



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, October 26, 2020- 5:30 PM
Council Chambers, City Hall

1. Call to Order

- A. Alternate Zoom Participation Instructions

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 Minutes
- D. Letter from Representative Triston Cole

6. Reports

- A. Info Meeting Presentation
Lindsey Dotson, Executive Director
- B. Housing North Deed Restriction Program + Housing Updates
Steve Schnell, Charlevoix County Housing Ready Program Director - Housing North
- C. Director's Report
Lindsey Dotson, Executive Director
- D. SBEI Update
Lindsey Dotson, Executive Director

7. Old Business

- A. The Vault Co-Working Space Update
Lindsey Dotson, Director & Sarah Hagen, Chamber President

- B. Long Road Distillers Lease
Lindsey Dotson, Executive Director

8. New Business

- A. Financial Certification for Certified Local Government Grant Application
Lindsey Dotson, Executive Director
- B. Director Task/Time Management Discussion
Lindsey Dotson, Executive Director
- C. Light Up Charlevoix Tree Light Pledge Program Proposal
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Call to Order

TITLE: Alternate Zoom Participation Instructions

DATE: October 26, 2020

BACKGROUND:

The Monday, October 26th Main Street DDA meeting will be held in Council Chambers pursuant to the latest guidelines of the Michigan Department of Health and Human Services. Members of the public will be able to participate remotely via Zoom with a limited audience in the Council Chambers.

Join Zoom Meeting

<https://zoom.us/j/96033672246?pwd=U0cvQytnZXJBV1lRaVdWUWFyMElOZz09>

Meeting ID: 960 3367 2246

Passcode: 654809

One tap mobile

+13017158592,,96033672246#,,,,,0#,,654809# US (Germantown)

+13126266799,,96033672246#,,,,,0#,,654809# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

Meeting ID: 960 3367 2246

Passcode: 654809

Find your local number: <https://zoom.us/u/abiEs8gJyw>

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
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Consent Agenda

TITLE: Monthly Report

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

- ▣ Monthly Report to MEDC - September

[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-0000114747
 Account City of Charlevoix
 Reporting Period Start 9/1/2020
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Jada Tillson-Love
 Reporting Period End 9/30/2020
 Due Date 10/10/2020

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

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Hotel Earl	120 Michigan Avenue	Hospitality	11.0	14.0

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
Hotel Earl	120 Michigan Avenue	Complete Rehab of building with addition of 3rd floor too	\$1,600,000.00	\$10,000.00	Local

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
Hotel Earl	120 Michigan Avenue	\$2,000,000.00	\$5,000.00	State

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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Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
25.00	\$0.00	49.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Fundraising/Membership Last Month

Type	Amount
Private	650.00

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

Program & Outlook

Suggestions for State and
National Staff**Upload Attachments**

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

Name	Date Uploaded
Agenda_2020_9_28_Meeting(244) (1).pdf	10/9/2020 5:22 PM

michiganbusiness.org

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

DDA/Main Street Board
210 STATE STREET CHARLEVOIX , MICHIGAN 1 49720
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Consent Agenda

TITLE: Committee Minutes

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

- ▣ Economic Vitality Committee Minutes
- ▣ Org/Promo Committee - September



Charlevoix Main Street DDA
Economic Vitality Committee
Meeting Minutes
October 13, 2020 8:00 AM
Virtual Meeting via Zoom

Present: Lindsey Dotson; Sarah Hagen; Maureen Owens; Mark Heydlauff; Sam Bingham; Rich Hodgson; John Haggard; Laura Simmonds; Bob Klein; Luther Kurtz

Co-chair Heydlauff called the meeting to order at 8:00am.

1. New Business

a. Downtown Housing Incentive Program

a. Co-Chair Heydlauff summarized the programs shared as examples before the meeting and focused in on the Three Rivers, MI as possibly being most like a program that would benefit Charlevoix. Members discussed and Hagen and Owens agreed to help Director Dotson with drafting a Charlevoix program for committee review in November. The committee agreed that they wanted to include a deed restriction element into the incentive.

b. Fall Covid Impact Small Business Survey Results

a. Director Dotson shared that only 8 businesses have responded thus far so an attempt will be revived in the Spring.

c. Downtown Futures service through Michigan Main Street

a. Director Dotson informed the committee that Michigan Main Street has awarded this service that will include stakeholder meetings/discussions in the coming months.

2. Old Business

a. The Vault Updates

a. Brief update provided, including the Chamber consideration of taking over operations. Those discussions are still taking place and an update will be provided soon.

b. Initiate

a. Director Dotson shared that this is a new resource that assists small businesses in areas of weaknesses and adds value to support the Main Street program is able to provide in the downtown.

c. Good for Michigan Hackathon

a. This event is being hosted in person at The Vault on November 2nd at 2pm to help businesses go through an assessment to determine how sustainable their business model currently and identify ways that their operations could improve to get them closer to becoming a Certified B-Corps business. A virtual event will follow on November 9th on Zoom at 2pm.



Meeting adjourned at 8:45am.

Next meeting: November 10, 2020 8:00am in Council Chambers.



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=SUNkekNYYWZueG1VdnlLcUEzYjVBUTo9>

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 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 business spotlight 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

CHARLEVOIX MAIN STREET MISSION

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Next meeting: October 15, 2020

CHARLEVOIX MAIN STREET MISSION

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

Consent Agenda

TITLE: Board Minutes

DATE: October 26, 2020

ATTACHMENTS:

- ▣ Regular Meeting - September 28, 2020

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Monday, September 28, 2020 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

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

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

6. Reports

A. Director's Report

Director Dotson summarized several of the items included in the Report.

7. Old Business

A. Chamber Partnership Considerations

Sarah Hagen, Charlevoix Chamber of Commerce President, indicated that they did go through their expenses to show what was not spent of the 2020 Downtown Promotions contributions given the current restrictions. She proposed transferring \$5,000 of the 2020 contribution to 2021 to go towards the 2021 Easter Egg Hunt, Sidewalk Sales, and Summer Open House. She also proposed a reduced 2021 contribution of \$5,000 to go towards the 2021 Holiday Parade & Tree Lighting and Holiday Open House. She stated that the proposal included a one-year agreement as opposed to a multi-year agreement.

Motion by Member Wilkin, second by Member Bradley to approve the proposal for a one-year agreement as presented by the Chamber President. Motion passed by unanimous voice vote.

B. The Vault Co-Working Space Year-In-Review

Director Dotson provided updates in response to the Board's questions from the last meeting. She stated that they did get an extension on their current lease as far as giving notice of whether or not they want to renew the lease at the current rent of \$1,000 per month. Director Dotson estimated that she spent 6 hours per week to oversee The Vault. Staff was directed to request a one-month extension on notifying the landlord about renewal or termination of the lease.

C. SBEI Application to MSU

Director Dotson stated that the City submitted an application to MSU for another round of design assistance to address walkability and connectivity in the entire downtown. If successful in securing the assistance there will be a fee of \$7,500 for the study. The application states that the City and DDA will split this fee.

Motion by Vice Chair Christner, second by Member Wilkin to financially support the second round of SBEI assistance from MSU if the application is approved. Motion passed by unanimous voice vote.

D. Long Road Distillers Lease Discussion

Director Dotson reported that they met with John Murray of Berkshire Hathaway about listing the Bridge Park space. She stated that Long Road Distillers was fully intending on renewing the lease and it was just a matter of updating some of the language and the length of the lease so they can feel comfortable with the buildout expenses that they would incur. They were comfortable with the current rent rate and once she received the updates Director Dotson would share those with the Board.

8. New Business

A. Michigan Main Street Board Check In & Downtown Futures Service Discussion

Laura Krizov, Michigan Main Street Center, stated that 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.

Ms. Krizov explained that they developed the "Reopen Michigan" website, and she encouraged the Board members to review the website. She proceeded to give an overview of the Downtown Futures services and responded to questions from the Board.

Motion by Member Wilkin, second by Member Bradley to move forward with the Downtown Futures services. Motion passed by unanimous voice vote.

B. Community Capital to Support Housing Project & Redevelopment Ready Certification Sites Update

Dan Leonard, Community Assistance Team Specialist – Michigan Economic Development Corporation, gave an update on the work he'd been doing with Housing North and Michigan Community Capital to get housing developments moving forward in downtowns in the region. He stated that they were going to target Charlevoix County for two reasons, Boyne City is engaged and certified as a Redevelopment Ready Certified (RRC) Community and the Cities of East Jordan and Charlevoix are close behind. He presented further details regarding the RRC Program, development styles, examples from other Michigan communities (Battle Creek, Petoskey, Alpena), and potential design services available through the program. Director Dotson responded to questions from the Board.

C. Downtown Housing Incentives Program Examples

Director Dotson reported that Steve Schnell from Housing North will attend the October Board meeting to give an update on efforts currently underway in the County and how we are shifting the conversation to include downtown housing opportunities. She reviewed the agenda packet materials including the Deed Restriction Program that Mr. Schnell will elaborate on further at the October meeting.

Chair Owens stated that the direction is to take this to the Economic Development Sub-Committee and ask that they meet outside of their normal quarterly meetings to review this program.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

Motion by Mayor Kurtz, second by Member Bradley to enter into Closed Session pursuant to MCL 15.268(a) for the purpose of conducting the annual evaluation of the Executive Director pursuant to her request. Motion passed by unanimous voice vote. The Board moved into Closed Session at 6:30 p.m.

12. Adjourn

The board returned to Open Session at 7:26 p.m. and the meeting was adjourned.

Joyce Golding/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Letter from Representative Triston Cole

DATE: October 26, 2020

ATTACHMENTS:

- ▣ Letter dated June 17th



MICHIGAN HOUSE OF REPRESENTATIVES

TRISTON COLE

MAJORITY FLOOR LEADER

June 17, 2020

Charlevoix Main Street DDA
Attn: Lindsey Dotson
210 State Street
Charlevoix, MI 49720

Dear Charlevoix Main Street DDA,

I am writing to offer my utmost congratulations for receiving a \$50,000 grant from the Michigan Economic Development Corporation. Your devotion to our community is truly commendable and I look forward to hearing about your continued success.

Thank you for all that you do, and as always please feel free to contact my office at (517) 373-0829 or TristonCole@house.mi.gov if I can be of assistance to you.

Congratulations,

A handwritten signature in blue ink, which appears to read "Triston Cole", is written over a horizontal line.

Triston Cole
Majority Floor Leader
State Representative-105th District

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(231) 547-3257 lindseyd@cityofcharlevoix.org

Reports

TITLE: Info Meeting Presentation

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Pursuant to Public Act 57 of 2018 Downtown Development Authorities are to hold two informational meetings per year.

ATTACHMENTS:

- ▣ Presentation



Lindsey J. Dotson, Executive Director

Charlevoix Main Street DDA



Experience the Classic Beauty of Downtown Charlevoix!

Shop, dine, and make memories year round in scenic downtown Charlevoix. Beautiful parks, fun events, and charming alleys await your discovery.

2020 EDITION

CHARLEVOIX MAIN STREET DDA 231.547.3257 downtowncharlevoix.com



State of DOWNTOWN

6	Blocks
709	Public parking spaces
99	First-floor storefronts
68	Residential units
19	Restaurants
39	Retail stores
2,429	Boats in marina in 2019
5%	Storefront vacancy rate
70%	Businesses open year-round

Engaged Redevelopment Ready Community®

Charlevoix Main Street is making a real difference.

Charlevoix Main Street DDA is at the heart of a movement to develop downtown Charlevoix as a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

Downtown's Goals

- Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health and wellness/healthy living.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by expanding shoulder season activity.
- Bring businesses together to cooperate and coordinate resources to market downtown.



CHARLEVOIX
MAIN STREET DDA

Master Level Main Street



The **Main Street Approach™** is a unique, historic preservation based economic development strategy that focuses on leveraging existing social, economic, physical and cultural assets to energize community revitalization efforts and help manage

success for the long term. The approach leads to tangible outcomes that benefit the entire community through encouraging communities to enact long-term change while also implementing short-term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm about the community.



Comprehensive Impact of Main Street

ECONOMIC VITALITY



Sense of Vibrancy

DESIGN



Sense of Place

PROMOTION



Sense of Community

ORGANIZATION



Sense of Ownership

MICHIGAN MAIN STREET | TRAINING SERIES

MAIN STREET BOARD





VOLUNTEER SPOTLIGHT

"I volunteer because it is rewarding to help other people accomplish a goal or a project. Everyone benefits when you give back to the community."

—Luann Keinath, Chief Lending Officer, Charlevoix State Bank



Volunteer Connection



1,551

Volunteer hours in 2018-2019



13,231

Volunteer hours
(Program to date)



\$38,542

Volunteer value in 2018-2019



\$328,790

Volunteer value



#wearemainstreet



Looking Back...

CHARLEVOIX
MAIN STREET DDA

TRANSFORMING CHARLEVOIX'S DOWNTOWN



Opened a publicly operated co-working space and business incubator in the downtown, called "The Vault," that had instant success and incredible community support.



Awarded nearly \$60,000 in façade grants since 2017 to help improve the appearance of 10 storefronts in downtown Charlevoix.



Worked with a new business to secure \$25,000 in grant funding for startup costs and equipment purchases through the Match on Main grant program.

REINVESTMENT STATS 2018-2019

PRIVATE INVESTMENT

\$295,713

Program to date: \$5,366,448



3

Façade Improvements

Program to date: 30



13

New Businesses

Program to date: 48

Community Profile

City of Charlevoix | 2019



Population

2,450



Households

1,291



Median HH Income

\$40,635



Median Age

51 years



Housing Units

1,928



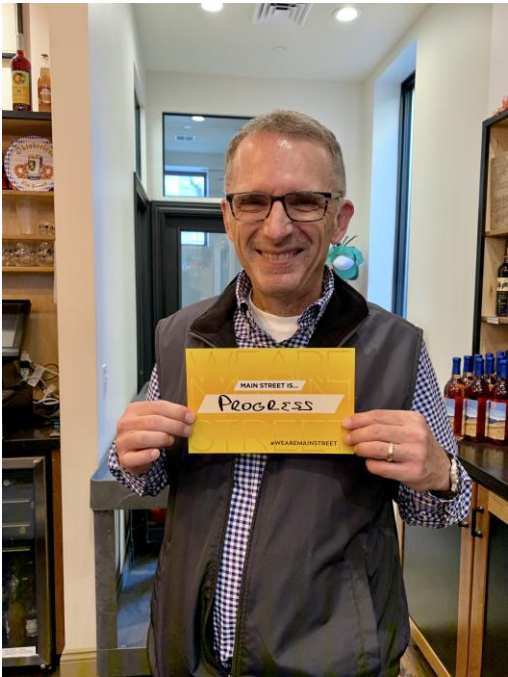
67% Housing Is occupied
57% Owner-occupied
43% Renter-occupied

Main Street is Helping Businesses Thrive

- Monthly business/building owner meetings
- Cooperative advertising campaign
- Complimentary building design assistance
- Façade grant incentive program
- Annual small business training
- Promotion through downtown maps/directories/website

“I look to Main Street as a cornerstone of my business. The opportunities offered, including grant opportunities, meetings and seminars, are amazing. Even when all you need is someone to bounce an idea off, Main Street is willing to help.”

—Deidre Weller, Owner, Thistle



Downtown Drive Time Markets

	5 Minutes	15 Minutes	30 Minutes
Population	3,613	9,255	38,288
Households	1,713	3,985	16,152
Median HH Income	\$62,275	\$72,696	\$77,536

In-demand Businesses

Shopping & Retail

- Shoe store
- General/variety store
- Arts, crafts, and hobbies
- Home furnishings
- Sports goods/outdoors

Food & Drink

- Italian restaurant
- Bakery
- Asian restaurant
- Casual dining eatery
- Healthy menu eatery

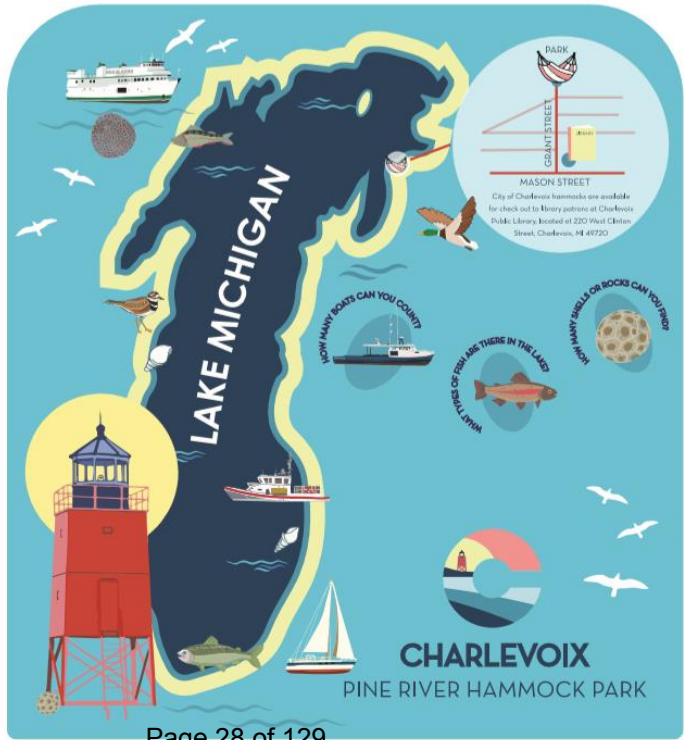


CHARLEVOIX
MAIN STREET DDA

Empower

Connecting Youth to Placemaking

Our alleys are already hidden gems, but the re-imagined Hoop Skirt alley offers residents and visitors a more connected, artistic, walkable, and welcoming downtown space. Together with local high school students and our community partners, we created an enchanting space for people to sit, shop, dine, and make memories in our downtown. Completed in June 2019, this project enhanced our mission to create a vibrant, strong, and economically viable downtown that is pedestrian-friendly.



