



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, March 22, 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. Minutes
- B. Committee Minutes
- C. Monthly Report

6. Reports

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

7. Old Business

- A. Parking Meters in Winter Update
Lindsey Dotson, Executive Director

8. New Business

- A. MSU Economic Innovation Fellowship
Chris Miller, 2021 Fellow
- B. Historical Sign on Indigenous People History
Denise Fate, Charlevoix Historical Society
- C. Live on the Lake - Summer Concerts Covid Preparedness Plan

Lindsey Dotson, Executive Director

D. Policy Updates

Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Call to Order

TITLE: Zoom Log-In Instructions

DATE: March 22, 2021

BACKGROUND:

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

Click: Join Zoom Meeting

Meeting ID: 915 4719 4629

Passcode: 670365

One tap mobile

+13017158592,,91547194629#,,, *670365# US (Washington DC)

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Meeting ID: 915 4719 4629

Passcode: 670365

Find your local number: <https://zoom.us/j/91547194629>

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Consent Agenda

TITLE: Minutes

DATE: March 22, 2021

ATTACHMENTS:

- ▣ Regular Meeting - February 25, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MEETING
Thursday, February 25, 2021 at 5:30 p.m.
Zoom Meeting

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens (from Charlevoix)
Members Present: Sam Bingham (from Charlevoix), Sean Bradley (from Princeton, NJ), Kirby Dipert (from Santa Rosa Beach, FL), Luther Kurtz (5:45 p.m. from Hanalei, HI), Amanda Wilkin (from Ellsworth)
Members Absent: Richard Christner, Paul Silva, Ron Way
Non-Voting Member: Liam Dreyer (from Charlevoix)
City Staff: Lindsey Dotson, Executive Director; Mark Heydlauff, City Manager.

4. Inquiry Into Potential Conflicts of Interest

5. Consent Agenda

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

Member Bingham agreed to replace Member Dipert on the Building Committee.

Motion by Member Bradley, second by Member Bingham to approve the Consent Agenda items as presented. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

There were no questions or comments from the Board or the public.

A. Long Road Distillers Update

Director Dotson reported that they now had a fully executed lease that was reviewed by the City Attorney and signed by Long Road Distillers. Member Wilkin expressed appreciation to Vice Chair Christner for his efforts and work regarding this lease.

B. Housing Memo

Director Dotson noted that there was a housing memo from the City Manager in the agenda packet.

7. Old Business

A. Holiday Lighting/Tree Lights Contract

Director Dotson explained that there were some modifications to the plan that was outlined in the packet and a representative from Holiday Lighting Services responded to questions from the Board members. Mayor Kurtz joined the meeting at this time.

Motion by Member Dipert, second by Member Bradley to approve signing the phased Tree Light Replacement Contract with Holiday Lighting Services to include the mention of the 200 block as well as the 300/400 block. Motion passed by unanimous voice vote.

B. Alleyway Improvement Grant Program Guidelines

Director Dotson stated that the Design Committee created guidelines for a grant program that will help spur private investment in the downtown that aligns with recommendations made in the Alley Corridor Improvement Plan. She stated that there was \$10,000 allotted to this Program. Denise Fate stated that the Design Committee was very excited to get the Program out to the businesses and that the Committee members did a great job putting the guidelines together.

Motion by Member Bingham, second by Member Wilkin to approve the Alleyway Improvement Grant Program guidelines pending City Attorney review. Motion passed by unanimous voice vote.

8. New Business

A. First Fridays Promotion Work Plan

Director Dotson stated that this was a draft plan that she and Chamber President Sarah Hagen had been discussing for quite some time. She described the basic details of the plan and stated that there were no funds needed for this program.

Motion by Member Bradley, second by Mayor Kurtz to approve the First Fridays Promotion Work Plan to begin in March. Motion passed by unanimous voice vote.

B. 2021-2022 Cooperative Ad Campaign

Director Dotson described the details of the proposed ad campaign and stated that the DDA's financial contribution to the campaign remained at \$5,000. Meg Lau, MyNorth, described their community outreach efforts. Member Dipert commended Director Dotson and Ms. Lau for putting this package together as he had spoken to some merchants who were very positive about the campaign.

Motion by Member Dipert, second by Member Bingham to approve entering into a contract with My North Media for the 2021-2022 Cooperative Advertising Campaign. Motion passed by unanimous voice vote.

C. Match on Main Street Grant Application

Mayor Kurtz recused himself from this discussion because Nomi Sushi was his tenant. Director Dotson stated that the Economic Vitality Committee selected the top two businesses: Nomi Sushi and Bentley Hill Bakehouse. Each business was applying for a \$25,000 grant. Director Dotson noted that the DDA was a pass through for this grant program.

Motion by Member Wilkin, second by Member Bradley to authorize Director Dotson to apply for the Match on Main grant through the MEDC on behalf of Nomi Sushi and Bentley Hill Bakehouse in the amount of \$25,000 each. Motion passed by roll call vote with Mayor Kurtz abstaining.

D. Charlevoix Easter Egg Hunt

Mayor Kurtz returned to the meeting. Ms. Hagen stated that the event was quite pared down from the 2020 event given the current COVID restrictions.

Motion by Member Bingham, second by Member Wilkin to support the Charlevoix Area Chamber of Commerce in moving forward with the Easter Egg Hunt Event on April 3, 2021. Motion passed by unanimous voice vote.

9. Public Comments

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Motion by Member Bradley, second by Member Dipert to adjourn the meeting at 6:09 p.m.

Joyce Golding/fgm

Maureen Owens

Chair

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Consent Agenda

TITLE: Committee Minutes

DATE: March 22, 2021

ATTACHMENTS:

- ▣ Org/Promo Committee - March
- ▣ Design Committee - March



Promotions/Organization Committee

Thursday, March 18, 2021

8:00 a.m.

