CHARLEVOIX
MAIN STREET DDA

AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Tuesday, May 26, 2020- 5:30 PM
Virtual Zoom Meeting

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1. Call to Order

A. Zoom Access Information

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 itemis required,it will be removed from the Consent Agenda and considered separately.

A. Minutes
B. Committee Minutes
C. Monthly Report

6. Reports

7. Old Business

A. Long Road Distillers Lease Discussion
Richard Christner, Vice Chair

8. New Business

A. Live Webinar Proposal - Town Hall Meeting: Covid-19 Business Survival Tips
Jon Schallert, President of The Schallert Group
B. Requests from BLOOM & Harwood Gold
Jennifer Haf, BLOOM & Amber Parsons, Harwood Gold
C. Chamber Partnership Considerations
Sarah Hagen, President, Charlevoix Area Chamber of Commerce
D. The Vault Coworking Space Updates re: COVID 19
Jayne Lynskey, AmeriCorps VISTA Member

E. Live on the Lake Concert Series
Lindsey Dotson, Executive Director

F. Messaging Committee Update - Downtown Safety & Walkability Plan
Luther Kurtz, Mayor

G. Patronicity Crowdfunding Campaign
Lindsey Dotson, Executive Director

H. Face Masks
Lindsey Dotson, Executive Director

I. Match on Main Grant Application
Lindsey Dotson, Executive Director

J. Downtown Charlevoix Recovery Plan
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

DDA/Main Street Board

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

Call to Order

TITLE: Zoom Access Information
DATE: May 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:
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: Main Street DDA Board Meeting
Time: May 26, 2020 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting
https://zoom.us/j/93919181923?pwd=aGJOTG1DMHM5VUIyZFZrRzJncU5vdz09

Meeting ID: 939 1918 1923
Password: 078835
One tap mobile
+16465588656,,93919181923#,,1#,078835# US (New York)
+13017158592,,93919181923#,,1#,078835# US (Germantown)

Dial by your location
+1 646 558 8656 US (New York)
+1 301 715 8592 US (Germantown)
+1 312 626 6799 US (Chicago)
+1 669 900 9128 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
Meeting ID: 939 1918 1923
Password: 078835
Find your local number: https://zoom.us/u/aeD43A8dQE

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.

DDA/Main Street Board

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Consent Agenda

TITLE: Minutes
DATE: May 26, 2020

ATTACHMENTS:

- Minutes from April 30th Special Meeting

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET SPECIAL MEETING
Thursday, April 30, 2020 at 5:30 p.m.
Remote Meeting via Zoom

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda
A. Committee Minutes
B. Minutes

Member Christner stated the minutes reflected that Member Wertz made a question about ongoing liability of the DDA that pertained to the grant, but it was Member Christner who made that comment.

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

6. Reports

7. Old Business
A. Façade Grant Reimbursement – 221 Bridge Street
Director Dotson reported that Mr. DiMartino was able to provide adequate documentation of payment made to Wolgast from his bank, therefore a payment of $10,000 has been processed.

8. New Business
A. Contract with Bill's Farm Market
Director Dotson recalled that the DDA contracted with Bill's Farm Market for the past six years and were happy with their services. Member Dipert mentioned that the lights were still up from last year on one of the trees between Grandma's Table and Smoke on the Water. Member Wilkin questioned if they were looking into getting consistency on the light colors. Director Dotson noted that the lights were purchased by the DDA and if they want to re-purchase all the lights, they can do that.

Motion by Member Dipert, second by Member Bingham to approve the contract with Bill's Farm Market for the years 2020, 2021, and 2022 in the amount of $2,461.60 each year. Motion passed by unanimous roll call vote.

B. Election of Officers
Motion by Member Dipert, second by Member Christner to nominate Maureen Owens as Chair for a one-year term ending in April of 2021, and that nominations be closed. Motion passed by unanimous roll call vote with Owens abstaining.

Motion by Member Dipert, second by Member Bingham to nominate Richard Christner as Vice Chair for a one-year term ending in April of 2021, and that nominations be closed. Motion passed by unanimous roll call vote with Christner abstaining.

C. Long Road Distillers Lease Request
Chair Owens stated that they had information before them that was updated on April 28th and she suggested that the Board appoint a member to work with Mr. O'Connor & Mr. Van Strien to find common ground and then bring a presentation back to the Board. Mayor Kurtz supported the idea and he felt that Member Christner should be the Board member to work with the company.

Mr. O'Connor stated that they look forward to continuing dialogue regarding an opportunity to be in Charlevoix in some capacity.

Motion by Mayor Kurtz, second by Member Bingham to let Richard Christner negotiate with Long Road Distillers about plans that they have regarding the lease and to ask him to consider that we do have a controlled lease, but that we also want to be thoughtful in how we work with them on the lease.

Motion passed by unanimous roll call vote with Christner abstaining. Member Christner stated that he would reach out to Mr. O'Connor and Mr. VanStrien in the morning.

DRAFT

9. Public Comments

10. Request for Future Agenda Items

Mayor Kurtz questioned if everyone agreed that they should be fixing the door on the Bridge Street property. Member Dipert stated he would favor holding off until the lease issue was resolved. Mayor Kurtz stated that fixing the door was something they had to do any way and the Board generally concurred to have the door fixed sooner rather than later.

11. Board Comments

12. Adjourn

Motion by Member Christner, second by Member Bingham to adjourn the regular meeting at 5:55 p.m. Motion passed by unanimous voice vote.

_____ _____

Joyce Golding/fgm Maureen Owens Chair

DRAFT

DDA/Main Street Board

210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Consent Agenda

TITLE: Committee Minutes
DATE: May 26, 2020

ATTACHMENTS:

- Design Minutes

CHARLEVOIX
MAIN STREET DDA

Charlevoix Main Street Design Committee
Thursday, May 7, 2020
4:00 PM – via Zoom online
Minutes

Attendees: J. Duerr, L. Dotson, D. Fate, D. Miles, E. Selph, P. Weston

Absent: G. DeMeyere, L. Keinath, M. Owens

I. **Approval of Minutes** - The Minutes from the March 5, 2020, meeting were approved as written.

II. **Outstanding Business**

a. Report from the DDA meeting: Lindsey reported that the lease for Long Road distillers is pending, due to the Covid-19 pandemic and the clause in their agreement. The Economic Vitality committee is launching a grant program on Crowdfunding to benefit small businesses hurt by the pandemic.

b. Design Guidelines: Several business people attended the info meeting held 3/5, and provided limited but positive feedback on the Guidelines. Lindsey made further updates to the document and distributed a copy to the group prior to the meeting. All committee members are asked to review the Guidelines and provide any corrections/typos identified to Lindsey. Once finalized, the document will be put on various sections of the City website, including Main Street, Planning Commission and Historic District Commission.

c. CLG Status: Charlevoix was recently approved by the National Park Service under the National Historic Preservation Act, as recommended by the State Historic Preservation Office, for Certified Local Government status, after a long and arduous process. The City was able to demonstrate its commitment to preservation, a key criteria for approval. This will give the City access to other tools and resources, including grant funding which could be used for planning or for implementation of projects. (More information can be found by going to: www.nps.gov/clg).

III. New Business

a. Impact of Coronavirus pandemic on Main Street activities: Lindsey asked that the committee consider what enhancements might be helpful in our downtown spaces as a result of the 'new normal' behaviors (e.g., social distancing) and precautions that are necessary to reduce the spread of the virus. These could include such physical elements as hand sanitizing stations, creating more space on the sidewalks for pedestrians (block off street side parking and open to foot traffic?), signage, etc. The goal is to make business owners and visitors/customers comfortable coming back downtown. The group

expressed support of expanding walkable space in front of the retail shops and restaurants, even if it means reducing some of the parking spots.

IV. Call for Future Agenda/Research Items

V. Adjournment - the meeting was adjourned at 4:45 PM.

VI. Next meeting: Thursday, July 2, 2020 @ 4:00 PM at City Hall

DDA/Main Street Board

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Consent Agenda

TITLE: Monthly Report
DATE: May 26, 2020

ATTACHMENTS:

- April Monthly Report to MEDC

April

Logout

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | PURE MICHIGAN

Home | My Profile | Project Information | MEDC Programs | My Applications | My Awards | Other Reports

Michigan Main Street Monthly Report

Report only those items occuring in your specific Main Street project area for this month

Metrics Number	M-0000114742	Status	Submitted
Account	City of Charlevoix	Name	Jada Tillison-Love
Reporting Period Start	4/1/2020	Reporting Period End	4/30/2020
Submitter's Name	Lindsey Dotson	Due Date	5/10/2020

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
Northbound	217 Bridge Street Suite A	Retail Occupied	1.0	3.0

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 Func
MDOT	Gaylord	The Michigan Department of Transportation (MDOT) is investing about $256,000 to replace the traffic signal on US-31(Bridge Street) at Clinton Street in downtown Charlevoix. The project also includes upgrading the sidewalk ramps at the intersection to ADA		$256,000.00	State

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund

Buildings Sold in MSA

Address	Amount of Sale

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
29 00	$0 00	42 00

Training Sessions Attended

Event Title	Who Attended	Date	Topic

Fundraising/Membership Last Month

Type	Amount

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

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 committe meeting

Name	Date Uploaded
Agenda_2020_4_30_Meeting(317) (1).pdf	5/8/2020 4:31 PM

DDA/Main Street Board

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

Old Business

TITLE: Long Road Distillers Lease Discussion
DATE: May 26, 2020

PRESENTED BY: Richard Christner, Vice Chair

BACKGROUND:
The motion that was made at the prior meeting was for me to negotiate (discuss) with Long Road Distillers about plans that they have regarding the lease and for me to consider that the DDA does have a controlled lease, but that we also want to be thoughtful in how we work with Long Road Distillers (Lessee) on the lease. First and foremost I want to say that I have made no agreements with the Lessee. My goal has been to explore options that could potentially work for both parties and to bring them back to the Board for further discussion at an open meeting. With that said below is a summary of ideas discussed.

Our original lease requires payments to begin June 1, 2020 barring an event of public health crisis as described on page 2 of the lease. That said, there was approximately a 2.5 month period without payments required under the original lease which was to allow time for the anticipated build-out and for the Lessee to obtain MLCC approval. Restrictions (construction and presumably MLCC inspections) resulting from COVID-19 impacted this timeline so it was discussed if an extension of the time, from when restrictions were lifted, to be added to the end of the lease could be an agreeable solution. The Lessee did not appear to view this as an agreeable solution since it would place them part way thru or near the end of summer before a chance they could open at the level they originally planned to.

In correspondence included in the prior Board packet the Lessee had described an alternative model and proposed changes to the lease and these were again discussed. Those ideas, in summary, were $100/mo base +3% of gross and the Lessee expressed hope of scaling to the original model in the future. **The Board could decide to discuss this request if desired.**

Another point of discussion was a structure that would give an incentive to the Lessee to come to Charlevoix with the model originally discussed, but allowing time to get to full scale while keeping the original lease terms in mind. This structure could look similar to the following:

- Continue with existing lease agreement with monthly payments beginning June 1 in the amount originally agreed to
- The DDA contributes up to X% (reimbursement basis upon opening at full scale) of the improvements from the original plan to be made to the space capped at $X

This structure could allow opening of the Lessee's modified model previously mentioned above providing them the opportunity of promoting the full scale model coming at a later time (next summer?) while having a better timeline to put everything together and reducing their cost of doing so. The DDA would be giving an incentive the Lessee to come to Charelvoix as originally intended while minimizing risks of the space remaining empty and additional costs we could potentially incur if that were to happen while keeping the DDA as close as possible to what we would normally receive under the original terms of the lease.

Since the Lessee and I have only recently begun discussing this last scenario I am not certain if I will have

an idea from them if it is something they feel could work, and at what levels, prior to the Board meeting. My suggestion would be that the Board discusses the information contained above and provide direction on which of, if any, the ideas would be acceptable. If the Board finds merit in the last idea presented then we can discuss levels that could be agreeable and I might offer some ideas of a framework based on review of the existing lease. **Finally, we may want to consider a motion that grants someone the ability to act on whatever acceptable resolutions come from our Board discussions.**

We may also want to discuss at what point we might want to consider posting the property if an agreeable solution cannot be reached with the Lessee.

RECOMMENDATION:

Menu of Recommended Motion Options:

Motion to accept/deny proposal from April meeting of $100/mo base +3% of gross and the Lessee expressed hope of scaling to the original model in the future.

Motion to Continue with existing lease agreement with monthly payments beginning June 1 in the amount originally agreed to with the DDA contributing up to _____% (reimbursement basis upon opening at full scale) of the improvements from the original plan to be made to the space capped at $_____.

