TENTATIVE AGENDA

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BOARD MEETING

November 4, 2013 – 8:30 A.M. Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL

2. READING AND APPROVAL OF MINUTES - October 3, 2013 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. Art-bike racks
   b. US 131 Billboard
   c. Historic Mural
   d. Veterans Park Pavilion – Update

8. NEW BUSINESS
   a. Trail Town Designation

9. GOOD OF THE ORDER

10. ANNOUNCEMENTS
    - Earlier Than The Bird retail event, Saturday, Nov. 23, 7 a.m.
    - Holiday Open House and Santa Parade, Friday, Nov. 29, 5-9 p.m.
    - Next Main Street board meeting, Thursday, Dec. 3, 8:30 a.m. 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 St., Boyne City, MI 49712; 231-582-0334

Approved: _____

Meeting of OCTOBER 3, 2013	MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, OCTOBER 3, 2013 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET
Call to Order	Chair Swartz called the meeting to order at 8:33 a.m.
Roll Call	Present: Jodie Adams, Bob Carlile, Michelle Cortright Larry Lenhart, Pat O'Brien, and Rob Swartz
Meeting Attendance	Absent: Michael Cain (arrived at 8:47 am), and Jim Jensen Robin Berry Williams
	City Staff: Main Street Manager Hugh Conklin, Assistant Planning, Zoning Administrator Annie Doyle and Recording Secretary Karen Seeley
	Public: None
Excused Absence	**Carlile moved, Adams second PASSED UNANIMOUSLY** to excuse the absence of Jim Jensen.
Approval of Minutes MOTION	**Adams moved O'Brien second PASSED UNANIMOUSLY** to approve the September 5, 2013 meeting minutes
Citizens Comments	None
Correspondence	None
Main Street Committee Reports	In addition to the committee reports included in the agenda packet Main Street Manager Conklin reported on a few items: • Boyne Thunder: The board received and reviewed a copy of the Profit & Loss previous year comparison (received and filed). Boyne Thunder accommodated 82 boats this year. This was the first year that Main Street has agreed to a 10% portion going to Challenge Mountain. • Stroll the Streets wrapped up its 10th season on Friday, August 30th. Overall it was another great summer. • The Farmers Market hosted its second annual Friends Farm Meal and it was another successful event. Money raised from the evening will help pay for improvements to the winter market and to support other market initiatives. The outdoor market season continues through October and then will move indoors to the red building next to the library.
	Promotions • The Boyne City Harvest Festival is this Saturday, Oct. 5. The 100 and 200 blocks of Water Street and the 100 block of Lake Street will be closed. The farmers market will move downtown for the day and be joined by many other art and craft vendors.

DRAFT

- The Farmers Market will move indoors starting the first Saturday in November. The Boyne District Library is allowing the market to use its red building. Hours for the indoor market are 9 a.m. to 1 p.m.
- Plans are underway for two retail events in November. Earlier than the Bird is Saturday, Nov. 23, and the Holiday Open House and Christmas Parade is Friday evening, Nov. 29.

Design

- A few weeks ago information was received about a Certified Local Government Grant available through the State Historic Preservation Office and Main Street submitted a proposal for a downtown historic walking tour brochures and signage for the new National Register Historic District. The proposal is due October 1 and once we receive comments back from SHPO we will complete a grant application which is due in early December.
- 2013 Holiday Decorations: The Decorations committee met with the new owner of Michigan Decorations. This year's decorations will look very similar to last years' with a few minor adjustments. This is the last year of a three-year contract.

Organization

- The board terms of Michelle Cortright and Bob Carlile are expiring. The deadline for candidates to submit an application is December 16.
- The committee discussed the annual planning session and appointed Lori Meeder and Conklin to work out the details.
- In your meeting packet is a copy of the Boyne Thunder participant survey (received and filed). The committee met Sept. 26 and will be starting to prepare for the 2014 event.

Team Boyne – Creating Entrepreneurial Communities (ER committee)

One guest in attendance was Jerome Fine, who owns an 11-acre parcel on M-75 across the street from Boyne City Lanes. He is interested in developing the property and was soliciting opinions from the group.

MANAGERS REPORT

- The work on the boardwalk is complete.
- The Thirsty Goat is closed for the season.
- The Grain Train hopes to be open by the middle of November
- Farm Bureau Insurance has a new owner
- Retail specialist Susan Shaddox will be here October 21 and 22nd and the public presentation will be held at 6:00 p.m., October 21 in the community room at the library.

UNFINISHED BUSINESS

Art Bike Racks

Four bids were received and reviewed by the Design Committee at its September meeting. Due to the nature of the project, the bids received included a variety of options and range of prices. Considering all those factors, the low bid was received from PIW Corp., of Chicago and Gaylord. PIW's base bid was $4,340. Members of the design committee met last Thursday with John Shepherd, vice president of the company, to review details of his proposal. Modifications were suggested although the cost is not expected to change. The four bike rack designs are a fork, apple, row of books, and a juggler. After meeting with Mr. Shepherd the committee is recommending not using the juggler due to safety concerns. In its place the committee is considering a new design, and is leaning toward a music cleft. All those details should be worked out soon. Main Street received a $1,500 grant from the Northwest Michigan Council of Governments and has $2,500 in the 2013-14 budget for the project. Placement of the bike racks was discussed, with possible sponsorships to help offset the cost. The goal is to have these in place by March 2014. **Adams moved, Cortright seconded PASSED UNANIMOUSLY** to approve up to $6000 of our funds/and or outside contributions for this project.

MOTION

Food Trucks

DRAFT

At the September Main Street board meeting, a committee consisting of assistant city planner Annie Doyle, Jim Baumann, Becky Harris, Michelle Cortright and Hugh Conklin was appointed to gather information and a possible strategy for dealing with Food Trucks. The committee met and discussed what strategies we can use to begin a community discussion on food trucks and how the city could possibly regulate them. Included in your packet is some information for you to review. Assistant city planner Annie Doyle shared a power-point presentation regarding food trucks that was put together by the Main Street Manager of Ferndale, Mi. The board discussed the pros and cons of food trucks in our downtown. It was suggested to have a "Food Truck Rally" in conjunction with one of events/festivals that we already have established. The board felt the issue should go to the City Commission to receive their input/feelings on food trucks before the committee moves forward.

Veterans Park Pavilion

Three proposals were received for the pavilion project and interviews are planned for next week. Serving on the pavilion project committee are Mike Cain, Dean Solomon, Becky Harris, Andy Kovalski, Jerry Swift - a member of the Parks and Recreation Commission, and Hugh Conklin. The Michigan Economic Development Corporation has approved up to a $12,500 grant to assist with the project. The grant requires a dollar-for-dollar match. A key component of this process will be a multi-day community Charrette, which we hope to have completed before Thanksgiving.

