



# Boyne City

## MAIN STREET

112 S. Park Street, Suite F  
Boyne City, MI 49712  
Tel: 231-582-9009  
Fax: 231-582-6506  
mainstreet@boynecity.com

### TENTATIVE AGENDA

## BOYNE CITY MAIN STREET BOARD MEETING



Scan QR code or go to  
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February 2, 2012 – 8:30 A.M.  
Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES  
January 5, 2012 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET MANAGER'S REPORT
7. UNFINISHED BUSINESS
  - a. Downtown Boyne City National Historic Register Nomination - Update
8. NEW BUSINESS
  - a. Board officers
  - b. Committee / board goals
  - c. Real Estate Development Training
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Boyne City Winter Fest, February 4-5, Veteran's Park, Sunset Park and Downtown Boyne City
  - Chocolate-Covered Boyne, Feb. 10-11, Boyne City stores and restaurants
  - The next regular meeting of the Boyne City Main Street Board is scheduled for Thursday, March 1, 8:30 a.m. at City Hall
11. ADJOURNMENT

*Individuals with disabilities requiring auxiliary aids or services in order to participate in municipal meetings may contact Boyne City Hall for assistance:*

*Cindy Grice, Clerk/Treasurer, 319 North Lake Street, Boyne City, Michigan 49712  
231-582-0334*



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Approved: \_\_\_\_\_

**Meeting of  
January 5, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, JANUARY 5, 2012 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

Chair Lenhart called the meeting to order at 8:30 a.m.

**Roll Call**

Present: Jodie Adams, Kathy Anderson, Mike Cain, Bob Carlile, Michelle Cortright, Larry Lenhart, and Rob Swartz

Absent: Pat O'Brien (arrived 8:37 a.m.), and Robin Berry Williams (arrived 8:31 a.m.)

**Meeting Attendance**

City Staff: Main Street Manager Hugh Conklin, Assistant Planner/Zoning Administrator, Shannon McMaster, Barb Brooks, and Recording Secretary Karen Seeley

Public: There were five people in attendance

**Approval of Minutes  
MOTION**

Adams moved, Cortright seconded, to approve the December 1, 2011 regular meeting minutes as presented.

**Correspondence**

None

**Citizens Comments**

Chamber Director Jim Baumann reminded the board of the annual meeting at Boyne Mountain on January 19<sup>th</sup>.

**Main Street Committee  
Reports**

Main Street Manager Conklin reported on:

- **Promotions:** The committee is working on expanding Winterfest, held the weekend of February 4, to include Cross Country ski races, snowshoe walks, snow sculptures, and to expand it to Avalanche Preserve on Saturday and the new preserve on Old Horton Bay Road on Sunday for more activities.
- **Design:** Minutes of the December 12 meeting were included in the packet. The ice rink is installed, (frame up) just waiting for three –four days of high teens to be able to get enough ice. Café Sante raised \$3600 for the ice rink; Catt Realty donated \$500 and the Rotary donated \$200.

- **Farmers Market:** The Winter Market had a successful couple of months and twelve – fifteen vendors have committed to continuing the market until the snow melts and the market moves back to Veterans Park. The winter market is managed by Waneta Cook of Cook Family Farm. The application deadline for the market manager position is Friday, January 6. The farmers market committee hopes to have the position filled by the end of the month. The Parks and Recreation Commission has approved making Veterans Park the permanent home of the market for the outdoor season.
- **Organization:** The committee reviewed board applications, worked on updates for the vision and mission statements and discussed the Main Street office.

**Team Boyne-Creating Entrepreneurial Communities (ER Committee):** Chris Bandy, new owner of Local Flavor, and Sean Pollion, executive director of the North Central Michigan College Foundation, were guests at the December meeting. Also discussed were the noise issues associated with the startup of Kirtland Products.

