



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, January 25, 2021- 5:30 PM
Virtual Zoom Meeting

1. Call to Order

- A. Zoom Log-In 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. Committee Minutes
- B. Board Minutes
- C. Monthly Report

6. Reports

- A. Director's Report
Lindsey Dotson, Executive Director
- B. Chamber Partnership Agreement Revision
Maureen Owens, Chair

7. Old Business

- A. Long Road Distillers Update
Richard Christner, Vice Chair
- B. Draft Budget 2021-2022
Lindsey Dotson, Executive Director

8. New Business

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Call to Order

TITLE: Zoom Log-In Instructions

DATE: January 25, 2021

BACKGROUND:

Due to the ongoing Covid-19 gathering restrictions, this meeting will be held entirely virtually.

Click: Join Zoom Meeting

Meeting ID: 910 9164 2009

Passcode: 073518

One tap mobile

+13126266799,,91091642009#,,, *073518# US (Chicago)

+16465588656,,91091642009#,,, *073518# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

Meeting ID: 910 9164 2009

Passcode: 073518

Find your local number: <https://zoom.us/j/91091642009>

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Consent Agenda

TITLE: Committee Minutes

DATE: January 25, 2021

ATTACHMENTS:

- ▣ Design Committee - January
- ▣ Organization & Promotion Committee - January
- ▣ Economic Vitality Committee - January



Charlevoix Main Street Design Committee
Thursday, January 7, 2021
4:00 PM – via Zoom
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, D. Fate, J. Goldsborough, P. Weston, Guest Dean Martin

Absent: C. Kranz, D. Miles, B. Slater

- I. Approval of Minutes - The Minutes from the November 5, 2020, meeting were approved as written.
- II. Outstanding Business
 - a. Report from the DDA meeting: The results for the SBEI application for Bridge Street were expected in November, but no word has been received. The Alley Vision which M. Heydlauff went through with the committee in November went to Council, the Economic Vitality committee, the Planning Commission and the DDA. When updated, it will go back to Council. The 2021 budgeting process is underway with work sessions to identify essential expenditures, then staff can layer on a menu of potential projects for which funding would be needed.
 - b. Streetscape/Walkability:
 - i. Proposed Alleyway Grant Program: The sub-committee went through their proposed guidelines, and minor suggestions were made and incorporated. Images depicting areas of opportunity downtown were presented and discussed, in particular garbage disposal, which could be potentially taken up by the City and the Planning Commission as a priority. Lindsey will add appropriate images to the document to aid with visualization, then the revised draft will be reviewed by the DDA board and Council at their upcoming meetings, as well as the City Attorney. A few business owners have expressed interest.
 - ii. Progress Report for "Keep Charlevoix Bright" online fundraising: Very little proceeds so far, but not yet aggressively promoted. It is possible that the lighting will again be included in the budget as well.
- III. New Business
 - a. Downtown housing incentive program by the Economic Vitality Committee: Lindsey added in a step in their guidelines that the Design Committee's Design Guidelines be considered when reviewing applications which involve alterations to the exterior of a building.
- IV. Call for Future Agenda/Research Items - none
- V. Adjournment - The meeting was adjourned at 5:09 PM.

Next meeting: Thursday, March 4, 2021 @ 4:00 PM via Zoom.

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Promotions/Organization Committee

Thursday, January 21, 2021

8:00 a.m.

Zoom Meeting

[2](#)

8:00am I. Call to Order

Lindsey Dotson, Sarah Hagen, Caitlin Cole, Jean Muselik, Katherine Bitely, Dennis Kusina, Nancy Suzor, Jessica Anderson

8:01am II. Approval of Minutes: December 17, 2020

8:03am III. Ongoing Business:

A. Events & Projects – Updates, Needs

1. Cooperative Ad Campaign That French Place results:

Billboard: _200044_____ total impressions

Northern Express: 90,000 readers

Facebook promotion: 6,922 people reached, 568 engagements, of which 75.1% were women and the largest age group was 65+.