Zoom Meeting

<https://zoom.us/j/98484938109?pwd=NE5tNIQyOERwcEdLRHhDN1huWkpBZz09>

- 8:00am I. Call to Order
Kitty, Katherine, Lindsey, Jean, Jessica
- 8:01am II. Approval of Minutes: February 18, 2021
Motion made by Jean, seconded by Jessica.
- 8:03am III. Ongoing Business:
- A. Events & Projects - Updates, Needs
1. Cooperative Ad Campaign Smoke on the Water results:
Billboard: 191,276 total impressions
Northern Express: 90,000 readers
Facebook promotion: 5,020 people reached, 555 engagements, of which 70.4% were women and the largest age group was 65+.
Instagram promotion: 3,016 people reached, 45 post engagements, 26 link clicks. The audience was 50.6% women, and the largest age group was 13-17.
Life in Charlevoix Mobile App: 708 views, 270 unique users in February - 55 viewed coupons & specials, 10 viewed Smoke on the Water profile
Blog: 43 unique readers, average time spent was 1 minute and 24 seconds

Lindsey said that the SOW campaign did well. This month is a Downtown feature. The current campaign will be concluding this month. The new campaign will feature Thistle first.
 2. "First Fridays" - All systems go!
This event was approved by council. The committee discussed the event logistics.
 3. Live on the Lake Summer Concerts Safety Plan Approval
Lindsey sent the safety plan to the committee. She noted that there shouldn't be any many changes to the plan. Jean has all the contracts out to the performers. She noted that the artists are excited to participate.
 4. Restaurant Week Discussion
The committee discussed restaurant week. The committee is going to table this discussion until a later date.
 5. MyNorth Ad Campaign Update
All businesses are excited to participate and there was a lot of interest in the new campaign. Several businesses are going to be getting new photos taken.

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B. Organization

1. Email Newsletter

- i. Send 1: 34.1% open rate (312 opens), 8.3% click rate (26 clicks). Top clicks were the Meet Jaylynn write up, restaurant Take Out graphic
- ii. Send 2: 30.5% open rate (280 opens), 8.6% click rate (24 clicks). Top clicks were Take Out, Jaylynn

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

- i. Help with letters and phone calls
- ii. QR code to donation page for downtown business counters
- iii. Gail DeMeyer from Design Committee is going to help

8:35am IV. New Business

8:55am V. Volunteer Hours

9:00am VII. Adjournment

Next meeting: April 15, 2021 – in person?

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Charlevoix Main Street Design Committee
Special Meeting
Thursday, March 4, 2021
4:30 PM – via Zoom
Minutes

Attendees: G. DeMeyere, J. Duerr, L. Dotson, D. Fate, J. Goldsborough, C. Kranz, D. Miles, M. Owens, B. Slater, P. Weston

Absent: none

- I. The meeting was called to order at 4:00 pm. The Minutes from both the January 7, 2021 regular Meeting and the February 28, 2021 Special Meeting were approved as written.
- II. Outstanding Business:
 - a. Report from DDA - (Lindsey D.)
 - i. Alleyway Improvement (AI) Grant Program Guidelines - The Guidelines were approved by the DDA board at its 2/25 meeting, and are now under review by the City Attorney. Lindsey will distribute the final version when available.
 - ii. New Street Light contract and funding - A four-year contract (2021-24) for Holiday Lighting to replace/maintain the tree lights was approved by the DDA Board. The contractual cost is \$10,000 per year, and funding is included in the DDA/Main Street budget, although fundraising will continue in parallel. The topic of new forms of lighting (besides strings installed in trees) was brought up in the DDA meeting. The committee will probe options for future applications, (e.g., alleys, parking lots), keeping in mind environmentally-friendly solutions.
 - iii. Budget status for Design Committee - In addition to the tree lights, the Alleyway Improvement Grant program is funded with \$10,000.
 - b. Streetscape / Walkability (Lindsey D. & committee)
 - i. Keep Charlevoix Bright Fundraising status - The initiative will continue, and the program could be augmented to cover different types of lighting downtown.
 - ii. Promotion and communication for AI Grant Program - In addition to a press release and presentation to the Downtown Business Owners in their monthly forum, the idea of holding a special meeting in the Spring to include building owners was discussed.
 - c. Historical Sign for Native American History (D. Fate) - A group has been formed to continue development of the sign, including members from the Historical Society team working on Native American initiatives, as well as local Indian representation. Ryan Deery decided to apply for grant funding of \$1,000, using the sign as his project for his Library professional development program with the University of Michigan. Input from Native Americans has been very favorable so far. Maureen suggested that the location on the channel be east of the stairway (west of the Weathervane) so as not to block views looking toward the Lighthouse. The potential W. Dixon

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location poses challenges for space and orientation, and warrants further review. Timing for completion: August.

- d. Status of new SBEI application submission - There is no update.

Next meeting: Thursday, May 6, 2021 @ 4:00 PM via Zoom.

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Consent Agenda

TITLE: Monthly Report

DATE: March 22, 2021

ATTACHMENTS:

- ▣ February Report to MEDC

Michigan Main Street Monthly Report

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

Metrics Number	M-0000123045	Status	Approved
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	2/1/2021	Reporting Period End	2/28/2021
Submitter's Name	Lindsey Dotson	Due Date	3/10/2021

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Renew Day Spa	108 Mason Street	Service Business	1.0	0.0

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
The Spa Charlevoix	108 Mason Street	Service Business	1.0	0.0

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
17.00	\$0.00	30.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Fundraising/Membership Last Month

Type	Amount
Private	546.00
Earned	800.00
Earned	1104.00

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
<u>Agenda 2021 2 22 Meeting(249).pdf</u>	3/10/2021 1:35 PM

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Charlevoix Main Street DDA
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Reports

TITLE: Director's Report

DATE: March 22, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.northernexpress.com/news/feature/2021-fascinating-people/> (Congratulations Liam!)
- <https://upnorthlive.com/news/local/charlevoix-designated-as-redevelopment-ready-community>
- <https://www.9and10news.com/2021/02/23/charlevoix-downtown-development-authority-receives-award-for-hoop-skirt-alley/>

Director Days Off

Since we only have about a month left of remote work I am taking advantage of this time and heading to St. Louis to see a good friend of mine on March 20th. I plan to return to Michigan on Wednesday or Thursday March 25th. I will work remotely from that location and mix in a bit of vacation time for times when I am not working.

