CHARLEVOIX
MAIN STREET DDA

AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, September 24, 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 - Regular Meeting - August 27, 2018
B. Committee Minutes
C. Monthly Reports

6. **Reports**

A. Director's Report
Lindsey Dotson, Executive Director

7. **Old Business**
8. **New Business**

A. Strategy Implementation - Programming Alignment/Gap Analysis
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 - Regular Meeting - August 27, 2018

DATE: September 24, 2018

ATTACHMENTS:

- August 27 DDA Minutes Draft

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, August 27, 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, Amanda Wilkin, Rick Wertz
Members Absent: Carissa Mullaney, Maureen Owens
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

A. Minutes – July 23, 2018 Regular Meeting
B. Minutes – August 1, 2018 Work Session
C. Committee Minutes

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

Mayor Kurtz asked the Board if David Campbell could speak at this time and they concurred. Mr. Campbell stated that he was an attorney in Charlevoix who represented Paul Silva at the Hotel Earl and he had been retained to assist Mr. Silva in acquiring a liquor license. He stated with the state of the economy it was not feasible to buy one of the transferable resort liquor licenses at a market rate of $80,000 - $90,000. He stated that they would be coming before the DDA in September seeking a resort liquor license.

6. Reports

A. Director's Report

Director Dotson asked if anyone was interested in attending the NLEA DDA Forum with her in Elk Rapids on September 24th and Members Dipert and Bradley indicated they may be able to attend. She also asked if anyone was interested in volunteering at the Connecting Entrepreneurial Conference in Charlevoix October 3-4. Chair Dipert stated that he could be available for part of it. Members DiMartino and Wertz stated that they would try to participate as well.

Director Dotson stated that the Strategy Implementation Webinar will be held on Monday, September 12th 2:00 – 3:30 p.m. where individuals could listen remotely and she would also have it played in the Council Chambers.

Director Dotson stated that Mission North who was conducting the parking study will be in Charlevoix on September 17th at 8:00 a.m. at Bentley Hill Bake House.

7. Old Business

A. Main Street Board Assessment

Director Dotson stated that the Board needed to complete the self-assessment so that Michigan Main Street can determine what services they will provide the DDA next year. She stated that she sent the master copy of the Board's responses to the members, and she also provided a list of the areas that needed improvement. The Board members proceeded to identify each of their three priorities. After discussion, Director Dotson stated that it looked like their weakest points that they would like to address were working on volunteers, both developing capacity and recruiting and maintaining, and the active structure/work plan.

B. Logo Trademark & License Agreement Pricing

Director Dotson stated that it would cost $1,300 to register the logo as a trademark entity which includes one class of services. The amount of $2,000 - $2,500 was quoted to have a form/template trademark license agreement prepared. She stated that they were looking at a $4,000 total expense to trademark the new logo.

DRAFT

Motion by Member DiMartino, second by Member Wilkin to approve the $4,000 expenditure to register the logo and obtain a form/template agreement. Motion passed by unanimous voice vote.

8. New Business

A. Façade Grant Award Recommendation

Director Dotson stated that the Committee reviewed three applications using the new rating guidelines that the Board approved. The applications included: Simonsen's and Panache Hair Studio (115 Bridge Street), True North (108 Van Pelt), and Hotel Earl (120 Michigan Avenue). The majority favored the 115 Bridge Street application in the amount of $6,287.50 which is a 50% reimbursement of their total spend to repaint the building. She stated they expressed interest in restoring the historic look as much as they can. The Committee recommended awarding this grant which would leave $3,712.50 to be awarded during the second grant cycle in December.

Motion by Member DiMartino to approve the façade grant application for 115 Bridge Street in the amount of $6,287.50. Discussion followed regarding the other applications. Chair Dipert stated that the Bridge Street application met the criteria that the Board approved. Member Christner seconded the motion. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Member Wilkin questioned how many redevelopment liquor licenses were available and Director Dotson responded that there was not necessarily a limit, but was based on the City's investment in the downtown as well as private investment. Board members recalled that Council put an arbitrary limit of six, and to do more than that it would have to be re-addressed by the City Council.

