



**AGENDA**  
**CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY AND MAIN STREET MEETING**  
**Monday, January 22, 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 Work Session Minutes - January 15, 2018
- B. DDA/Main Street Meeting Minutes - December 19, 2017
- C. Committee Meeting Minutes
- D. Annual Report to MEDC

**6. Reports**

- A. Director's Report  
Lindsey Dotson, Executive Director
- B. Wayfinding Signage Update  
Lindsey Dotson, Executive Director
- C. 2018 Work Plans Update  
Lindsey Dotson, Executive Director

**7. Old Business**

- A. Draft 2018-19 Budget  
Lindsey Dotson, Executive Director

**8. New Business**

**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 Work Session Minutes - January 15, 2018

**DATE:** January 22, 2018

**ATTACHMENTS:**

- ▣ Work Session Minutes

# **Charlevoix Downtown Development Authority/Main Street Work Session Minutes**

Monday, January 15, 2018 – 4:00 p.m.  
210 State Street, Charlevoix City Hall, Charlevoix, MI

The meeting was called to order at 4:00 p.m. by Chair Kirby Dipert.

## **1. Roll call**

Chair: Kirby Dipert  
Members Present: Richard Christner, Fred DiMartino, Tami Gillespie, Luther Kurtz, Carissa Mullaney, Maureen Owens, Rick Wertz, John Yaroach  
Members Absent: None  
City Staff: Lindsey Dotson, Executive Director  
Mark Heydlauff, City Manager  
Others Present: None

## **2. Draft 2018/19 DDA Budget Discussion**

In an effort to reduce the amount of planned spending, Director Dotson guided the Board through discussion around proposed projects for the 2018/19 fiscal year and their related expenditures. The Board requested Director Dotson to modify the following budget items for approval at the next regular meeting:

- Façade Grant Program from \$30,000 to \$10,000
- Volunteer Recruitment from \$1,500 to \$0
- Printed Newsletter from \$5,000 to \$0
- Concert Series from \$14,000 to \$7,000
- Event support from \$8,100 to \$20,000
- Removal of Pavilion Equipment line item from Design Capital Improvements totaling \$5,500
- Reduce amount of money budgeted for Maintenance of Bridge Park building from \$25,000 to \$15,000



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**Consent Agenda**

**TITLE:** DDA/Main Street Meeting Minutes - December 19, 2017

**DATE:** January 22, 2018

**ATTACHMENTS:**

- ▣ DDA/Main Street Meeting Minutes - December 19, 2017

**CITY OF CHARLEVOIX**  
**CHARLEVOIX DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET MINUTES**  
**Tuesday, December 19, 2017 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, Luther Kurtz, Maureen Owens, Rick Wertz  
Members Absent: Tami Gillespie, Clarissa Mullaney, John Yaroch  
City Staff: Lindsey Dotson, Executive Director

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

**5. Consent Agenda**

- A. DDA/Main Street Minutes – October 30, 2017
- B. Committee Meeting Minutes
- C. 2018 DDA Board Meeting Dates

Member Owens stated that a correction was needed to the October 30<sup>th</sup> minutes under the first item of New Business which indicated 2019 and it should be 2018. Motion by Member Owens, second by Member DiMartino, to approve the Consent Agenda as corrected. Motion passed by unanimous voice vote.

**6. Reports**

A. Director's Report

Director Dotson indicated that an individual was selected for the Farmers Market Manager, but it was not final until the candidate returns the signed offer letter to the City.

B. Wayfinding Signage Report

Director Dotson stated that installation of the signs will begin on Friday, December 22<sup>nd</sup> and be completed by the end of the year.

C. Round Lake Group Lease Extension

Director Dotson stated that there was no action needed with this item as the lease was extended.

**7. Old Business**

A. Façade Grant Guidelines Revisions

Director Dotson stated that the sub-committee met on December 11<sup>th</sup> to discuss revisions that will take place and she reviewed the major talking points. She stated that a draft of the revised guidelines will be presented to the Board at the January meeting.