Other planned days off:

- Thursday April 9th (a scheduled sick day just in case I have side affects from 2nd dose of vaccine)
- May 10 - 14th - Vacation

We anticipate getting back to "normal" at City Hall on April 19th unless orders from the MDHHS change before then.

Downtown Futures Service Update

We had our kickoff meeting on Tuesday and are now working on finalizing details related to the survey that will be going out soon. The website below has all of the documents related to the service including an updated Market Snapshot, a sample of the survey (not yet finalized), and other supporting documents. I've attached the latest version of the business mix options people might be able to choose when they take the survey.

The survey will launch on March 30th and be open for two weeks. Then an in-person 4 day site visit will occur May 24 - 27th. Since May 24th is the same day as our meeting that month, we have the option to do a virtual community forum that would start at 6pm. If we plan for a short meeting that month the entire board can participate in that forum discussion as a work session. There will also be several stakeholder group meetings that you may see invites to. I'll attempt to be careful about not having a quorum present at any of them!

You can take the sample survey by clicking this link: <https://www.surveymonkey.com/r/chx-demo>

You can find all materials related to our service here: <http://www.downtownpros.com/chx/>

I've also attached a couple items into the packet.

First Fridays Approved

City Council approved moving forward with the First Fridays promotion so we've been scurrying to put all the pieces together to prep for the kickoff on April 2nd. If you can think of ways you'd like to support the event please don't hesitate to let me know! You can view the website here: <http://charlevoixmi.gov/432/First-Fridays>

Housing Incentive Update

The press release is out - I've interviewed with Interlochen Public Radio already this week and have an interview with the Christal Frost radio show next week. Emails were sent directly to business and property owners this week as well. The guidelines and info are on our website here: <http://charlevoixmi.gov/431/Downtown-Housing-Incentive-Program> Now it's a matter of organizing meetings with property owners who might be able to take advantage of this program. If you have any leads please feel free to reach out to me so that I can be sure to hit everyone!

ATTACHMENTS:

- ❑ Draft Itinerary for May Site Visit
- ❑ Draft Survey Worksheet

Downtown Charlevoix Futures Design Series

May 24 – 27, 2021

Draft Itinerary (V1)

Day One: Monday, May 24, 2021

- 8 to 9:30 AM** **Meet with Project Team @ [Location: _____]**
 Agenda: Review survey results and discuss framework for Futures concepts/designs
 (Note: select location to accommodate PowerPoint set-up)
- 10 AM to 12 PM** **Downtown/Community familiarization tour with Project Team rep(s)**
- 1 to 2:45 PM** **Stakeholder Small Group Discussions**
 @ [Location: _____]
 Note: Small group discussions with development-related stakeholders (i.e. property owners, realtors, city staff/officials, economic development organization representatives, etc.) are intended to collect qualitative information and insights regarding real, perceived or potential barriers and challenges to business attraction efforts; and to gather input relative to potential opportunity sites and redevelopment strategies.
- **1:00 to 1:45 PM Session 1:** _____
 - **2:00 to 2:45 PM Session 2:** _____
- 3 to 6 PM** **Prep for Community Forum**
- 6 to 7 PM** **Virtual Community Forum (Optional)**
 (Note: select location to accommodate PowerPoint set-up and small group/round-table exercises)

Day Two: Tuesday, May 25, 2021

- 8 to 10 AM** **Small Business Small Group Discussions**
 @ [Location: _____]
 Note: Small group discussions for small business owners are intended to collect qualitative information and insights on doing business in downtown Charlevoix; and to discuss COVID-19 impacts and recovery efforts.
- **8:00 to 8:45 AM Session 1:** _____
 - **9:00 to 9:45 AM Session 2:** _____
- 4 to 5 PM** **Check-in meeting with Project Team @ [Location: _____]**



Downtown Charlevoix Futures Design Series

May 24 – 27, 2021

Day Three: Wednesday, May 26, 2021

4 to 5 PM

Check-in meeting with Project Team @ [Location: _____] **(Optional)**

Day Four: Thursday, May 27, 2020

3:30 to 4:30 PM

Set-up for Futures Reveal and Open House Event @ [Location: _____]

(Note: select location to accommodate display of work products (wall space for sketches/diagrams))

4:30 to 6:30 PM

Futures Reveal and Open House Event

In Advance

Prior to the Design Series Visit (by May 16, 2021) prep/ready/provide:

- ☐ List and brief description of available assistance and incentives for developers, investors and businesses
- ☐ Copies of current downtown plans, if any
- ☐ Copies of zoning ordinance, design standards/guidelines, and other development and design-oriented regulatory documents, as applicable
- ☐ Three hard copies and a digital media format (.pdf) file of to-scale blueprint-size base maps (aerial view and/or street map with building outlines) with boundaries of designated Main Street area shown

Post SV2 Activities

DPN > Prep and transmit Futures summary document

June 30, 2021

Complete Next Steps work session (~1.5 hours: To be conducted on site or virtually)

~ July 16, 2021

Eating/Drinking Establishments

Please highlight changes

Eating and Drinking | Coffee Shop

Description: Coffee shop concepts might include a variety of offerings in a locally flavored urban coffee shop experience: comfortable and organic in its atmosphere; fresh and natural in its product offerings; and youthful and diverse in its customers and staff.

