



AGENDA

CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING

Monday, September 28, 2020- 5:30 PM

Council Chambers, City Hall - Staff & Board Only - PUBLIC - see packet for Zoom access info

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. Monthly Report
- B. Committee Minutes
- C. Board Meeting Minutes

6. Reports

- A. Director's Report
Lindsey Dotson, Executive Director

7. Old Business

- A. Chamber Partnership Considerations
Lindsey Dotson, Executive Director
- B. The Vault Co-Working Space Year-In-Review
Lindsey Dotson, Executive Director
- C. SBEI Application to MSU
Lindsey Dotson, Executive Director
- D. Long Road Distillers Lease Discussion
Richard Christner, Co-Chair

8. New Business

- A. Michigan Main Street Board Check In & Downtown Futures Service Discussion
Laura Krizov, Michigan Main Street Center
- B. Community Capital to Support Housing Project + Redevelopment Ready Certification
Sites Update
Dan Leonard, Community Assistance Team Specialist - Michigan Economic Development
Corporation
- C. Downtown Housing Incentive Program Examples
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

- A. Closed Session: Executive Director Evaluation MCL 15.268(a)

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Call to Order

TITLE: Zoom Access Information

DATE: September 28, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

City Staff and members of the Charlevoix Main Street DDA Board will attend the meeting in-person in Council Chambers. **Since indoor gatherings must not exceed 10 persons members of the public who wish to participate must do so remotely using the Zoom instructions below:**

Topic: Charlevoix Main Street DDA Board Meeting

Time: Sep 28, 2020 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/92462341067?pwd=K2hsbnhKMm5iQnoxQkY0U0N6VHY5dz09>

Meeting ID: 924 6234 1067

Passcode: 794982

One tap mobile

+13126266799,,92462341067#,,,,,0#,,794982# US (Chicago)

+16465588656,,92462341067#,,,,,0#,,794982# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 924 6234 1067

Passcode: 794982

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

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

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

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

Consent Agenda

TITLE: Monthly Report

DATE: September 28, 2020

ATTACHMENTS:

- ▣ August Report to MEDC

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)

Michigan Main Street Monthly Report

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

Metrics Number	M-0000114746	Status	Submitted
Account	City of Charlevoix	Name	Jada Tillison-Love
Reporting Period Start	8/1/2020	Reporting Period End	8/31/2020
Submitter's Name	Lindsey Dotson	Due Date	9/10/2020

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
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Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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Business that Moved out of MSA

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

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

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

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

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
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New Construction in MSA

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

Address	Amount of Sale
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
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Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
13.00	\$0.00	26.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Fundraising/Membership Last Month

Type	Amount
Private	200.00

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 Things were generally quiet in August. I was supposed to have my annual performance evaluation during our last Board meeting but it was postponed until our September meeting.

Program & Outlook Working hard to focus in on goals that were set by the Board surrounding downtown housing and walkability/multi-modal transportation.

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_8_24_Meeting(243).pdf	9/11/2020 1:56 PM

michiganbusiness.org

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

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210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Consent Agenda

TITLE: Committee Minutes

DATE: September 28, 2020

ATTACHMENTS:

- ▣ Org/Promo Committee - August
- ▣ Design Committee - September
- ▣ Org/Promo Committee - September



Promotions/Organization Committee Minutes
Thursday, August 27, 2020
8:00 a.m.; Zoom

Members Present:

Lindsey Dotson, Caitlin Cole, Sarah Hagen, Jean Musilek

Jean makes motion to approve to minutes from July.

Cooperative Ad Campaign: The Lake House ad is doing well. It's cute and has a dog! Next month: My Grandmother's Table.

Gift Local: Start earlier this year. The whole month of November. Show your gratitude for local businesses, and family and friends.

Restaurant Week: November 1-7th

- New idea: restaurants participate by giving \$50 gift card and promote for the whole month.
- Restaurant's buy in for \$50 like normal
- Lindsey sent an email to poll restaurants on their thoughts about having an event

Buy Nearby Weekend: October 2nd-4th

Put on by Michigan Retail Association

Will do the photo contest- one person can win a \$500 gift card

Thoughts on doing our own picture give-a-way, ask for gift cards from retailers

Ladies Night: December 10th??

Cherry Republic to head up the event. A volunteer offered to help with the event. Men's Night- ladies make wish lists for men have retailers collect wish lists with partner's email, retailers send wish lists

Newsletter: Kitty to do Septembers

Volunteer Toolkit: Send to board and committee to find more volunteers for the future especially the newsletter!

Revive Pledge Program: "Light Up Charlevoix"- Launch sooner than later especially before the holidays

CHARLEVOIX MAIN STREET MISSION

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Charlevoix Main Street Design Committee
Thursday, September 10, 2020
4:00 PM – City Hall
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, D. Fate, J. Goldsborough, D. Miles, B. Slater

Absent: C. Kranz, P. Weston

- I. **Approval of Minutes** - The Minutes from the August 6, 2020, meeting were approved as written.
- II. **Outstanding Business**
 - a. **Report from the DDA meeting:** Lindsey reported that the board approved a fundraiser for Cinema III to screen "Urban Century" in October.
 - b. **Design Guidelines:** Lindsey is presenting the Guidelines to the Planning Commission next Monday.
 - c. **Update on National Register planning grant for 200 block of Bridge St:** The Historic District Commission is supporting Lindsey with the application, due Oct. 1.
 - d. **Streetscape/Walkability Study:**
 - i. The SBEI application is being submitted to MSU next week and covers Bridge Street facing the marina. If approved, the project would likely take place in late 2021 into 2022.
 - ii. SBEI 2018 Alley Vision: In response to Council's request, City staff is meeting to review aspects for implementation, taking into consideration plans to repair/improve infrastructure (e.g., water main replacements), which will drive timing. The group discussed a few things which the committee could pursue in the meantime:
 - Maps on signage
 - Lights on the side streets, in alleys in the parking lots behind Bridge Street (include in the fundraising effort?)
 - "Complete Streets" ordinance
 - Structure a rear entry façade program

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- e. **Street Tree Lights:** Holiday Lighting was recently out to assess the trees and lights. There are a number of areas where the lights are damaged and in need of repair or replacement, estimated cost: \$5500. They will be out to check the holiday trees in November.

- III. **New Business**
- IV. **Call for Future Agenda/Research Items** - none
- V. **Adjournment** - The meeting was adjourned at 5:15 PM.
- VI. **Next meeting: Thursday, November 5, 2020 @ 4:00 PM.**

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Promotions/Organization Committee

Thursday, September 24, 2020

8:00 a.m.; The Vault Co-Working Space Conference Room + Zoom

Join Zoom Meeting

<https://zoom.us/j/92952831473?pwd=SUNkekNYYWZueG1VdnllLcUEzYjVBUT09>

8:00am

I. Call to Order

Present: Jean Musilek, Lindsey Dotson, Caitlin Cole, Denis Kusina, Sarah Hagen, Katherine Forrester

8:01am

II. Approval of Minutes: August 27, 2020

Caitlin will send out the meeting minutes.

8:03am

III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign (Lindsey)

Lindsey is working on a finalized report. My Grandmother's Table is currently running, Thistle will be next.

2. Gift Local – start earlier?

Business owners want to start the campaign November 1st. Stores are discussing ways to account entries for online sales. Jodi and Maureen are figuring this out. Lindsey is filing for a raffle license.

3. Restaurant Week – November 1st – 7th

- a. So far we have had Terry's, Villager, Weathervane, and tentatively Scovie's say they aren't interested in participating this year.

Restaurant Week has been canceled for the fall. The committee will revisit this discussion at a later date.

4. Buy Nearby Weekend – Oct 2-4

- a. Help distributing promotional materials to businesses

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This promotion is to help local businesses in Michigan. Main Street is promoting the event.

5. Urban Century documentary screening at Charlevoix Cinema III
 - a. Oct. 6 & 7th at 7pm + Oct 10 & 11 at 10am
 - b. Tickets are \$50 and include a meal at The Cantina

Lindsey sent out information about this topic.

6. Ladies Night – new volunteer who wants to help plan this
 - a. Possibly add a Men’s Night the weekend after so that women have a chance to fill out their “wish lists” and have the guys come back for their gift shopping
 - b. The Lake House, Clothing Company, Northbound, Bentley Hill Bakehouse, Elements, Cherry Republic, Cottage Pottery already confirmed to participate

Ladies Night is happening on December 9th and Men’s Night on December 16th. Stores are offering a wish list registry so people can list the items that they want.

7. Summer Concerts – Community Pool Partnership
Lindsey discussed a partnership options with the Community Pool. The committee reviewed the concert series.

B. Organization

1. Newsletter
 - i. Revive in September?
Caitlin is working on the newsletter. Lindsey is going to work on the sponsorship portion on the newsletter.
2. Volunteer Description for Newsletter
3. Revive Pledge Program
 - i. “Light up Charlevoix” – pledge funds for 5 years to help maintain the tree lights (looking at about \$40,000 over the next 4 years to replace/maintain them)

Lindsey reviewed the Light up Charlevoix pledge letters. Lindsey is working on this project.

8:35am	IV.	New Business
8:50am	V.	Volunteer Hours
9:00am	VII.	Adjournment

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Next meeting: October 15, 2020

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

Consent Agenda

TITLE: Board Meeting Minutes

DATE: September 28, 2020

ATTACHMENTS:

- ▣ Regular Meeting - August 24, 2020

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, August 24, 2020 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

Member Dreyer felt he may have a conflict with Item 7.A. Mayor Kurtz stated that he would also have a conflict of interest with the Charlevoix Cinema item.

5. Consent Agenda

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

Member Bradley stated that on the Regular Meeting Minutes of July 27th, under Item 7-A, New Business, he did not bring up the issue of "estimated annual revenue of \$16,000".

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

6. Reports

A. Director's Report

Discussion followed regarding the inclusion of the Director's details regarding weekly activities in the Report. Mayor Kurtz indicated that Chair Owens could not attend this meeting, but wanted to participate in the Executive Director Evaluation at the next meeting.

Motion by Member Wilkin, second by Member Silva to move the Executive Director Evaluation to the September meeting. Motion passed by unanimous roll call vote.

7. New Business

A. Charlevoix Cinema III Fundraiser Event

Non-Voting Member Dreyer and Mayor Kurtz recused themselves. Director Dotson stated that Charlevoix Cinema III was working to raise funds to keep their doors open as ownership transitions from Luther and Mary Kurtz to Tom Jillson and his family. She described the proposed fundraiser event as a way to showcase the theater. Mr. Jillson described other fundraising ideas and he hoped the DDA could generate some interest in the community to help keep the theatre open. He stated that the GoFundMe campaign was asking for \$75,000 to help fund the theatre through November. Mr. Jillson responded to questions from the Board and Members expressed their support for the theatre.

The item was opened to the public.

- Sarah Hagen, Charlevoix Chamber of Commerce, supported the theatre and their request for the special screening.

The item was closed to the public.

Motion by Member Dipert, second by Member Bradley to approve moving forward with a special screening of the documentary *Urban Century, America's Return to Main Street* as a fundraiser for the Charlevoix Cinema III. Motion passed by unanimous roll call vote with Mayor Kurtz abstaining.

B. Charlevoix Partnership Considerations

Mayor Kurtz and Member Dreyer returned to the meeting. Ms. Hagen stated that the Chamber was open to more options and was looking for Board direction to draft an amendment to the agreement for the rest of 2020 to know what the Board wants to exchange, or new events that they want to try to do virtually, more general promotion of downtown businesses or more promotion what the DDA is working on. Discussion followed regarding possible events through the remainder of 2020 and the first half of 2021. Mayor Kurtz felt that there would not be a holiday parade this year and Ms. Hagen felt that there were ways to safely do a parade.

The item was opened for public comment and there was none.

Motion by Member Dipert, second by Member Bradley to table this item to allow Ms. Hagen to return with more information and answers to questions from the Board. Motion passed by unanimous roll call vote.

C. Charlevoix County Community Foundation Grant Application

Director Dotson sought permission to apply for the Geographic Enrichment Cycle grant from the *Charlevoix County Community Foundation* to support the Charlevoix Zoo project or other initiatives that the DDA may discuss. Mayor Kurtz stated that Chair Owens had concerns regarding the amount of staff time involved in writing the grant application. Director Dotson stated that this application was a simpler one and would most likely only take one day of her time.

The item was opened for public comment and there was none.

Motion by Mayor Kurtz, second by Member Wilkin to approve applying for the Geographic Enrichment Cycle Grant through the *Charlevoix County Community Foundation* pending approval of the Charlevoix City Council and pending confirmation that the DDA will have final say on the design before they give out the money. Motion passed by unanimous roll call vote.