Instagram promotion: Experimented with promoting on both FB and Instagram from FB so the above stats include Instagram reach

Life in Charlevoix Mobile App: 347 unique users in December - 284 viewed coupons & specials, 4 viewed That French Place profile

Blog: 37 unique readers, average time spent was 1 minute and 51 seconds

Currently, Harbor View is happening. The next campaign will be Smoke on the Water.

2. Gift Local Campaign – We ran out of tickets!!!

None of us won! The online shopping component was well received. People from downstate purchased gift cards to area businesses. Nancy noted that people were very receptive to the extended dates. She thought the men's and women's days were good and she recommended that the event remain an all-day event. Lindsey noted that some business had the opposite results; however, she said that people seemed to enjoy the event. Lindsey noted that there were issues with people who did not get to enter because we ran out of tickets. These people had saved up their receipts and they could not enter because there were no tickets left.

3. "First Fridays" idea discussion

This event will encourage people to visit downtown on the first Friday of the month during winter months. The committee is going to test this program on February 5th. There has not been a lot of progress on this because the DDA is working on their budget. Lindsey noted that the board is working through expenditures and what goals they want to achieve next year. Katherine said

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Visit would take over the social media budget for this event. Lindsey is working with Kent to find downtown recreation opportunities.

4. Live on the Lake Summer Concerts

Jean will start finalizing this program next week; however, she cannot make any progress until she knows her budget. The committee discussed a variety of issues on this topic. Jean raised safety and social distancing concerns for buskers.

B. Organization

1. Email Newsletter

Lindsey reviewed the newsletter.

2. “Keep Charlevoix Bright” is live! <http://charlevoixmi.gov/421/Keep-Charlevoix-Bright-Fundraiser>

- i. Need to work on developing a more concrete fundraising plan
- ii. Help with letters and phone calls

Lindsey noted that the DDA received a \$500 donation in the mail.

8:35am

IV. New Business

A. PMSI Shop Small on Main Promotional Campaign Results

Lindsey has yet to see finalized results from PMSI.

B. Restaurants closed through Feb. 1st

8:55am

V. Volunteer Hours

9:00am

VII. Adjournment

Next meeting: February 18, 2021

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Charlevoix Main Street DDA
Economic Vitality Committee
Meeting Minutes
January 12, 2021 8:00 AM
Virtual Meeting via Zoom

Present: Rich Hodgson; Luther Kurtz; Lindsey Dotson; Sarah Hagen; Mark Heydlauff; Sam Bingham; Laura Simmonds

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

1. New Business

- a. Co-chair Hodgson reported out on Paycheck Protection Program updates
- b. Director Dotson updated the committee that the Match on Main grant program by the MEDC will be launching in February and will make available \$25,000 grants for small business expansion efforts. Since much interest has been expressed already Dotson plans to create a mini pre-application process and present them to the Economic Vitality Committee during their February meeting for recommendation on who to apply on behalf of.

2. Old Business

a. Downtown Housing Incentive Program

- a. Director Dotson summarized that the Main Street DDA Board approved the guidelines and sent them off for legal review by the City Attorney. One change was made specifying the need for an occupancy permit before reimbursement occurs. The committee then discussed whether to include a requirement to adhere to Downtown Charlevoix Design Guidelines to qualify for the program and committee members agreed that it could be part of how they rate and review the applications vs. having it be a requirement.

3. Economic Development Update

- a. Director Dotson reported that Petals has now opened in their new location in the Edgewater Complex. Co-Chair Heydlauff mentioned that the office on the corner of Antrim and State Streets where Jodi Alger-Bergmann was is now empty and possibly available for rent. Member Hagen mentioned that the house located on Park Avenue between the old Cottage Pottery space and Treasure Chest appeared on residential real estate listings as available for sale.

Meeting adjourned at 8:17 AM.

Next meeting: February 16, 2021 8:00am

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Consent Agenda

TITLE: Board Minutes

DATE: January 25, 2021

ATTACHMENTS:

- ▣ December 23, 2020 Work Session Minutes
- ▣ December 28, 2020 Regular Meeting

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET WORK SESSION
Wednesday, December 23, 2020 at 4:00 p.m.
Zoom Meeting

The work session was called to order at 4:00 p.m. by Chair Owens.

