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**OUR MISSION**

***“Through community partnerships and a shared vision for the future, work to keep downtown Boyne City vibrant and successful while preserving its historic heritage and supporting sustainable projects.”***

**BOARD MEETING**

**October 1, 2015 – 8:30 A.M. Commission Chambers – City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES- September 3, 2015 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. Team Boyne Committee Chair Appointment
8. NEW BUSINESS
  - a. Office Lease
  - b. Website Bids for Main Street and Boyne Thunder
  - c. Christmas Decorations
  - d. Fund Development Assessment and Training – Patrice Martin
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Next Boyne City Main Street board meeting, Thursday, November 5, 2015, at 1:00 p.m. at City Hall, followed by Fund Development Training from 2-6 p.m. and again on November 6 from 9 a.m. to 1 p.m.
  - Harvest Festival, October 3 from 8 a.m. – 4 p.m.
  - Wednesday, October 7 from 3 – 7 p.m. is Main Street Annual Goal Setting Session at Northern Table
  - Thursday, October 15 from 11:30 to 1:30 p.m. State of the Community Luncheon at Boyne Mountain

**12. 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  
August 6, 2015**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY SEPTEMBER 3, 2015 AT 8:30 AM. CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

Chair O'Brien called the meeting to order at 8:30 a.m.

**Roll Call**

Present: Pat O'Brien, Rob Swartz, Larry Lenhart, Michael Cain and Jim Jenson

Absent: Jodie Adams, Ben Van Dam, Robin Berry-Williams and Michelle Cortright

**Meeting Attendance**

City Staff: Main Street Director Lori Meeder, Assistant Planning/Zoning Administrator Patrick Kilkenny, and Recording Secretary Lisa Schrock  
Public: Two

**Excused Absences  
MOTION**

**Cain moved Swartz second PASSED UNANIMOUSLY** to excuse Jodie Adams, Ben Van Dam, Robin Berry-Williams and Michelle Cortright from today's meeting.

**Approval of Minutes  
MOTION**

**Cain moved Jenson second PASSED UNANIMOUSLY** to approve the August 6, 2015 regular minutes as presented.

**Citizens  
Comments**

None

**Correspondence**

Meeder read a letter from Jim Jenson about leaving his seat on the board. The board thanked Jenson for his service.

**Manager's Report and  
Main Street Committee  
Reports**

**Main Street Director Meeder gave the Committee Reports along with the Manager's Report on the following topics:**

- Website RFP's—We received 15 bids for Main Street and 8 for the Boyne Thunder website
- Harvest Festival is October 3
- Design Committee Meeting—Aaron Place took a position in Harbor Springs, not sure if he is willing to continue on as design committee chair
- Old City Park Wayfinding Signage—Must be completed and installed by mid-September to fulfill the grant with NWMCOG
- Pavilion—Still working through the application process for the MEDC Grant, we are fairly certain we will meet the requirements of low to moderate status
- Business Transition Planning—Business transition planning panel discussion is set for September 21, from 5-7:30 p.m. at the library
- Crowd Funding Project—It will be a sculpture of a logger in the Boyne

River

- Dilworth—The \$1,000,000 CDBG grant finally made the first hurdle at the Lansing level and we are beginning the application and review process
- Lake Street Development—We are working on the State Historical Preservation office 108 application
- RRC Certification—We finalized the site and marketing piece to get our certification from the MEDC
- Goal Setting Session—Set for Wednesday, October 7, from 3-7 p.m.
- Main Street Building—The building has been sold and Main Street may stay at the same rate through May 2016
- Holiday Decorations—We need to make arrangements for our holiday decorating
- Farm Meal—Becky Harris's fundraiser at Tapawingo was held on August 22 and was a beautiful event

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**Unfinished Business  
Team Boyne Committee  
Chair**

Meeder is still looking for a Committee Chair and has a meeting with a potential candidate. Jim Baumann said he would stay on in a pinch but he is leaving for three months.

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**New Business  
Farmer's Market  
Alcohol Sales**

Becky Harris said the Farmer's Market Committee is requesting support of no more than two alcohol vendors at the Market and it would start in the fall. Meeder said a call is in to the library for the winter season when the market is housed there.

