



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, June 22, 2020- 5:30 PM
Virtual Zoom Meeting

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

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

6. Old Business

- A. Long Road Distillers Lease Discussion
Richard Christner, Vice Chair
- B. Downtown Charlevoix Recovery Plan
Lindsey Dotson, Executive Director

7. New Business

- A. Live on the Lake - Summer Concerts Covid Preparedness Plan
Sarah Hagen, Volunteer
- B. Concerts in Bridge Park
Aaron Hagen, Bridge Street Tap Room
- C. Design Committee Streetscape and Walkability Study
John Duerr
- D. The Vault Cash Handling Policy

Lindsey Dotson, Executive Director

E. Covid-19 Business Support Grant Guidelines

Lindsey Dotson, Executive Director

F. DDA Communications to City Council

Maureen Owens, Kirby Dipert, Richard Christner

8. Reports

A. Director's Report

Lindsey Dotson, Executive Director

B. Update on Business/Building Owner Survey Results & Council Action

Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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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: June 22, 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: Charlevoix Main Street DDA Board of Directors

Time: Jun 22, 2020 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/99136251805?pwd=SHZJK2pBWFljQ3EzeEdiSnZuWEIYUT09>

Meeting ID: 991 3625 1805

Password: 722931

One tap mobile

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

Consent Agenda

TITLE: Minutes

DATE: June 22, 2020

ATTACHMENTS:

- ▣ Regular Meeting - May 26, 2020
- ▣ Special Meeting - June 5, 2020
- ▣ Executive Committee - June 10, 2020

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Tuesday, May 26, 2020 at 5:30 p.m.
Virtual Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

Mayor Kurtz stated that he had a conflict on Item 8.B. which involved property adjacent to property he owned.

Chair Owens asked for a moment of silence in remembrance of Council member Leon Perron.

5. Consent Agenda

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

Motion by Member Dipert, second by Member Bingham to approve the Consent Agenda items as amended. Motion passed by unanimous roll call vote.

6. Reports

7. Old Business

A. Long Road Distillers Lease Discussion

Vice Chair Christner summarized discussions between himself and the lessee. He stated that they discussed a structure that would give an incentive to the Lessee to come to Charlevoix with the model already discussed but allowing time to get to full scale operations while keeping the original lease terms in mind.

Mr. O'Connor stated that the lease was currently in place and they had asked for those provisions in the lease that would abate the rent in that there were limitations on the ability for gathering and congregating. He said that the struggle with the idea in these uncertain times of the outset of capital even on a monthly basis for rent with the potential that they could get something appropriate back. He felt that the best option was a gross lease concept with indicators tied to sales; and he could see them potentially occupying the smaller space near the boat company this season for takeout and limited tasting room options only.

Discussion followed among the Board members about possible solutions, the status of the MLCC application, and a scaled back model for this current season. Vice Chair Christner stated that he saw three different paths: 1) abide by the provisions already in place in the lease, 2) entertain substantial modification to the existing lease via the modified gross rent, or 3) try to find something that would allow opening and also allow the time to get at least part-way to what they had proposed in the modified lease provision.

Discussion continued regarding the proposal for \$100/monthly base rent plus 3% of gross sales. Mayor Kurtz suggested going with the proposal for the current lease and commit to renewing the lease for another year at the original amount, and Mr. O'Connor stated he would have to discuss the terms with his business partners.

Motion by Member Wilkin, second by Mayor Kurtz to continue negotiations with Mr. VanStrien and Mr. O'Connor and include in the negotiations that they commit to renewal of the lease for another year at the original terms. Motion passed by unanimous roll call vote.

The item was opened for public comments:

- Darlene Klein was not in favor of another liquor establishment.
- Brian Slater stated that he hoped the business could come to town and be successful here.

The item was closed to public comments.

8. New Business

A. Live Webinar Proposal – Town Hall Meeting: COVID-19 Business Survival Tips

Mr. Jon Schallert, President of the Schallert Group, explained his background and further described his Destination Business training programs. He summarized the components of the 2-hour live webinar he was proposing for the Charlevoix business community.

Discussion followed regarding possible collaboration between the DDA, the Chamber and inviting participants from neighboring communities, funds available, and participant cost. Mr. Schallert stated he would forward additional information to Director Dotson.

The item was opened to public comments, but there were no comments.

The Board concurred to have Director Dotson gauge local business owner interest in the program and recommend a fee to be charged to participants, both local and outside the area.

B. Requests from BLOOM & Harwood Gold

Mayor Kurtz recused himself. Director Dotson stated that she received a request from BLOOM and The Cantina to expand their space into the east/west portion of Van Pelt Alley. Ms. Jennifer Haf, BLOOM, stated that they were proposing closing a small portion of the east/west alley between The Cantina and their building at 100 Van Pelt to make it pedestrian only mainly for safety concerns. She stated that there were lots of cars and trucks through that area that have clipped her front stoop corner, damaged plants, and recently had boxes of merchandise run over by a large truck. They were hoping for more space outside for their customers to wait to come into their spaces. Chris Rutowski, The Cantina owner, stated that when a guest is waiting to get into the restaurant they are basically in the street/alleyway.

The item was opened for public comments:

- Sarah Knapp was in favor.
- Darleen Klein expressed concern about what would happen if there was a fire in that space.

The item was closed to public comments.

Director Dotson stated that the Zoning Administrator was supportive of the idea. She also said the Public Works Superintendent felt that it would not create any issues for City vehicles and the only time they might have to access the space is to service the water line.

Motion by Member Dipert, second by Member Wilkin to support their efforts at this time. Motion passed by unanimous roll call vote with Mayor Kurtz abstaining.

Mayor Kurtz returned to the meeting.

C. Chamber Partnership Considerations

Director Dotson stated that this was the final year on the agreement for Chamber support of downtown centered events. She stated that many of the events have been canceled or postponed and she approached the Chamber to discuss options for what the Chamber can do if they are unable to give ample promotional trade to the DDA with the downtown events per their agreement. Sarah Hagen, Chamber President, reviewed the Downtown Promotions Agreement specifics and options for future events or other logo trade. After discussion, no formal action was taken at this time.

Chair Owens noted that most of the members of the public were present for the Messaging Committee Update and the Board concurred to re-arrange the agenda.

F. Messaging Committee Update – Downtown Safety & Walkability Plan

Mayor Kurtz stated that the Messaging Committee was a group of stakeholders which included Dr. Meyerson from the Health Department, Dr. Jaekel from Munson Hospital, Director Dotson, Sarah Hagen, Amanda Wilkin, Mike Ritter, Mark Heydlauff and himself. He stated that the original goal was to help identify appropriate messaging to our visitors that the whole community could get behind. He stated that the City would be placing 20 hand sanitizing stations around town and they conducted a survey with over 1,200 responses to convert the parking on Bridge Street to more pedestrian space to allow social distancing. He explained in detail the changes to the parking downtown starting on Memorial Day weekend.

Mayor Kurtz responded to questions from the DDA members regarding the plan. Member Dipert was not in favor the parking lane closure and he stated that some of his fellow business owners felt that it was hurting business.

The item was opened for public comments:

- Darcy Lee explained that she was against closing off parking spaces for retail, but she was in favor of closing off certain areas for the restaurants.
- Sarah Knapp agreed with Ms. Lee.
- Jody Bingham was not in favor of closing off parking spaces and allowing merchandise outside the stores.
- Jen Haf stated that she agreed with the previous speakers and she stated that she had statements from the owners of the Cantina and The Salad Fork who were also against the loss of parking spaces.
- Deirdre Weller questioned why the City Council made the decision to move forward on the parking restrictions.

The item was closed to public comments.

Chair Owens suggested that business owners should contact the Councilmembers who represent the downtown area or members of the Messaging Committee to express their opinions. DDA members each expressed their opinions regarding the parking situation and the need for further review.

D. The Vault Coworking Space Updates re: COVID-19

Director Dotson stated that they needed to re-assess the situation at The Vault to ensure the safety and comfort of the people who use the space. She stated that they are starting to see an uptick in summer activity. She stated that AmeriCorp is requiring that all of their VISTA members serve remotely. Jayne Lynskey, AmeriCorp VISTA Member, gave a brief update on The Vault status and stated that they needed to suspend the "drop-in" situation; and the spa owner would need to greet her customers at the door and escort them in.

Motion by Member Bradley, second by Member Bingham 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. Motion passed by a 6 to 2 roll call voice vote except for Members Christner & Silva who were not on the ZOOM meeting at this time.

E. Live on the Lake Concert Series

Discussion followed among the Board members as to whether to cancel the first couple of concerts and re-visit the issue in June or cancel the full summer series.

No comments from members of the public.

Motion by Mayor Kurtz, second by Member Dipert to cancel the June 25th concert and then discuss at the next DDA meeting what to do with the July & August dates. Motion passed by a 6 to 2 roll call vote with Members Christner and Wilkin voting against the motion.

G. Patronicity Crowdfunding Campaign

Director Dotson stated that they have applied for grants, and they have a campaign set up where the public would be able to contribute to help the businesses. The DDA would develop the grant guidelines and application process and she was seeking permission to move forward with the crowdfunding campaign.

No comments from members of the public.

Motion by Member Bradley, second by Member Wilkin to approve Director Dotson to launch the crowdfunding campaign directly through Patronicity to fund business relief and recovery as a result of COVID-19 impacts on the district. Motion passed by unanimous roll call vote.

H. Face Masks

Member Dipert stated that he had been able to secure a price of \$1.00 apiece from the Hanes Corporation for cloth face masks if they purchased at least 500 masks. They have arranged with Charlevoix Screen Masters to print the Charlevoix C logo for .50 cents each on the masks. Member Bradley spoke about a concern with screen printing ink being on a mask that goes over one's mouth and nose. Member Dipert noted that the logo placement would be on the "cheek" part of the mask.

The item was opened for public comments:

- Jody Bingham, GaGa for Kids, stated that there were specifications for what they considered safe fabric for masks and she was concerned about any liability.
- Darcy Lee, The Lake House, stated that she ordered some masks from Screen Masters with her logo on the side of the masks which looked good.

The item was closed for public comments.

Motion by Member Christner, second by Member Bradley to purchase the masks with the DDA logo on them with appropriate verification from Director Dotson that placement will satisfy any health concerns and distribution similar to how they distributed the DDA t-shirts. Mayor Kurtz left the meeting at 8:15 p.m. Motion passed by 5 to 1 roll call voice vote with Member Dipert abstaining from the vote.

I. Match on Main Grant Application

Director Dotson stated that the MEDC had reworked their *Match on Main Grant Program* to a COVID-19 Response Program which would provide up to \$50,000 to local downtown management organizations to administer to eligible small businesses located in traditional commercial districts. She solicited applications from the businesses and received ten applications.

The item was opened and closed for public comments as there were none.

Motion by Member Christner, second by Member Bradley 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. Motion passed by unanimous roll call vote.

J. Downtown Charlevoix Recovery Plan

Director Dotson stated that she was asking the Board to give her the go ahead to pursue a number of ZOOM meetings with all of their different stakeholders including the DDA Board to hash out their plan moving forward looking at their budget and programmatic changes. The Board concurred to support the Director's request.

9. **Public Comments**
10. **Request for Future Agenda Items**
11. **Board Comments**
12. **Adjourn**
Motion by Member Dipert, second by Member Christner to adjourn the meeting at 8:21 p.m. Motion passed by unanimous voice vote.

Joyce Golding/fgm

Maureen Owens

Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET SPECIAL MEETING
Friday, June 5, 2020 at 10:00 a.m.
Virtual Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

5. New Business

A. Ad Hoc Downtown Liaison Committee

Chair Owens felt that it would be a good idea to form an ad hoc committee so they were properly representing the downtown members. Mayor Kurtz stated that if they were going to include Council members on the Committee they should ask Council to make a determination about the Committee members. She stated that the Committee would recommend to the full DDA Board which recommendations would then go to the City Council if approved by the Board.

Member Dipert stated he did not know how necessary it would be to have two Council members on the Committee. Member Wilkin expressed concern over the timing of how items would get through a committee, the DDA Board, and then to a Council meeting in a timely manner. Member Silva questioned the origin of the idea for the downtown parking changes and the outdoor sales. Member Bradley stated he was also concerned about the extra bureaucracy, but he agreed that they needed a better method to give what the business owners think to Council. Discussion followed regarding the business owners' concerns, how to add the voice of the downtown business owners' more clearly, conducting electronic surveys, and utilizing the Executive Committee in this role instead of naming a new Committee.

Chair Owens opened the discussion to public comment.

- Julie Mann questioned who would be a part of this Committee and Chair Owens responded two members of Council, two members of the DDA Board, and three downtown business owners.
- Jodi Bingham, GaGa For Kids, suggested establishing a policy with City Council where if anything pertains to the downtown district that they ask for the DDA's input which includes the business owners opinion.

Mayor Kurtz stated that he felt they should definitely conduct a survey among the business owners in the DDA District. Member Dipert stated that the property owners should be included as well.

Motion by Mayor Kurtz, second by Member Bradley to direct the Director to prepare a 3-question survey to business and property owners within the DDA and submit it to the Executive Committee for approval and then it be sent out. Motion passed by unanimous voice vote.

6. Public Comments

Julie Mann questioned if the purpose of the DDA was to represent the downtown businesses. Director Dotson stated that they generally serve the general public, but their overall purpose of existence is to stop property value deterioration and they have multiple audiences that they serve including property owners, business owners, and the general public.

7. Request for Future Agenda Items

Member Dipert suggested a future agenda item where they determine the best way to communicate the DDA's opinions to the Council.

8. Board Comments

Mayor Kurtz suggested that a question on the survey should define how many properties a respondent owns. Director Dotson stated that there would be identification questions that stand alone from the few questions asked about the outlined topics.

9. Adjourn

Motion by Mayor Kurtz, second by Member Bradley to adjourn the special meeting at 10:41 a.m. Motion passed by unanimous voice vote.

**CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET SPECIAL MEETING
EXECUTIVE COMMITTEE**

Wednesday, June 10, 2020 at 10:00 a.m.

Virtual Zoom Meeting

1. Call to Order

2. Roll Call

Chair: Maureen Owens
Members Present: Richard Christner, Kirby Dipert, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director

3. Inquiry Regarding Conflicts of Interest

4. Old Business

A. Executive Committee Review of Survey Questions

Chair Owens stated that the purpose of the Executive Committee meeting was to review the survey questions that have been compiled so that they can get the survey out with enough time that the downtown business owners and property owners can reply and get the results to the City Council on June 15th.

