

TENTATIVE AGENDA



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BOARD MEETING

December 6, 2012 – 8:30 A.M. Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES
November 1, 2012 regular meeting; November 8, 2012 board retreat; November 14, 2012; special meeting with Michigan Main Street representatives
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. Boyne Theatre Update
 - b. Michigan Main Street Year End Report
 - c. 2013 Strategic Plan / Goals
8. NEW BUSINESS
 - a. Winter Bus Service – Downtown Boyne City-Boyne Mountain Saturday evenings through ski season
 - b. Farmers Market Committee appointments
 - c. 2014 National Main Street Conference
 - d. Boyne Area Chamber of Commerce Visitors Guide Advertisement
 - e. 2013 Board / Committee Meeting Schedule
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
 - Next Main Street board meeting, Thursday, January 3, 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 St., Boyne City, MI 49712; 231-582-0334

Approved: _____

**Meeting of
 November 1, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, NOVEMBER 1, 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, Michelle Cortright, Larry Lenhart, Pat O'Brien, Rob Swartz and Robin Berry Williams

Absent: Bob Carlile and Mike Cain (arrived 8:36 a.m.)

City Staff: Main Street Manager Hugh Conklin, and recording secretary Karen Seeley

**Meeting
 Attendance**

Public: There was one person in attendance

Excused Absence

Swartz moved, Cortright seconded **PASSED UNANIMOUSLY** to excuse the absence of Bob Carlile.

**Approval of Minutes
 MOTION**

Anderson moved, O'Brien **PASSED UNANIMOUSLY** to approve the October 4, 2012 minutes.

Citizens Comments

None

Correspondence

Letters of appreciation from Camp Quality and the Community Picnic committee were shared with the board.

**Main Street Committee
 Reports**

Promotions

- The committee is planning for two upcoming holiday promotions: the annual "Earlier than the Bird," Saturday, Nov. 17, from 7 to 11 a.m., and the Holiday Open House and Santa Parade the Friday after Thanksgiving.
- The Farmers Market moves indoors on Saturday, Nov. 3, into the Red Building next to the Boyne District Library. The market will be held each Saturday from 9 a.m. to 1 p.m. through April.
- The farmers market annual vendors' meeting is Nov. 12
- A summary report from the Farmers Market Visioning session held in late September was given to each board member. The board discussed the comments and suggestions.

Design

- Holiday decorations will be going up the week of November 5. The community Christmas tree will return again thanks to the contribution of Susan and John Vrondran and John Nagle. The Vrondrans are donating the tree. John is harvesting and setting it up.
- The small recreational ice rink will be returning to Sunset Park this winter.
- The three new test banners have generally received favorable comment.
- The committee toured the Boyne Theatre and is excited about the opportunity to renovate the historic building.

Organization

- The Boyne Thunder committee held its first planning meeting for the 2013 event. The committee approved the hiring of Mike Knoblock to secure new sponsorships for Boyne Thunder. He will be paid 10 percent for any new sponsorship. The committee also supported having discussions with Challenge Mountain about becoming a partner, along with Camp Quality, for the event.

Team Boyne – Creating Entrepreneurial Communities (ER committee)

- The Connecting Entrepreneurial Communities Conference held in Petoskey on October 9 was attended by representatives of the planning commission, Boyne Area Chamber Board, Main Street committees, and a group of students from the BCHS marketing class.
- The Boyne-area business surveys have been received and personal visits will begin soon with the goal of having them completed by the middle of November.

Manager's Report

Main Street Manager Conklin reported on:

- Reminded the board of the Board Retreat Thursday, November 8th at 5:00 p.m. at City Hall.
- The Boyne City Main Street program will celebrate its 10-year anniversary this spring.
- No Boundaries is downsizing and may be moving to a smaller place.
- City Manager Cain reported that Park Street is open and Consumers is finishing with the underground utilities. Board discussion regarding traffic flow without a left turn lane, and suggested an experiment of a four-way stop.
- A speed radar board provided by the Michigan Department of Transportation at the City's request was set up on Boyne Avenue on the curve near the Post Office. The radar sign is being tried out to see if it helps slow down traffic as it enters the downtown area.

Unfinished Business

Boyne Theatre:

- Main Street Manager Conklin, City Manager Cain, Chamber Director Bauman, Becky Harris, Scott MacKenzie, Aaron Place, and Tony Williams visited three cities that have restored theatres and spoke with the key people involved to get some direction and suggestions on how to proceed with the possible renovation of the Boyne Theatre. The theatres were the Vogue in Manistee, The Garden Theatre in Frankfort and the Bay Theatre in Suttons Bay. At this point there is no power, and Conklin has received a bid for \$600 to restore the power. In their visits it became apparent that a steering committee should be formed to lead the effort, with sub-committees formed from there. Conklin has a list of people that he would like to appoint as the steering committee. Suggestion that this steering should be under one of our committees. Conklin said he would be comfortable with it being under the Organization Committee. **Cain moved Cortright seconded PASSED UNANIMOUSLY** to approve an electrical inspection not to exceed \$600 and to approve up to \$500 in utility costs for electrical only. Suggestion of a meet & greet at the theatre to see what kind of interest there is. **Anderson moved, Williams seconded PASSED UNANIMOUSLY** to create a steering committee under the Organization committee.

MOTION

MOTION

Main Street Board Terms:

New Business

- Two, four-year terms on the Main Street board are expiring in January. They are currently held by Kathy Anderson and Rob Swartz. Announcements of the openings will be printed in local newspapers, the Chamber-Main Street E-News and in the city's newsletter which will be mailed later this month. In order to give the organization committee time to review applicants prior to the January board meeting, the deadline for applications is Dec. 14, 2012. Anderson informed the board she will not be applying for another term.

Adams moved, Williams seconded, PASSED UNANIMOUSLY to set December 14 as the deadline for applications for two vacancies on the Boyne City Main Street board.

MOTION

Main Street office computer, printer:

- The office computer in the Main Street office needs to be upgraded. The computer was purchased more than six years ago and while it has served the program well, it needs to be replaced. The office printer is also more than six years old in recent weeks has had "issues." In the 2012-13 budget, \$1,500 is allocated for new office equipment.