NEW BUSINESS

Trail Town

With the pending construction of the Boyne City-Charlevoix bicycle trail and the progress being made on non-motorized trail between Boyne City and Boyne Falls, there is much anticipation about Boyne City becoming a cycling destination. That was the purpose of a meeting held recently with LIAA (Innovative Ideas for Sustainable Communities) and a representative of the Northwest Michigan Trails Council. They wanted to share the concept of becoming a Trail Town and what positive impact it could have on Boyne City. It looks like a good fit for the community but at this point we are not asking for your support of Boyne City becoming a Trail Town. Rather, we want to know if there is enough interest on the Main Street board to learn more about the concept (which is also being presented to the Parks and Rec Commission). If there is, a joint meeting with the Parks and Rec Commission along with an invitation to all interested residents would be scheduled to hear a presentation by Harry Burkholder, a planner with LIAA about the Trail Town concept. Main Street Manager Conklin will set a date for the meeting and inform the board.

Main Street Annual Planning Session

The Organization committee is working out details of the annual Main Street Planning Session. Two dates are preferred at this time: Nov. 11 or Nov. 13. After board discussion, Main Street Manager Conklin will try to come up some different dates with hopes most of the board will be able to attend.

Farmers Market Committee

Main Street has two seats on the Farmers Market Committee and the term of Jodie Adams is expiring. Jodie has been a thoughtful and engaged member of the committee and hopefully she is willing to continue to serve for another three years.

MOTION

Cortright moved O'Brien seconded PASSED UNANIMOUSLY to appoint Jodie Adams to the Farmers Market Committee for a term of three years.

GOOD OF THE ORDER

The City submitted an application to the MEDC for the current round of DIG funding for the reconstruction of South East Street from Main to Ray and Ray Street. We created a letter of endorsement for the Community Foundation Grant application for WATCH Bike Share program funds.
The City submitted a PlacePlans letter of interest for Sunset Park area improvements.

The folks working on the South Lake Street development project are tentatively

DRAFT

planning a return visit on October 16th and 17th.

ADJOURNMENT
MOTION

Adams moved O'Brien seconded PASSED UNANIMOUSLY to adjourn the October 3 2013 meeting of the Boyne City Main Street Board at 10:09 am.

Karen Seeley, Recording Secretary

DRAFT

To: Main Street Board
From: Annie Doyle, Boyne City assistant planner
Re: Summary of Events from 2nd Annual Michigan Downtowns Conference
Where: Grand Rapids, Michigan

Keynote Speakers:

Donovan Rypkema, Principal, Place Economics

-Spoke on the importance of Downtowns to the entire community. Housing in the Downtown area is the most important element. Should have rental rate diversity to promote different types of people living downtown to create a vibrant year-round community. Other important aspects are retail, food and beverage and entertainment. Try to differentiate your community, not have it look like a cookie cutter copy of everyone else.

Kris Larson, Executive Director Grand Rapids, DDA

- Spoke on personality/culture of downtown areas, organizational structure and organizational adaptability in downtown authorities. Residential base important to build year-round stores, etc. and the importance of reframing engagement. Surveys and public comment is not enough – you have to go to the people. Challenge status quo, reward citizen engagement and go to them and ask them what they think.

Legislative Update: from Strategic Communication Solutions

Arthur Mullen, AICP – Michigan Downtown Association Legislative Advocacy Chair
John Kerr – VP, Strategic Communications Solutions
Bill Bullard, Jr. – VP, Strategic Communications Solutions

Michigan State Representative, Eileen Kowall (R- District 44), is in the process of drafting legislation that would eliminate the TIF districts in Michigan downtowns by proposing a 10-year sunset provision on the Downtown District Authorities (DDAs).

The Michigan Downtown Association (MDA) and the Michigan Municipal League (MML) have hired Strategic Communication Solutions to help lobby on their behalf – against the elimination of the DDAs. The Michigan County Association is the group that, at this point, is advocating the hardest for the elimination of the DDAs. However, the MDA and MML lobbying efforts have won them a seat at Rep. Kowall's drafting table and they are tentatively confidant that some progress will be made toward educating her on the importance of the TIFs and the DDAs before the final legislation is submitted to the house.

The MDA and MML will update their membership as events unfold.

Panel: Innovations in Technology & Social Media

Glen Konopaski - President, Future Help Designs
Christian Marcillo - CEO, Future Help Designs

-Goals are reaching customers (i.e. citizens) and managing brands with social media through mobile devices. The best tools for promotion and engagement are Facebook and other social

media sites, because they reach more people at a faster rate than email. Questions to ask when creating a social media site is who is viewing your site? And where are they when they are viewing your site? Should meet once a week to collaborate and coordinate on social media/networking campaigns/messages.

Panel: What's Old is New Again
Kelly Larson - State Historic Preservation Office
Nancy Finegood, Executive Director - Michigan Historic Preservation Network
Darrell Harden – MDOT Transportation Planner
Debra Alfonso – MDOT Supervisor, Intermodal Policy Services
Katherine Czarnecki – Director, Community Development, Michigan Economic Development Corporation
- Discussed streetscapes and historic preservation, the importance of historic preservation, the complete streets initiative, and potential funding from MDOT's transportation alternative program.

Panel: Chambers as Downtown Partners/Roles & Responsibilities
Sheri Heiney – President, Rochester Regional Chamber of Commerce
Cindy Larsen - President, The Muskegon Lakeshore Chamber of Commerce
Cristina Sheppard-Decius, CMSM - Executive Director, Ferndale Downtown Development Authority

- Team Boyne is a great example of collaboration between the City, The Chamber of Commerce and business partners.
- Should define the DDA functions/goals and the Chambers and identify overlap so as to not duplicate efforts
- Should educate board members about roles and partnerships
- The organizations should share the information necessary to help the downtown and the entire community.

Panel: More Myths about DDA & TIF
Susan Ireland, MAAO Level III - Executive Director, Van Buren Township Downtown Development Authority
Cristina Sheppard-Decius CMSM - Executive Director, Ferndale Downtown Development Authority
Paul Zelenak – City Manager, City of Linden
- Discussed the parameters and current myths surrounding TIFs, TIFAs, LDFAs, sponsorships and special assessments. Important to educate elected officials about the parameters when new to office.