Mayor Kurtz felt that the questions fairly represent what the DDA wanted, and Member Christner stated that he was good with the questions as well. Member Dipert stated that he was in favor of an earlier version that had a notation on question #1 that some felt this might prove to be negative for their business. Mayor Kurtz stated that he asked to take out the language that said, "it was going to damage businesses because we don't know that and we're asking people their opinion". His preference would be that they let each person give their own opinion based on how they feel its going to impact them, not how they feel it is going to impact others. Member Dipert stated that a compromise could be to eliminate the three options for answers and just use yes or no. Chair Owen stated she liked the three options because the second one represents that the business owners are concerned about the safety of their customers.

Motion by Member Christner, second by Mayor Kurtz to approve distribution of the survey to downtown business and property owners via email so that results can be compiled and shared with members of City Council at the Monday, June 15th meeting. Motion passed by unanimous roll call vote.

Mayor Kurtz asked Director Dotson to get the results by Monday morning, so they were in the Council's agenda packet before the meeting.

Member Dipert questioned how the survey was going to be distributed to business and property owners. Director Dotson stated that someone who fit both categories could check both options on the first question.

Chair Owens stated that the members should be receiving via email the petition that the downtown business and property owners have had circulating that supports the survey.

5. Public Comments

6. Request for Future Agenda Items

7. Adjourn

Motion by Member Dipert, second by Mayor Kurtz to adjourn the special meeting at 10:13 a.m. Motion passed by unanimous voice vote.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Committee Minutes

DATE: June 22, 2020

ATTACHMENTS:

- ▣ Design Committee Meeting - June 11, 2020
- ▣ Promotions/Organization Committee - June 18, 2020
- ▣ Economic Vitality Committee - June 17, 2020



Charlevoix Main Street Design Committee
Thursday, June 11, 2020
4:00 PM – via Zoom online
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, D. Fate

Absent: L. Keinath, D. Miles, E. Selph, P. Weston

- I. **Approval of Minutes** - The Minutes from the May 7, 2020, meeting were approved as written.
- II. **Outstanding Business**
 - a. Report from the DDA meeting: Lindsey reported that the budget is being reworked in light of the effects of Covid-19 and the cancellation of many events in town, which among other things, reduces the need for seasonal workers. The Economic Vitality committee reached their goal for a grant program on Crowdfunding to benefit small businesses hurt by the pandemic.
 - b. Design Guidelines: The finalized document will be sent to us following the meeting, and also put on various sections of the City website, including Main Street, Planning Commission and Historic District Commission.
 - c. 200 Block Historic District: Lindsey is considering applying for a \$5K planning grant application from the National Trust to support the effort.

III. New Business

- a. Covid-19 Economic Recovery Action Plan: Main Street and MEDC prepared a packet with guidelines and a roadmap for reopening following Stay at Home Orders which Lindsey sent to the team. Topics covered include maintenance, amenities, infrastructure & streetscape and vibrancy & improvements. Experts anticipate it will be a 2-year recovery. Actions taken/under review: hand sanitizer stations downtown, signage, more picnic tables in the park, concerts in the park. Ideas to be reconsidered by the committee include banners, following the success of the Charlevoix High School graduate banners and promoting rear entries for merchants should parking on Bridge Street be reduced for other purposes.

IV. Outstanding Business:

- a. Street tree lights: Need to review in August to see what work needs to be done this year. Bill from Bill's Market offered to replace the lights on the holiday garlands this year so they match the lights in the trees.

CHARLEVOIX MAIN STREET MISSION

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V. Call for Future Agenda/Research Items

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

VII. Next meeting: Thursday, August 6, 2020 @ 4:00 PM.

CHARLEVOIX MAIN STREET MISSION

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Promotions/Organization Committee
Thursday, June 18, 2020
8:00 a.m.; Online – Zoom Meeting

8:00am I. Call to Order

Members Present: Kitty Cole, Katherine Forrester, Sarah Hagen, Maureen Owens, Lindsey Dotson, Jennifer Fruk, Dean Martin

8:01am II. Approval of Minutes: February 20, 2020

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign (Lindsey)

The campaign is going well, and social media has helped make this campaign very effective. Brian's Ice Cream Experience is happening next. A photoshoot happened at My Grandmother's Table.

2. Summer Concert Series

a. Buskers

The first concert was cancelled. The concerts will kick off July 2nd. The committee needs to create a COVID plan and policies. Lindsey discussed possible solutions. Buskers was cancelled this year. Maureen stated the DDA board would like to see a presentation about safety protocols.

B. Organization

1. Newsletter

i. June deadline

Lindsey reviewed the newsletter content schedule.

8:35am IV. New Business

A. COVID 19 Update – Recovery Action Plan

Lindsey is creating a recovery plan to help recovery from COVID. She reviewed the outline of the plan. The downtown map is almost ready to print.

CHARLEVOIX MAIN STREET MISSION

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

- a. Promotions:
 - i. Marketing & Advertising
 - 1. Deploy feel-good marketing and advertising
 - 2. Update and maintain directories
 - 3. Say something positive
 - 4. Illustrate the experience (testimonials)
 - ii. Events
 - 1. Develop strategies to assess existing events and ensure public health and safety are top priority
 - 2. Maintain a current inventory of opportunity sites (live stream performances, buskers)
- b. Organization
 - i. Strategic Planning

Lindsey reviewed the communications plan and other policies moving forward.
 - ii. Communications
 - 1. Be the hub of district communications
 - 2. Publicize actions the organization is taking
 - 3. Facilitate internal organizational communications
 - iii. Partnerships
 - 1. Explore opportunities to collaborate and coordinate projects to help downtown businesses
 - 2. Promote good housekeeping (posters, window clings)
 - iv. Volunteers
 - 1. Shine the spotlight on members and volunteers

Lindsey reviewed volunteer needs and communication tactics.
 - v. Fund Development
 - 1. Plan for different scenarios
 - 2. Fundraise

Lindsey discussed the Main Street grant program. She noted that it has been going well.
 - 3. Thank existing sponsors and donors

The committee will be meeting in July 16th.

- | | | |
|--------|------|-------------------|
| 8:50am | V. | Volunteer Hours |
| 8:55am | VI. | Good of the Order |
| 9:00am | VII. | Adjournment |

CHARLEVOIX MAIN STREET MISSION

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Next meeting: July 16, 2020

CHARLEVOIX MAIN STREET MISSION

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Charlevoix Main Street DDA
Economic Vitality Committee
Meeting Minutes
June 17, 2020 1:00 PM
Virtual Meeting via Zoom

Present: Lindsey Dotson; Sarah Hagen; Maureen Owens; Mark Heydlauff; Deidre Weller, Amanda Wilkin; Sam Bingham; Rich Hodgeson

Co-chair Heydlauff called the meeting to order at 1:02pm.

Old Business

a) Covid-19 Business Support Fund Grant Guidelines

- a. Members of the committee reviewed the draft guidelines that Director Dotson sent to via email and made edits where needed and discussed logistics related to application reviewing and recommendations to the Board of Directors.

Meeting adjourned at 2:15pm.

Next regular meeting: as needed to review Grant Applications

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

Consent Agenda

TITLE: Monthly Report

DATE: June 22, 2020

ATTACHMENTS:

- ▣ May Report to MEDC

Michigan Main Street Monthly Report

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

Metrics Number	M-0000114743	Status	Submitted
Account	City of Charlevoix	Name	Jada Tillison-Love
Reporting Period Start	5/1/2020	Reporting Period End	5/31/2020
Submitter's Name	Lindsey Dolson	Due Date	6/10/2020

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Northbound	217 Bridge Street Unit A	Retail Occupied	1.0	1.0
Sea Bags of Maine	325 Bridge Street	Retail Occupied	1.0	1.0
Thistle	205 Bridge Street	Retail Occupied	1.0	4.0

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
52 Weekends	227 Bridge Street	Retail Occupied	2.0	1.0
Thistle	327 Bridge Street	Retail Occupied	1.0	4.0

Business that Moved out of MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Existing Businesses that Expanded in MSA

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Existing Businesses that Contracted in MSA

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

New & Rehab Housing In MSA

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
Rehab Apt/Loft	1	230 Bridge Street	Monthly Rent	\$0.00

Investment

Facade & Exterior Renovation In MSA: (exterior work only - painting, facade cleaning, signs, windows and awnings)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Public Improvements in MSA: (Streets, sidewalks, lights and fixtures, landscaping and public amenities)

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
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Building Rehabilitation in MSA: (interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
Thistle	205 Bridge Street	\$13,000.00		

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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Buildings Sold in MSA

Address	Amount of Sale
---------	----------------

Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
20.00	\$0.00	59.00

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
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Other new/Comments

Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Other News or Commentary
Program & Outlook
Suggestions for State and
National Staff

Upload Attachments

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

Name	Date Uploaded
Agenda_2020_5_26_Meeting(240).pdf	6/11/2020 5:24 PM

michiganbusiness.org

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

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: June 22, 2020

PRESENTED BY: Richard Christner, Vice Chair

BACKGROUND:

In an email sent on June 19th Christner wrote:

Based on the discussion with and feedback from Long Road Distillers (LR) at the May DDA meeting there was not interest in the leasehold improvements reimbursement structure I had suggested.

That said, early in June I suggested to LR that we talk about a structure with a base amount and %age of sales (\$300 base + 7% of revenue) for the remainder of the original term with an additional year required at the originally agreed upon terms.

LR has had a busy June working to reopen operations where they are able so Jon and I only yesterday (6/18) had an opportunity to discuss this structure further.

At this point it sounds like LR is doubtful it will be possible to open an operation this summer even with a revised smaller scale model they suggested earlier in the summer given factors including MLCC backlog.

That said, from the discussion it sounds like LR is aware of the desire for them come to town and open the model originally planned next summer and they are preparing a proposal for a longer term lease for further discussion.

I will provide an update Monday evening of any additional information available by that time.

RECOMMENDATION:

Board discussion and direction.

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

Old Business

TITLE: Downtown Charlevoix Recovery Plan

DATE: June 22, 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)
< see attached Recovery Dashboard for this discussion>

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:

Board discussion & direction.

ATTACHMENTS:

- ❑ Draft Recovery Dashboard
- ❑ Planning for Recovery Guide

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

Board	Organization	Promotion	Design	Economic Vitality
KEY GOALS: - SBEI - Downtown Housing - Keep as many doors open as possible - Identify new sources of revenue not dependent on sponsorships/donations from businesses METRICS: - Maintain low vacancy rates - Increase participation/engagement in our program by ___ people ADVOCACY MESSAGING:	Current Initiatives: - Email newsletter/district communications - Fundraising for COVID support fund Partner Initiatives: - Junior Main Street - Sandwich board signs for social distancing - Uniform business signage for Covid Priority of New Initiatives: - Volunteer engagement & promotion - Maestro training/utilization for internal communications - Revive pledge program/thank past donors & sponsors	Current Initiatives: - Concerts - Restaurant week - Gift Local - Life in Charlevoix mobile app - Downtown map/directories Partner Initiatives: - Cooperative ads - Downtown event contract with Chamber Priority of New Initiatives: - Images & testimonials of supporting local safely - Live stream concerts so that those who aren't comfortable can still enjoy?	Current Initiatives: - Design guidelines - Tree light maintenance - Holiday décor - Hoop Skirt Alley planters Partner Initiatives: - SBEI - Hand sanitizing stations - Expanded outdoor seating at restaurants - Pedestrian only section of Van Pelt Alley - National Register for 200 block Priority of New Initiatives: - Incentive for rear entry improvement - Re-explore light pole banners with positive messaging/branding - Walkability Assessment - Signage for vacant storefronts	Current Initiatives: - The Vault Coworking Space - Covid Biz Support Grant - Communications about resources & opportunities - Bi-weekly business/building owner meetings - Business surveys to track effects of Covid - Available property on website Partner Initiatives: - Match on Main - Annual business training - RRC certification - Business Communication Toolkit - SBDC Office Hours/Training opportunities Priority of New Initiatives: - Strengthen future outlook/retention: e-commerce/web presence technical assistance - Prepare for possible 2nd shutdown support



Main Street **FORWARD**

PLANNING FOR RECOVERY GUIDE

May 2020



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.



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



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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 also 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 undoubtedly 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)
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- /// **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

 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

Main Street
FORWARD

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

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 - Summer Concerts Covid Preparedness Plan

DATE: June 22, 2020

PRESENTED BY: Sarah Hagen, Volunteer

BACKGROUND:

**Live on the Lake
COVID Preparedness Plan**

***Outline of safe-practices to implement, from the Live on the Lake volunteers,
for DDA Board Direction & Approval***

The Live on the Lake committee has drafted the following ideas to implement for staff, volunteer, performer, and guest safety during the event series. These ideas were drafted based on reported guidelines for businesses and gatherings during COVID-19. These are presented for DDA Board direction and approval, given their ultimate ownership and liability for the Live on the Lake events.

Event Staff & Volunteers: Lindsey Dotson, Jake Sharrow, Jean Musilek, Sarah Hagen

STAFF, VOLUNTEER, AND PERFORMER RISK MITIGATION:

- Masks are required to be worn by performers and staff/volunteers upon initial introductions and set-up discussions
- Staff and volunteers are required to maintain distancing from each other once seated under the sound tent, when the performance is underway
- Caution tape will be put up around the sound tent to ensure distance between staff and patrons during the performance
- Any shared microphones will be sanitized between use by separate users
- Frequently touched surfaces (doorknobs, tables) within the backstage area of the bandshell will be sanitized before performer arrival and after performer departure

GUEST SIGNAGE AND DIRECTION:

- Flags will be placed throughout the park indicating properly distanced seating spaces
- Signs will be posted directing guests to follow flag markers for seating and to maintain other proper safety practices (wear masks, stay apart, wash and sanitize)
- A banner will be placed atop the bandshell directing guests to follow flag markers for seating and to maintain other proper safety practices (wear masks, stay apart, wash and sanitize)
- Safe practice reminders, including indicating locations to closest sanitization stations and restrooms to wash hands, will be made during the show announcements by staff/volunteers
 - Examples of announcement inclusions:
 - “Please note the restroom location for frequent hand washing; hand sanitizer stations are also located *here* and *here*”

- “Remember to respect your fellow concert goers and keep distance between groups and wear your masks when moving about or finding your spot”
- “We’re excited to have the performers here, remember to respect their space while they are performing AND after the show so that they feel most comfortable playing for all of you”
- “Refer to the above banner and additional signage for our other safe practices to be able to enjoy these concerts – remember, stay safe and please do your part to be responsible and respectful, so that we can continue to have these great events!”

