



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET SPECIAL MEETING
Tuesday, April 21, 2020- 5:30 PM
Virtual Meeting via Zoom Meetings

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
 - A. Zoom Access Information
- 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.
- 6. Reports**
- 7. Old Business**
- 8. New Business**
 - A. Grant Application Submission
Lindsey Dotson, Executive Director
- 9. Public Comment**
- 10. Request for Future Agenda Items**
- 11. Board Comments**
- 12. Adjourn**

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one week's 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

Roll Call

TITLE: Zoom Access Information

DATE: April 21, 2020

BACKGROUND:

DATE: April 21, 2020

This meeting is being held as a virtual meeting pursuant to Executive Order 2020-48 and is in compliance with the Michigan Open Meetings Act as ordered by the Governor.

Topic: Charlevoix Main Street DDA Board Meeting

Time: Apr 21, 2020 05:30 PM America/Detroit

Join Zoom Meeting

<https://zoom.us/j/96827479563?pwd=MGIKUDlobjllcnFuNGdYNG1KNXFXUT09>

Meeting ID: 968 2747 9563

Password: 059100

One tap mobile

+16465588656,,96827479563#,,#,059100# US (New York)

+13126266799,,96827479563#,,#,059100# US (Chicago)

Dial by your location

+1 646 558 8656 US (New York)

+1 312 626 6799 US (Chicago)

+1 301 715 8592 US

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US

Meeting ID: 968 2747 9563

Password: 059100

Find your local number: <https://zoom.us/u/abUh2ryRXc>

Special accommodations can be made for people with disabilities upon request by contacting the City Clerk at (231) 547-3250.

Persons wishing to make a comment may use the raise hand feature and those who have dialed in may wait and the Mayor will call on you to give you a chance to speak. There is no obligation to speak but the opportunity is accorded to you. The Michigan Attorney General has issued a reminder of the criminality of those who attempt to use virtual public meetings to air lewd comments and images.

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New Business

TITLE: Grant Application Submission

DATE: April 21, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

I would like to submit a grant application to the Grills Fund for the amount of \$10,000 that will be used to support small businesses in our district affected by COVID-19. It is my intention to pair this with funds raised from a crowdfunding campaign in which the public will be able to contribute to. With said monies, a grant program will be created complete with an application and review process, and final grant award approvals will come to the Board. A task force consisting of members of our Economic Vitality Committee has been created to review similar programs process and criteria as a starting point to creating our own. Timeline: The crowdfunding campaign could be started at any time and will run for 30 days. The grant awards are announced on May 18th. This would put us in a good position to roll out our grant program by the end of May. This also gives us time to explore additional funding opportunities/partnerships in the community.

Grant Info:

The Grills Fund for Main Street Revitalization fund will provide five (5) Accredited Main Street America Programs \$10,000 each to help fund innovative revitalization efforts to address the current and/or legacy impacts of COVID-19.

This new grant fund is made possible through the generosity of Joe and Marge Grills of Rapidan, Virginia. The Grills have been long-time leaders in supporting Main Street at both the national and local level. Joe has served as a founding member of the National Main Street Center Board since 2013 and they are dedicated supporters of Main Street America programs in Orange and Culpeper, Virginia.

The application will be open until Friday, April 24, at Midnight PST. Grantee award announcement will be made on Monday, May 18.

Criteria

- **Innovation:** Proposed idea represents innovative, experimental, creative and/or entrepreneurial approaches to addressing Main Street revitalization efforts impacted by COVID-19.
- **Feasibility:** Proposed idea is feasible given grant amount.
- **Replicability:** Proposed idea is something that could be modeled and/or scaled for other Main Street programs to adopt and implement.
- Project must be able to be completed by December 31, 2020.

Eligibility

- Applicant must be a 501(c)(3) or 501(c)(6) organization or a government entity.
- Applicant must be an Accredited Main Street America community.

Timeline

- Application period: April 8 - April 24, 2020
- Project award: May 18, 2020
- Project implementation period: May 2020 – December 2020

Program Terms and Conditions

Grantee will be required to:

Report periodically to MSA on the implementation of the projects and their local impact. *Note: report format and further instructions will be provided after Winning Community selection.*

- **Monthly**, Grantee will report program progress status.
- **Annually**, Grantee will report: local dollars raised or leveraged as a result of the Grills Fund grant; new partnerships created as a result of the Grills Fund grant; other metrics specific to the project type, to be decided upon grant award.