Menu options, services, or features options (Respondents will select up to three)

1. Fresh coffees, teas, espresso, cappuccino, etc.	7. Live music on specific nights
2. Other beverages including boutique sodas, teas & waters	8. Outdoor seating
3. Pre-packaged freshly roasted coffee beans, teas, etc.	9. Comfortable, "homey" atmosphere
4. Fresh-baked goods including scones, cookies, bagels, etc.	10. Storytelling and open-mic events
5. Confectionery selections including candy, chocolates, etc.	11. Children's activity area
6. Limited-menu soups, sandwiches, and paninis	12.

Eating and Drinking | Ethnic Restaurant

Description: This concept might showcase a unique yet popular cuisine. Casual in atmosphere but serious about good ethnic eats, options might include entries in the Asian, Middle East, Indian, Italian, German, Mexican or other cuisines with possible options for outdoor seating, alcoholic beverages, and other features.

Menu options, services, or features options (Respondents will select up to three)

1. Thai/Chinese cuisine	7. Beer and wine
2. Middle Eastern cuisine	8. Cocktails and mixed drinks
3. Indian cuisine	9. Live entertainment on specific nights
4. Italian cuisine	10. Take-out and delivery service
5. Mexican cuisine	11. Space for holiday parties, receptions, etc.
6. German cuisine	12. Outdoor service and seating

Eating and Drinking | Family Fun Café

Description: Product and service offerings could include an indoor play space for children, with climbing structures and an obstacle course, an imaginative village, age appropriate toys, sports, karaoke, reading space, and a full-service café that allows parents to relax comfortably while their children socialize, play and learn.

Menu options, services, or features options (Respondents will select up to three)

1. Indoor climbing structure	7. Arcade
2. Imaginative village (ex: grocery, hospital, stage)	8. Full-service café
3. Sports (ex: basketball, volleyball, badminton, pickle ball)	9. Snack bar
4. Obstacle course	10. Birthday party packages
5. Karaoke	11. Craft room
6. Children's music and sports clinics	12. Memberships and day passes

Eating/Drinking Establishments

Eating and Drinking | Italian Restaurant or Bistro

Description: An authentic Italian restaurant or bistro concept could offer traditional pasta, steak, chicken, and seafood entrees and small plates, along with appetizers, salads, soups, and side dishes to complete the course. Gluten free, low-carb and low-calorie selections might also be highlighted and offered in a comfortable and relaxed bistro setting.

Menu options, services, or features options (Respondents will select up to three)

1. Appetizer menu and specials	7. Seafood entrees
2. Salad selections	8. Full-service bar
3. Homemade soups	9. Healthy menu options
4. Chicken dishes and entrees	10. Open for lunch
5. Steaks and chops entrees	11. Comfortable and relaxed bistro setting
6. Spaghetti and pasta dishes and entrees	12. Outdoor seating

Eating and Drinking | Mediterranean Restaurant

Description: A casual restaurant featuring Mediterranean dishes, healthy food options and pre-made take-out options.

Menu options, services, or features options (Respondents will select up to three)

1. Orzo	7. Fresh fruits
2. Feta	8. Beer and wine selections
3. Pasta	9. Cocktails and mixed drinks
4. Tahini	10. Pre-made take-out selections
5. Broccoli dishes	11. Outdoor seating
6. Farro	12.

Eating and Drinking |

Description:

Menu options, services, or features options (Respondents will select up to three)

1.	7.
2.	8.
3.	9.
4.	10.
5.	11.
6.	12.

Retail Establishments

Retail | Arts, Crafts and Hobbies Shop

Description: Offerings could include artist supplies; general crafts and supplies; children's educational & activity kits; games and party accessories; home decor items; picture frames and framing services; paper goods and card stocks; yarn, patterns and other sewing and needlework supplies; hobby and craft tools; and craft/hobby classes.

Product lines, services, or features options (Respondents will select up to three)

1. Artist supplies	7. Paper goods and card stocks
2. General crafts and supplies	8. Yarn, patterns and other sewing and needlework supplies
3. Children's educational & activity kits	9. Hobby and craft tools
4. Games and party accessories	10. Craft/hobby classes
5. Home décor items	11. Group workspace/classroom
6. Picture frames and framing services	12.

Retail | Jewelry Store

Description: Product and service offerings could include fine jewelry, gems, diamonds, gold and silver, watches, and other items typically found in a fine jewelry store. Features might include service for watches, jewelry polishing and cleaning, custom-designed jewelry, and jewelry repairs.

Product lines, services, or features options (Respondents will select up to three)

1. Watches	7. Precious metals
2. Custom design jewelry	8. High-end clocks
3. Jewelry repair	9. Clock repair
4. Watch repair	10.
5. Wedding and engagement sets	11.
6. Precious stones	12.

Retail | Shoe Store

Description: Options could include shoes for men, women and children in a variety of styles, including dress, work, casual and athletic.

Product lines, services, or features options (Respondents will select up to three)

1. Men's casual	7. Women's casual
2. Men's work	8. Women's athletic
3. Men's dress	9. Children's & teens casual
4. Men's athletic	10. Children's & teens athletic
5. Women's work	11. Children's & teens dress
6. Women's dress	12.

Retail Establishments

Retail | Sporting Goods/Fitness/Bike Shop

Description: Product and services offerings could include disc golf equipment; recreational sports equipment such as baseball, soccer, volleyball etc.; bikes and bike accessories and repair; skateboard and longboards and accessories; exercise equipment and accessories; and protein and vitamin supplements.