SUMMARY OF CDC GUIDELINE IMPLEMENTATION

Masks: required by staff/volunteers/performers when interacting with others and moving-about; asked to be worn by guests when interacting with others, finding their seat or moving-about

Social Distancing: maintained by staff/volunteers/performers once set-up completed; indicated by flagged areas to maintain distanced seating for guest groups

Sanitization: frequently touched bandshell-areas and sound equipment sanitized before and after use; indication of hand washing and sanitization stations for guests through concert introduction announcements

Requirement Postings: banner and signage throughout park entrances indicating requirements and safe-practices; reiterated through concert introduction announcements

RECOMMENDATION:

Motion to approve the Live on the Lake Summer Concerts Covid Preparedness Plan.

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(231) 547-3257 lindseyd@cityofcharlevoix.org

New Business

TITLE: Concerts in Bridge Park

DATE: June 22, 2020

PRESENTED BY: Aaron Hagen, Bridge Street Tap Room

BACKGROUND:

Bridge Street Tap Room has requested expansion of their live entertainment into Bridge Park on Thursday nights and it has been requested that the DDA Board give a recommendation on the prospect.

RECOMMENDATION:

Board discussion and direction.

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

New Business

TITLE: Design Committee Streetscape and Walkability Study

DATE: June 22, 2020

PRESENTED BY: John Duerr

BACKGROUND:

Re: Support for Study to explore Streetscape and Walkability Design

In keeping with Charlevoix Main Street's overarching goals of health and wellness, and given the stated objective of having a more walkable downtown, the Design Committee has been discussing various ways to accommodate pedestrians, vehicular traffic and parking in our the City's most congested area. Now, in light of the COVID-19 pandemic and the need to socially/physically distance when in public, exploring solutions to accomplish this take on new meaning.

The Design Committee believes it is worthwhile to have a professional study done to look at options to modify or reconfigure the downtown blocks on Bridge Street, most likely between Clinton and Antrim, with the following objectives in mind:

- improve walkability
- enhance safety for pedestrians
- provide safer means of parallel parking
- create a more attractive streetscape to draw in more shoppers, diners and visitors
- generate more space for pedestrians to 'keep distance' from each other
- provide additional outdoor space for dining
- maintain or improve vehicle traffic flow
- designate bike way through or around downtown if feasible!
- optimize parking spaces to accommodate businesses as well as other objectives

The Design Committee is also interested in taking a direct role in overseeing such a study and eventual project, assuming funding is available.

Denise Fate, Chair

John Duerr, Committee Member

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- MS Design Committee Streetscape and Walkability Study



June 22, 2020

To: DDA Board

From: Denise Fate, Design Committee Chair

Re: Support for Study to explore Streetscape and Walkability Design

In keeping with Charlevoix Main Street's overarching goals of health and wellness, and given the stated objective of having a more walkable downtown, the Design Committee has been discussing various ways to accommodate pedestrians, vehicular traffic and parking in our the City's most congested area. Now, in light of the COVID-19 pandemic and the need to socially/physically distance when in public, exploring solutions to accomplish this take on new meaning.

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- improve walkability
- enhance safety for pedestrians
- provide safer means of parallel parking
- create a more attractive streetscape to draw in more shoppers, diners and visitors
- generate more space for pedestrians to 'keep distance' from each other
- provide additional outdoor space for dining
- maintain or improve vehicle traffic flow
- designate bike way through or around downtown if feasible
- optimize parking spaces to accommodate businesses as well as other objectives

The Design Committee is also interested in taking a direct role in overseeing such a study and eventual project, assuming funding is available.

Denise Fate, Chair

John Duerr, Committee Member

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

New Business

TITLE: The Vault Cash Handling Policy

DATE: June 22, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

This has been a requested document from our city Treasurer to have on file for our annual audit. Feedback/changes are welcome before it gets submitted, thanks!

RECOMMENDATION:

Motion to approve the Cash Handling Policy for The Vault Co-Working Space operations.

ATTACHMENTS:

- ▣ Draft Cash Policy - The Vault



Charlevoix Main Street DDA The Vault Co-Working Space Cash Handling Policy June 19, 2020

This memo was created by Lindsey Dotson, Main Street DDA Director.

Initiating and Authorization:

The Vault Co-Working Space does not have cash on hand for operations related to membership or events that take place. Instead, membership billing and payment is handled through the Proximity Space web-based software that is used to manage the space. All transactions are credit card transactions processed through Stripe and deposited once per month via ACH into the City of Charlevoix account. On rare occasions that checks or cash are presented for payment of membership fees, Charlevoix Main Street DDA staff will deposit said monies with the City of Charlevoix Receipts Clerk and make the memo in the Proximity Space software that it was a cash or check payment.

Recording and Processing:

As noted above, transactions are online through Proximity Space via credit card. The following procedures are performed monthly; all sales are summarized by the Main Street DDA Director via Proximity Space and Stripe and sent to the Assistant Treasurer.

Refunds:

Refunds may be given to members of The Vault on occasion if an error was made on behalf of the member or if a cancellation of membership occurs. The only person authorized to issue refunds is the Main Street DDA Director, which can be done through the membership portal in the Proximity Space website.

ACH Payments:

All transactions are credit card transactions processed through Stripe and deposited once per month via ACH into the City of Charlevoix account. Stripe deposits are made on the 1st of each month.

Reporting:

At month end, all types of sales are summarized by the Main Street DDA Director from Proximity Space and Stripe reports, which lists the various types of revenue and related notes and GL accounts.

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

New Business

TITLE: Covid-19 Business Support Grant Guidelines

DATE: June 22, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Our Patronicity crowdfunding campaign has successfully raised \$15,900 thus far. Word about the grant from the Charlevoix County Community Foundation is still forthcoming (fingers crossed)!

Attached is a draft of the Covid-19 Business Support Grant Guidelines that has been reviewed and edited by members of the Economic Vitality Committee.

RECOMMENDATION:

Motion to approve the Covid-19 Business Support Grant Guidelines.

ATTACHMENTS:

- ▣ Draft Guidelines



CHARLEVOIX MAIN STREET DDA COVID 19 BUSINESS ASSISTANCE FUND

Guidelines, Eligibility, Application Scoring Criteria and Review Process

Summary:

The COVID-19 Business Assistance Fund was created to provide financial assistance to downtown Charlevoix small businesses in to offset the legacy impacts of the COVID-19 pandemic. Grants are available to qualified downtown Charlevoix businesses that have been significantly negatively affected and harmed by the COVID-19 pandemic including limits and temporary closures to business operations mandated by Governor Whitmer's Executive Order (EO) No. 2020-20 or subsequent EOs and reduced revenues due to other restrictions and auxiliary effects. The COVID-19 Business Assistance Fund is meant to be used as working capital to survive the legacy economic impacts in Charlevoix due to COVID-19.

COVID-19 Rescue Fund: At least \$20,000 in total grants from Charlevoix Main Street DDA sourced from private contributions via Patronicity.com and funds from the Charlevoix County Community Foundation.

Award Amount: Up to \$5,000 per Award.

Website: charlevoixmi.gov/417/COVID-19-Business-Assistance-Fund

Application Timeline (tentative):

- Program announced, application documents released, application opens: June 26, 2020
- Application closes: July 15, 2020 11:59PM
- Applicants notified the week of July 27, 2020

Business Eligibility:

In order to be considered for the COVID-19 Business Assistance Fund, your business must meet all eligibility requirements, as outlined below.

1. Eligible businesses must have a brick-and-mortar location physically located in the Charlevoix Main Street Downtown Development Authority Boundary.
2. Business must have fewer than 50 employees (full time, part time, or seasonal) during a typical year.
3. Business must demonstrate income loss *specifically related* to the COVID-19 pandemic or Executive Order (EO) No. 2020-9 or subsequent EOs, rather than financial hardship in general.
4. Business must demonstrate need for working capital.
 - Ex. payroll expenses essential to business viability, rent, mortgage payments, utility expenses or other similar expenses that occur in the ordinary course of business
5. Business must not have previously been awarded a Small Business Relief Fund Grant or the Match on Main Grant through the Michigan Economic Development Corporation.



6. Applicant businesses and any person with 20% or greater ownership interest in the business must not have any obligations to the City of Charlevoix, including any delinquent or **late property taxes.**
7. Home-based businesses, and nonprofits are not eligible for the COVID-19 Business Support Fund. For additional programs and assistance that your business or organization may qualify for, please visit www.charlevoixmi.gov/321/Economic-Development

Use of Award Funds:

COVID-19 Business Support Fund awards are to be used for working capital or business growth/expansion expenditures. Examples of working capital include payroll expenses essential to business viability, rent, mortgage payments, utility expenses or other similar expenses that occur in the ordinary course of business.

Scoring Criteria:

Business Information (15 Points)

Provide basic information regarding your business including industry and ownership, questions in this section will include things such as: Was the business founded and/or headquartered in the city of Charlevoix? Do the majority of owners of the business live in Charlevoix, Antrim, or Emmet County? How long has the business been operational? Is the business open year round?

Economic Distress (25 Points)

The business shall quantify the financial burden caused by the outbreak.

Working Capital Need (20 Points)

The business must detail its immediate business needs to operate in this time of crisis. Examples include payroll expenses essential to business viability, rent, mortgage payments, utility expenses or other expenses incurred during ordinary business. The business can also describe other resources it has sought or is currently utilizing during this time, such as an SBA Disaster Loan, SBA Paycheck Protection Program, or other grant funding, in an effort to meet working capital needs. Businesses can also specify ways in which funding is needed for growth or expansion efforts including but not limited to new or improved business website or launching into e-commerce.

Uniqueness of Product/Service/Offering (15 Points)

Charlevoix has many businesses that uniquely contribute to the community and are likely difficult to replace, impacting the city's character. Provide a compelling narrative why the community needs this business including things such as: What differentiates this business from others and its competitors?

Community Impact/Engagement (25 Points)

Attempt to describe the immediate economic impact of the business closing including considerations such as: What would happen to the Charlevoix economy if the business closed? Does the business utilize Charlevoix suppliers, or does it supply Charlevoix companies? Does the business support or sell Charlevoix-made products? What other businesses would be affected by the business closing?



Small businesses are integral to the economy in a myriad of ways, such as how they engage with the community through philanthropy, events, programming and more. Briefly describe the intangible impact the business has on the patrons of the City of Charlevoix including considerations such as: Give examples of how the business engages with community organizations and service clubs?

Review Process:

Applications will be evaluated using a two-stage process to ensure equity and fairness.

In the first stage, eligible applications will be scored by members of the Charlevoix Main Street Economic Vitality Committee and donors who contributed \$500 or more to the fund. Top scoring applications and a recommendation from the committee will then be forwarded along on to the second stage reviewers.

In the second and final stage, applications forwarded by first stage reviewers will be further reviewed by the *Charlevoix Main Street DDA* Board of Directors. The Board of Directors will consider and select grant awardees from the applications forwarded by the first-stage reviewers.

Next Steps for Awarded Businesses:

All applicants will be notified of grant selections the week of July 27, 2020 by email using the address included in the application. Selected applicants are required to complete the following steps in order to receive funding:

- Awarded businesses will be required to enter into an Award Agreement and agree to be included in a general announcement that includes a list of grant recipients.

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

New Business

TITLE: DDA Communications to City Council

DATE: June 22, 2020

PRESENTED BY: Maureen Owens, Kirby Dipert, Richard Christner

BACKGROUND:

During our Special Meeting on June 5th, Member Dipert requested a future agenda item to discuss the possibility of creating a policy around how the DDA communicates with City Council when a decision is being considered that will affect downtown stakeholders.

RECOMMENDATION:

Board discussion & direction.

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

Reports

TITLE: Director's Report

DATE: June 22, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

<https://mailchi.mp/8e14a80cb847/spotlight-1438316?e=919881ee14>

https://www.record-eagle.com/news/the_biz/match-on-main-grants-announced/article_39c5e704-af4c-11ea-8e00-534d4dec9336.html

<https://www.9and10news.com/2020/05/28/charlevoix-dda-raising-grant-funds-for-covid-19-struggling-businesses/>

https://www.petoskeynews.com/charlevoix/featured-cvx/charlevoix-officials-want-more-input-on-parking-ban/article_f050735f-d36a-5449-92bb-066715daca7.html

https://www.record-eagle.com/opinion/letter-klien/article_37bda188-9f91-11ea-a27e-3fa8d491f2a0.html

https://www.petoskeynews.com/charlevoix/featured-cvx/debate-arises-over-use-of-public-spaces-in-downtown-charlevoix/article_0f7b5109-37ba-5417-a68c-3ecd471903c7.html

https://www.petoskeynews.com/charlevoix/black/long-road-distillers-reach-agreement-with-charlevoix-main-street/article_835de3bf-45b7-5184-8f3d-8fc37654ee03.html

https://www.petoskeynews.com/charlevoix/black/discussions-around-distiller-lease-happen-outside-of-public-meeting/article_c0046cda-5558-5d19-8e85-9e83534e15f0.html

https://www.petoskeynews.com/distillers-want-out-for-now/article_f98d929c-ac35-573e-afd6-db928a159486.html

https://www.petoskeynews.com/a-different-way-to-do-business-in-downtown-charlevoix/article_10129fe5-561e-548c-884d-cad37433ad83.html

https://www.petoskeynews.com/charlevoix/black/charlevoix-plans-public-sanitization-stations/article_6b2d2518-e6c2-5065-805c-079c350a2f3a.html

<https://www.9and10news.com/2020/04/17/downtown-charlevoix-goes-red-white-blue/>

https://www.petoskeynews.com/charlevoix/black/charlevoix-mayor-assembles-messaging-team/article_702f1670-4c6b-5ca2-903d-7bf27c23c63a.html

<https://www.9and10news.com/2020/03/14/northern-michigan-small-businesses-seeing-fewer-customers-amid-coronavirus-concerns-closures/>

<https://www.brookings.edu/events/webinar-mitigating-the-economic-impacts-of-covid-19-in-rural-areas/>

Director Schedule

I have the upcoming planned days out of the office:

Friday, July 10 & 13th - Vacation

Friday, July 31st & August 1st - Vacation

September 14 - 18th - Vacation

Cooperative Ad Campaign Update

January: Hoffman McLane CPA Firm

Billboard: 660,668+ total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 3,611 people reached, 382 engagements, of which 59.6% were women and the largest age group was 55-64. 78.2% saw ad on FB mobile app.

Instagram promotion: 63 promotion clicks, 49 likes, 4 new followers, 4,469 reached, 24,405 impressions (67% was from promotion), of which 52% were women and the largest age group was 18-24 (27%)

Life in Charlevoix Mobile App: 505 users in January - 99 viewed coupons & specials

Blog: 28 unique readers, average time on page was 59 seconds.