Mayor Kurtz stated that during the budget process they talked about the *Live from Charlevoix* project and he would have more details in the next month or so.

Chair Dipert questioned if tree lighting repairs were scheduled and Director Dotson stated that they were working on it.

12. Adjourn

Motion by Member DiMartino, second by Member Christner to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:31 p.m.

_____ _____

Joyce Golding/fgm City Clerk Kirby Dipert Chair

DRAFT

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: September 24, 2018

ATTACHMENTS:

- Organization & Promotions Committee Meeting Minutes - August 23, 2018
- Economic Vitality Committee Minutes - Sept. 11, 2018

CHARLEVOIX
MAIN STREET DDA

Promotions/Organization Committee
Thursday, August 23, 2018
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members Present: Lindsey Dotson, Sarah Hagen, Jessica Anderson, Maureen Owens, Nancy Suzor, Rick Wertz, Richard Christner, Dennis Kusina, Tim Salmonson, Katherine Forrester, Greg Stevens, Leanne Ackert, Shelly Furgeson, Dawn Guthre, Dan Barron, Jean Musilek

8:00am **I.** **Call to Order: 8am**

8:01am **II.** **Approval of Minutes: June 14, 2018; Richard, 2nd Leanne**

8:03am **III.** **Ongoing Business: Project Recap, Updates/Needs, Support Needs**

A. Events & Projects

1. Main Street Monday – RECAP (Lindsey/Dan): Best so far. "Keep it simple" worked really well. May have more capacity for video next year; have had logistical issues in past. Good feedback on Mariam Pekoe.
2. Live on the Lake – UPDATES/RECAP (Jean/Sarah): Last concert tonight. Going well, people interested. Busiest was the Petoskey Steel Drum Band. Need more help passing out fliers next year. Buskers doing well. Discussion about moving to or adding in some Fridays to help FILL the bandshell. Lots of local restaurants have live music on Thursdays. Move buskers from Harwood Gold across the street into park.
3. Restaurant Week – SUPPORT NEEDS (Lindsey): Kate is securing a sponsor. Next event is November 4-10.

B. **Organization**

1. Communications Plan Review (Lindsey): Identified 5 different audiences (public, owners, donors, government & volunteers) and how to communicate with them. We need to brainstorm how/when to communicate with these groups and formalize a plan. Also need to review the report and figure out how to make it a work plan for 2019. Past efforts have been too specific and that has been a detriment because it made the application more difficult.

Donors will be the biggest upcoming task.

8:40am **IV. New Business;**

- **Farmer's Market:** No staff person running Farmer's Market. Lindsey has been overseeing it this year but would like to make sure we discuss it at meetings for feedback and how to improve it. Sales have been better this year. Everyone seems to be ok with having fewer special events incorporated. It doesn't seem to be necessary to have special events during summer months but may need the extra draw when it is moved to the library in the fall/winter.

8:50am **V. Volunteer Hours: 86**

8:55am **VI. Good of the Order: If you need help with Maestro program, talk to Lindsey.**

9:00am **VII. Adjournment: 8:40am**

Next meeting: Thursday, September 20, 2018

CHARLEVOIX
MAIN STREET DDA

Charlevoix Main Street
Economic Vitality Committee
Meeting Minutes
September 11, 2018 - 8am

Present: *Lindsey Dotson; Mark Heydlauff; Bob Klein; Maureen Owens; Rich Hodgson; John Haggard; Amanda Wilkin; Linda Adams*

Rich Hodgson called the meeting to order at 8am.

Mr. Heydlauff gave an update on progress being made with recruitment materials including a guidebook for businesses outlining business incentives and other pertinent information. A consultant has been hired to assist with this as part of the process the City is going through to become Redevelopment Ready Certified through the MEDC.

