



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, July 22, 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. Monthly Report
- 6. Reports**
 - A. Director's Report
 - B. Entrepreneurial Ecosystem Technical Assistance Report
Lindsey Dotson, Executive Director
 - C. Sidewalk Sales Update
Sarah Hagen, Charlevoix Area Chamber of Commerce
 - D. AmeriCorps VISTA Member Update
Lindsey Dotson, Executive Director
- 7. Old Business**
- 8. New Business**
 - A. Charlevoix County Ignite Sponsorship Request
Lindsey Dotson, Executive Director
 - B. Round Lake Group Lease
- 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: July 22, 2019

ATTACHMENTS:

- ▣ Special Meeting - June 24th
- ▣ Regular Meeting - June 24th

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET SPECIAL MEETING
Monday, June 24, 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: Maureen Owens

Members Present: Sam Bingham, Sean Bradley, Richard Christner, Kirby Dipert, Luther Kurtz, Paul Silva, Amanda Wilkin

Members Absent: Rick Wertz

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

6. Reports

A. Informational Meeting

Director Dotson stated that pursuant to Act 57 of 2018, the DDA had to hold two public information sessions each year. She proceeded to review every aspect of what the DDA is responsible for including a brief timeline of the DDA projects that align with the TIFF Plan updates which equated to over \$12 million dollars invested in the District. She presented a brief summary of the DDA budget. She stated that they became a *Select Level Michigan Main Street Community* and the DDA was in their 4th year of programming with the *Main Street Program*.

Director Dotson proceeded to describe the DDA's organizational structure. She stated as part of participating in the *Main Street Program* they were also affiliated with *Main Street America*. She stated the total volunteer hours since 2014 were over 11,000 which equates to nearly \$300,000. She further reviewed in-kind services they have received from the *Michigan & National Main Street Centers*. The DDA adopted their *Transformation Strategy of Health & Wellness and Entrepreneurial Ecosystems*. Director Dotson stated that they received a Business Recruitment Strategy and they have since created property information sheets for available property downtown. They also received a Communications Plan.

Director Dotson provided information on the recently adopted Downtown Plan which will help Charlevoix become a Redevelopment Ready Community. She stated that last month they had a technical assistance visit from the *National Main Street Center* focusing on building an Entrepreneurial Ecosystem in Charlevoix. She stated in 2018, the DDA received accreditation from the *National Main Street Center*. The DDA hosted the *Connecting Entrepreneurial Communities Conference* and they were honored by the *University of Michigan Dearborn E-Cities* which recognized Charlevoix as a top performing entrepreneurial place. Director Dotson stated that she received the *Main Street American Revitalization Professional* certification this year.

Director Dotson stated that they have tracked over five million dollars of private investment in the District since 2015, 35 new businesses have opened in the District, 27 façade improvements, creation of *Life in Charlevoix* app, email newsletter, Downtown Charlevoix Facebook page, and an Instagram account.

7. Old Business

8. New Business

9. Public Comment

Gene Dixon, Clinton Street, suggested was there was a need for a dog park in Charlevoix. He noted that the alley running from State Street to the Library needs to be resurfaced, and there were a couple of unkempt houses across from the Library that need to be addressed.

10. Request for Future Agenda Items

11. **Board Comments**

12. **Adjourn**

Clerk's Note: No formal adjournment; at 5:58pm the Board moved on to the Consent Agenda of the Regular Meeting.

Joyce Golding/fgm

City Clerk

Maureen Owens

Chair

DRAFT

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, June 24, 2019 at 5:58 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens

Members Present: Sam Bingham, Sean Bradley, Richard Christner, Kirby Dipert, Luther Kurtz, Paul Silva, Amanda Wilkin

Members Absent: Rick Wertz

City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

A. Committee Minutes

B. Minutes

C. Monthly Reports

D. Memorandum of Understanding with CEDAM

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

6. Reports

A. Director's Report

Director Dotson stated that she added important dates to the Report including the Bridge Lighting Ceremony.

7. Old Business

8. New Business

A. Summary of Work Session & Establishment of Updated Goals

Chair Owens recalled that at their last Work Session the Board agreed to focus their efforts on the SBEI study recommendations and workforce housing. Member Wilkin questioned if they had heard anything about the SBEI funding and Director Dotson stated that the response was not positive at this point.

Motion by Member Dipert, second by Mayor Kurtz to establish two priorities of the Main Street DDA Board including the implementation of the SBEI study recommendations and addressing workforce housing issues in the downtown. Motion passed by unanimous voice vote.

B. Façade Grant Applications

Director Dotson felt that Member Silva had a conflict of interest and he recused himself.