Anderson moved, Lenhart seconded PASSED UNANIMOUSLY for Main Street Manager Conklin to upgrade the computer and printer for the Main Street office.

MOTION

Cain reported that Glenn Catt's revised Brownfield has been approved. The Traverse City Police Department has agreed to do a sound test on Kirtland and downtown at the Thirsty Goat and Atrium.

Good of the Order

Williams moved Swartz seconded PASSED UNANIMOUSLY to adjourn the November 1, 2012 meeting of the Boyne City Main Street Board at 10:00 am.

Adjournment

Karen Seeley, Recording Secretary



BOARD RETREAT Minutes of the Boyne City Main Street, Board Retreat held on Thursday, November 8, 2012, 5:00 pm at the Boyne District Library Community room.

CALL TO ORDER Main Street Manager, Hugh Conklin called the meeting to order at 5:01 p.m.

ROLL CALL Jodie Adams, Kathy Anderson, Michael Cain, Bob Carlile, Michelle Cortright, Pat O'Brien, Rob Swartz, Robin Berry Williams

Larry Lenhart (arrived at 5:53 pm)

MEETING ATTENDANCE Main Street Manager Hugh Conklin and Recording Secretary Pat Haver
Public: Four

Ann Chastain of MSU Extension was the facilitator for this annual session who began by reviewing the 2012 strategic goals and objectives which consisted of promotion, organization, design and Team Boyne/economic restructuring. She then took the board through an exercise to update and expand on those four components to add any critical issues to be addressed in 2013. A list of what new issues and goals did the board feel were worth exploring was compiled and attached for review. Discussion and prioritization will be done in the individual focus groups.

MEETING ADJOURNED The November 8, 2012 meeting of the Main Street Board Retreat was adjourned at 8:09 pm.

Pat Haver, Recording Secretary

Approved: _____

**Meeting of
November 14,
2012**

MINUTES OF THE BOYNE CITY MAIN STREET PROGRAM ANNUAL
EVALUATION HELD ON WEDNESDAY, NOVEMBER 14, 2012 AT 9:00 A.M.
IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE
STREET

Call to Order

Vice Chair Swartz called the meeting to order at 9:02 a.m.

Roll Call

Present: Jodie Adams, Bob Carlile, Michelle Cortright, Kathy Anderson,
Pat O'Brien, Robin Berry-Williams and Rob Swartz

Absent: Mike Cain and Larry Lenhart

**Meeting
Attendance**

City Staff: Recording secretary Barb Brooks

Public: None

Carlile moved, Cortright seconded, PASSED UNANIMOUSLY a motion to excuse
the absence of Lenhart and Cain.

Motion

Laura Krizov and Kelly Larson, members of the Michigan Main Street discussed
with the board what is going on at the State and National level of Main Street,
reviewed local survey results and opened the discussion for Q & A.

**Program
Evaluation**

Anderson moved O'Brien seconded PASSED UNANIMOUSLY to adjourn the
November 14, 2012 meeting of the Boyne City Main Street Board at 9:59 am.

**Adjournment
Motion**

Barb Brooks, Recording Secretary

UN Agenda 21 information presented to Boyne City's Commissioners Meeting 11-27-2012

Hello, my name is Carole McGinty and I live at 921 N. Lake Street here in Boyne City.

At your last meeting on Nov. 13th you had received a letter from the Charlevoix County Commissioners regarding their passing of a resolution to not allow UN Agenda 21's influence in the County. Later it was revisited as more discussion was thought to be necessary. It was said that it had no affect on Boyne City, that it was partisan, that the UN had no jurisdiction over us, that we use many of the same terms, etc. I raised my hand and said that no, it was not partisan, that more research was necessary.

I am here today to again visit this topic of UN Agenda 21. No, it is not a conspiracy theory, not a theory, but rather a conspiracy reality introduced with good intentions.

Some history: (info taken from Karen Peters' Conservative Corner on UN Agenda 21 in seven easy steps as was published earlier this year in our own BC Gazette)

In 1974 the UN began to regulate multi-national corporations and nationalization of foreign properties saying that governments should control the economy. In 1976 the UN Conf. on Human Settlements said that private ownership of land was the greatest contribution to 'social injustice'. 1987 the idea of 'Sustainable Development'---our Common Future--- was introduced at the UN's World Commission on Environment and Development. It meant to enable proper balance between social equity, the environment, and economic development. But, you say, "The UN does not have any control over us."

Rio in 1992, Pres. G.H.W. Bush signed the United States on to the Rio Accords and A Biodiversity Treaty which was never voted on or ratified by Congress once they saw the Proposed Development of the Wildlands Map suggested for America. For more info see: <http://www.afn.org/-govern/wildlands.html> 1993 Pres. Clinton, through an Executive Order, created the Presidents' Council on Sustainable Development to translate recommendations from the UN Agenda 21 into our Federal Policy. So as not to create opposition for those who were against the "ONE WORLD GOVERNMENT" other names were introduced at that time to be used such as 'Smart Growth'.

<http://thenewamerican.com/tech/environment/item/11224-epas-plans-for-implementing-uns-agenda-21>

The above site explains why the pursuit of the goals of UN Agenda 21 were given other names such as Smart Growth ...and a UN invasion of the United States through which our individual freedoms would be stripped away would actively work to defeat any elected official who joined 'the conspiracy' by undertaking LA21 [Local Agenda 21]. So, we call our processes something else, such as comprehensive planning, growth management or smart growth.' "also even President Obama's "Federal Leadership in Environmental, Energy, and Economic Performance" executive order in 2009 is another continuation. And, many federal agencies have been incorporating 'Sustainability' into various aspects of their organizations.

* This is not partisan our own Gov. is Smart Growth and Place Making; it is not a conspiracy theory; it is a conspiracy reality. It is a slow, environmentally and community focused attempt to control our freedoms and strip our private land and/ or its use away from us. WHY? Because these are very rights that make this country special. The global playing field needs to be level for "Social Justice". This country which has helped all other countries in need has been made out to be the bad guy and must be leveled.

