



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Tuesday, March 22, 2022- 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. Committee Minutes
 - C. Monthly Report
 - D. DDA Financials
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
- 7. Old Business**
 - A. 109 Bridge Park Drive Update
Maureen Owens, Chair
 - B. Downtown Maps Discussion
Lindsey Dotson, Executive Director
 - C. Issue Media Group Rural Innovation eXchange partnership with Michigan Downtown Association
Lindsey Dotson, Executive Director
 - D. Public Restroom Discussion
Lindsey Dotson, Executive Director

8. New Business

- A. Alleyway Improvement Grant Applications
Lindsey Dotson, Executive Director
- B. Downtown Housing Incentive Grant Application
Lindsey Dotson, Executive Director
- C. MDA Request for Sponsorship
Lindsey Dotson, Executive Director
- D. Magical Tiny Doors
Lindsey Dotson, Executive Director
- E. New Grant Opportunities
Lindsey Dotson, Executive Director

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email clerk@charlevoixmi.gov. A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all reasonable accommodations requests.

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: March 22, 2022

ATTACHMENTS:

- ▣ Regular Meeting - January 24, 2022

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, January 24, 2022 at 5:30 p.m.
Council Chambers, City Hall

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Maureen Owens
Members Present: Sean Bradley – participated remotely, Kirby Dipert, Mayor Luther Kurtz – participated remotely, Annie Oosthuizen, Ron Way, Amanda Wilkin
Members Absent: Sam Bingham, Paul Silva
Non-Voting Student: Liam Dreyer
City Staff: Lindsey Dotson, Executive Director

4. Inquiry Regarding Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes- December 14, 2021 (Regular) & December 20, 2021 (Executive Committee)
- B. Committee Minutes – December 21, 2021 (Economic Vitality Committee), December 16, 2021 (Promotions/Organization Committee), January 20, 2022 (Promotions/Organizations Committee)
- C. DDA Financials -Revenue & Expense Report
- D. Monthly Report to MEDC -October, November, & December 2021
- E. Chamber Partnership Agreement – January 1, 2022 through December 31, 2024

Motion by Member Dipert, second by Member Way to approve the Consent Agenda as presented. Motion passed by unanimous voice vote.

6. Reports

- A. Director's Report

7. Old Business

A. 109 Bridge Park Drive Update

Director Dotson provided the signed contract with Northwest Rentals, LLC. The Executive Committee granted permission to enter into an agreement with Northwest Rentals, LLC which includes the property management of 109-111 Bridge Park Drive as well as conducting lease negotiations with the prospective tenants. Director Dotson stated there may be some repairs that may need to be addressed in the space and the DDA still has \$2,700 available in budget.

8. New Business

A. Venetian Festival Request

Dan Barron, Venetian Festival President, requested sponsorship funds for the 2021 Festival and towards the 2022 Festival. President Barron stated in previous years the DDA has made contributions to the festival. Director Dotson stated the budget still has a balance of \$5,000.

Motion by Member Dipert, second by Member Oosthuizen to take the balance of the DDA's available sponsorship balance (a total of \$5,000) to support the Venetian Festival. Motion passed by unanimous voice vote.

B. Michigan Main Street Vibrancy Grant Application

Director Dotson described the specifics of the grant application including up to \$20,000 in funding with a \$3,000 match from the DDA. Director Dotson discussed the possible projects and options which would focus on the winter vibrancy efforts given the DDA's goal to create a more year-round economy in the downtown. The deadline for the application is March 11, 2022. Further discussion will continue at the February meeting.

C. Issue Media Group Rural Innovation eXchange Partnership with Michigan Downtown Association

Director Dotson stated this opportunity had arisen because Charlevoix is a member of the Michigan Downtown Association (MDA) which would allow the DDA the option to purchase a rural partnership of media coverage. She further described the partnership and initiative. The item was postponed to the February meeting.

D. Downtown Maps Discussion

Director Dotson described the opportunity to revise the downtown maps format to something like what Bellaire, Grayling, Elk Rapids, and nearby towns utilize. The program would be at no cost to the DDA as funding would come from advertisement sales handled by Scott Kruger. In 2021, the DDA paid \$5,812 for 6,000 maps and \$900 for kiosk printing and distribution. After discussion, no formal action was taken. Director Dotson will contact Mr. Kruger for a rough draft of a proposed map more like the map format used in 2021.

E. Cooperative Ad Campaign Proposal

Director Dotson stated the DDA had not budgeted for subsidizing cooperative ad buys for small businesses, but after obtaining feedback from various stakeholders, she and Member Oosthuizen developed a package that is affordable and will utilize many outlets and in-house resources.

Motion by Member Dipert, second by Member Way to approve the 2022/2023 Cooperative Ad Campaign. Motion passed by unanimous voice vote.

9. Public Comments

J. B. Hoyt stated in reviewing the City's website there was a link for current agendas and minutes of board meetings and the most recent set of minutes for the DDA was from June 25, 2018, and he asked that the information be updated.

10. Request for Future Agenda Items

11. Board Comments

12. Adjourn

Meeting adjourned at 6:53 p.m.

Sarah J. Dvoracek/fgm

Maureen Owens

Chair

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

Consent Agenda

TITLE: Committee Minutes

DATE: March 22, 2022

ATTACHMENTS:

- ▣ Design Committee - February
- ▣ Economic Vitality Minutes - March
- ▣ Org and Promo Minutes - March



Charlevoix Main Street Design Committee
Thursday, February 3, 2022
4:00 PM – City Hall
Minutes

Attendees: G. DeMeyere, L. Dotson, J. Duerr, D. Fate, D. Miles, M. Owens, Keeley Shay (guest)

Absent: C. Kranz, J. Rowley, B. Slater, P. Weston

- I. The meeting was called to order at 4:00 pm. The Minutes from the December 2, 2021, meeting was approved as written.
- II. **Outstanding Business**
 - a. Alleyway Improvement (AI) Grant Application Review:
 - a. 100 Park Ave: New Business Owner Keeley Shay was present to explain her project and answer questions. The application was scored by the committee, and the project received a total rating well in excess of the 20 points needed for approval. A grant in the amount of \$5,000 is recommended, with the condition that the awning be generic (no branding on it).
 - b. 211 Bridge St: The project scored high on all sections, and is recommended for a \$5,000 grant.
 - b. Report from DDA:
 - a. The budget remains as discussed in the December meeting. Since there is no grant money budgeted for the Design Committee, other sources will need to be pursued, most likely leveraging Charlevoix's CLG status with grants from SHPO or MEDC.
 - c. SBEI Study - Round 2: The MSU team recently conducted the 2nd public session via Zoom. It will be made available for others to view and vote or provide comment.
 - d. Condo Association meeting about Buttars Building Rehab: Through a Redevelopment program with MEDC, the Association can be provided with estimated construction costs for the rehabilitation.
 - e. Tax Increment Financing (TIF) Plan update: RFPs soliciting firms interested in assisting with the renewal in 2026 will be distributed in March.

III. New Business

The meeting adjourned at 5:05 pm.

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.

Next meeting: Thursday, April 7, 2022 @ 4:00 PM in City Hall.

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CHARLEVOIX MAIN STREET DDA

210 STATE STREET - CHARLEVOIX, MI 49720

OFFICE: (231) 547-3257

www.downtowncharlevoix.com

Economic Vitality Committee Meeting

March 8, 2022; 4 p.m.

City Hall – Council Chambers

Minutes

1. **Present:** John Haggard, J.B. Hoyt, Sam Bingham, Mark Heydlauff, Rich Hodgson, Amanda Wilkin, Lindsey Dotson
2. **New Business - None**
3. **Old Business**
 - a. **Downtown Housing Incentive Program** – An application was submitted for 211 Bridge Street by Andrew Margulies to support two apartment units being added to the lower level of the building, both to be deed restricted for year-round occupancy. The requested amount was \$25,000. **The committee unanimously voted to recommend funding the project at the requested amount.**
 - b. **Destination Creation Course Small Business Training** – Director Dotson shared that the course is currently being offered with 7 businesses participating and that a virtual training will be scheduled soon.
 - c. **Match on Main Grant** – The committee selected Scovie's Gourmet and That French Place to move forward with the applications to MEDC.
 - d. **Optimize Main Street Grant** – The committee received applications from That French Place, J. Bird Provisions, A Notable Way, The Lake House, and The Clothing Company. All five businesses will be included in the application submitted to the MEDC, as the program supports up to five businesses in our Main Street District.
4. **Economic Development/RRC Update** – Director Dotson provided an update on the status of RRC priority sites, and the group discussed various other updates related to economic development in Charlevoix.
5. **Miscellaneous Business/Updates - None**
6. **Adjournment** - Next meeting – June 14, 2022 at 4pm

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Promotions/Organization Committee
Thursday, March 17, 2022; 8:00am
Charlevoix City Hall Council Chambers

8:00am Call to Order

Present: Leanne, Jessica, Caitlin, Katherine, Lindsey

8:01am Approval of Minutes: February 17, 2022

8:03am Ongoing Business:

A. Events & Projects – Updates, Needs

1. MyNorth Ad Campaign Update – The Lake House is running now; new campaign will start in April.

The schedule is full! There may be an opportunity to have additional businesses participate.

2. First Fridays - \$2,000 budget per C3F grant
 - a. Igloo Island goes away at end of March
 - b. Eric DJ
 - c. Cocktail Trail

The igloos are coming down in a couple of weeks. The event will run until May.

3. Yiftee Community Card/Downtown Dollars – 37 locations - \$7,320 sold so far.
 - a. Michelle has started to make calls

Lindsey needs to touch base with Michelle about this.

4. Concerts

June 30	The Bird Watchers	Ukelele
July 7	Olivia Dear	Chill Acoustic
July 14	Levigator	Rock
July 28	Jeff Tucker Music	
August 4		Country
August 11	Delilah DeWylde	Blues

CHARLEVOIX MAIN STREET MISSION

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Lindsey needs to contact Jean to see if she has a band for the August 4th concert. The concerts were under budget, artists are under contract, and they don't need any sponsors this year.

B. Organization

1. Email Newsletter – We need to revive this since it is now a part of our ad campaign!
2. Fairy Doors – 13 are installed so far – tour now live in Life in Charlevoix mobile app
Lindsey is looking to add several more fairy doors to public places.
More information to come.

8:35am

New Business:

C. Storytelling Service – https://charlevoixmi-my.sharepoint.com/:f:/g/personal/lindseyd_charlevoixmi_gov/EqBLuSnfBZAqtxpwHpSMcBq2eLmhaj-Y2bYW9W4p9TcA?e=qg2hcv

Lindsey is going to ask MEDC to adjust the content to be shorter.

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: April 21, 2022

CHARLEVOIX MAIN STREET MISSION

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

Consent Agenda

TITLE: Monthly Report

DATE: March 22, 2022

ATTACHMENTS:

- ▣ January Report to MEDC
- ▣ February Report to MEDC

M-0000129957 City of Charlevoix

Main Street Progress Report

 Submitted

Reporting Period: Jan 1, 2022 To Jan 31, 2022

Submitted

10

Feb 2022

For more information about how to collect these reinvestment statistics please see the [Data Resource Guide](#). Report only those items occurring in your specific Main Street project area for this month.

Once updates are complete, submit the Main Street Progress Report from the "Additional Details" tab.

Business and Employment Data

New Businesses Opened

New businesses that opened in your Main Street Area within the past month.

Black Market Foods
311 Bridge Street Charlevoix, MI 49720
Eating & Drinking

FTE Jobs Added

2

Part-time Jobs Added

1

Artemis Imagery
119 Antrim Street
Service Business

FTE Jobs Added

1

Part-time Jobs Added

Businesses Closed

Businesses that are no longer operating in your Main Street Area.

Tatum Photo & Design
119 Antrim Street
Office

FTE Jobs Lost

1

Part-time Jobs Lost

Businesses that Moved out of Downtown

Businesses that are still operating as businesses but have moved out of your Main Street Area.

McLane Blatchford CPA Firm
121 Antrim Street Charlevoix, MI 49720
Office

FTE Jobs Lost

4

Part-time Jobs Lost

Existing Downtown Businesses that Expanded

Existing businesses in your Main Street Area that have significantly expanded their business operations or physical space.

Existing Downtown Businesses that Contracted

Existing businesses in your Main Street Area that have significantly reduced their business operations or physical space.

Housing Data

Housing

Enter information related to new and/or rehabbed housing units within the Main Street Area.

Investment Data

Façade & Exterior Renovations

Only count upon completion of a project, to avoid double-counting. A façade is the face of a building that looks onto a street or open space. Exterior renovations include an improvement to a building's exterior walls, roof, windows, or signage. Improvements could also include painting the exterior of the building, replacing awnings and exterior doors. If a project includes improvements to both the interior and exterior of a building, count that in the "Building Rehabilitation" category.

Public Improvements

Only count upon completion of a project, to avoid double-counting. “Public improvements” are defined as any improvement to the public realm – or the spaces between the buildings including streets, sidewalks, parking lots, lighting, alleys, bike lanes, public signage, benches, trash cans, public arts, banners, and crosswalks.

Buildings Sold

“Buildings sold” refers to the number of properties in your Main Street Area that have been purchased by a new owner. This does not include the sale of any individual residential units.

Building Rehabilitation

Only count upon completion of a project, to avoid double-counting. “Building renovations and rehabs” are defined as any repairing, renovating, or modifying of an existing building. This could include new carpeting, flooring, HVAC, or the installation of major appliances or interior structures. If a renovation or rehabilitation project includes improvements to both the interior and exterior of a building, classify that in this category, not in “Façade & Exterior Renovations”.

New Construction

Only count upon completion of a project, to avoid double-counting. “New construction” is defined as the development of any entirely new building. This does not include small building additions, such as a patio or side deck.

Main Street Data

Volunteer Hours

Enter all volunteer hours related to project (non-event) and board volunteer hours.

Volunteer Hours

Total Board Volunteer Hours

23

Total Volunteer Cost

\$0.00

Total Project(Non Event) Volunteer Hours

54

Training Sessions

Total number of training or professional development events attended by the Executive Director, board members, or volunteers.

Fundraising

All funds raised by the organization for projects, programming, events, operations, etc. Private - Funds raised through all private organizations and individuals including donations, sponsorships, and grants from non-government sources; Public - Local, state or federal contributions including government grants; In-kind donations - contributions or donations of goods or services that have a market value;

Earned - Funds raised from membership dues, merchandise sales, or any other goods or services offered by the organization.

Public

Amount of Fundraising

\$256.04

Earned

Amount of Fundraising

\$6,025.04

Private

Amount of Fundraising

\$23.22

Downtown Events & Activities

Enter event information for all events that take place in the Main Street Area including event attendees, event expenses and revenues, and event volunteer hours.

Sustainable Built Environment Initiative Meeting 2 Community

of Attendees

30

of Volunteer Hours

0

Event Expenses

\$0.00

Main Street Event Revenue

\$0.00

Board Member Changes

Board Member Changes

Position, Names Leaving and Names Arriving.

Additional Details

Additional Information

We are still seeing some small changes in the district related to staffing issues/the pandemic .

Program & Outlook

We are working with RSTeam to help a Design Service from years ago get closer to implementation. Exciting!

Suggestions

Attachments



Agenda_2022_1_24_Meeting(260) (3)

M-0000129958 City of Charlevoix

Main Street Progress Report

 Submitted

Reporting Period: Feb 1, 2022 To Feb 28, 2022

Submitted

11

Mar 2022

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Business and Employment Data

New Businesses Opened

New businesses that opened in your Main Street Area within the past month.

Farmers Insurance
112 Mason Street Charlevoix, MI 49720
Office

FTE Jobs Added

2

Part-time Jobs Added

Businesses Closed

Businesses that are no longer operating in your Main Street Area.

Tracy M. Nemecek, DDS Gentle Family Dentistry
201 Bridge Park Drive
Charlevoix, MI 49720
Service Business

FTE Jobs Lost

3

Part-time Jobs Lost

Northbound
100 Park Avenue
Charlevoix, MI 49720
Retail Occupied

FTE Jobs Lost

1

Part-time Jobs Lost

1

Brian's Ice Cream Experience
220 Bridge Street
Charlevoix, MI 49720
Eating & Drinking

FTE Jobs Lost

0

Part-time Jobs Lost

3

Businesses that Moved out of Downtown

Businesses that are still operating as businesses but have moved out of your Main Street Area.

Existing Downtown Businesses that Expanded

Existing businesses in your Main Street Area that have significantly expanded their business operations or physical space.

Existing Downtown Businesses that Contracted

Existing businesses in your Main Street Area that have significantly reduced their business operations or physical space.

Housing Data

Housing

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Investment Data

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Public Improvements

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Buildings Sold

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New Construction

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Main Street Data

Volunteer Hours

Enter all volunteer hours related to project (non-event) and board volunteer hours.

Volunteer Hours

Total Board Volunteer Hours

2

Total Volunteer Cost

\$0.00

Total Project(Non Event) Volunteer Hours

13

Training Sessions

Total number of training or professional development events attended by the Executive Director, board members, or volunteers.

MEDC Initiate Cohort

2/2/2022

Who Attended

Lindsey Dotson

Training Topic

Initiate Platform Info for Small Business Assistance

Fundraising

All funds raised by the organization for projects, programming, events, operations, etc. Private - Funds raised through all private organizations and individuals including donations, sponsorships, and grants from non-government sources; Public - Local, state or federal contributions including government grants; In-kind donations - contributions or donations of goods or services that have a market value; Earned - Funds raised from membership dues, merchandise sales, or any other goods or services offered by the organization.

Downtown Events & Activities

Enter event information for all events that take place in the Main Street Area including event attendees, event expenses and revenues, and event volunteer hours.

Board Member Changes

Board Member Changes

Position, Names Leaving and Names Arriving.

Additional Details

Additional Information

The month of February was quiet with a lot of people out of town. We didn't have a Board meeting because there wasn't a quorum, so you will get any and all info with our packet for the March meeting in the March report.

