



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, March 26, 2018- 5:30 PM
Council Chambers - 210 State Street, Charlevoix, MI 49720

- 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. DDA/Main Street Meeting Minutes - February 26, 2018
 - B. Committee Minutes
 - C. Monthly Report to MEDC - February 2018
- 6. Reports**
 - A. Director's Report
Lindsey J. Dotson, Main Street Director
 - B. Wayfinding Signage Update
Lindsey J. Dotson, Main Street Director
- 7. Old Business**
 - A. Downtown Parking
Mark L. Heydlauff, City Manager
- 8. New Business**
 - A. 2018/19 Committee Work Plans
Lindsey J. Dotson, Main Street Director
- 9. Public Comment**
- 10. Request for Future Agenda Items**

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Consent Agenda

TITLE: DDA/Main Street Meeting Minutes - February 26, 2018

DATE: March 26, 2018

ATTACHMENTS:

- ▣ DDA/Main Street Meeting Minutes - February 26, 2018

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, February 26, 2018 at 5:30 p.m.
210 State Street, Charlevoix, Michigan

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

Chair: Kirby Dipert
Members Present: Richard Christner, Fred DiMartino, Carissa Mullaney, Maureen Owens, Rick Wertz, John Yaroach
Members Absent: Tami Gillespie, Luther Kurtz
City Staff: Lindsey Dotson, Executive Director

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. DDA/Main Street Meeting Minutes – January 22, 2018
- B. Committee Minutes
- C. Monthly Report to MEDC – January 2018

Motion by Member Yaroach, second by Member DiMartino, to approve the Consent Agenda. Motion passed by unanimous voice vote.

6. Reports

A. Executive Director's Report

Director Dotson stated that work plans would be presented at the March 26th meeting.

B. Wayfinding Signage Update

Director Dotson referenced a map that depicted the locations of "P" signs for parking lots throughout the downtown area. All of the primary wayfinding signs have been installed as of this date. She stated that the directional arrow on the sign located at the corner of Grant and Park Avenue would be corrected shortly.

C. Branding Update

Director Dotson stated that there were a number of questions lately about who owns the rights to the brand artwork. She stated that the DDA/Main Street Program own the rights to the brand. She commented that a5 indicated that they would be available to help the Board making decisions with regard to brand usage. Discussion followed regarding the two most recent requests for use of the brand by the *Charlevoix Convention and Visitors Bureau* and the *Mercado at Van Pelt Alley*. The Board concurred to write a policy addressing brand requests.

7. Old Business

A. Façade Grant Incentive Program Guidelines Revision

Director Dotson stated that the Design Committee set two deadlines for the grants knowing that they only have \$10,000. She stated that the main focus was to eliminate the opportunity to phase in projects and they were just welcoming people to reapply if they have a phased project. She was seeking feedback from the Board on the point system. Member Owens suggested that the section entitled *Source of Funding* should include "provided funding is available". Discussion followed regarding sections of the revised Guidelines and the point system.

Motion by Member Wertz, second by Member Owens, to approve the draft amendments to the Charlevoix Main Street DDA Façade Grant Incentive Guidelines with the minor changes from the Board. Motion passed by unanimous voice vote.

B. Reserved Parking Spaces

Director Dotson stated that the topic of reserved parking was brought to the DDA in October 2017 by the City Manager after receiving a request from Hoffman McLane CPA Firm in relation to their new location in the Beacon Center. The reason they were being asked to consider this topic was to give their recommendation to City Council. She stated it was

not a potential source of revenue for the DDA, it was revenue directly to the City. She asked other cities about their programs and most communities had a comprehensive parking study conducted. She recommended looking at the entire downtown parking situation. Member Yaroach recalled the City did a study within the last ten years. Director Dotson stated that she would research further as to whether the City conducted a parking study.

Motion by Member Owens, second by Member Wertz, to recommend that City Council does a parking study or update an existing one if such a study exists. Motion passed by unanimous voice vote.

8. **New Business**

A. Wayfinding Sign 30b Relocation

Director Dotson stated that it was brought to her attention that there was a problem with sign 30B for two reasons: it blocks the business signage for Schulman Paddleworks and also makes loading and unloading kayaks difficult. She explained the alternatives provided by Pro Image Design.

Bill Schulman, owner, stated that the current sign location entirely obstructs their business signage. He explained that they sold 50-60 boats last summer and people pull in front of the store to load the boats and the sign pole will make it almost impossible to load the boats. He preferred alternate location number one.

Discussion followed about the alternate sign locations, pedestrian crossings, and signs obstructing views on the sidewalk. Member DiMartino questioned if they could have a local company move the sign at a lower price than what Pro Image would charge. Member Yaroach disagreed with moving the sign to alternate location number one and stated that the sign should be moved back to the original planned location across from Park Avenue in Bridge Park, and that an appeal should be made to MDOT for permission to place the sign in the original location. He proposed that they try to go back to the original location for maximum visibility for everyone and discussion followed regarding the pros and cons of changing the sign location. Chair Dipert stated that the consensus was that the Board wanted the sign moved from its current location to a more agreeable location and the Board concurred. Director Dotson stated that she would continue to work on this to reach a solution.

Motion by Member Owens, second by Member Christner, to relocate the wayfinding primary directional sign #30b to a mutually agreed upon location, either the initial location if MDOT approves it, if not then alternate location number one and to obtain bids from local businesses for the sign relocation and confirm if there is something in the warranty that they would void by using someone other than Pro Image to move the sign. Motion passed by unanimous voice vote.

9. **Public Comment**

10. **Request for Future Agenda Items**

11. **Board Comments**

12. **Adjourn**

Motion by Member Yaroach, second by Member Christner, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 5:58 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

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 26, 2018

ATTACHMENTS:

- ▣ Design Committee Minutes - March 1, 2018
- ▣ Promotions Committee Minutes - March 15, 2018
- ▣ Economic Vitality Committee - Property Sheet Example
- ▣ Organization Committee Email Newsletter Draft



Charlevoix Main Street Design Committee
Thursday, March 1, 2018
4:00 PM – City Hall Council Chambers
Minutes

Attendees: L. Dotson, D. Fate, D. Grossi, H. Harrington, L. Keinath, D. Miles, M. Owens, P. Weston

Absent: R. Bergmann, G. DeMeyere, J. Duerr, A. Munday, E. Selph

Call To Order

- I. Approval of Minutes** - The Minutes from the February 1, 2018, meeting which were sent out in advance via email were approved as written.
- II. Outstanding Business**
 - a.** Wayfinding Signage – Lindsey reported that parking lot signage had also been included in the budget and is to be installed when the weather permits. The DDA approved moving one of the Wayfinding signs on Bridge Street which blocks loading/unloading in front of a merchant (Paddleworks) and obstructs the view of the business from certain angles.
 - b.** 2018 Work Plans:
 - i.** Façade Grant Program Guidelines – The committee completed drafting the new guidelines and presented them to the DDA at their meeting on 2/26. Members of the design committee questioned why it went to the DDA board without being reviewed and discussed with the full design committee. Copies were distributed (attached to these Minutes) and comments can still be made. Unless there are material changes, there will be no need to present again to the DDA. The DDA did approve the changes in procedure and the scoring concept. Applications will be accepted in annually in August and January.
 - ii.** Façade Grant Program – The Grant program will be executed per the new Guidelines.
 - iii.** Main Street Design Guidelines: Dave G. is leading the process, with assistance from Paul W., Luan K., Hilary H. and possibly Emily S. Work on what will be a living document will begin soon.
 - iv.** Main Street Design Services: Lindsey reported that MS is now moving the application to an online system. It was suggested to promote it also through the

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Life in Charlevoix app and Economic Vitality flyer being created. A packet is also being prepared as handouts at the upcoming Expo.

