



AGENDA
CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING
Monday, July 23, 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. Minutes - Regular Meeting - June 25, 2018
 - B. Committee Minutes
 - C. Monthly Reports - May & June
- 6. Reports**
 - A. Director's Report
Lindsey Dotson, Executive Director
- 7. Old Business**
- 8. New Business**
 - A. Bylaws Provision - Charitable Gaming
Lindsey Dotson, Executive Director
 - B. Main Street Board Assessment Tool
Lindsey Dotson, Executive Director
 - C. Shuffleboard Court Donation
Lindsey Dotson, Executive Director
- 9. Public Comment**
- 10. Request for Future Agenda Items**

11. Board Comments

12. Adjourn

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

CHARLEVOIX MAIN STREET MISSION

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

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

Consent Agenda

TITLE: Minutes - Regular Meeting - June 25, 2018

DATE: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

▣ June Minutes

CITY OF CHARLEVOIX
DOWNTOWN DEVELOPMENT AUTHORITY / MAIN STREET MEETING
Monday, June 25, 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: Fred DiMartino, Luther Kurtz, Carissa Mullaney, Maureen Owens
Members Absent: Richard Christner, Rick Wertz, Amanda Wilkin
Non-Voting Member: Shawn Bradley
City Staff: Lindsey Dotson, Executive Director; Mark Heydlauff, City Manager

4. Inquiry into Potential Conflicts of Interest

5. Consent Agenda

- A. Minutes – Regular Meeting – May 29, 2018
- B. Minutes – Special Meeting – June 21, 2018
- C. Committee Minutes

Member Mullaney stated that comments by Member Wilkin in the May 29th meeting minutes were comments she made.

Motion by Member Owens, second by Member DiMartino to approve the Consent Agenda including the corrections to the May 29th meeting minutes. Motion passed by unanimous voice vote.

6. Reports

A. Director's Report

Director Dotson referenced her memo that was included as part of the agenda packet.

B. Charitable Gaming Qualification Requirements for DDA

Director Dotson stated that the paperwork for Charitable Gaming was submitted and she hoped that they would get the go ahead to become a qualified organization. At that point they would submit the raffle license application for the *Live Life Local Shopping Campaign*. Chair Dipert stated that they needed the status within the next 30-60 days.

7. Old Business

8. New Business

A. Farmers Market Rules, Code of Conduct, and Grievance Policy

Director Dotson felt a set of formal rules were needed for the Farmers Market. She stated she worked on these policies and gathered examples from other area Farmers Markets. She reviewed details of the proposed policies and responded to Board member questions.

Motion by Member Mullaney, second by Member Owens to approve the Farmers Market Rules, Code of Conduct, and Grievance Policy as presented with the review by the City Attorney. Motion passed by unanimous voice vote.

B. Farmers Market Advisory Committee

Director Dotson felt it would be beneficial for a DDA Board member to sit on the Farmers Market Advisory Committee to fill the current Committee vacancy and to offer the Board's perspective as needed. Member Owens stated that she was willing.

Motion by Mayor Kurtz, second by Member Mullaney to appoint Maureen Owens as temporary DDA Board member to the Farmers Market Advisory Committee. Motion passed by unanimous voice vote.

9. Public Comment

10. Request for Future Agenda Items

11. Board Comments

Member DiMartino commented that he was happy to see the directional sign was moved from Schulman Paddleworks' storefront as requested.

12. Adjourn

Motion by Mayor Kurtz, second by Member DiMartino to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 5:49 p.m.

Joyce Golding/fgm

City Clerk

Kirby Dipert

Chair

DRAFT

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: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

- ▣ Promotions - June 14, 2018



Promotions/Organization Committee
Thursday June 14, 2018
8:00 a.m.; City Hall; Upstairs

Minutes

Members Present: Jean Musilek, Sarah Hagen, Lindsey Dotson, Larry Levingood, Leanne Ackert, Dan Barron, Sue Barnard, Dawn Guthre, Richard Christner, Nancy Suzor, Amanda Wilkins, Dennis Kusina, Tim Salmonson, Paul Glotzhober

8:00am I. Call to Order: 8:01

8:01am II. Approval of Minutes:

Edits made: Dennis Kusina in attendance at last months meeting; spelling checks on Dawn Guthre and Sue Barnard's names; spelling correction on Miriam Pico.

