



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Tuesday, May 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
 - B. Committee Minutes
 - C. Monthly Report
 - D. 2019 Tax Rate Request Form
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
 - B. Easter Egg Hunt Report
Caitlin Cole, Charlevoix Area Chamber of Commerce
- 7. Old Business**
 - A. Snowmelt System Feasibility Study Proposal
Lindsey Dotson, Executive Director
 - B. Radio Proposal from Joe Charlevoix
Lindsey Dotson, Executive Director
 - C. AmeriCorps VISTA Application
Lindsey Dotson, Executive Director
- 8. New Business**

- A. Venetian Festival Sponsorship Request
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.

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

Consent Agenda

TITLE: Minutes

DATE: May 28, 2019

ATTACHMENTS:

- ▣ Minutes - Regular Meeting

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, April 22, 2019 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: Sam Bingham, Richard Christner, Luther Kurtz, Maureen Owens, Paul Silva, Rick Wertz, Amanda Wilkin
Members Absent: None
Non-Voting Member: Sean Bradley
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Chair Dipert stated that they needed to amend the agenda to include the Election of Officers under New Business.

Motion by Member Christner, second by Member Silva to amend the agenda to include the Election of Officers as Item 8.G. Motion passed by unanimous voice vote.

5. Consent Agenda

- A. Minutes
- B. Committee Minutes
- C. Monthly Reports

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

6. Reports

A. Director's Report

Director Dotson stated that they updated the Façade Grant deadline for the first round of applications to May 20th with funding recommendations at the June meeting. She reminded everyone of the Volunteer Appreciation event scheduled for April 25th at the Lake Charlevoix Brewing Company. Member Owens questioned if the *Match on Main Program* had a limit on the number of grants they would be issuing and Director Dotson replied that there was \$500,000 available statewide open to all Main Street communities.

B. Snowmelt System Discussion

Chair Dipert stated that there was interest in a snowmelt system, but it was cost prohibitive. However, if there was considerable donor interest it would be worth pursuing. Dina Kollwehr, Michigan Main Street, explained her experience and provided a presentation regarding snowmelt systems and streetscape projects in Holland and Grand Haven. She stated that the snowmelt system in Grand Haven included three blocks of sidewalk and streets costing \$3.0 million in 2010. Annual cost for operation and maintenance was \$180,000. Discussion followed.

Motion by Member Owens to direct the Executive Director to look into the cost of hiring an engineering firm to look further into a snowmelt system. After discussion, it was decided that a motion was unnecessary and the Board asked the Director to obtain the cost of hiring an engineering firm to investigate a snowmelt system.

C. National Main Street Conference Recap

Director Dotson stated she earned her *Main Street America Revitalization Professional* credentials and she reviewed highlights of the training.

Chair Dipert asked to change the order of the agenda by moving Item 8.B under New Business.

Motion by Mayor Kurtz, second by Member Owens to amend the agenda to move Item 8.B to this point in the agenda. Motion passed by unanimous voice vote.

B. Request for Funding – Historic Signage Project

Denise Fate, Charlevoix Historical Society President, stated that the Society worked with the Main Street Design Committee to design interpretative historic signs for downtown, along the channel and at the Train Depot. She displayed prototypes of the seven signs and stated that the sign locations were approved by City Council and the Planning Commission. The cost per sign was \$1,900–\$3,100 and the total project budget was \$18,500. Funding was being sought from a variety of sources. Ms. Fate requested sponsorship in the amount of \$1,000.

Motion by Member Owens, second by Member Silva to approve the Charlevoix Historical Society request for \$1,000 to support the Historic Signage project. Motion passed by unanimous voice vote.

7. **Old Business**

A. Downtown Plan Adoption

Director Dotson stated that the Plan was a summary of existing plans along with additional information related to the downtown area. The document is part of the *Redevelopment Ready Community* requirements. Member Owens noted that Bridge Park was not shown on the map in the Plan and clarification was needed on West Dixon Park.

Motion by Member Bingham, second by Member Owens to adopt the following Resolution. Motion passed by unanimous voice vote.

WHEREAS, the City of Charlevoix is pursuing Redevelopment Ready Communities® certification through the Michigan Economic Development Corporation; and

WHEREAS, Networks Northwest was hired by the City of Charlevoix to assist in the preparation of the Downtown Plan; and

WHEREAS, the procedures as outlined in the Redevelopment Ready Communities® Best Practice 1.1 were followed for preparing a Downtown Plan; and

WHEREAS, the Charlevoix Downtown Development Authority and City Manager were provided an opportunity to review and comment on the Plan; and

WHEREAS, the Charlevoix Downtown Development Authority will use this report in conjunction with the DDA TIF Plan for planning.

NOW, THEREFORE, BE IT RESOLVED, that the Charlevoix Downtown Development Authority hereby adopts the Charlevoix Downtown Plan presented at this meeting, including maps and other descriptive matter included as a part thereof to be a guide for future development in downtown Charlevoix.

RESOLVED this 22nd day of April, 2019.

Motion passed by unanimous voice vote.

B. Hoop Skirt Alley Project Update

Member Bradley stated that they raised \$8,400 to date and their fundraising event was scheduled for April 25th at the brewery. Discussion followed regarding specifics of the furnishings and placement, maintenance/upkeep of the area, and sponsorship contributions.

Motion by Member Silva, second by Member Owens to approve the purchase of alley furnishings under the guidance and cooperation with the appropriate City departments for consistency in relation to other downtown elements. Motion passed by unanimous voice vote.

Chair Dipert officially welcomed Sam Bingham to the Board.

8. **New Business**

A. MSU FIT Findings

Director Dotson commented on the First Impressions (FIT) Report which is a comprehensive community assessment conducted by unannounced visitors in a host community. Member Wilkin stated that she would be very interested in

doing this program during the shoulder season. Member Owens felt that the information from the report should be incorporated into the Downtown Plan.

C. Radio Proposal from Joe Charlevoix

Member Owens explained the proposal from Joe Charlevoix to sponsor the weather forecast with a 20 second commercial that would promote Charlevoix events for \$500/month. Director Dotson stated that this was not budgeted.

Motion by Member Christner, second by Mayor Kurtz to table the proposal until the next budget year's discussion. Motion passed by unanimous voice vote.

D. AmeriCorps VISTA Application

Director Dotson stated that they had an opportunity to participate in CEDAM's *AmeriCorps VISTA Program* which enabled the hiring of a full-time DDA staff person for \$6,000/year, plus the \$250 CEDAM membership dues. She felt that this was a good opportunity to have a full-time staff person at a reasonable cost. Mayor Kurtz and Chair Dipert expressed concern regarding the end of contract.

Motion by Member Wilkin, second by Member Wertz to pay the \$250 membership fee for CEDAM and approve staff to apply for the *AmeriCorps VISTA Program* and to come back to the Board with more information. Motion passed by unanimous voice vote.

E. Request for Funding – Experience CVX Event

Director Dotson described the details of the Experience CVX event planned for June 6-8, 2019. She stated that the applicants were requesting a \$1,000 sponsorship from the DDA to cover marketing and miscellaneous costs and permission to use the trademark Charlevoix "C" in their event logo. Chair Dipert stated that he was supportive of a new event, but that he would not want to see an annual funding request for this event. Discussion followed.

Motion by Member Owens, second by Member Wertz to approve a \$1,000 sponsorship of the Experience CVX event on June 6-8, 2019. Motion passed by unanimous voice vote.

F. Live on the Lake Concert Series Work Plan

Motion by Member Owens, second by Member Silva to approve *Live on the Lake Summer Concerts* Work Plan. Motion passed by unanimous voice vote.

