



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

- 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
 - C. Committee Minutes
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
 - B. DDA Financials
 - C. Quarterly Training Report
Lindsey Dotson, Amanda Wilkin, Sarah Hagen, Dennis Kusina
 - D. Salary Share with City Update
Lindsey Dotson, Executive Director
 - E. Bridge Park Building Committee Update
Lindsey Dotson, Executive Director
- 7. Old Business**
- 8. New Business**
 - A. Public Restrooms on 200 Block
Edith Pair of Mushroom House Tours

- B. Bridge Cam-Downtown Development Beacon
Leilani Leigh Durbin, President of Silver Linings Charlevoix,
- C. Junior Main Street Project Ideas
Members of Junior Main Street
- D. The Vault Co-Working Space Update
Jayne Lynskey, AmeriCorps VISTA Member

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: October 28, 2019

ATTACHMENTS:

- ▣ Regular Meeting - September 23, 2019

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, September 23, 2019 at 5:30 p.m.
210 State Street, City Hall, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Vice Chair: Richard Christner
Members Present: Sam Bingham, Sean Bradley, Luther Kurtz, Paul Silva, Rick Wertz
Members Absent: Maureen Owens, Kirby Dipert, Amanda Wilkin
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Monthly Report
- C. Committee Minutes
- D. Michigan Main Street Community Requirements Agreement

Member Bingham stated that he was present at the Economic Vitality Committee. Vice Chair Christner stated that the Building Committee minutes indicate Kirby Dipert instead of him. Mayor Kurtz stated that since there was only one audience member present that the Board would consider amending the agenda to move the Bridge Drop Sponsorship item before Reports.

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

8. D. Bridge Drop Sponsorship

Dan Baron stated he was present on behalf of Charlevoix Bridge Drop. He stated that the Bridge Drop has been a New Year's Eve celebration for several years run by a non-profit organization with volunteer efforts to stage the event. Mr. Baron asked the DDA to continue their support of the 2019 event at the \$2,500 level. Discussion followed regarding the sponsorship levels, sponsorship from restaurants and area businesses, and other annual events.

Motion by Mayor Kurtz, second by Member Silva to approve a \$2,500 sponsorship of the 2019 Bridge Drop event. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Director Dotson announced that the Charlevoix Main Street Program achieved the Master Level as awarded by the *Michigan Main Street Association*. She noted that they have been in the media quite a bit recently mostly related to The Vault. She stated that the August Cooperative Ad Campaign for the Mushroom House tours exceeded expectations. She said the *Charlevoix Area Community Foundation* grant application to support The Vault was due October 1st.

B. DDA Financials

Director Dotson clarified that the Hoop Skirt Alley project was placed in revenue under the account for "Grants, Other". She stated that Miscellaneous Expenses was budgeted for \$300, but they had spent \$1,500 for the Big Belly trash unit. The City applied for the grant which only paid for half of it and she was directed by the City Manager to have the DDA and Street Department pay for the remainder of the expense.

7. Old Business

A. The Vault Co-Working Space Update

Director Dotson stated that all three private offices were rented, one person purchased multiple punches for day-use drop-ins, and there were two 24/7 access members. They created a \$10 rate for non-profits for drop-ins. She stated they were creating an artist agreement that releases the DDA of any liability for the displayed artwork.

Director Dotson stated that the Well Being Day Spa (Lindsey Lewis) approached them wanting to rent out the vault space. She stated that they had changed the vault to a meditation space, and she was hesitant to lose that space. The

Board discussed the proposal along with other options for Ms. Lewis at length. It was noted that there was no preferred occupancy plan in place.

Motion by Member Silva, second by Member Bingham to direct Director Dotson to enter into an agreement with Lindsey Lewis with the premise that is on a month to month basis and having discussions with Ms. Lewis about their plans and what that space may be in the future so that she understands that this is a trial which could become a permanent commitment. Motion passed by roll call vote as follows:

Yeas: Bingham, Bradley, Christner, Kurtz, Silva

Nays: Wertz

8. New Business

A. License Agreement with Charlevoix Screen Masters

Director Dotson stated that they trademarked the Charlevoix C logo as a means to preserve its integrity and make sure that it is used in ways that are appropriate. She stated they were talking with Charlevoix Wear about the possibility of entering into a license agreement, with most garments being ordered through Screen Masters. Screen Masters has already been printing a lot of items with the "C" on them for City staff. Screen Masters could monitor logo use by adding a small fee per garment that the logo is printed on (.75/multi-color, .25/one color); that fee would be passed to the City.

Motion by Mayor Kurtz, second by Member Wertz to enter into a License Agreement with Charlevoix Screen Masters, Inc. for the use of the trademarked Charlevoix C logo and to give Director Dotson the authority to approve them at her discretion within the guidelines. Motion passed by unanimous voice vote.

B. Grant Agreement for Match on Main

Director Dotson stated this was an agreement with the *Michigan Economic Development Corporation* for the Match on Main Grant awarded to *My Grandmother's Table*. She explained details of the grant and monitoring processes.

Motion by Member Bingham, second by Member Silva to permit Director Dotson to sign the grant agreement and reimburse *My Grandmother's Table* \$25,000 as paid by the MDEC as a part of the Match on Main grant program. Motion passed by unanimous voice vote.

C. Restaurant Week Sponsorship

Director Dotson stated that in lieu of soliciting sponsors for the November Restaurant Week and noting donor fatigue, the Chairs of Restaurant Week are proposing that Main Street be the \$500 sponsor instead. She stated that in addition to their regular promotion on Lite 96.3 and Facebook ads, *Visit Charlevoix* will be promoting Restaurant Week.

Motion by Member Bingham, second by Member Wertz to approve the request as presented. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

Member Silva supported a dog beach. Director Dotson stated she was talking with Recreation Director Knorr about the newly formed Dog Park Committee. One of the biggest challenges is a lack of City owned adequate space (at least two acres). Member Silva referenced other locations with much smaller amounts of property. Mayor Kurtz stated that City Council debated and decided that people can bring their dogs to Mt. McSaubia. Director Dotson stated that the Junior Main Street Committee has also expressed interest in this topic.

Motion by Member Silva, second by Member Wertz that the DDA support the newly formed Dog Beach Committee. Motion passed by unanimous voice vote.

11. Board Comments

Mayor Kurtz stated that they started the *Live from Charlevoix's More Than Summer* campaign and they had sold 64 packages over the weekend. He stated they had increased what the hotels get by \$5.00 and they added \$30.00 in shopping at the ten shops that had signed up to participate. Last year they sold close to 1,000 packages.

12. Adjourn

Motion by Mayor Kurtz, second by Member Silva to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:43 p.m.