Program & Outlook

We are in the midst of launching our Cooperative Ad campaign again along with working with current and future businesses on some major expansion and start up projects. RRC stuff is moving along nicely and we are prepping to put out an RFP for our TIF Plan Renewal.

Suggestions

PLEASE for the love of all things good, reassess deadlines when it comes to things like Match on Main Grant, Optimize Main Street, Monthly Report due dates, Vibrancy Grants, CLG Annual Report deadlines, workshops/trainings, etc. There has been WAY too many things happening all at once for us directors and it has been overwhelming.

Attachments



**No attachments
to view**

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

Consent Agenda

TITLE: DDA Financials

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Please note the approximate \$19,000 difference will be made up for once we get reimbursed by MEDC for the Match on Main grant (\$25,000).

ATTACHMENTS:

- ▣ Financial Report as of March 18, 2022

CITY OF CHARLEVOIX
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 12 MONTHS ENDING MARCH 31, 2022

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	569.23	39,329.77	40,369.29	(1,039.52)	97.42
255-000-403.001	CURRENT PROPERTY TAX LEVY T/F	436,506.38	.00	453,334.71	453,334.71	.00	100.00
255-000-420.000	DELINQUENT TAXES - DDA	1,086.75	.00	(100.02)	.00	(100.02)	.00
255-000-437.000	IFT/CFT TAXES	.00	.00	771.02	.00	771.02	.00
255-000-445.000	INTEREST & PENALTIES - DELINQ	148.02	34.15	133.93	100.00	33.93	133.93
255-000-566.001	STATE GRANTS	50,000.00	.00	25,000.00	25,000.00	.00	100.00
255-000-573.000	STATE REVENUE - OTHER	9,973.29	.00	13,121.49	13,121.49	.00	100.00
255-000-580.001	GRANTS - OTHER	9,790.30	.00	14,000.00	14,000.00	.00	100.00
255-000-665.000	INTEREST EARNINGS	798.98	.00	878.33	1,000.00	(121.67)	87.83
255-000-668.000	RENTS & ROYALTIES - SUNSHINE	1,000.00	.00	1,000.00	1,000.00	.00	100.00
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	32,400.96	32,400.96	.00	100.00
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	14,960.00	.00	14,960.00	.00
255-000-675.001	CONTRIBUTIONS - TREE LIGHTS	.00	23.22	375.39	.00	375.39	.00
255-000-675.002	CONTRIBUTIONS - CONCERTS	850.00	.00	1,959.58	6,000.00	(4,040.42)	32.66
255-000-675.003	CONTRIBUTIONS - PRIVATE SOURCE	8,731.07	.00	14,088.22	14,016.00	72.22	100.52
255-000-675.004	CONTRIBUTIONS - MAIN STREET	15,400.00	.00	4,301.63	4,302.00	(.37)	99.99
255-000-692.000	MISCELLANEOUS	1,339.39	.00	1,489.50	9,300.00	(7,810.50)	16.02
255-000-692.001	MISCELLANEOUS-THE VAULT	24,409.88	.00	13,786.70	17,000.00	(3,213.30)	81.10
	TOTAL FUND REVENUE	630,416.65	626.60	630,831.21	646,244.45	(15,413.24)	97.61

CITY OF CHARLEVOIX
DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 12 MONTHS ENDING MARCH 31, 2022

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	3,771.18	43,082.68	48,529.44	5,446.76	88.78
255-255-706.001	WAGES (ICMA)	4,960.82	395.96	4,771.43	5,095.59	324.16	93.64
255-255-719.000	EMPLOYEE FRINGE BENEFITS	37,114.98	2,941.52	33,604.50	37,852.96	4,248.46	88.78
255-255-740.000	OPERATING SUPPLIES	13,456.27	972.92	9,493.11	9,243.00	(250.11)	102.71
255-255-740.001	OPERATING SUPPLIES-THE VAULT	22,310.09	.00	12,792.88	17,000.00	4,207.12	75.25
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	30.00	32,308.19	34,960.00	2,651.81	92.41
255-255-801.003	PROMOTION COMMITTEE EXPENSES	7,240.05	25.00	15,238.00	15,300.00	62.00	99.59
255-255-801.004	ORGANIZATION COMMITTEE	495.00	.00	648.00	650.00	2.00	99.69
255-255-801.005	BUSINESS RECRUITMENT/RETENTIO	71,000.00	.00	50,596.00	25,000.00	(25,596.00)	202.38
255-255-818.000	CONTRACTUAL SERVICES	32,239.95	449.10	29,654.41	28,750.00	(904.41)	103.15
255-255-818.002	DESIGN COMMITTEE	10,297.00	.00	17,869.82	25,586.00	7,716.18	69.84
255-255-826.000	LEGAL FEES	3,757.50	310.00	2,187.41	1,900.00	(287.41)	115.13
255-255-853.000	TELEPHONE	2,644.10	64.10	1,069.50	1,800.00	730.50	59.42
255-255-860.000	CONFERENCE & TRAVEL	1,235.00	304.22	1,713.43	1,100.00	(613.43)	155.77
255-255-888.000	LIBRARY CONTRIBUTION	30,000.00	.00	30,000.00	30,000.00	.00	100.00
255-255-900.000	PRINTING & PUBLISHING	393.40	.00	.00	.00	.00	.00
255-255-910.000	INSURANCE & BONDS	1,409.92	.00	1,748.66	1,749.00	.34	99.98
255-255-933.000	MAINTENANCE - BRIDGE PARK	11,952.06	149.59	2,703.97	5,000.00	2,296.03	54.08
255-255-962.000	MISCELLANEOUS	3,695.40	.00	6,973.42	7,040.00	66.58	99.05
255-255-962.002	MISCELLANEOUS - MAIN STREET	3,450.21	750.56	13,339.62	7,960.00	(5,379.62)	167.58
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	336,200.00	336,200.00	.00	100.00
	TOTAL DOWNTOWN DEVELOPMENT	662,651.53	10,164.15	650,167.53	652,715.99	2,548.46	99.61
	TOTAL FUND EXPENDITURES	662,651.53	10,164.15	650,167.53	652,715.99	2,548.46	99.61
	NET REVENUES OVER EXPENDITURE	(32,234.88)	(9,537.55)	(19,336.32)	(6,471.54)	(12,864.78)	(298.79)

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Reports

TITLE: Director's Report

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Media Mentions

- <https://www.9and10news.com/2022/03/04/downtown-charlevoix-hosting-first-fridays/>
- https://www.mainstreet.org/blogs/national-main-street-center/2022/03/17/community-spotlight-women-leaders-series-week-thre?fbclid=IwAR2V_e9v-xZmwva_qZ3LIWfM38LnbWILUc2BaZBhQ1uqKMoovj0B6qhbENs

Director Planned Out of Office

We are currently trying to piece together child care during Spring Break (March 25 - April 4) so there may be days that I take off if we cannot find coverage between family and friends. My apologies for any confusion this may cause!

Friday, April 15th - Good Friday

SBEI Round Two

The virtual meeting that took place in January was well attended but more people in the community expressed interest in viewing the presentation and providing feedback. A copy of the presentation can be downloaded from here. Please take the survey to share feedback if you have any.

To gather further input, we would like to collect your feedback on the design recommendations presented during the meeting. Your participation in this survey will help to create a future vision for this area.

Click the link below to share your feedback on design recommendations:

https://msu.co1.qualtrics.com/jfe/form/SV_6JaBz7Hjv6aKx3U

Downtown Dollars Update

We are now up to 36 participating businesses and we have now sold \$7,370 in gift cards! <https://app.yiftee.com/gift-card/charlevoix-main-street>

Igloo Island Update

The igloos will be taken down within the week as April nears. They were a huge success despite some hiccups related to weather and damage that had to be repaired. They will be stored for the winter and we will reassess what to do with them next year.

Main Street Storytelling Service

On January 11th Phil Eich with Storyville came to Charlevoix. The videos, photos, and other resources can be found here.

First Fridays

The next First Fridays event will take place on April 1st. The last event of the year will be on May 6th. It has been going well!

Selfie Snowflake

The selfie snowflake will soon go back into storage since the formal start of spring is upon us.

Destination Creation Course for Small Businesses

Seven total businesses from Charlevoix have been participating, the last class is on Wednesday, March 23rd. Thankfully that means all of our pre-purchased registrations were claimed so we will recoup that money.

Vibrancy Grant Update

Since the Board did not meet in February I was unable to bring back a more defined list of projects to review that could work for the \$20,000 grant. Therefore an application was not submitted to Michigan Main Street.

Cooperative Ad Campaign Update

After the January meeting Member Oosthuizen reviewed the information that was going to be sent out to solicit sign ups. We have filled all of the slots. We were also able to obtain a videographer thanks to Member Wilkin and Visit Charlevoix.

Each business signed up for the following package:

Ad package (duration of your business highlight = 30 days)

- Facebook & Instagram boosted posts on Downtown Charlevoix accounts (combined audience of 13,652 followers) (\$150)
 - Photography and video
 - Blog write up and video interview/feature
 - 4 Push Notifications in Life in Charlevoix app – 4,189 unique users in 2021. Direct notifications to 1,272 devices.
 - Display ad on Downtown Charlevoix website (7126 unique visitors in 2021)
 - Graphic Design/Creative + canned social media posts
 - Email Newsletter Feature (972 subscribers, 43% open rate, 5% CTR)
 - Ad at Charlevoix Cinema III: 30 second ad - \$150 per month
- = \$700

The businesses participating are listed below:

- The Clothing Company
- That French Place
- Beaver Island Boat Company
- Mushroom House Tours
- Charlevoix Wear
- Pita Cruiser Food Truck
- Scovie's Gourmet
- Bridge Street Tap Room
- Café Meria
- The Lake House
- Charlevoix Circle of Arts
- Smoke on the Water

- Black Market Foods

Match on Main Grant Update

Since the Board did not meet in February the members of the Economic Vitality Committee participated in scoring interest forms that came in to apply for Match on Main funding. We received four interest forms and selected two to move forward with: Scovie's Gourmet and That French Place. The applications were submitted on March 9th to the MEDC.

How DDA will help fulfill City Council's Goals

City Manager Heydlauff requested all Department Heads to provide a document outlining how each department would work toward supporting the goals set by Council in January for the fiscal year. I've attached a document that was shared with Mr. Heydlauff. Please let me know if you have any questions, thank you!

Optimize Main Street Grant Application

Another small business grant opportunity and deadline passed since our last meeting. This program is specific to technical assistance and funding (\$2,500) to support technology needs of small businesses. We were able to select five businesses to apply on behalf of, and the five that indicated interest were: That French Place, J. Bird Provisions, A Notable Way, The Lake House, and The Clothing Company. Applications were submitted on March 18th.

ATTACHMENTS:

- How DDA will support City goals

2022 City Council Goals & How Charlevoix Main Street DDA will help support them

Encourage housing development and strong neighborhoods

- The City should focus on creating an environment to sustain and encourage year-round occupancy in our neighborhoods and welcome a growing population by enhancing the density of our existing residential neighborhoods along with mixed-use commercial opportunities
 - Charlevoix Main Street DDA is working with downtown property owners to encourage more density and year-round housing units both in partnership with state agencies who come to the table with incentives but also through our local downtown housing incentive that was created last year. We will have awarded at least one grant for a year-round apartment unit being created in the downtown by the end of this fiscal year.
 - Future possibilities to consider are constructing small buildings to infill some of the gaps created by parking lots to add additional retail spaces (demand is demonstrated by our occupancy rate) and smaller housing units in the downtown.
- Business recruitment, along with sustaining current businesses, is an important piece of creating a growing job economy in our region
 - We are the primary body that focuses on business retention, growth, and recruitment in the downtown by way of advertising available spaces, working with existing businesses through education, cooperative advertising, grants, and technical assistance, and working with new businesses with business planning and other start up assistance as needed.
- Redevelopment ready sites should be proactively marketed and developed to encourage job creation and housing growth where appropriate
 - Our department is in regular communication with the RSTeam and has successfully gotten one downtown housing project moving forward with a private development team, garnered Design/Build Services for another redevelopment project that will be delivered this calendar year (that will also include the addition of new housing units) and worked with another property owner to produce cost estimates for a major façade rehabilitation project downtown. Additional priority sites are in the pipeline and will be pursued formally this year including the Mason Street building and some single-story buildings in the downtown.
- Many challenges and opportunities we face occur concurrently with our neighbors and we should work toward collaboration—especially with Charlevoix Township
 - We work in collaboration with local and regional partners through the NLEA and Housing North.
- Advocate for tax incentives to encourage the creation of more housing and the allowance for Principal Residence Exemptions for long-term rental housing

- While not explicitly mentioned in this action step, the creation of the National Register District in downtown Charlevoix this year will open the possibility for private property owners to tap into Federal and State Historic Tax Credits which can help offset investment in properties that are considered historic, essentially lessening the blow with adding another tool into the overall toolbox.

Ensure Charlevoix is environmentally sustainable while also economically viable

- Work cooperatively with our neighbors to advance toward curbside recycling and more recycling opportunities downtown
 - Main Street DDA is looking to purchase additional Big Belly recycling/garbage units this calendar year and would be willing to assist with any other efforts that would increase recycling in the downtown.
- Organizers of special events should take lead responsibility for trash and increasing the recyclability of event waste
 - We will add more recycling bins during Live on the Lake Summer Concerts in 2022.
- Complete the northside non-motorized trail extension currently in development, finish the planned walkway along Park Avenue, and look for more opportunities to add non-motorized transportation infrastructure in the community
 - Main Street DDA can explore the possibility of adding bike racks and other bike amenities in the downtown (like repair stations, signage, etc.)

Develop and maintain long-term infrastructure plans

- Continue development of city-wide Wi-Fi, fiber optic connections, and other technological benefits for our permanent residents, visitors, and seasonal residents
 - Please let us know how we can assist
- Improve the snow and ice clearing from sidewalks throughout the community by working with property owners
 - After coming up with an enforcement plan for the current snow ordinance with our Zoning Administrator council voted to pursue a RFQ for snow removal in the downtown to no avail. Now that we are back to square one, we can work on enforcement along with other solutions for implementation next winter in partnership with Public Works and property owners.

Include the senior citizen community in all public events and activities

- Expand work with the Charlevoix County Transit Authority to provide shuttles during special events to provide remote parking and ease of transit
 - Please let us know how we can assist

- Consider adding activities in East Park and Bridge Park like shuffleboard and concrete checker and chess boards
 - We have added winter activities into East Park, chess in Hoop Skirt Alley, hammocking at the base of Water Tower Park, and want to work to add more of these types of amenities into more downtown spaces like Bridge Park and have plentiful funding opportunities to support these types of enhancements. With the discussion that took place around shuffleboard or bocce ball in Bridge Park a few years back and then the recent discussion and to-scale renderings of curling in Bridge Park we have plenty of ideas that could be implemented but no clear direction on what is okay to pursue. We can tap into a formal planning process for these types of improvements or go the lighter-quicker-cheaper route to test the waters with different concepts without substantial investment into something permanent.

Provide strong stewardship of public resources and promote good governance

Action steps:

- Ensure rates and fees for specific uses are sufficient to support the service provided
- Review surplus City-owned real estate with the goal of redeveloping into year-round housing
 - Charlevoix Main Street DDA can assist with using RRC resources as available.
- Revise and review policies for internal financial controls and reporting including the Purchasing Policy, Investment Policy, and others
 - Charlevoix Main Street DDA will continue to adhere to requirements set fourth in Public Act 57 of 2018 requiring us to hold two informational meetings per year plus include the following on our portion of the website:
 - A) Staff contact information
 - B) Meeting minutes
 - C) Annual budget – must include fund balance and if encumbered
 - D) Annual audit
 - E) Development plan (no TIF)
 - F) TIF plan
 - G) List of the DDA's current management and service contracts.
 - H) Annual synopsis
 - Note: 5 years of the above records must be on the website as the years progress.

Enhance and showcase the outstanding quality of life in Charlevoix

- Complete the Downtown Alley and Corridor Implementation of Designs Strategy through existing and future infrastructure projects like the reconstruction of Mason Street, reconstruction of the Mason Street Parking Lot, and future improvements in a consistent and planned approach
 - Charlevoix Main Street DDA will continue to be a resource for funding of the surface level aspects of these projects moving forward both through grant opportunities and the possibility of including these improvements in our next TIF Plan which will renew in 2026.

- Review, revise and finalize the Special Event Policy by addressing uses, changes in liquor licensing rules, and the implementation of a fee schedule to recover costs from special events
 - Will continue to adhere to Special Event Policy

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Old Business

TITLE: 109 Bridge Park Drive Update

DATE: March 22, 2022

PRESENTED BY: Maureen Owens, Chair

BACKGROUND:

Chair Owens will provide an update on the Bridge Park Drive space.

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Old Business

TITLE: Downtown Maps Discussion

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

During the January meeting the Board requested to see a mockup of what the design team could to to stay within the Charlevoix brand. This is the first draft of what was sent to me. I have requested a variety of changes and may have another draft in time for our meeting.

As a refresher, what Scott offers is:

10,000 copies made - could do 15,000 if we request it.

These full color, 6 panel fold out menus feature Charlevoix businesses, events, etc. (We work together to have a map that features what you'd like to focus on)

These cost zero dollars to you!

*We place them with most of the local businesses, **in addition to 3 MDOT centers** (Clare, St. Ignace and Grand Rapids), area casinos and many high traffic areas, to promote Charlevoix.*

Please let me know if you have any questions.

Thank you,

Scott Kruger

231 342 7262

Attached is an example map to show what other ones look like. Scott said his designers are willing to work with us for brand implementation and consistency, and could even work with us to make the ads look a little nicer than usual.

During the business owners meeting attendees responded favorably even knowing that this format would require sponsorship buy in. The adds sell for rates between \$200 and \$399 and Scott does all of that work for us. We could also include it in our ad campaign menu of options to ensure a good amount of downtown business presence.