## Managers Report

Main Street Manager Conklin reported on:

- Conklin and Swartz had a conference call December 13 at 8:30 a.m. with the Michigan Main Street Program regarding our Main Street accreditation. They stressed that an updated Vision and Mission Statement is very important.
- The BBQ moved to Little Lena's and its former location is for sale as well as the Parkside Grill
- The owner of the Lake Street Mall parking lot has agreed to let that area be used for snowmobile parking.
- There has been little progress on the Dilworth
- Reminded the board of the City-wide goal setting, Thursday, January 12, at 6:00 p.m., St. Matthews Parish Hall

## New Business

**Boyne City Main Street Brand:** The board reviewed the Boyne City Main Street Brand and discussed the overall concept with the members of the branding committee that were present. Main Street Manager Conklin explained that they are now at a place where they are in need of funds to continue. Cain moved Cortright seconded PASSED UNANIMOUSLY to approve \$600 for hosting fees to Cindy Williams Design and professional tech service for one year, and up to \$1500 to assist with populating the site and to get it up and running. The board thanked the committee for their time and hard work

## MOTION

**Update Vision and Mission Statements:** In the recent year-end evaluation by the Michigan Main Street Program, it was strongly recommended our program's vision and mission statements be updated. The process to update them began during our 2010 board retreat but no formal action was taken during the past year. A draft of the vision statement and mission statement were included in the agenda packet. The vision statement reflects the suggestions made by the board and reviewed by the organization committee. The mission statement is the same as the one adopted in 2008. The organization committee would like

**MOTION**

the board to review the vision and mission statements and comment on any changes. The board discussed getting this approved and sent to Michigan Main Street as soon as possible. After review of the document, Cain moved Adams seconded PASSED UNANIMOUSLY to adopt the Vision Statement as amended with the following changes: In the first paragraph, remove sidewalks from "Our *downtown* sidewalks will be alive". In paragraph three remove the words *continue to* from the sentence "In 2020 Downtown Boyne City's historic buildings will continue to be properly maintained.....in the same paragraph the word *all* be removed from "all new construction will be in harmony.....". The adopted Vision Statement will read as follows:

*In 2020 Downtown Boyne City will continue to be the heart of our vibrant community serving as the "GATHERING PLACE" for residents and visitors alike in Boyne City. It will be a place where our more than 170 years of history is honored and built upon. It will be known for its shopping, entertainment, magnificent natural resources, positive business environment, support of the arts, entrepreneurial spirit, community cooperation, and regional collaborations. Our downtown sidewalks will be alive with outdoor dining, events, festivals, cultural activities for all ages, and a contagious community spirit.*

*In 2020, Downtown Boyne City's wireless and broadband infrastructure and its collaboration with business, government, non-profit organizations, and educational institutions will create a fertile environment for innovation and entrepreneurship.*

*In 2020, Downtown Boyne City's historic buildings will ~~continue to~~ be properly maintained and ~~all~~ new construction will be in harmony with the community's turn-of-the-century architecture. In-fill development will continue and downtown parking requirements will encourage a high-density and pedestrian-friendly development. The shopper's dock and city marina will be expanded making Boyne City a destination for boaters from all over the Great Lakes region. The lights of the Boyne City Theatre will shine again and will resume its place as an important source of entertainment.*

*The community will continue its efforts to have the first floor of all downtown buildings housing retail businesses while upper floors will be occupied by professional offices and residential apartments and condominiums. Rear facades in downtown Boyne City will be redeveloped and revitalized.*

*In 2020, Downtown Boyne City will contain a mix of unique locally owned and operated retail businesses to meet the needs of the community.*

Cain moved Adams seconded PASSED UNANIMOUSLY to adopt the Mission Statement as presented and make it our 2012 Mission Statement.

**MOTION**

**Board Nominations:** Two four-year seats on the Main Street Board of Directors are open due to the expiring terms of Jodie Adams and Larry Lenhart. Notices of the board vacancies were published in the Chamber-Main Street e-news, local newspapers and in the city's year-end newsletter. Four applications were received by the December 16 deadline. The organization committee met on December 20th and voted to recommend Jodie Adams and Larry Lenhart be reappointed to the Main Street board for 4-year terms, pending the approval of the Boyne City Commission.

