drive policy on housing and economic development initiatives
- Executed community outreach program including developing a video and conducting neighborhood meetings
- Implemented a series of improvements to downtown's Warehouse District, including Traverse City's first shared street, Garland Street
- Negotiated a land swap for a street realignment
- Facilitated discussion and formulated recommendation on downtown liquor license policy

Deputy Director

Traverse City Downtown Dev. Authority, Traverse City, MI **October 1998-Dec. 2013**

Carried out downtown development plan resulting in 19% boost in office space over 9 years, managed recruitment and retention efforts, helped secure over $8,700,000 in State funding for economic development projects.

- Was part of team that planned, funded and managed construction for two public parking garages and a major renovation of the historic City Opera House
- Coordinated downtown market analysis
- Wrote and executed five TIF plan amendments

Senior Planner, *McKenna Associates, Inc, Northville, MI* **August 1997-October 1998**

Provided professional planning and zoning service to over 20 public and private clients in Michigan, handled third largest client for firm.

Director, Planning & Economic Dev., *City of Hazel Park, MI* **June 1993-August 1997**
Supervised staff of three, administered City's CDBG program, oversaw $6 million roadway reconstruction, reviewed over 110 site plans.

EDUCATION:

University of Denver, Daniels College of Business, Denver, CO **August 2007**
Masters, Real Estate & Construction Management Honor Roll
Participated in East Asia delegation visiting ten cities in eight countries, member of Alpha Sigma Gamma International Real Estate Honorary Society

Michigan State University, East Lansing, MI **May 1990**
Bachelor of Science, Urban Planning Honor Roll

TECHNOLOGY: Proficient with MS Office, Google Docs, Mac productivity apps, Filemaker 15, social media and website management

SELECTED AFFILIATIONS:

- Bay Area Transportation Authority, Board Member **2000-2017**
  - Served as Chair
- City Opera House Heritage Association, Board Member **2014-2017**
  - Served as Secretary
- Governor's Complete Streets Advisory Council **2014-2016**
- Michigan Downtown Association **2000-2005**
  - Served as Chair

SELECTED CONFERENCES AND PRESENTATIONS

- SABIT Delegation, Traverse City, MI, October 2017
  - Helped develop itinerary for delegation of economic development professionals and academics from Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan and Ukraine
  - Presented overview of economic development and parking for downtown Traverse City
- Networks Northwest Housing Summit, Traverse City, MI, October 2016
  - Helped organize conference including raising sponsorships
  - Presented the Traverse City Downtown Development Authority's 2106 Housing Strategy
- Michigan Annual Downtown Conference, Traverse City, MI, October 2016
  - Presented "West Side Story" describing the transformation of Traverse City's Warehouse District
- Michigan Association of Planning, Mackinac Island, MI, October 2014
  - Presented: "The Parking Addiction: 12 Step Program to Address Parking in a Healthy Way"
- National Main Streets Conference, Detroit, May 2014
  - Presented: "Where is Main Street? Helping Visitors Find Their Way"
- American Planning Association Conference, Chicago, IL, April 2013
  - Presented: "Fast, Funny and Passionate"

SELECTED PUBLICATIONS

- "Arts key to downtown's economic health", Traverse City Record Eagle, June 4, 2017
- "Technology is changing the way we get around", Traverse City Record Eagle, May 3, 2017
- "The future of retail in downtown TC", Traverse City Record Eagle, March, 5, 2017

LESLIE SICKTERMAN, AICP, PCP, CNU-A

627 Sixth Street
Traverse City, Michigan 49684
231.392.3436

SUMMARY

Over twenty years of wide-ranging experience in the field of community planning and consulting to Michigan communities.

EXPERIENCE

Planner, Long Lake Township, Traverse City, Michigan
August 2007 to Present
Staff community planner. Oversight of three-person Zoning and Planning department, and responsible for general planning department reviews, research, and GIS mapping; completed full update to zoning ordinance, oversaw recreation plan and watershed management plan updates, developed local septic inspection program, developed innovative public/private roadside tree planting plan and program of tree planting including successful grant writing.

Principal, Mission North, LLC, Traverse City, Michigan
March 2004 to Present
Consultant community planner. Primary client is Green Lake Township in Grand Traverse County. Accomplishments include creation of a downtown development authority; full update of the Township's zoning ordinance, master plan, and recreation plan; and successful grant writing. Responsibilities include plan review, assistance to the staff and commissions, and oversight of community planning by outside consultant teams.

Community Planner, Gourdie-Fraser & Associates, Incorporated, Traverse City, Michigan
April 1999 to August 2007
Community planning consultant and project manager. Responsibilities included assisting public sector clients with comprehensive planning, drafting of zoning amendments, recreation planning, downtown development formation and planning, housing studies and related activities. Skills include GIS mapping and analysis; preparation of presentation materials for various planning projects; public meeting facilitation and consensus building.

Senior Planner, McKenna Associates, Incorporated, Farmington Hills, Michigan
January 1994 to April 1999
Community planning consultant. Projects included master planning; recreation planning; regulation drafting; consultation to several boards and commissions; site plan compliance review; litigation assistance; grant writing; school enrollment projections; fiscal impact analysis; and other economic and demographic analysis.

Project Manager, Greater Washington Research Center, Washington, D.C.
November 1992 through December 1993
Coordinated survey teams and coauthored economic impact statements for institutions including the Smithsonian Institute and the Washington Visitors Bureau. Also researcher for a monthly update of a Washington, D.C. area economic forecast, *Economy Watch*.

Real Estate Intern, Carter Cafritz Corporation, Washington, D.C.
Summer 1993
Conducted investment analysis of prospective acquisitions, financial and lease analysis, and review of property operations.

Contracting Specialist, Federal Emergency Management Agency, Washington, D.C.
March 1992 through April 1993
Provided contracting and purchasing assistance for disaster mitigation programs and the National Flood Insurance Program.

Special Events Coordinator, Cystic Fibrosis Foundation, Grand Rapids, Michigan
March 1989 through June 1991
Responsible for design, development, promotion and implementation of fund raising programs.

EDUCATION

University of Michigan, Ann Arbor, Michigan
Bachelor of Arts in Economics, graduated August 1988

George Washington University, Washington, D.C.
Completed course work for Master of Urban and Regional Planning with a Real Estate Development Concentration, August 1993

AFFILIATIONS

Northern Michigan Region Director, Michigan Chapter of the **Congress for New Urbanism**
Grand Traverse County Planning Commissioner
Member, **American Planning Association** and **Michigan Association of Planners**, presenter at annual conference
Zoning Element Committee, **City of Traverse City**
Certified by the **American Institute of Certified Planners**
Registered **Professional Community Planner** in the State of Michigan
Accredited by the **Congress for New Urbanism**

REFERENCES

Marty Colburn City Manager City of Traverse City 400 Boardman Avenue Traverse City, MI 49684 (231) 922-2050 mcolburn@traversecitymi.gov	Gary Howe Former Mayor Pro-Tem City of Traverse City 400 Boardman Avenue Traverse City, MI 49684 (231) 883-5121 garylhowe@gamil.com
Debi Croucher Executive Director Downtown Windsor Business Improvement Association 419 Pelissier St. Windsor, ON N9A 4L2 (519) 252-5723 debi@downtownwindsor.ca	Russ Soyring Planning Director City of Traverse City 400 Boardman Avenue Traverse City, MI 49684 (231) 922-4465 rsoyring@traversecitymi.gov

FEE

Mission North will perform the work outlined in this proposal, including three onsite meetings, for a fee of $14,100.