February: Elements Gallery

Billboard: 244,328+ total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 3,153 people reached, 458 engagements, of which 71.6% were women and the largest age group was 65+. 66.6% saw ad on FB mobile app.

Instagram promotion: 38 promotion clicks, 86 likes, 1 new follower, 4,188 reached, 10,432 impressions (86% was from promotion), of which 58% were women and the largest age group was tied between 13-17 (21%) and 25-34 (21%)

Life in Charlevoix Mobile App: 407 users in February - 107 viewed coupons & specials, 4 viewed Elements Gallery profile

Blog: 38 unique readers, average time on page was 2 minutes and 22 seconds.

March – Dennis Halverson

Billboard: 191,276+ total impressions

Northern Express: 90,000 readers

Community Shopper: ???

Facebook promotion: 2,104 people reached, 176 engagements, of which 100% were women and the largest age group was 65+. 61.8% saw ad on FB mobile app.

Instagram promotion: 111 promotion clicks, 60 likes, 3 new followers, 5514 reached, 24,706 impressions (66% was from promotion), of which 51% were men and the largest age group was 18-24 (30%)

Life in Charlevoix Mobile App: 368 users in March - 91 viewed coupons & specials

Blog: no blog

April 2020 – The Clothing Company

Billboard: 195,736+ total impressions

Northern Express: 90,000 readers

Facebook promotion: 10,236 people reached, 1087 engagements, of which 47.9% were men and the largest age group was 25-34. 92% saw ad on FB mobile app.

Instagram promotion: 26 promotion clicks, 276 likes, 2 new followers, 3054 reached, 7812 impressions (72% was from promotion), of which 55% were women and the largest age group was 13-17 (26%)

Life in Charlevoix Mobile App: 366 users in April - 107 viewed coupons & specials, 12 viewed Clothing Company profile

Blog: 49 unique readers, average time spent was 1 minute 53 seconds

Match on Main Update

Charlevoix was awarded \$50,000 to be disbursed to the 10 businesses approved at our May meeting, including: Bentley Hill Bakehouse, Ga Ga for kids, Graffitiies, The Taffy Barrel, Grey, Thistle, True North

The Vault Updates

We have gained 3 new summer members and lost another member, Lindsay Lewis. However, the Vault will be rented out as a private office and has already been spoken for. Our income so far in June is \$1,035. We will be re-introducing the punch pass system since many of our regular users were reliant on this membership type for their needs.

Small Business Support and Retention Resources

Below is an overview on the upcoming Small Business Support and Retention Resources being offered – including training for Main Street Directors, DDAs, and other downtown managers as well as a Business Assessment tool (which you can use as a guide to work with your small businesses) and a online website resource to provide business owners with additional materials to grow and strengthen their businesses. Below are the upcoming trainings and registration links. There is no cost to attend and this programming is optional. You are welcome to share with your Board and / or EV Committee as well!

Getting Started with Initiate – June 30, 2020 at 10am

Registration link: https://us02web.zoom.us/webinar/register/WN_TfIL4lbSRjS6clyaOgMS5A

In this training, we introduce you to Initiate, an online learning portal with more than 100 resources on money, marketing, and management to support the launch and growth of small businesses. Also, we will share an assessment tool you can use with local small businesses to help them evaluate their skills and align corresponding resources.

Objectives:

- Learn how Initiate was developed and how it's being used to support small businesses in 31 states
- Walk through the Initiate platform and associated small business resources
- Tips to get started with the Initiate platform
- Recommended resources and preparation for the 2nd training

Diving Deeper into Initiate – July 14, 2020 at 10am

Registration URL: https://us02web.zoom.us/webinar/register/WN_O1nop7cPTZGsWXeuiRW1TA

In this training, we will walk through case studies based on top challenges businesses face and how to utilize the tools highlighted in the "Getting Started with Initiate" webinar to address them. We will have an interactive discussion to answer the questions you arose as you have started to explore Initiate and the assessment tool.

Objectives:

- Interactive discussion to share insights and questions after the first webinar
- Walk through case studies that show how to utilize Initiate to address common business challenges
- Learn best practices on engaging small businesses with Initiate

Refining Small Business Support Using Initiate – September 9, 2020 at 10am

Registration Link: https://us02web.zoom.us/webinar/register/WN_6vkT6G5YQ0iljGG392dzgA

In this session, we will reflect on the first three months of utilizing the Initiate platform and associated tools. We'll review progress to date and share best practices. We'll highlight updates to the platform and new tools to support local small businesses.

Objectives:

- Review of utilization of the Initiate platform
- Interactive discussion on utilization of Initiate and questions from the group
- Share tips to get the most out of Initiate
- Highlight updates / additions to the platform

Planning for Year End with Initiate – September 24, 2020 at 10am

Registration Link: https://us02web.zoom.us/webinar/register/WN_cHn-Jj7JTVaAjb_8wJwO4Q

As we near the last quarter of the year, it's crucial to help businesses to prepare to end the year strong and plan for 2021. We will explore tools in Initiate that will help them to create projections, plan for cash flow,

market their services and more.

Objectives:

- Learn how to use Initiate to help businesses end the year strong and plan for 2021
- Share tools to address current business challenges and opportunities

AmeriCorps VISTA Position Available

Charlevoix Main Street DDA is seeking a full-time AmeriCorps VISTA member



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

- Annual living allowance of \$12,456
- Education Award of \$6,195 or \$1800 end-of-service Cash Stipend Award
- Access to AmeriCorps VISTA Health Benefits Plan + Free Video Counseling
- Travel Expense Reimbursement
- Paid vacation, sick time, and holidays
- Qualified student loan forbearance and interest accrual payment
- Childcare benefits (if eligible)

*This position requires a one year commitment.

The ideal candidate will be enthusiastic and passionate about serving all members of the Charlevoix community. Experience working with computers & social media required. Excellent verbal and written communication skills are crucial. Prior experience in grant writing a plus. Must be a self-starter but also excel working in a team environment.

All AmeriCorps members must:

- Be a U.S. citizen, national, or legal permanent U.S. resident,
- Be at least 18 years of age (there is no upper age limit!),
- Commit to serving their full term,
- Possess an education or life-skills that will help you be successful in your placement, and
- Have a passion for giving back!

To apply, please submit an application no later than July 6, 2020 by visiting:

<http://cedamichigan.org/americorps/now-hiring/>

If you would like to discuss this position, please call Lindsey Dotson at (231) 547-3257.

Design Guidelines

They are finally complete! See attached. Next steps include presenting to the Planning Commission and dispersing it to the business and property owners.

ATTACHMENTS:

Downtown Charlevoix Design Guidelines

+ PRESERVATION RESOURCE GUIDE

Charlevoix Main Street DDA

Authored by: Charlevoix Main Street DDA Design Committee



CHARLEVOIX
MAIN STREET DDA

These Guidelines were developed by the Charlevoix Main Street Design Committee and approved by the Charlevoix Main Street Downtown Development Authority Board of Directors in February 2020.

Thank you to Charlevoix Historical Society for providing historic images. Thanks also to members of the Historic District Commission as well as City Planner Kathy Egan and Zoning Administrator Jonathan Scheel for their contribution and guidance.

Lastly, diagrams and some language have been pulled from Building Improvement guides published by the National Main Street Center in 1995. Some renderings were pulled from the Charlevoix Downtown Alley Corridor Vision report from Michigan State University's School of Planning, Design, and Construction completed in January of 2018. Contemporary photographs were taken by Lindsey Dotson, Main Street DDA Director, Alex Childress, & Michael Murphy.



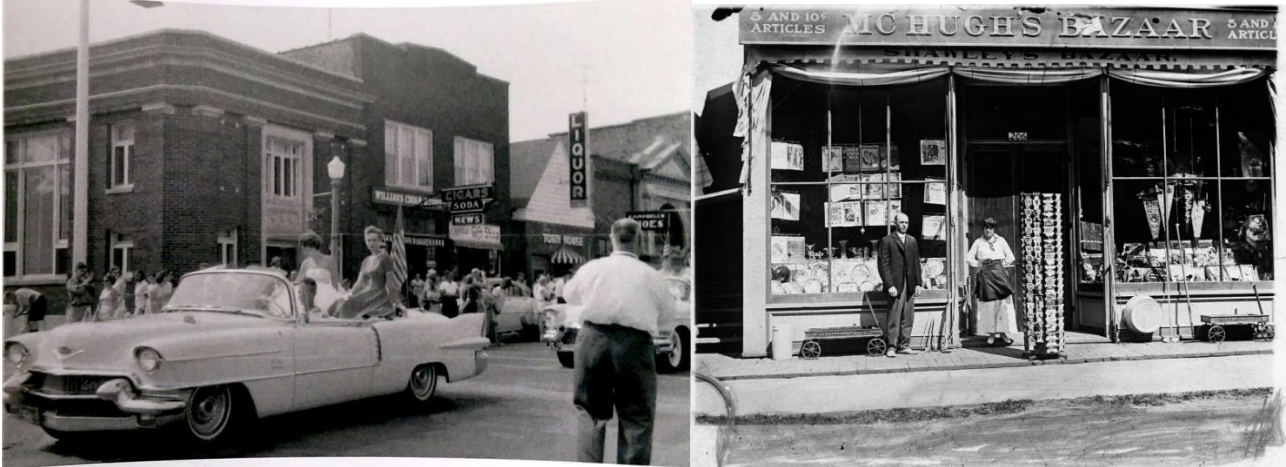


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Overview

The Charlevoix (MSDDA) Design committee developed this manual to help business owners, property owners, and developers throughout the Main Street/Downtown Development District maintain and enhance the historic qualities of their properties that are so important to the community. The guidelines provide property owners the most appropriate methods for preserving the historic integrity of their buildings while continuing to operate them as modern businesses.

A guiding principle in creating the design guidelines is to celebrate the Charlevoix of yesterday and today while looking to tomorrow. The goal is to create an environment that integrates retail, service businesses, the arts and culture, and housing into a dynamic downtown.



Charlevoix Main Street DDA Boundaries



Existing Buildings & Historic Preservation

General Design Guidelines

The primary goal of historic preservation is to keep what remains of the historic character of a building. The character of a building's exterior is expressed through surviving original features such as roof type, doors, and windows, cladding, trim, and ornamentation. Maintaining the historic integrity of a building involves the process of identifying, retaining, and preserving those features and qualities that define a building's historic appearance. Where all or most of these features have been changed, the building's integrity is effectively lost.

When working on old buildings, two common mistakes actually damage historic value rather than preserve it. One mistake is to add historic features to a building that never were there. The other is to make an old building look new or modern.

Even in cases where some of the original features of a building have been altered or lost, there are ways to re-establish the building's historic appearance. Reproducing the building's original features or developing a new, compatible design are strategies that can meet historic preservation standards.

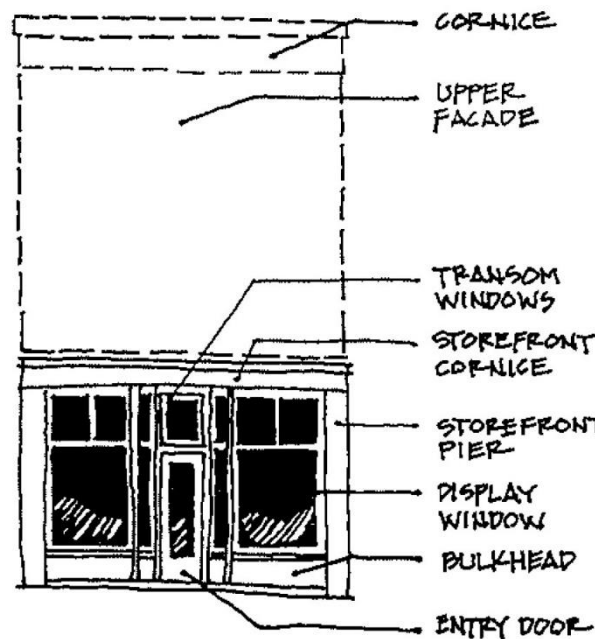
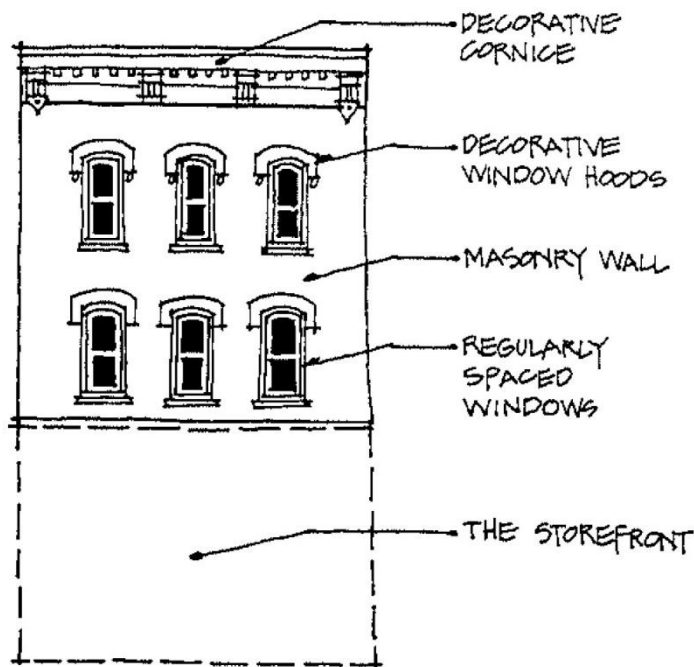
The following general guidelines apply to all exterior work and/or interior work that affects the exterior of an existing historic building. They are based on the Secretary of Interior's Standards for Rehabilitation. (see appendix)

Exterior Work

If the original feature is intact, retain it as is without altering or covering it. When the original feature is in need of repair, do the repair work in place if possible, using the gentlest methods available to avoid damaging the original materials.

If the original feature has deteriorated beyond repair and must be replaced, replace it with materials that duplicate as closely as possible the original in size, shape and texture.

Replace missing features with historic reconstructions, or with newly designed elements that are compatible with the building's size, scale and materials. Where paint is required, consider colors that are appropriate to the historic building or district.



Masonry

Masonry refers to building – stone, brick, concrete block, tile, terra cotta, or stucco – materials that are used to construct and ornament building walls and architectural elements, such as chimneys, parapets, and steps. As construction



material, masonry consists of individual units of brick, block, or stone and mortar as a bonding material. Mortar primarily plays a structural role, but also contributes to the visual character of the building.