Last year we paid \$5,812 for 6,000 maps (2 runs after the first batch ran out so quickly) + \$900 for kiosk printing and installation.

RECOMMENDATION:

Board discussion & direction.

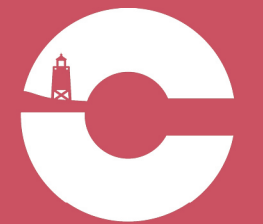
ATTACHMENTS:

- ▣ Mockup of Charlevoix map



MAP & GUIDE

2022/23



CHARLEVOIX



YOUR
ADDITIONAL
PHOTOS

Charlevoix

is a great place to stay and
even better place to live!

2022 Calendar

February 19, 2022	ER Chili Cook-Off	Downtown Elk Rapids
May 28, 2022	Arts & Craft Show 10-4	Downtown Elk Rapids
June 4, 2022	Art Beat	Downtown Elk Rapids
June 10-12, 2022	Wooden Boat Show	Downtown Elk Rapids
June 10 thru October 7	ER Farmer's Market	Every Friday 8 am - Noon @ Chamber
June 18, 2022	Green ER Nature Fest	Veteran's Memorial Park
June 25, 2022	Art Rapids	Art Park
June 29 thru August 10	Evening on River Street	Every Wednesday 6-9 pm-Downtown ER
July 16, 2022	Arts & Craft Show 10-4	Downtown Elk Rapids
August 3-6, 2022	Harbor Days	Downtown Elk Rapids
September 3, 2022	Arts & Craft Show 10-4	Downtown Elk Rapids
Sept 15-17, 2022	Paddle Antrim.	Chain of Lakes
September 20, 2022	ER Fall Festival	Downtown Elk Rapids
October 1, 2022	Art Beat	Downtown Elk Rapids
November 26, 2022	Shop Small Saturday	Downtown Elk Rapids
December 3, 2022	ER Polar Express Holiday Event	Downtown Elk Rapids

Experience
CHARLEVOIX

FOOD & DRINK

- 6 T. Bay Farms
- 7 Cellar 152
- 8 Ice Cream Peddlers
- 10 Town Club
- 14 River St Market
- 20 Flour Pot Bakery
- 23 The Dam Shop
- 24 The Dam Food Truck
- 27 Pine Hill Cafe
- 29 Waterfire Wine
- 37 Ethanology
- 39 The Local
- 49 Farmer White's
- 50 Townline Cider
- 53 Great Lake Pie

SHOPPING

- 1 Waterside Properties
- 5 Thomas Design
- 7 Cellar 152
- 9 Nature Connection
- 11 Golden Hill Farms
- 14 River St Market
- 15 Swim To You
- 16 My Mich. Roots
- 17 Wildflower Soapworks
- 18 Stoney Cabin Toys
- 23 Dam Shop
- 27 Pine Hill Nursery
- 50 Altonen Orchards
- 28 31 Petals
- 40 Traveling Boutique

ART GALLERIES

- 13 Mullally's 128
- 38 Blue Heron
- 47 Twisted Fish

SERVICES

- 2 Wittbrodt Law
- 3 Elk Rapids News
- 11 Amy Kate Designs
- 19 Century 21
- 21 Post Office
- 22 Sage
- 25 Elk Rapids Marina
- 26 MI Chiropractic
- 30 Boathouse
- 31 North Shore Dock
- 32 Torch Boat Rentals
- 33 Ed Grace Memorial Harbor
- 34 Elk Rapids Library
- 35 River Pharmacy
- 36 MD Heat
- 37 Exit Realty
- 43 Chamber of Commerce
- 44 Fitzpatrick Insurance

FITNESS

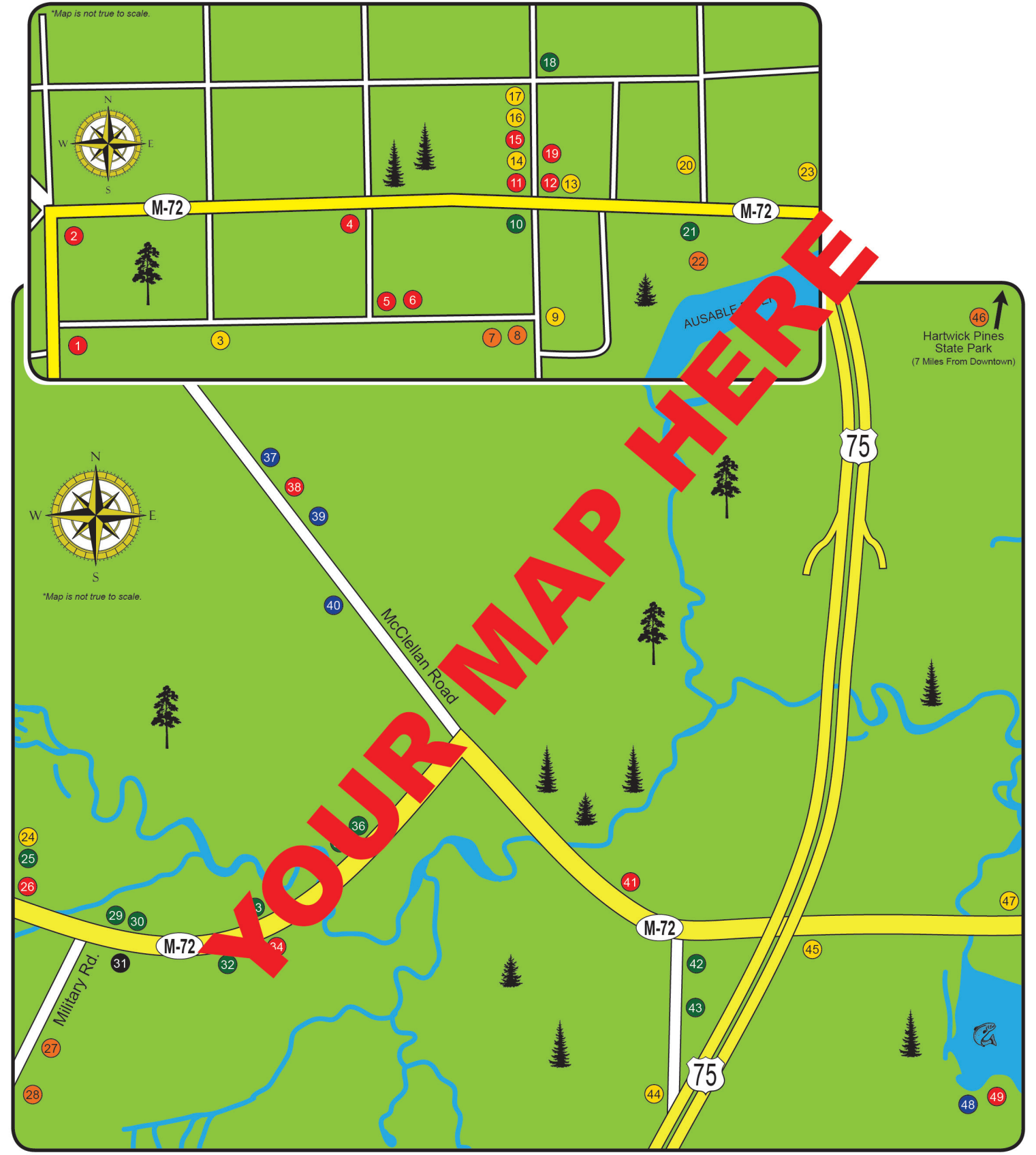
- 4 Yoga Flow
- 12 Bayfront Bike
- 42 Public Kayak Launch

ENTERTAINMENT

- 32 Torch Rental
- 45 E.R. Day Park
- 46 Walk of Art
- 48 Guntzviller Museum
- 51 Rennie Orchards
- 52 Uncle Bill's
- 54 Kids fishing pond
- 55 Elk Rapids cinema

This map was developed with the help of the
Downtown Elk Rapids Association and the
Elk Rapids Chamber of Commerce.

Created by Team ADS.
For Advertising Opportunities Contact Scott Kruger
Call: (231) 342-7262 | Email: krugerteamads@gmail.com



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Old Business

TITLE: Issue Media Group Rural Innovation eXchange partnership with Michigan Downtown Association

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

During the January meeting board members requested more information on performance and potential reach with this partnership. Member Wilkin and Director Dotson attended a virtual meeting last week and learned a bit more about the program. The initiative launched in February and there has been plenty of content going out into the world through a variety of channels. There was even an article about Harwood Gold already! See the links below plus the attached to view some of the content:

<https://www.facebook.com/ruralinnovationexchange>

<https://www.secondwavemedia.com/rural-innovation-exchange/>

https://www.secondwavemedia.com/rural-innovation-exchange/features/harwoodgold.aspx?fbclid=IwAR0L9Xnzi11RjfFakS88MbGT9LyTkt_gchaZAqagbR2H2q3gmdlbJquMupQ

Since quarterly reports will be shared, the only info I have at this point is how well the placemaking article done for the MDA performed:

Total reach: 110,374

Engagement: 210

Exclusive MDA Member Opportunity

The MDA is excited to announce a partnership with Issue Media Group designed for our smaller populated communities.

Rural Innovation eXchange is a state-wide initiative created by Issue Media Group to focus on positive economic development stories regarding rural communities in Michigan.

The MDA has partnered with IMG and as a result, our members can take advantage of the program at cost of \$1,000. Space is limited to 10 'rural' communities.

Highlights of the program include:

1. Participating communities will serve as the lead underwriter for Placemaking + Downtown Development related stories
2. Participating communities will receive a position on the Rural Innovation eXchange editorial advisory committee including participating in quarterly editorial meetings

3. Issue Media Group will actively engage MDA partners on special projects including work related to DEI, Youth etc.
4. MDA + participating communities advertising and branding will be included on Rural Innovation Network newsletter and site, including ad association with all downtown development stories
5. Each participating community will receive 2 stories that touch directly on the communities they serve
6. Quarterly impact reporting will be provided

Please contact Dana at the MDA by Tuesday, January 18, if you have any questions or are interested in being one of the 10 communities to participate in this initiative.

Not familiar with IMG? Take a look at a recent story the digital publication ran on the MDA and three of our members.

<https://www.secondwavemedia.com/metromode/features/DowntownPlacemaking.aspx>

<https://www.issuemediagroup.com/>

<https://www.secondwavemedia.com/>

RECOMMENDATION:

Motion to participate in the Rural Innovation Exchange partnership with MDA and Issue Media Group for \$1,000.

ATTACHMENTS:

- ▣ Rural Innovation Exchange Overview
- ▣ Email Newsletter



Rural Innovation eXchange (RIX)

Strategy

The Rural Innovation Exchange will 1) **Increase solutions journalism coverage** for rural communities across Michigan and 2) **Create connections and accelerate learning** by engaging leaders in rural innovation + economic development to participate in editorial advisory meetings and community-focused “IdeaLab” events.

Objective

Through its story coverage and community connections, the RIX will:

- Give readers statewide an increased understanding of the issues, change makers, entrepreneurs, places, and innovations creating “what’s next” for rural communities in Michigan.
- Improve place-based perceptions of rural communities.
- Strengthen networks and accelerate learning within and between rural communities.
- Strengthen connections between rural and urban innovators to better understand shared issues and advance learnings, resource sharing, and inspiration.

Forming the funding collaborative

A coalition of community and state stakeholders are invited to partner in supporting and shaping the strategy to advance rural places in Michigan. Through the creation of a unique cross-sector funding collaborative, Issue Media Group (IMG) will seek to establish a broad-based perspective to inform its coverage and events around key drivers of rural transformation.

RIX will focus efforts around the following sectors with a lens on diversity, equity and inclusion:

- Small Business/entrepreneurship
- Placemaking/development
- Outdoor Rec / Manufacturing
 - Broadband/technology
 - Ag Economy/ag tech
 - Workforce/education
 - Community Health
 - Arts and Culture
 - Housing/rural living
 - Government/nonprofit
 - Philanthropy/social innovation
 - Sustainability/environment

Support will take the form of underwriting coverage for each of the above sectors and allow partners to create relationships with organizations leading the work, providing access and insight to the innovation taking place within each sector.

Program elements: RIX Media Platform (Phase 1)

Issue Media Group (IMG) will significantly increase solutions-based reporting in rural communities in Michigan. By facilitating stakeholder engagement and dedicating journalists to focus on covering innovation and transformation in Michigan's rural communities, IMG will facilitate and strengthen a statewide network of people who are creating change for their communities and/or region.

Using our statewide network of publications, IMG will originate and publish regular stories, news hits, original photography, and actively promote content through existing media, stakeholder and social networks. RIX content will be archived in a newly developed Rural Innovation Exchange platform, integrated into IMG's Michigan-wide Second Wave News network (www.secondwavemedia.com) as well as in the geographically nearest publication in Michigan. By integrating RIX into IMG's existing network of sites, this project will immediately strengthen the connection between rural and urban audiences.

Program elements: Regional Rural Urban Exchange Forums & Editorial Advisories

RIX will engage with organizations and innovators leading rural change through editorial advisories and events to gather story ideas and gain an understanding of the unique issues facing Michigan's rural areas, while uncovering where real transformative work is taking root.

RIX will produce fast-paced IdeaLab programs, featuring short talks by pairs of local and out-of-town innovators working on themed solutions in their communities. To foster a cultural exchange between rural and urban, conversations will be followed by separate, moderated discussions with the speakers. The panel events may also be paired with a tour or site visits for participants to get a firsthand look at the change and innovation in an area.

For this project, IMG will focus on four regions of the state and produce an event in each region throughout the duration of the year of coverage.

Annual program elements summary

- Creation of RIX Online Hub
- 12-month coverage of rural communities Includes dedicated project editor Includes 8 editorial advisories
- Includes original photography
- Includes social media Includes program evaluation Includes dedicated weekly RIX newsletter and publication
- Includes integration into Second Wave Media platform
- Four (4) IdeaLab events in regions across Michigan (*dependent on funding)
- Media relations/outreach
- Program analytics and impact reports (four per year)
- Continued content promotion and media partnership

About Issue Media Group

Incorporated in 2005 in Detroit, Michigan, Issue Media Group (IMG) operates a national network of online media outlets, leveraging the power of solutions-based journalism and narrative journalism to advance community change. Our publications aim to connect readers to their communities' most visionary and innovative people, businesses and organizations—fostering civic capacity, improving narrative around issues and increasing community attachment during a time of local media erosion. We work with like-minded and cross-sector stakeholders who have shared values and missions through an underwriting model of publishing. Our journalists engage the community through regular editorial advisories, events, and conversations to build trusted relationships with leaders and residents that shape the community's unique stories.

IMG's work has been recognized and supported by leading journalism organizations nationally including INC Magazine, Knight Foundation, Facebook, Lenfest Institute, Google, Solutions Journalism Network, Ground Source, and both Ohio and Michigan Society for Professional Journalists.

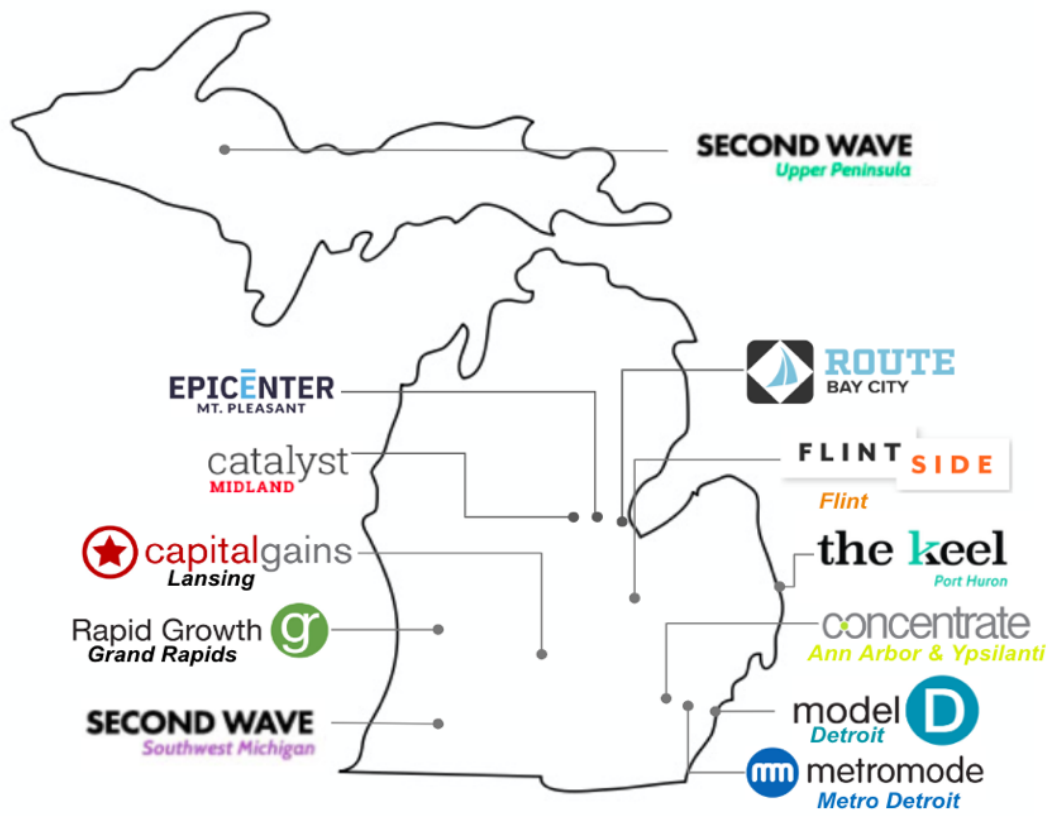
Michigan Assets

Issue Media Group's Michigan footprint of 16 localized online communities are ground in cross-sector stakeholder coalitions comprised of leadership in foundations, non-profit, government and municipality, education, community and economic development, health, entrepreneurship and workforce. Through regular community listening sessions, these leadership coalitions help guide relevant community informed coverage, increase local audience engagement and ensure influential readership networks.