Welcome to the Pine River Hammock Park!

This project was completed by the Junior Main Street committee in 2020 consisting of students from Charlevoix High School as part of the Charlevoix Main Street Downtown Development Authority. Please understand that you are responsible for your own safety. To properly install and use hammocks while in the park, securely attach one end of your hammock to the indicated loop of a hammock pole and attach the other end to an adjacent pole.

We would like to thank those who have donated to this project: Charlevoix's DCL, INC., Charlevoix Public Library, Friends of the Charlevoix Public Library, Greg and Brenda Bryan, Amy & David Gray, Charlevoix Rotary Club, Charlevoix Kiwanis Club

For more information about this project plus things to do in Charlevoix, download our free 'Life in Charlevoix' mobile app or visit downtowncharlevoix.com



Hammock Lounge

● Hammock ●

Hammock Hammock

Relax and Enjoy
Please use at your own risk





Downtown Charlevoix's Response to COVID-19



CHARLEVOIX
MAIN STREET DDA



Scan this code for
COVID-19 info from
NWMI Health Dept

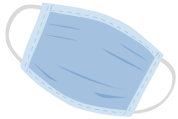


#SEEYOUINCHARLEVOIX

WE ARE
OPEN
IN A DIFFERENT WAY



Wash your hands
frequently
Use hand sanitizer



Wear a mask
We will wear ours too



Maintain
Physical distancing
6 feet apart

**WE ARE HAPPY YOU ARE HERE AND
THANK YOU FOR YOUR PATRONAGE.**

**PLEASE DO YOUR PART TO KEEP
CHARLEVOIX SAFE AND CLEAN FOR ALL
TO ENJOY.**



CHARLEVOIX
MAIN STREET DDA

Partnerships



CHARLEVOIX
MAIN STREET DDA

Collected Data

In March of 2020:

- **43% of surveyed small businesses in downtown Charlevoix were at risk of closing over the next five months as a result of the Covid-19 crisis.**

- Of the 44 small businesses surveyed, 18 indicated their businesses are at risk of closing permanently in the next five months.
- Looking out to a year from now, downtown Charlevoix could see as many as 28, if not more, businesses close their doors.
- We are working to reassess the outlook of businesses post-summer now for updated info.



Communicate



CHARLEVOIX
MAIN STREET DDA

Support Downtown Charlevoix Businesses through the COVID 19 Crisis

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



Charlevoix, MI
Community Causes
Entrepreneurial

\$15,900

funded of \$15,000 goal



28

patrons

Project Closed

Success!



CHARLEVOIX
MAIN STREET DDA

Collaboration





CHARLEVOIX
MAIN STREET DDA

Promote

Brian's Ice Cream Experience

Posted on July 1, 2020 at 11:02 AM by Lindsey Dotson

[Brian's Ice Cream Experience](#) opened in 2017 and just relocated to a new space located at 220 Bridge Street. This bright and happy space is full of flavor, good vibes, and fun. What's better is that natural, locally sourced ingredients are used so you feel slightly less guilty about "cheating" on your diet. They are open 7 days a week from 2 - 10pm.

Brian and Emily have been working hard to ensure the safety and health of their employees and customers. Some ways to keep everyone safe is only allowing one family in at a time to order, requiring face masks, and more.

What to expect: *We now have our usual amazing, from scratch ice cream and our French macarons. We will also have cookies, cakes, tarts and other rotating treats. Maybe even a cream puff or strawberry shortcake every once in a while and other fun things for your enjoyment! Come on in and say hi and see our beautiful new space. It's not quite the way it will be in the future but it's still amazing!*

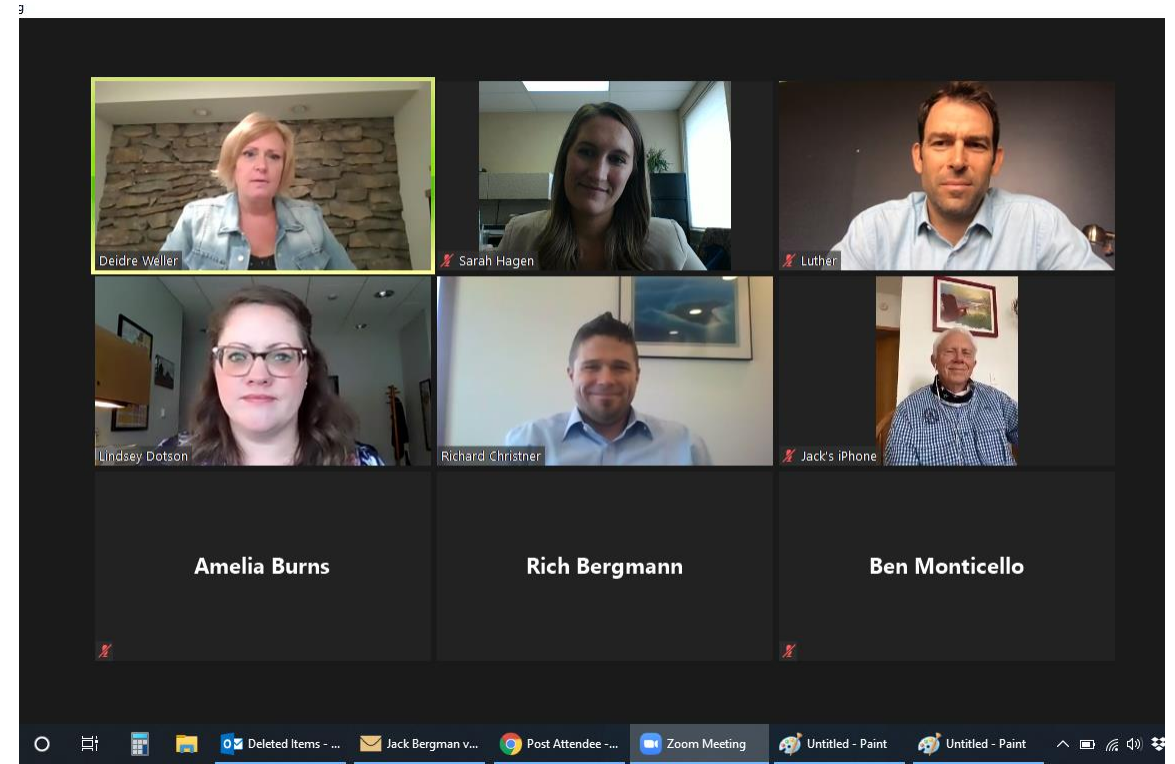




Advocate



CHARLEVOIX
MAIN STREET DDA



We advocate for our businesses locally & nationally



CHARLEVOIX
MAIN STREET DDA

Resourceful

Small Business Support Grants

- Locally raised funds (\$21,000) were awarded to:
 - Celeste Murdick's Fudge
 - The Salad Fork
 - Hotdoggers
 - Round Lake Bookstore
 - That French Place
 - BLOOM
 - Weathervane Terrace Inn & Suites
- Match on Main business grants through MEDC were awarded to (\$50,000):
 - The Taffy Barrel
 - True North Interior Design & Antiques
 - Elements Gallery
 - Graffitees
 - Thistle
 - Hotel Earl
 - Bentley Hill Bakehouse
 - Ga Ga for Kids + Women Too!
 - The Lake House
 - Grey





Looking Ahead...



CHARLEVOIX
MAIN STREET DDA

Board-Driven Objectives:

1. Identify programming that will help implement recommendations from the Downtown Alley Corridor Vision from MSU
2. Pinpoint locations for possible housing units in the downtown and identify resources to encourage private investment
3. Establish Charlevoix as a destination for remote workers as a means for residential recruitment



SBEI: Functionality Connectivity Beautification Revitalization

Charlevoix Downtown Alley Corridor Vision

Charlevoix, MI



Downtown Housing



- Upper floor apartments
- Future mixed-use development





AMENITIES

- 24/7 Access
- Air Conditioning
- Furnished Offices
- Google Chromecast
- Heating
- Kitchen
- Mailbox Services
- Meeting Rooms
- Mentorship Programs
- Nearby Airbnb
- Parking
- Pet Friendly
- Phone Booths
- Print/Scan/Copy
- Short-Term Options
- Slack Channel For Members
- TV/Monitor
- Walk to Public Transit Within 5 Minutes
- Whiteboard
- WiFi
- Workshops

New – Student Rate! \$100 per month gets you 24/7 access to the space, unlimited printing/copying/scanning, WiFi, coffee, and a dedicated workspace.

You can also donate to support a student in the space through our scholarship program!



THE VAULT

CO-WORKING DOWNTOWN CHARLEVOIX

It is time to start replacing the tree lights! We will be launching a new pledge program soon.





Downtown Charlevoix's Continued Response to COVID-19



CHARLEVOIX
MAIN STREET DDA



URBAN CENTURY

America's Return to Main Street

Tickets

Join us for a special screening of the documentary Urban Century to serve as a **fundraiser for Charlevoix Cinema III!** (For complete fundraiser info please click [here.](#))

Showtimes:

Tuesday, October 6th @ 7:00 PM

Wednesday, October 7th @ 7:00 PM

Saturday October 10th @ 10:00 AM

Sunday October 11th @ 10:00 AM

Tickets are \$50 each and include either dinner or lunch at The Cantina, depending on which show you plan to attend.

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

Thank you!



Lindsey J. Dotson
Main Street DDA Director
lindseyd@charlevoixmi.gov
(231) 547-3257
downtowncharlevoix.com

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

Reports

TITLE: Housing North Deed Restriction Program + Housing Updates

DATE: October 26, 2020

PRESENTED BY: Steve Schnell, Charlevoix County Housing Ready Program Director - Housing North

BACKGROUND:

Steve Schnell will share information related to the Deed Restriction program and provide updates on other initiatives that could benefit downtown Charlevoix in the near future.

Additionally, I've included some of the property sheets I've started to put together for Housing North to account for as opportunities in their database.

Another update - as I was reviewing the Zoning Ordinance to identify regulations related to downtown housing (square footage/occupancy limitations/requirements) I discovered that there are some **restricted uses in the Central Business District** that may need to be reassessed in the coming years.

Looking ahead at the days when we finally have an abundance of downtown housing units full of millennials and boomers I notice that two restricted uses for the CBD include **daycare and laundromat**. If we want our town to be attractive to those who wish to age in place or live in a walkable community, these amenities seem crucial as a part of the equation.

This seems to be an important conversation that our perspective organizations should consider having within the next year.

This point is being shared with the Planning Commission for consideration so I wanted the DDA Board to be aware of that discussion.

Finally - an update regarding the **local housing incentive**: the EV committee met to discuss this topic and have tasked myself, Sarah Hagen, and Maureen Owens to formulating a draft set of guidelines for the committee to review and consider. Consensus appeared to support a program similar to that of Three Rivers' incentive so we are using that as a starting point. The EV committee will meet again in November to review the draft and then that draft will be brought to the DDA Board for further discussion.

GOALS:

Downtown Housing

RECOMMENDATION:

Board discussion.

ATTACHMENTS:

- ▢ Presentation
- ▢ Potential Housing Sheet 1
- ▢ Potential Housing Sheet 2
- ▢ Potential Housing Sheet 3
- ▢ Potential Housing Sheet 4



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	Charlevoix																														
Property Name	100 Van Pelt Place																														
Address	100 Van Pelt Place																														
Owner	Celebrate Me Home LLC (Luther & Mary Kurtz)																														
Parcel Number	052-265-008-00																														
Link to Map	https://goo.gl/maps/aPcWDxMMxmWFepGJ8																														
Zoning	CBD																														
Lot Area																															
Lot Size	0.1 acres																														
Max Res Density	40 ft height restriction ... additional info forthcoming																														
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><1 block</td><td>Recreational Trail</td><td>1 block</td></tr> <tr> <td>Middle School</td><td>2.6 miles</td><td>High School</td><td>2.6 miles</td></tr> <tr> <td>Grocery Store</td><td>Next door</td><td>Downtown</td><td>In it</td></tr> <tr> <td>Dining</td><td>Next door</td><td>Transit Route</td><td>On-demand</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	<1 block	Recreational Trail	1 block	Middle School	2.6 miles	High School	2.6 miles	Grocery Store	Next door	Downtown	In it	Dining	Next door	Transit Route	On-demand								
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Potential Incentives	Pending local housing incentive program via DDA, Main Street incentives, Rental Rehab funding via CDBG, community capital, deed restriction incentive, utilities incentive through the city, tax abatement program through Commercial Redevelopment District																														

Local incentives for residential development:

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

Other:

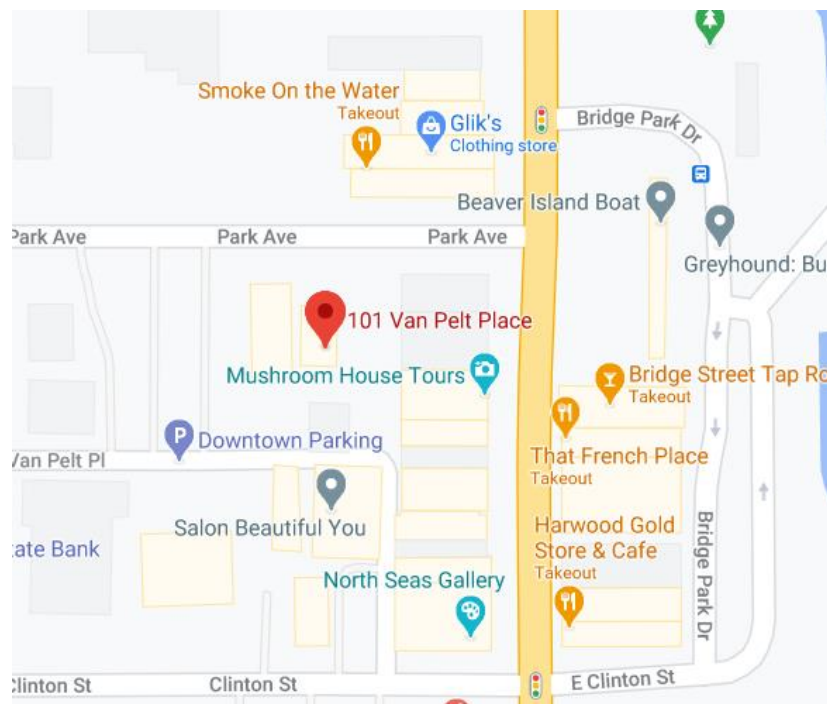
Notes: This property is also for sale – entire 2nd floor is prime for rehabilitation to add housing units to our downtown. With building owners nearby doing the same over the past few years, it's only natural to keep that momentum going!

Charlevoix County Housing Ready Program

Prospective Home Inventory



Map:



Date: October 20, 2020

Charlevoix County Housing Ready Program

Prospective Home Inventory



Prospective Property

Community	Charlevoix																																			
Property Name	211 Bridge Street																																			
Address	211 Bridge Street																																			
Owner	Hans Weimer (currently on the market for \$1,285,000.																																			
Parcel Number	052-246-001-20																																			
Link to Map	https://goo.gl/maps/K2LWRqH5mTm33gR57																																			
Zoning	CBD																																			
Lot Area																																				
Lot Size	0.1 acres																																			
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Local incentives for residential development:

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 ☐ Capital Connection Fee Assistance

Other:

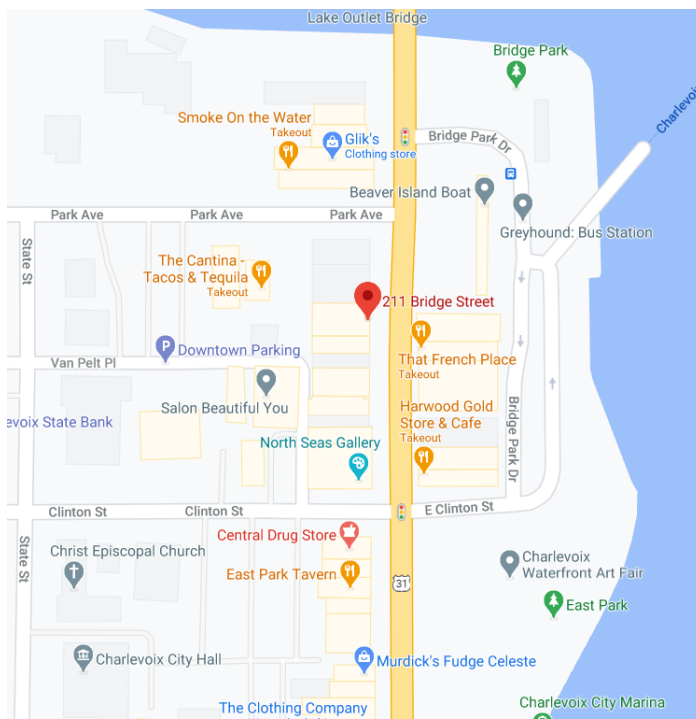
Notes: This property is currently listed for sale (change in property owner could be an opportunity) – two solid first floor tenants and the 2nd floor is a large luxurious office space. This has been largely underutilized in recent years and could serve as possible affordable year-round housing units.