Director Dotson stated that the Design Committee received two applications for the first round of funding in the 19/20 fiscal year: Hotel Earl and the building where North Coast Properties and Morning Dew Café is located. The Design Committee recommended a \$2,300 grant for Morning Dew Cafe (LSB Ventures) and a \$10,000 grant for Hotel Earl. The item was opened and closed for public comments as there were none.

Motion by Member Bradley, second by Member Christner to award a Façade Grant to Hotel Earl in the amount of \$10,000 and LSB Ventures in the amount of \$2,300.

Yeas: Bingham, Bradley, Christner, Dipert, Kurtz, Wilkin, Owens

Nays: None

Absent: Wertz

Abstain: Silva

C. Coworking/Business Incubator Space

Member Silva returned to the dais. Director Dotson stated that the office space below the Huntington Bank Building is currently available for rent for \$1,000 per month including utilities. She described the 2,000 square foot space and the available parking. She stated that she had worked up a rough budget and that upfront costs would include decorating to make the space attractive to entrepreneurs. She felt that it was essentially a breakeven proposition.

Member Christner questioned if there was any current interest in renting the spaces. Laura Simmons, Economic Vitality Committee member, stated that she had a home office and would love to have such a space and she felt that others in her network would be able to recruit people to fill the spaces. Director Dotson responded to questions as the Board discussed the pros and cons. Mayor Kurtz and Member Wilkin expressed their concerns.

Motion by Member Bingham, second by Member Christner to authorize the Executive Committee to enter into a lease for the office space at 201 State Street to be used as a coworking/business incubator for Charlevoix and to amend our 2019/2020 budget to include a line for this project in both the expense and income sections with expenses not to exceed \$26,000.

Yeas: Bingham, Bradley, Christner, Dipert, Wilkin, Owens, Silva

Nays: Kurtz

Absent: Wertz

Chair Owens noted that the Executive Committee would meet to review the lease and make plans to move. Director Dotson suggested that they could coordinate a site visit.

9. Public Comment

10. Request for Future Agenda Items

Member Silva explained that some cities have a live traffic person directing pedestrians and cars at busy intersections and he felt that was needed at Clinton and Bridge Streets. Chair Owens recalled the City Manager advising Council that MDOT would be reviewing that intersection in 2020. The Board supported the idea and asked the Director to speak to the Police Chief about the proposal. Mayor Kurtz questioned if the DDA would consider paying a portion of the cost to have a traffic control person during the summer months. Member Wilkin stated that they need to be aware that online complaints are becoming more common.

11. Board Comments

12. Adjourn

Motion by Member Dipert, second by Mayor Kurtz to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:45 p.m.

Joyce Golding/fgm

City Clerk

Maureen Owens

Chair

DDA/Main Street Board
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Consent Agenda

TITLE: Monthly Report

DATE: July 22, 2019

ATTACHMENTS:

- ▣ June 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-0000110297
 Account City of Charlevoix
 Reporting Period Start 6/1/2019
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Leigh Young
 Reporting Period End 6/1/2019
 Due Date 7/10/2019

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
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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
My Grandmother's Table	115 Bridge Street	Exterior painting (new color scheme on formerly all white building) caulking, repaired front balcony columns	\$15,442.00	\$6,288.00	Local

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
Charlevoix Main Street DDA	319 Bridge Street	Hoop Skirt Alley Project	\$9,071.00	\$4,000.00	Local
Charlevoix Main Street DDA	319 Bridge Street	Hoop Skirt Alley Project		\$6,000.00	State

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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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
16.00	\$0.00	60.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Owosso Quarterly Training	Lindsey Dotson	6/3/2019	Entrepreneurial Ecosystems
RRC Regional Training	Lindsey Dotson, Mark Heydlauff	6/12/2019	RRC Check in

Fundraising/Membership Last Month

Type	Amount
Public	9132.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
Hoop Skirt Alley Ribbon Cutting Celebration	Community	100	0	\$0.00	\$0.00

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Other News or Commentary	The board voted at our last meeting to sign a lease for an office to be converted into a coworking space/business incubator.
Program & Outlook	The board has voted on two main goals to focus on with programming: how to address the workforce housing issue in the downtown and implementation of the SBEI study from MSU for our alleys and parking lots.
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_2019_6_24_Meeting(80).pdf	7/10/2019 4:28 PM

michiganbusiness.org

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

DDA/Main Street Board
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Reports

TITLE: Director's Report

DATE: July 22, 2019

BACKGROUND:

Media Mentions

https://www.petoskeynews.com/charlevoix/featured-cvx/new-signs-convey-scenes-from-charlevoix-history/article_6420e6ac-ddfc-567e-9ff9-834cc1dea76f.html

https://www.petoskeynews.com/silver-linings-charlevoix-to-reveal-completion-of-bridge-street-project/article_5b2eeae5-8efa-52f2-b907-bcc151b92f94.html

https://www.petoskeynews.com/featured-pnr/venetian-to-welcome-gin-blossoms-drake-white-and-more/article_a4b391b8-f441-5c38-add4-83bfe48d20a6.html

Excerpts from the July 13th Weekly Kudos to the Community:

Historical signs

Kudos to the Charlevoix Historical Society and Charlevoix Main Street for recently installing seven new historical signs in Charlevoix.