Motion to grant _____ to act on whatever acceptable resolutions come from Board Discussions during this meeting.

Motion to authorize Director Dotson to post a Request for Proposals for the available space, this time ensuring that it is promoted as much as possible.

DDA/Main Street Board

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

New Business

TITLE: Live Webinar Proposal - Town Hall Meeting: Covid-19 Business Survival Tips
DATE: May 26, 2020

PRESENTED BY: Jon Schallert, President of The Schallert Group

BACKGROUND:
Note from Director Dotson: In light of the fact that we were not able to host our annual spring training this year because of Covid-19, I've been searching for ways that we can still bring value to our businesses, even more so as a way to respond to the Covid-19 crisis. I've seen Jon speak at the National Main Street conference and am floored every time. The below/attached proposal would be completely customized to Charlevoix needs and extremely valuable as we navigate our "new normal" together as a district.

Webinar Specifics: Jon will conduct a live webinar 60-minutes (1-hour) in length followed by up to 60-minutes of answering questions submitted by participants prior to and during the webinar.

Live Webinar Date: To Be Determined: _____
Live Webinar Time: 8:00 a.m. to 10:00 a.m. Eastern Time
Live Webinar Title: “Town Hall Meeting: Covid-19 Business Survival Tips”
Live Webinar Fee: $3,500.00 due with signed Agreement.
Archived Viewing: The webinar will be archived after the live broadcast and will be available to view by businesses in the City of Charlevoix.

Additional Benefits and Details:

- Notes of the presentation will be provided for you to copy for all participants prior to the broadcast
- Participant Question Submission Forms: We will provide you with a form to distribute to your participants for them to write any questions they would like Jon to answer at the end of the webinar
- Sponsorship Promotion
    - Sponsor(s) will be mentioned by Jon at beginning of webinar and again at the end of the webinar, if applicable

JON SCHALLERT
PROFESSIONAL KEYNOTE SPEAKER |DESTINATION EXPERT | BUSINESS CONSULTANT/COACH

Jon Schallert is an internationally-recognized professional speaker and business consultant specializing in teaching businesses how to turn themselves into Consumer Destinations. Jon speaks to thousands annually on his proprietary 14-step "Destination Business" process. His methodology has been used extensively by towns, cities, villages, downtowns, seasonal tourist locations, shopping centers, retail chains, franchises, and independent small business owners.
Jon developed his expertise by **interviewing over 10,000 independent business owners** in their places of business over a twenty-two (22) year time period. Downtown programs throughout North America were the first ones who embraced Jon's teachings, and **he has spoken and consulted in over 500 downtowns, more than any other consultant.**

The Destination Business process that Jon developed shows local businesses how to differentiate and market themselves as unique Destinations, rather than simply relying on the physical location or the demographics of the area to be successful. **No other consultant teaches a similar process.**

Prior to starting his own company, Jon spent ten years with greeting card giant Hallmark Cards, where his unique marketing strategies were publicized throughout the company as "The Schallert Method". Hallmark also tapped his expertise for their national rollout of "destination" Gold Crown stores.

In 1996, Jon left his successful career at Hallmark Cards and started his consulting firm, The Schallert Group, Inc. He began speaking to small business owners in cities, downtowns, and communities (both rural and urban), around the country. In his first year, he spoke in 87 different towns and cities, and in each place, Jon would consult with 10-15 small business owners in their stores, restaurants, and offices. After years of maintaining this schedule, annually conducting thousands of on-site consultations and studying the most successful small business owners, Jon developed his proprietary 14-step Destination Business process that he teaches today.
In 2002, Jon's company launched his "Destination Business BootCamp®", where clients spend two and one-half days with him, learning how to reinvent their businesses and marketplaces using his proprietary Destination strategy. His BootCamps are now conducted three times a year in Longmont, Colorado.

In 2007, his company invested in rich media training technology and built its own broadcast studio to bring

small business trainings and cutting-edge technology to entrepreneurs and business owners all over the world. Owners are now able to access Jon's advice and 50+ other business experts' exclusive trainings, totaling over 150 webinars, from the privacy of their homes, offices, and businesses at Destination University® **The Schallert Group is the only small business consulting firm in the world employing this technology to train small business owners.**

Some of Jon's corporate consulting clients include Kellogg's, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, Kichler Lighting and Hunter Douglas, to name a few. His insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, USA Today, and Entrepreneur Magazine.

Jon is a member of the National Speakers Association, the International Downtown Association, the National Main Street Network, and Rotary International.

ATTACHMENTS:

- Live Webinar Agreement

THE
Schallert
GROUP

LIVE WEBINAR LETTER OF AGREEMENT

Date of Agreement: May 26, 2020

Client: Charlevoix Main Street DDA
210 State Street
Charlevoix, MI 49720
Contact: Lindsey Dotson, MSARP
Phone: 231-547-3257
Email: lindseyd@charlevoixmi.gov

WEBINAR DETAILS

Webinar Specifics: Jon will conduct a live webinar 60-minutes (1-hour) in length followed by up to 60-minutes of answering questions submitted by participants prior to and during the webinar.

Live Webinar Date: To Be Determined: _____

Live Webinar Time: 8:00 a.m. to 10:00 a.m. Eastern Time

Live Webinar Title: *"Town Hall Meeting: Covid-19 Business Survival Tips"*

Live Webinar Fee: **$3,500.00** due with signed Agreement.

Archived Viewing: The webinar will be archived after the live broadcast and will be available to view by businesses in the City of Charlevoix.

Additional Benefits and Details:

- Notes of the presentation will be provided for you to copy for all participants prior to the broadcast
- Participant Question Submission Forms: We will provide you with a form to distribute to your participants for them to write any questions they would like Jon to answer at the end of the webinar
- Sponsorship Promotion
  - Sponsor(s) will be mentioned by Jon at beginning of webinar and again at the end of the webinar, if applicable

Ownership & Recording: The Schallert Group, Inc. shall have all copyright, trademark, and patent rights with respect to all materials developed in the course of performing this live webinar service.

Reference Letter Upon Project Completion: Recognizing that word-of-mouth marketing is the most powerful form of marketing, your group agrees to provide Jon Schallert with a written testimonial about the webinar within 5 days of the live webinar engagement, if, and only if, you are completely and thoroughly pleased with the performance and content of Jon's webinar.

ACCEPTANCE OF TERMS OF LIVE WEBINAR LETTER OF AGREEMENT

Acceptance of Terms of Live Webinar Agreement Deadline: Tuesday, June 2, 2020

After reviewing the details of this Live Webinar Letter of Agreement, please sign below and fax to our office at (866) 653-1336. Payment of fee is due to reserve the specific date(s) and time(s) for the live webinar(s).

The Schallert Group, Inc.
A Colorado Corporation

By: _____ Date: May 26, 2020
Jon C. Schallert
As its President

I have read the Live Webinar Letter of Agreement and agree to the terms and conditions.

_____ _____
Signature Date

DDA/Main Street Board

210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Requests from BLOOM & Harwood Gold
DATE: May 26, 2020

PRESENTED BY: Jennifer Haf, BLOOM & Amber Parsons, Harwood Gold

BACKGROUND:
Note from Director Dotson: Below is information given to me in regards to a request from two businesses. This is all of the information I have at this time but will add to this item as more comes in.

In an email sent by City Manager Mark Heydlauff on May 20th he wrote:

Earlier this week, Jen Haf approached me requesting we consider allowing her and the Cantina to expand space into the east/west portion of Van Pelt Alley. Amber Munday a couple weeks back wondered about using a food truck for some service. I've not had the chance to talk further with her about this but please follow-up with both of them on their proposals. My thought is you can work through the details on what these proposals would entail and get direction from the DDA Board next week. You can then take their feedback to the City Council on June 1 for consideration. I'm sure there are some Planning Department and DPW considerations to keep in mind as well as the seasonality of one or both requests. I think this could be a good approach for downtown "special requests" as it relates to service changes, especially for this summer.

In an email sent by Jennifer Haf on May 20th she wrote:

Hello Lindsey,
I'm sorry I do not have time this week. Maybe next week. I was just asking about what the process is and if it is possible. Chris at the Cantina is also interested just in the space between our two buildings.

Thanks,
Jennifer Haf

Naturally Beautiful Weddings
www.bloomfloraldesign.com
231-675-9017

DDA/Main Street Board

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

New Business

TITLE: Chamber Partnership Considerations
DATE: May 26, 2020

PRESENTED BY: Sarah Hagen, President, Charlevoix Area Chamber of Commerce

BACKGROUND:

Note from Director Dotson: In an effort to acknowledge our agreement with the Chamber is not in default I have asked President Hagen to help us consider how else our monies can be used this year to support the Chamber of Commerce as many of these circumstances are out of their control.

In an email dated May 11, 2020, President Hagen wrote:

Hi Lindsey,

As we discussed, here's a few options for what we can look into if we are unable to give ample promotional trade with the downtown events per our agreement. We are hopeful to salvage the Summer Open House in some form when it is safe to do so, or do a hefty online/virtual event to serve the same purpose. Then also hopeful Sidewalk Sales can happen as planned for August, and into our holiday events which we'll adapt as needed as we get into this fall.

- **Event trades:** we have a few other virtual event ideas in the works (date night/restaurant feature, for example) that could focus on downtown businesses and be considered a Main Street partnered event to exchange for some of the traditional events being cancelled/changed
- **State of Community event tickets:** we would give 8 tickets for Main Street/DDA attendees – we do plan to host this event as-usual right now, but researching plans if changes need to be made; regardless, we would still have tickets associated with it
- **Logo trade**: list Main Street, DDA as a higher investment level member with logo placement/link on our homepage
- **Dedicated or sponsored Biz Blast messages**: trade an assortment of these sponsorship opportunities for any DDA promotions, messages, etc.

Overall, we're open to new options to ensure the future of our agreement and adapt to the circumstances for 2020. I think that, while we may be able to implement other events or promotions this year, in reality our costs associated with the events will likely be less than usual, which is where we came in with the ideas for those additional 'cost' trades to make up that portion of the contribution. We could also look at implementing a new event or opportunity in 2021 to supplement anything missed from 2020, in hopes that 2021 will resume our regularly run Downtown Promotions at the same agreement terms.

Sarah Hagen
Charlevoix Area Chamber of Commerce
231-547-2101
www.charlevoix.org

RECOMMENDATION:

Motion to accept _____ as promotional trade in lieu of canceled downtown Charlevoix events hosted by the Chamber of Commerce.

ATTACHMENTS:

- Agreement as Written

CHARLEVOIX
MAIN STREET DDA

Agreement

This agreement is made effective as of 1st day of January, 2018 by and between the City of Charlevoix, Main Street DDA and the Charlevoix Area Chamber of Commerce.

The purpose of this Agreement is for the City of Charlevoix, Main Street DDA to provide financial support for the Downtown events (listed below), specifically within the DDA and Main Street Districts.

The activities to be provided by the Charlevoix Area Chamber of Commerce include but are not limited to the planning and execution of promotional events focused on retail, restaurant, and service businesses in the Main Street district.

- Winter Sidewalk Sales
- Easter Egg Hunt
- Summer Open House
- Summer Sidewalk Sales
- Holiday Parade & Tree Lighting
- Merchant Open House

The City of Charlevoix, Main Street and the Charlevoix Area Chamber of Commerce mutually and expressly agree to the following:

- The Chamber shall perform any and all work required for the staffing, administration, coordination, promotion and execution of the above promotional events focused on retail, restaurant, and service businesses in the Main Street district.
- The Main Street program agrees to advertise in conjunction with the Chamber on all the downtown events through all available media channels.
- The Main Street program agrees to provide access to Main Street Volunteers for said events.
- Main Street shall compensate the Chamber with an annual payment of Ten Thousand Dollars ($10,000).
- The term for this event agreement would be for a 3 year period starting in January of 2018 through December of 2020 for review in September of 2020 for an additional 3 year term.
- No later than December 1, of each year, the Chamber shall submit a written report documenting the previous year's events.

This agreement contains the entire agreement between the parties and may not be amended or modified without the express written consent of the City of Charlevoix, Main Street and the Charlevoix Area Chamber of Commerce.

CHARLEVOIX
MAIN STREET DDA

Kirby Dipert, Chair
Charlevoix Main Street DDA

Lindsey J. Dotson, Executive Director
Charlevoix Main Street DDA

Luann Keinath, Chair
Charlevoix Area Chamber of Commerce

Alison Hubbard, President
Charlevoix Area Chamber of Commerce

DDA/Main Street Board

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

New Business

TITLE: The Vault Coworking Space Updates re: COVID 19

DATE: May 26, 2020

PRESENTED BY: Jayne Lynskey, AmeriCorps VISTA Member

BACKGROUND:

A note from Director Dotson:
A brief update on The Vault - we have lost one 24/7 access member, but have since gained 2 dedicated desk members for the summer. This puts us slightly behind financially, but hopefully more dedicated desks will be rented out and our lost member will return when they feel safe to.