- v. MSU SBEI: Lindsey reported that due to some policy changes at MSU, it looks like there will be no activity on the program in 2018 in Charlevoix due to lack of resources. Hopefully it will be back on track in 2019.
- vi. Street Tree Lights - Denise went over the content of the new Work Plan and additional suggestions were made by the group. The updated plan will be distributed when complete.
- vii. Pole Banners - No money allocated for 2018.
- viii. Historic Signage: Dave M. will work on this with Denise F. to get a design concept. Sally Bales indicated to Lindsey that she would like to work with the team.

III. New Business

IV. Call for Future Agenda/Research Items - none

V. Volunteer Hours - were reported.

VI. Adjournment - the meeting was adjourned at 5:05 PM.

Next meeting: Thursday, April 5th, 4:00 PM at City Hall

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Promotions Committee
Thursday, March 15, 2018
8:00 a.m.; City Hall; Upstairs

Meeting Minutes

Members Present: Sarah Hagen, Jessica Anderson, Lindsey Dotson, Jean Musilek, Maureen Owens, Katherine Forrester and Nancy Suzor.

- 8:00am I. Call to Order: 8:05**
- 8:01am II. Approval of Minutes: February 15, 2018: Motion to approve Jean; 2nd Jessica**
- 8:03am III. Ongoing Business: Project Updates and Work Plans**
- a. Charlevoix is Open (Lindsey): TV ads finished. 17% increase in website traffic, and they spent more time on the site while there. Concert Series was the most popular. Good feedback from business owners.
 - b. Restaurant Week - April (Lindsey): Great Lakes will be the only sponsor. Save the Date cards are printed and will be handed out at the Biz Expo next week. Will do a FB Friday promotion along with utilizing the video made last year by Jr Main Street. Nancy is working on the press release.
 - c. Live on the Lake (Jean): Lineup is finalized (see below). Working on buskers. Three concerts do not have sponsors but budget is ok so they are not needed.

Date	Pavilion	Genre	Sponsor
6/28/2018	Charlie's Root Fusion	Blues	Main St
7/5/2018	Liquid Monk	Funk	Main St
7/12/2018	Trey Connor	Pop	Main St
7/12/2018	Jim Gill	Family	CPL
7/19/2018	Petoskey Steel Drum Band	Caribbean	VillagerPub
8/2/2018	Moxie Strings	Folk/Americana	Charlevoix Rotary Club
8/9/2018	Brian Randall	Country	Main St
8/16/2018	Ali Ryerson & the Little Big Band	Jazz/Big Band	Primerica
8/23/2018	Distant Stars	Rock	DTE

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d. Live Life Local (Jodi): Tabled till September.

8:40am

IV. Event Support Recap & Upcoming Needs

- a. Bridge Drop (Lindsey): Camel cup is May 5th with the first race starting at 2pm. They will have music, food truck, and a tv outside airing the Kentucky Derby.
- b. Shadow Fest (Maureen): Tabled till November
- c. Live from Charlevoix (Maureen): Ben Whiting (Mind Blowing Magician) performing on April 21st. There will be a Libations for Live every other Saturday in April and on May 5th and 12th. Booking bands for Round Lake Music Festival. The Journey will be the headliner. Will need lots of volunteers.
- d. Craft Beer Festival (Lindsey): New logo. Breweries are mostly lined up. They are working on their own sponsors and Lindsey will guide them through paperwork so that they will be able to complete on their own in the future. Event will be held June 2nd.

8:50am

V. Volunteer Hours: 628

8:55am

VI. Good of the Order: Lindsey will bring iPads to next meeting for members to view work plans.

9:00am

VII. Adjournment: 8:52am; Motion: Jean, 2nd Maureen

Next meeting: Thursday, April 19, 2018

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CHARLEVOIX



AVAILABLE PROPERTY

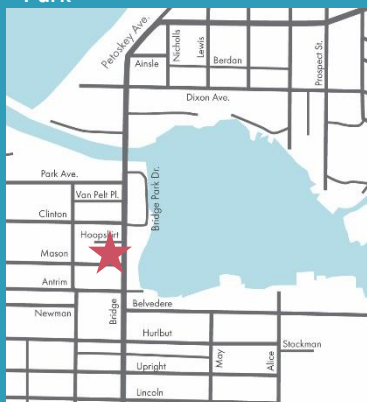
UNIQUE DOWNTOWN OPPORTUNITY

1500 SQ FEET

**327 BRIDGE STREET
Charlevoix, MI 49720**

Rental Price: \$2500/mo

- Shopping District & Nightlife
- Outdoor Seating
- Across from City Marina and East Park



LOCATED WITHIN CHARLEVOIX MAIN STREET & DDA DISTRICTS

Charlevoix Main Street is working to build partnerships to enhance local economic development and create a vibrant year-round downtown community.



A storefront in the heart of downtown Charlevoix. Recently rehabilitated. Huge basements and attractive floors. Up to code throughout with ADA bathroom. Finished to "white box" stage, for your own additional buildout. \$2500/month, plus utilities. Owner pays property taxes. **Call for details: 517-927-6415.**

The front door faces the Charlevoix City Marina and East Park, the City's crown jewel of entertainment and recreation. Ample free parking is available in parking lots just behind this space with metered parallel parking in front on Bridge Street. Plentiful foot traffic year round and in close proximity to well established businesses plus several special events and festivals throughout the year.

Charlevoix Area Chamber of Commerce
hubbard@charlevoix.org
231-547-2101

Charlevoix Main Street DDA
lindseyd@charlevoixmi.gov
231-547-3257

City of Charlevoix
markh@charlevoixmi.gov
231-547-3270



Charlevoix Main Street News & Updates

Much has been accomplished and more exciting things are coming with Charlevoix Main Street. Read below for just some highlights of recent successes and more information on upcoming opportunities

Visit our Website

Life in Charlevoix Mobile App

Have everything you need to know about life in Charlevoix in the palm of your hand! The app, designed by Junior Main Street, features:

- Event Calendar
- Business Directory and Specials
- Interactive Tours
- News Alerts
- Updated specials

Available for free in the App Store & Google Play

[Link to More Information](#)



New Way-Finding Signs

After much hard work our new way-finding signs are up!



Facade Grants

The Facade Incentive Program, which helped to improve multiple downtown buildings by providing funding this year, is developed by the Design Committee of Charlevoix Main Street.

The grant program was created to encourage private investment in historic facades by providing financial incentives. Historically sensitive rehabilitation and dramatic improvement of facades in downtown Charlevoix will encourage good design that will serve as quality examples to preserve the architectural character that is distinctive to Charlevoix. By improving the appearance of the building facades, the Program helps to improve the economic viability of the downtown.

[Click here](#) for more information or to apply for your building



Farmers Market Thursdays 8am - 1pm

Thirty varieties of tables line the Bridge Street sidewalk downtown Charlevoix in full view of the sun rising over Round Lake at East Park. The Market is full of life, flavors, happy people, activity - and the view is staggering. Shop local. Eat fresh. Every Thursday 8am to 1pm. Fresh bagels, veggies, specialty breads, sauces, syrups and sandwiches, authentic French crepe's, organic produce, wholesome meats, John Cross whitefish and much more!

Bring your family - Children love to get stickers in our Junior Marketeer program and earn a T-shirt in just four visits!