**8. New Business**

A. BIBCO Floor

Chair Dipert stated the floor in the Beaver Island Boat Company (BIBCO) office is failing and Staff obtained two quotes from Bartlett's Home Interiors and Whitley's Floor Covering. Discussion followed regarding specifics of the quotes. Motion by Member Wertz, second by Member Owens, to accept the Bartlett bid in the amount of \$8,541.41. Motion passed by unanimous voice vote.

B. Draft 2018-19 Budget

Director Dotson stated that the draft budget includes funds requested to complete projects that each committee expressed interest in pursuing. If the Board proceeded with the draft budget they would be spending \$121,800 more than the projected revenue which would leave the DDA \$410,997 in cash. Completed work plans will be presented to the Board during the January meeting.

Chair Dipert stated that he was not in favor of approving a negative budget. The Board proceeded to review the proposed projects for 2018 and agreed upon the following:

Design Committee

- Decrease the Façade Grant amount to \$30,000 from \$50,000
- Delete Design Guidelines at \$10,000
- Delete pole banners at \$5,000
- SBEI Site Design \$4,000 – keep in the budget at this point with a possible future reduction

Economic Vitality Committee

- No changes

Junior Main Street Committee

- Recycling bins downtown – keep in the budget at this point with possible future discussion

Organization Committee

- No changes

Promotions Committee

- The possibility of capping event support at \$2,500 per event was discussed.

Discussion followed regarding projected revenue for the next year and beyond, how property values in the DDA affect the DDA's revenue stream, and what sources contribute to the DDA's annual revenue. Formalized travel expenses for volunteers or board members, annual bond payments, eliminating or reducing the façade grant program, determining priorities to increase property values downtown vs. providing special events through DDA support, and the potential need for a visioning session on the budget and DDA goals was also discussed. It was agreed to delay any further work on revisions to the façade grant guidelines until February.

C. Design Committee Vacancy

Mayor Kurtz stated that he would gauge Member Gillespie's level of interest in serving on the Design Committee.

**9. Public Comment**

**10. Request for Future Agenda Items**

The DDA Board agreed to schedule a work session on the budget and discussion regarding the sustainability of the façade grant program for Monday, January 15, 2018, at 4:00 p.m.

Member Owens agreed to serve on the Design Committee with Member Wertz taking her place on the Organization Committee.

**11. Board Comments**

**12. Adjourn**

Motion by Member Wertz, second by Member Owens, to adjourn the meeting. Motion passed by unanimous voice vote. Meeting adjourned at 8:37 p.m.

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Joyce Golding/fgm

City Clerk

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Kirby Dipert

Chair



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(231) 547-3257 lindseyd@cityofcharlevoix.org

**Consent Agenda**

**TITLE:** Committee Meeting Minutes

**DATE:** January 22, 2018

**ATTACHMENTS:**

- ▣ Design Committee Minutes - January 4, 2018
- ▣ Promotions Committee Minutes - January 18, 2018



**Charlevoix Main Street Design Committee  
Meeting Minutes  
Thursday, January 4<sup>th</sup>, 2018  
4:00 PM – City Hall Council Chambers**

Attendees: G. DeMeyere, L. Dotson, D. Fate, D. Grossi, H. Harrington, M. Owens, E. Selph

Absent: L. Adams, R. Bergmann, J. Campbell, J. Duerr, L. Keinath, D. Miles, A. Munday, P. Weston

