



**AGENDA**  
**CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING**  
**Monday, April 23, 2018- 5:30 PM**  
**Council Chambers - 210 State Street, Charlevoix, MI 49720**

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- 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 - March 26, 2018
  - B. Committee Minutes
  - C. Monthly Report
- 6. Reports**
    - A. Director's Report  
Lindsey Dotson, Executive Director
  - 7. Old Business**
    - A. Charlevoix Main Street DDA Draft Policies & Procedures  
Lindsey Dotson, Executive Director
  - 8. New Business**
    - A. Election of Chair, Vice Chair, and Executive Committee Member
    - B. Facade Grant Incentive Program Work Plan  
Lindsey Dotson, Executive Director
  - 9. Public Comment**
  - 10. Request for Future Agenda Items**
  - 11. Board Comments**

## **12. Adjourn**

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

### **CHARLEVOIX MAIN STREET MISSION**

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

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

**Consent Agenda**

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

**DATE:** April 23, 2018

**ATTACHMENTS:**

- ▣ March Minutes

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING**  
**Monday, March 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, Tami Gillespie, Carissa Mullaney, Rick Wertz, John Yaroch  
Members Absent: Luther Kurtz, Maureen Owens  
City Staff: Mark Heydlauff, City Manager  
City Staff Absent: Lindsey Dotson, Executive Director

**4. Inquiry into Potential Conflicts of Interest**

**5. Consent Agenda**

A. DDA/Main Street Meeting Minutes – February 26, 2018

Member Christner stated that under Item 7A, second to last sentence should read: “She stated that one of the major revisions they made was that they got rid of the opportunity to phase in projects and they were just welcoming people to re-apply if they have a phased project.”

B. Committee Minutes

C. Monthly Report to MEDC – February 2018

Motion by Member Yaroch, second by Member Christner to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

**6. Reports**

A. Director’s Report

Chair Dipert indicated that Director Dotson was at the National Main Street Conference. Member Mullaney stated that she had an idea about the sponsorship policy and City Manager Heydlauff replied that this item was part of the Director’s Report and not an action item. He suggested that if the members had further feedback they could share that directly with the Director and she could add this as an agenda item at a future meeting.

B. Wayfinding Signage Update

No discussion.

**7. Old Business**

A. Downtown Parking

City Manager Heydlauff recalled that as a result of the Senior Forum, one topic was a desire for seniors to have more accessibility downtown with some type of shuttle service and/or senior citizen parking spaces. He questioned whether the Board had an opinion on providing preferential parking spaces for different demographics, specifically senior citizens.

City Manager Heydlauff commented that anyone with a handicap sticker can park in any parking spot downtown without paying the meter fee. Member Wertz stated that there were a lot of healthy senior citizens and he didn’t see the point of designated special parking for seniors. Member Yaroch stated that the discussion brings up the need for a comprehensive parking study and possibly a sub-committee to look at the overall parking picture. After discussion, City Manager Heydlauff confirmed that it was the consensus of the DDA not to carve out further specific groups for specialty parking considerations and the Board agreed. He stated that another topic that has come up frequently was whether seasonal boaters should have some consideration. Chair Dipert reiterated the need to have a professional parking study completed.

**8. New Business**

A. 2018/19 Committee Work Plans

Member Mullaney questioned why there wasn't a Work Plan for the Façade Grant incentive. Denise Fate, Design Committee Member, stated that she had questions regarding that issue as well; she stated that all the Committees were working through the new work plan formats and getting their plans completed.