[Link to More Information](#)



Charlevoix Live on the Lake Summer Concert Series

5-7PM - Buskers on Bridge Street (various locations - 4 performers each week!)

7-9 PM - East Park Performance Pavilion

[Click here](#) for more information and to view the exciting line up of performers



CHARLEVOIX
**LIVE ON
THE LAKE**

Service Spotlight

Maureen Owens is not only an active member of the Charlevoix Main Street/DDA board of directors but also actively participates on the Charlevoix Main Street organizational and design committees. Maureen has volunteered countless hours with Charlevoix Main Street as well as many other community organizations. We are lucky to have Maureen!

If you would like to share your expertise and get involved with the exciting things happening in Charlevoix Main Street please click the link below and let us know

[Link to Volunteer Information](#)



Name | Company | Phone | Fax | Email | Website

STAY CONNECTED



Charlevoix Main Street | 210 State Street, Charlevoix, MI 49720

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

Consent Agenda

TITLE: Monthly Report to MEDC - February 2018

DATE: March 26, 2018

ATTACHMENTS:

- ▣ Monthly Report to MEDC - February 2018

[Home](#)[My Profile](#)[Project Information](#)[MEDC Programs](#)[My Applications](#)[My Awards](#)[Other Reports](#)**Michigan Main Street Monthly Report**

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

Metrics Number M-0000102943
 Account City of Charlevoix
 Reporting Period Start 2/1/2018
 Submitter's Name Lindsey Dolson

Status Submitted
 Name Katie Cross
 Reporting Period End 2/28/2018
 Due Date 3/10/2018

Design

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

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

Business Name	Address	Project Description	Private Investment	Public Investment	Source of Public Fund
Charlevoix Main Street	210 State Street	New Wayfinding Signage installed		\$52,500.00	Local

Economic Vitality

Building Rehabilitation in MSA: (Interior rehab - building systems (HVAC), roof etc)

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
anon	104 Mason Street	\$300,000.00		
n/a	329 Bridge Street	\$250,000.00		

New Construction in MSA

Business Name	Address	Private Investment	Public Investment	Source of Public Fund
n/a	327 Bridge Street	\$605,000.00		
n/a	325 Bridge Street	\$605,000.00		

Buildings Sold in MSA

Address	Amount of Sale
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New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Morning Dew Cafe	113 Antrim Street	Food & Beverage	1.0	1.0
The Spa Charlevoix	108 Mason Street	Service Business	2.0	1.0
Hoffman McLane CPA Firm PLC	104 Mason	Service Business	8.0	

Existing Downtown Businesses Contracted in MSA

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

Business Name	Address	Type of Business	Type of Expansion	FTE Jobs Added	Part-time Jobs Added
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Businesses Closed in MSA

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
Hoffman McLane CPA Firm PLC	108 Michigan	Service Business	8.0	

Businesses Moved out of Downtown

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

New Housing Completed Downtown

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

Downtown Events & Activities - All Committees

Event	Type	# of Attendees	# of Volunteer Hours	Total Cost	Gross Event Expenses Incurred by Main Street	Main Street Net Event Revenue
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Organization

Volunteer Hours Last Month

MS Board	Organization Committee	Promotion Committee	Design Committee	Economic Vitality Committee	Total
11.00	19.00	35.00	49.00	7.00	121.00

Fundraising/Membership Last Month

Type	Amount
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Training Sessions Attended

Event Title	Who Attended	Date	Topic
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Board Member Changes: Position Names Leaving and Names Arriving

Position	Name Leaving	Email	Name Arriving	Email
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Assistance Received

Grants	Source of Funds	Amount Received
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Other News or Commentary	The two new buildings in this report are the ones that were rebuilt in place of the demolished structures as a result from the November 2016 fire. They are currently unoccupied so we are working with the property owner to help promote these spaces.
Program & Outlook	Our Facade Grant program has received some major revisions, see a draft in attached Board Packet.
Suggestions for State and National Staff	See you in KC!

Upload Attachments

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

Name	Date Uploaded
Agenda_2018_2_26_Meeting(64) (1).pdf	3/8/2018 4:54 PM

michiganbusiness.org

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

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Charlevoix Main Street DDA
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Reports

TITLE: Director's Report

DATE: March 26, 2018

PRESENTED BY: Lindsey J. Dotson, Main Street Director

BACKGROUND:

Sponsorship Policy

A topic that was mentioned at our January Board meeting in relation to our budget conversation and the support we provide to downtown/community events is that we should consider adopting a policy about how those funds will be distributed. I am working to gather examples from other communities to draft something for you to review as a Board. I do not have this document ready yet, but I am thinking the following:

- We have a general item called "event support" with \$20,000 set aside
- We discussed capping contributions to outside events at \$2500 each.
- We could sponsor things on a first come, first served basis as long as we get proper recognition and the event takes place in the downtown.

If there are additional points you'd like included please let me know.

Director Schedule

I have some upcoming planned absences:

March 23-29th - National Main Street Conference in Kansas City, MO

March 30th - City Hall Closed for Good Friday

May 16 - 18th - Michigan Historic Preservation Network Annual Conference in Lansing (I am a speaker with Michigan Main Street).

June 4 & 5th - Quarterly Training in Niles, MI

August 13 - 17th - Vacation

October 8 & 9th - Directors Retreat with Michigan Main Street

Design Consultation - 115 Bridge Street

In May of 2017 the property owner applied for a Design Consultation from Michigan Main Street which was approved by the Design Committee during their May meeting. We have an unlimited amount of consultations as a Select Level Michigan Main Street Community. The inquiry was about paint colors since the owner wishes to repaint the building. The application was submitted right as former Design Specialist Debra Johnson was stepping away from her involvement with the Michigan Main Street program. When

new Design Specialist Kelly Timmerman was hired she came and met with the property owner during one of the Main Street Refresh site visits. The end result/deliverable is attached for your review. I have yet to meet with the property owner to discuss these recommendations.

Communications Planning Service

Michigan Main Street has awarded us with a communications planning service that will take place in the form of a 4 hour workshop with a professional consultant at a future date to be determined. The Organization Committee has been hard at work laying the groundwork for this service. The workshop will be very hands-on and interactive and result in a plan being formulated by the end of the day. Once a date has been set I will notify the Board.

SBDC/MEDC Meeting

I recently met with representatives from the Small Business Development Corporation and the Michigan Economic Development Corporation in Traverse City to discuss future potential partnerships between the SBDC and Michigan Main Street communities. Also present was a representative from Boyne City Main Street. During the discussion it became clear that one of the most important issues we face in our downtowns is a lack of business transition/succession planning. In the case of unexpected loss this results in unnecessary closures and higher turnover in spaces. While this is an extremely sensitive and personal topic the SBDC specializes in assisting clients with this process and they also work very discreetly keeping all information confidential. Conversations are going to continue about the possibility of teaming up with Grayling and Boyne City to provide trainings around this topic for our business community. The idea behind the partnership amongst the communities lies with the regional similarities in economy along with geographical proximity to best utilize the SBDC's limited resources.

Farmer's Market

The deadline for vendor applications was Friday, March 16th. The advisory committee met with Missy on Friday, March 23rd to review applications and make recommendations about vendors. A final "line-up" should be ready soon. I will include it in my report in April.