RECOMMENDATION:

Motion to approve the Covid-19 Policy and amended membership structure to ensure the safety of all who use The Vault Co-Working Space through the Covid-19 Pandemic.

ATTACHMENTS:

- Covid-19 Policy for The Vault Co-Working Space
- Reopening The Vault Presentation

COVID-19 Safety Policy

After a constructive conversation with our members on safely returning to our facility, we have drafted the following operational policy considering the recommended guidelines from Governor Whitmer's MI Safe Start program. The following procedures are encouraged to ensure our members have a safe working environment that they can trust.

The entire office space has been converted to either private offices or dedicated desk cubicles, including the conference room that will be converted into dedicated desk cubicles to allow members more personal space. This ensures that there is a *minimum* of 6ft around each seat that will be clearly marked to define the area. Each individual area will only be in use by the member who has chosen it.

Day-to-day subscriptions are no longer an option, and monthly membership is encouraged by offering better value for money. However, weekly options are still available with those members restricted to our converted overflow area.

Visitors may only access the building when escorted by a member. Visitors should also be kept to the absolute minimum.

Everyone, including visitors, entering The Vault needs to log in via the proximity app. All logins and membership management will be taking place on personal devices. This enables us to have an accurate log of people using the space that members will also be able to keep track of so that they can make educated decisions depending on their circumstances.

Anyone entering The Vault is required to wear a mask when in and walking through public areas- including members and visitors.

Each workspace will be equipped with sanitization spray to give members control over their area. Members are also encouraged to restrict their refreshments to their desk areas as the kitchen facilities will be suspended until they can resume safely.

The public areas such as the entrance and bathrooms will be sanitized daily. Hand sanitizer will be provided at the entrance to the building, at each sink, and at the printer. In the interest of personal safety, trash will be collected only from the bathrooms.

Any mail received will be transferred to the mail area and will be available to pick up, however you must log in to do so.

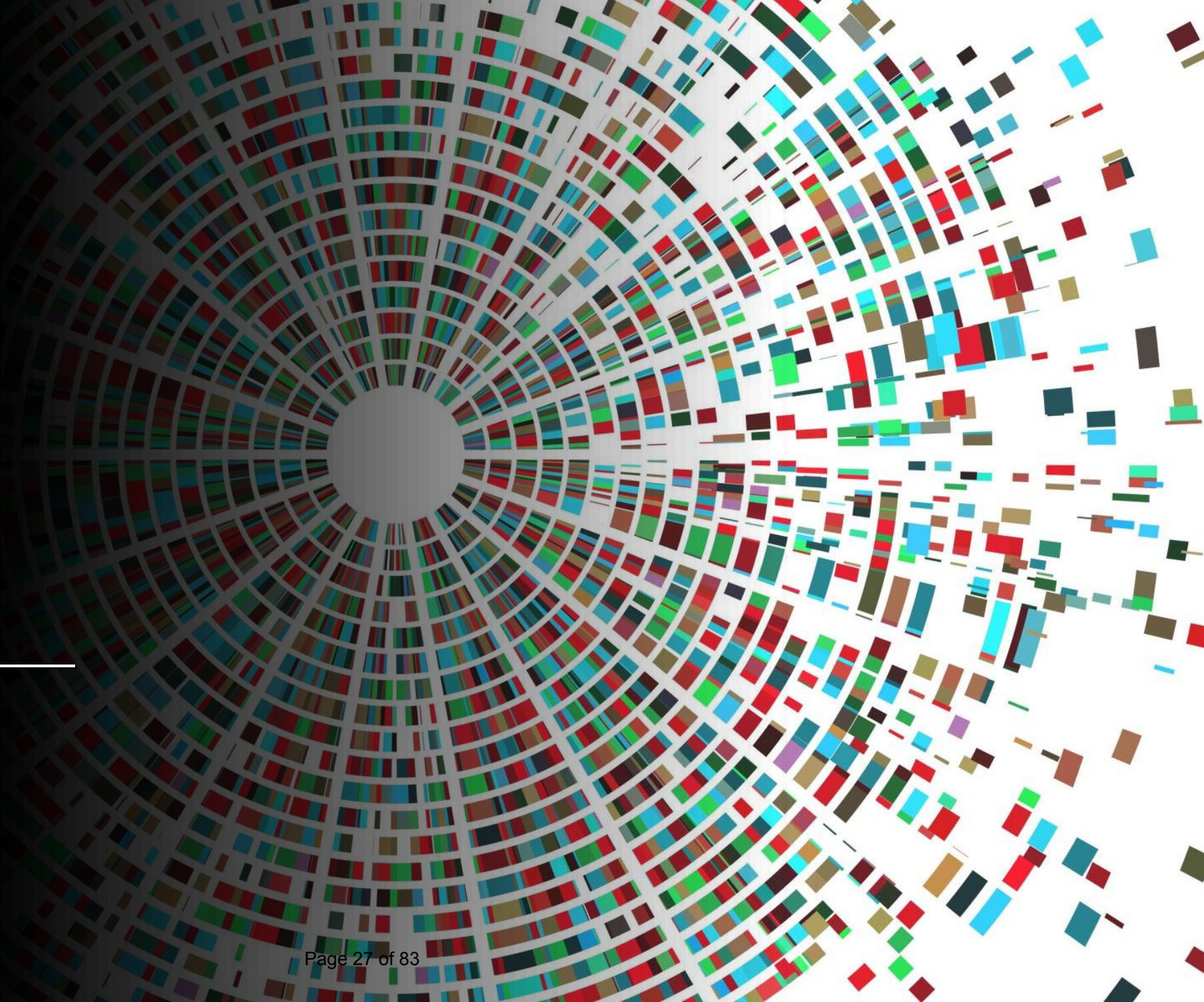
Please refrain from touching your face, and wash hands with hot soap and water for at least 30 seconds.

All expected practices will be posted through out the office with reminders to help us all adjust to the new normal and give clear guidelines for safe practices.

We reserve the right to make any changes to this policy that are deemed necessary in order to ensure the safety of our members.

Code to Reopening The Vault

Covid-19 Plan



ROHO – DISCUSSION

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Safety - #1 Concern

- **Sanitizing**
- **6 ft personal area**
- **Management of community areas**
- **Visitor code of practice**
- **Protective measures**

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Dedicated Desks - Rational

- Dedicated space
- Reduced risk
- Comfort of safe zone
- More control
- Cost effective
- Peace of mind
- TRUST

ADAPT - MEMBERSHIP
TO ENSURE SAFE WORKING SPACE THAT YOU CAN TRUST

Dedicated Desk
WEEKLY

$50

Dedicated Desk
MONTHLY

$120

SUMMARY

The code to reopening is working together to form a space that our members can trust to be as safe as possible.

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CREATIVE REORGANIZATION
Number of work spaces maintained / increased

- Conference room reimagined (min 4 dedicated desks)
- Reorganization of the main open office area (minimize risk but maximize use)
- Phone booths and cupboards potential for use as micro offices (4 available)
- Possible conversion of kitchen into an office space if there is a demand

OPERATIONAL PROCEDURE SUMMARY

- All offices or dedicated desks
- 6 foot safety zone marked around each desk
- Drop in suspended – discount on weekly / monthly to reduce risk
- Weekly confined to conference room
- Visitor guidelines
- Login on entry with Proximity
- Use of own devices
- Masks in public areas
- Sanitation spray at each work station
- Public areas sanitized daily
- Suspension of kitchen use
- Posting of safe practices
- Social distancing / hand sanitizer
- Trash only collected from bathroom (personal items used in own area and taken care of personally)

VISITOR CODE (including massage customers)

- All visitors must check via the Proximity log
- Masks are required
- Visitors must be met at the door by the member and escorted to the area
- Visitors may not enter earlier than their appointment time if they arrive early they must wait in their car or outside in a safe area

FUTURE

COVID

- Visitor Code
- Masks required
- Social distancing
- Sanitized daily
- Monthly Zoom meeting

SAFE

EFFECTIVE

WORK

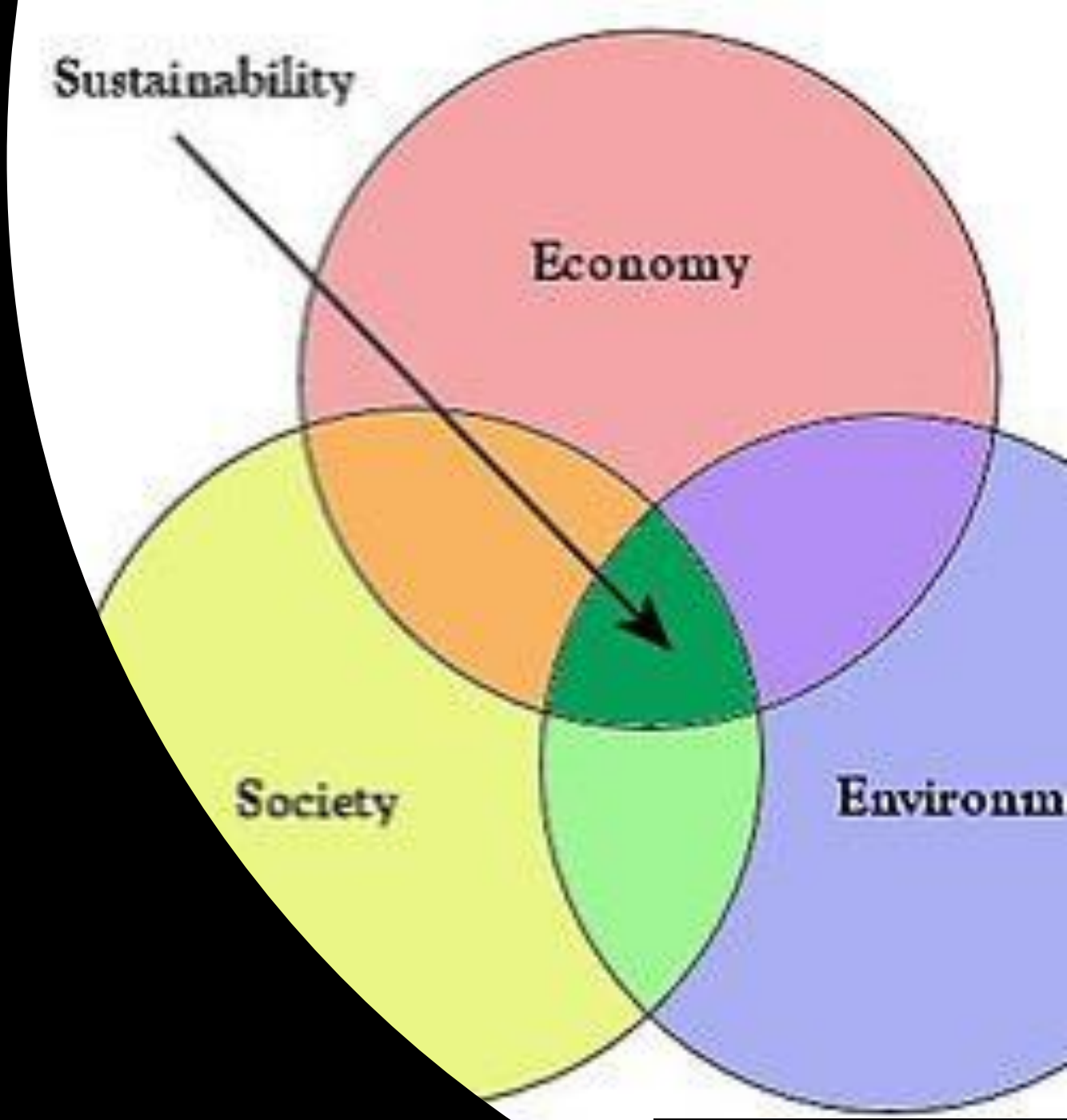
PLACE

POST COVID

- Drop in membership
- Open to visitors
- Coffee / Kitchen
- In person monthly events
- Develop new business start up
- Maker space opening
- Art gallery

SUSTAINABILITY

- I have developed a Volunteer job description using the Mainstreet program
- The concept is to use member volunteers to run The Vault for signing up for a certain number of half day periods they would receive a reduced rate
- Other potential options could include use of the maker space in exchange for volunteer hours
- This would free up the AmeriCorps volunteer to develop programs such as new business start ups and the maker space



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DDA/Main Street Board

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

New Business

TITLE: Live on the Lake Concert Series
DATE: May 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:
Our Live on the Lake Summer Concerts are slated to begin on June 25th. The lineup is below. We had secured 8 sponsors at $250 each. We also have buskers set up to perform each night from 5-7pm.

