



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, August 23, 2021- 5:30 PM
Council Chambers, City Hall

- 1. Call to Order**
- 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. Monthly Report
 - C. Committee Minutes
 - D. DDA Financials
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
 - B. Accreditation Information Session Report Out
Liam Dryer, Non-Voting Student Board Member
- 7. Old Business**
 - A. Bigbelly Stations
Lindsey Dotson, Executive Director
- 8. New Business**
 - A. Bridge Railings
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

Consent Agenda

TITLE: Minutes

DATE: August 23, 2021

ATTACHMENTS:

- ▣ Regular Meeting - July 26, 2021

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, July 26, 2021 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

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

Vice Chair Christner asked that the Board pause briefly in memory of Dennis Kusina who recently passed away. He stated that Mr. Kusina was a long-time resident of Charlevoix, downtown property owner, advocate for Main Street and all things Charlevoix, and an avid volunteer through his work with many organizations including serving as a City Council member.

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes
- B. Monthly Report
- C. Committee Minutes
- D. DDA Financials

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. Biannual Info Meeting

Director Dotson stated that per State law the Board was required to hold a public information meeting about things that they are working on, but when the public does not actually attend the meeting, they do not have to go through the presentation.

B. Director's Report

The Pine River Hammock Park Ribbon Cutting was scheduled for Wednesday, July 28th at 9:00 a.m. She stated that the DDA was awarded another round of design assistance and community feedback from Michigan State University through their Sustainable Built Environment Initiative.

C. Downtown Futures Service Final Report

Director Dotson reviewed the final report provided by Downtown Professionals Network. She noted one recommendation that stood out for her was the possibility of doing a retail incubation space since they will soon be stepping out of The Vault co-working space.

7. Old Business

A. AEDs in Downtown

Director Dotson stated she received updated information on the pricing of AEDs of \$935 per unit plus \$160 for installation of the two units. She was also working on planning training sessions for the units for any of the business owners who were interested. Member Silva indicated that Hotel Earl would pay the installation for the units to help alleviate the shortage on the total \$2,000 funding.

8. New Business

A. Bigbelly Stations

Director Dotson questioned whether the Board wanted to pursue more Bigbelly stations or replace the regular decorative garbage cans in the downtown. She stated that the regular garbage cans were repainted every year, but some of them were beyond their useful life. Member Dreyer suggested that they could take the current cans and turn them into a public art project or a project for Junior Mainstreet. Vice Chair Christner requested that Director Dotson work on creating a fixed asset plan outlining the number of units needed to present to the Board at the August meeting.

9. Public Comments

10. Request for Future Agenda Items

Member Silva questioned repainting the bridge and railings. Mayor Kurtz stated that it was not a simple process as the existing paint would need to be sandblasted off so that the new paint would adhere to the structure.

11. Board Comments

Mayor Kurtz expressed special thanks to EMS, Fire Safety, Coast Guard, Public Works Department and all the other people that worked through the Venetian Festival.

12. Adjourn

Motion by Member Silva to adjourn. Meeting adjourned at 5:57 p.m.

Joyce Golding/fgm

Richard Christner

Vice 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: Monthly Report

DATE: August 23, 2021

ATTACHMENTS:

- ▣ July 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-0000123049	Status	Submitted
Account	City of Charlevoix	Name	Leigh Young
Reporting Period Start	7/1/2021	Reporting Period End	7/31/2021
Submitter's Name	Lindsey Dotson	Due Date	8/10/2021

Activity & Use / Employment

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Hospice of Michigan	201 State Street, Suite 7	Office	2.0	1.0

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
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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
11.00	\$0.00	30.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Fundraising/Membership Last Month

Type	Amount
Private	172.52
Earned	2056.58

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	Pine River Hammock Park project, which was a Junior Main Street project started two years ago, is now complete. We had a ribbon cutting ceremony and a representative from the Governor's office came and gave a Certificate of Recognition to the project and Junior Main Street initiative. She also gave a few certificates of recognition to small businesses including That French Place and Bridge Street Tap Room. We also just learned that a business we assisted won an Elevate grant from the FHL Bank of Indianapolis - \$20,000 went to Mushroom House Tours!
Program & Outlook	We are gearing up for winter and reevaluating how to make promotional efforts the most effective as possible. We still have two new businesses who have yet to open their doors to the public because of delays with buildout and inspections. Hopefully September will be the month that we can report them opening (VUE Wine Bar and NOMI Sushi).
Suggestions for State and National Staff	For some reason our board packet won't let me upload it here so the link for it is: https://charlevoix.novusagenda.com/agendapublic/MeetingView.aspx?MeetingID=254&MinutesMeetingID=-1&doctype=Agenda After recent interactions that have taken place in a multitude of settings between Michigan/National Staff and our local board members I'd like to request a check in call (with Director) regarding obligations and and overall perceptions of recent developments. Please and thanks!

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

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

TITLE: Committee Minutes

DATE: August 23, 2021

ATTACHMENTS:

- ▣ Design Committee - August 12, 2021
- ▣ Organization & Promotions Committee - August 19, 2021



Charlevoix Main Street Design Committee
Thursday, August 12, 2021
4:00 PM – City Hall
Minutes

Attendees: D. Fate, C. Kranz, via phone, J. Duerr, L. Dotson, M. Owens, P. Weston

Absent: G. DeMeyere, J. Rowley, D. Miles, B. Slater

- I. The meeting was called to order at 4:00 pm. The Minutes from the July 1, 2021, meeting were approved as written.
- II. **Outstanding Business**
 - a. Report from DDA: Lindsey and Maureen shared their discussion of a strategy to replace barrel garbage cans and adding more Big Belly ones over time.
 - b. Alleyway Improvement Grant Applications:
 - 1) Ron Way - Stoneycroft Farms: Replacement of Windows at 100 Van Pelt Place
The evaluation by the committee resulted in a rating which was below the minimum needed to be recommended for an award.
 - 2) J Phillips - A more complete project plan and budget are requested before the application can be reviewed and evaluated by the Committee.
 - c. Assessment of Wayfinding Signage: As the Boulder Park sign does not comply with MDOT's requirements for the highway, this sign could not be relocated to M-66/US-31 with new content. Lindsey did report that tree trimming has been completed where needed around the signs. The Recreation department will be placing more identification and Wayfinding signs at or in the direction of their venues as funds are available.
 - d. *Keep Charlevoix Bright* Fundraising: Holiday Lighting is in town this week making repairs to the trees and lights. Lindsey suggested making a video while they are here, with lights on and off, to use for fundraising promotion.
 - e. Garbage cans art project: The high school art department is on board with participating. It was agreed to structure a pilot project, with the condition that the art utilizes City branding standards, and the barrels be repainted the appropriate blue as a base.
 - f. Channel Sign for Indigenous History: It is in production. Orientation: The committee agreed with the recommendation to place the panels flat, side by side, instead of V-

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shaped for easier readability from the sidewalk. It was also agreed that a thank you plaque for members of GTB and LTBB who participated needs to be included.

III. New Business

- a. Cigarette recycling: Lindsey located a company who collects and recycles cigarette butts in receptacles which can be added to existing poles. They cost \$100 each. She will pursue a C3F SUN Fund grant to cover up to ten.
- b. Lindsey explained that the City was awarded the SBEI grant for a study on walkability for the Bridge Street, facing Round Lake. The kick-off Visioning meeting was held August 12 at the Library to gather public input.

The meeting adjourned at 5:15pm.

Next meeting: Thursday, October 7, 2021 @ 4:00 PM in City Hall.

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Promotions/Organization Committee
Thursday, August 19, 2021, 8:00 a.m.
Charlevoix City Hall Council Chambers

8:00am Call to Order

Lindsey, Caitlin, Katherine

8:01am Approval of Minutes: July 15, 2021

8:03am Ongoing Business:

A. Events & Projects – Updates, Needs

1. Live on the Lake Summer Concerts

Concerts are going well. Next week will be the last one for the summer.

2. MyNorth Ad Campaign Update – Sea Bags running now, My Grandmother’s Table will run in September.

Lindsey is waiting to hear back from MyNorth for campaign results. She is going to talk with participating business owners to see how the campaign went for them.

3. Restaurant Week?

Restaurant Week is likely not going to happen because restaurants and their staff are burned out. The group discussed several different ideas and possible ways to incorporate them in to First Fridays. More discussion to follow.

B. Organization

1. Email Newsletter (July)

The open rate was 44% and CTR was 14%. The most clicked content was Downtown Dollars.

2. This is the last month that we have Dean!

8:35am New Business

1. Volunteer Toolkit – Tammy Legenza

Lindsey is trying to touch base with Tammy.

2. Yiftee Community Card/Downtown Dollars – 26 locations so far

a. STILL NEED TO:

i. Pass out activation cards to businesses who have not signed up yet.

ii. Pass out window decals, posters, and “How to Redeem” instructions off to currently participating businesses.

iii. Hang posters everywhere!

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3. Fairy Doors – I have the write up and photos to request businesses to participate – plan to discuss at September business owners meeting
The next meeting will be at the Bridge Street Inn at 5pm to discuss fairy doors.
4. Second batch of Downtown Maps are here and almost gone!

8:55am **Wrap Up Questions:**

- A. Did everyone get a chance to speak?
- B. Does everyone have at least one task to do by next meeting?

9:00am **Adjournment**

Next meeting: September 16, 2021

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Consent Agenda

TITLE: DDA Financials

DATE: August 23, 2021

BACKGROUND:

Unable to get report on August 20th, will update the item on August 23rd to include report.

ATTACHMENTS:

- ▣ Financial Report

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 5 MONTHS ENDING AUGUST 31, 2021

FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
REVENUE							
255-000-403.000	CURRENT PROPERTY TAX LEVY	39,169.23	12,184.22	12,184.22	40,300.00	(28,115.78)	30.23
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	436,506.38	323,936.77	323,936.77	436,400.00	(112,463.23)	74.23
255-000-420.000	DELINQUENT TAXES - DDA	1,086.75	.00	(100.02)	.00	(100.02)	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	148.02	.00	.00	100.00	(100.00)	.00
255-000-566.001	STATE GRANTS	50,000.00	.00	.00	.00	.00	.00
255-000-573.000	STATE REVENUE - OTHER	9,973.29	.00	.00	9,200.00	(9,200.00)	.00
255-000-580.001	GRANTS - OTHER	9,790.30	.00	4,000.00	5,000.00	(1,000.00)	80.00
255-000-665.000	INTEREST EARNINGS	798.98	.00	(850.00)	1,000.00	(1,850.00)	(85.00)
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	.00	1,000.00	(1,000.00)	.00
255-000-668.001	RENTS & ROYALTIES - KEWEENAW	(2.00)	.00	.00	.00	.00	.00
255-000-668.002	PROPERTY RENT - BIBCO	31,215.36	.00	13,500.40	32,400.00	(18,899.60)	41.67
255-000-668.003	PROPERTY RENT - ROUND LAKE GR	.00	.00	.00	15,300.00	(15,300.00)	.00
255-000-668.005	PROPERTY RENT-LONG RD DISTILL	.00	.00	5,100.00	.00	5,100.00	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	.00	.00	50.00	.00	50.00	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	850.00	.00	1,755.00	6,000.00	(4,245.00)	29.25
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731.07	23.22	116.10	.00	116.10	.00
255-000-675.004	CONTRIBUTIONS - MAIN STREET	15,400.00	.00	3,301.63	.00	3,301.63	.00
255-000-692.000	MISCELLANEOUS	1,339.39	.00	769.50	9,300.00	(8,530.50)	8.27
255-000-692.001	MISCELLANEOUS-THE VAULT	24,409.88	1,971.99	7,771.19	18,000.00	(10,228.81)	43.17
TOTAL FUND REVENUE		630,416.65	338,116.20	371,534.79	574,000.00	(202,465.21)	64.73

CITY OF CHARLEVOIX
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 5 MONTHS ENDING AUGUST 31, 2021
FUND 255 - DOWNTOWN DEVELOPMENT FUND

