



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, January 28, 2019- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Inquiry Regarding Conflicts of Interest**
- 5. Consent Agenda**

All items listed under Consent Agenda are considered routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion of an item is required, it will be removed from the Consent Agenda and considered separately.

- A. Minutes - Regular Meeting - December 2018
 - B. Monthly Report - December
 - C. Annual Report Data Summary
 - D. Committee Minutes
- 6. Reports**
 - A. Director's Report
 - B. Downtown Plan - Draft
Katie Miller, Networks Northwest
- 7. Old Business**
 - A. Draft 2019-2020 DDA Budget
Lindsey Dotson, Executive Director
- 8. New Business**
 - A. New Charlevoix Cultural Corridor Logo
Lindsey Dotson, Executive Director
 - B. Letter from Fred DiMartino
 - C. Public Act 57 Update

Lindsey Dotson, Executive Director

D. Cooperative Advertising Package

Lindsey Dotson, Executive Director

E. Request for Additional Funding - Charlevoix Bridge Lighting Project

Leilani Durbin, Silver Linings Charlevoix

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 - December 2018

DATE: January 28, 2019

ATTACHMENTS:

- ▣ DDA Regular Meeting Minutes - December 18, 2018

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, December 18, 2018 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Fred DiMartino, Luther Kurtz, Maureen Owens, Amanda Wilkin, Paul Silva
Members Absent: Richard Christner, Carissa Mullaney, Rick Wertz
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. 2019 Calendar of Meetings
- B. Minutes
- C. Monthly Report – November
- D. Annual Report
- E. Committee Minutes

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

6. Reports

A. Director's Report

Director Dotson commented that the second ROHO (Remote Office/Home Office) meeting had 5-6 attendees and the meeting time will be changed to 1:00 p.m.

B. Charlevoix Area Chamber of Commerce Year End Report

Director Dotson stated that per the DDA's agreement with the Charlevoix Area Chamber of Commerce, Community Events Manager Shelly Ferguson prepared a year-end report explaining how the DDA funds were used to enhance the downtown events this year. Ms. Ferguson was present to address questions.

7. Old Business

A. Draft 2019-2020 DDA Budget

Director Dotson reviewed the corrections to the draft 2019-2020 DDA Budget that were discussed at their recent work session and other highlights. She stated that the current draft shows a projection to spend \$24,200 more than the DDA will receive in revenue.

Motion by Member Owens, second by Member DiMartino to approve the 2019-2020 Budget as presented. Motion passed by unanimous voice vote.

8. New Business

Director Dotson stated that there was \$2,500 left in the budget for sponsorships.

A. Sponsorship Request - Shadowfest

Director Dotson commented that the Platinum Level was \$2,000 or more and this request was pretty straight forward.

B. Sponsorship Request - Charlevoix Bridge Lighting Project

Director Dotson stated that Leilani Durbin could not attend tonight because she was meeting with engineers for some additional test lighting on the bridge.

C. Intern Sponsorship Request

Director Dotson stated that Tim Salmons proposed that the DDA take advantage of a communications intern that he would manage to produce commercial-style videos. Member Owens was not in favor and felt that it did not fit their focus on the shoulder season. Member Wilkins agreed with Member Owens and felt that it should be discussed at the sub-committee level.

Chair Dipert was under the impression that the bridge lighting project had met its goal. Director Dotson stated that they met their first goal of lighting one tier of railing but, there were two more tiers remaining to be lit. Director Dotson stated that \$500 would get the DDA's name on the plaque.

Motion by Member Wilkin, second by Member Silva to give \$500 to the Charlevoix Bridge project and the Board would like to consider giving more if the group wants to come present to the Board, and \$2,000 to Shadowfest. Motion passed by unanimous voice vote.

D. Financial Support Request – More Than Summer Campaign

Mayor Kurtz stated that all the restaurants participate in this program and he disclosed that he was a partner in one of the restaurants. He felt that last year they had a successful pilot program during the shoulder season. At the 2017 DDA Budget Workshop, the DDA set aside \$10,000 for the *Live from Charlevoix More Than Summer Campaign* pending the initial results of the 2018 program. Mayor Kurtz reviewed statistics from 2018 and the packages available for sale to Charlevoix visitors. He stated that the group was asking for the full \$10,000 in financial support.

Motion by Member DiMartino, second by Member Silva to approve \$10,000 in support of the More Than Summer Campaign. Motion passed by unanimous voice vote.

Director Dotson stated that \$10,000 was not included in the proposed annual budget for FY 2019/20 for this program. Mayor Kurtz respectfully requested that the funds be included in the new budget under the same conditions. Director Dotson stated she would add it to the budget for a vote at the January Board meeting.

9. Public Comment**10. Request for Future Agenda Items****11. Board Comments**

Member Owens stated that Councilmember Kalbfell spoke to her about a lighting project that the City of Rochester does. Director Dotson stated that the cost affiliated with the Rochester project was about \$150,000 annually, and she could get a copy of their work plan and budget from the Rochester DDA Director.

Director Dotson stated that the topics at the next Northwest Michigan DDA Forum were: TIFF financing and Public Act 57 which is affecting how the DDAs have to report to the State of Michigan Department of Treasury and Board meeting structure changes. She stated that she will be attending. Chair Dipert and Member Owens wanted to attend also.

12. Adjourn

Motion by Member Owens, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:40 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair

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

Consent Agenda

TITLE: Monthly Report - December

DATE: January 28, 2019

ATTACHMENTS:

- ▣ Monthly Report to MEDC

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)**Michigan Main Street Monthly Report**

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

Metrics Number M-0000108910
 Account City of Charlevoix
 Reporting Period Start 12/1/2018
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Leigh Young
 Reporting Period End 12/31/2018
 Due Date 1/10/2019

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
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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
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Economic Vitality

Building Rehabilitation in MSA: (interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
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New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Harbor View Cafe	100 Antrim Street	Eating & Drinking	4.0	4.0

Existing Downtown Businesses Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Existing Downtown Businesses Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Simonsen's Bakery	115 Bridge Street	Eating & Drinking	2.0	3.0

Businesses Moved out of Downtown

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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New Housing Completed Downtown

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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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
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Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
69.00					69.00

Fundraising/Membership Last Month

Type	Amount
Earned	100.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Seasonal Economy Summit	Lindsey Dotson, Amanda Wilkin	12/3/2018	Seasonal Economies

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Assistance Received

Grants	Source of Funds	Amount Received
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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 committee meeting

Name	Date Uploaded
Agenda_2018_12_18_Meeting(74).pdf	1/7/2019 3:43 PM

michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522.0103

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Consent Agenda

TITLE: Annual Report Data Summary

DATE: January 28, 2019

ATTACHMENTS:

- ▣ Annual Report Data Summarized

	Grand Total
Sum of Facade&Ext Renovation Private Investment	\$84,570.08
Sum of Facade&Ext Renovation Public Investment	\$3,285.00
Count of Facade & Exterior Renovation in MSA	3
Sum of Public Improvements Public Investment	\$55,100.00
Sum of Public Improvements Private Investment	\$11,000.00
Count of Public Improvements in MSA	3
Sum of Building Rehab Private Investment	\$855,930.00
Sum of Building Rehab Public Investment	\$0.00
Count of Building Rehabilitation in MSA	10
Sum of New Construction Private Investment	\$1,210,000.00
Sum of New Construction Public Investment	\$0.00
Count of New Construction in MSA	2
Sum of # of Buildings Sold	4
Count of Buildings Sold	4
Sum of New Business FTE Added	25
Sum of New Business Part-Time Added	23
Count of New Business Opened in MSA	12
Sum of Exist Business Expand FTE Added	0
Sum of Exist Business Expand Part-Time Added	0
Count of Exist Businesses Expanded in MSA	0
Sum of Exist Bus Contracted FTE Lost	0
Sum of Exist Bus Contracted Part-Time Lost	0
Count of Exist Businesses Contracted in MSA	0
Sum of Business Closed FTE Lost	25
Sum of Business Closed Part-Time Lost	17
Count of Businesses Closed in MSA	8
Sum of Business Moved FTE Lost	4
Sum of Business Moved Part-Time Lost	1
Count of Businesses Moved out of Downtown	2
Sum of # of Housing Units - New Apt	0
Sum of # of Housing Units - Rehab Apt	3
Sum of # of Housing Units - New Condo	0
Sum of # of Housing Units - Rehab condo	0
Sum of # of Housing Units - New Single Family	0
Sum of # of Housing Units - Rehab Single Family	0
Sum of # of Events	6
Sum of # of Attendees	81,878
Sum of # of Volunteer Hours	379
Sum of Volunteer Total Cost	\$31,593.00
Sum of Gross Event Expenses	\$3,550.00
Sum of Main Street Event Revenue	\$5,340.00
Sum of MS Board Volunteer Hrs	219
Sum of Organization Committee Volunteer Hrs	132
Sum of Promotion Committee Volunteer Hrs	967
Sum of Design Committee Volunteer Hrs	331
Sum of Econ Restructure Volunteer Hrs	175
Sum of Volunteer Total Hours	1,824.00
Sum of Amount of Fundraising/Membership	\$7,190.00

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Consent Agenda

TITLE: Committee Minutes

DATE: January 28, 2019

ATTACHMENTS:

- ▣ Organization/Promotions Committee - December 20, 2018
- ▣ Organization/Promotions Committee - January 17, 2019



Promotions/Organization Committee
Thursday, December 20, 2018
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members Present: Lindsey Dotson, Sarah Hagen, Jessica Anderson, Leanne Ackert, Carissa Mulaney, Maureen Owens, Sue Barnard, Caitlin Cole, Janet Kalbfell

- 8:00am I. Call to Order
- 8:01am II. Approval of Minutes: November 15, 2018; Leanne/Jessica
- 8:03am III. Ongoing Business: Project Recap, Updates/Needs, Support Needs

A. Events & Projects

1. Live, Life, Local Shopping Campaign (Lindsey): Going on now. Clothing Company already got rid of 1000 cards.
2. Bridge Drop (Caitlin): Fireworks 9pm and midnight. Dropping the real bridge. Carriage rides at noon. 4:30 movies, restaurant specials, special menus.
3. Live from Charlevoix (Maureen): Libations for Live schedule out. Jill Jack next event on January 19th.
4. Shadowfest (Maureen): Schedule set. Suggested that we play a Warren Miller film in the background if rails competition takes off this year. Cultural Corridor participating. Moving tent to parking lot behind theater. Need volunteers!
5. Summer Concert Series (Jean): 7 weeks set, 4 bands under contract, 40 buskers. Horton Creek Band, Gordon Lightfoot Tribute, Steel Drum Band, Jazz trio. July 5 & 6 Shakespeare in the park; Kent found very reasonable 13 member troupe. Maureen has secured housing. They will be evening performances. Grant proposal will be written.

B. Organization

1. Newsletter: Spotlight businesses (new ones). Need ideas for newsletter to make it more interesting and content to include. Contact Richard Christner with ideas.

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- i. Feature businesses that sponsor events; their story and history; interview of why they support us.
 - ii. Hotel Earl
 - iii. Interview shoppers; what are their favorite spots?
- 2. Remittance envelopes: Send with utility bills
 - i. Should look into getting rural people and how to pay/donate online.
 - ii. Will put out at events, BAH, Biz Expo

8:40am IV. New Business

A. Downtown Marketing Subcommittee: Meeting January 8 at noon at Hot Doggers. Will look at regional and local marketing and how to reach consumers and promote Charlevoix. Will ask Jr Main streeters if they want to be involved. Lindsey is researching behaviors and more info about consumers in our area. How do we market to big companies/industrial companies to move here?

8:50am V. Volunteer Hours: 45

8:55am VI. Good of the Order

9:00am VII. Adjournment: Jean/Carissa

Next meeting: Thursday January 17, 2018

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Promotions/Organization Committee
Thursday, January 17, 2019
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members Present: Lindsey Dotson, Sarah Hagen, Jessica Anderson, Leanne Ackert, Carissa Mulaney, Maureen Owens, Sue Barnard, Caitlin Cole, Janet Kalbfell, Nancy Suzor, Dan Barron, Richard Christner, Katherine Forrester

8:00am I. Call to Order

8:01am II. Approval of Minutes: December 20, 2018; Caitlin/Jessica

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Live Life Local Shopping Campaign – Recap (Lindsey): Numbers were about the same, more participation this year.
2. Restaurant Week – Upcoming (Katherine or Caitlin): April dates will fall on Easter Sunday. Committee voted to start Monday, April 22 and run through the 29th. Need a primary sponsor (\$500). Hospital and Wellness Center not participating. Reached out to GFS and Sisco. Suggested that they reach out to Family Fare or Olesons. Also suggested they get an annual sponsor so both spring and fall events are covered.
3. Summer Concert Series – Upcoming (Jean): Line up done. Working on sponsorships; missed grant deadline for this year. All bands are under contract and one under contract for 2020. 2019 lineup below:
 - June 27 Horton Creek Band
 - July 4 Buskers only
 - July 5-6 Shakespeare in the park
 - Jul 11 Gordon Lightfoot Tribute
 - July 18 Petoskey Steed Drum Band
 - Aug 1 Ray Kamalay & His Red Hot Peppers

CHARLEVOIX MAIN STREET MISSION

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- Aug 8 1000 Watt Prophets
- Aug 15 Matt Austin
- Aug 22 Doug Thomas Music

B. Supported Events – Needs

1. Bridge Drop – Recap (Dan or Amanda): Went well. Will get volunteers next year for wagon rides. Window decorating went well; GaGa for Kids won.
2. Live from Charlevoix – Upcoming (Maureen): Jill Jack this weekend. Game Show Night Feb 23, Pokey LaFarge March 16, and Frank and Allie April 27. Libations Jan 26 at Cantina, Feb 9 at Tap Room, Feb 16 at Weathervane, March 2 at French Quarter, April 6 at Villager Pub, April 13 at Town House.
3. Shadowfest – Upcoming (Maureen): Moved location to Parking Lot behind Petals. Rail Jams in the park, cultural corridor participating and hosting kids events, free movie at Cinema III, Triva in the beer tent. Will have 3 five gallon recycling drums w/bags, courtesy of Terry with Chx County.

C. Organization

1. Newsletter – Content Needs (Richard): Need more content and ideas. The one is scheduled to come out in April but it was suggested that we do one every other month that is a bit shorter. Richard will work on a format for them based on ideas below:
 - Theme and where to find items (ie: summer swimming, where to find water toys, swimsuits, coolers, chairs, etc)
 - Testimonials from people who shop downtown
 - Spotlight on businesses who sponsor events and why
 - Marketing Committee will help come up with content
 - What’s happening with all Main Street Committees? Updates

8:40am

IV. New Business:

- Looking at cooperative advertising packages for business owners. Will include billboards, social media, Northern Express, newspaper features, and Community Shopper for \$750. Lindsey will present to business owners to see if they are interested.
- County created a “Green Team” to help make city operations as eco-friendly as possible. The goal is to create sustainable, city-wide efforts. Their top priority is to create asset maps and then they can use it to identify any gaps.

8:50am

V. Volunteer Hours: 98

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8:55am VI. Good of the Order

9:00am VII. Adjournment: Leanne/Jessica

Next meeting: Thursday February 21, 2019

CHARLEVOIX MAIN STREET MISSION

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Reports

TITLE: Director's Report

DATE: January 28, 2019

BACKGROUND:

ROHO Collaborative Meetings

Monthly meetings have continued and attendance grows each month. We've now had a total of 6 home based workers attend with more showing interest as word spreads. The newspaper article worked in recruiting more so I will plan to run another one in the future, when more people are in town. I also plan to post flyers in places remote workers would frequent including the library, grocery stores, and establishments that serve coffee.

Caitlin Cole and I attended a meeting in Petoskey because they are exploring opening a coworking space in their downtown as a partnership with their Chamber of Commerce and The Loft Coworking Space out of Harbor Springs. Interest was high and great brain storming took place asking what amenities would be desired and how the space would be used. We met some current users of The Loft in Harbor Springs and learned a lot.