* I ask, if it is so good for humanity and the earth then why is it called by so many names, why hide within conservation agendas, within land usage changes, within energy initiatives, within community planning, within DDA's, etc. Why not be direct, up front, and honest with the citizens. Why have it set up as a conspiracy theory to shut down citizens giving it the necessary thought, time, and research?

UN Agenda 21 has an arm called ICLEI International Council for Local Environmental Initiatives (www.iclei.org)– *Local Governments for Sustainability is an international association of 12 mega-cities, 100 super-cities and urban regions, 450 large cities as well as 450 small and medium-sized cities and towns in 84 countries.* One of the five cities in MI is Traverse City in 2007. *Previous Motion was adopted*

Northwest Michigan Council of Governments (NWMCOG) was designated as the first official Midwest pilot program for ICLEI. In the Nov. 14, 2012 issue of the BC Gazette, just one day after your last meeting, I read that Boyne City received a **Placemaking Micro Grant** for \$1500 from them to install public art bicycle racks in 8 locations. That seems rather nice and benign. Other recipients for such grants were Manistee, Lake City, &

Petoskey. According to the article, these grants give local units of government an opportunity to support their communities' Placemaking Goals. Many DDA's are either knowingly accepting money and conditions or are doing so unknowingly.

So the city has accepted grants. As they say all you have to do is "Follow the Money". What attachments go with the grant money? That is something you would know or would have to find out. How much do you know? Are you already in agreement with the groups I have mentioned?

* Federal and State Governments use coercive grant money to expand their power beyond Constitutional limits and that all processes of government are geared towards spending money which leads to budgets which spin out of control.

Many members of small communities or small business owners get involved because they are encouraged to do their duty as citizens improve their businesses or the community. They contribute ideas and feel that their voice is being heard. The verbiage is nice and well intentioned so why would you question those intentions. As they say, The Devil Is In the Details. These of course are really only known by a few.

Trained facilitators, leaders, etc. come to or lead seminars and meetings. They attend community council meetings. They make it their business to find out, steer, and convince the community members and leaders. Many just plain lie when asked directly of their affiliation to ICLEI or any of its appendages. Some may even take on leadership positions in counties, small towns or townships so as to better drive their agenda through. Some existing local government leaders will bring others with previous experience in who share their agenda to help in the effort. In the future, others who take your positions need to know where you stand on this major issue of RIGHTS.

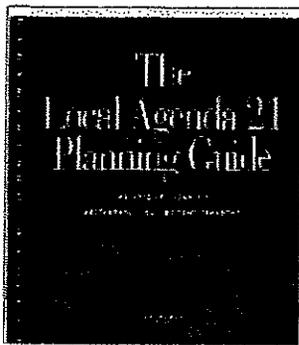
In light of the fact that trained planners have been directing villages, townships, small towns, etc. since the mid 1990's, have you already or do you plan to review your local ordinance(s) with the intention of throwing out all regulations that may have crept into those documents in these past years that are traceable to Agenda 21?

Have you inserted the property rights language from the U.S. Constitution (5th Amendment) and our State of Michigan's Constitution into all documents government land use in Boyne City's governmental units?

A major review, research, and purging of existing policies, rules, and regulations of Agenda 21's principles that have already found their way into those regulations is mandatory. This was all initially introduced and implemented with such nice verbiage for the common good with betterment and benefit to the community. Further beneficial advancements on whatever front need to be thoroughly reviewed before acceptance and implementation.

If you are aware of what is going on and are putting or have put Boyne City on board with UN Agenda 21 will you be honest enough to let the citizens know what you are really doing or will you just brush it off and hide it from them and carry on. Are you just using many of the same terms or are they really being used within the context for the intended purpose?

People are slowly becoming aware of UN Agenda 21, ICLEI, Northwest Michigan Council of Governments, "Sustainability", "Placemaking", corridors, and so much more. So you need to be on record as to how you stand on this so when people's rights to own property and the use of it is taken and their land is used for "The Common Good" or for whatever a committee deems is more appropriate, you just may be held accountable for this.



Agenda 21 The U.N. Plan for "Sustainable" Communities

By Berit Kjos - 1998

Note: This global contract binds all nations to the collective vision of "sustainable development." They must commit to pursue the three E's of "sustainability": **Environment, Economy and Equity** referring to the UN blueprint for environmental regulations, economic manipulation, and social equity. (See also [Habitat 2](#))

[Skip down to Maurice Strong](#)

[UNESCO's Philosophy](#)

[Home](#)

The Local Agenda 21 Planning Guide – a UN manual for global transformation (which I brought home from the [1996 UN Conference on Human Settlements in Istanbul](#)) was prepared by **The International Council for Local Environmental Initiatives (ICLEI)**. Community leaders around the world are now called to implement a new "Communitarian" system of governance which overrides our constitutional rights and freedoms.

"Land... cannot be treated as an ordinary asset, controlled by individuals and subject to the pressures and inefficiencies of the market. **Private land ownership is also a principal instrument of accumulation and concentration of wealth and therefore contributes to social injustice**, if unchecked, it may become a major obstacle in the planning and implementation of development schemes. **Public control of land use is therefore indispensable...**" (Item #10 in the UN agenda at the 1976 [Habitat 1](#). American delegates supported this policy)

These three updates illustrate United Nations' "progress" toward implementation of its Marxist agenda:

1. **Agenda 21: Fact, not conspiracy.** "While liberal journalists continue to claim that Agenda 21 is just a 'conspiracy theory' being advanced by right-wing crackpots, the International Union for the Conservation of Nature (IUCN) and the International Council for Environmental Law (ICEL) have released their fourth Draft of the **International Covenant on Environment and Development**. This document was designed from the beginning to **convert the 'soft-law' non-binding Agenda 21 into firmly binding global law** – enforceable through the International Criminal Court and/or the dispute resolution features of the Convention on the Law of the Sea.