MOTION

Cortright moved O'Brien seconded PASSED UNANIMOUSLY to recommend the City Commission reappoint Jodie Adams and Larry Lenhart to the Main Street board each with a term to expire December 31, 2016.

MOTION

**Boyne Thunder Resolution of Support:** Boyne Thunder 2012 is scheduled for July 13 and 14. As in the past years, the Main Street Board and City Commission are being asked for their support.

Adams moved Carlile seconded PASSED UNANIMOUSLY that the Main Street Board support and endorse the Boyne Thunder 2012 event; and approve a resolution to make application to the Liquor Control Commission for a Special License for the sale of beer, wine and spirits for the consumption on the premises, to be in effect on July 13 and 14, 2012, in Veteran's Park.

**Main Street-Camp Quality Boyne Thunder Agreement:**

A draft of the Main Street-Camp Quality letter of understanding for Boyne Thunder was presented to the board for consideration. The original agreement for the distribution of profits from the event was for three years. Since that time, it has been renewed on an annual basis. Main Street Manager Conklin recommends this continue and the agreement be renewed for one year with no changes. This has been discussed with Eleanor West, director of Camp Quality, and she agrees. Profits will be split 70/30% with 70% going to Camp Quality and 30% going to Main Street as in past years. Swartz moved Anderson seconded that Main Street approves the letter of understanding as presented. Board discussions regarding changing the split to 60/40%, our expenses are going up. Suggestion to possibly cap the amount given to Camp Quality. All promotions are done through the City. Swartz withdraws his motion at this time. Cain moved Berry-Williams seconded PASSED UNANIMOUSLY motion to table this topic until the February meeting for further discussion.

MOTION

**Main Street office:** Main Street Manager Conklin shared with the board the conversation he had with Jim White regarding leasing a space for a Main Street office in the Odd Fellows Building. The location is in the heart of downtown, a historic location, with great visibility. Jim is willing to lease the space for \$300 a month including utilities, which is the same as what is paid now. There is also space for rent where the old "Logo Pros" was located next to Bob Banner's building; however, there is very little retail in that location. No action was taken. The matter will receive more review and discussion at the Organization Committee.

**Charlevoix Transit Expanded Winter Bus Service:** There has been a lot of discussion about having bus service from downtown Boyne City to Boyne Mountain. It is an idea that has been regularly brought up but figuring out the cost and logistics and getting the support from Charlevoix Transit has made implementation difficult. There is new leadership at Charlevoix Transit and manager Jill Drury is very willing to try expanding bus service this winter to Boyne Mountain on Saturday evenings if Main Street is willing to offer financial support to guarantee

its success. Expanded bus service will run Saturdays from 5 to 10 p.m. (Due to the changing travel habits of skiers, who are arriving later on Fridays, it was determined that Friday night may not be successful ). It will leave Boyne Mountain on the hour and Boyne City on the half hour. The bus service will be free for riders both too and from the Mountain. Letters for sponsorship of \$125.00 to support the program will be going out to area retailers.

Board discussion regarding Main Street recognition/advertising. Yes logo on the bus and signs at drop off/pickup locations. Will Main Street and the city be indemnified from any liability? Yes. Cain moved Adams seconded PASSED UNANIMOUSLY to proceed with the expanded bus service with expenses not to exceed \$2300.

MOTION

**Boyne Area Chamber of Commerce Visitor's Guide Ad**

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For the past two years, Main Street has purchased a full-page ad in the Boyne Area Chamber of Commerce Visitors Guide. The recommendation this year is to again purchase a full page ad. The cost is \$1,995, the same it has been the past two years. The content has not yet been decided but it will reflect the new brand for the program.

MOTION

Cain moved Adams seconded PASSED UNANIMOUSLY that the Main Street Board approves the purchase of one-full page ad in the Boyne Area Chamber of Commerce Visitors Guide at a cost of \$1,995.