In light of everything that is happening, I'd like our board to discuss our plan moving forward. Should we cancel the entire series? Should we cancel the first couple of shows? Should we do away with buskers entirely to allow for more social distancing? Or should we press on if large outdoor gatherings are allowed to occur per the Governor's Executive Order? If we were to keep the concerts, what precautions can be taken to ensure proper social distancing occurs?

June 25	Stone	Country
July 2	Hurricane	Reggae/Caribbean
July 9	Brett Newski & the No Tomorrow	Alt Rock
July 16	Distant Stars	Rock
July 30	Charlie Millard	Chill Folk
August 6	Tracy Kash	Jazz
August 13	Dags Und Timmah	Blues
August 20	Matt Gabriel	Folk/Pop

RECOMMENDATION:
Motion to _____ the Live on the Lake Summer Concert Series for 2020.

DDA/Main Street Board

210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
Charlevoix Main Street DDA
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New Business

TITLE: Messaging Committee Update - Downtown Safety & Walkability Plan
DATE: May 26, 2020

PRESENTED BY: Luther Kurtz, Mayor

BACKGROUND:
The messaging committee conducted a public comfort survey, of which the results are attached. Using information gathered from the results of the survey, the committee recommended to City Council that parking be cordoned off on the weekends starting Memorial Day Weekend, with designated spots for curbside pickup, to allow more social distancing spacing and outdoor dining opportunities as the town re-opens. The map and letter from the mayor is attached for reference.

Due to the timing of our meetings and the re-opening of our region of the state, this topic was not first discussed on a Board level for a recommendation from the DDA to City Council. If the board wishes to discuss now would be a great time to, especially after seeing how this new configuration worked over the weekend.

The council agenda item read:
Many parts of Charlevoix will be different as we re-open and welcome second home owners back to our community. Currently, parking and pedestrian access on Bridge Street coexist quite well since we have set up temporary curbside pick-up spaces for restaurants relying on take-out only service. Recently, our retailers been able to begin a curbside approach as well; both of these services will need to continue in the future. Hopefully, we'll see folks want to enjoy some semblance of normal again soon but this will likely include a greater use of outdoor dining where patrons can more easily be spaced. Additionally, we should think of how to give pedestrians more space to socially distance as they walk down the sidewalks. In some cases, the expansion of outdoor dining will crowd sidewalks but ideally we'll see more folks out and about as the weather warms and we return to a more normal state of affairs.

In this time, it may be a good idea to restrict some parking on Bridge Street to accomodate these changes and allow pedestrians to use some of the parking areas as expanded walkways. The Messaging Group I initiated has been talking about various ideas for community sanitation including more hand sanitizing, common messages about mask wearing, and general information between health officials and the business community. Earlier this week, we circulated a survey to the community and by Monday's meeting, we should have some results about this challenge of parking, curbside service, and outdoor dining.

In order to give businesses time to plan and develop a good approach, we need to begin discussing this topic now and think of what the way forward may look like this summer. Unlike the more drastic step Traverse City recently took to stop all traffic on Front Street this summer, this approach would allow traffic to flow normally with some parking but also some expanded pedestrian areas. Exactly how to do this remains a task for tackle right away.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- Letter to General Public
- Letter to Business Owners
- Survey Results

CITY OF CHARLEVOIX

A Message to the Charlevoix Community

Charlevoix knows firsthand the harsh toll on the health, safety and economic well-being the COVID- 19 virus has dealt world-wide. Our efforts of staying home to stay safe; social distancing during essential outings; and reduced travel have kept a low number of cases in our County. Thank you for respecting the closures, quarantines, precautions, hand washing, social distancing, and face mask wearing guidelines. Now, as we ease into a gradual economic reopening, we must remain vigilant! We owe it to our own health - and the health, safety and economic wellbeing of our family, friends and neighbors.

Doing our continued part means working together. From our local health department policies to our support of our local merchants, we must remember that healthy people create a healthy economy. Many merchants have added face coverings, hand sanitizer and other essentials to their inventory. Together, the merchant community reminds you that the friendly faces of customer service you've come to expect in our community are still here to serve you, even if shopping now involves masks, phone calls or contact-less purchasing. Businesses of all kinds in Charlevoix are offering curbside service, local delivery and affordable shipping options. To be sure, this isn't the same experience we've come to rely on, but in these unprecedented times, some things don't change: shopping local and building our community still matters most!

The Health Department of Northwest Michigan and Munson Healthcare Charlevoix Hospital remain dedicated to testing, treating and maintaining the health of all residents in our area. Charlevoix EMS, our police and fire departments, and the rest of the City's staff continues to ensure basic and emergency needs are met. The teams at Visit Charlevoix, the Charlevoix Area Chamber of Commerce and Charlevoix Main Street continue to coordinate with area businesses - conveying messages in line with local health resources keeping Charlevoix moving forward. Thanks to everyone who is working tirelessly for our community. Together, we work toward a prosperous new normal.

Let's also recognize the achievement and accomplishment of our local high school graduates. Traditional ceremonies and graduation parties may not be the same this year, but congratulations graduates! We support your continued endeavors.

While many events that define the Charlevoix summer experience have been canceled or postponed, think of new ways to enjoy our community. Consider that Charlevoix's parks, trails, natural areas and the City golf course remain open for use – albeit with some manageable health and safety limitations. Life has changed, but the core fundamentals of our community have not changed.

Wash your hands. Wear a mask. Keep your distance. Together we'll keep Charlevoix beautiful and healthy!

Quick Guide to Community Resources

Please reach out to the agency or agencies below when you need a helping hand. Confidential and beneficial services are available and are here to serve you. Today is a great day to call if you need assistance with any of the following:

• Charlevoix Community Food Pantry	231-237-9490
• Health Department of Northwest Michigan	800-432-4121
• North Country Community Mental Health	231-547-5885
• Charlevoix Alano Club (substance abuse recovery)	231-675-9184
• Personal Products Pantry	Find on Facebook
• Women's Resource Center Domestic Violence Assistance	231-347-0082
• All other community assistance needs	211
• All emergency needs	911

CITY OF CHARLEVOIX

Dear Downtown Business Owners:

I hope you are enjoying the buildup to this opening weekend. I know everyone is looking forward to experiencing downtown Charlevoix again. I'm writing you to let you know that last night the City Council approved a Downtown Safety and Walkability program for our downtown. I believe this program will improve the local resident, seasonal resident, and visitor's experience in our downtown. The goal of this program is to make our downtown more desirable to more people by making it easier and safer to walk through downtown during the current pandemic.

There is a wide spectrum of people with varying opinions on the pandemic, but regardless of any facts that can be presented for or against those opinions, the reality is that many people are still cautious about going out and engaging in the local economy. The purpose of this program is to make our downtown accessible to as many people along this spectrum of varying opinions as possible. The City of Charlevoix welcomes everyone to engage in our local economy in whatever way is most comfortable for them. The details of the program are below:

Downtown Safety and Walkability: The basic part of the program is that many of the parking spaces on Bridge Street will be converted into pedestrian space. And other spaces in the parking lots and the side streets will then be dedicated for curbside service. At first, this will only happen on weekends as described in the schedule below. The schedule may change based on need.

All parking on Bridge Street where the blue line is depicted on the picture below will be converted into walking pedestrian space. The additional space will help in the following ways;

- Restaurants may utilize the sidewalk space for outdoor dining.
- Pedestrians will have more space to social distance while walking downtown.
- Note: Parking adjacent to East Park and Bridge Park will remain as parking throughout the summer.

Outdoor dining: Restaurants will be encouraged to continue outdoor dining along the sidewalk on Bridge street. Additionally, other restaurants will be able to utilize space on the side streets for outdoor dining.

Curbside Pickup locations: It is important to allow businesses to continue offering curbside pickup. The City will mark off parking in the lots and side streets and designate them for curbside pickup locations. This will allow restaurants and shops to direct their customers doing call-in orders to a certain location for pickup. The proposed locations are depicted in hot pink on the picture below.

Outdoor shopping: Council has not approved this yet, but Council asked for information that would allow stores on Bridge Street to place limited merchandise on the sidewalk for this summer. More on this at the next council meeting.

Downtown Safety and Walkability Dates of Operation:

May 22nd to June 26th – Weekends only (Friday morning to Monday morning).
June 26th to Labor Day – Seven days a week.

I know that there are a lot of unknowns this summer but I am hopeful that we can market our downtown as a desirable space for all visitors, whatever their comfort level, to come and engage in our local economy, when the time is right. It seems that we have a lot of second home owners that will be in town this weekend. I wish you all the best of luck as you navigate all the new ways to conduct business during these trying times.

Best regards,
Luther Kurtz
Mayor Kurtz

Once the stay-at-home order is lifted, how quickly will you return to dining out or shopping in small businesses?

Immediately	419	34.1%
Within a few weeks	116	9.4%
Within a few months	32	2.6%
It depends on what safety measures are in place for me to social distance and stay safe at the businesses in town.	542	44.1%
Not Sure	80	6.5%
Other (please specify)	34	2.8%
No answer	7	0.6%

Sample of textual responses for choice **Other (please specify)**, showing at most 5:

Review all responses

1	Scientific data collection & analysis
2	June
3	Dining out seems risky but shopping with masks would be okay.
4	Will not be in CVX this summer
5	Vaccine

Question 2 — Yes / No

Once the stay-at-home order is lifted do you think you will feel comfortable dining out at local restaurants?

Yes	693	56.3%
No	521	42.4%
No answer	16	1.3%

Question 3 — Yes / No

Should the City of Charlevoix develop a plan to encourage more outdoor dining this Summer?

Yes	1085	88.2%
No	137	11.1%
No answer	8	0.7%

Question 4 — Yes / No

Would you feel comfortable sitting at public picnic tables in the parks?

Yes	1006	81.8%
No	216	17.6%
No answer	8	0.7%

Question 5 — Multiple Choice

What do you think about removing most of the parking on Bridge Street and converting it into additional sidewalk space for pedestrians, allowing more social distancing while walking and also more outd…

Yes, this is a good idea. Social distancing is important to me as I contemplate going back to shops and restaurants.	515	41.9%
Yes, this is a good idea, but I prefer to keep curb-side shopping for the businesses too.	279	22.7%
No, this is a bad idea, I prefer to keep the parking spaces in front of the shops and restaurants.	294	23.9%
Other (please specify)	131	10.7%
No answer	11	0.9%

Sample of textual responses for choice **Other (please specify)**, showing at most 5:

Review all responses

1	Good idea but I am worried about the already, existing traffic issues .
2	Probably be a good idea, however, where would parking be available?
3	Parking creates a hazard for drivers watching for people jaywalking. Get rid of the parking there aren’t
4	Just block off ONE side, not both if you feel a need to do this. I would recommend the side toward East
5	We should close this to traffic and make the whole bridge street area from the Grandmothers table to th closed for people to walk talk and dine outside on small tables separated by atleast 6 feet.

Question 6 — Multiple Choice

What dining experience would you prefer in the months after businesses reopen?

Regular Dine-in Service	553	45.0%

Outdoor Dining	778	63.3%
Reservations Only Service	207	16.8%
Curbside Pickup or Carry Out Only	402	32.7%
Private Events	52	4.2%
Other (please specify)	63	5.1%

Sample of textual responses for choice **Other (please specify)**, showing at most 5:

Review all responses

1	Especially reservations only!
2	Pickup too
3	I don’t see us returning to dining out until we see how this virus reacts to population movement
4	Not interested in dining in or ordering takeout yet but we used to dine out frequently at restaurants in C
5	spaced seating

Question 7 — Yes / No

Would you like to see curbside service options for restaurants continue?

Yes	1074	87.3%
No	145	11.8%

No answer	11	0.9%

Question 8 — Yes / No

If you answered yes to question 7, would you still use curbside pickup service if there were strategic locations, not directly in front of the business, that would allow you to pull up and receive you…

Yes	1003	81.5%
No	122	9.9%
No answer	105	8.5%

Question 9 — Yes / No

Once the stay-at-home order is lifted do you think you will feel comfortable shopping at local businesses?

Yes	969	78.8%
No	241	19.6%
No answer	20	1.6%

Question 10 — Multiple Choice

What shopping experience would you prefer in the months after retailers reopen?

Online shopping - delivery	75	6.1%
Online shopping - pick-up	249	20.2%
Walk-in	759	61.7%
Other (please specify)	138	11.2%

No answer	9	0.7%

Sample of textual responses for choice **Other (please specify)**, showing at most 5:

Review all responses

1	Both
2	In person with limits as to ppl in stores and safety measures in place
3	Pick-up and/or delivery
4	All of the above with occupancy limits for walk-in customers
5	Walk in if there is a time set aside daily for seniors and those at risk.