The signs have a total of 76 historic images to help convey the community's past. Signs have been placed in East Park, Bridge Park, on the Pine River Channel and at the Train Depot.

The signs also offer a walking circuit through town and a map of the locations is available on the mobile app Life in Charlevoix in the Historic Tours section.

Beautification awards

Congratulations to the merchants who recently won Beautification Awards from the Charlevoix Area Garden Club.

The first place winner in the window box and planter division was a tie between Maison & Jardin and GaGa for Kids. Second place was Color Wear and third place was The Lake House.

The first place winner for the outdoor garden category was Grey Gables. There was a tie for second between Esperance and the Maple Leaf Motel. Third place went to Margot.

A Civic Beautification Award was given to Van Pelt and Hoop Skirt Alley. Jennifer Haf of Blooms received the award for Van Pelt Alley, while the Junior Main Street Committee responsible for Hoop Skirt Alley received an award for their concept and design.

Director Schedule

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

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

An application for My Grandmother's Table has been submitted to MEDC. Once news is shared about whether or not the grant will be awarded, I will let everyone know. The grant agreement document will come to the board if the grant is awarded.

I intend on using this grant as a recruitment tool to help fill our vacancies.

Cooperative Ad Campaign Update

The following measurable results from the June ads we ran for Brian's Ice Cream Experience are below.

Billboard: 885,000+ total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 3,073 people reached, 431 engagements, of which 100% were women and the largest age group was 65+. 96.2% saw ad on mobile device

Instagram promotion: 101 likes, 6 comments, 7,867 reached, 26,252 impressions (75% was from promotion), of which 100% were women and the largest age group was 18-24.

Life in Charlevoix Mobile App: 1505 users in May - 261 viewed coupons & specials, 10 viewed the Brian's Ice Cream profile

Blog: 153 readers - average view time is 2:20

Downtown Maps & Kiosks Update

The maps and shopping directories have been completed.

New Promotions Committee Leadership

Caitlin Cole has volunteered to be the next Chair of the Promotions Committee and Katherine Forrester has volunteered to be the new Secretary.

SBDC Business Plan Assistance for The Vault

The SBDC has agreed to take Charlevoix Main Street DDA on as a client for businesses advising services to assist us with our business plan for "The Vault" co-working space. I have met with Samantha Reis twice and have a draft plan started. Once it is complete and has been reviewed I will share a draft with the Board for consideration.

Charlevoix County Ignite - Business Model Pitch Competition

October 9, 2019 | Castle Farms

Doors Open at 5:00pm | Event Starts at 5:30pm

Polish up your business plan! All Charlevoix County entrepreneurs and new businesses two years old or less are invited to apply to compete for startup capital toward their business and a chance to advance to

the finale competition, Grand Event, to compete for more startup funds.

Competitors will receive business counseling from professionals to help in preparing a 4-minute business pitch for the panel of judges on the night of the competition. 1st (\$10,000), 2nd (\$2,000), and 3rd (\$1,000) place winners will be awarded as well as an audience selected People's Choice Award (\$500). The top 3 winners will have a chance to compete for more money during The Grand Event in November.

The public is welcome to come and cheer on their favorite businesses for this exciting competition!

There will be time for competing businesses to network and make connections with other business professionals and angel investors in the audience.

Applications will be available on Monday, July 22nd.

Public Act 57 Updates

PA 57 of 2018 is in effect for Charlevoix starting on July 31st. This means I have to ensure that our website has all of the requested information on it. This will be a lot of narrative and links that aren't currently easy to find on the city website. Since I'm going on vacation on July 29th I'll be working on this all of this week.

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Reports

TITLE: Entrepreneurial Ecosystem Technical Assistance Report

DATE: July 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached is the summary of our Technical Assistance visit with Matt Wagner from the National Main Street Center which took place on May 21, 2019. Please review the report and know that we have to choose a topic from the list of recommendations on the last page that we will get further technical assistance with this year (probably in September).

The report summarizes survey results and discussions that took place during each of the stakeholder meetings that day. If you weren't able to attend it gives a great synopsis of what was discussed along with our strengths and weaknesses when it comes to supporting entrepreneurs in Charlevoix.

We had a conference call with Matt on July 12th to go over the report, Amanda Wilkin and I called in. The discussion that took place focused on recommendations 6 & 7.

6. Focus on housing by directly focusing in on downtown workforce housing opportunities, rather than trying to influence the more macro needs.