**Good of the Order**

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Main Street Manager Conklin gave each board member a copy of the Business Recruitment and Action Agenda Proposal for their information and review (received and filed).

**Adjournment**

MOTION

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Cortright moved Cain seconded PASSED UNANIMOUSLY to adjourn the January 5, 2012 meeting of the Boyne City Main Street Board at 10:08 a.m.

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Karen Seeley, Recording Secretary



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Date: February 2, 2012

To: Main Street Board

From: Hugh Conklin, program manager

RE: Committee Reports

### **Promotions**

A meeting summary from the Jan. 3 meeting is included in your packet.

### **Design**

A meeting summary from the Jan. 9 meeting is included in your packet.

### **Farmers Market**

A selection committee, consisting of Market committee members Dean Solomon, Lucy Hartlove, Waneta Cook, Julie Greenwalt, and Suzanne Morrison, interviewed four candidates for the market manager position on Jan. 17. The committee's unanimous recommendation, which was supported by the full market committee, was to hire Rebecca Harris. Becky will officially begin her position on February 1, although she has been working on farmer's market business for the past week. The committee is excited about the talents and energy Becky will bring to the market.

**Organization** – Due to a scheduling conflict, the committee did not meet.

### **Team Boyne – Creating Entrepreneurial Communities (ER committee)**

A report on the Boyne City High School Robotics Team was presented by Gordon Rushlow. The team is looking for resources and mentors to assist with its project.

The Business Recruitment-Retention committee has been active discussing strategies for current and possible new downtown businesses.

Team Boyne meets the third Friday of the month at the Boyne District Library Community Room.

**Meeting Minutes**  
**Promotions Committee January 3, 2011**

Meeting Opened: 4:00pm

Attendance: Hugh, Karen, Jim, Kathy, Cheryl, Linn and Lou

New Business:

2012-13 Budget/Work Plans

The Work Plans and the associated budgets need to be completed by the end of February for the information to be considered in the next budget year.

Transit

The Charlevoix County Transit will be running an expanded bus service from Boyne Mountain (on the hour) to Boyne City (on the half-hour) from 5-10pm starting January 14<sup>th</sup>. It will run for 12 weeks and the cost will be by donation.

Ice Rink

Hugh is looking for volunteers to help place the liner on Thursday the 5<sup>th</sup> at 5pm, provided weather conditions are favorable.

Project Reports:

Winterfest

See attached Tentative Schedule and Work Plan.

Chocolate Covered Boyne

February 10<sup>th</sup> and 11<sup>th</sup>. Jim will poll Chambers and see what their preferences are concerning doing this Friday and/or Saturday. Karen felt that it was a lot to do for two different days and that just Saturday would be better. Cheryl and Jamie B. will help Linn with her phone calls to determine what the individual businesses are going to offer for the promotion.

Irish Fest

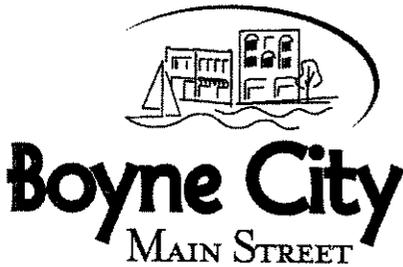
Linn has been hard at work planning this year's event. The Dinner will take place on March 17<sup>th</sup>, starting at 4pm at the Eagles. Music will be provided by John Ritchie and Jim Gillespie, and the Irish Dancers will perform as well. Dinner will be prepared and served by the HS Hospitality Program. There was discussion about whether there would be an early ticket price for the watching the Dancers and dinner and another for dinner and music, which would be for adults. Other programs for the week prior include Movies and Lectures at the Library. Jim volunteered Deb J. to ask Bob Morgridge to give a talk. Hugh mentioned that we are still trying to build the connection between Boyne and its Irish Heritage.