D. Goals Discussion and Updates on Progress

Director Dotson outlined the two main goals that the DDA had invested in the Downtown Plan and the Market Analysis Report, and she reviewed the programmatic goals established during the last visioning session in May 2019 and the TIF Plan renewal process. Discussion followed regarding the SBEI Report and Affordable Housing goals. Director Dotson stated that she was working closely with the City Manager, Community Development Fellow, and Department of Public Works to consider all aspects of moving forward with the recommendations of the SBEI Report. She stated that the end result will be a block by block plan that incorporates design element improvements along with infrastructure improvements that are possible. Mayor Kurtz referenced the July City Council meeting where the Walkability Study was discussed in particular regarding the 300 block of Bridge Street.

Director Dotson identified three budget items that have already been cut: AmeriCorps VISTA (\$5,500), Technical support (\$3,700), and Concerts (\$4,510). Discussion followed about Restaurant Week and Director Dotson stated that they were considering a carryout type of event instead of "dine in" and she would bring back more information to the next meeting. Vice Chair Christner asked for more information on the Workforce Housing initiative for the next meeting as well, and what could be accomplished with the SBEI Report.

8. Old Business

A. Long Road Distillers Lease Discussion

Vice Chair Christner recalled that Long Road Distillers asked to remain in a holding pattern for the time being given the COVID-19 uncertainty, and requested a meeting with him in late September. Vice Chair Christner recommended that they post the space for lease and consider utilizing a broker to do so as well as having Long Road Distillers move forward with their liquor license application process. He stated that they would be allowed to show the property at the end of September.

The item was opened for public comment and there was none.

Motion by Mayor Kurtz, second by Member Dipert to post the space and ask the Vice Chair and the Director to find a broker to list it. Motion passed by unanimous roll call vote.

Vice Chair Christner stated that if there were no objections, he proposed to move Item 8-C ahead of 8-B. There were no objections.

A. The Vault Co-Working Space Year in Review

Director Dotson stated that they had 29 paying members and revenues were \$18,102.86. She stated that because of startup costs and the \$6,000 affiliated with the AmeriCorps VISTA program, they were not projected to make a profit until September 2022 if income and expenses were to remain similar to this past year. Director Dotson responded to questions from the Board members.

Motion by Mayor Kurtz, second by Member Bradley to give notice that they were going to cancel the lease and re-negotiate. Member Dipert stated that it doesn't build a lot of confidence in our existing numbers as far as retention. Member Wilkin questioned if they could ask the landlord to extend the lease for one month. Mayor Kurtz amended his motion to request an extension first before going through a cancellation and if they get the extension then they would not do the cancellation. Vice Chair Christner supported the amended motion. Amended motion passed by a 5 to 1 roll call vote with Member Dipert voting Nay.

B. Façade Grant Extension – BLOOM

Mayor Kurtz left the meeting at this time. Director Dotson explained that at the February 24th Board meeting a grant application was approved in the amount of \$7,700 to support the window rehabilitation project on the building that BLOOM occupies. The project had been put on hold due to COVID-19. Director Dotson stated that the Design Committee supported granting the extension.

The item was opened for public comment and there was none.

Motion by Member Bradley, second by Member Wilkin to grant a one year extension to Jennifer Haf for the Façade Grant in the amount of \$7,700 awarded in February of 2020, for work to be completed no later than February 2022. Motion passed by unanimous roll call vote.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

A. Closed Session: Executive Director Evaluation MCL15.26(a)
Item moved to the September Board meeting agenda.

12. Adjourn

Motion by Member Bradley, second by Member Dipert to adjourn the meeting at 6:56 p.m.

Joyce Golding/fgm

Richard Christner

Vice Chair

DRAFT

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: September 28, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

https://www.petoskeynews.com/graphic/animal-art-showcase-in-works-for-charlevoix-bridge/article_c790abf6-9357-5ad6-bf55-573700c22f52.html

https://www.petoskeynews.com/charlevoix/featured-cvx/charlevoix-chamber-hosts-virtual-state-of-the-community-series/article_a239e2b3-9895-53f3-8925-924b56bbc0b2.html

Director Schedule

I have the upcoming planned days out of the office:

October 20th - 21st - MEDA Annual Meeting in Traverse City

Friday, October 30th - vacation day

(Virtual) Speaking Engagements

- Developing Vibrant Communities conference - Panel Presentation with Sean Bradley and Mrs. Conway about Junior Main Street/Youth Engagement
- Panelist for a session regarding the impacts of COVID on real estate and land use in a Main Street context - asked by National Main Street to speak with Ed McMahon - Board Chair at the Annual Conference of the National Trust for Historic Preservation

Tree Lights Update

Holiday Lighting was in town this past month on a couple of occasions to perform maintenance and repair on our downtown tree lights. A significant amount of damage had occurred this year due to construction and overall age of the lights. The trees are starting to break some strands because they've grown since they were first installed. While we normally budget \$3,000 for annual maintenance this year there were about 20 trees in disrepair so the bill was \$4,938. They will be back in November to finish work on the holiday tree and make a couple more repairs to trees that were near construction sites so that everything looks great for the holidays.

Additionally, we ordered new lights for the holiday garland on the light poles and Bill's Farm Market has been notified and should have picked them up sometime this week.

Update re: Grant Application for Bridge Murals

I did not end up submitting a grant application to the Community Foundation for the bridge murals project. Silver Linings Charlevoix has taken on that responsibility.

Community Pool Partnership

In recent months staff and Board members from the Community Pool have been inquiring about the DDA

since we capture some funds from their county millage from the Recreation Authority (approx. \$6,000). Janet Chambers, Marketing Coordinator, and I have been discussing how to create a partnership between their entity and ours since they don't directly benefit from the DDA under normal circumstances. The following list was sent for consideration as ways we can provide promotion opportunities that are of no cost to us:

- Premier Live on the Lake Summer Concerts Sponsor - \$2500 value· Duration of series; all 8 concerts
 - Business banner to be displayed near stage at each concert event.
 - Business name and logo displayed on 2000 concert series brochures distributed throughout Northern Michigan
 - Business name promoted in print, email and social media campaigns throughout concert season
 - Opportunity to have promotional items ("swag") given to concert attendees throughout concert season
- 5 push notifications per year in the Life in Charlevoix mobile app (a reach of 5,500+ mobile devices)
- 5 dedicated Facebook posts per year on our Downtown Charlevoix page (9,491 likes)
- 2 email newsletter sponsor spotlight features per year (803 subscribers)
- Share pool information on City Hall lobby display
- Hang posters and/or place rack cards at City Hall and The Vault Co-Working Space

New Work Station

My desktop/primary computer has been very slow for the past year or so. I finally called our tech support folks to inquire about ways this could be improved. After further investigation it was discovered that the computer that was ordered for me when I was hired was not of adequate quality compared to the rest of the computers being used at City Hall. Furthermore, because I work a lot with high resolution images and do graphic design work, this has caused my machine to slow down substantially with all operations. It is not covered under warranty anymore so it was suggested that I need a new work station that is of the caliber that our Electric Dept. Superintendent and GIS Coordinator use since I'm doing more than just regular office work. The new computer will cost \$983.16 and has been ordered. I can still use my monitor, speaker, keyboard, and mouse.

Michigan Downtown Association Summer Workshop

Let's try this again! Michigan Downtown Association has reached out to reschedule the previously planned Summer Workshop for June 4, 2021. Details are being worked out but the plan is to keep the event much the same as it would have been if it had occurred this year. We are hoping to get a block of rooms at Hotel Earl for those who are traveling from out of town and to have the main event take place in the Library's Community Room. Stay tuned for more info as the date gets closer!

Junior Main Street

On Friday, September 25th I visited Mrs. Conway's classroom via Zoom to kick off the 5th year of Junior Main Street. We had a great discussion with the students and I look forward to providing more updates about possible projects in the near future.

Restaurant Week

At our most recent Promotions Committee meeting the group decided to cancel the fall Restaurant Week event due to lack of interest from some of the major participating restaurants. We had sent out some communications to gauge interest and were surprised to learn that many just didn't have the time or capacity for a special event this year. We are hoping to instead use the dollars earmarked for the event for additional promotion of our restaurants once outdoor seating is no longer an option due to weather.

Ladies Night + Men's Night

At our monthly business owner meeting we discussed hosting a Ladies Night event much like the last two

holiday seasons and adding a "wish list" component and then following it up with a Men's Night so that guys can come out and shop the wish lists from the week prior. This event is being spearheaded by Cherry Republic once again and another community volunteer has stepped up to help plan and implement said event. Dates are currently set for December 9th (Ladies) and 16th (Men's). More info to come soon!

Gift Local Campaign

This year event planners are proposing to start the Gift Local contest early in response to national trends predicting early holiday shopping this year because of the pandemic and also to encourage more entries than years prior. The proposed start date is November 1st. I am working on the raffle license application now and the businesses involved in the contest will be meeting in October to confirm contest details for this holiday season.

Special Screening of Urban Century at Charlevoix Cinema III

Tuesday, October 6th at 7pm

Wednesday October 7th at 7pm

Saturday October 10th at 10am

Sunday October 11th at 10am

Join us for a special screening of the documentary Urban Century to serve as a fundraiser for Charlevoix Cinema III! (For the complete GoFundMe story, please visit: <https://gf.me/u/ymrh6t>)

Tickets are \$50 each and include your choice of a dinner or lunch from a select menu at either The Cantina, Scovies, The Villager Pub or the Harbor View Cafe depending on which show you plan to attend. More details coming soon!

View the preview here: <https://vimeo.com/237327751>

Get tickets here.

About the film:

After decades of decline due to suburban sprawl, downtown communities all across the country are once again becoming vibrant, desirable destinations to live, work, and play, Examining this current rebirth of Main Street through the lens of several towns, including Flint, MI and Joplin, MO, Urban Century takes a refreshingly hopeful look at how these places from our past are becoming the key to our country's future. This isn't a story about saving Main Street, but about how Main Street just might save us. Whether it's economic downturn, climate change, or a glowingly unhealthy population, could the solutions to our biggest problems be as simple as returning to our urban roots?

Directors: K. Ryan Jones (co-director), Shawn Willis (co-director) or Notice Pictures

Written by K. Ryan Jones

Buy Nearby Weekend

October 2nd - 4th

BUY NEARBY WEEKEND PHOTO CONTEST

Encourage your customers to enter our Buy Nearby Weekend (Oct. 2-4) photo contest! One lucky shopper who posts a selfie while shopping or an image of the items they purchased with the hashtag #buynearbymi will win a \$500 gift card - perfect for their next shopping spree.

For full photo contest directions, visit our website.

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

Old Business

TITLE: Chamber Partnership Considerations

DATE: September 28, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

In an email sent on September 22nd from Sarah Hagen:

Hello Lindsey and DDA Board,

As directed at the prior DDA meeting, we've run our financial reports to show what has been unspent of the 2020 Downtown Promotions contribution given the event restrictions. With the past 2020 Downtown events (Easter Egg Hunt, Sidewalk Sales, Summer Open House) happening virtually/turned into other promotions, they did not incur material or supply expenses. Additionally, we reduced labor expense given no in-person events to coordinate and be present at.

For our remaining 2020 Downtown events (Holiday Parade & Tree Lighting, Holiday Open House), we are still accounting for some form of those events to occur with expenses we will plan for. We can elaborate on our thoughts, and hear your ideas for those events, while we discuss this at the meeting.

Given these reports and our upcoming Downtown events, we would propose transferring \$5000 of the 2020 contribution to 2021, to go towards the 2021 Easter Egg Hunt, Sidewalk Sales, and Summer Open House. We would also propose a reduced 2021 contribution of \$5000, to go towards the 2021 Holiday Parade & Tree Lighting and Holiday Open House.

In terms of our Downtown Promotions Agreement, with the current agreement expiring in December 2020, we would propose entering into an amended 1-year agreement for January-December 2021 to reflect the 2020 transfer and 2021 contribution. Attached is a sample 1-year agreement based on our current terms. We hope to return to a more traditional event landscape within the 2021 year, to then be able to enter into another multiple-year Downtown Promotions Agreement for 2022 and beyond, to continue the work we do in partnership with the DDA.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- Agreement as Written
- Sample 2021 Agreement

▢ Downtown Promotions Transfer



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

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

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

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

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

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

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



Kirby Dipert, Chair
Charlevoix Main Street DDA

Lindsey J. Dotson, Executive Director
Charlevoix Main Street DDA

Luann Keinath, Chair
Charlevoix Area Chamber of Commerce

Alison Hubbard, President
Charlevoix Area Chamber of Commerce

AGREEMENT

This Agreement is made effective as of the 1st day of January, 2021, by and between the Charlevoix Main Street, DDA and the Charlevoix Area Chamber of Commerce.