Ms. Dotson updated the committee on discussions that have been taking place between Michigan Main Street and the SBDC about doing a training series in the NW Michigan region Main Street Communities. Each session will be about 4 hours long. A tentative schedule is:
Boyne City – January 31, 2019
Grayling – March 7, 2019
Charlevoix – April 18, 2019 1:00pm – 5:00pm at the Library (confirmed)
Topics could include transition/succession planning, how to maximize business sales during festivals, and online sales.

Mr. Heydlauff led a group discussion about the selection of potential sites to be redeveloped as a part of the Redevelopment Ready Certification process. An extensive list was developed:

- 1413-1415 Bridge Street
  Former Chinese/A&W Restaurant and Villa Moderne Motel
  Hotel or apartments

- DNR Fish Station (Lake Michigan and Pine River Channel)
  Hotel/Convention Center
  Located within the DDA District and the Commercial Redevelopment District

- Oleson's Lot at Hurlbut and State Streets
  Mixed-use commercial/parking/residential
  Located within DDA District and the Commercial Redevelopment District

- Flight Deck/Wojan vacant land
  Light industrial; apartments; manufactured/tiny homes; commercial
  Located in Charlevoix Township; gateway site to the community

- Wojan Property (and others) off Meadowlane
  Housing and/or future expansion of Wojan Window and Door

- Boyne City Road/US 31
  Potential housing; removal of dredging piles

- City Parking Lots
  Mixed-used residential/commercial/parking
  City owned lots in the DDA District and the Commercial Redevelopment District; parking study nearly complete

- DPW Site/Kelsey's (Stover and Ferry)
  Current home of City DPW Garage and restaurant with small apartments; adjacent to boat launch and large park; optimal location for mixed use recreation/commercial/residential

- Marion Center/US 31
  Small parcel owned by City of Charlevoix; gateway site; small commercial

- Pine River Lane Property
  Overlooking Pine River Channel; failed efforts for high-end condos; hotel/residential options

- Phillips Property (US 31)
  Ongoing blight proceedings; potential underground contamination; potential for housing; access to Division and US 31; proximity to City Golf Course

Volunteer hours were reported: 30

Meeting adjourned at 9:00am.

DDA/Main Street Board

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Consent Agenda

TITLE: Monthly Reports

DATE: September 24, 2018

ATTACHMENTS:

- July 2018
- August 2018

Michigan Main Street Monthly Report

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

Metrics Number	M-0000102948	Status	Submitted
Account	City of Charlevoix	Name	Katie Cross
Reporting Period Start	7/1/2018	Reporting Period End	7/31/2018
Submitter's Name	Lindsey Dotson	Due Date	8/10/2018

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
120 Michigan	$4,700,000.00
110 Clinton	$400,000.00

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
NOMI Yoga	329 Bridge Street	Service Business	2.0	5.0

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
Rehab Apt	3	221 Bridge Street	Monthly Rent	$900.00

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
Main Street Monday - Venetian Festival	I-Image	300	9	$650.00	$650.00	$0.00

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
15.00					15.00

Fundraising/Membership Last Month

Type	Amount

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
Board Member			Amanda Wilkin	amanda@visitcharlevoix.com

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_7_23_Meeting(69).pdf	9/10/2018 5:44 PM

August

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-0000102949	**Status**	Approved
Account	City of Charlevoix	**Name**	Katie Cross
Reporting Period Start	8/1/2018	**Reporting Period End**	8/31/2018
Submitter's Name	Lindsey Dotson	**Due Date**	9/10/2018

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
The Mercado	Van Pell Alley	Outdoor seating, flowers, lighting	$11,000.00		

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

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added

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
NOMI Yoga	329 Bridge Street	Service Business	2.0	5.0

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

Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
11.00	9.00	121.00	25.00		166.00

Fundraising/Membership Last Month

Type	Amount
Private	1850.00
Earned	450.00

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	Still plugging along with RRC certification requirements, working with the Historic District Commission to move forward with nominating the downtown for the National Register, and hosting the CEC conference here on October 3 & 4th. Alison Hubbard no longer works at the Chamber o Commerce and they have not yet rehired her position.
Program & Outlook	Starting to look at budget for next year already and gearing committees up for work planning for next year. Junior Main Street is in its 3rd year an will begin now that school has started again.
Suggestions for State and National Staff	Excited about the changes taking place and having more people on the team to assist our community.

