

TENTATIVE AGENDA



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**BOARD MEETING**

**February 7, 2013 – 8:30 A.M. Commission Chambers – City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
  - OATH OF OFFICE
2. READING AND APPROVAL OF MINUTES
  - January 10, 2012 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET MANAGER'S REPORT
7. UNFINISHED BUSINESS
  - a. 2013 Main Street Goals – summary of Jan. 14 board retreat II
  - b. Boyne Theatre Update
8. NEW BUSINESS
  - a. Boyne Thunder Resolution of Support
  - b. SOBO Arts Festival Grant Request
  - c. 2013 Farmers Market rules
  - d. Request of Main Street manager to go into closed session to discuss possible real estate transaction provided in MCL 15.268 (d) of the Michigan Open Meetings Act (PA 267 of 1976)
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Next Boyne City Main Street board meeting, Thursday, March 7, 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  
 January 10, 2013**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, JANUARY 10, 2013 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

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

**Roll Call**

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

**Meeting  
 Attendance**

Absent: None  
 City Staff: Main Street Manager Hugh Conklin, Assistant Planner Leslie Meyers and recording secretary Karen Seeley

Public: There were four people in attendance

**Approval of Minutes  
 MOTION**

Cain moved, Adams PASSED UNANIMOUSLY to approve the December 6, 2012 regular meeting minutes

**Citizens Comments**

Chamber Director Jim Baumann reminded the board of the Chamber of Commerce Annual Meeting January 17<sup>th</sup> at Boyne Mountain.

**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:

**Promotions**

- The Boyne City Winter Fest is the weekend of January 26<sup>th</sup>. The committee is moving many of the events to Old City Park.
- The Farmers Market Committee elected Dean Solomon as Chair and Lucy Hartlove as Vice Chair.

**Design**

- **Bike Racks** – Main Street Manager Conklin shared some pictures of a few general ideas for the bike racks in the downtown area. They are ready to put together a RFP (Request for Proposal) for general designs and costs. Once a design is chosen, it will be reviewed by the City's insurance company for liability issues.
- **Sunset Park Ice Rink** – The Sunset Park Ice Rink fundraiser at Café' Santé raised \$1,655, an amount that should cover all the expenses this winter. Santé and Magnum Hospitality have raised \$5,125 over the past two years. To date, no Main Street funds have been used to support the rink.

**Organization**

- Members of the committee participated in the accreditation conference call with the Michigan Main Street Center.

**Manager's Report**

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

- The Boyne-area business visits are continuing. The completion deadline is the end of this month.

### **Unfinished Business**

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Main Street Manager Conklin reported on:

- Reminded the board of the Main Street Planning Session, Monday, Jan. 14, 3 to 6 p.m. Boyne District Library Community Room. Two members of the Michigan Main Street Center will be in attendance.
- A Façade grant that was submitted for 419 E Main St. (the former body shop gym), which is now owned by Bill Noblett, and 109 Water Street, was denied. It was not seen as an impact project. Conklin said it may be time to revisit the façade grant and loan program through our program. Board suggestions to possibly repackage the grant with 417 Boyne Avenue; both of these buildings are at the main entrance to our downtown.

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**Boyne Theatre Update:** Main Street Manager gave the board the following update:

- Two work parties held: December 9 and 16 with about 15 volunteers. Theatre is completely cleaned out and chairs have been moved to the stage. You can now get an idea of its potential.
- Power for lights is on. ACE Electric was instrumental in making this happen. ACE also provided a generator until the power was hooked up. Having lights for the cleanup made a huge difference.
- Rob McKay, State Historic Preservation architect, toured the theatre and met with some members of the steering committee. He has determined that what the theatre is now is what it was in 1938 and it should be restored to that time period. The theatre is plain and not ornate. However, with renovation the theatre can be made into an attractive and inviting space. The lobby area is a different story since it was added later.
- Operator/owner of Grand Ledge Theatre visited and toured our theatre. He has had an interest in the Boyne theatre over the years. He was very encouraging about the project. It was good to hear this from an operator.
- Structural/building analysis is underway. This effort is being coordinated by Floyd Wright. Roof contractor and heating, cooling and plumbing contractor have toured the building. Electrical contractor is expected this week.
- Draft Mission Statement completed:  
“To restore the historic Boyne Theatre in a vibrant movie and entertainment venue, a community gathering place, and a source of economic vitality for downtown Boyne City.”
- Have solicited proposals from three architects with historic theatre experience to do an evaluation and provide a report on the work needed and an estimated cost. Have received one proposal and the cost is \$3600 plus an estimated \$600 in expenses. This will be the first step in the working on a renovation plan. More detailed and expensive work will need to be done later.
- Conklin will make a presentation, with the assistance of Bill Aten, at the chamber’s annual meeting next week.
- Cost to date: approximately \$900. Revenue from items sold: approximately \$400.
- Many people have contributed their time and energy to move this project forward. Bill Aten has been a huge help, coordinating the clean up and getting everything organized. Floyd Wright has also been a great help. Without them we wouldn’t be make the progress that we are.
- Conclusion: At this point, nothing has surfaced that would give me pause that we should not continue to move forward.