Question 11 — Yes / No

Do plexiglass barriers at checkouts influence your shopping decisions?

Yes	470	38.2%
No	752	61.1%
No answer	8	0.7%

Question 12 — Yes / No

Would you prefer limits on the number of people within smaller businesses?

Yes	879	71.5%
No	345	28.0%
No answer	6	0.5%

Question 13 — Yes / No

Once the stay-at-home order is lifted do you think you will feel comfortable resuming in person meetings with service providers?

Yes	933	75.9%
No	285	23.2%
No answer	12	1.0%

Question 14 — Yes / No

Will you expect business staff to wear face masks?

Yes	815	66.3%
No	408	33.2%
No answer	7	0.6%

Question 15 — Yes / No

Would you like to see more "touch-free" payment options available within businesses?

Yes	965	78.5%
No	259	21.1%
No answer	6	0.5%

Question 16 — Yes / No

While adhering to appropriate social distancing guidelines, would you be comfortable attending large indoor events?

Yes	486	39.5%

No	736	59.8%
No answer	8	0.7%

Question 17 — Yes / No

While adhering to appropriate social distancing guidelines, would you be comfortable attending large outdoor events?

Yes	870	70.7%
No	352	28.6%
No answer	8	0.7%

Question 18 — Text Field

When considering your return to small businesses, what are the most important health and safety measures businesses can take to help you feel comfortable while shopping, dining-in, or receiving in-per…

Review all responses

Showing a preview selection of up to 5 responses:

1	1. Face Masks 2. Hand Sanitizer openly available 3. Paint or tape marking six feet, and walking path/directions.
2	Did business observe or defy state closure and reopening protocols? What precautions continue to be taken by staff and patrons? What do I really need enough to risk disease exposure to self and others in business venues?
3	Dining in reservations! Thorough cleaning & social distancing
4	Cleanliness, especially restaurants, tables, floors, etc.

5	Limits on customers Facemasks Hand sanitizer

Question 19 — Multiple Choice

What is your age?

19 or younger	13	1.1%
20-24	15	1.2%
25-34	98	8.0%
35-44	214	17.4%
45-54	283	23.0%
55-64	282	22.9%
65-74	231	18.8%
75 or older	80	6.5%
No answer	14	1.1%

Question 20 — Multiple Choice

Which of the following best describes you?

I am a full-time or year-round Charlevoix area resident	809	65.8%
I am a part-time or seasonal Charlevoix area resident	328	26.7%

I am a Charlevoix visitor	87	7.1%
No answer	6	0.5%

Question 21 — Text Field

Thank you for you feedback. If there is anything you would like to share, that you feel we have not covered, or should have covered more, please leave us a note here.

Review all responses

Showing a preview selection of up to 5 responses:

1	Possible police traffic guides
2	Thank you for the opportunity to share my opinions. The Chamber is doing a Great Job, considering the facing and meeting! :)
3	The word “comfortable” makes some of my answers seem more adamant. I will likely participate in son feeling uncomfortable.
4	Great questions and some great options - especially removing parking from Bridge Street!!!!
5	With major events canceled, convert East Park to a large social distancing dining area with properly spa tables, hand washing stations, addition of gazebos for shade, attendants to clean and disinfect, table-side restaurants and allow consumption of beer and wine.

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

New Business

TITLE: Patronicity Crowdfunding Campaign
DATE: May 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Support Downtown Charlevoix Businesses through the COVID 19 Crisis

Times are tough for all of us right now - but especially for our small business owners who have been forced to close during this pandemic. Help us help them!

Support Downtown Charlevoix Businesses through Covid-19

Charlevoix Main Street DDA created this campaign to raise funds to help small businesses pay rent, purchase safety equipment and market their product during this new way of doing business. Please help by supporting our campaign for the relief and recovery of our small business community.

Downtown Charlevoix is a beautiful, small rural community, surrounded by water. The downtown businesses are heavily reliant on the summer, tourist season to do the majority of their business for the year. The loss of any retail and restaurant businesses would be devastating to our community's economy. Many are struggling to stay open and others are concerned about opening safely and responsibly in order to do business in these unprecedented and difficult times.

The Project

The Charlevoix Main Street Board of Directors and Economic Vitality Committee members are working to create a grant fund that will help support our downtown businesses financially in a multitude of ways. Grants may be used for working capital to support payroll expenses, rent, mortgage payments, utility expenses, COVID-19 relief or recovery expenses or other similar expenses that occur in the ordinary course of business.

The Impact

We've known small businesses would be hit hard by COVID-19, but results from a recent survey conducted by Charlevoix Main Street DDA makes it clear: our small businesses need our support now more than ever.

43% of surveyed small businesses in downtown Charlevoix are at risk of closing over the next five months as a result of the Covid-19 crisis. Of the 44 small businesses surveyed, 18 indicated their businesses are at risk of closing permanently in the next five months. Looking out to a year from now, downtown Charlevoix could see as many as 28, if not more, businesses close their doors.

Downtown Charlevoix has been fortunate to boast a low vacancy rate for the last 5 years but that could change if 25% of our storefronts were shuttered permanently. Many of the federal and state funding programs to support small businesses have failed to meet the needs of many. Even more troublesome is that many of these programs only assist already established businesses. Little to no funding has been made available for start-ups. This means that if businesses close, vacancies will be even more difficult to fill than they were before. Here is where the community can step in.

How You Can Help

Aside from supporting our local businesses any way that you can, contributing to this campaign will help ensure the livelihoods of the small businesses that make Charlevoix the unique destination that it is. It's time for neighbors to help neighbors. Any amount donated will be added to a pool of funds that consist of grant dollars from federal, state, and local resources. All monies will be awarded to small businesses in our community. Contributors of $500 or more will be invited to review grant applications to help determine which businesses get financial support. If you can't contribute, that is fine - you can help spread the word via social media!

If you prefer to give offline by cash or check please make out to Charlevoix Main Street DDA and mail to: 210 State Street Charlevoix, MI 49720

If you have questions or inquiries contact Lindsey Dotson by calling 231-547-3257 or emailing lindseyd@charlevoixmi.gov

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RECOMMENDATION:

Motion to approve Director Dotson to launch the crowdfunding campaign through Patronicity to fund business relief and recovery as a result of Covid-19 impacts on the district.

DDA/Main Street Board

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

New Business

TITLE: Face Masks
DATE: May 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

In an email dated May 8th Kirby Dipert wrote:

I received this yesterday, and would sell these to mainstreet at my cost plus freight. At a buck a piece, looks like a pretty good deal. We could send to Roger to have our logo printed but that's a multi color logo and cost would soar. The 500 unit package would be available 6/1. I think the 5 and 10 pack would be available too late. Do you see any value in this? We could maybe package them in 5's and 10's and slap the logo on the ziplock and make available to dtwn stores? As a comparison, the paper throw away mask are $36 for a box of 50.
Let me know your thoughts? Kirby

Kirby Dipert was able to order face masks for $1 each that will be able to be screen printed with the Charlevoix C logo at Charlevoix Screen Masters for .50 each. 500 have been ordered and should arrive next week. They were ordered before we could meet to ensure they would be available. It was suggested that the Main Street DDA program could purchase these and have them as "giveaway/swag" items for our local merchants to use as PPE for their staff.

RECOMMENDATION:

Motion to purchase branded Charlevoix face masks from Charlevoix Wear to be distributed to our downtown businesses for use.

ATTACHMENTS:

- Hanes Face Masks

#InThisTogether

Masks – Frontline

Business to Business

April 2020

HANES Brands Inc

Masks

Hanesbrands is a Fortune 500 company with ~$7B in annual sales and more than 60,000 employees

#1 apparel brand in the U.S.

in **9 out of 10** U.S. households

95% awareness among U.S. consumers

Energy Star Partner of the Year, **10 Years Running**

HANES *for GOOD*

86% Landfill Diversion Rate

23% Energy Reduction

31% Less Water Used

30% Renewable Energy Used

31% Fewer Carbon Emissions

Under an agreement with US Department of Health and Human Services,
***Hanes* is committed to making over 320 million** all-cotton face masks to **stem the spread of COVID-19**

We are **now offering masks to our partners** to help meet the **growing consumer demand**

Hanes face masks are available beginning the week 6/1/2020

(Ship timing dependent on timing of order receipt and volume)

NEW *Hanes* Face Mask

Fabric

- 3-Ply 100% Cotton
- Colors: White

Key features

- Adjustable **nosepiece** for enhanced comfort and fit
- **Wicks** Moisture
- **Washable** & **reusable**
- **One size** fits most

Pricing

$1.00 per mask, sold by the case

Shipping

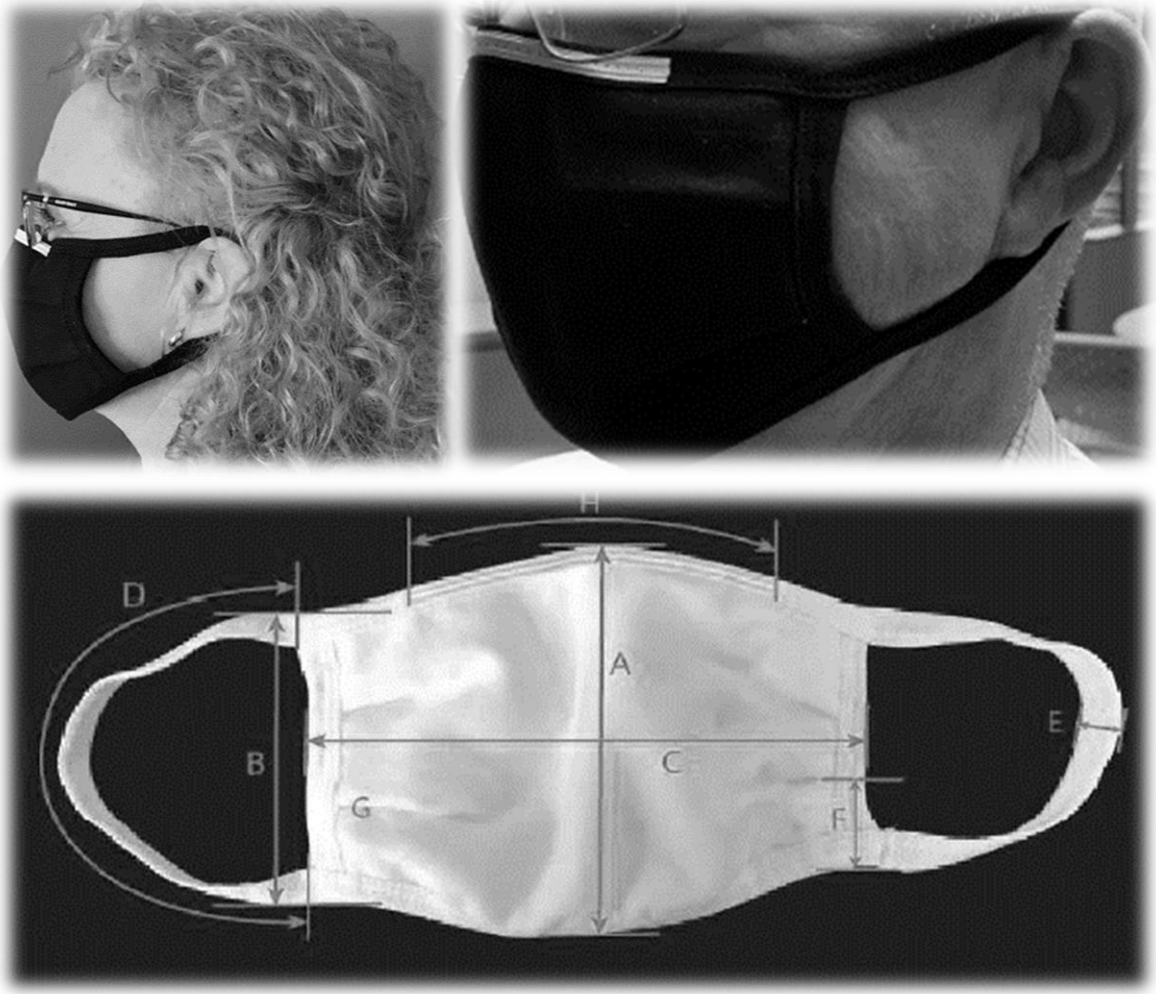
- Masks are packaged in polybags of 50 units, **cases of 500** (10 polybags per case)
- 16 cases per **pallet**
- Approximately 1,000 cases per **truckload**

Style	Order Quantities	WHLS
CMASKBB	Case	$500
	Pallet	$8,000
	½ Truck	~$250,000
	Truck	~$500,000

Terms

All mask orders are **pre-paid** only
(NET 10 available with approval only)

NEW *Hanes* Face Mask Images



Please note that black mask is for fit reference only. Initial quantities **ONLY** available in White

Additional colors available at later date

NEW *Hanes* Face Mask

50 Masks per poly bag
10 bags per case

Sticker on Package

- Not recommended for use in a surgical setting or where significant exposure to liquid bodily or other hazardous fluids may be expected and where the infection risk level through inhalation exposure is high.
- Do not use in the presence of a high intensity heat source or flammable gas.
- Shall not be used in a clinical setting where the infection risk level through inhalation exposure is high.
- Fabrics over breathable area: 100% cotton.
- Mask may contain silver and/or copper, discontinue use if irritation develops.
- Machine wash warm. Use only non-chlorine bleach if needed. Tumble dry high.
- Discard after 20 washes.