		PRIOR YR ACTUAL	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
DOWNTOWN DEVELOPMENT AUTHO							
255-255-706.000	SALARIES & WAGES	47,583.29	3,778.64	17,689.62	48,500.00	30,810.38	36.47
255-255-706.001	WAGES (ICMA)	4,960.82	396.74	2,105.18	5,100.00	2,994.82	41.28
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,114.98	2,947.34	13,797.90	37,800.00	24,002.10	36.50
255-255-740.000	OPERATING SUPPLIES	13,456.27	1,179.60	3,488.90	9,200.00	5,711.10	37.92
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310.09	111.22	6,573.36	17,000.00	10,426.64	38.67
255-255-776.000	IWF MAINTENANCE	3,224.71	.00	.00	6,000.00	6,000.00	.00
255-255-801.000	MARKETING & PROMOTIONAL SVCS	18,491.78	3,013.15	14,638.15	35,000.00	20,361.85	41.82
255-255-801.001	PROFESSIONAL SERVICES-FARM MK	.00	.00	342.93	.00	(342.93)	.00
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240.05	4,173.00	12,771.74	15,300.00	2,528.26	83.48
255-255-801.004	ORGANIZATION COMMITTEE	495.00	.00	135.00	500.00	365.00	27.00
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	71,000.00	.00	.00	.00	.00	.00
255-255-818.000	CONTRACTUAL SERVICES	32,239.95	5,654.29	12,022.45	28,700.00	16,677.55	41.89
255-255-818.002	DESIGN COMMITTEE	10,297.00	.00	.00	15,600.00	15,600.00	.00
255-255-826.000	LEGAL FEES	3,757.50	.00	356.50	500.00	143.50	71.30
255-255-853.000	TELEPHONE	2,644.10	64.10	400.00	2,100.00	1,700.00	19.05
255-255-860.000	CONFERENCE & TRAVEL	1,235.00	136.82	146.82	1,000.00	853.18	14.68
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	.00	30,000.00	30,000.00	.00
255-255-900.000	PRINTING & PUBLISHING	393.40	.00	.00	.00	.00	.00
255-255-910.000	INSURANCE & BONDS	1,409.92	.00	.00	1,500.00	1,500.00	.00
255-255-933.000	MAINTENANCE - BRIDGE PARK	11,952.06	993.08	1,533.08	5,000.00	3,466.92	30.66
255-255-962.000	MISCELLANEOUS	3,695.40	.00	5,070.00	100.00	(4,970.00)	5,070.00
255-255-962.002	MISCELLANEOUS - MAIN STREET	3,450.21	.00	3,110.11	500.00	(2,610.11)	622.02
255-255-964.000	REFUNDS & REBATES	.00	.00	4,172.50	6,000.00	1,827.50	69.54
255-255-999.594	TRANSFER TO MARINA FUND-BOND	335,700.00	.00	.00	336,200.00	336,200.00	.00
TOTAL DOWNTOWN DEVELOPMENT		662,651.53	22,447.98	98,354.24	601,600.00	503,245.76	16.35
TOTAL FUND EXPENDITURES		662,651.53	22,447.98	98,354.24	601,600.00	503,245.76	16.35
NET REVENUES OVER EXPENDITURE	(32,234.88)	315,668.22	273,180.55	(27,600.00)	300,780.55	989.78	

DDA/Main Street Board
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Reports

TITLE: Director's Report

DATE: August 23, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.petoskeynews.com/story/news/2021/08/08/help-create-vision-downtown-charlevoix/5495349001/>
- <https://www.9and10news.com/2021/07/28/charlevoix-cuts-the-ribbon-on-hammock-park-receives-recognition-from-gov-whitmer/>

Director Planned Out of Office

Monday, September 6th - Labor Day

Monday - Wednesday, September 13 - 15th - Vacation

Thurs & Fri, November 4th & 5th - Michigan Downtown Association Annual Conference - Detroit

M - F, November 29th - December 3rd - Vacation

Alleyway Improvement Grant Update

During the August Design Committee meeting two grant applications were reviewed by committee members. One did not score high enough to qualify for funding, and the other had incomplete information about the entirety of the project. Both applicants have been encouraged to make adjustments and the committee will revisit the requests at an upcoming meeting.

Downtown Maps

We are almost out of our 2nd order of downtown maps this year.

Live on the Lake Summer Concerts

The season wraps up on August 26th with Distant Stars, a local/area favorite. It has been a fun year!

Pine River Hammock Park Ribbon Cutting

The ribbon cutting ceremony was a great success with nice turnout! A representative from Governor Whitmer's office came and presented a Certificate of Recognition to the project and Junior Main Street.

Destination Creation Course Train the Trainer Update

Lindsey Dotson Receives Certification to Lead Destination Creation Course to Help Local Businesses and Entrepreneurs

Charlevoix Main Street DDA's Executive Director Lindsey Dotson, has become a certified Facilitator to teach the Destination Creation Course, a class designed to help business owners increase their revenue, customer traffic, and marketing reach.

Dotson is the first certified Facilitator in Michigan, and this is the first time that the Destination Creation Course has been available to the local Charlevoix area. Dotson is one of only 64 trained Facilitators in North America.

The Destination Creation Course teaches the proven 14-point business success strategy developed by internationally known business consultant Jon Schallert. Schallert created this methodology after three decades of coaching independent business owners to make their businesses irresistible to customers. Businesses that follow Schallert's process can attract both local consumers and customers from far beyond the typical geographic market of a business.

The course, which can be presented in-person or online by Dotson has attracted an enthusiastic following this year, following the challenges of 2020 and 2021 with the worldwide pandemic.

"After hearing Jon Schallert speak at multiple conferences over the years, I knew his message would resonate and be of value to small businesses in our downtown," said Dotson. "Being a destination business means that you don't have to depend on foot traffic or special events to profit. Being a destination business means people seek you out no matter where you are or what time of year it is. The strategies are practical, affordable, and accessible, and they have made a huge difference in the success of small businesses across the United States and Canada."

The Destination Creation Course consists of 10 downloadable webinars by Schallert, along with other interviews from top business authors on topics vital to small businesses. Participants also receive a digital 178-page workbook when taking the class.

"Our mission has always been to help independently-owned businesses who are the backbone of so many communities in North America," Schallert says. "When we train leaders like Lindsey Dotson, they are able to bring this critically-important information back to owners who need it. Taking the Destination Creation Course can help owners gain back revenue they lost during the pandemic and successfully position themselves for the remaining 2021 year, into 2022."

Details/Next Steps:

To host a Destination Creation Course class, either online or in person over the course of 8 weeks, we get charged \$149 per registrant. The regular pricing for a business to take the course is \$399. We can charge anything we want to, and even set up promo codes that give special pricing to local businesses. It would be nice to incorporate this training into our annual training for businesses at the Library. Knowing that it could possibly have a regional draw means that it could possibly be profitable for our organization.

SBEI Round Two

Turnout for the first batch of meetings was pretty good! Waiting to hear from MSU regarding when they'd like to return this winter. I'll provide updates whenever they are available.

Restroom Signs

Sign companies are behind so I am still working on getting estimates and options to present. Hopefully by September! I have The Wood Shop, Screen Masters, and Prolmage working on it currently.

Northern Michigan Angels

At our most recent business owners meeting, which was lightly attended (but to be expected given how busy everyone has been) we had two people representing Northern Michigan Angels attend to talk about their desire to expand their angel investor group's reach beyond the borders of Traverse City where they have been located since 2012.

Northern Michigan Angels is a group of investors who focus on scalable entrepreneurial companies whose potential success will have an economic and quality of life impact in Michigan, especially in northwestern Lower Michigan. Members pay a nominal annual fee, gain access to information about startup companies and provide investment capital. Members are Accredited Investors as defined by the SEC with the opportunity to collaborate with other members about each investment prospect. Each member makes their own investment decision and has the opportunity to engage with and advise companies of interest. NMA is not a fund and does not provide investment advice. We welcome the participation of like-minded individuals and organizations in this pursuit.

Northern Michigan Angels was founded January 2012 and is a 501 (c) 6 non-profit. NMA is a member of the Angel Capital Association (ACA).

Ongoing discussions will take place about possible partnerships that could benefit businesses in the area along with the Chamber of Commerce since the primary focus of their investments in the past have been on manufacturing and technology concepts. Information on the organization can be found here: <https://northernmichiganangels.com/portfolio/>

Winter Vibrancy/First Fridays Ideas

I will be working on a Charlevoix County Community Foundation Grant Application to support winter vibrancy activities including sledding in East Park, warming station in Hoop Skirt Alley, signage, and promotional materials for First Fridays. When I recently met with the Community Foundation I had a long list of possible projects we could apply for, but this idea appealed the most to them, which means it has a better chance of getting funded. More detail to come in September!

RRC Redevelopment Sites Team

In September the members of MEDC's RSTeam will be in Charlevoix to meet with at least one priority site property owner to determine needs and the best ways to assist. One scenario will likely result in a Design Build package (more info on that service attached) so that the property owner can reimagine the future of that site. It's exciting to get this ball rolling after so many years of working on this!

CEDAM Community Development Fellow

Dean Martin's time with the City of Charlevoix is coming to an end. The last project I requested his assistance with is a simple "how to open a business" pamphlet, which is attached in draft format. I want to acknowledge how incredibly helpful Mr. Martin has been over the past 18 months to the City and DDA in advancing our goals and taking care of things we otherwise wouldn't have had the capacity for. I wish him well in his new position with Mackinaw City and hope that the fellowship proved to be valuable.

ATTACHMENTS:

- Design Build
- Draft Brochure - How to Start a Business



REDEVELOPMENT SERVICES: DESIGN & BUILD SCENARIO

The **Design & Build Scenario** is a predevelopment planning service that explores incremental redevelopment possibilities for small sites in traditional downtown areas. These redevelopment scenarios are based on the community's future vision, local market demand and the unique characteristics of the building or site.

This service is intended to empower property owners with a clear vision for redevelopment; the tools to clearly communicate project details with all stakeholders; an understanding of the financial costs and potential returns; and a plan for moving forward with the project or marketing the site for investment.

A complete "Design & Build Scenario" package contains the following:

1. Concise review of the site's characteristics, community context, development history, existing condition, zoning constraints and community vision;
2. Exploration of design opportunities, challenges and recommended redevelopment scenarios;
3. Schematic renderings of proposed redevelopment scenarios and written explanations; and
4. Approximate costs for implementation of the proposed redevelopment scenarios.

Who is this service for?



The "Design & Build Scenario" is a service provided for priority **Redevelopment Ready Sites** within certified Redevelopment Ready Communities®.

Key considerations include:

- Vacant or underutilized properties;
- Publicly or privately owned properties;
- Property owners willing to undertake a project or market the site for redevelopment and have reasonable financial expectations;
- Best for smaller sites within mixed-use districts, including a wide variety of site types such as:
 - » historic buildings in need of storefront or upper floor rehabilitation;
 - » underutilized facilities in need of adaptive reuse;
 - » surface parking lots; and
 - » vacant parcels in need of infill development—the "missing tooth" within the walkable streetscape.

Ready to get started?

Contact MEDC's Redevelopment Services Team:
Nate Scramlin, Manager
517.862.7742 | scramlinn@michigan.org



BUSINESS CHECKLIST

☐	Consider what business you want to start, and if it would be successful in Charlevoix. Use the Market Studies or Economic Development Strategy provided by Downtown Charlevoix.
☐	Communicate interest in business formation or expansion to Lindsey Dotson , Main Street DDA Director or Sarah Van Horn , Chamber of Commerce President.
☐	Identify an available property for your new business or expansion, either on the Downtown Development Authority's Website, the Chamber of Commerce's Website, or local relators.
☐	If developing, contact Jonathan Scheel , Zoning Administrator.
☐	[OPTIONAL] Create a Business and Development Plan, detailing your product, target demographic(s), start-up costs, fixed and variable costs, and other important details. The DDA Director can assist with this.
☐	Research what incentives might be available for your business.
☐	Seek necessary permits relevant to starting your business or site, such as zoning, building, or health permits.
☐	Apply for a business registration permit with Charlevoix County.
☐	Launch your Business!

ESSENTIAL CONTACTS

Main Street & Downtown Development Authority

Lindsey Dotson, Main Street DDA Director
(231) 547- 3614 | lindseyd@charlevoixmi.gov

City Manager's Office

Mark Heydlauff, City Manager
(231) 547-3270 | markh@charlevoixmi.gov

Charlevoix Area Chamber of Commerce

Sarah Van Horn, President
(231) 547-2101 | vanhorn@charlevoix.org

Planning and Zoning

Jonathan Scheel, Zoning Administrator
(231) 547- 3260 | planner@charlevoixmi.gov

City Public Services

Liz Anderson, Administrative Assistant
(231) 231-547-3270 | liza@charlevoixmi.gov

Department of Building Safety (Charlevoix County)

(231) 547-7236 | buildingsafety@charlevoixcounty.org

Health Department of Northwest Michigan

(231) 547-6238



Downtown Charlevoix Business Development Guide

A Concise Resource to Opening a Successful Business in Downtown Charlevoix

- Community Information
- Business Checklist
- Desired Products and Services
- Essential Contacts
- Business Incentives

WHY CHARLEVOIX?