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**MOTION**

**Jenson moved Swartz second PASSED UNANIMOUSLY** to approve the recommendations from the Farmer's Market Committee as presented. There was discussion.

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**ADJOURNMENT  
MOTION**

**Cain moved Swartz seconded PASSED UNANIMOUSLY** to adjourn the September 3, 2015 meeting of the Boyne City Main Street Board at 9:32 a.m.

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Lisa Schrock, Recording Secretary



Date: October 1, 2015

To: Pat O'Brien, Chair and Main Street Board

From: Lori Meeder, Main Street

RE: office lease

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### **OVERVIEW**

The Railroad building that houses the Main Street office was sold to Stiggs Brewing Company in late August. Mike Castiglione presented Main Street with a new lease that he would like us to execute. In a conversation, he indicated that he would like us to stay through May 2016.

The summary of the lease:

- It will be month to month
- Rent will continue at \$300.00 per month
- Landlord will provide a minimum of two months notice to terminate
- Rent due the 1<sup>st</sup> of each month, \$25 late fee after 7 days

### **RECOMMENDATION**

Approval of lease and authorize staff to execute necessary documents.

**Commercial Lease**  
**112 South Park Street**  
**Boyne City Michigan**  
**49712**

This Lease Agreement (this "Lease") is dated September 18<sup>th</sup> 2015, by and between Stiggs Brewing Company ("Landlord"), and Boyne City Main Street Program ("Tenant"). The parties agree as follows:

**PREMISES.** Landlord, in consideration of the lease payments provides in this Lease, leases to Tenant the Railroad Office (the "Premises") located at 112 South Park Street, Boyne City, Michigan, 49712 (2<sup>nd</sup> floor north office, suite F.)

**TERM.** The lease term will begin on October 1st, 2015. The lease agreement will be month-to-month. Receiving payment on or before the 1<sup>st</sup> of the next month will be an extension of this lease. Landlord will give a minimum two month notice if termination of lease is required.

**LEASE PAYMENTS.** Tenant shall pay to Landlord monthly installments of \$300.00 on or before the 1<sup>st</sup> of the month.

**POSSESSION.** Tenant shall be entitled to possession on the first day of the term of this Lease, and shall yield possession to Landlord on the last day of the term of this Lease, unless otherwise agreed by both parties in writing. At the expiration of the term, Tenant shall remove its goods and effects and peaceably yield up the Premises to Landlord in as good a condition as when delivered to Tenant, ordinary wear and tear excepted.

**EXCLUSIVITY.** Landlord shall not directly or indirectly, through any employee, agent, or otherwise, lease any space within the property (except the Premises herein described), or permit the use or occupancy of any such space whose primary business activity is in, or may result in, competition with the Tenant primary business activity. The Landlord hereby gives the Tenant the exclusive right to conduct their primary business activity on the property.

**TERMINATION UPON SALE OF PREMISES.** Notwithstanding any other provisions of this Lease, Landlord may terminate this lease upon 30 days' written notice to Tenant that the Premises have been sold.

**DESTRUCTION OR CONDEMNATION OF PREMISES.** If the Premises are partially destroyed by fire or other casualty to an extent that prevents the conducting of Tenant's use of the Premises in a normal manner, and if the damage is reasonably repairable within sixty days after the occurrence of the destruction, and if the cost of repair is less than \$10,000, Landlord shall repair the Premises and a just proportion of the lease payments shall be abated during the period of the repair according to the extent to which the Premises have been rendered untenable. However, if the damage is not repairable within sixty days, or the cost of repair is \$10,000 or more, or if Landlord is prevented from repairing the damage by forces beyond Landlord's control, or if the property is condemned, this lease shall terminate upon twenty day's written notice of such event or condition by either party and any unearned rent paid in advance by Tenant shall be apportioned and refunded to it. Tenant shall give Landlord immediate notice of any damages to the Premises.