The conversation started with an update about our co-working space and how a feasibility study won't be needed anymore since a lease is being signed. Since we are getting assistance from the SBDC on writing a business plan, Matt thought that the concept could be rolled into an overall project that consists of workforce housing and a co-working space housed in a new development in the downtown. Since the current location of the co-working space is a lease, its next chapter could be in this new development.

7. Hold a follow-up convening among your partners to examine roles, identified gaps, and align on activities that each respective primary lead would own.

Because no one around the table wanted to claim the Financial Capital & Human Capital/Workforce categories, some follow-up discussions need to be had with our partners to establish roles moving forward.

The Economic Vitality Committee has planned a special meeting on August 6th to discuss the findings of this report. Since we need to let National Main Street Center know as soon as possible which item we want help with, if the board wishes to select a recommendation we can share it with the committee during their discussion.

A summary of the proposed next stage of Technical Assistance is below:

Service Description: NMSC/MMS would produce a feasibility analysis evaluating the concept of a “live/work” space for remote workers and neutral location businesses. The thought is that this concept could work as a stand-alone development or as a component in a larger mixed use development with the “work” component serving as an anchor with retail support amenities (like “third spaces.”)

Components:

- Existing Models/Best Practices
- Key ingredients/amenities to support remote workers and neutral location entrepreneurs
- Key first floor targets that complete the housing component
- Likely target audience for recruitment purposes (Psychographics, geography to target, etc)
- Level of demand

Deliverables:

- Summary of focus group of existing remote workers and neutral location entrepreneurs to better understand market (I would think we could do via Skype)
- If there is a specific building for the project I could be on-site to evaluate the facility and be more specific in the feasibility
- Feasibility Study document with components as stated above.

ATTACHMENTS:

- ▣ Charlevoix EE Report



Entrepreneurial Ecosystem Development

Findings and Recommendations

Charlevoix, Michigan
May 21, 2019

Prepared by Matthew Wagner, PhD
Vice President of Revitalization Programs
National Main Street Center

The Seven Factors of ENTREPRENEURIAL ECOSYSTEMS



Entrepreneurial Ecosystems align a variety of public and private efforts, networks, and other factors outlined below to foster an environment that supports inclusive, local entrepreneurship.



Place-Based

This factor relates to the physical spaces, building fabric, amenities, and place assets that collectively provide the environment for entrepreneurs to be successful.

Government Policy/ Regulations

This factor focuses on the public sector's role within the Ecosystem, including the development of business policies and public infrastructure.

Financial Capital

This factor examines the depth and breadth of financial resources available to entrepreneurs at all stages of the business life cycle, such as traditional bank lending, crowdfunding, and micro-lending initiatives.

Social Capital

This factor evaluates community programs and activities that add value to the entrepreneurship social network by promoting trust, reciprocity, and cooperation.

Education and Training

This factor examines opportunities for entrepreneurs to participate in education and training about the basics of entrepreneurship, as well as more sophisticated programming in logistics, multi-channel marketing, etc.

Culture

This factor focuses on a community's attitude toward entrepreneurship as a career option. It examines perspectives on risk-taking, innovation, career self-determination, business regulation, expectation from outsiders and their ideas, and how entrepreneurship is portrayed in the media.

Human Capital

This factor explores whether communities are creating pipelines of entrepreneurial talent from example academic institutions and whether they have the human capital in their workforce to fill positions as entrepreneurs grow their businesses.

Charlevoix's Entrepreneurial Ecosystem Map



Place-Based

This factor relates to the physical spaces, building fabric, amenities, and place assets that collectively provide the environment for entrepreneurs to be successful. Place-based indicators tend to focus on real estate support tools, like incubators, drop-in spaces, and maker spaces. However, amenities such as trail systems, diversity of housing options, and “fail fast” pipelines (like pop-ups, pitch it contests, and in-store product displays) represent critical indicators to having a place-based ecosystem factor.

Place-Based Factor in Charlevoix	
Owner	Charlevoix Main Street
Main Street Role	Primary Lead, Supporter, Provider
Existing Strengths	• Good technology infrastructure • Excellent library as resource • Proximity to entrepreneurship resource providers: SBDC, NLEA
Primary Gaps	• Space for remote workers/neutral location entrepreneurs • Diversity of housing • Pipeline development for target markets (e.g., remote workers/neutral location entrepreneurs)



Government Policy/Regulations

This factor focuses on the public sector's role within the Ecosystem. Indicators reflect the government's role in developing supportive business policies and creating streamlined regulatory, permitting, and zoning practices that encourage a broad range of business ventures, while also making critical capital investments in cell service and internet fiber that result in strong public infrastructure.