Panel: Downtown Housing & Adaptive Re-use
Jonathan Rooks - President, Parkland Investments
Derek Copess – Founder, 616 Development
Samuel Cummings – Principal/Manager Partner, CWD Real Estate Investments
- Real Estate investors spoke about importance and experiences in creating apartment buildings and condominiums out of old industrial buildings in Downtown Grand Rapids

Michigan BOYNE CITY Main Street
Where Life meets Lake.®

Design Committee
Meeting Minutes – October 14, 2013 - 4 p.m.
Library Conference Room

In Attendance: Hugh Conklin, Mark Kowalske, Becky Harris, Martha Sulfridge, Mike Cain, Annie Doyle, Aaron Place, Linn Williams

Unfinished Business:

1. **US – 131 Billboard Design**
   - Keica attended the meeting and asked the committee to choose between a directional piece or an image piece in order to make the design decisions easier.
   - The committee recommends the "powerboat" billboard to the Main Street Board.
2. **Art-Bike Racks – Project Update**
   - Committee members met with PIW and discussed materials, the elimination of the Juggler and the addition of the treble clef.
   - Discussion on the financing of the bike racks with the knowledge that Pat O'Brien will sponsor one of them.
   - Mr. Conklin will try to insert renderings of bike racks into newsletter for sponsor advertisements.
   - The Committee recommends the Main Street Board use PIW for the Apple, Treble Clef, Library Books, and Fork bike racks at the Veterans Park, Library, Thirsty Goat and Pat O'Brien's locations.
3. **Historic Mural project**
   - Mr. Conklin advised Northwestern Bank is not interested in sponsoring the mural.
   - Mr. Conklin spoke with Mark Bruzinski, Todd Wright and Bill Brown regarding installation quotes.
   - The Committee recommends the Main Street Board move forward with the project, the cost not to exceed $2,000.
4. **Veterans Park Pavilion**
   - Mr. Conklin advised interviews were held with three firms (C2AE, Sodak and Environmental Architects).
   - Environmental Architects references are being checks and a recommendation will be made to the City Commissioners next week.
5. **Sunset Park Ice Rink**
   - Sante's would like to see the ice rink remain and already have a fundraiser planned.
   - The recommendation will be made to the City Commission to not install the ice rink this year.

New Business:

1. **Sunset Park Plan**
   - Mr. Cain advised trying to contact Luke Forrest (MML) to see if there are any other grant opportunities for funding the Sunset Park Plan design.

Good of the Order:

Committee Member Assignments for Next Meeting:

Next committee meeting: November 11, 2013; 4 p.m. Boyne District Library

Michigan BOYNE CITY Main Street
Where Life meets Lake.®

Date: November 4, 2013
To: Main Street Board
From: Hugh Conklin, program manager
RE: Committee Reports

Promotions
The committee is working on the following projects:

- Earlier Than the Bird is Saturday, Nov. 23, starting at 7 a.m.
- The Holiday Open House and Santa Parade is the Friday evening after Thanksgiving from 5-9 p.m. The Parkside Grill will host Santa after the parade. We need several volunteers to help with the event.
- Decorating the Old City Park is in the capable hands of Barb Bryant and Doug Bean.

The Farmers Market moved indoors last Saturday and it was a great beginning to the winter season. Customer counts were in the neighborhood of 400 and some vendors reported strong sales. The Market is every Saturday from 9 a.m.-1 p.m. through April. For Thanksgiving week, a special holiday market is the Wednesday prior to Thanksgiving, in addition to the Saturday market.

The SOBO Arts Festival committee has started planning for the 2014 event. Serving as chair of this year's festival is Shannon Pearce.

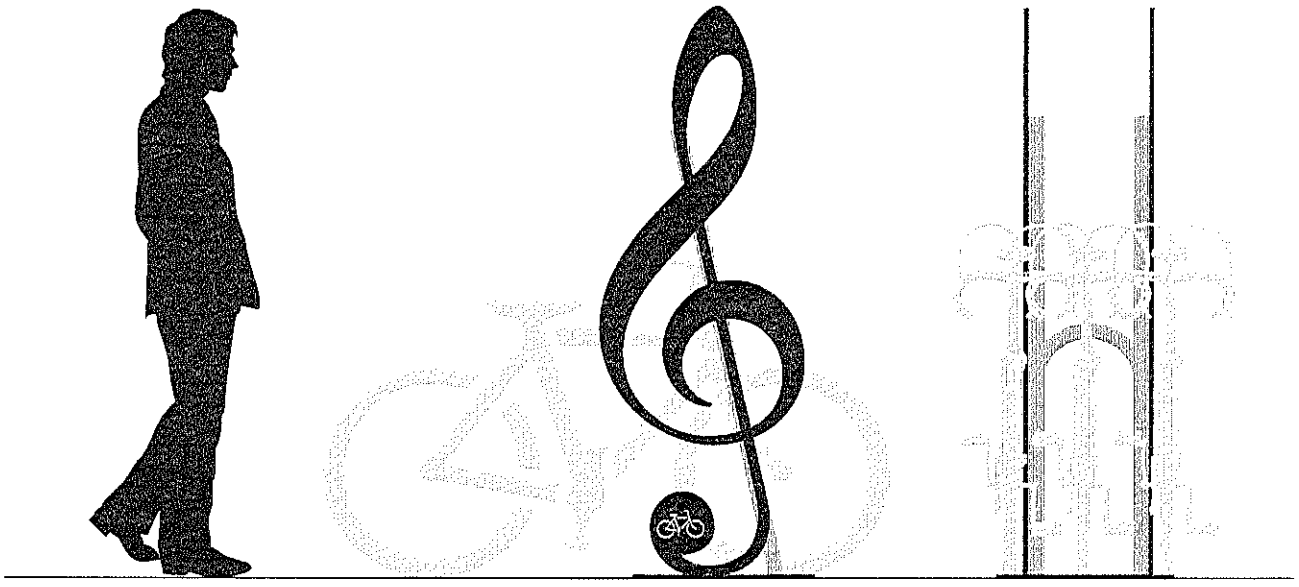
Design
A summary of the committee's October meeting is included in your packet.

Organization
The committee continues to work with Jen Booher planning the upcoming board planning session. The committee's goal is to make this an interesting, creative and stimulating session for the board and MS volunteers.

Team Boyne – Creating Entrepreneurial Communities (ER committee)
It was an interesting October meeting with representatives from Cheboygan visiting. Also attending were the new branch managers for 5th 3rd Bank and First Merit Bank. New CharEm United Way executive director Lorraine Manary also made a presentation on the agency's work in the local area.