### **New Business**

**Boyne City Mushroom Festival:** The Mushroom Festival is expecting changes in leadership after this year's event. Key members of the committee have indicated they will be stepping down. Paul Nichols and Tony Williams were present to share their insights and discuss what role if any Main Street should play in the transition. Paul explained that there is a core of six people on the Executive Committee and five are leaving after this year. They would like to be able to train their replacements during their last year. The Lions Club will not be doing the competitive hunt any longer. However, the committee will continue with the guided and private hunts. Board discussion that this is a great festival and has been ongoing for many years. A suggestion of a community meeting to inform the citizens of the need for volunteers for this event and others. Board consensus that this would fall under the Organization Committee and agreed to forward to them with the suggestion they work with the Chamber to hold a community meeting.

MOTION

**Property donation:** As part of the project to move utility lines underground along Ray Street, there was a need to find a location for the new electric box at the west end of Ray Street. The desired location was behind the Johnson Oil gas station. The property is owned by Dr. Dennis Kirkby, who also owns the building at 209 and 211 S. Lake Street. A meeting was held with Dr. Kirkby to see if he would grant an easement to the City next to the sidewalk on the north end of the parking lot to locate the electrical box. Dr. Kirkby not only agreed to the easement but he offered to give the city the entire piece of property running parallel along the alley, which has a total of 13 parking spaces, and also creates possible future opportunities to expand public parking in the downtown area. A request to the Planning Commission to amend the site plan which called for the two parcels to be combined into one was approved by unanimous vote at its November meeting as follows:

MOTION

MOTION

1. That the parking area not be combined with the main parcel at 209 South Lake St
2. The 17 parking space requirement for the building be waived.

Good of the Order

Board discussion that this is a win-win situation for Main Street. Maybe in the future we could acquire the piece of property next to the carwash and combine the two for public parking.

**Cortright moved O'Brien seconded PASSED UNANIMOUSLY** that the Main Street Manager proceed and work with city staff to take the necessary steps to accept the property behind 209 and 211 South Lake St. as a donation from Dr. Dennis Kirkby.

Adjournment

**Board member appointments:** Six candidates applied for the two open seats on the Main Street Board. The seats are currently held by Kathy Anderson and Rob Swartz. All candidates were interviewed by organization committee members Bob Alger, Bob Carlie, Mike Cain and Michelle Cortright.

After discussion the Organization Committee voted to recommend Rob Swartz and Jim Jensen to four year terms on the board. **Carlile moved, O'Brien seconded PASSED UNANIMOUSLY** to recommend the City Commission approves the appointments of Rob Swartz and Jim Jensen to the Main Street board with terms expiring January 18, 2017.

**Election of Officers:** The Organization Committee voted to nominate Rob Swartz to serve as board Chair and Pat O'Brien to serve as Vice Chair beginning February 2013 through January 2014. **Carlile moved, Cortright seconded PASSED UNANIMOUSLY** to accept the nominations of the OR Committee.

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Main Street Manager Conklin is still trying to coordinate a meeting with Bob Gibbs,

a urban retail planning consultant and the Main Street board, City Commission, Planning Commission and Chamber board City Manager Cain said that City staff is still in discussions with the owners of the Devlon property. He also reported that they have been in discussion with the DEQ regarding the lake levels and dredging.

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**Swartz moved Adams seconded PASSED UNANIMOUSLY** to adjourn the January 10, 2013 meeting of the Boyne City Main Street Board at 9:49 am.

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Karen Seeley, Recording Secretary



Date: February 7, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Committee Reports

#### **Promotions**

- The Boyne City Winter Fest was blessed with beautiful weather and the result was a nice celebration of the season. Two very hard workers who contributed to the event's success were Luis Diaz and Kathy Anderson.
- Summaries of the Jan. 7 farmer's market committee meeting, Jan. 8 marketing long-range planning committee, and the SOBO Arts Festival Committee meeting are attached for your review.

#### **Design**

- The committee, with the help of assistant city planner Leslie Myers who is a member of the committee, will soon be issuing a request for proposals for the new "art" bicycle racks for the downtown Boyne City.
- The committee is seeking board input on new banners for downtown. A trial run of three new banners with a new design and size was tried last fall with limited comments. A decision needs to be made on whether to follow through with the new proposed designs or move in another direction.
- The large Stroll the Streets banner which hangs from the Coldwell Banker building also needs to be replaced. Up to three sizes are under consideration. A rendering is attached for your review. Any input you might have is appreciated.

#### **Organization**

- The committee met with representatives of Camp Quality to discuss the addition of Challenge Mountain as a Boyne Thunder partner and how to define the relationship and responsibilities.
- Boyne Thunder planning continues with registration scheduled to open March 1.

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

- Junior Achievement's interim district manager Mark Panker met with Team Boyne at its January meeting. JA is getting re-established with four classes of fifth graders (100 students) in the Boyne City Public Schools. The program needs teachers, donors and board members to make the effort succeed. Junior Achievement is the world's largest organization "dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs." JA's unique approach allows volunteers from the community to deliver the curriculum while sharing their experiences with students. If you are interested in getting involved or learning more about the program, contact Mark at 231-582-4660 or by email at [janso@jo.org](mailto:janso@jo.org).