Government Policy/ Regulations Factor in Charlevoix	
Owner	City of Charlevoix
Main Street Role	Advocate, Connector
Existing Strengths	• RRC in process • Supportive zoning practices with diverse uses • Supportive public space codes
Primary Gaps	• Doing Business in Charlevoix Resource Guide • Examine controls for long-term vacancies that may involve penalties to create positive movement in underutilized spaces. • Examine the installation of directional signage to circulate traffic to side street businesses.



Financial Capital

This factor examines the depth and breadth of financial resources available to entrepreneurs at all stages of the business life cycle, including traditional bank lending, crowdfunding, and microlending initiatives.

Financial Capital in Charlevoix	
Owner	Vacant
Main Street Role	Convener, Provider, Connector
Existing Strengths	• Match on Main • Façade grants • Local bank lending – SBA programs • Low-interest loans • Grubstake
Primary Gaps	• Community capital in development • Dedicated microlending organizations



Social Capital

Entrepreneurs exist in a world where relationships, trust, and connections are significant in all aspects of the launch, growth, and sustainability of a business. This factor evaluates the community programs and activities that either proactively and/or organically add value to the entrepreneurship social network by promoting trust, reciprocity, and cooperation.

Social Capital in Charlevoix	
Owner	Charlevoix Chamber
Main Street Role	Convener, Connector
Existing Strengths	• SCORE mentor chapter • Launching Young Professionals group • Leadership Charlevoix
Primary Gaps	• Formalized network group for entrepreneurs • Formalized welcome and connector group for new entrepreneurs



Education and Training

Technical assistance in the form of education and training opportunities represents a critical factor for the Entrepreneurship Ecosystem. Indicators examine opportunities for entrepreneurs to participate in the basics of entrepreneurship, as well as more sophisticated programming in logistics, multi-channel marketing, etc. Communities should have a sound grounding in both public and private education and training programming.

Education and Training in Charlevoix	
Owner	SBDC
Main Street Role	Supportive, Convener, Provider, Connector
Existing Strengths	• Northern Michigan College offers entrepreneurship programming • NLEA offers counseling to loan recipients • Local Credit Union offers business planning reviews • SBDC highly regarded
Primary Gaps	• Lack of succession planning for small businesses • SBDC programming not held locally • Special training needed to address issues with Seasonality



Culture

Localized attitudes toward entrepreneurship as a career option and as a social activity define regional entrepreneurship culture, which in turn impacts personal choices to engage in entrepreneurial activities, as well as investor confidence. This factor contains indicators that examine a community's perspectives on risk-taking, innovation, career self-determination, business regulation, and acceptance from outsiders and their ideas, as well as how entrepreneurship is portrayed in the media.

Culture in Charlevoix	
Owner	Convention and Visitor's Bureau
Main Street Role	Supporter, Advocate, Provider, Connector
Existing Strengths	• Community generally supports Entrepreneurship • Media commonly runs news on local entrepreneurs
Primary Gaps	• Community not always accepting outsiders; hard to break into the support structure • Events or activities that feature/celebrate local entrepreneurs



Human Capital

Human Capital explores whether communities are creating pipelines of entrepreneurial talent from example academic institutions and whether they have the human capital in their workforce to fill positions as entrepreneurs grow their businesses. This is especially important in areas facing workforce shortages and/or areas where entrepreneurs operating in niche fields need specialized talent.

Human Capital in Charlevoix	
Owner	Vacant
Main Street Role	Advocate, Supporter, Convener
Existing Strengths	• New Housing North Organization – just launched • Infill opportunities for Mixed Use Development exist in downtown
Primary Gaps	• Michigan Works focused more on manufacturing rather than Retail/Service • Lack of housing, affordability, and housing diversity

Findings and Recommendations

Charlevoix Entrepreneurs Survey Summary

 Place-Based	Most entrepreneurs used private services for items like legal, marketing and design, real estate, web design, and architectural services. Secondary issues focused on design-related areas, such as parking and building conditions.
 Financial Capital	While most entrepreneurs have used traditional forms of financial capital, such as credit cards, self-funding, and banks, non-traditional forms, such as community capital, angel capital, microlending, and business competition grants were thought to be largely unavailable.
 Human Capital	Workforce was a critical issue for starting a business in Charlevoix. Finding and retaining employees was the number one issue for new entrepreneurs.