All Michigan content is published through a growing network of sites that include: Detroit's **Model D**, Metro Detroit's **Metromode**, Detroit's **Driven** (mobility), Ann Arbor / Ypsilanti's **Concentrate**, Grand Rapids **Rapid Growth**, Kalamazoo / Battle Creek's **Second Wave Southwest**, Flint's **Flintside**, Port Huron's **The Keel**, **Catalyst** Midland, **Route** Bay City and **Epicenter** Mount Pleasant. On a weekly basis, Michigan-wide **Second Wave** is published to a statewide audience (including distribution in the Upper Peninsula and Grand Traverse regions) featuring a summary of top stories from across IMG's network of sites. Current Michigan assets include over 120 community partners, 80 journalists, 4.2 million annual readers, 186,000 emails, 176,000 social media followers and an annual content reach exceeding 7.3 million.

Detroit's Model D: www.modeldmedia.com

Second Wave (statewide): www.secondwavemedia.com



Lindsey Dotson

From: issuemediagroup.activehosted.com@d19c.emsend2.com on behalf of Rural Innovation Exchange <contact@ruralinnovationexchange.com>
Sent: Friday, February 18, 2022 9:08 AM
To: Lindsey Dotson
Subject: Welcome to Rural Innovation Exchange!



Secret Sky Barn in Hume Township

Welcome to Rural Innovation Exchange!

Welcome to the first weekly edition of Rural Innovation Exchange.

We're here to share the stories of people and communities making things happen in rural Michigan. Our first feature story comes from Port Austin in the thumb. Artists have transformed aging barns into works of art -- art that is turning heads and stopping traffic. These reimagined barns have also helped put Port Austin on the map as an artist community. The barns, like the one above, are the inspiration for our masthead above. You can learn more about Catie Newell's Secret Sky below.

Winter is anything but dull in the snowy Upper Peninsula. The annual UP200, a 230-mile sled dog race, returns this week after a hiatus because of the pandemic. The race kicks off with an exhilarating crowd in downtown Marquette on Friday. Check out our story to get the details of the beloved

race, which draws mushers from all over.

We are in search of rural innovation stories, please share any thoughts and ideas to editor@ruralinnovationexchange.com and be sure to follow us on [Facebook](#) and [Twitter](#).

Thanks for reading,

Greg Tasker, Managing Editor



Feature News



Welcome to Rural Innovation eXchange!

A new project of Issue Media Group, RIX focuses on the talent, entrepreneurship, social innovation and community development that is moving rural Michigan forward. Our goal is to identify and lift up the innovative people who are leading impactful work in rural Michigan.





Barns become works of art in Michigan's 'thumb'

Once common in rural Michigan, barns are disappearing from the landscape. But in one Michigan community barns are turning into works of art. This innovation has not only preserved part of the state's agricultural past but has become an economic tool for Port Austin.





The UP hosts epic dog sled race this weekend

One of the country's epic dog-sled races — the UP200 — is held every February in the Upper Peninsula. A qualifier for the legendary Iditarod, the UP200 lures about 20 mushers every year and draws thousands of people to the start and finish in Marquette.





Lack of broadband access is a barrier to health care – and Michigan is aiming to eliminate it

COVID-19 exposed Michigan's digital divide, and its sobering effect on residents' ability to access health care during the pandemic. But efforts are underway to address it.



Development News



Conservationist leaves \$5 million to Jackson nature center

"This gift is why organizations like ours exist, so people have a vehicle to do what Myrna Berlet did, to think about the communities where they lived and worked and owned small businesses and loved."



New coworking space opens in downtown Gaylord

"With the Arts Gallery being right here, it really allows our members to be surrounded by all this creative work made by local artists. I hope some creativity percolates in our members."



\$26 million Welch Foods expansion creating up to 57 jobs in Southwest



Midland's City Forest- winter destination

Michigan's Van Buren County

"We look forward to the new job opportunities and growth that this investment will bring to our residents and neighbors," says Lawton Village Manager Lisa Imus.



The temperatures are cold, which means there's wintertime fun to be had. Midland's City Forest has a variety of outdoor recreation activities to keep the whole family active outside this season.



Rural Buzz

Q&A: Author Nathan Rosenberg on Why the Future of Agriculture Relies on Climate Policy

SOURCE: [DAILY YONDER](#)

Nathan Rosenberg's new book, co-authored with Peter Lehner, explores the reforms needed to incorporate climate mitigation strategies in agriculture.



Healthcare from Anywhere - Webinar series examines impact of telehealth

SOURCE: [CONNECTED NATION](#)

The coronavirus pandemic took the need for telehealth from a "luxury" to a necessity. But, for many, there are challenges and untapped opportunities for accessing this important technology.



Cruise ships to return to Muskegon after canceled seasons

SOURCE: [GRAND RAPIDS BUSINESS JOURNAL](#)

Cruise ships will visit Muskegon again this summer after stops were canceled for two years due to the coronavirus pandemic.



Bellaire area recording artist building new house, recording studio

SOURCE: [DETROIT FREE PRESS](#)

Once complete, the Runyan's see their new house as a home but also as the ultimate getaway and destination studio as well as a place to welcome in their family, friends and clients.





Rediscovering Downtowns



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Issue Media Group
5090 State Street
Suite D-104
Saginaw, MI 48603
United States

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

Old Business

TITLE: Public Restroom Discussion

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

UPDATE: the original trailer that was being discussed has been sold. Attached is an estimate of what it would cost to purchase a new one.

This agenda item was requested by member Wilkin during the September DDA Board Meeting.

Following that meeting, member Bingham shared information about a portable restroom trailer available for sale that could serve as additional public restrooms on the 200 block.

- Approximate purchase price: \$32,000
- The trailer is constructed with fiberglass that is easy to clean and incorporates three full bathrooms with showers that are spacious. The price is right at about 2/3 what it would take to buy new.
- The trailer could be converted to ADA accessible for the rear bathroom. Removing showers in favor of changing stations should be no big deal either.
- The Sink will also have to be rollunder and a certain height to meet Accessibility standards.
- The stairs fold up to go just inside the doors for transport.

Attached are photos of the trailer along with a floorplan demonstrating modifications that could be made to remove showers, add changing stations, and also make one of the units ADA accessible.

Additionally, member Dipert mentioned that this could be a good temporary solution to the newfound strain in the 200 block because of the increase in activity related to redevelopment of the area until micro retail units with public facilities could be considered in the future.

RECOMMENDATION:

Board discussion and direction.

ATTACHMENTS:

- ▣ Estimate for New Restroom Trailer

Recreation By Design, LLC

Rev: 01/1/22

SalesMan: Terry Hiser

R R

Customer Name	Sam Bingham-City of Charlevoix										Unit Model	North American				Order Date	1/11/2022	
Customer Phone											Unit VIN #					Mod:	1/11/22 16:19	
Unit Specs																		
Model	28 SC		\$37,685.00				Frame Type	\$230.00		Super Frame		SQ FT		200				
Siding	Gel Coat						Mags	\$0.00				RVIA Label		REQUIRED				
Axles	\$505.00		2 x 6000		G Rated Tires		X		Upgrade									
Ceiling Height	\$600.00		84" - STD						Total Base Price	\$39,120.00				\$100.00				
Unit Features																		
Interior										Code								
Carpet			Loc				Roof Type	\$330.00		Rubber		Caps						
Pad	\$0.00						Double Ply Floor	\$0.00				Paint						
Tile Color							Total	\$330.00				Color		\$0.00				
Tile Location			Commercial Vinyl Throughout				Slides											
Counter Color			Sand				Front Br 1	\$0.00		Type				Size				
Valances	\$0.00						Front Br 2	\$0.00										
Furniture Color							Rear Bedroom 1	\$0.00										
Tri-Fold Sofa	\$0.00				Qty		0											
STD Sofa	\$0.00				Qty		0											
Built In sofa	\$0.00				Qty		0											
Theater Chair	\$0.00				Qty		0											
Chair Swivel	\$0.00				Qty		0											
Chair Recliner	\$0.00				Qty		0											
Bed	\$0.00				1		Qty		0		Qty		0		Qty			
Bed Props	\$0.00		0		Headboard		0		Upgrade Matt		0							
Total	\$0.00																	
Rooms																		
Bedroom 2	\$0.00		Type															
Bathroom 1	\$0.00		X		Type				Half Bath									
Bathroom 2	\$650.00		X		Type				Half Bath									
Kitchen	\$0.00				Type													
Faucets	\$0.00																	
Sink Covers	\$0.00																	
Table	\$0.00				Is in slide				Dinette Color									
Dinette w/Doors	\$0.00				Is in slide													
Bar	\$0.00				Location													
China					Is in slide													
Closets	\$0.00		Rear				Front											
Extra Shelves	\$0.00																	
Total	\$650.00																	
Misc Equipment																		
First Door	\$0.00		32" Door		Qty		1											
Second Door	\$90.00		32" Door		Qty		1											
Steps Front	\$240.00		32" Drop Down		Qty		1											
Steps Back	\$240.00		32" Drop Down		Qty		1											
Bay	\$0.00				Type													
Shades	\$0.00																	
					Replace		Add		12x36									
Window Type	\$0.00		Radius		0		0		0									
Power Vent	\$1,140.00		UPG Power Vent		3		Location		Each Bath Unit									
Roof Vent	\$0.00		0		Location													
Ceiling Fan	\$0.00		Qty		0		Loc											
Hinged Door	\$0.00		0		Location													
Slider Door	\$0.00		0		Location													
Pocket Door	\$0.00		0		Location													
Molding	\$0.00																	
Mirrors	\$0.00																	
Cab Door Pkg	\$0.00																	
Recess Lights	\$0.00		0		Small LED		0		Large LED									
Total	\$1,710.00																	
Additional																		
Reserved	\$0.00																	
	\$650.00		3rd Half Bath															
	\$0.00		Taller Entry Doors															
	\$750.00		FRP Interior Walls (Washable & Water Proof)															
	\$900.00		3- Baby Changing Stations															
	\$0.00		2" X 4" Interior Walls to support Wall mounted Changing stations															
	\$0.00		70-100 Gal Fresh Water on board holding Tank															
	\$0.00		Floor Drains for Wash Down in each Bath															
	\$0.00		Silicone Seal Mop board															
	\$0.00		Gal Black Water Holding Tank															
	\$0.00		2- Stainless Steel Extended Length Folding Entry Handles															
	\$3,500.00		300 Gal Black/Gray WATER Hlding Tank															
Total	\$5,800.00																	

Frame Type	\$230.00		Super Frame			
Mags	\$0.00					
Region Code	\$0.00					
Total Base Price	\$39,120.00					
Appliances						
Air Cond 1st	\$1,025.00		Central		Loc Middle Bath	
Air Cond 2nd	\$0.00				Loc	
Air Cond 3rd	\$0.00				Loc	
Generator	\$0.00					
Refer Type \$0.00 Note						
Range Type	\$0.00				Note	
Water Heater 1st	\$210.00		10 Gas/Elec DSI		Loc	
Water Heater 2nd	\$0.00				Loc	
Furnace 1st \$230.00 Floor Ducted Loc						
Furnace 2nd	\$0.00				Loc	
Fire Place	\$0.00				Loc	
Washer/Dryer	\$0.00				Note	
Dishwasher	\$0.00					
Microwave	\$0.00					
Stereo	\$0.00				Outside Speakers	
Antenna	\$0.00					
Antenna Jacks			0		Location	
Sat/Cable Jacks			0		Location	
TV Shelf	\$0.00				Qty 0 Loc	
Monitor Panel \$0.00 0						
Outside Receipts	\$0.00		1		Loc	
Patio Lights	\$0.00		0		Loc	
Security Lights	\$0.00		0		Loc	
Total	\$1,465.00					
Exterior						
Slide Toppers	\$0.00		5' - 10'		0 11' - 15' 0	
Roll Out Awnings	\$0.00				Qty 0	
Stabilizer Jacks	\$325.00		# Manual 3 Pairs		# Electric None	
Bumper Cover	\$0.00				Wheel Type	
Spare Tire	\$0.00					
Auto Changeover	\$40.00		X			
Bottle Cover	\$45.00		X			
Lift Jack	\$230.00		Electric Tongue Jack			
Total	\$640.00					
Deposits are required on all orders						
Deposits are NOT refundable after production starts on your order						
Signature:						
Totals Prices subject to change after quote, customer will be notified prior to building						
Totalled	\$56,770.00		Freight		\$1.95	
Ext	0%		Custom Freight		\$0.00	
Doc Fee	\$199.00		Additional		\$0.00	
Freight Cost	\$576.00		Mileage		295	
Sales Tax	0%		Deposit		\$0.00	
Total Of Unit	\$57,545.00		Total After Sales Tax		\$57,545.00	

Page 55 of 144

Customer Name	Sam Bingham-City of Charlevoix	
Customer Phone		
Extra Options		
	\$625.00	House Type Commercial Toilets W-Open Front Lids
	\$6,005.00	Accessible W.C. Lift
	\$425.00	Accessible W.C. Lift Installation Kit
	\$0.00	
	\$0.00	
	\$0.00	
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	\$0.00	
	\$0.00	
	\$0.00	
Total	\$7,055.00	

Unit Model	North American	Order Date	1/11/2022
Unit VIN #		Mod Date	1/11/2022
Extra Notes Sales			
Deposit Notes			
Change Orders			
Extra Notes Shipping			
Extra Notes Parts			

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

New Business

TITLE: Alleyway Improvement Grant Applications

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The Alleyway Improvement Grant information can be found here: <http://charlevoixmi.gov/441/Alleyway-Improvement-Grant-Program>

Please note that this is a reimbursement grant so funding is not awarded until project is complete and proof of payment is submitted.

During the Design Committee meeting on February 3rd members of the committee reviewed the two applications included in the packet.

Alleyway Improvement (AI) Grant Application Review:

- a. 100 Park Ave: New Business Owner Keeley Shay was present to explain her project and answer questions. The application was scored by the committee, and the project received a total rating well in excess of the 20 points needed for approval. **A grant in the amount of \$5,000 is recommended,** with the condition that the awning be generic (no branding on it).
- b. 211 Bridge St: The project scored high on all sections, **and is recommended for a \$5,000 grant.**

GOALS:

SBEI Implementation - Improving Alleyway Corridor

RECOMMENDATION:

Motion to award two Alleyway Improvement Grants to A Notable Way & 211 Bridge Street in the amount of \$5,000 each.

ATTACHMENTS:

- ❑ 211 Bridge Street Application
- ❑ A Notable Way Application

Alleyway Improvement Grant Application - Submission #1249

Date Submitted: 12/17/2021

First Name*

Andrew

Last Name*

Margulies

Project Address*

211 Bridge Street, Charlevoix, MI 49720

Mailing Address*

51 W Long Lake Road

City

Bloomfield Hills

State

MI

Zip Code

48304

Summary of project and work for which grant is requested (attach separately more space is needed): *

Second floor of building is being converted into 3 lodging units with partial 3rd floor addition to provide access to rooftop deck. Rear of building is to be improved with new ground floor entry to new elevator to 2nd floor. Exterior structural steel egress stair clad with wire mesh trellis system, cantilevered balcony on second floor for rear 2nd floor unit. Strip paint and existing masonry and restore. Replacement of existing rear entry to retail spaces with improved tenant signage. Relocate existing HVAC equipment to roof. Replacement of concrete walkway in rear of building. Construction of screened refuse area. New decorative fascia/trim at roof level. New lighting fixtures on rear of building. New awning for ground level entry door to second floor. Etc.

Improvements planned (check all that apply):*

- | | |
|--|--|
| ☒ Exterior brick or wall surface cleaning | ☒ Business signage |
| ☒ Re-pointing of brick mortar joints | ☒ Awnings |
| ☒ Patching and painting of walls | ☒ HVAC system relocation |
| ☒ Window and/or door repair or replacement | ☒ Trash receptacle screening |
| ☐ Cornice repair or replacement | ☒ Interior alterations related to creating a secondary customer entrance |
| ☒ Other exterior improvements of a structural nature | ☐ _____ Other (please specify below) |
| ☒ Exterior lighting | |

Other (please specify below)

Total Cost of Improvement *

159,934.50

Total Project Cost (if different)

2,180,000.00

Incentive Amount Requested *

5,000.00

Incentive Amount Requested cannot exceed 50% of the project cost or \$5,000 in total, whichever is least.

Does the project's exterior adhere to the Downtown Charlevoix Design Guidelines?

- ☒ Yes
☐ No

[Click here to view the Design Guidelines Design Guidelines](#)

The following information must be submitted with your application:

If you need assistance with this, please call 231-547-3257. It is helpful if you can combine files into one PDF for each section/upload below.

Sketches/Renderings of proposed improvements*

Charlevoix Rear Elevation.pdf

Proof of project funding*

MarguliesCharlevoixOTL.pdf

Itemized cost estimates.*

211 Bridge Street - Rear Elevation Construction Estimate.pdf

At least one contractor quote.