Charlevoix County Housing Ready Program

Prospective Home Inventory



Map:



Date: October 20, 2020

Charlevoix County Housing Ready Program

Prospective Home Inventory



Prospective Property

Community	Charlevoix																																			
Property Name	Mason building																																			
Address	401 - 403 Bridge Street & 101 Mason Street																																			
Owner	Walter Hufford + Masonic Building Association																																			
Parcel Number	52-348-001-00																																			
Link to Map	https://goo.gl/maps/kTRzXPtvMnm9WNJv5																																			
Zoning	CBD																																			
Lot Area																																				
Lot Size	0.2 acres																																			
Max Res Density	40 ft height restriction ... additional info forthcoming																																			
Utilities	City water, city sewer, broadband, natural gas																																			
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Local incentives for residential development:

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

Other:

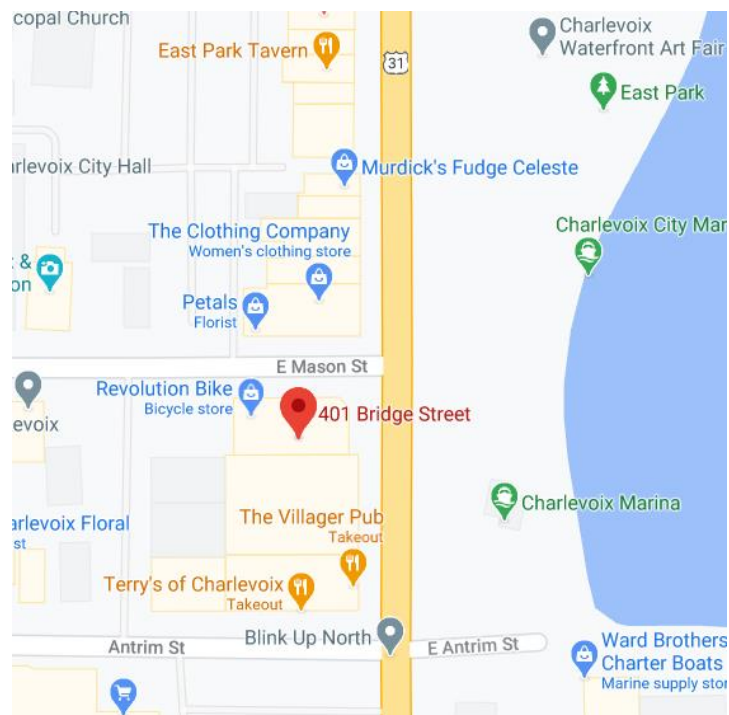
Notes: This property currently serves as the Mason's Hall on the 2nd story but could be good potential location for housing units.

Charlevoix County Housing Ready Program

Prospective Home Inventory



Map:



Date: October 20, 2020

Charlevoix County Housing Ready Program

Prospective Home Inventory



Prospective Property

Community	Charlevoix																															
Property Name	The See Building																															
Address	421 – 427 Bridge Street & 101 Antrim Street																															
Owner	Terry Left																															
Parcel Number	052-348-001-50																															
Link to Map	https://goo.gl/maps/8ZnkgHAgbNs6sgSM8																															
Zoning	CBD																															
Lot Area																																
Lot Size	N 49.5 FT TH W 129 FT TH S 49.5 FT TH E 129 FT																															
Max Res Density	40 ft height restriction ... additional info forthcoming																															
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Local incentives for residential development:

☒ Sidewalks
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 ☐ Capital Connection Fee Assistance

Other:

Notes: This property currently has one condo unit upstairs and the rest of the square footage consists of vacant office space which is currently available for lease. This seems like a great opportunity for additional year round housing!

Date: October 20, 2020

Charlevoix County Housing Ready Program

Prospective Home Inventory

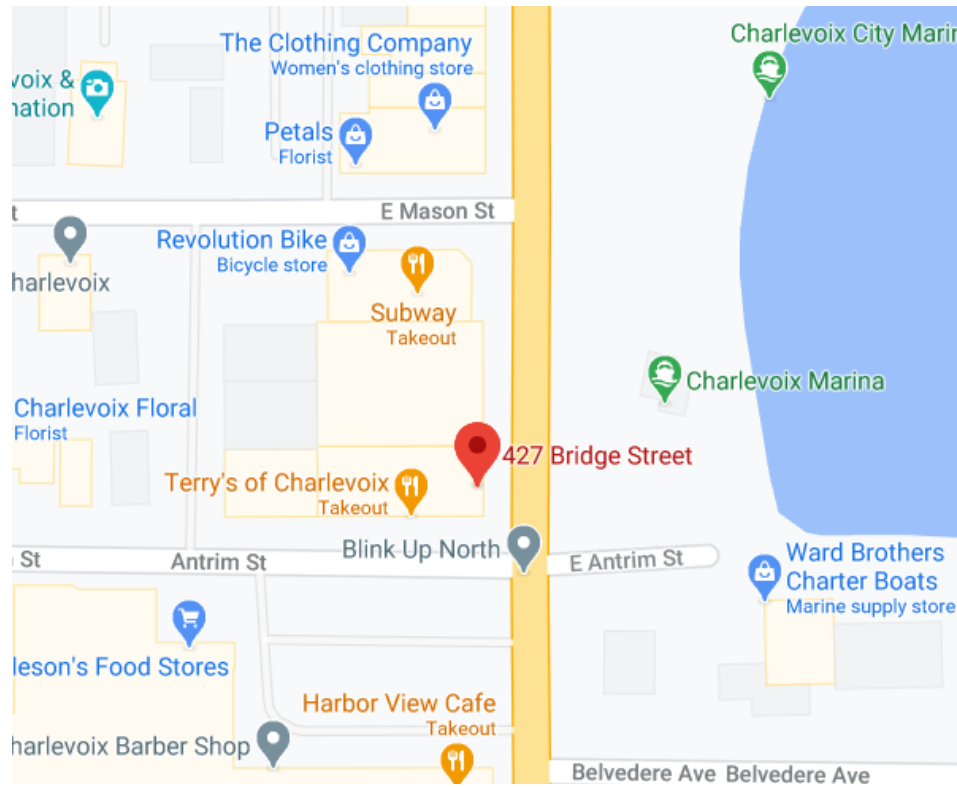


Charlevoix County Housing Ready Program

Prospective Home Inventory



Map:



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: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

<https://www.9and10news.com/2020/10/04/michigan-retailers-association-supports-downtown-businesses-in-buy-nearby-weekend/>

Director Schedule

I have the upcoming planned days out of the office:

N/A

(Virtual) Speaking Engagements

- 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 - October 30th

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 start date is November 15th. We have the raffle license in hand and the tickets are being printed as we speak. This year we will also accept online purchases at our local retailers via email submission (aka "contact free" submission).

Since Restaurant Week was canceled Promotions Committee members discussed rolling what would have been spent (\$1,500) into additional advertising to promote holiday shopping in Charlevoix. The Chamber has also decided that they will not host their holiday open house event this year, but instead will help promote Gift Local and Ladies/Men's Night. With the reduction in event activity added promotion will really help get us onto the holiday shopping radar of those in our target market.

We have an opportunity to get into My North's Exclusive Newsletter which will go out to over 110,000 people! The open rate is 3 times the national average. It is the greatest and largest way to drive shoppers into Charlevoix.

We can promote our Gift Local promotion, holiday happenings, and drive shoppers into local stores with their promotions.

The cost will be \$2050 and it will be sent out Nov 6th. The extra \$550 can either be supplemented by business buy-in to be featured or taken from our Printing and Publishing line item - of which we've only spent \$88 out of a budgeted \$1,500.

An example of a similar email campaign can be found [here](#). The contract has been attached.

Cooperative Ad Campaign Update

The campaign continues to perform well - I finally got caught up with updating metrics from each month. I've included a spreadsheet that outlines the performance of ads last year comparing them to this year for your information.

Good For Michigan Hackathon Events

In person at The Vault - Monday, November 2nd at 2pm - [sign up here](#).

Virtually via Zoom - Monday, November 9th at 2pm - [sign up here](#).

For more information about B Corps Certification and the resources available through Good For Michigan, click [here](#).

We're hacking economic resiliency!

Studies show that businesses with intentional, measurable impacts are more resilient in times of economic hardship. But between social, environmental, and economic urgency, it's hard to know where to start.

In this hackathon, presented by Charlevoix Main Street DDA and the Charlevoix Chamber of Commerce, Good For Michigan Program Director Alice Jasper will walk you through free, online tools that can help you benchmark and set goals towards a regenerative and financially stable future. Use these tools as a roadmap alongside numerous resources to support you along the way.

Become Good For Michigan and take charge of your future by assessing your present.

Businesses who track, report, and act on their impacts:

- Are 63% more likely to survive economic turmoil
- Have greater revenue growth
- Show an annual survival rate of 90-99%

This event will be held in person at The Vault. All social distance protocols will be followed and enforced. We will also host a virtual hackathon on November 9 at 2:00pm

ATTACHMENTS:

- ❏ Ad Performance Stats
- ❏ MyNorth Contract

		Billboard	Social Med App/Blog	Notes	Express	
Thistle	April	191276	1910	180		90000
Bridge Street Tap Room	May	594804	8671	363		90000
Brian's Ice Cream Experier	June	118020	10982	414		90000
The Mercado	July	165768	8502	158 no blog		90000
Mushroom House Tours	August	35876	10359	259		90000
Lake Charlevoix Brewing C	September	164212	7832	180 no blog		90000
The Clothing Company	October	183724	12360	236		90000
Harbor View Café	November	607960	8198	427		90000
That French Place	December	257468	21143	329 no blog		90000
Hoffman McLane CPA	January	257468	8036	123		90000
Elements	February	244328	7341	445		90000
Dennis Halverson	March	191276	7618	368 no blog		90000
		3012180	112952	3482		1080000 4208614

		2020 Billboard	Social Media	App/Blog
The Clothing Company	April	195736	13290	415
Harwood Gold	May	195736	7943	637
Mushroom House Tours	June	165768	13184	682
Brian's Ice Cream Experience	July	607960	20003	705
The Lake House	August	296908	7126	563
My Grandmother's Table	September	183724	8998	489
Thistle	October			
Scovies	November			
That French Place	December			
Harbor View Café	January			
Smoke on the Water	February			
Long Road Distillers	March			
		1645832	70544	3491

Notes

Express

90000

90000

90000

90000

90000

90000

540000



- Traverse, Northern Michigan's Magazine
- Northern Home & Cottage
- Vacation Guide
- MyNorth.com

Advertising Contract

Advertiser

Mr. Lindsey Dotson
Charlevoix DDA/ City of
Charlevoix
210 State Street
Charlevoix, MI 49720

Account Executive

Rep: Meg Lau
Rep Phone:
Rep Email: meg@mynorth.com

Publication	Issue	Year	Ad Size	Net	Gross	Ad Material Deadline
MyNorth Newsletters	Nov	2021	Exclusive Custom Newsletter	\$2,050.00	\$2,050.00	
				\$2,050.00	\$2,050.00	

Total:	\$2,050.00
---------------	-------------------

Advertising Terms & Conditions

CANCELLATION POLICY: Any contract may be cancelled by either party upon 30 days written notice before space deadline, in which case the difference between the rate specified herein, and the rate earned by the space actually used, will be paid by the advertiser. Contracts for covers and fixed positions are non-cancelable.

DESIGN/PRODUCTION: There will be a charge for any design or production done by the publisher as a result of preparing an ad for insertion. The charge is the responsibility of the client and is charged in addition to any space charges or placement premiums. Costs for advertising design are based on exclusive use with Prism Publications.

BILLING POLICY: Invoices are sent when the corresponding issue has been distributed. Clients accept direct responsibility for payment of all space and production charges if their advertising agency defaults on payment.

TERMS: Net 30. Service Charge: 1.5% each month for accounts over 30 days.

OTHER: All contracts and copy are subject to acceptance by Prism Publications. All advertisements are published with the understanding that the advertiser or its agency is authorized to use the entire contents of the advertisements. The advertiser or its agency indemnifies and saves harmless the publisher from any claims or lawsuits for libel or violation of any other claim or suit that is predicated on the contents of the advertisements.

Special Comments:

Thank you for your business!

Print Name: _____

Advertiser Signature

Date

Account Executive

Date

Prism Publications 125 Park St. Ste. 155 Traverse City, MI 49684
231-941-8174 www.MyNorth.com

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

Reports

TITLE: SBEI Update

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

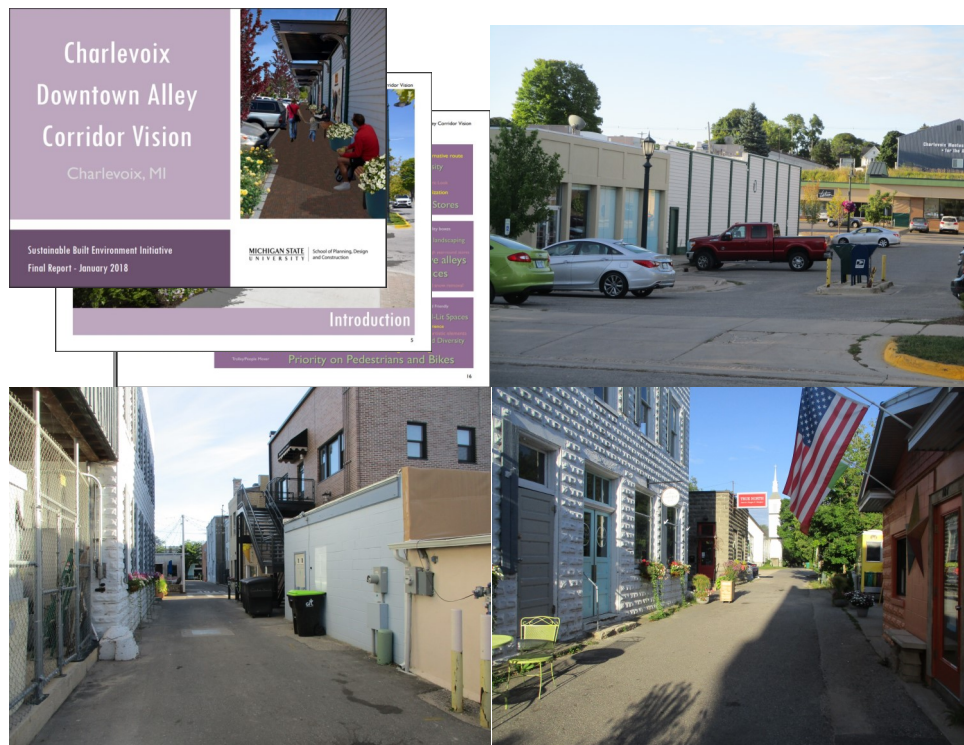
City Manager Mark Heydlauff has requested that I share this document with you so that you have time to review before our November Board meeting. He plans to attend our upcoming Design Committee Meeting to get their feedback and then will attend our November meeting to discuss as a Board.

RECOMMENDATION:

Please review before November board meeting.

ATTACHMENTS:

- ▣ Progress Report



Corridor and Alley Implementation of Designs

MEMO

TO: Mayor Kurtz and the Charlevoix City Council
FROM: Mark L. Heydlauff, City Manager
RE: Implementation Strategy for the 2018 Downtown Alley Corridor Vision
DATE: October 15, 2020

In 2018, the City of Charlevoix received the services of the Sustainable Built Environment Initiative at Michigan State University to assist us in developing a consensus vision for the alleys and parking areas to the west of our downtown. In the intervening couple of years, some aspects of this report have been implemented such as the Junior Main Street improvements to Hoop Skirt Alley, the pilot implementation of pedestrian-only portions of Van Pelt Alley this summer, and façade guidelines.

In order to continue the progress toward improvements and implementation of the Alley Corridor Vision, this following document has been created to supplement the original 2018 document and also to give Council and stakeholder clearer guidance on the next steps needed. Primarily, we have added rough budget estimates for engineering, considerations for how underground utilities should be upgraded in concert with above-ground modifications, and broken the project down into segments to guide decision-making for budgeting, capital improvement planning, and the potential of private and grant-supported funding.

This vision began as a collaborative project with the Planning Commission, Shade Tree and Parks Commission, DDA, and City Council. Going forward, I would recommend these groups continue to be engaged along with the business owners in our downtown to achieve the vision originally conceived through a consensus-driven process. Upon initial review by Council, I would suggest this draft be forwarded to the DDA and Planning Commission for their input before returning to Council.

In preparing this document, I appreciate the thoughtful and skillful work of Dean Martin, our Community Development Fellow who managed the process of pulling various documents, diagrams and input together from various staff and sources. I also thank Pat Elliott for his knowledge of our infrastructure and construction projects; Joe Lavender for assisting with maps and plans; and, Lindsey Dotson whose work with our Main Street businesses and programs gives life to the built environment we discuss.