- I. **Call To Order** - The meeting was called to order at 4:00 pm.
- II. **Approval of Minutes** - The Minutes which were sent to the committee via email on 12/15/17 were approved as written.
- III. **Old Business**
  - a. Wayfinding Signage – There is a delay in installation of signage from the planned December date; it is now schedule to begin January 15. Hilary reported that a press release has been sent to the Courier to run on 1/12 to inform the public of the project. Letters are also to be sent to the affected property owners.  
Concern was expressed by Wayfinding committee members as to whether the locations of the signs reflect the latest feedback of the committee, as there was no formal review with the committee for final Phase One signs and placement. L. Dotson requested the map of the locations along with a key which matches showing the sign content and placement. The committee is requested to review these and signal any concerns right away to the Design Committee and Prolmage.
- IV. **New Business**
  - a. Committee Roster - R. Wertz resigned from the Design Committee in December. Maureen Owens is joining the committee, replacing him as a DDA board member. J. Campbell has also indicated to Lindsey that he is stepping down, though he will still support the committee. He has handed his projects off to other committee members. The committee wants to thank John for all of the work he has done over the years for Main Street. A member contact list is being prepared and will be sent to all committee members. S. Gibson has been inadvertently dropped from the distribution list, and Dave G. will confirm her continued participation.
  - b. 2018 Work Plans:  
  
Lindsey reported on the progress of budget discussions with DDA. Reductions have to be made, and our request for Façade grants is at risk of being cut or reduced.

*CHARLEVOIX MAIN STREET MISSION*

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- i. Façade Grant Program Guidelines– Emily S. reported that this work plan is on hold until funding is confirmed.
- ii. Façade Grant Program Process – Emily S. will prepare this Work Plan, however, it is also on hold until funding is secured.
- iii. *Main Street Design Guidelines* - The proposal to hire Rick Neumann was denied, with the assumption that this can be done internally utilizing existing guidelines from other MS communities. Dave G. and Emily S. will work on them.
- iv. MSU Sustainable Built Environment Initiative - The DDA is fully supporting this initiative. Lindsey has requested that the budget be shared. The amount of the budget will be reviewed, and restaurants requested to possibly subsidize the food allowance. Maureen will work with Dave G. on this Work Plan.
- v. Street Tree Lights - The budget provision for annual repairs will remain as a line item. John C. handed the Work Plan over to Denise F. along with a detailed schedule of required actions and costs through 2022. This will be provided to Maureen to share with the DDA for planning and budgeting purposes.
- vi. Pole Banners - It was agreed to cancel this project for 2018 and revisit in 2019.
- vii. Other - The possibility of supporting biking in Charlevoix was discussed (e.g., bike racks, signage for trails, etc.)

**V. Call for Future Agenda/Research Items** - None were mentioned.

**VI. Report Volunteer Hours** - Volunteer hours were reported by Denise F., Emily S., Hilary H. and Dave G.

**VII. Adjournment** - The meeting was adjourned at 5:10 pm.

**Next meeting:** Thursday, February 8th, 4:00 PM at City Hall

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Promotions Committee  
Thursday, January 18, 2018  
8:00 a.m.; City Hall; Upstairs

### **Meeting Minutes**

**In attendance: Nancy Suzor, Lindsey Dotson, Sarah Hagen, Jessica Anderson, Maureen Owens, Katherine Forrester, LeAnne Ackert, Shelly Ferguson, Carissa Mulaney, Larry Levengood, Kendall Hayes**

**I. Call to Order: 8:04am**

**II. Approval of Minutes: December 21, 2017 Maureen; Jessica 2nd**

**III. Event Recap**

- a. Live Life Local (Jodi/Lindsey): Had 4,378 entries totaling \$236,000. This is down slightly over last year but they were all from locals. Positive feedback from store owners. It was helpful to have entries picked up several times throughout event. Need to be clear with ALL stores on end date. Data entry for email addresses collected was added to the work plan. Maureen will work with Jodi to complete this.

