



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, November 25, 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. Reports**
 - A. Downtown Snow Removal
Pat Elliot, Superintendent, Public Works
 - B. Presentation by Charlevoix Robotics Students
Charlevoix Elementary Robotics Students
 - C. Project Presentations
Main Street Committee Members
 - D. Director's Report
Lindsey Dotson, Executive Director
- 6. New Business**
 - A. Set Date for Budget Work Session
Lindsey Dotson, Executive Director
 - B. Groundhog Shadowfest Sponsorship Request
Maureen Owens

7. 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. Annual Report to State Treasury - Tax Increment Financing
- B. Minutes
- C. DDA Financials

D. Committee Minutes

E. Monthly Report

8. Public Comment

9. Request for Future Agenda Items

10. Board Comments

11. 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

Reports

TITLE: Downtown Snow Removal

DATE: November 25, 2019

PRESENTED BY: Pat Elliot, Superintendent, Public Works

BACKGROUND:

Since one of our goals is to make downtown Charlevoix vibrant year round, addressing snow removal seems to align with that. If there are improvements than can be made, lets explore what they are and if they are possible. While we know that a snowmelt system would solve all of our problems, it may be a while before something like that can happen. Meanwhile, we still have businesses who depend on clear sidewalks to conduct business and citizens who deserve a safe, navigable downtown.

I have asked Pat to attend our Board meeting so that we can discuss the Street Department's current method of snow removal and explore ways that it could be improved.

In response to consistent comments from our business owners, I am also working with Zoning Administrator Jonathan Scheel to explore stricter enforcement for clearing sidewalks in the downtown. Ultimately it is the property owner's responsibility to clear, and usually an agreement is made with the tenant. In some situations (a vacancy or a seasonal business) sidewalks are not getting cleared making our downtown difficult to navigate, even for the able bodied. In order to achieve a more consistent clearing habit, we are working to establish a more proactive approach to enforcement.

ATTACHMENTS:

- ❑ Draft Resolution to Establish Downtown Snow and Ice Clearance District
- ❑ Draft Amendment to Ordinance

CITY OF CHARLEVOIX
RESOLUTION NO. 2019-01-XX
Downtown Snow and Ice Clearance District

WHEREAS, Section 153.48 of the City Code provides for the establishment of snow and ice clearance district in areas of substantial pedestrian traffic within the City; and

WHEREAS, Downtown Bridge Street and Antrim Street to the County, City and Public Library are the areas most heavily traveled by pedestrians in the winter months;

NOW THEREFORE BE IT RESOLVED, that the Downtown Snow and Ice Clearance District is hereby created, the boundaries of which shall be the east side of Bridge Street right-of-way to the east side of State Street from the northern most portion of the U.S.-31 Drawbridge to the centerline of Belvedere Avenue and both sides of Mason Street to the Charlevoix Public Library driveway; and

BE IT FURTHER RESOLVED, that the charge to any property owner for reimbursement of expenses incurred by the City in removing snow or ice from any section of sidewalk within this District, as provided for in Section 153.48 of the City Code, shall be set by City Council from time to time.

RESOLVED this XXst day of October, 2019 A.D.

Resolution was adopted by the following yeas and nays vote:

Yeas:

Nays:

**CITY OF CHARLEVOIX
ORDINANCE NO. 812 of 2019**

AN ORDINANCE TO AMEND TITLE XV, CHAPTER 151, SECTION 151.48 (B) OF THE CHARLEVOIX CITY CODE

THE CITY OF CHARLEVOIX ORDAINS:

SECTION 1. Title XV, Chapter 151, Section 151.48 (B) of the City of Charlevoix Code is hereby amended to read as follows:

Sidewalks to be cleared within clearance districts. The occupant of every lot or premises, or the owner of such lot or premises located within any snow or ice clearance district, shall clear all ice and snow from sidewalks adjoining such lot or premises within the time herein required. Such snow or ice shall be cleared from the sidewalks by 10:00 A.M. each day and in daylight hours when snow has stopped falling and is 4 inches or higher.

SECTION 3. Severability.

No other portion, paragraph or phase of the Code of the City of Charlevoix, Michigan shall be affected by this Ordinance except as to the above sections, and in the event any portion, section or subsection of this Ordinance shall be held invalid for any reason, such invalidation shall not be construed to affect the validity of any other part or portion of this Ordinance or of the Code of the City of Charlevoix, Michigan.

SECTION 4. Effective Date.

This Ordinance shall become effective thirty (30) days after its enactment.

Ordinance No. 812 was adopted on the 16th day of December, 2019 A.D., by the Charlevoix City Council as follows:

Motion by:

Seconded by:

Yeas:

Nays:

Absent:

State of Michigan }
City of Charlevoix } §

Joyce M. Golding

Clerk

Luther Kurtz

Mayor

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

Reports

TITLE: Presentation by Charlevoix Robotics Students

DATE: November 25, 2019

PRESENTED BY: Charlevoix Elementary Robotics Students

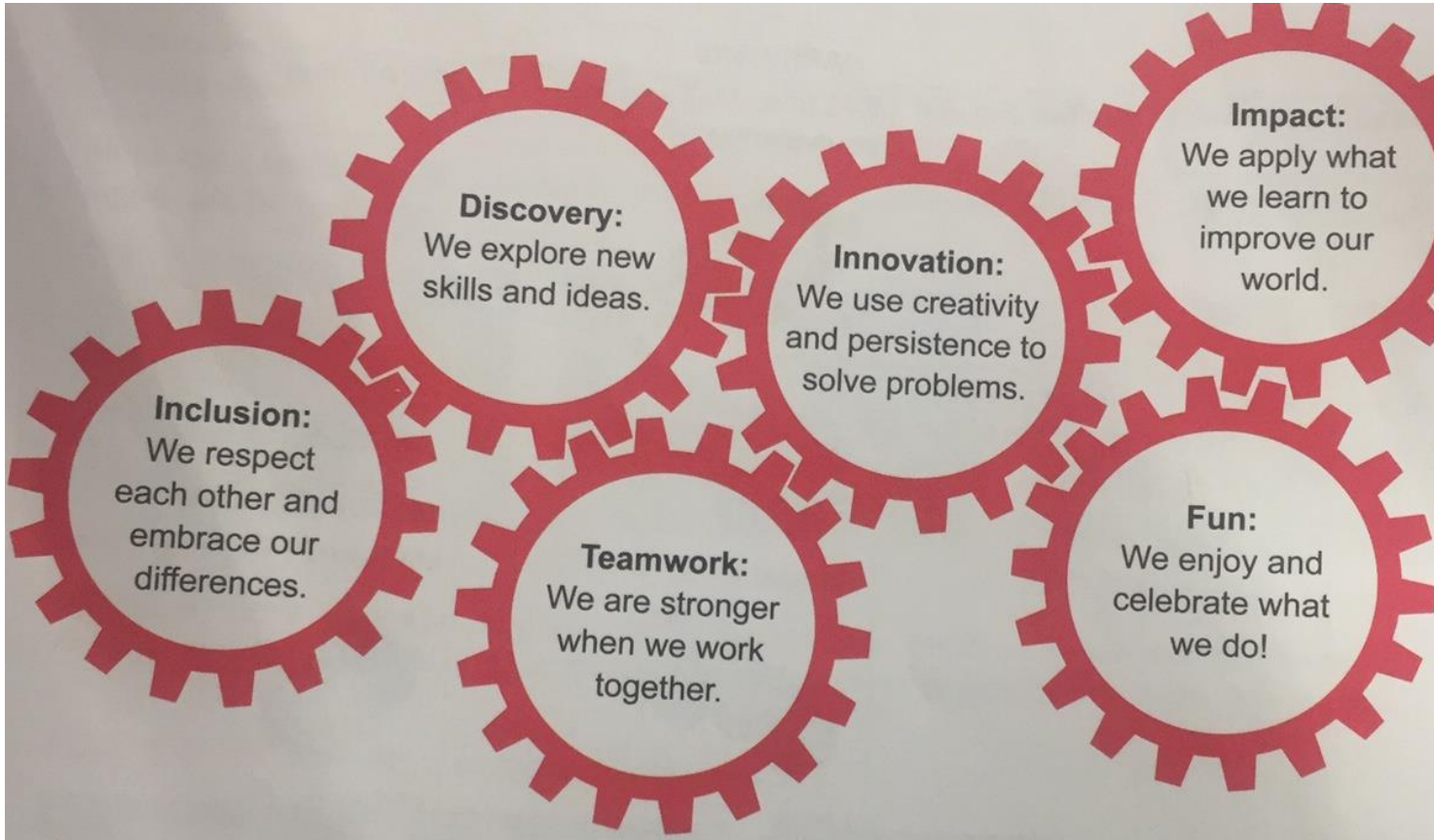
ATTACHMENTS:

- ▢ Robotics Presentation

CHARLEVIOX ELEMENTARY ROBOTICS

TEAMWORK MAKES THE DREAM WORK





CORE VALUES

TO ENCOURAGE YOUNG PEOPLE TO:

- * GET INVOLVED IN SCIENCE AND TECHNOLOGY
- * WORK AS A TEAM AND SHOW COOPERATION
- * SOLVE COMPLEX PROBLEMS IN A CREATIVE WAY