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

Consent Agenda

TITLE: Monthly Report

DATE: October 28, 2019

ATTACHMENTS:

- ▣ September 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-0000110299
 Account City of Charlevoix
 Reporting Period Start 9/1/2019
 Submitter's Name Lindsey Dolson

Status Submitted
 Name Leigh Young
 Reporting Period End 9/30/2019
 Due Date 10/10/2019

Activity & Use / Employment**New Business Opened in MSA**

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
My Grandmother's Table	115 Bridge Street	Eating & Drinking	7.0	2.0
The Vault Coworking Space	201 State Street, Unit D	Office	1.0	0.0

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
Farm Bureau Insurance	107 W. Hurlbut	Service Business	1.0	1.0

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
My Grandmother's Table	115 Bridge Street	\$160,000.00	\$25,000.00	State

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
9.00	\$0.00	106.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Fundraising/Membership Last Month

Type	Amount
Earned	1000.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
The Vault Opening Week Celebration	Community	50	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
Program & Outlook
Suggestions for State and
National Staff

Upload Attachments

Attach a copy of meeting minutes from last month's board meeting and copies of meeting minutes from committee meeting

Name	Date Uploaded
Agenda_2019_9_23_Meeting(143).pdf	10/15/2019 5:05 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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Consent Agenda

TITLE: Committee Minutes

DATE: October 28, 2019

ATTACHMENTS:

- ▣ Design Committee Minutes - October 3, 2019
- ▣ Organization & Promotion Committee - October 17, 2019



Charlevoix Main Street Design Committee
Thursday, October 3, 2019
4:15 PM – City Hall Council Chambers
Minutes

Attendees: G. DeMeyer, L. Dotson, J. Duerr, D. Fate, L. Keinath, M. Owens, P. Weston

Absent:, P. Glotzhober, D. Miles, E. Selph

- I. **Approval of Minutes** - The Minutes from the August 15, 2019, meeting which were sent out in advance, were approved as written.
- II. **Outstanding Business**
 - a. Report from the DDA meeting: Lindsey reported that My Grandmother's Table, opening October 5, was awarded a grant from MEDC. The Vault is going very well with strong interest and bookings. Screen Masters will be able to imprint the City's "C" logo on apparel for a small administrative fee. Main Street Design Services: Lindsey was able to clarify that we do still have one full design service available per year at no cost. National Main Street was recently in town for a review with leadership. Their recommendations further reinforced the need for the Design Committee to advocate for preservation in the context of economic development. Potential Junior Main Street projects for the upcoming year include a mural behind J. Phillips or enlivening the dirt lot by the fish hatchery on the channel.
 - b. 2019 Work Plans:
 - i. Street Lighting - Lindsey will follow up with Holiday Lighting regarding planned Fall repairs.
 - Parking lot lights - a small group took a walk through the parking lot behind the 300 block of Bridge Street prior to the meeting. There are 3 types of street lights in the lot, of varying styles and conditions. The questions that come to mind: are they all functional, and what would it take to unify them, or is there a better alternative to add character and illumination?
 - c. Main Street Design Guidelines - Lindsey proposed that the planned Forum to discuss Design Guidelines be held following our December 5 meeting from 5:30-6:30 pm, location tbd; possibly in the Vault. Invitees will include contractors, building owners, business owners, realtors, Historic District Commission, and Planning Commission. Invitations need to go out by early November. Lindsey also found a better template to use as a basis for our Guidelines. Lindsey and Gail will start the process of adapting it for Charlevoix.

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- d. Façade Grant Program - There are several potential projects in the pipeline, which Lindsey reviewed. Additional feedback from the group who walked the 300 block alley is that there are a few eyesores which need renovating, namely the old aluminum awning and paint in disrepair behind Momentum. It was also noted that there is not identity or address #s on most of the buildings/businesses. It was suggested that separate grant funding for the backside of the buildings should be requested for FY 2020 (e.g., \$2,000). Lindsey will make the SBEI study available to ensure alignment with their recommendations. Also, knowing that budgets are likely to be reduced next year, the group agreed to reduce our total initial request for Grant Funding to \$15,000 (vs. \$20,000 in 2019).

III. **New Business** - none

IV. **Call for Future Agenda/Research Items**

V. **Adjournment** - The meeting was adjourned at 5:10 PM.

VI. **Next meeting: Thursday, December 5 @ 4:00 PM at City Hall**

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Promotions/Organization Committee
Thursday, September 17, 2019
8:00 a.m.; The Vault

Members Present: Lindsey Dotson, Sarah Hagen, Denis Kusina, Caitlin Cole, Katherine Forrester, Larry Levengood, Anora O'Connor, Greg Stevens, Jean Musilek, Leanne Ackert, Maureen Owens

Meeting Minutes

8:00am I. Call to Order: 8:03am

8:01am II. Approval of Minutes: September 19, 2019: Larry/Jean

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign (Lindsey)
Lindsay reviewed LCBC's August campaign. She noted the Clothing Company had seen good results. The November cooperative ad campaign will feature Harbor View Café.
2. Restaurant Week Update – (Katherine/Kitty)
Restaurant Week is happening November 3-9. Most of the restaurants will be participating. Everything is ready to go.
3. Summer Concert Series Succession Plan
Jean has signed two different artists for the summer concert series. She needs help with sponsorships. Jean estimates that the concert series needs to raise about \$3,000.

The committee discussed sponsorship procedures and potential opportunities to make process easier.

4. Supported Events

- a. Live From Charlevoix
Live from Charlevoix is happening November 9, January 18, and February 22. There will be no food served during intermission.

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Maureen stated that the Live is going to only be doing three shows this year due to low attendance at the last three events last year.

Shadow Fest is happening February 1. The Recreation Department will be participating again.

b. Bridge Drop

Bridge Drop is happening December 31st. There will be two sets of fireworks, wagon rides, and Tommy Tropic would be performing.

B. Organization

1. Newsletter

i. October Statistics (Richard)

The open rate was 44 percent, CTR 17.6 percent.

ii. November Deadline (Richard)

Deadline is November 16.

8:35am

IV. New Business

A. Work Plans for 2020

Lindsay discussed work plans for 2020. Committees are going to be presenting to the DDA board on November 25. The committee reviewed proposed projects from the last meeting. Work plans have been tabled until further notice. Leanne and Maureen discussed fundraising.

B. Volunteer Toolkit

Sarah is going to help organize documents. Lindsay is going to send out the toolkit.

C. Maestro Refresher

Tabled.

D. Pledge Donation Wrap Up

Lindsay discussed the pledge letters. The initial five-year pledge is coming to an end. Greg and Leanne volunteer to review pledge letters and follow up with donors.

E. Reorganize Email Contacts into Main 5 Audiences

Tabled.

8:50am

V. Volunteer Hours: 42 hours

8:55am

VI. Good of the Order

9:00am

VII. Adjournment: 9:03am

Next meeting: November 21, 2019

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Reports

TITLE: Director's Report

DATE: October 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

https://www.petoskeynews.com/charlevoix/news/community/charlevoix-main-street-dda-announces-ameriacorps-member/article_83c9a779-ef03-5c2d-b171-a7094d65432a.html

https://www.petoskeynews.com/nine-michigan-main-street-communities-receiving-more-than-in-grants/article_c3136f59-2f3e-526b-9d61-f414a2b649b5.html

<https://www.9and10news.com/2019/10/04/its-buy-nearby-weekend-learn-how-you-can-win-a-100-gift-card/>

<https://patch.com/michigan/farmington-mi/michigan-main-street-communities>

https://soundcloud.com/christalfrostshow/lindsey-dotson-charlevoix-restaurant-week?fbclid=IwAR2TpkgjAfRyTyT29_kyStG_63_cWRBguCas2UbMb2f2DjbDW-J1V-3u_mE

Director Schedule

I have the upcoming planned days out of the office:

Wednesday, October 30th - attending the NW Michigan Small Business Summit in Traverse City

Week of November 4th - I will spend a lot of time at The Vault as Jayne will be on vacation

November 13th & 14th - Jayne will be off so I'll be at The Vault mostly

November 28 & 29 - Thanksgiving

December 24 & 25 - Christmas

January 1 - New Years Day

Cooperative Ad Campaign Update

September: Lake Charlevoix Brewing Company

Billboard: 164,212 + total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 1664 people reached, 214 engagements, of which 100% were women and the largest age group was 65+. 96% saw ad on mobile device.