Retail specialist Susan Shaddox worked with 18 Boyne City retailers during her two-day visit to downtown Boyne City Oct. 21-22. These professional services were provided by the Michigan Main Street Program working with the National Historic Trust. In addition to working one-on-one with businesses, Susan also made a presentation at the Boyne District Library the evening of Oct. 21.

TREBLE CLEF RACK



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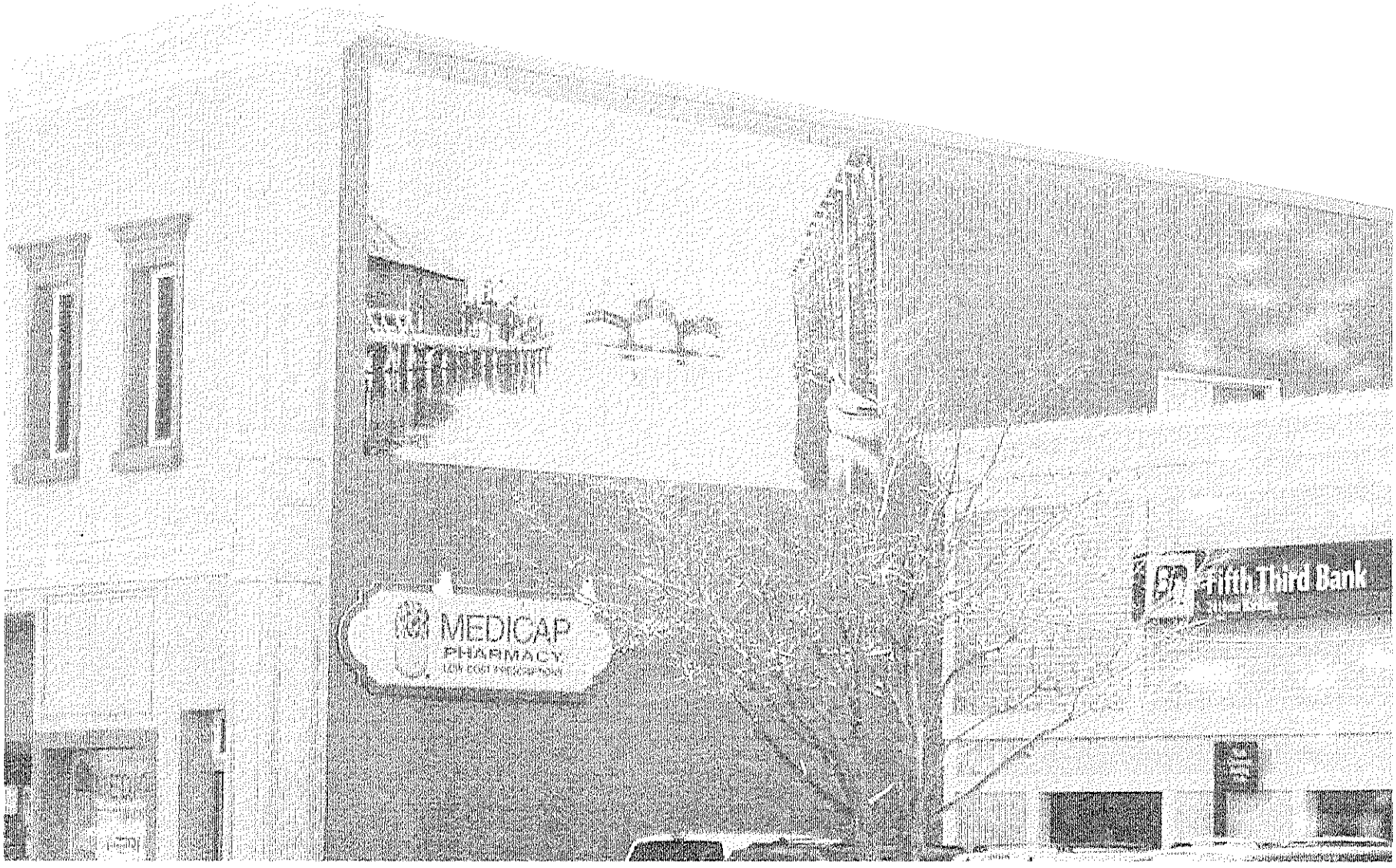

14' X 20' (10) 4'X 8'

3/11/13

THE WOOD SHOP
111 East Street
Boyne City, Mich. 49712

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Bruce Janssen
231-582-9835 PHONE
231-582-9868 FAX

Michigan BOYNE CITY Main Street
Where Life Meets Lake.®

Date: November 7, 2013

To: Main Street Board

From: Hugh Conklin, program manager

RE: Agenda items

7. Unfinished Business

a. Art-bike racks: For the past several months (or longer) the Design Committee has been working on designs for art-bike racks in the Main Street District. The committee is now ready to make a recommendation to hire PIW to build the following art-bike racks at a price not to exceed $4,500:

- Apple – at Veterans Park near the Farmers Market and play structure;
- Treble Clef – near the Thirsty Goat;
- Library Books – Boyne District Library;
- Fork bike – southwest corner of Water and Park streets.

This is the first phase of the project and depending on its success, there is the potential to design and build additional racks.

b. US – 131 Billboard: I will have an update to present at Thursday's meeting.

c. Historic mural: This is another project that has been in the works for some time. The goal is to utilize historic Boyne City photographs and bring them to life on prominent exterior walls within the Main Street district. For the first phase of the project, the design committee is recommending the photo of the "Three Sisters" for a historic mural on the side of the Northwestern Bank building at a cost not to exceed $2,000.

8. New business

a. Farmers Market Manager Job Description: Included in your packet as item 8.a-1 and 8.a-2 are two job descriptions: one is for the market manager, the other is for an assistant manager position. These job descriptions basically formalize how the management of the market worked this past outdoor season. The farmers market committee reviewed and discussed the job descriptions at its meeting on Nov. 4 and unanimously approved them. The Farmers Market Committee also unanimously recommended renewing the contract of Becky Harris as Market Manager at salary of $6,000 per year.

Market Manager Duties

Independent Contractor to act as Market Manager
Hours: approximately 20 hrs/week during outdoor market season;
approximately 6 hrs/week during indoor market season
Position start date: No later than November 1, 2013
Contract Amount: $6,000
Requirements: Valid driver's license, availability to use licensed vehicle, capable of moving tables and similar weights

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Description
The Boyne City Farmers Market is a weekly community gathering place where shoppers purchase fresh produce, food products, flowers and homemade crafts directly from local producers. The outdoor market is held in Boyne City's Veteran's Park on Wednesdays and Saturdays from 8am-12pm May through October. A Winter Market is held Saturdays, November-April at the Red Barn next to the Boyne District Library. Hours are 9am-1pm.