2. **The United Nations bans opposition to its Global Tax Design.** "When United Nations Secretary-General Ban Ki-moon announced his plan 'to fundamentally transform the global economy — based on low-carbon, clean energy resources,' few realized he was calling for a new **global tax**.... The UN's one nation, one vote system has been used since its founding to render the U.S. impotent, regardless of the fact that we are its major financial donor.... **Banning the press and global tax opponents** from its July 13-14 tax design meeting in Tokyo, Japan, for example, is anathema to a democratic process, but the **UN is not a democracy**. Rather, its unelected bureaucrats use a 'collaborative decision-making process' to reach 'consensus' with no debate or expressed opposition....

"The purpose of the Fund is to enable the UN to implement its global blueprint for sustainable development called **Agenda 21**. This green agenda is the new **Marxism** that requires government **ensured economic equity**.... Granting the UN the right to tax would be like giving it a blank check for future use. ... Two years ago, it estimated the cost at \$600 billion annually for the next decade, but today its estimate is **at least \$1.9 trillion annually** for the next 40 years or \$76 trillion."

3. **The New 'White House Rural Council' = UN's Agenda 21?** "On June 9, 2011, President Obama signed his 86th Executive Order.... E.O 13575 is designed to begin **taking control** over almost all aspects of the lives of 16% of the American people....

"**Warning bells** should have been sounding all across rural America when the phrase '**sustainable rural communities**' came up. As we know from researching the UN plan for Sustainable Development known as **Agenda 21**, these are code words for the true fundamental **transformation America**.' But how will burdened farmers and other tax-payers pay the extra costs...?"

God; and the peace of God, which surpasses all understanding, will guard your hearts and minds through

Inter-disciplinary
International baccalaureate
International Council on Local Environmental
Initiatives (ICLEI)
Invasive species
Jobs-Housing Connection
Land Use Policies
Lifelong learning
Livable communities
Livable Communities
Local
Local Governments for Sustainability
Metropolitan Planning Organizations
Mixed Use Development
Modeling
Multi-Use Dwellings
New Economy

Three "E's of Sustainability-Equity, Economy,
Environment
Traffic calming
Transit Oriented Development (TOD)
Transportation Justice
Triple bottom line
Upzoning
Urban Growth Boundary
Urban revitalization
Vehicle Mileage Traveled Tax
Vibrant Neighborhoods
Vision
Visioning Meetings
Walkable Communities
Watershed
Wetlands
Wildlands

UN and ICLEI

<http://www.unglobalcompact.org/search?keyword=ICLEI&submit.x=29&submit.y=5&target=>

[Home / Website Information / Search Website](#)

LUCITA 2008 Communication on Progress

... social responsibility and sustainability such as ICLEI, CSRwire, Navigant Consulting, EABIS (European Academy ... screens of televisions and the Internet. ICLEI USA was intrigued by our ... have worked with such clients as ICLEI, a well-known international non ...

2010 Communication on Progress

... ♣ In efforts to extend our responsibilities to our stakeholders, CIRA firmly believes in complying with UN and ICLEI's Triple Bottom Line of Sustainable Development, and is currently working on incorporating within its policies and procedures. ...

Communication on Progress 2011

... responsibility.' • In efforts to extend our responsibilities to our stakeholders, CIRA firmly believes in complying with UN and ICLEI's Triple Bottom Line of Sustainable Development, and is currently working on incorporating within its policies and ...



[Denise Culman - Northwest Michigan Council of Governments](#)

File Format: PDF/Adobe Acrobat

behalf of four counties – Antrim, Benzie, Kalkaska, & Wexford – ICLEI invited NWMCOG to pilot a Regional Affiliate membership program to include all 10 ...

nwm.org/userfiles/filemanager/374/

2012 Comprehensive Economic Development Strategy (CEDS)

Jun 1, 2012 ... mitments to community-wide energy conservation through such program as ICLEI -Local Governments for Sustainability, Michigan Green ...

nwm.org/userfiles/filemanager/1291/

<http://www.iclei.org/index.php?id=iclei-home>

<http://www.icleiusa.org/about-iclei/members/member-list>

<http://globalpoliticalawakening.blogspot.com/2012/07/richard-rothschild-battles-local-agenda.html>



The Northern Lakes Economic Alliance is a public/private non-profit organization serving Antrim, Charlevoix, Cheboygan and Emmet Counties in Michigan. Established in 1984, the NLEA mission is to serve as a resource to local communities and businesses to retain and create jobs. Building on the strong history and our “corporate culture” of regional cooperation, Cheboygan County joined the NLEA in January 2007, thus expanding our service area to four counties.

The NLEA works directly with local units of government on infrastructure projects, which facilitates local company growth and expansion and assists many local companies on a wide range of issues that helps retain existing jobs and create new jobs.

We pro-actively approach economic development as a “team sport” and work hard to strengthen partner relationships, network public and private sectors, and work collaboratively to address economic development challenges and opportunities in our area.

Some examples of this include implementing a joint manufacturing/major employer retention call program along with the MEDC and Michigan Works!, a community retention program with the Michigan State Housing Development Authority; transforming our golf outing into a “non-golf” relationship-building event, and we collaborate with the Northwest Michigan Council of Governments on projects ranging from area transportation planning to sustainable business forums.

Working with area chambers of commerce, the NLEA conducted a regional economic perspective survey. Business counseling and advanced technical support was provided to start-up companies as well as existing companies wishing to grow, through resources from the Small Business Technology and Development Center and the MSU Product Center.

Our Mission Statement:

“The Northern Lakes Economic Alliance is a non-profit economic development partnership providing resources to create and retain quality jobs in Antrim, Charlevoix, Cheboygan and Emmet Counties.”