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

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

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

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

- The Chamber shall perform any and all work required for the staffing, administration, coordination, promotion, and execution of the above promotional events focused on retail, restaurant, and service businesses in the Main Street district
- Main Street agrees to advertise in conjunction with the Chamber on all the downtown events through all available media channels
- Main Street agrees to provide access to Main Street volunteers for said events
- Main Street shall compensate the Chamber with a payment of Five Thousand Dollars (\$5,000)
- The Chamber shall transfer and utilize a payment of Five Thousand Dollars (\$5,000) from the 2020 compensation paid by Main Street
- The term of this event Agreement is one year, starting January 2021 ending December 2021, with review in September of 2021
- No later than December 10th, 2021, the Chamber shall submit a written report documenting the 2021 events

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

Maureen Owens, Chair
Charlevoix Main Street, DDA

Lindsey Dotson, Executive Director
Charlevoix Main Street, DDA

Shay Arnold, Chair
Charlevoix Area Chamber of Commerce

Sarah Hagen, President
Charlevoix Area Chamber of Commerce

Charlevoix Area Chamber of Commerce
Profit & Loss Comparison
January through December 2020

	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>	<u>\$ Change</u>
EVENT EXPENSE			
Downtown Promotions			
Easter Egg Hunt	0.00	125.00	-125.00
Summer Open House	0.00	1,181.73	-1,181.73
Holiday Open House	250.00	270.29	-20.29
Summer Sidewalk Sales	0.00	374.00	-374.00
Winter Sidewalk Sales	0.00	77.00	-77.00
Tree Lighting / Parade	1,200.00	1,536.00	-336.00
Total Downtown Promotions	<u>1,450.00</u>	<u>3,564.02</u>	<u>-2,114.02</u>
EVENT LABOR			
Downtown Promotions			
Easter Egg Hunt	500.00	1,000.00	-500.00
Summer Open House	500.00	1,000.00	-500.00
Holiday Open House	1,000.00	1,000.00	0.00
Summer Sidewalk Sales	250.00	500.00	-250.00
Winter Sidewalk Sales	125.00	500.00	-375.00
Tree Lighting / Parade	1,000.00	2,000.00	-1,000.00
Total Downtown Promotions	<u>3,375.00</u>	<u>6,000.00</u>	<u>-2,625.00</u>
TOTAL UNSPENT EXPENSES			<u>-4,739.02</u>

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

Old Business

TITLE: The Vault Co-Working Space Year-In-Review

DATE: September 28, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Updates since last meeting:

- Members of the Board requested information about how much of my time is used to oversee The Vault. With an average of about 6 hours per week which equates about 15% of my total time in a week, annually it would cost approximately \$8,158 of my salary to operate the space.
- Our landlords have granted us an extension on renewing our lease and have offered to keep our rent at the current rate: \$1,000 per month.
- Our landlords indicated some interest in taking over operations of The Vault but not until next year.
- Since then conversations have started with the Chamber of Commerce to potentially take over operations of The Vault and their Board will be discussing this opportunity at their next meeting.

See attached Year in Review document to get a snapshot at how the first year of operations at The Vault has gone. Overall we've had 29 paying members and made \$18,102.86.

Because of startup costs and the \$6,000 affiliated with the AmeriCorps VISTA program, we are not projected to make an actual profit until September of 2022 if income and expenses were to remain relatively similar to this past year.

Adjustments can be made to our pricing/membership structure, as word travels we will likely see more and more new members, and hopefully our income will increase a bit from last year.

Additionally, without a person staffing the space I start my mornings there now to clean and make sure everything is in working order and that the members are happy. When I am out of town or off for some reason a backup person/people will be necessary to deal with any tour requests, internet or printer issues. We must continue to have a high level of customer service in order for the space to succeed.

Currently the plan is to train Chair Owens and Co-Chair Christner on how to use the Proximity software that helps us manage the space remotely. We may need volunteers for other days that none of us are available as it is possible that would occur.

We must notify our landlord if we want to vacate or renew our lease by September 1.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▣ Year In Review
- ▣ Cash Flow Budget The Vault

The Vault Year in Review

- Total revenue (as of Aug 19): \$18,102.86
- The Vault: \$4,190
- Office 3: \$3,349
- Office 2: \$2,898
- Office 1: \$2,214
- | | | |
|--|----------|----------------|
| | \$12,651 | 69% of revenue |
|--|----------|----------------|
- Dedicated desks - \$1,263
- Punch Passes: \$876
- 24/7 Access \$755
- Café office \$585
- Semi-Private small office: \$525
- Mailboxes: \$506
- Weekly: \$400
- Conference Room Drop In: \$205
- Conference Room Weekly: \$200
- Donation: \$100
- Student Dedicated Desk: \$71
- Drop In: \$35

Community Members: 76

Paying Members (Green = Current Member, Black = current but not regularly in, Red = Past Member):

1. **Christian DuBois-Weber** – Student Dedicated Desk – current. From Florida, spends summers here, school is starting remotely so his family is staying in Charlevoix and he can use The Vault to access his classes.
2. **Michael McKelvey** – The Vault Private Office – just started in August. New to the area and moved here because he’s now able to work remotely as a mortgage banker. Internet at his new apartment isn’t as reliable as he needs it to be. Waiting for TruStream.
3. **Michael Batts** – Weekly – August 3rd – ProCarePain.com
4. **Dan Bovee** – Weekly & Punch Pass – Early June & Late July – Lucas James Talent
5. **Ralph Tingley** – Punch Passes – Mid July – University of Missouri
6. **Luke Beasley** – Weekly – Early July
7. **Dan O’Neill** – Weekly – Early July
8. **Paul Zurawski** – Private Conference Room Office Early July and Mid-August – Equifax
9. **Nathan Odem** – Weekly – Mid July
10. **Zak Weston** – Punch Pass – Early July – The Good Food Institute
11. **Jennifer Kilian** – Punch Pass – Late June
12. **Robert Rodriguez** – The Vault Private Office – Late June – August 10

13. **Jack Barker** – Dedicated Desk – May 22 – present
14. **Andrea Zurawski** – Dedicated Desk – June 25 – August 10
15. **David Mayen** – Mailbox while he looked for an office
16. **Randy Flinn** – Korthase Flinn – Private Office #2 since January 2020
17. **Jody McLeod** – Punch Passes – HR Lawyer – Original ROHOer
18. **Laura Hendrickson** – Punch Pass – visits her mother in Charlevoix, lives in GR, works for American Hotel
19. **Dave Whiteside** – Café Office – since end of June – Client's First Consulting
20. **Richard Anderson** – Quickbook Keeper – Mailbox since Oct 2019
21. **James Carano** – Punch Pass – Meridian Advisory
22. **Dale Drier** – Punch Pass & Conference Room use – Drost Landscape
23. **John Cisne** – Private Office #2 – Sept – December 2019. Never used the space.
24. **Lindsay Lewis** – The Vault Office – September 2019 – May 2020 – The Well Being Day Spa
25. **Matt Henninger** – Member since September – moved into Private Office 1 in January
26. **Patti McCreddie** – 24/7 access member from September 2019 – May 2020 (canceled because of Covid-19) – Original ROHOer
27. **Jen Brown** – Punch Pass – Original ROHOer – Cerner
28. **Jennifer Way** – Private Office #3 – Referred by an original ROHOer – moved from Nashville, TN – member since September 2019 – HR consultant
29. **Ben Ernst** – had Private Office #1 until November – family change led to cancellation

Student Dedicated Desk	\$100	Monthly
Weekly Conference Room Private Office	\$100	5 Days This membership type requires a n
Cafe Office	\$250	Monthly This membership type requires a
Conference Room Private Office (Temporary)	\$349	30 Days This membership type requires a
Weekly	\$50	5 Days This membership type requires a
Semi-Private Small Office	\$175	Monthly This membership type requires a
The Vault	\$349	30 Days This membership type requires a
Mailbox	\$30	Monthly This membership type requires a
Drop In Nomad	\$15	1 Day This membership type requires a n
Punch Pass	\$12 per punch	1 Day This membership type requires a n
Private Office #1	\$199	Monthly This membership type requires a
Private Office #2	\$249	Monthly This membership type requires a
Private Office #3	\$299	Monthly This membership type requires a
Dedicated Desk	\$149	
24/7 Access	\$99	Monthly This membership type requires a

Queries used to find your business

- Send feedback



The most popular queries for your business by unique users
1 quarter

	Query	Users
1	space	15
2	charlevoix michigan rentals	<10
3	copier near me	<10
4	cowork	<10
5	coworking	<10
6	coworking space	<10
7	coworking space near me	<10
8	desk sale	<10
9	event space rental	<10
10	gun range	<10

How customers search for your business



1 quarter ▼



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product, or service



Branded

Customers who find your listing searching for a brand related to your business

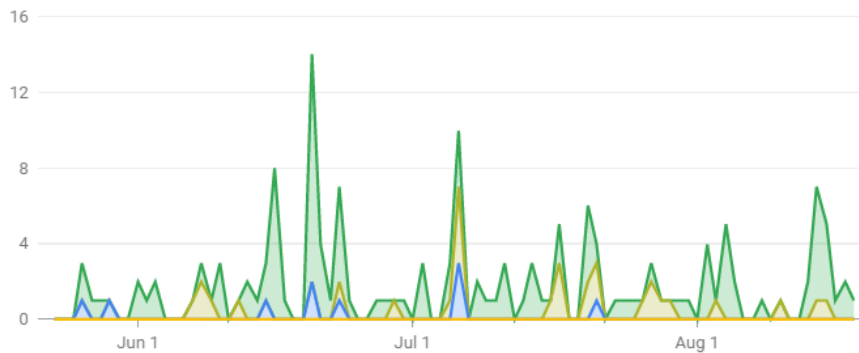
Customer actions



The most common actions that customers take on your listing

1 quarter ▼

Total actions 153



Visit your website
114



Request directions
29



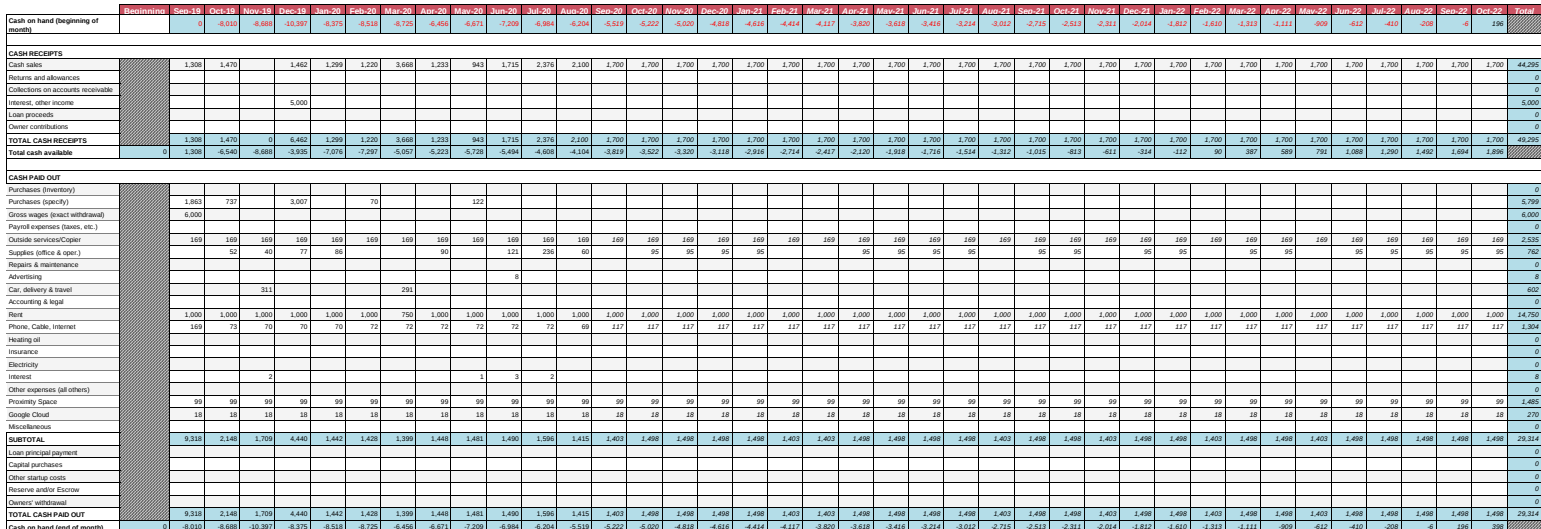
Call you
10



Message you
0

The Vault Co-Working Space Facebook page has 377 likes.

Starting date	Sep-19
Cash balance alert minimum	



DDA/Main Street Board
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Old Business

TITLE: SBEI Application to MSU

DATE: September 28, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The city has submitted a complete application for another round of design assistance to address walkability and connectivity in our entire downtown. The application materials can be found here:

<https://drive.google.com/drive/folders/1GjaByMxOhKxDT8gns5CDYLjBw42KPueN>

Worthy of noting - if we get accepted for another round of assistance there will be a fee of \$7,500 for the study. The application states that the City and DDA will split this fee.

GOALS:

SBEI

RECOMMENDATION:

Motion to financially support the second round of SBEI assistance from MSU if application is approved.