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Cost Breakdowns

Unit Cost Breakdown

- Bike Racks:
 - \$386.76 (single stand)
 - \$1500 (large stand)
- Planters:
 - \$360.39 (small)
 - \$2,513.94 (medium)
 - \$3,041.34 (large, long)
- Outdoor Dining:
 - \$1,089.96 (tables)
 - \$615.30 (chairs)
- Benches:
 - \$2,074.44 (Gretchen)
 - \$1,195.44 (Wellspring)
- Light Pole: \$6,000/unit
- Big Belly Units: \$8,000/2 units
- Electric Car Charger: \$5,000
- Water Main: \$110/Linear Foot
- Sanitary Sewer: \$900/Linear Foot
- Subgrade Undercut: \$27/ Square Yard
- Hot Mix Asphalt (HMA): \$240/ ton
- Brick Pavers: \$35/Square Foot (including HMA removal)
- Water Service Upgrade: \$2,500
- Dumpster Enclosure: \$30,000
- Tree Planting: \$600
- Porous Pave: \$200/Tree
- Landscaping: \$20/Square Foot
- Cement Surfacing: \$500 for the Van Pelt Bike Area
- Brick Wall: \$172/Linear Foot
- Snowmelt System (not including HMA removal and replacement):
 - \$4-6/Square Foot (Electric)
 - \$5-10/Square Foot (Hydronic)
- Tree Lights: \$750/Tree

Total Costs: \$1,861,636.69 (just highlighted changes) - \$3,079,877.81 (complete alley & lot rework)

Currently excluding snowmelt system – total for this system detailed later

- Bike Racks:
 - \$386.76 (single stand) x12 \$4,641.12
 - OR
 - \$1500 (large stand) x3 \$4,500
- Planters:
 - \$360.39 (small) x7
 - \$2,513.94 (medium) x1
 - \$3,041.34 (large, long) x5 \$20,242.37
- Outdoor Dining:
 - \$1,089.96 (tables) x5
 - \$615.30 (chairs) x20 \$17,755.80
- Benches:
 - \$2,074.44 (Gretchen) x5
 - \$1,195.44 (Wellspring) x3 \$13,958.52
- Light Pole: \$6,000
- Water Main: \$110/Linear Foot 840 linear feet | \$92,400
- Sanitary and Storm Sewer: \$900/Linear Foot 270 linear feet | \$330,000
- Subgrade Undercut: \$27/ Square Yard
- Hot Mix Asphalt (HMA): \$240/ ton
- Brick Pavers: \$35/Square Foot (including HMA removal)
- Total resurface: 69,800 square feet | \$2,443,000
- Highlighted areas: 35,500 | \$1,242,500
- Water Service Upgrade: \$2,500 x2 | \$5,000
- Dumpster Enclosure: \$30,000 x2 | \$60,000
- Electric Car Charger: \$5,000
- Big Belly Units: \$8,000/2 units
- Tree Planting: \$600 x9 - x31 \$5,400 - \$18,600
- Porous Pave: \$200 x9 - x31 \$1,800 - \$6,200
- Landscaping: \$20/square foot 1,483 square feet | \$29,660
- Cement Surfacing: \$500
- Brick Wall: \$172 / linear foot 110 linear feet | \$18,920

Implementation Sequencing

Listed below are a few possible means of implementing the Corridor and Alley Vision. These methods can be viewed as independent projects, with no commitment to further development, or the launching point of a total alley and corridor overhaul. For complete detail on the visual aides, please view previous sections of recommended improvements.

North of Hoopskirt Alley

\$885,000 (+ \$427,400 in utility work)

The benefit of addressing the areas north of Hoopskirt Alley first (lot behind Rexall, Clinton to Park Street) comes in that no underground utility work is currently needed, allowing for a faster impact on the relevant alleys and corridors.

The bulk of streetscape amenities displayed in the renderings of our Alley and Corridor Vision are present in the areas north of Hoopskirt Alley. These streetscape improvements include seating alongside the back of the 200 block of Bridge Street, 2 parklets, 1 of which is used for outdoor dining, and adjacent to Van Pelt Alley, bike racks and increased lighting. Purchasing street furniture for these areas could serve to increase the speed at which pedestrians frequent the areas next to the US 31 corridor, establishing a base pedestrian flow for future improvements to come.



Hoopskirt Alley and South

\$578,000 (+ \$427,400 in utility work)

Hoopskirt Alley and the areas to the South (lot near Pedals, lot & alleyway near the Cinema) should be considered at the same or similar times due to the infrastructure requirements that need to occur underground. New water mains will need to be installed beneath the Mason and Antrim Street parking lots, as well as under Mason Street (with new Sanitary and Storm sewers in addition).

Following the best practice of integrated infrastructure asset management, resurfacing of lots and alleys to brick pavers will occur most efficiently occur in line with the infrastructure maintenance and addition. Doing so will prevent any unnecessary or redundant labor and supplies in removing hot mix asphalt multiple times for different purposes.

The highlighted areas for resurfacing hold less square footage than North of Hoopskirt Alley, reflecting the lower cost. The parking lots in these photos could also be resurfaced to brick pavers, resulting in a far great stormwater runoff impact, but with it greater costs. These higher costs are reflected in the individual breakdowns, and in the Cost Totals section.



Implementation Sequencing

Targeting Potential Pedestrian-Vehicle Overlapping Areas

\$969,000+ (\$427,400 in utility work)

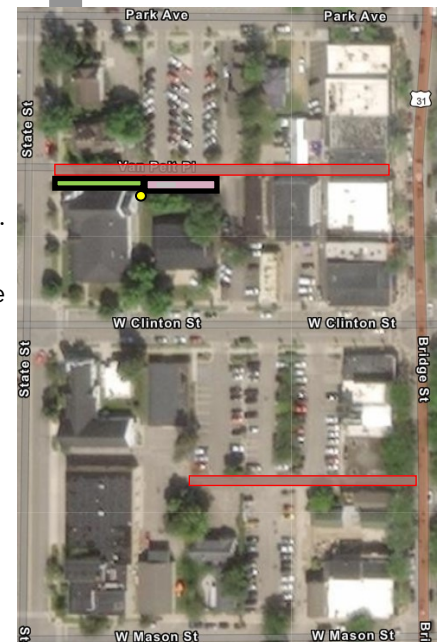
A possible start of implementation, bringing the streetscape improvements to areas with both pedestrian and vehicular traffic first might be beneficial for multiple reasons. The first is that these areas tend to need improvement the most. The alleys that hold the greatest share of pedestrian traffic, Van Pelt and Hoopskirt, both recently had improvements and street furniture additions that are well used and visually appealing. Improving the corridors connecting to these alleys would help create a consistent experience for downtown patrons exploring the Central Business District. Another benefit is found in the current lack of utilization. With less pedestrians and furniture in these corridors, the construction processes will be less invasive to those shopping or recreating in downtown areas. Another impact to consider is the traffic calming abilities that could apply to vehicular traffic in improved areas. With the addition of brick pavers (a different road surface than hot mix asphalt), decorations, and street furniture, drivers will understand that the corridors are pedestrian spaces as well, and treat driving down these corridors more greater caution.



Completing the Investment in Pedestrian Alleys

\$435,000 + (\$427,400 in utility work)

Alternatively, investment in the corridors and alleys could begin with Hoopskirt Alley and Van Pelt Alley as the first targets. Previous alley investment has proven successful, with these public spaces quickly becoming a cornerstone of downtown. Shoppers can often be seen resting with their bought wares, and businesses have opened with store fronts directly serving customers through the alley. Finishing the alleys with brick pavers and better lighting could make the most immediate impact, as these corridors already have a high extent of pedestrian traffic. The addition of bike racks in the Van Pelt Alley would serve as a hub for cyclists, promoting connectivity to the city's downtown by those living distances inconvenient for walking. Seasonality should be considered when conducting the improvements to pedestrian alleys to coincide with times that pedestrian and business use will be least obstructed.

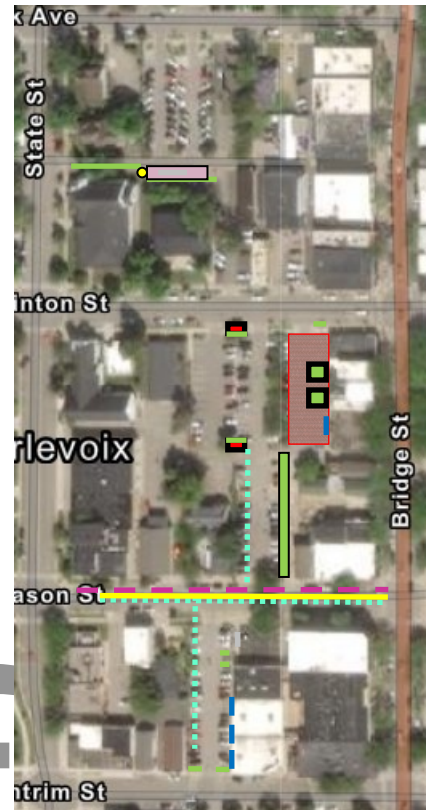


Implementation Sequencing

Focus on High-Use Additions—\$543,000 + (\$427,400 in utility work)

As the brick-pavers account for 66.8% of the alley and corridor improvement costs in plans encompassing just the highlighted areas, it may be more convincing to improve the functional use of the corridors before tackling the surfacing. This low-cost method would also decrease the time needed to bring impact to the downtown system, as the physical changes would involve securing the purchased street furniture, making the needed underground utility improvements, and creating partnerships for the items that require private investment. However, this route still might want to consider some resurfacing improvements; the parklets by the back side of the 200 Bridge Street buildings will not see great use if the surface remains a parking lot with a curb leading to the buildings (however, this resurface makes up the bulk of the estimated costs. Without resurfacing, the estimate drops to \$176,635). Further, while landscaping doesn't provide "use", improving the green infrastructure in these lots will complement the functionality of the alleys and corridors well for the costs involved.

This method of implementation is generally cheaper, but as such the drawbacks of this approach should be clearly stated. Vertical connectivity will be less realized than first planned in the Corridor and Alley Vision, as the lack of brick pavers will not serve to guide pedestrians North-South. The corridor cutting Van Pelt North-South will have no improvements unless amenities are looked at outside of this report, such as small improvements to the back side façade or enhance lighting. Lastly, if resurfacing to pavers does occur after the utility additions are utilized, the money spent on HMA patching will be redundant.



Infrastructure Overhaul— \$1,699,560 (includes utilities work)

Concentrating current funding opportunities on the infrastructure of our corridors and alleys would frontload a majority of the costs, and instantly elevate the aesthetic value of these areas. As mentioned many times prior, resurfacing these lots provides an implicit direction to pedestrians venturing off the US 31 corridor, and would serve to promote private improvements and increase use of the rear entrances to Bridge Street businesses. This implementation sequence also promotes integrated infrastructure management, and will have resurfacing occur during underground utility additions, reducing waste and redundancies. The brick pavers again work as a traffic calming tool, signaling to drivers that these are areas to expect greater pedestrian travel.

A focus on the infrastructure improvements would still have to be segmented rather than attempted all at once, likely considering the utility work as interacting pieces.

The drawbacks to this approach is the strength of the previous; creating a sense of place out of the usage of the area. Improving the infrastructure in this fashion would be great for keeping the charm of Charlevoix consistent in its downtown areas, but the corridors and alleys would still serve as a simple pathway from the parking lots to downtown, much like their current use. Streetscape furniture and amenities are the items that transform a corridor from a pass-through area to a destination. It is highly recommended that the creation of place is considered along with infrastructure improvements.



Snowmelt System Implementation–Memo

Snowmelt Info for Corridor and Alley packet to Council

Prepared by Lindsey Dotson in October 2020

Dating back to recommendations made in the Market Analysis conducted in 2016, heated sidewalks have been on Charlevoix's wish list for some time. To consider all potential when it comes to the implementation of the Downtown Alley Corridor Vision we are including the estimates affiliated with installation of a snowmelt system in conjunction with other possible improvements that would be made. After all, if we are going to be in the business of tearing up sidewalks/concrete, we might as well do this work too.

In 2017 the DDA explored the potential of "testing" snowmelt on Antrim Street during some infrastructure improvements that were being performed by the Department of Public Works. We worked with Nealis Engineering in Traverse City because of their experience doing snowmelt installations there to come up with a rough estimate at that time without knowing what the energy source would be.

At that time it was estimated that in order to install a system it would cost approximately \$164,700 with an estimated annual operating expense of about \$55,000. These figures did not include maintenance expenses. At the time the DDA voted to not make that investment.

Then in 2019 GMB Architecture + Engineering in Holland, MI was engaged to conduct a site visit of Charlevoix to start the process of conducting a feasibility study of snowmelt in our downtown. This firm was selected because of their experience with both the Holland and Grand Haven snowmelt systems. The feasibility study alone would cost \$13,200 which the DDA voted not to spend at that time in order to seek out possible other sources to fund the study.

The feasibility study would help identify a more specific cost associated with installation and operation, comparing both gas and electricity options based on weather data and expected performance. It would also propose locations of the installation, possible phases of the project to consider, sources of heat for the system, etc.

Referring to information shared by Nealis Engineering re: snowmelt installation and combining that with information gathered by our GIS Coordinator on the approximate square footage of sidewalk in the downtown (126,060 - see map on next page for areas included) the following figures have been reached:

Electric snowmelt installation (\$4-6 average cost per sq. ft.): \$756,360

Hydronic (gas) snowmelt installation (\$5-10 average cost per sq. ft.): \$1,260,600

While electric seems to be the more reasonable choice at first glance, these systems can be extremely costly to operate annually.

Electric snowmelt annual operation/utility costs (based on our local commercial utility rates): \$145,000

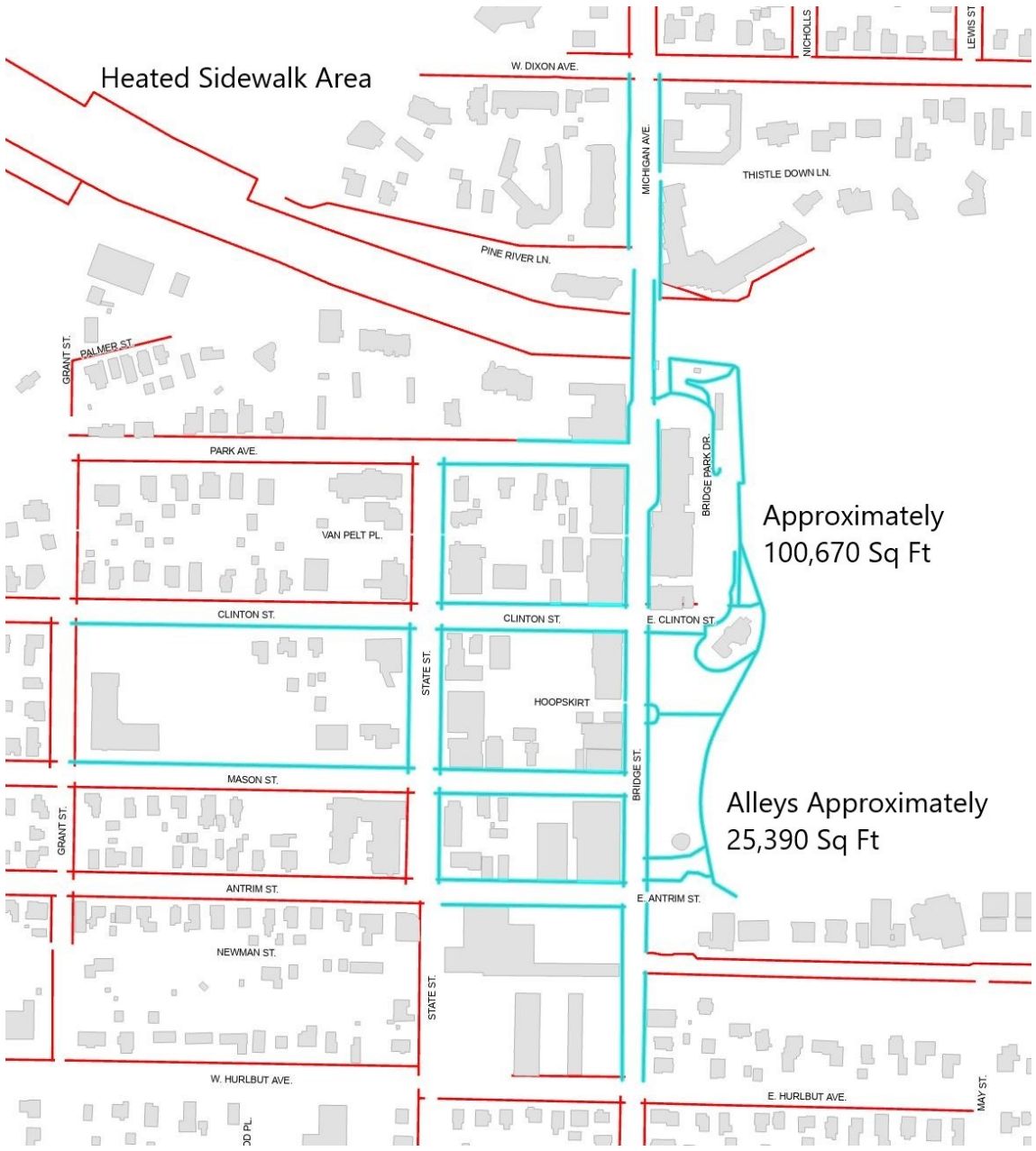
Hydronic snowmelt annual operation cost (gas): \$26,000

One thing worthy of note is that the Hydronic Snowmelt systems are able to use whichever power source is available whether it be natural gas, propane, solar, or even electric. This flexibility is afforded by the design of the system, which are tubes that hold propylene glycol fluid. Electric systems are limited to using electricity as a heat source.

All of the aforementioned numbers are rough estimates without complete information about heat source. While electric systems just plug into junction boxes, a hydronic system needs to have a nearby boiler, circulating pump, and manifold to operate. The further the heat source is from the system the more costly the snowmelt installation and operation will be. In Charlevoix the likely most long-term cost effective scenario is to build a new dedicated boiler plant in the downtown.

While that seems to be outlandish, if we consider the fact that this system could be built into a new mixed use development in the center of town, vs. being a standalone structure, it could be a bit more obtainable.