**DEFAULTS.** Tenant shall be in default of this Lease if Tenant fails to fulfill any lease obligation or term by which Tenant is bound. Subject to any governing provisions of law to the contrary, if Tenant fails to cure any financial obligation within five days (or any other obligation within ten days) after written notice of such default is provided by Landlord to Tenant, Landlord may take possession of the Premises without

**Commercial Lease**  
*112 South Park Street*  
*Boyne City Michigan*  
*49712*

further notice (to the extent permitted by law), and without prejudicing Landlord's rights to damages. In the alternative, Landlord may elect to cure any default and the cost of such action shall be added to Tenants' financial obligations under this Lease. Tenant shall pay all costs, damages, and expenses (including reasonable attorney fees and expenses) suffered by Landlord by reason of Tenant's defaults. All sums of money or charges required to be paid by Tenant under this Lease shall be additional rent, whether or not such sums or charges are designated as "additional rent." The rights provided by this paragraph are cumulative in nature and are in addition to any other rights afforded by law.

**LATE PAYMENTS.** For any payment that is not paid within 7 days after its due date, Tenant shall pay a late fee of \$25.00.

**HOLDOVER.** If tenant maintains possession of the Premises for any period after the termination of this Lease ("Holdover Period"), Tenant shall pay to the Landlord lease payment(s) during the Holdover Period at a rate of \$300 a month. Such holdover shall constitute a month-to-month extension of this Lease.

**CUMULATIVE RIGHTS.** The rights of the parties under this Lease are cumulative, and shall not be construed as exclusive unless otherwise required by law.

**NON-SUFFICIENT FUNDS.** Tenant shall be charged \$30.00 for each check that is returned to Landlord for lack of sufficient funds.

**ACCESS BY LANDLORD TO PREMISES.** Subject to Tenant's consent (which shall not be unreasonably withheld), Landlord shall have the right to enter the Premises to make inspections, provide necessary services, or show the unit to prospective buyers, mortgagees, tenants or workers. As provided by law, in case of an emergency, Landlord may enter the Premises without Tenant's consent. During the last three months of this Lease, or any extension of this Lease, Landlord shall be allowed to display the usual "To Let" signs and show the Premises to prospective tenants.

**REMODELING OR STRUCTURAL IMPROVEMENTS.** Tenant shall have the obligation to conduct any construction or remodeling (at Tenant's expense) that may be required to use the Premises as specified above. Tenant may also construct such fixtures on the Premises (at Tenant's expense) that appropriately facilitate its use for such purposes. Such construction shall be undertaken and such fixtures may be erected with the prior written consent of the Landlord which shall not be unreasonably withheld. Tenant shall not install awnings or advertisements on any part of the Premises without Landlord's prior written consent. At the end of the Lease term, Tenant shall be entitled to remove (or at the request of the Landlord shall remove) such fixtures, and shall restore the Premises to substantially the same condition of the Premises at the commencement of this Lease.

**INDEMNITY REGARDING USE OF PREMISES.** To the extent permitted by law, Tenant agrees to indemnify, hold harmless, and defend Landlord from and against any and all losses, claims, liabilities, and expenses, including reasonable attorney fees, if any, which Landlord may suffer or incur in connection with Tenant's possession, use or misuse of the Premises, except Landlord's act or negligence.

**Commercial Lease**  
*112 South Park Street*  
*Boyne City Michigan*  
*49712*

**DANGEROUS MATERIAL.** Tenant shall not keep or have on the Premises any article or thing of a dangerous, flammable, or explosive character that might substantially increase the danger of fire on the Premises, or that might be considered hazardous by a responsible insurance company, unless the prior written consent of Landlord is obtained and proof of adequate insurance protection is provided by Tenant to Landlord.

**COMPLIANCE WITH REGULATIONS.** Tenant shall promptly comply with all laws, ordinances, requirements and regulations of the federal, state, county, municipal and other authorities, and the fire insurance underwriters. However, Tenant shall not by this provision be required to make alterations to the exterior of the building or alterations of a structural nature.

**MECHANICS LIENS.** Neither the Tenant nor anyone claiming through the Tenant shall have the right to file mechanics liens or any other kind of lien on the Premises and the filing of this Lease constitutes notice that such liens are invalid. Further, Tenant agrees to (1) give actual advance notice to any contractors, subcontractors or suppliers of goods, labor, or service that such liens will not be valid, and (2) take whatever additional steps that are necessary in order to keep the premises free of all liens resulting from construction done by or for the Tenant.