**IV. Ongoing Business: Project Updates and Work Plans**

- a. Charlevoix is Open (Lindsey): Will run another ad campaign this spring. Completed a new photo shoot last week of local businesses to use. Will use pre-roll from last year on 9&10 news on air and online. Will also run ads on Lite96FM and Social Media.
- b. Restaurant Week - April (Kate/LeAnne) LeAnne emailed the restaurants to set up a feedback meeting. Carissa suggested using photos of actual meals from these restaurants instead of generic stock photos for advertising. They cannot credit the photos in print but can on social media. Suggested ad be run in theater. Also suggested trying for a Michigan This Morning spot on Fox. Update banner dates was added to work plan (Carissa handling).

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- c. Live on the Lake (Jean/Sarah): All acts secured. 3 acts have sponsors. Northern Michigan Review is a season sponsor IN KIND.

**V. Event Support Recap & Upcoming Needs**

- a. Bridge Drop (Amanda/Dan): Need volunteers to actually “Drop” the bridge. Committee looking at simplifying event a little more for next year. The Boy Scouts were a great addition and support. Camel Cup may move to spring.
- b. Shadow Fest (Maureen): Need VOLUNTEERS!
- c. Live from Charlevoix (Maureen): January show sold out, expect February show to sell out also (Crane Wives).
- d. Craft Beer Festival (Lindsey): Removed from Event Support work plan.