- Tree Light Maintenance - Member Wertz stated that he did not recall the Board approving a dollar amount for lighting the side streets and up the hill. Chair Dipert recalled that they did approve the expenditure. Motion by Member Wertz, second by Member Yaroch to allow the \$2,500 a year maintenance for the holiday street lighting. Motion passed by unanimous voice vote.
- Organization Committee – Member Christner stated that the Committee discussed printing a newsletter, but decided to publish a bi-annual e-newsletter which would have no associated cost. Motion by Member DiMartino, second by Member Wertz to approve the zero-dollar work plan for the e-newsletter. Motion passed by unanimous voice vote.
- Promotions Committee - Live, Life, Local Campaign. Chair Dipert briefly explained the plan. Motion by Member Christner, second by Member DiMartino to approve the \$1,200 expenditure and Work Plan for the Live, Life, Local Campaign. Motion passed by unanimous voice vote.
- Promotions Committee – Event Support. Motion by Member DiMartino, seconded by Member Gillespie to approve the Work Plan for Event Support. Motion passed by unanimous voice vote.
- Promotions Committee – Movies. Motion by Member DiMartino, seconded by Member Christner to approve the Work Plan for Movies. Motion passed by unanimous voice vote.
- Promotions Committee – April & November Restaurant Weeks. Discussion followed regarding specifics of the Work Plan and associated sponsors. Motion by Member Yaroch, seconded by Member DiMartino to approve the Work Plan for the April & November Restaurant Weeks. Motion passed by unanimous voice vote.
- Promotions Committee – Concerts. Discussion followed regarding the anticipated revenue and sponsorships associated with this Work Plan. Motion by Member DiMartino, seconded by Member Gillespie to approve the Work Plan for Concerts. Motion passed by unanimous voice vote.
- Economic Vitality Committee – Property Inventory, Hospitality Training, and Recruitment Work Plans. City Manager Heydlauff stated that all three Work Plans are intended to support, recruit and sustain the business community and the worker community. Member Mullaney stated that she had a conflict of interest with the Recruitment Work Plan as she was listed as creating templates and print material. Motion by Member DiMartino, second by Member Yaroch to approve all three Economic Vitality Work Plans. Motion passed by unanimous voice vote, except for Member Mullaney who abstained.

**9. Public Comment**

**10. Request for Future Agenda Items**

**11. Board Comments**

**12. Adjourn**

Motion by Member Yaroch, seconded by Member DiMartino to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 6:23 p.m.

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Joyce Golding/fgm

City Clerk

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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:** April 23, 2018

**ATTACHMENTS:**

- ▣ Design Committee



**Charlevoix Main Street Design Committee**  
**Thursday, April 5, 2018**  
**4:00 PM – City Hall Council Chambers**  
**Minutes**

**Attendees:** G. DeMeyere, L. Dotson, D. Fate, Paul G., D. Miles, E. Selph, P. Weston

**Absent:** R. Bergmann, D. Grossi, H. Harrington, L. Keinath, J. Duerr, A. Munday, M. Owens

- I. Approval of Minutes** - The Minutes from the March 1, 2018, meeting which were sent out in advance via email were approved as written.

The committee welcomed Paul Glotzhober who is interested in becoming involved with Main Street Design or Promotions activities.

**II. Outstanding Business**

- a.** Wayfinding Signage – Weather has not yet permitted any installation or moving of signs.
- b.** 2018 Work Plans: Denise F. and Lindsey D. led a general discussion of Work Plans, their purpose and review by the DDA. The plans not only serve as a project management tool, but also demonstrate that projects are aligned with Main Street goals and objectives. The DDA reviews them for oversight, legal and financial, ensuring that any needed funding is in place. As projects or programs are conceived, a Work Plan should be prepared, agreed with the committee, and then reviewed by then DDA. At the 3/26/18 DDA Meeting, available Work Plans from each committee were reviewed as it was the outset of the fiscal year. All existing Work Plans can now be viewed through [charlevoixmainstreet.org](http://charlevoixmainstreet.org) under Current Projects.
- i.** Façade Grant Program – It was decided to merge Grant Program and Grant Program Guidelines into one Work Plan. Lindsey D. requested Emily S. to complete the work plan by the April 15th if possible, and distribute it to the committee as well. [note: Lindsey D. updated the Guidelines from what was presented to the DDA incorporating feedback from Denise F. and sent them out to the committee for feedback.]
- ii.** Main Street Design Guidelines and Design Services: Dave G. was absent but Denise reported that he will soon convene the team to begin work on the guidelines.