ATTACHMENTS:

- 115 Bridge Street Design Consultation

New Color Scheme for 115 Bridge Street

The following pages contain two options for new color schemes for your building. Both options follow a few basic design guidelines for traditional storefronts:

Brick

Brick does not need to be painted for protection and if not properly maintained, paint can cause brick deterioration. Because your brick is already painted, you have two options:

- Strip the paint chemically. This will have a large upfront cost, but then lower continuing maintenance costs as you will only pay for periodic masonry repointing.
- OR**
- Repaint the building. This will have a lower upfront cost, but a frequent continuing maintenance cost. It is important to keep the paint in good shape as peeling and cracking can allow water to seep into your brick and become trapped behind the paint, causing brick deterioration problems. I recommend repainting your brick with a color that approximates natural brick.

Trim

Currently the building's façade is all one color, hiding the building's detailed trim elements. Painting the wooden trim elements on your façade contracting colors helps to highlight unique and character-defining elements.

Awning

Both color schemes incorporate the building's existing striped navy canvas awning

Sketch colors are approximate and vary due to monitor and printer differences.

Choose colors you like by comparing manufacturer paint chips in daylight before purchasing paint

Option A

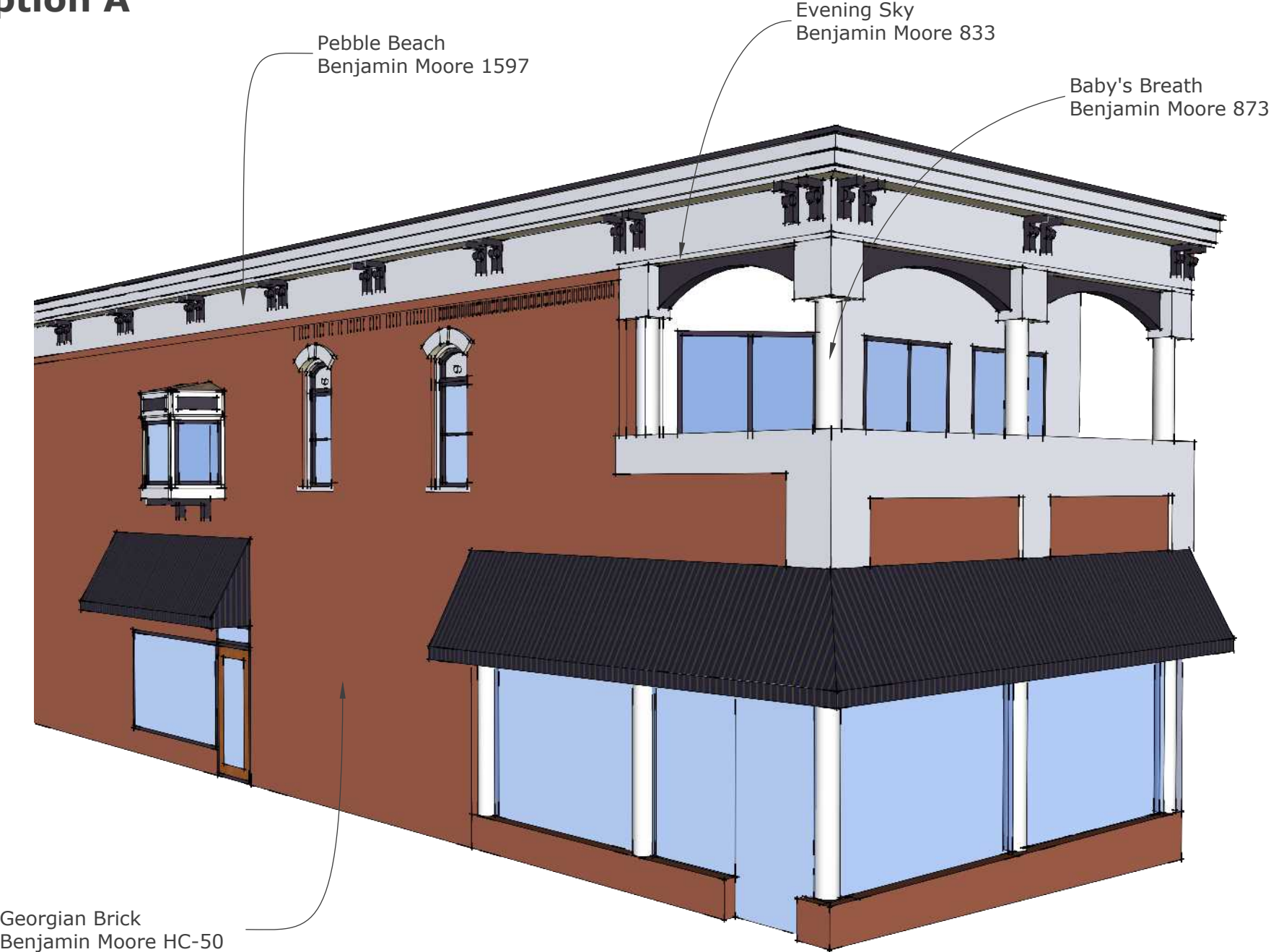
This option uses a traditional red brick color for the brick walls and cool gray and dark gray/blue for the trim accent colors.

Option B

This option uses a clay orange/brown color for the brick walls and cream and brown for the trim accent colors. This color may be closest to the original color of the brick on this building, although it was hard to find any exposed brick (good job keeping your paint maintained!)



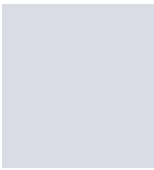
Option A



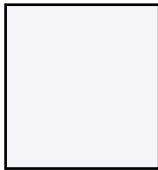
Option A



Georgian Brick
Benjamin Moore
Classic Colors
HC-50



Pebble Beach
Benjamin Moore
Classic Colors
#1597



Baby's Breath
Benjamin Moore
Classic Colors
#873



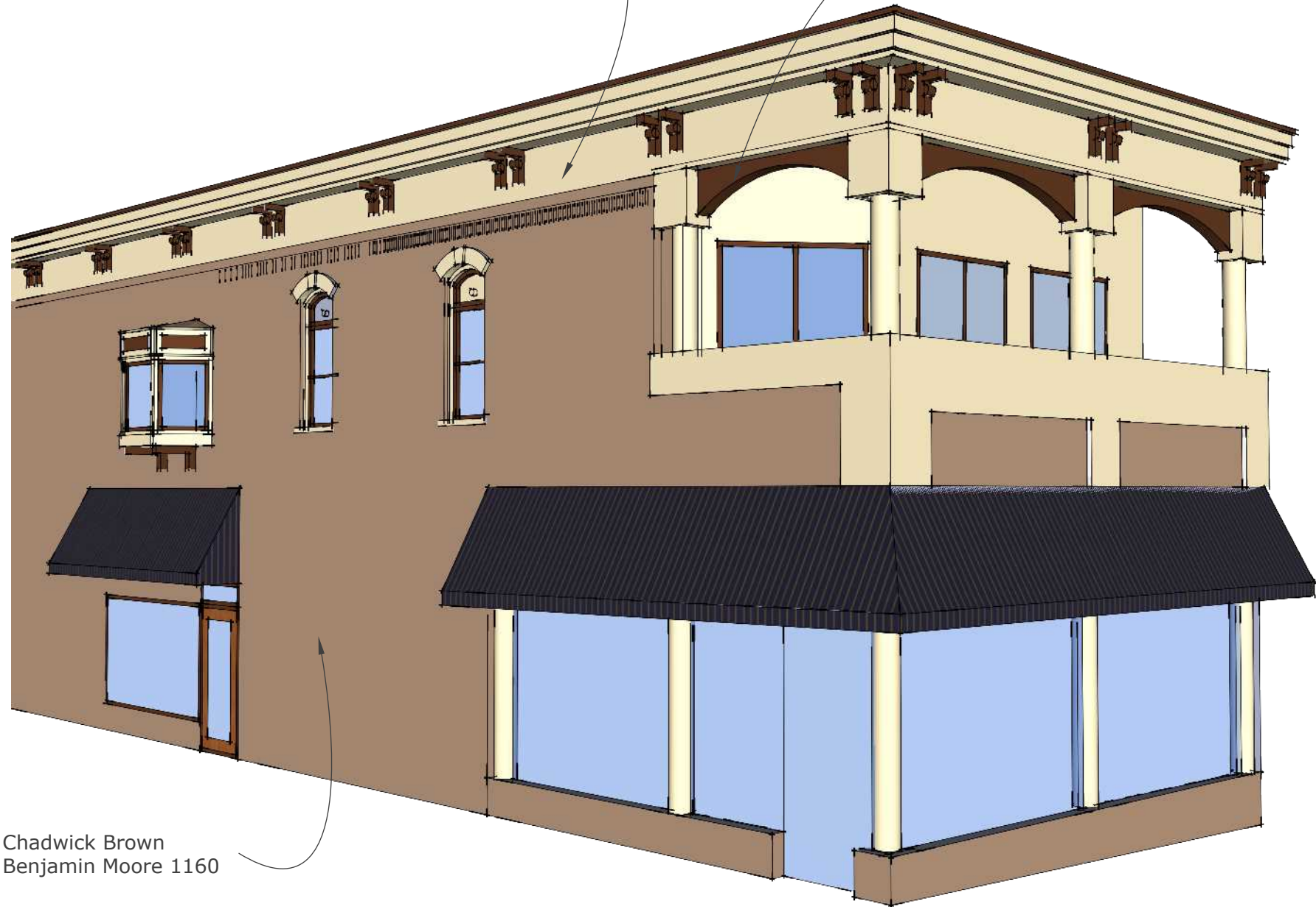
Evening Sky
Benjamin Moore
Classic Colors
#833