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Old Business

TITLE: Long Road Distillers Lease Discussion

DATE: September 28, 2020

PRESENTED BY: Richard Christner, Co-Chair

BACKGROUND:

Update from Director Dotson since last meeting:

- Vice Chair Christner and I met with John Murray of Berkshire Hathaway about listing the Bridge Park space with him. Preliminary information from Mr. Murray regarding the space is forthcoming.
- I also spoke with Jon O'Connor about the local approval of the tasting room license and they would rather not move forward with that step until a formal renewal/extension is in place. At this time Long Road is comfortable moving forward with the rental rate in the current lease but with a longer term so that they feel comfortable with making the buildout investments. He is drafting up some possible renewal/extension language and I will share with the Board and the City Attorney once it is received.

Long Road Distillers (LR) Lease Discussion Update:

With the Governor's extension of the State of Emergency, related to COVID-19, thru October 1st it appears we are still in a window where lease payments would not be due under the existing lease terms. As discussed at the July board meeting earlier this summer I suggested some longer-term lease ideas for discussion with LR. Since our last meeting LR indicated they wanted to remain in a holding pattern for the time being given the uncertainty, but expressed that they definitely still have interest and desire to come to Charlevoix and would like to meet to discuss potential terms when they come to town in September on their way to Beaver Island.

I let LR know that given the circumstances we will likely need to post the space but I can plan to meet in September. I also inquired on the status of their MLCC application.

Recommendation: I recommend we post the space and suggest we consider utilizing a broker to do so.

RECOMMENDATION:

Board discussion and direction.

DDA/Main Street Board
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New Business

TITLE: Michigan Main Street Board Check In & Downtown Futures Service Discussion

DATE: September 28, 2020

PRESENTED BY: Laura Krizov, Michigan Main Street Center

BACKGROUND:

The Downtown Futures service is a new Michigan Main Street Program service designed for communities and organizations that have demonstrated success and are contemplating the scope and nature of future change in their downtown and traditional neighborhood commercial districts. The process and its resulting products provide a solid foundation upon which to think, plan and act for the future in a way that will preserve, celebrate and leverage the assets and special features that make the community a special place.

Overview

Downtown Professional Network (DPN) Futures services help communities, organizations, and economic development professionals:

? Profile the local market and hone-in on market trends, target markets and opportunities

? Identify and profile business types and uses targeted for expansion and recruitment

? Identify and visualize potential district enhancements and redevelopment opportunities for targeted uses, public spaces, and special features

? Fine-tune business retention, expansion and recruitment strategies, materials, systems, and protocols

Though modeled with strong redevelopment and business recruitment training components, Futures services build upon and offer guidance for fine-tuning business retention and expansion efforts as the foundation for successful business and property development activities. Futures research also offers valuable insights and support for local entrepreneurs and existing businesses that might have opportunities to reposition or expand to increase their market share. Ideally, the very same types of programs and activities already in place to support redevelopment and business retention and development activities will be well-suited and readily adapted to the implementation of new initiatives that might grow out of the Futures planning process.

The service is highlighted by a public open house and showcase to unveil concepts and collect input, and culminates with a local project team work session focused on applying the data, input, experience, lessons learned and best practices to promote redevelopment and district enhancement opportunities and to bolster related business retention, expansion and recruitment efforts.

Our fiscal year starts Oct. 1st, so assuming our budget works out, our service window is Oct. 1st 2020 – Sept. 30th 2021.

ATTACHMENTS:

- ▢ Example Documents from Service
- ▢ Futures Poster
- ▢ Survey Results



Howell
Main Street



Downtown Howell Futures | Next Steps Work Session

Monday, February 11 • 10 AM to 12 Noon

Frontal Lobe | 110 E Grand River Ave, Howell, MI 48843

Agenda Outline

- | | |
|---------------------|---|
| ~ 15 Minutes | Overview/Walk-through of Development Concepts – Michael <ul style="list-style-type: none">– Walk-through development section contents/concepts; highlight key ideas and strategies |
| ~ 30 Minutes | Outline/Discuss Development Component Next Steps – Michael <ul style="list-style-type: none">– Discuss next steps and proposed/potential actions per Summary Document, page 49– Q&A on Development section/Options/Next Steps |
| ~10 Minutes | Overview of Market Study Component – Jay <ul style="list-style-type: none">– General overview > emphasis on applications and “Top Prospects” |
| ~ 40 Minutes | Business Development and Next Steps – Jay <ul style="list-style-type: none">– Review approach and proposed next steps per Summary Document, page 5– Examples: Business Recruitment Methods and Tools– Q&A on Market Study section/Options/Next Steps |
| ~ 10 Minutes | Wrap-up – Cathleen/Dana/Jay |

Est: ~ 105 Minutes +/-

Downtown Howell

FUTURES

Howell, Michigan

Market Insights and Evolutions

A Michigan Main Street Program Service



Howell Main Street





2018

Market Insights

Howell, a Great American Main Street Award-winning community, has already achieved a level of success that communities aspire for. A long track record of results and positive changes occurring in the downtown area have positioned the community well. Still, recognizing that change is inevitable and with growth occurring in the community and surrounding region, Howell Main Street, Inc., along with community partners and stakeholders, is taking a pro-active planning approach and applying sound market principles, community engagement practices and creative thinking to guide future initiatives.

Market study findings and input offered by community and downtown stakeholders serve as a great starting point—not for physical change, but for the necessary dialog that should occur as the community plans downtown’s evolution.

Opportunities Ahead

Findings from the 2018 Top Prospects and Strategies Survey, based on responses from 774 participants, provide insights for eating & drinking places and retail establishments that could be candidates – and targeted – for expansion and recruitment in Downtown Howell, as well as specific features, products and services most likely to appeal to the Howell market.

Eating and Drinking Establishments | Top Selections

Deli/Sandwich Shop	Restaurant	Drinking Place
Top Features:	Top Features:	Top Features:
Sandwiches/salads	Casual, family-friendly	Outdoor seating
Homemade soups	Full-service	Dinner menu
Grilled sandwiches	Dinner menu	Beer garden
Grab-and-go items	Outdoor dining	Craft beers

Retail Establishments | Top Selections

Specialty Foods	Kitchen, Home & Gifts	Books, Toys & Games
Top Features:	Top Features:	Top Features:
Locally-sourced foods	Home furnishings/decor	New books
Artisan foods	Demo kitchen & classes	Used books
Organic foods	Made in Howell/MI	Educational toys/games
Ethnic foods	Tasting/sampling events	Book signing events

Potential Market Traction

Q: How likely would you be to patronize the following types of business in Downtown Howell?
Average Score Shown | 5.00 = Definitely Would

1. Restaurant	4.35	1. Specialty Foods Market	4.24
2. Deli/Sandwich Shop	4.19	2. Kitchen, Home & Gifts	3.76
3. Coffeehouse/Bakery	3.67	3. Books, Toys & Games	3.50
4. Ice Cream & Sweets	3.45	4. Arts, Crafts & Hobbies	3.44
5. Drinking Establishment	3.38	5. Clothing & Accessories	3.39



Potential Downtown Housing Appeal

55%

Of those surveyed would or might consider living in Downtown Howell

Page 40 of 76



An Organizing Idea

- Grand River Avenue and Michigan Avenue are dividers, but it’s only four quadrants that make it whole.
- Grand River Avenue and Michigan Avenue are the core of the retail experience.
- Wandering should be encouraged as a public experience.
- Each quadrant should have: 1) a parking reservoir; 2) a place to play or gather; 3) intensive housing; and 4) space for non-retail businesses.
- Parking should be convenient and visible, but not obvious.
- Public spaces should be prominent and obvious, and oriented to all ages.

Possibilities—and Concepts

While concepts suggest certain types of uses and configurations, they have not been verified through a process typically used by a developer as a project is undertaken. However, trends and input have suggested that uses demonstrated in first-generation concepts would be supported by the community, with high interest for some of the proposed uses. As concepts, there are also broad considerations related to incrementalism, market support, pedestrian movements, and local guidance that may need attention in order to gain the most from any new investment.

Cross Quadrant Corridors

Two street corridors—Walnut Street and Court Street—are suggested as expanded links between quadrants on either side of Michigan Avenue, not so much as vehicle corridors but as signals to new development that might occur in the blocks behind Grand River Avenue facades.

Alleys

While not every alley experience will be like that of the northeast quadrant, other alleys might acquire some of the same charm and attraction—and could even allow for some “back room” spaces to become storefronts, now on alleys.





Guiding Change

Principles for Downtown Howell

- Forget style... it’s about authenticity
- Keep the neighborhood close
- Walk if you want to experience downtown
- Create a downtown to accommodate play
- Build structures for many lifetimes of use
- Seek evolution, not revolution

Principles aren’t rules; rules can be broken, and in some cases the broken rules create better results. Principles are more like truths or values—things that might resonate so clearly with the community that they’re the first filter when considering a change.

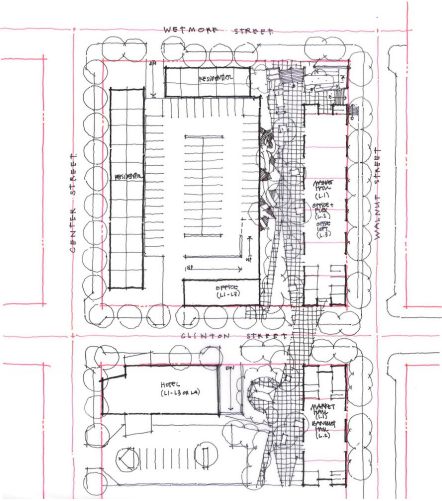
Northwest Quadrant Demonstration



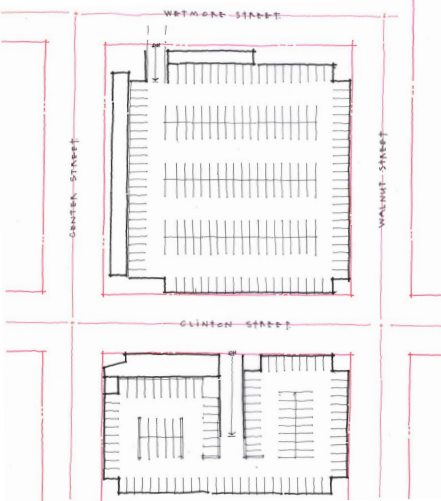
A market hall, in two parts, parallels Walnut Street and the cross-quadrant corridor, with spaces at street level matching the activity of a farmers’ market and other uses occupying upper story spaces.

All or portions of three blocks comprise the core redevelopment opportunities in the **Northwest Quadrant**, with each containing new parking and public spaces. Those blocks include:

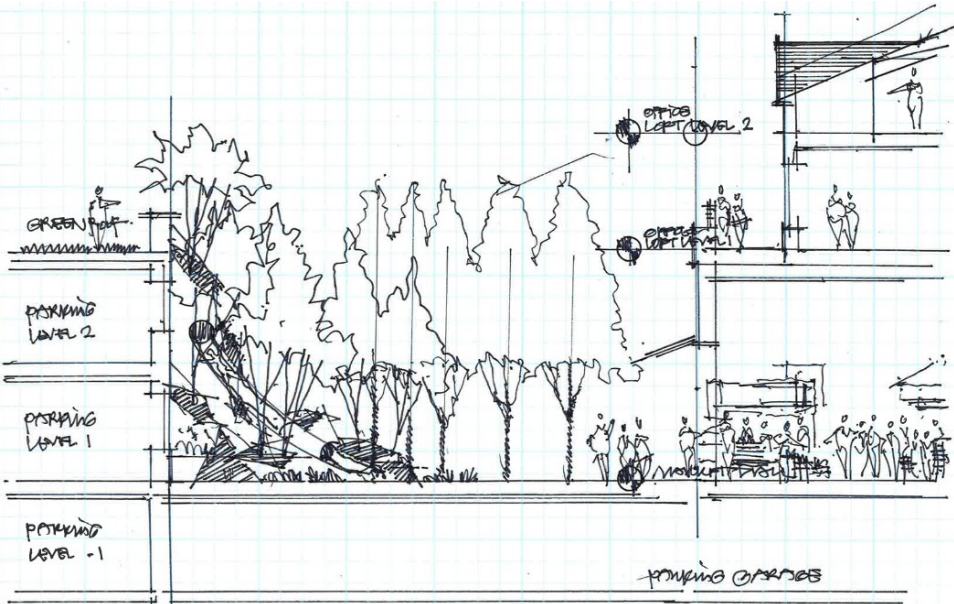
- **Block NW-1:** the northerly half of the 200 block between Grand River Avenue and Clinton Street, which is currently occupied by “the pit” parking lot;
- **Block NW-2:** the entire block bounded by Clinton Street, Walnut Street, Wetmore Street, and Center Street which is currently occupied by a small building at 214 North Walnut Street and an associated parking area, with large areas of the block being vacant;
- **Block NW-3:** the entire block bounded by Walnut Street, Clinton Street, Grand River Avenue, and the railroad, which is currently occupied by a public parking area, two small buildings (118 West Clinton Street and 122 West Clinton Street), and a convenience store/gas station, all of which may or may not be a part of the redevelopment.