- Michigan State Extension Office
- Michigan Small Business & Technology Development Center
- Northwest Michigan Council on Governments
- Michigan Economic Development Corporation
- Charlevoix-Emmet Intermediate School District



Date: December 6, 2012
To: Main Street Board
From: Hugh Conklin, program manager
RE: Committee Reports

Promotions

- The committee hosted two holiday promotions in November: the annual “Earlier than the Bird” retail event was Nov. 17; and the Holiday Open House and Santa Parade was the Friday after Thanksgiving. Comments following the Earlier than the Bird were positive and some retailers reported very strong sales for the early morning hours. The Santa Parade fell victim to Mother Nature which impacted attendance and dampened the holiday spirit.
- Planning continues from the SOBO Arts Festival. The committee submitted a grant to the Michigan Council for Arts and Cultural Affairs and a decision is expected possibly as early as Dec. 7. The festival will open on Friday evening, June 28, with an open houses and the Big Band Concert in the 200 block of South Lake Street. Saturday’s art show will be held at Peninsula Beach
- The indoor Farmers Market has settled into its winter location and seems to be doing well. The market is at near capacity for vendors and customer counts have been strong. The market is held each Saturday from 9 a.m. to 1 p.m. through April.
- The farmers market annual vendors’ meeting was Nov. 12. This meeting is an opportunity for vendors to meet with the market committee to review the past year, address any issues that arose during the season, and to make suggestions on how to improve the market. One issue that will require the committee’s attention is whether to allow dogs at the market. Several vendors had stories to share about dogs – none of them favorable – and the vendors were nearly unanimous in their support of a no-dog policy at the market.

Design

- A summary of the Nov. 12 meeting is included in your packet.
- Doug and Sharon Bean, Bill and Barb Bryant, and Marty McLeod decorated the Old City Park Gazebo.
- Doug Bean was also one of the volunteers who helped with the Sunset Park Ice Rink. Others assisting to put up the “boards” were Ed Hara, Mark Contrucci, John Drury, and Tom Neidhamer.

Organization

- The committee met Dec. 7. It discussed the possible partnership with Boyne Thunder and Challenge Mountain; the upcoming deadline for applications for the two expiring board terms; the Dec. 7 accreditation conference call with the Michigan Main Street program; and the progress to date on the Boyne Theatre project.

Team Boyne – Creating Entrepreneurial Communities (ER committee)

- The committee spent much of its meeting reviewing the goals from the board’s planning session.
- The Boyne-area business visits are continuing and the goal is to have them completed before the holidays.



Design Committee Meeting Summary
Monday, November 12, 2012 4 p.m.
Library Community Room

Meeting Opened Time: 4pm

Attendance: Aaron, Bruce, Ray, Becky, Hugh

Old Business:

1. **Kiosk – Update** – The structure will be moved to the Red Barn for evaluation
2. **Sunset Park Ice Rink** – “Skater” with lights have been rented to decorate the rink, a flood light will be attached to the Chamber building. Location will be along the sidewalk on Water street between the Chamber and lake if possible. Hugh has a few folks to help and may call more; goal is to have it up before Thanksgiving.
3. **Theatre** – A steering committee has been selected and will meet for the first time Tues. 11-13. They will function under the Organizational committee of Main Street. \$550 was authorized to get electrical working.

New Business:

1. **Bike Racks** – We received a mini-grant of \$1,500. Bruce & Aaron will come up with 6 designs to send with RFP
2. **Wayfinding signage** – Goal to be installed in May, minimum of 4 will be purchased
 - a. Bruce will have a design soon
3. **Goal-setting for 2013** – Hugh will email the notes from the MS planning session

Committee Member Assignments for Next Meeting:

1. Bruce & Aaron Bike Rack designs
2. Bruce will get wayfinding designs ready
3. ALL – review the notes from MS planning, make additions and prioritize

Next committee meeting: December 10, 4 p.m. Library Conf Room

Boyne City

MMS Observations & Recommendations

The Boyne City Main Street program has had another successful year of implementing projects and continuing to grow as a strong, cohesive, and effective downtown revitalization organization. Some of the successful projects completed over the past year include growing BoyneThunder into a record fundraising year, incorporating the program's new brand into marketing materials, facilitating several façade improvements, assisting with the downtown's nomination to the National Register of Historic Places, and creating new events such as "Kids Rock!"

Although the Boyne City Main Street program has been successful, the Michigan Main Street (MMS) program has several recommendations for the coming year that will continue to strengthen the overall program. Those recommendations include actively recruiting and managing volunteers for future leaders, promoting the coming 10 year anniversary of the program, and strengthening the organization committee.

Recommendation #1 – Actively Recruit and Manage Volunteers for Future Leaders

In the ten years the Boyne City Main Street (BCMS) organization has existed, an incredible amount of projects have been completed and the success of the downtown is widely recognized. Having said that, the strength of the individual committees seems to rest on the shoulders of just a few individuals, some of who have been active since the beginning of the program. In order for the next ten years of the program to be just as successful as the first, the BCMS program needs to be strategic and active in volunteer recruitment and leadership development.

Because of the coming ten year anniversary, the BCMS could use this milestone as a marketing pitch for new volunteers. When the program first began, BCMS completely overhauled the board of directors and made a very large and conscious effort to engage new people with fresh ideas into the program. The BCMS board and organization committee in particular, should make another conscious push to reach out to people for new ideas by developing a volunteer recruitment campaign to implement over the coming year.

As a first step to developing a volunteer recruitment campaign, contact the Michigan Main Street program's Organization and Promotion Specialists to meet with the board and organization committee. The specialists can help to develop a comprehensive campaign, specific to Boyne City that can utilize the program's new brand, past successes, and vision for the downtown.

In general, elements of a successful volunteer recruitment and leadership development campaign should include:

- Identification of new challenges through the strategic planning process. During the strategic planning process, the BCMS board will outline challenges to overcome over the coming year. These challenges are opportunities for new volunteers with fresh ideas to get involved in the program. The BCMS board can reach out to the broader community with these challenges and encourage people to bring their ideas to BCMS so that BCMS can in turn provide a support structure (through guidance from the program manager, financial assistance and oversight by the board, collaboration with committees, etc). In this way, new volunteers and new ideas will be incorporated into the organization.
- Speakers Bureau. With the ten year anniversary of the BCMS program and the creation of new jobs in the community (such as Precision Edge in the Industrial Park), a short and simple Main Street presentation could be developed that is given to all the major employers, non-profit organizations, schools, neighborhood associations, etc in the community. The presentation

should showcase the successes of the Main Street program, current projects of the committees, and the long-term goals of the program. Howell's Main Street program did this and it was extremely successful in two aspects. The first was that it educated the general public on the program and its successes and the second is that it peaked the interest of many people who discovered that they are in support of the program's goals and chose to get involved and volunteer.