The biggest takeaway is that attendees require a location that is in a walkable downtown, close to restaurants and coffee. Certain technological amenities including a secure wireless network, 24/7 keycode access, copy/printer/scanner, a shared kitchenette space with a coffee maker and refrigerator, and at least one private room that can be booked for meetings seem to be the basics.

It was inspiring to hear how much a space like this has helped foster entrepreneurship in Harbor Springs, which is comparable to Charlevoix when it comes to seasonality. There are innovative businesses using the space, collaborating with each other, and growing together.

It was also informative to learn that in order to be financially feasible the membership numbers are quite low - approximately 12 annual members offset the expenses related to renting the space, internet, equipment, utilities, and software that helps to manage billing and usage.

I do think that we will continue the conversation about this possibility in Charlevoix as it seems it could be quite fruitful - the benefits are numerous:

- fills a vacancy in the downtown
- brings more people into the downtown who will then eat and shop while here
- acts as a natural business "incubator" and allows start ups to get off the ground without having to sign a traditional lease
- fosters a sense of entrepreneurship
- fosters collaboration and innovation
- would be a resource to our community in times of need (i.e. internet service is out at their home or they cannot get sufficient service where they live)
- could be a resource for visitors as well if they need a place to conduct work away from their family

Director Schedule

I am planning to be out of the office on the following days:

February 1 & 4 (vacation)

March 25 - 29 (Main Street Now Conference - Seattle, WA)

May 16 - 17 (MHPN Conference Speaker & Tour Guide - Holland, MI)

May 31 (MDA Spring Workshop - Petoskey)

June 3 & 4 (Michigan Main Street Quarterly Training - Owosso, MI)

July 29 - August 2 (vacation)

October 7 & 8 (Michigan Main Street Quarterly Training - Grand Haven, MI)

November 7 - 8 (MDA Annual Conference - Holland, MI)

Live on the Lake Concert Series

All acts for the 2019 season have been booked.

The schedule is:

June 27 - The Horton Creek Band (bluegrass)

July 4 - Buskers on Bridge Street only

July 5 & 6 - special program - more information to come soon!

July 11 - The Gordon Lightfoot Tribute Band

July 18 - Petoskey Steeldrum Band (Caribbean)

August 1 - Ray Kamalay & His Red Hot Peppers (jazz)

August 8 - 1000 Watt Prophets (blues)

August 15 - Matt Austin (country)

August 22 - Doug Thomas Music (classic rock)

Spring Restaurant Week

Because the last full week of April would include Easter Sunday (normally the event runs Sunday - Saturday), spring Restaurant Week has adjusted to a Monday - Sunday format, which will be April 22 - 29th.

City of Charlevoix Green Team

The City of Charlevoix has formed a Green Team to discuss all things related to sustainability in Charlevoix. The group met under the leadership of Joe Lavender and Kent Knorr and started to discuss creating an inventory of current "green" city practices at various city-owned facilities/properties. Since the City Council has established sustainability as one of their goals and so has the DDA, it makes sense to have members from the DDA attend these meetings. Maureen Owens has already been put on the email list for notification of the next meeting. Please let me know if you too would like to be added.

First of Three Business Training/Workshop of SBDC/Main Street Partnership Series - January 31st

How to Buy or Sell a Business Conference

Jan 31, 2019

Thu 9:00 AM to 2:30 PM

Boyer City City Hall

Topic: Buying and Selling a Business

The buying and selling of a small business are among the most important and too often over-looked topics an entrepreneur will face during the lifespan of a business. Buying an existing business is one of the best ways to obtain small business ownership and while many aging small business owners are eager to retire; many are looking to sell. It's been estimated that only 5% of attempted business sale transactions are successful and this conference is targeting the small business owners least likely to have the resources or be adequately positioned to successfully complete these lengthy and difficult transactions. This conference is presented by a team of experts and concludes with a single panel discussion allowing sufficient time for

networking with the speakers and presenters that include MI-SBDC specialists, small business owners, accountants, lenders, and attorneys.

Participants will learn more about:

- Steps to buying or selling a business
- Post-acquisition planning, change management, and company culture
- Tax implications, retirement, and estate planning
- Positioning your business to sell
- Transition planning for success

WHEN: Thursday, January 31, 2019; 9:00 AM to 2:00 PM (Registration beginning at 8:30 AM)

WHO SHOULD ATTEND: New and existing business owners who are looking to purchase or sell a business, as well as accountants, attorneys, business brokers, financial planners, CEOs and CFOs.

HOSTED BY: The Northeast and Northwest Regional Centers of the Michigan Small Business Development Center Northeast in partnership with the MEDC's Michigan Mainstreet Program.

Pre-registration is preferred; however, walk-ins will be welcomed. Michigan Mainstreet members should call or email the Northwest MI-SBDC Regional Center to register at a reduced rate at 231-929-5060 or sbdc@networksnorthwest.org.

Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Please contact SBDC Northwest Region at 231-929-5060 or email sbdc@networksnorthwest.org to make arrangements. The Michigan SBDC program is partially funded by the U.S. Small Business Administration. All MI-SBDC programs or co-sponsored programs are extended to the public on a nondiscriminatory basis.

*No refunds will be issued after January 25, 2019.

**Online registration for this event will close at 8:00 AM on January 29, 2019. Registration will be available at the door the morning of the event (fee payable via check, cash, or credit card).

Fee: \$ 75.00 (FREE for Charlevoix Main Street businesses with coupon code)

REGISTER AND PAY ONLINE

Already Registered? Sign in for more information.

Phone: 231 929-5060

Email: sbdc@networksnorthwest.org

Location

319 N. Lake Street

Boyne City, MI 49712

Upcoming Director Speaking Engagements

Thursday, February 7th @ 1pm - Lifelong Learning series at Library

Monday, February 11th @ 12pm - Lions Club

Tuesday, February 26th @ 12pm - Kiwanis Club

Monday, March 4th @ 6pm - Main Street Update to City Council

Tuesday, March 26th - Presenting at National Main Street Conference

Thursday, May 16th - Panel Speaker at MHPN Annual Conference

Friday, May 17th - Speaker at MHPN Annual Conference

Historic Signage Project Update

The historic signage subcommittee has been hard at work planning out content and placement of the proposed interpretive signs. The Historical Society has decided to be the fiduciary for this project since they are applying for grant funds to cover the costs of the projects. At this point Denise Fate is working with Zoning Administrator Jonathan Scheel and the planning commission on solidifying sign placement.

Junior Main Street - Hoop Skirt Alley Project Update

The Junior Main Street students will be making a presentation and asking for approval from City Council to move forward with the alley improvement project at the February 18th meeting. We have been working closely with Pat Eliot/DPW to ensure any furnishings purchased will "match" everything else in the city. At our last meeting the students decided that instead of murals to pursue displaying enlarged historic photos of downtown. They are working with the Historical Society to select potential photos and ProImage Design about the options available for such a display. Overall, the project will be limited to funding, but I do intend on applying for a grant or two to help supplement the project costs.

DDA/Main Street Board
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Reports

TITLE: Downtown Plan - Draft

DATE: January 28, 2019

PRESENTED BY: Katie Miller, Networks Northwest

BACKGROUND:

Attached is a draft version of the document being created as part of our Redevelopment Ready Community Certification requirement in partnership with the Parking Study document that was included in the December Board Packets.

This document has taken into consideration all of the "plans," reports, and studies that exist along with documentation of the public feedback that has been collected in various ways and puts all of the professional recommendations pertaining to downtown Charlevoix into one place.

Not only is a requirement for RRC being met, but a great planning document for the Main Street DDA Board is being created. It can be used as a checklist of sorts as we move forward with planning projects and preparing for an update to the TIF Plan.

ATTACHMENTS:

- ▣ Downtown Plan - Draft - Jan. 15, 2019



CITY OF CHARLEVOIX Downtown Plan



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INTRODUCTION

From June 2018 through _____, Networks Northwest staff worked with the City of Charlevoix and the Charlevoix Downtown Development Authority (DDA) to create the following downtown plan. This downtown plan follows the Michigan Economic Development Corporation’s (MEDC) Redevelopment Ready Communities (RRC) Best Practice One as part Charlevoix’s RRC certification. Through the adoption of a downtown plan, Charlevoix will be better equipped to set expectations for those involved in development and provide the public some degree of certainty about the community’s vision for the future.¹

HOW THIS PLAN IS ORGANIZED

Each section of this document includes recommendations and action items pulled from existing plans pertaining to downtown Charlevoix (see list of plans on pg. 4). The recommendations and action items are organized as follows:

Topic			
Priority	Description of recommendation or action item	Source	Page #
	Additional information		

DOWNTOWN CHARLEVOIX

Charlevoix’s downtown commercial district along Bridge Street has been a focus of the community since the city was established in late 1800’s. Today, downtown Charlevoix is characterized by streets lined with charming buildings of varying architectural styles that contain small retail shops, offices and restaurants. While Charlevoix is mostly built-out, there exist significant opportunities for infill and redevelopment.²

“Charlevoix will strive to be the focal point for the region and build on its distinctive character, downtown, and diverse neighborhoods; while respecting its unique setting and environment and creating a foundation for future economic prosperity and personal success.”

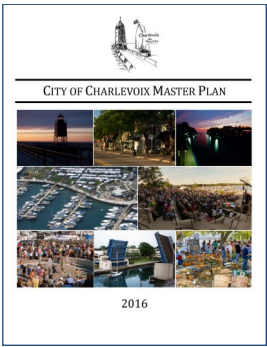
- Community Vision Statement, 2016 Master Plan

¹ Redevelopment Ready Communities Best Practices Training Workbook (page 4)

² 2016 Master Plan (page 18)

EXISTING PLANS AND STUDIES

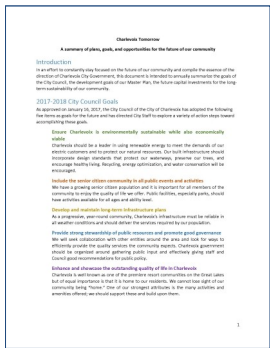
The following plans and studies were incorporated into this downtown plan:



2016 City of Charlevoix Master Plan

City of Charlevoix Planning Department, LSL Planning, Inc.

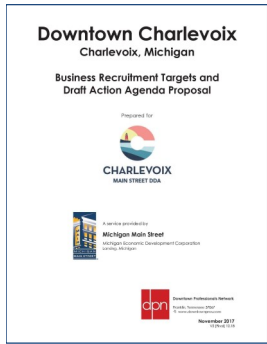
The City of Charlevoix Master Plan, adopted in 2016, provides long range community guidance covering future housing needs, economic development, transportation needs, infrastructure improvements and changes, and changes in zoning. This current version is a five-year update to the City’s adopted 2011 Master Plan and incorporates a 2009 Community Survey with participation from over 300 Charlevoix residents.



2017-18 Capital Improvements Plan

Charlevoix City Manager, City of Charlevoix Planning Commission

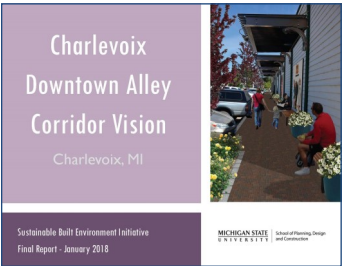
Charlevoix Tomorrow, or the Charlevoix City Government’s Capital Improvements Plan, was approved in January 2017 and provides a summary of plans, goals and opportunities for the future of the City of Charlevoix. It is intended to annually summarize the goals of the City Council, the development goals of the Master Plan and future capital investments for the long-term sustainability of the community.



2017 Main Street Business Recruitment Targets and Draft Action Agenda Proposal

Michigan Main Street, Downtown Professionals Network

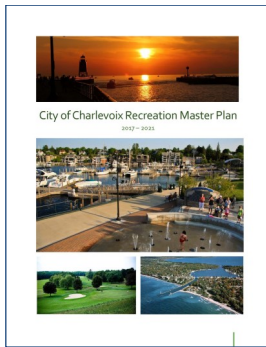
In 2017, Charlevoix Main Street/Downtown Development Authority was selected by Michigan Main Street to receive advance level market study and business development services. These services were provided with the intention to capitalize upon the community’s past investment of time and effort, re-energize local staff and volunteers, and elevate local business development initiatives. This process included an online survey to identify and profile business types that could be candidates for expansion and recruitment in downtown Charlevoix.



2018 Charlevoix Downtown Alley Corridor Vision Report

MSU Sustainable Built, Environment Initiative (SBEI)

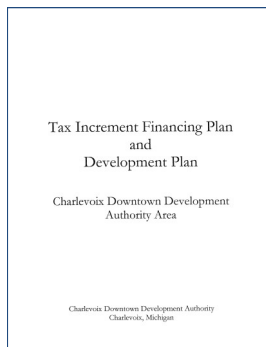
Students from Michigan State University’s Sustainable Building and Environment Initiative (SBEI), in partnership with the City of Charlevoix and the Charlevoix DDA, developed a set of recommendations for downtown Charlevoix’s alleys and incorporated them into the 2018 report Charlevoix Downtown Alley Corridor Vision. In order to develop these recommendations, SBEI students held two community input sessions during June and August of 2017.



2017–2021 City of Charlevoix Recreation Master Plan

Charlevoix City Council, Recreation Advisory Board, City Staff, Spicer Group

The City of Charlevoix's Recreation Master Plan serves as a guide for all work on future recreational and parks projects within the City. This five year strategic document articulates specific goals in consideration to parks and recreation acquisition and improvement projects. It was developed in accordance with the guidelines for *Community Park, Recreation, Open Space, and Greenway Plans* published by the Michigan Department of Natural Resources (MDNR).



1983 Tax Increment Financing Plan and Development Plan (with amendments)

Charlevoix Downtown Development Authority

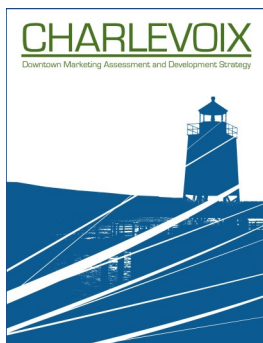
This document was written following the creation of the Charlevoix Downtown Development Authority in April 1982. It lays out the framework for collecting and spending tax revenues attributable to increases in value of real and personal property located within the approved development area. This tax increment financing plan will continue through and including December 31, 2026.

Charlevoix Main Street - Health & Wellness/Healthy Living Transformation Strategy Development Plan		
Overarching Goals	Measures of Success	Possible Projects/Activities
- Improve the physical health and wellness of residents and visitors to Charlevoix. - Improve the mental health and wellness of residents and visitors to Charlevoix. - Improve the social health and wellness of residents and visitors to Charlevoix.	1. Reduction in health-related indicators (e.g., obesity, diabetes, heart disease, etc.) 2. Increase in health-related indicators (e.g., physical activity, healthy eating, etc.) 3. Increase in social health-related indicators (e.g., community engagement, etc.)	1. Collaborate with city to expand existing (e.g., Charlevoix Community Center, Charlevoix Senior Center, etc.) and create new (e.g., Charlevoix Main Street, etc.) health and wellness programs. 2. Increase in health-related indicators (e.g., physical activity, healthy eating, etc.) 3. Increase in social health-related indicators (e.g., community engagement, etc.)

2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan

Charlevoix Main Street

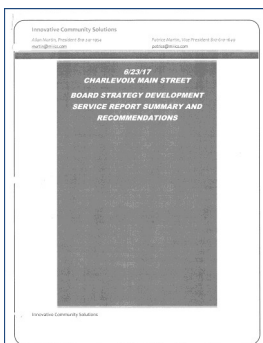
This work plan provides a strategy to focus the actions of Charlevoix Main Street towards their desired future state of Health and Wellness/Healthy Living. It includes overarching goals, measures of success and possible projects/activities.



2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary

The Chesapeake Group, LSL Planning

A marketing assessment was prepared for downtown Charlevoix in 2017. This Executive Summary provides strategic goals and development tools to enhance the downtown and local economy based on the findings of the assessment.