Approval: Richard/Leanne

8:03am III. Ongoing Business: Project Updates/Needs, Event Support Needs

A. Events & Projects

1. Live from Charlevoix: both days busy in the afternoon, slow to start. Possibly going to eliminate 1st show both days. Music was great this year! And they had more than enough volunteers. The VIP section was not attended much, most pizzas/snacks were given to beer tent guests. Sponsors got good publicity, especially Charlevoix Pizza Co.
2. Craft Beer Festival: Great attendance. Not necessary to have a Main Street booth manned, Lindsay ended up just putting cards on the table for people. The servings were larger than in the past, some concern of over-serving, but no formal complaints. Everything seemed safe.
3. Live on the Lake: All set! First show June 28th. Waiting on posters but should have them asap.
4. Main Street Monday: All set, movie will be played through the larger sound system. Jean emcee-ing.

B. Organization

1. Communications Plan: Michigan Main Street (workshop) August 1st, 8am-12pm @ City Hall – BE THERE!

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2. Pledge Letter: Letters sent, no responses yet.

3. Newsletter: If anyone has an idea of what should go in newsletters, send it along. It was discussed how we attempted to do a more frequent newsletter but weren't getting the content from committees. Possibly move forward with appointing person from each committee to relay information for newsletter construction? Tried to use minutes to pull from but it was too limited for content. This may be brought up at the Communications Plan meeting August 1st, to figure out a plan or get advice.

8:30am

IV. New Business:

- a. Venetian festival schedule is out! Street closure approved, will help flow of guests and safety. Officers will be stationed at Hurlbut and State, Park and Bridge to keep traffic moving, stop pedestrians. Antrim Street will be open for business access (Oleson's plaza and other businesses) – LOCAL cheat through traffic, go down Antrim and cut across Bridge St to Belvedere to get around.
-Discussed transportation to north/south parking lots or other areas to downtown, tried working with county and hasn't worked out to get transportation later into evening for Venetian. But, there may be something in the works to extend summer hours regularly.
- b. Discussed parking issues downtown, Lindsey let us know we have a parking study being done to look at the number of spaces and parking lots.
- c. At Main Street Training: given Event Evaluation and Self Assessment toolkit to use, will get electronic version to send out. As a committee, we will want to pick events to choose to evaluate, make sure the event meets goals and impact desired. Gives us data to make informed decision if we ever need to reevaluate events.
-Other takeaways from the training: They recommended 40-60% of your event budget be devoted to marketing. Future business meetings may have a consultant available to talk about how to maximize on opportunities events bring to downtown merchants and businesses, how to get people in the door when an event brings them to town.

8:50am

V. Volunteer Hours: 76

8:55am

VI. Good of the Order

9:00am

VII. Adjournment: Leanne/Tim

Next meeting: Thursday, August 16th

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Consent Agenda

TITLE: Monthly Reports - May & June

DATE: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

ATTACHMENTS:

- ▣ May & June Monthly Report to MMS

May

Logout

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

Metrics Number	M-0000102946	Status	Submitted
Account	City of Charlevoix	Name	Katie Cross
Reporting Period Start	5/1/2018	Reporting Period End	5/31/2018
Submitter's Name	Lindsey Dotson	Due Date	6/10/2018

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 DDA	210 State Street	New parking lot signage		\$2,600.00	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
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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
Cottage Pottery	100 Park Ave	Retail Occupied	1.0	3.0

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
35.00	15.00	131.00	21.00	42.00	244.00

Fundraising/Membership Last Month

Type	Amount
Private	2500.00

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
Board Member	John Yaroch	john@charlevoix.com	Sean Bradley	20brasea@grayder.org