- Identification of volunteer needs through the committee work plans. The committees should use their work plans to determine the exact number of volunteers needed to take on various projects. The committees should also use their work plans to determine if they can collaborate with a partner organization or committees. In this way, volunteers for each organization are being used to achieve a common goal.
- A central database for all volunteer jobs and needs. Ideally, a volunteer database should include as much information as possible about the prospective volunteer, which can be gained from the development of a volunteer application. At a minimum, the database should include the volunteer's name, address, phone, fax or e-mail address, projects or events the volunteer is interested in, who recruited the volunteer (if known), general availability of the volunteer, and a running total of the hours donated to the organization from previous projects.
- Job descriptions for volunteer projects and tasks. Committee chairs can write job descriptions and announcements for specific projects as determined through the work plan. Descriptions should be as specific as possible. Typically it is much easier and less intimidating for a volunteer to commit to a project if they know exactly what is involved and what is needed for the project. These opportunities or job descriptions, should be available in forms of communication like the website, newsletter or however best to reach out to the programs supporters.
- Retention activities. Recognizing contributions of time and talent from volunteers should become a routine activity effort for committee chairs throughout the year. Committee chairs, and event or project leaders, should personally recognize volunteers immediately after a project has been completed.
- Orientation. As new volunteers get involved in the program, it's important to take time to ensure they understand why they are volunteering and what is being asked of them. The chair of the committee and manager should sit down with the new volunteer to review the goals of the program, roles of the committees, and their responsibilities as a committee member.
- Hot jobs list. Develop a hot jobs list of volunteer jobs that need to be filled in the immediate term. The hot jobs list should be distributed to board members and committees at least on a monthly basis and circulated to your volunteer database on a regular basis as well.
- Open house. The Organization Committee should conduct an annual, or twice a year, open house that lets prospective volunteers learn about volunteer opportunities within the organization.
- Website. All committees should access the BMS website to place and advertise volunteer job descriptions and opportunities. In addition, use e-mail to distribute hot job lists and new volunteer opportunities on a monthly or bi-weekly basis.
- At events. The Organization Committee could set up a booth at community and downtown festivals and special events to solicit volunteers. The volunteer application form should be made available for people to sign or complete.
- Ask other organizations. Identify other organizations and entities within the community that can help take on committee projects and activities. Create a presentation that be given to these organizations that explains the Main Street program, its goals and projects, and then asks them to get involved.
- Ask! Word of mouth from board members, committee chairs and other volunteers is often the most effective way to get other volunteers involved with the program.

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Recommendation #2 – Promote the Coming 10 Year Anniversary of the Program

This coming year marks the ten year anniversary of the Boyne City Main Street program. Since that time, an incredible amount of projects have been completed and the success of the downtown is widely recognized. This anniversary is an excellent opportunity to develop a public relations campaign, a kind of marketing pitch for the program, to promote the anniversary, recognize the program's past successes, recognize the contributions of volunteers, and also invigorate volunteers for the next ten years.

The Michigan Main Street program's Organization and Promotion Specialists can help the board and committees brainstorm specific ways to celebrate the program's anniversary. In general, elements of a successful public relations campaign could include a special edition newsletter(s), special volunteer appreciation activities, articles in the newspaper, and outreach through social media, among many other public relations ideas.

A public relations campaign could also cross-over into a downtown marketing campaign by asking the community and broader region to 'rediscover' their downtown and see the changes. Images showing before/after photos could be sprinkled in business' storefronts, anniversary posters could be displayed in public areas, and a special event marking the occasion can be used to get people downtown and into the businesses, or a variety of other promotions and marketing related ideas.

Telling the program's success story is critical to garnering future public support. The program cannot survive in a vacuum; it is a community-based revitalization program and both financial and human resources come from the community. The program will need that buy-in for its future success.

Recommendation #3 – Strengthen the Organization Committee

In order to accomplish both of the recommendations listed above the Boyne City Main Street program needs to have a very strong organization committee. However, based on the Michigan Main Street program's year end site visit, the committee does not appear to have met recently nor does it have projects that it is currently implementing. The committee (outside of BoyneThunder and other subcommittees) seems to be somewhat stagnant.

Based on the two recommendations above, the BCMS board will need to look at the skills required to implement both volunteer recruitment and a public relations campaigns and find individuals for the committee that can provide those skills. Perhaps a first step is to re-assign individual board members to the committee to ensure the strength of the committee. The MMS's Organization Specialist can also provide strategies for reaching out to potential volunteers as the campaigns are being developed.

***Main Street Board Retreat Strategic Focus
Goals and Objectives Draft Summary
November 8, 2012***

***Facilitator: Ann Chastain - MSU Extension
Hugh Conklin – Main Street Manager***

As a Main Street Board Member, I would like:

- ≈ Think about new projects
- ≈ Fine tune current projects
- ≈ Find creative financing
 - Revolving loan fund for local investments (micro loan money)
 - More spirit of cooperation & support for existing businesses
- ≈ Fill store vacancies with retail businesses
- ≈ See energy and enthusiasm for Dilworth project increase
- ≈ Continue with vibrancy & energy throughout
- ≈ Do better job to communicate value of Main Street
- ≈ Attract rich investors who are passionate about community development in Boyne City
- ≈ Restore Boyne Theatre
- ≈ More involvement by community members
- ≈ More visible Main Street office
- ≈ Year round farmers market facility
- ≈ Youth friendly facilities to use “wheels”, etc.
- ≈ Development of Fochtman property
- ≈ City involvement & dollars to demolish Lake Front Square
- ≈ Review city parking lots for potential retail developments.

Over the next 10 years, I would like to see the Main Street Program.....