Masonry is a highly durable building material, but it is particularly vulnerable to inappropriate cleaning and repair. Proper assessment of underlying problems, particularly those related to water damage, is critical before deciding on repair and treatment.

Guidelines

Retain original masonry and mortar whenever possible without the application of any surface treatment. Concealing original masonry is not recommended.

Clean masonry only when necessary to halt deterioration or remove heavy soiling. Use the gentlest means possible to prevent damage to masonry surfaces.

Apply paint only to areas that have been previously painted.

Where there is evidence of deterioration, duplicate old mortar in strength, composition, color and texture. Replace old mortar joints in width and in joint profile.

Sandblasting brick or stone surfaces using dry or wet grit or other abrasives is strongly discouraged as it will mar, damage, and weaken the masonry. High pressure water and cleaning methods should also be avoided since they can damage and weaken the masonry.

When necessary, replace masonry features of brick, stone, terra cotta, and/or concrete using the same materials, or one that is a compatible substitute material, matching the original in size, color, texture, density and profile.



Wood

In the late 1800s, brick and stone replaced wood as the most common construction material for commercial buildings. However, wood still appears frequently as functional components and decorative features of many buildings, including clapboard siding, cornices, windows, and storefront framing.

Wood is especially susceptible to the destructive effects of weathering; exposure to moisture and sunlight are particularly damaging. Historically, this is the primary reason all wood was painted, and because of this precedent, all new wood should be painted.



Guidelines

Replace missing wood features with new elements that have historic precedent.

Resurface wood buildings with new materials that are appropriate or were available when the building was originally constructed. Avoid using metal or vinyl siding.

Consider using new wood siding or cement board of size and texture of appropriate era when replacement of siding material is required. Match proportions and profiles of new material to existing siding, and use smooth-faced, knot-free material.

Install any siding material in a way that does not obscure or damage historic ornament, such as fish-scale shingles, window casings, sills, hoods, and corner boards.

Paint surfaces to protect wood from deterioration.

Vinyl siding is not considered appropriate in most cases.

Metal

Architectural metals include both cast and sheet metals. In the district, cast metal was generally used for storefront columns and display window framing systems. Pressed sheet metal was frequently used to form cornices – at the roofline and storefront levels – and window hood moldings.

While cast iron pieces are difficult to repair, sheet metal elements can be repaired fairly easily through patching. For those iron-based materials that will rust, regular painting of metal elements is an essential maintenance technique.



Guidelines

Retain and repair original metal architectural features such as pressed metal cornices, window hoods, and cast-iron columns.

Clean metal features only where such cleaning will not damage historic color, texture or patina. Any cleaning treatment should use the gentlest means possible, using methods that do not abrade the surface.

Paint will protect metal types such as cast iron or pressed tin. Do not apply paint or other coatings to metals that were historically meant to be exposed, such as copper.

When replacing missing metal architectural features, consult historical photographs or comparable structures in the district for scale, design and proportion of new features.

Cornices

A cornice is the uppermost protective portion of a wall that is often treated in a decorative manner. In addition to a primary cornice crowning the top of a façade, commercial buildings often have a secondary, or

storefront, cornice that provides a horizontal division between street-level and upper stories.



Guidelines

Repair and retain original cornices whenever possible.

If an existing building cornice has deteriorated beyond repair and must be replaced, reconstruct the original design as closely as possible.

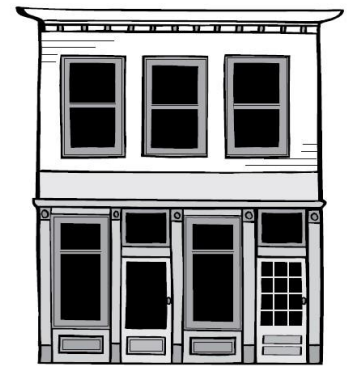
When reconstructing a cornice that has been previously removed, consult historical photographs or comparable structures in the district for scale, design, and proportion.

When historical photographs are not available, contemporary replacements should be simple and harmonic with existing scale, materials and size of the building while avoiding a false historic look.

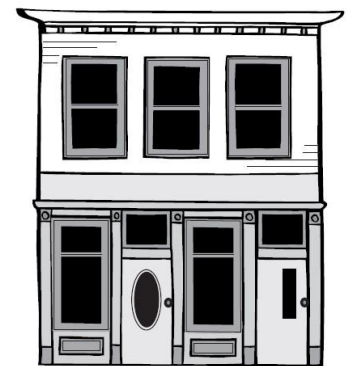
Doors

Doors are often a visual focus of commercial buildings; thus, the appearance of an entry can be very important in defining the overall character of a building. Doors are architectural elements that are frequently subject to replacement – often needlessly, when simple repair can make them sound and functional.

In the district, doors are of two primary types. Historically, storefront doors almost always had full-height panes of glass, while the doors to residential units or offices on building's upper floors often had half-height glass panels.



Store front with original or acceptable replacement doors.



Store front with inappropriate replacement doors.

Guidelines

Retain original doors and door hardware whenever possible.

If the replacement of an existing original door is necessary, select a manufactured door or have a new door built with the same design, materials, and proportions as the original.

When no evidence of the original door exists, choose a replacement that is compatible with the proportions, design, and materials of the building. Wood paneled doors with full-height glazing are preferred for store front door openings. Wood paneled doors with half-height glazing are generally preferred for second floor entrances. Select replacement door hardware that is consistent with historic hardware in design and finish.

Do not reduce the size or proportions of original door openings.

Roofs

Most commercial buildings have roofs that are flat or slightly sloped in profile and are not visible behind parapet walls. Buildings of wood construction frequently have gabled roofs with the end facing the street. Since the surfaces of a gabled roof are visible from the street, replacement roofing for this roof type should be compatible with the original material.

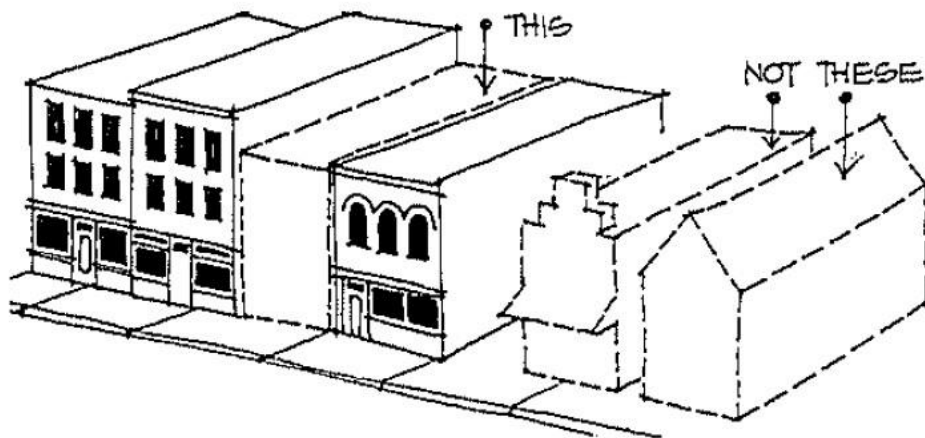
Additional historic roof features present in the district include chimneys, skylights, and roof ventilators. Retaining these existing features is also a preservation goal.

Guidelines

Replace deteriorated roof coverings that are visible from the street with new roofing that is compatible with historic precedents in the district.

A rubber membrane covering for a flat roof is acceptable. When installing white or light-colored membrane roofing on a flat roof, avoid wrapping the membrane over the top and sides of parapet walls so that the material is visible from the street. Use a dark-colored metal cap, or dark-colored fasteners to secure the membrane.

Take every effort to reduce the visual impact of new roof features such as antennae, satellite transmitters, skylights, dormers, and air condition units.



Windows

Most commercial buildings were designed with large, plate glass display windows on the lower story and smaller, double-hung windows above. Upper-story windows often received decorative treatment – original hoods and moldings are still evident on many buildings. Windows are major design features that frequently have been altered due to the harsh climate and a lack of maintenance. In a number of cases, window replacement has seriously compromised the historic appearance of buildings.

Older windows can be repaired or retrofitted to match the thermal and operational performance of new windows. Replacement windows can replicate the visual qualities of historic windows.



Original Windows



Inappropriate Replacement Windows

Guidelines

Do not alter original window openings either to block-in a window, or to install a window that is larger or smaller than the original opening.

Any new window openings required by building code should be located, whenever possible, on secondary facades.

Whenever possible, retain and repair existing windows including the window sash, glass, lintels, sills, hoods, and hardware.

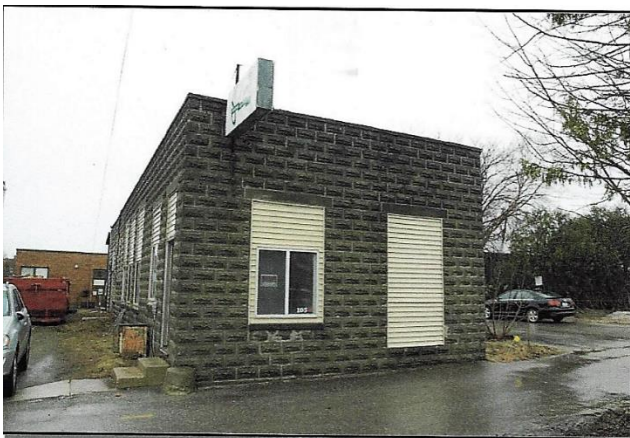
Replace deteriorated window parts by duplicating the materials, design, and hardware of the original window, including the molding, casing, trim and sash.

Retain and repair existing original windows whenever possible. If windows are beyond repair, then replacement windows should match the design, size, proportions, and profile of the existing original windows. Wood replacements are recommended. Metal-clad replacements with a painted finish are acceptable.

Use sheets of clear, non-reflective and non-tinted glass when replacement is necessary. Double-paned thermal glass is acceptable.

Do not install new floors or dropped ceilings that block the glazed area of historic windows.

Imitation shutters that detract from the historic character and appearance of the building are generally inappropriate.



Inappropriate replacement windows



New historically accurate replacement windows

Storefronts

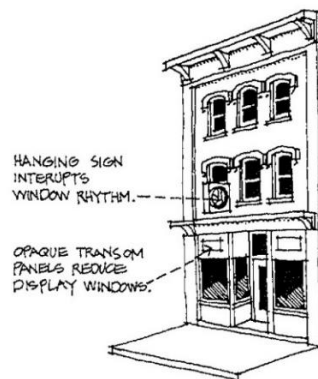
Street-level storefronts play a dominant role in conveying the historic appearance and feeling of Charlevoix's downtown district. Appropriate storefront design is also key to the success of businesses in the downtown area. The commercial district has a variety of storefronts, but many show a similar arrangement of these standard components: display windows, bulkheads (the area beneath the display window), recessed entry doors, transoms, and cornices.

In converting downtown buildings to new uses, some of Charlevoix's historic commercial storefronts have been closed in, covered over, or greatly altered. A better approach to accommodating a new first-floor use is through a sensitive rehabilitation that retains the storefront's character-defining features. If needed, interior screens, blinds, curtains, or other materials set back from the window can create privacy without removing display windows or other important storefront elements.

**1. The Original Facade-
The Original Resource**



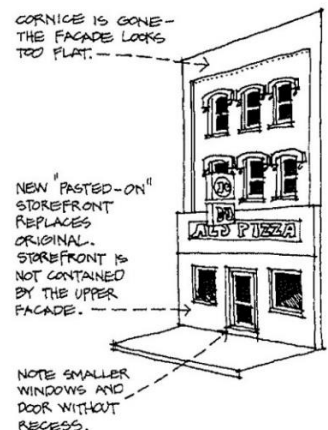
2. Minor Facade Change



3. More Minor Facade Change



**4. Storefront Remodeling -
Facade Looks Cut in Half.**



Guidelines

Retain and repair significant historic storefront elements and materials. Attempt to return the storefront to its historic appearance. Do not add architectural details that were not part of the original design.

Do not block in large display windows or reduce the size of the original window area with smaller, inset windows.

Maintain the commercial character of the storefront, even if its use has changed.

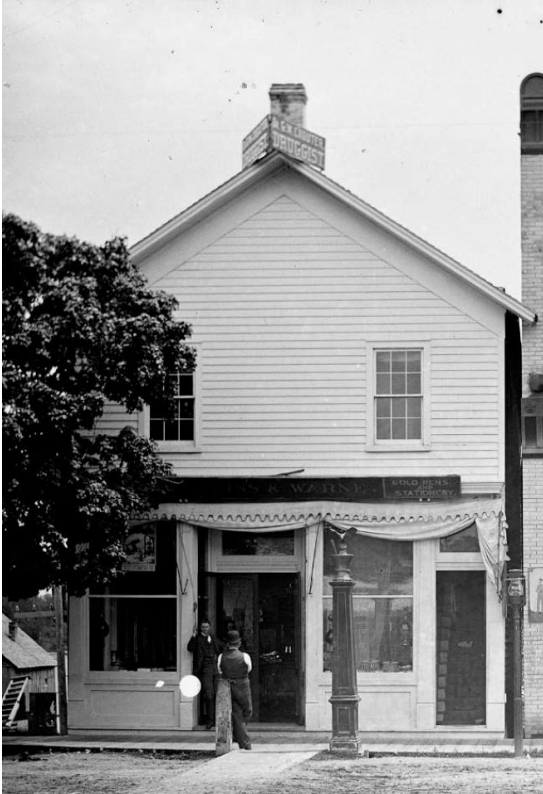
If a new storefront design is required, incorporate traditional storefront components that harmonize with the rest of the building and neighboring structures.

Contain new storefront construction within the first-floor portion of the façade maintaining the distinct yet visually compatible relationship with the building's upper stories.

When original elements are missing and/or historic materials are deteriorated, the use of comparable substitute materials may be considered. However, the use of extruded aluminum storefront window framing is not preferred.

Retain historic storm enclosures. New enclosures should be constructed of wood and composed primarily of glass. New enclosures must be removable, and their design should be based on historic precedents.

Installation of storefront awnings is encouraged. Awnings must be mounted below the storefront cornice and above display and transom windows. Awnings should be constructed of woven material, and if possible, retractable. Aluminum or vinyl awnings are not recommended.