Option B

Windham Cream
Benjamin Moore HC-6

Hasbrouck Brown
Benjamin Moore HC-71



Chadwick Brown
Benjamin Moore 1160

Option B



Chadwick Brown
Benjamin Moore
Classic Colors
1160



Windham Cream
Benjamin Moore
Classic Colors
HC-6



Hasbrouck Brown
Benjamin Moore
Classic Colors
HC-71



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

Reports

TITLE: Wayfinding Signage Update

DATE: March 26, 2018

PRESENTED BY: Lindsey J. Dotson, Main Street Director

BACKGROUND:

Wayfinding sign #30b, which is located in front of Schulman Paddleworks, will be relocated when frost is no longer an issue. ProImage Design is working with the City of Charlevoix's Public Works Department so that there will be no cost affiliated with the move.

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Old Business

TITLE: Downtown Parking

DATE: March 26, 2018

PRESENTED BY: Mark L. Heydlauff, City Manager

BACKGROUND:

As part of an ongoing conversation about downtown parking a couple of issues have arisen. Attached is an article sent by John Yaroach written by Strong Towns for consideration. Also attached is a memo from Police Chief Gerard Doan relating to Senior Parking.

ATTACHMENTS:

- ▣ Senior Citizen Parking
- ▣ Parking Minimum Removal Article



To: Mark Heydlauff
From: Gerard Doan/ Chief of Police
Subject: Senior Citizen Parking
Date: March 22, 2018

I have been asked to investigate different options for free senior citizen parking in the downtown area. Some senior citizens in the community have expressed concerns that it would be more convenient for them to have designated parking spaces closer to the downtown area.

There are several different options to explore to open this concept up for discussion. The first question is, how much of downtown parking would be made available to senior's and what times of day or night the designated parking would be available to them? The next question that arises is, what classifies a person as a senior citizen?

The first point to discuss is where would the senior citizen parking spaces be made available? I believe if we opened all of downtown for senior parking, other shoppers that don't qualify for senior parking would be discouraged because they would have to find somewhere less convenient to park. Also, if the designated spot was not being used by a senior it would be left vacant.

Another concept to consider is selecting designated area's and designated times for senior parking. One example would be to open up parking on the side streets to senior's where parking meters are present, for designated days and times. A possibility could be Tuesday's and Thursday's from 9:00 a.m. until noon.

A larger question to consider is how would we classify someone as a senior citizen? There are different ages classifications to be considered a senior citizen, which one would the city select and why?

Although this is a good topic for discussion, I believe there will be several challenges, such as: How do we enforce the designated parking spots? What is the determined age to be a senior citizen? What is the difference between a senior citizen parking space and a handicap parking pass. Currently, The City of Charlevoix does not cite persons with handicap permits or plates for meter violations. Another thought is, would we consider giving other groups selective parking?

In conclusion, there are several considerations that need to be discussed if this option were to move forward. I would suggest further discussions with the DDA, The Chamber and downtown business owners to decide if the would be beneficial to the community.

Welcome to just a few of the newest members of the Strong Towns movement:

Drew Buchanan of Pensacola, FL, Sean Compton of Austin, TX, Gregory Good of Newark, NJ, Mark Hamby of Brawley, CA, Yule Heibel of Beverly, MA, Joffre Meyer of Tyler, TX, Matt Milliken of North Canton, OH, Andrew Morris of Ottumwa, IA, John Nett of Georgetown, TX, Don Sawyer of St Catharines, ON, Gus Schram of Lake Charles, LA, and Michael von Hausen of Surrey, BC.

x

**STRONG
TOWNS**

ABOUT

EXPLORE

EVENTS

SHOP

LOCAL

JOIN THE MOVEMENT

THE PARKING PROBLEM THAT WASN'T

MARCH 14, 2018

BY RACHEL QUEDNAU

Look around nearly any American town and you'll see way too much of one thing: unused

parking. That's right; if you were to take a basic survey at any hour of the day, in nearly any neighborhood in your city, you'd find scores of empty parking spots in surface lots dotting your community. Much of the time, well over 70% of spots sit vacant. (We hold an annual [Black Friday Parking event](#) to show that even on one of the biggest shopping days of the year, most lots aren't full.)



Most of our communities have wayyyy too much parking. (Source: Johnny Sanphillippo)

So why do we have all of this parking if most of it goes unused? Because of

parking minimum laws. Most American municipalities legally require a certain amount of parking for any new business or residence. They mandate things like “3 spots per 1000 feet of retail space at a clothing store” or “2 spots per lane at a bowling alley.” Not only is this an unnecessary intervention by government leaders in a matter that should be easily decided by business owners and homeowners, it also creates huge waste in our communities by putting valuable land to some of the lowest value-creating use. It costs developers, property owners, business owners and home owners, *and* it generates less tax value to pay for necessary services in our towns. Lose-lose-lose.

The good news is that [many communities are waking up to this ridiculous arrangement](#) and working to eliminate their parking minimum laws, especially in centrally-located, walkable areas like downtowns.

But when ending parking minimums is actually proposed in a real community, that's when the real battle starts. When we get used to something — whether it's a relaxed morning routine or a favorite pair of jeans — it can be really hard to face that thing getting taken away. Even if it's for a perfectly good reason (like the birth of a child, or a new, less hole-y pair of jeans.)

When a local government proposes removing or decreasing parking minimums, communities tend to freak out a little bit. Business owners show up at public meetings concerned that their customers will have nowhere to park. Homeowners write angry letters, worried that their quiet residential streets are going to fill with spillover parking.

I'm here to share some very good news, though: If you're one of those local leaders receiving this feedback—or heck, even if you're one of those frustrated business owners voicing concern—you can rest easy.