2017 Charlevoix Main Street Board Strategy Development Service Report Summary and Recommendations

Innovative Community Solutions

These recommendations reflect the results of the June 12th, 2017 strategy development process that was designed to build on the Transformations Strategy Development visit and presentation to Charlevoix Main Street. During this process, the Charlevoix Main Street board selected Health and Wellness as its transformations strategy, and Entrepreneurship as its community strategy.



2018 Main 5 Comprehensive Communication Planning

Michigan Economic Development Corporation (MEDC), Michigan Main Street

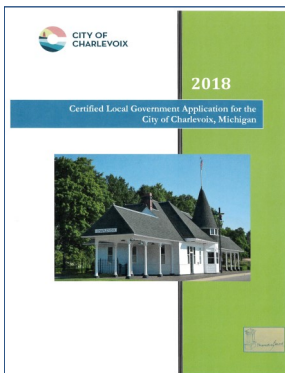
Description



2015 Charlevoix Baseline Assessment Visit Summary of Observations and Recommendations

Michigan Main Street, National Main Street Center

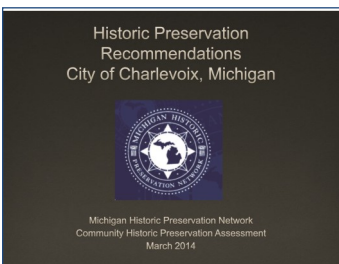
The main objective of the Baseline Assessment Visit included bringing community stakeholders from all sectors together to identify assets and recognize opportunities, and to review and celebrate the progress made toward establishing a new Main Street program in the community. The recommendations intend to help the local leadership base define priorities and direction following a common vision for the revitalization efforts.



2018 Certified Local Government Application for the City of Charlevoix, Michigan

Preservation Forward

This application was submitted by the City of Charlevoix in 2018 to complete the process of becoming a Certified Local Government with the Michigan State Historic Preservation Office and the National Park Service. It includes the 2016 Historic District Study Committee Report and Survey used to establish The Earl Young Buildings Historic District and a Public Participation Plan.



2014 Historic Preservation Recommendations, City of Charlevoix, Michigan

Michigan Historic Preservation Network (MHPN)

The Michigan Historic Preservation Network prepared this report to summarize the results of the community's responses to the MHPN's "Community Historic Preservation Assessment" survey.

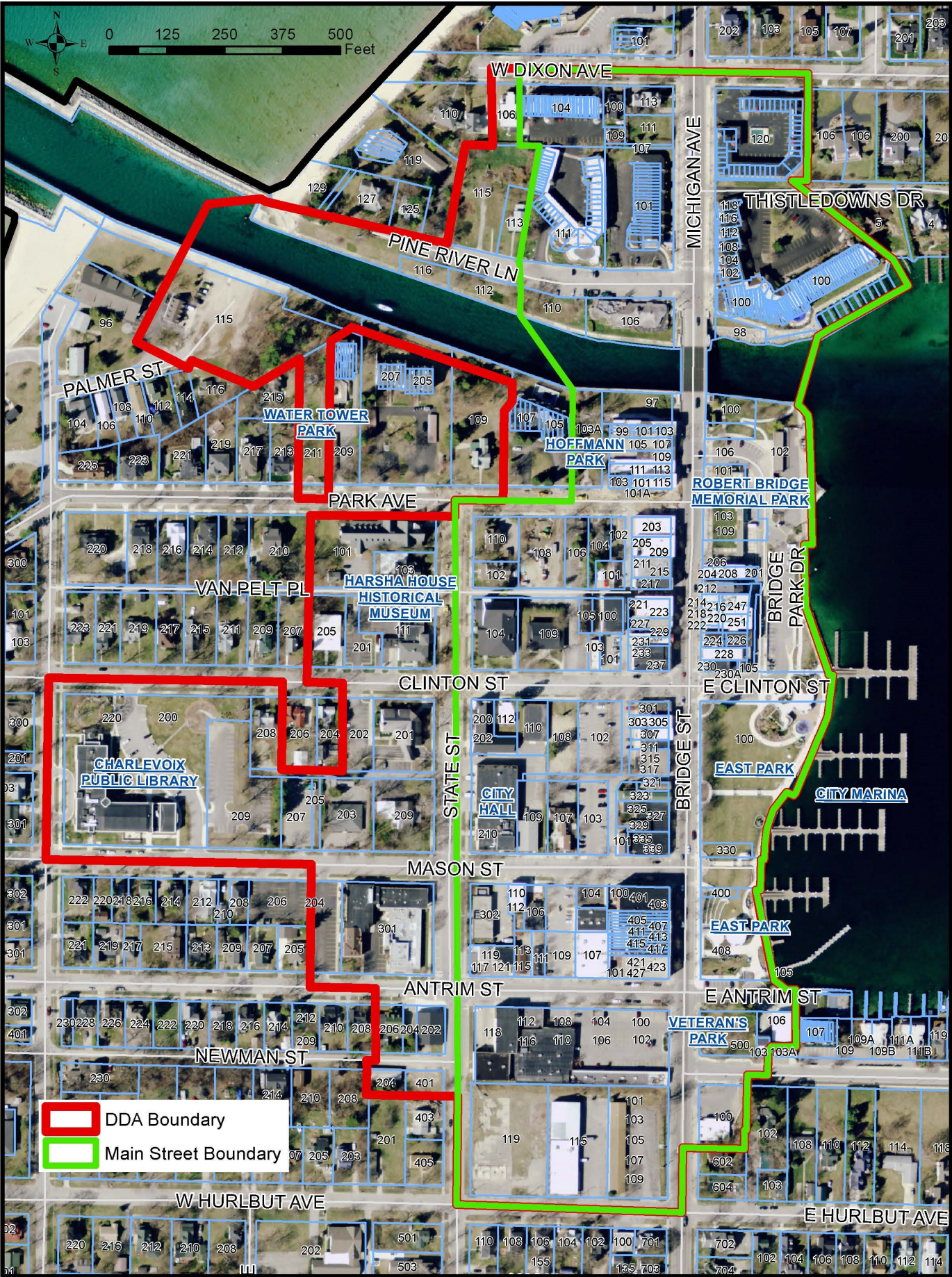


2017 Charlevoix Community Survey

Charlevoix Main Street

Description

DOWNTOWN CHARLEVOIX DEVELOPMENT AREA





ECONOMIC DEVELOPMENT

Charlevoix is the economic center of the surrounding region.³ In addition to being served by two major highways (US-31 from the north and south and M-66 from the southeast), the Charlevoix Municipal Airport is the region's third largest and Charlevoix harbor is one of the busiest in the region. Residents from the surrounding region define the kinds of businesses that can be supported by Charlevoix as the ability to support local retail and commercial enterprises is partially defined by income levels in Charlevoix and surrounding communities.

Supporting new and existing small businesses, and the entrepreneurs who run them, represents a vital aspect of the revitalization of downtowns.⁴ "New businesses, especially those owned and operated by Millennials, immigrants, and minority groups, will bring new ideas, innovation, excitement, and jobs to communities" (*Entrepreneurial Ecosystems and the Role of Commercial Districts*, National Main Street Center).

³2016 City of Charlevoix Master Plan (page 18)

⁴2017 Innovative Community Solutions Strategy Development, Charlevoix Main Street

ONGOING RECOMMENDATIONS

1	Continue collaboration with the Charlevoix Area Chamber of Commerce, Convention and Visitors Bureau. local governments and the business community regarding regional economic development.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
		2016 Master Plan, Action #2	pg. 61
2	Support the Michigan Main Street Program.	2016 Master Plan, Action #5	pg. 62
3	Coordinate activities with MSU’s Sustainable Built Environment Initiative (SBEI).	2018 Charlevoix Main Street Health & Well-ness/Healthy Living Transformation Strategy Development Plan, goal #1	-
		2018 Main 5 Comprehensive Communication Planning	pg. 6
4	Coordinate with Charlevoix Township, community leaders and property owners to plan for and promote future development.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
5	Coordinate and expand on existing entrepreneurial assets.	2018 Charlevoix Main Street Health & Well-ness/Healthy Living Transformation Strategy Development Plan, goal #2	-
		2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary, Strategic Goal #4	pg. 3
6	Support and promote technological advances, such as high speed internet and fiber optic networks in Charlevoix to encourage economic development.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
		2016 Master Plan, Action #2	pg. 61
7	Aggressively market and provide incentives to entrepreneurs and businesses in emerging industries.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
		2016 Master Plan, Action #2	pg. 61
<u>Incentives:</u> - Commercial Facilities Exemption (P.A. 255 of 1978)			
8	Support efforts to implement the Regional Comprehensive Development Strategy (CEDS) put out by Networks Northwest, designed to retain, grow, and attract new business.	2017-18 Capital Improvements Plan, Development Strategy	pg. 2
		2016 Master Plan, Action #2	pg. 61

Economic Development

- | | | | |
|----------|--|--|--------|
| 9 | Pursue goals outlined in the Economic Development Strategy prepared by the Chesapeake Group. | 2017-18 Capital Improvements Plan,
Development Strategy | pg. 2 |
| | | 2016 Master Plan, Action #5 | pg. 62 |
1. Retain and attract new households headed by individuals under the age of 35.
 2. Support aging in place. Work to retain the current seniors and other residents who will seek alternative living arrangements, not traditional single-family homes, in the future.
 3. Extend employment opportunities and the range of types of employment in the local economy.
 4. Enhance conditions that attract and encourage entrepreneurial activity.
 5. Expand full year economic activity.
 6. Expand the year around activities in the Downtown by attracting residents from surrounding communities.
 7. Seize opportunities that are identified.

ACTION ITEM

-
- | | | | |
|----------|--|--|-------|
| 1 | Explore a program to waive or reduce utility extension, or hookup fees for businesses seeking to expand. | 2017-18 Capital Improvements Plan,
Development Strategy | pg. 2 |
|----------|--|--|-------|



SEASONAL ECONOMY: WORKFORCE AND HOUSING

Charlevoix has been a summertime destination for seasonal residents and tourists since the establishment of the Charlevoix Summer Home Association in 1878. The City relies heavily on its large tourist and resort population, however, the peaks and valleys between summer and winter populations strain road and infrastructure capacity for relatively short periods.⁷

This tourism-based economy has an immense impact on downtown retailing and has made it difficult for businesses to survive the off-season by just relying on local, year-round residents. Charlevoix is also experiencing an increasing older population combined with low numbers of young people. In 2010, the median age was 48.1, which is significantly older than in 2000 (40.8) or the overall state figure (38.9).⁸ The 2016 Master Plan indicates that “providing a source of year-round employment for our youth is critical not only for the City, but for the region as well” (page 26).

According to the 2016 Master Plan, sixty percent of the housing in Charlevoix is considered seasonal or rental and a significant number of new homes are not expected in the near future. The most likely future scenario is modest infill development and home reconstruction or rehabilitation (page 17). The City has recently updated its zoning code to limit short term rentals in an effort to preserve as much housing as possible for the year-round population.

⁷ 2016 City of Charlevoix Master Plan (pages 7-8, 17)

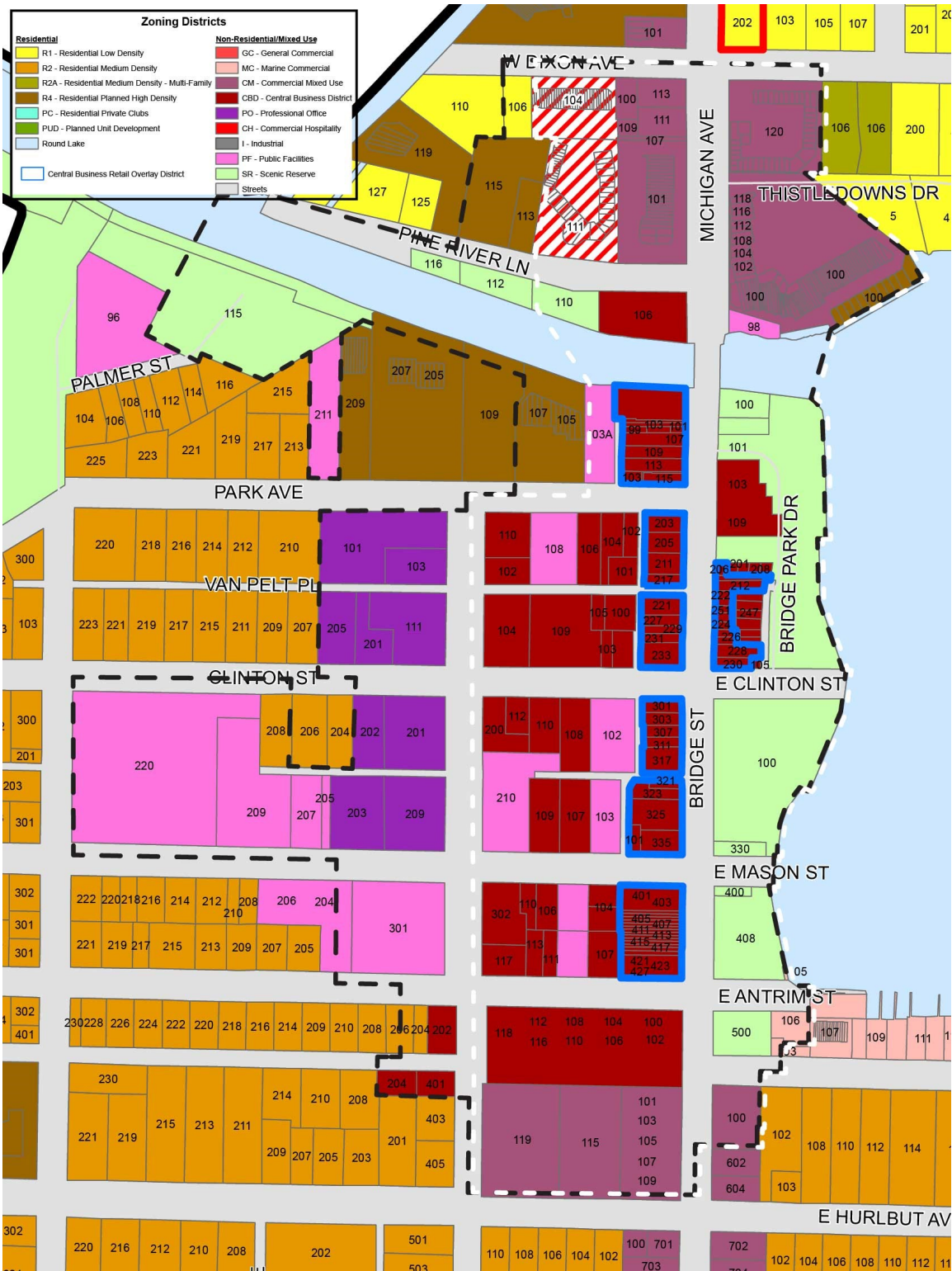
⁸ Ibid. (pages 15, 17)

ONGOING RECOMMENDATIONS

1	Be prepared to respond, and assist to the extent practicable and appropriate, to concerns regarding the workforce and labor force challenges posed to businesses during peak visitor months.	2017 Main Street Business Recruitment Targets and Draft Action Agenda Proposal, Recommendation #2	pg. 10
2	Promote Charlevoix and the region as a viable place to live and work year-round.	2016 Master Plan, Action #3 2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	pg. 61 -
3	Establish the foundation for a year-round economy by expanding shoulder season activity (including events and festivals) and attracting patrons from surrounding communities.	2017 Charlevoix Main Street Board Strategy Development Service Report Summary and Recommendations 2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary, Strategic Goal #6 2015 Baseline Assessment Visit Observations and Recommendations	pg. 3 pg. 3 pg. 9
4	Expand safe and affordable housing options by working with the real estate community to target specific groups interested in locating to the area.	Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan (2018), goal #1 2016 Master Plan, Action #3	- pg. 61
5	Expand employment opportunities and the range of types of employment in the local economy.	2017 Charlevoix Downtown Marketing Assessment and Development Strategy Executive Summary, Strategic Goal #3 2015 Baseline Assessment Visit Observations and Recommendations, item #3	Pg. 3 pg. 8
6	Expand opportunities to create upper level residential units above storefronts for year-round residents, and work with the city to allow parking for them in city lots.	2015 Baseline Assessment Visit Observations and Recommendations	pg. 11, 22
Zoning Ordinance: Article 5 Nonresidential and Mixed Use Districts			
7	Investigate options for regulating rental property within the City through a rental inspection program, licensing fees, lodging taxes or other means.	2016 Master Plan, Action #3	pg. 61