Charlevoix is a small city in Northwest Michigan, nestled on an isthmus between Lake Michigan, Lake Charlevoix, and Round Lake. Charlevoix has a year-round population of 2,338 residents, yet the city can swell to accommodate as many as 15,000 in peak summer months. The downtown has direct access to the US 31 highway, which holds an average daily traffic count of over 14,000. As a result, businesses have a healthy customer base of permanent residents, seasonal/second home owners, vacationers, and transient visitors. The diverse population, incomes, and interests ensure businesses of all variety have a place in Charlevoix.

Summer 2021 saw the downtown area with a 0% storefront vacancy rate, indicating that demand to open a business downtown is high, and that businesses, once open, stay open. This is made possible by the natural amenities the region holds, built amenities rigorously maintained by the City, marketing, business support and events provided by the Downtown Development Authority and Chamber of Commerce, and the logistical benefits of US 31. Impactful to employers in the area are the industrious workers that support the downtown; Charlevoix has a unemployment rate of 2.6% according to recent census data, significantly lower than the State of Michigan's 4.3%. The DDA and Chamber seek to assist entrepreneurs that will capitalize on the active year-round nature of the downtown business climate.

DESIRED PRODUCTS AND SERVICES

Eating and Drinking Places | Top Selections

Italian Restaurant	Ethnic Restaurant	Mediterranean
Top features:	Top features:	Top features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating
Outdoor seating	Outdoor dining	Premade and take-out
Full-service bar	Indian cuisine	Feta
Relaxed bistro setting	Middle Eastern cuisine	Tahini

Retail Establishments | Top Selections

Shoe Store	Arts/Hobbies	Books/Games
Top features:	Top features:	Top features:
Women's casual	Crafts and supplies	New books
Women's athletic	Craft/Hobby classes	Educational toys
Men's casual	Home décor items	Card and Board games
Women's dress	Artist supplies	Outdoor games

Data from the 2021 Downtown Futures Survey

Store Categories with Sales Leakages

Customers leave the Downtown/region to buy these goods		
Furniture stores	Automobile dealers	Electronics and appliance stores
Shoe stores	Building materials, garden equipment & supply	Health & personal care stores
Jewelry, luggage, & leather goods stores	Health & personal care stores	Health & personal care stores

Data from the 2017 Market Snapshot
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BUSINESS SUPPORT AND INCENTIVES

Business Support Available:

Business Counseling
Entrepreneurial Toolkit
Guide to Development
Market Studies

Business and Development Incentives Available:

City of Charlevoix Commercial & Industrial Energy Efficiency Program
Commercial Redevelopment District
Development Assistance Grant
Downtown Housing Incentive
Facade Grant Incentive Program
Match on Main Grant
Redevelopment Liquor License

Business and Development Financing:

4Front Credit Union	Kiva
Charlevoix State Bank	Lending Club
Chemical Bank	Local Stake
Huntington Bank	Michigan Women Forward
Crowdfunding MI	Northern Initiatives
Indiegogo	Prosper
Kickstarter	Venture North

Northern Shores Community Development, Inc.

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

Reports

TITLE: Accreditation Information Session Report Out

DATE: August 23, 2021

PRESENTED BY: Liam Dryer, Non-Voting Student Board Member

BACKGROUND:

Michigan and National Main Street hosted a virtual meeting to discuss the new Accreditation Standards (attached) and Liam Dryer and Amanda Wilkin attended. Member Dryer will report out highlights and key takeaways from the session he attended.

National's expectation is by 2023 all coordinating programs will evaluate their communities using the new standards. We want to use this next two years to have our communities go through the process to get an understanding of where everyone is at and then put a plan together for each district to meet the new standards if there are any shortfalls.

- Tuesday Aug 24 5:30-7 pm-
[https://us02web.zoom.us/meeting/register/tZwkfuopjgHty6PVBilwFAYnz4GlsMNSjf](https://us02web.zoom.us/join/9151111111)

RECOMMENDATION:

Board discussion and determination of who will participate.

ATTACHMENTS:

- ▢ New Accreditation Standards



NEW MAIN STREET COMMUNITY ACCREDITATION STANDARDS WITH INDICATORS

Introduction

Main Street America™ is a nationwide network with thousands of communities, who share a passion, common vision, and commitment to revitalizing their downtowns and commercial cores. This movement of grassroots efforts operates with support and direction from the National Main Street Center and state, county, and city-wide Main Street America Coordinating Partners. Collectively, Main Street America helps communities get started, grow, and manage positive transformation.

Why Accreditation Matters

Community accreditation is a key component of participation in Main Street America. For nearly two decades, the accreditation process has helped designated Main Street communities review their progress, recognize accomplishments, and outline recommendations for continued growth and impact. A set of standards known as the “Ten Criteria” was developed by Coordinating partners and at their recommendation, adopted by the National Main Street Center. These standards outline the following general guidelines for measuring performance:

- | | |
|---|--|
| 1. <i>Broad-based Community Support</i> | 6. <i>Adequate Operating Budget</i> |
| 2. <i>Vision and Mission Statements</i> | 7. <i>Professional Management and Development</i> |
| 3. <i>Comprehensive Work Plan</i> | 8. <i>Program of Ongoing Training</i> |
| 4. <i>Historic Preservation Ethic</i> | 9. <i>Reporting of Key Statistics</i> |
| 5. <i>Active Board and Committees</i> | 10. <i>National Main Street Network Membership</i> |

In addition to confirming if each community meets these minimum set of standards, the accreditation process is an important tool to recognize strengths, understand specific challenges involved with local revitalization, and identify strategies and resources needed to continue to progress and succeed in their efforts.

Evolution of the Main Street Program

The journey of almost 40 years of experience helping communities implement the Main Street Approach™ has demonstrated that building and sustaining a successful downtown or neighborhood commercial district is not a project, but an ongoing process that requires long-term commitment. The refreshed Main Street Approach’s focus on Transformation Strategies, measurable and comprehensive impact, and community engagement provides an important opportunity for better alignment with the national accreditation process.

The National Main Street Center and the Leadership Council of the Main Street America Coordinators are proposing an updated set of National Accreditation Standards that outlines foundational elements necessary to build successful and sustainable revitalization efforts. The proposed National Accreditation Standards are listed below and outlined in more detail in the following pages with benchmarks and key indicators:

- | | |
|--|---|
| 1. <i>Broad-based Community Commitment</i> | 5. <i>Preservation-Based Economic Development</i> |
| 2. <i>Inclusive Leadership & Organizational Capacity</i> | |
| 3. <i>Diverse and Sustainable Funding</i> | 6. <i>Demonstrated Impact & Result</i> |
| 4. <i>Strategy-Driven Programming</i> | |

BASELINE REQUIREMENTS:

To qualify for National Main Street Accreditation, all Main Street communities must meet the following baseline requirements:

1. **Be Officially Designated as A Main Street Community/District** by a licensed Main Street Coordinating Program or directly by the National Main Street Center as it may apply.
2. **Be A Legally Established Organization.** Designated Main Street programs must function as a legally and formally established organization whether as an independent nonprofit or as part of a larger entity.
3. **Be Led by an Active Volunteer Board of Directors.** Designated Main Street organizations must have an active volunteer board of directors committed to overseeing the operations and programming of the organization. The Main Street Board must include broad representation of district stakeholders and public and private community sectors.
4. **Be Managed by Professional Staff.** Designated Main Street organizations must have trained, professional staffing to manage the Main Street Program's operations. Based on population of the local jurisdiction and the maturity of the program, this means at least a full time Main Street Program Director (generally 40+ hours per week). A part-time director (with at least 20 hours per week) might be acceptable in small towns with less than 5,000 population that demonstrate to lack the necessary resources to start with full-time staffing.
5. **Demonstrate Commitment to District Revitalization Through the Main Street Approach®.** Designated Main Street Program must demonstrate through the planning and implementation of their work that they maintain a dedicated focus to downtown or commercial district revitalization and that their programming follows all the Four-Points of the Main Street Approach.
6. **Maintain Main Street America Membership and Follow Main Street America Branding Standards:** All Designated Main Street programs seeking National Community Accreditation must:
 - a. maintain an annual Main Street America membership at the appropriate level.
 - b. utilize the Main Street America Branding according to the National Main Street Center brand standards. (www.mainstreet.org/membership)

The National Main Street Center proposes that these baseline indicators serve as the minimum requirements for the 'Affiliate' level of designation. Coordinators may also include additional requirements for the Affiliate tier.

COMMUNITY ACCREDITATION PROCESS

Considering that building and maintaining a direct and strong connection with communities is crucial to understand their needs and to provide the appropriate assistance and support to their efforts, it is expected that the accreditation process will continue to depend on the "Year-end Assessments" practice coordinators have utilized for the past several years. The following basic guidelines confirm the following offsite and onsite components as part of a complete community accreditation process.

- I. **Annual Community Self-Assessment** – formatted to include the complete set of standards and indicators and distributed to local programs and community leaders once per year as a tool for self-reflection with regards to the progress and performance of the local revitalization efforts. This tool should allow the opportunity to highlight achievements and reference specific needs for technical assistance and support. Participation from a broad-base of program and community leaders is expected and should include:
 - a. Main Street program leader base –
 - i. at least 75% of the Board of Directors and Committee Chairs
 - ii. all Main Street Staff

- iii. Committee members will be optional, but highly recommended
 - b. At least one (all if possible) City Official: Mayor, City Manager, Council member representing the District and City staff.
 - c. At least once County Official
 - d. At least 3 district stakeholders, including property, business owners, and residents
 - e. At least 3 Leaders representing partner organizations
- II. **Community Annual Reporting and Background Supporting Documentation** – gathered through ongoing reporting systems in place by coordinators and aligned with the national standards. Submission and review of reporting data intended to help national and coordinating staff compile revitalization statistics for the previous year and/or the current year, if the fiscal year intersects with reporting period to support state and local program initiatives. This documentation should include but is no limited to the following:
 - a. *Main Street Program materials* that demonstrate how the community meets each standard and include evidence of planning and implementation of their efforts, such as Transformation Strategy planning materials, work plans, annual reports, board meeting minutes, fliers, etc.
 - b. *Community materials* – from public and private sector partners that demonstrate commitment, plans, and ongoing support to the district’s revitalization efforts.
- III. **Onsite Community Assessment or Progress Visit** – Community Accreditation will not be complete without an Onsite Community Assessment or Progress Visit (see timeline expectations below). This is an essential component in order to directly assess the progress, achievements, and needs of each designated community.
 - a. Timeline Expectations: Recommended annually along with the other Accreditation components. However, depending on the coordinating program capacity, the expectation is that every community must receive an Onsite Community Assessment or Progress Visit at a minimum every two-years in order to receive accreditation status.
 - b. Who should conduct this Visit? - A combined team effort between the Coordinating Program, peer Main Street directors, internal specialist, or representatives from Main Street America Field Services is recommended, but not required.
 - c. Since Accreditation is a community-wide responsibility, the visits should include meetings with the Main Street program leaders, City leaders, district stakeholders and representatives from partner organizations. In additions, the visit should include a tour of the district (and community – especially with new coordinating staff) for a visual inspection of the district and to recognize assets, ongoing change, and visible needs.
 - i. For the Main Street Program leadership, invitation to participate in visit should be extended not only to the Board of Directors and Main Street executive staff, but also strive to be inclusive of supporting committee leaders and members and additional staff.
 - ii. Ensure opportunities to meet with a representative base of district stakeholders. This includes property and business owners, but also residents and workforce.
 - iii. City leaders – this includes City Manager/Administrator, Mayor and City Council members (as permitted by local quorum regulations), but also City staff, especially those members that have regular interaction with the district and the Main Street program.
 - iv. Representatives from partner groups – striving to reach a balanced level of participation of economic development, preservation, marketing, and anchor businesses and organizations.

Accreditation Recommended Best Practices:

1. Develop a summary from accreditation findings to identify communities’ common and distinctive strengths and needs and to offer recommendations for action to the communities.

2. Use the Accreditation process to identify technical assistance and trainings for the following year;
3. Develop incentives to encourage high-functioning local staff and volunteers to excel as sustainable organizations, not just comply with minimum accreditation standards;
4. Target remedial technical assistance and training to strengthen programs that fail accreditation
5. Use the accreditation process to inform the types of services and the Annual Needs and Resource Visit provided during the coming year.
6. Strive for consistency.

Recommended Accreditation “Grading” System:

Each standard is an essential element and collectively establish a strong foundation in building a sustainable revitalization program. The objective of the standards is to encourage Main Street communities to offer a balanced focus to each standard. All six standards - are equally important and should not be neglected from the start and throughout the revitalization process.

With that in mind, the “grading” system will offer a range between **(1) to (5)** for each standard.