THIS YEARS PROJECT

* IDENTIFY

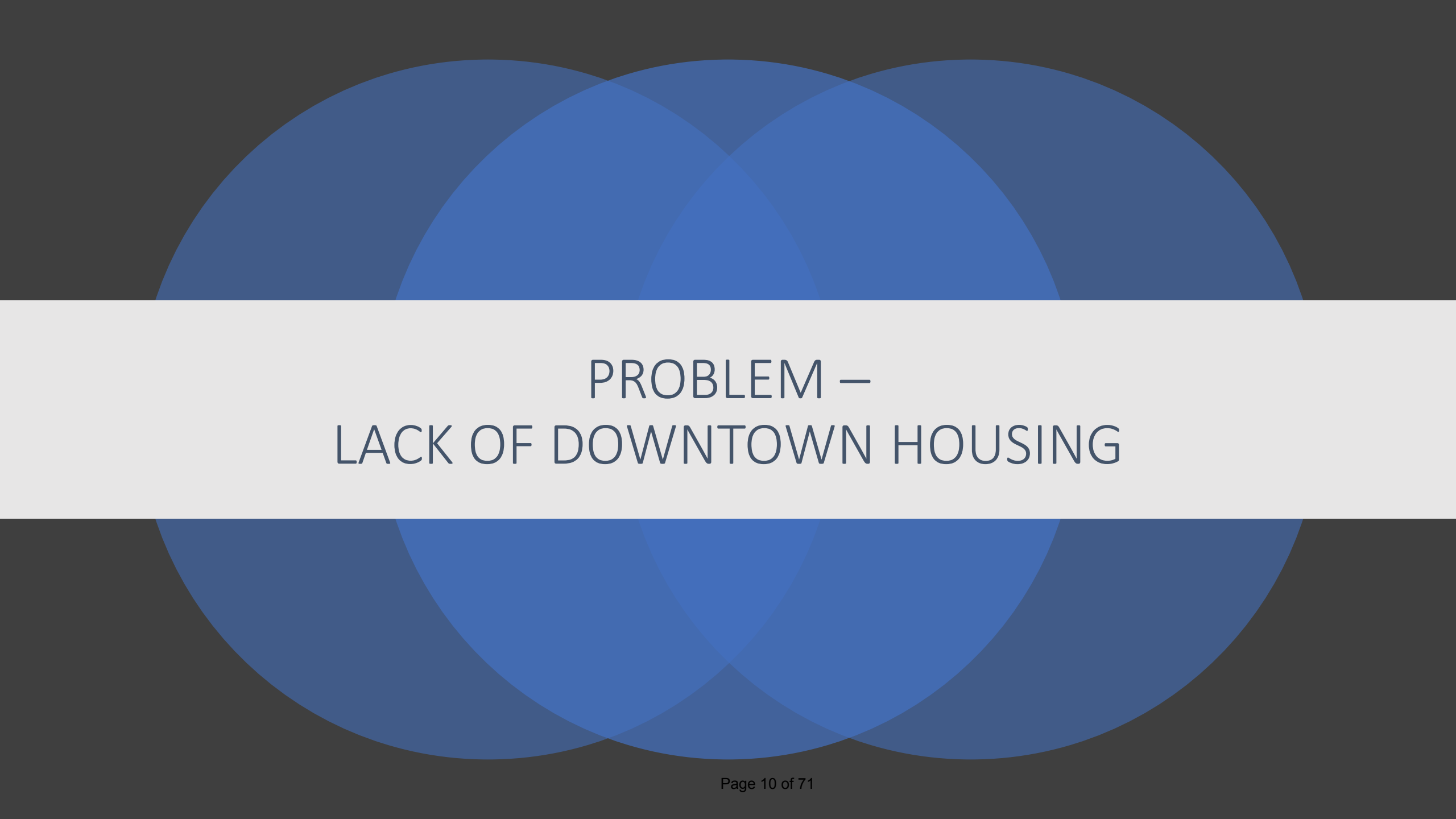
a problem with a
building or public
space in your
community

* DESIGN a solution

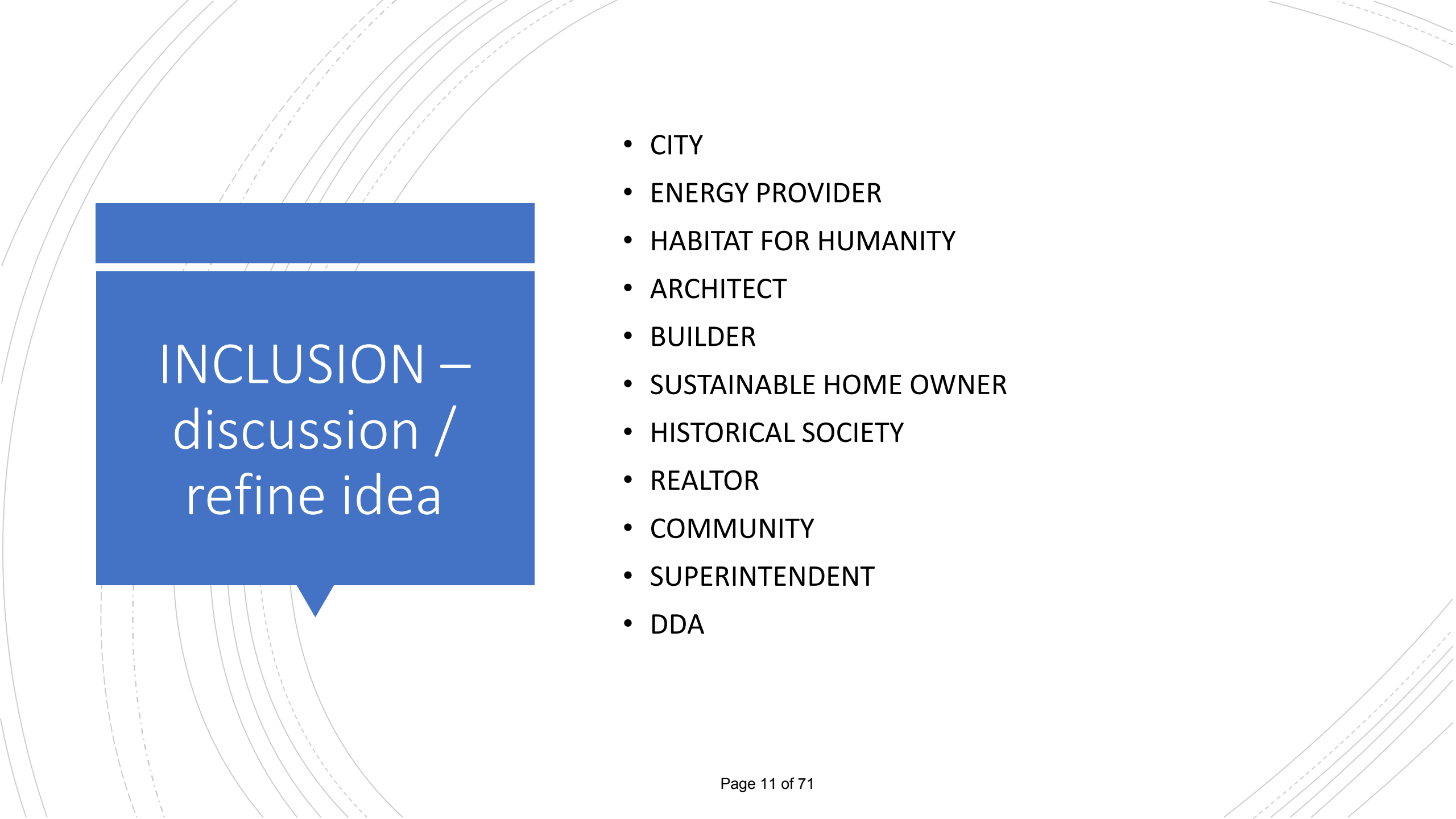
* SHARE the solution
and refine it

CITY SHAPER™





PROBLEM – LACK OF DOWNTOWN HOUSING

The background of the slide features a series of thin, curved lines in shades of gray, creating a sense of motion and depth. These lines are more prominent on the left and right sides, framing the central content.

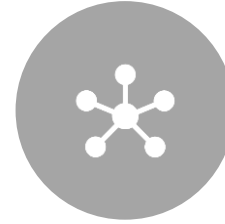
INCLUSION – discussion / refine idea

- CITY
- ENERGY PROVIDER
- HABITAT FOR HUMANITY
- ARCHITECT
- BUILDER
- SUSTAINABLE HOME OWNER
- HISTORICAL SOCIETY
- REALTOR
- COMMUNITY
- SUPERINTENDENT
- DDA