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_8_27_Meeting(70).pdf	9/11/2018 9:42 AM

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: September 24, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Director Schedule

I have some upcoming planned absences:

- October 5th - Pro Forma Training with MEDC in Grayling
- October 8 & 9th - Directors Retreat with Michigan Main Street
- October 17 - 19th - Community Transformation Workshop - Chattanooga, TN

NLEA DDA Forum - Rescheduled

The upcoming NLEA DDA Forum discussing Form Based Code has been rescheduled to take place on Monday, October 1st in Elk Rapids at the Government Center from 10am - 12pm. Sean Bradley has already confirmed attendance. Please let me know if you are able to join us, thank you.

CEC Conference in Charlevoix October 3rd & 4th - Volunteers Needed

Thanks to all who have already signed up to volunteer during the upcoming Connecting Entrepreneurial Communities Conference. We only need 9 more volunteer "spots" filled! The link to sign up is: http://signup.com/go/jYndoxP

Main Street Update at City Council Meeting

City Manager Mark Heydlauff has requested that I present a short update to City Council during their October 15th meeting on programmatic updates from the past year and looking ahead a bit as we start to look at our 2018/9 budget. If you have any items you'd like me to cover please feel free to share. Also, if you'd like to attend the meeting your support is always appreciated!

Maestro Program

We are continuing to work on getting pertinent information uploaded into Maestro along with setting up user profiles correctly. While this is an ongoing effort it has occured to me that we should have some sort of training to show volunteers different features of the program. I hope to hold said training in November and then have a volunteer "social" event afterward. The tentative date is Wednesday, November 28th at 4pm.

Downtown National Register Historic District Update

I just received word from the State Historic Preservation Office that they will no longer be able to assist Charlevoix with the nomination process affiliated with our downtown National Register District due to changes in staffing. I have notified our Design Specialists at Michigan Main Street in the hopes that they can figure out how to help us out. Stay tuned.

Strategy Implementation Webinar

If you were unable to tune into the Strategy Implementation Webinar I strongly encourage you to watch the recorded webinar here: https://medc.box.com/s/hxqo4biqj0sgdfrykg5j8z1c2dji3fun

Grant to Cover Wayfinding Signage
With the Charlevoix County Community Foundation grant deadline quickly approaching I am anticipating submitting an application to fund additional wayfinding signage. ProImage is working on a "Phase 2" plan for me with pricing details so that the ask can be specific. Since the signs we could technically pay for are already up I hope this can be a way we can eventually complete the system of signage so that it all ties together and enhances the entire area. If this grant does not get awarded I will continue to seek out other funding opportunities so that we can finish this project.

Raffle License Update
The raffle license was issued and we have it in our possession for the Live, Life, Local Holiday Shopping Campaign.

Parking Study Update
Rob Bacigalupi of Mission North has been in Charlevoix a lot lately. He attended the recent Business Owners monthly meeting on September 17th and then had a work session with City Council later that day. With information and feedback he gathered from those meetings along with survey responses and parking count numbers he will be back in October to present findings and refined recommendations to the DDA Board along with City Council.

Downtown Plan Update
Katie Miller of Networks Northwest has been working on our downtown plan, which essentially combines any and all plans that the city has adopted along with survey responses and goal setting sessions we have recently had into one document that will help guide progress in the downtown district. She has broken the plan into the following sections: Economic Development, Land Use/Policy, Workforce: Seasonality and Housing, Natural Resources / Green Building, Transportation / Parking, and Placemaking. City Manager Mark Heydlauff and I recently met to review the draft thus far with Katie and give guidance for further revisions. It is thought that a final draft will be ready by November or December. The plan will be presented to the DDA Board when it is ready.