G. Election of Officers

Motion by Member Wilkin, second by Member Christner to nominate Maureen Owens as the next Chair of the DDA Board. Motion by Mayor Kurtz, second by Member Christner to close the nominations and select Maureen Owens as the next Chair of the DDA for the next year. Motion passed by unanimous voice vote.

Motion by Member Owens, second by Member Wilkin to nominate Richard Christner as Vice Chair. Motion by Member Owens, second by Member Wilkin to close the nominations and select Richard Christner as Vice Chair of the DDA for the next year. Motion passed by unanimous voice vote.

Motion by Member Wilkin, second by Mayor Kurtz that the immediate past Chair serve on the Executive Committee. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

Mayor Kurtz stated that the Board should discuss having a proactive approach to how they want to spend money instead of approving funding requests as they come forward. Director Dotson stated that the topic sounded like one for a work session and it was also tied into the Downtown Plan document, prioritizing what they want to do, figuring out the cost, and then moving forward with the project(s).

11. Board Comments

Director Dotson stated that their next meeting will be on Tuesday, May 28 due to the Memorial Day holiday. The meeting was also going to serve as an informational public meeting in accordance with Public Act 87 of 2018 and all stakeholders will be invited.

12. Adjourn

Motion by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 8:04 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair

DRAFT

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

Consent Agenda

TITLE: Committee Minutes

DATE: May 28, 2019

ATTACHMENTS:

- ▣ Organization/Promotions Committee - April 25, 2019



Promotions/Organization Committee
Thursday, April 25 2019
8:00 a.m.; City Hall; Upstairs

Members Present: Lindsey Dotson, Sarah Hagen, Jessica Anderson, Dennis Kusina, Richard Christner, Larry Levingood, Maureen Owens, Amanda Wilkins (arrived at 8:02 before meeting started)

- 8:00am I. Call to Order: 8:04am**
- 8:01am II. Approval of Minutes: March 21, 2019; Richard/Sarah**
- 8:03am III. Ongoing Business:**

A. Events & Projects – Updates, Needs

1. Hoop Skirt Alley Project (Lindsey): Board approved moving forward with ordering; ordered giant chess set with Charlevoix “C”, benches, and lighting. Historic photos pending. Funding is up to \$8,600 and still have 4 days left online to fundraise and Hops for Hoopskirt Alley tonight. June 8th will be the ribbon cutting and live entertainment (high school band members) starting at 6pm.
2. Cooperative Ad Campaign (Lindsey): Marketing meeting was yesterday. Thistle add still running; tracking traffic to see how they heard about it. Billboard for Bridge Street Taproom will go up next month. Blog started on Main Street and City website. Courier is running articles too.
3. Restaurant Week – Happening Now! (Caitlin): GO EAT FOOD! Advertised on news and radio. Katherine did 2 radio interviews also.
4. Summer Concert Series – Upcoming Event (Sarah): All acts are booked. Budget constraints-need sponsors and waiting to hear on 2 grants. Will have a box for donations at concerts. Will bring it up at downtown business owner’s meeting-Let them know what the cost is, how many people come, they shop in your stores. No funding = no shows = lower income for stores.

B. Supported Events – Updates, Needs

1. Live from Charlevoix – Recap (Maureen) Last show! BOGO. May 7 is wrap up meeting and will evaluate validity of event.

CHARLEVOIX MAIN STREET MISSION

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2. Round Lake Music Festival – Upcoming (Maureen): Will be in BRIDGE PARK, not East Park. 1 band per day-rain plan is in brewery. Need volunteers.

C. Organization

1. Newsletter
 - i. April Statistics (Richard): 30% open rate, 54% open rate when it was revised and resent, click throughs were for Live from Charlevoix and Restaurant Week.
 - ii. Sponsor Features (Sarah): 1 per month but mention other sponsors for upcoming event.
 - iii. May Deadline (Richard): Content due May 5 (trickle effect)

8:40am

IV. New Business

- A.** Volunteer Appreciation Event – TONIGHT at LCBC
- B.** Grubstake Local Investment Workshop – May 9th 6pm at the Library: Lindsey promises it will be fun! Small Business finance options, equity funding, geared for business owners.

8:50am

V. Volunteer Hours 18

8:55am

VI. Good of the Order

9:00am

VII. Adjournment: 5:54am

Next meeting: May 23, 2019

CHARLEVOIX MAIN STREET MISSION

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(231) 547-3257 lindseyd@cityofcharlevoix.org

Consent Agenda

TITLE: Monthly Report

DATE: May 28, 2019

ATTACHMENTS:

- ▣ Monthly Report to MEDC - April 2019

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-0000110295	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	4/1/2019	Reporting Period End	4/30/2019
Submitter's Name	Lindsey Dotson	Due Date	5/10/2019

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	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
Hair Qtrs.	112 Michigan Avenue	Service Business	2.0	1.0

Business that Moved out of MSA

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

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Existing Businesses that Contracted in MSA

Business Name	Address	Type of Business	Type of Contracted	FTE Jobs Lost	Part-time Jobs Lost
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Housing

New & Rehab Housing in MSA

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

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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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
112 Michigan Avenue	\$80,000.00

Main Street Data

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
18.00	\$694.27	111.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
eCommerce SBDC Training	Lindsey Dotson, Nancy Suzor	4/10/2019	eCommerce
CEDAM Rural Development Conference	Lindsey Dotson	4/16/2019	Teleworking, rural development, and more
Creative Marketing - Leveraging Community Events	Lindsey Dotson, Maureen Owens, Nancy Suzor, Leanne Ackert, Sarah Hagen, Amanda Wilkin	4/18/2019	Marketing
NLEA DDA Forum	Lindsey Dotson, Maureen Owens, Amanda Wilkin, Kirby Dipert	4/22/2019	Act 57

Fundraising/Membership Last Month

Type	Amount
Private	3723.00
Earned	500.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
Restaurant Week	Retail	500	44	\$1,090.00	\$410.00
Hops for Hook Skirt Alley/Volunteer Appreciation Party	Fundraising	60	0	\$200.00	\$16.00

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Chair	Kirby Dipert	ragmerchant@charter.net	Maureen Owens	maureen-owens@hotmail.com
Vice Chair	Rick Wertz	Info@rickwertzbuilder.com	Richard Christner	christner.richard@gmail.com
Board Member			Sam Bingham	sbingham@binghaminsurance.net

Other News or Commentary	Hoop Skirt Alley campaign was a success. New board chair and vice chair (see above). Other members are still on board, just members now. On new board member, we still have one vacant seat. We are down to 2 vacancies in the district for the upcoming year - a few new businesses are in the process of opening now. Ad campaign is going well, lots of positive feedback from businesses participating thus far.
Program & Outlook	Board packet too large to upload. It can be found online here: https://charlevoix.novusagenda.com/agendapublic/MeetingView.aspx?MeetingID=78&MinutesMeetingID=-1&dctype=Agenda
Suggestions for State and National Staff	I'm disappointed in the gradual fading out of design services. While I understand from a time standpoint I also think it's an amazing tool. Please don't forget that the Main Street program started in the National Trust!

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
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michiganbusiness.org

Michigan Economic Development Corporation, 300 N. Washington Sq., Lansing MI 48913 Phone: 888.522 0103

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Consent Agenda

TITLE: 2019 Tax Rate Request Form

DATE: May 28, 2019

PRESENTED BY: Kelly McGinn, Treasurer

BACKGROUND:

This form needs to be approved and signed as a formality to continue collecting the 1.3556 millage in the DDA district.

