



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET WORK SESSION
Wednesday, August 1, 2018- 8:00 AM
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.

- 6. Reports**
- 7. Old Business**
- 8. New Business**
 - A. Communications Planning Workshop
Ben Muldrow of Arnett, Muldrow & Associates
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

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

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

New Business

TITLE: Communications Planning Workshop

DATE: August 1, 2018

PRESENTED BY: Ben Muldrow of Arnett, Muldrow & Associates

BACKGROUND:

The Main Street Communication Plan Workshop is a highly interactive, discussion based workshop that allows communities to take a comprehensive approach to communication planning. During the Workshop, the Local Main Street Organization will learn tactics and strategies necessary to engage key stakeholders organized by the Main 5 – Donors, Owners, Public, Volunteers, and Government. In addition, you will leave the workshop with a Communication Map highlighting communication platforms and touch points for the entire year for each of the Main 5 stakeholders.