Upcoming meetings:

City Goal Setting Session, January 12, 6pm at St. Matthew Parish Hall

Next Meeting – January 17, 4pm for Winterfest, regular meeting February 6, 4pm, Main Street Office

Adjournment – 6:00 pm



## Design Committee Minutes

Monday, January 9, 2012 4 p.m.  
Main Street Office

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### Meeting Opened Time:

#### Attendance:

A Bruce Janssen  
\_ Mark Kowalske  
A Linn Williams

\_ Shannon McMaster  
A Ray Guzniczak  
\_ Aaron Place

\_ Rebecca Harris  
\_ Hugh Conklin

### Old Business:

1. Christmas Decorations — Discussed possibility of a fundraiser to assist in cost or making changes to reduce the cost.
2. Façade grant program — Hugh will try to include this cost in the budget
3. Looked at the Kruzell building plans (next to Lake St. Market) very minor, no action was required.

### New Business:

1. 2012-13 Work Plans and Budget
  - a. Reviewed our committee goals
  - b. Hugh will get us on the Parks and Rec schedule to see if there is interest in making improvements to Sunset Park

### Project Reports:

- Ice Rink Waiting for temperatures to stay low

### Good of the Order:

### Committee Member Assignments for Next Meeting:

1. EVERYONE Façade grant program
- 2.

### Items referred to Board of Directors for approval:

- 1.
- 2.

### Announcements/Upcoming Events:

City goal-setting session, Jan. 12, 6 p.m. St. Matthew's  
Winter Fest, Saturday, Feb. 4

**Next committee meeting:** February 13, 4 p.m. Main Street office

# PROMOTION

## **GOAL - EXPAND DOWNTOWN EVENTS**

### **New Projects for 2011-12:**

**Social activities for young people**

**Discover Your Town (Homecoming Weekend)**

**Downtown event planned and executed by young people (In relationship with Rob Bliss presentation)**

Explore / create new winter event

## **GOAL - MAINTAIN / ENHANCE EXISTING EVENTS**

Chocolate-covered Boyne

Irish Heritage Fest

Stroll the Streets

Harvest Fest

Earlier Than The Bird

Holiday Open House and Santa Parade

## **GOAL - EXPAND / MAINTAIN DOWNTOWN MARKETING (IMAGE SUBCOMMITTEE)**

### **New Project for 2012-13:**

**Implement new brand: brochures, website, banners, billboard, apps**

Print advertising: Visitors Guide, Traverse the Magazine

### **Farmers Market**

Improve Marketing

Broaden market-day activities

Continue to address safety issues at Veteran's Park

Continue development of winter market

Continue to promote benefits of local foods

Implement Bridge Card use

Work for Charlevoix Transit for Wednesday bus service to market from Litzenburger, Deer Meadows and The Brook

# ORGANIZATION

## **GOAL - VOLUNTEER RECRUITMENT, MANAGEMENT, RETENTION**

### **New Projects for 2012-13:**

**Recruit young people into Main Street program**

Create Volunteer Database

## **GOAL - CREATE MORE EFFECTIVE OFFICE OPERATIONS**

Office location

Staffing

## **GOAL - MAINTAIN EXISTING COMMITTEE ACTIVITIES**

Boyne Thunder

Budget development

Board recruitment

**Fundraising – Holiday Decorations**

# DESIGN

## **GOAL - MAINTAIN INFRASTRUCTURE**

Maintenance enhancement (seasonal employee)

Buff Up Boyne

Christmas Decorations

Review current flower watering and maintenance program

## **GOAL - PROMOTE HISTORICAL PRESERVATION**

### **New Projects for 2012-13**

**Update historic walking brochure / combine with historic plaques. Partner with BC Historical Commission on summer programs**