**VI. Volunteer Hours: 80.5**

**VII. Good of the Order**

**VIII. Adjournment: 8:51 Jessica/LeAnne 2nd**

**Next meeting: Thursday, February 15, 2018**

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**Consent Agenda**

**TITLE:** Annual Report to MEDC

**DATE:** January 22, 2018

**ATTACHMENTS:**

- ▣ Annual Report to MEDC

	7/31/2016	8/31/2016	9/30/2016	10/31/2016	11/30/2016	12/31/2016	1/31/2017	2/28/2017	3/31/2017	4/30/2017	5/31/2017	6/30/2017	7/31/2017	8/31/2017	9/30/2017
Sum of Facade&Ext Renovation Private Investment	\$20,000.00	\$0.00	\$30,000.00	\$0.00	\$0.00	\$6,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$4,000.00	\$28,487.50	\$4,747.00	\$0.00	\$150,000.00
Sum of Facade&Ext Renovation Public Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,487.50	\$4,373.50	\$0.00	\$0.00
Count of Facade & Exterior Renovation in MSA	1	0	1	0	0	1	0	0	0	1	2	4	4	2	2
Sum of Public Improvements Public Investment	\$3,000.00	\$0.00	\$6,000.00	\$15,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$514,000.00
Sum of Public Improvements Private Investment	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,800.00	\$28,000.00	\$0.00	\$0.00
Count of Public Improvements in MSA	1	0	1	1	0	0	0	0	0	0	0	1	1	0	2
Sum of Building Rehab Private Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$2,600.00	\$55,000.00	\$6,400.00	\$0.00	\$315,000.00	\$0.00	\$0.00	\$970,000.00
Sum of Building Rehab Public Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Count of Building Rehabilitation in MSA	0	0	0	0	0	1	1	1	2	2	2	2	2	0	4
Sum of New Construction Private Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sum of New Construction Public Investment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Count of # of Buildings Sold	2	0	0	0	0	1	0	1	0	0	0	0	0	0	0
Sum of New Business FTE Added	2	0	0	0	0	2	0	3	4	19	4	0	2	3	0
Sum of New Business Part-Time Added	2	0	0	0	0	0	0	4	4	16	0	6	4	0	38
New Business Opened in MSA	3	0	0	0	0	1	0	2	0	2	8	0	2	1	0
Sum of List Business Expand FTE Added	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of List Business Expand Part-Time Added	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Existing Downtown Businesses Expanded in MSA	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Sum of East Bus Contracted FTE Lost	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0
Sum of East Bus Contracted Part-Time Lost	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of Business Closed FTE Lost	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of Business Closed Part-Time Lost	0	0	0	0	0	2	14	0	0	0	4	0	0	1	0
Sum of Business Closed in MSA	0	0	0	0	3	0	19	0	0	0	0	0	0	1	23
Sum of Business Moved FTE Lost	0	0	0	0	0	1	7	0	0	1	0	0	0	1	0
Sum of Business Moved Part-Time Lost	0	0	0	0	0	2	0	5	0	0	0	0	0	0	0
Sum of Business Moved in MSA	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2
Businesses Moved out of Downtown	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0
Sum of # of Housing Units - New Apt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of # of Housing Units - Rehab Apt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of # of Housing Units - New Condo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of # of Housing Units - Rehab Condo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of # of Housing Units - New Single Family	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of # of Housing Units - Rehab Single Family	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sum of # of Events	2	1	0	0	0	1	1	0	0	1	2	2	2	1	1
Sum of # of Attendees	1,500	1,000	0	0	0	4,600	35	0	0	60	905	450	1,500	2,000	0
Sum of # of Volunteer Hours	50	25	0	0	40	10	0	0	0	10	45	40	50	0	270
Sum of Volunteer Total Cost	\$3,500.00	\$5,000.00	\$0.00	\$0.00	\$1,200.00	\$25.00	\$0.00	\$0.00	\$0.00	\$200.00	\$620.00	\$2,812.00	\$7,450.00	\$0.00	\$20,693.00
Sum of Gross Event Expenses	\$700.00	\$0.00	\$0.00	\$0.00	\$1,200.00	\$25.00	\$0.00	\$0.00	\$0.00	\$1,300.00	\$824.00	\$0.00	\$5,725.00	\$0.00	\$4,604.00
Sum of Main Street Event Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$738.00
Sum of MS Board Volunteer Hrs	20	0	0	0	18	114	34	34	36	25	32	45	60	30	15
Sum of Organization Committee Volunteer Hrs	10	0	0	0	5	34	28	85	51	40	44	25	11	11	12
Sum of Promotion Committee Volunteer Hrs	20	0	0	0	25	179	137	133	118	90	124	108	25	50	95
Sum of Design Committee Volunteer Hrs	25	0	0	0	15	22.5	10.5	18	24	10	10	23	0	22	25
Sum of Econ Restructure Volunteer Hrs	10	0	0	0	0	43	76	32	45	30	27	28	12	5	20
Sum of Volunteer Total Hours	85	0	0	0	78	392.5	275.5	302	274	195	237	228	108	118	167
Sum of Amount of Fundraising/Membership	\$995.00	\$2,600.00	\$500.00	\$500.00	\$2,160.00	\$1,900.00	\$750.00	\$1,000.00	\$2,500.00	\$4,676.00	\$0.00	\$0.00	\$1,600.00	\$0.00	\$19,881.00

*Description of Data to be Reported*

*Complete fields in yellow*

Date data reported 12/28/2017

**Overall Investment Information (enter if different from data on "For Verification" tab)**

Total Private Investment in MSA

Total Public Investment in MSA

Total Investment in MSA

**Value Information**

Taxable Value of MSA 28,242,792

Assessed Value (SEV) of MSA 32,024,200

**Business + Job Information within the MSA District**

Total number of businesses (any type) 97

Total jobs in MSA 943

Total number of FTE Jobs in MSA (if known) 449

Total number of part-time jobs in MSA (if known) 298

**Rents + Use Information within MSA District**

Average rent per sq ft in MSA

Commercial

Residential

Office

Total Square Footage in MSA

First Floor Sq Ft 364,700

Upper Story Sq Ft 163,400

Total Sq Ft in District 528100

Total Buildings in MSA

First-floor storefront count 103

Buildings over 1-story count 45

Total building count 103

First floor storefronts vacant in MSA

By number 7

By Sq Ft 14,575

Upper Fl Space Underutilized (Vacant or Storage)

By number 5

By Sq Ft 12,400

Upper Floor Housing (rental or owner)

