



**THE DOWNTOWN DEVELOPMENT AUTHORITY
MEETING AGENDA**

111 E. Lawrence Ave, Charlotte, MI 48813 (517) 543-2750
6:30 P.M. Tuesday, February 17, 2026

1. Call to Order
2. Roll Call
3. Approval of the Previous Meeting Minutes
4. Public Comments
5. Agenda Items
 - a. Charlotte Regional Outreach Alliance - Marketing Plan through CharlotteRising discussion
 - b. 2026/27 Budget discussion
 - c. Informational meeting discussion
 - d. Finance report
6. Board Member Comment
7. Next Meeting Agenda Discussion
8. Adjournment

THE DOWNTOWN DEVELOPMENT AUTHORITY

111 E. Lawrence Ave, Charlotte, MI 48813 (517) 543-2750

6:30 P.M. Tuesday, January 20, 2026

MEETING MINUTES

1. Call to Order: Meeting was called to order at 6:35 PM.
2. Roll Call: Present - Chair John Laupp; Vice-Chair Keisha Howe, Courtney Mead, Nicole Christensen, Amy Ramos. City Staff - Salena Benavidez; Absent: Anthony Rodriguez, Anthony Caporali
3. Approval of the Previous Meeting Minutes: Howe moved to approve the minutes; seconded by Christensen. All in favor, no opposed.
4. Public Comments: None
5. Agenda Items
 - a. DDA Finance Subcommittee appointment: Mead agreed to join
 - b. Charlotte Regional Outreach Alliance - Marketing Plan through CharlotteRising discussion: Christensen asked about financial commitment. Board decided to obtain more information and answer to questions before considering.
 - c. 2026/27 Budget preparation: Ordinance says budget must be prepared by Feb 15th. Approximate amount expected is \$20,000. Areas to include in budget are Beach Market open space; Downtown Food and Drink Week; Wayfinding.
 - d. Standard Claims Approval: Moved by Mead; seconded by Ramos. All in favor, none opposed.
 - e. Finance report: Moved by Ramos to receive; seconded by Christensen. All in favor; none opposed.
6. Board Member Comment: Ramos delivered a \$200 check from Love 4 Charlotte Business group for \$200.
7. Next Meeting Agenda Discussion: marketing
8. Adjournment: Moved by Mead; seconded by Ramos. All in favor, none opposed. Adjourned at 7:32 PM.

Charlotte Regional Outreach Alliance DRAFT 1.11.2026

Purpose of the Initiative

Multiple organizations continuously have the same challenge: we know how to do marketing and outreach, but we simply don't have the time to do so in a systematic, disciplined way to get key messages to the right audiences regularly.

As a result, a coalition of Charlotte-area nonprofits and other organizations is launching a coordinated community messaging and event-promotion system to strengthen visibility, boost attendance, and streamline communication across organizations. The program will be administered through Charlotte Rising and a cross-organization outreach committee, with unified tools, branding, and monthly coordination. Currently, the committee may include DDA, Chamber of Commerce, Charlotte Rising, Charlotte Rotary.

Core Services

- ***Shared Event Intake System*** – A unified Google Form/Airtable feeding into CharlotteRising.org via Locable, which will be a community information hub; includes coalition partner training and technical support.
- ***Monthly Outreach*** – Direct contact with ~10 organizations each month to gather event information and ensure clear, complete submissions.
- ***Bi-Monthly Email Newsletter*** – Monthly community newsletter featuring events, themes, and nonprofit updates.
- ***Social & Digital Hubs*** – Centralized branded social media, email, and text channels, focusing on regional awareness, growth of subscribers, and volunteer recruitment.
- ***Social Media Management*** – Manage social media presence with 1-2 posts a week on Facebook, Instagram and X. Includes scheduled posts, community engagement, and event promotion to maintain consistent visibility and grow local awareness.
- ***Press Releases & Partner Communications*** – Prepared and distributed as needed.
- ***Bi-Monthly Posters & Flyers*** – Artful, branded community event posters and window flyers, with ad-supported layouts.

Power-Up Packages (additional services for specific events at additional fee)

- ***Flyer/poster Design*** – Design unique flyers tailored to a specific event or business, featuring personalized branding, messaging, and visuals for both print and digital use. All content must be provided by the business. 1 round of revisions.
- ***Digital Graphic Design*** – Produce a complete suite of digital assets, including motion and still graphics optimized for social media, websites, and digital advertising to maximize event visibility and engagement.
- ***Digital Event Advertising*** – Develop and manage targeted Facebook (Meta) and Google ad campaigns to promote events to local audiences. Includes ad setup, optimization, and performance tracking for 1 month. Additional ad management can be done an additional charge per month depending on campaign

length desired. Please note: this cost does not include ad spend, which will be determined by client needs.