## January 7, 2013 Committee Meeting Summary

**Meeting Opened: 10:30 a.m.**

**Attendance: Motion to excuse Suzanne and Julie. Passed**

**Review/Approval of Previous Meeting Summary: Motion by Richard, second by Ella – motion passed.**

**Citizens Comments on Non-Agenda Items: There were none**

### **Agenda Items:**

#### **I. Market Manager's Report**

- a. Winter Market overview: There have been an average of 20 vendors each week. Vendor number has been as high as 24; with a low of 12. Customer counts: 296 highest; lowest has been around 160. Indoor market banner will be going up on Coldwell Banker Real Estate office at the corner of Water and East streets (very good visibility). Advertising expense for winter market, including banner is approximately \$1,125. Revenue for indoor market is \$1,142. Still have outstanding vendor fees to collect. Special events, mainly due to Mike Everts, has raised \$80.
- b. Double up – paperwork submitted
- c. Cooking demos – health department will take lead for these events this summer. Six demos are planned.
- d. EBT – update on options from state and health department. There are still questions on best option. Becky and Jim will work through questions and decide on best option. Becky will report back to committee.
- e. Question about mandarin oranges. Vendor has family orchard in California. Wants to take orders. Is this allowed? Discussion followed: Does it open the flood gates? Consensus is not to allow. This topic sparked good discussion on overall sales at market this winter and the reasons for it.
- f. Upcoming cooking demos and lessons: A demo space will be created at indoor market and the goal is to have weekly demos using Mike's stove. Will be donation only.
- g. Long-range planning update: Meetings are scheduled.

#### **II. Unfinished Business - None**

#### **III. New Business**

- a. Committee leadership: Dean Solomon nominated to serve as chair. Motion by Jim; support by Richard. Motion passed. Lucy Hartlove nominated to serve as vice chair. Motion by Jodie; support by Jim. Motion passed. John McClory nominated to serve as secretary. Motion by Dean; support by Ella. Motion passed.
- b. Outdoor market discussion: Pet policy discussed. Pets have been allowed over the year but due to issues with dogs, there is a recommendation to change policy and not allow pets. Motion by Richard to change policy and not allow pets at market; support by Jim. Discussion ensued. Motion passed.
- c. Vendor numbers: How many vendors to allow at outdoor market. Discussion ensued. Key point is to maintain a good mix.
- d. Budget will be prepared for February meeting and rule changes will be considered.

**Next committee meeting: Feb. 4, 2013**

**Attendance Record**

Name	Term Exp.	Jan. 7	Feb. 4	March 4	April 1	Oct 7	Nov
Dean Solomon, MSU Ext.	10/2015	P					
Richard Friske	10/2013	P					
Suzanne Morrison	10/2014	E					
Jim Baumann, Chamber	10/2015	P					
Jodie Adams	10/2013	P					
Lucy Hartlove	10/2014	P					
Julie Greenwalt	10/2015	E					
Joann Brown	10/2015	P					
Waneta Cook	10/2014	P					
Ella McPherson	10/2014	P					
Jack Laurent	10/2015	P					

P = Present

E = Excused

A = Absent

# 2013 SOBO ARTS FESTIVAL - MINUTES

## MEETING INFORMATION

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### *Objective: Planning 2013*

**Date:** 01/08/13  
**Time:** 9:00 AM  
**Location:** Main Street Office

#### ATTENDANCE:

HUGH CONKLIN, KATHY MACDONALD, MARILYN NIELSEN, BECKY HARRIS, DIANE STREZLINSKI

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### *Items of discussion:*

Call to Artist & Website Updates  
Sponsorship Updates/Mailing  
Budget & Special Funding Requests  
Poster Commission  
Wine Tasting Event – Boyne Theatre

### **Discussion and Follow-up:**

Call to Artist Application & Website: Finalized by Becky & Dan. Kathy will update mailing list to Becky.  
Call to Artist Application: distributed on or before Jan. 15<sup>th</sup> by Kathy & Becky.  
Sponsorship Packets: distributed on or before Jan. 15<sup>th</sup> by Marilyn & Diane.  
Budget & Special Funding: Letter to Petoskey CVB \$1000 for Hospitality Tent – Kathy  
    Contact Charlevoix Arts Grant (March 1 deadline – Swarowski Grant?) – Kathy to contact  
    Contact Crooked Tree Liz Ahrens – Hugh, Kathy, Becky to contact Liz  
    Contact Grant Review Allison Lovejoy – Kathy to contact  
    Budget Review – Kathy, Hugh  
Poster – Jasmine, Kathy to contact  
Wine & Beer Tasting – Boyne Theatre Event – Hugh & Becky will research  
    Could Wine Tasting be held at Boyne Theatre? Fund raiser?