Junior Main Street Update
On September 19th the first Junior Main Street meeting of the school year occurred with over 30 attendees. Of which, after my presentation, 29 attendees filled out a volunteer application form to be a formal part of the committee this year. The next meeting will be toward the end of October where brainstorming will occur about possible project selection.

Commercials
I have started to venture into making "commercials" for various aspects of what we do. So far we have one for the Charlevoix Farmers Market and will soon have others for Restaurant Week and the Fall Market at the Library. Charlevoix Cinema III has agreed to show them before movies. They will also be integrated into our website, used on social media, and more. Tim Salmonsen has been working with us and the price is very affordable, $300 each, which can easily be built into our event and promotions budget.

Charlevoix Selected to Host "Due Diligence Games"
From Michigan Main Street:
We're excited to share the next steps in what is happening with the Build MI Main Street Program – a community investment program that can raise capital for Main Street businesses. At this point, the program will begin with an important education and outreach step in order to engage community

members (and small businesses) in educating them in the opportunities that are available through local crowd funding.

Over the next 6- 12 months, we will be working with one of Michigan's most dedicated community capital champions, Revalue, who will be bringing a unique educational experience to the Michigan Main Street communities! We'd like to introduce you to Angela Barbash, who leads Revalue, which is an impact investment advisory firm located in Ypsilanti.

Their team has created away for community members who might be interested in investing in their own backyard to get their feet wet with the due diligence process by putting them through a mock pitch and investment decision experience. Over 150 investors of all backgrounds and experience levels have participated in this due diligence simulation game so far, with very positive feedback. Revalue will be working in 6-8 communities where these games will be hosted over the coming months, leading up to the ComCap19 conference in Detroit June 10-14th.

At this time, we have identified the following communities: ***Charlevoix****, Milan, Niles, Wayland, Wayne, and Owosso. These communities were selected on factors such as region, community need, local strategies, existing vacancies, and capacity. The events are open and we encourage you, your Boards, and community members to attend the session in your region. Dates, times, and locations will be selected and released by Mid-October.*

This is a great opportunity to advance the local capital conversation in your community! Be on the lookout for outreach from Revalue as they begin to set dates and locations for the events and thank you for your dedication to localized capital.

I also wanted to mention that although we are not offering the Build MI Main Street crowd funding match opportunity at this time, we would love to connect with you and specific businesses that are trying to raise capital now. We have been working on alternative resources that we could offer through CDBG dollars and are happy to have individual conversations on what those opportunities may be. In addition, we are working with the National Main Street Center to build on this educational resource.

By now you should have seen our email introducing Angela Barbash from Revalue with information about Community Capital Education as the next steps in the Build MI Main Street Program. We have identified your communities as great places to host these Due Diligence games/ educational sessions based on your region, community need, local strategies, existing vacancies, and capacity.

Revalue will be coordinating the events in each of your communities, with one taking place each month beginning in November and running through May. The events are open to the public and the target is really any community member (and especially those who may be interested in investing locally!). We have identified this group very broadly as middle class resident with a bank account. Entrepreneurs and small businesses are encouraged to attend although I've been told that the sessions have an investor focus, but as we all know any entrepreneur in the room is going to be thinking how they can use this process to raise capital!

Some of your responsibilities for this event will include:

1) to send the event invitation to your mail list and to share it on social media (this will be a specific ask, i.e., share it on these specific dates using this language)
2) to point Revalue toward the hot spots in town for event posters to be sent
3) connect with Revalue's event planner to choose the right venue for the event

4) have an open discussion with Revalue about the local capital dynamics in their region (what kind of activity has happened so far, what are the investment areas of most interest/most undercapitalized, have there been any negative experiences or any sensitive topics we should be aware of, and do they have a preference for what kind of business is pitched to the group [real estate, food/ag, retail, etc.]).
5) Revalue will run their regional outreach and marketing plan by you and ask for any other places/people they should be reaching out to as they work to reach main street investors who may not be plugged in to the usual networks like the Chamber, etc.