ATTACHMENTS:

- ▣ 2019 Tax Rate Request

L-4029
ORIGINAL TO: County Clerk(s)
COPY TO: Equalization Department(s)
COPY TO: Each township or city clerk

2019 Tax Rate Request (This form must be completed and submitted on or before September 30, 2019)

MILLAGE REQUEST REPORT TO COUNTY BOARD OF COMMISSIONERS

2. After the new year luncheon

Carefully read the instructions on page 2.

County(ies) Where the Local Government Unit Levies Taxes Charlevoix	2019 Taxable Value of ALL Properties in the Unit as of 5-28-19 29,113,131
Local Government Unit Requesting Millage Levy City of Charlevoix DDA	For LOCAL School Districts: 2019 Taxable Value excluding Principal Residence, Qualified Agricultural, Qualified Forest, Industrial Personal and Commercial Personal Properties.

This form must be completed for each unit of government for which a property tax is levied. Penalty for non-filing is provided under MCL Sec 211.119. The following tax rates have been authorized for levy on the 2019 tax roll.

[illegible]

Prepared by Kelly McGinn	Telephone Number 231-547-3251	Title of Preparer Treasurer	Date 5/28/2019
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CERTIFICATION: As the representatives for the local government unit named above, we certify that these requested tax levy rates have been reduced, if necessary to comply with the state constitution (Article 9, Section 31), and that the requested levy rates have also been reduced, if necessary, to comply with MCL Sections 211.24e, 211.34 and, for LOCAL school districts which levy a Supplemental (Hold Harmless) Millage, 80.1211(3).

☐ Clerk	Signature	Print Name	Date	Total School District Operating Rates to be Levied (HH/Supp and NH Oper ONLY)	Rate
☒ Secretary		Lindsey Dotson	5/28/2019		
☐ Chairperson	Signature	Print Name	Date	For Principal Residence, Qualified Ag. Qualified Forest and Industrial Personal	
☐ President		Maureen Owens	5/28/2019	For Commercial Personal	

Under Truth in Taxation, MCL Section 211.24e, the governing body may decide to levy a rate which will not exceed the maximum authorized rate allowed in column 9. The requirements of MCL 211.24e must be met prior to levying an operating levy which is larger than the base tax rate and not larger than the rate in column 9.

IMPORTANT: See instructions on page 2 regarding where to find the millage rate used in column (5)

**Instructions For Completing
Form 614 (L-4029) 2019 Tax Rate Request,
Millage Request Report To County Board Of Commissioners**

These instructions are provided under MCL Sections 211.24e (truth in taxation), 211.34 (truth in county equalization and truth in assessing), 211.34d (Headlee), and 211.36 and 211.37 (apportionment).

Column 1: Source. Enter the source of each millage. For example, allocated millage, separate millage limitations voted, charter, approved extra-voted millage, public act number, etc. Do not include taxes levied on the Industrial Facilities Tax Roll.

Column 2: Purpose of millage. Examples are: operating, debt service, special assessments, school enhancement millage, sinking fund millage, etc. A local school district must separately list operating millages by whether they are levied against ALL PROPERTIES in the school district or against the NON-HOME group of properties. (See State Tax Commission Bulletin 3 of 2019 for more explanation.) A local school district may use the following abbreviations when completing Column 2: "Operating ALL" and "Operating NON-HOME". "Operating ALL" is short for "Operating millage to be levied on ALL PROPERTIES in the local school district" such as Supplemental (Hold Harmless) Millages and Building and Site Sinking Fund Millages. "Operating NON-HOME" is short for "Operating millage to be levied on ALL PROPERTIES EXCLUDING PRINCIPAL RESIDENCE, QUALIFIED AGRICULTURAL, QUALIFIED FOREST AND INDUSTRIAL PERSONAL PROPERTIES in the local school district" such as the 18 mills in a district which does not levy a Supplemental (Hold Harmless) Millage.

Column 3: Date of Election. Enter the month and year of the election for each millage authorized by direct voter approval.

Column 4: Millage Authorized. List the allocated rate, charter aggregate rate, extra-voted authorized before 1979, each separate rate authorized by voters after 1978, debt service rate, etc. (This rate is the rate before any reductions.)

Column 5: 2018 Millage Rate Permanently Reduced by MCL 211.34d ("Headlee") Rollback. Starting with taxes levied in 1994, the "Headlee" rollback permanently reduces the maximum rate or rates authorized by law or charter. The 2018 permanently reduced rate can be found in column 7 of the 2018 Form L-4029. For operating millage approved by the voters after April 30, 2018, enter the millage approved by the voters. For debt service or special assessments not subject to a millage reduction fraction, enter "NA" signifying "not applicable."

Column 6: Current Year Millage Reduction Fraction. List the millage reduction fraction certified by the county treasurer for the current year as calculated on Form 2166 (L-4034), *2019 Millage Reduction Fraction Calculations Worksheet*. The millage reduction fraction shall be rounded to four (4) decimal places. The current year millage reduction fraction shall not exceed 1.0000 for 2019 and future years. This prevents any increase or "roll up" of millage rates. Use

1.0000 for new millage approved by the voters after April 30, 2019. For debt service or special assessments not subject to a millage reduction fraction, enter 1.0000.

Column 7: 2019 Millage Rate Permanently Reduced by MCL 211.34d ("Headlee") Rollback. The number in column 7 is found by multiplying column 5 by column 6 on this 2019 Form L-4029. This rate must be rounded DOWN to 4 decimal places. (See STC Bulletin No. 11 of 1999, Supplemented by Letter of 6/7/2000.) For debt service or special assessments not subject to a millage reduction fraction, enter "NA" signifying "not applicable."

Column 8: Section 211.34 Millage Rollback Fraction (Truth in Assessing or Truth in Equalization). List the millage rollback fraction for 2019 for each millage which is an operating rate. Round this millage rollback fraction to 4 decimal places. Use 1.0000 for school districts, for special assessments and for bonded debt retirement levies. For counties, villages and authorities, enter the Truth in Equalization Rollback Fraction calculated on STC Form L-4034 as TOTAL TAXABLE VALUE BASED ON CEV FOR ALL CLASSES/TOTAL TAXABLE VALUE BASED ON SEV FOR ALL CLASSES. Use 1.0000 for an authority located in more than one county. For further information, see State Tax Commission Bulletin 3 of 2019. For townships and cities, enter the Truth in Assessing Rollback Fraction calculated on STC Form L-4034 as TOTAL TAXABLE VALUE BASED ON ASSESSED VALUE FOR ALL CLASSES/TOTAL TAXABLE VALUE BASED ON SEV FOR ALL CLASSES. The Section 211.34 Millage Rollback Fraction shall not exceed 1.0000.

Column 9: Maximum Allowable Millage Levy. Multiply column 7 (2019 Millage Rate Permanently Reduced by MCL 211.34d) by column 8 (Section 211.34 millage rollback fraction). Round the rate DOWN to 4 decimal places. (See STC Bulletin No. 11 of 1999, Supplemented by Letter of 6/7/2000.) For debt service or special assessments not subject to a millage reduction fraction, enter millage from Column 4.

Column 10/Column 11: Millage Requested to be Levied. Enter the tax rate approved by the unit of local government provided that the rate does not exceed the maximum allowable millage levy (column 9). A millage rate that exceeds the base tax rate (Truth in Taxation) cannot be requested unless the requirements of MCL 211.24e have been met. For further information, see State Tax Commission Bulletin 3 of 2019. A LOCAL School District which levies a Supplemental (Hold Harmless) Millage shall not levy a Supplemental Millage in excess of that allowed by MCL 380.1211(3). Please see the memo to assessors dated October 26, 2004 regarding the change in the collection date of certain county taxes.