Charlevoix Entrepreneurs Focus Group – Strengths

Place-Based	Great internet – technology infrastructure
Social Capital	- Good networking if you are local - Main Street is a connector
Culture	Growth in women entrepreneurs
Education and Training	Utilization of SCORE, SBDC, and Chamber
Government Policy/Regulations	Easy to work with City officials and departments on opening a business, such as obtaining permits and getting building reviews

Charlevoix Service Providers Focus Group — Strengths

- NLEA:
 - Pitch Night Program expanded to Charlevoix (Place-based and Financial Capital)
 - Business Counseling for Loan Recipients (Training and Education)
 - 0% Loans (Financial Capital)
- Chamber:
 - Business Promotion (Culture)
 - Networking Events (Social Capital)
- Local Banks – Participation in SBA Financing Programs (Financial Capital)
- Main Street
 - Façade Grants (Financial Capital)
 - Match on Main (Financial Capital)
 - Grubstake (Financial Capital)
 - Local Space (Place-Based)
- City of Charlevoix
 - Permitting, Zoning (Government Policy/ Regulations)
 - Michigan Redevelopment Ready Community (Government Policy/Regulations)

Critical Gaps Examined

 Place-Based	• Space to gather for remote workers/neutral location entrepreneurs • Little to no programming that builds future pipeline of entrepreneurs
 Financial Capital	• Lack of financing options after credit cards and personal equity
 Social Capital	• Lack of formal network and mentor program for entrepreneurs from the outside
 Culture	• More collaboration needed amongst current businesses
 Education and Training	• Awareness of existing business needs
 Human Capital	• Workforce housing for employees and potentially new entrepreneurs, remote workers, and neutral-location businesses
 Gov. Policy/ Regulations	• While there are limited vacancies, current vacancies are long-term in nature

Charlevoix Main Street's Role in the Ecosystem

	Place-Based	Government Policy & Regulatory	Financial Capital	Social Capital	Education/ Training	Culture	Human Capital/ Workforce
Primary	Main Street	City of Charlevoix	Vacant	Chamber	SBDC	CVB	Vacant
Supporter	X				X	X	X
Convener			X	X	X		X
Advocate		X				X	X
Provider	X		X		X	X	
Connector		X	X	X	X	X	
Developer	X						

Charlevoix Main Street Recommendations

1. Conduct Feasibility Analysis for Remote Work/Neutral-Location Entrepreneurship Facility (Facility Needs, Budget, Programming, Structure, etc.)
2. Connect with Regional Workforce Center to develop pathways for retail/service workforce engagement with local businesses.
3. Support Chamber in developing a formalized network and mentoring match program for new entrepreneurs.
4. Convene local investors around Grubstake program to develop local community capital pool
5. Develop and provide local entrepreneurs with an education and training needs assessment. Work with partners to design and connect programming upon prioritization.
6. Focus on housing by directly focusing in on downtown workforce housing opportunities, rather than trying to influence the more macro needs.
7. Hold a follow-up convening among your partners to examine roles, identified gaps, and align on activities that each respective primary lead would own.

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

Reports

TITLE: Sidewalk Sales Update

DATE: July 22, 2019

PRESENTED BY: Sarah Hagen, Charlevoix Area Chamber of Commerce

BACKGROUND:

The Chamber of Commerce is looking to enhance and grow Sidewalk Sales in August while also providing benefits to more members during this downtown event. The plan is to give opportunity for non-downtown businesses to set up as vendors in East Park.

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Reports

TITLE: AmeriCorps VISTA Member Update

DATE: July 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

So far we have received two applications for the AmeriCorps VISTA position and interest from several people. One interview took place on July 15th. The posting is still open so that we can attempt to interview at least one more candidate before making a decision. If we do not select a candidate by the deadline (July 23rd) an extension will be granted with a new start date of September 3rd.

The job posting reads:

Perfect Job Opportunity for Students!!! Charlevoix Main Street DDA is seeking a full-time AmeriCorps VISTA member to assist with economic revitalization efforts in Downtown Charlevoix. Benefits include:

- Annual living allowance of \$12,277
- Education Award of \$6,095 or \$1800 end-of-service Cash Stipend Award
- Access to AmeriCorps VISTA Health Benefits Plan
- Travel Expense Reimbursement
- Relocation Allowance of up to \$500 (for moving more than 50 miles for service)

*This position requires a one year commitment.

The ideal candidate will have an entrepreneurial spirit with a passion for startups and small business. Must be energetic, well-organized, a self-starter, imaginative, able to facilitate cooperation among multiple interest groups, and be an independent worker who can produce results. Computer/software proficiency is preferred.

To apply, please submit a resume and cover letter to Lindsey Dotson at lindseyd@charlevoixmi.gov. If you would like to discuss this position, please call Lindsey contact at (231) 547-3257. To learn more about the program visit www.downtowncharlevoix.com.

If you know of anyone who has recently graduated from college and is looking for a great next step, please consider asking them to apply!

ATTACHMENTS:

- Job Description

CITY OF CHARLEVOIX

Title: Charlevoix Main Street AmeriCorps VISTA **FLSA:** Non-Exempt
STATUS: AmeriCorps VISTA Member
Department: Main Street/Downtown Development Authority
Reports To: Main Street Executive Director
Date: June 17, 2019

Position, Purpose, and Objectives: The Charlevoix Main Street VISTA member is responsible for creating and managing programs and projects that meet the objectives and goals of the Charlevoix Main Street Program. The VISTA member will assist the program with economic revitalization efforts in Downtown Charlevoix based on the objectives in the VISTA assignment description. The VISTA member will promote entrepreneurship, small business, and start-ups to improve the economic conditions of Downtown Charlevoix.

