

Charlevoix Downtown Development Authority/Main Street

Work Session Minutes

Wednesday, August 1, 2018 – 8:00 a.m.
210 State Street, Charlevoix City Hall, Charlevoix, MI

The meeting was called to order at 8:00 a.m. by Chair Kirby Dipert.

1. Roll call

Chair:	Kirby Dipert
Members Present:	Sean Bradley, Richard Christner, Maureen Owens, Amanda Wilkin
Members Absent:	Rick Wertz, Fred DiMartino, Luther Kurtz, Carissa Mullaney
City Staff:	Lindsey Dotson, Executive Director
Others Present:	Leigh Young - Organization Specialist with Michigan Main Street Center, Suzanne Perreault - Economic Vitality Business Specialist with Michigan Main Street Center, Ben Muldrow of Arnett, Muldrow & Associates, Denise Fate, Sarah Hagen, Bob Klein, Janet Kalbfell, Dennis Kusina, Katherine Bitely, John Duerr

2. Comprehensive Communication Planning Discussion

Ben Muldrow of Arnett, Muldrow & Associates led a workshop with the group that focused on creating a communications plan that successfully touches on the “Main 5” audience the Charlevoix Main Street DDA program needs to communicate with, including: Donors, Business/Property Owners, Public, Volunteers and Government. An elevator speech mad libs exercise was worked through and then discussion evolved around each audience to establish the following points:

- What is the value of Main Street?
- How can we share the value of Main Street?
- How can we measure our efforts?
- Who do we need to do a better job with?

The group then reviewed a sample “Main 5 Communication Map” and discussed how it could be used using different communication tools including social media, paid print, earned media, press releases, presentations, website, and email or ad campaigns.

Leigh Young from the Michigan Main Street Center then told the group that she would work on compiling all of the discussion points and then share them in a completed document via email.

3. Adjourn

Meeting adjourned at 11:00 a.m.

Lindsey J. Dotson Executive Director

Kirby Dipert Chair