## NEXT MEETING

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**Date:** Tuesday, Feb. 12  
**Time:** 9:00AM – MAINSTREET OFFICE

**Farmers Market**

**Long-range planning**

**Year Round Market (how can we make it sustainable)**

**Meeting Summary: Jan. 8, 2013**

Attendance: Becky, Lucy, Ericka, John, Hugh, Jack

Met at the Barn and froze, future meetings in the Library

All agreed was that we don't really know the extent of loyalty from vendors or customers at this point.

Is it better to focus primarily on the education piece and keep working ideas in the background?

Would it be possible to have a conversation with either Petoskey or Charlevoix about combining our indoor market.

Discussed a possible partnership with an existing store or Grain Train.

Becky should explore conversation with good models; Flint, AA, talk with Amanda Segar from MIFMA.

Discussed the importance of helping vendors/farmers move into a more sustainable year round business

We should have a conversation with Kathy Frugue at the BC Schools, could we unite our farmers to provide the quantity needed.

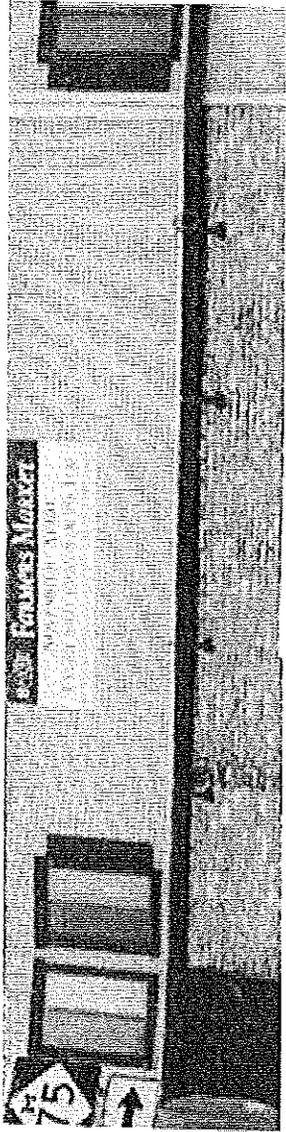
Create a Reception time to bring Farmers, School Service, Stores, Restaurants, food suppliers together (Sysco, Capitol Cherry Products)

In the Spring we need to have a conversation with vendors about their REAL commitment to a year 'round market.

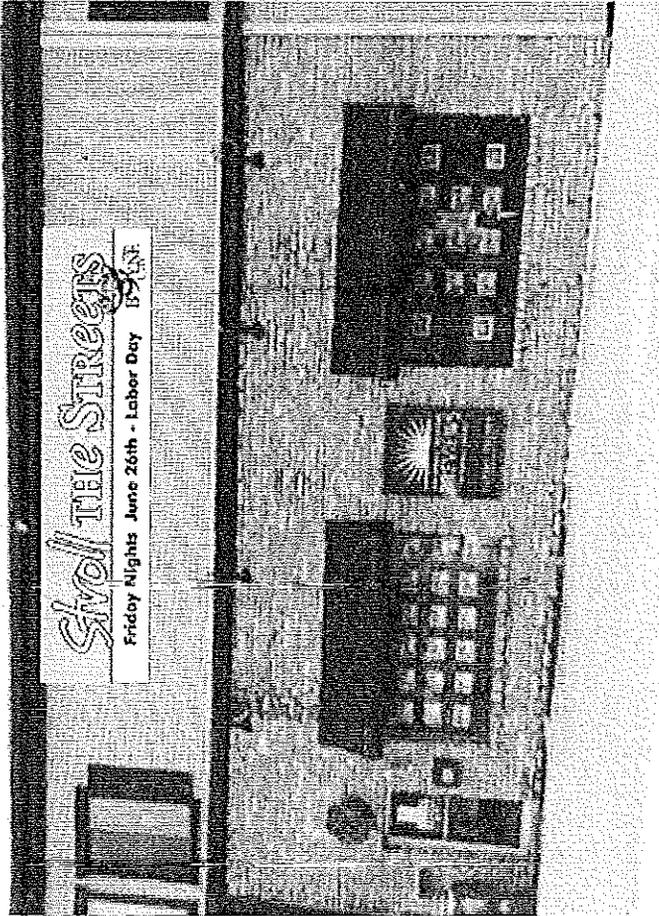
Continue on our path, we seem to be in a better position than other markets

Ericka will bring some Young Professionals to the Market to get involved.