By number 285

By Sq Ft 201,650

Owner Vs Renter Occupied

Count Owner 26

Count Renter 77

Retail occupied

By number 34

By Sq Ft 66,950

Grocery stores

By number 2



Eating and Drinking	By Sq Ft	31,200
	By number	23
Accommodations	By Sq Ft	49,825
	By number	6
Service Businesses	By Sq Ft	75,400
	By number	28
Auto Businesses	By Sq Ft	56,134
	By number	0
Government Offices	By Sq Ft	0
	By number	3
Schools	By Sq Ft	17,400
	By number	1
Theaters	By Sq Ft	12,500
	By number	2
Warehouses	By Sq Ft	10,000
	By number	0
Manufacturing industries	By Sq Ft	0
	By number	0
Galleries/museums	By Sq Ft	0
	By number	1
High-Tech Firms	By Sq Ft	4,500
	By number	0
Underutilized properties in MSA	By Sq Ft	0
	# of Storefront	2
	By Sq Ft	4400
<b>Housing Information (First-floor, upper-story or stand alone within MSA district)</b>		
Total number of apartments/lofts		40
Total number of condos		203
Total number single-family homes		0

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**Reports**

**TITLE:** Director's Report

**DATE:** January 22, 2018

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

**BACKGROUND:**

**Reports to Michigan Main Street**

I successfully submitted our Annual Report to MEDC but I am still working on getting caught up on Monthly Reports. They will all be finished by the February meeting and included in the Board Packet.

**Application Based Services**

I had a phone call with MEDC regarding our progress with work planning and budgeting for the coming year and how we are incorporating the "Main Street Refresh" approach into what we do. During our conversation we came to the conclusion that one of our most significant needs right now is assistance with Communications. Since the services are no longer competitive and application based, I believe we will be receiving a service of Communications Planning this year. I will give you more details once I receive them.

**Certified Local Government**

Jessica Flores was hired as a consultant to work on getting Charlevoix into the Certified Local Government program through the National Park Service. We are on track to have her visit Charlevoix and present to City Council on March 19th and conduct an informal goal setting session with interested parties about Historic Preservation. She will also meet with property owners while she is here to help educate them on incentives that may be available to them. We anticipate obtaining certification in time for the next round of grant opportunities in October. Projects that are eligible to receive funding include brick and mortar projects on historic buildings owned by a non-profit or the municipality. Preservation Planning efforts can also be funded (Design Guidelines are included in that possibility).

**Connecting Entrepreneurial Communities Conference**

Charlevoix has been selected to host the next CEC Conference which will take place on October 3 & 4th. Myself along with Maureen Owens, Mark Heydlauff, Alison Hubbard, Amanda Wilkin are a part of the local planning team along with representatives from the NLEA. This is an exciting opportunity and will bring approximately 100 people to our city. The conference description is below:

*Join other like-minded community leaders to learn exciting concepts and resources, share best practices and fresh ideas, and empower ourselves and others to grow our local communities at the annual Connecting Entrepreneurial Communities (CEC) Conference. With breakout sessions embedded in shops and venues throughout the downtown, the conference offers the unique opportunity to learn about and experience an entrepreneurial community. We encourage you to invite your colleagues, co-workers, community leaders, entrepreneurs and stakeholders. Whether you work in economic development, business, arts and culture, government, philanthropy, the nonprofit sector or education, you have an*

*important part to play in supporting local businesses and entrepreneurial development in our communities.*

**Charlevoix is Open Ad Campaign**

Keep your eyes and ears peeled for another round of Charlevoix is Open ads. We are launching several ads including 9&10 News pre-rolls both on TV and their website, Lite96 Facebook Friday ads (online and on radio), and social media. We got some new photography of downtown businesses to highlight all that we have to offer.

**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:** January 22, 2018

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

**BACKGROUND:**


There was a delay in schedule from the last update I provided in December, but thankfully 4 of the wayfinding signs have been installed on Bridge Street and the remainder will be up by the end of this month.