Snowmelt System Implementation–Memo



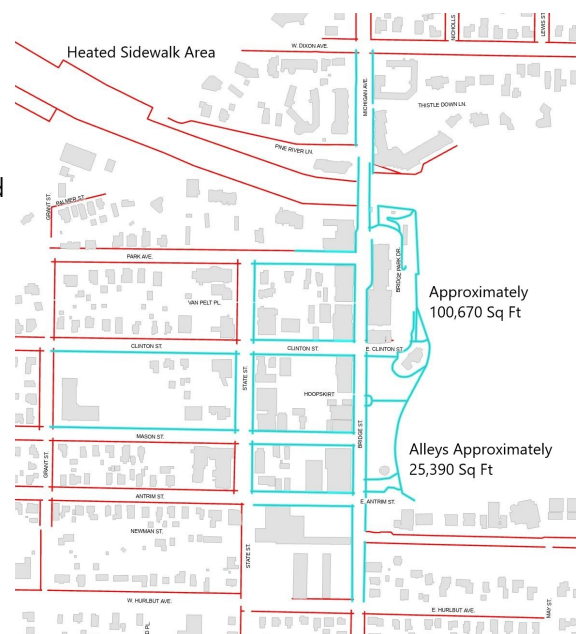
Snowmelt System Implementation

Adding an in-ground snowmelt system has widely been discussed in the past couple of years. It would provide many advantages to the downtown area and various considerations are given below on the inclusion of the framework for a snowmelt system in case sidewalks, alleys and other walkways are improved. However, none of this yet identifies a heat source to power the snowmelt system. This is intended to highlight how thinking ahead of the snowmelt system makes more sense when doing other walkway work than to re-install piping or wiring later.

Complete Snowmelt System Addition

Adding a complete Snowmelt System in the downtown would have tremendous impact not just to the viability of businesses in the winter, but to pedestrians and residents through the retention of East Park's walking amenities. Further, this complete schematic has paths to the library cleared for winter use, integrating this public asset to the downtown businesses and parks.

Covering the highest area, this design is the most costly to install and operate. Installation per square foot could be higher in areas that are not receiving other work, such as brick paver resurfacing or water main installations.



Bridge Street Storefronts

The most economical while still seeking economic development, adding sidewalk heating to the front of businesses on Bridge Street could serve to retain some of the lost consumption that occurs as the peak and shoulder seasons end. With proper marketing to let visitors know that Charlevoix holds a winter-friendly downtown, our seasonal and short-term guests could continue to patronize our businesses in a period which economic activity typically drops for the city.

This being the smallest build, the operation cost too would be the lowest. However, further economic analysis (likely in an feasibility or engineering study) is needed to determine the type of system that would be best implemented in a build of this size. Discussed in the memo, the hydronic method of heating is far cheaper to operate but carries greater fixed costs in both install price (nearly double), and the supplementary equipment and space needed for operation.

There may be concerns of connectability with this design; while the businesses will be clear of snow the walkways directing residents from the neighborhoods and visitors from the parking lots will not be. Patrons will be able to move from store to store free of winter inconvenience, but extra snow removal work could entail to promote organic transitions from the lots, alleys, and corridors to the US 31 business strip.



Snowmelt System Implementation

Bridge Street Storefronts and Prominent Alleys

Following the economic focus of a municipal snowmelt system but doing so in a way that features our prominent alleys (Van Pelt and Hoopskirt) adds an estimated 11,700 square feet for renovation.

The benefits of these additions cover some of what is lacked in the previous design; connection. In this scheme, those who use vehicles to travel to downtown will have an easier time accessing the main economic corridor of Downtown Charlevoix, as pedestrian walkways connecting 2 of the 3 main parking lots will have snow removal systems. Benefit is further found in the seasonal viability of businesses that use these corridors, namely the few that are operating in Van Pelt alley.

One point of consideration is the additional cost for the alleyway components. Square footage of install is increased by 61.5% if opting to cover the alleys, while the additional number of businesses served does not reach that percentage increase. However, a point could be made that the snowmelt system is ineffective if not serving those from the start of their downtown experience.

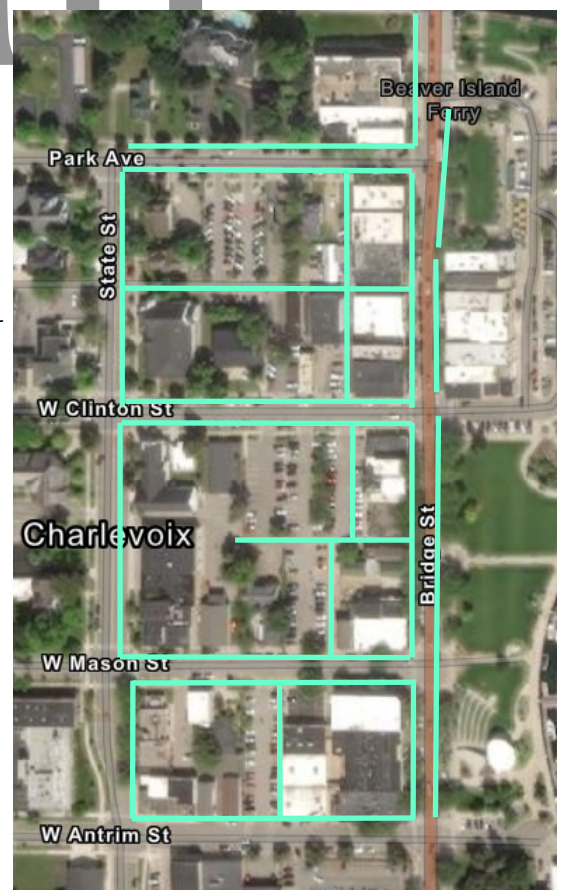
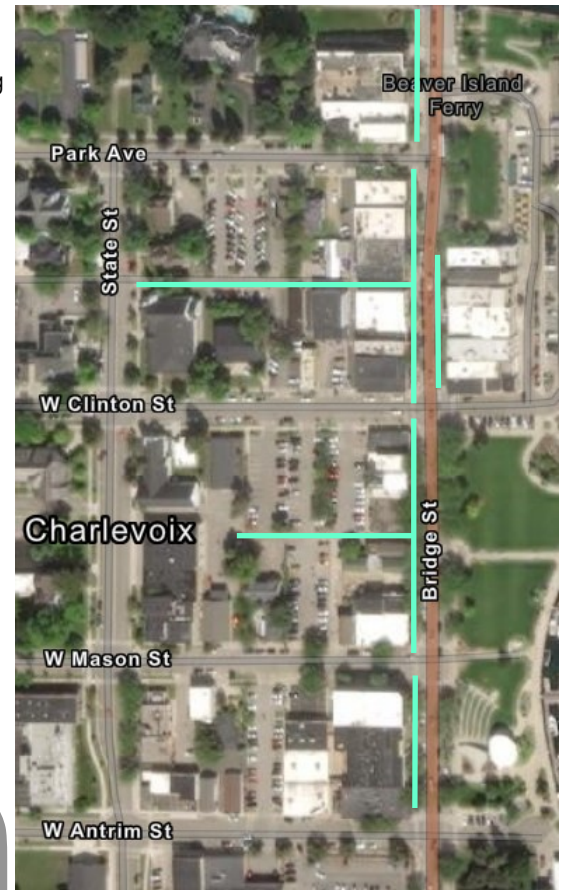
Lastly, the average cost of installation for the alleys may be drastically lower than that other areas if brick paver resurfacing occurs at the same time. The dig and pour that would encompass the snowmelt system could be as high as 3x the cost of the system; if this is already occurring, the snowmelt system in these areas becomes much cheaper.

Downtown Alley and Corridor Project Scope

This sequence would ensure complete winter use for our downtown businesses, alleys, corridors, and lots, while offering partial snowmelt services for the cultural corridor on State Street.

Notable additions from the last sequence include vertical pedestrian flow opportunities in line with infrastructure and streetscape recommendations. The North-South unnamed corridors from Antrim Street to Park Avenue may be a priority for improvement if resurfacing or utility work is already occurring, or if seasonal programming occurs to utilize these areas more in the offseason.

In this schematic, an estimated 23,630 (high-level estimate) square feet of highlighted area (the alleys and corridors) is designated to also have resurfacing occur. This is roughly 26.22% of the total highlighted area. As a result, the implementation of the snowmelt system is higher per average square foot than the "Bridge Street Storefronts and Prominent Alleys" plan, but less so than the "Bridge Street Storefronts" and "Complete Snowmelt System Addition" plans. This is assuming that the highlighted areas for resurfacing occurs; if not, than the averaged per square foot cost of a snowmelt system is the same across all plans.



Corridor Funding Opportunities

GENERAL

USDA Rural Business Development Grant

This grant offers a wide variety of potential uses for our corridor improvement vision, with the relevant ones listed below.

- *Acquisition or development of land, easements, or rights of way; construction, conversion, renovation of buildings; plants, machinery, equipment, access for streets and roads; parking areas and utilities.*
- *Pollution control and abatement.*
- *The capitalization of revolving loan funds, including funds that will make loans for start-ups and working capital.*
- *Community economic development.*
- *Technology-based economic development.*
- *Feasibility studies and business plans.*

There is no maximum award amount, but preference is given to smaller award requests.

MDARD 2021 Rural Development Grants

This state grant provides up to \$100,000 for infrastructure projects (including both transportation and waste water purposes), business development, and rural capacity building (such as tourism and cultural initiatives). A 30% match is required. Applications are due November 19th.

INFRASTRUCTURE

Transportation Alternatives Program

- A grant focused on pedestrian/bicycle usage, there are features to our corridor plans that could develop a competitive TAP grant. Some aspects that increase competitiveness include “(Benefiting) state tourism or economic development initiatives, (including) amenities that increase usability of bicycle and pedestrian facilities, and (addressing) pedestrian safety deficiencies in traditional/historic downtowns.” Other actions that could increase the competitiveness of our grant including connecting our downtown and corridors with MDOT and MDNR priority trails and matching over the minimum requirement for the grant. The minimum amount to be applied for is \$200,000, and the minimum match is 20%.

Transportation Economic Development Fund (TEDF), Michigan Department of Transportation

- **Category B Villages and Small Cities** a grant with the maximum match (50%) of \$250,000, this program can be used for any extent of resurfacing beyond regular maintenance. While the program is solely for road infrastructure/resurfacing, our project will be considered more competitive if the construction overlaps with necessary utility work (funded separately).

Community Development Block Grant

Corridor and alley improvement provides both economic and community development impacts. Economically, drawing investment into the areas surrounding the US 31 corridor will permit our downtown corridor to expand into adjacent streets, making surrounding businesses more viable. The business located in our Central Business District provide competitive and viable job opportunities for low-to-moderate income individuals, providing tangible economic benefits for those in our workforce with hospitality, food, and retail skills. Entrepreneurially, the investment can make surrounding properties more attractive and viable for those looking to start businesses, and with more eyes and great public access, prospective businesses will have more opportunities to find a successful storefront (such as those who are currently launching their start-ups from the city-managed business incubator. From a community development perspective, this project will provide more place-oriented space and offer connectors to our R2 district neighborhood, which contains many LMI individuals this grant and the City of Charlevoix seek to serve.

Corridor Funding Opportunities

Infrastructure Improvement Fund

As stated in the 2019-2020 Annual Budget, the cash balance for the this fund is growing and could be allocated for future projects. Currently, \$547,120 sits in the fund, with transfers regularly occurring for major street improvements and debt servicing. Draining this fund would be ill-advised, so perhaps this could be used for funding gaps or some scale iterations of the project.

Clean Water State Revolving Fund

This fund provides low-interest loans for improving systems and infrastructure as related to wastewater treatment improvement, storm water treatment improvement, and non-point pollution control. \$300 million is available, and at this time there is no required min or max for the loan. This funding source could be used for brick pavers, should we display non-point pollution benefits from this infrastructure design element. The first step to participating in this program is having a pre-application meeting with the Michigan Department of Environment, Great Lakes, and Energy.

Water & Waste Disposal Loan & Grant Program

A long-term, low-interest (based on AMI) loan opportunity for rural communities below 10,000 in population. Loans can be used for storm and waster water collection, transmission, and disposal. Granting may be available based on project need.

STREETSCAPE

Public Spaces, Community Places

Used prior for Hoop Skirt Alley, precedent was created in helping fund streetscape improvements through crowdfunding. With the MEDC matching up to \$50,000 of private donations, this would be a good tool to address any funding gaps in streetscape furniture or amenities. Private interest of alley investment has already been noted, and this could serve to essentially double their investment, while encouraging others.

USDA Rural Economic Development Grant and Loan Program

- The Rural Economic Development Grant and Loan Program can be used as a revolving loan fund that is administered to local businesses through the utility companies. The "grant" is given to the utilities to provide loans at 0% interest for the first round of loans, but interest can be added after. The grant amount must be returned to the USDA at the end of 10 years. The uses for these loans include community development assistance to public bodies or nonprofits for job creation or enhancement, business expansion, and financing fixed assets such as real estate, buildings, equipment, or working capital.

Placemaking Micro-Grants, National Association of Realtors

- **Level 1, \$1,500** This grant can be used on temporary design and demonstration of place-making. The specific activities it can be used on include site preparation, barricades, street furniture, public art, street signs, landscaping, murals, paint, and other amenities. The REALTOR association must be engaged on the project. This could be useful for the Clinton Street Parking Lot outdoor seating area behind restaurants, or for objects needed to promote outdoor vending of retail.
- **Level 2, \$5,000** This grant is less specific on what can be funded, stating that parklets, dog parks, alley activation, plazas, community gardens, and play/fitness areas can all use this grant. As above, the REALTOR association must be engaged or lead this project. There are specific items that the grant cannot be used for, such as infrastructure, sidewalks, restoration, repair, or replacement, singe-activity recreation, building construction, landscaping, or projects over \$200,000. This grant could be pursued for additions to Hoopskirt Alley, the parklets proposed in the schematic plan, or improving the spaces behind the Bridge Street Buildings. 10% match required by the REALTOR Association. Reimbursement must occur within a year of grant approval.

APPENDIX

Corridor and Alley Inventory and Progress Report

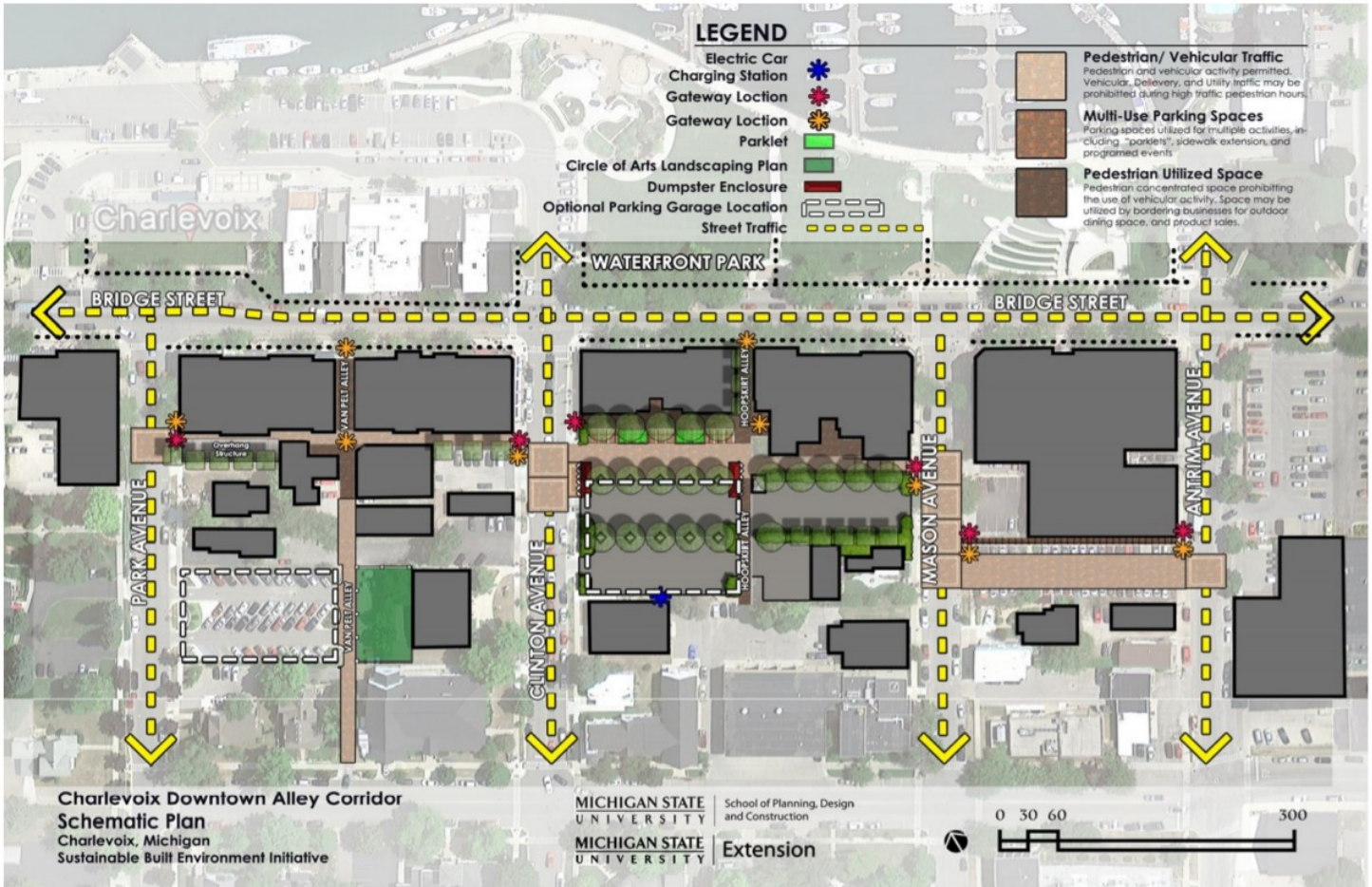
This following section focuses on 3 features of our corridor and alley improvement process: The amenities our alleys currently have, the identified improvements proposed that the city could possibly implement, and the *regional* costs and implementation of these improvements, with regions being different downtown blocks. The regional implementation and costs should be viewed more as itemized descriptors of what was previously presented; implementing these changes sequentially by region may not be viable due to infrastructure and utility additions that need to occur simultaneously across blocks. For better information on implementing alley and corridor changes, please refer back to the core report.