DEVELOPMENT POLICY

Based on 2010 Census data, the City of Charlevoix has 2,513 year-round residents and is in population decline. The City has experienced a 28.6% decrease in year-round population from 1970 and a 16.1% decrease since 2000. These figures indicate that Charlevoix has the capacity to handle a population much greater than which exists today, or is anticipated in the future.⁵



⁵2016 City of Charlevoix Master Plan (page 14)

ONGOING RECOMMENDATIONS

1	Encourage higher density.	2016 Master Plan, Action #5	pg. 62
2	Explore and encourage development/ redevelopment of mixed use spaces (commercial / residential).	2018 Charlevoix Main Street Health & Well- ness/Healthy Living Transformation Strategy Development Plan, goal #2 2016 Master Plan, Action #5	- pg. 62
Zoning Ordinance: Article 5 Nonresidential and Mixed Use Districts			
3	Expand affordable live/work opportunities.	2018 Charlevoix Main Street Health & Well- ness/Healthy Living Transformation Strategy Development Plan, goal #2	-
4	Promote diverse and viable housing options through incentives and flexible zoning requirements.	2016 Master Plan, Action #3	pg. 61
5	Cluster and promote existing Healthy Living op- portunities.	2018 Charlevoix Main Street Health & Well- ness/Healthy Living Transformation Strategy Development Plan, goal #1	-
6	Develop and maintain long-term infrastructure plans.	2017-18 Capital Improvements Plan, City Council Goals	pg. 1

ACTION ITEMS

1	Update Zoning Ordinance dumpster and utility box screening sections to include more pre- scriptive requirements.	2018 Charlevoix Downtown Alley Corridor Vi- sion Report, Functionality Action Step #3	pg. 35
Zoning Ordinance: Section 5.83 Trash Receptacles, Section 5.84 Mechanical Equipment			
2	Develop ordinance specific to alley spaces con- cerning safety and aesthetic features.	2018 Charlevoix Downtown Alley Corridor Vi- sion Report, Beautification Action Step #3	pg. 38
3	Investigate the feasibility of locating an outdoor ice rink that is more centrally located in the downtown area.	2017 Recreation Master Plan, Action #Y 2015 Baseline Assessment Visit Observations and Recommendations, item #3	pg. 44 pg. 7
4	Develop and implement plans to beautify “backside” of downtown. Add rear shop en- trances to provide alternative access to build- ings. Provide alternatives behind Bridge Street.	2018 Charlevoix Main Street Health & Well- ness/Healthy Living Transformation Strategy Development Plan, goal #1 2018 Charlevoix Downtown Alley Corridor Vi- sion, Revitalization Design Consideration #1, #2, #4	- pg. 31
5	Develop community design guidelines as a step toward a larger policy implementation such as Form-Based Code, to protect and promote the charming historic vernacular architectural style of Charlevoix.	2018 Charlevoix Downtown Alley Corridor Vi- sion Report, Revitalization Action Step #3	pg. 31



NATURAL RESOURCES / GREEN BUILDING

Residents of Charlevoix enjoy celebrating their abundance of scenic beauty and place great value on their scenic view corridors. When East Park in downtown Charlevoix was redesigned in 2007, the City decided to incorporate low roof lines to avoid obstructing views of Round Lake from Bridge Street. The 2016 Master Plan promotes infill development in order to protect open spaces, and also to enhance individual and municipal budgets with greater efficiencies by helping spread utility, infrastructure and service costs among more users (page 25).

There are five parks located within Charlevoix's DDA boundaries:

- * East Park
- * West Dixon Park
- * Water Tower Park
- * Hoffmann Park
- * Veteran's Park

Charlevoix's annual population increase from seasonal visitors must be acknowledged when planning for the preservation of area natural resources. The real user population for the City's recreational lands and facilities is far greater than the City's permanent population. ⁶

⁵2017 Charlevoix Recreation Master Plan (page 3)

ONGOING RECOMMENDATIONS

1	Support Keep Charlevoix Beautiful's petunia planting program.	2016 Master Plan, Action #4	pg. 62
2	Encourage energy optimization and water conservation.	2017-18 Capital Improvements Plan, City Council Goals	pg. 1
3	Enforce landscaping standards for commercial development, City parking lots and parks.	2016 Master Plan, Action #4	pg. 62
Zoning Ordinance: Section 5.81 Landscaping			
4	Incorporate infrastructure design standards to protect waterways, preserve trees, and encourage healthy living.	2017-18 Capital Improvements Plan, City Council Goals	pg. 1
5	Look for ways to implement "green" and sustainable facilities and projects	2017 Recreation Master Plan, Action #D	pg. 44

ACTION ITEMS

1	Add more colorful plantings, green rooftop spaces, and trees to help green/soften public space.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification Design Consideration #1	pg. 38
"Street trees and vegetation are a simple way to improve aesthetic, slow vehicle traffic, reduce the urban heat index, and support urban wildlife." (Charlevoix Downtown Alley Corridor Vision, p. 38)			
2	Update Zoning Ordinance to include intent of trees and vegetation in the Central Business District.	2018 Charlevoix Downtown Alley Corridor Vision, Beautification Action Step #1	pg. 38
Zoning Ordinance: Section 5.81 Landscaping			
3	Coordinate with the City to expand recycling program.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
		2017-18 Capital Improvements Plan, City Council Goals	pg. 1



TRANSPORTATION / PARKING

Traffic in downtown Charlevoix can be an issue during peak tourist season, but congestion is rarely an issue during the off season. Charlevoix residents enjoy the luxury of a street network developed pre-automobile resulting in a modern city that is compact and almost entirely accessible by foot.⁹ However, pedestrian travel is impacted by snow and ice in the off-season, and also complicated by the increase in vehicular traffic during the summertime.

The Downtown Charlevoix Parking Study, completed by Mission North in December 2018, is included as Appendix A. This comprehensive report includes best practices and strategies for addressing parking needs in Downtown Charlevoix.

⁹2016 City of Charlevoix Master Plan (pages 27, 29)

ONGOING RECOMMENDATIONS

1	Continue to support the Lake to Lake Trail initiative during its expansion phase.	2016 Master Plan, Action #8	pg. 63
2	Prioritize the space for pedestrians and bicycles as well as deliveries and emergency vehicle access	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality Design Consideration #1	pg. 35
3	Coordinate Transportation efforts: * Meet annually with MDOT to discuss transportation issues and projects * Work with MDOT to study summertime traffic counts, review options, and evaluate development proposals.	2016 Master Plan, Action #7	pg. 63
4	Incorporate bike lanes into the design and future construction of streets and roads.	2016 Master Plan, Action #8	pg. 63

ACTION ITEMS

1	Provide informational signage for bikers.	2016 Master Plan, Action #8	pg. 63
2	Explore funding for bike amenities available through Transportation Alternatives Program (TAP) grants.	Charlevoix Downtown Alley Corridor Vision Report (2018), Functionality Action Step #1	pg. 35
3	Explore the option to update parking requirement for waived downtown parking (Section 5.93) to include businesses along alleys originating on Bridge Street.	Charlevoix Downtown Alley Corridor Vision Report(2018), Revitalization Action Step #2	pg. 38
4	Conduct cyclist-friendly survey/study.	Charlevoix Main Street Health & Wellness/ Healthy Living Transformation Strategy Development Plan (2018), goal #1	-
5	Adopt a Complete Streets ordinance, as included in the Master Plan, to allow for safe travel for those walking, bicycling, driving cars, or conducting business.	Charlevoix Downtown Alley Corridor Vision Report, Connectivity Action Step #3	pg. 28
“Moving toward Complete Streets will reduce auto-dependence and air/noise pollution, and encourage activity that will lead to healthier lifestyles.” (2016 Master Plan, p. 28)			
6	Inventory existing sidewalks and identify and prioritize new sidewalk connections.	2016 Master Plan, Action #8	pg. 63
7	Improve accessibility parking at Charlevoix parks and beaches	2017 Recreation Master Plan, Action #A	pg. 44

Transportation / Parking

- | | | |
|--|---|----------------------|
| 8 Establish a City wide and regional bike route by tying the existing downtown bike networking into waterfront/marina area, and The Boyne City to Charlevoix Non-motorized Trail. | 2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity Action Step #1

2016 Master Plan, Action #8 | pg. 28

pg. 63 |
| 9 Maintain parking numbers and add possible parking garage. | 2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality Design Consideration #1 | pg. 22 |

see Appendix B for parking garage rendering



PLACEMAKING

“A distinct sense of place is the glue that holds any commercial district together.”

- 2017 Innovative Community Solutions Strategy Development

Downtown Charlevoix’s unique identity has been enhanced through decades of street improvements and successful placemaking strategies. Bridge Street is lined with benches, planters, street lights and signage that help to create a welcoming pedestrian-scale environment. The following recommendations primarily focus on the alleys that connect the main thoroughfare to the rest of the DDA district.

ONGOING RECOMMENDATIONS

1 Continue funding through the DDA's Façade Incentive Grant Program.	2018 Charlevoix Downtown Alley Corridor Vision Report, Revitalization Action Step #1 2018 Main 5 Comprehensive Communication	pg. 31 pg. 3
2 Increase and expand the use of City properties for festivals and events.	2016 Master Plan, Action #3	pg. 62
3 Encourage foot traffic and connectivity through alleys by increasing visibility of pedestrian routes between anchor locations.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity Recommendation #2	pg. 28
4 Provide outdoor spaces to encourage family and kid friendly activity areas. Consider addition of public furniture such as picnic tables and chess tables that encourage organic interaction among public.	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality Design Consideration #2	pg. 35

ACTION ITEMS

1 Activate a shared project between the Design and Economic Vitality committees of the DDA to brainstorm identity/theme of Charlevoix alleys. Use this theme to design charming signage for alley corridors.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification Recommendation #2	pg. 22, 38
2 Apply for MEDC's Michigan Council for Art and Affairs Grant to help fund the continued promotion of the arts and culture in Charlevoix.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification Action Step #4	pg. 38
3 Provide visual links to tie the alley corridor to the waterfront marina—Prioritize this connectivity in the Design Committee's "Wayfinding Signage" Project.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity Design Consideration #1	pg. 28
4 Work with the Promotions Committee to use alleys as temporary art galleries or museum-like exhibition spaces to learn about the cultural history of Charlevoix and provide points of interest along the alley corridors.	2018 Charlevoix Downtown Alley Corridor Vision Report, Beautification Recommendation #4	pg. 38
5 Register key points of interest as features on Google Maps.	2018 Charlevoix Downtown Alley Corridor Vision Report, Revitalization Action Step #2	pg. 31
6 Incorporate maps of downtown walking routes as part of wayfinding signage.	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity Action Step #2	pg. 28

Placemaking

7	Develop signage at recreation amenities and facilities.	2017 Recreation Master Plan, Action #Q	pg. 44
8	Connect Library and Art Gallery to the alleys by adding access and seating areas	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity Design Consideration #2	pg. 28
9	Provide spaces for dining, gathering and outdoor seating; Outdoor dining is permitted in the Central Business District; amend the Zoning Ordinance to allow for special licensing (temporary or permanent) for outdoor dining on sidewalks. Zoning Ordinance: Article 5 Nonresidential and Mixed Use Districts	2018 Charlevoix Downtown Alley Corridor Vision Report, Functionality Design Consideration #3	pg. 35
10	Enhance the paving in alleys to help wayfinding and encourage use for walking and biking. see Appendix B for alley paving renderings	2018 Charlevoix Downtown Alley Corridor Vision Report, Connectivity Design Consideration #2	pg. 21
11	Conduct pedestrian-friendly survey/study.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
12	Establish and implement a downtown marketing plan.	2016 Master Plan, Action #5	pg. 62

PLAN FOR ACTION ITEMS

PROJECT	ESTIMATED PROJECT COST	TIMELINE FOR COMPLETION
1. Activate a shared project between the Design and Economic Vitality committees of the DDA to brainstorm identity/theme of Charlevoix alleys. Use this theme to design charming signage for alley corridors.		
2. Apply for MEDC's Michigan Council for Art and Affairs Grant to help fund the continued promotion of the arts and culture in Charlevoix.		
3. Provide visual links to tie the alley corridor to the waterfront marina—Prioritize this connectivity in the Design Committee's "Wayfinding Signage" Project.		
4. Work with the Promotions Committee to use alleys as temporary art galleries or museum-like exhibition spaces to learn about the cultural history of Charlevoix and provide points of interest along the alley corridors.		
5. Register key points of interest as features on Google Maps.		
6. Incorporate maps of downtown walking routes as part of wayfinding signage.		
7. Develop signage at recreation amenities and facilities.		
8. Connect Library and Art Gallery to the alleys by adding access and seating areas		
9. Provide spaces for dining, gathering and outdoor seating in alleys. Amend the zoning ordinance to allow for special licensing (temporary or permanent) for outdoor dining on sidewalks.		
10. Enhance the paving in alleys to help wayfinding and encourage use for walking and biking.		
11. Conduct pedestrian-friendly survey/study.		-
12. Establish and implement a downtown marketing plan.		



image source

HISTORIC PRESERVATION

Charlevoix Main Street utilizes preservation as an economic development tool for revitalization that helps preserve the community's own historic character and maximizes its value as "selling" points for tourism, business development, and additional economic opportunities. Downtown Charlevoix's historic building stock fosters a sense of place and promotes a position as a "destination" for visitors and can continue to be a strong indicator of the community's quality of life.¹⁰

¹⁰ 2015 Charlevoix Baseline Assessment Visit Summary of Observations and Recommendations (pg. 4)

ONGOING RECOMMENDATIONS

- | | | | |
|---|---|--|--------|
| 1 | Work jointly with the Charlevoix Historical Society to create community preservation goals. | 2014 Historic Preservation Recommendations | pg. 6 |
| 2 | Recognize the role and promote further awareness of our cultural corridor institutions and build on their programming through collaboration of our municipal programs and staff. | 2018 Certified Local Government Application Basic Requirement #5 | - |
| | Charlevoix Main Street has been spearheading awareness efforts with workshops in partnership with the Michigan Historic Preservation Network. | 2014 Historic Preservation Recommendations | pg. 14 |
| 3 | Conduct outreach to help build historic committee (Historic District Commission) membership. | 2014 Historic Preservation Recommendations | pg. 5 |
| | The Historic District Commission was established May 2006; members are appointed by City Council for a term of three years. | | |
| 4 | Encourage board members and staff of the Economic Development Corporation, Downtown Development Authority and other relevant city staff to learn more about existing economic incentives by researching other communities' programs and attending economic incentive conferences/workshops. | 2014 Historic Preservation Recommendations | pg. 11 |
| 5 | Encourage enthusiastic property owners to join together to create a local preservation group that facilitates educational workshops, complies local preservation resources, and serve as advocates for preserving/rehabbing local historic buildings. | 2014 Historic Preservation Recommendations | pg. 10 |
| 6 | Enhance the role of heritage tourism within the community to promote historic preservation and economic development. | 2018 Certified Local Government Application Basic Requirement #5 | - |
| 7 | Incorporate historic preservation into community planning documents. | 2014 Historic Preservation Recommendations | pg. 8 |
| 8 | Collaborate with Michigan Historic Preservation Network to provide technical assistance, funding, staff time and/or grant seeking efforts for historical groups. | 2014 Historic Preservation Recommendations | pg. 6 |

ACTION ITEMS

- | | | | |
|---|---|--|--------|
| 1 | Work jointly with nonprofits, government staff, and private sector firms to find creative and coordinated ways to promote a local cultural event identifying and incorporating historic resources. Tie existing events to historic resources. | 2014 Historic Preservation Recommendations | pg. 13 |
|---|---|--|--------|

Historic Preservation

- 2 Update survey data of historic places including eligibility for the National Register or local historic districts. 2014 Historic Preservation Recommendations pg. 4

The current survey and inventory system was conducted in 2016 and facilitated by an appointed Historic District Study Committee. It includes documentation of contributing and non-contributing historic resources within the City of Charlevoix.
- 3 Design and implement an ongoing process to continually identify unrecognized historic assets and update surveys. 2014 Historic Preservation Recommendations pg. 4
- 4 Establish a local plaque (or sign) program for individual downtown businesses or neighborhoods. 2014 Historic Preservation Recommendations pg. 9, 12
- 5 Assist the Charlevoix Historical Society with continuous support of exterior repairs and rehabilitation efforts on the Harsha House Museum project that will include exterior painting, new exhibits, and modifications to improve artifact storage areas and exhibit space. 2018 Certified Local Government Application Basic Requirement #5 pg. 35
- 6 Support ongoing efforts to establish a National Register historic district within Downtown Charlevoix. 2018 Certified Local Government Application Basic Requirement #3, #5

Assist the State Historic Preservation Office with receiving public support for the National Register of Historic Places nomination for the downtown historic district. 2015 Baseline Assessment Visit Observations and Recommendations pg. 20

Promote the passage of a resolution of support from the City Council for the historic district.