**ATTACHMENTS:**

- ▣ Wayfinding Sign Photo



CHARLEVOIX

← Library 

← Hospital 

← Mushroom Houses

↑ City Marina



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**Reports**

**TITLE:** 2018 Work Plans Update

**DATE:** January 22, 2018

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

**BACKGROUND:**

During the December meeting I mentioned that the Board would have all proposed work plans to review during the January meeting. Due to the timeline of our budget work session that took place on January 15th and the changes that were suggested about funding some of these projects I have not had adequate time to work with all committees/projects affected. Only the Organization and Promotions committees have met since the budget work session. We need one more month to assess how funds will be raised to cover expenses for projects that aren't being funded and I will present the work plans at the February meeting. My apologies for the delay.

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**Old Business**

**TITLE:** Draft 2018-19 Budget

**DATE:** January 22, 2018

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

**BACKGROUND:**

During the Work Session on January 15, 2018 the Board requested Director Dotson to modify the following budget items for approval at the next regular meeting:

- Façade Grant Program from \$30,000 to \$10,000
- Volunteer Recruitment from \$1,500 to \$0
- Printed Newsletter from \$5,000 to \$0
- Concert Series from \$14,000 to \$7,000
- Event support from \$8,100 to \$20,000
- Removal of Pavilion Equipment line item from Design Capital Improvements totaling \$5,500
- Reduce amount of money budgeted for Maintenance of Bridge Park building from \$25,000 to \$15,000
- Adjustments to revenue including the increase in rent collected from Round Lake Group

With these adjustments incorporated into the draft budget the DDA is projected to spend \$33,500 (down from \$121,800) more than the projected revenue. This will leave the DDA with \$495,428 left in cash.

**RECOMMENDATION:**

Motion to recommend adoption of the DDA budget by City Council for the 2018/19 fiscal year.