Current Condition/"Before" Photos*

charlevoix alley shot.jpg

The Applicant certifies and agrees to the terms and conditions set forth in the Program Guidelines*

- ☒ Yes
☐ No

Program Guidelines

[Click here to view the Guidelines](#)

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

Electronic Signature

Andrew A Margulies

Date & Time

12/17/2021

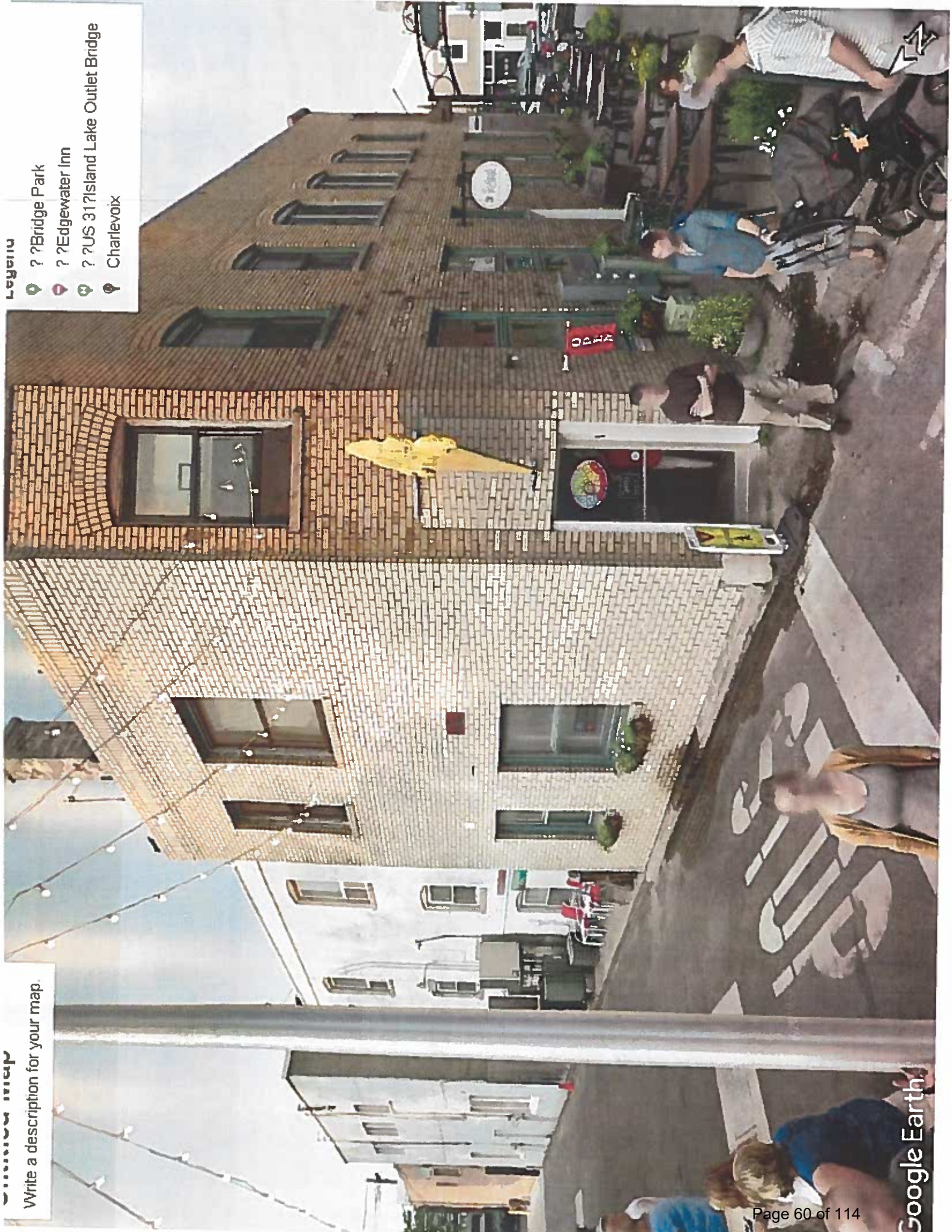


4:00 PM



RIGHTS RESERVED

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



Google map

Write a description for your map.

- Legend
- Pin ? Bridge Park
 - Pin ? Edgewater Inn
 - Pin ? US 31
 - Pin ? Island Lake Outlet Bridge
 - Pin ? Charlevoix



CONSTRUCTION ESTIMATE

MARGULIES INVESTMENT COMPANY
 51 WEST LONG LAKE ROAD
 BLOOMFIELD HILLS, MI 48304
 PHONE (248) 646-3200
 EMAIL ANDREW@MARGULIESINVESTMENTS.COM

CUSTOMER
 211 Bridge Street
 Associates, LLC

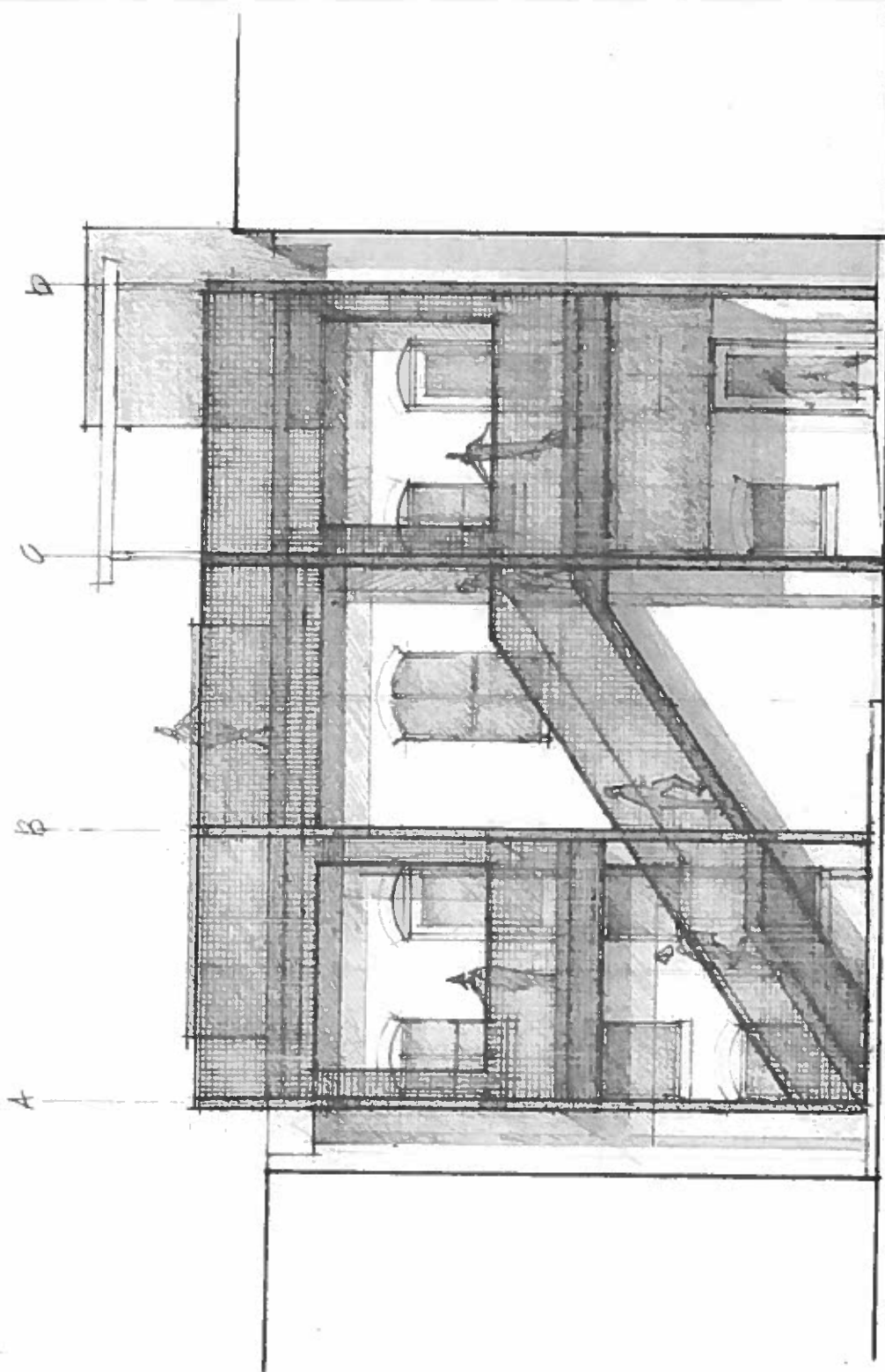
ESTIMATE #
 2021-1217
DATE
 12/17/21
ADDRESS

211 Bridge Street
CITY/STATE/ZIP
 Charlevoix, MI 49720
PHONE
 248-646-3200
E-MAIL
 andrew@marguliesinvestments.
PROJECT
 211/215 Bridge Street
PREPARED BY:

Andrew Margulies
ATTENTION

PAYMENT TERMS
 TBD

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	Project Description		
	Remodel of rear building elevation. New 1st floor entry to Lula Elevator to . New service second floor. structural steel armature to carry new rooftop deck and new egress stair system clad with wire mesh trellice. Strip Paint from existing masonry. Close window openings that conflict with stair system. New masonry openings for entries on 1st and 2nd floors and Private balcony for rear 2nd floor unit. Relocate existing HVAC Equipment to roof. Relocate existing gas meters that conflict with new structure. Replace existing windows that remain. New fascia and trim at roof. Replace rear retail entry door. Install new lighting fixtures. New improved tenant signage of rear of building, subject to city approval. Replace concrete walkway at rear of building.		
	Architectural Services		\$7,500.00
	Structural Engineering Services		\$4,000.00
	Civil Engineering/Field Surveying & Staking		\$6,000.00
	Geotechnical Investigation		\$1,200.00
	General Conditions		\$5,000.00
	Refuse Disposal		\$3,500.00
	Demolition/Concrete Removal & Disposal		\$6,075.00
	Existing Utilities Relocation		\$1,200.00
	Foundations		\$4,600.00
	Structural Steel		\$44,000.00
	Rough Carpentry		\$5,000.00
	Lumber/Building Materials		\$6,000.00
	Masonry Cleaning/Paint Removal		\$8,400.00
	Masonry (New masonry openings in rear wall/close existing openings)		\$9,000.00
	Fascia/Trim		\$2,500.00
	Window/Door Replacement		\$11,600.00
	Exterior Painting		\$3,500.00
	Electrical		\$3,500.00
	Lighting Fixtures		\$1,200.00
	HVAC Relocation		\$5,000.00
	Concrete Replacement		\$1,620.00
	Tenant Signage		\$5,000.00
	SUBTOTAL		\$145,395.00
	CONTINGENCY (10%)		\$14,539.50
	TOTAL		\$159,934.50



REAR ELEVATION 1/8"

Alleyway Improvement Grant Application - Submission #1259

Date Submitted: 1/21/2022

First Name*

Keely

Last Name*

Shay

Project Address*

100 Park Avenue

Mailing Address*

P.O. Box 133

City

Charlevoix

State

MI

Zip Code

49720

Summary of project and work for which grant is requested (attach separately more space is needed): *

Exterior improvements for signage, lighting, new front door with transom, and awning over back door alleyway entrance.

Improvements planned (check all that apply):*

- | | |
|--|---|
| ☐ Exterior brick or wall surface cleaning | ☒ Business signage |
| ☐ Re-pointing of brick mortar joints | ☒ Awnings |
| ☐ Patching and painting of walls | ☐ HVAC system relocation |
| ☒ Window and/or door repair or replacement | ☐ Trash receptacle screening |
| ☐ Cornice repair or replacement | ☐ Interior alterations related to creating a secondary customer entrance |
| ☐ Other exterior improvements of a structural nature | ☐ ____ Other (please specify below) |
| ☒ Exterior lighting | |

Other (please specify below)

Total Cost of Improvement *

13482.24

Total Project Cost (if different)

Incentive Amount Requested *

5,000

Incentive Amount Requested cannot exceed 50% of the project cost or \$5,000 in total, whichever is least.

Does the project's exterior adhere to the Downtown Charlevoix Design Guidelines?

☒ Yes

☐ No

[Click here to view the Design Guidelines](#)

[Design Guidelines](#)

The following information must be submitted with your application:

If you need assistance with this, please call 231-547-3257. It is helpful if you can combine files into one PDF for each section/upload below.

Sketches/Renderings of proposed improvements*

DDA Sketches.pdf

Proof of project funding*

Charlevoix DDA Grant Doc - Jan 21 2022 - 9-44 PM.pdf

Itemized cost estimates.*

Itemized Cost Estimates 100 Park Ave.pdf

At least one contractor quote.

Current Condition/"Before" Photos*

Current condition 100 Park Ave.pdf

The Applicant certifies and agrees to the terms and conditions set forth in the Program Guidelines*

☒ Yes

☐ No

Program Guidelines

[Click here to view the Guidelines](#)

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

Electronic Signature

Keely M. Shay

Date & Time

1/21/2022

10:00 PM



RIGHTS RESERVED

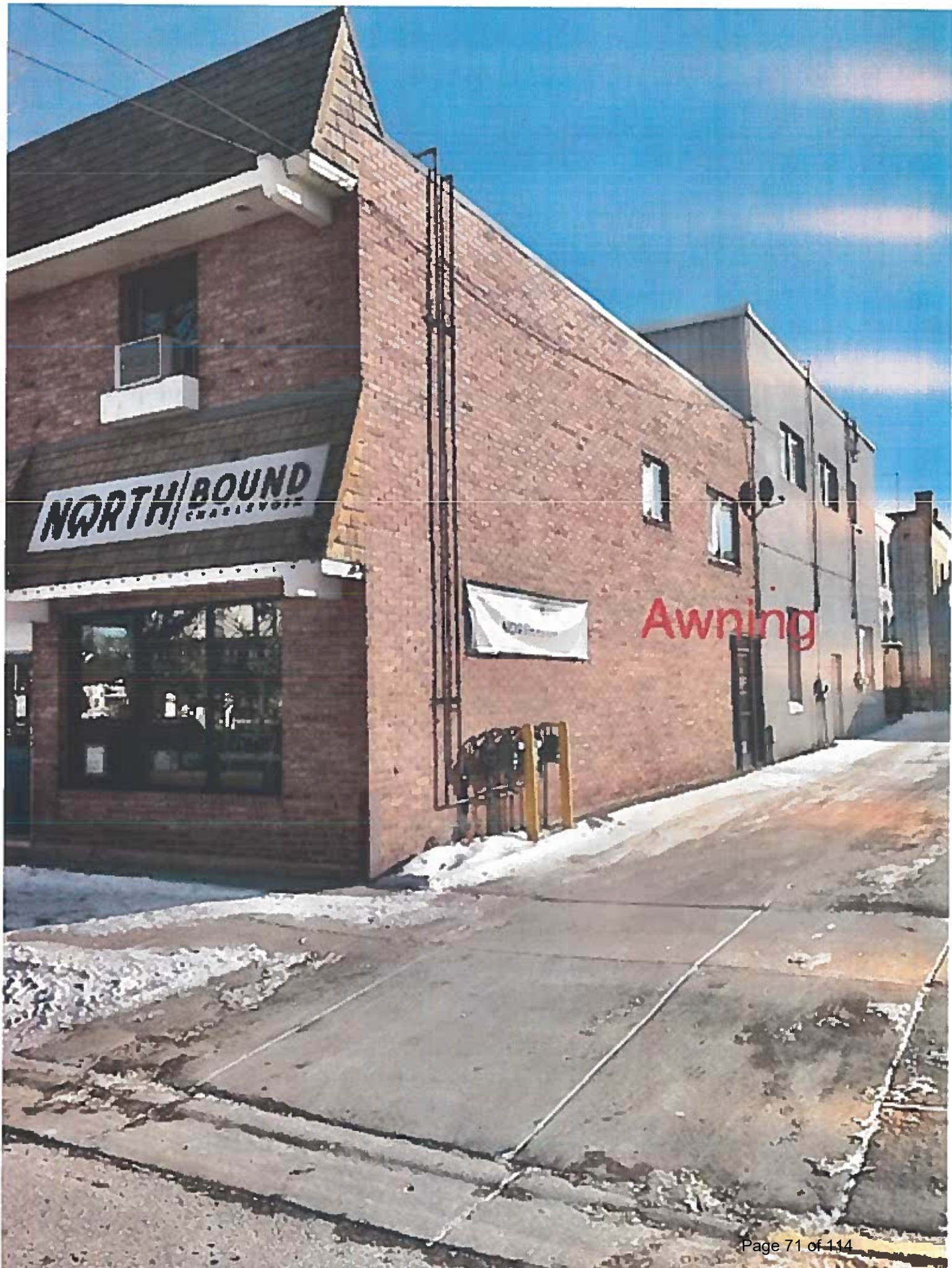
The Charlevoix DDA reserves the right to reject any and all applications. The specific program guidelines herein are subject to revision or amendment by the DDA Board of Directors. The DDA may discontinue this program at any time.

(Stars=lights)

THE SACRED GARDEN

New Door

Flower boxes



WILMOT ELECTRIC, INC.

12800 Taylor Road Charlevoix, MI 49720 231-547-5583 (FAX: 231-547-0358)

January 21, 2022

Keely Shay
keelyshay@mac.com

The Sacred Garden Shop Lighting

Keely,

Wilmot Electric, Inc. is pleased to submit this budgetary estimate for the requested exterior wall and signage lighting for your new shop, The Sacred Garden. The scope of the work is as follows:

Material and Services:**The Sacred Garden Exterior Lighting: \$ 4,450.00****Material:**

- Barn Light Electric Dual Arm Sign Light (Custom Color, 12" Shade) - \$730.00 ea.
- Barn Light Electric LED Wal Sconce (Custom Color, Matching Hood to the Dual Arm Light and Protective Wire Guard/Accent) - \$810.00 ea.
- Misc. Electrical Materials (Romex/MC Cable, Boxes, fasteners, etc.)
- Permit and Inspection

Labor:

- Installation Labor (26 hours)

NOTE:

- I have attached specification sheets of the two styles of recommended exterior fixtures for your review
- If you prefer to use other fixtures we can certain substitute for those and adjust pricing accordingly.

TERMS:

Project will be invoiced 100% upon completion of the installation. All payment terms will be Net 30 days.

Wilmot Electric, Inc. would like to thank you for the opportunity to provide this proposal. Please call with any questions or comments.