**DISPUTE RESOLUTION.** The parties will attempt to resolve any dispute arising out of or relating to this Agreement through friendly negotiation amongst the parties. If the matter is not resolved by negotiation, the parties will resolve the dispute using Alternative Dispute Resolution (ADR) procedure.

Any controversies or disputes arising out of or relating to this Agreement will be submitted to mediation in accordance with any statutory rules of mediation. If mediation is not successful in resolving the entire dispute or is unavailable, any outstanding issues will be submitted to final and binding arbitration under the rules of the American Arbitration Association. The arbitrator's award will be final, and judgment may be entered upon it by any court having proper jurisdiction.

**NOTICE.** Notices under this Lease shall not be deemed valid unless given or served in writing and forwarded by mail, postage prepaid, addressed as follows:

**LANDLORD:**

Stiggs Brewing Company  
112 South Park Street  
Boyne City, MI 49712

**TENANT:**

Boyne City Main Street Program  
112 South Park Street, Suite F  
(Upstairs, North side Office, Suite F)  
Boyne City, MI 49712

**Commercial Lease**  
*112 South Park Street*  
*Boyne City Michigan*  
*49712*

Such addresses may be changed from time to time by any party providing notice as set forth above. Notices may be mailed in accordance with the above provisions shall be deemed received on the third day after posting.

**GOVERNING LAW.** This lease shall be construed in accordance with the laws of the State of Michigan.

**ENTIRE AGREEMENT/AMENDMENT.** This Lease Agreement contains the entire agreement of the parties and there are no other promises, conditions, understandings or other agreements, whether oral or written, relating to the subject matter of this Lease. This Lease may be modified or amended in writing, if the writing is signed by the party obligated under the amendment.

**SEVERABILITY.** If any portion of this Lease shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any portion of this Lease is invalid or unenforceable, but that by limiting such provision, it would become valid and enforceable, than such provision shall be deemed to be written, construed, and enforces as so limited.

**WAIVER.** The failure of either party to enforce any provisions of this Lease shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Lease.

**BINDING EFFECT.** The provisions of this Lease shall be binding upon and inure to the benefits of both parties and their respective legal representatives, successors and assigns.

**LANDLORD:**

Stiggs Brewing Company

By: \_\_\_\_\_ Date: September 18<sup>th</sup> 2015  
Michael V. Castiglione

**TENANT:**

Boyne City Main Street Program

By: \_\_\_\_\_ Date: September 18<sup>th</sup> 2015  
Lori Meeder



Date: October 1, 2015

To: Pat O'Brien, Chair and Main Street Board

From: Lori Meeder, Main Street

RE: Website Bids – Main Street and Boyne Thunder

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### **OVERVIEW**

The Main Street Website and Boyne Thunder Websites need to be re-developed. The MS platform has been outdated for some time. Upgrades for the platform of Word Press were not performed over the years and now the site host is suggesting we may crash the site if we try to upgrade now. We included and budgeted \$7000 in the MS budget for this fiscal year for a new website. We discovered in July that the Boyne Thunder (BT) website was seriously lacking in terms of its registration capabilities. The site was specially built by Alpine Web and their customer service is very spotty as they have other businesses that are taking much of their time. A new website was not included in the original BT budget presented to the city commission for this fiscal year, but \$6,000 has been added to the Quick Books financial statement as an expense to be incurred in this fiscal year, prior to any distributions to Camp Quality or Challenge Mountain.

The Marketing Committee for MS and a sub-committee of Boyne Thunder developed separate RFPs for both projects. These were completed and sent out to 8 companies on August 7 and 8. It was also posted on the City, Main Street and Chamber websites and was included in the Newsletter.

Bids were due on August 31. We received 15 bids for the Main Street Website and 8 bids for the Boyne Thunder website.

After review of the bids, four were selected to interview (Sept 16) for MS: WebUsAt.com (our current host and support), Techni-Serve (out of Troy), Sun-Gem (Petoskey) and Dan Tosch (Boyne city). We interviewed the four candidates and subsequently reviewed the pros and cons on each. The sub-committee chose WebUSAAt.Com at a price of \$4,790 with some ala carte plug in options at an additional cost, if we choose.