Charlevoix Main Street DDA will serve as a liaison between the SHPO and the City in order to achieve the City's goal to have the downtown listed on the National Register of Historic Places.



COMMUNICATION

Many of Charlevoix's community minded groups organize and produce these projects and activities in silos, without much collaboration between groups to maximize time, resources, and volunteers for their efforts. This shows a great opportunity for exploring ways to build more connection and communication that can in turn increase the sense of community unity and collaboration.¹¹ In addition, downtown Charlevoix is experiencing a current atmosphere of both volunteer and donor fatigue due to local organizations competing for limited resources.¹²

¹¹ 2015 Charlevoix Baseline Assessment Visit Summary of Observations and Recommendations (pg. 5)

¹² Main 5 Comprehensive Communication Planning (pg. 2, 5)

ONGOING RECOMMENDATIONS

1	Continue business owner meetings and support for new business owners.	2018 Main 5 Comprehensive Communication Planning	pg. 3
2	Use business community as ambassadors for downtown and the Main Street Program	2018 Main 5 Comprehensive Communication Planning	pg. 2
3	Do a better job promoting Main Street to young families, millennials and year-round residents.	2018 Main 5 Comprehensive Communication Planning	pg. 4
4	Bring businesses together to cooperate and coordinate resources to market downtown.	2015 Baseline Assessment Visit Observations and Recommendations, Priority #2 2017 Charlevoix Main Street Board Strategy Development Service Report Summary and Recommendations	pg. 9, 23 pg. 3
5	Show impacts and results of the work Main Street is doing Downtown through use of measureable metrics to continue to grow and drive donations. * Monetary value of donations * number of contributors * # of Downtown businesses or DDA businesses that contribute to the program * # of downtown businesses or DDA businesses that are connected/engaged in the program * maintain # of pledges	2018 Main 5 Comprehensive Communication Planning 2015 Baseline Assessment Visit Observations and Recommendations	pg. 2 pg. 13
6	Utilize text messaging, Charlevoix Main Street app alerts, and/or sponsorship brochures to share the value of Main Street.	2018 Main 5 Comprehensive Communication Planning	pg. 2
7	Share the value of Main Street: * regional and national media coverage to draw people to visit * CVB promotions of community using downtown as a main marketing point * promotions committee—promoting year-round events and businesses—Charlevoix as a destination and place of activity * Charlevoix is Open—winter campaign * focus on promoting all winter activities to draw visitors in * promoting young leadership, entrepreneurs, investors, etc. to draw more young families	2018 Main 5 Comprehensive Communication Planning 2015 Baseline Assessment Visit Observations and Recommendations	pg. 4 pg. 11

ACTION ITEMS

1	Create messaging that will connect with the value of the organizations, donors, and business owners.	2018 Main 5 Comprehensive Communication Planning	pg. 2, 3
2	Incorporate Health & Wellness into branding.	2018 Charlevoix Main Street Health & Wellness/Healthy Living Transformation Strategy Development Plan, goal #1	-
2	Improve communication to City Council through attending meetings and sending more formal reports.	2018 Main 5 Comprehensive Communication Planning	pg. 6
3	Survey business owners annually to discover wants/needs and gather feedback about Main Street.	2018 Main 5 Comprehensive Communication Planning	pg. 3
4	Use crowdfunding for back alley improving project—Sustainable Built Environment Initiative.	2018 Main 5 Comprehensive Communication Planning	pg. 2
5	Create an annual giving campaign that includes all sponsorship opportunities (events, committee projects, infrastructure/development, etc.) for the entire year, include multiple giving levels. Use multiple channels.	2018 Main 5 Comprehensive Communication Planning	pg. 2
6	Improve volunteer program: * voluntary volunteer program (do not try to upsell volunteers) * develop a volunteer database and volunteer recognition to entice volunteers to participate * document volunteer needs in detail within work plans * develop volunteer management with targeted volunteer opportunities over general volunteer asks; identify needs, create job descriptions, match volunteers * utilize Maestro to manage volunteers * follow-up on initial pledge forms Post volunteer opportunities on organization website and with United Way. Regularly share volunteer opportunities with large organizations like the Hospital and Keep Charlevoix Beautiful.	2018 Main 5 Comprehensive Communication Planning 2015 Baseline Assessment Visit Observations and Recommendations	pg. 5 pg. 9



APPENDIX

A. CHARLEVOIX PARKING STUDY

B. GRAPHICS FROM 'CHARLEVOIX DOWNTOWN ALLEY CORRIDOR VISION'

Functionality



Before:

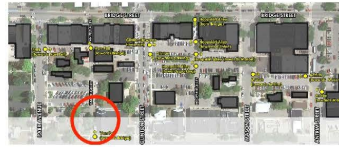


After:



Connectivity

Charlevoix Downtown Alley Corridor Vision



Before:



After:



27

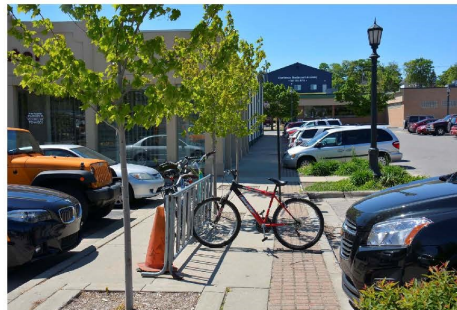
alley paving renderings

Revitalization

Charlevoix Downtown Alley Corridor Vision



Before:



After:



30

alley paving renderings

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

Old Business

TITLE: Draft 2019-2020 DDA Budget

DATE: January 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached is the revised 2019-2020 DDA Budget with the following changes since our last meeting:

- The "More Than Summer" Campaign is included for the amount of \$10,000 under Marketing and Promotional Services
- A line for "Microphones" has been added in the amount of \$5,000 because we have to replace our current microphones by 2020 when the frequency will be changing and our mics will no longer function. More details to come soon from CJ Winnell.
- Money for a Wayfinding Sign has been added to the Design Committee budget (\$3630) because of the grant that was awarded by the Charlevoix County Community Foundation (\$750). I clarified with Maureen Radke that the grant funds cannot be used to buy anything but what we applied for, which were primary directional signs at the intersection of US31 and M66. Since either of these signs would direct people to the downtown it is appropriate for DDA funds to be spent.
- \$1000 was added to account for Main Street Monday during Venetian Festival - this has never been broken out into its own line before
- The total for "tech" was increased to \$4200 to more accurately reflect what we pay for our sound technicians for Live on the Lake and Main Street Monday

In summary, our estimated expenses exceed our income by \$43,400. With a total of \$427,263 of cash and investments (of which, \$50,000 is invested), that leaves us with a total of \$377,263 in cash. This number divided by 7 (years until our sunset) equals \$53,894, which is the amount of excess spending we can afford each year.

RECOMMENDATION:

Motion to approve the 2019-2020 DDA Budget.

ATTACHMENTS:

- ▢ Revised 2019-2020 DDA Budget

**CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY FUND
2019-20 BUDGET**

	2017-18 Actual	2018-19 Budget	2018-19 Est. Actual	2019-20 Budget
REVENUES				
CURRENT PROPERTY TAX	37,573	38,200	38,881	38,900
PROPERTY TAX - CAPTURE LOCAL	395,821	395,800	417,461	417,500
DELINQUENT PROPERTY TAX COLLECTED	430	-	-	-
PENALTY - PROPERTY TAX	101	-	80	-
FEDERAL / STATE / OTHER GRANTS	8,178	9,600	12,147	8,800
FARMERS MARKET INCOME	30,493	33,900	27,574	-
INTEREST EARNINGS	1,360	500	1,000	1,000
RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000
RENTS & ROYALTIES - KEWEENAW	-	-	-	-
RENTS & ROYALTIES - BIBCO LEASE	27,722	29,000	28,963	30,100
RENTS & ROYALTIES - ROUND LAKE GROUP	15,364	20,700	20,560	21,000
RENTS & ROYALTIES - LC BREWERS	4,884	4,900	4,980	5,100
MISCELLANEOUS & IWF REIMBURSEMENT	243	-	200	-
CONTRIBUTION - OTHER SOURCES	25,007	24,500	28,710	18,000
CONTRIBUTION - MAIN STREET	11,530	9,000	15,795	15,000
CONTRIBUTION - LIGHTING & HOLIDAY DECOR	-	-	-	-
CONTRIBUTION - PERFORMANCE PAVILION	7,548	7,000	7,000	7,000
TRANSFER FROM OTHER FUNDS	-	-	-	-
TOTAL REVENUES	\$ 567,255	\$ 574,100	\$ 604,352	\$ 563,400

EXPENSES				
SALARIES & WAGES	30,160	38,300	38,404	39,400
WAGES - ICMA	2,594	3,300	3,728	4,100
SALARIES & WAGES - TEMPORARY	10,778	12,600	4,240	-
EMPLOYEE FRINGE BENEFITS	25,141	31,800	30,591	30,700
OPERATING SUPPLIES	6,126	8,600	8,601	8,700
IWF MAINTENANCE	6,806	7,200	20,100	7,000
MARKETING & PROMOTIONAL SERVICES	40,517	34,500	44,651	47,700
MARKETING & PROMOTIONAL SVCS - FARMERS MKT	24,704	16,800	20,291	-
MARKETING & PROMOTIONAL SVCS - CRAFT BEER	6,251	-	-	-
PROMOTION COMMITTEE EXPENSES	3,671	7,800	7,750	12,000
ORGANIZATION COMMITTEE	431	-	500	500
BUSINESS RECRUITMENT/RETENTION	212	1,000	1,000	1,000
CONTRACTUAL SERVICES	40,928	26,400	26,400	26,500
SERVICE/MAINTENANCE FEES	-	-	-	-
DESIGN COMMITTEE	96,614	18,600	18,583	28,700
DESIGN CAPTIAL IMPROVEMENTS	16,189	-	5,710	-
LEGAL SERVICES	186	500	5,640	500
TELEPHONE	1,444	1,100	1,600	1,100
CONFERENCE & TRAVEL	6,234	5,000	5,000	5,000
PRINTING & PUBLISHING	1,345	1,500	1,525	1,500
INSURANCE & BONDS	1,415	1,800	1,450	1,500
PARK EQUIPMENT	-	-	-	-
REFUNDS - PROPERTY TAX & TIFA	5,052	6,000	6,000	6,000
MAINTENANCE - BRIDGE PARK BUILDING	20,307	15,000	47,960	15,000
MISCELLANEOUS	863	1,000	950	5,000
MISCELLANEOUS - FARMERS MARKET	1,750	500	7	-
MISCELLANEOUS - MAIN STREET	382	300	300	300
MISCELLANEOUS - LIBRARY/SUBSCRIPTIONS	-	-	-	-
CAPITAL PROJECT - PROFESSIONAL SERVICES	-	-	-	-
CAPITAL PROJECT - CONTRACTUAL SERVICES	-	-	-	-
BOND ISSUANCE COSTS	-	-	-	-
DEBT SERVICE PAYMENTS				
BOND PRINCIPAL - BRIDGE PARK (LTGO, ACT 99)	-	-	-	-
INTEREST EXPENSE - BONDS	-	-	-	-
PAYING AGENT FEES	-	-	-	-
LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000
TRANSFER TO OTHER FUNDS (MARINA)	335,700	338,000	338,000	334,600
TOTAL EXPENSES	\$ 715,800	\$ 607,600	\$ 668,981	\$ 606,800

EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (148,546)	\$ (33,500)	\$ (64,630)	\$ (43,400)
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YEAR END BALANCES				
FUND BALANCE / NET POSITION BEGINNING OF YEAF	4,135,325	4,051,123	3,986,779	3,922,150
CHANGE IN FUND BALANCE / NET POSITION	(148,546)	(33,500)	(64,630)	(43,400)
FUND BALANCE / NET POSITION	\$ 3,986,779	\$ 4,017,623	\$ 3,922,150	\$ 3,878,750

CASH & INVESTMENTS	\$ 535,292	\$ 495,428	\$ 470,663	\$ 427,263
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*
* Note: Includes \$485,292 cash & \$50,000 investment

DDA Revenue		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
Account #	Account Description	3/31/2018	3/31/2019	3/31/2019	3/31/2019	3/31/2020
255-000-403.000	CURRENT PROPERTY TAX LEVY	37,573	38,200	37,576	38,881	38,900
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	395,821	395,800	416,945	417,461	417,500
255-000-420.000	DELINQUENT TAXES - DDA	430	-	(450)	-	-
255-000-445.000	INTEREST & PENALTIES - DELINQ	101	-	78	80	-
255-000-523.000	FEDERAL GRANTS RECREATION	-	-	-	-	-
255-000-523.001	FEDERAL GRANTS	-	-	-	-	-
255-000-566.000	STATE GRANTS RECREATION	-	-	-	-	-
255-000-566.001	STATE GRANTS	-	-	-	-	-
255-000-573.000	STATE REVENUE - OTHER	6,178	5,000	9,147	9,147	5,000
255-000-580.001	GRANTS - OTHER	2,000	3,000	-	3,000	3,800
255-000-580.002	GRANTS - FARMER'S MARKET	-	1,600	-	-	-
255-000-650.000	FARMERS MARKET SALES	18,498	19,200	16,873	16,874	-
255-000-651.000	FARMERS MARKET BOOTH FEES	11,995	14,700	10,580	10,700	-
255-000-665.000	INTEREST EARNINGS	1,360	500	343	1,000	1,000
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000	1,000
255-000-668.001	RENTS & ROYALTIES - KEWEENAW	-	-	-	-	-
255-000-668.002	PROPERTY RENT - BIBCO	27,722	29,000	24,136	28,963	30,100
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	15,364	20,700	13,021	20,560	21,000
255-000-668.004	PROPERTY RENT - LC BREWERS	4,884	4,900	4,138	4,980	5,100
255-000-673.000	SALE OF FIXED ASSETS	-	-	-	-	-
255-000-675.000	CONTRIB PRIV SOURCE-PARK BENCH	-	-	-	4,210	-
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	-	-	-	-	-
255-000-675.002	CONTRIBUTIONS - CONCERTS	7,548	7,000	6,813	7,000	7,000
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	18,718	18,000	-	18,000	18,000
255-000-675.004	CONTRIBUTIONS - MAIN STREET	11,530	9,000	15,794	15,795	15,000
255-000-675.005	CONTRI PRIV-Brandi/Elowsky/Way	-	-	-	-	-
255-000-675.006	CONTRIBUTIONS-CRAFT BEER FEST	6,289	6,500	-	6,500	-
255-000-692.000	MISCELLANEOUS	243	-	200	200	-
255-000-699.000	TRANSFER FROM OTHER FUNDS	-	-	-	-	-