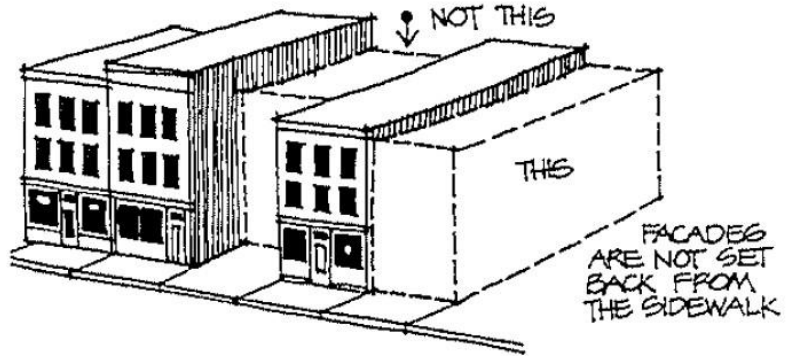
Appropriate Storefront Modification



Inappropriate Storefront Modification

Additions

When additional space is required in a building, it is possible to design an addition that maintains the structure's historic character. In designing



additions, make certain that the original historic structure remains the primary building block with the addition seen as a subordinate component. A passerby on the street should be able to determine where the original structure ends and where the addition begins. The goal is to make the addition compatible with the original building but identifiable as new construction. This can be achieved by using similar materials, design elements, and proportions.

Guidelines

Make it visibly clear that the addition is a secondary component. The existing building must remain dominant.

If the proposed addition cannot be located at the rear of the building and/or is large in relation to the original structure, the addition should conform to the guidelines for new construction.

Building additions should be compatible with the size, scale, material, and character of the original building.

Do not use decorative architectural details or ornamentation that borrow from historical periods not represented in the district, such as “gingerbread” spindles or exterior window shutters.

Whenever possible, new additions or alterations to structures should be constructed in such a manner that, if removed in the future, the form and historical integrity of the structure would be unimpaired.

New Construction

New buildings constructed on open lots should be compatible with neighboring historic buildings. In the downtown, individual structures form a continuous row of façades that define the street. Any new building should fit into this framework and be particularly sensitive to the design qualities of adjacent buildings.



Appropriate New Construction

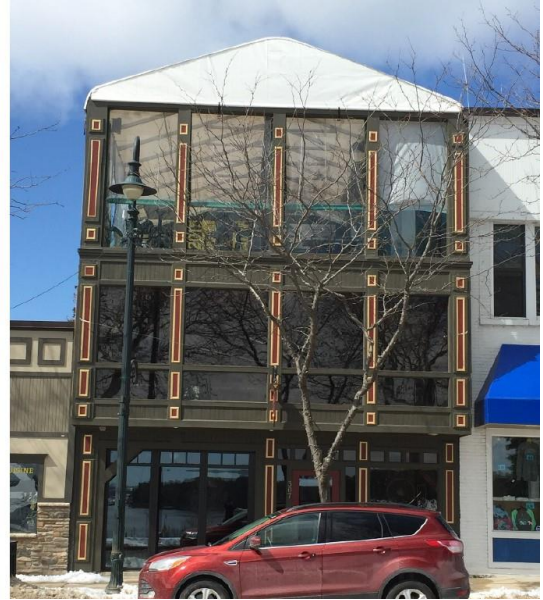
Guidelines

Make certain that the intended use and design of the proposed building meets all applicable regulations, including the City of Charlevoix Zoning Ordinance.

Design new construction to be compatible with adjacent historic buildings maintaining consistency in size, proportion, and building materials.

New designs based on, or inspired by, the architectural styles present in the district are encouraged.

Do not add features that might appear historic but were never found on buildings within the district including, for examples, applied ornamental shutters and small-paned windows.



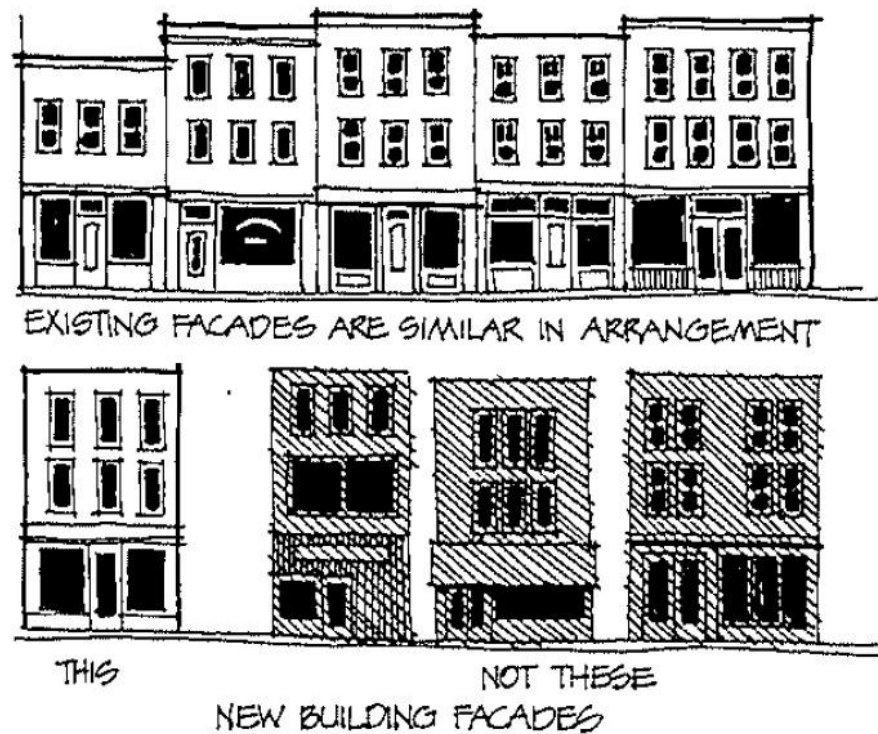
Inappropriate New Construction

Two-story buildings should be developed, allowing for second story office or residential opportunities. Buildings should be built up to the sidewalk and up to the side lot lines. They should have brick or natural surface facades in colors typical of their composition – earth tones, or other muted colors. Natural surface facades have fine-grained texture giving buildings a warmth which invite passers-by to pause and look in the windows.



Windows on buildings in Business District should comply with the City of Charlevoix Zoning Ordinance.

The vertical appearance of two-storied or taller buildings should be broken up with horizontal detailing; the goal is for the buildings to define the street space. Detailing, like a storefront cornice and different window design on the upper floors, make two- and three-story buildings more welcoming.



Side and Rear Façades

Spaces behind buildings are frequently forgotten. People tend to avoid them because they are usually unkempt and unattractive. Too often, these spaces have been considered strictly service areas, where deliveries are made or garbage picked up.

However, more and more parking areas in traditional business districts are being developed behind buildings, in the middle of the block. The backs of the buildings are coming into full and open view.



This suggests two things:

- The appearance of the back areas is important to the commercial district.
- Rear entrances can potentially benefit all businesses by allowing direct entry from the parking lot into stores. Customers don't need to walk around the block to reach a shop.

If you don't have an attractive rear entrance to your business but are considering making improvements, think about these issues.

1. Would additional walk-through traffic help or hinder your business? Would a rear entrance be an added convenience to your customers?
2. What changes would you need to make to give your store an attractive rear entrance? How would you handle the circulation, displays, and security throughout the building?
3. Although the two are similar, the rear entrance should not compete with the storefront in importance. In most cases, the rear entrance should occupy a

relatively small part of the back façade and exhibit more of a utilitarian character. Still, it should be maintained and developed to support the overall appearance and convenience of the district.

4. Like the storefront, the rear entry requires identification. It should be inviting and attractive. A glass panel in the back door is one way to open your store to potential customers. A small sign on or near the door is another way to identify your business. Be sure to keep it small, and don't clutter the area with too many signs. An attractive metal grille can provide security and add to the visual appeal of a rear entry.

If your building has rear windows on the ground floor, use them for displays; they will also attract people to your door.

An awning or small canopy can be a pleasant addition and a convenience to shoppers during inclement weather. If there is enough sun, planter boxes might also be added, but only if you attend to them properly.

5. Like the storefront, the rear entry should respect its next-door neighbors. Try to make your entry compatible with neighboring stores. Look at the back entrances next to yours.



It might be wise for you and your fellow merchants to get together and plan an attractive approach to the rear facades of your buildings.

6. Normal service activities, such as trash collection, loading, shipping, and storage must also occur with ease. It is possible to accommodate these functions and, at the same time, make the space behind the store more pleasant for shoppers.
7. If possible, pick a central location for trash collection, one that will serve several stores efficiently. Grouping the containers gives a less cluttered appearance.
8. Simple enclosures can be readily constructed to hide refuse containers and prevent clutter. These enclosures should open from the front for easy removal of full, heavy cans.

Dumpsters can also be screened from view. Before construction, be sure to consult the collection agency and ensure that your design will not disrupt their activities.



Use a neutral color to paint or stain these enclosures. Bright or loud colors draw attention to the screens and containers, when the purpose is to camouflage them. Choose colors that blend in with those of the rear façade.

9. Don't forget about the paved areas behind the buildings or in the alleys. Many times, the paving is full of potholes, which is both bothersome and dangerous for pedestrians.

In addition to paving, watch out for drainage problems. Poor drainage causes puddles and other hazards for pedestrians. Make sure there is adequate drainage away from your building. Also check the storm drain inlets regularly to see whether they need cleaning.

Weeds and scrub trees can also be a problem in areas behind buildings. These plants are tenacious and will grow wherever they can. For a better image, keep them under control.

10. Snow removal is another consideration. Just as front walks need to be shoveled, so too do back entrances.



The rear facades of commercial buildings have been ignored and neglected for a long time. In many cases, they have been left to deteriorate or have been poorly maintained. Windows on the ground and upper floors are frequently ill-kept, boarded up, or dirty. Electrical and telephone lines are haphazardly attached to many buildings, giving them a cluttered look. With good design and proper maintenance, rear entrances can become attractive and convenient for Main Street shoppers.

Signage

The zoning ordinance allows for canopies and awnings, and the Design Committee encourages complementary colors, sturdy materials and installation as the winds blowing off Lake Michigan can get intense even on the mildest days.

Detailed sign design regulations, including sandwich board sidewalk signs can be found in the zoning ordinance, and in general, they should be proportional to the building façade, designed to quickly communicate the business identity and products, and use a simple color palate which complements the building. Café seating on the sidewalks is a great way to bring vitality to the public space outside your business. These activities are regulated by the city: call the City of Charlevoix Planning Department at (231) 547-3265 for more information.

If any of these guidelines conflict with the City of Charlevoix's zoning ordinances, the city zoning and ordinances must be followed.



Rooftops

A new consideration for activating space in downtown Charlevoix is the use of roof tops for a variety of things. Since the area is predominantly landlocked by water, it is wise to use any and all space possible. See below for a quick list of guidelines recently adopted by the Planning Commission.



LODGING, DINING AND ENTERTAINMENT USES

Restaurant with outdoor seating

- (1) Restaurant outdoor seating shall be allowed only during normal operating hours of the establishment.
- (2) All food preparation shall take place inside the establishment.
- (3) If alcoholic beverages are to be served, the current Liquor Control Commission rules and regulations shall apply.
- (4) Amplified musical instruments are prohibited. Any other music or sound that would violate the City's noise ordinances and restrictions is prohibited.
- (5) Lighting shall be shielded and pointed downward and shall not be a nuisance to adjacent properties.

Roof top deck

The following provisions are intended to regulate roof top deck use to reduce safety concerns, noise and other nuisances, and visual impact on neighboring properties and on the community generally.

-
- (1) Parapet walls and perimeter guardrails shall extend around the perimeter of the building and incorporate exterior building materials consistent with the architectural style of the underlying structure.
 - (2) Parapet walls and perimeter guardrails erected as a necessary safety and protective feature shall not increase the overall height of the structure.
 - (3) Lighting shall be shielded and pointed downward.

Sustainability



SUSTAINABLE CHARLEVOIX

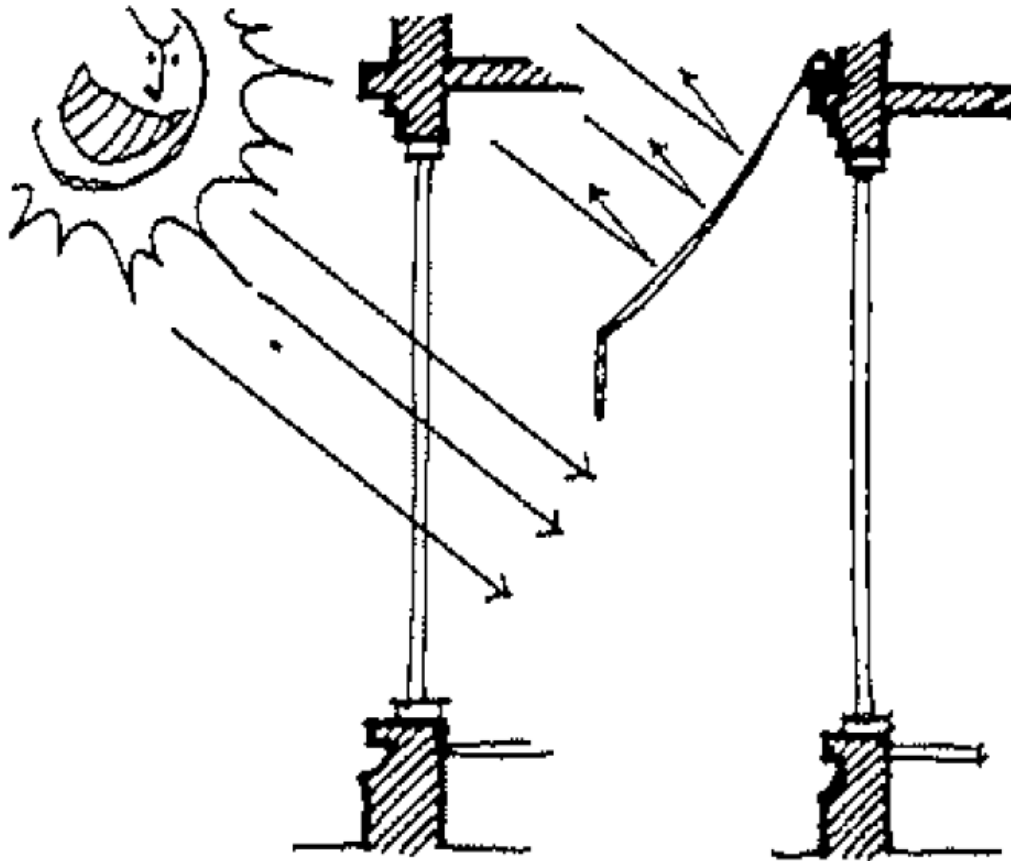
Energy conservation in a building means minimizing its energy needs and maximizing the comfort of its occupants. If properly treated, most old commercial buildings can be as energy efficient as new ones. The process is not particularly costly, but it does require a commitment to identify and solve some specific problems.