Geographically, this inventory is split into 3 large sections of our alleys and corridors, represented by the boundaries formed from the cross-cutting streets. The sections, from South to North, are Antrim to Mason, Mason to Clinton, and Clinton to Park. All sections are bounded by State to the west and Bridge to the east.

Throughout the appendix, pictures and renderings are presented that display an angled perspective on the specific area of the corridors, alleys, streets, and parking lots being discussed. At the start of each section, there will be a map of the specific block, with circles designating the location of the perspective and arrows giving directionality to the angle that the photo was taken. Each set of pictures and renderings has a colored line to the left of the section, which matches the color of the perspective given at the start of each section.

The implementation report at the end of each section will display the itemized changes recommended in prior design studies. As noted in the letter to council, these changes are not mandatory for corridor or alley use, and can be altered as seen fit. The implementation is simply the itemization and cost descriptions of the changed assets displayed in the alley and corridor renderings.

Schematic Plan



An Overview of Recommended Physical Changes:

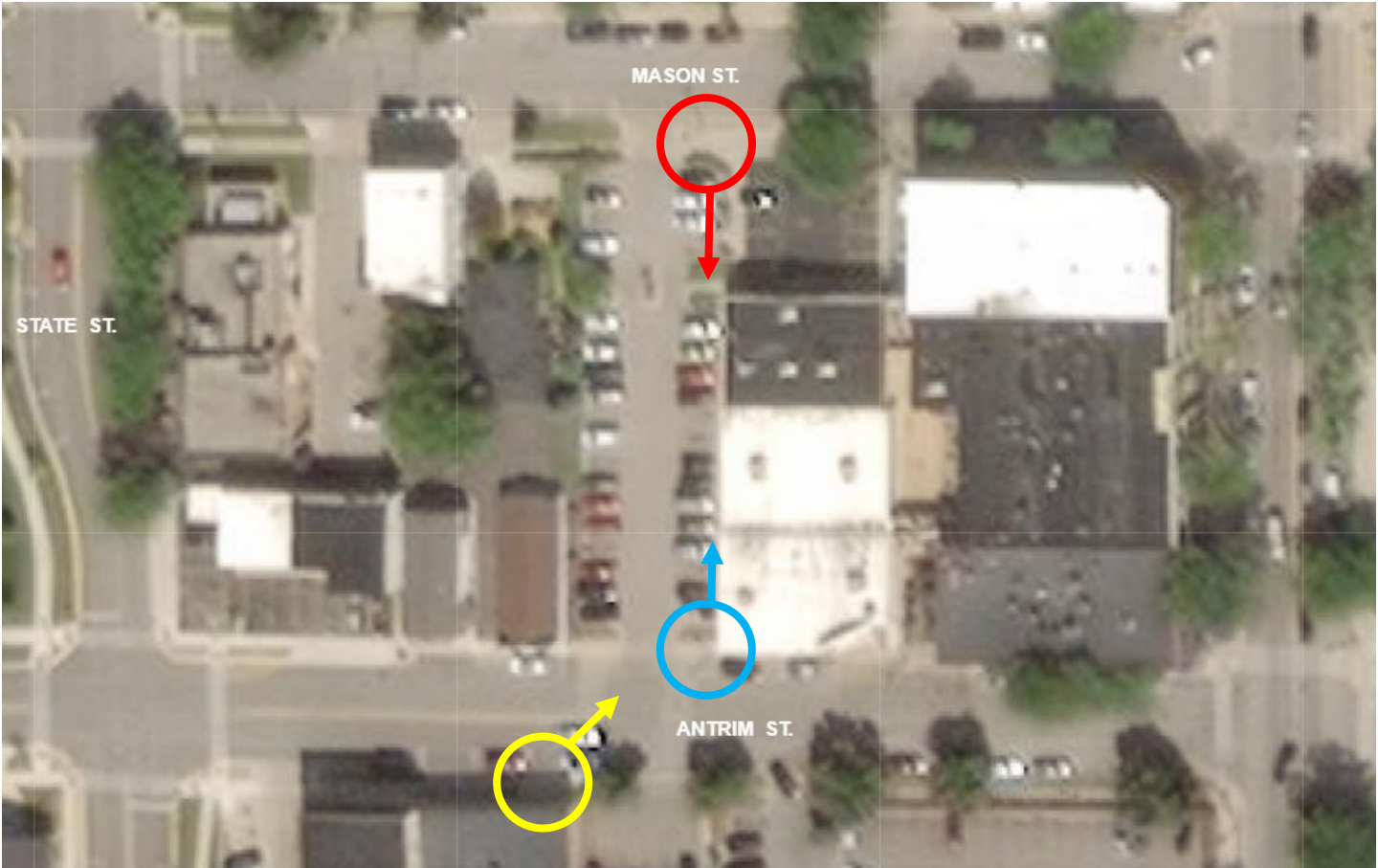
The Schematic Plan, presented on page 11 of the Corridor and Alley Vision Final Report document, offers recommendations to the infrastructure and usage of the corridors being studied. Place-making features are displayed, with gateway entrances noted on all North and South* corridors, and on the East* side of both the Van Pelt and Hoop Skirt Alley Corridors. Parklets are also highlighted; two are proposed in the block between Clinton Avenue and Mason Avenue. Some landscaping features appear overlaying current lots; the Clinton-Mason block has trees/shrubs that would serve as dividers, sectioning off the numerous wide pieces. Further landscaping changes exist by the Circle of Arts building; however these changes are actions that the nonprofit is responsible for rather than the city. Dumpster enclosures are proposed in the Clinton Street lot, on both Southeast* and Northeast sides. The plan also displays an electric car charging station on the West* side of the Clinton Street lot.

Larger physical recommendations include changes to the street infrastructure and parking garages. A wide investment in street pavers is recommended in the schematic plan, with a paver design present on every corridor, and in areas of pedestrian only, street traffic only, and mixed traffic. Two locations are outlined for a potential parking garage, with one over the current Park Avenue parking lot, and the other over the Clinton Lot. If the Clinton lot were to be pursued, the lot would be in conflict with the landscape and enclosed dumpster ideas also proposed.

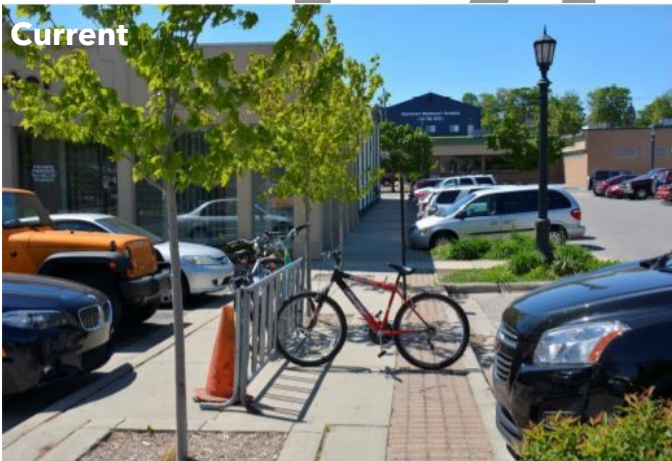
No significant traffic flow changes were presented in the schematic plan; the only change proposed was closing down vehicular traffic prior to the West* gateway on the Van Pelt Alley, which has occurred since the Vision was created.

*The Schematic Map provided is rotated counter-clockwise 90 degrees. As such, north on the map is east, east is south, south is west, and west is north.

Antrim to Mason Street - Design



Current



Proposed



South from the middle of the Mason St. 100 block, there currently exists parking and an underutilized pedestrian walkway. The purpose of this path is to accompany the parking lots while connecting the back/sides of the commercial buildings in these blocks. However, as it currently stands, the path serves no purpose other than as a corridor to exit the area to the north or south. Aesthetically, travelers are better served walking east and traveling north through the vibrant downtown or west and using the cultural corridor of state street. Full utilization of the central business district necessitates a change in this corridor, transforming it beyond a place to park cars to a place for residents to gather. The goal is to do this while still keeping the practicality and use of the lots.

The proposed changes to this pedestrian walkway include resurfacing the path from standard concrete to brick pavers, adding additional benches, and planting flowers in the grass easements by the sidewalks leading to the parking lot. Adding these features would increase usage of this corridor as a connector and a plaza for public space, further amplifying the changes found in the next perspective.

Antrim to Mason Street - Design

Current



Proposed



Looking north from the 100 block of Antrim Street, the corridor leading to Mason street holds opportunity for utilization that would promote both place-making and the business functions of the property occupying 107 Antrim Street. The Vision study saw opportunity for the movie theater to promote films currently airing, providing marketing to those who may be using the space to park downtown, or to walk through to an unrelated business downtown. The movie posters bring a greater sense of vibrancy and activity to the corridor, making those who use this space more comfortable. The intentional marketing of the theater's product to the side street indicates that it is a space where people are, and helps to promote the image

that people belong in this space. Other prescribed amenities include greater foliage, replacing the cement with brick pavers, and building awnings on the theater's side façade. The foliage noted includes additional trees adjacent to the pedestrian path, and flowers, planted both in ground and in fixtures. The brick pavers bring greater aesthetic quality than standard cement sidewalks, are easier to replace, and provide greater water permeability to decrease water runoff and stormwater needs. The awnings can provide light fixtures to make the area safer at night, give shelter to pedestrians during rains, and promote the downtown appeal of the corridor.

Current



A perspective from the south side of Antrim Street,

next to the entrance to Oleson's Food Store, provides a larger inventory of the proposed changes to the built environment of this corridor. There are 4 awnings designed into the side façade of the Charlevoix Cinema, with the movie displays and lights located beneath each. Flowers are planted into soil adjacent (north) of the sidewalk on Antrim street. 3 trees are added following the corridor along the cinema's side. Shrubs are also planted on the west side of the parking lot, next to the Village Graphics building.

Proposed



The largest infrastructure change seen here is the addition of pavers resurfacing a square of Antrim avenue. This plaza-style brickwork could push the downtown visuals further south, further incorporating Antrim street into destination atmosphere found in the other areas of the central business district. Other benefits to this resurfacing can be found in water permeability, which will decrease strain on the wastewater management system, its repairability over standard concrete, and can serve as a visual cue to vehicle operators to slow down for greater pedestrian activity.

Antrim to Mason Street - Implementation



LEGEND			
	Water Main		Brick Pavers
	Storm Sewer		Landscaping
	Sanitary Sewer		Tree
			Planter (Small)
			Awning Façade & Movie Display
			Bike Rack
			Bench

Antrim to Mason Street - Implementation

INVENTORY & COSTS ESTIMATES - Total regional costs - \$209,049.71 - \$217,649.71

Water Main: 270 linear feet | \$110/LF | total cost: **\$35,100**

Water Service Upgrades: number: 2 | \$2,500 per unit | total cost: **\$5,000**

Move Mailbox Dropoff: **\$1,500** (**\$4,500** if this is standalone)

Brick Pavers:

(Highlighted Areas only): 3,970 square feet | \$35 per square foot | total cost: **\$138,950**

(Parking Lot only): 13,000 square feet | \$35 per square foot | total cost: **\$455,000**

(Highlighted Areas Plus Parking): 16,970 square feet | \$35 per square foot | total cost: **\$593,950**

Landscaping: 400 square feet | \$20 per square foot | total cost: **\$8000**

Trees: number: 3-15 | \$600 per item | total cost: **\$1,800 - \$9,000**

Porous Pave each Tree: number: 3-15 | \$200 per unit | total cost: **\$600 - \$3,000**

Planter (Small): number: x5 | \$360.39 per item | total cost: **\$1,801.95**

Awning Façade & Movie Display: number: 4 | \$ per unit | total cost: (This would likely be private investment)

Bike Rack: number: 1–5 (depends on model) | \$1,500 per unit | total cost: **\$3,000**

Bench: number: x4 | \$2,074.44 per item | total cost: **\$8297.76**

Electric Car Charger: number: 1 | \$5,000 per item | total cost: **\$5,000**

Draft

Mason to Clinton Street - Design



Mason to Clinton Street - Design



Hoopskirt Alley, the corridor centrally located in the 300 block of Bridge Street, was severely underutilized at the time of the Corridor and Alley Vision. With its placement in the center of downtown and beautiful gateway signage, the alley had the capacity to serve as a small plaza complimenting the small businesses and East Park. The visualization called for increased vegetation both in infrastructure and potted, a painted mural and suspended hoops to make the alley more lively in its theme, and benches to transition the alley from an extension of the parking lot to its own place for public gathering. A larger change, the report visualized the surface of the corridor changed to brick pavers and extended down to the end of the parking lot.

Many changes have occurred in line with the SBEI recommendations. In 2019 the Junior Main Street Committee of Charlevoix High School Students partnered with the Downtown Development Authority to bring some of the proposed amenities to life. With crowdfunding and matching support from the DDA and the Michigan Economic Development Corporations, the alley was revitalized. Vegetation was added, as were benches on the left side of the alley and a table on the right. Pictures of historic Charlevoix now line the right side of the corridor, and string lights dangle above. Recycling and Trash receptacles have been added to avoid litter. Stained glass art representing Charlevoix was added to the top of the gateway, and a photo standup sits at the front of the corridor matching its theme.

Mason to Clinton Street - Design



Looking north from Hoopskirt Alley at the backside of the Bridge Street businesses there is opportunity to improve the experiences of both downtown patrons and visitors. An added emphasis on backside facades provides multiple points of contacts for potential customers, allowing business to strengthen their place downtown and optimizing an unused back corridor. The rendering displays the clothing store J Phillips using the corridor as for merchant activity, increasing the life and market feel of this area. As with other renderings, there is an increased focus on adding greenery, with small trees and flowers planted into the infrastructure and potted plants adorning the backside walls and roofs of the businesses. The corridor is resurfaced with brick pavers in the rendering, signaling a more pedestrian aesthetic and providing a greater small town vibrancy. Seating is also added near each of the trees, again to strengthen that this corridor is for pedestrian gathering and use, not just travel. On the very left of the proposed rendering, there appears to be a planter or two extended out of the corridor, with a man sitting. This is likely a representation of the parklet noted in the schematic plan. The parklets serve to give downtown visitors a dedicated space for unwinding, unlike the benches in the corridor, which can be utilized by those shopping or participating in passive recreation.

Mason to Clinton Street - Design



Viewing the immediate rear of the south 300 Bridge Street block, the Vision proposed improvements that would increase utilization for the occupants while improving walkability for pedestrians. Currently, the corridor looks oriented towards vehicular travel, with cracked cement and loose sediment serving as the traveling surface. Likewise, while the guard rail on the right informs parkers of the boundaries of parking, it comes with the unintended consequence of segmenting the parking lot and serving as a barrier to mobility for pedestrian walkers.

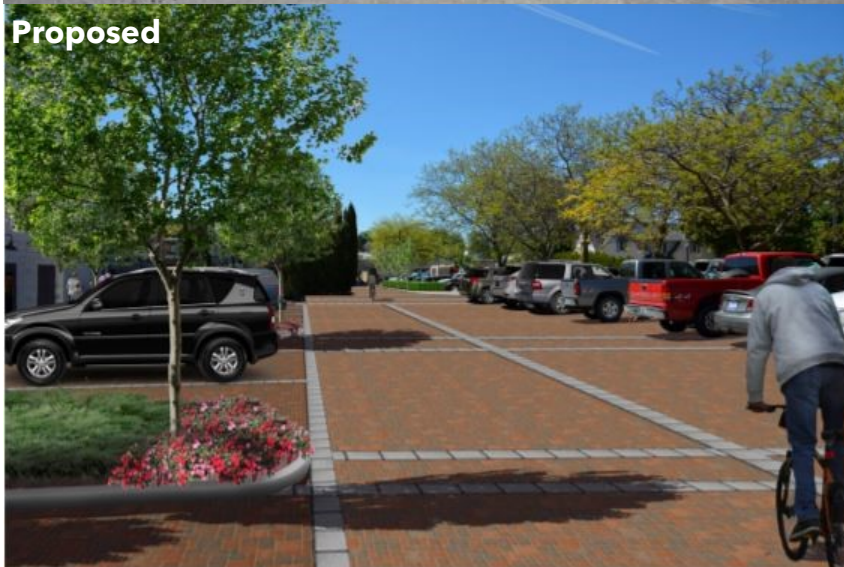
A major change recommended by the study is the resurfacing of this corridor to brick pavers. The pavers will provide a visual cue to drivers that this is a space for pedestrian as well as vehicles, and those partaking in non-motorized transportation will feel more comfortable using this area. Other changes include new fencing, seating and hanging flowers near the privately owned building to increase the vibrancy of the corridor, and replacing the metal guard rail with green infrastructure such as trees, shrubs and flowers. This will require modifying the surface under the barrier to soil to accommodating the plants.