Instagram promotion: 88 likes, 6 new followers, 6,168 reached, 18,179 impressions (72% was from promotion), of which 51% were men and the largest age group was 25-34

Life in Charlevoix Mobile App: 622 users in September - 180 viewed coupons & specials, 2 viewed the Lake Charlevoix Brewing Company profile

Blog: no blog

Michigan Downtown Association Summer Workshop - June 5, 2020

I'm excited to announce that Charlevoix will be hosting a Summer Workshop with the Michigan Downtown Association! Members of their board were here to tour possible locations for the different activities that take place. On June 4th their board meeting will be held at The Vault. Later that night there will be a cocktail reception/mixer at Hotel Earl. On Friday the workshop will take place at the library in the Community Room. Average workshop attendance is approximately 100 people. More information about the MDA can be found here: www.michigandowntowns.com

Spring Business Training

Recently I met with the Chamber, CVB, & Library directors to discuss our partnership for business training/workshops that we collectively host each spring. As we talked about different possible speakers & topics we started realizing that we could fill a day with a mini conference of sorts to cover multiple topics. Registration would be low cost and two sessions would be happening at once so that attendees could pick and choose which topics they prefer. There would be a general session featuring a topic that pertains to all interests. We are still working out details but might try out a half-day this year to see how successful it is. We are looking at the following possible dates: Thursday April 23rd (half day) or April 30th (full day). More info to come soon!

Match on Main Update

PROPOSED TIMELINE Round One:

January 13 – 26, 2020 (14 days) – Application submission window open

January 27 – 31, 2020 – Applications reviewed for eligibility

February 3 – 6, 2020 – Application Scored by Review Team and Grantees Selected

February 7, 2020 – Applicants notified of grant status. Enter into Salesforce trigger Grant Agreements.

February 10 – 28, 2020 – Grant Agreements created and executed. (Typically takes 2-4 weeks)

PROPOSED TIMELINE Round Two:

May 4 – 17, 2020 (14 days) – Application submission window open

May 18 - 22, 2020 – Applications reviewed for eligibility

May 25 - 28, 2020 – Application Scored by Review Team and Grantees Selected

May 29, 2020 – Applicants notified of grant status. Enter into Salesforce trigger Grant Agreements.

June 1 - 19, 2020 – Grant Agreements created and executed. (Typically takes 2-4 weeks)

Upcoming Important Dates

- Charlevoix Restaurant Week - **November 3 - 9th**
- Protecting What's Important: Business Security 101 - **November 19th 8:30 AM @ The Vault**
- Grand Event Finale Business Model Competition **November 20, 2019** | Boyne Mountain Doors Open at 5:00pm |
- Chamber/CVB/Main Street Leadership Partner Pow-Wow - **November 21st 2:00 PM** at The Vault
- Historic Preservation Info Meeting for Downtown Property/Business Owners - **December 5th at 5PM.** - discussion around new draft of Design Guidelines

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Reports

TITLE: DDA Financials

DATE: October 28, 2019

ATTACHMENTS:

- ▣ Financial Statement as of October 22, 2019

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING OCTOBER 31, 2019

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
REVENUE							
255-000-403.000	CURRENT PROPERTY TAX LEVY	37,575.75	2,083.58	36,764.97	38,900.00	(2,135.03)	94.51
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	417,460.86	.00	314,096.33	417,500.00	(103,403.67)	75.23
255-000-420.000	DELINQUENT TAXES - DDA	1,218.01	.00	(16.92)	.00	(16.92)	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	176.91	23.63	28.90	.00	28.90	.00
255-000-573.000	STATE REVENUE - OTHER	9,147.35	.00	.00	5,000.00	(5,000.00)	.00
255-000-580.001	GRANTS - OTHER	.00	.00	9,132.00	3,000.00	6,132.00	304.40
255-000-650.000	FARMERS MARKET SALES	16,873.20	.00	.00	.00	.00	.00
255-000-651.000	FARMERS MARKET BOOTH FEES	10,580.00	.00	.00	.00	.00	.00
255-000-665.000	INTEREST EARNINGS	2,036.15	203.51	(280.94)	1,000.00	(1,280.94)	(28.09)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	.00	1,000.00	(1,000.00)	.00
255-000-668.002	PROPERTY RENT - BIBCO	28,963.20	.00	15,034.98	30,100.00	(15,065.02)	49.95
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	15,671.73	.00	7,952.82	21,000.00	(13,047.18)	37.87
255-000-668.004	PROPERTY RENT - LC BREWERS	4,980.00	.00	2,526.00	5,100.00	(2,574.00)	49.53
255-000-675.002	CONTRIBUTIONS - CONCERTS	9,313.25	.00	6,100.00	7,000.00	(900.00)	87.14
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	.00	.00	.00	18,000.00	(18,000.00)	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	18,394.35	700.00	11,918.00	15,000.00	(3,082.00)	79.45
255-000-692.000	MISCELLANEOUS	1,239.39	580.12	1,185.49	.00	1,185.49	.00
TOTAL FUND REVENUE		574,630.15	3,590.84	404,441.63	562,600.00	(158,158.37)	71.89

CITY OF CHARLEVOIX
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 7 MONTHS ENDING OCTOBER 31, 2019

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	37,693.59	3,231.31	20,158.41	39,400.00	19,241.59	51.16
255-255-706.001	WAGES (ICMA)	3,612.13	339.32	2,280.06	4,100.00	1,819.94	55.61
255-255-707.000	SALARIES & WAGES - TEMPORARY	4,167.87	.00	76.55	.00	(76.55)	.00
255-255-719.000	EMPLOYEE FRINGE BENEFITS	30,026.20	1,223.98	14,438.59	30,700.00	16,261.41	47.03
255-255-740.000	OPERATING SUPPLIES	8,859.51	3,399.58	11,695.05	8,700.00	(2,995.05)	134.43
255-255-776.000	IWF MAINTENANCE	20,236.21	70.08	5,246.12	7,000.00	1,753.88	74.94
255-255-801.000	MARKETING & PROMOTIONAL SVCS	44,797.66	4,939.00	47,479.35	49,700.00	2,220.65	95.53
255-255-801.001	PROFESSIONAL SERVICES-FARM MK	21,025.33	.00	(99.00)	.00	99.00	.00
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,154.69	393.50	9,590.09	12,000.00	2,409.91	79.92
255-255-801.004	ORGANIZATION COMMITTEE	480.00	.00	291.17	500.00	208.83	58.23
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	500.00	.00	.00	1,000.00	1,000.00	.00
255-255-818.000	CONTRACTUAL SERVICES	25,171.19	4,786.00	32,815.54	26,500.00	(6,315.54)	123.83
255-255-818.002	DESIGN COMMITTEE	10,240.71	.00	6,287.50	25,100.00	18,812.50	25.05
255-255-818.003	DESIGN CAPITAL IMPROVEMENTS	5,710.00	.00	.00	.00	.00	.00
255-255-826.000	LEGAL FEES	5,534.00	.00	(1,340.00)	500.00	1,840.00	(268.00)
255-255-853.000	TELEPHONE	1,790.13	165.84	1,217.82	1,100.00	(117.82)	110.71
255-255-860.000	CONFERENCE & TRAVEL	5,152.52	1,559.13	2,971.89	5,000.00	2,028.11	59.44
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	30,000.00	30,000.00	.00	100.00
255-255-900.000	PRINTING & PUBLISHING	1,520.24	683.25	711.00	1,500.00	789.00	47.40
255-255-910.000	INSURANCE & BONDS	1,444.48	1,537.00	1,501.79	1,500.00	(1.79)	100.12
255-255-933.000	MAINTENANCE - BRIDGE PARK	51,629.24	1,682.35	11,406.18	15,000.00	3,593.82	76.04
255-255-962.000	MISCELLANEOUS	437.50	.00	20,369.17	5,000.00	(15,369.17)	407.38
255-255-962.001	MISCELLANEOUS - FARMERS MARKE	6.29	.00	.00	.00	.00	.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	250.00	25,000.00	26,500.00	300.00	(26,200.00)	8,833.33
255-255-964.000	REFUNDS & REBATES	5,013.37	.00	4,007.77	6,000.00	1,992.23	66.80
255-255-999.594	TRANSFER TO MARINA FUND-BOND	338,000.00	.00	.00	334,600.00	334,600.00	.00
	TOTAL DOWNTOWN DEVELOPMENT	660,452.86	49,010.34	247,605.05	605,200.00	357,594.95	40.91
	TOTAL FUND EXPENDITURES	660,452.86	49,010.34	247,605.05	605,200.00	357,594.95	40.91
	NET REVENUES OVER EXPENDITURE	(85,822.71)	(45,419.50)	156,836.58	(42,600.00)	199,436.58	368.16

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

Reports

TITLE: Quarterly Training Report

DATE: October 28, 2019

PRESENTED BY: Lindsey Dotson, Amanda Wilkin, Sarah Hagen, Dennis Kusina

BACKGROUND:

Michigan Main Street is revamping our annual reports. I've attached the new format that will be provided to us each year along with the form I will have to complete for the report. We also have to take a survey each year to supplement the annual report info. See link below.