The Boyne City Main Street Program manages the market through its Farmers Market Committee.

The Market Manager is responsible for the operation of the farmers market including oversight of the Assistant Manager, coordination, set-up, operation, promotion and fundraising. The Market Manager is also responsible for pre- and post-season tasks and communication with vendors, volunteers, and the Farmers Market Committee. The Market Manager will be an independent contractor reporting to Main Street's Program Manager and will perform most administrative duties from the individual's office or home location.

Outdoor Market Day Responsibilities:

- Oversee the operation of market.
- Promote events and fundraising efforts.
- Serve as the point person for market operations and provide the highest level of customer service to shoppers, vendors and volunteers at the market.
- Coordinate the efficient operation of the market including, but not limited to:
    - Assign vendor spaces and provide the Assistant Manager with market layout;
    - Collect vendor fees, EBT records, vendor attendance from Assistant Manager after each market;
    - Be available for Food Program reimbursement turn-in days.
    - Organize music, entertainment, and other activities for the market;
    - Enforce market rules and other pertinent laws and regulations;
    - Attend market committee meetings.
- Maintain all market-related records, including income and expenses, vendor lists and addresses, and attendance records.
- Maintain all financial records for food programs (Sr. Project Fresh, WIC, Bridge & DUFB)

Non-Market Day Administration Duties:

- Keep track of hours worked at market. Turn in monthly reports.
- Regularly meet with the Farmers Market Committee and Main Street Program Manager.
- Prepare monthly reports for Farmer's Market committee. For non-meeting months, report will be emailed to all committee members.
- Coordinate vendor application process.
- Review and make recommendations to the Farmers Market Committee regarding the existing operating plan including season length, vendor mix, volunteer duties, advertising, vendor relations, special events, market layout and community relations.
- Communicate with City staff on issues related to the market. Share all written vendor complaints with Main Street manager.
- Maintain positive working relationships with vendors, customers, governmental agencies/officials and volunteers.
- Seek input from market participants (vendors, customers, volunteers, Farmers Market Committee members, Chamber, and City) in order to resolve problems effectively.
- Meet with the Farmers Market Committee to provide progress reports and address concerns or opportunities.
- Makes sure that problems with product quality, complaints, deceptive advertising, or unwelcome visitors are dealt with quickly and fairly.
- Interprets, implements, and enforces all rules and regulations pertaining to the running of the market in a fair and equitable manner.
- The manager should be aware and familiar with all safety, health, and other regulatory codes and will help educate vendors about their responsibilities.
- The manager will visit and inspect vendors' farms or production sites when their product legitimacy is in question. Mileage will be paid to manager for inspection visits.
- The manager issues warnings and takes appropriate action against participating sellers who violate the rules and other applicable regulations and laws. The market manger has the power to immediately suspend or remove any vendor for any health, safety, and liability risks caused by any single violation.

Market Promotion

- Produce a Boyne City Farmers Market newsletter for vendors and customers.
- Maintain and expand customer databases for direct-marketing efforts.
- Use social media such as Blogs, Facebook and Twitter to promote market.
- Manage the Farmers Market website.
- Working with the Farmers Market committee, will create and execute fundraisers.
- Develop strategies for linking the Farmers Market to downtown Boyne City businesses.
- Organize market-day activities to include, but not limited to: music; chef and cooking demonstrations; food-related workshops; children's program.

Winter Market Administration:

- Assign vendor placement in Barn
- Collect Vendor Fees
- Keep vendor attendance
- Keep customer counts for each market
- Create events to enhance the shopping experience and attract more customers
- Arrive no later than 8 am to open barn
- Place directional signage around downtown
- Correspond any building issues to the Library

- Secure building after each Market
- Shovel and use salt as needed outside main door
- Clean Barn as needed

Knowledge, Skills, and Abilities:

- General knowledge of agriculture and farmers markets.
- Excellent communication and interpersonal skills.
- Strong familiarity and demonstrated skill in working with people of diverse backgrounds.
- Demonstrated skill in recruiting and working with volunteers.
- Ability to be flexible and work independently.
- Ability to perform all tasks related to physical set-up and take-down of each market.
- Ability to maintain accurate data on the computer.
- Ability to respond to problems quickly, efficiently, and appropriately.
- Desire to meet challenging situations with enthusiasm and to utilize creative solutions in meeting those challenges.
- Hold a valid drivers license and own a licensed vehicle

Last updated: November 2013

Assistant Manager Duties
Outdoor Market

Independent Contractor to serve as Assistant Market Manager
Hours: approximately 15 hrs/week during outdoor market season May-October
Position start date: No later than April 1, 2014
Compensation: $4,000
Requirements: Valid driver's license, capable of lifting tables and similar weights.

Description
The Boyne City Farmers Market is a weekly community gathering place where shoppers purchase fresh produce, food products, flowers and homemade crafts directly from local producers. The outdoor market is held in Boyne City's Veteran's Park on Wednesdays and Saturdays from 8am-12pm May through October.

The Boyne City Main Street Program manages the market through its Farmers Market Committee.

The Assistant Market Manager works under the direction of the Market Manager and is responsible for the operation of the farmers market including marking the park for vendors spaces as assigned by the Manager and market booth set-up. The Assistant Market Manager will be responsible for communication with vendors and the Manager. The Assistant Market Manager will be an independent contractor reporting to the Manager.

Market Day Operations:

- Arrive at market one hour before opening during peak season – June through first week of September and 30 minutes before opening other times of the season – April, May, September and October.
- Serve as the point person for market operations and provide the highest level of customer service to shoppers, vendors, and volunteers at the market.
- Coordinate the efficient operation of the market including, but not limited to:
    - Set-up and take-down of market booth;
        - Umbrella or pop-up tent, tables, all promotional materials (supplied by Manager) Items are stored in the Market Trailer which needs to be moved each market day. Trailer is to be kept organized and neat.
    - Place signage directing to market (downtown);
    - Direct vendor to spaces and collect daily or seasonal vendor fees (to be turned into Manager after each market);
    - Conduct customer count or work with volunteer, (to be turned into Manager after each market);

- Run EBT and distribute tokens (documents provided for record keeping); to be turned into Manager daily.
- Maintain daily vendor attendance record (to be turned into Manager daily);

Non-Market Day Administration Duties:

- Keep track of hours worked at market. Turn in monthly reports to the Manager.
- Share all written vendor complaints with Manager.
- Assist in Social Media efforts

Knowledge, Skills, and Abilities:

- General knowledge of agriculture and farmers markets.
- Computer skills
- Excellent communication and interpersonal skills.
- Strong familiarity and demonstrated skill in working with people of diverse backgrounds.
- Ability to perform all tasks related to physical set-up and take-down of each market.
- Ability to respond to problems quickly, efficiently, and appropriately.
- Desire to meet challenging situations with enthusiasm and to utilize creative solutions in meeting those challenges.
- Hold a valid drivers license and own a licensed vehicle

Last updated: October 2013

Official Publication of the Michigan Townships Association

michigan township news

Leveraging your trail system for community and economic development

what's inside

Unions, tax increases among issues on a packed November ballot page 12

U.P. Summit sets new heights page 26

Engaging youth in local government page 28

MTA Michigan Townships Association

September 2012

Trail Towns-hip:

Leveraging your existing trail system for community and economic development

Trails were once considered to be undesirable and unnecessary infrastructure in communities. People worried that trails would bring crime and unwanted people into their neighborhoods. Oh, how wrong we were! Trails have proven to be sought-after amenities for most communities. Trails not only increase nearby property values, they contribute to sense of place and offer new economic development potential. In addition, long, multi-jurisdictional trail systems can provide an unforeseen economic boost to an entire region.

'TRAIL TOWNS'

The "Trail Town" concept was developed by the Allegheny Trail Alliance, a coalition of seven trail organizations along the Great Allegheny Passage, a 150-mile multi-use trail running through Pennsylvania and Maryland. The basic Trail Town concept is simple: ensure that communities along the trail are better able to maximize the economic potential of trail-based tourism.

While the Trail Town concept is primarily geared toward cities and large urban centers, we believe the concept is very much applicable in townships. Even if it's just a small handful of shops, restaurants and a gas station, many townships have at least one center of commercial activity. Furthermore, many of the over 2,000 miles of trails in Michigan travel directly through townships.

Over the last several years, as the full economic potential of linking trails, recreation, tourism and business development has become better known, the Trail Town concept has caught on. According to an article[1] from the Rails-to-Trail Conservancy, "Communities around the country are increasingly utilizing the 'Trail Town' model of economic revitalization that places trails as the centerpiece of a tourism-centered strategy for small town revitalization."

Trying to determine how trails affect the local economy is no easy task. A quick Internet search reveals a clearinghouse of national, regional and local economic impact studies related to trails. A recent statewide study[2] in Wisconsin found that bicycle recreation supports more than $924 million in tourism and resident spending each year, of which nearly $533 million

is direct impact occurring annually, such as travel, equipment sales and restaurant expenditures. Closer to home, a 2008 study[3] by the Land Policy Institute at Michigan State University found that properties in Oakland County within a half-mile of bike paths have increased in value by as much as 6.3 percent.

There are a number of different ways in which local communities can organize around community efforts to establish a successful Trail Town program. For the last five years, the Allegheny Trail Alliance has applied the "Four Point" or "Main Street Approach" developed by the National Main Street Center of the National Trust for Historic Preservation. The Main Street Approach offers a complete outline for downtown revitalization and has been implemented in more than 1,200 communities across the United States.

THE FOUR-POINT APPROACH

Organization. Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in trails and the downtown or commercial district. By getting everyone working toward the same goal through volunteer recruitments, collaboration and an organizational structure consisting of a board and committees, your program can provide effective ongoing management and advocacy for your Trail Town program.

Promotion. Promotion sells the image and promise of a Trail Town to all prospects. Promotions communicate your community's unique characteristics and trail resources to local customers, investors, entrepreneurs, property owners, residents and visitors.

Design. Design means getting a Trail Town into top physical shape, creating both a safe and appealing environment. Creating an inviting atmosphere through attractive window displays, professional signage, well-maintained sidewalks, accessible parking areas, appropriate street lights and inviting landscaping conveys a visual message about what a Trail Town is and what it has to offer.

Economic restructuring. Economic restructuring is carried out to strengthen your community's existing economic assets while diversifying its economic base. By helping existing businesses expand and by recruiting new businesses to respond to current market forces, a Trail Town program can help to convert unused space into productive property and increase the competitiveness of business enterprises.

GETTING STARTED

The first step in organizing such a Trail Town effort is to assess the economic development resources and organizational capacity of your community. Chances are, you have a handful of local or regional agencies and non-profit organizations—for example, a downtown development authority, chamber of commerce or business association—already implementing economic development programs throughout the community or area. The staff of these organizations can often provide technical expertise, resources and assistance in getting ▶

Courtesy of Paul T. Olson

'Helping to strengthen our sense of place'

In the Upper Peninsula's Marquette County, the Iron Ore Heritage Trail (IOHT) forms a 48-mile, multi-use, year-round trail that connects communities and people to the region's historic sites and human stories. Stretching from **Republic Township** to **Chocolay Charter Township**, this surfaced and signed transportation/recreational corridor provides access to a wide variety of recreational amenities.

Marquette Charter Township (Marquette Co.) was an initiating jurisdiction in the formation of the trail system, and hosts the formally designated Trailhead #9, which serves as an access point to adjacent commercial, residential and recreational areas. Other informal access points are served by additional trail networks. The township is also working to link its 2.7-mile portion of the IOHT to two other major trail networks in the area, the North Country Trail and Noquemanon Trail Network.

"Marquette Charter Township is widely recognized for the trail networks within our boundaries that help make our township such a great place to live, work, play and visit," said township manager **Randy Girard.** "Our trails provide, arguably, the best and most challenging mountain biking in the U.S."

The township's efforts to promote these features of their community have paid off—literally. "Our focus on community amenities has been instrumental to our continued growth over the last 10 years, leading to 22 new major developments that Marquette Township staff has proudly added to our regional economy," Girard said, noting that these developments have created 1,945 new jobs, and helped increase the township contribution to the total regional tax base by over $123 million.

According to **Jason McCarthy**, township planner and zoning administrator, the IOHT has afforded local municipalities the opportunity to work together on a collaborative vision that has helped to strengthen their sense of place. "Walkers, runners, hikers, nature/wildlife observers, bicyclists, and skiers can enjoy this captured piece of history," said McCarthy. "Classrooms can visit different areas to learn of the local industry while gaining an understanding of the natural and cultural history. Existing events and future activities will be hosted on the trail, providing regional tourism growth.

"These benefits combine for a win-win project that assists our area in the promotion of economic development, a healthy lifestyle, and a sense of pride and place."

A trail portal—where the user exits the trail to visit a nearby central business district—should be a welcoming point, where landscaping and wayfinding clearly directs trail users into the district.

a local Trail Town initiative started. The local economic development organization may even be willing to direct all or a portion of the Trail Town initiative.