Assistance Received

Grants	Source of Funds	Amount Received
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Other News or Commentary
Program & Outlook
Suggestions for State and
National Staff

Upload Attachments

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

Name	Date Uploaded
Agenda_2018_5_29_Meeting(67).pdf	7/10/2018 3:23 PM

michiganbusiness.org

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

[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-0000102947
 Account City of Charlevoix
 Reporting Period Start 6/1/2018
 Submitter's Name Lindsey Dotson

Status Submitted
 Name Katie Cross
 Reporting Period End 6/30/2018
 Due Date 7/10/2018

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
---------------	---------	--------------------	-------------------	-----------------------

Buildings Sold in MSA

Address	Amount of Sale
---------	----------------

New Business Opened in MSA

Business Name	Address	Type of Business	FTE Jobs Added	Part-time Jobs Added
Grey	101 Bridge Street	Retail Occupied	1.0	
Margot	107 Mason Street	Retail Occupied	1.0	1.0
Cherry Republic	221 Bridge Street	Retail Occupied	3.0	6.0
Bentley Hill Bakehouse	325 Bridge Street	Food & Beverage	2.0	3.0
The Salad Fork	217 Bridge Suite B	Food & Beverage	1.0	3.0

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

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
17.00	9.00	85.00	7.00	29.00	147.00

Fundraising/Membership Last Month

Type	Amount
Private	920.00

Training Sessions Attended

Event Title	Who Attended	Date	Topic
Quarterly Training in Niles	Lindsey Dotson, Amanda Wilkin, Dennis Kusina	6/4/2018	Toolkits

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
Local	Charlevoix County Community Foundation	\$7,943.00

Other News or Commentary Things are busy but good! We lost our farmers market manager so I am filling that role right now. CLG application has been submitted.
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

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

Reports

TITLE: Director's Report

DATE: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

Director Schedule

I have some upcoming planned absences:

August 13 - 17th - Vacation

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

October 17 - 19th - Community Transformation Workshop - Chattanooga, TN

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:
 - Chair: Denise Fate
 - Meets bi-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 - 3rd Thursday at 8am. 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:
 - Chair: Sean Bradley
 - Meets: TBD

Main Street Monday Schedule - July 23rd

Emceed by Jean Musilek

7:30 p.m. Dorothy Gerber Strings – 15 min

Queen's Story Time (Kris Way/Queen's Chair) – 15 minutes ±

Tommy Tropic – 30 minutes ±

Miriam Pico – 30 minutes ±

Venetian Festival Video Commercials – 15 minutes ±
9:30 p.m. Peter Rabbit

Maps & Kiosks

The updated map/business directory has been installed in all of the kiosks (Hoop Skirt, Van Pelt, Bridge Park, East Park).

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 scheduled to take place on Wednesday, August 1st starting from 8am-12pm here at City Hall.** Coffee and snacks will be provided.

Charlevoix to Host Practical Preservation Workshops

Please see attached press release and flier for more information. Please help spread the word if you or someone you know lives in a historic home. Thanks!

Trademark Logo

City Manager Mark Heydlauff and I had a conference call with Enrico Schaefer, an attorney who specializes in licensing trademarks on July 2nd. As a follow up to our conversation I sent Enrico all versions of the new logo along with our Brand Standards. He was to start a case for us and start sharing pertinent documents but that hasn't happened yet. I have checked back by email and phone and hope to have more information for our August meeting.

ATTACHMENTS:

- ▣ Practical Preservation Press Release
- ▣ Practical Preservation Flier



FOR IMMEDIATE RELEASE

July 17, 2018

Contact: Mallory Bower, MHPN, (313) 649-7453
Lindsey Dotson, Charlevoix Main Street, (231) 547-3257

**Michigan Historic Preservation Network brings Practical Preservation Workshops to
Charlevoix**

Residents to receive hands-on training and experience in repairing old homes

Charlevoix, Mich. – The Michigan Historic Preservation Network with local partners the City of Charlevoix, Charlevoix Main Street, the Charlevoix Historical Society, and MYPreservation are pleased to announce a preservation workshop series in August and September. The series of three workshops will bring old home experts to the community to share knowledge and provide opportunities for participants to try their hand at some basic old home maintenance tasks.