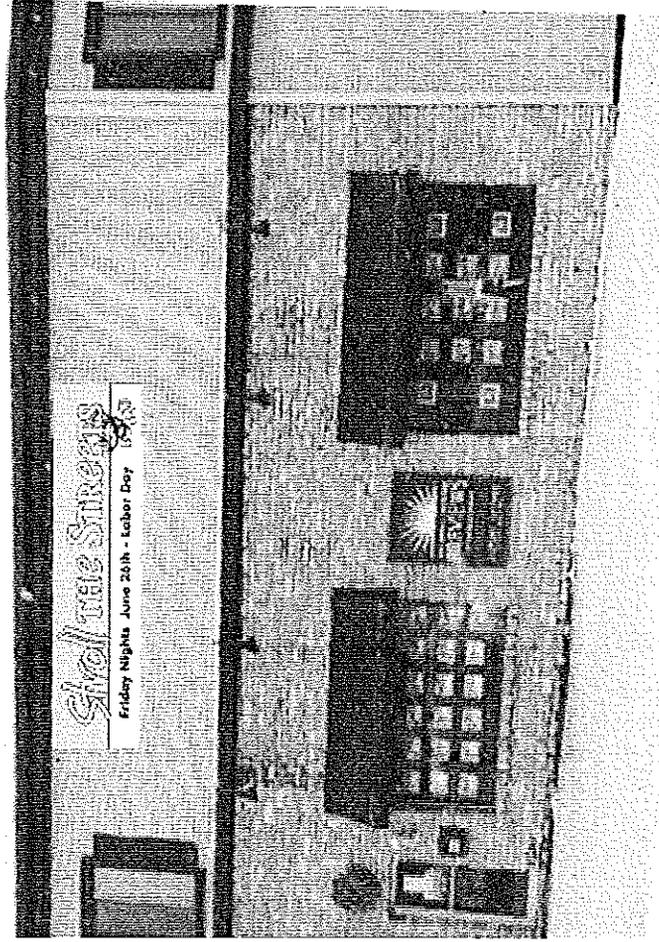
**Next meeting:** Tuesday, February 19<sup>th</sup>, 1pm Library Conference room



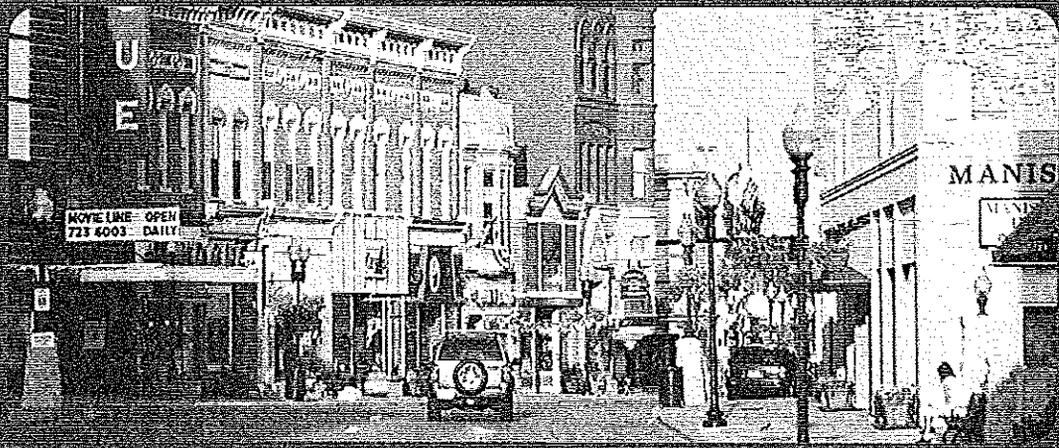
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5'x20'



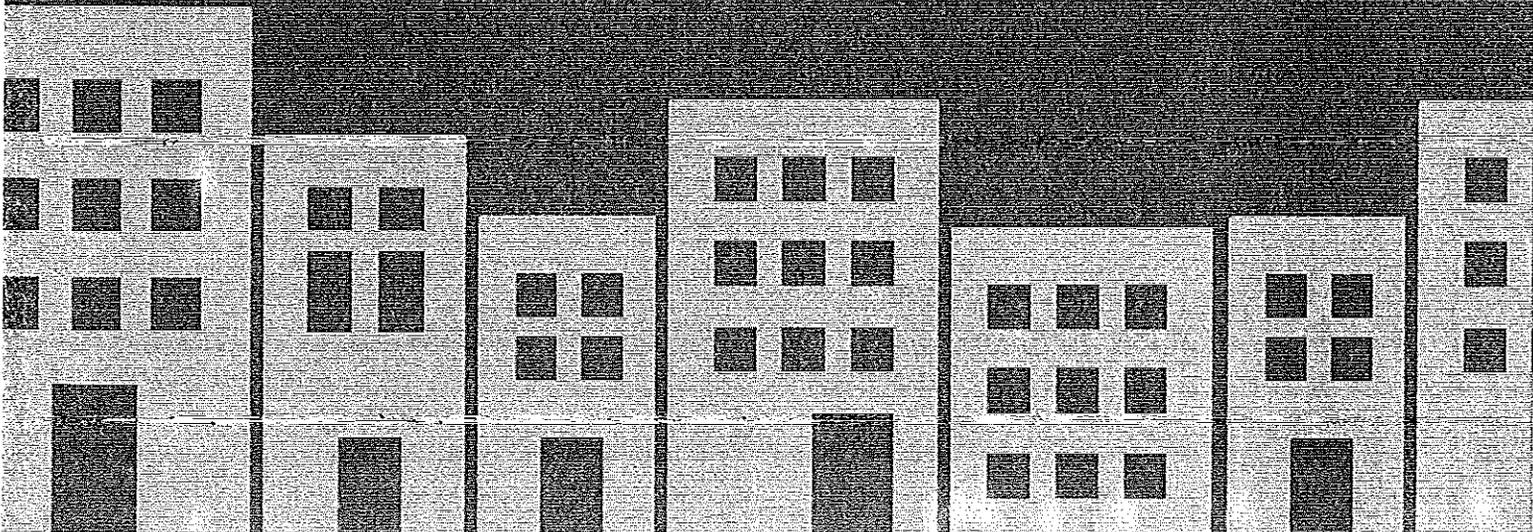
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# Michigan Main Street Center