*CHARLEVOIX MAIN STREET MISSION*

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- iii. MSU SBEI: The project is deferred, however, the existing working document will be put into an online repository as a resource for the committee and business owners contemplating renovation.
- iv. Street Tree Lights - The updated Work Plan with feedback from the committee at our prior meeting was reviewed and agreed. Denise was at the DDA meeting on 3/26/18 to answer questions as it was reviewed; it was approved. The topic of metrics for 'measure of success', e.g., foot traffic was discussed, and various ideas brought forth. This needs to be further studied.
- v. Pole Banners - deferred.
- vi. Historic Signage: Next step will be to develop the Work Plan, form the team, and begin work on a design concept. An interpretive sign for the historic Train Depot could be a lead example for the DDA district.

### **III. New Business**

**IV. Call for Future Agenda/Research Items** - none

**V. Volunteer Hours** - were reported.

**VI. Adjournment** - the meeting was adjourned at 4:50 PM and the group walked to True North to see the historic restoration of the building.

**Next meeting:** Thursday, May 3rd, 4:00 PM at City Hall

#### *CHARLEVOIX MAIN STREET MISSION*

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**Consent Agenda**

**TITLE:** Monthly Report

**DATE:** April 23, 2018

**ATTACHMENTS:**

- ▣ March Report to MEDC

**Michigan Main Street Monthly Report**

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

Metrics Number	M-0000102944	Status	Submitted
Account	City of Charlevoix	Name	Kalie Cross
Reporting Period Start	3/1/2018	Reporting Period End	3/31/2018
Submitter's Name	Lindsey Dotson	Due Date	4/10/2018

**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
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**Economic Vitality**

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

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

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

Address	Amount of Sale
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New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
True North Interior Design & Antiques	108 Van Pelt Place	Retail Occupied	2.0	

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
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Businesses Moved out of Downtown

Business Name	Address	Type of Business	FTE Jobs Lost	Part-time Jobs Lost
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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
13.00	7.00	52.00	21.00	25.00	118.00

**Fundraising/Membership Last Month**

Type	Amount

**Training Sessions Attended**

Event Title	Who Attended	Date	Topic
Main Street Now Conference	Lindsay Dotson	3/26/2018	Main Street

**Board Member Changes: Position Names Leaving and Names Arriving**

Position	Name Leaving	Email	Name Arriving	Email
Board Member	Tamie Gillespie	tamie@charryrepublic.com		

**Assistance Received**

Grants	Source of Funds	Amount Received

Other News or Commentary  
 Program & Outlook  
 Suggestions for State and  
 National Staff

**Upload Attachments**

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

Name	Date Uploaded
Agenda_2018_3_26_Meeting(65).pdf	4/11/2018 5:20 PM

michiganbusiness.org

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

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**Reports**

**TITLE:** Director's Report

**DATE:** April 23, 2018

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

**Director Schedule**

I have some upcoming planned absences:

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

- Also attending: Dennis Kusina & Amanda Wilkin (possibly Denise Fate & Alison Hubbard too)

August 13 - 17th - Vacation

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

**Communications Planning Service - August 1st**

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. 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. **The workshop is tentatively scheduled to take place on Wednesday, August 1st starting at 8am here at City Hall.** Once the date and time has been confirmed I will send out a formal announcement.

**SBDC & MEDC Partnership Update**

In response to the meeting that took place with MEDC & SBDC in March further discussion includes hosting a Business Workshop/Training "Series" with events taking place in Charlevoix, Boyne City, and Grayling. The option of viewing electronically might be considered. Training topics will include business succession planning, how to compete with web sales/keep your brick and mortar storefront relevant/competitive, and possibly small business marketing/social media. The timeline has not been set for when these trainings would take place but it seems like a natural fit for the annual springtime training that we usually partner to host with the Chamber, CVB, and Library. More to come as details develop.

**Farmer's Market**

Our vendor lineup is nearly finalized and the event calendar has been created.