I've been following the issue of parking minimum removals for several years now and I have *never* heard of a situation where our worst concerns about what might happen if we ended parking minimums actually came to fruition. And surprisingly, the response to parking minimum removals in a variety of communities seems to be overwhelmingly positive.



The map above shows communities that have fully eliminated parking minimums in at least one area of town [green], partially eliminated or decreased parking minimums [blue], or are considering removing minimums [orange].

One reason that removing parking minimums is almost never as painful as we think it will be? Doing it doesn't actually *prevent* anyone from building parking and it certainly doesn't eliminate existing parking (which is a longer-term process). The removal of minimum laws just means that *new* businesses and *new* developments don't have to provide *new* parking. What many communities find is that the elimination of parking minimums actually creates fresh opportunities for residents. An entrepreneur who previously wouldn't have been able

to afford the rent on a storefront + six parking spaces can now open up shop. A local developer can feasibly create more housing without the added expense of building a garage.

Here are just a few examples of towns that have removed parking minimum laws and have been pleasantly surprised by the response.

In 2015, [Decatur, Georgia, lifted its parking minimums](#) for commercial buildings and replaced them with requirements stipulating a maximum permissible amount of parking. When I spoke with the planning director, Angela Threadgill, after the change was made, she explained that initially there was some resistance from developers, but that now, “the developers we’re meeting with understand the direction the city of Decatur is taking in asking for these maximums.” A task force made up of a variety of community stakeholders came to the decision to implement these changes together. **“We would rather have a viable business than a parking lot,”** Threadgill explained. “A parking lot doesn’t provide a whole lot of tax revenue or street life.”

[Phoenixville, Pennsylvania had a similar experience](#) when they eliminated parking minimums in their downtown. In my conversation with a planning consultant for the city, Ray Ott, he said he was pleasantly surprised by how easy it was to decrease parking requirements. Sure, people in the community complained a bit and questioned the decisions, but they soon became comfortable with the change. “If you go to towns that *aren’t* successful, they have tons of free parking,” said Ott. **“Integrity and quality of life in the town draws people, not parking.”**

In High River, Alberta ([whose interim planner I spoke with in 2016](#)), even while some business owners continued to express frustration at changes to local parking laws months after they were implemented, none of them actually closed or relocated their operations, suggesting that the anger was mostly just surface level.

Here are three steps that will help you make the case for parking minimum removals in your community and convince your neighbors to get on board, too:

1. Show the wasteful nature of existing parking. Frame the conversation in terms of getting rid of parking and you’ll receive a lot of (logical)



This visualization created by our friends at Urban3 shows how much of a midsize city's (in this Peoria, IL) downtown is occupied

pushback. But show your fellow residents how much of the community is occupied by empty parking spots and talk about what better uses that space might be put to (park? coffee shop? daycare?) and suddenly you're having a different sort of discussion — one that more people will likely get behind.

by parking. The red spaces are all parking lots. It's fairly easy to create an illustration like this in your own city by simply screenshotting an image from Google Earth and coloring in the parking using a basic computer program, or just a good marker.

2. **Communicate clearly about what's happening and why, and listen to feedback from residents.** There are many misperceptions that come with removing parking minimum laws. People think all parking will disappear, or that they'll have to park miles away just to get to the grocery store. Clear up the misperceptions, explain why the change is happening, then listen to and respond to everyone's concerns.
3. **Incorporate the removal of minimums into a larger strategy.** In Fargo, North Dakota, [parking minimums were removed during a period of downtown renaissance](#) and coupled with an effort to create more housing options in the town center as well as better bus and bike transportation options in the area. These changes meant that much of the existing parking simply wasn't needed (and more parking would *certainly* have been useless) because residents could easily walk, bike or bus to and from the area. If you're getting rid of parking minimums, think about what will help decrease the need for parking in the first place and create a less car-dependent community over all.

Have you made progress on removing parking minimum laws in your community? [Add your city to our map](#). We're tracking the removal trends nationwide and we're thrilled by the results.

(Top photo source: Johnny Sanphillippo)

RELATED

DDA/Main Street Board
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New Business

TITLE: 2018/19 Committee Work Plans

DATE: March 26, 2018

PRESENTED BY: Lindsey J. Dotson, Main Street Director

BACKGROUND:

Attached you will find all proposed work plans for the 2018/19 programming year. Please review them and consider these questions:

- 1) Is the objective listed as one of the board approved objectives?
- 2) Does the project help the organization or community reach the objective identified?
- 3) Is there a project chair other than the Director?
- 4) Is the measurement of success quantifiably measurable?
- 5) Does the measurement support the objective?
- 6) Are there any steps missing from the tasks?
- 7) Is the committee reaching out to all appropriate partners?
- 8) Is there any point within the project that the board would want the ability to review and approve the project activities?
- 9) Is there any activities that would create additional liability?
- 10) Is there a volunteer, committee, planning partner, or strategy for finding volunteers for each task listed? If the manager is listed, is it a task that requires staff support (financial, administrative, etc.)?
- 11) Will the timeline of the project conflict with another project?
- 12) Could the timing be changed to take advantage of another project?
- 13) Is the cost associated with each line item reasonable?
- 14) Is the cost and number of volunteer hours spent align with the value of the projects results to the community or organization?

RECOMMENDATION:

Motion to approve work plans as presented.

ATTACHMENTS:

- ❑ Organization Committee Work Plans
- ❑ Promotions Committee Work Plan - Live, Life, Local Campaign
- ❑ Promotions Committee Workplan - Event Support
- ❑ Promotions Committee Work Plan - Movies
- ❑ Promotions Committee Work Plan - April Restaurant Week
- ❑ Promotions Committee Work Plan - November Restaurant Week
- ❑ Promotions Committee Work Plan - Concerts

- ▣ Design Committee Work Plan - Tree Light Maintenance
- ▣ Economic Vitality Committee Work Plan - Property Inventory
- ▣ Economic Vitality Committee Work Plan - Hospitality Training
- ▣ Economic Vitality Committee Work Plan - Recruitment

[illegible]

Objective #3: Establish the foundation for collaboration, partnerships, and communication.

Project 1. Communications Planning

Project Manager:	Richard Christner
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[illegible]

Totals:				0	\$0	

Measurement of Success: successful completion of communication planning process

Charlevoix Main Street	2018 Work Plan					Committee: Organization
Objective #3: Increase awareness of what Main Street is doing in the community and foster volunteerism						
Project 1. Email Blasts and Social Media Posts						
Project Manager:	Richard Christner/Lindsey Dotson					
Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Develop and maintain list of events for which Main Street will send notifications to subscribers	Christner	1/16/18	On going	-	\$0.00	Will review 2017 communications and prepare draft list, which include event leads, for review/approval by Dotson
Send email notifications to subscribers for each event listed	Christner	Ongoing		-	\$0.00	Will gather content from all available sources including event leads
Coordinate Social Media Posts for each event listed	Dotson	Ongoing		-	\$0.00	Will gather content from all available sources including event leads
Totals:				0	\$0	
Measurement of Success: Achievement of industry standard open and CTR for email blasts and social media interaction						