Mason to Clinton Street - Design

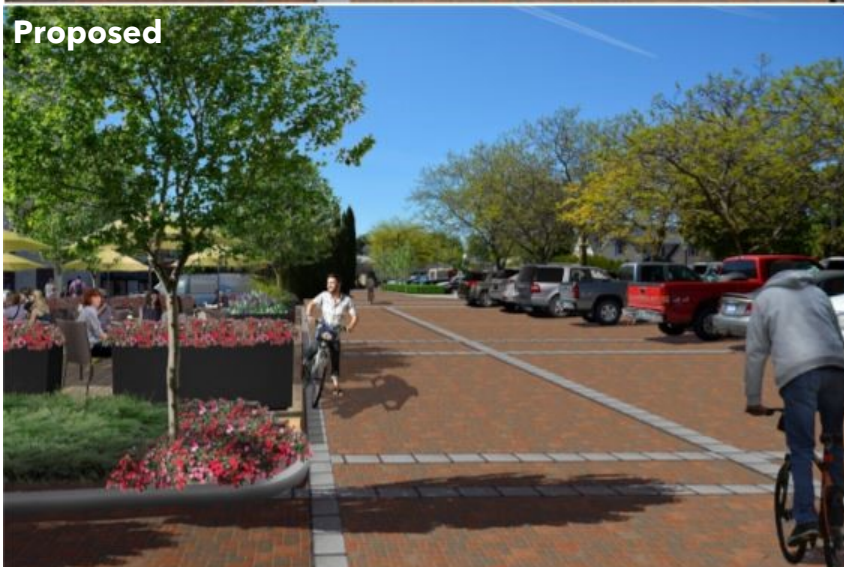
Current



Proposed



Proposed



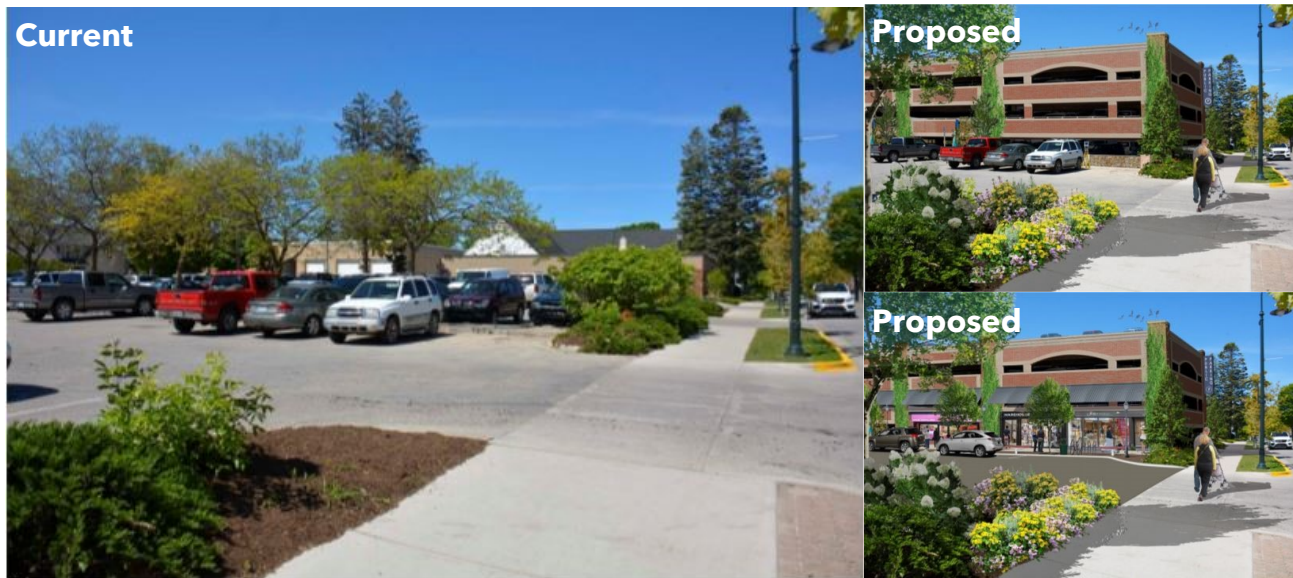
The east side of the Clinton Street Parking Lot, nearest to the Bridge Street Buildings, is an ideal place in the city to park.

With access to the downtown retail environment to the east and city hall, churches, and professional offices to the west, this lot serves a necessary function that compliments the city well. Apparent in the current picture however, is a disconnect from the cultural and thriving atmosphere found elsewhere in Charlevoix's downtown. The activity and wonder of downtown is what makes Charlevoix valuable to all visitors, whether they live 5 minutes away or 5 hours. It doesn't serve the city well if the magical feeling a small town emanates is lost before the visitors leave the parking lot.

To create a consist atmosphere with the downtown and cultural corridors, the Vision study determined that renovations targeting the aesthetic should occur. These improvements include islands with mixed vegetation and a resurfacing of the lot to brick pavers. The brick pavers could serve to not only enhance the visual appeal, but offer environmental benefit in preventing water runoff. When rainfall or spills occur to an impermeable surface, the water can collect harmful chemicals or waste before entering the stormwater collection system. Brick pavers, offering permeability at the joints, can successfully trap and filter water before the contaminants can enter the local water supplies.

Another feature, noted in the second design, is the removal on parking spots to accommodate for patio dining behind the buildings. This can increase the capacity of restaurant dining, provide greater choice for patrons, and increase the vibrancy of the corridor.

Mason to Clinton Street - Design



The Clinton Street parking lot is a location that is visualized with great potential. Currently, the lot often sits below maximum capacity, only filling up during events or during peak seasons. As a result, the parking lot occupies amount of land, underutilized and visually unappealing just seconds away from a thriving downtown.

Two separate views of what the Clinton Street parking lot could be are seen on the right. The first, on the top right, displays a full, 3 (4 if utilizing the roof) floor parking garage in the Western most region of the parking lot. This design would add greater capacity to parking for businesses, visitors, and downtown residents of Charlevoix. Having the full structure available for parking could likely free up spaces in other lots (later described in this report) for development, extending the core of downtown.

The second picture (bottom right) provides retail business opportunities as well as parking. While less spaces would be available than in the first design, it could still increase the capacity of the parking lot compared to where it currently stands. In this design, the parking lot in front of the development has also been resurfaced. A non-built environment benefit of this visualization is the extension of the downtown; by offering businesses a block away from the core retail environment, pedestrian traffic can be dispersed, making other properties more valuable and economically viable for retail practices. Further, the amenities proposed in other sections (such as seating, parklets, pedestrian walkways, and public art) would find greater use if the blocks behind bridge street there were business to pull customers in a east-west direction, rather than the north-south as is the currently the strongest directional flow of pedestrians in the central business district.

One improvement can be found across both renderings: the inclusion of greater vegetation in the parking lot. With the site's current utilitarian purpose of parking and then leaving, it's easy to ignore the aesthetic elements that can give an additional sense of place to the lot. The Vision included a greater emphasis on adding perennial wildflowers to the curbside, smaller trees dotting the front of store entrances, and larger trees climbing the sides of the parking structure.

Mason to Clinton Street - Design

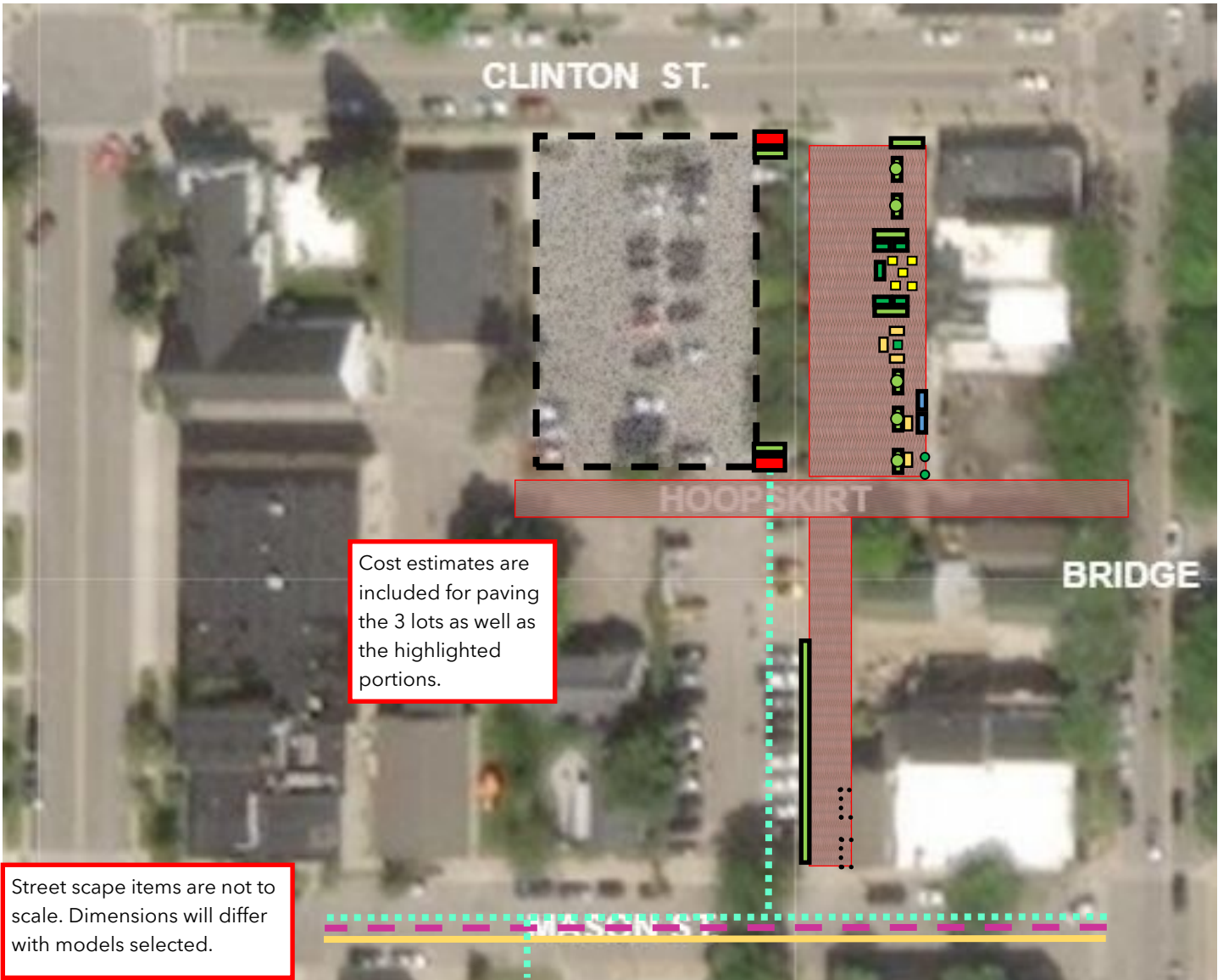


The island in the middle of the Clinton Street parking lot connected to Hoopskirt Alley has been identified as a possible point for shared dumpster use by the businesses of the Bridge Street 300 block. Here, an open brick enclosure could be erected, extending more towards Hoopskirt Alley than the island currently does. Two sets of wooden large wooden double doors would secure the enclosure, reducing the safety risk of dumpster diving. This visualization is also consistent with the perspective looking down Hoopskirt alley, with resurfacing of brick pavers extend through the parking lot. New shrubs are planted on the back side to continue the effort of increase vegetation.

The Vision report does not mention how this would impact the fire hydrant that is placed on the island, or, if it remains, emergency responder's ability to access it. Further, efforts would need to occur to ensure the smell of the dumpsters do not impact the increased traffic on Hoopskirt Alley.

A similar dumpster enclosure is noted on the schematic plan in the same lot, north of this location.

Mason to Clinton Street - Implementation



LEGEND			
 Water Main	 Landscaping	 Outdoor Dining	 Façade
 Storm Sewer	 Tree	 Dumpster Enclosure	
 Sanitary Sewer	 Planter (Small)	 Fencing (private)	 Potential Parking Garage
 Brick Pavers	 Planter (Large)	 Bench	

Mason to Clinton Street - Implementation

INVENTORY & COSTS—Total regional costs (highlighted) – \$1,112,172.81– \$1,115,792.81

Full rehab, water, sanitary, storm, sidewalk, curb (doesn't include electric bury/370', only conduit): \$330,000

Brick Pavers:

(Hoopskirt Alley) - 5,000 square feet | \$35 per square foot | total cost: **\$175,000**

(Alley South of Hoopskirt) - 4,000 square feet | \$35 per square foot | total cost: **\$140,000**

(Parking Lot North-East of Hoopskirt) - 9,900 square feet | \$35 per square foot | total cost: **\$346,500**

(Total highlighted) - 18,900 square feet | \$35 per square foot | total cost: **\$661,500**

(Parking Lot by Petals) - 11,400 square feet | \$35 per square foot | total cost: **\$399,000**

(Parking Lot North-West of Hoopskirt) - 9,900 square feet | \$35 per square foot | total cost: **\$346,500**

(Complete brick paver resurfacing) - 40,200 square feet | \$35 per square foot | total cost: **\$1,407,000**

Landscaping: 669 square feet | \$20 per square foot | **\$13,380**

Trees: number: 5-15 | \$600 per item | total cost: **\$3,000–\$9,000**

Planter (Small): number: 2 | \$360.39 per item | total cost: **\$1,081.17**

Planter (Large): number: 6 | \$2,513.94–3,041.34 per item | total cost: **\$17,720.64**

Awning Façade: number: 2 | \$ per item | total cost: ((This would likely be private investment))

Bench: number: 5 (2 Gretchens, 3 Wellspring | \$1,195.44–\$2,074.44 per item | total cost: **\$7,735.20**

Outdoor Dining Table: number: 5 | \$1,089.96 per item | total cost: **\$5,449.80**

Outdoor Dining Seats: number: 20 | \$615.30 per item | total cost: **\$12,306.00**

Dumpster Enclosure Build: number: 2 | \$30,000 per enclosure | total cost: **\$60,000**

Clinton Street to Park Avenue- Design



Clinton Street to Park Avenue- Design



Van Pelt Alley serves as a connecting corridor between the downtown and Charlevoix's upper South-side residences. The goal of corridor and rear building improvement is not just to create space for visitors, but to encourage increased downtown use from residents as well. As such, improvements made to our alleys and connecting paths should not just target the areas between the parking lots and Bridge Street, but extend all the way to our medium density neighborhoods as well. 61% of residents in the market snapshot responded that they visit downtown at least once a week, with a majority saying they visit frequently. Improving our corridors could make the downtown experience more enjoyable for those that use the paths often, and could possibly expand usage among the minority that don't often visit downtown (20.2% - every couple of weeks, 18.1% - less often).

Multiple changes to the built environment are recommended to make Van Pelt more desirable to pedestrian traffic. The first is the addition of brick pavers from State Street to Bridge Street. The pavers serve to better inform vehicular drivers that it is a shared space with pedestrians, increasing safety, while also amplifying the downtown aesthetic of the path, increasing visual appeal. Further enhancements to visual appeal include planted flowers lining the south side of the path, and a light pole just past the United Methodist Church. More focused on utility, the Corridor Vision also includes bicycling parking area behind the Circle of Arts building, giving those who preferred non-motorized transportation to driving or walking a formal place to park their bikes. This area would be separated from the present parking lot and white a stone wall, as seen just past the bicycles in the rendering.

Clinton Street to Park Avenue- Design



Van Pelt Alley between the Park Street Parking lot and Bridge Street has relatively high activity compared to other areas behind the Bridge Street buildings. While the businesses that inhabit this corridor (currently the Cantina, True North Interior Design, Salon Beautiful You, the Salad Fork, and Cherry Republic) can account for most of the high activity, it does serve a demonstrative purpose in that if there are activities and place-oriented amenities in our alleys, visitors and residents will better use them. Further, the success of these business away from US 31 also proves the viability of commercial expansion; the focus of downtown Charlevoix does not have to lay solely on Bridge Street.

At the time of studying our corridor and alley needs, Van Pelt Alley was severely underutilized and unattractive. There was little in the way of streetscape, with the only objects occupying the corridor including traffic cones, fencing and fencing. The sides of buildings ranged from lacking decoration to near blighted, with 217 Bridge Street (building on the left) lacking any facades or exterior improvements, and 221 Bridge Street (on the right) having boarded windows.

Improvements have occurred that vastly increased the condition of the alley since the first corridor vision. Planter boxes holding flowers now block the alley before the 4 way intersection, designating it as a zone for pedestrians (however, deliveries are still possible north-south through the corridor). A back-side façade has been added to 217 Bridge Street, and flags are now adorned on the side of this building. Since the previous photo, a pick-up eatery was added to the building, and tables in the alley allow for outdoor seating. 221 Bridge street also has a side façade, and serves as the exit for the Cherry Republic store. A pole with hanging string lights stands near the outdoor eating section of the Cantina. Changes proposed that are yet to be made include resurfacing to brick pavers,, and adding wooden beams over the alley between the two bridge street buildings.

Clinton Street to Park Avenue- Implementation



LEGEND

- | | | |
|--|--|--|
|  Brick Pavers |  Landscaping |  Bike Rack |
|  Brick Wall |  Tree |  Potential Parking Garage |
|  Cement Surfacing |  Street Light | |

INVENTORY & COSTS - Complete regional cost - \$477,850

Brick Pavers: (6,630 EW, + 6,000 NS) 12,630 square feet | \$35 per square foot | total cost: **\$442,050**

Landscaping: 414 Square Feet | \$20 per square foot | **\$8,280**

Trees: number: 1 | \$600 per item | total cost: **\$600**

Brick Wall: 110 linear feet | \$172 per linear foot | total cost: **\$18,920**

Cement Surfacing: total cost: **\$500**

Street Light: number: 1 | \$6,000 per item | total cost: **\$6,000**

Bike Rack: number: (depends on model) | \$1500 per item | total cost: **\$1500**

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

Old Business

TITLE: The Vault Co-Working Space Update

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Director & Sarah Hagen, Chamber President

BACKGROUND:

During the Charlevoix Area Chamber of Commerce Board meeting on October 23, 2020 the motion was made to enter into a partnership with the DDA for oversight/management of The Vault Co-Working Space for one year with the intent to fully take over the year following.