Thank you,

Brian Wilmot

Brian Wilmot
President, EE
Automation and Controls Engineer



Petoskey
 427 Creekside Drive
 Petoskey, MI 49770
 Ph: (231) 348-9256
 Email: alan@proimagedesign.net
 Web: http://www.proimagedesign.net

Estimate #: 98428

Page 1 of 2

Created Date:	1/17/2022 12:39:57PM	Prepared For:	The Sacred Garden
Salesperson:	Todd Drabik	Contact:	Keely Shay
Email:	todd@proimagedesign.net	Office Phone:	(616) 644-4130
Not Specified:	N/A	Email:	keelyshay@mac.com
Entered by:	Todd Drabik	Address:	100 Park Ave Charlevoix, MI 49720

Description: Exterior Signage

		Quantity	Unit Price	Subtotal
1	Product: Logo Design - Branding Description: Logo Design - Branding Estimated between \$800 - \$1200 with illustration. • 1 Files	1	\$1,000.00	\$1,000.00

		Quantity	Unit Price	Subtotal
2	Product: Design Description: Sign Layout & Design • 1 Files • 90 min Layout Time Per File.	1	\$142.50	\$142.50

		Quantity	Unit Price	Subtotal
3	Product: Custom Fabricated Sign - Dimensiona Description: Wall Sign - 29" x 131" Pan formed ACM backer panel painted sea foam green. .5" raised acrylic letters and border, painted gold/copper.	1	\$2,301.00	\$2,301.00

		Quantity	Unit Price	Subtotal
4	Product: Dimensional Signs (Flat Cut) Description: Wall Plaque - Routed and painted sea foam green .75" PVC backer panel. • 1- 20 in x 28 in Dimensional Sign(s) made from PVC - 19MM Black 48 x 96 stock material	1	\$361.44	\$361.44

		Quantity	Unit Price	Subtotal
4.A	Product: Misc Description: Routed and painted gold/copper .25" acrylic letters and graphics. • 1 Ea.,			

		Quantity	Unit Price	Subtotal
5	Product: RTA Cut Vinyl (Ready To Apply) Description: Vinyl Window Graphics • 1- 6 in x 114 in • Vinyl Colors are High Performance Metallic Gold, • Text: Inspired Gifts & Gatherings	1	\$103.08	\$103.08



Petoskey
 427 Creekside Drive
 Petoskey, MI 49770
 Ph: (231) 348-9256
 Email: alan@proimagedesign.net
 Web: http://www.proimagedesign.net

Estimate #: 98428

Page 2 of 2

		Quantity	Unit Price	Subtotal
6	Product: Installation of Non-Electric Signs Description: Installations • 1.5 hr of Install Time. • Using a Crew of 2 Personnel. • 1 hr of Travel Time. • Install height is 12 ft above ground.	1	\$500.00	\$500.00
7	Product: Misc Description: Survey - 100 Park Ave, Charlevoix, MI 49720 • 1 Ea.,	1	\$0.00	\$0.00
8	Product: Permits Description: Permit Research saved to Docs • 1 Ea.,	1	\$180.00	\$180.00

Estimate Total: \$4,588.02
Subtotal: \$4,588.02
Taxes: \$165.93
Total: \$4,753.95

Payment Terms: Due Upon Receipt

Client Reply Request

- ☐ Estimate Accepted "As Is". Please proceed with Order.
☐ Changes required, please contact me.

☐ Other: _____
 SIGN: _____ Date: ____/____/____

Print Date: 1/20/2022 12:25:42PM

MURRAY'S CREATIONS CUSTOLI CANVAS

416 Prospect
CHARLEVOIX, MI. 49720
PHONE: 231-675-1470

DATE 1/20/22

CUSTOMER: Keely Silly

CUSTOMER PHONE

616-644-4130

JOB DESCRIPTION:

ALUMINUM FRAME INSTALLED

MATERIALS

1" Aluminum Tube
2x4 ALUM
BRACKET

DEPOSIT REQUIRE: \$ 1007

BALANCE DUE ON COMPLETION: \$ 1007

TOTAL COST \$ 1000 + Tax = \$ 2014

Jan 11/22

CUSTOMER SIGNATURE

Preston Feather - Petoskey

Address: 900 Spring Street

Petoskey, MI 49770

Phone: 231-347-2501

**Quote**

Page 1 of 1

Quote Number:

Date: 1/20/2022

Customer Information

Name:

Address:

Phone 1:

Phone 2:

Fax:

Contact:

Job Name:

Specifications

U.D. = 37-1/2" x 94-5/16"; R.O. = 38-1/4" x 94-11/16"

O.M. of Exterior Trim = 38-5/8" x 94-7/8"

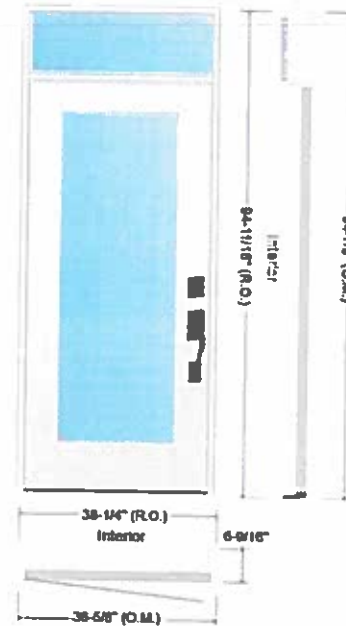


Image is viewed from Exterior!

Lead Time: Contact Office

Item Description	Qty	Price	Extended
3' 0" x 6' 8" S2000-LE Smooth-Star - Flush Glazed Fiberglass Door w/Low E Glass - Right Hand Outswing (Tru-Guard Composite Edge)	1	817.20	\$817.20
2-3/4" Backset - Double Bore (2-1/8" Dia. Bore w/Standard 5-1/2" Spacing) w/Mortised Edge Latch Preps w/Deadbolt Schlage (Standard) 1-1/8" x 2-3/4" Strike Prep	1	10.45	\$10.45
Set of T/T Non Ball-Bearing O/S - Zinc Dichromate (Dull Brass) Hinges	1	29.11	\$29.11
37-1/2" x 13-1/2" (Frame Size) 19200T-LE Transom w/Low E Glass	1	238.82	\$238.82
White Aluminum Clad Frame w/Primed Dura-Frame Interior - 6-9/16" Jamb	1	588.83	\$588.83
Bronze Compression Weatherstrip	1	0.00	\$0.00
ADA (Public Access) - Bronze Sill	1	63.44	\$63.44
PREFINISH: Paint Door Panel Interior & Exterior WHITE (DURA-TECH/COMPOSITE)	1	280.61	\$280.61
Schlage - F Series Addison w/Accent Interior Lever Handleset w/Matte Black (622) Finish	1	235.83	\$235.83
Item Total			\$2,264.29

Order Sub Total: \$2,264.29

Tax: \$0.00

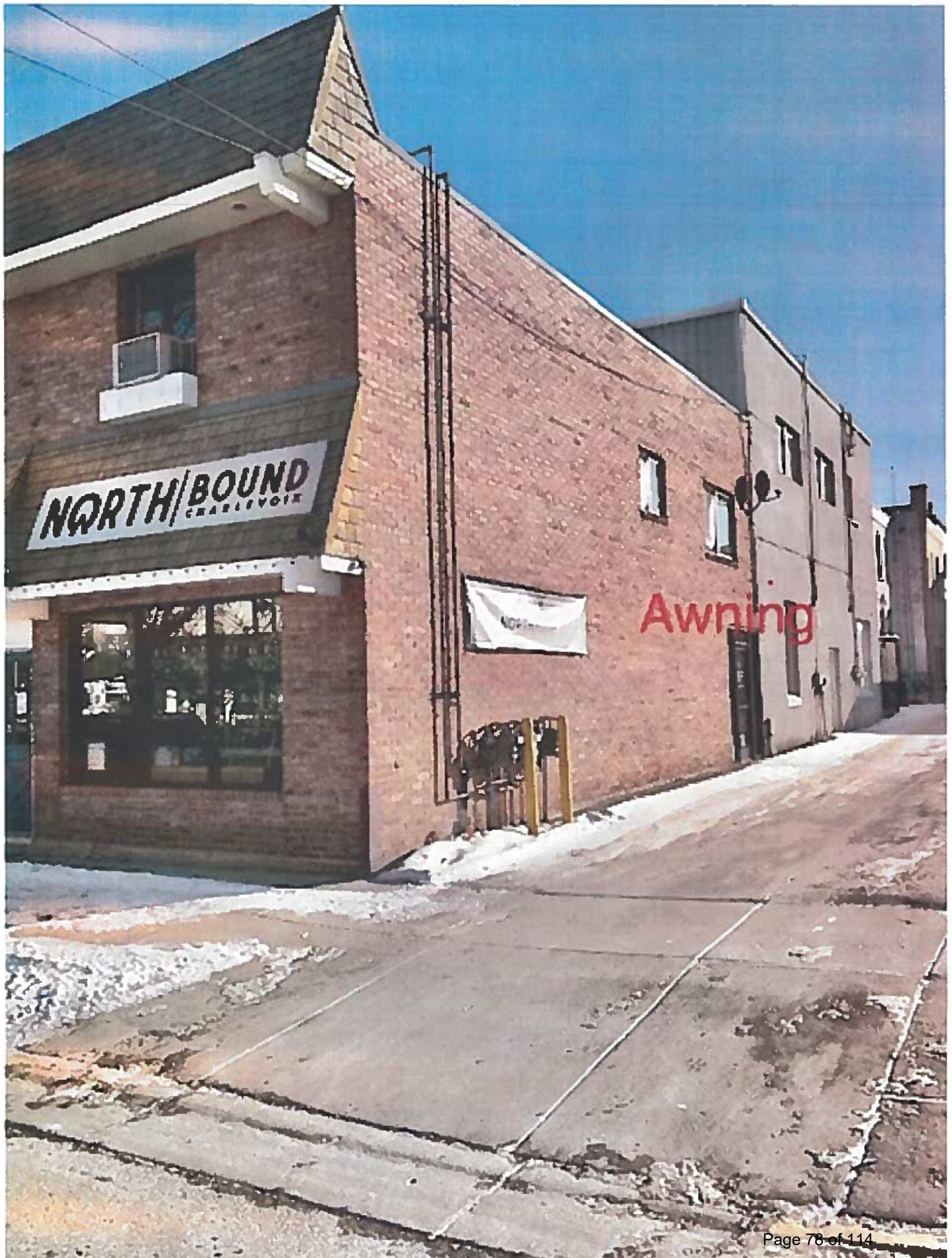
Order Total: \$2,264.29

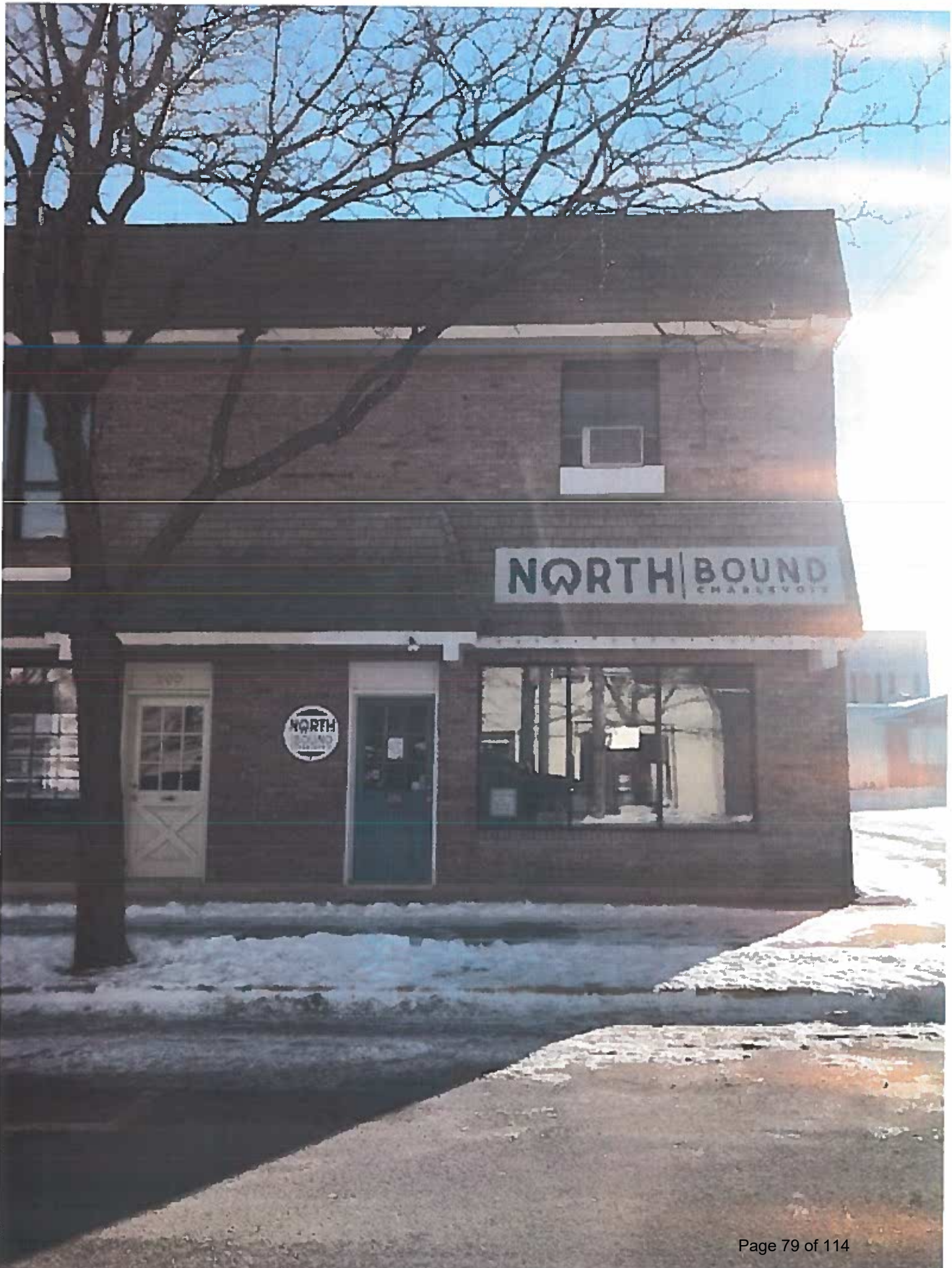
Version #: 7.24-O

Version Date: 1/17/2022

Distributed by:







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

New Business

TITLE: Downtown Housing Incentive Grant Application

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

During the Economic Vitality Committee members reviewed the application that was submitted for 211 Bridge Street. The project will add two apartment units on the lower level and both will be deed restricted for year round occupancy. The applicant requested \$25,000. Attached you will find the Program Guidelines for the Housing Incentive along with application materials.

Members of the committee unanimously voted to recommend funding the project for requested amount: \$25,000.

Since the EV meeting, the Planning Commission met to review the Site Plan for this entire project and it was approved with no conditions that would affect this portion of the project moving forward.

This program is also a reimbursement grant so funds will not be released until project completion.

Complete program info can be found here: <http://charlevoixmi.gov/431/Downtown-Housing-Incentive-Program>

RECOMMENDATION:

Motion to approve the application from 211 Bridge Street for a Downtown Housing Incentive Program grant in the amount of \$25,000.

ATTACHMENTS:

- ▣ 211 Bridge Street Application



CHARLEVOIX

MAIN STREET DDA

Downtown Housing Grant Program Guidelines

Charlevoix Main Street DDA

210 State Street

Charlevoix, MI 49720

Uses: Downtown Housing (residential)

Eligibility: 50% private match of total interior rehabilitation costs

Funds: Up to \$15/square foot (\$25,000 maximum)

PURPOSE

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

The Downtown Housing Grant program was specifically created with the purpose to incentivize the expansion of housing options – specifically apartment units, condo's, or loft style apartments – in the DDA district; both of which support initiatives clearly identified in local strategic planning documents such as the City of Charlevoix Master Plan (2016), Downtown Charlevoix Alley Corridor Improvement Plan (2017), and the Downtown Plan (2018).

Some goals in the Master Plan that influenced the creation of this program include the following:

- Maintain a diverse, regional economy that supports sustainable year-round business development and enhances Charlevoix as a tourism and second home destination.
- Promote diverse and viable housing options by encouraging developers through affordable housing incentives and flexible Zoning Ordinance requirements.
- Encourage higher density, infill development and/or redevelopment consistent with surrounding land uses and neighborhood character:
- Provide incentives for higher density developments in the downtown area.
- Encourage economic sustainability and growth in downtown Charlevoix by supporting the Michigan Main Street program as a way of encouraging economic development and providing tax credits for downtown redevelopment projects.

The long-term goal of the Downtown Housing Grant program is to grow and expand the inventory of housing options in Charlevoix. This in turn will help create a variety of housing options and address the major shortage of affordable housing in the region. The premise is that the program promotes downtown living, increases spending power and economic development within the District and efficiently uses historic buildings.

PROGRAM OBJECTIVES

- To encourage the full utilization of downtown buildings.
- To reduce the rate of underutilized square footage in the downtown, with a strong focus on housing.
- To provide financial assistance to property owners in overcoming the barriers associated with the reuse of historic buildings.
- Generally, to promote and encourage continued growth and expansion of business to support the purposes of the DDA and Main Street program.
- To increase year-round economic activity with more year-round residents living in our walkable downtown.

ELIGIBILITY

- ✓ • Properties must be located within the legal boundaries of the DDA to be eligible [See Attachment One: Map].
- The program is open to property owners.
- ✓ • Property Owners must also participate in the Primary Residence Deed Restriction program (Attachment Two: Deed Restriction Program Sheet + Attachment 3 Sample Deed Restriction Language). The Deed Restriction Program was initiated to address the need for year-round housing. The program will help balance the housing market that is faced with a growing percent of the existing housing stock that are summer homes or vacation rentals.

on both
units



PROGRAM REQUIREMENTS

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

- ✓ • Projects must maintain or create housing to be eligible for program funding.
- Program funds will be allocated at up to \$15.00 per square foot of rehabilitated space, with a maximum of \$25,000 per unit for eligible properties.
- Program funds can be utilized for renovation and/or construction costs, with an emphasis on state and local Building, Fire, Life & Safety codes.
- ✓✓ • Applicants must provide proof that all property taxes are current and that the subject property is properly insured.