Scope and Environment: Work to be performed at Charlevoix City Hall which is open Monday through Friday 8am – 5pm. Occasional meetings off site and community outreach activities will occur.

Essential Job Functions:

The duties of the Charlevoix Main Street VISTA member will encompass a variety of tasks as determined by the Main Street Program with direct supervision by the Main Street DDA Executive Director.

The VISTA member will assist with:

Creating a publicly operated teleworking/co-working/business incubator space in downtown Charlevoix while engaging vulnerable populations in the community who could benefit from such a facility.

- Coordinate feasibility study to measure/quantify community need.
 - Work with National & Michigan Main Street Centers through technical assistance
 - Attend & engage Remote Office/Home Office (ROHO) Worker Collaborative meetings
 - Expand membership of ROHO collaborative
 - Visit other co-working spaces & business incubators in the region for information
- Determine options & secure a space in the downtown for the co-working facility.
 - Develop budget/business plan based on space selected
 - Explore public/private partnership opportunities
 - Identify grant opportunities and apply for funding
 - Seek donations of furniture and office equipment for space
- Open co-working space in downtown Charlevoix
 - Seek & recruit members through promotion/marketing
 - Develop programming schedule for educational workshops/professional development
 - Develop programming to encourage entrepreneurship in vulnerable population

Knowledge, Skills, and Abilities Required:

- The ideal candidate will have an entrepreneurial spirit with a passion for startups and small business.
- Ability to project a positive and courteous public image.
- Proficiency at basic computer Microsoft computer programs such as Microsoft Word and Excel. Experience using Adobe InDesign a plus.
- Ability to exhibit patience when working with people of all ages, abilities, and backgrounds.
- Excellent organization skills along with attention to detail.
- Excellent verbal and written communication skills.
- Valid driver's license.

- The position requires education and/or experience in one or more of the following areas: planning, marketing, economic development, grant-writing/administration, or small business development. Prior experience in grant writing a plus.
- Must be energetic, well-organized, self-starter, imaginative, able to facilitate cooperation among multiple interest groups, and be an independent worker who can produce results.
- An ability to manage websites and social media content such as Facebook, Instagram, and blogs.

Compensation: The AmeriCorps VISTA position is full time (37.5-40 hours per week) and requires a one year commitment beginning August 19, 2019-August 18, 2020. An annual living allowance of \$12,277.72 is provided along with an end-of-service benefit of either a cash stipend of \$1,800, or an education award of \$6,095. AmeriCorps VISTA Health Benefits Plans are available, as well as travel expense reimbursement. VISTA also offers a relocation allowance of up to \$500 for members moving more than 50 miles for service.

To apply, submit a resume and cover letter to Lindsey Dotson at lindseyd@charlevoixmi.gov by July 12, 2019. Visit www.downtowncharlevoix.com to learn more about the program.

The information contained in this position description is intended to describe the general content and requirements for successful performance of the job. It is not an exhaustive list of duties, responsibilities or requirements. Additional duties and requirements may be assigned at the sole discretion of the City. Hence, the job description does not constitute an employment agreement between the employer and employee and is subject to change by the employers as the needs of the employer and requirements of the job change. The position is an at-will position.

City Council Approval: July 1, 2019

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New Business

TITLE: Charlevoix County Ignite Sponsorship Request

DATE: July 22, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

NLEA is planning a Charlevoix County business model pitch competition which will take place on October 9, 2019 | Castle Farms
Doors Open at 5:00pm | Event Starts at 5:30pm

Polish up your business plan! All Charlevoix County entrepreneurs and new businesses two years old or less are invited to apply to compete for startup capital toward their business and a chance to advance to the finale competition, Grand Event, to compete for more startup funds.

Competitors will receive business counseling from professionals to help in preparing a 4-minute business pitch for the panel of judges on the night of the competition. 1st, 2nd, and 3rd place winners will be awarded as well as an audience selected People's Choice Award.

The public is welcome to come and cheer on their favorite businesses for this exciting competition!

There will be time for competing businesses to network and make connections with other business professionals and angel investors in the audience.

The prizes are \$10,000 1st place, \$2,000 2nd place, \$1,000 3rd place & \$500 for People's Choice. The top three prize winners will move on to the Main Event pitch night in November to compete for the same prize amounts with winners from the other pitch competitions taking place in the NLEA service area including Antrim County and Cheboygan County pitch nights.