**ATTACHMENTS:**

- ▣ Draft 2018/19 DDA Budget

**CITY OF CHARLEVOIX  
DOWNTOWN DEVELOPMENT AUTHORITY FUND  
2018-19 BUDGET**

	2016-17 Actual	2017-18 Budget	2017-18 Est. Actual	2018-19 Budget
<b>REVENUES</b>				
CURRENT PROPERTY TAX	36,888	37,700	38,162	38,200
PROPERTY TAX - CAPTURE LOCAL	392,139	392,100	395,820	395,800
DELINQUENT PROPERTY TAX COLLECTED	598	-	-	-
PENALTY - PROPERTY TAX	143	-	26	-
FEDERAL / STATE / OTHER GRANTS	8,949	4,600	10,778	9,600
FARMERS MARKET INCOME	30,516	33,900	33,891	33,900
INTEREST EARNINGS	1,221	500	500	500
RENTS & ROYALTIES - SUNSHINE	1,000	1,000	1,000	1,000
RENTS & ROYALTIES - KEWEENAW	-	-	-	-
RENTS & ROYALTIES - BIBCO LEASE	24,622	27,900	27,894	29,000
RENTS & ROYALTIES - ROUND LAKE GROUP	17,836	20,300	20,250	20,700
RENTS & ROYALTIES - LC BREWERS	4,860	4,900	4,884	4,900
MISCELLANEOUS & IWF REIMBURSEMENT	1,358	3,500	3,500	-
CONTRIBUTION - OTHER SOURCES	9,420	2,500	29,328	24,500
CONTRIBUTION - MAIN STREET	28,537	25,500	25,500	9,000
CONTRIBUTION - LIGHTING & HOLIDAY DECOR	-	500	500	-
CONTRIBUTION - PERFORMANCE PAVILION	1,000	8,000	8,000	7,000
TRANSFER FROM OTHER FUNDS	-	-	-	-
<b>TOTAL REVENUES</b>	<b>\$ 559,087</b>	<b>\$ 562,900</b>	<b>\$ 600,033</b>	<b>\$ 574,100</b>
<b>EXPENSES</b>				
SALARIES & WAGES	16,779	37,600	37,559	38,300
WAGES - ICMA	1,387	3,200	3,230	3,300
SALARIES & WAGES - TEMPORARY	9,700	10,600	12,640	12,600
EMPLOYEE FRINGE BENEFITS	14,375	30,900	31,192	31,800
OPERATING SUPPLIES	5,324	8,100	8,149	8,600
IWF MAINTENANCE	6,812	7,200	7,178	7,200
MARKETING & PROMOTIONAL SERVICES	27,280	32,300	35,460	34,500
MARKETING & PROMOTIONAL SVCS - FARMERS MKT	22,203	16,800	24,214	16,800
MARKETING & PROMOTIONAL SVCS - CRAFT BEER	50	-	6,251	-
PROMOTION COMMITTEE EXPENSES	1,135	1,400	3,623	7,800
ORGANIZATION COMMITTEE	2,501	3,500	3,500	-
BUSINESS RECRUITMENT/RETENTION	4,542	1,500	1,500	1,000
CONTRACTUAL SERVICES	41,616	18,100	39,732	26,400
SERVICE/MAINTENANCE FEES	-	-	-	-
DESIGN COMMITTEE	55,031	114,600	132,063	18,600
DESIGN CAPITAL IMPROVEMENTS	-	21,000	21,000	-
LEGAL SERVICES	-	500	500	500
TELEPHONE	419	1,000	1,100	1,100
CONFERENCE & TRAVEL	4,357	4,000	4,000	5,000
PRINTING & PUBLISHING	3,403	1,500	1,500	1,500
INSURANCE & BONDS	1,401	1,800	1,800	1,800
PARK EQUIPMENT	9,270	-	2,405	-
REFUNDS - PROPERTY TAX & TIFA	4,985	6,000	6,000	6,000
MAINTENANCE - BRIDGE PARK BUILDING	44,371	27,500	31,771	15,000
MISCELLANEOUS	(3)	800	800	1,000
MISCELLANEOUS - FARMERS MARKET	437	500	1,750	500
MISCELLANEOUS - MAIN STREET	7,204	300	382	300
MISCELLANEOUS - LIBRARY/SUBSCRIPTIONS	-	-	-	-
CAPITAL PROJECT - PROFESSIONAL SERVICES	-	-	-	-
CAPITAL PROJECT - CONTRACTUAL SERVICES	-	-	-	-
BOND ISSUANCE COSTS	-	-	-	-
DEBT SERVICE PAYMENTS	-	-	-	-
BOND PRINCIPAL - BRIDGE PARK (LTGO, ACT 99)	-	-	-	-
INTEREST EXPENSE - BONDS	-	-	-	-
PAYING AGENT FEES	-	-	-	-
LIBRARY CONTRIBUTION	30,000	30,000	30,000	30,000
TRANSFER TO OTHER FUNDS (MARINA)	336,063	335,700	335,700	338,000
<b>TOTAL EXPENSES</b>	<b>\$ 650,644</b>	<b>\$ 716,400</b>	<b>\$ 784,999</b>	<b>\$ 607,800</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<b>\$ (91,557)</b>	<b>\$ (153,500)</b>	<b>\$ (184,966)</b>	<b>\$ (33,500)</b>
<b>YEAR END BALANCES</b>				
FUND BALANCE / NET POSITION BEGINNING OF YEAR	4,327,645	4,416,901	4,236,088	4,051,123
CHANGE IN FUND BALANCE / NET POSITION	(91,557)	(153,500)	(184,966)	(33,500)
<b>FUND BALANCE / NET POSITION</b>	<b>\$ 4,236,088</b>	<b>\$ 4,263,401</b>	<b>\$ 4,051,123</b>	<b>\$ 4,017,623</b>
<b>CASH &amp; INVESTMENTS</b>	<b>\$ 713,894</b>	<b>\$ 510,492</b>	<b>\$ 528,928</b>	<b>\$ 495,428</b>