**2011-2012 Annual Report**

Michigan State Housing Development Authority



## **A Letter from Michigan State Housing Development Authority Executive Director Scott Woosley**

Dear Friends & Partners,

On behalf of the Michigan State Housing Development Authority, it is with great excitement that I present the 2011-2012 Michigan Main Street Annual Report. Since 2003, the Michigan Main Street Center has been a forerunner in placemaking by helping revitalize downtowns across the state.

The concept of placemaking capitalizes on a community's historic assets and potential for creating communities in which people want to locate, invest, and expand. To revitalize Michigan we must examine our state through this placemaking lens and invest in Michigan communities to enhance the quality of life of our residents, and attract and retain businesses. The Michigan Main Street Center has been demonstrating this philosophy since their inception, through the Main Street Four-Point Approach®.

This year, the Michigan Main Street Center plans to continue to develop the program in an effort to assist our communities in the best way possible. As a team the Michigan Main Street Center provides a high standard of assistance to our communities—and they do this with the highest expectations. Michigan Main Street invests in their staff and outside expertise to bring a high quality of technical services to our communities across the state. This upcoming year is particularly important, as Michigan Main Street is celebrating it's 10th anniversary. Over the past ten years, Michigan Main Street has helped its communities generate over \$100 million in private and public investments; 661 net new or expanded businesses; 955 net new jobs; 663 facade rehabilitations; 347,028 volunteer hours and 170 new housing units, all downtown.

Just as the Michigan Main Street team works together to provide the best possible programming, Michigan Main Street communities work together to make the best possible Michigan. The success of these past ten years is a direct result of the extensive efforts the volunteers, staff, and community members put forth in their communities everyday. Michigan Main Street is living proof that placemaking and a volunteer-driven approach to community development continues to be successful.

Sincerely,

Scott Woosley  
Executive Director,  
Michigan State Housing Development Authority

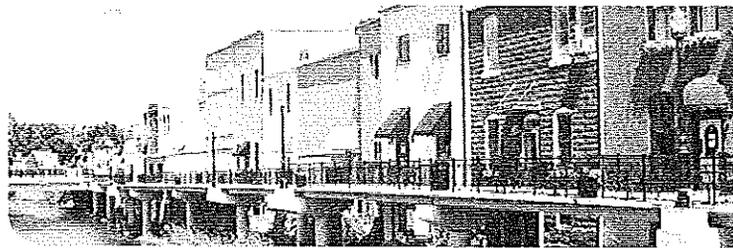
## Michigan Main Street

The Michigan Main Street (MMS) program, established in 2003, is designed to guide communities in a grassroots effort to reinvigorate their historic downtowns and traditional commercial districts. Main Street business districts have traditionally been the heart of a community. Its overall health is dependent upon the vitality of its core district.

By utilizing the National Main Street Center's Four-Point Approach® to economic revitalization and historic preservation for traditional downtowns. Traditionally, MMS sees a 60 to 1 return on investment. This is done through a tier of intense services and training that empowers each community to realize its full potential.

The MMS program is housed within the Michigan State Housing Development Authority's (MSHDA) Downtown and Community Services division. The MMS program covers the entire state of Michigan with the exception of Oakland County and the city of Detroit. These areas have their own coordinating programs offering services that support the Four-Point Approach®.

Currently, the MMS program provides services to 40 communities from Michigan's Keweenaw Peninsula to the Indiana, Ohio and Wisconsin borders. These 40 communities participate in any one of three levels of assistance and commitment.



### **ASSOCIATE LEVEL: 1-3 YEARS**

The Associate Level is the introduction to the Michigan Main Street program, providing communities with no-cost training that will begin to introduce the principals, ideology and investment a successful program requires. The intent of the Associate Level is to provide communities with a basic understanding and knowledge of the Main Street Four-Point Approach® to better prepare them for success as a Select and Master Level Community.

### **SELECTED LEVEL: 5 YEARS**

The Selected Level provides communities with specialized training within their own community. Once a community successfully completes the Associate Level, they are eligible to apply for the Selected Level. The intent of the Selected Level is to assist communities in implementing the Main Street Four-Point Approach® to revitalization by creating a fully-functioning and sustainable local Main Street program. Michigan Main Street staff, along with other professionals, work closely with Selected Level communities to train their boards, committees, and a full-time Main Street manager so they can begin to recruit volunteers and get the program up and running.

### **MASTER LEVEL: 6+ YEARS**

The Master Level is the most prestigious of the three levels of the Michigan Main Street program and is available to communities only after they have successfully completed five years in the Selected Level program. The intent of the Master Level is to continue assisting communities that have successfully integrated a Main Street program into their community. This is achieved by continuing to offer trainings and networking opportunities through the MMSC, as well as the opportunity to act as mentors for other Michigan Main Street communities.