- ≈ Become a sustainable source of support for businesses, entrepreneurs, and community programs and maintain the support by building infrastructures and communications
- ≈ Remain as active, vibrant and restless as we are today
- ≈ Be a National Main Street Award winner
- ≈ Expand the Main Street District
- ≈ Sponsor and support a small business start up for one year. Do one new business each year

2012 Strategic Focus – Goals and Objectives – Draft

Promotion:

Goal: Maintain Enhance / Existing Events

Winter Festival
Chocolate Covered Boyne
Irish Heritage Fest
SOBO Arts Festival
Stroll the Streets
Harvest Fest
Earlier Than the Bird
Holiday Open House

Goal: Expand Downtown Events

Community weekly Walk/Run event in the fall (led by the cross country team)
Silent disco and light show

- Tie to weaker events

Outdoor weekly film – even in the winter with fire pits, grills. Could also be used as a fund raiser for the theatre

Goal: Involve young people in downtown events

2012: Kids Rock Boyne; Sunset Park Ice Rink

Goal: Expand Downtown Marketing

Billboards – potential for joint/piggyback with Boyne USA
Additional target marketing; Ann Arbor, Grand Rapids, Kalamazoo, Chicago areas
“Boyne City” sticker possibly partner with outgoing shipments of goods
Website - SEO Analysis Development
Flash mobs
Cash mobs (supporting small businesses)
Promote Lake Charlevoix – USA Today “Laid back, artsy Boyne City”
Efforts to increase awareness of our Website and Branding:

- Web address signs for each business to display
- Web address bumper stickers
- Order some t-shirts

Goal: Celebrate Main Street's 10-year anniversary
Celebrate the entire year, recognize volunteers, etc.)

Farmers Market

Goal: Permanent structure/facility/place

Organization

Goal: Create More Efficient Office Operations

Move the Main Street Office

- Option remains open
- Potential shared space with Chamber
- Utilize the theatre (stay or go when renovations are done)

Support staff for director

Goal: Oversee Development Plan for Boyne Theatre

Goal: Volunteer Recruitment, Management, Retention

Expand volunteer numbers

Job description

Create a volunteer education program: "What is this?" manual

Main Street potluck for ideas/bonding for volunteers; possible appreciation dinner/gifts

Consider committee rotation of members

Recruit young people into program; possibly to serve on board

Goal: Restore Life to the Dilworth

Create subcommittee to oversee project

Goal: Maintain Existing Committee Activities

Boyne Thunder oversight

Budget development / implement designated funds as outlined in Downtown Development Plan. (Public Arts and Murals; Public Improvement Maintenance; Festival Fund; Land and Building Acquisition; façade and signage program.)

Board recruitment

Fundraising for various activities: holiday decorations; winter bus service from Boyne Mtn to downtown BC

Goal: Create Local Investment Program

“Locavesting” concept for community

Design

Goal: Maintain Infrastructure

Christmas decorations – how to continue / improve program

Local façade program (continue to utilize)

Parking lot landscaping / screening

Buff Up Boyne

Seasonal maintenance employee

Business Way finding

- Design, assistance and implementation

Goal: Streetscape Improvements / Enhancement

Dog Park

River walk extension

Boyne Avenue corridor

- Seek traffic enhancement grant
- Streetscape enhancement
- Road entrance sign

Front Street: Clean up short term; Re-face back of buildings

Goal: Sense of Place Enhancement

Historic Murals (solid aluminum panels)

Sunset Park

Sidewalk Seating

Goal: Promote Historic Preservation

Historic Walking brochure – finish

- QR codes on buildings

National Historic District signage / promotion

Team Boyne (Economic Restructuring)

Goal: Business Retention / Recruitment

Outdoor dining on downtown sidewalks (alcohol)

Promote Bike Trails

Build relationship with county government

Make available expertise/proactive mentorship for all businesses

Implement / follow up on 2012 business visits

Explore Local-vesting “stock market” investment concept and implement. Time & money

Improve relationships with NLEA

Consider and promote first floor ordinance

UTILIZE market study – employ consultant to implement actionable items

Forget WIFI

Business succession help

Goal: Focus efforts on underutilized properties

Lakefront Square

Dilworth

Boyne Theatre

Goal: Create Youth Entrepreneurial Strategies

Youth entrepreneurial support

- 1,000 pitches
- Social networking
- Mentorships
- Financing

Youth invention “Contest”

Start an entrepreneurial club for youth

≈ Host a pitch event (Shark Tank)



Date: December 6, 2012
To: Main Street Board
From: Hugh Conklin, program manager
RE: Winter Bus Service

Expanded bus service was offered this past ski season by Charlevoix County Transit between downtown Boyne City and Boyne Mountain for the first time since the mid 1990s. The service enjoyed enough success that it is being considered again this winter.

Main Street's cost last year was \$1,500 and Charlevoix County Transit contributed the same amount. Rides were free. The bus ran Saturday evenings from 5 to 10 p.m. leaving Boyne Mountain on the hour and downtown Boyne City on the half hour. The plan is to have the same schedule again this winter with service starting during the holidays and continuing through mid March. The cost will be approximately the same as last year, but there is an added bonus.

New this year is the opportunity to purchase an ad on the transit bus, which will be used for the Saturday evening service, promoting the free rides. The cost for the ad is \$750 for production and a \$275 per month fee for an anticipated cost of \$1,575 for the season (Jan-March). However, by committing to the promotion early, Main Street will receive one month free resulting in a total cost of \$1,300. This cost will be our contribution to Charlevoix Transit for the free bus service.

Through the ad, the service will be promoted throughout the week and it will be great promotion for weekend visitors. I have included an ad from Mt. Pleasant to give you an idea of how the ad can be effectively used. I hope to have a design for our promotion to share with you at the board meeting.

As far as covering the cost we could solicit sponsorship from local businesses and / or use funds budgeted for marketing.

Recommendation

The Main Street board approve the request to participate with Charlevoix County Transit to provide free bus service between downtown Boyne City and Boyne Mountain Saturdays from 5 to 10 p.m. during the 2012-13 ski season at a cost of \$1,300 for the purchase of an ad on the transit bus.