Attached is the sponsor sheet. At the silver level, Charlevoix Main Street DDA would get the following:

SILVER - \$2,500

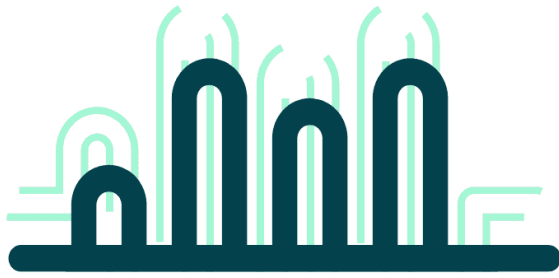
- BANNER DISPLAYED AT EVENT
- VIDEO PRE-ROLL AT EVENT
- LOGO ON PROMOTIONAL MATERIALS
- LOGO DISPLAYED AT EVENT
- LOGO FEATURED ON EVENT WEBSITE
- TABLETOP DISPLAY SPACE AT EVENT
- LOGO IN EVENT PROGRAM

RECOMMENDATION:

Motion to approve a sponsorship for the Charlevoix County Ignite pitch competition in the amount of \$2,500.

ATTACHMENTS:

- ▣ Sponsor Sheet



CASTLE FARMS
OCTOBER 9TH, 2019

Charlevoix County Ignite

GOLD SPONSOR- \$5,000

- EVENT JUDGE
- BANNER DISPLAYED NEAR STAGE AT EVENT
- VIDEO PRE-ROLL AT EVENT
- LOGO ON PROMOTIONAL MATERIALS
- LOGO PROMINENTLY DISPLAYED AT EVENT
- LOGO FEATURED ON EVENT WEBSITE
- TABLETOP DISPLAY SPACE AT EVENT
- LOGO IN EVENT PROGRAM

SILVER - \$2,500

- BANNER DISPLAYED AT EVENT
- VIDEO PRE-ROLL AT EVENT
- LOGO ON PROMOTIONAL MATERIALS
- LOGO DISPLAYED AT EVENT
- LOGO FEATURED ON EVENT WEBSITE
- TABLETOP DISPLAY SPACE AT EVENT
- LOGO IN EVENT PROGRAM

BRONZE- \$1,000

- LOGO ON PROMOTIONAL MATERIALS
- LOGO DISPLAYED AT EVENT
- LOGO ON EVENT WEBSITE
- LOGO ON TABLETOP DISPLAYS AT EVENT
- LOGO IN EVENT PROGRAM

HONORABLE MENTION- \$500

- BUSINESS NAME ON PROMOTIONAL MATERIALS
- BUSINESS NAME DISPLAYED AT EVENT
- BUSINESS NAME ON EVENT WEBSITE
- BUSINESS NAME ON TABLETOP DISPLAYS AT EVENT
- BUSINESS NAME IN EVENT PROGRAM

UNDER \$500

- DAY OF EVENT RECOGNITION
- BUSINESS NAME ON TABLETOP DISPLAYS EVENT
- BUSINESS NAME IN EVENT PROGRAM

CONTACT US IMMEDIATELY TO SECURE YOUR SPOT!
PLEASE EMAIL BUCK@NORTHERNLAKES.NET OR CALL (231) 582-6482

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New Business

TITLE: Round Lake Group Lease

DATE: July 22, 2019

BACKGROUND:

On July 19th City Manager Mark Heydlauff sent the following email:

Good afternoon DDA Board Executive Committee and Director Dotson-

The lease between the DDA and the Round Lake Group includes a provision that, in return for a "reduced rental rate," the company is responsible "for cleaning the public restrooms associated with the Leasehold Realty." Based on comments I have received and observations our staff have made, I believe it is arguable the Round Lake Group is in breach of this provision and I would suggest the DDA act to enforce the lease provision permitting a professional cleaning company be hired and such expense be billed to the lessee. The other tenant in the building has retained a cleaning company for the next month to keep things up and the Round Lake Group has given verbal agreement to share the cost. Providing clean restrooms is a responsibility of the DDA under agreement with the Round Lake Group; BIBCO does not have a lease-responsibility to this effort.

Furthermore, I have observed evidence of the mechanical room off the lobby of the building being filled with assorted restaurant inventory, broken furniture and other debris. I question whether this is in keeping with the lease provision: "Tenant shall not perform an acts or carry on any practices which may injure the building or be a nuisance or menace to other Tenants in the building and shall keep premises under his control (including adjoining drives, streets, alleys or yards) clean and free from rubbish, dirt, snow and ice at all times..." Perhaps after five years of leasing and operating from the space the DDA should review the operation conducted in your space and the degree to which terms of your lease are or are not being upheld?

I would be happy to discuss this matter with you further at your convenience.

RECOMMENDATION:

Motion to direct staff and members of the Executive Committee to conduct regular site visits with Round Lake Group & BIBCO to monitor the upkeep of the Bridge Park building.