After review of the BT bids, two were selected to interview (September 23): Sun-Gem (Petoskey) and Common Angle (Petoskey). We interviewed the two

candidates and reviewed the pros and cons of each. The sub-committee chose Common Angle out of Petoskey at a price of \$4,500 with any plug in options available to be purchased by BT.

The goal is to start both projects in October with website launches in January 2016.

## **RECOMMENDATION**

Approval of Main Street bid award to WebUSAt.com at a price of \$4,790 with optional plug ins based on an ala carte basis to possibly include interactive map, e-commerce, and event registration/payment processing at an additional cost of up to \$1000 and authorize staff to execute necessary contracts.

Approval of Boyne Thunder bid award to Common Angle at a price of \$ 4,500 with optional plug ins based on an ala carte basis to potentially include an interactive map, e-commerce, and event registration/payment processing at an additional cost of up to \$1,000 and authorize staff to execute necessary contracts.



Date: October 1, 2015

To: Pat O'Brien, Chair and Main Street Board

From: Lori Meeder, Main Street

RE: Holiday Decorations

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### OVERVIEW

Main Street budgeted \$14,000 for Holiday Decorations for the current fiscal year.

We are currently in year two of a three year contract with Michigan Decorations for the installation of 10 large, lighted decorations and 70 lighted snowflake decorations throughout the DDA. Annual cost is \$5,450.

The tree lighting and installation for the 16 trees located in the planter boxes was performed by Holiday Lighting Service. Because the lights were left in last year, the cost to maintenance, repair and light the existing 16 trees and uninstall icicles will be less than \$1000 this year, leaving us with funds for additional tree lighting (8 more trees with canopy lighting) and creation and installation of natural garland on 60 light poles.

Estimated budget for 2015 holiday season:

Maintenance and repair existing trees	\$1,000	
Add canopy lighting to 8 trees	1,880	
Garland Install for 60 poles	810	
Travel Cost	<u>600</u>	
Total for Holiday Lighting Service		\$4,290
Garden Club - 60 20' ropes of garland		1,200
Michigan Decorations – Snowflakes/Large Decorations		<u>5,450</u>
Total Estimate for Holiday Decorations		\$10,940

### RECOMMENDATION

Approval of holiday decoration cost estimate and allow staff discretion of up to \$11,500 in actual cost in the event actual costs are more than the estimates provided.

Boyne City Main Street  
mainstreet@boynecity.com  
112 S Park St, Suite F  
Boyne City, MI 49712  
(231) 582-9009  
[boynecitymainstreet.com](http://boynecitymainstreet.com)



January 9, 2015

**Sent Via Electronic Mail**

Laura Krizov  
Manager, Michigan Main Street Center  
[krizovl@michigan.gov](mailto:krizovl@michigan.gov)

**Subject: Fund Development Plan Application**

Dear Laura,

Please find attached the Boyne City Main Street Program's application for Fund Development Plan services. With the current legislative climate and the increasing successes in innovative local investing through crowd funding and other grassroots collaborative efforts, the Boyne City Main Street Program understands the importance and the potential involved in developing a customized strategy for fundraising success. As a Master Level Main Street Community, we have developed the organizational structure and volunteer network necessary to implement a successful Fund Development Plan. This service would provide our program with the expertise needed to create such a plan and to realize a higher level of financial involvement as we continue to revitalize the downtown community and provide collaborative assistance toward the collective good of Boyne City.

Thank you for your consideration of our application.

Sincerely,

A handwritten signature in black ink, appearing to be "Michael Cain". The signature is stylized with long, sweeping lines.

Michael Cain  
Boyne City City Manager  
Boyne City Main Street Board of Trustees Member  
Team Boyne Member



## MICHIGAN MAIN STREET

Fund Development Plan Service

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. ***Please email the application to our office by 4:00 PM, Friday January 9, 2015 to [krizovl@michigan.gov](mailto:krizovl@michigan.gov)***

### Applicant Information

- 1) Name of Community: **City of Boyne City**
- 2) Name of Local Main Street Program: **Boyne City Main Street Program**
- 3) Main Street Manager: **Rob Swartz (interim)**
- 4) Address: **319 N. Lake Street, Boyne City, Michigan, 49712**
- 5) Phone: **(231) 582-7553**
- 6) Fax: **(231) 582-6506**
- 7) Email: **[robswartz@charter.net](mailto:robswartz@charter.net)**
- 8) Fund Development Volunteer Project Chair: **Michael Cain**
- 9) Phone: **(231) 582-0377**
- 10) Email: **[mcain@boynecity.com](mailto:mcain@boynecity.com)**