“I’m excited that Charlevoix was chosen to host these preservation workshops,” said Lindsey Dotson, Charlevoix Main Street Director. “Historic homeowners, contractors, and downtown building owners alike will benefit from these workshops in more ways than one.”

The series will take place Monday, August 6, Monday, August 20, and Wednesday, September 5 at the Charlevoix Historic Train Depot, 305 Chicago Avenue, Charlevoix. The events will be in the evening from 5:30-8:00 pm. The first two demonstration workshops cost \$10 a ticket, while the final community session is free and open to the public. Get more information and register at CharlevoixPracticalPreservation.Eventbrite.com.

The workshops will be held on the following dates:

- August 6: Wood Window 101
- August 20: Masonry Maintenance and Repair
- September 5: Proactive Preservation

“We are pleased to bring the workshop series to Charlevoix. The city has such a rich historic landscape from Earl Young’s Mushroom Houses to the old residences and commercial buildings throughout the city,” said Mallory Bower, Field Representative for the Michigan Historic Preservation Network said. “The people who live and work in old structures are stewards of this history. This series is meant to provide resources and empower property owners as they

313 César E. Chávez Ave., Lansing, Michigan 48906
517-371-8080 info@mhpn.org www.mhpn.org

maintain their old structures.” The workshop series is sponsored by the Michigan State Housing and Development Authority and State Historic Preservation Office.

“The more the community members know about how to properly care for and maintain their buildings, the better,” said Dotson. “There are ways to save money, and, most importantly, ways that we can all work to better preserve the character that makes Charlevoix so unique.” Bower notes, “All are welcome to participate in the workshops, whether this is their first encounter with historic preservation or their one hundredth. We strive to create a sense of community and sharing of knowledge to pass on the old home traditions and trades to the next generation.”

###



PRACTICAL PRESERVATION WORKSHOPS

PRESENTED BY MICHIGAN HISTORIC PRESERVATION NETWORK

Our workshops are designed for building managers, homeowners, and small commercial building owners interested in repairing and maintaining older homes and buildings. **Bring your questions—our experts have the answers!**

WOOD WINDOW 101

Monday, August 6
5:30 – 8:00 PM

Learn how to make your old wood windows energy efficient and easy to use! This workshop shows how wood windows operate and teaches a few maintenance tasks to improve the function of your wood windows. \$10 per ticket

MASONRY MAINTENANCE AND REPAIR

Monday, August 20
5:30 – 8:00 PM

This workshop investigates stone and brick as building materials and examines some common issues associated with their deterioration and repair. Learn how to properly assess the mortar condition of your own property! \$10 per ticket

PROACTIVE PRESERVATION

Wednesday, September 5
5:30 – 8:00 PM

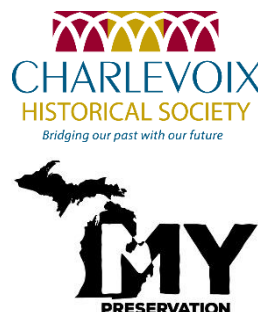
Join us for an evening of community networking and visioning! We'll focus on how to build and support area placemaking and rehab efforts. This event is free.

All workshops held at
Charlevoix Historic Train Depot
307 Chicago Avenue
Charlevoix, Michigan 49720

Pre-registration is required.
Visit CharlevoixPracticalPreservation.eventbrite.com

Questions or need to register by phone?
Contact bower@mhpn.org or call 313.649.7453
For more information, visit www.mhpn.org

WE THANK OUR SPONSORS AND PARTNERS



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

New Business

TITLE: Bylaws Provision - Charitable Gaming

DATE: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

As a part of the ongoing effort to become a qualified organization with the State of Michigan Bureau of State Lottery to be able to apply for a charitable gaming license they have requested that we add a provision in the Bylaws that the DDA will remain a nonprofit forever. Attached is the letter requesting the provision, along with a written statement defining membership criteria (which is already in our bylaws).