Please take a moment to complete the Pulse Survey here: <https://4eyes.io/s/2aeFm/>

Other attendees will report out on their training takeaways.

ATTACHMENTS:

- ▣ New Annual Report Format
- ▣ Annual Report Collection Form



Be our guest and experience downtown Howell for yourself!

Explore our unique mix of independent dining, entertainment, and "shopportunity" options that you simply won't find anywhere else.

2020 EDITION

HOWELL MAIN STREET INC. 517.540.6727 downtownhowell.org



State of DOWNTOWN

148	Businesses
16	Restaurants
24	Retail Stores
13	Blocks
108	Parcels
856	First Floor Storefronts
85	Public Parking Spaces
51	Residential Units
1.5%	Storefront Vacancy Rate
5.4%	Property Value Increase (Est. one-year increase 2017-18)

Source: Howell Main Street

Howell Main Street is making a real difference.

Howell Main Street Inc. is at the heart of a movement to develop Downtown Howell as an entrepreneurial, innovative and environmentally sustainable community that exists for everyone: a place where residents and visitors of all ages experience an array of diverse, locally-owned food, shopping and dining establishments; a place to engage in many inclusive events and gathering spaces; **a place where memories are made; and a place that feels like home.**

Downtown's Goals

- Expand the physical environment and sense of place of Downtown Howell to reflect environmental sustainability and inclusive, community gathering spaces.
- Support and strengthen long-term, mutually beneficial partnerships and relationships with all stakeholders.
- Target a mix of locally owned commercial/business "shopportunity" that serve local residents.



TRANSFORMING HOWELL'S DOWNTOWN



Completed 100 State Street Block and Alley improvements provide queues for future place-making projects that activate spaces and invite visitors to explore and interact with the environment in new and playful ways.



Hundreds participated in the Downtown Howell Futures planning initiative to help visualize future development, with provisions for parking, downtown living and community spaces for all ages.



A new partnership with Lake Trust Credit Union led to the launch of the Downtown Howell Rental Subsidy Program for retail, dining, arts, and entertainment-based businesses locating in the Main Street district.

REINVESTMENT STATS 2017-2018

PRIVATE INVESTMENT

\$1,664,950

Program to Date: \$23,550,817



12

Facade Improvements
189 Year to Date



7

New Businesses
189 Year to Date

Community Profile

City of Howell, Michigan | 2019



Population
10,073



Households
4,438



Median HH Income
\$54,588



Median Age
35.3



Housing Units
4,669



95% Housing is Occupied
53% Owner-Occupied
47% Renter-Occupied

Main Street is Helping Businesses Thrive

- Rental Assistance Program
- Sign Incentive Program
- Business Networking Events
- Design Assistance
- Local & State Façade Programs
- Small Business Saturday Champion
- Match on Main Funding Program
- Market Data
- #MainStreetDifference Campaign

"It's a sense of community and energy found here that helps bring us together as business owners. That's why many of us small businesses choose to move into a downtown, and Howell Main Street brings that together in just an amazing way!"

-Lynn Elberson, Owner, Howell Western Wear

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	10,091	18,577	60,013
Households	4,447	7,745	24,994
Median HH Income	\$62,085	\$69,593	\$87,438

In-Demand Businesses

Shopping & Retail

Specialty Foods Market
Kitchen, Home & Gifts
Books, Toys & Games
Arts, Crafts & Hobbies

Food & Drink

Deli/Sandwich Shop
Restaurant
Drinking Establishment
Coffeehouse/Bakery

Connecting with Art

The Howell Art Project is a collaborative community project designed to bring our entire town together and to highlight the important role art plays in building a strong sense of place. Artists of all ages and abilities worked side by side during a week-long art-inspired adventure to re-imagine public spaces, create crosswalks that capture both the eye and the heart, create murals that are larger than life, and treat residents and visitors to a truly unique 'Art While You Eat' community picnic.



VOLUNTEER SPOTLIGHT

"As a business owner, I feel responsible. Whether it's volunteering, giving funds, etc. The more I get involved with Howell Main Street, the more I feel connected to my downtown."

- Sandie Cornex, Co-owner
First Impression Print & Marketing



2020 Pulse of Downtown



54%

Visit Downtown Howell most often for dining

73%

Described recent trends in Downtown Howell as improving or making progress

64%

Said the frequency of their visits to Downtown Howell increased during the past year.

Social Connection



11,000+
Facebook Followers
@downtownhowellmi



2,400+
Twitter Followers
@downtownhowell

Volunteer Connection



3,382
Volunteer Hours in 2018



\$84,043
Volunteer Value



\$1,282,413
Volunteer Value
Program to Date

In the Numbers



Program Activities
Grants/Fundraising
Personal Giving
Other/Real Estate Use



Program Activities
Design & Admin
Economic Viability & Outreach
Other

DOWNTOWN ALIVE 40,703

Est. Event Attendance
Howell Main Street Events 2017-18

- Winter Market at the Howell Opera House
- Howell Sunday Farmers' Market
- Food Truck Rally
- Howell Art Project—Art Week
- Rock the Block
- Concerts at the Courthouse
- Howell Melon Festival
- Holiday Girls Night Out
- Small Business Saturday Downtown Howell



Concerts on the Square



Small Business Saturday



Rock the Block



Downtown Yoga

"Quote from the Main Street Executive Director on the impact
and effectiveness of the Michigan Main Street Network!"

-Main Street Executive Director



Find yourself at the center of Michigan's most colorful rivertown. Step in to Downtown Grayling. Experience a rich heritage, natural wonders, and warm greetings from hometown merchants in a place that can only be Downtown Grayling.

2020 EDITION

GRAYLING MAIN STREET (989) 390-7689 downtowngrayling.com



State of DOWNTOWN

148	Businesses
16	Restaurants
24	Retail Stores
13	Blocks
108	Parcels
856	First Floor Storefronts
85	Public Parking Spaces
51	Residential Units
1.5%	Storefront Vacancy Rate
5.4%	Property Value Increase (Est. one-year increase 2017-18)

Source: Grayling Main Street

Grayling Main Street is making a real difference.

Grayling Main Street is a catalyst for economic development efforts centered on historic preservation and community collaboration. We bring together people who are volunteering, working and investing to reinvigorate Downtown Grayling as a place that inspires creativity and invites people to come, play and stay; to enjoy the art of nature and the artistry of its residents; and to experience diverse commercial offerings and modern amenities abundant throughout Michigan's most colorful rivertown.

Downtown's Goals

- Increase residential density in Downtown Grayling.
- Target opportunities and resources to improve Downtown Grayling's physical environment.
- Increase the presence of the arts, and the density and diversity of recreation-related businesses, in Downtown Grayling.