SOLUTION - INNOVATION



RAISED STRUCTURE –
DUAL PURPOSE –
HOUSING / PARKING



MODULAR – MINIMIZE
DISRUPTION



YEAR ROUND
COMMUNITY



SUSTAINABLE DESIGN

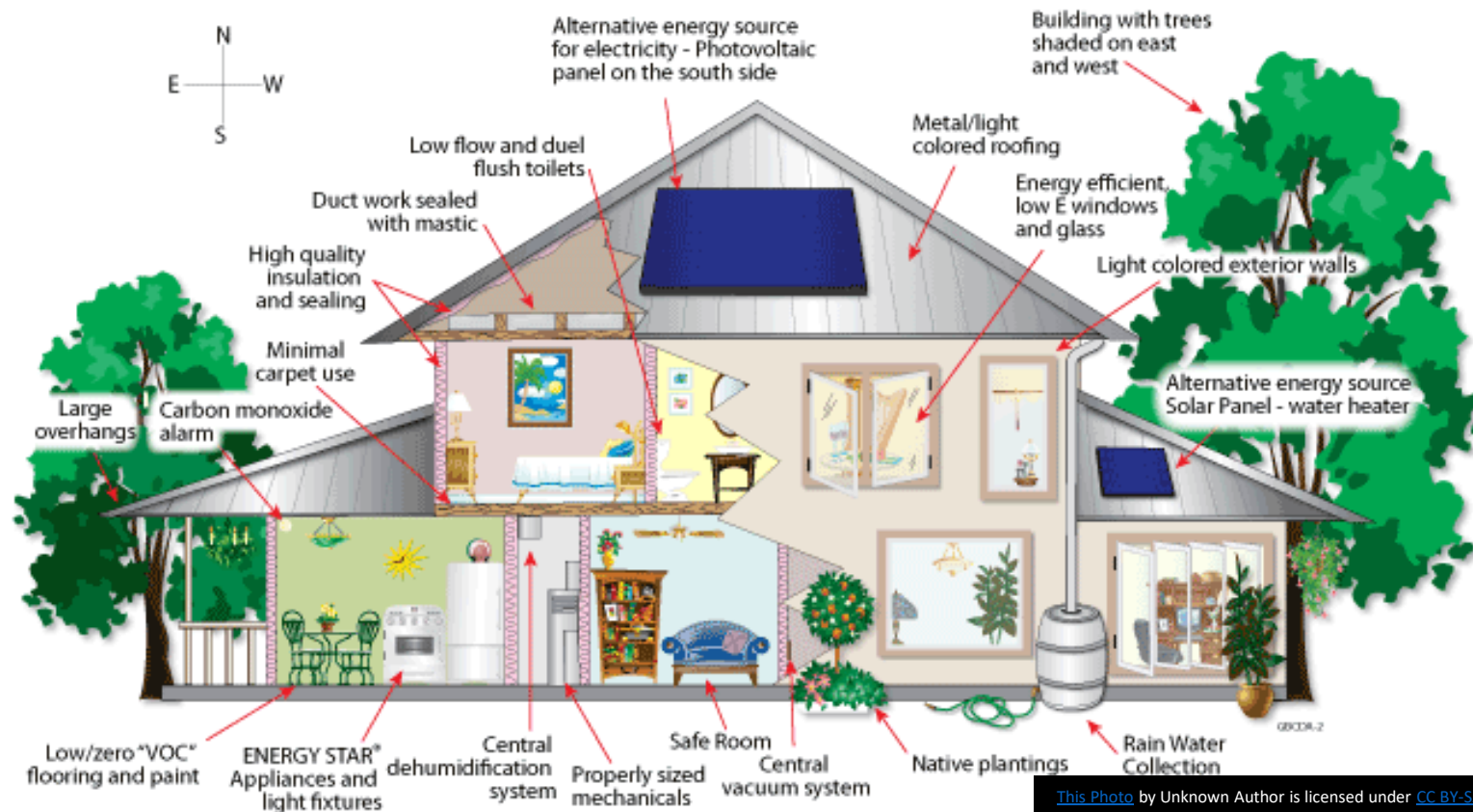


WALKING CYCLING
COMMUNITY – HEALTHY
+ REDUCES CONGESTION



SHARED ELECTRIC CAR

DESIGN-CONSULT-REFINE-SUSTAINABLE FUTURE



This Photo by Unknown Author is licensed under [CC BY-SA](#)

SUSTAINABLE — DISCOVERIES



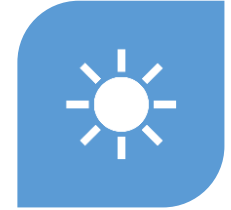
INSULATION HIGH R –
VALUE



AIR TIGHT
CONSTRUCTION



RECYCLED MATERIAL
SIDING



SOLAR PANELS –
EFFICIENT MULTI ZONE
HEAT



TRIPLE PANE LOW E
GLASS WINDOWS



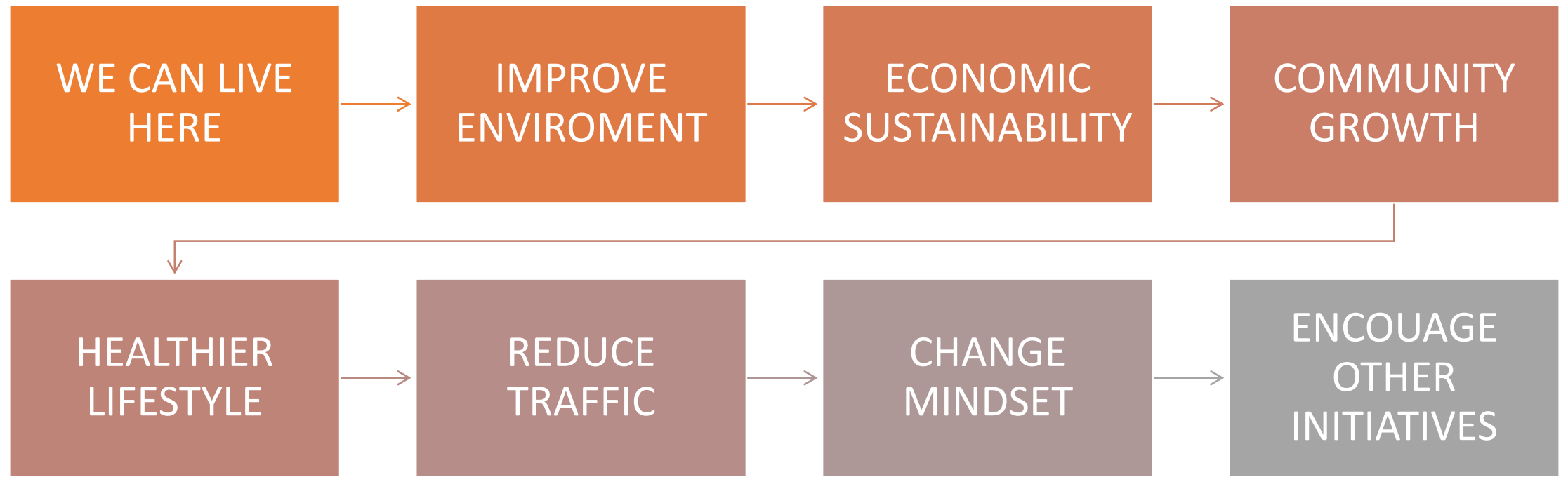
PASSIVE COOLING –
NATURAL LIGHT



NATIVE PLANTING



WATER COLLECTION



IMPACT – CHARLEVOIX



OUR THEME – BOB THE
BUILDER

CAN WE FIX IT?
YES WE CAN!

JOIN THE FUN
DECEMBER 7TH

WE HOST 9
TEAMS AT CHS

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

Reports

TITLE: Project Presentations

DATE: November 25, 2019

PRESENTED BY: Main Street Committee Members

BACKGROUND:

I have asked members of the committees to present to the DDA Board about their projects so that as we prepare our budget for next year we can consider the work being done at the committee level and prioritize as needed.

Presenters/Projects:

Jacq Dipert - Gift Local
Sarah Hagen/Jean Muselik - Live on the Lake Summer Concerts
Caitlin Cole/Katherine Forrester - Charlevoix Restaurant Week
Denise Fate - Design Committee Projects

ATTACHMENTS:

- ❑ Gift Local Planning Sheet
- ❑ Design Committee Projects
- ❑ Restaurant Week Planning Sheet

MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

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

Downtown Charlevoix is a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

CHARLEVOIX PROJECT PLANNING

Project Name	Gift Local, formerly known as live life local
Project Description (Purpose + Intended Outcome)	Shoppers making their Holiday purchases between Black Friday and Christmas Eve receive one raffle ticket for every \$50 they spend on gifts on our Mainstreet. Raffle is drawn after Christmas and winners receive Downtown Dollars to spend on only at Mainstreet businesses. The purpose of the project is to encourages customers to keep their money on Mainstreet during the Holiday season. The project is in its 4 th or 5 th ? year and continues to generate much needed excitement and customer traffic during our quiet winter season.
Project Responsibility and Resources	Project Lead: Jodi Bingham
	Project Volunteers: Jacq Dipert and Darsi Lee
	Project Budget: \$900 in prizes, 1813 for printed promo materials and raffle tickets + \$275 in-kind from Village Graphics
Timeline of Project	September – apply for raffle license October – November – get promo materials designed, printed, and distributed November – educate business owners about promotion and provide with guide materials

MAIN STREET TRANSFORMATION STRATEGY ALIGNMENT

PROJECT/ PROGRAMMING	OVERARCHING GOALS										
	Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.						Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.				
	1. Sustainable Built Environment Initiative (SBEI) map reflects this goal	2. Implementation of SBEI map	3. Increase in curbside recycling containers	4. # of recycling containers at Main Street events	5. Increase in number of people in downtown	6. Connection to Outdoor Activities	1. Reduction in business turnover	2. Increase in # of health-related businesses	3. Increase in Area Median Income (over time)	4. % of increase in foot traffic, average transaction amounts, gross sales	5. Increase in year-round/shoulder season activity
					X		X			X	X

MAIN STREET FOUR POINT ALIGNMENT

PROJECT/PROGRAMMING	FOUR POINTS											
	Economic Vitality			Design			Promotion			Organization		
	1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization
							X	X	X			

Main Street Design Committee

DDA Presentation November 25, 2019

Denise Fate, Chair



Design Committee: Key Projects

2016-17: Street Tree Lights installed in phases

**2017: Wayfinding Signs (Phase One): 18 signs installed
in City January, 2018**



2017-2019: Facade Grants

- Program based on 50% reimbursement, up to max. \$10,000 project
- 10 storefronts improved by 2019, over \$52,300 in grants awarded
- 2017: \$30K, 2018: \$10K, 2019: \$20K, with \$12,300 awarded and \$7700 left

**2019: Historical Signs installed throughout the City, in collaboration with the
Historical Society**

Other: Design Services, Design Guidelines

Façade Grants: Trademark Building

After

Before (victim of 2016 fire)



Devastating fire:
December 24, 2016

Cherry Republic and offices

Built 1898 by Horace Harsha,
façade redesigned in 1910 when
VanPelt purchased the building.