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens
Members Present: Richard Christner, Amanda Wilkin, Luther Kurtz, Kirby Dipert, Sam Bingham, Ron Way (all members attending from Charlevoix except Wilkin from Clarkston)
Members Absent: Paul Silva, Sean Bradley
Non-Voting Member: Liam Dreyer
City Staff: Lindsey Dotson, Executive Director

4. Inquiry Regarding Conflicts of Interest

5. New Business

A. Draft Budget 2021-2022

Chair Owens asked each Board member if they prefer starting the discussion with a balanced budget or if they were okay proceeding with an unbalanced budget. Those who were present, except for Member Dreyer said they preferred to start with a balanced budget. Dreyer said he would be comfortable with an unbalanced one. The Board then instructed Director Dotson to present a balanced version of the budget at the upcoming regular board meeting for further discussion.

6. Public Comment

7. Request for Future Agenda Items

8. Board Comments

9. Adjourn

Meeting adjourned at 4:38 p.m.

Lindsey J. Dotson Executive Director

Maureen Owens Chair

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Tuesday, December 28, 2020 at 5:30 p.m.
Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens (from Charlevoix)
Vice Chair: Richard Christner (from East Jordan)
Members Present: Sam Bingham, Sean Bradley, Kirby Dipert, Luther Kurtz, Paul Silva, Ron Way, Amanda Wilkin-late
(all members from Charlevoix)
Members Absent: None
Non-Voting Member: Liam Dreyer
City Staff: Lindsey Dotson, Executive Director

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

- A. Committee Minutes
- B. Board Minutes
- C. Monthly Report
- D. 2021 Schedule of Meetings

Vice Chair Christner stated that the proposed 2021 Schedule of Meetings listed June 27th which was intended to be June 28, 2021.

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

6. Reports

A. Annual Impact Report/Info Meeting

Director Dotson stated she was providing the Annual Impact Report to the Board as a cumulative look at the information she has been tracking in the DDA District for the year.

B. Director's Report

Discussion followed regarding the Director's request to attend a 3-day online training session to become a facilitator of Jon Schallert's *Destination Creation Course*. Director Dotson responded to questions from the Board and explained that this would make her the only facilitator in Michigan, which may be a benefit if she got hired by other entities to teach the course and the payment she would get for the teachings could be income for the DDA. The consensus of the Board was to not participate in the program.

C. Chamber Partnership Report Out

Sarah Hagen, President, Charlevoix Area Chamber of Commerce, briefly summarized the report.

D. Economic Development Strategy and Marketing Strategy – Draft Presentation

Dean Martin, Community Development Fellow, stated that the two documents were required as a best practice for the Redevelopment Ready Communities Program that Charlevoix is participating in through the MEDC. The Marketing Strategies identify opportunities to attract businesses, residents, and consumers to the community. Mr. Martin briefly presented the highlights of the strategies.

7. Old Business

A. Draft Downtown Housing Incentive Program Guidelines

Director Dotson stated that many of the guideline edits came from several partners including Housing North and the MEDC. During the Economic Vitality Sub-Committee meeting it was suggested that the guidelines reside on the DDA website with links to the attachments as separate documents versus one long document. Director Dotson noted that the City Attorney did not review the document yet. Member Wilkin joined the meeting at this time.

Motion by Vice Chair Christner, second by Member Wilkin to approve the Downtown Housing Incentive Program Guidelines as written pending City Attorney review for the 2021/2022 fiscal year. Motion passed by an 8 to 1 voice vote, with Member Silva voting nay.

B. Bridge Park Building – Revenue vs. Expenses

Director Dotson provided an update looking at the last five years of operations at the Bridge Park Building and responded to questions from the Board.