The Chamber has considered all options and believe it is an important resource in Charlevoix and acknowledges that it fits into current strategies and goals of the organization, but also notes that they don't feel fully capable of taking it over completely just yet.

With that being said, "splitting" the responsibilities of managing The Vault along with doubling resources will aid in it's growth and relevance in the community. What that will look like is to be determined, but can be drafted into a written agreement between the DDA and Chamber and reviewed at the November meeting.

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

Old Business

TITLE: Long Road Distillers Lease

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Long Road Distillers received Council Approval for an Off Premise Tasting Room License at their regular meeting on October 5th.

In an email dated October 1st from Jon O'Connor the following was communicated:

Thank you again for taking the time to talk this week about Long Road Distillers (LRD) Lease Agreement with the Charlevoix DDA concerning the Leasehold Realty at 109 Bridge Park Dr.

As we discussed we would like to go ahead with being included on the upcoming Charlevoix City Council Agenda to get the local approval necessary for LRD to seek licensing approval from the Michigan Liquor Control Commission.

Additionally, please consider this email communication as official notice that LRD wishes to execute the renewal terms as agreed upon within the original Commercial Lease Agreement for the first three year renewal term which would then begin on April 1, 2021 and run through March 31, 2025.

As you are well aware, there is an ongoing public health crisis related to COVID 19 and a State of Emergency has been declared by the State of Michigan. Long Road has yet to begin improvements on the leasehold space and rent has been abated as per the terms of the lease.

Anticipating that the State of Emergency and/or recommendations from the CDC will exist which recommend people avoid congregating/gathering, will continue until at least the first quarter of 2021, LRD would anticipate beginning buildout of the leasehold improvements in the first quarter of 2021 with a potential opening end of the second quarter 2021 assuming the state of emergency limiting seating capacity has been lifted.

As terms of the lease indicate, not paying rent while under State of Emergency is permissible and shall not be deemed a default, LRD would propose an amendment to the lease that if at the sole discretion of LRD, they make the determination to open and begin operation while under a state of Emergency, rent would prorated based upon the occupancy percentage allowed for by that State of Michigan (i.e. if operations are limited to 50% occupancy capacity, rent would be prorated at 50% of the monthly rate).

Long Road continues to be excited and optimistic about bringing their world class spirits and tasting room operations to the City of Charlevoix and join this amazing and thriving community and downtown business district. We look forward to engaging with the City Council for our local approval and beginning operations as soon as is feasible and practical.

Cheers,

Jon O'Connor and Kyle Van Strien

In an email sent on October 14th from Vice-Chair Christner in response to the above request the following was stated:

Hi Lindsey,

Thank you for this information. Was local approval of the liquor license application obtained?

I am happy the tenants are still planning to come to Charlevoix and are agreeable to the previously agreed to rental rate, but am concerned about the lease abatement dragging on and on as well as the vagueness of the language regarding CDC guidance for congregating. In hindsight it would have been beneficial to include a sunset on the health crisis terms as well as further define the CDC bullet point. For example, as written the lease says, "The Federal Center for Disease Control issues advice that people avoid congregating and attending gatherings in an area that includes the rented space." To my knowledge right now the CDC is not advising people to avoid going to or congregating in spaces like we are renting they are simply saying to do so in smaller numbers. However, due to the ambiguity the Tenant may think that if the CDC suggests limiting capacity it is advising people to avoid the space.

I think we should check with our legal counsel on whether the right to renew verbiage in the TERM paragraph of the existing lease obligates the DDA to accept this notice and renew the lease as it stands or if we have options to try to negotiate and improve the DDA position. We should keep in mind that the tenant previously emailed us wishing to cancel the lease. Can we decide we want to accept that prior notice?

Things I think we would want to address if we have leverage to improve the DDA position include:

- Writing a schedule for the build-out into the lease. The tenants indicated a plan in an email, but that isn't binding*
- Sunsetting the health crisis language (it doesn't make sense for any of us to accept the renewal and then have this drag on for another year or more we might as well just move on if that can happen)*
- Defining the CDC item*

Are there any other things we've talked about which I didn't include above? If we are obligated to accept the renewal and don't have leverage to request improvement on some of these items, the Tenant has asked for an amendment regarding what happens if they want to open even if we are still under a State of Emergency and we can potentially gain ground on these in return for working out an amendment.

I don't want to rack up expenses, but think we should get legal guidance on what our options are and there may be additional things to address which I have not yet thought of. What is the protocol for obtaining guidance from Mr. Howard? Do you want to reach out to him or want me to do it directly?

*Best regards,
-Richard*

That same day, Director Dotson engaged with City Attorney Scott Howard to get legal advice on the matter. A response was promised by October 23rd but has not been received yet.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▣ Resolution for Off Premise Tasting Room Licesnse



Local Government Approval For Off-Premises Tasting Room License
(Authorized by MCL 436.1536)

Instructions for Applicants:

- You must obtain a recommendation from the local legislative body for a new Off-Premises Tasting Room License application.

Instructions for Local Legislative Body:

- Complete this resolution or provide a resolution, along with certification from the clerk or adopted minutes from the meeting at which this request was considered.

At a regular meeting of the City of Charlevoix City Council council/board
(regular or special) (township, city, village)
called to order by Mayor Luther Kurtz on October 5, 2020 at 6:00 pm
the following resolution was offered: (date) (time)
Moved by Council Member Bryan and supported by Council Member Cole
that the application from Long Road Distillers LLC
(name of applicant - if a corporation or limited liability company, please state the company name)

for a **NEW OFF-PREMISES TASTING ROOM LICENSE; Small wine maker license**

to be located at: 109 / 111 Bridge Park Drive, Charlevoix, MI 49720

It is the consensus of this body that it recommends this application be considered for
(recommends/does not recommend)
approval by the Michigan Liquor Control Commission.

If disapproved, the reasons for disapproval are _____

Vote

Yeas: 4

Nays: 1

Absent: 0

Abstain: 1

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the City
council/board at a regular meeting held on October 5, 2020 (township, city, village)
(regular or special) (date)

Joyce M. Golding

Print Name of Clerk

Joyce M. Golding
Signature of Clerk

October 7, 2020

Date

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. Further, the Commission shall have the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the licensure of businesses and individuals.

Please return this completed form along with any corresponding documents to:

Michigan Liquor Control Commission

Mailing address: P.O. Box 30005, Lansing, MI 48909

Hand deliveries or overnight packages: Constitution Hall - 525 W. Allegan, Lansing, MI 48933

Fax to: 517-763-0059

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

New Business

TITLE: Financial Certification for Certified Local Government Grant Application

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Charlevoix's first opportunity to apply for funding from the National Park Service through the Certified Local Government grant program is upon us and according to the goals set during strategic planning sessions of the Historic District Commission and Historical Society, the first task at hand is to resume the process of nominating the 200 block of downtown Charlevoix for the National Register of Historic Places.

A National Register Historic District is not regulatory - it is simply a nod of recognition that the district is important to the history of the town and its development. **This application is for a grant to work through the nomination process, which would include stakeholder engagement, public hearings, council approval, etc.**

While there is not a matching requirement of this program, it is a reimbursement grant. Since the proposed district would be in the DDA it seems appropriate to use our fund as a pass-through that would pay the consultant up front and then be reimbursed by the State Historic Preservation Office.

Solicitation of a consultant would be done by putting out a Request for Proposals with language limiting the amount to be spent on the project at \$10,000. We would also enter into an agreement with the selected consultant that stipulates that maximum amount to ensure the bill is not larger than the grant money requested.

We will not hear about whether or not we've gotten the grant until early 2021.

Currently there are 17 commercial buildings proposed to be included in the district nomination, of which 13 are contributing. They include 2 buildings located in Van Pelt Alley, and the rest are on the 200 block of Bridge Street in downtown Charlevoix. The properties that are currently contributing have been well maintained and some have been recently restored. The determination of eligible contributing structures was made by SHPO staff person Debra Johnson back in 2017.

Attached you will find a map of the proposed district with indications of contributing and non-contributing resources. This boundary was chosen because this is the only portion of downtown Charlevoix that still has both sides of the street occupied for commercial use. Since many buildings were demolished for East Park elsewhere in the downtown, this portion signifies the way the town was intended to appear by early investors.

This project will help Charlevoix become more comfortable with historic designations affecting privately owned buildings and open doors and create conversations around the value of historic preservation for future efforts of the Historic District Commission, Charlevoix Main Street program, and Charlevoix

Historical Society.

There are several possible rehabilitations that could take place in the proposed district that could greatly benefit from Historic Tax Credits. These developments would not only increase the number of contributing resources but they would also **add much needed affordable housing to the downtown.** As our town becomes more attractive to young families who now find themselves being able to work remotely, we are positioned well in all aspects except for affordable and attainable housing. **Our downtown could play a major role in adding affordable housing units while also diversifying our housing mix.**

RECOMMENDATION:

Motion to allocate \$10,000 of DDA funds to support expenses related to the CLG Grant application, if awarded, with the understanding that a reimbursement will come from the State Historic Preservation Office upon project completion.

ATTACHMENTS:

- ▣ District Map
- ▣ Resolution



ROUND
LAKE

EAST
PARK

HOFFMAN
PARK

PARK AVENUE

CLINTON STREET

MASON STREET

ANTRIM STREET

 Contributing
 Non-Contributing

Eligible
Van Pelt Pl. / Bridge St.
Historic District



The Charlevoix City Council met on Monday, October 19, 2020 with Mayor Luther Kurtz presiding. All Council members were present. The following is an excerpt from the official records of said meeting.

Motion by Kalbfell, second by Hagen to adopt Resolution 2020-10-03, as follows:

**CITY OF CHARLEVOIX
RESOLUTION NO. 2020-10-03
RESOLUTION TO SUBMIT CERTIFIED LOCAL GOVERNMENT APPLICATION
TO THE MICHIGAN STATE HISTORIC PRESERVATION OFFICE**

WHEREAS, the City of Charlevoix DDA and Historic District Commission wish to nominate the 200 block of downtown Charlevoix to the National Register of Historic Places as a means of recognizing the historic significance of our commercial district while also providing resources in the form of Historic Tax Credits to property owners for rehabilitation projects; and

WHEREAS, the City of Charlevoix will file an application to the Michigan State Historic Preservation Office (SHPO) for the Certified Local Government (CLG) Grant in the amount of \$10,000 for the National Register Nomination for the resources located in the 200 block of downtown Charlevoix; and

WHEREAS, Lindsey Dotson from City of Charlevoix is appointed as the Grant Project Manager who will oversee the CLG grant management and grant administration duties; and

WHEREAS, Charlevoix Main Street DDA will receive and pay vendor invoices related to the grant project.

NOW THEREFORE BE IT RESOLVED, that the City of Charlevoix acknowledges that the Certified Local Government (CLG) is an expense reimbursement program. The Charlevoix Main Street DDA authorizes expenditures in the amount of \$10,000 for the project work with the knowledge that eligible expenditures up to the approved grant amount will be reimbursed to Charlevoix Main Street DDA upon SHPO acceptance of final project work, SHPO acceptance of the final completion report, SHPO audit and acceptance of financial documentation for eligible costs.

RESOLVED this 19th day of October, 2020 A.D.

Resolution was adopted by the following yea and nay vote:

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

Nays: None

Absent: None

CERTIFICATION

I, the undersigned, the City Clerk of the City of Charlevoix, Charlevoix County, Michigan, do hereby certify that the foregoing is a true and complete copy of Resolution No. 2020-10-03 adopted by the City Council of the City of Charlevoix, County of Charlevoix, State of Michigan, at a regular meeting held on October 19, 2020, the original of which is on file in the Clerk's office and available to the public. Public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267 of the Michigan Public Acts of 1976.

Dated: 10/20/2020


Joyce M. Golding, City Clerk

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

New Business

TITLE: Director Task/Time Management Discussion

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Link to spreadsheet: <https://drive.google.com/file/d/1jjkRZEamfzpUWEOHCJTTCRpRfjC15qtE/view?usp=sharing>

During my annual performance evaluation the Board requested that we consider categorizing the way I spend my time and prioritizing as necessary to focus more on working toward the goals we've established.

I've created a spreadsheet that maps out the various tasks I currently have on my plate and puts them into the appropriate categories. As a group, I'd love for us to discuss where/how my time can be spent more wisely in the coming year.

RECOMMENDATION:

Please review ahead of time and come prepared to suggest what things can be put into a "parking lot" for the time being.

ATTACHMENTS:

- ▣ Spreadsheet in PDF format

SBEI/Walkability

Alley Improvement Grant Incentive (in development)

Design Guidelines (recommended by MSU)

Tree Lights (aid in making downtown more walkable)

Collaborate on Corridor Improvement Plan Document

Identifying funding

Snowmelt System Feasibility

More comprehensive snow removal plan for now

Zoning updates that could improve walkability

Housing

Homeshare Program

RRC Certification

Community Capital to support housing development

Local Housing Incentive (in development)

Housing North & MEDC Monthly Meetings

Planning Commission/Zoning Relations

Property Owner Relationship Building for 2nd Floor Units

National Register Historic District (Tax Credits)

Identifying State/Federal Incentives Available for Housing Development

Operations

Bridge Park Building Maintenance/Lease Oversight
Sponsorship/Pledge Solicitation
Apply for grants to support programming
Accounting/Payables
Project Oversight
Board Communication/Packet Preparation
Website Management
Social Media Content Creation & Execution (photography, narrative)
Bandshell Equipment Oversight
Council/City Relations
Press Relations
Graphic Design
Board/Volunteer Orientation/Training
Annual Report to Treasury
Annual Budgeting

Other/Miscellaneous

Economic Vitality

Annual Business Training with Chamber, Library, Visit
Available Property Promotion (business recruitment)
The Vault Co-Working Space (talent recruitment/attraction)
Business Assistance - Initiate
COVID-19 Relief Grant Administration
Email Newsletter - businesses

Promotion

Restaurant Week
Gift Local Shopping Contest
Sponsorship of outside events
Cooperative Ad Campaign + design, coordination, writing, etc. (talent recruitment/attraction)
Live on the Lake Summer Concerts
Downtown Maps - print handheld and update kiosks Annually
Brand Management
Buy Nearby Weekend
Small Business Saturday
Life in Charlevoix App updates
Shared Calendar Updates
Ladies/Men's Night Holiday Shopping Event
Main Street Monday/Venetian
Business Directories in App and on Website
Email Newsletter - general public

Organization/Outreach

Junior Main Street
Business owners meetings
Partnership Building/Community Relations
Business engagement
Speaking Engagements
Local Networking (chamber events)
Regional Networking (nlea events)
Statewide Networking (MDA, MMS)
National Networking

Design

Hoop Skirt Alley flower maintenance
Coordinating holiday garland and lights

City of Charlevoix

Historic District Commission Oversight/Earl Young Historic District (10% of pay from City)
Certified Local Government Administration
TV Info/Kiosk Display Management at City Hall

Main Street Specific Tasks

Monthly Reports to MMS

Coordinating and administering services awarded from MMS

Match on Main Grant Administration

Property Inventory/Maestro Database Management

Volunteer Management

Committee Oversight/Coordination

Continuing Ed/Professional Development

Annual Check-In/Accreditation Visit

Annual Report to MMS

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

New Business

TITLE: Light Up Charlevoix Tree Light Pledge Program Proposal

DATE: October 26, 2020

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Creation of a new pledge program to re-engage past pledgees while also helping to fund the annual maintenance and phased replacement of our tree lights in downtown Charlevoix has been on my list for some time now.

One major hurdle to overcome was figuring out how to take pledges online via credit card and set up a system that can bill annually (or monthly) to take the work out of annual invoicing that was so cumbersome with our campaign in the past. Well, I figured it out! I've attached a photo of what it would look like on our website (without more information/content because I haven't gotten that far). I've coordinated with our Treasurer to confirm the process that would be necessary for accounting related to the online contributions.

Now, with the Board's approval, we can launch a new campaign that will give several pledge options:

- One time donations of varying amounts
- Yearly donations for 5 years in varying amounts
- Monthly "sustaining" donations at smaller amounts to fit into anyone's budget

Solicitation will take place in a multitude of ways:

- Letters in the mail to former pledgees
- Social Media
- Email Newsletter
- Distribution of donation envelopes at community events (Business Expo, Holiday Parade, etc.)
- Notification in utility bill mailing
- Direct emails to former pledgees

This pledge program could easily pay for most of our annual maintenance expenses along with the 4 year phased replacement of the lights. It could also be extended for efforts to expand the tree lights to other parts of the downtown to aid in improving walkability of our alleys/parking lot areas.

RECOMMENDATION:

Motion to approve launching the Light Up Charlevoix Pledge Campaign to solicit funds to support the annual maintenance and phased in replacement of the downtown tree lights.

ATTACHMENTS:

□ website preview

[\[LINK\] Business Directory](#)[COVID 19](#) +[Co-Working Space The Vault](#)[\[LINK\] Downtown Blog](#)[Downtown Events](#) +[Downtown Map](#)[East Park](#)[Economic Development](#) +[Email Newsletter](#)[\[LINK\] Life in Charlevoix
Mobile App](#)[\[LINK\] News](#)[Parking Information](#)[Pine River Hammock Park](#)[\[DRAFT\] Downtown
Charlevoix Tree Lights](#)

Downtown Charlevoix Tree Lights

Light Up Charlevoix - Tree Light Pledge Campaign



\$20 per month

Pledge \$20 per month to help support the downtown tree lights. The annual replacement, maintenance & upkeep of these lights costs approximately \$10,000 per year and every little bit helps.

- 1 +

Pledge Now

Review Cart

Create Your Account

Payment Method

Confirm & Pay