Connecting with Nature

The Crayling Art Project is a collaborative community project designed to bring our entire town together and to highlight the important role art plays in building a strong sense of place. Artists of all ages and abilities worked side by side during a week-long art-inspired adventure to re-imagine public spaces, create crosswalks that capture both the eye and the heart, create murals that are larger than life, and treat residents and visitors to a truly unique 'Art While You Eat' community picnic.



VOLUNTEER SPOTLIGHT

"As a business owner, I feel responsible. Whether it's volunteering, giving funds, etc. The more I get involved with Crayling Main Street, the more I feel connected to my downtown."

-Sandie Cortex, Co-owner
First Impression Print & Marketing



2020 Pulse of Downtown



54%

Visit Downtown Grayling most often for dining

73%

Described recent trends in Downtown Grayling as improving or making progress.

64%

Said the frequency of their visits to Downtown Grayling increased during the past year.

Social Connection



11,000+
Facebook Followers
@downtownGraylingmi



2,400+
Twitter Followers
@downtownGrayling

Volunteer Connection



2,094
Volunteer Hours in 2018



\$52,036
Volunteer Value



9,692
Volunteer Hours
Program to Date

In the Numbers



Downtown MILAN

IT'S HAPPENING!



2020 EDITION

Where history, commerce & culture come together. That's Downtown Milan!

Historic downtown Milan is a warm and charming place to enjoy fun events, arts & culture, and local businesses in a family-friendly atmosphere.

MILAN MAIN STREET (734) 395-3880 milanmich.org/departments/main



State of DOWNTOWN

148	Businesses
16	Restaurants
24	Retail Stores
13	Blocks
108	Parcels
856	First Floor Storefronts
85	Public Parking Spaces
51	Residential Units
1.5%	Storefront Vacancy Rate
5.4%	Property Value Increase (Est. one-year increase 2017-18)

Source: Howell Main Street

Milan Main Street is making a real difference.

Milan Main Street is spearheading a grassroots initiative that engages volunteers, business and property owners, and public and private partnerships in concerted efforts to restore vitality to our downtown. Together, we're working to make Downtown Milan vibrant and attractive; a place full of energy, thriving and inviting with something for everyone; and a choice location to live, work and celebrate a strong sense of community.

Downtown's Goals

- Create a downtown Milan that truly offers "something for everyone."
- Polish the built, physical environment of downtown Milan.
- Build awareness of the vision for downtown Milan.





MICHIGAN MAIN STREET IMPACT Content Collection Form | 2020 Edition

V4 | 10.14.19

Community or District:	Click or tap to enter text.
------------------------	-----------------------------

Contact Information for Person Submitting Form:

Name:		Title:	
Telephone:		Email:	

Page 1 (Cover)

1A

Block 1A: Downtown (or District) Logo, Graphic or Photo

☐	Upload to Box Folder > Community Content > Page 1 > Downtown Logo
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1B

Block 1B: Downtown (or District) Banner Heading and Subheading Text

Heading Text (~8 to 12 words)	
Subheading Text (~15 to 20 words)	

1C

Block 1C: Main Street Organization (MSO) Header Block Contact Information

Organization Name:	
Telephone Number:	
Website Address:	

1D

Block 1D: Downtown/District Cover Photo

☐	Upload to Box Folder > Community Content > Page 1 > Downtown Cover Photo
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1E

Block 1E: State of Downtown/District (Provide information for 8 to 10 entries)

# Blocks		# Restaurants	
# Acres		# Retail Stores	
# Parcels		% Storefront Vacancy Rate	
# Parcel Owners		\$ Total Assessed Valuation	
# Public Parking Spaces		% Increase in Property Values	
# First-Floor Storefronts		> Increase from:	Year to Year
# Residential Units		ALT: Enter "Other" Measure Name	
# Workers Employed in District		ALT: Enter "Other" Measure Name	

Update annually

Review annually; update as needed

Update every 2 to 3 years, or as needed

1F

Block 1F: MSO Intro / Making a Difference (Narrative for MSO adapting or incorporating “Desired Future State” description from Transformation Strategy Development Plan) | ~ 50 to 60 words

MSO Intro (~50 to 60 words)	
--------------------------------	--

1G

Block 1G: Downtown’s (or District’s) Goals (Adapted/Summarized from Transformation Strategy Development Plan’s “Overarching Goals” | 3 or 4 Bullets | ~ 50 words total)

TS Goal 1	
TS Goal 2	
TS Goal 3	
TS Goal 4	

1H

Block 1H: Main Street Organization (MSO) Logo

☐	Upload to Box Folder > Community Content > Page 1 > Main Street Logo
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1I

Block 1I (Footer): Michigan Main Street (MMS) and Redevelopment Ready Community (RRC) Level or Status

MMS Level:	
RRC Status:	

Page 2

2A

Block 2A: Transforming Downtown/District Highlights – Three Photos with Captions (~ 20 to 25 words each)

☐	Upload Highlight Photo 1 to Box Folder > Community Content > Page 2 > Highlight Photo 1
Highlight Photo 1 Caption (~20 to 25 words)	
☐	Upload Highlight Photo 2 to Box Folder > Community Content > Page 2 > Highlight Photo 2
Highlight Photo 2 Caption (~20 to 25 words)	
☐	Upload Highlight Photo 3 to Box Folder > Community Content > Page 2 > Highlight Photo 3
Highlight Photo 3 Caption (~20 to 25 words)	

2B

Block 2B: 2018-19 Reinvestment Stats – Year and Program to Date (PTD) – From MMS Reports

(Information will be provided by MMS)

\$ Private Reinvestment – Year		\$ Private Reinvestment – PTD	
# Façade Improvements – Year		# Façade Improvements – PTD	
# New Businesses - Year		# New Businesses - PTD	

2C

Block 2C: Helping Businesses Thrive (List 6 to 10 Services or Programs)

Name 1:		Name 6:	
Name 2:		Name 7:	
Name 3:		Name 8:	
Name 4:		Name 9:	
Name 5:		Name 10:	

2D

Block 2D: Owner Testimonial Block Quote (~ 25 to 35 words)

Owner Testimonial (~25 to 35 words)	
Testimonial Source (Name, Title, Business)	

2E

Block 2E: Community Profile – City of [City] (Source: siteselection.michiganbusiness.org)

Data shown for (Enter Year)	2019		
# Population		# Housing Units (Total Dwellings)	
# Households		% of All Housing Units Occupied	
\$\$ Median (Avg?) HH Income		% of Owner-Occupied Housing Units	
# Median Age		% of Renter-Occupied Housing Units	

2F

Block 2F: Drive Time Markets Data (Source: siteselection.michiganbusiness.org)

Data shown for (Enter Year)		2019	
	5 Minutes	10 Minutes	20 Minutes
# Population			
# Households			
\$ Median (?) HH Income			

2G

Block 2G: Businesses in Demand (from Pulse Poll Questions #4 and #5)

Retail Establishments (Pulse Poll Q4)		Eating and Drinking Places (Pulse Poll Q5)	
1:		1:	
2:		2:	
3:		3:	
4:		4:	
5:		5:	

Page 3

3A

Block 3A: “Connecting” Feature Project Photo, Title and Caption (~ 75 words max)

☐	Upload Photo to Dropbox Folder > Community Content > Page 3 > Connecting Photo
Title (5 words or less)	
Feature Project Caption (~60 to 75 words)	

3B

Block 3B: Volunteer (or Investor) Spotlight – Photo with Testimonial (~ 20 to 30 words max)

☐	Upload Photo to Box Folder > Community Content > Page 3 > Volunteer Spotlight Photo
Volunteer Testimonial (~20 to 30 words max)	
Testimonial Source (Name, Title, Business)	