# Michigan Main Street Communities 2011-2012



- Master Level Communities ▲
- Selected Level Communities ☆
- Associate Level Communities ●

### COMMUNITIES

MMS communities stand as role models for local economic vitality and the places people want to live, work, and play. MMS communities promote a strong sense of place celebrating their unique culture and heritage. Their preservation ethics and design practices show pride in their historic fabric. Existing businesses are successful and new businesses come to complement the clusters of unique shops and services.

## Who we are

### **PROGRAM STATEMENT**

The Michigan Main Street program's purpose is to support and improve Michigan's downtowns and neighborhood commercial districts by promoting and implementing the Main Street Four-Point Approach® in rural communities and urban neighborhood commercial districts across the state. The program builds partnerships that offer resources and empowers communities to create successful and sustainable Main Street programs reflecting the value of preservation-based economic development.

### **PROGRAM GOALS**

By 2018, the Michigan Main Street (MMS) program, its communities and teams of professionals are recognized state-wide and national leaders in downtown and neighborhood commercial district revitalization utilizing the Main Street Four-Point Approach®.

### **Local Main Street Programs**

The local MMS programs are comprehensive, driven by local leaders and skilled staff that demonstrate both broad-based public and private support that proudly sustain their vibrant districts.

### **MMS Program**

The MMS program is recognized nationally for providing advanced, holistic, and innovative technical assistance to its ever-growing number of communities. MMS builds awareness about the value of the Main Street Approach® and is an integral part of Michigan's place-based economic development strategy. MMS empowers communities to be successful in their revitalization efforts preserving their traditional commercial districts and promoting their unique assets; reaching local, statewide and national audiences.

### **The Team**

The MMS team is well-trained, energetic, trusted and is viewed as state-wide and national experts in all aspects of the Four-Point Approach®. These MMS professionals deliver proactive and highly-effective levels of service. The team is passionate about revitalization of Michigan communities and committed to the economic and organizational sustainability of MMS programs. Its customer-centric environment encourages collaboration and creativity, while providing a cross-disciplinary approach to revitalization. The MMS team is made up of professionals who believe that their success can only be measured by the success of the communities they serve.

#### **JOE BORGSTROM, Director, Downtown and Community Services Division**

Michigan State Housing Development Authority  
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#### **LAURA KRIZOV, Manager**

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#### **JESSY HARGER, Promotions Specialist**

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## The Four-Point Approach®

Main Street guides communities using a Main Street Four-Point Approach® created by the National Trust for Historic Preservation. The approach not only is a historic preservation tool but has brought billions in private investment to communities across the country for over 30 years using a community's singular sustainable attribute and common thread that makes each Michigan community unique – its people.

A team of volunteers in each community focuses on one of the four points of Main Street, allowing each community to achieve incremental and holistic change.

Each of these points, working in concert and driven by volunteer effort, can create an atmosphere of vitality and energy in downtowns, which can lead to real and lasting change. Coincidentally, the four points of Main Street correspond to the four forces of real estate value, which are physical, economic, social and political.



### 1. DESIGN

Design enhances the downtown's physical environment by capitalizing on its best assets and creating an inviting atmosphere through pedestrian-friendly streetscapes, multi-use parking areas, building improvements, and colorful landscaping.

### 2. ECONOMIC RESTRUCTURING

Restructuring is achieved by strengthening a community's existing economic base while also expanding and diversifying it. By helping existing businesses grow and recruiting new ones to respond to today's market, the program helps to convert unused space into productive property and sharpen the competitiveness of business enterprises.

### 3. PROMOTION

Promotion is necessary to market the downtown's niche characteristics to residents, visitors, investors, and business owners. It develops a positive promotional strategy through advertising, retail activities, special events and marketing campaigns to encourage commercial activity and investment in the area.

### 4. ORGANIZATION

Organizing all the downtown stakeholders gets everyone working toward a common goal and drives the volunteer-based program forward. The fundamental organizational structure consists of a governing board and standing committees. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

## Michigan Main Street Services

Michigan Main Street works to provide support in each of the four areas of Main Street to create a healthy base for the organization to grow.