- **(5)** indicates *excellent performance* and **(1)** indicates *marginal performance*
 - A range between 4-5 indicates very good to strong performance
 - A range between 1-2 indicates a clear need for improvement & attention
- The minimum total value required to “meet” each indicator is **(3)**.
- Note: once the final number of indicators under each standard is confirmed, a detailed description of the grading system will be outlined. Considering the indicators included in the current draft, the grade should be directly aligned with the range 1-5.
 - For example - indicators that include a list of four specific benchmarks, if the program meets at least 25% of the indicators, please inset 1; 50% a 3; 75% or more, insert a 5;
- Consequently, the **total minimum value required to “meet” each section under each standard** shall be equal to (3) multiplied by the # number of indicators within each section. For example, if a standard has 10 indicators, the minimum value required to meet that standard would be $(3 \times 10) = 30$.

RECOMMENDED IMPLEMENTATION TIMELINES – incremental process:

- ☐ 2019 –
 - introduction of new Community Accreditation Standards to coordinators in Seattle (Mar)
 - Invitation to start conversations with communities about upcoming standards and gather input
 - Revised packet with new proposed standards discussed and confirmed by LC and at the Fall Coordinators Meetings in Owosso, MI: **October 3-4, 2019**
- ☐ 2020 – (Jan – Dec)
 - work with Coordinators and communities on transition and alignment to new standards.
 - Share with communities at the Main Street Now Conference
 - Be attentive to feedback and additional input
- ☐ 2021 – expectation for full integration of new standards: by **Jan 2021**

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

Description:

A Main Street program, at its core, is a community-driven revitalization program. Successful efforts across the country have demonstrated that no single entity can revitalize the commercial district and impact the quality of life of the community alone. Continued growth and results don't just happen or can't be sustained without ensuring strong participation from the public and private sectors from the start and throughout the revitalization journey. Just as the Main Street designation is a community-wide recognition, the BROAD-BASED COMMUNITY COMMITMENT standard seeks to confirm that all sectors of the community (public and private) are working together through a common vision with shared responsibility for the district's revitalization.

A. **The Main Street organization** is a unique instrument of support in building awareness to the value of downtown through its efforts and the opportunities for the community to be an active force in its revitalization efforts. Main Street can be an important conveyor in fostering a strong culture of collaborations among all members of the community. Through the following key indicators, the local Main Street organization highlights active efforts and accomplishments in building broad-base community commitment to the revitalization program:

Key Indicators:	Value
1. The Main Street Program has a Community Communication plan in place that: a. builds awareness on the value of the district among all community sectors b. shares progress and accomplishments of the revitalization program (e.g. as evidenced by annual reports) c. Strives to connect with all audiences – from individual residents to community organizations, and local elected officials throughout the year d. Shows direct and regular connection with most district stakeholders through active visitation, meetings and activities that bring businesses, property owners together	1 to 5
2. The Main Street Program has a Community Outreach & Engagement Plan in place to ensure maximum public engagement and inclusive participation from all community members. This plan should include: a. Clear understanding of local community demographics b. A variety of inclusive engagement tools for information sharing and input gathering, including online and in-person options, such as public meetings, events, and activities at varied times and locations. c. Clearly outlined volunteer opportunities within the program's leadership base	1 to 5
3. The Main Street Program has defined Partnership Agreements through Memorandum, Resolution, or Letters of Support that confirm a strong culture of collaboration for with public and private sectors.	1 to 5

B. **The Public Sector.** This refers to local government (such as city or municipality, but also county) as a crucial leader and foundational partner in the revitalization program. Through the following key indicators, the local public sector highlights active efforts and accomplishments that demonstrate their commitment to the downtown or commercial district:

Key Indicators	Value
1. The City demonstrates that the district's revitalization is a priority for the City through: a. Guiding planning documents, such as a Master Plan and/or Downtown Plan, and economic development strategies. b. City-driven initiatives to improve the district's physical conditions and historic value c. Local campaigns to promote the value of the district, its positive image, and position in the community and market place	1 to 5
2. The City leadership is actively engaged with the Main Street program:	1 to 5

a. Participation of local elected officials and city staff in the leadership board – within boards and committees	
b. Working together to implement plans and specific initiatives	
3. The City actively works with the Main Street program to foster partnerships within the community, county, and region that add resources in support of the district’s revitalization.	1 to 5

- C. ***District Stakeholders***, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value
1. A majority of district property and business owners show commitment to the district’s vitality through direct investment of resources in physical, economic, and promotional efforts.	1 to 5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct involvement in the Main Street program and other organizations supporting the district.	1 to 5

- D. ***Community at large*** – including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value
1. A broad base of community members and organizations are involved in leading and/or supporting the district through planning and implementation of revitalization initiatives.	1 to 5
2. Local organizations support district’s programming efforts – directly through activities in the district and in partnership with the Main Street program.	1 to 5
3. Local corporations actively support and invest in the district’s revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street Program.	1 to 5

STANDARD II. INCLUSIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Description:

Strong, thriving communities don’t just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion. As comprehensive as the Main Street Approach, so are the many opportunities available for everyone in the community to participate. Every member of the community can become an active leader at different points in the revitalization journey and in various capacities. Main Street programs have a unique role in fostering an individual and collective sense of ownership that can strengthen and transform the entire civic culture of a community. This standard encourages Main Street programs to place strong priority in human talent and time as the greatest resource and to develop a clear operational structure that reflects an inclusive environment and increases the organization’s capacity to achieve its mission and goals, and to experience continued success. The following benchmarks provide a guide to developing an active leadership base and an organizational culture that welcomes, values, and rewards the willing investment of talent, time, and other resources provided by the community.

A. The Main Street Leadership Base Clearly Reflects the District and Community Demographics

Key Indicators	Value
1. The Main Street leadership base reflects the district and community demographics. This is clearly demonstrated by the diversity in age, race & ethnicity, gender, skills & interests, socio-economic, etc.:	1 to 5

a. Within the Board of Directors b. Within the supporting Volunteer Base (committees, sub-committees, task forces, teams, etc.) c. Within the Professional Staff team, including Executive Director and supporting members	
2. The Main Street leadership base within the Board of Directors and supporting volunteer committees is formed with balanced representation from: a. district stakeholders (property & business owners, residents, workforce, and representatives of organizations present in the district) b. public sector leaders (primarily -City elected officials, City management, department leaders, other staff members, but also other local/area government officers) c. community at large (residents, businesses, other community organizations)	1 to 5

B. The Main Street Program is Led by an Active Board of Directors.

Key Indicators	Value
1. The Board of Directors Leads the Main Street Program's Work: a. confirming Transformation Strategy to direct the program's work b. guiding the work planning process to ensure that the supporting volunteer structure projects and initiatives align with the selected strategy c. managing the implementation of the strategy regularly through active progress reviews at board meetings throughout the year d. participating – collectively and individually – in the program's projects and activities throughout the year.	1 to 5
2. Each Board Member is Committed to Active Leadership through a signed Board Commitment Letter, which should include: a. commitment to individual leadership role as agreed b. commitment to orientation and familiarization with personal role, the collective role of the Board, and with the Main Street Approach c. expectations for attendance to Board's meetings and support to volunteer base d. expectation for participation in trainings and leadership development opportunities offered throughout the year by the organization, the respective Coordinating Partner and the National Main Street Center	1 to 5

C. The Main Street program includes an Appropriate Supporting Volunteer Structure

Key Indicators	Value
1. The organization has a supporting volunteer structure (committee/teams, etc.) that supports the Board of Directors in the implementation of the Transformation Strategy and ensures comprehensive focus through the Main Street 4-Point Approach. a. Each supporting volunteer committee, team, task force, and project or activity has an active chair or co-chairs and enough supporting members to address their focus areas and to carry planning and implementation of their efforts successfully b. The supporting volunteer base connects with the Board of Directors and respective committees (as applicable) regularly throughout the year (avoid silos) to ensure alignment of strategy and collaborations.	1 to 5
2. The Main Street Program has a clearly defined plan for internal coordination to maximize the talent and support offered by the existing volunteer base. This plan includes attention to: c. appropriate role distribution at all levels within committees, teams, task forces, and projects d. clearly defined onboarding, coordination, rotation of roles, and retention processes and tools e. appropriate orientation and volunteer leadership development opportunities throughout the year to support their roles and knowledge on revitalization as offered by the organization, the Coordinating Program, and the National Main Street Center	1 to 5

f. active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization	
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D. The Main Street Program has Active Professional Management

Key Indicators	Value
1. The Main Street organization maintains the level of professional staff necessary to help the organization achieve its mission, goals, and to provide dedicated focus, facilitation, and coordination for effective management of the revitalization program. a. Depending on the maturity of the program, this means at a minimum, a full-time Executive Director (40 hours/week) in place for at least 8 of the 12 months during the past year). b. Main Street staff salary & benefits are consistent with other economic development professionals in the area/region c. The Main Street executive director (and additional staff members if in place) have outlined job descriptions and clearly defined performance expectations	1 to 5
2. A formal performance review process is in place and conducted annually for all program staff. a. the chain of command between the Main Street Board, Program Director, and supporting staff is clearly defined, followed, and reviewed annually. b. The Board Chair, representing and involving the board, leads the executive staff's annual performance review. The Main Street Director leads additional staff's review. c. The Main Street Board provides staff constructive feedback, encouragement, guidance, and recognition regularly throughout the year	1 to 5
3. Main Street staff participates in adequate training on revitalization trends and management to stay in tune with revitalization trends and enhance leadership and management skills. This includes: a. training requirements by the coordinating program b. professional development offered by Main Street America Institute and other educational trainings such as the Main Street Now Conference (annual national conference).	1 to 5
4. A staff transition plan is in place to address unexpected or anticipated staff changes, including succession and coordination of search & recruitment for new staff. This plan includes the appropriate processes to maintain program management during temporary transitions.	1 to 5

E. The Main Street Program Has A Defined Mission and Strong Organizational Capacity

Key Indicators	Value
1. The Main Street program has a clearly defined purpose outlined by the board of directors through a mission statement. a. The Board reviews the mission statement annually b. The Board uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement and to drive the program's work c. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities	1 to 5
3. The Board of Directors Ensures Organizational Capacity by developing and conducting regular review of: a. the organization's By-Laws b. policies for organizational and operational procedures, including internal communication, reporting, insurance, emergencies, volunteer leadership transition and succession planning, etc. d. policies for staff management, including recruitment, retention, annual performance, and recruitment and transition	1 to 5
2. The program has a clearly outlined process and annual calendar with defined timelines for work plan development, approval, and coordination of implementation of projects and activities.	1 to 5

3. Program volunteers' input is collected regularly to gather perspectives on internal organizational culture, coordination and retention practices, programming value, etc. Volunteer feedback is appropriately utilized by staff and board to improve the program's overall volunteer and programming structure.	1 to 5
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STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

Description:

A successful revitalization program must have the financial resources necessary to carry out its work and prepare for the future. Because a revitalized district benefits and strengthens the quality of life of the entire community, the opportunity and responsibility from all community sectors is essential for growth and long-term sustainability. Developing a strong funding structure includes a two-fold approach to funding the organizational and programming needs for successful, long-term revitalization. This includes not only financial commitment needed to have an organization that is dedicated to managing the district's revitalization process, but also the financial investment needed for improving the district's physical and economic conditions and strengthening its position within the community and its marketplace.

The Main Street program will need to work with the district stakeholders, local governments, and community at large to build a diversified mix of funding sources and develop appropriate financial management systems to identify, confirm, and maximize resources. The size of a program's budget will change as the program matures. In addition, program budgets are likely to vary according to regional economic differences and community size.

A. The Main Street Program Has Developed a Diversified Funding Structure that includes a Balanced Mix of Funding Sources from both Public and Private Sectors.

Key Indicators	Value
1. District stakeholders (businesses and property owners, workforce, residents, organizations present within the district boundaries) invest in and/or support the Main Street revitalization program through one or more of the following: a. Investors, partnerships, memberships programs b. Donor campaigns c. fundraising initiatives d. sponsorship or funding for specific initiatives	1 to 5
2. Community stakeholders (businesses and property owners, workforce, residents, organizations) invest and support the Main Street program through one or more of the following: a. Sponsorships for events b. marketing initiatives c. capital campaigns d. investors, partnerships, or membership programs e. foundation grants	1 to 5
3. Local government (City, County) has a financial commitment to building or maintaining a dedicated revitalization program for the district through at least one of the following: a. General funds allocation b. Purchase of service agreement c. Sponsorship of events or specific initiatives d. Grants e. Capital campaigns f. Marketing initiatives g. Management of a local Business Improvement District, Special Service Area, Downtown Development Authority, etc.	1 to 5

4. The Main Street pursues the following additional funding opportunities a. State and/or federal grant programs, such as CDBG, USDA, etc. b. Fundraising events or activities c. Creation of a Business Improvement District, Special Service Area, Downtown Development Authority, etc.	1 to 5
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B. The Main Street Program Has Sustainable Program Operations.