RN15763

Made in XXXXXXX FPO

UPC INFO

DDA/Main Street Board

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

New Business

TITLE: Match on Main Grant Application
DATE: May 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The Match on Main – COVID-19 Response Program temporarily expands the MEDC's Match on Main Program and will provide up to $50,000 to local downtown management organizations to administer to eligible small businesses located in traditional commercial districts, including downtowns, neighborhood and commercial districts, or areas planned and zoned for concentrated commercial development. This temporary expansion increases access for additional communities, expands eligible activities, and eliminates match requirements for businesses.

This program serves as a tool for local units of government, Downtown Development Authorities, or other downtown management organizations that desire to support place-based businesses located in their traditional downtowns by providing grant funding to eligible businesses in response to the COVID-19 crisis.

The local unit of government, Downtown Development Authority, Main Street organization, or other economic development organization that represents the downtown will serve as the grant applicant and may apply for up to $50,000 to administer to small businesses located within their traditional commercial district. The maximum contribution to any one business is capped at $10,000. The minimum contribution to any one business must be at least $2,000.

The applicant will determine which businesses are selected for inclusion in the application for support and at what desired grant amounts. A summary of program requirements can be found in the Program Fact Sheet (Appendix A).

The application window is May 13, 2020 through May 29, 2020. All applications will be due by 5pm on Friday, May 29, 2020.

RECOMMENDATION:

Motion for Director Dotson to submit an application to the MEDC for the Match on Main program requesting $50,000 to assist 10 businesses in the Main Street DDA district at $5,000 each if awarded.

ATTACHMENTS:

- Match on Main Program Guide
- Program Fact Sheet

- Selected Business List
- Business Scoring Matrix

MATCH ON MAIN

COVID-19 RESPONSE PROGRAM GUIDELINES

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

How the Match on Main – COVID-19 Response Program Works:

The Match on Main – COVID-19 Response Program temporarily expands the MEDC's Match on Main Program and will provide up to $50,000 to local downtown management organizations to administer to eligible small businesses located in traditional commercial districts, including downtowns, neighborhood and commercial districts, or areas planned and zoned for concentrated commercial development. This temporary expansion increases access for additional communities, expands eligible activities, and eliminates match requirements for businesses.

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The applicant will determine which businesses are selected for inclusion in the application for support and at what desired grant amounts. A summary of program requirements can be found in the Program Fact Sheet (Appendix A).

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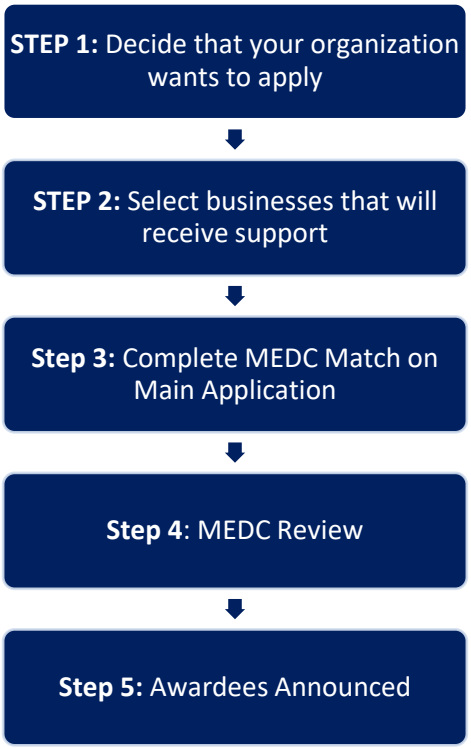


Step 1: Decide to Apply for Funding

Who can apply?
Local units of government, downtown development authorities, Main Street organizations, Community Development Corporations, or other economic development organizations that represent a downtown, traditional commercial district, a neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development may serve as the grant applicant for Match on Main – COVID-19 Response Program. The MEDC will be looking to prioritize applicants that demonstrate a past history of supporting businesses within the district for which they are applying.

In addition, the applicant must be representing a district that is located within a community that is Certified or Engaged in the Redevelopment Ready Communities Program.

If a community has multiple organizations that could be considered qualified applicants, the organizations should communicate with one another to avoid competing application submissions. Please note that the MEDC will only award grant funds to one qualified applicant under each grant agreement. If multiple applications for the same community are submitted, they must represent different traditional commercial

districts within the community. If multiple applications are submitted on behalf of the same district, both applications will be denied.

What type of businesses qualify for funding?
Applicants must certify that **EVERY** business included in their application meets **ALL** eligibility criteria for the application to be considered. If an application includes businesses that do not meet the eligibility requirements, the MEDC reserves the right to remove that business from consideration. Preference will be given to applications that include businesses with owners who financially qualify as low-to-moderate income based on federally supplied data; however, all businesses that meet the criteria below are eligible to apply.

Businesses must meet all of the following eligibility requirements:

- The business is located within the boundaries of the community the applicant serves
- The business is located within a traditional downtown, historic neighborhood commercial district, or area planned and zoned for concentrated commercial development
- The business sells products and/or services face to face AND has a physical location within a traditional downtown, historic neighborhood commercial district, or area planned and zoned for concentrated commercial development (Ex. The business has a storefront location in downtown)
- The business is operating as a for-profit business
- The business has 25 employees or less
- The business is headquartered in Michigan
- The business demonstrates it has been affected by the COVID-19 outbreak

Ineligible businesses: non-profits, franchises, businesses located in strip malls, "big box" retailers, marijuana related businesses and/or any other business deemed ineligible by the MEDC.

In addition, the businesses included in the application must not have received or been approved to receive support from the Michigan Strategic Fund's Small Business Relief Program (Grant or Loan) as administered in conjunction with regional economic development organizations or an MEDC Match on Main Grant within the last 24 months.

How can businesses use the grant funding from the Match on Main – Covid-19 Response Program?
Grants may be used for working capital to support payroll expenses, rent, mortgage payments, utility expenses, COVID-19 relief or recovery expenses or other similar expenses that occur in the ordinary course of business. Additional needs identified by the business and supported by the local community may also be considered at the sole discretion of the MEDC.

Step 2: Select Businesses that will be included in the Application

Who is responsible for selecting the businesses to include in the application?
The applicant will identify the businesses that are recommended for grant support through the Match on Main – COVID-19 Response Program. The applicant may apply for up to $50,000 to administer to small businesses located within their district. The maximum contribution to any one business is capped at $10,000, the minimum amount must be at least $2,000. This means that a minimum of 5 businesses or a maximum of 25 businesses must be selected for potential funding. Within these funding limitations, the applicant will

determine which businesses will be included in the application for support and at what desired grant amounts.

How should an applicant determine if a business is eligible?
The MEDC has provided a Local Business Worksheet (see Appendix C) to assist applicants with determining if a business is eligible. Please note for any business that receives funding from this program, the Local Business Worksheet will be required to submitted. The Local Business Worksheet is completed by the business owner and provided to the applicant.

Once eligible businesses apply, how should the local applicant determine which businesses to include in their application?
The MEDC recognizes that applicants may be inundated with local businesses needing additional financial assistance as a result of the COVID-19 crisis. Because selecting local businesses out of multiple applications may be difficult, the MEDC has provided an example Business Scoring Matrix Document (Appendix D) that local entities can use to prioritize which businesses will be included in the application.

The local business selection process is completely determined by the local entity. The Business Scoring Matrix document is *OPTIONAL* to be used as a reference in creating a transparent process for selection and will not be required as part of the application submission.

Once the businesses have been selected by the applicant, how should they be reported to the MEDC?
Once the applicant has determined which businesses are eligible and a priority for its application, the applicant will compile the eligibility information into the Selected Businesses List (Appendix E). **This Selected Business List will be required as part of the Match on Main – COVID-19 Response Program application.**

Step 3: Complete MEDC Match on Main – COVID-19 Response Grant Application

What type of questions are included in the application?
The application for the Match on Main – COVID-19 Response Program will be available online at the miplace.org website. A copy of the full application is also available for reference in Appendix B. The first section of the application will ask questions to determine an applicant's eligibility to participate in the Match on Main-COVID Response program. The second section will ask narrative questions and require document submissions that will be used to score applications. The last section will ask applicants to certify their application for submission.

There are three attachments requested as part of the application:

- REQUIRED: The Selected Business List (Appendix E)
- REQUIRED: Business Map
- OPTIONAL: Business Scoring Matrix Document (Appendix D)

The application will need to be completed in one attempt; therefore, it is important that applicants have all of the above information on-hand at the time of submission. Applicants may wish to record their answers in a separate word document and gather all required attachments before starting the application. Please note that all narrative questions have a 350-word limit; all attachments must be (4MG) or smaller.

Where do applicants submit their completed applications?
The application for the Match on Main – COVID-19 Response Program will be available online at the www.miplace.org/matchonmain. To reference the application prior to submitting online, please refer to Appendix B.

Step 4: MEDC Review

How will the MEDC be evaluating applications?
Applications will be evaluated on a variety of factors, including but not limited to:

- **Fit with community vision/priority/strategy:** Competitive applicants will outline and provide examples of how this funding will support existing small businesses within their downtown or eligible district, as well as why this program aligns with the mission, vision and/or strategic priority of the applicant.
- **Applicant capacity and program management plan:** Competitive applicants will have demonstrated a history of managing small business or other funding programs (i.e. façade program). Each applicant must have a clearly defined plan for program management and a process for disbursing funds, as well as the ability to disburse funds within 30 days of receipt of the MEDC funds. The MEDC expects funds to be disbursed by the applicant as quickly as possible. In any event, all funds must be disbursed by the applicant within 60 days.
- **Partnership and Resource Leveraging:** Competitive applicants will articulate how their organization assists small businesses with leveraging additional resources available through local, regional, state or federal organizations and will identify a plan to support small businesses with accessing additional resources in the future. In addition, a competitive applicant will reference specific small business resources that they use or plan to use within their district. Technical assistance and financial assistance programs and/or partnership will be given equal consideration.
- **Overall impact of MoM-COVID-19 funds within the "District/Downtown":** Competitive applicants will describe how Match on Main-COVID-19 Program funds will impact businesses in their district, as well as describe whether or not local or regional programs are available and have been utilized by small businesses within their district.
- **Transparent Process for Identifying Selected Businesses:** Competitive applicants will define and articulate a transparent process for identifying selected businesses. A transparent process may include use of the Business Scoring Matrix Document provided by the MEDC or other scoring mechanism developed by the community.
- **Identification and Eligibility of Selected Businesses:** Competitive applications will clearly identify eligible businesses by uploading a completed Selected Business List (Appendix E). **Additional preference will be given to applications that include multiple businesses whose owners meet federally defined low-to-moderate income thresholds (See Appendix G).** If a business owner does not meet these thresholds, applicants may still include the business in their application. The low-to-moderate income qualification is only a preference of the program. **A business owner failing to meet the low-to-moderate income threshold does not disqualify the business from inclusion in the application.**

In an effort to evenly disperse funding across the state, the Match on Main – COVID-19 Response Program review team will select a minimum of one grantee from each of the 10 Prosperity Regions using the scoring criteria above. The application with the highest score from each prosperity region will be selected. The remaining grantees will be selected based on competitive scores applied state-wide.

Additional factors that may be considered include – but not limited to – the total amount of funding requested by the applicant is consistent with the program guidelines, the application is consistent with the program guide, an applicant being located in a geographically disadvantaged area as defined by either a State Opportunity Zone or State HUBZone **AND/OR** a community qualifying as certified in the Redevelopment Ready Communities program or the Michigan Main Street program will be applied.

Step 5: Awardees Announced

What is the timeline for announcement of awardees?

The MEDC is planning to notify applicants of grant award decisions on or about Wednesday, June 10, 2020. Applicants will be notified by email.