Façade Grant: 217 Bridge Street

Before



After



- Empty and underutilized property for years
- Redeveloped to house THREE commercial businesses on street level (two entrances are in the alley) plus two apartments on 2nd floor

Façade Grant: North Seas Gallery



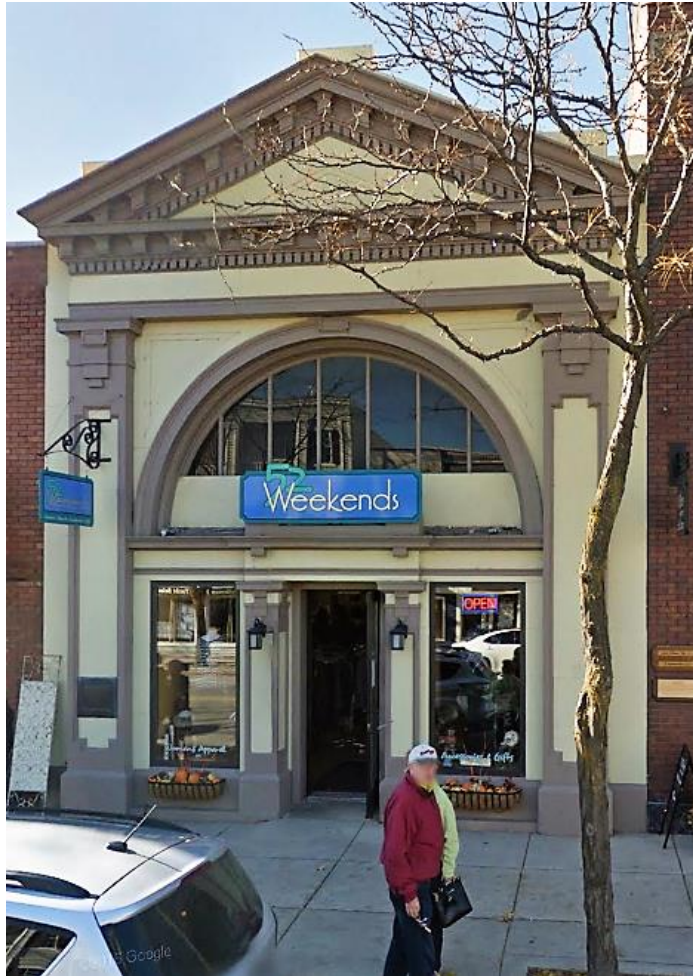
New awnings and window replacement

Kilwins

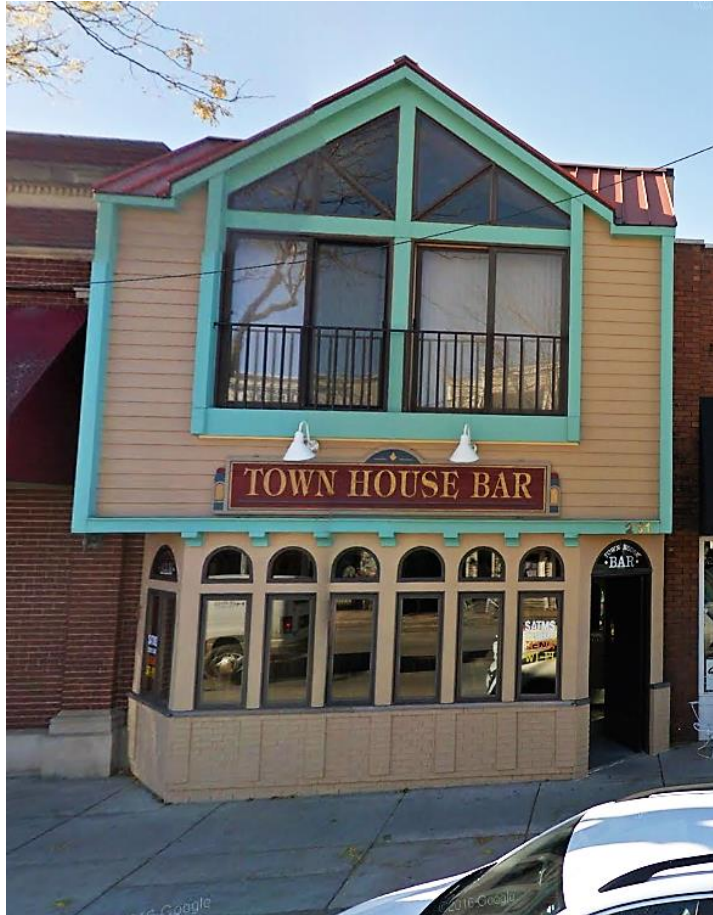
New awnings



Façade Grant: 52 Weekends

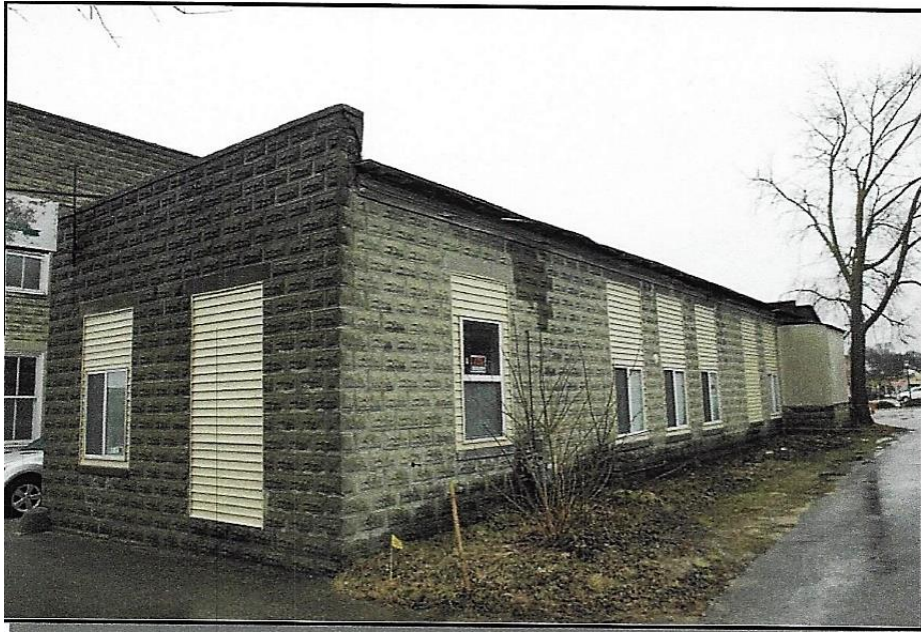


Façade Grant: Townhouse Bar



Façade Grant: Seeley Building

Old printing shop – vacant/underutilized for years



Before



After

Morning Dew Café/113 Antrim

Before:



After:



Design Consultations

Before



After



Historical Signs

Collaboration between MS Design Committee & Historical Society



- Seven (7) historic interpretive signs downtown, on the channel and at Train Depot tell the story of Charlevoix development with historic photos of the scene from ca. mid-19th to mid-20th century
- \$18.7K project funded with private donations, grants, \$1K DDA sponsorship

Design Committee: Planned Projects

Facade Grants (\$15,000 + \$2,000)

- **Generate renewed interest & impactful projects**
- **Add separate pool of funding for backside of buildings**
- **SBEI Grant Program - alleyway improvement**
- **Tree Lights + Parking Lot (\$2,000)**
- **Walkability Survey**
- **Wayfinding Signs - Phase Two (on-going discussion)**

MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

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

Downtown Charlevoix is a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

CHARLEVOIX PROJECT PLANNING

Project Name	Charlevoix Restaurant Week (Spring/Fall)
Project Description (Purpose + Intended Outcome)	Restaurant Week is a community event highlighting new menus at local restaurants.
Project Responsibility and Resources	Project Lead: Caitlin Cole and Katherine Forrester
	Project Volunteers: Caitlin Cole and Katherine Forrester
	Project Budget: \$1,000 (\$500 per event)
Timeline of Project	Spring / Fall

MAIN STREET TRANSFORMATION STRATEGY ALIGNMENT

PROJECT/ PROGRAMMING	OVERARCHING GOALS										
	Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health & wellness/healthy living.						Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.				
	1. Sustainable Built Environment Initiative (SBEI) map reflects this goal	2. Implementation of SBEI map	3. Increase in curbside recycling containers	4. # of recycling containers at Main Street events	5. Increase in number of people in downtown	6. Connection to Outdoor Activities	1. Reduction in business turnover	2. Increase in # of health-related businesses	3. Increase in Area Median Income (over time)	4. % of increase in foot traffic, average transaction amounts, gross sales	5. Increase in year-round/shoulder season activity
					X		X		X	X	X

MAIN STREET FOUR POINT ALIGNMENT

PROJECT/PROGRAMMING	FOUR POINTS											
	Economic Vitality			Design			Promotion			Organization		
	1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization
	X						X	X	X		X	X

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

Reports

TITLE: Director's Report

DATE: November 25, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

https://www.petoskeynews.com/charlevoix/featured-cvx/liam-dreyer-appointed-as-non-voting-member-to-charlevoix-main/article_ed2cf9de-c7fd-5b4b-af8a-3903cf6c645a.html

https://www.petoskeynews.com/charlevoix/featured-cvx/charlevoix-junior-main-street-presents-new-project-ideas/article_bb358a23-9636-5ca5-a041-14a848341705.html

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

Director Schedule

I have the upcoming planned days out of the office:

November 28 & 29 - Thanksgiving

December 2 - December 13 - Medical Procedure

December 24 & 25 - Christmas

January 1 - New Years Day

Cooperative Ad Campaign Update

October: The Clothing Company

Billboard: 183,724+ total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 2,974 people reached, 599 engagements, of which 100% were women and the largest age group was 18-24 (43%). 98% saw ad on mobile device.