Key Indicators	Value
1. Financial management is a priority and demonstrated through a comprehensive fund-development plan addressing the organization's financial needs to maintain its operations and implement its programming.	1 to 5
2. A comprehensive budget is in place: a. specifically dedicated to the purpose of the district revitalization b. aligned with strategy and work planning and implementation c. adequate to cover organizational related expenses, such as administration of office, communication tools, materials, and activities; professional staffing, volunteer and staff development, fund-development expenses, etc. d. adequate for programming related initiatives across all 4-Points (organization, design, economic vitality, and promotion) e. recognizes in-kind contributions provided by volunteer time, skilled services, materials and other donations provided by both the public and private sectors.	1 to 5
3. Financial management practices are in place with a. following appropriate timeline expectations and details for monthly reporting and audits b. outlining processes and procedures for appropriate financial oversight c. ensuring positive conditions, with a 3 to 6-month minimum reserve	1 to 5
4. Financial Oversight and fund-development roles are clearly outlined between a. Staff b. Board of Directors c. Supporting leadership base	1 to 5

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Description:

Decades of experience implementing the Main Street Approach™ in communities of all sizes has demonstrated that building and sustaining a successful downtown or neighborhood commercial district is not a project, but an ongoing process that requires long-term commitment. While the first few years of a Main Street program is usually focused on establishing a foundation of community support and achieving small wins that show momentum, as vitality grows, opportunities for incremental change should be identified to move the program beyond the routine and address more complex aspects of revitalization.

Sustaining positive change from one year to the next, requires continued dedication to reviewing the focus of our efforts and its alignment with the community's vision for the district and on understanding how existing market conditions and emerging trends can positively impact the district's future. The following indicators are intended to guide the Main Street program's programming beyond ideas and project-driven efforts to an elevated focus that uses community's input and market information to define purposeful strategy that can transform the district and sustain its vitality.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value
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1. The Main Street program places priority on gathering community input and market data to guide the program's planning efforts. a. At least annually, the program has facilitated community input gathering activities and/or tools that help the organization keep a pulse on the community's perspectives for the district. b. Use of relevant district market profiles and community demographics profiles to identify important economic conditions and market opportunities. c. a highly visible vision statement outlines the future of the district, informed by the community and reflecting understanding of community's demographics and market opportunities	1 to 5
2. Annually, the Main Street Board utilizes inputs to define strategic direction for district transformation: a. confirm a Transformation Strategy/strategies to guide the programs work for the next 3-5 years b. outline specific goals and measurable benchmarks that align with the selected strategy review progress made from year-to-year to make appropriate adjustments to annual work plans	1 to 5
3. As part of the planning process, the Main Street Board shares the Program's Transformation Strategy (ies) a. with its supporting volunteer structure to guide the selection of appropriate projects and activities that align with the selected Transformation Strategies b. with the City and local partners to highlight common grounds and strengthen collaborations	1 to 5
4. The Main Street program develops and implements detailed work plans a. reflecting a balanced level of activity across the Four Points - Economic Vitality, Design, Promotion, and Organization b. including anticipated measurable outcomes a. ensuring the application of Main Street Guiding Principles, such as focus on quality over quantity, incremental steps, implementation oriented, etc.	1 to 5
5. The Main Street program works with District and Community partners to addresses foundational support and resources for preservation-based economic development a. Working with business owners to maintain business inventories to understand the district's economic base, promote existing strengths and to leverage market opportunities. b. Working with property owners to maintain building inventories to understand improvement needs and to encourage and support strategic use of space for business development c. Working with the local governments (City and County as it applies) to understand the conditions of the public space, recognize opportunities for improvements to enhance sense of place, and to assemble resources and incentives to strengthen the local economic base.	1 to 5

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

Description: The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goals for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners in appropriate improvements, uses. Communities often provide design assistance and incentives to assure successful projects.

Key Indicators	Value
1. The organization has built and/or maintained relationships with preservation stakeholders in its community and state, such as a. State Historic Preservation Officer b. Local Preservation Commission, City Planner/Planning Staff c. City and State Departments of Transportation d. City and State Parks and Recreation/Department of Natural Resources	1 to 5

e. Local university's preservation and planning.	
2. The downtown or commercial district's appearance shows visible physical improvements, including a. appropriate façade and building rehabilitation projects b. new appropriate signage, awnings c. attention to maintenance	1 to 5
3. The organization and/or its partners are actively engaged in Historic Preservation best practices a. Downtown or commercial district is listed in the National Register of Historic Places or eligible b. Community is a Certified Local Government c. Community has a preservation ordinance and/or design standards or guidelines, based on the Secretary of Interior Standards, in place and applies them during Design Committee reviews d. Local program design guidelines e. City, County or State Designations (e.g. Arts, Cultural, Entertainment Districts, etc.)	1 to 5
4. There is an active preservation educational program and advocacy in place to build community awareness about the economic and cultural value of the district's older historic building assets, history, and its impact in the community's identity and positive image within a. District stakeholders leverage preservation as an economic development tool b. local governments (city, county) offer resources for preservation-based economic development c. local and state preservation groups co-create educational materials and co-lead workshops and trainings when applicable d. the community at large to foster a strong sense of pride and ownership e. Within surrounding communities – highlighting the district's position in the area as it applies.	1 to 5
5. Organization works proactively throughout the year to protect historic resources and responds to threatened structures with a. proactive advocacy efforts and campaigns among property owners, City, and community b. creative adaptive reuse initiatives c. efforts to assemble necessary preservation-related resources	1 to 5

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Description:

Main Street communities are part of a national movement with a proven track record for celebrating community character, preserving local history, and generating impressive economic returns. Programs must be able to demonstrate the wise use of resources, which translates to real results on the ground.

Key Indicators	Value
1. The Main Street Program works with district stakeholders and partners to collect and submit reinvestment statistics to its coordinating program. This includes: a. Business related - net new jobs, net new businesses b. Real estate – property sales, increase in housing units, vacancy rate change over the last year c. Investment by the public and private sectors d. volunteer hours e. additional data that highlights measurable change and transformation	1 to 5
2. Main Street plans for projects and activities include a defined evaluative process and benchmarks to help track impact to the district and the organization, including a. Qualitative indicators of success b. Quantitative measures of success, such as event attendance, sales, etc.	1 to 5
3. The Main Street Program shares evidence of growing visibility with its Coordinating and national partners	1 to 5
4. The organization has made significant progress in addressing the district's economic vitality needs, based on the work plan submitted with documentation	1 to 5

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

Old Business

TITLE: Bigbelly Stations

DATE: August 23, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Updated Information:

1 Big Belly Unit (150 gallons capacity) = 4 Landscape Forms cans (36 gallons)

There are approximately 60 cans throughout the downtown in the summer. 30 of those cans are the non-decorative oil drum cans with wooden lids.

A person will not walk more than 25 steps on average before being inclined to litter, which means there should be a can every 60 feet or so.

Perhaps a plan could include purchasing one big belly unit for each block/section of town to replace 4 of the oil drum cans and then eventually 4 landscape forms decorative cans. If we aimed for that, we could eventually get 6 big belly stations which would in turn would replace 24 oil drum or decorative cans.

Total cost if the double high capacity station with footpedal were purchased (\$8,890 each):
\$53,340

If City of Charlevoix could cover half, that would be a \$26,670 up front investment for the DDA.

Then, each year, if we budgeted to replace 3 cans a year with new ones, we would need approximately \$5,270 each year. So by 2024 the oil drum cans would be phased out completely and replacement of worn out decorative cans would begin.

As various conversations take place about the condition of downtown garbage receptacles I got updated pricing information on Bigbelly stations and our regular cans from Landscape Forms for comparison. It has been communicated that the downtown cans need to start being replaced in phases. At this time, I have been told by City Manager Mark Heydlauff, that if the DDA were to consider purchasing more Bigbelly Stations that the City could pay or half.

The unit that we currently have has been relocated to the Van Pelt Alley crosswalk to get a better idea of usage in one of the busiest parts of town. After Venetian Festival I will check in to see how that went for DPW and also get data on how much time it saved their crew.

The pricing info below is from an email sent by Christopher Coclin from Bigbelly on Wednesday, July 21st:

Following up on our conversation, I have included pricing below. You currently have a double HC/HC

station, we also offer a Standard Capacity (SC) station which can be used for waste or recycling, it holds 50 gallons of waste and does not compact. Similar to your last purchase in 2019 our capital pricing includes the software as a one time fee for either a 5 or 8 year term. I have also attached the spec to reference.

Single HC5 with footpedal and 5 year software- \$4,445

Single HC5 with footpedal and 8 year software- \$4,828

Double HC/SC with footpedal and 5 year- \$6,125

Double HC/SC with footpedal and 8 year- \$6,652

Double HC/HC with footpedal and 5 year- \$8,890

Double HC/HC with footpedal and 8 year- \$9,655

Double SC/SC with footpedal and hopper 5 year software- \$4,445

Double SC/SC with footpedal and hopper 8 year- \$4,972

GOALS:

Increase # of recycling units in the downtown.

RECOMMENDATION:

Board discussion and direction.

Possible motion:

Motion to approve splitting the cost affiliated with the purchase of ____ Bigbelly Stations for placement in the downtown.

ATTACHMENTS:

- ❑ Big Belly Station Data
- ❑ Quote for Regular Garbage Receptacles
- ❑ Landscape Forms can
- ❑ Can placement demonstration

High Capacity Station (HC5)

Bigbelly's HC5 is a smart, solar-powered, compacting waste or recycling station. This compacting model holds 5-10X real capacity over an average traditional waste bin. It is equipped with sensors that monitor and report fullness levels and collection activity. It harvests solar power to compact waste and communicate its real-time status. The HC5's enclosed hopper (opening) design ensures total waste containment. This model maintains the durable, high quality and design integrity of all Bigbelly smart stations, and can be customized based on waste stream, options, and accessories.



BUILT-IN
COMPACTOR



SOLAR
POWERED



SMART
STATION



FULLNESS
SENSING

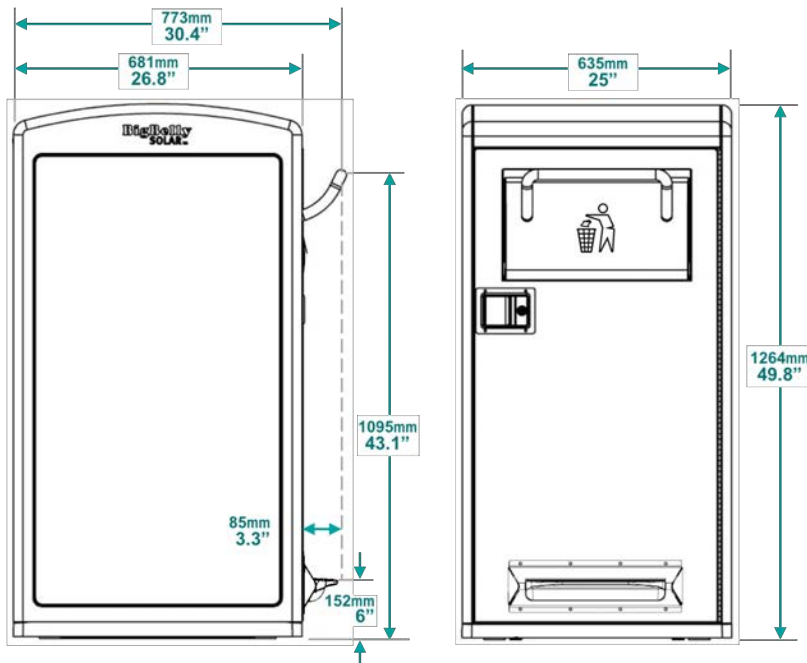


ONBOARD
GPS



CELLULAR
CONNECTION

Technical Specifications



Overall Machine Dimensions

- Height: 49.8" (1264 mm)
- Width: 25" (635 mm)
- Depth: 26.8" (681 mm)
- Handle Height (ADA Compliant): 43.1" (1095 mm)
- Weight: 270 lbs (122 kg)
- Shipping weight: 300 lbs (136.08 kg)
- Hopper Opening: 6" x 17" (152 mm x 432 mm)
- Bin Volume: 33 gallons (125 L) compacted trash; approx. 150 gallons (568 L) uncompacted trash.
- Bin Dimension: 24" x 20.4" x 21.65" (609 mm x 518 mm x 549 mm)

Waste Streams: Mixed Waste Trash, Single Stream Recycling, or Compost (with appropriate markings).

Options: Diagram to left shown with Foot Pedal.
See options and accessories on next page.