RECOMMENDATION:

Motion to amend the Charlevoix Downtown Development Authority Bylaws of Authority to include a provision indicating that the organization will remain nonprofit forever as requested by the State of Michigan Bureau of State Lottery.

ATTACHMENTS:

- ▣ Letter from Charitable Gaming Division



RICK SNYDER
GOVERNOR

State of Michigan
Bureau of State Lottery
101 E. Hillsdale • P.O. BOX 30023 • Lansing, Michigan 48909
www.michigan.gov/cg • (517) 335-5780 • FAX (517) 267-2285



BRIAN NEILL
COMMISSIONER

July 5, 2018

Organization ID: 139966

Chair
Charlevoix Dev Authority
210 State St.
Charlevoix, MI 49720



Dear Chair:

We have received documentation to qualify your organization as a Local Civic organization to conduct licensed gaming events as allowed by Act 382 of the Public Acts of 1972, as amended.

To complete the qualification process, please submit the following information:

1. A provision in the Bylaws, Constitution, or Articles of Incorporation indicating the organization will remain nonprofit forever.
2. A written statement defining your membership criteria, if any. The Charitable Gaming rules require the licensed gaming event chairperson(s) be a bona fide member for 6 months. If you do not have general membership criteria, your chairperson(s) must be members of your board of directors.

Please enclose a copy of this letter with the requested information and mail, fax to 517/267-2285, or email to CG-Additional-Info@michigan.gov. Be sure to include your organization ID number 139966 on all correspondence submitted to our office.

We look forward to working with you in the future. If you have any questions or need further assistance, please contact us at 517/335-5780.

Sincerely,

Charitable Gaming Division

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

New Business

TITLE: Main Street Board Assessment Tool

DATE: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

This Board performance self-assessment is intended to help you identify the foundational strengths of the Main Street Board and Main Street Organization and to prioritize opportunities for the coming years. Not only will the responses to this survey provide a way for the Board to identify future technical assistance and training support needs, but it will also provide a baseline to measure progress over time on these foundational criteria for Board members and the entire Main Street Organization. The intent of this tool is that it be used annually to re-assess progress and priorities, offering a consistent way to measure success and recognize your most important priorities for on-going Board development.

RECOMMENDATION:

Please complete the attached self assessment and return to me via email or in person no later than August 16th. Thank you!

ATTACHMENTS:

- ▢ Main Street Board Assessment Tool

MICHIGAN MAIN STREET

LOCAL MAIN STREET BOARD SELF-ASSESSMENT TOOL



Michigan Main Street

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

LOCAL MAIN STREET BOARD PERFORMANCE SELF ASSESSMENT TOOL

This Board performance self-assessment is intended to help you identify the foundational strengths of the Main Street Board and Main Street Organization and to prioritize opportunities for the coming years. Not only will the responses to this survey provide a way for the Board to identify future technical assistance and training support needs, but it will also provide a baseline to measure progress over time on these foundational criteria for Board members and the entire Main Street Organization. The intent of this tool is that it be used annually to re-assess progress and priorities, offering a consistent way to measure success and recognize your most important priorities for on-going Board development.

This tool is informed by universal Board best practices and aligns with Board development materials and training provided to your Main Street Organization through Michigan Main Street. Each section offers statements that, if true, reflect the practices and behaviors of a high-performing Board.

Completing a self-assessment is an opportunity to align the performance of your Main Street Organization with the operational and cultural strength of your Board. The tool assumes that Board members have completed a Board member orientation, participated in Board member training and have access to Board and organizational foundational and development documents and materials.