Compliance and Reporting Requirements

If an application is approved for funding, Match on Main – COVID-19 Response Program grantees must verify that they are willing to comply with all MEDC requirements, including but not limited to, marketing, promotions, reporting and compliance. Grantees will be expected to issue sub-grants to the selected businesses and require reporting and compliance to the applicant in order for the applicant to report and comply with MEDC requirements. A background check will be conducted on the individual managing the grant for the applicant. Additional Terms and conditions related to these requirements will be defined in the final grant agreement. To reference the Compliance and Reporting paperwork required for this program, please reference Appendix F.

Anticipated Program Timeline (subject to change)

Wednesday, May 13, 2020	May 13-29, 2020	Friday, May 29, 2020	Wednesday, June 10, 2020	Late June	December 31, 2020
•Match on Main-COVID-19 Response Program Announcement •Program Documents Available	•Application window opens •State-wide office hours held	•All Applications will be due by 5pm	•Applicants notified of grant award decision. •Background check forms will be given to awardees and must be submitted to the MEDC within 24 hours	•Grant agreements executed & disbursement requests made	•Final compliance reporting due to the MEDC

Appendix A: Program Fact Sheet

Match on Main – COVID-19 Response Program FACT SHEET	
Goal	Temporarily expand the Match on Main program through additional partnerships with local downtown management organizations across the state to provide grant support to small and micro businesses located in traditional commercial districts impacted by COVID19.
Funding	Match on Main – COVID-19 Response Program
Total Program Funding Amount	Up to $1,000,000
Funding Availability	Late June
Maximum Grant Amount	**Individual applicants can receive a maximum of up to $50,000**. The maximum contribution to any one business is capped at $10,000, the minimum amount must be at least $2,000. This means that a minimum of 5 businesses or a maximum of 25 businesses must be selected for potential funding.
Overview	The Match on Main – COVID-19 Response Program temporarily expands the MEDC's Match on Main Program and will provide up to $1,000,000 to local downtown management organizations state-wide to administer to eligible small businesses located in traditional commercial districts, including downtowns, neighborhood and commercial districts, or areas planned and zoned for concentrated commercial development. This temporary expansion increases access for additional communities, expands eligible activities, and eliminates match requirements for businesses.
Eligible Applicant	• Local units of government, downtown development authorities, Main Street organizations, Community Development Corporations, or other economic development organizations that represent a downtown, traditional commercial district, a neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development • Representing a district that is located within a community that is Certified or Engaged in the Redevelopment Ready Communities Program
Eligible Business	• The business was affected by the COVID-19 outbreak, • The business is for-profit and headquartered in Michigan • The business has 25 employees or less • The business sells products or services face to face within a traditional downtown, neighborhood or commercial district, or area planned and zoned for concentrated development • The business has not received or been approved to receive MSF Small Business Relief Program funding or an MEDC Match on Main grant within the last 24 months. • Low-to-Moderate Income Owner *MEDC Preference, not required
Eligible Uses	Grants may be used by the business for working capital to support payroll expenses, rent, mortgage payments, utility expenses, COVID-19 relief or recovery expenses or other similar expenses that occur in the ordinary course of business. Additional needs identified by the business and supported by the local community will also be considered.

SELECTED BUSINESS LIST												
Business Name	**Business Address**	**Type of Business (Retail, Service, Restaurant, Other)**	**Potential Funding to be awarded to the business**	**# of Jobs retained**	**Business sells products or services face-to-face and has a physical location within the Applicant's district**	**For-profit business**	**Business has 25 employees or less**	**Business is headquartered in Michigan**	**Business has financial hardship related to COVID-19**	**This business is not listed as an ineligible business according to the program guidelines (non-profit, chain restaurant, etc.)**	**This business has not reported receiving support from the MSF's SBRP or MEDC Main on Main program (past 24 months)**	**The business owner self-identities as low-to-moderate income. (Yes, No, N/A)**
Bentley Hill Bakehouse	113 Antrim Street	Restaurant	5000	3	X	X	X	X	X	X	X	Yes
Ga Ga for kids	323 Bridge	Retail	5000	5	x	x	x	x	x	x	x	Yes
Graffitees	329 Bridge	Retail	5000	2	X	X	X	X	X	X	X	Yes
The Taffy Barrel	211 Bridge	Retail	5000	7	X	X	X	X	X	X	X	Yes
Grey	101 Bridge	Retail	5000	4	X	X	X	X	X	X	X	Yes
Thistle	327 Bridge	Retail	5000	5	X	X	X	X	X	X	X	Yes
True North Interior Design & Antiques	108 Van Pelt	Retail	5000	x	x	x	x	x	x	x	x	yes

Hotel Earl	120 Michigan	Other	5000	3	x	x	x	x	x	x	x	No
Elements Gallery	211 B Bridge Street	Retail	5000	x	x	x	x	x	x	x	x	no
The Lake House	403 Bridge	Retail	5000	6	X	X	X	X	X	X	X	No

*Please add additional rows to this table as needed.

Appendix D: BUSINESS SCORING MATRIX, EXAMPLE

PLEASE NOTE: THIS BUSINESS SCORING MATRIX IS AVAILABLE AS A RESOURCE, IT IS NOT REQUIRED FOR APPLICATION SUBMISSION.
Local entities can rank and prioritize eligible businesses within their districts using whatever transparent process they see fit.

How to use this tool:

1. Determine if/how you want to prioritize your business applicants locally (examples below).
2. Once you've decided which supplemental factors will be used for your local evaluation, update the Local Business Worksheet document.
3. Finalize, distribute and then collect the Local Business Worksheet from interested businesses.
4. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business is eligible for funding.
5. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business meets your local priorities for funding.
6. Select the businesses for inclusion with your application.

Local consideration:

1. Years in business (Example: Has been in business between 1 – 3 years)
2. Number of employees (Example: Has under 5 employees)
3. Industry sector (Example: Will only consider restaurants for our local application)
4. Business is considered a district "anchor"
5. Business industry aligns with the Community's Transformation Strategy, market data, or other recruitment priorities
6. The business has received a local incentive in the past (Example: The business has received a DDA Façade grant in the previous three years)
7. The business actively participates and is open during downtown events
8. The business has utilized resources through the Michigan Small Business Development Center or other small business resource provider in the last 12 months
9. The business had annual revenue (company-wide) of under a certain amount (Example: The business had an annual revenue in 2019 of under $500,000)
10. Or other considerations as identified by the community.

EXAMPLE BUSINESS SCORING MATRIX ON NEXT PAGE

Business Scoring Matrix															
	Step 1: Business Eligibility Verification							Step 2: Local Consideration				Step 3: Selected for Funding		
	MEDC Eligibility Criteria							Local Eligibility Criteria				Meets MEDC Eligibility	Meets Local Eligibility	Recommended for funding
Business Name	Brick & Mortar Business within the district	For-profit	Headquartered in Michigan	25 Employees or less	Owner reports meeting Low- Mod Income Threshold	Financial Hardship related to COVID-19	No MSF SBRP or MEDC Match on Main Support in the last 24 months	*If things continue as they are, how long before your business is at risk of closing permanently?*	*Have you applied to other assistance programs (PPP, EIDL)? If yes, have you gotten any loans or grants? If not, why?*	*Have you attempted to get penalty free extensions on expenses like rent, utilities, supplies, inventory, etc.? If so, what has been successful? If not, why?*	Comments	Put an X if the business qualifies	Put an X if business meets local eligibility	Recommending Business for Funding
Bentley Hill Bakehouse	X	X	X	X	Yes	X	X	May not last the summer	Yes – no success	Yes – paying reduced rent but will have to pay back	2nd attempt to re-open business - #1 type of business on our last business prospect survey	X	X	X
Ga Ga for Kids	x	x	x	x	Yes	x	x	Will be taking on debt by 2nd week of June	Yes – received PPP and EIDL	Yes – extensions on payments to major vendors plus pushed out delivery dates and negotiated reductions on future orders	Also affected by fires in 2016, has never applied for assistance before through our program	x	x	x
Graffitees	x	x	x	x	Yes	x	x	1 – 2 months	Yes - $2000 EIDL	Paying rent late with no fees, hold on inventory orders	New business as of 2019	x	x	X
The Taffy Barrel	x	x	x	x	Yes	x	x	2021	Yes- $2000 EIDL	No	Longtime anchor business with new owner	x	x	x

Grey	x	x	x	x	Yes	x	x	3 months	Yes – didn't get anything	Working with suppliers on shipping extensions. Unable to negotiate rent.	Unable to resign lease at current location and has to pay through April 2021.	x	x	X
Thistle	x	x	x	x	Yes	x	x	1 year	Yes – received PPP, EIDL grant, EIDL loan	Yes – 50% off one month of rent, re-negotiated with inventory vendors, re-negotiated marketing contract	Planning to relocate business to 200 block for longterm survival due to high rent at current location	x	x	X
The Lake House	x	x	x	x	No	x	x	6 months – 1 year	Yes – PPP	No	Anchor business	x	x	x
Hotel Earl	x	x	x	x	No	x	x	Not sure	$3000 through EIDL and $15,500 through PPP	Renegotiating construction loan	Major redevelopment – already received $10,000 façade grant from us	x	x	X
Elements Gallery	x	x	x	x	No	x	x	6 – 7 months	Small amount for PPP – no EIDL	Some vendors extended to 60 day terms with no interest	Been in business for 21 years	x	x	X
True North Interior Designs & Antiques	x	x	x	x	Yes	x	x	End of this year	Applied but didn't get anything	No	Open year round with classes and activities in the winter	x	x	X

DDA/Main Street Board

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

New Business

TITLE: Downtown Charlevoix Recovery Plan
DATE: May 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:
Downtowns and urban commercial districts across the U.S. won't recover from the economic impacts of the global pandemic simply by way of government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a fitness class, eating in a restaurant, and attending a special event will all be greatly dependent on having an informed and strategic recovery plan. Your Recovery Work Plan will position your organization with a road map, a leadership position in the recovery, and an opportunity to secure implementation resources through advocacy.

Since it is difficult to predict the timeline between reopening and a more settled new normal, we recommend that you initially look at your plan as a 90-day period for activities in all Four Points of the Main Street Approach that will aid in your district's recovery efforts. After the initial period, reevaluate based on remaining needs and a fresh look at your recovery inputs.

STEP 1: THE INPUTS
Recovery must start by gathering understanding from several "inputs" that help to inform a thoughtful and strategic response to the lifting of business restrictions in your community.
A. Resident/Consumer Recovery Survey
B. Business Recovery Interviews
C. Existing Transformation Strategies
D. National Trends
E. Local, State, and National Guidelines

STEP 2: RECOVERY WORK PLANNING

Given current conditions, the following planning process can be conducted in a virtual format over a series of webinar "meetings."

Webinar 1 – Facilitated meeting with Board and staff to review the survey and recovery interview findings. Dialogue about their meaning, how it relates to national trends, and local reopening guidelines. (1.5 hours)

Webinar 2 – Facilitated meeting with Board and staff to evaluate current workplan for activities that should remain short-term to address COVID-19 recovery, and then construct key goals within each of the Four Points. These goals will serve as the framework for Four Points meetings. In addition, review any known activities by partner organizations. (1 hour)

Webinar 3 – Facilitated meeting with Organization group (this may be a committee, task force, loose cadre

of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 4 – Facilitated meeting with Promotion group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 5 – Facilitated meeting with Design group (this may be a committee, task force loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 6 - Facilitated meeting with Economic Vitality group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery, and address new activities conforming to the goals identified by the Board. (1 hour)

Webinar 7 – Facilitated meeting with Board, staff and Committee/Task Force Chairs to review finished "Recovery Dashboard" and discuss advocacy messaging and metrics. (1 hour)

STEP 3: THE OUTCOMES

The final step in developing your Main Street Forward Recovery Work Plan is to assemble a list of your program's existing activities that are relevant to recovery, any newly identified activities, and partner organization activities that will contribute to your district's recovery efforts.

The products that result from this workplan can provide a critical framework for the next 90 days of your work, serve as an advocacy tool for the resources needed to implement your plan, and provide metrics for you to measure what success looks like for your district over this phase of recovery.

RECOMMENDATION:

Motion to approve Director Dotson to move forward with coordinating community/business surveys and setting up Zoom meetings for facilitated discussion to begin the process of adopting a Downtown Charlevoix Recovery Plan with the assistance from members of the Board and Main Street Committees with a goal of having a plan to approve at the June DDA meeting.