High Capacity Station (HC5)

*Smart, Solar-Powered,
Compacting Model
(150 Gal / 570 L)*



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High Capacity Station (HC5)

Smart, Solar-Powered,
Compacting Model
(150 Gal / 570 L)



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Technical Specifications - Continued

HC5 Features

- Unique built-in compaction technology with up to 5-to-1 compaction ratio
- Fully automated, microprocessor controlled system senses fullness and machine status
- Embedded sensors read and report fullness levels, collection activity into integrated software platform
- Ideal waste flow with 70° hopper dump angle and significant compaction penetration (travels to 9" from bottom of bin)
- Hopper Sensor alerts when hopper is jammed open & logs a count of hopper openings in CLEAN
- LED status lamps indicate readiness to collect (fullness level or age of waste), machine status and error codes
- 4G LTE wireless data link for remote monitoring and management
- GPS assisted location service

Safety Features

- CE approved
- Double fault-tolerant design for hopper insertion door prevents access to compaction area;
- Physical barrier between users and moving compactor
- Fully interlocked access doors protect users and service personnel; Separately keyed service access
- Locked front trash removal door
- Dampened hopper opening with use of foot pedal
- No pinch points, sharp edges or corners

Durability

- Weather resistant, UV stabilized polyester powder-coat finish on all exterior parts
- Electronic components temperature range of -40°F to +185°F (-40°C to +85°C)
- Fully weatherized, but in the event of a flood, HC5 can withstand:
 - Up to 20" (508 mm) of water without harming the electronics
 - Up to 36" (915 mm) of water with only minor damage to electronics

Opening (Hopper) Options



Black / Trash



Blue / Recycle



Green / Compost

PLEASE NOTE: Green Hoppers require additional 6 weeks to process.

Materials

- RoHS compliant
- Galvanized sheet metal steel interior and exterior construction
- Heavy duty plastic side panels for dent and scratch resistance (recycled content)
- Interior Bin: Leak proof; made of low density polyethylene (LDPE) plastic

Power & Electronics

- Patented Skip-a-Cycle™ energy management technology ensures performance in any location, including shade and cloud cover; Average operation uses less than 3wh energy per day
- 28Ah Extended Life Battery with Insulation for Optimized Performance (average: 5-8 years)
- Polycrystalline silicon cell PV module (22 watts)
 - 40 watts HE (high energy) upgrade available
- PV panel protected by polycarbonate bubble
- Spill-proof, sealed maintenance-free battery
- Self-powered unit requires no wiring

Options & Accessories

- Foot Pedal for Hands-Free Use
- Wheeled Interior Lift Bin (Bar & Comb Styles)
- Graphic Wraps, Message Panels, Stickers
- Ashtray and Stub-out Plates
- Security System with Physical Plates
- External A/C Adapter for Indoor Use
- Standalone Wi-Fi Hotspot Upgrade Option

Standard Capacity Station (SC5.5)

Bigbelly's SC5.5 is a smart, fullness-sensing waste station that is anything but standard. This non-compacting model holds 2-3X real capacity of a traditional bin, and is equipped with sensors that monitor and report fullness levels and collection activity. It is battery powered to communicate its real-time status. The SC5.5 has an enclosed hopper option for total waste containment. This model maintains the durable, high quality and design integrity of all Bigbelly smart stations, and can be customized based on waste stream, options, and accessories.



50 GALLON
CAPACITY



BATTERY
POWERED



SMART
STATION



FULLNESS
SENSING

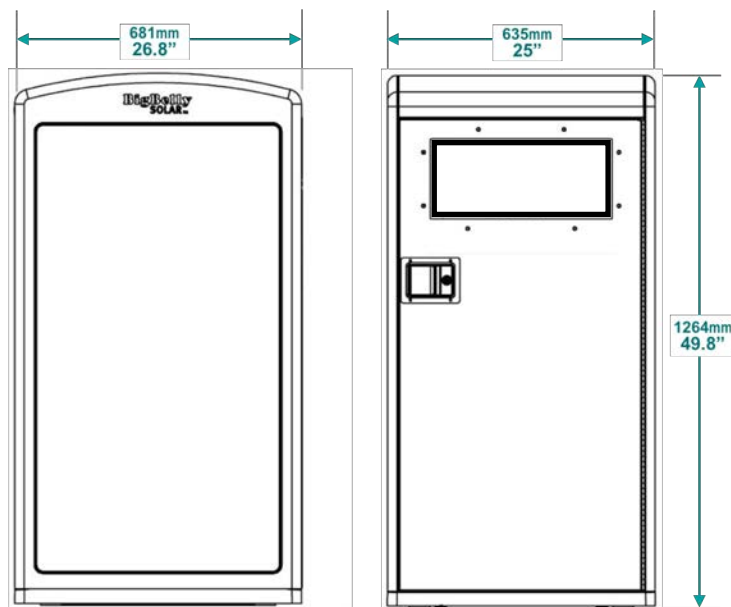


ONBOARD
GPS



CELLULAR
CONNECTION

Technical Specifications



Overall Machine Dimensions

- Height: 49.8" (1264 mm)
- Width: 25" (635 mm)
- Depth: 26.8" (681 mm)
- Handle Height (ADA Compliant): 43.1" (1095 mm)
- Weight: 150 lbs (68 kg)
- Shipping weight: 180 lbs (82 kg)
- Insertion Opening: Can be configured for variety of recycling / waste streams.
- Bin Volume: 50 gallons (189 L)
- Bin Dimension: 25" x 20" x 32.25" (635 mm x 508 mm x 819 mm)

Waste Streams: Mixed Waste Trash, Single Stream / Paper / Bottles & Cans Recycling, or Compost / Organics (with appropriate markings).

Options: See options and accessories on next page.

Standard Capacity Station (SC5.5)

*Smart, Battery-Powered,
Non-Compacting Model
(50 Gal / 190 L)*



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Product specifications subject to change without notice.

Standard Capacity Station (SC5.5)

Smart, Battery-Powered,
Non-Compacting Model
(50 Gal / 190 L)



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Technical Specifications - Continued

SC5.5 Features

- Fully automated, microprocessor controlled system senses fullness and machine status
- Embedded sensors read and report fullness levels, collection activity into integrated software platform
- Patent-pending 'SC Sleeve' ensures data accuracy and prevents false fullness readings due to bag interference
- LED status lamps indicate readiness to collect (fullness level or age of waste), machine status and error codes
- 4G LTE wireless data link for remote monitoring and management
- GPS assisted location service
- With Enclosed Option, Hopper Sensor alerts when hopper is jammed open & logs a count of hopper openings in CLEAN
- 'Companion' model is also available to couple with either an HC5 or SC5.5 'Hub'
 - Note: Companion models use the power and communication source of their attached hub

Safety Features

- CE approved
- Locked front door accessed via key by collection and service personnel
- Dampened hopper opening with use of foot pedal
- No pinch points, sharp edges or corners

Durability

- Weather resistant, UV stabilized polyester powder-coat finish on all exterior metal parts
- Electronic components temperature range of -40°F to +185°F (-40°C to +85°C)
- Fully weatherized, but in the event of a flood, the component can withstand up to 40" (1.06 m) of water without harming electronics

Materials

- RoHS compliant
- Galvanized sheet metal steel interior and exterior construction
- Heavy duty plastic side panels and top for dent and scratch resistance (recycled content)
- Interior Bin: Leak proof; made of low density polyethylene (LDPE) plastic

Power & Electronics

- Single-use Alkaline battery pack
- Battery life: Up to 8 years
- Self-powered unit requires no wiring
- Cordless operation for both indoor / outdoor use

Opening Options

Enclosed Hopper



Landfill
Waste

Recycling

Compost

Open Faceplate



Landfill
Waste



Single
Stream
Recycling



Paper
Recycling



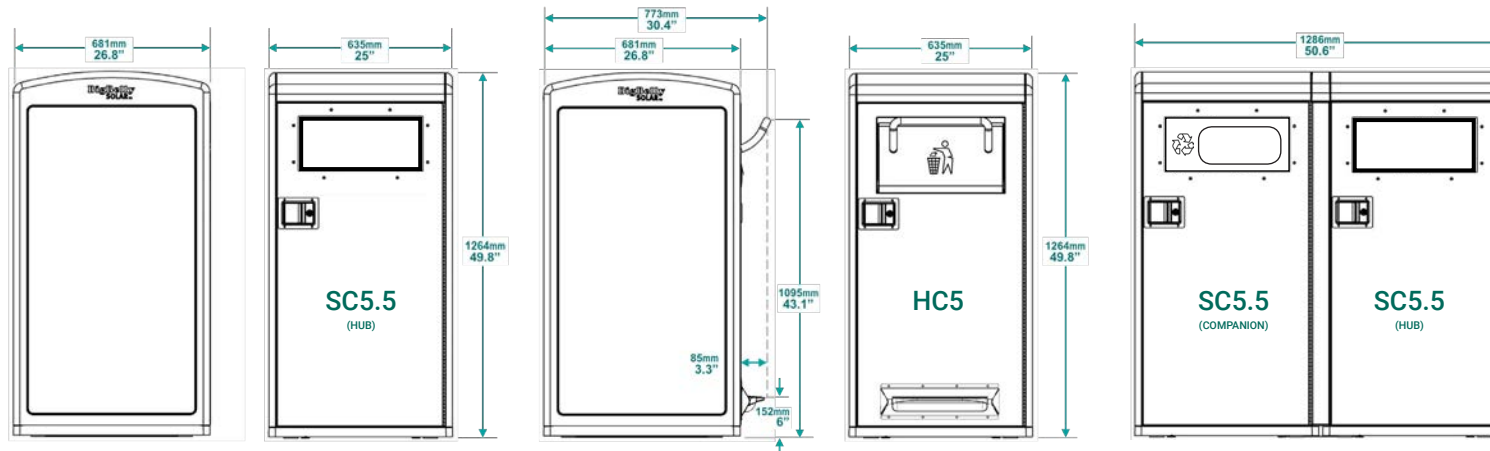
Bottle &
Cans
Recycling

Options & Accessories

- Wheeled Interior Lift Bin (Bar & Comb Styles)
- Enclosed Hopper Opening
- Foot Pedal for Hands-free Use (with Hopper)
- Graphic Wraps, Message Panels, Stickers
- Security System with Physical Plates

Multi-Stream Configurations

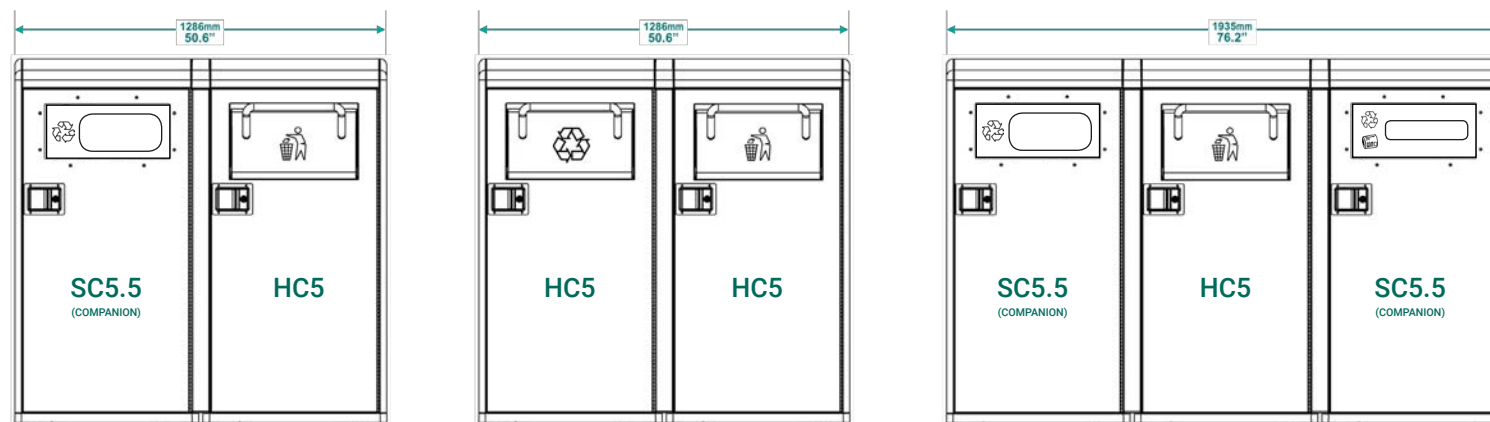
Stations are modular and support any combination of waste streams at each location as **Single, Double, and Triple** station configurations. A fleet may be comprised of a variety of stations in order to meet the unique needs of each area. Customize each station by selecting components' **capacity** (HC5 or SC5.5) and **waste stream** (Trash, Single Stream / Paper / Bottles & Cans Recycling, or Compost/Organics; see next page for available streams per model).