-  
[2018 Vendor List](#)

1. Siegrist
2. To Be Announced
3. Big Medicine Ranch
4. Providence Farm
5. Providence Farm
6. Gerber's Homemade Sweets
7. That French Place
8. Cook Family Farm
9. Cook Family Farm
10. Lottie's Bagels
11. Mike's Mustard
12. Interwater Farms
13. Interwater Farms
14. Hep's Homemade Granola
15. Renee's Bouquets
16. Farmer White's Produce
17. Dhasler Farms
18. Michigan Mushroom Market
19. Berg Farms
20. Berg Farms
21. Ya Ya's Natural Bakery
22. Guntzviller's Farm
23. Guntzviller's Farm
24. Pond Hill Farm
25. Pond Hill Farm
26. North Country Critters
27. Lavender on Old Mission Peninsula
28. Currey Farms
29. Winnies Originals
30. Pea & Company/Lake Forest Bakery
31. Best Farm
32. To Be Announced
33. Bear Earth Herbals
34. Beijo de Chocolat
35. The Rustic Baker
36. Community Row
37. My Grandmother's Kitchen
38. My Grandmother's Kitchen
39. Live Simple Farm
40. Long Day Coffee
41. Squinty Minty's
42. Charlevoix Moon Artisan Wine
43. Walloon Lake Winery

#### 2018 Farm Market Event Calendar

May 17 - Market Kick Off

May 31— Dog Days of Spring

June 14— Green Day

July 5— Kids Day

August 9— Art in the Park  
September 13— Hardworking Heroes  
September 27- Healthy Fit  
October 11—Market moves to the Library in the afternoon from 3 to 6PM  
October 25—Pumpkin Painting  
November 20—Holiday Market

## **Committees Update**

Since we've been given the flexibility to structure our organization the way that makes the most sense to our community our committees have been making adjustments accordingly. Some include:

- Design:
  - Co-Chairs: Dave Grossi & Denise Fate
  - Still meets monthly - 1st Thursday at 4pm
- Economic Vitality:
  - Co-Chairs: Rich Hodgson & Mark Heydlauff
  - Meets Quarterly on 2nd Tuesday of month at 8am (March, June, September, December)
- Organization & Promotions:
  - Co-Chairs: Dennis Kusina & Sarah Hagen
  - COMBINED - mutual meeting date/time yet to be finalized. Will not meet in July.
- Live on the Lake Concerts Committee:
  - Co-Chairs: Jean Muselik & Sarah Hagen
  - meets as needed
- Farmers Market Advisory Committee:
  - meets as needed
- Junior Main Street Committee:
  - meets as needed

## **Main Street Monday**

Planning is underway for Main Street Monday during Venetian Festival. Jean Muselik has agreed to emcee and entertainment is being lined up. We are hoping to highlight offerings of the Cultural Corridor partners plus show a movie. More details to come soon!

## **Maps & Kiosks**

Updated downtown maps and kiosks are being worked on now.

## **Maestro Community Manager Program**

The web-based community management program that I mentioned at the end of last year has been purchased to help improve my ability to track/manage several different aspects of the downtown including our property inventory, vacancies/available properties, business directory, volunteer hours/contact info, project management, donor tracking, and more. There was a special offer for 3 free months and then \$50 per month after that with no contract. At that price it is more than affordable and is covered by our Operating Supplies budget line item. They are uploading data I had collected in various formats for me currently. I also solicited a volunteer to help with database management and data entry. As information is input our work plans will soon live in this program in the form of checklists. For those who desire to have a user profile it will be much easier to use than work plans in Excel Spreadsheets/Google Sheets. It also sends out automatic reminders about tasks that are due to those who are responsible for said task. I will eventually coordinate a time for an in-person training on the program. Gradually as the information is built into the system you may get an email prompting you to set up your unique login. I am excited about this program and hope it will enable us to be more organized in all that we do.

**Spring Business Workshops**

HOSPITALITY THE CHARLEVOIX WAY

Tuesday, May 22, 2018

5:00 pm - 8:00 pm

Charlevoix Public Library at Community Room A+B

Does your business want to exceed guests expectations? This three-hour program will focus on the community culture of hospitality and the fundamentals of exceeding guests? expectations. It is suitable for front-line and management staff. The program is free. Register here or call: 231-547-2651. Presented by Carlin Smith, President of the Petoskey Chamber of Commerce.

AND

HOSPITALITY THE CHARLEVOIX WAY

Thursday, June 7, 2018

7:30 am - 10:30 am

Charlevoix Public Library at Community Room A+B

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**Old Business**

**TITLE:** Charlevoix Main Street DDA Draft Policies & Procedures

**DATE:** April 23, 2018

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

With recent requests for policies & procedures addressing brand use and sponsorship/partnerships I decided to create an all encompassing document addressing these topics as well as another that has come up in various ways - media. Please find the attached draft for your review.