Product lines, services, or features options (Respondents will select up to three)

1. Disc golf equipment	7. Higher-end exercise equipment
2. Running and workout apparel and accessories	8. Health and fitness supplements
3. Athletics equipment (ex: baseball, soccer, volleyball, etc.)	9. Yoga equipment and apparel
4. Bicycles and bicycle accessories	10. Health and fitness classes
5. Bicycle repair and maintenance services	11. Personal trainer services
6. Skateboards/Longboards	12.

Retail | Books, Toys and Games Store

Description: Possibilities for this fun-filled establishment and its offerings include new and used books, classic, contemporary and educational toys, games and gifts; unique card and board games; computer and video games and accessories; and in-store gaming and events.

Product lines, services, or features options (Respondents will select up to three)

1. New books	7. Unique card and board games
2. Used books	8. Outdoor games (i.e. bocce ball, ladder golf, etc.)
3. Nursery school toys and games	9. Computer/Video games and accessories
4. Educational toys and games	10. Vintage toys and games
5. Greeting cards, gifts, and novelty items	11. In-store gaming and events
6. Book signing and reading events	12. Event space for birthday parties and small gatherings

Retail | Pet Supplies Store or Pet Emporium

Description: Pet emporium concepts could offer specialty foods, supplements, supplies, gifts, and accessories along with premium pet care services, including daycare, boarding, training, grooming, walking and in-home sitting services.

Product lines, services, or features options (Respondents will select up to three)

1. Small pet specialty foods and treats	7. Toys
2. Small pet natural and organic foods and treats	8. K9 behavioral training and classes
3. Nutritional supplements	9. Pet cleaning supplies and accessories
4. Enclosures, hutches, kennels, and habitats	10. Daycare
5. Collars and leashes	11. Boarding
6. Clothing and accessories	12. Self-grooming/pet bath station

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

Old Business

TITLE: Parking Meters in Winter Update

DATE: March 22, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

We have come up with two solutions to the parking meters in the winter. We have 96 meters total, not counting the pay stations. The first example is from Charlevoix Screen Masters.

From Roger Nesburg of Charlevoix Screen Masters:

The attached file is my ideal for a 2" x 2" white removable-rated-adhesive sticker placed on the parking meter's instruction window. I can edit it for any color, wording or logo. Printing is 4 color process. Apply to a clean surface and removes without remaining residue.

Cost: minimum 125 pieces @ \$1.08 ea - 250 @ \$0.75 ea - 500 @ \$0.55 ea - 1000 @ \$0.40 ea.

If we ordered 250 it would be \$187.50. The meters are only plugged in and on for 6 months out of the year. Because of this it is not an option to change the digital display to inform users that parking is free.

Another option to consider are larger signs that would be placed on the meter similar to the ones in downtown Petoskey during the holidays. I still do not have pricing per sign but I imagine it will be higher than \$1.08!

From Aaron Place at ProImage Design:

Yes we make signs for the Petoskey Parking meters for holiday parking. They are 8.5" x 11" aluminum signs that are heavy duty zip tied to the parking meters. I have attached a proof of what they did. If you let me know what copy you would like on them I can mock one up.

The parking meters will remain off until May so there is still time this spring that people will experience the issues that have been occurring.

RECOMMENDATION:

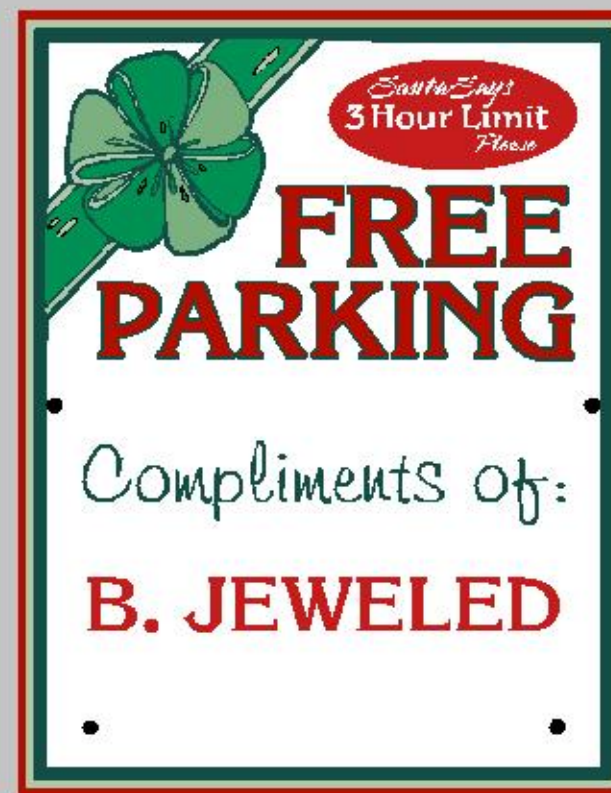
Board discussion and direction.

ATTACHMENTS:

- ▣ Parking Meter Label mockup
- ▣ Another sign option



1 OF EACH = 4



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

New Business

TITLE: MSU Economic Innovation Fellowship

DATE: March 22, 2021

PRESENTED BY: Chris Miller, 2021 Fellow

BACKGROUND:

In an email sent on March 5th Chris Miller wrote:

You are receiving this email because you were identified by the Michigan Economic Development Corporation as one of the leaders of a successful Public Spaces Community Places project.

My name is Chris Miller, and I am a 2021 Fellow for the Michigan State University Center for Regional Economic Innovation. My project is to identify communities that have successfully raised local funding for donation or investment projects and to help those communities work on other projects that could also feature local investors in the capital mix.

This link <https://link.edgepilot.com/s/109ac6de/RnSx1dapiU6VlqMT0pikCg?u=https://reicenter.org/projects/completed-projects/entrepreneurship/community-capital-accelerator> takes you to an MSU page about the fellowship and some bio info on me that may be helpful.