Potential development at NW-1 and NW-2 blocks shows an integrated pattern of public and private uses, including a significant parking structure, a market hall, and an expansive linear park as public features.



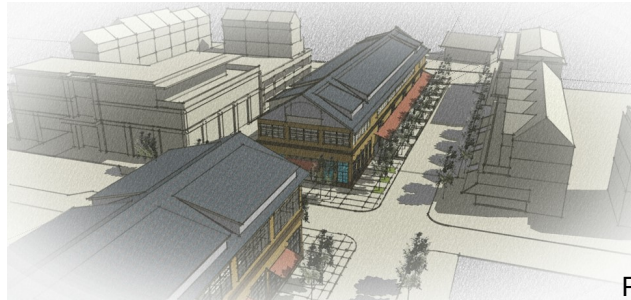
Parking below grade is important in the development of NW-1 and NW-2 blocks, particularly when the need for private parking serving new uses is recognized.



A place to play or gather. One side of a parking reservoir in the Northwest Quadrant is faced with a play structure, attracting people to downtown and encouraging them to stay longer.

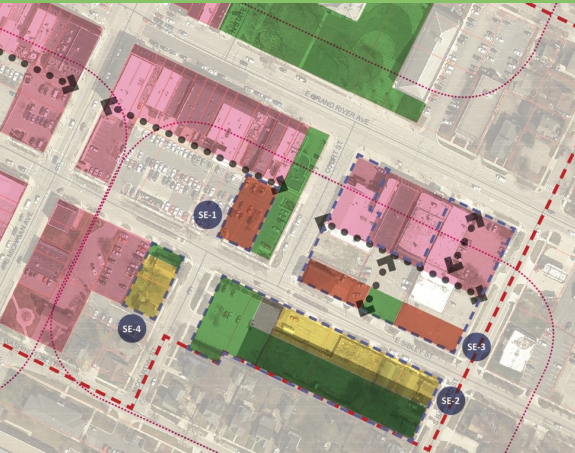


Wide walks achieved through the elimination of parking on one side of Walnut Street create the promenade along the market hall, which stretches across portions of two blocks, and reaching to the Depot.



A market hall, in two parts, parallels Walnut Street and the cross-quadrant corridor, with spaces at street level matching the activity of a farmers’ market and other uses occupying upper story spaces.

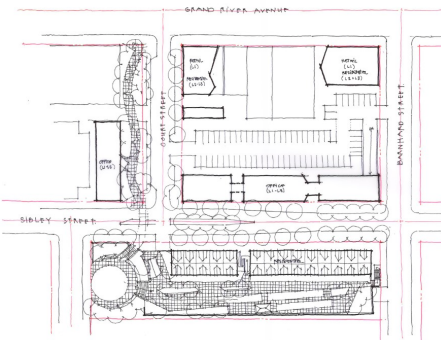
Southeast Quadrant Demonstration



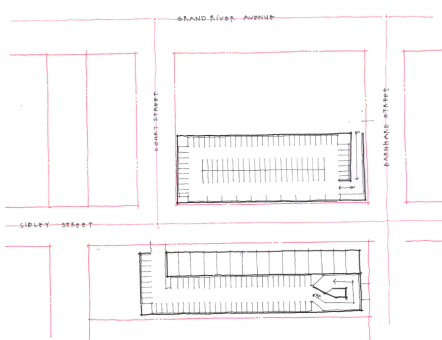
Portions of four blocks comprise the Southeast Quadrant, with a parking reservoir created on the most southerly block and public spaces on each block.

The Southeast Quadrant holds all or portions of four blocks that might, under the right conditions, be appropriate for redevelopment. Those blocks include:

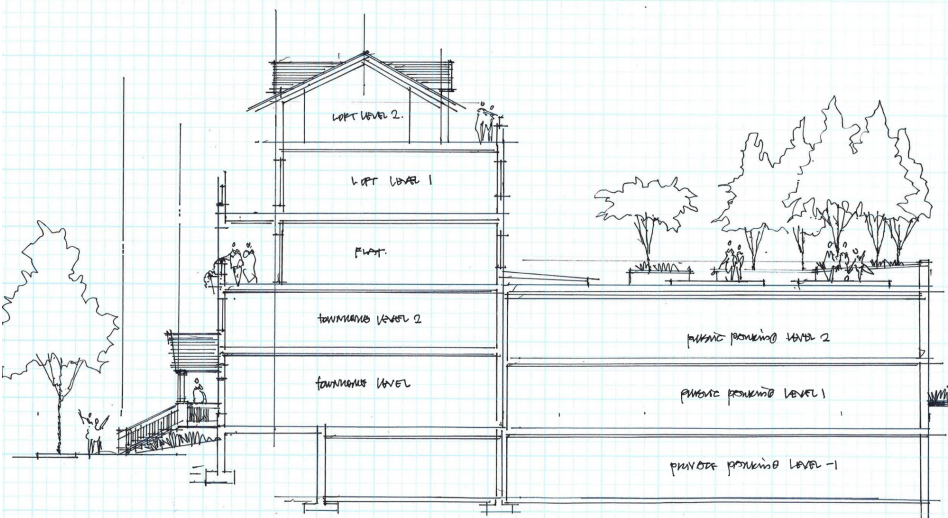
- **Block SE-1:** the easterly portion of the block bounded by Sibley Street, Court Street, Grand River Avenue, and Michigan Avenue, and containing a single-story commercial building (100 South Court Street) and a portion of a public parking area;
- **Block SE-2:** the northerly portion of the block bounded by Washington Street, Barnard Street, Sibley Street, and McCarthy Street, and containing a parking area at its westerly end, a vacant lot (215 East Sibley Street), and commercial and residential buildings at its easterly end (233 East Sibley Street, 239 East Sibley Street, and 206 South Barnard Street);
- **Block SE-3:** portions of the block bounded by Sibley Street, Barnard Street, Grand River Avenue, and Court Street, and including two structures facing Grand River Avenue and one along Court Street (303 East Grand River Avenue, 323 East Grand River Avenue and 121 South Court Street); and;
- **Block SE-4:** the northeasterly portion of the block bounded by Michigan Avenue, Sibley Street, McCarthy Street, and Washington Street and containing two residential structures (204 McCarthy Street and 210 McCarthy Street).



A mix of uses is possible in an evolution of the Southeast Quadrant, made possible largely through the creation of parking on a portion of one block. The parking would be lined by residential uses and capped with a public park.



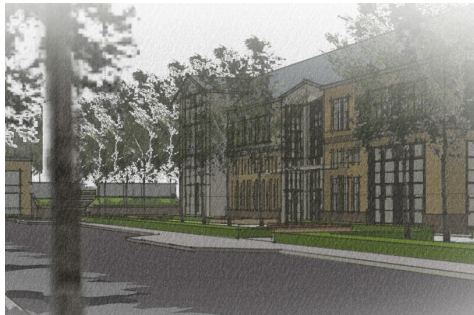
Most parking for the quadrant is located below a green roof extending along the length of a residential liner, made into a parklike space for this part of Downtown Howell.



Intensive Housing. A parking reservoir is lined by residential uses and capped with a public space.



A new building replaces a part of the public parking area along Court Street, creating a more active link between Grand River Avenue and Sibley Street.



The Court Street Promenade provides a public space connection to new development in the Southeast Quadrant other than retail and other activities along Grand River Avenue.



At a Glance

2018 DOWNTOWN STRATEGIES SURVEY RESULTS

774
Survey Sample

City of Howell resident	41.6%
Live within 10 miles of Howell	51.6%
Live 10+ miles from Howell	6.8%

72%
Female

23%
Work Downtown

DOWNTOWN TRENDS
73%

Describe recent trends in Downtown Howell

Improving or making progress	72.5%
Steady or holding its own	25.8%
Declining or losing ground	1.7%

Opportunities Ahead

Eating and Drinking Establishments

Top prospects for expansion and recruitment based on the 2018 Downtown Howell Strategies and Top Prospects Survey that engaged more than 700 participants.

Deli/Sandwich Shop	Restaurant	Drinking Establishment	Coffeehouse/Bakery	Ice Cream & Sweets Shop
Top Selection: 40%	Top Selection: 35%	Top Selection: 13%	Top Selection: 6%	Top Selection: 2%
Top Products/Features:	Top Products/Features:	Top Products/Features:	Top Products/Features:	Top Products/Features:
Fresh sandwiches/salads	Casual, family-friendly	Outdoor seating	Fresh coffees, teas, etc.	Hand-dipped cones, etc.
Homemade soups	Full-service	Dinner menu	Soups and sandwiches	Old-fashioned soda counter
Pressed/Grilled sandwiches	Dinner menu	Beer garden	Donuts and pastries	Outdoor seating
Grab-and-go items	Outdoor dining	Craft beers	Breakfast sandwiches	Gelato
Outdoor seating	Healthy/Special Diet options	Live entertainment	Homemade pies	Homemade chocolates/fudges
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 44%	25 to 44: 35%	25 to 44: 43%	25 to 44: 39%	25 to 44: 40%
45 to 64: 39%	45 to 64: 44%	45 to 64: 46%	45 to 64: 35%	45 to 64: 40%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 39%	\$50K to \$100K: 30%	\$50K to \$100K: 21%	\$50K to \$100K: 39%	\$50K to \$100K: 40%
\$100K+: 48%	\$100K+: 56%	\$100K+: 67%	\$100K+: 40%	\$100K+: 40%

Opportunities Ahead

Retail Establishments

Top prospects for expansion and recruitment based on the 2018 Downtown Howell Strategies and Top Prospects Survey that engaged more than 700 participants.

Specialty Foods Market	Kitchen, Home & Gifts	Books, Toys & Games	Arts, Crafts & Hobbies	Clothing and Accessories
Top Selection: 47%	Top Selection: 16%	Top Selection: 13%	Top Selection: 12%	Top Selection: 9%
Top Products/Features:	Top Products/Features:	Top Products/Features:	Top Products/Features:	Top Products/Features:
Locally-sourced foods	Home furnishings and decor	New books	General crafts/supplies	Women's casual
Artisan foods	Demo kitchen, classes, demos	Used books	Craft/Hobby classes	Women's dress and business
Organic foods	Made in Howell/MI items	Educational toys and games	Home décor items	Men's casual
Ethnic foods	Tasting and sampling events	Book signing/reading events	Hobby and craft tools	Infants and children's
Salad and hot food bar	Vintage and repurposed items	Unique card & board games	Group work space/classroom	Men's/Women's athletic wear
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 44%	25 to 44: 28%	25 to 44: 54%	25 to 44: 46%	25 to 44: 24%
45 to 64: 44%	45 to 64: 50%	45 to 64: 25%	45 to 64: 25%	45 to 64: 55%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 28%	\$50K to \$100K: 32%	\$50K to \$100K: 36%	\$50K to \$100K: 49%	\$50K to \$100K: 38%
\$100K+: 62%	\$100K+: 50%	\$100K+: 44%	\$100K+: 34%	\$100K+: 48%

Potential Market Traction

Q: On a scale of 1 (Definitely would not) to 5 (Definitely would), how likely would you be to patronize the following types of business in Downtown Howell? | Average Score Ranking | 5 = Definitely Would

1. Restaurant	4.35	1. Specialty Foods Market	4.24
2. Deli/Sandwich Shop	4.19	2. Kitchen, Home & Gifts	3.76
3. Coffeehouse/Bakery	3.67	3. Books, Toys & Games	3.50
4. Ice Cream & Sweets	3.45	4. Arts, Crafts & Hobbies	3.44
5. Drinking Establishment	3.38	5. Clothing & Accessories	3.39



Potential Prospects

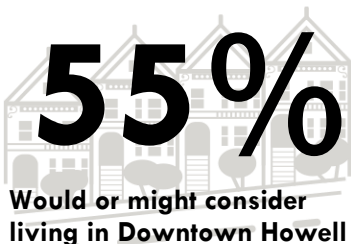
Are you a prospect?

Are you interested in moving your business to, or opening a new business in, Downtown Howell?

Interested in moving	19
Interested in opening new	39

9% of Survey Sample

Downtown Housing Opportunities



Top housing styles considered:

2 BR Townhome	50%
2 BR Condo	44%
Loft	26%
2 BR Apartment	18%



Mortgage or rent payment:

Less than \$1,000	28%
\$1,000 to \$1,200	28%
\$1,200 to \$1,400	26%
\$1,400 or more	18%

At a Glance

2018 DOWNTOWN STRATEGIES SURVEY RESULTS

VISUAL PREFERENCES

Based on input collected from more than 700 participants completing the 2018 Downtown Howell Strategies Survey to help guide the future direction of our community.