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Isabella County Transportation Commission

DOWNTOWN
Mi. Pleasant





Date: December 6, 2012
To: Main Street Board
From: Hugh Conklin, program manager
RE: Farmer's Market Committee Appointments

Terms for one vendor and four at-large committee members are expiring on the Boyne City Farmers Market Committee. The vendor position is currently held by Scotty Mathers. The at-large positions are held by Julie Greenwalt, Jack Laurent, Dean Solomon (representing MSU Extension), and Jim Bauman, (representing the Boyne Area Chamber). Each term is for three years.

All four at-large committee members are interested in continuing to serve and their reappointment was unanimously approved by the Farmer's Market Committee at its November meeting.

Applications for the one vendor position were received from Scotty Mathers and Joann Brown. The farmer's market committee is recommending the appointment of Joann Brown for the three-year term.

Other members of the committee are: Richard Friske, Suzanne Morrison, Waneta Cook and Ella McPherson (all vendors); Lucy Hartlove and Jodi Adams. John McClorey is an ex-officio member.

Recommendation

The Main Street Board approve the recommendation of the Boyne City Farmer's Market Committee to appoint Dean Solomon, Jim Baumann, Julie Greenwalt, Jack Laurent, and Joann Brown to a three-year term on the Boyne City Farmer's Market Committee.

Mainstreet

From: Krizov, Laura (MSHDA) [Krizovl@michigan.gov]
Sent: Tuesday, November 13, 2012 8:40 AM
To: Mainstreet
Cc: Larry Lenhart
Subject: National Main Street Conference

Agenda Item 8.C
Pg 1 of 2

Dear Hugh:

The Michigan Main Street program is currently working on what is hoped to be a successful bid to host the National Main Streets Conference in the great city of Detroit in 2014. The National Main Streets Conference is the premiere conference for volunteer-based historic preservation and economic development for downtowns across the country.

During the week of educational sessions, expo opportunities, events and tours, nearly 2,000 people will gather to hear industry experts with downtown Detroit as the backdrop. As we well know, Detroit has long been held up as an example of urban decay and disenfranchised residents. We think there needs to be another narrative, one that builds on the very core of the Main Street culture: historic architecture, cultural institutions, unwavering work ethic and empowered citizens.

The saying goes, "as goes Detroit, so goes Michigan." We need to put Detroit, and Michigan's, best foot forward, and we need your help. For a successful proposal to the National Main Street Center, and for a successful conference, we need our strongest advocates committed to an unparalleled Detroit experience that offers the best of Michigan to the attendees.

You will be contacted shortly and asked to make a commitment of support through time on the one of many committees necessary to produce the conference or to participate with a cash or in-kind contribution. Enclosed is a form Letter of Commitment that you are welcome to customize to document your participation in the 2014 National Main Street Conference.

As we continue in the planning stages we encourage you to contact me with questions, comments and ideas on how to best communicate 'our' story.

Thank you for your careful consideration.

Sincerely,



Laura Krizov, Coordinator
Michigan Main Street

Draft of Letter of Commitment

Valecia Crisafulli, Vice President of Partnerships
National Trust Main Street Center
National Trust for Historic Preservation
1785 Massachusetts Ave. NW
Washington, DC 20036-2117

Re: Letter of Commitment

Dear Ms. Crisafulli,

It is with great enthusiasm that I submit this letter as a sign of support that the City of Detroit host the 2014 National Trust Main Street Center's annual Main Streets Conference. The City and the State's residents and its leaders have demonstrated unmatched resilience, commitment and creativity in community development. Our organization is committed to being a part of demonstrating this on a National stage.

[This paragraph is a general description of your organization] For example: *Michigan Association of Development Professionals is a community based non-profit organization that enhances the effectiveness and capacity of our members by providing a statewide voice and forum for community building and community-based economic development. We synthesize and share information, enabling our members to resolve local challenges. Our offices are located in the heart of downtown Lansing. We have a staff of 10 community outreach workers who are all experienced and knowledgeable in the area of community development, historic preservation and capacity building. Our agency was established in 1990. We have been serving Michigan for the last five years.*

We agree to participate as an active partner in this conference. Our commitment includes: [please list all contributions to the development of the conference including financial, in-kind and volunteer hours (planning committee or on site volunteer role)]. The conference and the many organizations it represents reinforce our mission of grassroots community development. We therefore extend our commitment to support and look forward to a successful conference in 2014

Sincerely,



Date: December 6, 2012
To: Main Street Board
From: Hugh Conklin, program manager
RE: Boyne Area Chamber of Commerce Visitors Guide

For the past three years, Main Street has purchased a full-page ad in the Boyne Area Chamber of Commerce Visitors Guide. The guide is widely circulated with a press run of 20,000. The guide advertisement has featured Boyne Thunder, the Farmers Market, Stroll the Streets and general information about the program. 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 vitality and energy of our program.

The expense will be for the 2013-14 fiscal year which begins on May 1.

Recommendation

The Main Street Board approve the purchase of one-full page ad in the Boyne Area Chamber of Commerce Visitors Guide at a cost of \$1,995.



Date: December 6, 2012
To: Main Street Board
From: Hugh Conklin, program manager
RE: 2013 Meeting Schedule

Each year, the board needs to approve the schedule for board and committee meetings. Here is the proposed meeting schedule for 2013.

2013 Main Street Board Meeting Schedule

First Thursday of each month, 8:30 am at city hall commission chambers. The dates are: January 3, February 7, March 7, April 4, May 2, June 6, July 11, August 1, September 5, October 3, November 7, December 5. (Spring Break is March 29-April 9).

2013 Main Street Committee Meeting Schedule

Organization Committee

- Third Tuesday of every month, 4 pm at Main Street office

Promotions Committee

- First Tuesday of every month, 4 pm at Main Street office

Design Committee

- Second Monday of every month, 4 p.m. at Main Street office

Team Boyne/Economic Restructuring Committee

- Third Friday of every month at 9 am at Boyne District Library Community Room

Farmers Market

- First Monday of the month: January, February, March, April, October, 10:30 a.m.
Boyne District Library Community Room

Recommendation

The Main Street Board adopt the proposed board and committee meeting schedule for 2013.