Column 12: Expiration Date of Millage. Enter the month and year on which the millage will expire.

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

Reports

TITLE: Director's Report

DATE: May 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Facade Grant Update

We have received 3 applications for this round of funding and I know of at least three more in our "pipeline." A recommendation will be presented from the Design Committee at our June meeting.

Charlevoix County Community Foundation Grant

We were awarded \$4,000 to support Live on the Lake Summer Concerts!

Media Mentions

https://www.petoskeynews.com/charlevoix/featured-cvx/dda-hears-about-snowmelt-systems-considers-ameriacorps-vista-program/article_23a21f40-b4c2-555a-a60d-f7ded50e0203.html

<https://www.9and10news.com/2019/04/30/charlevoix-junior-main-street-committee-exceeds-fundraising-goal/>

<https://www.crainsdetroit.com/crains-michigan-business/michigan-downtowns-transform-neglected-alleyways-public-spaces>

Director Schedule

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

May 31 (MDA Spring Workshop - Petoskey)

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

June 12 (RRC Meeting in East Jordan)

July 29 - August 2 (vacation)

October 1 & 2 (CEC Conference in Ludington)

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

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

Upcoming Director Speaking Engagements

October 1 & 2 - CEC Conference in Ludington

Match on Main Small Business Grant

Applications will start being accepted on June 1st. We have one business in Charlevoix that is eligible for this grant at this time. That business has been engaged and preparing by working on their business plan with SBDC. Main Street will apply on behalf of the business. Once the application is complete I will bring to the Board for approval.

Cooperative Ad Campaign Update

April recap: Thistle was the April business featured in our cooperative ad campaign. While it is difficult to measure the "impressions" made from the Community Shopper ad, Northern Express ad, or billboard, the following numbers could be gathered:

- Facebook: 3,201 reached, 277 engagements, 30 clicks, 2 comments, 16 shares. 100% women, majority age group was 65+, 96.6% on mobile device
- Instagram: 74 likes, 3 "bookmarks," 100% women, 25-34 largest age group followed by 18-24.
- App: 2 push notifications sent to 947 devices, 124 visits to the coupons & specials section, 5 visits to Thistle's business profile (and 1 in May)
- Newsletter: 1079 opens total - 4 website clicks for Thistle
- Blog: 60 views, 56 unique views. Average view was 2 min 12 seconds

Feedback from Thistle: 7 people used the coupon from the Community Shopper, 5 people used the coupon in the app, 2 ladies came in specifically (from Williamsburg) because they saw the billboard.

Downtown Maps & Kiosks Update

I met with Harbor House Publishers on May 22nd for cover selection and final edits. We are ordering 10,000 this year since that is how many we went through last year. They should be printed very soon! The goal was by Memorial Day Weekend...

Hoop Skirt Alley Work Day

On Thursday, June 6th starting at 8am we will have a "work day" in the alley to make sure everything is in place and ready to go. Students will be coming (not all of them unfortunately), but Board members are welcome to come help as well. I hope to see you there!

June Business Owners Meeting

On June 17th at 4pm the business owners will be going on a boat ride courtesy of Ward Brothers Boats. There are still a few spaces available if any board members are interested in joining. Please let me know ASAP, thank you!

Hoop Skirt Alley Update

Please see attached rendering of the historic signs and donor recognition plaque. Since the material being used to print the photos can only be square the group decided it was best to just let the photos speak for themselves. Some updates have been made to the plaque since this rendering was sent, but it gives you an idea. We are on schedule for those to be installed by the 8th. Benches, table, chess set/board, Recycling unit, and planters have all been delivered. The lights have been installed and look great. Please also plan to join us on Saturday June 8th for the ribbon cutting ceremony. It will start at 6pm. See attached flyer for details!

ATTACHMENTS:

- ❑ Thistle billboard
- ❑ Historic Photos and Donor Plaque
- ❑ Ribbon Cutting Event Flyer

THISTLE

- SOPHISTICATED CASUAL -



CHARLEVOIX
CLASSIC BEAUTY

downtowncharlevoix.com



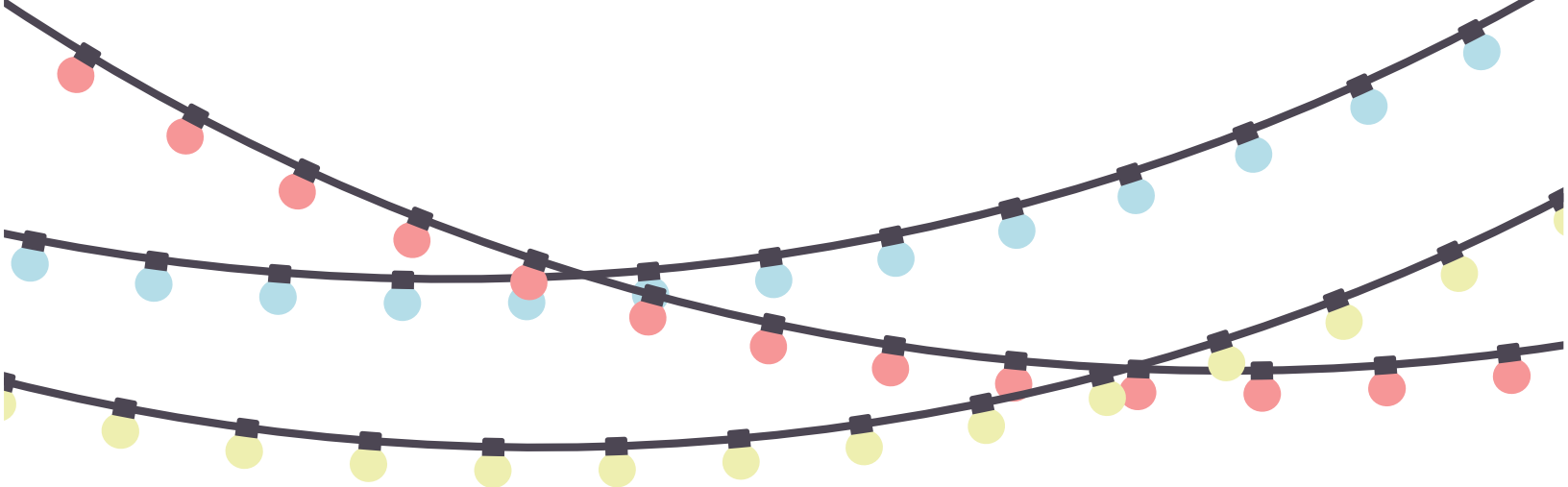
PLEASE CHECK ALL INFORMATION CAREFULLY

TRAVERSE CITY • PETOSKEY • TORCH RIVER • 231-322-8052



CLIENT:	DESCRIPTION:	APPROVED BY:	APPROVAL DATE:
Charlevoix DDA	Hoop Skirt Alley Photos and Donor Plaque		

Pro Image Design will make changes ONE time after production of initial concept, from that point any revisions will be billed at \$85 per hour. This preparatory /and/or art work created or furnished by PRO IMAGE DESIGN shall remain their exclusive property and no use of the same shall be made, nor ideas obtained from be used. If reproduction does occur, PRO IMAGE DESIGN expects to be reimbursed any and all costs incurred in compensation for time, materials, and effort entailed in creating these plans. All artwork is the property of Pro Image Design • Copyright 2016



HOOP SKIRT ALLEY RIBBON-CUTTING CELEBRATION

Gather to christen this revamped
public space in downtown Charlevoix!