Downtown Housing

The look and feel would be right for Downtown Howell in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



-0.03
Average Score



-0.63
Average Score



-0.64
Average Score



-0.92
Average Score

Infill and Mixed-use Projects

The look and feel would be right for Downtown Howell in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



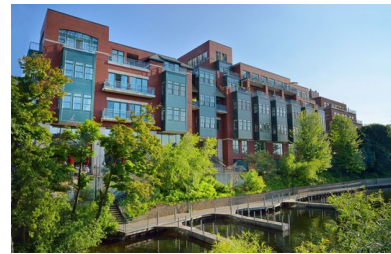
2.83
Average Score



2.42
Average Score



-2.15
Average Score



-2.19
Average Score



-2.96
Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Howell. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

VISUAL PREFERENCES

Based on input collected from more than 700 participants completing the 2018 Downtown Howell Strategies Survey to help guide the future direction of our community.

Parking Structures

The look and feel would be right for Downtown Howell in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



0.84
Average Score



0.61
Average Score



-0.73
Average Score



-1.00
Average Score



-2.50
Average Score

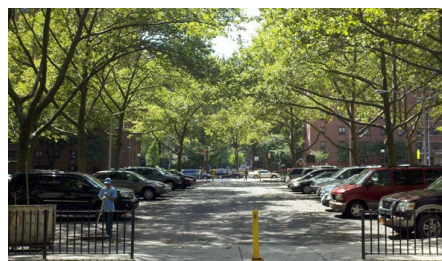
Parking Lots

The look and feel would be right for Downtown Howell and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.71
Average Score



2.08
Average Score



1.82
Average Score



1.55
Average Score



0.84
Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Howell. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

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

New Business

TITLE: Community Capital to Support Housing Project + Redevelopment Ready Certification Sites Update

DATE: September 28, 2020

PRESENTED BY: Dan Leonard, Community Assistance Team Specialist - Michigan Economic Development Corporation

BACKGROUND:

Dan Leonard will give an update on the work he's been doing with Housing North and Michigan Community Capital to get housing developments moving forward in downtowns in our region.

Additionally he will showcase some recent examples of the services the MEDC will provide for our redevelopment sites once we become a Redevelopment Ready Certified Community.

GOALS:

Downtown Housing

RECOMMENDATION:

Board discussion.

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

New Business

TITLE: Downtown Housing Incentive Program Examples

DATE: September 28, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Charlevoix County/Housing North

Steve Schnell from Housing North will attend our October Board meeting to give an update on efforts currently underway in our county and how we are shifting the conversation to include downtown housing opportunities. I've attached the Housing Ready form that I am currently working on filling out for all of our "potential" downtown housing units to start building an inventory that Housing North will maintain.

Additionally, I have been brought up to speed on another initiative that has been in the works for housing units outside of the downtown initially but could certainly be expanded and utilized for downtown units as well. See the attached Deed Restriction program presentation and know that when Steve attends our meeting next month he will elaborate further.

Here's a news article on the first deed restriction project:

https://www.petoskeynews.com/charlevoix/black/charlevoix-first-to-start-new-housing-initiative/article_cb48126e-aaa7-5509-9e33-fabc06841fa1.html

Three Rivers, MI

See attached for an example of a fellow Main Street community's upper floor housing grant program.

Other examples:

Green Bay, WI

"The State of Wisconsin allows a one-year extension/recapture on closed TIDs for affordable housing. Here in Green Bay, we recently closed several TIDs which will yield \$3.1 million for affordable housing incentives throughout our community. 75% must be allocated for affordable while the other 25% can go towards any type of housing. I also serve on our city council so one of the requests I have submitted is to create an incentive for above storefront apartments that require renovations to bring them online. It's a work in progress for us. I would check your state law on the use of TIDs to see if a similar provision exists."

Covington, KY

Incentives for Developers & Real Estate Investors

Description

Whether you're an amateur real estate investor or a large development company, we have incentives to help you grow and thrive in Covington. Our incentives are designed to help you revitalize vacant buildings, obtain gap financing, and maximize your net operating income (NOI).

Check out the brochure below to learn more about some of our tools, then contact our Economic Development Project Manager at 859-292-2144 or rpatten@covingtonky.gov to receive an application or learn more!

Files

- Developers & Investors Incentives Brochure (2.33 MB)
- Small Businesses Property Owners Brochure (9.13 MB)

Mount Pleasant, MI

"Attached is our fire protection program (guidelines, agreement and application) designed to help incent upper floor conversion to housing. We found one of the biggest barriers to converting the spaces was the cost of fire systems required by the fire code. Code states that all of the building must have fire suppression and the cost was upwards of \$50,000.

We require the agreement/restrictive covenant so owners will allow neighboring properties to hook into the newly installed water service. By doing this it lessens the number of times the street has to be opened to hook up the water service.

Michelle Sponseller

Downtown Development Director
City of Mt. Pleasant"

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ❑ Deed Restriction Program Overview
- ❑ Charlevoix County Prospective Property Form
- ❑ Upper Floor Housing Grant - Three Rivers, MI
- ❑ Mount Pleasant Fire Protection Program Application
- ❑ Mount Pleasant Guidelines
- ❑ Mount Pleasant Application



Creating pathways and partnerships
for housing in Northwest Michigan.



City of Charlevoix Year-round Housing Deed Restriction Program

- City has been proactively creating more housing opportunities
- Focus has been on year-round housing and workforce housing
- Charlevoix Housing and Business Park Initiative
- Need: method to ensure long-term housing availability for workforce





Vail InDeed

Town of Vail uses revenue from sales/real estate taxes to purchase deed restrictions

- Property must be occupied as a primary residence by a person who works at least 30 hours per week in Eagle County
- There is no price appreciation cap





How Does it Work?

- Each restriction is negotiated, beginning with an appraisal of the property
 - Typically about 15% of the home's value (in the ballpark of \$50,000)
- Must meet Town priorities/alignment with adopted housing strategy
- Stays with the title and survives ownership





How Does it Work?

- Can utilize existing homes and land
- Can be implemented at purchase to close funding gap
- OR payments to existing residents, enabling home improvements





Enforcement

- Annual review conducted by Housing Department to require proof of occupancy
- Noncompliance can result in forfeiture of property



City of Charlevoix Primary Residence Deed Restriction Program

- City of Charlevoix, Housing North, Charlevoix County Community Foundation working together
- Primary Goal: Create more housing that will always be a primary residence
- More housing available for workforce
- Response to challenge – growing % of summer homes and vacation rentals





City of Charlevoix Primary Residence Deed Restriction Program

- Funding
 - Private donations to Housing North via Charlevoix County Community Foundation
- Stewardship
 - Deed Holder and Stewardship by Housing North Staff
 - Annual compliance monitoring
 - Enforcement, could include efforts by City as 3rd party beneficiary





City of Charlevoix Primary Residence Deed Restriction Program

- First project – April, 2020
- Formerly a church, to become 3-unit apartment building
- Rental units must be primary residences for lessees
- Payment to owner = 15% of purchase price
- Project to start in spring of 2021





Poll Question

- Do you have a housing goal in your community that might benefit from deed restriction protections?
- What is that housing goal? (affordability, workforce, year-round residency, other)

Charlevoix County Housing Ready Program

Prospective Home Inventory



Prospective Property

Community																															
Property Name																															
Address																															
Owner																															
Parcel Number																															
Link to Map																															
Zoning																															
Lot Area																															
Lot Size																															
Max Res Density																															
Utilities	City water, city sewer, broadband, natural gas																														
Amenities	<table border="1"> <thead> <tr> <th>Amenity</th> <th>Distance</th> <th>Amenity</th> <th>Distance</th> </tr> </thead> <tbody> <tr> <td>Public Park</td> <td></td> <td>Recreational Trail</td> <td></td> </tr> <tr> <td>Middle School</td> <td></td> <td>High School</td> <td></td> </tr> <tr> <td>Grocery Store</td> <td></td> <td>Downtown</td> <td></td> </tr> <tr> <td>Dining</td> <td></td> <td>Transit Route</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>			Amenity	Distance	Amenity	Distance	Public Park		Recreational Trail		Middle School		High School		Grocery Store		Downtown		Dining		Transit Route									
Amenity	Distance	Amenity	Distance																												
Public Park		Recreational Trail																													
Middle School		High School																													
Grocery Store		Downtown																													
Dining		Transit Route																													
Potential Incentives																															

Local incentives for residential development:

☐ Sidewalks
 ☐ RRC Community
 ☐ CORE Community
 ☐ Capital Connection Fee Assistance

Other:

Notes:

Date: Click or tap here to enter text.

Charlevoix County Housing Ready Program

Prospective Home Inventory



Map:

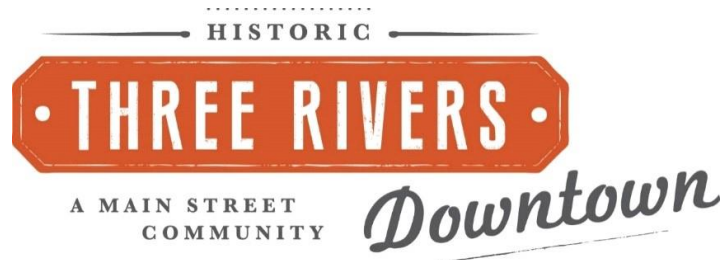
Date: Click or tap here to enter text.

Upper Floor Housing Grant Program Guidelines

Three Rivers DDA/Main Street

57 N. Main Street

Three Rivers, MI 49093



Uses: Upper Floor Housing (residential)

Eligibility: 50% private match of total interior rehabilitation costs **Funds:**

Up to \$5/square foot (\$7,500 maximum)

PURPOSE

The Three Rivers Downtown Development Authority (DDA) was formed pursuant to the Michigan statute, specifically realizing that it is in the best interest of the public to halt property value deterioration, to eliminate deterioration, and to promote economic growth and vitality within the DDA district.

The Upper Floor Housing Grant program was specifically created with the purpose to incentivize the expansion of upper floor housing options – specifically apartment units, condo's, or loft style apartments – in both the DDA and Main Street districts; both of which support initiatives clearly identified in local strategic planning documents such the Design Charrette (2006), City of Three Rivers Master Plan (2009), and the Downtown Market Study (2015).

The long-term goal of the Upper Floor Housing Grant program is to grow and expand the inventory of upper floor housing options in Downtown Three Rivers. The premise is that the program promotes downtown living, increases spending power and economic development, within the District and efficiently uses historic buildings.

PROGRAM OBJECTIVES

- To encourage the full utilization of historic downtown buildings.
- To reduce the rate of vacancy and blight in the downtown, with a strong focus upper floor housing.
- To provide financial assistance to property owners in overcoming the barriers associated with the reuse of historic buildings.

- Generally, to promote and encourage continued growth and expansion of business to support the purposes of the DDA and Main Street program.

ELIGIBILITY

- Properties must be located within the legal boundaries of the DDA and/or Main Street Districts to be eligible [See Attachment One: Map].
- In general, any historic buildings constructed prior to 1965 will be considered for program funding. Exceptions to this requirement will be considered on a case-by-case basis.
- The program is open to property owners.
- Preference will be given to owners who have accomplished one or both of the following:
- Utilized Design Services from the DDA/Main Street program
- Have previously displayed a commitment to Historic Preservation ethics
- Other considerations: long-term viability, and degree to which the type of housing fills gaps in Downtown Three Rivers residential market demand. □ Owners may submit one property per program year.

PROGRAM REQUIREMENTS

Applicants will be required to complete an application packet provided by the DDA. The following program guidelines also apply:

- Projects must maintain or create upper floor housing (retail or commercial on the main level) to be eligible for program funding.
- Program funds will be allocated at up to \$5.00 per square foot of rehabilitated space, with a maximum of \$7,500 per project for eligible properties. Based upon demonstrated need and available funds, additional funding in excess of \$7,500 per projects may be considered.
- Program funds can be utilized for interior design, renovation and/or construction costs, with an emphasis on state and local Building, Fire, Life & Safety codes.
- Applicant must provide proof that all property taxes are current and that the subject property is properly insured.
- Applicant must provide detailed project financing and cost information and provide proof in the form of bank commitment letter(s) that all private financing is in place, if applicable.
- Annual program funding will be limited, with projects awarded, as funds are available. The DDA will make final determinations on individual project eligibility and can reject any application at its discretion.
- At least one licensed responsible contractor must submit a reasonable quote.
- Funding for projects undertaken prior to DDA review and written approval will not be considered.
- All required municipal or governmental permits must be obtained prior to construction starting up, including approval from the Historic District Commission, if applicable.
- Funds will be provided upon an interim draw process with the balance of the funds provided upon satisfactory completion of work. Executed contracts and/or contractor

invoices must be presented prior to disbursement of program funds, and in a form satisfactory to the DDA. Proof of payment will need to be provided in a timely manner upon receipt of funds.

- Construction must commence within 90 days of approval for funding and be completed within 120 days after construction start date. Applicant will be in default if rehabilitation is not undertaken and completed under these timeframes, in which event, all funds advanced by the DDA shall be refunded to it. Modifications of these time periods are at the discretion of the DDA.
- Applicant and the DDA shall enter into a Grant Agreement in substantially the form of Attachment Three.
- Rental rates must at least meet minimum income and rent limits based on market rate data in St. Joseph County (source: MSHDA) and take into consideration the 2015 Downtown Three Rivers Market Study survey results.