Community Capital Accelerant

Co-Implementation Plan 2021

Authors: Chris Miller

Summary

The project intends to increase the number of Michigan projects utilizing Community Capital. Community Capital refers specifically to financial capital that is locally sourced from both accredited and especially non-accredited investors. The goal is to expand projects using local investors to start, support, or expand a Michigan business. The scope of works includes identifying local champions who have been involved in donation or investment crowdfunding campaigns, helping them build local investment teams, providing materials and support, and helping launch new Community Capital campaigns.

In addition, part of the outreach will present information about a bill introduced in the Michigan Senate (SB13 of 2021) and House (HB4116) that would provide a first in the nation income tax credit equal to 50% of any investment made in any Michigan business by Michigan residents.



Chris Miller

Chris Miller has 20 years of community and economic development experience and has worked with many communities and entrepreneurs to help them raise local capital for community projects. He is a recipient of the Michigan Municipal League Outstanding Service to Michigan Communities award. Chris is a founding board member and current board chair for The National Coalition for Community Capital (NC3). In Adrian MI where he currently lives, Chris was appointed and elected city commissioner, served as the city's economic developer for 11 years, served in leadership positions in a number of organizations, and currently serves as Special Projects Consultant for PlaneWave Instruments, global leader in high-tech research telescope design and manufacturing.

RECOMMENDATION:

Board discussion and direction.

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

New Business

TITLE: Historical Sign on Indigenous People History

DATE: March 22, 2021

PRESENTED BY: Denise Fate, Charlevoix Historical Society

BACKGROUND:

Historical Sign Project: Indigenous History

Collaboration between MS Design Committee, Historical Society and Charlevoix Public Library and to:

- •Erect one (1) historic interpretive sign displaying history of indigenous people in the Charlevoix area with historic photos, images and text*
- •Proposed location: City property adjacent to walkway on north side of Pine River channel, where there is significant pedestrian traffic and water view is not obstructed
- •Design fits with the other historical signs installed in 2019 and will be produced by same provider, Pro Image Design
- •Local Native Americans are involved in the project

* as a separate project, 1-2 more may follow in the future in different locations

RECOMMENDATION:

Motion to support erecting one historic sign on the north side of the channel.

ATTACHMENTS:

- Outline
- Letter to Planning Commission



Denise Fate,
Design Committee Chair

March 22, 2020

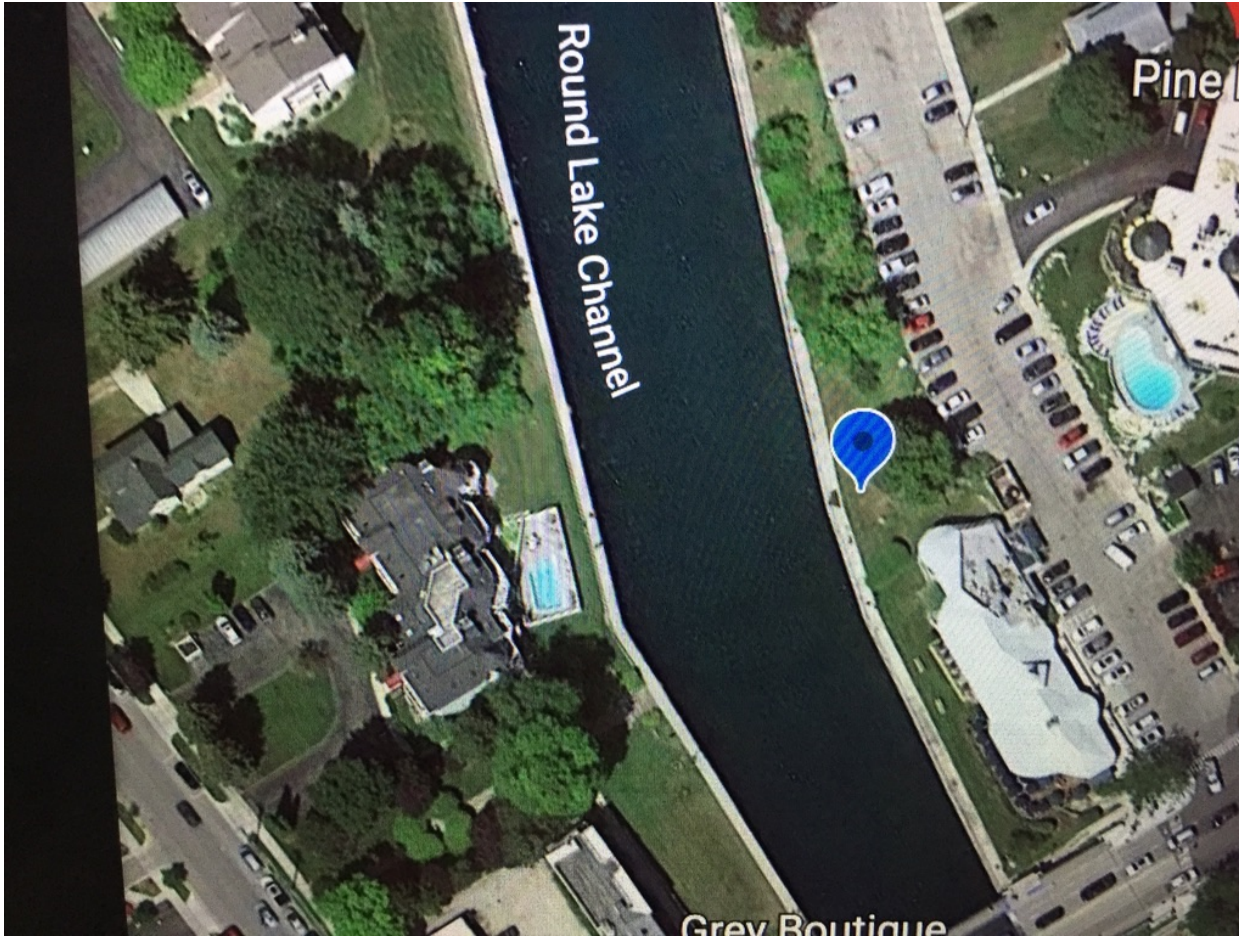
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Sign Location