SC5.5 Single Station
Approximately 150 lbs (68kg)

HC5 Single Station
Approximately 270 lbs (122 kg)

SC5.5/SC5.5 Double Station
Approximately 294 lbs (133 kg)



HC5/SC5.5 Double Station
Approximately 414 lbs (188 kg)

HC5/HC5 Double Station
Approximately 540 lbs (245 kg)

HC5/SC5.5/SC5.5 Triple Station
Approximately 558 lbs (253 kg)

Multi-Stream Configurations

*Mix & Match for
Station Capacity
and Waste Stream*



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Multi-Stream Configurations

Mix & Match for
Station Capacity
and Waste Stream



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Technical Specifications

	High Capacity Station (HC5)	Standard Capacity Station (SC5.5) Hub	Standard Capacity Station (SC5.5) Companion
Overall Dimensions	Smart, Solar-Powered, Compacting Model	Smart, Self-Powered, Non-Compacting Model	Smart, Self-Powered, Non-Compacting Model
Height	49.8" (1264 mm)	49.8" (1264 mm)	49.8" (1264 mm)
Width	25" (635 mm)	25" (635 mm)	25.6" (635 mm)
Depth	26.8" (681 mm)	26.8" (681 mm)	26.8" (681 mm)
Handle Height	43.1" (1095 mm)	With Hopper: 43.1" (1095 mm)	With Hopper: 43.1" (1095 mm)
Weight	270 lb (122 kg)	150 lb (68 kg)	144 lb (65 kg)
Shipping Weight	300 lb (136 kg)	180 lb (82 kg)	176 lb (80 kg)
Battery Voltage	12V	4.5V	-
Insertion Opening	6" x 17" (15.2 cm x 43.2 cm)	Can be configured for multiple recycling or waste streams.	Can be configured for multiple recycling or waste streams.
Bin Volume	33 gallons (125 L) compacted; 150 gallons uncompactd	50 gallons (189 L)	50 gallons (189 L)
Liner Bags	Custom High Capacity Liner Bags (#BBS-CB4647 or #BBS-RCB4647) are available for purchase. <i>The black or clear bags are 47"H x 46"W (120cm x 117cm) and 2.5mil (64μ) thick.</i>	Custom Standard Capacity Liner Bags (#BBS-RB4255) are available for purchase. <i>The clear bags are 55"H x 42.5"W (140cm x 108cm) and 1.25mil (32μ) thick.</i>	Custom Standard Capacity Liner Bags (#BBS-RB4255) are available for purchase. <i>The clear bags are 55"H x 42.5"W (140cm x 108cm) and 1.25mil (32μ) thick.</i>

Liner Bags are available from Bigbelly's official provider, WasteZero. Contact WasteZero to order liner bags at +1.800.866.3954 or www.WasteZero.com/Bigbelly/.

Opening Options

Enclosed Hopper (HC5, SC5.5)



Landfill
Waste



Recycling



Compost

Open Faceplate (SC5.5)



Landfill
Waste



Single
Stream
Recycling



Paper
Recycling



Bottle &
Cans
Recycling

PLEASE NOTE: Green Hoppers require additional 6 weeks to process.

Quote

Date: 07/08/2021

LF Quote#: 0000335892

PO#:

Project:

Bill To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

CORPORATE

7800 E. Michigan Avenue
Kalamazoo, MI 49048-9543
P: 800.521.2546 F: 269.381.3455
www.landscapeforms.com
Federal I.D.# 38-1897577
FSC# RA-COC-001261

Ship To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

Ship To Contact Phone:(231)547-3273

Ship Via: Common Carrier

F.O.B.: Destination

Qty	Description	Unit Price	Total Price
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CONTRACT: NCPA 07-53

When ordering please confirm:

- Shipping address and contact information (name and ph#)
- Billing address and contact information
- Is your firm or the project tax exempt? If so, exemption certificate must accompany order
- Delivery schedule:

____Ship immediately upon completion

OR Ship On/After the date:_____

1	Chase Park Litter	\$ 1,511.88	\$ 1,511.88
	Style: <i>Side Opening, 36 gal. capacity</i>		
	Options: <i>Sand Pan with cable</i>		
	Powdercoat Color: <i>Ivy</i>		
	Standard Features: <i>Black Polyethylene Liner</i>		

Item Total	\$ 1,511.88
Shipping & Handling	\$ 245.00
Sub Total	\$ 1,756.88
Estimated Tax	\$ 0.00
Document Total	\$ 1,756.88

Payment Terms: NET 30 DAYS

Landscape Forms, Inc. reserves the right to change payment terms based on payment history as well as information obtained from commercial credit reporting agencies.

Page: 1 of 3

Cust #: 56456
SSR: Mary Vanderberg
Rep: Kyle Verseman, MI5

Landscape Forms Customer Service

Purchaser

Seller

landscapeforms®

Quote

Date: 07/08/2021

LF Quote#: 0000335892

PO#:

Project:

Bill To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

CORPORATE

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Federal I.D.# 38-1897577
FSC# RA-COC-001261

Ship To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

Ship To Contact Phone:(231)547-3273

Ship Via: Common Carrier

F.O.B.: Destination

- Purchaser is responsible for confirming options, materials, quantities, etc., for completeness and conformity to plans and specifications.
- Changes to or cancellations of orders may incur a penalty charge of 30% or more. Special orders may not be changed or cancelled.
- Studio 431 (custom) orders cannot be cancelled once purchase order is received and approved.
- Studio 431 orders are subject to price increase after engineering/product development is complete and approved by designer, end user and purchaser. Modifications in price will be handled via Change Order.
- No merchandise can be returned without authorization from Landscape Forms. Returns may be subject to a disposition fee of 30-100%.
- Prices based on quantities shown and quantity changes may affect price.
- QUOTED prices are held for 60 days. After receipt of a written ORDER, prices will be held for up to one year from receipt of the order. Changes in quantity or specification may affect pricing.
- Pricing includes selection from our standard color palette. Optional colors and custom color matches are available for an additional fee and will extend lead-time. Please contact our corporate office for more information.
- Fixtures for custom products are the property of Landscape Forms, Inc., and are not available for sale.
- Landscape Forms is a supplier only and ships via common carrier. Customer is responsible for offloading and installing unless otherwise indicated above.
- Handling fees alone will apply on third party and customer pick-up orders.
- Mounting hardware is only available on a limited number of products. Please consult the installation recommendations or contact our corporate office to confirm. In the event hardware is provided, it MUST be used for proper installation.
- Refer to Care and Maintenance guidelines for more detailed information and instructions.
- All orders ship upon completion of fabrication. A one-week grace period may be available, after which storage fees will apply.
- This Agreement contains the entire understanding between the parties. All prior communications are merged into this Agreement. The terms of this Agreement shall control any conflict between documents.
- This Agreement may be signed by the parties separately and by facsimile, and together they shall be deemed one binding, original Agreement.
- Purchaser shall pay all costs and expenses paid or incurred by Landscape Forms, Inc. in collecting any amounts due for goods purchased by Purchaser, including without limitation, reasonable attorneys' fees and collection costs. Balances on invoices not paid within 30 days of date of invoice, or within an alternate period of time as determined and indicated by Landscape Forms, shall incur interest at a rate of 18% per annum. Cash discounts are not offered.
- Tax is estimated. Actual tax will be charged on final invoice and shall be payable by the Purchaser. U.S. customers must provide a valid sales tax exemption or resale certificate to remove liability.

Page: 2 of 3

Cust #: 56456
SSR: Mary Vanderberg
Rep: Kyle Verseman, MI5

Landscape Forms Customer Service

Purchaser

Seller

landscapeforms®

Page 45 of 56

Quote

Date: 07/08/2021

LF Quote#: 0000335892

PO#:

Project:

Bill To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

CORPORATE

7800 E. Michigan Avenue
Kalamazoo, MI 49048-9543
P: 800.521.2546 F: 269.381.3455
www.landscapeforms.com
Federal I.D.# 38-1897577
FSC# RA-COC-001261

Ship To: City of Charlevoix
ATTN: Liz Anderson
210 State St
Charlevoix, MI 49720-1345

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- To the extent purchaser supplies or modifies the standard specifications for any products, Landscape Forms, Inc. expressly disclaims all representations and warranties related to such products or their design whether express or implied except that the products shall be manufactured in accordance with purchaser's specifications.
- **REMITTANCE OPTIONS:** For information on paying via credit card, ACH, direct bank transfer, or wire please email us at AR@landscapeforms.com. Mail payments to:

USD Checks

Landscape Forms, Inc.
Dept 78073
PO Box 78000
Detroit, MI 48278-0073
USA

CAD Cheques

Landscape Forms, Inc.
PO Box 2408
Station A
Toronto, Ontario M5W 2K6
CAN

Page: 3 of 3

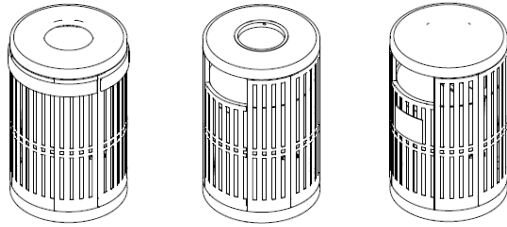
Cust #: 56456
SSR: Mary Vanderberg
Rep: Kyle Verseman, MI5

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Tools Required

- Safety glasses
- Litter receptacle ships fully assembled. Freestanding unit can be set in place.
- Anchoring hardware for surface mount option: Two anchors, 3/8" [10mm] diameter or less, and two washers, 7/8" [23mm] o.d. are required per unit. The base thickness is 7/8" [22mm] at anchor location. The roto-molded base will compress about 1/8" upon tightening of the anchor bolts. The installer is responsible for anchoring hardware suitable for site conditions. Corrosion-resistant anchors are recommended.