INSTRUCTIONS FOR COMPLETING YOUR SELF-ASSESSMENT

- Provide the self-assessment to each of your Board members.
- Establish and communicate a deadline for completing the tool.
- Respondents will read each statement and consider its applicability to the existing processes and systems of your Main Street Board and/or organization. There are three possible answer choices:
 - Yes, and meets organizational needs.
 - *Select this answer if your Main Street Organization actively and consistently demonstrates this criterion and has processes in place to support its sustainability.*
 - Yes, and needs improvement to meet organizational needs.
 - *Select this answer if your Main Street Organization has taken steps toward actively and consistently demonstrating this criterion and recognizes that work needs to be done to ensure sustainability.*
 - No; does not meet organizational needs.
 - *Select this answer if your Main Street Organization does not demonstrate this criterion and might need to consider this a priority for Board development.*
- Gather the completed assessments from Board members and compile the results. You will look for how closely, or how far apart are the individual responses. Note where there is alignment, and where responses diverge.
- It is recommended that the Board hold a special meeting to review and engage in a dialogue about the compiled results. Guiding questions might include:
 - *What might you be noticing about these results?*
 - *What stands out?*
 - *What results, if any might require more exploration?*
- Ask Board members to individually select the top three criterion they believe most important to address over the next twelve months. Record these criteria on chart paper. Open the floor for additional dialogue or input. Provide each Board member with three votes (the “dot” method works well for this purpose) and have them select their top three from the compiled list. The three criteria with the most votes are the areas the Board will focus on for its development activities over the next twelve months.
- Share the outcome of this activity with your Michigan Main Street specialist to guide decision-making for technical assistance and training activities.

PART ONE: MAIN STREET BOARD AND ORGANIZATION SELF ASSESSMENT TOOL

This Board performance self-assessment is intended to help you identify the foundational strengths of the Main Street Board and Main Street Organization and to prioritize opportunities for the coming years. This tool will be used to guide decision-making for future technical assistance and trainings. It also provides an opportunity for your Main Street Board to prioritize your Board development activities.

Please read each criteria statement and select the most appropriate response. **Please complete and return your self-assessment to:** _____ **by:** _____

Criteria	Yes, and meets organizational needs.	Yes, and needs improvement to meet organizational needs.	No; does not meet organizational needs.
COMPOSITION AND RECRUITMENT			
The Board represents a diversity of skills, community stakeholders, previous Board experience and tenure on the Board.			
There is a clear and demonstrated understanding of who is responsible for recruiting and processing potential Board members.			
The Board pro-actively identifies and maintains a pool of qualified, potential members.			
Board tenure is limited to ensure a steady supply of new Board members and the addition of new perspectives into the organization.			
Tools and systems such as a Board Member Profile, Board Member Composition Matrix, and Board Member Application exist and are utilized to accurately track Board member tenure and guide recruitment planning.			
COMMITMENT, ORIENTATION AND TRAINING			
All current and potential Board members understand and are willing to commit to the duties and responsibilities of serving on the Main Street Board. This is demonstrated through such actions as members signing an Annual Letter of Commitment that outlines the expectations and responsibilities of Main Street Board members.			
Minimum attendance requirements for Board meetings exist and are collaboratively enforced by the entire Board.			
Board orientation and development activities begin immediately and continue throughout the tenure of every Board member. This is demonstrated in part by the Board Member Handbook/Packet provided to each member.			

Initial orientation includes at a minimum, a comprehensive introduction to and understanding of the Main Street District (map and boundaries), the funding structure, and the Main Street Four-Point Approach.			
All Board members actively participate in a minimum number of training and continuing education opportunities, on an annual basis.			
ORGANIZATIONAL STRUCTURE			
If applicable, an Executive Committee exists and performs specific and clearly understood functions designed to handle matters during and between meetings.			
There is a clear and demonstrated understanding of the role of the Main Street Executive Director and his/her relationship with the Main Street Board.			
The Executive Director is evaluated on an annual basis, based on performance criteria aligned with an outlined description of duties and the Main Street Organization's strategy(ies), goals and measures of success.			
A committee or project team structure exists to support the implementation of Board-defined strategy(ies.), goals and measures of success through the development of work plans led by volunteers			
All Board members increase organizational capacity and demonstrate leadership through actively participating on committees/project teams. Minimum participation requirements are established and enforced at the Main Street Board level.			
BOARD AT WORK			
The by-laws are current and accurately reflect the procedures by which the Board transacts its business.			
Every Board member understands and participates in the process of developing effective policies to address genuine organizational needs.			
<p>The organization has developed, documented and enforces the following core policies:</p> <ul style="list-style-type: none"> • Conflict of Interest • Code of Ethics • Whistleblower • Financial Policies & Procedures • Safety • Employee Relations 			