North side of channel, City property west of Stafford's Weathervane,
adjacent to walkway and concrete retaining wall

2-panel Sign: Channel



Durable construction, readable from walkway or lawn area

Historic Sign Project: Financials

Budget:

- Sign Cost, installed: approx. \$3,300

Funding:

- Private \$2,300
- Grant \$1,000
- Historical Society - staffing

Timing: Install August, 2021

March 18, 2021

Charlevoix City Planning Commission
City of Charlevoix

Re: Interpretive Sign - History of Indigenous People

Dear Commissioners,

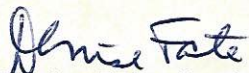
The Charlevoix Historical Society is collaborating with the Main Street Design Committee and Charlevoix Public Library on a project to design and install an interpretive historic sign to tell history of indigenous people in the Charlevoix area. The proposed location of this sign is on the north side of the channel adjacent to the walkway in the City parcel just west of the Stafford's Weathervane.

The sign will be designed to be compatible with the seven historical signs installed around the City in 2019. To make it readable from the walkway, we are proposing 2 panels installed in a 'V' shape, similar to the one overlooking the pavilion downtown. We are also involving local Native Americans to develop the content of the sign.

The sign will be produced by the same supplier, Pro Image Design, and cost approximately \$3,300. Please see the attached file for the proposed location, appearance of the sign and other details.

With this letter, we are requesting approval to have this sign erected in the designated location, which has been reviewed by the City Zoning Administrator, Jonathan Scheel, with no associated permit fees.

Sincerely,



Denise Fate, President

cc: L. Dotson
J. Scheel

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

New Business

TITLE: Live on the Lake - Summer Concerts Covid Preparedness Plan

DATE: March 22, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

**Live on the Lake
COVID Preparedness Plan**

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

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

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

STAFF, VOLUNTEER, AND PERFORMER RISK MITIGATION:

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

GUEST SIGNAGE AND DIRECTION:

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

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

SUMMARY OF CDC GUIDELINE IMPLEMENTATION

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

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

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

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

RECOMMENDATION:

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

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

New Business

TITLE: Policy Updates

DATE: March 22, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Discussion about Director Spending

I have continued to research this and the only example I found was that a Director itemizes the conferences workshops she normally goes to and has a small amount for extra things that may come up. Please share how you would like to proceed.

Executive Committee Policy

I've attached a copy of a policy that was adopted in 2016 before my arrival here that the City Manager shared with me recently after further confusion on my end about publicly posting meetings of the Executive Committee. Since I could not find this policy in my files that were inherited from directors prior to my arrival, I thought it would make it a bit more formal to combine this policy into our policies and procedures document so that everything lives in one place.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▣ Executive Committee Policy - 2016
- ▣ Policies and Procedures document

Charlevoix Downtown Development Authority/Main Street Executive Committee Policy

Introduction

To best manage the various programs, committees, and staff of the Charlevoix Downtown Development Authority/Main Street Program, the Board of Directors hereby creates an Executive Committee to act on behalf of the full board in such circumstances as may be outlined below and to be composed of the members as described below.

Membership

The Executive Committee shall be comprised of the Board Chair, the Board Vice-Chair, the Mayor (or the person whom the Mayor may appoint to represent him or her), and a member at large as elected by the Board of Directors.

The Executive Director is not a member, shall have no vote, but shall attend all meetings unless excused by the Chair. The Executive Director shall be responsible to give notice of meetings of the Committee pursuant to the Open Meetings Act, shall take minutes of Committee meetings, and forward these to the City Clerk for proper record keeping under the Open Meetings Act and the Freedom of Information Act.

Organization

Meetings may be called by the Chair or the Executive Director for the following purposes: to transact necessary, timely business of the Authority; to transact matters the Board of Directors may refer to it; and, any other matter the Committee may have due authority to conduct under this policy.

At least three Committee members shall constitute a quorum for the conducting of business by the Committee. The Board Chair shall serve as Chair of the Committee with the Board Vice-Chair serving as Vice-Chair of the Committee.

The Committee shall follow Robert's Rules of Order.

The Committee shall be known as the Executive Committee of the Charlevoix Downtown Development Authority and shall be designated as a public body under Michigan law. For purposes permitted in the Open Meetings Act and in accord with the requirements of the Act, the Committee may enter closed session.

Powers & Responsibilities

The Executive Committee shall have management oversight of the Authority affairs including personnel, finance, and other matters referred to it by the Board.

The Committee shall specifically be responsible for the following items:

- Purchases or decisions for which a timely answer is needed between meetings of the Board.
- Periodic review of the Executive Director and other staff the Authority may employ.
- The negotiation of contracts and agreements on behalf of the Authority.
- Reviewing and recommending policy proposals to the Board.
- Periodic review of the Authority's by-laws and recommendation of modifications to the Board.
- Representing the Authority before or with other governing boards.



Charlevoix Main Street Policies and Procedures

FINAL – Approved during May 29, 2018 DDA Board Meeting

Media Policy

It is the goal of Charlevoix Main Street DDA (CMS DDA) to present external communications to the community in a consistent manner that reflects positively on the program, with objectives to produce materials containing appropriate formatting, effective wording, correct spelling and grammar, politically correct and neutral content, and correct sponsorship information when applicable.