- **Event Photography** – Capture professional photos that showcase the energy, people, and key moments of an event. Deliver edited images ready for use in social media, newsletters, and future promotions. Assumes 2 hours of coverage, travel, and editing of photos.
- **Event Videography** – Film and produce short-form video content that highlights the event experience, ideal for social media, recaps, and digital storytelling. Includes filming, editing and formatting for multiple platforms. (Note: cost varies significantly based on a variety of factors; prices given here reflect recent projects of similar scope.)

Expected Outcomes

- Greater community visibility and vitality.
- Increased event attendance and nonprofit participation.
- Improved regional awareness of Charlotte as a destination.
- Growth of centralized digital hubs into a sustainable long-term platform.
- Centralized way for organizations to collaborate and get more value for time and dollars spent.

Metrics & Reporting -- Track on a bi-monthly basis:

- Inputs: number of events submitted, number of participating organizations.
- Outputs: newsletters, posters, flyers, social reach, press releases.
- Outcomes: subscriber growth, engagement metrics, visitor counts, quarterly vitality reports, and an annual regional awareness survey.

Program Delivery Approach

Addis proposes an integrated, full-service communications system including:

- **Event intake redesign & training** (Locable-integrated Google Form).
- **Monthly outreach** to nonprofits to identify upcoming events, news, etc.
- **Bi-monthly newsletters, posters, and flyers** designed in a cohesive, branded style.
- **Bi-monthly press releases** aligned with the event cycle.
- **Social media management**, including templates or full weekly posting.

Core Service Costs (Annual Estimate)

Addis estimates **105-165 hours per year**, billed at \$155/hour or at a discounted \$140/hour for prepaid blocks.

This is NOT an annual commitment. We can prepay for blocks in 10-hour increments.

- **Estimated annual range: \$14,700 - \$25,575**

Funding Model – The program will be funded through:

- Charlotte Rising general fund
- Lead organizations' contributions

- Annual participation fee from other organizations (includes organization in monthly check-in and regular coalition outreach efforts)
- Advertising revenue from posters/flyers, posts, etc.
- Optional Power-Up purchases, available to businesses, festivals, and other organizations
- Sponsorship packages

2026 Outreach Power Ups (sample)

Tier 1: Community Partner (\$50/month) Annual Outreach Package

Ideal for: Small businesses, startups, or those looking for basic exposure in the region.

- **Organization Name Placement:** Listed on the Charlotte Rising website, social media, and select printed materials, downtown kiosks.
- **Access to website event feed:** Ability to connect to the Charlotte Rising Locable website to automatically share events, business information, etc.
- **Event Participation:** Opportunity to have banner/sign posted at select Charlotte Rising events.
- **Social Media Spotlights:** Quarterly social media mention or push of the partner's promotion.

Tier 2: Community Builder (\$200/month) Annual Outreach Package

Ideal for: Mid-sized businesses, professional services, and those wanting stronger branding in the region.

- **All Tier 1 Benefits**, plus:
- **Logo Exposure:** Logo, business name and QR code the Charlotte Rising website, social media, and select printed materials, downtown kiosks.
- **Street Cups Sponsorship:** Business name printed on official annual social district drinking cups.
- **Event Sponsorship:** Listed as an official sponsor for one key annual event (with stage mentions and branding).
- **Featured Content:** One dedicated organization profile article and video on the Charlotte Rising website and social media.
- **Digital Advertising:** Inclusion in Charlotte Rising's email and digital promotions.

Tier 3: Legacy Builder (\$500/month) Annual Outreach Package

Ideal for: Businesses and organizations looking for major brand integration.

- **All Tier 1 & 2 Benefits**, plus:
- **Major Event Sponsorship:** Named as a *presenting sponsor* for a signature event with top-tier branding (e.g., "Shadow Season Presented by [Your Business]").
- **Monthly Check-in:** Prominent Included in monthly round up of news and events for inclusion in regular outreach activities.
- **District Cup Exclusivity:** Sole branding on specialty Social Region cups for a designated period or event.
- **Street Cups Sponsorship:** Business name printed on official annual social district drinking cups.
- **Media Exposure:** Featured in press releases and media outreach efforts for Charlotte Rising initiatives.
- **Priority Event Participation:** First-choice space placement and banner placement opportunities at Charlotte Rising gatherings (partner provides the banner).
- **Customized Engagement:** One exclusive promotional collaboration (e.g., branded giveaway, region-wide discount program, or special event tailored to their brand).