More info to come as I receive it!

DDA/Main Street Board

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

New Business

TITLE: Strategy Implementation - Programming Alignment/Gap Analysis

DATE: September 24, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

PROGRAMMING ALIGNMENT WORKSHEET

Use this worksheet to assess how current projects and programs align with Board-defined goals and measures of success and the Main Street Four Points. Also use the worksheet to identify gaps in programming relative to the goals, measures of success and Four Points.

The following guiding questions can be used to facilitate the process:

Goals and Measures of Success Alignment:

Overarching Questions:

• What current projects are you undertaking that already align well with the Transformation Strategy? • What projects are both underperforming and are off-strategy that can be placed in the parking lot?

Project Specific Questions:

• How does the project align with the overarching goals?
• If successful, what measures of success will the project help to achieve?
• How will you measure/track if the project is achieving the measure of success?

Main Street Four Point Alignment:

Overarching Questions:

• How do the projects that align well with the Transformation Strategy align under the Four Points?

Project Specific Questions:

• How does the project align with the Four Points?
• What Four Point objectives does the project fulfill?

ATTACHMENTS:

- Programming Alignment Worksheet

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.

	OVERARCHING GOALS												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		
PROJECT/ PROGRAMMING	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	**PARKING LOT**	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
DESIGN																								
Façade Grant Program	X	X			X		X			X			X	X		X	X	X	X	X	X	X	X	X
Design Services – new program					X		X			X			X	X		X	X	X	X	X	X	X	X	X
Design Guidelines – *with Jessica Flores*	X	X			X					X				X		X	X	X	X	X	X	X	X	X
Wayfinding Signage – ongoing discussion about partners who can help complete project	X	X			X					X			X	X		X	X		X	X	X			X
Historic Markers					X																			
Sustainable Built Environment Initiative – crowdfunding campaign	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
ECONOMIC VITALITY																								
Workforce Housing – Homeshare Website							X			X			X	X	X			X	X			X	X	X
Business Training (partnership with library, Chamber & Visit Charlevoix)												X												
Property Inventory *(ongoing tool used to implement projects)*								X					X	X	X	X	X	X	X	X	X	X	X	X
Redevelopment Ready Certification								X			X		X	X	X	X	X	X	X	X	X	X	X	X
Available Property Promotion					X		X	X		X			X	X	X						X	X		X
Remote Office/Home Office Workers Collaborative (partnership with library)								x	X				X	X	X								X	

MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

Charlevoix Main Street – Health + Wellness/Healthy Living Transformation Strategy

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PROMOTION																								
Charlevoix Restaurant Week					X		X		X	X			X						X	X	X		X	X
Live, Life, Local Shopping Campaign					X		X		X	X			X						X	X	X		X	X
Branding *(combine as aspect of communication plan)*					X					X									X	X	X			
Website Management *(combine as aspect of communication plan)*					X					X			X	X	X	X	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	X		X	
ORGANIZATION																								
Volunteer Management *(ongoing tool used to implement projects)*																						X	X	X
Sponsorship Packet *(ongoing tool used to implement projects)*																						X	X	X
Communications Planning *(ongoing tool used to implement projects)*																						X	X	X
Email Newsletter													X			X			X	X	X	X	X	X
OTHER																								
Junior Main Street – Life in Charlevoix App	X	X			X		X	X	X	X			X	X	X		X		X	X	X	X	X	X
Business Owners – Cooperative Advertising					X		X		X	X	X		X		X				X	X	X			

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Summer Concert Series					X					X			X	X	X				X	X	X	X	X	X
Charlevoix Farmer's Market	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
POTENTIAL PROGRAMMING																								
Attracting Millennials to Organization																								
Newsletter Project (increase awareness, recruitment/retention)																								
Event recycling committee																								
Restaurant Week Expansion (menu including healthy items)																								
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																								

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Recycling Containers – Throughout town and at downtown businesses/restaurants																								
Study/Investigate Heated Sidewalks – style and funding/costs																								
Alley Beautification																								