Instagram promotion: 163 promotion clicks, 80 likes, 2 new followers, 9,386 reached, 31,788 impressions (66% was from promotion), of which 51% were men and the largest age group was 13-17 (39%) – 60% from Illinois

Life in Charlevoix Mobile App: 690 users in October - 150 viewed coupons & specials, 5 viewed The Clothing Company profile

Blog: 86 unique readers, average time on page: 4 min 38 sec

Coupons: 10 were redeemed (\$10 off jeans)

Community Foundation Grant

We were awarded \$5,000 from the Charlevoix Community Foundation for The Vault. This grant was to purchase natural light covers for the fluorescent lights, 3 desktop standing desk converters, 3 rolling standing desks, 3 ball chairs, and an air purifier. Additionally, there is \$2,000 for outreach and program

development. All of the items have already been purchased and will start arriving the week of November 25th.

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

Match on Main Update

I have had three people express interest in applying for the January deadline. The \$25,000 has been put into our bank account from the MEDC for the grant to My Grandmother's Table.

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)

Issue Media Group: On The Ground 2020 – Michigan Main Streets Strategy

Issue Media Group (IMG) proposes the launch of the On The Ground program, a project that generates editorially independent, solutions-oriented features and news stories. The stories are written with the intention of increasing attachment to place, supporting attraction and retention of talent and business in the region, and increasing resident voice in the media. The stories will be written, photographed and filmed by journalists, photographers and filmmakers in local communities where coverage is taking place.

IMG uses the principles of solutions journalism at the core of its editorial mission. This approach helps readers understand complex challenges in the community by focusing on the organizations, projects, programs and individuals working to improve conditions and solve problems.

The organizations and individuals that IMG covers often see increased awareness and validation of their work. The stories are often used as third-party validation and help subjects develop new partnerships and business, attract talent, and secure grant dollars with new funders including foundations and the public sector.

The program will be made possible with underwriting support from a coalition of local stakeholders anchored in the region. The coalition members will direct their financial support to increased coverage of critical issues facing the community. This is a sustainable journalism model that IMG has activated in over 25 regions during the past 12 years.

See attached proposal for more information.

Pledge Letters

With help of volunteers we have sorted through our Main Street financial pledges to identify who has paid and who hasn't since the program started 5 years ago. Since this is the 5th year a letter will go out to attempt to collect any pledges not received and encourage people to sign on for another 5 years. See attached example letter.

Update on 109 Bridge Park Drive Lease

Members of the Executive Committee are working with the current tenants of 109 Bridge Park Drive to negotiate a lease renewal. We will also be putting a Request for Proposals out for the space to see if there are any other interested parties, just in case the current tenant is not interested in renewing. The RFP will go live on December 2nd.

Upcoming Important Dates

- Gift Local Holiday Shopping Contest - **November 29 - December 24**
- Holiday Parade & Tree Lighting - **November 29th**
- Small Business Saturday - **November 30th**
- Holiday Merchant Open House & Hot Cocoa Contest - **December 7th**
- Ladies Night in Downtown Charlevoix - **December 11th 5 - 8pm**
- Historic Preservation Info Meeting for Downtown Property/Business Owners - **February 6th at 5PM.** - discussion around new draft of Design Guidelines

ATTACHMENTS:

- ❑ Issue Media Group Proposal
- ❑ Pledge Letter Draft

On The Ground 2020 – Michigan Main Streets

Addressing Local News Declines and Community News Deserts

Because of the decade-long decline of local newspapers across the country, many communities are left with significantly diminished news coverage, creating neighborhood news deserts. As local news outlets struggle with shrinking capacity, these communities are receiving less coverage of critical issues like economic development and jobs, entrepreneurship, housing, education, health, transportation, placemaking, environment, arts, and culture.

IMG approaches the issue of news deserts by asking the following questions:

- How do communities support and amplify news coverage that increases community attachment to include topics that are crucial to informed decision-making? How does this coverage specifically relate to the information needs of next-generation talent?
- How do communities attract, engage, and retain talent while creating a narrative about talent, opportunities and transformation in the region?
- How do communities lift up resident voices to increase awareness, understanding and investment in neighborhoods and high need communities across the region?

Strategy

Issue Media Group (IMG) proposes the launch of the On The Ground program, a project that generates editorially independent, solutions-oriented features and news stories. The stories are written with the intention of increasing attachment to place, supporting attraction and retention of talent and business in the region, and increasing resident voice in the media. The stories will be written, photographed and filmed by journalists, photographers and filmmakers in local communities where coverage is taking place.

IMG uses the principles of solutions journalism at the core of its editorial mission. This approach helps readers understand complex challenges in the community by focusing

on the organizations, projects, programs and individuals working to improve conditions and solve problems.

The organizations and individuals that IMG covers often see increased awareness and validation of their work. The stories are often used as third-party validation and help subjects develop new partnerships and business, attract talent, and secure grant dollars with new funders including foundations and the public sector.

The program will be made possible with underwriting support from a coalition of local stakeholders anchored in the region. The coalition members will direct their financial support to increased coverage of critical issues facing the community. This is a sustainable journalism model that IMG has activated in over 25 regions during the past 12 years.

On the Ground - addressing neighborhood news deserts

IMG embeds a journalist in communities to better understand their nuance and unique stories. The journalist maintains a regular presence in the community, engaging with residents and learning their histories, struggles, and the innovations and solutions that are helping to shape their future.

IMG launched its On the Ground embedded journalism program in neighborhoods in Philadelphia in 2012. The model quickly expanded to over 20 communities in Detroit, Memphis, Tampa, Cincinnati, Grand Rapids, Dearborn, Pontiac, Farmington, Ypsilanti, Muskegon, Battle Creek, and Kalamazoo.

IMG publications and programs have received underwriting support from hundreds of local, state and national community stakeholders and partners—including MEDC, W.K. Kellogg Foundation, Knight Foundation, Kresge Foundation, C.S. Mott Foundation, The Skillman Foundation, The Assisi Foundation, Irving S. Gilmore Foundation, Fetzer Institute, Grand Rapids Community Foundation, Frey Foundation, Steelcase Foundation, Kalamazoo Community Foundation, the Facebook Journalism Project, and many others.

Community engagement is critical for better stories and greater impact

Community engagement is critical for impactful journalism and requires significant time sitting with, listening to and participating in community conversations. IMG regularly hosts editorial advisory meetings to bring stakeholders, businesses and residents together to brainstorm story ideas with the organizations and individuals closest to the work. IMG also ensures that journalists are attending community meetings and events to listen and develop trusted relationships with leaders and residents that shape the community's unique stories.

Program scope and deliverables

- Two stories per month
 - o 24 stories per year
 - o Stories may:
 - Leverage Main Street annual report, insights and data
 - Include stories about change over time
 - Include paired cities with shared themes
- Two editorial advisories with coalition members and local stakeholders
 - o Kickoff and six months
- Distribution of stories
 - o IMG, MEDC and local coalition member publications and social media
- License for local coalition members to reuse stories and photography
- Local program evaluation and analytics

Local coalition price, formation and timeline

- \$35,000 total annual program
 - o \$5,000 – Michigan Main Street / MEDC matching funds contribution
 - o \$30,000 – Local coalition members (approximately 3-6+ organizations)
- Issue Media Group will support local coalition formation
 - o Webinar presentations
 - o In-person presentations
- Timeline
 - o Dec 20, 2019 – Intent to proceed due to Laura Krizov, Manager, Michigan Main Street at krizovl1@michigan.org
 - o Mar 27, 2020 – Deadline for forming a local coalition

- MEDC will provide matching funds for the first five communities that successfully form coalitions
- April 2020 – Kickoff in local community

About Issue Media Group

Issue Media Group publishes weekly digital magazines focused on solutions-oriented reporting about neighborhoods and communities across the country. IMG publications aim to connect readers to their city's most visionary and active people, businesses and organizations—the people who are making changes and solving problems.

IMG magazines cover topics such as economic and neighborhood development, healthy communities, arts and culture, entrepreneurship, non-profits, sustainability, leadership, and technology. IMG's 12 Michigan publications reach roughly 1.2 million readers across the state each year.



November 20, 2019

Individual
Address
Charlevoix, MI 49720

Dear _____:

Thank you for pledging to support Charlevoix Main Street upon our acceptance into the Michigan Main Street program in 2014. Because of your pledge we were accepted into this program which has benefited the downtown with several in-kind services over the years. We are excited to report that we are now a **Master Level Michigan Main Street Community** and we couldn't have achieved this without your support.

We could not have achieved so much over the past five years without your financial contributions. It is because of your pledge and your willingness to put a dollar amount toward our efforts of revitalization that we are truly inspired and determined to see economic and quality of life improvements through the Charlevoix Main Street Program. Some recent accomplishments include:

- Downtown Plan & Parking Study as a part of our efforts to become a Redevelopment Ready Certified Community
- Entrepreneurial Ecosystem Technical Assistance from National Main Street Center
- Formed Remote Office/Home Office Collaborative
- Opened The Vault Co-working Space in Downtown Charlevoix
- Completed the Hoop Skirt Alley project with high school students
- Launched a cooperative advertising campaign with local businesses to promote downtown Charlevoix
- Awarded nearly \$60,000 in façade grants since program started in 2017
- Awarded \$25,000 grant to a new business in 2019

Enclosed is a copy of your original Main Street pledge form and an envelope for submittal of your tax deductible contribution. Please make checks payable to Charlevoix Main Street.