**Assist with application for National Register of Historic Places**

Local Façade Program

## **GOAL - STREETScape ENHANCEMENTS**

Boyne Avenue - East Street intersection speed issue

Boyne River Walk extension Lake to Park streets

Fotchman Parking lot landscaping

Boyne Avenue - Main Street to East Street vision / design

## **GOAL - 2012 - SENSE OF PLACE ENHANCEMENT**

Sunset Park

Historic Murals

# TEAM BOYNE / ER

## GOAL - BUSINESS RETENTION AND RECRUITMENT

### **New Projects for 2012-13:**

**Improve relationship with Northern Lakes Economic Alliance**

**Student business competition – 1,000 pitches**

**Implement recommendations from 2011 Market Study Update**

Develop Business Inquiry and Referral

Develop WI/FI for DDA/Main Street District

Continue business visit program

Create Business Recruitment team

Lakefront Square Development

Incentive programs: possibly rent subsidies, façade grants

Boyne Theatre / Opera House

### **Goal 2 - Dilworth Hotel**



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Date: Feb. 2, 2012

To: Boyne City Main Street Program  
Board of Directors

From: Hugh Conklin, Program Manager

Re: Board – committee leadership

For the past year the Main Street Board has been under the leadership of chair Larry Lenhart and vice chair Rob Swartz. Larry is eligible to serve a second term as chair and it is the organization committee's recommendation he be reappointed. The committee is also recommending Rob be reappointed vice chair. It has been the tradition of the board to have the vice chair succeed the chair and Rob has agreed to serve starting in February 2013. According to Main Street's bylaws, the board chair is limited to serving two consecutive one-year terms.

As well as board leadership, it is also time to make committee chair assignments. Currently the committee chairs are Rebecca Harris, design; Karen Guzniczak, promotions; Jim Baumann, Team Boyne-economic restructuring. Organization has been without a chair. Rebecca, Karen and Jim have indicated they are willing to serve another year.



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Date: Feb. 2, 2012

To: Boyne City Main Street Program  
Board of Directors

From: Hugh Conklin, Program Manager

Re: 2012-13 Committee goals

With the results of the board's goal setting at its retreat in October and the follow-up exercise at the December meeting, along with meetings with each of the Main Street committees, a draft list of goals has been compiled for the board to review. (A copy is included in your packet.) For many of the goals, there is also a list of possible projects for each committee to undertake in the upcoming year.

The committees have been reviewing the projects. For those selected, they will then complete work plans for the 2012-13 budget year.

Please review the draft list and we will discuss it at our meeting.



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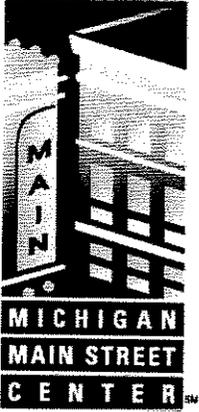
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# MICHIGAN MAIN STREET

**Real Estate Development Training Service**  
May 8-11, 2012 at the Faholo Conference Center in Grass Lake.

Michigan Main Street Center  
Michigan State Housing Development Authority  
735 East Michigan Avenue  
Lansing, MI 48909

Please answer the questions on this application accurately and to the best of your ability. Return the form to Laura Krizov at the Michigan Main Street Center.

## **Applicant Information**

- 1) Name of Community:
- 2) Name of Local Main Street Program:
- 3) Primary Contact Person:
- 4) Address: ✓
- 5) Phone:
- 6) Fax:
- 7) Email:

## **Historical Information on Real Estate Development**

- 8) Has your local MS program previously utilized the Real Estate Development/Community Initiated Development training?
  - If yes, when?
- 9) Have your community merchants participated in any form of real estate development training outside of Main Street?
  - If yes, when? Who was the instructor? Was it positive and beneficial?
- 10) What has the local MMS program done to work with local property owners?

## **Importance of Real Estate Development to Local MMS Community**

- 11) Describe the reasons why the Real Estate Development Training Service would be beneficial.

12) Describe how the local Main Street program will work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of real estate development.

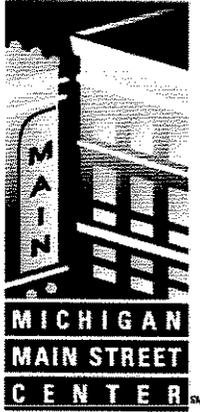
13) Describe how the individual Main Street committees will use this service.