3C

Block 3C: Pulse of Downtown – 20## Pulse Poll Highlights

Data shown for Pulse Poll conducted in (Enter Year)	2019
---	------

%% [Place] Visit frequency by purpose (Top 3)		
Q1: For which of the following activities or purposes do you visit [Place] most often?		
Purpose	Purpose	Frequency Pct.
#1 Purpose:	Click here and enter Purpose #1	##.##%
#2 Purpose:	Click here and enter Purpose #2	##.##%
#3 Purpose:	Click here and enter Purpose #3	##.##%

%% [Place] Highest attended festivals and events by percentage attending (Top 3)		
Q2: Which of the following festivals and events did you attend or participate in during the past year?		
Festival/Event	Festival/Event Name	Pct. Attending
#1 Festival/Event:	Click here and enter Festival/Event #1 Name	##.##%
#2 Festival/Event:	Click here and enter Festival/Event #2 Name	##.##%
#3 Festival/Event:	Click here and enter Festival/Event #3 Name	##.##%

%% Change in frequency of visits to [Place]	
Q3: Thinking about... describe how the frequency of your visits has changed during the past year?	
The frequency of my visits to [Place] has increased during the past year	##.##%
The frequency of my visits to [Place] has decreased during the past year	##.##%
The frequency of my visits to [Place] has stayed about the same during the past year	##.##%

%% Describe recent trends in [Place]	
Q6: Which of the following best describes recent trends in [Place]?	
Improving or making progress	##.##%
Steady or holding its own	##.##%
Declining or losing ground	##.##%

3D

3D: Social Connection – Provide Number of Followers for Up to 4 MSO Social Media Apps

# Facebook		# Twitter	
# Instagram		# Other 1: Enter "Other"	
# Pinterest		# Other 2: Enter "Other"	

3E

Block 3E: Volunteer Connection – 2018-19 Stats from MMS Reports
(Information will be provided by MMS)

2018 – 19 Volunteer Hours and Value	
# 2018-19 Volunteer Hours	
\$ 2018-19 Value of Volunteer Hours (# of Hours x \$24.85*)	
# Volunteer Hours – Program to Date	

* Source: Estimated Value of Volunteer Time for 2018 | https://independentsector.org/resource/vovt_details/

3F

Block 3F: Financial Summary for FY## (Most recently completed fiscal year) – Summarize in 4 to 5 Categories

For Fiscal Year Ended (Month/Year):	Enter fiscal year end (Month/Year) for info entered below.
--	--

FY## Total Income - \$:		FY## Total Expenditures - \$	
Sources - % (Summarize below using up to 5 categories)		Categories - % (Summarize below using up to 5 categories)	
> Program Activities - %		> Promotion Activities - %	
> Grants/Foundation Support - %		> Design Activities - %	
> City/County Support - %		> Economic Vitality Activities - %	
> DDA Support - %		> Organization Activities - %	
> Management Contract Fees - %		> Operations - %	
> Business Support - %		> Other/Miscellaneous Activities - %	
> Memberships and Fundraising - %		> Other - %: Enter "Other"	
> Personal Giving - %		> Other - %: Enter "Other"	
> Other/Miscellaneous - %		> Other - %: Enter "Other"	
> Other - %: Enter "Other"		> Other - %: Enter "Other"	
> Other - %: Enter "Other"		> Other - %: Enter "Other"	
TOTAL INCOME (100%)		TOTAL EXPENDITURES (100%)	

Update annually

Review annually; update as needed

Update every 2 to 3 years, or as needed

Page 4

4A

Block 4A: Downtown (or [District]) Alive | Estimated Events Attendance and Listing for MSO Events (2018-19)

Estimated Events Attendance – 2018-19 – from MMS Reports*

* Estimated Events Attendance figure will be provided by MMS

List up to 10 Festivals/Events:

Event 1:		Event 6:	
Event 2:		Event 7:	
Event 3:		Event 8:	
Event 4:		Event 9:	
Event 5:		Event 10:	

4B

Block 4B: Upload and Title/Caption (6 words or less) Four Event Photos

☐ Upload Event 1 Photo to Box Folder > Community Content > Page 4 > Event 1 Photo

Event 1 Photo Title/Caption (~6 words or less)

☐ Upload Event 2 Photo to Box Folder > Community Content > Page 4 > Event 2 Photo

Event 2 Photo Title/Caption (~6 words or less)

☐ Upload Event 3 Photo to Box Folder > Community Content > Page 4 > Event 3 Photo

Event 3 Photo Title/Caption (~6 words or less)

☐ Upload Event 4 Photo to Box Folder > Community Content > Page 4 > Event 4 Photo

Event 4 Photo Title/Caption (~6 words or less)

4C

Block 4C: MSO Board Chair or Executive Director Pull Quote on importance/value of MMS to MSO and/or community (~25 to 35 Words)

MSO Rep Testimonial
(~25 to 35 words)

Testimonial Source
(Name, MSO Title or Position)

4D

Block 4D: MSO Board and Staff Member Roster

Name	Board Member Name	Title	Board Title (i.e. President, Treasurer, etc.)
Name 1:		Title:	
Name 2:		Title:	
Name 3:		Title:	
Name 4:		Title:	
Name 5:		Title:	
Name 6:		Title:	
Name 7:		Title:	
Name 8:		Title:	
Name 9:		Title:	
Name 10:		Title:	
Name 11:		Title:	
Name 12:		Title:	
Name 13:		Title:	
Name 14:		Title:	
Name 15:		Title:	
Staff	Staff Member Name	Title:	Staff Member Title
Staff 1:		Title:	
Staff 2:		Title:	
Staff 3:		Title:	
Staff 4:		Title:	
Staff 5:		Title:	

Notes and Comments



Optional: Enter any notes or comments to be directed to the document’s designer.

Comments/Notes:	Click or tap here to enter text.
------------------------	---



Update annually



Review annually; update as needed



Update every 2 to 3 years, or as needed

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

Reports

TITLE: Salary Share with City Update

DATE: October 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

City Manager Mark Heydlauff will be recommending to Charlevoix City Council reduce its subsidy for the salary of the DDA Director from 25% to 10% in the FY 20201 Budget which would take effect on April 1, 2020. Please see attached letter for details.

ATTACHMENTS:

- ▣ Letter from City Manager



Ms. Maureen Owens, Chair
Charlevoix Main Street/DDA Board
203 Mason Street
Charlevoix, MI 49720

Ms. Lindsey Dotson, Executive Director
Charlevoix Main Street/ DDA
210 State Street
Charlevoix, MI 49720

Dear Ms. Owens and Ms. Dotson:

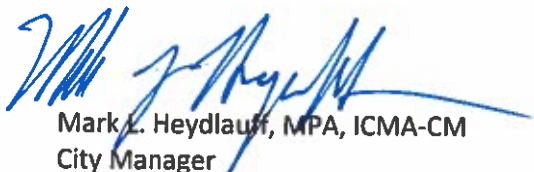
As I begin preparation for the recommendation of the City budget to the City Council for Fiscal Year 2021, I wanted to share with you my thinking on an important topic related to the City's relationship with the Downtown Development Authority. Several years ago, the current DDA director position was known as the Community and Economic Development Director and had an expansive job description with oversight beyond the downtown. As we became a Main Street Community, this job description appropriately was narrowed to focus on the work in our downtown core and the component historical preservation work in which Ms. Dotson is highly qualified.

Despite these changes however, the City's General Fund has continued to subsidize 25% of the salary and benefits for the DDA Director. Pursuant to MCL 125. 4205, the board of a Downtown Development Authority is empowered "to employ and fix the compensation of the director." As required, the City Council has long consented to this action and it remains highly advisable in my opinion. This being said, and in consideration of the deficit in the City's General Fund, I will be recommending City Council reduce its subsidy for the salary of your director from 25% to 10% in the FY 2021 Budget which would take effect on April 1, 2020.