8. New Business

A. Draft Budget 2021-2022

Director Dotson stated that Chair Owens and Vice Chair Christner provided spreadsheets on the budget. Discussion followed regarding proposed budget revenue and income figures. Director Dotson suggested that the Executive Committee review the proposed budget and then present it formally to the Board at the January meeting, and the Board concurred.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Meeting adjourned at 6:31 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

DDA/Main Street Board
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Consent Agenda

TITLE: Monthly Report

DATE: January 25, 2021

ATTACHMENTS:

- ▣ December Report to MEDC

Home

My Profile

Project Information

MEDC Programs

My Applications

My Awards

Other Reports

Michigan Main Street Monthly Report

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

Metrics Number M-0000114750
 Account City of Charlevoix
 Reporting Period Start 12/1/2020
 Submitter's Name Lindsey Dotson

Status ☐ Approved
 Name Jada Tillison-Love
 Reporting Period End 12/31/2020
 Due Date 1/10/2021

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Petals	108 Michigan Avenue	Retail Occupied	0.0	0.0

Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Petals	101 Mason Street	Retail Occupied	0.0	0.0

Business that Moved out of MSA

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

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

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

New & Rehab Housing in MSA

Type	# of Units	Address	Rent or Purchase Amount	Monthly Rent or Purchase Price
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Investment

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

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

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

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

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

Address	Amount of Sale
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Main Street Data

Volunteer

Total Board Volunteer Hours	Total Volunteer Cost	Total Project (Non Event) Volunteer Hours
25.00	\$0.00	30.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Recovery through Resiliency: 2020 Virtual Rural Housing Symposium	Lindsey Dotson	12/3/2020	Housing
Missing Middle Housing Roundtable	Lindsey Dotson	12/17/2020	Housing

Fundraising/Membership Last Month

Type	Amount
Private	123.00

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Event Expenses Incurred by Main Street	Main Street Event Revenue
Gift Local Holiday Shopping Contest	Retail	4,000	25	\$933.00	\$0.00

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 For the first time ever we ran out of raffle ticket entries for our Gift Local Holiday Shopping Contest! So that means we can attribute at least \$200,000 in local spending for the holidays. It helps that we started the program earlier this year, so perhaps we will stick with that from now on. The online entries weren't as plentiful as we had hoped, but we did get some so that was good. We are still working on our budget and having accompanying strategic conversations as a result. For some reason I can't upload our board agenda so it can be found here: <https://charlevoix.novusagenda.com/agendapublic/MeetingView.aspx?MeetingID=247&MinutesMeetingID=-1&doctype=Agenda>

Program & Outlook
Suggestions for State and National Staff Looking forward to the Downtown Futures service and forthcoming grant opportunities for businesses and Main Street vibrancy.

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
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michiganbusiness.org

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

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Reports

TITLE: Director's Report

DATE: January 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Director Schedule

I have the upcoming planned days out of the office:
January 29th

Media Mentions

- <https://www.detroitnews.com/story/news/local/michigan/2020/12/25/remote-working-challenges-michigan-downtowns/4018036001/>
- <https://grbj.com/news/small-business-startups/downtowns-struggle-as-former-customers-work-from-home/>

In MI Downtown Podcast

I've been asked to be a guest on a new podcast that the Michigan Downtown Association created called In MI Downtown. They've asked me to talk about The Vault Co-Working Space and we will record it on January 25th. The podcast can be found here: <https://anchor.fm/michigandowntowns>

Gift Local Campaign

We ran out of entries! For the first time ever, all 4,000 raffle tickets were used for the Gift Local campaign. Maybe it's because we started it early (Nov. 15th), maybe it's because we had extra promotion and marketing thanks to the PMSI service we got through SBDC, or maybe people just cared a little bit more this year making it a point to spend their dollars locally to support small business. Not sure! Either way, it's cause for celebration!

Jon Schallert Destination Creation Course Update

I sent an update in my January 8th Week in Review email, but want to include it here to ensure everyone sees it:

- The Jon Schallert training that we discussed during our last meeting has created a challenge as I did not realize I couldn't cancel my registration. I asked for an exception but didn't get far with that approach. I asked if Sarah Hagen could sub and attend in my place and they were fine with that, but then they also offered to allow me to attend a future train the trainer event without charging a cancellation fee. At this point I view this as an opportunity to have more time to identify alternative funding sources to cover the expense of the training. I am sorry that I failed to remember that there was a cancellation policy during our meeting, and I apologize for signing up for a training that the board does not feel is valuable for our community. I'm doing what I can to fix this mistake and if you have any thoughts or ideas I'd be happy to hear them.