- (1) The traditional commercial building has some basic characteristics that help save energy. Relatively little of the building is exposed. Sides are usually covered (and insulated) by adjacent buildings. Above the storefront, the windows tend to be small and widely spaced. Compare this to the typical façade of a new building. In buildings with several floors, the upper stories trap and use heat rising from the lower floors. Masonry construction offers good insulation. Also, the walls are usually rather thick.
- (2) However, old commercial buildings also have some typical energy problems. In many cases, old windows and doors have not been maintained. Consequently, they leak air and moisture. Uninsulated flat roofs lose much usable heat during the winter. Large storefront windows lose heat in the winter and let in hot air during the summer. Old heating systems are often inefficient and outdated.
- (3) Windows and doors should be sealed as tightly as possible. When closed, they should not leak air or moisture. Repair all windows and doors so that all their parts fit together tightly. Reglaze all loose or broken window panes. Carefully weather-strip all window and door openings. Caulk the cracks between all

nonmoving window and door parts as well as any cracks between the window or door and its openings.

- (4) Storm windows can greatly reduce winter heat loss through wall openings. While rather impractical for the storefront- the constant opening and closing of the door negates their value. The use of storm windows on the upper façade and the rear and side walls should be considered.
- (5) Carefully applied insulation can greatly improve a building's energy efficiency. While many kinds are available, two are most appropriate for downtown buildings. Fiberglass insulation consists of spun fibers attached to a paper backing. It is laid by hand and can be stapled to wood studs or joists. The paper acts as a moisture barrier and must be installed correctly to prevent maintenance problems. The second type of appropriate insulation is cellulose, a shredded paper treated with a fire retardant. Installed through use of a mechanical blower, cellulose is ideal for relatively inaccessible parts of a building. However, cellulose and other types of blown-in insulation do not usually come with a moisture true barrier, thus creating future maintenance problems. And, over time, cellulose compacts, losing some of its insulation value. As a general rule, the thicker the insulation, the better. Proper placement is also important. The roof is a critical location because much winter heat loss occurs there. If the upper floors are not in use, consider insulating the 2nd floor to trap heat below it. Insulation of the first floor will protect the store from the cold basement space. If insulation is installed in the roof, walls, or between floors, be sure to include a moisture barrier and vents. Without them, moisture may become trapped and create maintenance problems.
- (6) With all its glass, the storefront presents special energy problems. It loses heat in the winter and, if exposed to the summer sun, it gains heat. Where the sun is a factor, an awning or canopy can provide a partial solution. An operable awning can be extended in the summer to shade the storefront. Retracted in winter, it can allow sunlight into the store. Insulated tinted glass can also reduce the energy inefficiency of a storefront window. While some of the value of insulated glass will be lost by constant opening and closing of the door, the nighttime

protection can be substantial. Locating heat vents near storefront windows can minimize the discomfort of winter heat loss and help prevent condensation on the glass. Good weather-stripping and caulking of storefront windows and doors can also minimize heat loss.



- (7) If your present heating system is old and inefficient, it is probably wasting energy. Have it checked and consider replacing it if possible. Since a wide variety of systems and heating units are available, carefully consider the benefits and drawbacks of each one. Does the heating system you are considering have options that will save you money in the long run? Economizer cycles, night setback systems, flue dampers, and recirculating fans are all devices that improve energy efficiency. If the new heating system requires installation of metal ducts, try to conceal them in the basement. If they must be hung inside the shop, have them designed so that they blend with the building's interior and do not cover transom windows.

Appendix

The Secretary of the Interior's Standards for Rehabilitation

Introduction to the Standards

The Secretary of the Interior is responsible for establishing standards for all programs under Department authority and for advising Federal agencies on the preservation of historic properties listed in or eligible for listing in the National Register of Historic Places.

The Standards for Rehabilitation (codified in 36 CFR 67 for use in the Federal Historic Preservation Tax Incentives program) address the most prevalent treatment.

“Rehabilitation” is defined as “the process of returning a property to a state of utility, through repair or alteration which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.”

Initially developed by the Secretary of the Interior to determine the appropriateness of proposed project work on registered properties within the Historic Preservation Fund grant-in-aid program, the Standards for Rehabilitation have been widely used over the years – particularly to determine if a rehabilitation qualifies as a Certified Rehabilitation for Federal tax purposes. In addition, the Standards have guided Federal agencies in carrying out their historic preservation responsibilities for properties in Federal ownership or control; and State and local officials in reviewing both Federal and nonfederal rehabilitations proposals. They have also been adopted by historic district and planning commissions across the country.

The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic building of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building's site and environment, as well as attached,

adjacent, or related new construction. To be certified for Federal tax purposes, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s), and where applicable, the district in which it is located.

As stated in the definition, the treatment “rehabilitation” assumes that at least some repair or alteration of the historic building will be needed in order to provide for an efficient contemporary use; however, these repairs and alterations must not damage or destroy materials, features or finishes that are important in defining the building’s historic character. For example, certain treatments – if improperly applied – may cause or accelerate physical deterioration of the historic building. This can include using improper repointing of exterior masonry, cleaning techniques, or introducing insulation that damages historic fabric. In almost all of these situations, use of these materials and treatments will result in a project that does not meet the standards. Similarly, exterior additions that duplicate the form, material, and detailing of the structure to the extent that they compromise the historic character of the structure will fail to meet the Standards.

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, [page 22] related landscape features and the building’s site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding

conjectural features or architectural elements from other building, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would not be impaired.

More info can be found by visiting

<https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>

Contact Information

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planner@charlevoixmi.gov
231-547-3265
<http://charlevoixmi.gov/167/Planning-Zoning>

Trevor Dotson

Manager of Operations
Charlevoix Historical Society
trevor@chxhistory.com
231-547-0373
chxhistory.com

Michigan State Historic Preservation Office

517-335-9840
<https://www.miplace.org/historic-preservation/>

Michigan Historic Preservation Network

517-371-8080
info@mhpn.org
mhpn.org

Resources

City of Charlevoix Commercial & Industrial Energy Efficiency Program

Contact City of Charlevoix Electric Department Administrative Assistant

Liz Anderson

231-547-3273

liza@charlevoixmi.gov

Commercial Redevelopment District

Contact City of Charlevoix City Manager Mark Heydlauff

231-547-3270

markh@charlevoixmi.gov

Design Assistance

Contact Charlevoix Main Street DDA Director Lindsey Dotson

231-547-3257

lindseyd@charlevoixmi.gov

Charlevoix Lenders/Financing:

4Front Credit Union - www.4frontcu.com

Charlevoix State Bank - www.charlevoixstatebank.com

Chemical Bank - www.chemicalbank.com

Huntington Bank - www.huntington.com

Project Assistance & State/Federal Redevelopment Incentives

Contact Community Assistance Team Specialist

Michigan Economic Development Corporation | Community Development

Dan Leonard

989.387.4467

leonardd6@michigan.org

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

Reports

TITLE: Update on Business/Building Owner Survey Results & Council Action

DATE: June 22, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

See attachment to view results of the survey that was conducted and shared with City Council for their meeting on June 15th. Minutes have not been posted yet, but Council did vote to rescind the decision made related to closing off parking spaces in the downtown which was scheduled to begin on June 19th. See attached minutes from the City Council Special Meeting on May 29th.

ATTACHMENTS:

- ▣ Memo to City Council for the June 15th Meeting
- ▣ City Council Special Meeting Minutes - May 29, 2020



CITY OF CHARLEVOIX

210 STATE STREET | CHARLEVOIX, MICHIGAN | 49720

Charlevoix Main Street DDA
(231) 547-3257 lindseyd@charlevoixmi.gov

Memo

To: Charlevoix City Council
From: Lindsey Dotson, Main Street DDA Executive Director
Subject: Business & Building Owner Survey Results
Date: June 15, 2020

During a Special Meeting of the Main Street DDA Board of Directors on June 5th, the Board voted to disseminate a survey to the downtown business and property owners to capture feedback about the Council decisions to close parking to enable more social distancing in the wake of COVID-19. The Main Street DDA Executive Committee met on June 10th to finalize the wording of the survey questions. The survey introduced the situation and asked the following questions:

Downtown Business/Building Owner Survey

Currently the Charlevoix City Council has approved eliminating the parking in front of businesses on Bridge Street from June 19th through Labor Day, 2020. In addition, they are considering the sidewalk area in front of restaurants to be expanded to allow for more outside seating and making the sidewalk in front of retail merchants available for outside sales.

The Main Street DDA Board of Directors recognizes that you as a business or property owner are most affected by these decisions and would like your input by Sunday, June 14th, for review during the next City Council meeting on June 15, 2020. Please feel free to use the comment area to share information the questions may not have touched on. Thank you.

Name:

What is your role in downtown Charlevoix?

- *Business Owner*
- *Property Owner*
- *Other (please specify)*

Which business/building do you represent?

Do you support City Council's decision to close parking on Bridge Street to allow for more social distancing, including the space on the sidewalks in front of retail/service businesses?

- *No, I do not support this for this summer.*

- *Generally, I do not support this. But it may be appropriate to do this during busy weekends or events for this Summer.*
- *Yes, I think this is a good idea for this summer.*

Do you support City Council's decision to close parking just in front of restaurants to allow for additional outdoor seating in front of restaurants wishing to expand their capacity?

- Yes
- No

As City Council has discussed, are you interested in putting merchandise out on the sidewalks to expand your sales floor square footage?

- Yes
- No

What else would you like to share?

Below is a summary of the results captured thus far (June 11th). If additional responses come in I will send a follow up email with updated information to Council members on Monday morning so that there is plenty of time to review it before your meeting.

We have approximately 62 businesses in the DDA district, 41 of which are retail establishments and 18 of which are eat/drink establishments. So far we have received 52 (57 is the goal to have a good sample size for accurate representation) total responses with a breakdown of representation below:

Retail business owners: 20

Property owners: 16

Eating/drinking establishment owners: 7

Lodging owner: 1

Service business owner: 10

Grocery store owner: 1

The total above adds up to 55 vs 52 and that is because some people are both business and property owners. They were represented in both ways in the count above. Overall, the summary of responses to the multiple choice questions are on the next page.

- So far, 57.7% (or 30 survey respondents) do not support the council decision to close parking to expand sidewalks starting June 19th.
- 67.3% (or 35 survey respondents) support the council decision to close parking to expand outdoor dining for restaurants.
- 84.6% (or 44 survey respondents) are not interested in putting merchandise out on the sidewalks.

What is your role in downtown Charlevoix?

Business Owner	40	76.9%	
Property Owner	23	44.2%	
Other (please specify)	4	7.7%	

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

[Review all responses →](#)

1	Property owner at 101 Bridge and Manager of the business at 203 Bridge.
2	Store Manager
3	Library
4	Manager of several downtown buildings

Do you support City Council's decision to close parking on Bridge Street to allow for more social distancing, including the space on the sidewalks in front of retail/service businesses?

No, I do not support this for this summer.	30	57.7%	
Generally, I do not support this. But it may be appropriate to do this during busy weekends or events for this Summer.	11	21.2%	
Yes, I think this is a good idea for this summer.	11	21.2%	
No answer	0	0.0%	

Do you support City Council's decision to close parking just in front of restaurants to allow for additional outdoor seating in front of restaurants wishing to expand their capacity?

Yes	35	67.3%	
No	17	32.7%	
No answer	0	0.0%	

As City Council has discussed, are you interested in putting merchandise out on the sidewalks to expand your sales floor square footage?

Yes	8	15.4%	
No	44	84.6%	
No answer	0	0.0%	

An additional section for open ended comments was available. I've copied and pasted the comments below in a (mostly) anonymous fashion for your review.

47.26.182.XXX	If we are worried about social distancing on Main Street what about food trucks in Van Pelt alley? Too many food places put together in a small place should be of concern.	Re
Unknown 216.245.233.XXX	I think the traffic cones are visually unappealing and confusing for many people. There needs to be better signage and perhaps a different type of barrier.	Re
Unknown 47.35.64.XXX	Nothing to add	Re
Unknown 73.56.206.XXX	I'm not interested in putting merchandise on the sidewalks but I think others should have the opportunity for this summer.	Re
Unknown 47.224.53.XXX	We are a little different. We are mainly a carry out Place anyway. We want the extra tables but we also see the need for one space for pickup. Each business has different needs and if we don't want to lose a good portion of our downtown businesses we may need to have the flexibility to do what's best for each individual business instead of a big bold rule that helps some and handcuffs others. This is an unprecedented time and we need creative solutions to navigate through this difficult time. Not stubborn people who want to have their way instead of realizing it may not be the right answer. Flexibility is key for all of us to maintain safety and also survive.	Re
Unknown 107.77.194.XXX	Thank you!	Re
Unknown 208.103.134.XXX	I think it's important to listen to the downtown merchants regarding these issues. They are the ones that are most affected. I also do not think closing parking spots is in the best interest of Charlevoix and tourism.	Re
Unknown 47.35.69.XXX	What do you have to lose, try it.	Re
Unknown 24.213.8.XXX	It is an unwelcoming look to drive through Charlevoix and not be able to park on bridge st. We already have a short season, please do not discourage shoppers from shopping Charlevoix.	Re
Unknown 24.236.211.XXX	Three weeks ago I could have supported a well-thought-out, organized, appropriately marketed version of parking reductions. Unfortunately that is not what happened over Memorial Day weekend. I feel at this point there is a large contingent of people (locals and visitors) who feel the risk of COVID is essentially over. I base this on what I am seeing in the store. That growing group will not need or want additional space for social distancing. So, my determination is we as a community have missed the window on this initiative. At this point, I vote NO on reducing parking for social distancing purposes. I also don't support doing something based on the type of business (i.e. restaurants) as that will look disorganized and confusing. I do not support putting merchandise on the sidewalk. That does not present the image I want my beautiful town to portray.	Re