ELIGIBLE IMPROVEMENTS & USES OF PROGRAM FUNDS

Remodeling, renovation, rehabilitation, installation, and additions to the interior of the second floor and above are eligible for grant funds. The funds are for modification and improvement of the building and not for normal maintenance or repair. Some specific improvements for which grant funds may be used include:

- Interior design.
- Interior demolition or site preparation costs as part of a comprehensive renovation project.
- Permanent building improvements, which are likely to have universal functionality.

Items including but not necessarily limited to:

- Electrical / wiring
- Plumbing
- Lighting
- Air Conditioning / Heating
- Flooring
- Improvements to meet state and local Building, Fire & Life Safety codes.

INELIGIBLE IMPROVEMENTS & USES OF PROGRAM FUNDS

- Applicants proposing to construct new buildings are **not** eligible to receive program funds.
- Program funds **cannot** be utilized for any of the following uses:
- Property acquisition costs
- Paying off existing debt
- Site plan, building or sign permit fees
- Environmental consulting, testing, or actual abatement/cleanup costs
- Property appraisal costs, legal fees, or loan origination fees
- Furniture, fixtures, equipment and personal property such as couches, tables, shelving, appliances, etc.

APPLICATION AND SELECTION PROCESS

Applications may be obtained in person in the offices of the Three Rivers DDA, 57 N. Main Street, Three Rivers, MI, 49093, or by calling (269) 535-5145.

DDA staff will screen applicants and determine initial eligibility. At that time, the estimated scope of work will be discussed. The pre-application process will also include a site visit by DDA staff. If the applicant and staff representative reach consensus that the project should move forward, the project will be presented to the DDA/Main Street Economic Vitality Committee for preliminary approval.

The Economic Vitality Committee will provide input, make suggestions to scope of work and approve or deny individual projects. Upon preliminary approval by committee, the project will be submitted to the DDA Board of Directors for final approval. Upon approval of the DDA Board of Directors at a regularly scheduled monthly meeting, an Agreement will be executed and the project can proceed.

****A \$50 nonrefundable application fee must be included with the application packet****

Note: The Three Rivers Downtown Development Authority shall be held harmless for any disputes that may arise under any contracts between the applicant and contractor.

Applications will be received from applicants on a first-come, first-serve basis only. In addition to the Upper Floor Housing Grant program application, applicants shall submit the following items in order for the DDA to make an appropriate decision on an application:

- Resume
- Sketches/Renderings/Layout of interior
- Financial Statements and/or pro-forma
- Itemized cost estimates

SOURCE OF PROGRAM FUNDING

The Three Rivers DDA sponsors the program. The source of funding for the program is made possible by the St. Joseph County Economic Development Corporation. This program is the first of its kind in St. Joseph County, and was created with the intention to encourage a county-wide effort (\$100,000 maximum per qualified DDA) to spark investment and economic development in urban centers.

RIGHTS RESERVED

The Three Rivers DDA reserves the right to reject any and all applications. The specific program guidelines herein are subject to revision or amendment by the DDA Board of Directors. The DDA may discontinue this program at any time.

FINANCING GUIDELINES

Applicants must demonstrate proof of 50% in matching funds, whether owner equity or private financing. Eligibility, rates, terms, and conditions of private financing will be determined on an individual basis subject to the normal credit granting criteria of participating private banking institutions. Program funding will be in the form of a reimbursement to the property owner/applicant, upon satisfactory proof that invoices and all other construction costs have been paid.

DEFAULT AND REMEDY

A default in the agreement occurs when the applicant fails to commence and/or complete the project in a timely fashion, or has expended or seeks reimbursement for ineligible costs. In such event, all funds which have been paid to **applicant** shall be immediately refunded to the DDA.

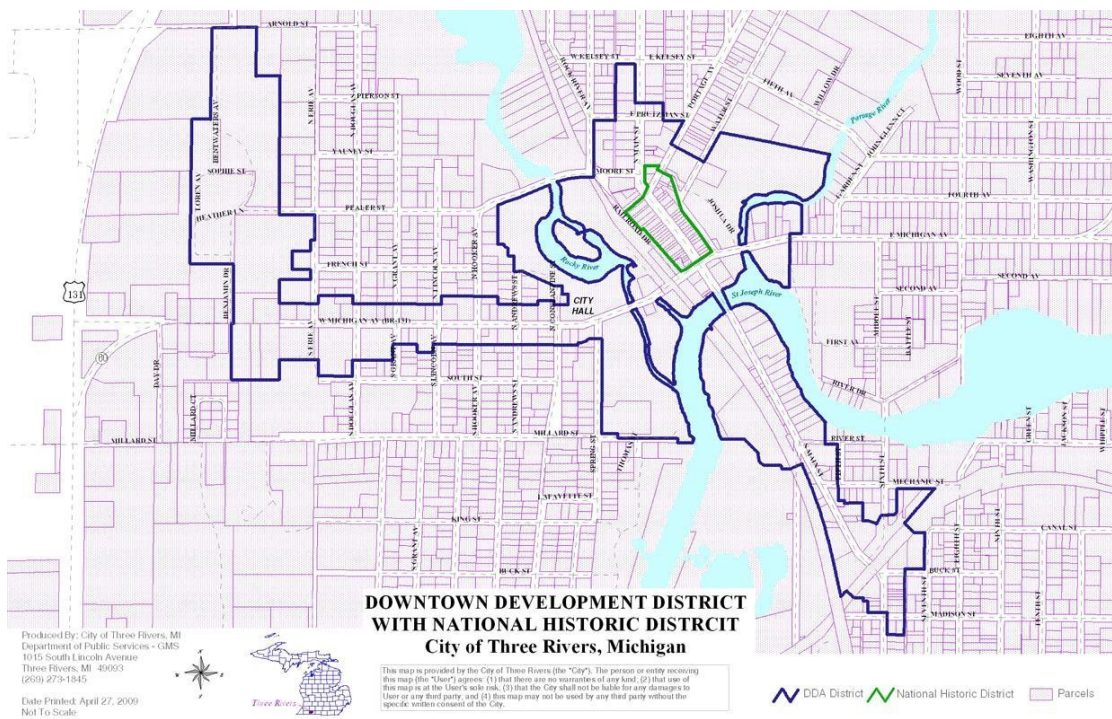
If the applicant **without the approval of the DDA, sells the Property or there is a change of ownership within a period of 5 years following completion, it shall reimburse the DDA pursuant to the following schedule:**

Sale or Transfer of Property or Business:

Date of event requiring repayment	Amount to be repaid*
Within 1 st year	100% of reimbursement
Within 2 nd year	80% of reimbursement
Within 3 rd year	60% of reimbursement
Within 4 th year	40% of reimbursement
Within 5 th year	20% of reimbursement
After 5 th year	No repayment (grant closed)

**The DDA reserves the right to modify the requirements and terms of reimbursement.*

ATTACHMENT ONE: MAP



ATTACHMENT TWO: SELECTION CRITERIA

(5=high marks)

Applicant: _____

Address: _____

Project Name: _____

Amount Requested: _____

- Thoroughness and neatness of application.
5 4 3 2 1
- Clearly identified need in 2006 Design Charrette, 2009 Downtown Three Rivers Master Plan, and 2015 Downtown Three Rivers Market Study.
5 4 3 2 1
- Degree to which project fills a gap in Downtown Three Rivers residential sector.
5 4 3 2 1
- Type of housing and rental rates are appropriate
5 4 3 2 1
- Consideration is given to a well-designed space and layout. Space offers something unique and different; specifically takes “urban living” into consideration.
5 4 3 2 1
- Plans specifically take into consideration appropriate building code/historic preservation standards.
5 4 3 2 1
- Has demonstrated an effort to follow all local permitting and approval processes, and proactively seeks guidance from local officials.
5 4 3 2 1
- Potential for long-term viability – has put forth best effort in developing a plan and has secured appropriate financing.
5 4 3 2 1

SCORE (out of 40) = _____

ATTACHMENT THREE: GRANT AGREEMENT



City of Mt. Pleasant
Department of Downtown Development
320 W. Broadway
(989) 779-5348

FOR OFFICE USE ONLY

Date Received: _____

Received by: _____

APPLICATION FOR DOWNTOWN FIRE PROTECTION PROGRAM

ESTIMATED COST OF ELIGIBLE EXPENSES: \$ _____

Please see the Downtown Fire Protection Program Guidelines for a list of eligible expenses.

PROPERTY OWNER INFORMATION	
Project Address:	Parcel Number:
Owner Name:	Owner Telephone:
Owner Address:	Mobile Phone:
Owner City:	Owner State & Zip:
E-mail Address:	
Description of project:	
Estimated Start Date: _____ <i>Please note that all city permits, state permits (if applicable) and zoning approvals must be completed within 90 days of application. Failure to begin work in 90 days forfeits placement in program and will require a new pre-application meeting and application.</i>	
Estimated Completion Date: _____ <i>All improvements shall be completed and reimbursement requested from the City within one (1) year after the approval of the Downtown Fire Protection Program Agreement. It shall be the applicant's sole responsibility to make sure that all of the deadlines are met. All requests for extensions must be submitted in writing to the Downtown Development Director prior to the expiration of the initial deadline to complete the work and submit request for reimbursement. In the event that an applicant fails to comply with these deadlines or otherwise timely request an extension, the City may terminate its obligation to reimburse the applicant.</i>	

Owner Signature	Date
-----------------	------

Important Information to Applicants:

PRE-APPLICATION MEETING

Interested parties are required to schedule a pre-application meeting to discuss the project. This can be done by calling the Downtown Development Director at (989) 779-5348. Pre-application meetings often address circumstances that would otherwise result in an application being denied.

COMPLETE APPLICATION REQUIRED

The application will not be scheduled for review by the Downtown Development Director and Building Official until it has been verified that all required information has been provided with the application. Required information includes two quotes for all equipment, materials and installation. **Incomplete applications or applications missing required information will be returned.** Please carefully review the requested information above to verify a complete application.

VERIFICATION OF PLACEMENT IN DOWNTOWN FIRE SAFETY PROGRAM:

A letter will be mailed to you after review of your application from the Downtown Development Director stating your placement in the Downtown Fire Protection Program.

QUESTIONS

If you have any questions, please **contact Michelle Sponseller, Downtown Development Director at (989) 779-5348 or msponseller@mt-pleasant.org**.



CITY OF MT. PLEASANT

DOWNTOWN FIRE PROTECTION PROGRAM



PROGRAM INTENT

The City of Mt. Pleasant's historic downtown, listed on the National Register of Historic Places in December 2014, includes 19th-and-20th-century brick commercial buildings with commercial storefronts composed of cast iron, brick, wood and glass, as well as notable examples of civic architecture.

In an effort to promote fire protection within our irreplaceable, historic downtown, breathe new life into vacant spaces and provide unique housing opportunities back to these historic structures, the City, through its City of Mt. Pleasant Central Business Tax Increment Finance Authority ("TIFA") has developed the Downtown Fire Protection Program (the "Program") to assist with the cost to install necessary fire protection systems. These fire protection systems are essential to address the threat that fire poses to both residents and the public at-large in downtown, loss of extensive taxable value, desire for growth in the number of residential housing units, and the unique historic buildings that help define our community's character.



To encourage the installation of these essential systems, eligible property owners would install and maintain fire protection systems including suppression systems, sprinklers and fire alarms in existing commercial and residential buildings in the downtown historic district and in return the TIFA would compensate the property owners through the purchase of restrictive covenants that ensure the continued maintenance and inspection of the fire protection systems.

Applicants must pay their contractors and suppliers and receive final approval for the installation before TIFA will purchase the restrictive covenant from the property owner.

ELIGIBLE PROPERTIES

To be eligible to participate in the program, a property must meet all of the following requirements:

- a) An existing building* within the Downtown Historic District boundary. The boundaries of these areas as shown on the attached map;
- b) Property taxes must be current;
- c) The building and property upon which it's located must not contain any existing code enforcement violations or deficiencies.

*Those owning property within a building containing one or more condominiums will receive funds based on the condominium agreement common area requirements. If no agreement exists, funds will be dispersed calculated upon square footage owned by each individual owner.

PRIORITY LOCATIONS

Priority will be given to property owners installing new fire protection systems with one or more of the following qualifications:

- 1. Existing property within the Downtown Historic District that have common or adjoining walls;
- 2. Will create new residential units;
- 3. Existing residential units.

DESCRIPTION OF THE PROGRAM

The Program shall involve the purchase of restrictive covenants by the TIFA from the property owners at a purchase price equal to the amount of expenses incurred by an owner for the construction of approved fire protection improvements by the TIFA and the City. The TIFA shall not pay the property owner the purchase price for the restrictive covenants before construction of the fire protection improvements are completed. All applications are subject to approval by: Electrical Inspector, Mechanical Inspector, Plumbing Inspector, Building Official, Public Works and Fire Department.