- ✓ • Applicants must provide detailed project financing and cost information and provide proof in the form of a bank commitment letter(s) that all private financing is in place, if applicable. *pro-forma, construction costs + construction loan letter rec'd*
- Annual program funding will be limited, with projects awarded as funds are available. The DDA will make final determinations on individual project eligibility and can reject any application at its discretion. Applications will be reviewed on a first-come, first-serve basis.
- ✓ • At least one licensed contractor must submit a quote.
- ✓ • Funding for projects undertaken prior to DDA review and written approval will not be considered.
- All required municipal or governmental permits must be obtained prior to applying for this incentive. See **Attachment Three** for a quick guide to permits and Site Plan Review procedure. *PC mtg. 3/14*
- Funds will be provided upon satisfactory completion of work. Executed contracts and/or contractor invoices must be presented prior to disbursement of program funds, and in a form satisfactory to the DDA. Proof of payment will need to be provided in a timely manner upon receipt of funds.
- Construction must commence within 120 days of approval for funding and be completed within 1 year after construction start date. Modifications of these time periods are at the discretion of the DDA - extensions may be granted under extraneous circumstances. Applicants will be in default if rehabilitation is not undertaken and completed under these timeframes, in which event, will disqualify applicants from reimbursement.
- Applicant and the DDA shall enter into a Grant Agreement in the form of **Attachment Four**.
- ✓ • Property Owners must participate in the Primary Residence Deed Restriction program. *will for both sewer level units* → **The Deed Restriction Program was initiated to address the need for year-round housing. The program will help balance the housing market that is faced with a growing percent of the existing housing stock that are summer homes or vacation rentals.**

ELIGIBLE IMPROVEMENTS & USES OF PROGRAM FUNDS

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

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

Items including but not necessarily limited to:

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

INELIGIBLE IMPROVEMENTS & USES OF PROGRAM FUNDS

Monies spent on the following items will not count toward the 50% match amount.

Program funds **cannot** be utilized for any of the following uses:

- Property acquisition costs
- Paying off existing debt
- Site plan, building or sign permit fees
- Environmental consulting, testing, or actual abatement/cleanup costs
- Property appraisal costs, legal fees, or loan origination fees
- Furniture, fixtures, equipment and personal property such as couches, tables, shelving, appliances, etc.

APPLICATION AND SELECTION PROCESS

Applications may be obtained in person in the offices of the Charlevoix Main Street DDA, 210 State Street, Charlevoix, MI, 49720, or by calling (231) 547-3257.

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

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

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

In addition to the Upper Floor Housing Grant program application, applicants shall submit the following items in order for the DDA to make an appropriate decision on an application:

- ✓ Sketches/Renderings/Layout of interior/approved site plan ← pending 3/14 PC mtg.
- ✓ Financial Statements and/or pro-forma
- ✓ Itemized cost estimates
- All required permits - pending 3/14 PC mtg.

RIGHTS RESERVED

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

FINANCING GUIDELINES

Applicants must demonstrate proof of 50% in matching funds, whether owner equity or private financing. Program funding will be in the form of a reimbursement to the property owner/applicant, upon satisfactory proof that invoices and all other construction costs have been paid.

DEFAULT AND REMEDY

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

Downtown Housing Grant Application - Submission #1275

Date Submitted: 2/23/2022

First Name*

Andrew

Last Name*

Margulies

Project Address*

211 Bridge Street, Charlevoix, MI 49720

Mailing Address*

51 W Long Lake Road

City

Bloomfield Hills

State

MI

Zip Code

48304

Summary of project and work for which grant is requested (attach separately more space is needed): *

Convert existing lower level into two - 2 Bedroom/2 Bath apartment units. Existing ground floor entry to be converted to entry lobby and open stair to basement. New direct entrances to retail stores to be constructed. Retrofit LU/LA elevator in rear of building. New fire suppression and fire alarm system. New HVAC/Mechanical, Electrical & Plumbing throughout. Project should be in front of planning commission on March 11. Permit drawings should be available by early-march and submitted to Charlevoix County for Review. Zoning And Building/Construction permits will be forthcoming. Insurance certificate and proof of property tax payment will be emailed separately.

Improvements planned (check all that apply):*

- | | |
|--|--|
| ☒ Interior demolition/site preparation costs as part of a comprehensive renovation project | ☐ HVAC improvements conducive to residential use |
| ☒ Permanent building improvements, which have universal functionality | ☒ Flooring improvements |
| ☒ Electrical/wiring improvements conducive to residential use | ☒ Improvements to meet state and local Building, Fire & Life Safety codes. |
| ☒ Plumbing improvements conducive to residential use | ☐ _____ Other (please specify below) |
| ☒ Lighting Improvements conducive to residential use | |

Other (please specify below)

Please provide the square footage of the project area: *

3500

Please provide the square footage of the residential unit to be built/converted*

2650

Total Cost of Improvement *

\$264,055

Total Project Cost (if different)

2,180,000.00

Incentive Amount Requested *

\$25,000.00

Incentive Amount Requested cannot exceed \$15.00 per square foot or \$25,000 in total, whichever is least.
Incentive Amount Requested must be 50% of Total Cost of Improvement or lower.

Does the project impact the exterior of the building? *

- ☒ Yes
☐ No

If yes, does the project's exterior adhere to the Downtown Charlevoix Design Guidelines?

- ☒ Yes
☐ No

Click here to view the Design Guidelines
[Design Guidelines](#)

The following information must be submitted with your application:

If you need assistance with this, please call 231-547-3257. It is helpful if you can combine files into one PDF for each section/upload below.

Sketches/Renderings/Layout of Interior/Approved Site Plan *

PLANNING PERMIT SET- REVISION 1.pdf

Financial Statements and/or pro-forma, including proof that all property taxes are current, and the building is insured*

211 Bridge Street - Lower Level Residential Pro Forma - 2.23.22.xlsm

Itemized cost estimates.*

211 Bridge Street - Lower Level Residential Construction Estimate.pdf
At least one contractor quote.

The Applicant certifies and agrees to the terms and conditions set forth in the Program Guidelines*

☒ Yes

☐ No

Program Guidelines
[Click here to view the Guidelines](#)

Electronic Signature Agreement

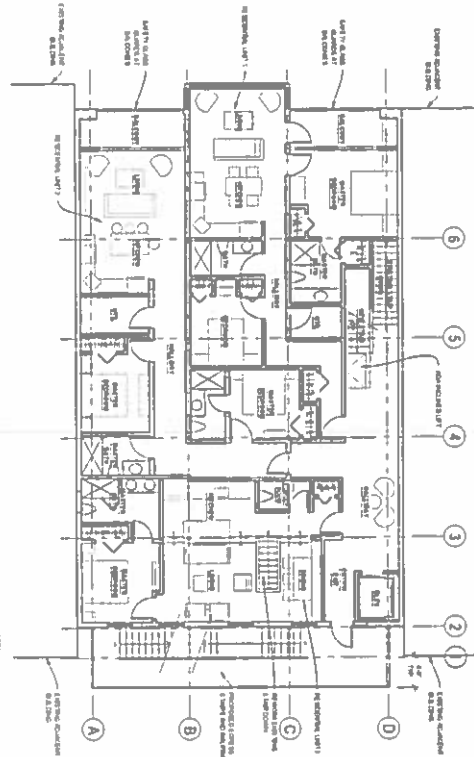
By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

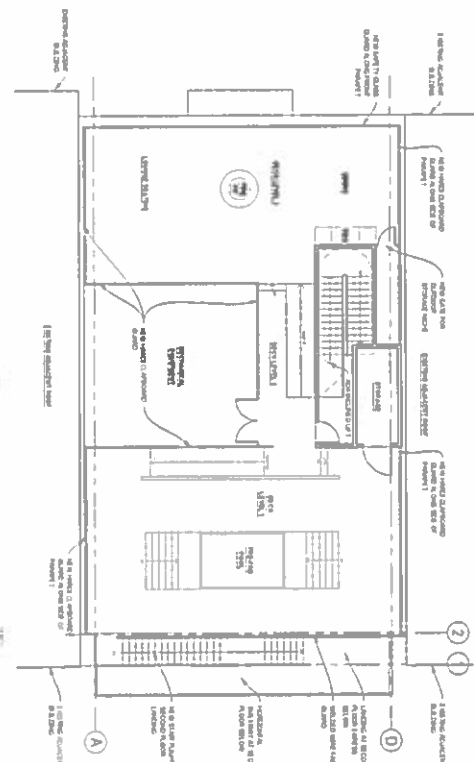
Electronic Signature	Date & Time
Andrew A. Margulies	2/23/2022 
	3:15 PM 

RIGHTS RESERVED

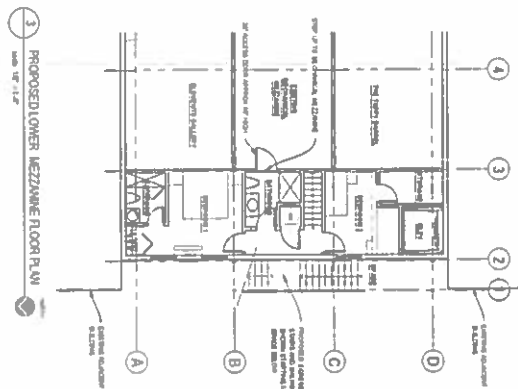
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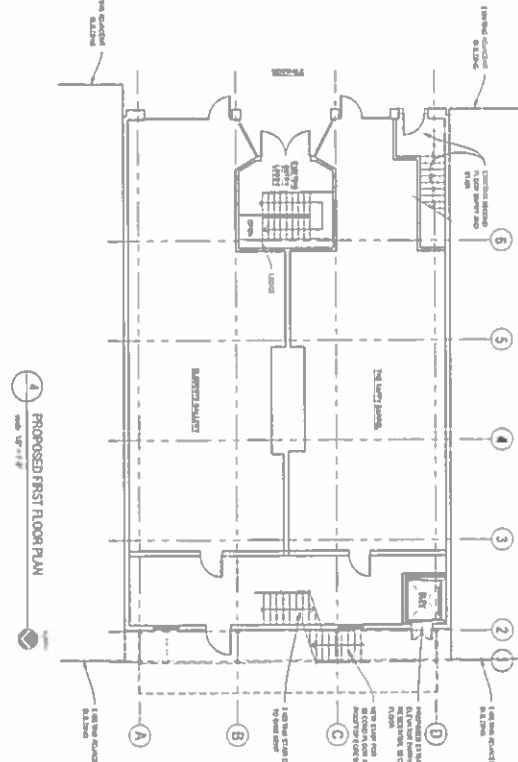
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2 PROPOSED ROOF PLAN
scale: 1/8" = 1'-0"

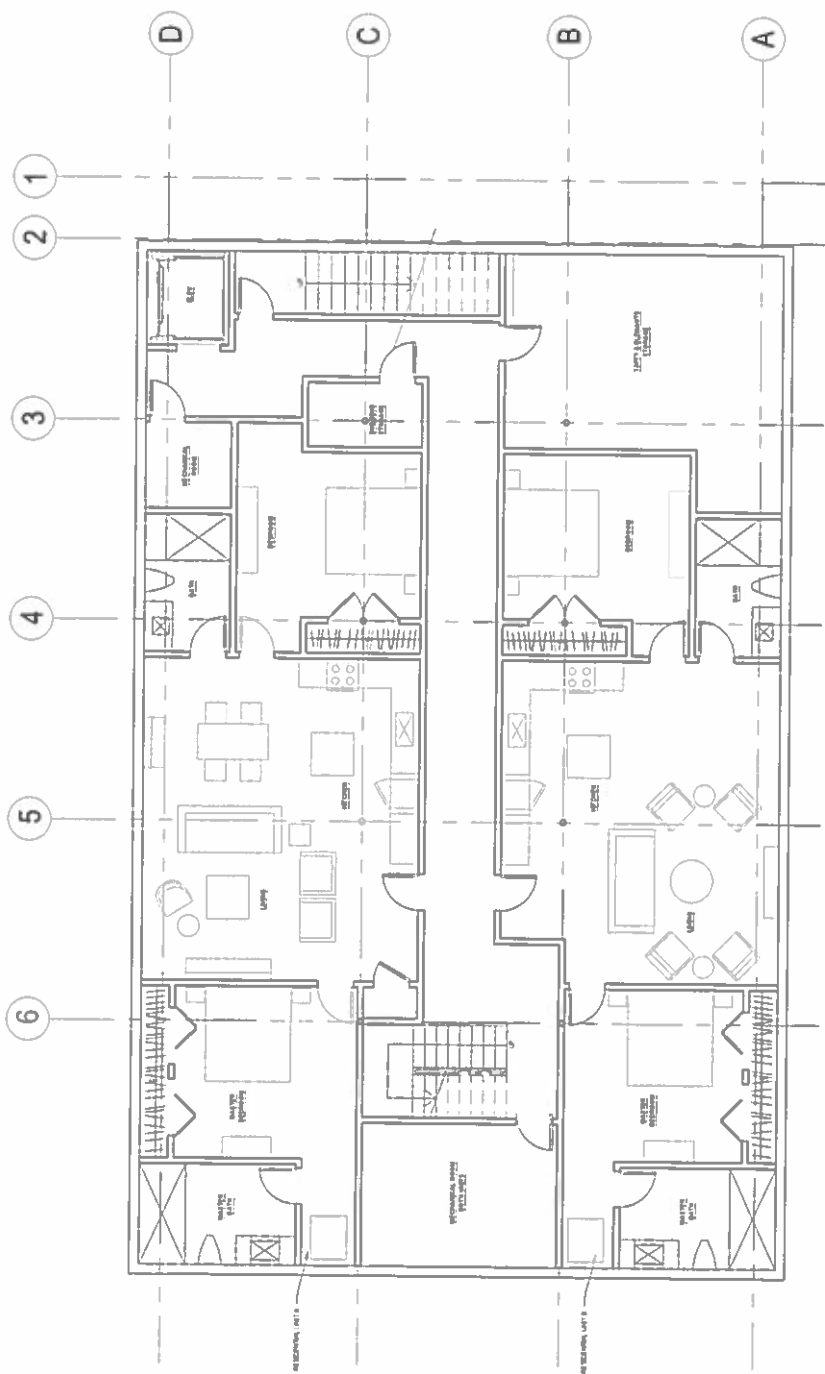


3 PROPOSED LOWER MEZZANINE FLOOR PLAN
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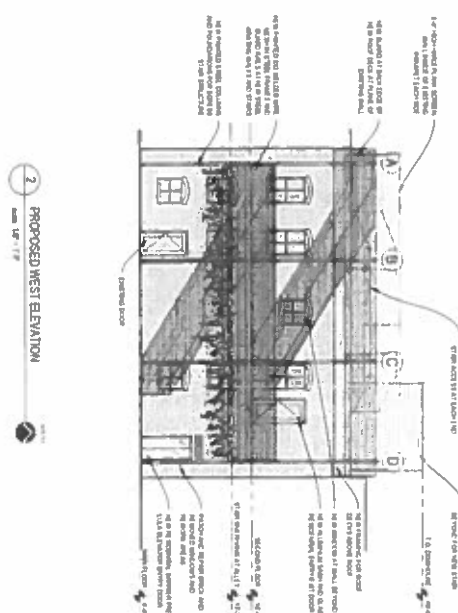
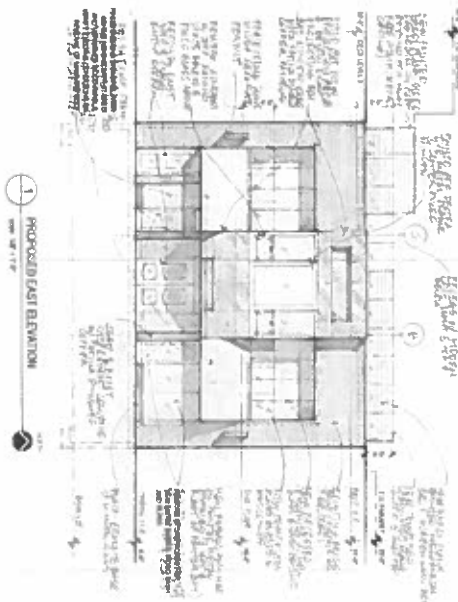