Charlevoix Main Street	2018 Work Plan					Committee: Organization
Objective #3: Increase awareness of what Main Street is doing in the community and foster volunteerism						
Project 1. E-Newsletter						
Project Manager:	Richard Christner					
Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Recruit someone to prepare constant contact template		1/16/18	2/20/18	2		
Setup "system" of consistently getting content to the individual who will prepare the e-newsletter		1/16/18	2/20/18	4		
Review draft of first e-newsletter	Committee		3/20/18	2		
Make any revisions to e-newsletter and approve final version		3/20/18	4/17/2018	2		
Deliver first e-newsletter			5/22/18			
Review responses to first e-newsletter and implement any necessary improvements		5/22/18	7/17/18			
Review draft of 2nd e-newsletter	Committee	7/17/18	8/21/18			
Make any revisions to 2nd e-newsletter and approve final		8/21/18	9/18/18			
Deliver 2nd e-newsletter			10/16/18			
Review impact of e-newsletters		10/16/18	12/18/18			
Totals:				0		

Measurement of Success: Achievement of industry standard open and CTR for e-newsletters

Charlevoix Main Street	2018 Work Plan					
						Committee: Organization
Objective #3: Increase awareness of what Main Street is doing in the community and foster volunteerism						
Project 1. Newsletter						
Project Manager:	Richard Christner					
Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Comments
Recruit someone to handle newsletter preparation	Richard Christner	1/16/18	2/20/18		\$0.00	Amy Cook from Library expressed interest
Setup "system" of consistently getting content to the individual who will prepare newsletter		1/16/18	2/20/18	4	\$0.00	
Review draft of first newsletter	Committee		3/20/18	2		
Make any revisions to newsletter and approve final version		3/20/18	4/17/2018	2		
Deliver first newsletter			5/22/18		\$2,500.00	
Review responses to first newsletter and implement any necessary improvements		5/22/18	7/17/18			
Review draft of 2nd newsletter		7/17/18	8/21/18			
Make any revisions to 2nd newsletter and approve final		8/21/18	9/18/18			
Deliver 2nd newsletter			10/16/18		\$2,500.00	
Review impact of newsletters		10/16/18	12/18/18			
Totals:				0	\$5,000	

Measurement of Success: successful completion of communication planning process

MAIN STREET WORK PLAN

[illegible]

MAIN STREET WORK PLAN								
PROJECT:	Event Support							
BRIEF DESCRIPTION:	Providing Main Street committee support to existing downtown Charlevoix events							
OBJECTIVE:	Support existing downtown events to bring more people downtown and further grow events							
MEASURE OF SUCCESS:	Increase in number of people at events, increased spending and donation dollars							
MAIN STREET POINT:	Promotions		MAIN STREET POINT OVERLAP:	Promotions				
TRANSFORMATION STRATEGY GOAL:	Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health and wellness/healthy living		TRANSFORMATION STRATEGY GOAL OVERLAP:					
COMMITTEE/TEAM CHAIR:	Sarah Hagen/Promotions Committee							
PROJECTED EXPENSES	\$	-		ACTUAL EXPENSE	\$	-		
PROJECTED REVENUE	\$	-		ACTUAL REVENUE	\$	-		
TASK	LEAD	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS
LIVE FROM CHARLEVOIX - November-May	Maureen							
Determine promotion needs		Ongoing through series					Facebook promotion, distribute flyers	
Determine volunteer needs		Ongoing through series					Distributing flyers, assistance at event	
SHADOWFEST - February 2-4	Maureen							
Determine promotion needs		January 1, 2018					Facebook promotion, distribute flyers	
Determine volunteer needs		January 19, 2018					Distributing flyers, assistance at event	
CRAFT BEER FESTIVAL - June 2, 2018	Currently unknown							
Determine promotion needs		May 1, 2018					Facebook promotion, distribute flyers	
Determine volunteer needs		May 19, 2018					Distributing flyers, assistance planning, assistance at event	
CAMEL CUP FUNDRAISER - September 2018	Dan							
Determine promotion needs		August 2018					Facebook promotion, distribute flyers	
Determine volunteer needs		September 2018					Distributing flyers, assistance at event	
BRIDGE DROP - December 31, 2018	Amanda							
Determine promotion needs		November 26, 2018					Facebook promotion, distribute flyers	
Determine volunteer needs		December 15, 2018					Distributing flyers, assistance at event	

				\$	-			

MAIN STREET WORK PLAN

[illegible]

				\$	-			

MAIN STREET WORK PLAN								
PROJECT:	Restaurant Week							
BRIEF DESCRIPTION:	Feature Charlevoix as restaurant destination during Restaurant Week, April 2018, with partnering with local restaurants to provide special menus and pricing to encourage visitation							
OBJECTIVE:	Bring people downtown, showcase Charlevoix and increase spending through downtown restaurants and shops							
MEASURE OF SUCCESS:	Increase in foot traffic, average transaction amount and gross sales; Increase in year-round/shoulder season activity							
MAIN STREET POINT:	Promotions		MAIN STREET PONT OVERLAP:	Promotions				
TRANSFORMATION STRATEGY GOAL:	Develop a sustainable downtown that provides year-round economic opportunities for the greater Charlevoix community		TRANSFORMATION STRATEGY GOAL OVERLAP:					
COMMITTEE/TEAM CHAIR:	Kate Heady/Restaurant Week Sub Committee							
PROJECTED EXPENSES	\$	(990.00)		ACTUAL EXPENSE	\$	-		
PROJECTED REVENUE	\$	1,500.00		ACTUAL REVENUE	\$	-		
TASK	LEAD	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS
Confirm participating restaurants		mid February				New restaurants (French Quarter, Chx Pizza, Cantina, Iwok)	Ask for one healthy item on menu	
Secure Sponsors		end of January		\$ 1,500.00		Bayside Beverage, Mackinaw Trail Winery, Friske's		
Update website content		March 1, 2018						
Design posters		March 10, 2018					Legal size	
Design postcards		March 10, 2018					Or tent cards	
Secure hotel discounts		mid March						
Radio advertising		mid March		\$ (500.00)				
Community Shopper advertising		mid March		\$ (190.00)				
Video advertisement at Charlevoix Cinema		mid March						
Press release		March 20, 2018						
Get listed on free online calendars		April 1, 2018						
Print posters, postcards (30 posters, 200 cards)		start of April		\$ (200.00)				
Get info sheets for participating restaurants		start of April						
Gather restaurant menus		April 10, 2018						
Reformat menus to uniform template		April 12, 2018						
Contact Contact email blast		mid April						
Charlevoix chamber biz blast		mid April						
Distribute posters and postcards		mid April						
Secure 9&10 News segment		mid April						
Facebook promotion		Duration of work plan		\$ (100.00)				

MAIN STREET WORK PLAN

PROJECT:	Restaurant Week							
BRIEF DESCRIPTION:	Feature Charlevoix as restaurant destination during Restaurant Week, April 2018, with partnering with local restaurants to provide special menus and pricing to encourage visitation							
OBJECTIVE:	Bring people downtown, showcase Charlevoix and increase spending through downtown restaurants and shops							
MEASURE OF SUCCESS:	Increase in foot traffic, average transaction amount and gross sales; Increase in year-round/shoulder season activity							
MAIN STREET POINT:	Promotions			MAIN STREET PONT OVERLAP:		Promotions		
TRANSFORMATION STRATEGY GOAL:	Develop a sustainable downtown that provides year-round economic opportunities for the greater Charlevoix community			TRANSFORMATION STRATEGY GOAL OVERLAP:				
COMMITTEE/TEAM CHAIR:	Kate Heady/Restaurant Week Sub Committee							
PROJECTED EXPENSES	\$ (990.00)		ACTUAL EXPENSE	\$ -				
PROJECTED REVENUE	\$ 1,500.00		ACTUAL REVENUE	\$ -				
TASK	LEAD	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS
Confirm participating restaurants		mid September				New restaurants (French Quarter, Chx Pizza, Cantina, Iwok)	Ask for one healthy item on menu	
Secure Sponsors		end of August		\$ 1,500.00		Bayside Beverage, Mackinaw Trail Winery, Friske's		
Update website content		start of October						
Design posters		mid October					Legal size	
Design postcards		mid October					Or tent cards	
Secure hotel discounts		mid September						
Radio advertising		mid October		\$ (500.00)				
Community Shopper advertising		mid October		\$ (190.00)				
Video advertisement at Charlevoix Cinema		mid October						
Press release		mid October						
Get listed on free online calendars		start of November						
Print posters, postcards (30 posters, 200 cards)		start of November		\$ (200.00)				
Get info sheets for participating restaurants		start of November						
Gather restaurant menus		start of November						
Reformat menus to uniform template		start of November						
Contact Contact email blast		mid November						
Charlevoix chamber biz blast		mid November						
Distribute posters and postcards		mid November						
Secure 9&10 News segment		mid October						
Facebook promotion		Duration of work plan		\$ (100.00)				