\$	567,255	\$	574,100	\$	556,196	\$	604,352	\$	563,400
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Account Number	255-000-403.000		Fund	255		
Account Name	CURRENT PROPERTY TAX LEVY		Activity	DDA Revenue		
Account Description	DDA tax levy of 1.3631 mills					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 37,573	\$ 38,200	\$ 37,576	\$ 38,881	\$ 38,900
2018-19 Est. Actual Detail	Mills	City Taxable Value	Total Levied	% Collected		Total
	2018 DDA	1.3556	28,825,864	39,076	99.50%	38,881
					Total	\$ 38,881
2019-20 Budget Detail	Mills	City Taxable Value	Total Levied	% Collected		Total
	2019 DDA	1.3556	28,825,864	39,076	99.50%	38,881
					Total (rounded)	\$ 38,900

Account Number	255-000-403.001		Fund	255	
Account Name	CURRENT PROPERTY TAX LEVY T/F		Activity	DDA Revenue	
Account Description	DDA TIF tax capture				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 395,821	\$ 395,800	\$ 416,945	\$ 417,461
					2019-20 Budget
					\$ 417,500
2018-19 Est. Actual Detail					Total
	2018 Tax Capture				\$417,460.86
				Total	\$ 417,461
2019-20 Budget Detail					Total
	2019 Tax Capture				\$417,460.86
				Total (rounded)	\$ 417,500
Account Number	255-000-420.000		Fund	255	
Account Name	DELINQUENT TAXES - DDA		Activity	DDA Revenue	
Account Description	Delinquent DDA taxes				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 430	\$ -	\$ (450)	\$ -
					2019-20 Budget
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				-
				Total (rounded)	\$ -
Account Number	255-000-445.000		Fund	255	
Account Name	INTEREST & PENALTIES - DELINQ		Activity	DDA Revenue	
Account Description	Interest & penalties on delinquent DDA taxes				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 101	\$ -	\$ 78	\$ 80
					2019-20 Budget
2018-19 Est. Actual Detail					Total
	Estimate				80
				Total	\$ 80
2019-20 Budget Detail					Total
	Estimate				-
				Total (rounded)	\$ -

Account Number	255-000-523.000		Fund	255	
Account Name	FEDERAL GRANTS RECREATION		Activity	DDA Revenue	
Account Description	Federal grants received by the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				
				Total (rounded)	\$ -
Account Number	255-000-523.001		Fund	255	
Account Name	FEDERAL GRANTS		Activity	DDA Revenue	
Account Description	New Account Created by Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				
				Total (rounded)	\$ -
Account Number	255-000-566.000		Fund	255	
Account Name	STATE GRANTS RECREATION		Activity	DDA Revenue	
Account Description	State grants received by the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Estimate				
				Total	\$ -
2019-20 Budget Detail					Total
	Estimate				
				Total (rounded)	\$ -
Account Number	255-000-566.001		Fund	255	
Account Name	STATE GRANTS		Activity	DDA Revenue	
Account Description	New Account Created by Annie 2016-17				

		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
					Total	\$ -
2019-20 Budget Detail						Total
					Total (rounded)	\$ -
Account Number	255-000-573.000		Fund	255		
Account Name	STATE REVENUE - OTHER		Activity	DDA Revenue		
Account Description	Revenue from the State that is not a grant or shared revenue					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 6,178	\$ 5,000	\$ 9,147	\$ 9,147	\$ 5,000
2018-19 Est. Actual Detail						Total
	State Personal Property Tax Loss Reimbursement					9,147
					Total	\$ 9,147
2019-20 Budget Detail						Total
	State Personal Property Tax Loss Reimbursement					5,000
					Total (rounded)	\$ 5,000

Account Number	255-000-580.001		Fund	255	
Account Name	GRANTS - OTHER		Activity	DDA Revenue	
Account Description	Other grants received by the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 2,000	\$ 3,000	\$ (1,300)	\$ 3,000
					2019-20 Budget
					\$ 3,800
2018-19 Est. Actual Detail					Total
	Double Up Food Bucks Grant				1,600
	Moved to 255-000-580.002	Review			(1,600)
	Community Foundation	same as previous year		Added 1/19/17	3,000
				Total	\$ 3,000
2019-20 Budget Detail					Total
	Double Up Food Bucks Grant				1,600
	Moved to 255-000-580.002	Review			(1,600)
	Community Foundation	same as previous year		750 on 1/22/19	3,750
				Total (rounded)	\$ 3,800
Account Number	255-000-580.002		Fund	255	
Account Name	GRANTS - FARMER'S MARKET		Activity	DDA Revenue	
Account Description	Grant - Farmers Market (New per Annie 2016-17)				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ 1,600	\$ -	\$ -
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail					Total
	Double Up Food Bucks Grant				
	Remove - Per Lindsey				
				Total	\$ -
2019-20 Budget Detail					Total
	Double Up Food Bucks Grant			1600	-
				Farm Market Gone	
	Remove - Per Lindsey				
				Total (rounded)	\$ -
Account Number	255-000-650.000		Fund	255	
Account Name	FARMERS MARKET SALES		Activity	DDA Revenue	
Account Description	Farmers market sales that are passed back to vendors				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 18,498	\$ 19,200	\$ 16,873	\$ 16,874
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail					Total
	Token sales				12,000
	State reimbursements				2,500
	Addl				4,700
	Remove - Per Lindsey			Reduce to actuals	(2,326)
				Total	\$ 16,874
2019-20 Budget Detail					Total
	Token sales			12000	-
	State reimbursements		MOVED to RECREATION	2,500	-
	Addl			4,700	-
	Remove - Per Lindsey				
				Total (rounded)	\$ -
Account Number	255-000-651.000		Fund	255	
Account Name	FARMERS MARKET BOOTH FEES		Activity	DDA Revenue	
Account Description	Revenue from farmers market booth fees				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 11,995	\$ 14,700	\$ 10,580	\$ 10,700	\$ -

2018-19 Est. Actual Detail				Total
	Booth fees			13,200
	Sponsorships modified 1/19/2017			1,500
	Remove - Per Lindsey			
	Reduce to actuals			(4,000)
Total				\$ 10,700
2019-20 Budget Detail				Total
	Booth fees 13200			-
	Sponsorships modified 1/19/2017 1,500			-
	Same as previous year - review			
	MOVED TO RECREATION Remove - Per Lindsey			
Total (rounded)				\$ -

Account Number	255-000-665.000		Fund	255	
Account Name	INTEREST EARNINGS		Activity	DDA Revenue	
Account Description	Interest earnings on DDA cash and investments				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,360	\$ 500	\$ 343	\$ 1,000
					2019-20 Budget
2018-19 Est. Actual Detail					Total
	Estimate				1,000
				Total	\$ 1,000
2019-20 Budget Detail					Total
	Estimate				1,000
				Total (rounded)	\$ 1,000
Account Number	255-000-668.000		Fund	255	
Account Name	RENTS & ROYALTIES - SUNSHINE		Activity	DDA Revenue	
Account Description	Sunshine Charter kiosk rental fees				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
					2019-20 Budget
2018-19 Est. Actual Detail					Total
	Kiosk rental				1,000
				Total	\$ 1,000
2019-20 Budget Detail					Total
	Kiosk rental				1,000
				Total (rounded)	\$ 1,000
Account Number	255-000-668.001		Fund	255	
Account Name	RENTS & ROYALTIES - KEWEENAW		Activity	DDA Revenue	
Account Description	Keweenaw Star office space rental fees				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
					2019-20 Budget
2018-19 Est. Actual Detail					Total
				Total	\$ -
2019-20 Budget Detail					Total
				Total (rounded)	\$ -

Account Number	255-000-668.002		Fund	255	
Account Name	PROPERTY RENT - BIBCO		Activity	DDA Revenue	
Account Description	BIBCo lease rental fees for office space and dock				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 27,722	\$ 29,000	\$ 24,136	\$ 28,963
					2019-20 Budget
					\$ 30,100
2018-19 Est. Actual Detail					Total
	2018 Lease				28,963
				Total	\$ 28,963
2019-20 Budget Detail					Total
	2019 Lease				30,070
				Total (rounded)	\$ 30,100
Account Number	255-000-668.003		Fund	255	
Account Name	PROPERTY RENT - ROUND LAKE GR		Activity	DDA Revenue	
Account Description	Tap Room/Brewery lease				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 15,364	\$ 20,700	\$ 13,021	\$ 20,560
					2019-20 Budget
					\$ 21,000
2018-19 Est. Actual Detail					Total
	Rent - April thru December	Per Patti	9	1300	405
	Rent - Jan thru march	Per Patti	3	1,325	413
				Total	\$ 20,560
2019-20 Budget Detail					Total
	Rent - April thru December	Per Patti	9	1325	413
	Rent - Jan thru march	Per Patti	3	1,352	421
	Review with Patti				
				Total (rounded)	\$ 21,000
Account Number	255-000-668.004		Fund	255	
Account Name	PROPERTY RENT - LC BREWERS		Activity	DDA Revenue	
Account Description	LC Brewers Rent				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 4,884	\$ 4,900	\$ 4,138	\$ 4,980
					2019-20 Budget
					\$ 5,100
2018-19 Est. Actual Detail					Total
			Per Month	Months	
	Rent for 2018-19	Jan - Dec 2018	413	April - December	9
		Jan - Dec 2019	421	Jan - March	3
				Total	\$ 4,980
2019-20 Budget Detail					Total
			Per Month	Months	
	Rent for 2019-20	Jan - Dec 2019	421	April - December	9
		Jan - Dec 2020	429	Jan - March	3
				Total (rounded)	\$ 5,100
Account Number	255-000-673.000		Fund	255	
Account Name	SALE OF FIXED ASSETS		Activity	DDA Revenue	
Account Description	Sales of DDA fixed assets				

		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ -		\$ -		\$ -		\$ -		\$ -	
2018-19 Est. Actual Detail										Total	
	Estimate									-	
								Total		\$ -	
2019-20 Budget Detail										Total	
	Estimate									-	
								Total (rounded)		\$ -	
Account Number	255-000-675.000				Fund	255					
Account Name	CONTRIB PRIV SOURCE-PARK BENCH				Activity	DDA Revenue					
Account Description	Contributions for park benches										
		2017-18 Actual		2018-19 Budget		2018-19 Year-To-Date		2018-19 Est. Actual		2019-20 Budget	
		\$ -		\$ -		\$ -		\$ 4,210		\$ -	
2018-19 Est. Actual Detail										Total	
	Unknown									4,210	
								Total		\$ 4,210	
2019-20 Budget Detail										Total	
	Unknown										
								Total (rounded)		\$ -	

Account Number	255-000-675.001		Fund	255	
Account Name	CONTRIBUTIONS - TREE LIGHTS		Activity	DDA Revenue	
Account Description	Contributions for tree lights downtown				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	Holiday decorations				
				Total	\$ -
2019-20 Budget Detail					Total
	Holiday decorations				-
				Total (rounded)	\$ -

Account Number	255-000-675.002		Fund	255	
Account Name	CONTRIBUTIONS - CONCERTS		Activity	DDA Revenue	
Account Description	Contributions for concerts				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 7,548	\$ 7,000	\$ 6,813	\$ 7,000
2018-19 Est. Actual Detail					Total
					7,000
				Total	\$ 7,000
2019-20 Budget Detail					Total
					7,000
	Review - same as last year				
				Total (rounded)	\$ 7,000

Account Number	255-000-675.003		Fund	255	
Account Name	CONTRIBUTIONS - PRIVATE SOURCE		Activity	DDA Revenue	
Account Description	Contributions to the DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 18,718	\$ 18,000	\$ -	\$ 18,000
2018-19 Est. Actual Detail					Total
	Actuals	TBD	Contributions farmers market		18,000
				Total	\$ 18,000
2019-20 Budget Detail					Total
					18,000
				Total (rounded)	\$ 18,000

Account Number	255-000-675.004		Fund	255	
Account Name	CONTRIBUTIONS - MAIN STREET		Activity	DDA Revenue	
Account Description	Contributions to the DDA from private sources for Main Street Program				

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 11,530	\$ 9,000	\$ 15,794	\$ 15,795	\$ 15,000

2018-19 Est. Actual Detail			Total
	Estimate	Used last year budget amount	9,000
	restaurant week sponsorship?		
	increased to actuals 12/11/2018		6,695
			100
		Total	\$ 15,795

2019-20 Budget Detail			Total
	Estimate	Used last year budget amount	15,000
	restaurant week sponsorship? added 1/19/2017		
	Review - same as last year		
Total (rounded)			\$ 15,000

Account Number	255-000-675.005		Fund	255
Account Name	CONTRI PRIV-Brandi/Elowsky/Way		Activity	DDA Revenue
Account Description	Contributions to the DDA from private sources			

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ -	\$ -	\$ -	\$ -	\$ -

2018-19 Est. Actual Detail			Total
	Estimate		
		Total	\$ -

2019-20 Budget Detail			Total
	Estimate		-
		Total (rounded)	\$ -

Account Number	255-000-675.006		Fund	255
Account Name	CONTRIBUTIONS-CRAFT BEER FEST		Activity	DDA Revenue
Account Description	Contributions to the DDA from private sources			

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 6,289	\$ 6,500	\$ -	\$ 6,500	\$ -

2018-19 Est. Actual Detail			Total
	Estimate		6,500
		Total	\$ 6,500

2019-20 Budget Detail			Total
	Estimate		-
		Total (rounded)	\$ -

Account Number	255-000-692.000		Fund	255
Account Name	MISCELLANEOUS		Activity	DDA Revenue
Account Description	Miscellaneous DDA revenue			

2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
\$ 243	\$ -	\$ 200	\$ 200	\$ -

2018-19 Est. Actual Detail						Total
	IWF reimbursement					200
					Total	\$ 200
2019-20 Budget Detail						Total
	IWF Reimbursement					-
					Total (rounded)	\$ -
Account Number	255-000-699.000		Fund	255		
Account Name	TRANSFER FROM OTHER FUNDS		Activity	DDA Revenue		
Account Description	Transfer from other funds to the DDA					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
					Total	\$ -
2019-20 Budget Detail						Total
					Total (rounded)	\$ -

DDA		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
Account #	Account Description	3/31/2018	3/31/2019	3/31/2019	3/31/2019	3/31/2020
255-255-706.000	SALARIES & WAGES	30,160	38,300	30,241	38,404	39,400
255-255-706.001	WAGES (ICMA)	2,594	3,300	2,993	3,728	4,100
255-255-707.000	SALARIES & WAGES - TEMPORARY	10,778	12,600	4,155	4,240	-
255-255-719.000	EMPLOYEE FRINGE BENEFITS	25,141	31,800	24,211	30,591	30,700
255-255-740.000	OPERATING SUPPLIES	6,126	8,600	6,554	8,601	8,700
255-255-776.000	IWF MAINTENANCE	6,806	7,200	20,086	20,100	7,000
255-255-801.000	MARKETING & PROMOTIONAL SVCS	40,517	34,500	44,151	44,651	47,700
255-255-801.001	PROFESSIONAL SERVICES-FARM MKT	24,704	16,800	20,291	20,291	-
255-255-801.002	PROFESSIONAL SERV-CRAFT BEER F	6,251	-	-	-	-
255-255-801.003	PROMOTION COMMITTEE EXPENSES	3,671	7,800	6,176	7,750	12,000
255-255-801.004	ORGANIZATION COMMITTEE	431	-	390	500	500
255-255-801.005	BUSINESS RECRUITMENT/RETENTION	212	1,000	500	1,000	1,000
255-255-818.000	CONTRACTUAL SERVICES	40,928	26,400	25,171	26,400	26,500
255-255-818.001	SERVICE/MAINTENANCE FEES	-	-	-	-	-
255-255-818.002	DESIGN COMMITTEE	96,614	18,600	7,971	18,583	28,700
255-255-818.003	DESIGN CAPITAL IMPROVEMENTS	16,189	-	5,710	5,710	-
255-255-826.000	LEGAL FEES	186	500	5,534	5,640	500
255-255-853.000	TELEPHONE	1,444	1,100	1,480	1,600	1,100
255-255-860.000	CONFERENCE & TRAVEL	6,234	5,000	3,814	5,000	5,000
255-255-888.000	LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000	30,000
255-255-900.000	PRINTING & PUBLISHING	1,345	1,500	1,520	1,525	1,500
255-255-910.000	INSURANCE & BONDS	1,415	1,800	1,444	1,450	1,500
255-255-933.000	MAINTENANCE - BRIDGE PARK	20,307	15,000	7,328	47,960	15,000
255-255-962.000	MISCELLANEOUS	863	1,000	338	950	5,000
255-255-962.001	MISCELLANEOUS - FARMERS MARKET	1,750	500	6	7	-
255-255-962.002	MISCELLANEOUS - MAIN STREET	382	300	250	300	300
255-255-962.003	PROFESSIONAL LIBRARY/SUBSCRIPT	-	-	-	-	-
255-255-964.000	REFUNDS & REBATES	5,052	6,000	4,927	6,000	6,000
255-255-977.000	PARK EQUIPMENT	-	-	-	-	-
255-255-999.000	TRANSFER TO OTHER FUNDS	-	-	-	-	-
255-255-999.101	TRANSFER TO GENERAL	-	-	-	-	-
255-255-999.594	TRANSFER TO MARINA FUND-BOND	335,700	338,000	338,000	338,000	334,600