Non-performance

- Grantees will have until December 2020 to complete their respective projects.
- The Grills Fund Grant will be paid to Grantees up front and in full upon award.
- If a Grantee does not complete its project by December 2020, the completion date may be extended at the sole discretion of Main Street America, or Main Street America may request that the Grantee return funds.

Crowdfunding Info:

Patronicity Crowdfunding for Small Business

CROWDFUNDING FOR SMALL BUSINESS FAQs www.patronicity.com

Who is Eligible?

Any small business that has been adversely affected by the COVID-19 crisis and asked to shut down or reduce operations in an effort to help stop the spread and save lives. That may include restaurants, barber shops, salons, auto shops, repair shops, art galleries, studios, theatres and other performing arts venues. Open to for profit businesses in the United States and Canada. You DO NOT need to be a non-profit to start a campaign.

What Can I Raise Funds For?

You're welcome to raise funds for whatever your needs may be at this moment. We just ask that you be very open and honest with your donors about what those needs are. Some examples may include:

- Staff salaries
- Insurance
- Rent and other utilities
- Sales of an oversupply of products? (i.e. sell products to create revenue.)
- Production and distribution of items for community (i.e. hand sanitizer, food relief, etc.)

Are there fees?

Patronicity will waive any and all fees traditionally charged to projects above and beyond what donors may donate at the time of making their donation. We're a small business ourselves but understand the importance of supporting those small businesses who are the lifeblood and social fabric of their own downtowns and main streets.

When are funds processed?

We understand the urgency of cash on hand at this difficult time and we'll do our best to process funds as you need them during the duration of your campaign, or funds can be processed upon completion at the end of your campaign.

How much can I crowdfund?

You can raise as much as you think you may need to cover immediate expenses but we recommend setting a realistic fundraising goal, not necessarily a “wish” goal as more people are likely to donate if they think you’ve set a realistic target for yourself. We’re flexible and can increase your goal during the campaign if need be.

How long does it take?

We can help you get your campaign page launched within a day, then we recommend your campaign duration set to between 30-60 days, and we typically recommend 30 day campaigns. We’re flexible and can extend your campaign if need be.

I’ve never run a campaign, can I get help?

Yes! That’s part of the Patronicity difference. We’ve built our reputation around supporting hyper-local community projects and served as coaches to hundreds of successful community campaigns across the US. You’ll receive a consultation with a crowdfunding coach from the Patronicity team and ability to reach out with any questions during the duration of your campaign. You’ll also receive access to our teams strategy documents built after supporting over 500 successful crowdfunding campaigns raising millions of dollars in community funding.

What if I don’t reach my goal?

We recommend you set up your campaign as “partial-funding” so that if you don’t reach your goal, the funds raised can still be put towards your project. If you’d only like to receive funds if you actually reach your goal, you can choose “all-or-nothing” in this instance, any pledges made during a campaign that falls short of it’s goal will be just that, pledges, that won’t be charged.

How do I get started?

Visit [Patronicity.com/small-biz](https://patronicity.com/small-biz) and follow the prompts to get your campaign page started. A project coach will reach out within 24 hours.

Are you going to crowdfund for me?

While we’re here to support you and give you some of our teams tips & tricks and crowdfunding best practices, no, we’re not going to be sending emails or making phone calls for you. We don’t intimately know your community like you do, so we leave that part to you to connect with your patrons, friends, neighbors and supporters.

What's the difference between Patronicity and GoFundMe or Kickstarter?

At Patronicity, we’ve spent the last 6 years supporting hyperlocal campaigns aimed at supporting projects that build vibrant communities. It’s our belief that one of the main building blocks to vibrant, local communities are it’s small businesses and it’s why we started this support program. You’ll also receive one on one coaching and the chance to receive technical assistance from our team as necessary throughout your campaign.

RECOMMENDATION:

Motion to approve Director Dotson to submit a grant application to the Grills Fund for Main Street Revitalization requesting \$10,000 to to help fund innovative revitalization efforts to address the current and/or legacy impacts of COVID-19.