Facebook

- Facebook content is to be managed by the Main Street Executive Director (MSED) to assure Media Policy objectives are met.
- Facebook administrators are to be limited to the MSED, Interns/Office Assistants, members of the Board of Directors, and committee/project chairs when necessary.
- Creation of Facebook pages and Facebook events must be approved by the MSED before being published.
- When acting as an agent of the CMS DDA, proposed wording of all Facebook postings is to be submitted for review to the MSED by authors no less than three days before content needs to be posted.
- In the absence of the MSED one of the alternative Facebook administrators will be responsible for review and posting if it is a time sensitive issue that cannot wait for the MSED to return.

Press Releases and Ads

- Press releases to print and radio media are to be managed by the MSED to assure Media Policy objectives are met.



- Proposed press releases to print and radio media regarding events, etc., are to be submitted with one week lead time by committee/event chairs to the MSED for review before distribution.
- Proposed ads are to be submitted by the committee/event chairs with one week lead time to the MSED for review before submission, with review to include determination of appropriate sponsorship information.
- In the absence of the MSED, proposed materials are to be submitted to the committee chair for determination of how to handle.

Media Interviews

- Print and radio media interviews are to be conducted by the MSED and CMS DDA Board Chair to assure Media Policy objectives are met.
- Requests received by Board members, Committee/Event Chairs, etc., for interviews are to be directed to the MSED.

Newsletters

- Newsletters are to be edited in conjunction by the newsletter writers and the MSED to assure Media Policy objectives are met.
- Final signoff of content is to be done by the MSED.

Banners and Signs

- Processing and procuring of banners and signs are to be managed by the MSED to assure Media Policy objectives are met.
- Since printing specialty items takes up to two weeks, proposed banners and/or sign content regarding events, etc., are to be submitted with *three* weeks' lead time (one week for review plus two weeks for printing) by Committee/Event Chairs to the MSED for review and processing, or are to be designed in conjunction with the MSED.

Group Emails

- Internal CMS program distribution list emails may be utilized in the conduct of CMS program matters.



- External CMS distribution list emails are to be managed by the MSED to assure Media Policy Objectives are met.

Website

- Charlevoix Main Street's website (www.charlevoixmainstreet.org) is to be managed by the MSED and website developer.
- Website content may be drafted by volunteers of the CMS program and submitted to the MSED for review and posting.

Working with other Organizations & Sponsoring of Events

Charlevoix Main Street, whose core mission is the revitalization of historic downtown Charlevoix, is committed to working with other community organizations and partners who have a similar mission.

Working with other organizations could mean a variety of things, including but not limited to, helping at an event that another organization is sponsoring, lending our name to help host an event, or financially sponsoring a portion of an event hosted by another organization.

Recognizing that our reputation is our greatest asset, the MSED will evaluate any proposed relationship by using the attached guidelines.

In the cases where the proposed relationship involves a financial commitment on the part of Charlevoix Main Street, the following must be adhered to:

1. Sponsorship donations will not be considered for partnerships that don't meet the attached guidelines.
2. Sponsorships should further the cause of Charlevoix Main Street and be consistent with the mission and goals of Charlevoix Main Street.
3. Sponsorships are limited by the amount of money annually budgeted by the Board of Directors for sponsorships.
4. Sponsorships up to \$2,500 will be approved by the MSED as funds allow. Requests will be taken on a first-come first-approved basis with the fiscal year beginning on April 1.



5. Requests that exceed \$500 must be approved by the Board of Directors prior to a commitment being made to an organization.

Considerations in Evaluating a Proposed Relationship:

Fundamental questions asked before entering a relationship include:

- Does the proposed activity and/or the proposed relationship promote the mission and values our organization?
- Will the relationship promote or enhance activities or organizations whose goals are inconsistent with the mission and values of our organization?
- Will the relationship maintain our organization's reputation for objectivity, independence, integrity, credibility, social responsibility, and accountability?
- Potential Conflicts of Interest Due to the Subject Area of the Proposed Relationship
 - Does the subject area of the proposed relationship raise special conflict of interest concerns? Such conflicts occur, for example, when corporations involved in a potentially harmful activity seek to influence research, publicity or educational programs about its products or services.

Brand Use Policy/Procedure

When it comes to proper Charlevoix brand management Charlevoix Main Street DDA are the stewards of the new brand and must do our best to ensure the proper use of the brand in all ways possible. The Brand Standards created by branding firm a5, Inc. acts as our primary guidebook for brand usage, but at times unique situations present themselves that aren't covered in the standards.

Issues covered in the Brand Standard include:

- Graphic Identity
- Logo Usage
- Color
- City Entity Logos
- Event Logos
- Typography
- Brand Messaging



- Usage Examples

Charlevoix Main Street DDA owns the rights to the new Charlevoix brand. Therefore, when questions or requests arise about using or modifying the brand we decide at a local level whether or not a revision or use will be allowed. If we wish to reach out to a5 for their professional guidance, we can do so. a5, Inc. stands behind their work and wants to ensure that we maintain a high level of integrity with the Charlevoix brand and will act as a resource in assisting us with that.

The brand may not be used by private entities or individuals unless approved in writing by Charlevoix Main Street DDA.

Inquiries for use that adheres to the Brand Standards will be reviewed/approved by Main Street Executive Director (MSED). When requests intend to alter or use elements of the brand that are not covered in the brand standards, the MSED will work with the branding advisory committee and a5 to review the request and make a recommendation to the Charlevoix Main Street DDA Board of Directors for final approval/denial.

If an individual or organization wishes to license the brand, a request must be submitted in writing

Should an individual or entity propose to use the brand to generate revenue (i.e. t shirt, food item, etc.), such requests must be submitted in writing to the Charlevoix Main Street DDA Board of Directors. As part of the request, please provide:

- Product or service description
- Approximate retail price
- Timing
- Reason for request

A licensing fee may apply.

Each request will be reviewed individually by the Charlevoix Main Street Director and a5 and make a recommendation to the Charlevoix Main Street DDA Board of Directors for discuss and final approval/denial.