There has been a long and positive relationship between the City and the Downtown Development Authority and I do not expect this would change going forward. Unlike many other communities, the City continues to provide a variety of ancillary services to the Authority at no cost. I would also emphasize that this is a financial recommendation alone and does not in any way represent a concern with the performance of the Director or an expression of uncertainty about Ms. Dotson's work in the City. I believe she remains an asset to our community. The DDA will have revenue exceeding a half million dollars this year and is legally obligated to the full costs associated with a director which it can easily accommodate.

I would be happy to speak with you further on this matter but would encourage you to plan your budget accordingly as you begin work on it this fall.

Very truly yours,
THE CITY OF CHARLEVOIX



Mark L. Heydlauff, MPA, ICMA-CM
City Manager

Cc: Mayor Kurtz and the Charlevoix City Council

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

Reports

TITLE: Bridge Park Building Committee Update

DATE: October 28, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Members of the Bridge Park Building committee met on October 16th to discuss the status of our leases and relationship with building tenants. Lake Charlevoix Brewing Company's lease is up in December of this year. We then met with Rich Bergman on October 24th to learn about the building and talk about a future lease. The tenant has indicated that they are interested in another 2 year lease and also shared information about building use and condition.

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

New Business

TITLE: Public Restrooms on 200 Block

DATE: October 28, 2019

PRESENTED BY: Edith Pair of Mushroom House Tours

BACKGROUND:

During the monthly downtown business owners meeting Ms. Pair mentioned issued related to the lack of a public facility on the west side of the 200 block downtown. Some members of the business community want to express the challenges affiliated with this and discuss possible solutions.

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New Business

TITLE: Bridge Cam-Downtown Development Beacon

DATE: October 28, 2019

PRESENTED BY: Leilani Leigh Durbin, President of Silver Linings Charlevoix,

BACKGROUND:

PROPOSED AMOUNT:\$1,200 Annually for 5 years or a designated amount for 5 years.

With the success of the Charlevoix Bridge Lighting, Silver Linings Charlevoix is now looking to expand this beacon beyond the scope of our city's borders.

Transmitting through the internet a 24/7 Charlevoix Bridge Cam,will allow people to view the one of our most unique assets. And at night it will be a magical site to share with the world and that translates into dollars through visitors for our downtown development.

SLC believes in the powerful influence a Bridge Cam would have to our city so much so past board members volunteered and went out and fundraised for the equipment and are nearly ready to move forward. We have a 5 year commitment for service and maintenance from the company that will install it and are now reaching out for a sponsor to cover the annual cost for 5 years.

Prior to the Charlevoix Bridge Lightings inception, Charlevoix Downtown Development Authority believed in the power of what a public works project like this would do for our city's strength and positive progress and wrote a check. SLC is now requesting Downtown Development Authority take pride of ownership and share this beacon with the world through a 5 year commitment covering the annual service and maintenance cost. If Downtown Development Authority decided to fully fund the annual cost for 5 years, SLC is prepared to have the Annual 4th of July Red, White and Blue Dancing Lights Celebration be a Downtown Development Authority event.

Having a Bridge Cam will enhance all our lives.Thank you for your consideration.

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New Business

TITLE: Junior Main Street Project Ideas

DATE: October 28, 2019

PRESENTED BY: Members of Junior Main Street

BACKGROUND:

Attached are three presentations outlining project ideas that have been discussed so far this year. Students will present and take questions and seek permission to move forward with the projects.

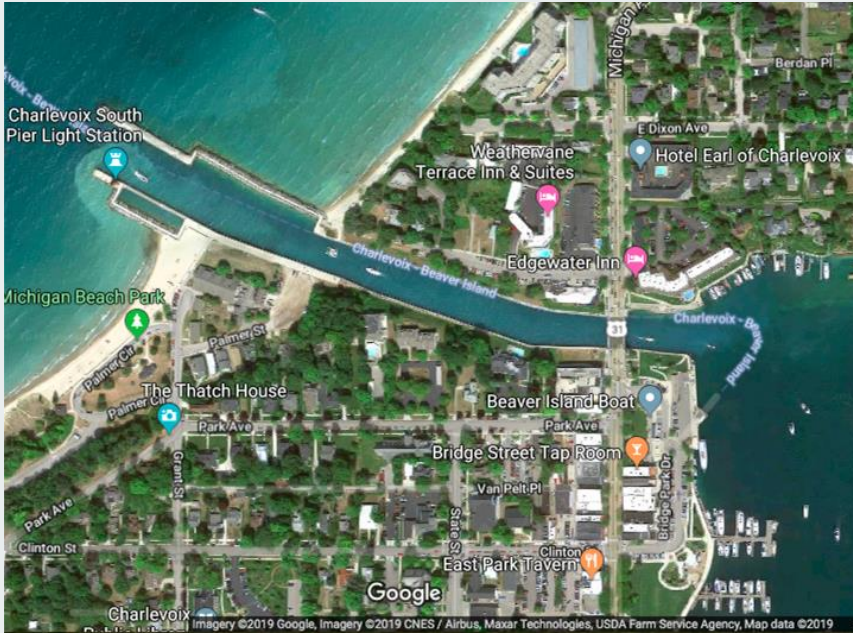
ATTACHMENTS:

- ▣ Hammocks
- ▣ Chamber of Commerce Map
- ▣ Mural on East Park Tavern

A photograph of three people relaxing in hammocks in a park. The hammocks are strung between trees. One person is in a blue hammock on the left, another in a blue hammock in the middle, and a third in a black hammock on the right. The background shows a paved path and more trees.

Hammocking in Chx

Location



Local Businesses

- We are working with local businesses to help make this a reality
 - DCL CEO, Mr. Matye has offered to make the steel poles for a very discounted price. He has offered 5-8, 8' hammocking poles.
 - Ground covering will be purchased locally as well.
 - Kent Knorr already has hammocks that can be used.



Recreation

- Creating this new passive recreational spot will bring young adults together to the downtown area.





Chamber of Commerce Wall

The Idea



The idea is to decorate the wall of the Chamber of Commerce building. A map of the world sounds like a fun idea because it's unique from typical graffiti art.

Things to Consider

What projection to use?

There are several map projection and variations that could be painted onto the wall, each on has a different set of pros and cons.

What is the point in doing this?

This concept could be put into action for the convenience of just decorating a wall, or it could be used to collect data of visitors that see this.

How would this be formatted?

When painting a map, national borders, color pallet, and projection to be considered

Certain Projections to Consider 1/3



The Mercator Projection is the most commonly recognized map in public schools. It has accuracy of shape and location of landmasses; this map would be simple to create. However, the map exaggerates the size of continents, and some historians say this map contains 1st world biases against the 3rd world.

Certain Projections to Consider 2/3



The Peter's Projection has gained notability for accurately displaying the true size of continents. It has fidelity of position and axis. This projection would be easy to recreate, but it has a few flaws: it lacks accuracy in shape, and some may find the look of this map unappealing.

Certain Projections to Consider 3/3



The Winkel Tripel Projection is a compromise between the Mercator and Peter's Projection. It isn't entirely perfect with shape and size, but it has a smoother appearance. This map is even commonly used by NASA. However, creating this map would be more challenging due to the curvature of this projection.

Options of Creating This



The map can be painted on the actual wall itself, but it may be vulnerable to weather. It is recommended to cover the painting with a layer of glass, or other transparent material.



The Map can be created on pallets of plywood. This can be done in the event that it is not permitted or recommended to paint on brick.