FEATURING LIVE MUSIC, FOOD FROM
HOTDOGGERS, AND HULA-HOOPING!

Join us on June 8, 2019 at 6 PM

Hoop Skirt Alley is located between
Celeste Murdicks Fudge & J. Phillips on
Bridge Street in downtown Charlevoix



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

Reports

TITLE: Easter Egg Hunt Report

DATE: May 28, 2019

PRESENTED BY: Caitlin Cole, Charlevoix Area Chamber of Commerce

ATTACHMENTS:

- ▢ Recap Report



Event: Charlevoix Easter Egg Hunt

Time/Date: Saturday, April 20, 2019

Location: East Park

Sponsor: Charlevoix Main Street

Sponsorship Opportunities fulfilled:

- At Event:
 - Opportunity to hang business banner and signage in East Park during the event
- Chamber Website:
 - Event Page/Calendar of Events – Charlevoix Main Street listed as Sponsor with logo and link on Chamber website Easter Egg Hunt Page/Calendar of Events – will remain online through 2019
- Chamber Communication
 - Press Release – Charlevoix Main Street listed as Sponsor in press release sent to all regional media outlets
 - Chamber Monthly: Charlevoix Courier – Charlevoix Main Street listed as Sponsor with logo in Advertisement
 - Promotional Banners – Charlevoix Main Street listed as Sponsor with logo on 3' x 10' event banners displayed on both ends of town
- Social Media
 - Facebook: Event Promotion, recognition as sponsor – 3/22/19, 4/19/19
 - Facebook: Event Thank You – Charlevoix Main Street for Sponsorship – 4/22/19
- Biz Blast*, Weekly email blast
 - Charlevoix Main Street listed as Sponsor with logo. Biz Blast advertisement linked to online Chamber Event page listed as Sponsor with logo – 3/13/2019, 3/20/19, 3/27/19, 4/3/2019, 4/10/19, 4/17/19

**sent to over 1300 subscribers with an average of 37% open rate*

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Old Business

TITLE: Snowmelt System Feasibility Study Proposal

DATE: May 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

At the April meeting the Board directed me to contact GMB Architecture + Engineering in Holland, MI to discuss what expenses would be related to a feasibility study for a snowmelt system in Charlevoix. Steve Schulz visited Charlevoix on April 30th and sent the attached report on May 22nd. Note that there are two prices quoted: one for 2019 & for 2020. The rate would go up by \$700 if we were to wait until 2020 to move forward with this study.

RECOMMENDATION:

Motion to hire GMB Architecture + Engineering to conduct a Snowmelt System Feasibility Study in 2019/or 2020.

ATTACHMENTS:

- ▢ GMB Proposal

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

Old Business

TITLE: Radio Proposal from Joe Charlevoix

DATE: May 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

RADIO PARTNERSHIP PROPOSAL FOR THE CHARLEVOIX DDA

Proposed Deal: The Charlevoix DDA would partner with Meteorologist Joe Charlevoix of 7&4 News, who has been involved with events in Charlevoix and who has served as a well known meteorologist for 17 years across Northern Michigan to promote downtown Charlevoix events and happenings to draw people to the Charlevoix area.

How it Works: Meteorologist Joe Charlevoix would forecast the weather on WFCX 94.3 FM and WFDX 92.5 FM "Music Radio, the Fox FM" which reaches almost all of Northern Michigan from Cadillac/Traverse City north to the Mackinac Bridge and from Charlevoix east to Alpena and has a huge reach. Many towns and places where Charlevoix could draw people to spend an afternoon or weekend visiting Charlevoix. The station plays classic pop hits from the 80's/90's and is on in many Northern Michigan businesses. The Charlevoix DDA would sponsor the weather forecast with a roughly :20 second commercial that would promote events/happenings in Charlevoix that would change roughly each month after consultation with Lindsey based on what the DDA would like to promote. The weather sponsorship is good placement as people will remain listening if they know the weather is on right after. Joe would voice over the commercials himself and be exclusive to Charlevoix.

Amount of Spots: The Charlevoix DDA would get 2 commercials per day Monday-Friday during normal daytime hours that would run before the weather forecast (between 8 a.m. and 8 p.m.) for a total of 10/week. There may opportunities for additional spots at no charge on weekends and overnights. This could be split up at 2/day each month or 4/day every other month.

Length of Deal: This would be a one year deal beginning sometime in May and ending in May 2020 although certainly could be extended.

Cost: The partnership would cost \$500/month for a total cost of \$6,000 over a year agreement. This comes out to \$12.50 per spot, well below the normal cost in the \$20-25 area. It's almost half the price which is a substantial deal for what the DDA gets.

Benefits: Regular radio commercial spots on a daily basis will reach people who live and work in Northern Michigan and let them know what is happening in Charlevoix and draw them to the area whether it be for an afternoon or a weekend visit. You will also reach the Greater Traverse City area and potentially tens of thousands of people who come to that area, but might not consider or know about all Charlevoix has to offer.

Final Thoughts: I wish I could be at your meeting in person to present this proposal but due to work I cannot get up there. I think this would be great for all parties involved and I look forward to seeing how we can promote Charlevoix even more. Thanks for the consideration.

RECOMMENDATION:

Motion to approve radio partnership with Joe Charlevoix on WFCX 94.3 FM and WFDX 92.5 FM

ATTACHMENTS:

- ▣ Proposal

RADIO PARTNERSHIP PROPOSAL FOR THE CHARLEVOIX DDA

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Final Thoughts: I wish I could be at your meeting in person to present this proposal but due to work I cannot get up there. I think this would be great for all parties involved and I look forward to seeing how we can promote Charlevoix even more. Thanks for the consideration.

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Charlevoix Main Street DDA
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Old Business

TITLE: AmeriCorps VISTA Application

DATE: May 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

We were approved as a host site for CEDAM's AmeriCorps VISTA program.

CEDAM's AmeriCorps VISTA Members Allowable Activities:

All CEDAM's AmeriCorps VISTA members' service must fall in line with approved performance measures from the Corporation for National and Community Service. **Members are required to create a new program or expand an existing program at the host site organization.** In doing this, approved activities for our program are:

- Community Outreach (designing a community assessment plan or survey, creating an outreach plan, developing presentations, expanding media reach);
- Expanding/Strengthening Partnerships (initiating efforts for collaboration through programming and referrals, developing trainings, etc., identifying potential partners, improving communication among partners);
- Fundraising (developing/expanding a diversified funding stream, creating a fundraising committee, identifying resources, drafting and submitting proposals, soliciting in-kind donations);
- Marketing (improving or expanding materials that support programming);
- Program development (improving or expanding existing programming or developing new programs);
- Technology improvements (developing or revising databases, developing social media, training staff on new tools, developing ongoing staff/volunteer technology resources); and
- Volunteer management (establishing or expanding pool of volunteers, training volunteers, creating a volunteer tracking system, recruiting committee members, creating committees).