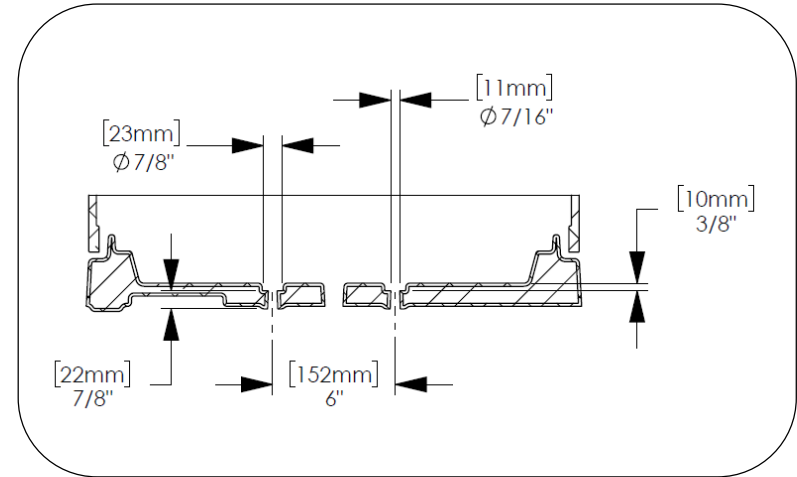


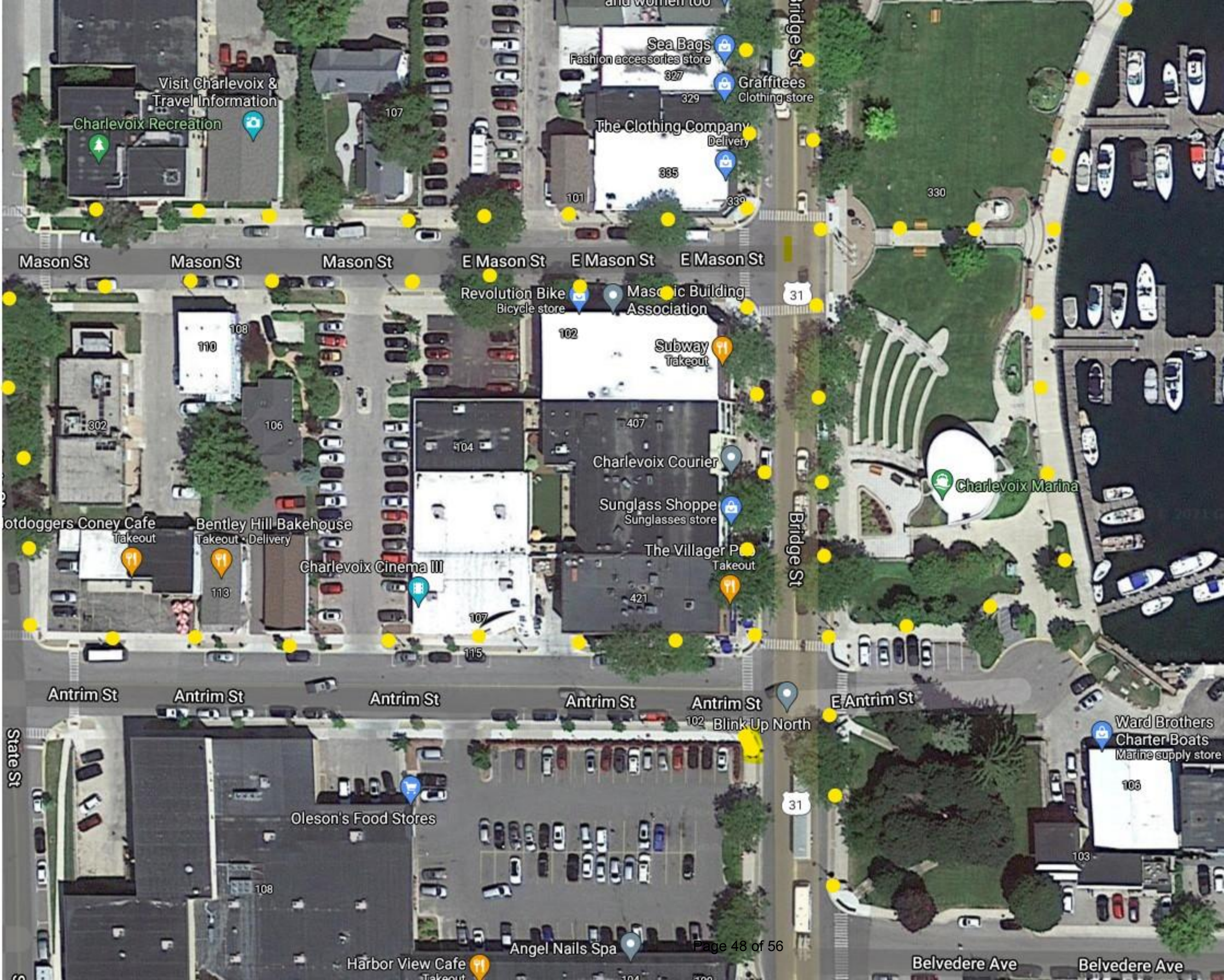
Fig. 1 – section view of base

PROCEDURE FOR INSTALLATION:

FOR SURFACE MOUNTED LITTER RECEPTACLE:

1. Place the unit in the desired position. Open the door to check clearance.
2. Remove the liner and mark anchor location through the holes in the base.
3. Move the unit to allow access for the drilling holes.
4. Drill holes at marked location according to anchor manufacturer's specification.
5. Complete the anchor installation according to the anchor manufacturer's instructions.
6. Lid and base attachment hardware and anchoring hardware should be checked annually and tightened as necessary.

ASSEMBLE WITH CARE! Pangard II® Polyester Powdercoat is a strong, long-lasting finish. To protect this finish during assembly, place unwrapped powdercoated parts on packaging foam or other non-marring surface. Do not place or slide powdercoated parts on concrete or other hard or textured surface – this will damage the finish causing rust to occur. Use touch-up paint on any gouges in the finish caused by assembly tools.



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Travel Information

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Sea Bags
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Graffitees
Clothing store

The Clothing Company
Delivery

Mason St

Mason St

Mason St

E Mason St

E Mason St

E Mason St

Revolution Bike
Bicycle store

Masonic Building
Association

Subway
Takeout

Charlevoix Courier

Sunglass Shoppe
Sunglasses store

The Villager P
Takeout

Charlevoix Marina

otdoggers Coney Cafe
Takeout

Bentley Hill Bakehouse
Takeout Delivery

Charlevoix Cinema III

Antrim St

Antrim St

Antrim St

Antrim St

Antrim St

E Antrim St

Blink Up North

Ward Brothers
Charter Boats
Marine supply store

Oleson's Food Stores

Angel Nails Spa

Harbor View Cafe
Takeout

Belvedere Ave

Belvedere Ave

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

New Business

TITLE: Bridge Railings

DATE: August 23, 2021

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

During our August meeting member Silva requested an agenda item to discuss repainting the bascule bridge railing. I have attached some historical info that was sent to us by citizen Kay Heise as a brief synopsis/background.

In the past I thought there had been some sort of estimate of cost but I've since discovered the conversation never went that far. Some recent emails from City staff members indicate the following:

Pat Elliot: "I do not and have never looked into the cost. I know if they want to sandblast/waterblast off the existing paint it turns into a real challenging and expensive project. All of the material they would need to blast off would need to be captured so it doesn't go into the lake water."

Mark Heydlauff: "There are no estimates for work but it will be expensive."

Mark Heydlauff: "Painting the bridge has been undertaken in the past thanks to private fundraising. MDOT has given permission in the past for this to be done but they will take no steps to preserve it or repair painting when they do maintenance on the bridge so it's not a particularly sustainable plan."

Since City Manager Mark Heydlauff has been having recent contact with MDOT I hope to meet with him to get a better understanding of how to proceed with getting a formal estimate for the work. It's likely we would have to select from contractors that MDOT works with to ensure the project is done correctly.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▢ Anatomy of a Bridge Railing

Anatomy of a Bridge Railing
Compiled by Kay Heise, August, 2018
(Dates refer to articles printed in the *Charlevoix Courier*)

1949

Memorial Bridge is finished.



1967

Chick Gallagher, bridge tender, (a civil service position paid by the State of Michigan) paints the railings.



1993 - 1994

State of MI repairs/refurbishes 1949 bridge, which results in removing the original bridge railings and replacing them with three horizontal "highway - style" grey rails.

May 26, 1993

Public outcry about both the safety and the aesthetics of the three rails results in a response from State of Michigan Department of Transportation (MDOT) District Engineer, Tom Coleman, who requests that city workers put up plastic orange snow fencing...



...until two smaller rails can be placed; one between the sidewalk and the lower rail and one between the lower and the middle rail.

Agreeing that the aesthetics are not improved by this solution, Mr. Coleman decides to come to Charlevoix for an open meeting to discuss options.

June 2, 1993

Courier columnist Edith Gilbert writes,

"At issue is not only the safety but the appearance of the recently installed railing, which was put up while the bridge was under repair. Dozens of people have told me that they thought the now controversial railing was a temporary measure. Most found it hard to believe that the three unattractive, horizontal metal bars were ever intended as a permanent barrier. MDOT tells that the new railing meets federal safety regulations for vehicles, OK. But does it meet safety regulations for people? The answer is definitely no! Remember this is a bridge with a sidewalk that during the summer has a steady stream of heavy foot traffic, including parents with strollers, small children and puppies. The new railing diminishes the sidewalk by six inches, which makes it even more crowded....MDOT has suggested putting a couple of additional horizontal bars on the present railing. However, this would not enhance its appearance, nor would it make the railings less tempting a stepladder for children to climb."

June 9, 1993

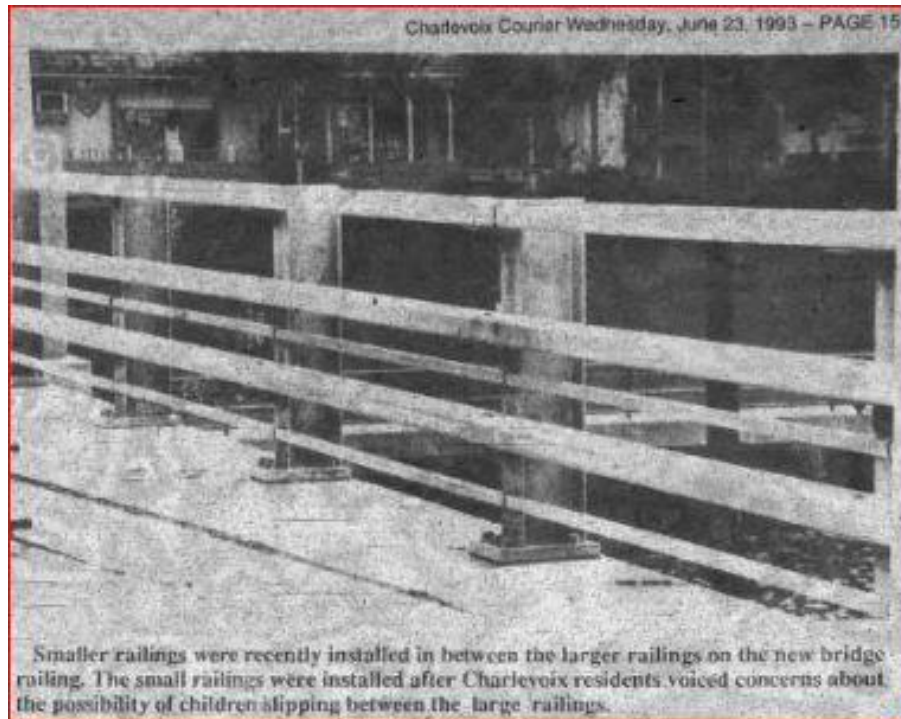
MDOT District Engineer, Tom Coleman, and Construction Field Engineer, John Bramer, come to Charlevoix and state that the two smaller railings will be in place by June 20. Receiving many comments about the look of the rails, Coleman says, "We blew it." He explains that the railings had to meet crash specifications, satisfy static load requirements, provide a view of the water, and be light enough for the bascule counter weight system to be able to lift it when the bridge goes up.

He says they are open to suggestions for aesthetic improvements, but those improvements would have to be funded by the city and couldn't adversely affect the structural integrity of the railing.

After much discussion about funding sources and matching funds, City Manager Mike Wiesner says, "It might be cheaper and more timely to do this on our own."

June 23, 1993

MDOT places two small railings between the three existing ones.



Fall, 1993

Spearheaded by Edith Gilbert and John Hess, a design is developed to meet state and federal requirements and to reflect aspects of the bridge railings from the second swing bridge (1901-1947), a portion of which had been saved in Hoffman Park [and is still there.]

November 17, 1993

Charlevoix DDA approves proposed design for decorative metal work to be placed on the existing railings. Cost is expected to be between \$19,000 - \$25,000. Who is to pay for it? City attorney John Young said, "It is my opinion that the DDA is the proper entity to make a final determination regarding the plan."



May 18, 1994

New decorative railings cover the "highway - style" rails on the bridge.



A Courier article states,

"The Charlevoix Downtown Development Authority (DDA) came up with the money (approximately \$25,000) needed to make the improved railings a reality. Getting the new railings designed, built, painted and installed hasn't been an easy endeavor, but it's something which will make our community more attractive. The process required cooperation between individuals, business and government at both the city and state levels. It wasn't an easy process, but we came out all right on the deal."

1994

Edith Gilbert receives an "Award of Merit" from Keep Michigan Beautiful, Inc. for her efforts in beautifying the bridge.

Twenty-two years later...

Winter 2016-2017

MDOT makes major repairs and upgrades to the bridge, resulting in tremendous chipping and scraping of the railings. No cleaning or painting of the railings takes place. MDOT says it is not their responsibility to do anything to repair the railings.

June, 2018

Kay Heise and Bill Gnodtke meet with Mark Heydlauff, City Manager, to discuss what can be done. Bill agrees to contact people he knows at MDOT. Here is the email exchange to date:

Kirk,
Anything new on the possible painting of the bridge? Got to thinking about my time on the MBA and the resolve we had maintenance wise in making sure we spot painted everywhere we found paint and exposed metal. And then the decision to doing the total painting project that we are now doing. Seems like the same would hold true on this bridge. Can't believe that it would cost that much and could be rolled into the project to repave and remark the route from M66/31 through town.
Bill

From: "Steudle, Kirk (MDOT)" <SteudleK@michigan.gov>
Date: July 15, 2018 at 4:06:34 PM EDT
To: Bill Gnodtke <billgnod@gmail.com>
Subject: Re: Charlevoix Bridge

It's a bit more complicated that mdot painting the railing.
From what I'm understand, the railing was added by the city under a permit from mdot. That means they are responding for the long term maintenance, including painting. On top of that and complicating it further, they used a paint system that is not compatible with our paint system. Scott Thayer is looking into what could be done.

Kirk

July, 2018

John Duerr meets Kay Heise in the library, agrees the bridge railings look awful, and says he will research city council minutes for any information on recent painting. Kay Heise agrees to research the *Courier* and talk to former and current city employees in order to put together the history of the railings and discover who is ultimately responsible for painting them.

August 12 - 16, 2018

Kay Heise has telephone conversations with John Martin, retired Supervisor of Streets and Sewers, Pat Elliot, current Public Works Superintendent, and Rick Brandi, retired City Treasurer. Mr. Martin says that he hired a crew each summer to spiff up areas in the city, and that spot bridge paint repair was a part of that effort. He retired in May, 2006. He was not aware of any painting done since then. Mr. Elliot says his department has not done any bridge painting. Mr. Brandi says that no complete repainting of the bridge railings has ever occurred.