Additional Outreach Power-Ups

- Signature Event Title Sponsorship: (\$5,000 - \$20,000)
- Branded Infrastructure Opportunities (Benches, Bike Racks, Lighting, Murals, etc.): (\$2,500 - \$10,000)
- Exclusive Reusable Social District Cup Branding for One Year: (\$5,000)
- Digital graphic suite of assets: \$900 (1 revision)
- Poster or flyer design: \$1000 each

- Digital ad campaign management: \$1,400 (ad spend not included)
- Event/organizational photography: \$900
- Event/organizational videography: \$2,950
- Event/organizational email, social media, and PR blast: \$500
- Enhanced visibility for 2 months on flyers, kiosks, online: \$500

Memorandum of Understanding

To: Charlotte Rising

From:

Date: January 12, 2026

RE: Charlotte Regional Outreach Alliance

Purpose of the Initiative

Multiple organizations continuously have the same challenge: we know how to do marketing and outreach, but we simply don't have the time to do so in a systematic, disciplined way to get key messages to the right audiences regularly.

As a result, a coalition of Charlotte-area nonprofits and other organizations is launching a coordinated community messaging and event-promotion system to strengthen visibility, boost attendance, and streamline communication across organizations. The program will be administered through a cross-organization outreach steering committee, with unified tools, branding, and monthly coordination.

The outreach steering committee will work to identify target demographics, identify primary communication channels, establish key messages/images, establish policies/procedures, and share information and upcoming events on a monthly basis.

Participation on the outreach steering committee has several benefits:

1. Opportunity to share information about their organization and membership on a monthly basis to be promoted through the core services of the Alliance.
2. Influence to better shape regional perceptions about Charlotte in an intentional, disciplined way
3. Opportunity to build greater awareness of upcoming events, services, and programs to increase attendance, participation, volunteerism, and economic vitality of the community.
4. Ability to provide clear, measurable value to organizational members and stakeholders by promoting their events and information through the core services on a monthly basis.

5. Ability to provide lower cost, high quality marketing services and sponsorship opportunities to organizational members and stakeholders as needed without those members and stakeholders needing to find and place a professional firm on retainer.

To participate on the outreach steering committee, this organization agrees to the following:

1. Designate an individual or their designee to be the authorized representative of the organization on the steering committee who will attend regular meetings of the steering committee.
2. Submit information on upcoming events and information on a monthly basis for inclusion in the core services.
3. Support the development of policies, procedures, and pricing for marketing services through the alliance.
4. Collaborate with other members of the steering committee to determine priority audiences, key channels, key messages, and key images to support the branding and objectives of the Alliance.
5. Financially support the hiring of a professional firm and other vendors and provide oversight of the same.
6. Commit up to \$_____ per year to fund the program for the first year and provide payments within 15 days of invoice.
7. Oversee funds received through this program through advertising, power ups, sponsorships, and other efforts for the exclusive promotion of Charlotte.
8. Receive distribution of such funds in proportion to their annual pledge if the steering committee votes to disband the Alliance.