May 29	Site Supervisor orientation
June 10	\$6,000 host site fee and recruitment paperwork due
August 19	AmeriCorps VISTA members begin

In our application, I listed the following possible job duties:

- Volunteer management (expanding pool of volunteers, training volunteers, improving our volunteer tracking system within Maestro, recruiting Main Street committee members).
- Identifying potential partners, improving communication among partners
- Developing/expanding a diversified funding stream by revisiting Main Street pledge campaign that started 5 years ago and is ending now
- Drafting and submitting grant proposals to support current programming
- Improving existing programming by conducting a thorough Event Evaluation for Live on the Lake Concert Series, Charlevoix Restaurant Week, and Live, Life, Local Holiday Shopping Campaign or

expanding existing programming like wayfinding signage

- Technology improvements (improving databases, developing social media content, developing ongoing volunteer technology resources, improving the Life in Charlevoix mobile app)
- Developing new programs such as a plan for implementation of the Sustainable Built Environment Initiative report findings from MSU, or creating a publicly operated teleworking center/business incubator in the downtown

Measurable activities:

- 10 new volunteers recruited to sit on committees, 10 new volunteers recruited to help with task oriented projects
- Creation of quarterly meetings with partners to discuss a multitude of things including the expansion/continuation of our wayfinding signs.
- 90% retention rate for original pledgees, 25% increase in new pledgees with launch of new fundraising program
- Submission of at least 2 grant proposals to support current/future programming
- Completion of 3 event evaluations and report out to committees with recommendations for improvement
- 10% increase in social media followers/app subscribers
- Development of at least one new project with completed work plan for implementation in the 2020/2021 budget year

Some follow up questions were asked and the following answers were provided:

The VISTA program is specifically meant to alleviate poverty in communities. How will your VISTA member's service impact low income individuals?

- Through volunteer engagement the VISTA member will help diversify the makeup of our current committees and board by engaging with audiences we currently are not reaching. This includes but is not limited to low to moderate income people in our community. With the engagement of this sector of our population we will better align our programming around the community's needs. Since all of our programming is grassroots, this ensures that the outcome of our projects helps move the entire community forward.
- We are also hoping that the VISTA member can help us with necessary public engagement activities focused on creating a publicly operated entrepreneurial hub which will consist of a commercial kitchen, co-working space, and business incubator in the downtown. This project directly benefits the low to moderate income population by offering up classes for resume building, encouraging the startup of small businesses, educating on the vast amount of teleworking options that exist so that members of our community can be gainfully employed without having to leave the area, etc.

2. VISTA members are meant to expand or create a specific program. What program will your VISTA member impact?

- As mentioned above, we are just now starting to discuss the creation of this entrepreneurial hub/business incubator in downtown Charlevoix. We received technical assistance just this week from the National Main Street Center to formalize this thought, but there is a lot of work to be done. This would likely be the primary focus of the VISTA members time with us.

RECOMMENDATION:

Motion to accept Host Site status for a CEDAM's AmeriCorps VISTA member and to work on job description to include tasks based on priorities set at Work Session today.

ATTACHMENTS:

▣ AmeriCorps VISTA Info & Application



CEDAM's AmeriCorps VISTA Project 2019 Host Site Application



CEDAM is soliciting host site applications from nonprofits, government entities, public institutions of higher education and Native American Tribes to host an AmeriCorps VISTA member with a start date in August 2019. Submitting a host site application does not guarantee AmeriCorps VISTA resources.

What is AmeriCorps VISTA?

AmeriCorps VISTA, administered through the Corporation for National and Community Service, is the national service program designed specifically to fight poverty. VISTA supports efforts to alleviate poverty by encouraging individuals from all walks of life to engage in a year of full-time service with a sponsoring organization to create or expand programs designed to bring individuals and communities out of poverty.

Members in the VISTA program commit to a year-long, full-time position with a host organization. VISTA members have the unique charge of helping build their host organization's capacity through resource generation, volunteer generation, program development and other sustainable practices. In exchange, VISTA members receive a modest living allowance, health care benefits, extensive training opportunities and the choice of an end of service award of either a \$6,095 Eli Segal Education Award or \$1,800 cash stipend.

Program Overview:

CEDAM plans to place ten AmeriCorps VISTA members statewide. AmeriCorps VISTA members will be awarded to host sites where there is both a programmatic need that is not being filled in the community and where the organization has a strong supervisor and community guidance. The VISTA members' goals will be to build sustainability within organizations by creating programs and ensuring success when VISTA resources end. Successful applicants will propose a project that directly impacts the low-income population in their community.

CEDAM views the AmeriCorps VISTA project as a holistic approach in which members will generate cash and in-kind resources, recruit volunteers and create programs to build sustainability within organizations. Typically, VISTA resources have a three-year life cycle. *Successful host sites will tentatively be awarded for the three-year period.* Progress reports and a yearly continuation application will be required to ensure that VISTA resources are being utilized properly. Organizations who do not meet the standards will not receive further awards.

CEDAM's AmeriCorps VISTA Members Allowable Activities:

All CEDAM's AmeriCorps VISTA members' service must fall in line with approved performance measures from the Corporation for National and Community Service. **Members are required to create a new program or expand an existing program at the host site organization.** In doing this, approved activities for our program are:

- Community Outreach (designing a community assessment plan or survey, creating an outreach plan, developing presentations, expanding media reach);
- Expanding/Strengthening Partnerships (initiating efforts for collaboration through programming and referrals, developing trainings, etc., identifying potential partners, improving communication among partners);
- Fundraising (developing/expanding a diversified funding stream, creating a fundraising committee, identifying resources, drafting and submitting proposals, soliciting in-kind donations);
- Marketing (improving or expanding materials that support programming);

- Program development (improving or expanding existing programming or developing new programs);
- Technology improvements (developing or revising databases, developing social media, training staff on new tools, developing ongoing staff/volunteer technology resources); and
- Volunteer management (establishing or expanding pool of volunteers, training volunteers, creating a volunteer tracking system, recruiting committee members, creating committees).

Benefits to Host Site Organizations:

Successful host site applicants will receive a full-time, dedicated AmeriCorps VISTA member for one year. All member benefits, including the living allowance, health benefits, education award or stipend and some training, are provided at the federal level by the Corporation for National and Community Service. Host site organizations will receive support in recruiting and selecting the individual who will serve as the AmeriCorps VISTA member. In addition, host sites will receive enhanced partnership opportunities with other organizations involved in programs designed to eliminate poverty and recognition by local, state and national decision-makers for being part of a project that changes the lives of individuals in their communities.

CEDAM also provides in-depth training to the AmeriCorps VISTA members. This is a benefit to the host site as your member will continue to evolve professionally throughout the year. CEDAM looks at the AmeriCorps VISTA service year as a time for professional development. As such, trainings focus on both preparing the member for a successful service term and for ensuring that members are ready for careers as professionals in the community economic development field when their terms end. Trainings include a two-day in-person orientation, three in-person quarterly trainings and regular webinars. The full year training schedule will be provided at supervisor orientation.

Who Can Apply to Host AmeriCorps VISTA members?

The following are requirements that organizations must meet in order to apply to host an AmeriCorps VISTA member through CEDAM's program. Applicants must:

- Be a current CEDAM organizational member;
- Be a nonprofit, government entity, public institution of higher education or Native American Tribe;
- Have a project that focuses specifically on alleviating poverty;
- Have the capacity to provide full-time, on-site supervision;
- Have the capacity to provide dedicated work space, computer, phone and any other equipment necessary to complete required tasks;
- Have the capacity to provide travel reimbursement to four AmeriCorps VISTA trainings in Lansing;
- Provide a nonrefundable, yearly \$6,000 host site fee per AmeriCorps VISTA member by June 10, 2019; and
- Send the selected site supervisor to orientation in Lansing on May 29, 2019.

The organization applying to host a VISTA member must be a current CEDAM member at the time of application and for the full term of service. For more information on becoming a CEDAM member, please visit <http://cedamichigan.org/membership/join-cedam/>.