14) Describe how you plan on promoting this training opportunity within the community.

15) List the individuals interested in participating in this service.

Name	Role (Property owner, city official, etc.)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Use additional space if necessary.



# MICHIGAN MAIN STREET

Real Estate Development Training Service

Michigan Main Street Center  
Michigan State Housing Development Authority  
735 East Michigan Avenue  
Lansing, MI 48909

## Background

The Michigan Main Street program is a technical assistance program designed to help traditional commercial districts revitalize themselves. The program's objective is to revitalize downtowns and neighborhood centers in Michigan as a means of increasing the state's ability to retain and attract residents, employees and employers. The measurable goals include increasing property values, private investment, number of private jobs, and permanent residential opportunities in the commercial area.

The Main Street program provides five years of professional training and technical assistance in a variety of revitalization areas. The trainings are customized and provided to each community. The trainings are conducted by national experts from the National Main Street Center (NMSC), Michigan Main Street Center @ MSHDA staff, and outside consultants.

## Purpose

This intensive, interactive training teaches participants about the process of Real Estate Development. During the seminar, attendees will become knowledgeable about each step of the development process. Using a real-life, redevelopment model, participants learn how to become active leaders or partners in the commercial development process; how to attract private-sector investment; how to make the decisions and develop the strategies necessary to undertake a successful project. The training will be held May 8-11, 2012 at the Faholo Conference Center in Grass Lake. Four to Five (4-5) attendees per community will participate in the intensive three day long training. This training is being provided to communities at no cost and includes food and lodging. Attendees are responsible for travel to/from the training site.

## Description

Topics include:

- Financing
- Understanding market factors
- Business attraction and retention
- Main Street principles
- Property management
- Commercial pro-forma development

Who Should Attend?

This workshop is a beginner to intermediate-level workshop open to the following participants:

- Traditional commercial district property owners

- Main Street Economic Restructuring committees
- Local economic development or historic preservation organizations
- Municipalities
- Chamber of Commerce
- Planners, architects, and other commercial revitalization advocates

### **Application**

Up to four (4) communities may be selected. Only the local Main Street program of the Selected and Master Level MMS communities is eligible to apply for the service. In order to be considered for the service, eligible local Main Street programs must apply using the attached application. Applications will be reviewed by MMSC staff.

The successful applicant for the Real Estate Development Training service will demonstrate the following:

- A. Is an accredited, active, Select or Master Level Main Street community in good standing and not currently in a remediation plan;
- B. The local Main Street program must actively participate in the process, including sending four to five attendees who will attend the entire training;
- C. The local Main Street program will commit to covering costs relating to the travel needs of their attendees;
- D. The local Main Street program will actively work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of real estate development (ie organizing public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.

### **Preliminary Schedule for Real Estate Development Training Service**

Once an MMS Community has applied to receive a Real Estate Development Training service, the MMSC will work with the local Main Street program staff to outline a more detailed schedule. For preliminary planning purposes only, the MMSC anticipates the following timeline:

- 1) Deadline for applications: Friday, February 28, 2012 by 5pm
  - Mail applications to Laura Krizov, Michigan Main Street Center, 735 East Michigan Avenue, Lansing, MI 48909.
- 2) Application evaluation and selection of community: (approx. week after deadline)
  - MMSC staff will review applications and select up to four (4) communities to receive the service,
  - MMSC staff will contact local MMS program staff regarding acceptance.

### **Presenter / Consultant**

Michael Freeman is Program Director of Capacity Building at the Center for Community Progress. Michael, a graduate of the University of Michigan in Ann Arbor, began his career as a community organizer with the Local Initiatives Support Corporation/AmeriCorps program in 1994, where he worked to facilitate dialogue/consensus among community stakeholders, neighborhood planning, and community advocacy in Flint, Michigan. He later consulted directly with LISC in Michigan, administering HUD-supported technical assistance and training programs for community housing development organizations across the state.