96.36.1.XXX	Open Charlevoix!	Res
Unknown 47.44.153.XXX	I would like to see parking allowed on the street on the NORTH side of the Bridge. I like the ideas that you have presented. We need to do everything possible to help our restaurants, taverns and retailers. Thank you and good job. Tracy Sell	Res
Unknown 24.213.9.XXX	With downtown parking gone people tend to fill up the Olesons lot then we have no parking either. The cheap looking plastic crosswalk signs along with all of the orange cones make this beautiful town look trashy.	Res
Unknown 47.26.185.XXX	Curbside Parking is important to our survival A couple of spaces open in front of Restaurants, would allow for distancing. However if an eating establishment does not offer outside dinning, those spots should revert back to parking. As a downtown merchant for almost 25 years, we have fought a long battle to keep "Charlevoix Beautiful". We currently have an ordinance that prevents outside display of merchandise. Allowing business to do so, would go against this ordinance.	Res
Unknown 107.77.192.XXX	No parking equals no business. No business this year means fewer businesses next year..	Res
Unknown 107.77.193.XXX	We have enough issues to contend with with summer and some of us may not be here in the long run. The proposal favors eateries to the detriment of conventional retail spaces. From my observation The villager is the only place that does any kind of outside business. Not worth it closing down the street; bad idea.	Res
Unknown 47.26.244.XXX	Do not close parking in front of non dining establishments ,like Bars. Any parking disruption or closings of Bridge St. .are not good for the retailer. The town looks too abandoned and is way to inconvenient for todays shopper (keep the internet and Amazon in mind). It should not be closed in the future for events like Venetian, Apple fest or any other activity, If you ever consider closing Bridge St., do it in the very slow off season so you are creating interest at that time.	Res
Unknown 97.40.2.XXX	This whole thing of taking so much parking away downtown isn't doing anything positive for ANY business located on/just off Bridge Street! Nor is it making our town Inviting in the least! Also, I feel that if the area in front of restaurants are expanded it is going to be an even harder to maneuver around and if the retailers do it as well it's going to be a cluster f—. We HAVE to start getting back into the stores, retail and restaurants! I know and appreciate everyone that has supported each and everyone of us BUT we all are spending more money out of pocket with all of the new norms whether websites, signage, takeout packaging, sanitation, etc..... I do understand that we want to keep everyone safe and I believe we, in the business community ARE doing our part... we have to trust that our visitors and second homeowners will do the same not to mention	Res

	our year round local residents. There has been many views on this floating around and I believe that if this is continued,(parking taken away/blocked off) it is going to farther divide our community and I'm not sure how much will be left downtown when the dust settles.	
Unknown 24.247.188.XXX	After seeing the foot traffic flow, it makes more sense to have a continuous section of closed parking rather than constantly starting and stopping it just in front of restaurants. Also, having people park off of Bridge will likely get people to walk past more stores and businesses total during their time on foot.	Res
Unknown 24.180.102.XXX	I supported the sidewalks being extended to parking when the discussion first began. At the time it felt like it would be a good added measure of safety. I have since been on the downtown sidewalks almost daily since we were allowed to open, and have yet to see a need for removing parking on Bridge Street. Human nature has prevailed and those that fear crowds are staying away or coming into town early, those that are cautious are keeping their distance and using masks, those that just don't care seem (mostly) respectful of other people's space. I have heard from several of our elderly, regular customers who have said they will not come downtown if they cannot get parking close to our business. This surprised me because I thought the added safety would appeal to them, it clearly does not. Other feedback from customers is they are comfortable being downtown, comfortable being in shops. We are requiring a mask upon entry but most are not, and some customers will not patronize those shops and restaraunts, while some will not shop with us, and have left when we let them know they need to mask up. The merchandise on the sidewalk just perplexes me. The city looks ridiculous closing parking and in the same breath allowing people to gather around racks or tables of merchandise unmasked and with no real ability to use safety protocols. Besides the fact that it uses up space unnecessarily for 6 ft distancing. Plus it just looks bad. I am sure a few merchants disagree, but those are the merchants (probably not from our city) that would like to have their wares out on the sidewalk all year if they could. What is most disheartening to me is that it is such a struggle to do business in our city. We really just want to be left alone, trusted to do the right thing, work hard and make a buck. We don't want to fill out surveys, participate in endless zoom meetings, speak at public hearings that should never have been proposed in the first place, waste time preventing new regulations from destroying our already teetering livelihood.	

PARKING IS
TOO TIGHT IN
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PLENTY OF
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SIDEWALKS
FOR SOCIAL
DISTANCE.

[Respondent Report](#) [Delete](#)

Unknown 97.83.85.XXX	We have a small area in front of our store that is not directly on the sidewalk and we would like to put two small racks there. It is very valuable space that helps bring traffic into the store. Parking is Charlevoix's most valuable resource. Thank you for your consideration. Rod & Judy Phillips	Re
Unknown 174.230.7.XXX	Bridge St parking is gold to the downtown business owners and seems like a very unnecessary decision at this point. It would be heartbreaking blow for our little town's retail survival.	Re
Unknown 208.103.134.XXX	The whole parking situation is directly effecting vacationers choices of where they go for shopping and eating. We must be as "friendly" as possible and cutting all parking on Bridge Street or as proposed is not welcoming. Another point is and I do support no parking in front of restaurants to allow for outdoor seating, but this is confusing to visitors and it must be adjusted somehow!	Re
Unknown 199.253.184.XXX	If blocking parking directly in front of food establishments is worth it to the owner , so be it. Couple spots here and there. But "pull up" actually has meaning to our store. "Our little highway" is a luxury to the unique businesses that will suffer if they just keep driving. Parking is something you do not want to mess with imo. Owners are taking the precautions they see fit and our guests will do the same.	Re
Unknown 47.50.109.XXX	Having merchandise out on sidewalks: * Increases risk of merchandise contamination * Would necessitate having another staff member on to monitor outside, which we don't have in our budget. * Using this outside space would seem to exacerbate the issue of sidewalk space & social distancing.	Re
Unknown 24.213.9.XXX	The merchandise store owners are suffering more than the restaurants because they had to close completely. If people from close towns hear that there is no parking in Charlevoix, they may go to Petoskey or somewhere else to shop. And, before and after shopping, they will most likely find a place to eat. Let's keep the shoppers coming to Charlevoix!	Re
Unknown 68.188.216.XXX	Parking spaces are essential for retail businesses to succeed, especially this year with so much uncertainty. Simple (VERY) conservative math based on our average sale of \$47 per customer and 60 spaces on Bridge Street blocked over a 6 month period with a turnover rate of 3x per day = \$1.4 million of lost revenue for downtown businesses. If the parking is to remain blocked I would like to know if property owners of retail businesses would offer reduced rent to compensate for the lost parking and lost revenue?	Re

Also a reminder that we serve an aging population with limited mobility. Many of our best customers rely on close parking to be able to support our businesses on Bridge Street.

Merchandise on the sidewalks creates more congestion and negated the social distancing conversation. This would also require additional staff and safety precautions, both of which cost business owners more money in an already difficult business climate.

Our sidewalks are 12-15' wide and allow for plenty of space to move about and social distance.

Thank you!

Unknown 174.230.10.XXX	n/a	Respondent Report
Unknown 107.77.193.XXX	It's my opinion we need to make it as easy as possible for people to be able to stop and get out of their car. During the summer people tend to eat or shop at different hours than a typical work environment. I feel if it's not convenient to pull over and stop we lose people.	Respondent Report
		Respondent Report Delete
Unknown 198.108.193.XXX	Clearly I am not a business owner affected by this change, but as a user, I feel far more comfortable eating outside than I do indoors and indeed, am hesitant to visit a restaurant indoors at all at this time. Therefore, this change provides me with the comfort needed to support local restaurants.	Respondent Report
Unknown 73.56.206.XXX	I am not interested in putting merchandise on the sidewalk simply because we do not have merchandise that we could put on the sidewalk. I don't care if other merchants do it. We need to close off the parking, but we also need to do a good job of marking that it is for pedestrian walking, and we need to get the restaurants to move their tables so that the sidewalk is "all together." Ie move the tables against the restaurant or into the parking spaces.	Respondent Report
Unknown 24.236.208.XXX	Its time!! Let's move on and get back to work and play!! Our health depends on it!!	Respondent Report
Unknown 24.231.231.XXX	I don't think they should have closed the alley by the Cantina without sending a notice to the surrounding owners and businesses . Now you have to back out of the alley when its blocked by UPS and others delivery trucks.	Respondent Report
Unknown 24.213.8.XXX	If we have enough staff, we would love to put merchandise out on the sidewalk. However, we are very limited with employees so it probably wouldn't be an option for us.	Respondent Report

Unknown 104.159.227.XXX	Speaking for Central Drug Store only, many of my customers/patients are mobility impaired. Even before the COVID pandemic we offered curbside pickup. I'd be thrilled if we could designate a spot or two in front of Central Drug Store for curbside pickup. For all times, but especially for use during festivals, parades and other high traffic weekends, I'd also like a spot in back of the store designated for curbside pickup. May I get information on how to formally present this request for consideration?	Re
Unknown 216.245.230.XXX	We have limited parking as it is not sure eliminating that much parking will be a positive	Re
Unknown 207.74.114.XXX	We are all doing are best to get thru this new times of business. Thank you for all the City is doing, not going to please everyone !!	Re
Unknown 97.83.113.XXX	I believe Charlevoix is looking it's best...if the ordinance is changed to allow merchandise on the streets, you will not end up with a European feel, you will end up with a garage sale appearance. We have worked very hard to maintain this beautiful community and attract unique quality businesses. I would really hate to see our downtown turn into Mackinac.	
I feel the closure of the parking spaces is detrimental to not only retail business's but to the beautification of our downtown. Please don't make it easy for tourist/locals to go to another town to do their shopping and enjoy their vacations in Northern Michigan.		
Unknown 24.180.103.XXX	Parking is so scarce in Charlevoix as is. I can't imagine where traffic would go if we cannot park on bridge st.	Re
Unknown 24.180.195.XXX	As a store owner, downtown shopper and patron of the restaurants, I know I would feel much safer if masks were worn by those serving food, all store employees, and was required(and enforced) for all shoppers to have on masks. It's for everyone's safety!	Re
Unknown 47.26.184.XXX	I think merchants should be consulted before these decisions are made. Some of my tenants want merchandise outside, some do not. I think it's difficult to staff for it. They mostly feel we need our street parking, and when it was all coned off it looked like a ghost town. I was at Fishtown today and as areas became denser, people put on their masks.	Re
Unknown 107.77.195.XXX	Covid19 is hurting our sales enough please do not force us out of business by eliminating our Bridge Street parking.	Re
Unknown 107.5.112.XXX	I have concerns about the already limited parking downtown Charlevoix. I think taking the limited amount of spaces needed in front of restaurants is necessary, However, taking all the spaces on bridge street is an extreme and unnecessary move which will negatively impact our downtown business. Charlevoix patrons already face challenges finding parking on busy weekends I regularly take complaints due to not finding parking in order to access my business.	Re
Unknown 47.26.187.XXX	I'd like what's best for the business owners on Bridge St. I do think at some point the basis of the argument is do we want to maximize social distancing, or maximize the optics and potential customer-exposure for businesses on Bridge St.	Re

Unknown 12.119.139.XXX	Thank you for leadership on this topic and others.	
Unknown 47.35.70.XXX	Simply, that my business needs the pull up traffic, as well as the foot traffic. Also, I am not noticing any social distancing or even face masks going on. Tragic!	
Unknown 68.32.86.XXX	Both my tenants and myself as a homeowner on the lake strongly oppose these ideas Thank you Eric	
Unknown 24.236.208.XXX	I would support restaurants having 2 spaces for restaurant pickup- that should be totally sufficient. I understand why some would like sale space on the sidewalk, but for me, it is additional worker and too many things are breakable etc.	

CITY OF CHARLEVOIX
CITY COUNCIL SPECIAL MEETING MINUTES
Friday, May 29, 2020 – 10:00 a.m.
Remote Participation via Zoom

The meeting was called to order at 10:00 a.m. by Mayor Kurtz.

1. Pledge of Allegiance

In order to be in compliance with Governor Whitmer's Executive Order 2020-21 which prohibits in-person work not necessary to sustain or protect life, this Special Meeting was held remotely in accordance with Executive Order No. 2020-15 which grants temporary authorization of remote participation in public meetings due to the COVID-19 pandemic.

2. Roll Call

Mayor: Luther Kurtz
Members Present: Greg Bryan, Aaron Hagen, Janet Kalbfell, Tom Oleksy, Brian Slater
Members Absent: Shane Cole
City Manager: Mark L. Heydlauff
City Clerk: Joyce Golding

3. Inquiry Regarding Conflicts of Interest

Mayor Kurtz and Hagen stated they will recuse themselves from Item 4.B.

4. All Other Actions and Requests

A. Safety and Walkability Zone Modifications

Mayor Kurtz stated that after talking with several members of the public and also the downtown business owners, he felt an update to the Downtown Safety and Walkability Plan was appropriate. Council discussed the proposed plan and offered their opinions. The proposed changes are detailed below.

- Starting Friday, May 29, the parking spaces adjacent to any outdoor dining, and one space on either end of the dining, will be reserved for pedestrians seven days a week.
- The rest of the Downtown Safety and Walkability Plan will be placed on hold until June 19. The City Manager will re-implement the rest of the plan that was approved at the previous council meeting.
- During the time the plan is on hold, the City will work on:
 - Potential for merchants to sell items in a limited space as an addition to the Downtown Safety and Walkability Plan.
 - Making the cones look more inviting and less like construction, if possible.
 - Signage to let pedestrians know what the space is reserved for (we have ten sandwich boards set aside for this).
 - A way to keep the cones from setting along the sidewalk when they are not set out for parking. This has confused people regarding parking this week.
- Council retains the option to amend the plan in the future.
- Advance messaging will take place prior to June 19.

Mayor Kurtz opened the item to public comment:

- Maureen Owens, DDA Chair, was in favor of the plan
- Kay Heise was in favor of the plan
- Jodi Bergman felt safety was paramount
- Sarah Knapp questioned how tourists will be informed
- Darsi Lee was in favor of setting a firm date for the plan
- Darlene Klein felt business owners should be in the stakeholders group

Motion by Kalbfell, second by Hagen to [implement the proposed changes to the Downtown Safety and Walkability Plan as discussed above].

Yeas: Kalbfell, Bryan, Hagen
Nays: Slater, Oleksy
Absent: Cole

B. Curbside Takeout/Shopping Spots

Mayor Kurtz and Hagen recused themselves. As senior member, Kalbfell facilitated the discussion regarding reserved parking for curbside pickup.

Kalbfell opened the item to public comment:

- Darsi Lee was not in favor of pick up spots for retail
- Jodi Bingham felt the spaces could be better utilized
- Maureen Owens stated that the DDA was in favor of spots for restaurants, but not retail

Council directed the City Manager to work with all businesses on the curbside options appropriate for them on a case-by-case basis.

5. Reports & Communications

- A. Public Comments
 - Darsi Lee questioned the status of sidewalk merchandise sales.
- B. City Manager Comments
- C. Mayor & Council Comments
 - Council thanked everyone for participating in the meeting.

6. Other Council Business

- 7. Adjourn**
Mayor Kurtz adjourned the meeting at 11:06 a.m.

Joyce M. Golding

City Clerk

Luther Kurtz

Mayor