As we look back at all that has been accomplished, we also keep looking forward with our community driven goals and strategies in mind. The Main Street DDA Board of Directors has prioritized the following:

- Implementation of the Charlevoix Downtown Alley Corridor Vision to improve sustainability and multi-modal transportation in the downtown (renderings below)
- Address the lack of affordable housing options by encouraging the addition of upper level apartments as well as exploring the possibility of a mixed-use development downtown

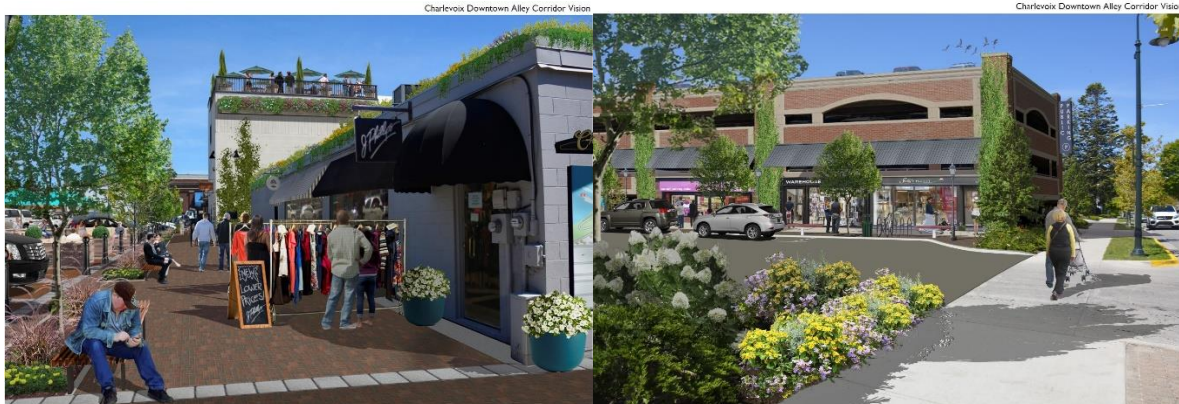
If you would like to support Charlevoix Main Street DDA in achieving our goals, please consider renewing your pledge for the next 5 years to help keep the momentum going.

If you would like to contribute in other ways, please consider becoming a volunteer. 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. Our volunteers are the lifeblood of the organization but our capacity could increase with your donated time. **We have included a volunteer interest card – please send back if you’re interested in getting involved!**

Thank you for supporting Charlevoix Main Street DDA and continuing to help us keep downtown Charlevoix vibrant year round.

Sincerely,

Lindsey J. Dotson
Executive Director
lindseyd@charlevoixmi.gov



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

New Business

TITLE: Set Date for Budget Work Session

DATE: November 25, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

It is time to meet to discuss the details of the 2020/2021 Main Street DDA Budget. With the upcoming holidays and other meetings/obligations along with my time off in December, one date I am proposing is Wednesday, December 17th at 5pm. However, if we were able to have the work session during the week and during the day, that opens up more opportunities.

RECOMMENDATION:

Motion to schedule a 2020/2021 DDA Budget Work Session on _____ at _____ am/pm.

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

New Business

TITLE: Groundhog Shadowfest Sponsorship Request

DATE: November 25, 2019

PRESENTED BY: Maureen Owens

BACKGROUND:

Notes:

Other sponsorships that have been awarded include:

\$2,500 for Venetian Festival

\$1,000 for Historic Signs

\$1,000 for Experience Charlevoix

\$2,500 for Bridge Drop

= \$3,000 left in 19/20 budget

To: Charlevoix Downtown Development Authority

From: Charlevoix Ground Hog Shadow Fest Committee

RE: Request for Sponsorship Support

This will be the fifth year of the "Charlevoix Ground Hog Shadow Fest" showing our continued effort to bring economic opportunities to the community of Charlevoix with a focus on the shoulder seasons of Winter, making Charlevoix a year-round destination.

We continue to annually review our event to make sure we are still meeting our commitment and to ensure that we are being fiscally efficient. Last year we brought Mt. McSauba downtown with a Rail Jam in East Park. We thought it was a great success and it was an opportunity to show off one of our Recreation locations that aren't visible to those who stay in the downtown. We are partnering again with Mt. McSauba and the Charlevoix Recreation Department to continue this cross-promotion.

The 2020 Charlevoix Ground Hog Shadow Fest cannot happen without the generosity and support of businesses and people that care! **We are therefore requesting \$2,500 from the Charlevoix Downtown Development Authority as a Platinum level sponsor.** We believe that the Shadow Fest continues to meet all the goals of the DDA and hope that it is considered a valid partner in our Community.

We thank you for your consideration,

Charlevoix Ground Hog Shadow Fest Committee

RECOMMENDATION:

Motion to approve a platinum sponsorship in the amount of \$2,500 in support of Charlevoix Groundhog

Shadowfest.

ATTACHMENTS:

- ▣ Shadowfest Sponsorships



Complete List of Groundhog Shadow Fest Sponsorship Opportunities:

Platinum Sponsorship - \$2,000+

As a Platinum Sponsor of the 2020 Groundhog Shadow Fest, your organization will receive the ultimate in event branding, company exposure, and product promotion.

Sponsorship Benefits include the following:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Your banner hung in Main Event Tent (provided by the sponsor)
- Continual announcements by the D.J. at the Groundhog Shadow Fest celebration
- Recognition at our Saturday Kick-Off Ceremony and prior to the our musical performance
- Recognized as a Platinum Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

Gold Sponsorship - \$1,000 - \$1,999

As a Gold Sponsor of the 2020 Groundhog Shadow Fest, your organization will receive:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Your banner hung in Main Event Tent (provided by the sponsor)
- Recognition at our Saturday Kick-Off Ceremony and prior to our musical performance
- Recognized as a Gold Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

Silver Sponsorship - \$500 to \$999

As a Silver Sponsor of the 2020 Groundhog Shadow Fest, your organization will receive:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Your banner hung in Main Event Tent (provided by the sponsor)
- Recognized as a Silver Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier

Bronze Sponsorship - \$250

As a Bronze Sponsor of the 2020 Groundhog Shadow Fest, your organization will receive:

- Your logo on the Groundhog Shadow Fest posters and all printed material, and website
- Recognized as a Bronze Sponsor in the Thank You Ad placed in the Petoskey News Review and Charlevoix Courier



2020 CHARLEVOIX GROUNDHOG SHADOW FEST
SPONSORSHIP FORM
Sign Me Up!

The **2020 Charlevoix Groundhog Shadow Fest** cannot happen without the generosity and support of businesses and people that care! Please complete this form and return it with a check made out to Charlevoix Shadow Fest as soon as possible.

Charlevoix Groundhog Shadow Fest
203 Mason St.
Charlevoix, MI 49720

Name/Business: _____

Contact Person: _____

Address: _____

E-Mail Address: _____

Phone: _____

Level of Sponsorship:

_____ Platinum Sponsor _____ Amount

_____ Gold Sponsor _____ Amount

_____ Silver Sponsor _____ Amount

_____ Bronze Sponsor

Tax ID # 47-2428347

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

Consent Agenda

TITLE: Annual Report to State Treasury - Tax Increment Financing

DATE: November 25, 2019

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Attached is the new report that we have to submit each year to the Department of Treasury. Working through this report was an educational experience for city staff. Please review and let me know if you have any questions, thank you.

ATTACHMENTS:

- ▢ 2018-2019 TIF Annual Report

Annual Report on Status of Tax Increment Financing Plan

Send completed form to: Treas-StateSharePropTaxes@michigan.gov	City of Charlevoix	TIF Plan #	For Fiscal Years ending in
Issued pursuant to 2018 PA 57, MCL 125.4911 Filing is required within 180 days of end of Authority's fiscal year 2018-2019.	DDA	2007-724	2019
Year AUTHORITY (not TIF plan) was created:		1982	
Year TIF plan was created or last amended to extend its duration:		2007	
Current TIF plan scheduled expiration date:		2026	
Did TIF plan expire in FY19?		NO	
Year of first tax increment revenue capture:		1984	
Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no?		No	
If yes, authorization for capturing school tax:		Choose from list	
Year school tax capture is scheduled to expire:			

Revenue:

Tax Increment Revenue	\$	431,796
Property taxes - from DDA levy	\$	40,185
Interest	\$	2,036
State reimbursement for PPT loss (Forms 5176 and 4650)	\$	9,147
Other income (grants, fees, donations, etc.)	\$	91,466
Total	\$	574,630

Tax Increment Revenues Received

From counties	\$	156,074
From municipalities (city, twp, village)	\$	235,730
From libraries (if levied separately)	\$	33,500
From community colleges	\$	-
From regional authorities (type name in next cell)	Recreation	\$ 6,491
From regional authorities (type name in next cell)		\$ -
From regional authorities (type name in next cell)		\$ -
From local school districts-operating		\$ -
From local school districts-debt		\$ -
From intermediate school districts		\$ -
From State Education Tax (SET)		\$ -
From state share of IFT and other specific taxes (school taxes)		\$ -
Total	\$	431,796

Expenditures

Salaries and Wages	\$	74,357
Operating Supplies	\$	8,747
Maintenance	\$	71,865
Professional Services	\$	73,958
Contractual Services	\$	41,122
Legal	\$	5,534
Contributions	\$	30,000

	Conference & Travel	\$	5,153
	Miscellaneous	\$	5,707
		\$	-
		\$	-
Transfers to other municipal fund (list fund name)	Marina	\$	338,000
Transfers to other municipal fund (list fund name)		\$	-
	Transfers to General Fund		
	Total	\$	654,443
Outstanding non-bonded Indebtedness	Principal	\$	-
	Interest	\$	-
Outstanding bonded Indebtedness	Principal	\$	3,490,000
	Interest	\$	666,000
	Total	\$	4,156,000
Bond Reserve Fund Balance		\$	-