If your community does not already have a local economic development organization, you may have to rely more on individual community members and volunteers. In either instance, it can be helpful to identify a point person, or catalyst, to organize and lead the Trail Town initiative.

Once the community has indicated it is ready to move forward with a Trail Town initiative, it is important to organize and assemble a broad-based coalition of community stakeholders. The coalition will help organize and direct the Trail Town initiative, build partnerships and cultivate an active volunteer base. The coalition should include people from organizations with a direct stake in the viability and success of the downtown or commercial district. However, to establish a truly comprehensive initiative, it is important to involve a wide variety of community stakeholders, including local trail organizations, civic groups, church organizations, government officials, financial institutions, health providers, students, local foundations and local business owners.

One of the primary tasks of the Trail Town catalyst and coalition will be to find and secure the financial resources to implement the Trail Town initiative. Fortunately, community and economic development (including placemaking) are high priorities for state and federal governments. Therefore, public funding sources may be available to assist in the implementation of your Trail Town initiative. In addition, you may be able to secure grants through other regional, state and/or federal agencies that work on some of the ancillary aspects of the Trail Town initiative such as your county health department, the Michigan Department of Transportation (MDOT) and the Department of Natural Resources (DNR). Additionally, members of your broad-based coalition may be able to help secure funding through corporate philanthropic programs and local service organizations to support specific aspects of your Trail Town initiative. For example, your local hospital or health care providers may host and sponsor an annual "bike-to-work week."

Once the Trail Town initiative is up and running, it is important to continually publicize your efforts and successes. It may be helpful to create a marketing committee that is responsible for getting the word out about the initiative. It is also important to develop relationships with the community and your local media—submit recurring articles to the local paper, and offer to speak to local service organizations and at school functions and large community events. Finally, it can also be helpful to create a catchy name for your organization, one that lets the community know what you do and is easily remembered.

DESIGN ISSUES

One of the first, and most important, tasks of any Trail Town effort is to assess the physical and administrative character of your local trail(s). In some communities, this effort may include an assessment of only one non-motorized trail looping through a small area. In other communities, this effort may include an assessment of an entire network of trails. The assessment will help the coalition better understand the trail and the challenges a visitor might encounter.

TRAIL TYPE AND ADMINISTRATION

Another step in the process involves characterizing the trails in your community and who oversees the development and maintenance of trails. For example, do you know what type of surface each trail has and how that surface changes under certain weather conditions? Do you know what types of activities take place on the trail? It is very likely that your trail accommodates different activities at different times throughout the year. Are there instances when these activities conflict? Do you know how long the trail is in your community—is it a short stand-alone trail or just one segment of a much larger multi-jurisdictional trail? If it's a multi-jurisdictional trail, how far is the next trailhead? Do you know who manages the trail and their contact information? If the trail is operated by the DNR or a regional trail advocacy group, there might be different rules about how the trail is used and how it is maintained.

TRAIL GEOGRAPHY AND CONNECTING ELEMENTS

Another important element to assess is the physical relationship between the trail and the downtown or central business district—the "trail-to-town" relationship. Distance, elevation change, physical obstacles and ease of movement contribute to the willingness of visitors to leave the trail and enter your commercial district. For trails that traverse right through the central business district, the trail-to-town relationship is fairly obvious. However, when the trail is located more than a mile or two from the commercial activity, it is important to provide for a town map at the trailhead and clear wayfinding signage along pathways. The following connecting elements provide a more detailed approach to the trail-to-town relationship.

Trailhead. The trailhead is the area where users can access the trail by road. Ideally, trailhead amenities should include

restrooms, water, shelter, bike racks, trash receptacles and picnic tables. The trailhead should also provide appropriately sized parking areas with shade and lighting for evening uses. For example, if your community is home to an equestrian trail, does the parking area accommodate large trailers?

In many instances, the trailhead is the point at which the trail user may first come in contact with the community and the point at which trail users will decide whether or not to enter into the community. Therefore, it is imperative to develop clear and appropriate information for visitors available at the trailhead. In addition, by providing such amenities as water and restroom facilities, the community welcomes visitors, showing hospitality and inviting them to visit the community.

Portal. The portal is the point at which the trail user exits the trailhead with the intent of visiting the nearby central business district. The portal should be a welcoming point, where landscaping and wayfinding signage clearly directs trail users into the central business district.

Pathway. The pathway is the corridor that trail users follow from the portal to the central business district. Depending on the location of the trail, the pathway could be just a few blocks or several miles. The pathway should be regularly assessed for cleanliness, safety, lighting, physical condition and interaction with traffic. In addition, it is important to consider the needs of local business owners along the pathway. For example, is there an opportunity to locate the pathway along retail establishments that provide services not available in the central commercial district?

Gateway. The gateway is the point at which the trail users enter the central business district of the community. The gateway should be located at the edge of the central business district that is closest to the trailhead along a well-developed pathway. The gateway area should welcome trail users and visitors into the central business district and be the starting point for directional signage to individual attractions and businesses within the district.

An important element to assess is the "trail-to-town" relationship between the trail and the downtown or central business district. Distance, elevation change, physical obstacles and ease of movement contribute to the willingness of visitors to leave the trail and enter your commercial district.

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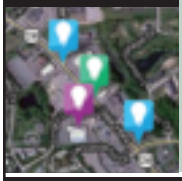

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'Benefits that any township can achieve'

Some 13 local governments in St. Clair County are working together to develop a 54-mile "Bridge to Bay" Trail, starting under the Blue Water Bridge in Port Huron and connecting community to community as it extends through the county, often near waterways and other times inland.

Four miles of paved "Bridge to Bay" paths wind through **China Charter Township**. The township's parks and recreation committee and parks commission work with the county and its neighboring communities to promote the pathway—along with the miles of unpaved, maintained hiking nature trails that are part of the township's 23-acre, wooded park and Belle River access site.

"Both entities work to develop, improve and maintain our facilities," explained Trustee **John Steffy**, who also sits on the park board. "We have worked with the adjoining communities on installing road signage, and with St. Clair County in promotion and marketing of both biking and hiking trails, as well as our canoe and kayak access and 'blueways'—i.e., water trails.

"All of [these efforts] contribute to a greater quality of life for our residents," he said. "There are also the obvious financial and economic benefits to the stores and vendors, along and near the trails. However, the greater benefits may include the fitness and health of our residents, guests and visitors. Those are among the benefits that any township can achieve by focusing resources to trails."

Steffy notes that trails can provide residents and visitors with a chance to disconnect from the bustle of everyday life and unwind—an opportunity he takes advantage of himself.

"Personally, I enjoy biking and hiking nature trails," he said. "It is a great way to reduce stress levels, and get away from the daily grind of life."