I am still talking with John Harris of a5 about language addressing the usage of the brand/logo on items such as t-shirts, hats, etc. that could be sold in downtown shops. If you have any input on things we should consider please let me know.

**RECOMMENDATION:**

Motion to adopt Charlevoix Main Street Policies & Procedures document.

**ATTACHMENTS:**

- ▢ Draft Policies - Media, Sponsorships & Brand Use





# Charlevoix Main Street Policies and Procedures

Draft - April 2018

## Media Policy

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

### Facebook

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

### Press Releases and Ads

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



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

### Media Interviews

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

### Newsletters

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

### Banners and Signs

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

### Group Emails

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



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

### Website

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

## Working with other Organizations & Sponsoring of Events

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

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

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

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

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



5. Requests that exceed the \$2,500 maximum must be approved by the Board of Directors prior to a commitment being made to an organization.

### Considerations in Evaluating a Proposed Relationship:

Fundamental questions asked before entering a relationship include:

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

## Brand Use Policy/Procedure

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

Issues covered in the Brand Standard include:

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



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

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

<enter policy in relation to use on product that will make \$\$\$>

DRAFT

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**New Business**

**TITLE:** Facade Grant Incentive Program Work Plan

**DATE:** April 23, 2018

**PRESENTED BY:** Lindsey Dotson, Executive Director

**BACKGROUND:**

Attached is the work plan from the Design Committee for the Facade Grant Incentive Program.

**RECOMMENDATION:**

Motion to approve the Design Committee's Facade Grant Incentive Program Work Plan.

**ATTACHMENTS:**

- ▣ Work Plan - Facade Grant

## MAIN STREET WORK PLAN

<b>PROJECT:</b>	Façade Grant Program		
<b>BRIEF DESCRIPTION:</b>	Encourage private investment in historic facades by providing financial incentives.		
<b>OBJECTIVE:</b>	Good design that will preserve the architectural character that is distinctive in Charlevoix & improve economic viability of the downtown.		
<b>MEASURE OF SUCCESS:</b>			
<b>MAIN STREET POINT:</b>	Design	<b>MAIN STREET PONT OVERLAP:</b>	Economic Vitality
<b>TRANSFORMATION STRATEGY GOAL:</b>	Design	<b>TRANSFORMATION STRATEGY GOAL OVERLAP:</b>	SBEI map reflects this goal, increase foot traffic.
<b>COMMITTEE/TEAM CHAIR:</b>	Design		

<b>PROJECTED EXPENSES</b>	\$ 10,000.00	<b>ACTUAL EXPENSE</b>	\$ -
<b>PROJECTED REVENUE</b>	\$ 1,250.00	<b>ACTUAL REVENUE</b>	\$ -

TASK	LEAD	DUE DATE	DATE COMPLETED	PROJECTED COST/REVENUE	ACTUAL COST/REVENUE	POTENTIAL PARTNERS	NOTES	STATUS
Accept applications for fall grant cycle.		7/26/2018					<a href="https://docs.google.com/document/d/1dA4MzwwX-x-drfPKBU0cBAW3tkORbit492dZdaenQ/edit?usp=sharing">https://docs.google.com/document/d/1dA4MzwwX-x-drfPKBU0cBAW3tkORbit492dZdaenQ/edit?usp=sharing</a>	
Review and rate received applications.		8/2/2018						
Discuss applications and review ratings. Highest rated project(s) will be recommended to DDA for funding.		8/2/2018						
Present recommend project(s) at DDA meeting.		8/27/2018						
Notify applicants as to whether or not they will be awarded funds.		9/3/2018						
Accept applications for spring grant cycle, if funds are available.		12/27/2018						
Review and rate received applications.		1/3/2019						
Discuss applications and review ratings. Highest rated project(s) will be recommended to DDA for funding.		1/3/2019						
Present recommend project(s) at DDA meeting.		1/28/2019						
Notify applicants as to whether or not they will be awarded funds.		1/4/2019						
Review post project submissions for compliance. If deemed compliant, release the grant money to the applicant.		As needed						
Review and revise grant guidelines.		As needed						