Visitor's Activity

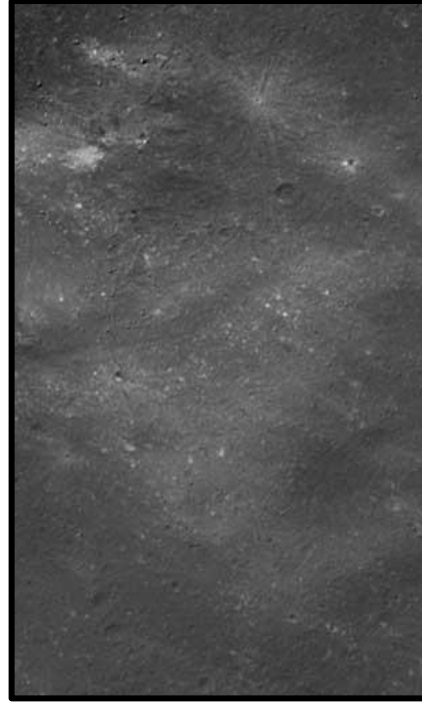


As a small town in North Michigan, its not too often when we see visitors outside of Venetian or Apple Fest. It wouldn't be a bad idea to collect data of where our visitors are from. A good suggestion would be to have visitors insert a point onto the map where they hail from. This can be used to collect data, or just for fun.

EPT MURAL INFORMAT ION

Junior Main Street October

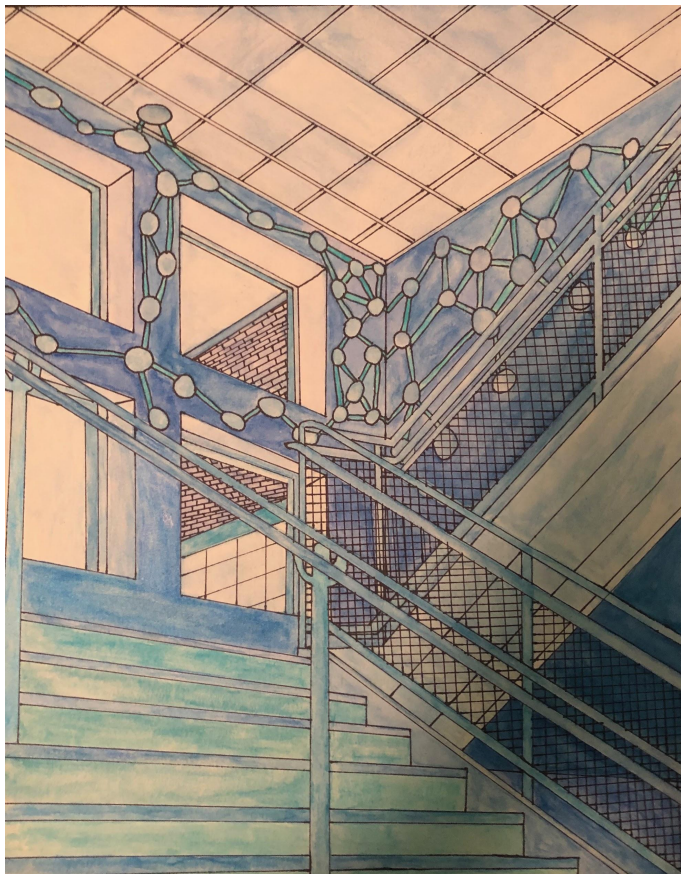
Compelling
Student Art In
Our Community To
Further Beautify
Charlevoix



Currently our vision is to have 3 planes with a coherent theme. This will enable us to work on the project when the weather is not optimal for artistic endeavors outdoors. These panels placed onto the back second story section of East Park Tavern will be an artful addition to our town. The trio of portraits draws the eye's attention of and compliments the dynamic space of the area.



Student Art





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New Business

TITLE: The Vault Co-Working Space Update

DATE: October 28, 2019

PRESENTED BY: Jayne Lynskey, AmeriCorps VISTA Member

BACKGROUND:

Jayne has been busy and The Vault has taken off quickly! Updates will be given on progress made, relationships that have started to form, and goals for "phase 2" of The Vault - a maker space. Jayne will seek board approval to move forward with the planning and implementation of this proposed additional use.

ATTACHMENTS:

- ▣ The Vault/AmeriCorps/Maker Space presentation



Jayne Lynskey

Proud to be serving as an AmeriCorps VISTA member



AMERICORPS – VISTA

Work in communities

- Fighting poverty/ inequality/ unemployment
- Building organizational, administrative + financial capacity
- Forming partnerships
- Writing grants
- Organizing volunteers



THE VAULT |

MISSION – FOSTER COLLABORATION + CREATIVITY

ENTREPRENEURS



REMOTE WORKERS





THE VAULT
CO-WORKING DOWNTOWN CHARLEVOIX

PROGRESS

- UP AND SPRINTING
- ALL OFFICES AND VAULT RENTED WITHIN 2 WEEKS
- ADDED OPEN PLAN OFFICE ALSO RENTED
- INOVATIVE USE OF SPACE
- MORE MEMBERS VIRTUALLY EVERY DAY
- EVERY TOUR IMPRESSED
- PARTNERSHIP WITH LOCAL BUSINESSES
- HOSTING EVENTS

FACILITIES

BUSINESS



COMMUNITY



PRIVATE FASILITIES

PHONE BOOTH



STAIR WELLS



EVENTS

MUTUALLY BENEFICIAL



FILLING NEED





- COFFEE
- FRISKES
- YOGA

PARTNERSHIPS



THE VAULT “SPA”

DISCOUNT FOR MEMBERS



THE VAULT “GALLERY”

ARTIST OF THE WEEK

Payton was born in Charlevoix in September. Her parents are Jeff and Shelly Novotny. She has a sister Raigan who attends Grand Valley State University and a brother, Chandler Novotny, who lives in Traverse City. Payton attended Charlevoix High School where she was a four year volleyball player, a basketball player, and four year soccer player. She was also a member of the National Honor Society and a teacher assistant. She was pleased to receive several art scholarships which have helped her attend Western Michigan University. Gwen Frostig encouraged her to pursue her dream of being a graphic designer. She has many interests including exercise of all types, art projects, interior design, and her two dogs.





208 W. Lincoln • Charlevoix, MI 49720

OUTREACH

FOSTERING NEW INITIATIVES IN OUR COMMUNITY

FUTURE EVENTS

- Hosting business afterhours
- Breaking into the vault game night fundraiser
- Members family game nights
- Lunch and learn
- Webinars
- Entrepreneurial course
- Maker space activities
- Joint ventures with schools





FUTURE | MARKERSPACE

STORAGE ROOM / MARKER SPACE

BEFORE

- Hundreds of boxes and chaos



AFTER

- 20 + work stations with storage and collaborative area





COLLABORATE AND CREATE



WHAT IS A MAKER SPACE

A place where people can come together to create and
explore

MAKER SPACE



Conceive



Collaborate



Create

STEAM



SCIENCE



TECHNOLOGY



ENGINEERING



ARTS



MATH

WHY MAKER SPACE



Importance



Flexibility



Idea / Reality

BENEFITS



Hands on



Explorative



Unintimidating



Community building



Low cost / free



Skill building



COLLABORATION

- CIRCLE OF ARTS
- LIBRARY
- SCHOOLS
- BUSINESS
- ORGANIZATIONS



TO DO LIST – FOCUS GROUP

- DIVERSE DICIPLINES
- IDENTIFY SKILLS
- IDENTIFY NEEDS
- POTENTIAL SCOLERSHIPS /
INTERNSHIPS
- PARTNERSHIPS
- POLICY DOCUMENT



JOINT VENTURES TO END POVERTY

- EMPOWERING
- BUILDING
- SUSTAINABLE

SUMMARY

- DIVERSE COMMUNITY
- CONSTANTLY ADAPTING
- SOCIAL INTERACTION
- WELL BEING
- FLAG SHIP FOR OTHER INITIATIVES
- EDUCATION
- TRAINING
- SERVING OUR COMMUNITY