CAPTURED VALUES

PROPERTY CATEGORY	Current Taxable Value		Initial (base year) Assessed Value		Captured Value
Ad valorem PRE Real	\$	1,002,328	\$		\$ 1,002,328
Ad valorem non-PRE Real	\$	26,763,347	\$	9,998,875	\$ 16,764,472
Ad valorem industrial personal	\$	-	\$	-	\$ -
Ad valorem commercial personal	\$	680,900	\$	-	\$ 680,900
Ad valorem utility personal	\$	-	\$	-	\$ -
Ad valorem other personal	\$	-	\$	-	\$ -
IFT New Facility real property, 0% SET exemption	\$	-	\$	-	\$ -
IFT New Facility real property, 50% SET exemption	\$	-	\$	-	\$ -
IFT New Facility real property, 100% SET exemption	\$	-	\$	-	\$ -
IFT New Facility personal property on industrial class land	\$	-	\$	-	\$ -
IFT New Facility personal property on commercial class land	\$	-	\$	-	\$ -
IFT New Facility personal property, all other	\$	-	\$	-	\$ -
Commercial Facility Tax New Facility	\$	-	\$	-	\$ -
IFT Replacement Facility (frozen values)	\$	-	\$	-	\$ -
Commercial Facility Tax Restored Facility (frozen values)	\$	157,900	\$	-	\$ 157,900
Commercial Rehabilitation Act	\$	-	\$	-	\$ -
Neighborhood Enterprise Zone Act	\$	-	\$	-	\$ -
Obsolete Property Rehabilitation Act	\$	-	\$	-	\$ -
Eligible Tax Reverted Property (Land Bank Sale)	\$	-	\$	-	\$ -
Exempt (from all property tax) Real Property	\$	-	\$	-	\$ -
Total Captured Value			\$	9,998,875	\$ 18,605,600

Overall Tax rates captured by TIF plan

↓	TIF Revenue
22.1372000	\$22,188.74
22.1372000	\$371,118.47
0.0000000	\$0.00
22.1372000	\$15,073.22
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
22.1372000	\$3,495.46
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
0.0000000	\$0.00
\$411,875.89 Total TIF Revenue	

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: November 25, 2019

ATTACHMENTS:

- ▣ Regular Meeting - October 29th

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, October 28, 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, Richard Christner, Kirby Dipert, Paul Silva, Rick Wertz, Amanda Wilkin
Members Absent: Sean Bradley, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

Chair Owens asked to re-arrange the agenda by moving New Business, which included all of the presentations, in front of Reports; and changing the order of the items under Reports and the Board members concurred. Motion by Member Dipert, second by Member Silva to re-arrange the agenda as requested. Motion passed by unanimous voice vote.

5. Consent Agenda

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

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

8. New Business

A. Public Restrooms on 200 Block

Director Dotson stated that during the Downtown Business Owners meeting, Edith Pair, *Mushroom Home Tours*, mentioned issues related to the lack of a public restroom on the west side of the 200 block. Ms. Pair stated that they have noticed over the years that there is a need for public restrooms especially since the alley has all the food trucks now. Member Christner suggested that they come back with some ideas for possible locations for an additional restroom facility.

B. Bridge Cam-Downtown Development Beacon

Leilani Durbin, President of *Silver Linings Charlevoix*, stated that the calendar was on the website, CharlevoixBridgeDrop.org. She stated there was a lot of interest in getting a 24/7 Charlevoix Bridge Cam which they have started fundraising for. She asked the DDA to consider making a 5-year commitment to the project to cover the annual service and maintenance cost at \$1,200 per year. Member Dipert stated that they could discuss the request at their upcoming budget meeting.

Ms. Durbin stated that they would also be doing a 4th of July Celebration every year and asked the DDA to sponsor the event. She explained that the monthly cost for the internet service for the Bridge Cam would be \$200 which would give them high quality images. The Board members concurred to add the proposal to their upcoming budget discussions.

C. Junior Main Street Project Ideas

Ann Marie Conway, Charlevoix High School teacher, reviewed a history of past projects. Director Dotson stated that the students would go through a work planning process once there was a general consensus on which project(s) to pursue.

The students introduced themselves and presented three project ideas including:

- Hammocking in Charlevoix – passive recreational spot for hammocks at a centralized location behind the DNR Fisheries off Lake Michigan Beach;
- Mural on East Park Tavern Wall – student-created mural for the back second story section of the East Park Tavern that would include a trio of vertical portraits on wood panels using weatherproof paint;
- Chamber of Commerce Wall – decorate the wall of the Chamber of Commerce building with a map of the world; either a painted map directly on the brick or painted on pallets of plywood attached to the wall; the project could include a component to allow visitors to place a pin on the map to indicate where they are from.

Chair Owens stated that the project involving the private building was not within the DDA's authority. Director Dotson stated that another possibility would be if the private property owner did not want the mural on his property then the students could look for another location on public property. The Board concurred to support the Mural on East Park Tavern Wall or other appropriate location as a moveable method of displaying student art. Member Christner questioned the cost and durability of the hammocks and discussion followed regarding specifics of the hammock proposal.

Motion by Member Dipert, second by Member Christner to give the students the go ahead on all three projects and see where it leads. Motion passed by unanimous voice vote.

D. The Vault Co-Working Space Update

Jayne Lynskey, AmeriCorps VISTA Member, provided an update on The Vault's progress and goals. She gave a brief presentation regarding accomplishments/progress of The Vault, the addition of an open plan office, desks and lamps in the stairwells, partnerships with local businesses, future events, the addition of the spa space, and the Artist of the Week Program. Ms. Lynskey stated that she has been reaching out to as many organizations as she can because she was "trying to serve the under-served" and she was having some difficulty because individuals see The Vault space as a business already established versus "people who don't have the means to start anything of their own." She asked for the Board's help to make more connections with local organizations.

Ms. Lynskey displayed a list of upcoming future events, fundraisers, Lunch 'N Learn programs, and training sessions. She stated that she was also working with a student intern who was helping to make a promotional video about The Vault and Junior Main Street. She stated that she cleared out the storage area which has now been converted to 20 workstations. Ms. Lynskey summarized that The Vault was constantly adapting, they have great social interaction, and they were promoting well-being. She displayed a potential logo she had designed for The Vault. Chair Owens stated that the Board thoroughly supported all of the work Ms. Lynskey was doing with The Vault.

6. Reports

A. Director's Report

Director Dotson stated that she will be out of office on medical for up to two weeks beginning December 2nd.

C. Quarterly Training Report

Sarah Hagen stated that Director Dotson, Dennis Kusina, Amanda Wilkin and herself attended Michigan Main Street training. She discussed a new quarterly report format and how to tell your story to different audiences. Mr. Kusina stated that often you learn more from the other attendees at training sessions. Ms. Wilkin stated that it was always good to go to another community and see their downtown and bring back ideas to the Board. Director Dotson asked the Boardmembers to complete the Pulse Survey.

E. Bridge Park Building Committee Update

Member Silva stated that members of the Bridge Park Building Committee met on October 18th to discuss the status of the DDA leases and relationship with the building tenants. He stated that he toured the building and was quite impressed with the building's condition. He stated that the public restrooms need a little bit of attention and he felt that the one area they could improve on as the landlords is a "clear lineage of who's maintaining and doing what". He stated that there was a urinal that has been out of service for a while and door handles that need to be replaced. He did not think there was anyone clearly in charge of the building's maintenance. He stated that if the DDA wanted to accommodate the Lake Charlevoix Brewing Company's potential growth they would need to upgrade the electrical from 220 to 3-phase. Discussion followed regarding the timing for cleaning the restrooms, usage of the facility, and the Indian Trailways bus passenger usage of the restrooms.

D. Salary Share with City Update

Director Dotson stated that City Manager Mark Heydlauff will be recommending to City Council to reduce its subsidy for the salary of the DDA Director from 25% to 10% (approximately \$15,000) in the FY 20/21 Budget which would take effect on April 1, 2020. She stated that there will be a work session on the new DDA budget. Discussion followed regarding whether or not the DDA could sell the Bridge Park building.

B. DDA Financials

Director Dotson stated that the financials were provided for the Board's information. She reported that The Vault presently had eleven paying tenants including private offices, drop-ins, and non-profits and they were collecting \$1,700 a month in rent and were close to breaking even.

7. Old Business

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Dipert, second by Member Christner to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 7:16 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: DDA Financials

DATE: November 25, 2019

ATTACHMENTS:

- ▣ DDA Financial as of November 22nd

CITY OF CHARLEVOIX

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING NOVEMBER 30, 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	37,686.38	37,686.38	38,900.00	(1,213.62)	96.88
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	417,460.86	322,765.16	322,765.16	417,500.00	(94,734.84)	77.31
255-000-420.000	DELINQUENT TAXES - DDA	1,218.01	(16.92)	(16.92)	.00	(16.92)	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	176.91	48.76	48.76	.00	48.76	.00
255-000-566.001	STATE GRANTS	.00	9,132.00	9,132.00	.00	9,132.00	.00
255-000-573.000	STATE REVENUE - OTHER	9,147.35	9,163.82	9,163.82	5,000.00	4,163.82	183.28
255-000-580.001	GRANTS - OTHER	.00	.00	.00	3,000.00	(3,000.00)	.00
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	(196.22)	(196.22)	1,000.00	(1,196.22)	(19.62)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	1,000.00	1,000.00	1,000.00	.00	100.00
255-000-668.002	PROPERTY RENT - BIBCO	28,963.20	22,552.47	22,552.47	30,100.00	(7,547.53)	74.93
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	15,671.73	11,929.23	11,929.23	21,000.00	(9,070.77)	56.81
255-000-668.004	PROPERTY RENT - LC BREWERS	4,980.00	3,789.00	3,789.00	5,100.00	(1,311.00)	74.29
255-000-675.000	CONTRIB PRIV SOURCE-PARK BENC	.00	2,280.00	2,280.00	.00	2,280.00	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	9,313.25	6,200.00	6,200.00	7,000.00	(800.00)	88.57
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	12,768.00	12,768.00	15,000.00	(2,232.00)	85.12
255-000-692.000	MISCELLANEOUS	1,239.39	139.02	139.02	.00	139.02	.00
255-000-692.001	MISCELLANEOUS-THE VAULT	.00	2,531.53	2,531.53	.00	2,531.53	.00
	TOTAL FUND REVENUE	574,630.15	441,772.23	441,772.23	562,600.00	(120,827.77)	78.52