\$	715,800	\$	607,600	\$	593,241	\$	668,981	\$	606,800
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Account Number	255-255-706.000		Fund	255			
Account Name	SALARIES & WAGES		Activity	DDA			
Account Description	Director @ 75%, remaining 25% is Econ Development charged to City Manager's office						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget	
		\$ 30,160	\$ 38,300	\$ 30,241	\$ 38,404	\$ 39,400	
2018-19 Est. Actual Detail	Position	Wage/Salary	% Allocated / Hours	OT / Other	Total	Less 10% for EFB	Total
	MAIN ST EXECUTIVE DIRECTOR	52,020	75%		39,015	(3,902)	35,114
	Treasurer	73,124	5%		3,656	(366)	3,291
Total						\$ 38,404	
2019-20 Budget Detail	Position	Wage/Salary	% Allocated / Hours	OT / Other	Total	Less 10% for EFB	Total
	MAIN ST EXECUTIVE DIRECTOR	53,321	75%		39,990	(3,999)	35,991
	Treasurer	74,952	5%		3,748	(375)	3,373
Total (rounded)						\$ 39,400	

Account Number	255-255-706.001		Fund	255	
Account Name	WAGES (ICMA)		Activity	DDA	
Account Description	Deferred Comp 457 plan				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 2,594	\$ 3,300	\$ 2,993	\$ 3,728
					2019-20 Budget
					\$ 4,100
2018-19 Est. Actual Detail	Position	Wage/Salary	% Contributed		Total
	CED / DDA Director	35,114	8.6%	1,258 10.50%	2,151 3,409
	Treasurer	3,291	8.6%	118 10.50%	202 319
Total					\$ 3,728
2019-20 Budget Detail	Position	Wage/Salary	% Contributed		Total
	CED / DDA Director	35,991	10.5%		3,779
	Treasurer	3,373	10.5%		354
Total (rounded)					\$ 4,100
Account Number	255-255-707.000		Fund	255	
Account Name	SALARIES & WAGES - TEMPORARY		Activity	DDA	
Account Description	Seasonal help				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 10,778	\$ 12,600	\$ 4,155	\$ 4,240
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail	Position	Wage/Hour	Weeks	Hours/Week	Total
	Farmers Market	18.00	34	20	12,240
	Farmers Market Asst	400.00	1	1	400
				REDUCED TO ACTUALS - CLOSE	(8,400)
Total					\$ 4,240
2019-20 Budget Detail	Position	Wage/Hour	Weeks	Hours/Week	Total
	Farmers Market	18.00	34	0	MOVED to Recreation?General Fund -
	Farmers Market Asst	400.00	1	0	MOVED to Recreation?General Fund -
Total (rounded)					\$ -
Account Number	255-255-719.000		Fund	255	
Account Name	EMPLOYEE FRINGE BENEFITS		Activity	DDA	
Account Description	Employee Fringe Benefits @ 15% for part time, 77% for full time employees				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 25,141	\$ 31,800	\$ 24,211	\$ 30,591
					2019-20 Budget
					\$ 30,700
2018-19 Est. Actual Detail	Total	%			Total
	Full-Time	38,404	78%		29,955
	Part-Time	4,240	15%		636
Total					\$ 30,591
2019-20 Budget Detail	Total	%			Total
	Full-Time	39,400	78%		30,732
	Part-Time	-	15%		-
Total (rounded)					\$ 30,700

Account Number	255-255-740.000		Fund	255	
Account Name	OPERATING SUPPLIES		Activity	DDA	
Account Description	Supplies for DDA				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 6,126	\$ 8,600	\$ 6,554	\$ 8,601
					2019-20 Budget
					\$ 8,700
2018-19 Est. Actual Detail	Increase				2017-18
					Total
	DTE and City Utilities				4,060
	Office supplies/computer/internet/postage/Misc Hdwr/misc				2,054
	Charlevoix Dist Library				13
	Misc to original budget				2,332
				restroom move to 818	
Note: Annie moved to 255-255-818...but was still being chged here. Reclassed and let Pat Elliot know 8/24/21				Total	\$ 8,601
2019-20 Budget Detail					Total
	DTE and City Utilities				4,307
	Office supplies/computer/internet/postage/Misc Hdwr				2,095
	Charlevoix Dist Library				13
	Misc				2,332
				Total (rounded)	\$ 8,700

Account Number	255-255-776.000		Fund	255	
Account Name	IWF MAINTENANCE		Activity	DDA	
Account Description	IWF costs - Fountain				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 6,806	\$ 7,200	\$ 20,086	\$ 20,100
					2019-20 Budget
					\$ 7,000
2018-19 Est. Actual Detail					Total
	IWF start-up and winterization				5,500
	IWF inspection				200
	IWF license				300
	Additional to actual + security Change per Lindsey 12/12/2018 addle 1770 came in				14,100
				Total	\$ 20,100
2019-20 Budget Detail					Total
	IWF start-up and winterization				5,500
	IWF inspection				200
	IWF license				300
	Additional to actual + security ?? Change per Lindsey 12/12/2018				1,000
				Total (rounded)	\$ 7,000

Account Number	255-255-801.000		Fund	255	
Account Name	MARKETING & PROMOTIONAL SVCS		Activity	DDA	
Account Description	Concerts, movies, kiosk updates, Pure Michigan				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 40,517	\$ 34,500	\$ 44,151	\$ 44,651
					2019-20 Budget
					\$ 47,700
2018-19 Est. Actual Detail					Total
	Sponsorships				20,000
	Concert Series Music and Movies Move to 255-255-801.003 Would have been spent here for 2018-19				7,000
	Brochures/Pamphlets/Flyers				1,500
	Tech				3,500
	Broadcast				1,750
	Mobile App				750
	Additional to actuals 1/2419				10,151
				Total	\$ 44,651
2019-20 Budget Detail					Total
	Sponsorships				10,000
	Concert Series Music and Movies Move to 255-255-801.003 7,000				
	Brochures/Pamphlets/Flyers				5,000
	Tech				4,200
	Broadcast				1,750
	Mobile App				750
	Ad Campaigns				10,000
	More than summer				10,000
	Microphones added 1/22/2019 lindsey				5,000
	Main Street Mondays				1,000
				Total (rounded)	\$ 47,700
Account Number	255-255-801.001		Fund	255	
Account Name	PROFESSIONAL SERVICES-FARM MKT		Activity	DDA	
Account Description	Expenses for the Farmers Market				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 24,704	\$ 16,800	\$ 20,291	\$ 20,291
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail					Total
	Farmer reimbursement				15,000
	Processing fees				300
	Advertising				1,000
	Library rental				200
	Miscellaneous				300
	Estimate to actuals				3,491
				Total	\$ 20,291
2019-20 Budget Detail					Total
	Farmer reimbursement 15000				-
	Processing fees 300				-
	Advertising 1,000				-
	Library rental 200				-
	Miscellaneous 300				-
				Total (rounded)	\$ -
Account Number	255-255-801.002		Fund	255	
Account Name	PROFESSIONAL SERV-CRAFT BEER F		Activity	DDA	
Account Description	New Account - Per Annie 2016-17				

			2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
			\$ 6,251	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail							Total
						Total	\$ -
2019-20 Budget Detail							Total
						Total (rounded)	\$ -
Account Number	255-255-801.003		Fund	255			
Account Name	PROMOTION COMMITTEE EXPENSES		Activity	DDA			
Account Description	New Account - Per Annie 2016-17						
			2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
			\$ 3,671	\$ 7,800	\$ 6,176	\$ 7,750	\$ 12,000
2018-19 Est. Actual Detail							Total
	Shop Local Campaign						1,200
	Restaurant Week						1,050
	Shop Directory and Kiosk						5,500
	Concert Series Music and Movies Move from 255-255-801.000 Left in original account						
	est to actuals						-
						Total	\$ 7,750
2019-20 Budget Detail							Total
	Shop Local Campaign						1,500
	Restaurant Week						2,500
	Shop Directory and Kiosk						1,000
	Concert Series Music and Movies Move from 255-255-801.000						7,000
						Total (rounded)	\$ 12,000
Account Number	255-255-801.004		Fund	255			
Account Name	ORGANIZATION COMMITTEE		Activity	DDA			
Account Description	New Account - Per Annie 2016-17						
			2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
			\$ 431	\$ -	\$ 390	\$ 500	\$ 500
2018-19 Est. Actual Detail							Total
	Web Site/constant contact Was Missing...per Lindsey 7/27/2018						500
	NONE						
	Volunteer Management/Printing and Copying communications						
						Total	\$ 500
2019-20 Budget Detail							Total
	Web Site/constant contact						500
	NONE						

	Volunteer Management/Printing and Copying communications					
					Total (rounded)	\$ 500
Account Number	255-255-801.005		Fund	255		
Account Name	BUSINESS RECRUITMENT/RETENTION		Activity	DDA		
Account Description	New Account - Per Annie 2016-17					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 212	\$ 1,000	\$ 500	\$ 1,000	\$ 1,000
2018-19 Est. Actual Detail						Total
	Recruitment package					1,000
					Total	\$ 1,000
2019-20 Budget Detail						Total
	Recruitment package					1,000
					Total (rounded)	\$ 1,000

Account Number	255-255-818.000		Fund	255	
Account Name	CONTRACTUAL SERVICES		Activity	DDA	
Account Description	Xmas lights, bandshell lighting up and down, window washing & BATHROOM CLEANING				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 40,928	\$ 26,400	\$ 25,171	\$ 26,400
					2019-20 Budget
					\$ 26,500
2018-19 Est. Actual Detail					Total
	Bandshell light installation and removal				1,200
	Window cleaning				500
	Up North Property Services - Rest Room Cleaning				14,700
	Chamber of commerce				10,000
				Total	\$ 26,400
2019-20 Budget Detail					Total
	Bandshell light installation and removal				1,200
	Window cleaning				500
	Up North Property Services - Rest Room Cleaning				14,847
	1.00%				
	Chamber of commerce				10,000
				Total (rounded)	\$ 26,500
Account Number	255-255-818.001		Fund	255	
Account Name	SERVICE/MAINTENANCE FEES		Activity	DDA	
Account Description	New Account - Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
					2019-20 Budget
2018-19 Est. Actual Detail					Total
				Total	\$ -
2019-20 Budget Detail					Total
				Total (rounded)	\$ -
Account Number	255-255-818.002		Fund	255	
Account Name	DESIGN COMMITTEE		Activity	DDA	
Account Description	New Account - Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 96,614	\$ 18,600	\$ 7,971	\$ 18,583
					2019-20 Budget
					\$ 28,700
2018-19					Total

Est. Actual Detail						
	Holiday Decorations					2,083
	Tree lighting 2017-18 info					2,500
	SBEI Site Design					4,000
	Holiday Lighting None this year					
	Façade Grant Incentive Program					10,000
					Total	\$ 18,583
2019-20 Budget Detail						Total
	Holiday Decorations					2,083
	Tree lighting					3,000
	Way Finding Sign added per Lindsey 1/22/2019					3,630
	Holiday Lighting None this year					
	Façade Grant Incentive Program					20,000
					Total (rounded)	\$ 28,700
Account Number	255-255-818.003		Fund	255		
Account Name	DESIGN CAPITAL IMPROVEMENTS		Activity	DDA		
Account Description	New Account - Annie 2016-17					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 16,189	\$ -	\$ 5,710	\$ 5,710	\$ -
2018-19 Est. Actual Detail						Total
	Wood Shop??					5,710
					Total	\$ 5,710
2019-20 Budget Detail						Total
					Total (rounded)	\$ -
Account Number	255-255-826.000		Fund	255		
Account Name	LEGAL FEES		Activity	DDA		
Account Description						
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ 186	\$ 500	\$ 5,534	\$ 5,640	\$ 500
2018-19 Est. Actual Detail						Total
	estimate					500
	ITP Service DOO					1,340
	Traverse Legal PLC					3,800
					Total	\$ 5,640
2019-20 Budget Detail						Total
	estimate					500
	??					

Total (rounded)		\$ 500
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Account Number	255-255-853.000		Fund	255	
Account Name	TELEPHONE		Activity	DDA	
Account Description	Telephone expenses				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,444	\$ 1,100	\$ 1,480	\$ 1,600
					2019-20 Budget
					\$ 1,100
2018-19 Est. Actual Detail					Total
	Phones				500
	Cell phone stipend				600
	Additional charges still to hit this account				500
				Total	\$ 1,600
2019-20 Budget Detail					Total
	Phones				500
	Cell phone stipend				600
				Total (rounded)	\$ 1,100
Account Number	255-255-860.000		Fund	255	
Account Name	CONFERENCE & TRAVEL		Activity	DDA	
Account Description	DDA Conference & travel				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 6,234	\$ 5,000	\$ 3,814	\$ 5,000
					2019-20 Budget
					\$ 5,000
2018-19 Est. Actual Detail					Total
	Misc Conference				-
	National Main Street conference				3,000
	Main Street training				1,000
	Miscellaneous volunteer reimbursement				1,000
				Total	\$ 5,000
2019-20 Budget Detail					Total
	Misc Conference				-
	National Main Street conference				3,000
	Main Street training				1,000
	Miscellaneous volunteer reimbursement				1,000
				Total (rounded)	\$ 5,000

Account Number	255-255-888.000		Fund	255	
Account Name	LIBRARY CONTRIBUTION		Activity	DDA	
Account Description	Pledged contribution				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
2018-19 Est. Actual Detail					Total
	Library Contribution				30,000
				Total	\$ 30,000
2019-20 Budget Detail					Total
	Library Contribution				30,000
				Total (rounded)	\$ 30,000
Account Number	255-255-900.000		Fund	255	
Account Name	PRINTING & PUBLISHING		Activity	DDA	
Account Description	Printing & publishing				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,345	\$ 1,500	\$ 1,520	\$ 1,525
2018-19 Est. Actual Detail					Total
	Estimate				1,525
				Total	\$ 1,525
2019-20 Budget Detail					Total
	Estimate				1,525
				Total (rounded)	\$ 1,500
Account Number	255-255-910.000		Fund	255	
Account Name	INSURANCE & BONDS		Activity	DDA	
Account Description	DDA property insurance				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,415	\$ 1,800	\$ 1,444	\$ 1,450
2018-19 Est. Actual Detail					Total
	General property & liability policy				1,450
				Total	\$ 1,450
2019-20 Budget Detail					Total
	General property & liability policy				1,479
				Total (rounded)	\$ 1,500