### Historical Information on Local Fundraising Efforts

- 11) Has your community previously gone through a fund development process? **NO**
  - If yes, when? Who was the facilitator? Has the finished document been utilized or neglected? Please attach a copy of the final report.
- 12) What are the current fundraising efforts of the organization? Please provide a description of projects and their relative success, as well as attach all marketing materials and completed work plans for each.
  - **Boyne Thunder – Annual Poker Run with Speed Boats; FYE 2013 raised \$33,501**
  - **Promotions Committee Stroll the Streets – Summer Friday night outdoor street music; \$27,832**
  - **Farmer's Market- Local Farmer's Market; weekly, year round; FYE 2013 raised \$27,775**

**(Please see Attachment A: Fundraising Materials)**

13) Please include the local Main Street program's actual budgets for the past three years.

**(Please see Attachment B: Program Budgets)**

14) Please provide all guiding documents/planning for the organization. Examples may include your Downtown Development TIF Plan, Strategic Plan, minutes from most recent board retreat, etc.

**(Please see Attachment C: Guiding Documents)**

### **Importance of Fund Development to Local MMS Community**

15) Describe the benefits of a fund development plan to your local Main Street organization.

**With the current legislative climate and the increasing successes in innovative local investing through crowd funding and other grassroots collaborative efforts, the Boyne City Main Street Program understands the importance and the potential involved in developing a customized strategy for fundraising success. As a Master Level Main Street Community, we have developed the organizational structure and volunteer network necessary to implement a successful Fund Development Plan. This service would provide our program with the expertise needed to create such a plan and to realize a higher level of financial involvement as we continue to revitalize the downtown community and provide collaborative assistance toward the collective good of Boyne City.**

16) In what ways does your local MS program intend to utilize the fund development plan document provided through this service?

**The Boyne City Main Street Program would like to learn about the financial tools available and then create and implement a plan that will increase our impact on the revitalization of downtown Boyne City.**

17) Please provide a resolution from the board of directors in support of the MMS Fund Development Planning Services.

**(Please see Attachment D: Main Street Board Resolution)**

18) Please provide last month's meeting minutes for all four committees and board of directors.

**(Please see Attachment E: Meeting Minutes)**

19) What other Application-Based Services have you been awarded in the past and what actions have been taken locally as a result of those services?

**In the fall of 2011 Boyne City was awarded a Market Update Study and Business Retention Service with Jay Schlinsog. The result was the development of active recruitment from Team Boyne resulting in business creation in the downtown district, increased understanding and buy-in from committee volunteers and Main Street Board Members and economic development information to assist in marketing future development. Specifically, this successfully assisted in the recruitment of the Grain Train food co-op with four new full time and five part time jobs. Also working closely with potential**

**mixed-use development projects on South Lake Street and assisted with the redevelopment project of the historic Dilworth Hotel.**

**The process of engaging the community and outreaching to stakeholders to gather input was valuable not only for analytical information, but it also brought the community together at all levels to help determine specific short-term and long-term goals and help drive the general direction for the downtown. This automatically generates ownership in the process, in decision-making, and builds long-term community buy-in, especially if the market analysis is used and noticeable action is taken. The practice of a disciplined approach to planning educates everyone on the importance of a proactively influencing and creating our own destiny. The more people can be included in the process the better the information, the stronger the relationships between public and private sectors, business owners, citizens, volunteers, neighbors, visitors and hopefully future citizens. The depth of analysis, the detail of usable information and takeaway action steps made the study a usable tool to move our Main Street Program forward. The takeaways from the report, most specifically the list of actionable items to work on organized by the four-point approach of the Main Street program, the way the items were prioritized allowed for a more systematic approach to implementation. This helped reduce the overwhelming feeling of 'where to start and how are we going to accomplish all of this.'**

## **Appendix**

Attachment A: Fundraising Materials

Attachment B: Program Budgets

Attachment C: Guiding Documents

Attachment D: Main Street Board Resolution

Attachment E: Meeting Minutes