Downtown Futures Service Through Michigan Main Street

See attached document outlining the timeline for the launch of our Futures Service awarded by Michigan Main Street. The kickoff meeting will take place on Tuesday, January 26th at 2:30 PM - Maureen and myself will be on that call along with the MMS team and the consultant, Jay Schlinsog from Downtown Professionals Network. We will need to create a subcommittee to work through the service so I will be reaching out to folks after the kick-off meeting on Tuesday with more information on that.

Main Street Vibrancy Grants - MEDC

Michigan Main Street will soon be releasing info about a new grant program they've created to award Main Street programs with funds to help accomplish programming that fits within their transformation strategies. I believe the amount will be \$20,000, or something along those lines. Stay tuned as more info is released!

Match on Main Grant for Small Businesses - \$25,000 for working capital or expansion

Another round of Match on Main Grants will be available in the New Year - again specific to Covid-19 relief. You know we will put our best foot forward to hopefully bring more of those funds into Charlevoix to help keep doors open! We discussed this at our recent Economic Vitality Committee Meeting and the plan is to create a mini pre-application for businesses to indicate interest. Then the committee will review and choose two businesses to apply on behalf of based on goals and objectives that our organization has set. I will know more about this program on February 1st when the application materials become available. The deadline to apply will be Feb. 26th so I will be able to bring this topic to the Board before submitting application materials to the MEDC.

Planning Commission Intent to Hold Joint Meeting

The Planning Commission passed a resolution to pursue a joint meeting with other development-related boards and commissions when safe to do so. Holding a joint meeting was set as a priority of the Planning Commission in their 2021 priority setting session, and a requirement of the Redevelopment Ready Communities program. More information regarding content and date will be discussed in a future planning commission meeting, presumably when in-person meetings are safe to hold.

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Reports

TITLE: Chamber Partnership Agreement Revision

DATE: January 25, 2021

PRESENTED BY: Maureen Owens, Chair

BACKGROUND:

In an email sent on January 11th, Sarah Hagen, Charlevoix Area Chamber of Commerce President, wrote:

Maureen and Lindsey,

We discussed at Executive Committee that we would be willing to amend our agreement for 2021, to allow for \$7000 to transfer of the 2020 contribution as it went unused. Then, to make up the \$10,000 needed to run the events to the full extent, change the DDA contribution to \$3000. While this results in a further deficit for our 2021 budget, we feel it is in best interest of transparency and collaboration given what we fulfilled year-end compared to the projection in September. I think both organizations can see the need to run the Downtown Promotions to the full extent as we aid in Charlevoix's economic recovery in the coming years.

Please let me know if you would like me to be present or prepared to discuss at an upcoming Board meeting.

RECOMMENDATION:

Update 2021/22 budget accordingly (done).

ATTACHMENTS:

- ▣ Signed Agreement being amended

AGREEMENT

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

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

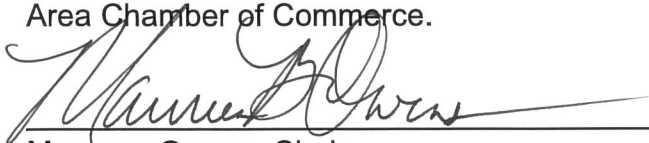
The activities to be provided by the Charlevoix Area Chamber of Commerce include but are not limited to the planning and execution of promotional events focused on retail, restaurant, and service businesses in the Main Street district.