ATTACHMENTS:

- Planning for Recovery Guide

Main Street FORWARD

PLANNING FOR RECOVERY GUIDE

May 2020

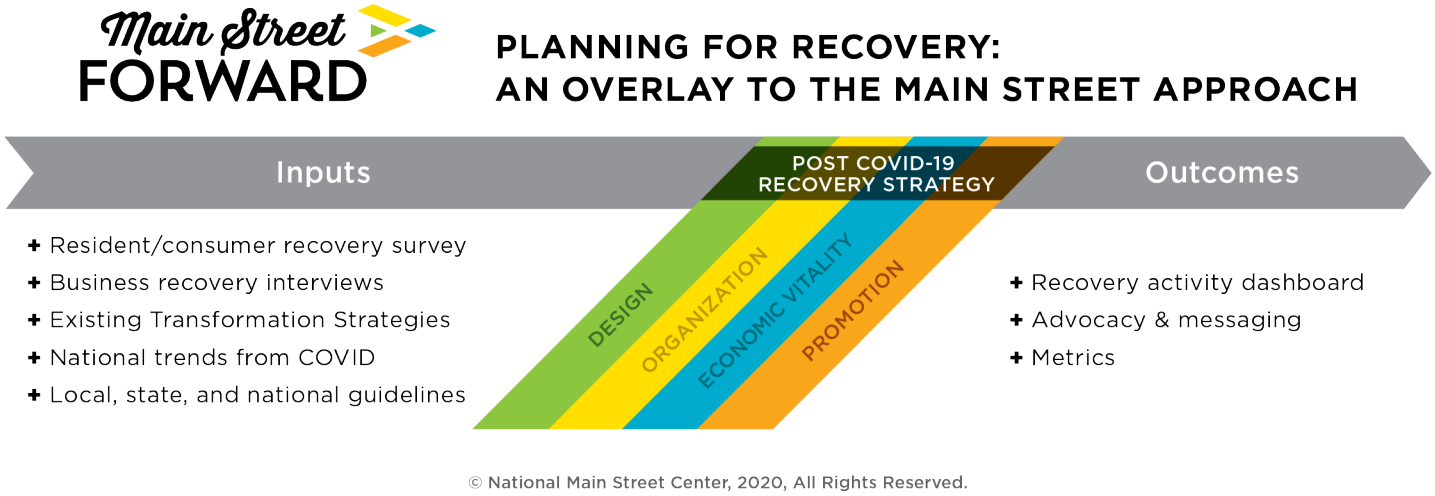
URBAN MAIN™

MAIN STREET AMERICA®

INTRODUCTION

Downtowns and urban commercial districts across the U.S. won't recover from the economic impacts of the global pandemic simply by way of government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a fitness class, eating in a restaurant, and attending a special event will all be greatly dependent on having an informed and strategic recovery plan. Your Recovery Work Plan will position your organization with a road map, a leadership position in the recovery, and an opportunity to secure implementation resources through advocacy.

The following graphic highlights the overall approach to crafting your Main Street *Forward* Recovery Work Plan. Since it is difficult to predict the timeline between reopening and a more settled new normal, we recommend that you initially look at your plan as a 90-day period for activities in all Four Points of the Main Street Approach that will aid in your district's recovery efforts. After the initial period, reevaluate based on remaining needs and a fresh look at your recovery inputs.



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STEP 1: THE INPUTS

Recovery must start by gathering understanding from several "inputs" that help to inform a thoughtful and strategic response to the lifting of business restrictions in your community.

A. Resident/Consumer Recovery Survey

Human psyche regarding responses to shopping downtown will be influenced by both personal and environmental conditions, which lead to habit formation. For example, have you grown used to being able to swing past your favorite downtown restaurant and have them bring your food out to your car? Have runs through the downtown and your local park taken the place of a treadmill at the gym? Research suggests that, on average, it takes 66 days for people to form a new habit, but it can range from as few as 18 days to 264 days. As such, we should anticipate that our shopping, working, and social interactions have been deeply influenced at both the conscious and subconscious levels.

To help you in this effort, we have created a local resident survey designed for your use and adaptation, to better understand current and likely consumer attitudes toward shopping and social engagement. We suggest that you use a survey platform like Survey Monkey and engage social media, local partner organizations, and the media to distribute the survey link. Analyze the responses for key trends that help you to better understand shopping needs, concerns, and opportunities that can be addressed through your Main Street *Forward* Recovery Work Plan.

B. Business Recovery Interviews

The attitudes of small business owners have also changed, so the support they need in a recovery will depend on a number of factors. These could include their feelings about existing safety guidelines, employee safety, consumer safety, liability issues, and business model shifts, such as increases in e-commerce, delivery, and pick-up strategies.

To assist you in better understanding small business needs, concerns, and potential opportunities during recovery, we have developed a sample set of questions to ask a subset of your small business owners. We recommend an interview format as you can dive deeper into your understanding of issues, which, due to the amount of survey data available, is likely more informative at this point. Be sure to hialso consider interviewing a highly representative sample of your businesses. For example, select 10 businesses that represent a variety of length of time in business, diversity in gender, age, and ethnicity, as well as diversity of business types.

C. Existing Transformation Strategies

One of the fundamentals that remains part of previous work plan efforts is the need to be market-based. As you consider your recovery activities, be thoughtful about activities that can support your selected Transformation Strategies. For example, if your district's market niche was geared to support residents downtown, be sure to direct additional resources and activities that are recovery-related in support of your primary targets and the small businesses that further strengthen those markets. For some districts, shifts due to COVID-19 may cause you to rethink your initial Transformation Strategies. More details on understanding your market and developing Transformation Strategies can be found here.

D. National Trends

On a more macro level, no rural or urban district resides in a bubble. We are deeply influenced by trends at the national level; some will quickly go away, while others may be more rooted, to which commercial districts will need to adapt. In either case, as the proverbial saying goes, "when one door closes, another one opens." While there will be closures and changes in our normal operations, there will undoubtably be opportunities more suited to changes in our district conditions. Thus, as you review your current market conditions, consumer, and business responses, do so with a lens of how more macros shifts in consumerism and other societal norms will influence your districts' recovery. For example, how might a more permanent number of people working from home influence a downtown largely dependent on the office worker sector? What happens with office real estate, fast casual dining, etc. as a result? Your Main Street *Forward* Recovery Work Plan may lead to a recruitment strategy geared toward new retail niches in office furniture and home décor/home technology.

E. Local, State, and National Guidelines

The last input as you are designing your Main Street *Forward* Recovery Work Plan is to consider any restrictions and guidelines imposed at each policy level that may impact your activities. For example, if guidelines on gatherings of more than 10 people are in place or occupancy levels in retail and restaurants, more considerations will be needed as to any special event plans or even short-term design assistance programs for store layouts.

STEP 2: RECOVERY WORK PLANNING

Given current conditions, the following planning process can be conducted in a virtual format over a series of webinar "meetings."

- **Webinar 1** – Facilitated meeting with Board and staff to review the survey and recovery interview findings. Dialogue about their meaning, how it relates to national trends, and local reopening guidelines. (1.5 hours)

- **Webinar 2** – Facilitated meeting with Board and staff to evaluate current workplan for activities that should remain short-term to address COVID-19 recovery, and then construct key goals within each of the Four Points. These goals will serve as the framework for Four Points meetings. In addition, review any known activities by partner organizations. (1 hour)

- **Webinar 3** – Facilitated meeting with Organization group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

- **Webinar 4** – Facilitated meeting with Promotion group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

- **Webinar 5** – Facilitated meeting with Design group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)

- **Webinar 6** - Facilitated meeting with Economic Vitality group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery, and address new activities conforming to the goals identified by the Board. (1 hour)

- **Webinar 7** – Facilitated meeting with Board, staff and Committee/Task Force Chairs to review finished "Recovery Dashboard" and discuss advocacy messaging and metrics. (1 hour)

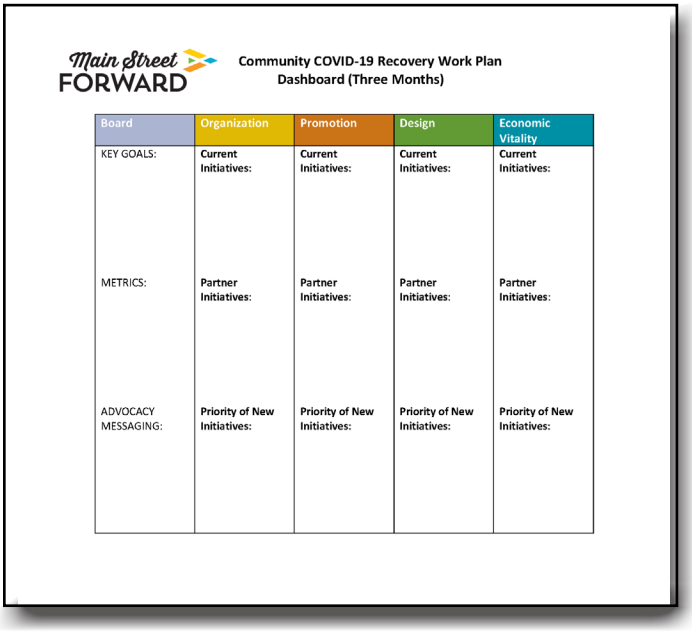
STEP 3: THE OUTCOMES

The final step in developing your Main Street *Forward* Recovery Work Plan is to assemble a list of your program's existing activities that are relevant to recovery, any newly identified activities, and partner organization activities that will contribute to your district's recovery efforts.

The products that result from this workplan can provide a critical framework for the next 90 days of your work, serve as an advocacy tool for the resources needed to implement your plan, and provide metrics for you to measure what success looks like for your district over this phase of recovery.

As part of the Main Street *Forward* set of resources, we've created two downloadable templates below that you can use as part of the Recovery Work Plan outcomes. The Work Plan Dashboard Template is a simple messaging tool for your Board and committees to review their progress and for funders to better understand your comprehensive and strategic approach to recovery. The Work Plan Template is a tool to allow your committees/ task forces to plan out the details for each of your new initiatives.

Work Plan Dashboard Template



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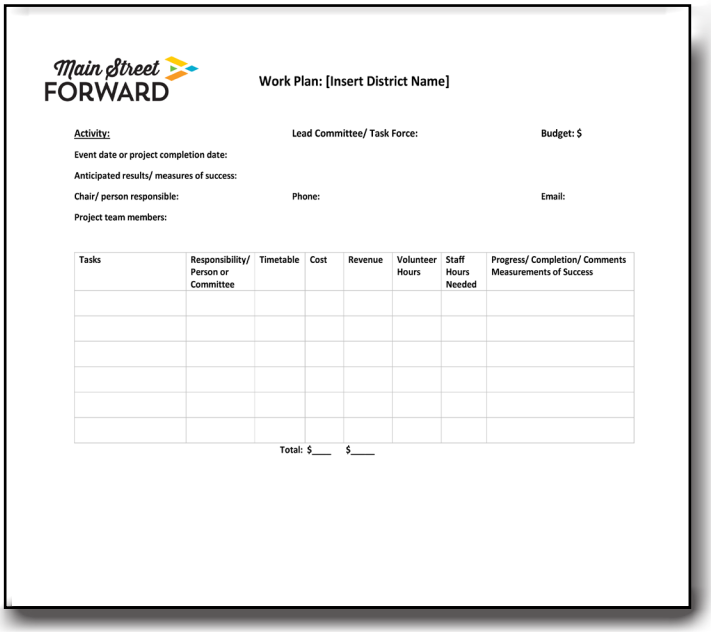
Community COVID-19 Recovery Work Plan Dashboard (Three Months)

Board	Organization	Promotion	Design	Economic Vitality
KEY GOALS:	Current Initiatives:	Current Initiatives:	Current Initiatives:	Current Initiatives:
METRICS:	Partner Initiatives:	Partner Initiatives:	Partner Initiatives:	Partner Initiatives:
ADVOCACY MESSAGING:	Priority of New Initiatives:	Priority of New Initiatives:	Priority of New Initiatives:	Priority of New Initiatives:

Work Plan Template



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Work Plan: [Insert District Name]

Activity: Lead Committee/ Task Force: Budget: $

Event date or project completion date:

Anticipated results/ measures of success:

Chair/ person responsible: Phone: Email:

Project team members:

Tasks	Responsibility/ Person or Committee	Timetable	Cost	Revenue	Volunteer Hours	Staff Hours Needed	Progress/ Completion/ Comments Measurements of Success

Total: $____ $____

Finally, once you have completed your Recovery Work Plan, review other similar activities and examples across the Main Street Network. In addition, as part of our Main Street *Forward* resources, we have created tip sheets for each of the Four Points (Economic Vitality, Design, Promotion, and Organization) that you can review for example activities to consider in your recovery.

We would love to hear from you! Please share your own examples, graphics, and success stories as you progress through your recovery efforts. Email us at mainstreet@savingplaces.org.

Learn more at mainstreet.org/mainstreetforward