Interested applicants are encouraged to participate in the CEDAM's AmeriCorps VISTA program informational webinar on March 9 at 2 pm. **To register, please visit bit.ly/host-ameri-corps.**

AmeriCorps VISTA Member Benefits:

The following are benefits that are administered through the Corporation for National and Community Service for all AmeriCorps VISTA members:

- Living allowance totaling \$12,277.72 annually;
- Health benefits (member only);
- \$6,095 education award or \$1,800 cash stipend upon successful completion of service;
- Members may qualify for childcare assistance;
- Members may qualify for federal student loan forbearance; and
- Members may also be eligible to have qualifying student loan interest repaid after service.

CEDAM and host sites will provide extensive training and professional development opportunities for AmeriCorps VISTA members.

AmeriCorps VISTA Member Restrictions:

The following are federal restrictions on the use of AmeriCorps VISTA members in any organization:

- Performing activities that were previously performed by a paid staff member;
- Charging a fee for programming created by VISTA members;
- Providing direct service to clients or community members;
- Providing religious instruction, conduct worship services or otherwise engaging in religious activities while he or she is on duty or perceived to be on duty; and
- Participating in political campaigns, lobbying, pro or anti-labor organizing or otherwise engaging in political activities while he or she is on duty or perceived to be on duty.

Program Timeline:

April 9	Informational webinar, 2 pm, optional
May 10	Host Site Application deadline
May 22	Site selection announced
May 29	Site Supervisor orientation
June 10	\$6,000 host site fee and recruitment paperwork due
August 19	AmeriCorps VISTA members begin

Application Process:

Interested organizations must complete the attached application (no more than 5 pages) and submit it electronically to Chris Wardell (wardell@cedamichigan.org) **no later than 5:00 pm on Friday, May 10. You will receive a confirmation email upon successful receipt of your application.** Late or incomplete applications may be prioritized after on-time applications have been ranked. Please send all application materials via email to: Chris Wardell at wardell@cedamichigan.org.

Application begins on the next page.



2019 CEDAM' AmeriCorps VISTA Project Host Site Application



Contact Information

Organization name:
Physical address:
Supervisor name:
Supervisor email:
Supervisor phone number:
Employer Identification Number (EIN):

Organizational Capacity Information

An answer of "No" to any question in this section disqualifies your organization from being awarded a VISTA member

1. Is your organization a 2019 CEDAM member? ☐ Yes ☐ No
2. Is your organization a nonprofit, government entity, public institution of higher education or Native American Tribe? ☐ Yes ☐ No
3. Is the site supervisor a full-time employee and located at the same proposed site as the VISTA member? ☐ Yes ☐ No
4. Does your organization have the ability to provide dedicated work space, computer, phone and any other equipment necessary to complete required tasks? ☐ Yes ☐ No
5. VISTA members must serve full-time (minimum of 37.5 hours a week). Will a VISTA member be able to accomplish that at your organization? ☐ Yes ☐ No
6. Does the host site organization have the ability to provide the required \$6,000 per member host site fee and commit to providing it by June 10, 2019? ☐ Yes ☐ No
7. Will the supervisor attend the mandatory orientation at CEDAM on May 29, 2019? ☐ Yes ☐ No
8. Will the host site guarantee that the tasks expected to be done by the VISTA member previously have not been performed by a staff member or volunteer? ☐ Yes ☐ No
9. Will the host site guarantee that the VISTA member's service activities will not include any of the prohibited activities listed on page two of this application? ☐ Yes ☐ No

AmeriCorps VISTA Member Activities Information

1. VISTA members are expected to significantly expand an existing program or create a new program in your community. Please give an overview of the programmatic need you expect the VISTA project will fulfill by the end of the three year VISTA funding cycle:

2. AmeriCorps VISTA was created to fight poverty in America. Please explain the following:
 - The need for anti-poverty programming in your community and
 - How your project intends to impact low income individuals.
3. Detail the **measurable** results expected as a result of the VISTA project (examples: 20 children enrolled in Children's Savings Accounts, 40 families enrolled in Double Up Food Bucks, 30 additional volunteers recruited). Please be as specific and all-encompassing as possible:
4. Explain how your AmeriCorps VISTA member will build the capacity of your organization:
5. While CEDAM will aid with statewide VISTA member recruitment, we rely on host site networks to represent the community through the member recruitment process. Explain the ways that your organization will work to recruit VISTA members from within your community:
6. CEDAM is dedicated to the professional and personal development of AmeriCorps VISTA members during the course of their service year. Describe how you plan to work with the member to ensure they get the most out of their service year:
7. Have you hosted a national service member in the past (AmeriCorps VISTA, State or NCCC or Senior Corps)? If yes, please provide a description of the program, when the service took place and provide a contact person if possible:

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New Business

TITLE: Venetian Festival Sponsorship Request

DATE: May 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Please see attached for information regarding the Venetian Festival Sponsorship Request. For \$2,500 plus Main Street Monday expenses (\$600+ for movie alone) we will be Admiral Sponsors again.

RECOMMENDATION:

Motion to approve a \$2,500 sponsorship for Charlevoix Venetian Festival.

ATTACHMENTS:

- ▢ Venetian Festival Sponsorship Request



18 April 2019

Friends of Venetian/Charlevoix Main Street/DDA

Greetings:

Planning for the 2019 Venetian Festival is underway which includes our annual fundraising campaign. We are excited with the emerging plans for the 89th Annual Festival and are looking forward to partnering with you to showcase our beautiful town and demonstrate why our businesses and organizations are the best of the North.

Our video advertising campaign reached an all time high in 2018, as we promoted our sponsors during the Festival as well as in the winter months, collectively reaching 60,000 on our Facebook page alone. As the previous print advertising campaign with the annual Venetian booklet only reached a distribution of 3,000, we were quite pleased with a digital distribution increase of 57,000.

In showcasing our sponsors in this way, we not only acknowledge the highest levels of community support, but also promote the the Venetian Sponsorship Gallery which reflects the premier places to shop, eat and do business while in Charlevoix.

In 2017 your sponsorship video reached 2,282 people and had 899 views. Your 2018 sponsorship video reached 6,587 people and had 3,240 video views, for a combined total of 8,869 people reached and 4,139 video views the past two years, a story of growing success. We anticipate an even greater response in 2019, as the trajectory of our social media campaigns have reached new heights, thanks to sponsors like you.

We are now scheduling our sponsors for filming dates in early July/2019. We would love to showcase you and your business again in 2019. Since our filming dates are limited, please contact LaRae Stevens today, or as soon as possible, to reserve and schedule your film date. LaRae's contact information is reflected on the last page of the enclosed Venetian materials confirming "Sponsorship Benefits and Advertising".

Best Wishes,

Dan Barron
President



Sponsorship Benefits & Advertising

2019 Edition

Overview

The last five years have been a game changer for the Charlevoix Venetian Festival. We have had the opportunity to enhance the Festival and make it a safer place with even more visitors coming to experience the charm of Charlevoix and the joy of a free entertainment festival. Enhancements have included closing Bridge Street for extended periods for added safety for all, including families and little children, during concert and Carnival times, bigger and better fireworks displays and legendary national recording groups like *The Guess Who*, *LOVERBOY*, and *Grand Funk Railroad*. The enhancements which Venetian has enjoyed over the years have been possible because of **you**, the sponsors of the Venetian Festival.

As you know, Charlevoix is one of the jewels of Northern Michigan. Nestled between Lake Michigan, Round Lake and Lake Charlevoix, it is easy to see why people come here to vacation and why it is hard for those of us who live or have grown up here to leave and live elsewhere. Venetian has become the homecoming for friends and family alike; the perfect place to reconnect and show the next generation why Charlevoix is worth coming home to.