4 PROPOSED FIRST FLOOR PLAN
scale: 1/8" = 1'-0"

ALL DIMENSIONS ON THIS SHEET ARE FOR REFERENCE ONLY



1 BASEMENT PLAN
 A102 scale 1/8" = 1'-0"



ALL DRAWINGS ON THIS SHEET ARE FOR REFERENCE ONLY

A201

ARCHITECTURAL
ELEVATIONS

Sheet Title

Scale

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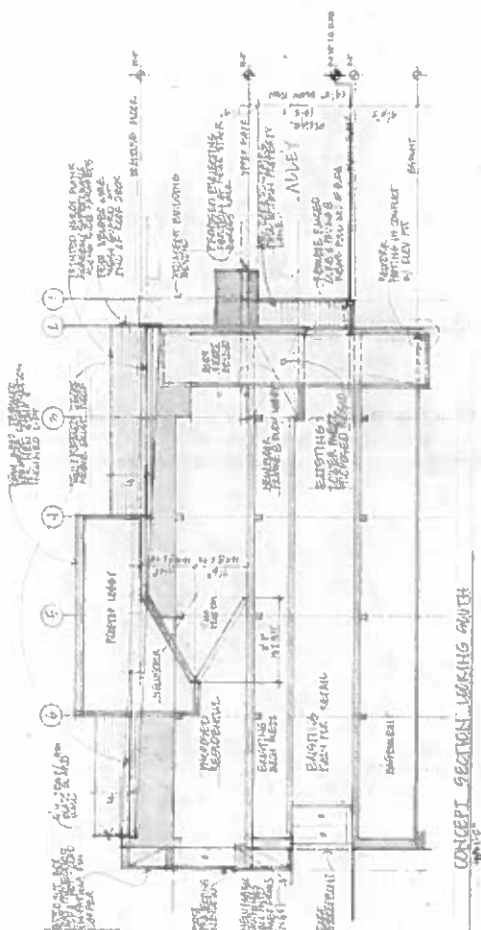
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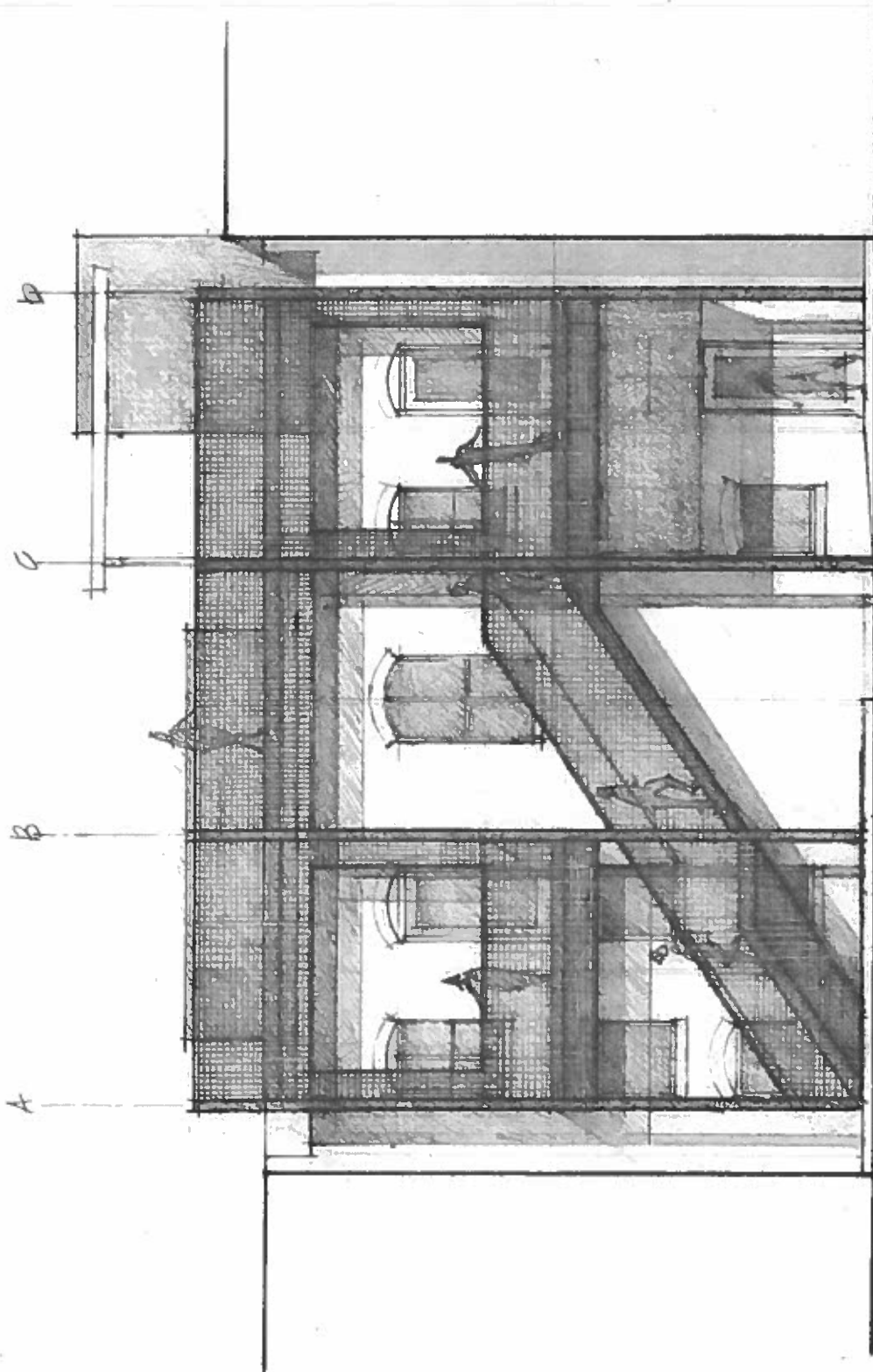
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REAR ELEVATION "B"



PAYMENT TERMS
TBD

[illegible]

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

New Business

TITLE: MDA Request for Sponsorship

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

The Michigan Downtown Association (MDA) will be hosting its Annual Summer Workshop in downtown Charlevoix, **Friday, June 3, at the Charlevoix Public Library**. The MDA was founded in 1980 and is a state-wide, non-profit organization and a driving force in the interest and growth of downtowns and communities throughout Michigan. The workshop is an example of the MDA's commitment to offer quality educational opportunities to its members. Education allows downtown managers the ability to have the proper tools needed to lead our communities into the future.

To accommodate MDA board members, attendees, and sponsors, a block of rooms at Hotel Earl and the Weathervane Terrace Inn has been secured and a networking event at Hotel Earl is being organized for the evening of June 2. Attendees of the workshop will have a wonderful opportunity to experience downtown Charlevoix's culture, retail establishments, and eateries. The MDA is committed to supporting our host downtown.

The MDA is requesting a \$500 sponsorship from the Charlevoix DDA/Main Street. The monies would help support the cost of the continental breakfast, prepared by a local restaurant, held during the workshop. As a sponsor, the Charlevoix DDA would receive the following promotional benefits:

- Logo recognition on the MDA website, March -July 2022
- Logo printed on workshop brochure, print of 400+, and registration packets, print of 100+, and high visibility signage at workshop and on food tables
- Social media mentions on MDA Facebook and Instagram pages
- Verbal mention and thank you at the opening, before lunch, and close of the workshop
- Two paid workshop registrations with continental breakfast and lunch

I would be happy to discuss additional promotional benefits with the Charlevoix Downtown Development Authority and answer any of your questions regarding the sponsorship.

Thank you for your time and consideration.

Sincerely,

Dana Walker
Director
Michigan Downtown Association
248-838-9711

Links and more info:

<https://www.memberleap.com/members/evr/regmenu.php?orgcode=MDTA>
Annual Summer Workshop
6/3/2022 - 6/3/2022

Our Annual Summer Workshop will be held in Downtown Charlevoix on Friday, June 3, 2022.
An in-person and virtual option is available. The cost for the Workshop, whether attending in-person or virtually, is \$110 per MDA member and \$125 per non-member. There is room during the registration to indicate your attendance preference.

Blocks of hotel rooms are now available to those attending the workshop.

Hotel Earl

\$199, King, Friday night stay \$289

\$229 King Suite, Friday night stay \$319

Here is the link to register for the Hotel Earl: <https://reservations.travelclick.com/108010?groupID=3362453>

Weathervane

111 Pine River Lane Charlevoix 49720

Two double beds, \$75 on Thursday and \$140 on Friday

Suites, \$100 Thursday and \$165 on Friday.

Please call the Hotel and mention the MDA to receive your special pricing. 231-547-9955

Prices to not reflect taxes or fees.

Location: Charlevoix Public Library

220 Clinton Street

Charlevoix, MI 49720

RECOMMENDATION:

Motion to approve sponsoring the Michigan Downtown Association Summer Workshop in the amount of \$500.

ATTACHMENTS:

- ▣ Premier Sponsorship Package



Summer Workshop
June 3, 2022
Charlevoix, MI

Premier Sponsorship of
Continental Breakfast
\$500



Promotional Pieces and Benefits Include:

- Two workshop registrations, a \$220 value, Continental Breakfast, Lunch
- A six to eight-foot table space with premium accessibility to event attendees
- One minute introduction to attendees during event
- Recognition as exclusive sponsor of Breakfast
- Logo on high visibility signage at Workshop and exclusive signage on buffet tables
- Logo in printed event registration packets distributed to all attendees
- Logo on event brochure, 400 printed and mailed (print deadline, April 7, 2022)
- Logo recognition on the MDA website's homepage March-June 2022
- List of event attendees (upon request)
- Social media mentions on MDA Facebook pages, March-June 2022
- Verbal mention and thank you throughout the event
- Sponsor may include a promotional item in attendee handouts/welcome bags
- Business spotlight in one Blog on MDA website, published March-June 2022
- 20-30 minute Podcast on the MDA channel, In MI Downtown

Contact Dana Walker, director, Michigan Downtown Association, 248-838-9711,
director@michigandowntowns.com

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

New Business

TITLE: Magical Tiny Doors

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Last fall our Org & Promo committee discussed helping to coordinate an effort to install small doors throughout businesses in town that would act as a scavenger hunt for families. A local artist has offered to customize the doors and work with the businesses to place them and so far there have been 13 placed. Additional doors are being made right now for additional businesses who expressed interest.

The door locations have been added to the Life in Charlevoix mobile app as a guided interactive tour. We also did a soft launch intro of the doors during the March First Fridays event with a scavenger hunt/bingo game. Soon we will add the same info that is on the app to our website.

Eventually, the artist wants to explore installing doors in public areas like parks and other points of interest. Before that is allowable, council would have to approve the overall concept/idea.

About the Tiny Doors:

This effort has been inspired by the Fairy Doors in Ann Arbor as well as some other towns have fairy/tiny doors sprinkled throughout where visitors can pick up a map and seek out the various unique little doors.

Aside from bringing an additional year-round family oriented activity to Charlevoix, it could also serve as a vehicle for getting potential customers/clients into shops/businesses and cross-promoting other businesses that may have existing fairy/elf/gnome activities.

About the artist/creator of the Tiny Doors:

My name is Kristi Jenkins. I live in Ann Arbor and work as a health and well-being researcher at the University of Michigan. My family (2 teenage daughters and husband, Tom) have a house in downtown Charlevoix, where we spend much of our free time. Another thing to know about me is that I love all things fairy! I currently sell Charlevoix specific fairy/elf doors at Elements gallery.

#	Title	Image (optional)	Related Directory Listing (optional)	Listed Order	Edit	Delete
Search Records						Advanced Search
1	Charlevoix Area Chamber of Commerce		Charlevoix Area Chamber of Commerce	1	Edit	Delete

2 #	Castle Farms Title	 Image (optional)	Related Directory Listing (optional)	2 Listed Order	Edit Edit	Delete Delete
Search Records						Advanced Search
3	Celeste Murdick's Fudge		Celeste Murdicks Fudge	3	Edit	Delete
4	Charlevoix Circle of Arts		Charlevoix Circle of Arts	4	Edit	Delete
5	The Lake House		The Lake House	5	Edit	Delete
6	Cherry Republic		Cherry Republic	6	Edit	Delete
7	Bentley Hill Bakehouse		Bentley Hill Bakehouse	7	Edit	Delete
8	Elements Gallery		Elements Gallery	8	Edit	Delete
						

9 #	Tranquility Massage & Day Spa Title	Image (optional)	Tranquility Directory and Listing (optional)	Listed Order	Edit Edit	Delete Delete
Search Records						Advanced Search
10	The Clothing Company		The Clothing Company	10	Edit	Delete
11	Charlevoix Cinema III		Charlevoix Cinema III	11	Edit	Delete
12	Charlevoix Historical Society		Charlevoix Historical Society Museum	12	Edit	Delete
13	Pita Cruiser Food Truck		Pita Cruiser Food Truck	13	Edit	

GOALS:

Year round activity

RECOMMENDATION:

Motion to support the overall concept of the Magical Tiny Doors project and the eventual expansion into public places deemed acceptable by City Council.

ATTACHMENTS:

- Tiny Doors Bingo

MAGICAL TINY DOORS



bingo



FIND THE TINY DOORS IN DOWNTOWN CHARLEVOIX



MAGICAL TINY DOORS

locations

- Charlevoix Area Chamber of Commerce/Visit Charlevoix
- Castle Farms
- Celeste Murdick's FUDGE
- Charlevoix Circle of Arts
- The Lake House
- Cherry Republic
- Bentley Hill Bakehouse
- Elements Gallery
- Tranquility Massage & Bodywork/Renew Day Spa
- The Clothing Company
- Charlevoix cinema III



CHARLEVOIX

More locations coming soon!
downtowncharlevoix.com

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

New Business

TITLE: New Grant Opportunities

DATE: March 22, 2022

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

I submitted an application to the following contest highlighting what we did for Small Business Saturday. The application submission is attached for your review. Fingers crossed that we place!

| Neighborhood Champion Innovation Contest

We want to hear about the innovative ways you celebrated Small Business Saturday® as an American Express® Neighborhood Champion in 2021. How did you encourage community to Shop Small® and support small businesses not only on Small Business Saturday, but also throughout the holiday season? If you were a Neighborhood Champion short Neighborhood Champion Innovation Contest form for an opportunity to win. The Main Street program that had the best celebration and/or promotions will receive \$5,000, second-place winner will receive \$2,500, and three third-place winners will receive \$1,000 in recognition of their Small Business Saturday innovation. Winners will be announced at the 2022 Main Street Now Conference.

Applicants must have signed up and been approved to be a Neighborhood Champion in 2021 and be members of Main Street America to be eligible to win. For Official Rules see [Main Street America](#).

Additionally, I intend to submit our cooperative ad campaign for this grant opportunity in partnership with the Michigan Retailers Association:

2022 Buy Nearby Grant Program

Michigan Retailers Association (MRA) through its on-going public service awareness campaign, Buy Nearby, has created a new grant program to help you in promoting the Buy Nearby in your local community. We will award \$7,500 (one per quarter) to four (4) Michigan communities. It's all part of the Buy Nearby campaign that encourages shoppers to keep their money in Michigan. The intent of this program is to help you inform your communities that if Michiganders redirected 10% of their estimated \$23.7B in out-of-state spending, Michigan would gain increased economic activity, create more local jobs, and healthier communities.

What We're Looking For

We're looking for out-of-the-box marketing strategies that drive business back to your retailers.

Send Us A Customized Marketing Campaign

For the first time ever, MRA wants to involve you in our state-wide PSA campaign to promote Buy Nearby and has partnered with Nexstar Media to help you develop and execute a customized marketing campaign to expose your retailers to the masses. Your submission will allow your organization to be considered for a co-branded customized marketing strategy. All that within the messaging that there is dedicated space for our brief branding messaging (i.e. Buy Nearby) at the beginning and end of the television or video messaging. To further your strategy, Nexstar Media has developed a very cost-effective method for individual business to participate.

All proposals must be submitted by 5 p.m. on April 1, 2022 to be considered.

This funding is made available with the intent of outbound marketing and can only be used with Nexstar Media/ Lansing. You also agree that if your organization is awarded a grant, the Michigan Retailers Association and Nexstar Media/Lansing will be given a 1-year membership to your organization at no charge, along with the ability to participate in/with your organization's community functions.

<https://buynearbymi.com/2022-buy-nearby-grant-program/>

RECOMMENDATION:

Motion to support submitting an application for the Michigan Retailers Association Grant program.

ATTACHMENTS:

- Neighborhood Champion Contest Application

Title	Charlevoix Main Street DDA	03/18/2022
	by Lindsey Dotson in Small Business Saturday® Neighborhood Champion Innovation Contest	id. 23721250
	lindseyd@charlevoixmi.gov	

Original Submission	03/18/2022
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Organization Name	Charlevoix Main Street DDA
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City, State	Charlevoix
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Main Contact Name	Lindsey Dotson
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Email Address	lindseyd@charlevoixmi.gov
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Main Street America Member ID	6785.0
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Were you approved as a Neighborhood Champion for Small Business Saturday 2021?	Yes
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Have you participated in the Small Business Saturday Neighborhood Champion program before? If yes, for how many years?	Yes - for nine years.
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As a Neighborhood Champion, what did you do to encourage your community to support small businesses on Small Business Saturday 2021 and all holiday season long?

This past summer we launched a new Downtown Dollars eGift Card program and had been soliciting sponsors so that we could do a buy one get one promotion to support our small businesses but we were having a hard time finding a sponsor. One day, the daughters of a property owner, former business owner, and founding member of our Board came to our office because their mother had recently passed and they wanted to make a donation in her honor. I pitched the idea of using their donation toward this BOGO promotion and to do it on Small Business Saturday and they thought it was a perfect way to memorialize their mother since she spent her life advocating for the advancement of our downtown and its small business owners. Every year we have a Holiday Parade and Tree Lighting the Friday before Small Business Saturday and every year our organization has a "float" and we promote shopping small by handing out the freebie bags to parade goers that are filled with info on how to support and stay involved with the downtown. This year was extra special because it was a perfect way to announce that the next morning people who purchased a \$50 card, would get an extra \$20 in bonus dollars, and an extra \$40 if they purchased a \$100 gift card. Thanks to support from the regional news station word spread quickly and on the morning of Small Business Saturday we were out of our "bonus" dollars within a matter of hours. In total, that campaign sold over \$3600 in downtown dollars gift cards, and when matched with the donation equals over \$4600 of economic activity that will stay in downtown Charlevoix. It was also a great way to spread awareness of our new gift card program and sales have been steady since. In addition to this BOGO promotion, gift card purchases also qualified for an entry into our annual Gift Local Holiday Shopping Contest where every \$50 earns an entry to win up to \$500 in downtown dollars. This past year we ran out of entries, representing \$200,000 spent in the downtown for the holidays, and then awarded an additional \$900 in downtown dollars that will also stay within the downtown. It was a wonderful way to support our small businesses during the hardest of times during our slow winter season and a heartfelt way to honor the legacy of a woman who made such an incredible impact on our downtown during her lifetime. We plan to do this same promotion next year since it was such a success and hope to solicit a larger "bonus" dollar fund to increase the impact the promotion will have on the downtown. In memory of Jeannine Wallace.

Photos

[261117890_415942253225795_8078244119303516912_n.jpg](#)

[Screenshot_2022-03-18_192740.jpg](#)

[Holiday_Parade_68.JPG](#)

Please verify by
checking this box
that you have read
and understood the
Official Rules of the
Contest.

checked