Account Number	255-255-933.000		Fund	255	
Account Name	MAINTENANCE - BRIDGE PARK		Activity	DDA	
Account Description	Building maintenance Bridge Park Building				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 20,307	\$ 15,000	\$ 7,328	\$ 47,960
					2019-20 Budget
					\$ 15,000
2018-19 Est. Actual Detail					Total
	Estimate	HVAC Maint.			47,960
				Total	\$ 47,960
2019-20 Budget Detail					Total
	Estimate				15,000
				Total (rounded)	\$ 15,000
Account Number	255-255-962.000		Fund	255	
Account Name	MISCELLANEOUS		Activity	DDA	
Account Description	Miscellaneous				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 863	\$ 1,000	\$ 338	\$ 950
					2019-20 Budget
					\$ 5,000
2018-19 Est. Actual Detail					Total
	National MainStreet Membership				350
	Maestro				600
				Total	\$ 950
2019-20 Budget Detail					Total
	National MainStreet Membership				350
	Maestro				600
	Junior Main Street				4,000
				Total (rounded)	\$ 5,000
Account Number	255-255-962.001		Fund	255	
Account Name	MISCELLANEOUS - FARMERS MARKET		Activity	DDA	
Account Description	New per Annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 1,750	\$ 500	\$ 6	\$ 7
					2019-20 Budget
					\$ -
2018-19 Est. Actual Detail					Total
					7
				Total	\$ 7
2019-20 Budget Detail					Total

	Total (rounded)	\$ -

Account Number	255-255-962.002		Fund	255	
Account Name	MISCELLANEOUS - MAIN STREET		Activity	DDA	
Account Description	Main Street Program Expenses				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 382	\$ 300	\$ 250	\$ 300
2018-19 Est. Actual Detail	Actuals				Total
	Must be approved by Lindsey				300
				Total	\$ 300
2019-20 Budget Detail					Total
	Must be approved by Lindsey				300
				Total (rounded)	\$ 300

Account Number	255-255-962.003		Fund	255	
Account Name	PROFESSIONAL LIBRARY/SUBSCRIPT		Activity	DDA	
Account Description	new account annie 2016-17				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
				Total	\$ -
2019-20 Budget Detail					Total
				Total (rounded)	\$ -

Account Number	255-255-964.000		Fund	255	
Account Name	REFUNDS & REBATES		Activity	DDA	
Account Description	BIBCO - Storage building built by BIBCo				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 5,052	\$ 6,000	\$ 4,927	\$ 6,000
2018-19 Est. Actual Detail					Total
	BIBCo DDA Tax Capture Refund				6,000
				Total	\$ 6,000
2019-20 Budget Detail					Total
	BIBCo DDA Tax Capture Refund				6,000

					Total (rounded)	\$ 6,000
Account Number	255-255-977.000		Fund	255		
Account Name	PARK EQUIPMENT		Activity	DDA		
Account Description	Park equipment purchased by the DDA					
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual	2019-20 Budget
		\$ -	\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail						Total
					Total	\$ -
2019-20 Budget Detail						Total
					Total (rounded)	\$ -

Account Number	255-255-999.000		Fund	255	
Account Name	TRANSFER TO OTHER FUNDS		Activity	DDA	
Account Description	Transfer to other funds				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	None				-
				Total	\$ -
2019-20 Budget Detail					Total
	None				-
				Total (rounded)	\$ -
Account Number	255-255-999.101		Fund	255	
Account Name	TRANSFER TO GENERAL		Activity	DDA	
Account Description	Transfer to General Fund				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ -	\$ -	\$ -	\$ -
2018-19 Est. Actual Detail					Total
	None				-
				Total	\$ -
2019-20 Budget Detail					Total
	None				-
				Total (rounded)	\$ -
Account Number	255-255-999.594		Fund	255	
Account Name	TRANSFER TO MARINA FUND-BOND		Activity	DDA	
Account Description	Transfer to Marina for debt service				
		2017-18 Actual	2018-19 Budget	2018-19 Year-To-Date	2018-19 Est. Actual
		\$ 335,700	\$ 338,000	\$ 338,000	\$ 338,000
					2019-20 Budget
					\$ 334,600
2018-19 Est. Actual Detail					Total
	Marina / East Park Debt Service	Debt less 125,000			338,000
	Per Mark - Marina to pay \$125,000				
				Total	\$ 338,000
2019-20 Budget Detail					Total
	Marina / East Park Debt Service	Debt less 125,000			334,600
	Per Mark - Marina to pay \$125,000				
				Total (rounded)	\$ 334,600

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

New Business

TITLE: New Charlevoix Cultural Corridor Logo

DATE: January 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The organizations that have formed the Charlevoix Cultural Corridor (Charlevoix Public Library, Charlevoix Circle of Arts, Charlevoix Historical Society) have had a professional logo made that includes some elements of the new Charlevoix brand including the font and colors used.

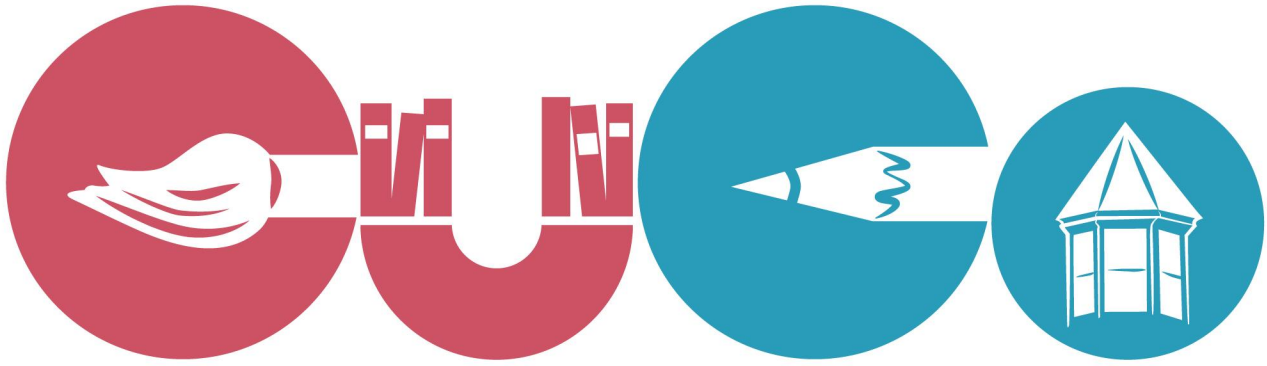
The logo will be used to promote the Cultural Corridor in advertisements and online.

RECOMMENDATION:

Motion to support the use of the new Charlevoix Cultural Corridor logo.

ATTACHMENTS:

- ▣ Cultural Corridor Logo



ONE CITY. THREE WORLD-CLASS INSTITUTIONS.

CHARLEVOIX CULTURAL CORRIDOR

concept

- not approved for use -

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(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Letter from Fred DiMartino

DATE: January 28, 2019

ATTACHMENTS:

- ▣ Resignation Letter from Fred DiMartino

Trademark Properties, LLC

4053 Old 31 S

Charlevoix, MI 49720

(231) 547-7511

January 1, 2019

Dear Kirby and Board Members,

After careful consideration, I have decided to relinquish my position as a member of the Downtown Development Authority. It has been my pleasure to serve the community in this capacity since 1995, during which time we accomplished many important milestones as an organization. Of particular significance to me was the development of East Park and the municipal marina, both of which enhanced our town and made a lasting improvement for our year-round residents and summer visitors.

Although my time as a member of this board has been a meaningful experience for me, it has become clear that at this stage in my life I may be better able to contribute to the community in other ways. Moreover, as my father approaches 100 years of age, I intend to spend as much time with him as I am able, which can be better accomplished with fewer civic commitments in the short term.

Thank you all for the many good years of service you have offered, it has been my pleasure to serve with you on this board. I wish you all the best as you continue with the development of downtown Charlevoix, and I am confident that I am leaving this duty in capable and committed hands.

Sincerely,

Frederick DiMartino

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

New Business

TITLE: Public Act 57 Update

DATE: January 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

I've included two documents that outline the changes and timelines that the changes take effect in relation to Act 57 of 2018.

To summarize, for the sake of transparency, the state has updated the original DDA law. Most of what will be affected is our annual reports to the State Treasury, which used to be handled by our City Treasurer. A new form will be published that has to be used and the information requested is much more robust.

Another change that will affect us is the following:

Semi-annually beginning Authorities must hold two “informational meetings.” Informational meetings are meetings for the purpose of Sec. 910 (4) informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters.

Please review the attached documents and let me know if you have any questions.

RECOMMENDATION:

Motion to set dates for Informational Meetings during the Regularly Scheduled Main Street DDA meetings on Tuesday, May 28th and Monday, November 25th.

ATTACHMENTS:

- ▣ PA 57 Overview in 6 Steps - NLEA
- ▣ PA 57 Reporting Timeline from Treasury

Overview of What P.A. 57 of 2018 Means for DDAs in Six Easy Steps!

1

First, a question: does your municipality have a website?

If **yes**, everything listed under #5 has to be on that website. §910(1)

If **no**, all of the information in #5 has to be "publicly available." §910(5)

2

Deadline #1. Within 90 days of the act's effective date of January 1, 2019, Treasury needs to have a copy of the DDA's plan. (More or less the end of March.) §912

3

Deadline #2. The deadline for the reporting requirements depends on your fiscal year. Just follow the instructions below: §910(3)

- A) Pretend it is January 1, 2019
- B) When does your current fiscal year end?
- C) The new reporting procedures need to be implemented 180 days after that.

4

...this is the big one...

5

Website. If you have a website, Act 57 requires that the following be uploaded: §910(1)

- A) Staff contact information §910(1)(f)
- B) Meeting minutes §910(1)(a)
- C) Annual budget – has to include fund balance and if encumbered §910(1)(b)
- D) Annual audit §910(1)(c)
- E) Development plan (no TIF) §910(1)(d)
- F) TIF plan §910(1)(e)
- G) List of the DDA's current management and service contracts. §910(1)(g)
- H) Annual synopsis §910(1)(h)

Note: 5 years of the above records must be on the website as the years progress. §910(2)

6

Meetings. Every time you have a meeting:

- A) The meeting must be posted 14 days before the meeting. §910(4)
- B) Minutes of the meeting have to be posted on the website. §910(1)(a)
- C) All expense items must be publicized "monthly." §204(5)

4

Annual responsibilities

- A) Hold at least 2 "informational" meetings §910(4)
- B) Adopt a **budget** §228(1)
 - 1) Send budget to municipality for approval
 - 2) Municipality approves the budget
 - 3) Budget is adopted by the DDA Board
- C) Create an **annual synopsis** of activities. Following is a **partial** list: §910(1)(h)
 - 1) For any TIF revenues not expended within 5 years of receipt, have to say why they weren't spent and when they will be spent. §910(1)(h)(i)
 - 2) For any TIF \$ not expended within ten years of receipt, have to list the amount of funds not expended and an explanation of why they haven't been spent. §910(1)(h)(i)(C)
 - 3) List of accomplishments and progress made on the plan's goals and objectives made in the previous year. §910(1)(h)(ii)
 - 4) List of DDA investments, projects completed, and events of the previous year. §910(1)(h)(iii) & (iv)
- D) If your DDA is capturing TIF revenues, you must create an **annual report**. §911(1)
 - 1) If creating a report, you must use the format from Treasury. §911(1)
 - 2) Following is a **partial** list of items the annual report must include:
 - a) DDA's name, date it was formed, and dates regarding the TIF §911(1)(a) through (c)
 - b) Base taxable value §911(1)(d)
 - c) Fund balance – encumbered and unencumbered §911(1)(e) & (f)
 - d) Amount in any bond reserve accounts §911(1)(h)
 - e) Amount and purpose of TIF expenditures §911(1)(i)
 - f) Information on outstanding bonds §911(1)(j)
 - g) Assessed value of district – initial and captured §911(1)(k) & (l)
 - h) The previous year's revenue information §911(1)(m)
 - i) Any other info considered necessary §911(1)(o)

TIF Reporting Timeline

January 1, 2019	2018 PA 57 takes effect. The following acts are repealed: 1867 PA 35; 1975 PA 197; 1980 PA 450; 1986 PA 281; 2004 PA 530; 2005 PA 280; 2007 PA 61; 2008 PA 94; 2010 PA 250. (Enacting Sections 1 and 2) <i>Sections cited herein are from PA 57 unless otherwise noted.</i>
March 1, 2019 (Sec. 911 (5))	Department of Treasury must publish form to be used for reporting by authorities.
April 1, 2019	Deadline for authorities to provide a copy, or a hyperlink to a copy, of the currently adopted TIF plan (or development plan/TIF plan, if a combined single document) to the Department of Treasury (Section 912).
180 days after authority FY19 ends (Sec. 910 (3))	Post on a municipal or authority website, (or if not on a website, maintained in a physical location within the municipality that is open to the public—Sec. 910 (5)) all items listed in Sec. 910 (1). Starting with FY19, each year’s data will be added through FY23 and beyond until the most recent five years’ data is available to view.
180 days after authority FY19 ends Sec. 911 (2) and 1968 PA 2 Sec. 4 (3))	Submit to the <u>Department of Treasury, the governing body of the municipality, and the governing body of a taxing unit whose taxes are captured by the authority</u> a report including all items listed in Sec. 911 (1).
Semi-annually beginning January 1, 2019 Sec. 910 (4)	Authorities must hold two “informational meetings.” Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters.

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New Business

TITLE: Cooperative Advertising Package

DATE: January 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Our new downtown marketing subcommittee met recently to discuss various things related to improving the promotion of Charlevoix through a variety of campaigns. A lot of discussion took place around how to get the most bang for our buck and figure out how to make our money go further. The idea of doing a cooperative advertising campaign was discussed as a way to potentially double our ad spend if we were to split the costs with businesses 50/50.

I've been working on looking at our local market and consumer behavior a lot lately to identify opportunities and audiences to target in the region that will help our downtown prosper so that whatever money is spent can be spent wisely and be as effective as possible. I gave a presentation at the most recent business owners meeting and will be doing an "encore" presentation on March 11th at 3pm so more people can see it after getting a lot of positive feedback about the information shared.

Attached is a draft "package" I put together based on the research I've been doing which I presented at the meeting. The response was very positive and I already have 5 businesses who expressed verbal interest. We would need 12 total to commit and have an effective campaign. I haven't sent out emails about this yet but I have a feeling we would fill the last 7 slots easily. If for some reason we do not, I may adjust the package a bit to make it more affordable.

As it stands, $\$750 \times 12 = \$9,000$. We have \$10,000 budgeted, so this leaves an extra \$1,000 for other miscellaneous ads or expenses related to promotions.

RECOMMENDATION:

Motion to approve the Cooperative Advertising Package.

ATTACHMENTS:

- Draft Cooperative Ad Package

Cooperative Ad Packages:

- Billboards (TC), social media (TC), northern express (TC), newspaper features (local), Community Shopper, (local) etc.
- Main Street DDA pays 50% of the ad costs for inclusion of branding and downtowncharlevoix.com on ads
- Want your business featured? **For \$750 you will get:**
 - Professional photography (if we already have content knock price down to \$650)
 - Billboard ad for 30 days (regular price is \$800 alone)
 - 2 boosted social media posts via Downtown Charlevoix page (\$100)
 - 2 push notifications on the Life in Charlevoix mobile app
 - A write up/feature in Main Street DDA email newsletter and website (will be submitted to the Courier as well)
 - Community Shopper ad (\$190)
 - Northern Express 1/8 color ad: \$269



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New Business

TITLE: Request for Additional Funding - Charlevoix Bridge Lighting Project

DATE: January 28, 2019

PRESENTED BY: Leilani Durbin, Silver Linings Charlevoix

BACKGROUND:

The Charlevoix Bridge Lighting Project is seeking an additional \$2,000 in funding to support the second Phase of lighting.

RECOMMENDATION:

Motion to approve \$2000 of funding toward the Charlevoix Bridge Lighting Project.