Although Venetian is only one of many reasons that visitors flock to this beautiful town and that many kids travel thousands of miles to return home, Venetian symbolizes what brings people back. The draw is pure and it is simple, the Charlevoix spirit of community which is exemplified by Venetian and its sponsors. It wouldn't be the same to visit Charlevoix without stopping in to see the closely knit family of Ace Hardware or to rent a paddleboard from the crew at the Irish Boat Shop. You can't spend a weekend in town without sipping a brew at the Lake Charlevoix Brewing Company or standing at the bridge watching the Emerald Isle come through the channel with a delicious ice cream cone from Kilwin's, after a great meal at the Villager Pub or Scovie's Gourmet. If you are running low on spending money, zip on over to your hometown bank on State Street, you know them and they know you at the Charlevoix State Bank.

Our Venetian sponsors provide the base which makes the Charlevoix Venetian Festival possible. Until 2017, our sponsors were primarily featured in annual Burgee Club publications in *The Charlevoix Courier* and in paid advertisements in the annual Venetian program. In 2017 we had the idea to bring in video promotions and in doing so, created the Venetian Sponsorship Gallery which affords to sponsors who create these promotional videos, the opportunity to be seen on our social media channels, YouTube, and on our website. In showcasing our sponsors in this way, we are also promoting support for our sponsors and letting visitors and community residents know that the Venetian sponsors featured in the Sponsorship Gallery reflect premier places to shop, eat and do business while in Charlevoix.

After all, we all want to create the best experience for our family, friends and visitors, and it sometimes takes a village to make it happen. In turn, we want to create a place of value for our sponsors and are hoping to do just that as we continue to develop the Venetian Sponsorship Program.

Three Areas of Challenges

When it comes to running the Charlevoix Venetian Festival we encounter three areas of challenge: external, internal and philosophical. As we continue to find ways to expand our Sponsorship Gallery and create better and more exciting ways to engage the entire Charlevoix community, we need to look closely at these three areas and their potential solutions.

External Challenges

The greatest external challenge the Venetian Festival faces is keeping the cost of the Festival free. Though there are many moving parts throughout the eight days of the Venetian celebration, the Rhythms of Venetian are the most expensive. Some of our national performing bands command performance fees in upwards of \$40,000, not including housing, food, and production costs. We have kept our pencils sharp as we continually negotiate discounted fees, as many acts of this caliber can otherwise require performance fees of \$100,000 and beyond. With the help of our sponsors we are able to keep the cost of concert admission at \$0, maintaining enthusiasm and attendance at Venetian at the highest possible level.

Internal Challenges

The biggest internal challenge which the Venetian Festival faces is to fulfill our mission: building community by bringing people together. We can fulfill our mission only if Venetian happens. Without our sponsors we do not have a Venetian Festival and without Venetian, our community misses out on this unique annual opportunity to come together as one.

Philosophical Challenges

Being a resort town, the Charlevoix economy is fueled by its visitors. Once our guests experience the beauty and vitality of Charlevoix, they keep coming back. We never tire from hearing that it is a family's 40th year coming back to Charlevoix during Venetian week. We hear from some of our shops that Venetian isn't the best timing for them, because many visitors don't stop in at their establishment. However, without the Venetian Festival taking place in July, many people may not experience the beauty and charm of Charlevoix during its peak vitality, which would limit the opportunities for our town to fully thrive. How do we make Venetian a great experience for Charlevoix business owners while also making it a great experience for the thousands of visitors which celebrate Venetian, each and every year, in our parks and on our vibrant streets?

Does Social Media Marketing Really Work?

For many in the Northern Michigan area, social media marketing is a new way of doing things. Although social media marketing is prevalent in the big city where word of mouth advertising is scarce, many small northern towns haven't really had to worry much about expanding outward. Charlevoix itself did not do much with social media marketing until the fires that took Johan's, the Round Lake Gallery and Cherry Republic, when Charlevoix Main Street/DDA stepped forward with the promotion proclaiming that Charlevoix was open for business. A more recent social media marketing strategy is the "Welcome to Charlevoix" photos for local businesses which feature the new Charlevoix logo and shop owners with their displays. But really, how many eyes can you catch viewing the Charlevoix Venetian Festival Facebook page? You may be surprised!!!

The Venetian Facebook page currently has 5,310 likes, which we believe is the second largest Charlevoix promotion on the internet, second only to the Charlevoix Convention and Visitors Bureau. In 2018 we had 15 Venetian sponsors participate in the video advertising, and each one was posted on our Facebook page. Those 15 videos reach 60,000 people.

To give you an idea of kind of numbers which you could be looking at as a Venetian sponsor who participates in creating a video, here are some individual statistics of the top three 2018 Venetian Video Sponsors, in terms of minutes viewed and people reached*:

<u>Total Minutes of Video Views</u>	<u>People Reached</u>
Main Street/DDA :: 882	Main Street/DDA :: 6,587
Charlevoix State Bank :: 681	Charlevoix State Bank :: 4,919
Dry Harbour Marine :: 662	Kilwin's of Charlevoix :: 4,544

*at the time of this mailing our April social media counts were not available.

Having concluded two seasons of video promotion, we are pleased with the results. For 2019 we plan to begin filming commercials May 29th, with promotions starting the end of June and into July. In the fall, beginning in October of 2019, we will feature our sponsors once again on social, boosting their exposure during the slower winter months.

Our conclusion, simply, is that social media marketing not only works, it also impacts our sponsoring organizations in a very positive way. We hope to feature you and your organization as a sponsor this year as well!

How to Participate

The Charlevoix Venetian Festival Video Advertising Program is available to those Burgee Club members with a sponsorship at the Mariner level, or greater. We have two lengths of commercials available: 15 seconds or 30 seconds, each of which will be coordinated by our Social Media Marketing Consultant, LaRae Stevens. If you do not wish to be in front of the camera, we can record your voice only and piece together a video around it. It is important to note that we do not put your content together for you -- that is up to the sponsor and their team. However, we are available to help give you ideas on suggested content and will be available for coaching during the filming process. The only thing we require within your message is the reason why your business or organization is a sponsor of the Festival.

As you begin to think about how long you would like your advertisement to be, here is what is included in the Venetian Video program at each level of sponsorship and the price differences between the different advertisement lengths:

- **VIP contributors of \$7500 and higher**
 - a. Receive a 15 second or 30 second commercial at no cost.
 - b. Winter sponsorship videos will be “boosted” in the winter months on our Facebook and Instagram platforms to reach a greater amount of people.
 - c. Sponsorship Videos are posted on our Facebook, Instagram, Twitter, and YouTube accounts.
 - d. Sponsorship Videos are also placed on the front page of our website.
- **Admiral contributors of \$3000 and higher**
 - a. Receive a commercial of either length at a discounted price.
 - 15 second commercials are available at \$150; 30 seconds are available for \$225.
 - Advertising expense is due at time of filming.
 - b. You will also receive the b, c, and d benefits mentioned above in the VIP section.
- **Captain, First Mate, and Mariner contributors of \$250 and higher**
 - a. 15 second commercials are available at \$200; 30 second commercials are available at \$350.
 - b. You will also receive the c and d benefits mentioned above in the VIP section.
 - c. Advertising expense is due at time of filming.

**Ready to book your commercial and advertise
with the Charlevoix Venetian Festival?**

Contact LaRae today to set up your filming date!

email: media@venetianfestival.com or text/call her: 818.465.8433

We look forward to hearing from you soon!

~LaRae Stevens

Social Media Marketing Coordinator, Charlevoix Venetian Festival