Authorized Signature
Printed Name
Organization
Date



REVENUE AND EXPENDITURE REPORT

Balance As of 01/31/2026

GL Number	Description	25-26 Amended Budget	YTD THRU 01/31/2026 Increase (Decrease)	Activity For 01/31/2026 Increase (Decrease)	Available 01/31/2026 Balance Normal (Abnormal)	% Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Account Category: Revenues						
Department: 000.000						
248-000.000-402.000	CURRENT PROPERTY TAXES	13,000.00	11,539.73	0.00	1,460.27	88.77
248-000.000-402.002	TAX CAPTURE	0.00	0.00	0.00	0.00	0.00
248-000.000-417.000	PAYMENT SMALL TAXPAYER	0.00	0.00	0.00	0.00	0.00
248-000.000-451.000	SPECIAL ASSESSMENT REVENUE	0.00	0.00	0.00	0.00	0.00
248-000.000-474.000	ASSESSMENT/LIEN INTEREST	0.00	0.00	0.00	0.00	0.00
248-000.000-569.000	OTHER STATE GRANT	0.00	0.00	0.00	0.00	0.00
248-000.000-569.003	STATE GRANT - OTHER	0.00	235.70	0.00	(235.70)	100.00
248-000.000-652.000	PARKING PERMITS	0.00	0.00	0.00	0.00	0.00
248-000.000-665.000	INTEREST INCOME	2,000.00	353.36	0.00	1,646.64	17.67
248-000.000-680.000	SUNDRY REVENUE	0.00	0.00	0.00	0.00	0.00
248-000.000-692.002	CONTRIBUTIONS FROM OTHERS	0.00	0.00	0.00	0.00	0.00
248-000.000-696.002	LOAN PROCEEDS	0.00	0.00	0.00	0.00	0.00
248-000.000-699.101	CONTRIBUTION FROM GENERAL	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		15,000.00	12,128.79	0.00	2,871.21	80.86
Revenues		15,000.00	12,128.79	0.00	2,871.21	80.86
Account Category: Expenditures						
Department: 728.000 ECONOMIC DEVELOPMENT						
248-728.000-704.100	STAFF - OVERTIME	0.00	0.00	0.00	0.00	0.00
248-728.000-706.000	CITY LABOR - DPW	0.00	0.00	0.00	0.00	0.00
248-728.000-707.000	PART-TIME STAFF WAGES	0.00	0.00	0.00	0.00	0.00
248-728.000-711.000	LONGEVITY	0.00	0.00	0.00	0.00	0.00
248-728.000-721.000	FICA/MEDICARE - CITY SHAR	0.00	0.00	0.00	0.00	0.00
248-728.000-722.000	ICMA - CITY SHARE	0.00	0.00	0.00	0.00	0.00
248-728.000-725.604	DENTAL & HEALTH BENEFITS	0.00	0.00	0.00	0.00	0.00
248-728.000-728.000	RETIREMENT PLANS	0.00	0.00	0.00	0.00	0.00
248-728.000-731.000	MATERIALS & SUPPLIES	22,000.00	14,080.12	0.00	7,919.88	64.00
248-728.000-755.000	CONTRIBUTION TO OTHERS	0.00	0.00	0.00	0.00	0.00
248-728.000-801.000	PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-728.000-810.000	CONTRACTUAL SERVICES					
01/13/2026	AP BECKETT & RAEDER		3,011.71	Inv #: '20251294'	Vendor 'BECKETT & RAEDER	
248-728.000-810.000	CONTRACTUAL SERVICES	20,000.00	8,304.38	3,011.71	11,695.62	41.52

REVENUE AND EXPENDITURE REPORT

Balance As of 01/31/2026

GL Number	Description	25-26 Amended Budget	THRU Increase	YTD 01/31/2026 (Decrease)	Activity For 01/31/2026 Increase (Decrease)	Available Balance 01/31/2026 Normal (Abnormal)	% Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
Account Category: Expenditures							
Department: 728.000 ECONOMIC DEVELOPMENT							
248-728.000-900.000	PRINTING & PUBLISHING	350.00		294.62	0.00	55.38	84.18
248-728.000-920.000	UTILITIES	0.00		0.00	0.00	0.00	0.00
248-728.000-941.000	MVP EQUIPMENT RENTAL	701.00		0.00	0.00	701.00	0.00
248-728.000-956.001	SPECIAL PURPOSE EXPENSES	0.00		0.00	0.00	0.00	0.00
248-728.000-960.000	DUES & SUBSCRIPTIONS	500.00		0.00	0.00	500.00	0.00
248-728.000-963.000	MISCELLANEOUS	0.00		0.00	0.00	0.00	0.00
248-728.000-965.000	CONFERENCES & TRAINING	4,299.00		593.48	0.00	3,705.52	13.81
248-728.000-971.000	CAP. OUTLAY-IMPROVEMENTS	0.00		0.00	0.00	0.00	0.00
248-728.000-991.000	PRINCIPAL	0.00		0.00	0.00	0.00	0.00
248-728.000-994.000	INTEREST EXPENSE	0.00		0.00	0.00	0.00	0.00
Total Dept 728.000 - ECONOMIC DEVELOPMENT		47,850.00		23,272.60	3,011.71	24,577.40	48.64
Department: 999.000 TRANSFERS TO OTHER FUNDS							
248-999.000-995.101	CONTRIB. TO GENERAL FUND	0.00		0.00	0.00	0.00	0.00
Total Dept 999.000 - TRANSFERS TO OTHER F		0.00		0.00	0.00	0.00	0.00
Expenditures		47,850.00		23,272.60	3,011.71	24,577.40	48.64
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		15,000.00		12,128.79	0.00	2,871.21	80.86
TOTAL EXPENDITURES		47,850.00		23,272.60	3,011.71	24,577.40	48.64
NET OF REVENUES & EXPENDITURES:		(32,850.00)		(11,143.81)	(3,011.71)	(21,706.19)	