

**CITY OF CHARLEVOIX**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD MINUTES**  
**SPECIAL MEETING – Tuesday, September 20, 2016 at 5:30 p.m.**  
210 State Street, City Hall, Second Floor Council Chambers, Charlevoix, Michigan

**1. Call to Order**

**2. Pledge of Allegiance**

**3. Roll Call**

Chair: Absent  
Vice Chair: Kirby Dipert  
Members Present: Gabe Campbell, Fred DiMartino, Rick Wertz, Dianne DuPont, John Kurtz  
Members Absent: Chair Dan Barron, Tamie Gillespie, John Yaroch  
City Staff: Mark Heydlauff, City Manager

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

None.

**5. Consent Agenda**

None.

**6. Reports**

Manager Heydlauff stated that Holiday Lighting began the re-lighting of downtown trees; painting of railings and light poles continues downtown as well. He reported that they will be interviewing candidates in the next week for the Executive Director position.

**7. New Business**

a. Discussion of Main Street

Norma Miess, National Main Street Senior Program Officer and Director of Leadership Development, Laura Krizov, Michigan Main Street Manager, and Dan Leonard, Michigan Economic Development Corporation (MEDC) introduced themselves. Ms. Miess stated that this meeting was a progress visit in preparation for the full accreditation visit next year. She reviewed the results of the self-assessment survey including the 10 criteria used to determine a community's Main Street progress.

The following summarizes the main discussion points:

- Continue to build awareness of Main Street.
- Use Vision and Mission to drive the program in public ways; need more clarity.
- Work Plans changed during the year and other plans added; Board needs to be the strategist and empower the Committees to develop Work Plans that follow the strategy.
- Four-point approach order is Promotion, Organization, Economic Structuring, and Design.
- Design Committee and Promotions Committee both working on signage/logos before establishing a brand for Charlevoix; Board needs to align the strategies with the Committees.
- Board transition from governing to being the "strategy drivers" following what the community wants.
- Market understanding to determine the best opportunities for the future; combine what the community wants with what the market will support.
- Measurement tools needed for success of events, programs, and initiatives.
- Transformation strategy and specific market opportunities, work plan development, and building balance between the four points.
- Board feels there is a need for improvement with historic preservation including significant positive change in downtown; opportunity to work with property owners to identify resources to improve appearance and condition of buildings downtown.
- Orientation for new board members with clearly defined roles utilizing Michigan Main Street resources for support; Organization Committee needs to clearly define their role.
- Keep community engaged and participating in Main Street initiatives; build awareness and more organizational branding.

- Align budget to programming; define operational expenses that follow strategies.
- Professional management and development; define criteria for new Executive Director including organizational skills, communication and working with people; be proactive during interview process to assess candidates.
- Empower Committee members to lead; members need to take action and lead initiatives.
- Report key statistics to measure success.
- Organize Committees to work together closely.
- Dan Leonard explained the resources available through the MEDC.
- Build awareness of the program; be more strategic about messaging; confirm and highlight the Mission and Vision; confirm that leaders know how to achieve the Mission and Vision.
- Expand community engagement base.

Ms. Miess summarized that community members felt that Main Street has given them the opportunity to be involved and build the platform for communication. The National Main Street wants to continue to build the value of Main Street. If Charlevoix Main Street can meet all of the 10 criteria in the next year they will be recognized as a nationally accredited Main Street community; if not, the National organization will continue to work with them to achieve that goal. Ms. Miess stated that they would continue to work with them to meet all of the criteria.

**8. Public Comment**

None.

**9. Miscellaneous Business**

Manager Heydlauff reminded the Board that their next meeting is scheduled for October 4<sup>th</sup>.

**10. Adjourn**

Motion by Member DiMartino, second by Member Wertz to adjourn. Motion passed by unanimous vote. Meeting adjourned at 6:53 p.m.

---

Joyce Golding/fgm

City Clerk

---

Dan Barron

Chair