The maximum amount of the purchase price for the restrictive covenants will be set forth in the Downtown Fire Protection Program Agreement and Declaration of Restrictive Covenant between the TIFA and the property owner and shall be based upon the lesser of two written estimates from a licensed fire protection contractor. The purchase price limitations shall be as follows:

Those property owners creating new residential units or have existing residential units:

- The TIFA may purchase a restrictive covenant from an owner installing a new fire protection system or component thereof as listed under the section "Eligible Improvements" for up to 100% of the cost with a maximum of Twenty-Five Thousand Dollars (\$25,000.00).

Those property owners not creating new residential units or do not have existing residential units:

- The TIFA may purchase a restrictive covenant from an owner installing a new fire protection system or component thereof as listed under the section "Eligible Improvements" for up to 50% of the cost with a maximum of Twenty-Five Thousand Dollars (\$25,000.00).

Payment of the purchase price will be based upon paid invoices provided to the TIFA by the property owner. Payment shall be based upon actual costs up to the maximum amount set in the Agreement. If the actual cost exceeds the original estimates, the property owner shall be solely responsible for the payment for all of the amounts in excess of the estimate. The TIFA cannot pay an amount higher than the total amount specified in the Agreement.

Payments are subject to Federal and State taxes, and must be reported to the Internal Revenue Service on Form 1099. Applicants are required to provide the TIFA with your taxpayer ID number or your social security number as part of the Agreement. Property owners should speak with their tax advisor for tax liability information.

ELIGIBLE IMPROVEMENTS

The following fire protection improvements shall be eligible for the Program:

- a) Installation of a new fire protection system for entire building, including but not limited to, approved devices, equipment and systems or combinations of systems used to detect a fire, activate an alarm, extinguish or control a fire, control or manage smoke and products of a fire or any combination thereof (i.e. fire wall, automatically closing doors, etc.).
- b) Extension of water service for construction of a new fire protection system.

The following improvements shall not be eligible for the Program:

- a) Building and Public Works permit fees, inspection fees, private utility fees and charges and related costs;
- b) Drywall, paint and other interior repairs related to concealing a fire suppression system, fire alarm, or fire protection system;

- c) Refinancing existing debt; or
- d) Working capital for business.

Improvements not specifically listed as eligible or ineligible may be included in the purchase price upon approval by the Building Official.

ADDITIONAL REQUIREMENTS ON ELIGIBLE IMPROVEMENTS

Property Owners shall employ only certified, registered, licensed, and insured professionals duly qualified to practice in Michigan and to perform the Improvements required by this Agreement and will engage only contractors, sub-contractors, or sub-consultants who are so qualified, to perform the Improvements under this Agreement.

APPROVAL OF PROGRAM APPLICATION

Applications are accepted on a rolling basis. After all first-time applications are processed, the remaining applications will be considered in the order in which they were received. In the event that the total amount of the potential exceeds the total amount budgeted for the Program for the fiscal year, applications that cannot be approved due to budget limitations will be carried over for the following fiscal year.

COMMENCEMENT OF WORK

The purchase price for the restrictive covenants shall not include work done prior to approval of the Agreement.

COMPLETION OF WORK

All improvements shall be completed and requests for payment for the restrictive covenants requested from the TIFA within one (1) year after the approval of the Agreement. It shall be the applicant's sole responsibility to make sure that all of the deadlines are met. All requests for extensions must be submitted in writing to the Downtown Development Director prior to the expiration of the initial deadline to complete the work and submit request for payment for restrictive covenants. In the event that an applicant fails to comply with these deadlines or otherwise timely request an extension, the TIFA may terminate its obligation to purchase the restrictive covenant from the property owner.

COMPENSATION FOR THE RESTRICTIVE COVENANT

Upon completion of the work and final inspections, the property owner shall submit copies of all invoices, contractor statements, proof of payments to the Building Official, as evidence that the owner or tenant has paid the contractors. Payment of the purchase price to the owner will be authorized upon completion of all work items as originally approved and receipt of all required documents.

ALTERATIONS TO APPROVED IMPROVEMENTS

Changes or elimination of improvements following approval of the Agreement by shall be submitted to the Building Official for review and approval before implementation. Major and minor changes shall be subject to additional approval by the Building Official.

MAINTENANCE OF FIRE PROTECTION SYSTEM / RESTRICTIVE COVENANT

1. The property owner shall be responsible for inspection, testing, and maintenance of all fire protection systems installed in accordance with the Michigan Building and Fire Codes, as well as National Fire Protection Association Standards, as may be amended from time to time.
2. TIFA may terminate the Agreement immediately upon the Property Owner's breach of any of the terms and conditions of the Agreement, in which case the TIFA shall have no obligation to purchase the

Restrictive Covenant. If the TIFA has already paid the Owner for the Restrictive Covenant, the Owner shall refund the TIFA for the entire purchase price paid for the Restrictive Covenant.

3. The following restrictive covenant shall be required by the Property Owner Fire Protection Program Agreement and Declaration of Restrictive Covenant:

- A. Once installed, the Improvements shall be maintained and/or repaired, at the Property Owner's expense, to ensure that the Improvements remain in good working order pursuant to the National Fire Protection Association (NFPA) 25 standard, or subsequent replacement standard or as that standard may be amended, for "Inspection, Testing and Maintenance for Water-Based Fire Protection Systems" from the date the TIFA approves final payment to the Property Owner for the Improvements.
- B. The Improvements shall be tested and inspected pursuant to the National Fire Protection Association (NFPA) 25 standard, or subsequent replacement standard or as that standard may be amended, for "Inspection, Testing and Maintenance for Water-Based Fire Protection Systems" at the Property Owner's sole expense.
- C. The Property Owner shall maintain a water system that is large enough to service the Improvements.
- D. The Property Owner shall allow adjacent property owners to access and tie into the Improvements, at the sole cost of the adjacent property owner(s). The Property Owner shall provide the adjacent property owners reasonable access (at times and dates designated by the Property Owner) for the adjacent property owners to access and tie into the Improvements upon request of the adjacent property owner(s) to do so. If any adjacent property owner(s) do access and tie into the Improvements, the Property Owner may not shut off service to the adjacent properties without approval of the TIFA.

BUILDING PERMITS

Applicants are responsible to obtain all necessary permits from the City's Building Department, Division of Public Works and Isabella County Electrical, Plumbing and Mechanical Inspector, and state of Michigan (if applicable) prior to beginning any work.

APPLICATION PROCESS

- 1. Pre-Application Meeting
Interested parties are required to schedule a pre-application meeting to discuss the project with associated City staff – Downtown, Building Official, Fire, Planning and Zoning and Public Works. This can be done by calling the Downtown Development Director at (989) 779-5348. Pre-application meetings often address circumstances that would otherwise result in an application being denied.
- 2. Complete Application and Provide Required Information*
Applications for the program will be provided after the pre-application meeting. Complete applications, including required information, should be sent or dropped-off to: City of Mt. Pleasant, Downtown Development, Attention: Michelle Sponseller, 320 W. Broadway, Mt. Pleasant, Michigan 48858 or emailed to downtown@mt-pleasant.org.

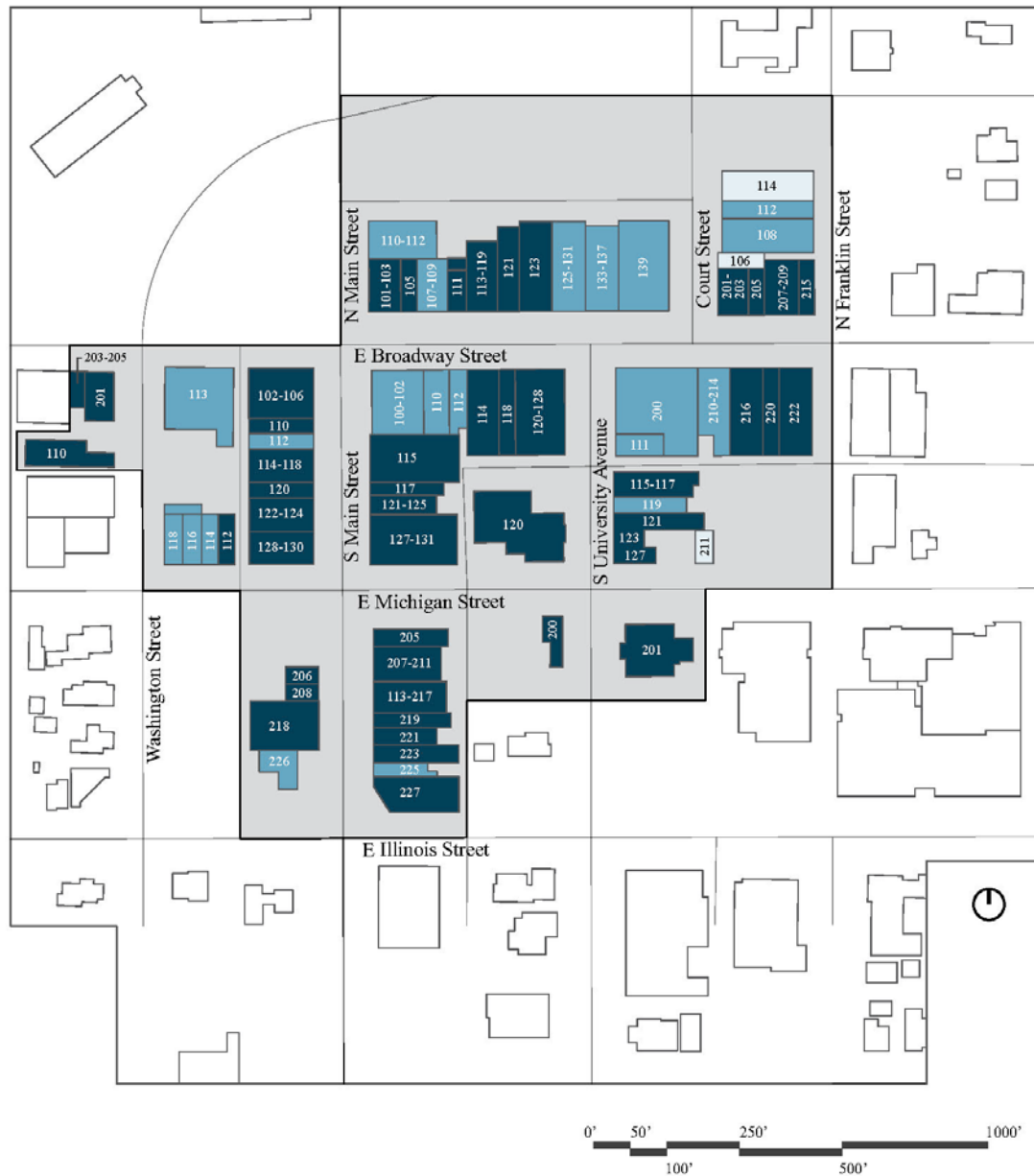
* Required information includes two quotes for all equipment, materials and installation.

Incomplete applications or applications missing required information will be returned.

Please note that all city permits and zoning approvals must be completed within 90 days of application. Failure to begin work in 90 days forfeits placement in program and will require a new pre-application meeting and application.

Once the application has been submitted and all necessary documentation, including two quotes for all equipment, materials and installation, has been received, the Downtown Development Director and Building Official will meet to discuss the request and provide written approval or denial. If denied, written explanation will be provided.

DOWNTOWN HISTORIC DISTRICT MAP



GRAPIDS 57654-1 497330v1



City of Mt. Pleasant
Department of Downtown Development
320 W. Broadway
(989) 779-5348

FOR OFFICE USE ONLY

Date Received: _____

Received by: _____

APPLICATION FOR DOWNTOWN FIRE PROTECTION PROGRAM

ESTIMATED COST OF ELIGIBLE EXPENSES: \$ _____

Please see the Downtown Fire Protection Program Guidelines for a list of eligible expenses.

PROPERTY OWNER INFORMATION	
Project Address:	Parcel Number:
Owner Name:	Owner Telephone:
Owner Address:	Mobile Phone:
Owner City:	Owner State & Zip:
E-mail Address:	
Description of project:	
Estimated Start Date: _____ <i>Please note that all city permits, state permits (if applicable) and zoning approvals must be completed within 90 days of application. Failure to begin work in 90 days forfeits placement in program and will require a new pre-application meeting and application.</i>	
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Owner Signature	Date
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QUESTIONS

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

Board Comments

TITLE: Closed Session: Executive Director Evaluation MCL 15.268(a)

DATE: September 28, 2020

PRESENTED BY: Mark Heydlauff, City Manager

BACKGROUND:

It is the time for Director Lindsey Dotson's annual personnel evaluation and pursuant to her right under the Michigan Open Meetings Act, she requests the DDA Board of Directors enter closed session for purposes of conducting a periodic personnel evaluation of a public officer.

RECOMMENDATION:

Motion to enter Closed Session pursuant to MCL 15.268(a) for the purpose of conducting the annual evaluation of the Executive Director pursuant to her request.