MAIN STREET WORK PLAN								
PROJECT:	Live on the Lake							
BRIEF DESCRIPTION:	Thursday evening concerts in the park featuring main acts in the bandshell, street performances prior to main act							
OBJECTIVE:	Bring people downtown, increase spending through downtown restaurants and shops							
MEASURE OF SUCCESS:	Increased concert attendance							
MAIN STREET POINT:	Promotions		MAIN STREET PONT OVERLAP:	Promotions				
TRANSFORMATION STRATEGY GOAL:	Create the physical layout and amenities, and sustaining resources that demonstate Charlevoix's commitment to year-round health and wellness/healthy living		TRANSFORMATION STRATEGY GOAL OVERLAP:					
COMMITTEE/TEAM CHAIR:	Jean Musilek/Live on the Lake Sub Committee							
PROJECTED EXPENSES	\$	(20,525.00)		ACTUAL EXPENSE	\$	-		
PROJECTED REVENUE	\$	23,000.00		ACTUAL REVENUE	\$	-		
TASK	LEAD	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS
Solidify concert dates	Team	11/1/2017						
Get DDA contribution/2017 leftover amount	Lindsay Dotson	February		\$	7,000.00			
Main Act research	Jean Musilek	Jan through March					Get pricing, determine if fits in budget	
Secure Main Acts	Jean Musilek	April		\$	16,000.00		Offer dates, fill in as bands select	
Collect W9, Letter of Intent from Acts	Jean Musilek	end of May						
Create Sponsorship sheet	Sarah Hagen	February					\$2500 partner, \$500 concert	
Secure Sponsors	Sarah Hagen	February through May		\$	9,000.00	Fox, Bickersteth, N.Mi Review, DTE, past sponsors	Reach out to past sponsors personally	
Collect Sponsor Contracts	Sarah Hagen	end of May					Confirms sponsorship of date/act	
Create concert flyers	Kevin Prior	end of April		\$	(150.00)			
Create rack cards	Kevin Prior	end of April		\$	(400.00)			
Press release	Kevin Prior	early May						
Busker research	Jean Musilek	April				Circle of Arts, Library	Get pricing, details, availability	
Secure Buskers	Jean Musilek	May		\$	(3,000.00)		Offer dates, fill in as performers select	
Collect W9, Letter of Intent from buskers	Jean Musilek	End of May						
Facebook promotions	Lindsay Dotson	Ongoing June-Aug		\$	(200.00)			
Print Advertisements	Kevin Prior	Ongoing June-Aug		\$	(775.00)			
Determine flyer locations	Lindsay Dotson	early June						
Assign flyer distribution	Lindsay Dotson	early June						
Get Partner sponsor banners	Sarah Hagen	First concert						
Flyer distribution	All	weekly						
Busker location/confirmation emails	Jean Musilek	weekly						
Touch base with Concert Sponsor	Sarah Hagen	weekly						
Hang sponsor banners	Sarah Hagen	weekly						
Concert Set-Up	CJ Winnell	weekly						
Get Green Room supplies	Jean Musilek	weekly					If required from act	
Announce Main Street/Sponsors	Jean Musilek	weekly					Launch swag if given	

[illegible]

Just type any additional items into the row below the table.				
PROJECTED EXPENSES	PROJECTED AMT	ACTUAL AMT		PROJECTED REVENUE
Example	\$ -	\$ -		Example
Repair/replace damaged lights	\$ 2,500.00			

				PROJECTED
PROJECTED AMT	ACTUAL AMT		TOTAL EXPENSES	\$(2,000.00)
\$ -	\$ -		TOTAL REVENUE	\$ 1,000.00
			PROFIT OR LOSS	\$(1,000.00)

ACTUAL		DIFFERENCE	
\$	-	\$ 2,000.00	
\$	-	\$ (1,000.00)	
\$	-	\$ 1,000.00	

MAIN STREET WORK PLAN								
PROJECT:	Recruitment Action Plan							
BRIEF DESCRIPTION:	Use the feedback and data from the Market Study Refresh and the Recruitment Test to create resources/technical assistance package.							
OBJECTIVE:	Recruitment Resources would be available as needed or for specific requests, posted online and available for walk in inquires.							
MEASURE OF SUCCESS:								
MAIN STREET POINT:				MAIN STREET POINT OVERLAP:				
TRANSFORMATION STRATEGY GOAL:				TRANSFORMATION STRATEGY GOAL OVERLAP:				
COMMITTEE/TEAM CHAIR:								
PROJECTED EXPENSES	\$	1,000.00		ACTUAL EXPENSE	\$	-		
PROJECTED REVENUE	\$	-		ACTUAL REVENUE	\$	-		
TASK	LEAD	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS
Use and incorporate relevant information from the Top Prospects Survey in collateral materials and communications to help sell opportunities and provide direction to prospects with regard to demand and the market’s preferences for various product lines, services and features (i.e. custom fact sheet with relevant data/excerpts based on targeted business type).	Lindsey Dotson, Alison Hubbard, Mark Heydlauff, and Amanda Wilkin	3/1/2018				Main Street, Propert Owners, Studio MI and Committee	Include survey data as needed for general inquiries as well as custom fact sheets that would include target business types. Design a template that can be modified based on request. Include summer club info, i.e. Chicago Club and Belvedere Club.	
Include property/space square feet dimensions, in a floorplan format where possible, in property cut sheets, along with additional information on property amenities and mechanicals, property taxes, and other information that would be helpful to a prospect’s business plan or pro forma. Use the same information to promote business and investment opportunities on the website, and use the website as one more tool to help connect property owners/agents with buyers and tenants.	Lindsey Dotson, Alison Hubbard, Mark Heydlauff, and Amanda Wilkin	3/1/2018				Main Street, Propert Owners, Studio MI and Committee	Update property cut sheets as needed, template already created and being used for current inquiries. Add resources to Main Street Website when available.	
Create a fact sheet listing and briefly describing incentives, resources and technical assistance available (i.e., Commercial Redevelopment District tax abatement/rollback program, sign or façade grant program, etc.).	Lindsey Dotson, Alison Hubbard, Mark Heydlauff, and Amanda Wilkin	3/1/2018				Main Street, Propert Owners, Studio MI and Committee	On the back side of the Property Cut sheet add incentoves. Studio MI to provide a template to compliment other support materials.	
Carissa Melaney, Studio MI to create templates, design and finalize print materials for action items above.	Lindsey Dotson, Alison Hubbard, Mark Heydlauff, and Amanda Wilkin	3/1/2018		\$	1,000.00			

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