Center. The center is the central business district of the community. It may serve as the hub of goods and services for the trail user. The center should be regularly assessed for cleanliness, safety, lighting and physical condition. In addition, the center should be assessed on the availability of amenities that help the trail user enjoy their experience (e.g., bike racks, outdoor seating at restaurants, ATM machines, Internet access and public restrooms).

In completing this assessment, it can be helpful to identify all the "connecting elements" on a map or sketch of the community. Completing a thorough assessment of the physical relationship between the trail and central business district may reveal new opportunity for improvements. These improvements can then be clearly defined and integrated into action strategies for the community.

IMPLEMENTING THE FOUR-POINT APPROACH

As previously mentioned, economic restructuring may be needed to expand and retain existing businesses, and recruit new retail opportunities. Prior to moving forward with retention and expansion efforts, it is important to get a clear understanding of the socio-economic and lifestyle preferences of the people visiting your trails. For example, do you know where trail users like to eat and where they like to shop? Do you know how much money trail users spend on biking and traveling per year?

Several national trail organizations and bicycling affiliations have attempted to identify general lifestyle preferences and spending habits of trail users. However, it may be beneficial to administer your own survey to get a better understanding of the lifestyle preferences and spending habits of local trail users. Once you have a clear understanding of your local trail users, you can better assess what basic and long-term goods and services are needed in your community. You can also work with local businesses to expand their offerings and identify ways to benefit from trail users.

Great effort should be made to effectively market and promote your Trail Town and the image of a Trail Town. For example, it can be helpful to develop attractive marketing materials (e.g., website, brochures), a logo and local advertising. These materials work to convince local residents, the larger region and tourists that your community supports an attractive Trail Town environment.

In addition, it can be useful to hold Trail Town events and conduct Trail Town retail promotions throughout the year. It may be helpful to hold events in the business district or near the trail that celebrate the history and culture of the community. It can also be useful to incorporate presentations or workshops on bike safety or cross-country skiing near the beginning of different trail seasons or during trail-related events. These promotional activities may be especially effective if they coincide with multi-day trail-related events, such as a bike tour.

If your community hosts a community-wide event or festival, be sure to have a booth or table with information about the trail

readily available. You may also be able to work closely with your local merchants association to conduct sidewalk sales on or near the trail.

THE 'TRAIL TOWN' MASTER PLAN

Once the catalyst and larger coalition has conducted a complete evaluation of the physical character of the community and needs have been identified, the next step is to begin planning projects and/or programs. The direction of these efforts should be explicitly detailed in a Trail Town master plan. A Trail Town master plan provides the framework for future marketing efforts, capital improvements and community outreach, and helps to solidify support and leverage funding.

'TRAIL TOWN' EFFORTS IN MICHIGAN

Many communities across the state are working to leverage their existing trail resources for community and economic development. However, only a handful of communities are exploring the creation of a Trail Town program. A regional approach to the Trail Town concept might be especially impactful to the collection of communities that naturally line the state's many rail-trail corridors.

Two years ago, the Land Information Access Association (LIAA) worked to develop a regional Trail Town Manual for the seven communities the lie along the 62-mile North Central State Trail. These seven communities, along with a large consortium of local jurisdictions, regional planning agencies, economic development organizations and LIAA, are about to embark on an effort to develop a regional Trail Town guidebook and program throughout a 22-county region in northern Michigan.

In St. Clair County, the Metropolitan Planning Commission is pursuing funding to develop and establish a formal Trail Town program for its extensive county-wide system of greenways and blueways.

These and other efforts seek to play to one of Michigan's greatest strengths: an abundance of excellent outdoor recreation opportunities. Trails can provide a framework for both enhancing these opportunities and maximizing their benefits to the community-at-large. The next time you're on a stroll or paddle in your community, take a look around—and take note of the possibilities. ■

Harry Burkholder, AICP, Community Planner,
Land Information Access Association,
Traverse City

Burkholder can be reached at (231) 929-3696 or burkholder@liaa.org.

Footnotes

[1] *From Trail Towns to TrOD: Trails and Economic Development: Rails-to-Trails Conservancy. 2007*

[2] *Kittner, Gena, Report shows $1.5 billion annual impact of bicycling in Wisconsin. Wisconsin State Journal, February 1, 2010*

[3] *The Economic Valuation of Natural Resource Amenities: A Hedonic Analysis of Hillsdale and Oakland County. Land Policy Institute, Michigan State University, Report #3. 2007*

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Trail Towns

What is a *Trail Town*?

A *Trail Town* is a community in which local officials have used their trail system as the focal point of a tourism-centered strategy for economic development and local revitalization. The Trail Town concept was originally developed by the Allegheny Trail Alliance, a coalition of seven trail organizations along the Great Allegheny Passage, a 150-mile multi-use trail running through Pennsylvania and Maryland. Many communities in Michigan are now working to develop their own local Trail Town Program. The basic Trail Town concept is simple: **ensure that communities along the trail are better able to maximize the economic potential of trail-based tourism**.

The local Trail Town effort can be centered around any type of trail (e.g., non-motorized, snow-mobile, equestrian and kayak). While the Trail Town concept is primarily geared toward cities and towns, the concept is very much applicable in rural areas that have at least one small center of commercial activity. Most Trail towns are not isolated communities - they are linked together by the trail, creating a regional destination for residents, trail users and tourists.

How Does a Community Establish a Trail Town?

While there are a number of different ways in which local communities can organize around an effort to create a Trail Town Program, the most common approach has been to use the "Four Point Approach" developed by the National Main Street Center of the National Trust for Historic Preservation.

1. **Organization.** Establish consensus and cooperation by building partnerships among various groups that have a stake in the local trail system and the downtown.

2. **Promotion**. Sells the image and promise of a Trail Town to all prospects.

3. **Design.** Gets the Trail Town into top physical shape to create a safe and appealing environment.

4. **Economic Restructuring**. Helping existing businesses expand and recruit new businesses to respond to current trail activities and market forces.

What are the Benefits of Becoming a Trail Town?

Over the last several years, as the full economic potential of linking trails, recreation, tourism and business development has become better known, the Trail Town concept has caught on. According to an article from the Rails-to-Trails Conservancy, "communities around the country are increasingly utilizing the 'Trail town' model of economic revitalization that places trails as the centerpiece of a tourism-centered strategy for small town revitalization." In fact, studies from neighboring states like Wisconsin have shown that bicycle tourism supports more than $900 million in tourism and residential spending each year.

For more information about the up-coming Trail Towns planning effort and how to participate, please contact:
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