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

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

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

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



Maureen Owens, Chair
Charlevoix Main Street, DDA



Shay Arnold, Chair
Charlevoix Area Chamber of Commerce



Lindsey Dotson, Executive Director
Charlevoix Main Street, DDA



Sarah Hagen, President
Charlevoix Area Chamber of Commerce

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Old Business

TITLE: Long Road Distillers Update

DATE: January 25, 2021

PRESENTED BY: Richard Christner, Vice Chair

BACKGROUND:

Long Road Distillers began some initial work on the space Monday January 18. Their plan is to remove the fixtures and improvements contained within our current Boyne City location and bring them to the Charlevoix location.

Attached is a draft of our proposed improvements to the unit. We received an email which serves as the notice of Long Road Distillers intent to begin build out and construction of the space to facilitate their intended use. The initial plan will be to get a retail and tasting room portion of the unit set up as soon as possible in what was formerly the game room nearest the common entrance area.

Applications with both the Michigan Liquor Control and the Michigan Department of Agriculture have been submitted - the plan is a two phase licensing approach, getting partial occupancy and licensing of the retail space as soon as possible to be followed by a complete licensing of the entire space including outdoor area upon completion of the entire buildout.

Richard Christner and Jon O'Connor talked a little bit earlier this week about the lease and below is a high level summary of updates to be made:

- 1 year lease term with a 3 year renewal option
- \$500/month rent begins when they open the smaller space, full rent at the previously agreed to rate to begin the earlier of when they fully open or June 1, 2021
- If there are any occupancy restrictions required by the appropriate governing authorities the full rent rate would have a 20% reduction during the occupancy restrictions for up to one year from lease date

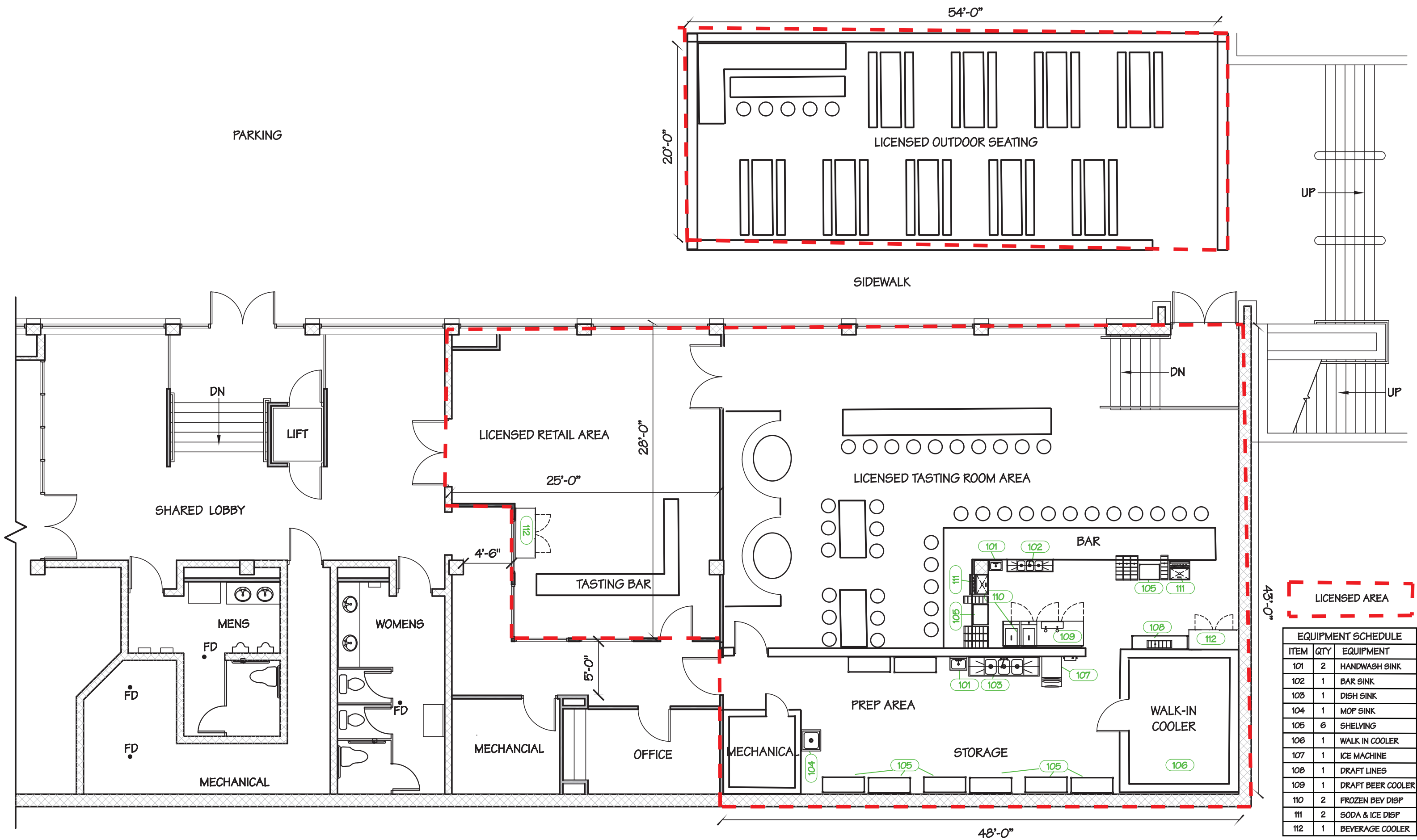
RECOMMENDATION:

Motion to authorize Director Dotson to sign the revised lease after it has been reviewed and approved by legal counsel.

ATTACHMENTS:

- ▢ Updated Floor Plan

- ▢ Photo of Retail space - BEFORE
- ▢ Photo of Retail space - AFTER







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Old Business

TITLE: Draft Budget 2021-2022

DATE: January 25, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Included in your packet is an updated spreadsheet put together by Chair Owens after meeting with Director Dotson and Vice Chair Christner. Hopefully this version will be easier to spur discussion regarding obligated budget items and a more clear breakout of the optional budget items.

RECOMMENDATION:

Motion to approve the 2021-2022 DDA budget.

ATTACHMENTS:

- ▣ Updated Budget Spreadsheet

Category		Income	Expense	Net
TIF Plan				
	TIF	436400		
	Prop Tax	40300		
	Interest	1100		
	Sunshine Charter	1000		
	Bibco Lease Income	32400		
	Potential Income - LCBC Space	15300		
	State Revenue Other	9200		
	Wages / ICMA		53600	
	Fringe Benefits		37800	
	IWF		6000	
	Marina Fund		336200	
	Library		30000	
	Chamber		5000	
	Legal		500	
	Telephone		2100	
	Insurance		1500	
	Operating Supplies - YTD		9200	
	Refunds Prop Tax/TIF		6000	
	Cleaning		24000	
	Bridge Park Bldg/Clean/Maint		5000	
	Performance Pav.		1200	
	Bill's Farm Mkt - Holiday Deco		2586	
		535700	520686	15014
Potential Add'l Revenue				
	Fed/State/Other Grants	5000		5000
Optional				
	Pledge Donations	0		
	Contributions Other	6000	12000	
	Ad Campaign	9260	14260	
	Marketing/Promo		10700	
	Brochures/Flyers \$4,000			
	Tech \$4,200			
	Broadcast \$1,750			
	Mobile App \$ 750			
	Jr. Main Street YTD		0	
	Promo Comm		3300	
	Shop Local Campaign \$1,000			
	Restaurant Week \$1,500			
	Shop Direct. & Kiosk \$ 800			

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Concert Ser

	Org Comm		500		\$500 for co
	Design Comm		3000		\$3M for tre
	Conference		1000		\$1M for co
		15260	32760	(17500)	

Vault				
	Vault Rent	18000		
	Vault Expenses YTD		18000	
		18000	18000	0
	Total Income	573960		
	Total Expenses		571446	
	Net Net			2514

		Funds	Expenses	
		346972		
	TIF	9259		
	Optional			
Signed Obligations				
	MDARD Grant Match		50000	
Unsigned Options				
	Tree Light Replacement		10000	
	Alley Improvement		10000	
	Snowmelt Feasibility Study		14000	
	Net Fund Balance	356231	84000	272231

arks this is likely to be received and there is an operational funding option this year