CITY OF CHARLEVOIX
DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING NOVEMBER 30, 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	23,516.98	23,516.98	39,400.00	15,883.02	59.69
255-255-706.001	WAGES (ICMA)	3,612.13	2,632.70	2,632.70	4,100.00	1,467.30	64.21
255-255-707.000	SALARIES & WAGES - TEMPORARY	4,167.87	76.55	76.55	.00 (	76.55)	.00
255-255-719.000	EMPLOYEE FRINGE BENEFITS	30,026.20	18,354.72	18,354.72	30,700.00	12,345.28	59.79
255-255-740.000	OPERATING SUPPLIES	8,859.51	6,825.51	6,825.51	8,700.00	1,874.49	78.45
255-255-740.001	OPERATING SUPPLIES-THE VAULT	.00	10,435.97	10,435.97	.00 (	10,435.97)	.00
255-255-776.000	IWF MAINTENANCE	20,236.21	5,388.33	5,388.33	7,000.00	1,611.67	76.98
255-255-801.000	MARKETING & PROMOTIONAL SVCS	44,797.66	50,146.97	50,146.97	49,700.00 (	446.97)	100.90
255-255-801.001	PROFESSIONAL SERVICES-FARM MK	21,025.33	.00	.00	.00	.00	.00
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,154.69	9,874.09	9,874.09	12,000.00	2,125.91	82.28
255-255-801.004	ORGANIZATION COMMITTEE	480.00	381.17	381.17	500.00	118.83	76.23
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	34,298.54	34,298.54	26,500.00 (	7,798.54)	129.43
255-255-818.002	DESIGN COMMITTEE	10,240.71	6,287.50	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 (	1,340.00) (	1,340.00)	500.00	1,840.00 (	268.00)
255-255-853.000	TELEPHONE	1,790.13	1,395.19	1,395.19	1,100.00 (	295.19)	126.84
255-255-860.000	CONFERENCE & TRAVEL	5,152.52	3,022.85	3,022.85	5,000.00	1,977.15	60.46
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	30,000.00	30,000.00	30,000.00	.00	100.00
255-255-900.000	PRINTING & PUBLISHING	1,520.24	711.00	711.00	1,500.00	789.00	47.40
255-255-910.000	INSURANCE & BONDS	1,444.48	1,501.79	1,501.79	1,500.00 (	1.79)	100.12
255-255-933.000	MAINTENANCE - BRIDGE PARK	51,629.24	11,406.18	11,406.18	15,000.00	3,593.82	76.04
255-255-962.000	MISCELLANEOUS	437.50	20,367.17	20,367.17	5,000.00 (	15,367.17)	407.34
255-255-962.001	MISCELLANEOUS - FARMERS MARKE	6.29	.00	.00	.00	.00	.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	250.00	26,500.00	26,500.00	300.00 (	26,200.00)	8,833.33
255-255-964.000	REFUNDS & REBATES	5,013.37	4,007.77	4,007.77	6,000.00	1,992.23	66.80
255-255-999.594	TRANSFER TO MARINA FUND-BOND	338,000.00	334,600.00	334,600.00	334,600.00	.00	100.00
	TOTAL DOWNTOWN DEVELOPMENT	660,452.86	600,390.98	600,390.98	605,200.00	4,809.02	99.21
	TOTAL FUND EXPENDITURES	660,452.86	600,390.98	600,390.98	605,200.00	4,809.02	99.21
	NET REVENUES OVER EXPENDITURE	(85,822.71)	(158,618.75)	(158,618.75)	(42,600.00)	(116,018.75)	(372.34)

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

Consent Agenda

TITLE: Committee Minutes

DATE: November 25, 2019

ATTACHMENTS:

- ▣ Organization & Promotion Committee



Promotions/Organization Committee
Thursday, November 21, 2019
8:00 a.m.; The Vault

Members Present: Lindsey Dotson, Calvin Dotson, Sarah Hagen, Denis Kusina, Caitlin Cole, Katherine Forrester, Jessica Anderson, Dan Barron, Jean Musilek, Leanne Ackert, Maureen Owens

Meeting Minutes

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

8:01am II. Approval of Minutes: October 17, 2019: Maureen/Sarah

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign (Lindsey)

Lindsey stated that the Clothing Company's campaign went very well. Ten people used the coupon and 86 people read the blog. She also discussed the age range on users who engaged with the Clothing Company's social media ad. That French Place will be going up in December.

2. Restaurant Week Recap – (Katherine/Kitty)

Restaurant Week was well received. Everyone thought that the menus were more unique compared to previous events. Lindsey is going to survey the restaurants for their opinions. Calvin objected to watching to Blippi.

3. Gift Local Shopping Contest

The Live Life Local campaign has been rebranded Gift Local. Lindsey reviewed changes to the program. Everyone felt that the changes were needed.

4. Holiday Parade- Small Business Saturday

Caitlin is looking for entries for the Holiday Parade. Main Street is going to be a parade entrant.

5. Supported Events

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.

a. Shadow Fest- February 1

Planning for Shadow Fest is underway. Maureen and the committee are trying to keep costs down. The Recreation Department is going to be doing a sledding course in East Park instead of a rail jam. There is going to be a Bar Leap February 29th.

Jean stated the Live on the Lake concert series is booked for 2020. She has several acts lined up for 2021. Maureen noted that Shakespeare in the Park will be happening again this year. The Cultural Corridor is going to be hosting workshops prior to the event.

B. Organization

1. Newsletter

i. November Statistics (Richard)

Tabled until the next meeting.

ii. December Deadline (Richard)

Leanne submitted her content early! The next deadline for content is December 15th.

Dan discussed Bridge Drop and Sarah will pass along Magic Mike's contact information.

8:35am

IV. New Business

A. Work Plans for 2020

Tabled.

B. Volunteer Toolkit

Lindsey emailed the committee the volunteer toolkit. Jayne has volunteered to help update the forms.

C. New Millennial Proposal

Lindsey reviewed a video proposal from New Millennial. The committee discussed pricing. At this time, the committee will wait on signing any contracts.

D. Pledge Donation Wrap Up

Lindsey is in the process of finalizing a solicitation letter. There's a new volunteer helping with this project. She asked for help stuffing envelopes.

E. Reorganize Email Contacts into Main 5 Audiences

Tabled.

8:50am

V. Volunteer Hours: 100

8:55am

VI. Good of the Order: 8:59am

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.

9:00am VII. Adjournment

Next meeting: December 19, 2019

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: Monthly Report

DATE: November 25, 2019

ATTACHMENTS:

- ▣ October 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-0000110300
 Account City of Charlevoix
 Reporting Period Start 10/1/2019
 Submitter's Name Lindsey Dolson

Status Submitted
 Name Leigh Young
 Reporting Period End 10/31/2019
 Due Date 11/10/2019

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

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

Businesses Closed in MSA

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

Business that Moved out of MSA

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

Existing Businesses that Expanded in MSA

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

Existing Businesses that Contracted in MSA

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

Housing**New & Rehab Housing in MSA**

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

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
---------------	---------	---------------------	--------------------	-------------------	-----------------------

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
---------------	---------	---------------------	--------------------	-------------------	-----------------------

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
---------------	---------	--------------------	-------------------	-----------------------

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
---------------	---------	--------------------	-------------------	-----------------------

Buildings Sold in MSA

Address	Amount of Sale
247 Bridge Park Drive (condo unit)	\$312,300.00

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
41.00	\$0.00	95.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
CEC Conference	Lindsey Dotson, Dennis Kusina, Sarah Hagen	10/1/2019	Entrepreneurship
Main Street Quarterly Training	Lindsey Dotson, Amanda Wilkin, Sarah Hagen, Dennis Kusina	10/8/2019	New Annual Report
Build Institute	Lindsey Dotson	10/9/2019	Entrepreneurship
NW Michigan Small Business Summit	Lindsey Dotson	10/30/2019	Small business

Fundraising/Membership Last Month

Type	Amount
Public	500.00
Earned	200.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
-------	------	----------------	----------------------	--	---------------------------

Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
Board Member			Liam Dreyer	liamdreyer@hotmail.com

Other News or Commentary	Project planning for next year and budget time for us! Things are slowing down a bit in town but there is no shortage of things to do. Our annual report to state treasury was eye opening and helped everyone at City Hall learn the ins and outs of the TIF capture. Also, new procedures have been put into place for the oversight of the Bridge Park Building that we own so that we are made aware of when rent bills are sent and when payments are received, among other things! The Vault is doing well and our AmeriCorps VISTA member has been given the green light to pursue the creation of a maker space.
Program & Outlook	It's always sunshine and rainbows in Charlevoix!
Suggestions for State and National Staff	The MEDC office hours are weird. I called in and got some people who I've never heard of (they don't work in our region) and any questions I had they couldn't answer because they were unfamiliar with our situations. I guess it is geared more toward someone who doesn't have regular interaction with MEDC staff to ask general questions? Also, we are still waiting on our Entrepreneurial Ecosystems report from National (they said we would have it by Sunday) so hopefully it arrives soon.

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_10_28_Meeting(144).pdf	11/11/2019 5:20 PM

michiganbusiness.org

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