The Main Street Organization's Mission, Vision and Strategic Direction are defined, understood and demonstrated by each Board member.			
There are processes designed and implemented to ensure a consistent and productive Board culture. These are demonstrated by our mission, vision and values statements and our performance monitoring and evaluation systems, among others.			
The Board regularly assesses its performance and implements improvement plans accordingly. This is demonstrated in part by completing an annual self-assessment and developing a supporting plan of technical assistance and training.			
Board meetings and meeting agendas are designed and conducted for maximum productivity and compliance with legal obligations, e.g. Open Meetings Act. All decisions are made in Board meetings that are open to the public.			
Board meeting minutes are documented and recorded to reflect attendance, agenda items, Board actions and tabled items.			
The internal communication flow between Board members, the Executive Director and committee/project team participants is defined and clearly understood by all participants.			
All Board members are willing and able to communicate the mission and work of the Main Street Organization with the public and key stakeholders, and do so in a cohesive and unified manner.			
The Main Street Organization recruits and maintains a qualified volunteer base sufficient to accomplish its goals.			
There is an active structure in place to appropriately develop the capacity of volunteers, including a leadership pipeline (i.e. facilitating the development of a volunteer from the level of a task volunteer to project/team lead and eventually to Board Member).			
The Board determines an appropriate financial structure and oversees the financial management of the organization.			
The Board identifies and secures adequate financial resources for the organization to fulfill its mission and programming.			

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

New Business

TITLE: Shuffleboard Court Donation

DATE: July 23, 2018

PRESENTED BY: Lindsey Dotson, Executive Director

BACKGROUND:

A request has been submitted by Todd Wyett for the DDA to consider the installation of Shuffleboard Courts in Bridge Park which would be paid for by private donations. Additional ideas were proposed and are outlined in the attached email communication.

RECOMMENDATION:

Motion for Director Dotson to work with Todd Wyett on joining a committee and creating a work plan for his project ideas.

ATTACHMENTS:

▣ Wyett Email

Zimbra

lindseyd@charlevoixmi.gov

RE: Lindsey's email - DDA

From : Todd Wyett <todd@versacos.com> Thu, Jul 05, 2018 09:56 AM
Subject : RE: Lindsey's email - DDA 2 attachments
To : Lindsey J. Dotson
<lindseyd@charlevoixmi.gov>
Cc : Todd Wyett <todd@versacos.com>,
Dipert, Kirby
<ragmerchant@charter.net>

Hi Lindsey

Three items:

1. Shuffleboard courts (2) in bridge park. Paid for by private donations.
2. Flowers down the channel inside the railings with self-watering system and solar power. From fishing pier to bridge. Leave room for fishing last few hundred yards. Paid for by private donations. See attached photo
3. Blow up old Charlevoix photos and put up on lampposts down town. See attached. Paid for by private donations

Todd A. Wyett

Principal

326 E. Fourth Street | Suite 200 | Royal Oak, MI 48067

P: 248.770.8484

www.versacos.com

-----Original Message-----

From: Lindsey J. Dotson

[mailto:lindseyd@charlevoixmi.gov]

Sent: Thursday, July 5, 2018 8:45 AM
To: Todd Wyett <todd@versacos.com>
Subject: Lindsey's email - DDA

Hi Todd,

Looking forward to hearing about your ideas!

Thanks.

Sincerely,
Lindsey

Sent from my iPhone



channel.jpg
367 KB



signpost.JPG
234 KB