In 2000, Michael became the Coordinator for Training and Technical Assistance at the Michigan Community Service Commission where he provided assistance to Michigan's national service programs. Technical assistance included strategic planning, financial/grant management, facilitative leadership, fund development, program reporting, media planning, logic model, and other organizational development training. He went on to become the Program Officer for Michigan's AmeriCorps program, responsible for a portfolio of 26 programs, 1,000 AmeriCorps members and \$7 million of federal funds each year.

In 2004, Michael returned to LISC as Senior Program Officer of the Flint Office of Michigan Statewide, where he provided technical assistance on real estate development projects/programs, economic initiatives, and capacity building activities for governmental entities, nonprofit, and community-based organizations. He was responsible for the investment of over \$19 million in LISC investments in the City of Flint, which has leveraged over \$65 million in private, tax credit and other funding for real estate development.

## **Schedule**

### **Tuesday – Day 1 (Introduction and Common Issues)**

<u>TIME</u>	<u>ACTIVITY</u>
7:30 AM	<i>Breakfast</i>
8:00 AM	<b>Welcome and Introductions Review of Course Work</b>
9:00 AM	<b>Introduction to the Development Chart and Manuals</b>
10:00 AM	<i>Break</i>
10:15 AM	<b>Site Selection and Due Diligence (i.e. entitlements)</b>
NOON	<i>Lunch</i>
1:00 PM	<b>Development Team Selection – RFPs</b>
2:30 PM	<b>Break</b>
2:45 PM	<b>Market Analysis and Identification</b>
4:30 PM	<b>Green Building and LEED</b>
5:30 PM	<b>Dinner</b>
	<b>Community Engagement (Jenny Grau – Evening Session)</b>

**WEDNESDAY – DAY 2 (BREAK OUT WITH RESIDENTIAL AND COMMERCIAL)**

<u>TIME</u>	<u>ACTIVITY</u>
7:30 AM	<i>Breakfast</i>
8:00 AM	<b>1) Brownfield Development 2) HOME/CDBG/MSDHA Programs</b>
10:00 AM	<i>Break</i>
10:15	<b>1) Commercial Development Pro Forma 2) Residential Development Pro Forma</b>
12:00 NOON	<i>Lunch</i>
1:00 PM	<b>1) Commercial Operating Pro Forma 2) Multi-family Rental Operating Pro Forma</b>
3:00 PM	<i>Break</i>
3:15 PM	<b>1) Commercial Incentives and Tax Credits 2) Brownfield and Historic Tax Credits</b>
5:00 PM	<i>Dinner</i>
6:30 PM	<b>Pro Forma Case Studies – Residential and Commercial</b>  <b>1) Accessibility and Design Issues 2) Neighborhood Planning</b>

**THURSDAY – DAY 3**

<u>TIME</u>	<u>ACTIVITY</u>
7:30 AM	<i>Breakfast</i>
8:00 AM	<b>Property Management</b>
9:30 AM	<i>Break</i>
9:45 AM	<b>Marketing</b>  <b>Finance and Underwriting</b>

12:00 NOON	<i>Lunch</i>
1:00 PM	<b>Final Project</b>
2:30 PM	<i>Break</i>
2:45 PM	<b>Final Project Group Work</b>
5:00	<i>Dinner</i>
6:30	<b>Group work and Free Time Activities</b>

#### **Friday – Day 4 (Group Work and Presentations)**

<u>TIME</u>	<u>ACTIVITY</u>
7:30 AM	<i>Breakfast</i>
8:00 AM	<b>Final Project Group Work</b>
10:30 AM	<i>Break</i>
10:45 AM	<b>Final Project Group Work</b>
12:00 NOON	<i>Lunch</i>
1:00 PM	<b>Final Project Presentations</b>
4:00PM	<b>Graduation</b>

**\*\*Need to see if I can fit in some additional topics like legal structures, FHLB, and perhaps a couple more pieces that are common to both residential and commercial development**