- **Orientation** – An overview of the next five years of service including a schedule and expectations.
- **Manager Selection Assistance** – Hiring materials and consultation.
- **Base-Line Assessment** – Evaluative process to further educate and develop strategies for program development.
- **Board Training** – Review of the board's primary responsibility to program including legal, staff and programmatic benchmarks.
- **Individual Committee Training** – Committee roles and responsibilities including interaction, budgeting and project development.
- **Manager/Director Training** – Strategies for effective management of a local Main Street program.
- **Work Plan Development** – Learn Work Plan Process and develop implementation document detailing goals, budgets and benchmarks.
- **Volunteer Development Training** – Review of how to recruit, retain and manage volunteers to their best potential.
- **Resource Team** – Evaluative process to identify strategies for making the best and most efficient use of available financial and human resources.
- **Market Study** – Researching and understanding the commercial district's market and opportunities including housing for their downtown.
- **Main Street Building Basics** – Educational workshop identifying principles of historic preservation, common problems and design solutions.
- **Design Services** – Individualized design assistance for three buildings per year including schematic drawings, paint samples, product information and budgets.
- **Quarterly Trainings** – Opportunity to communicate with network of managers throughout the state on rotating topics.
- **Year End Assessments** – Determine progress of program through survey, reporting and interviews resulting in National Main Street Accreditation.
- **Real Estate Development** – Teaches the process of Community Initiated Development through real-life redevelopment models.
- **Retail Merchandising** – Workshop and consultation regarding inventory, floor plan, lighting, and window displays.
- **Main Street Branding Service** – A professional designer will identify and package a brand for the local program and district.
- **Event Evaluation** – Assessment of purpose and direction of events for greater return.
- **Retail & Special Event Training** – Identifies key strategies to turn festivals and events into economic drivers.
- **Market Study Update** - This portion of the market study process puts the information to work, exploring marketing and recruitment ideas that can be implemented in your community.
- **Board Retreats** – Facilitate a discussion identifying focused goals and objectives for the future of the program.
- **Street Scape Visioning** – Facilitate a visioning session with members of the community to determine the long-term goal for street scape projects and funding.
- **Michigan Main Street Listserv Opportunities** - Access to statewide network of Main Street and community development professionals.
- **National Main Street Conference Registration** – Access to training opportunities from national leaders.
- **Resource Library Materials** – National Main Street Center handbooks and resources covering all areas of community development.
- **Michigan Main Street Road Signs** – Branded signage announcing Michigan Main Street designation.

# ACHIEVEMENTS OF MICHIGAN MAIN STREET COMMUNITIES 2011-2012



PROGRAM TO DATE: 661



Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 347,028



PROGRAM TO DATE: \$95,122,031

Total amount of  
**PUBLIC IMPROVEMENTS**



PROGRAM TO DATE: \$41,399,539

Total number of  
**FACADE IMPROVEMENTS**



PROGRAM TO DATE: 663

**THE MICHIGAN MAIN STREET 2011-2012 ANNUAL REPORT** focuses on the 16 communities that are required to report statistics as a part of the Selected and Master Level. While the nation continues to face a recession, most Michigan Main Street communities have stabilized or increased businesses within the downtown districts preserving and in some cases increasing the number of full-time jobs in the core area.

# BLISSFIELD

## 2010 CENSUS POPULATION



**3,140**

DESIGNATION YEAR: 2010

Total amount of  
**PRIVATE INVESTMENT**

**\$13,876**

PROGRAM TO DATE: \$648,026

## VACANCY RATE

**6%**

BEFORE  
MAIN  
STREET

**7%**

TODAY

Total number of **new businesses**



PROGRAM TO DATE: 13

Total number of  
**FESTIVALS & EVENTS**



**3,516**

Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 4,920

## Highlights

- The program is working to build stronger relationships and partnerships within the community to provide increased business assistance and marketing opportunities.
- Community's BELL Lab was featured in the National Main Street publication *Main Street Now*, showcasing youth involvement in community development.
- A capital improvement campaign was created by the Design Committee raising thousands of dollars for downtown street furnishings, doubling their expected revenue.
- The program has increased to nearly 2,000 volunteers, while adding 70 new volunteers this year.



**LEVEL  
SELECT**

**NATIONAL  
ACCREDITATION  
NO**

# BOYNE CITY

## 2010 CENSUS POPULATION



**3,735**

DESIGNATION YEAR: 2003

Total amount of  
**PRIVATE INVESTMENT**

**\$25,200**

PROGRAM TO DATE: \$6,473,431

## VACANCY RATE



BEFORE  
MAIN  
STREET



TODAY



PROGRAM TO DATE: 55

Total number of  
**FESTIVALS & EVENTS**

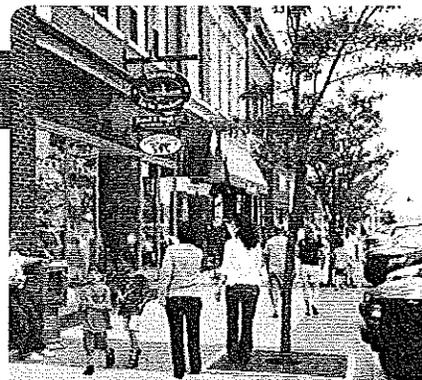


Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 26,517

## Highlights

- Two facade projects are in process and the downtown has been listed on the National Register of Historic Places.
- Team Boyne has been meeting with individual business owners to identify their needs and provide assistance. They also are collaborating with the schools, manufacturing leaders, city, and chamber to help recruit a major employer into their industrial park.
- The farmer's market has grown to a year-round market with a building in the downtown being transformed into a seasonal indoor venue.
- The program completed the branding project and launched a new website. The brand has been widely accepted and key components have been used by city government and the Chamber of Commerce, making the brand consistent for the community as a whole.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

[www.boynecitymainstreet.com](http://www.boynecitymainstreet.com)

# Calumet

2014-2015

## 2010 CENSUS POPULATION



**1,400**

DESIGNATION YEAR: 2003

Total amount of  
**PRIVATE INVESTMENT**

**\$148,900**

PROGRAM TO DATE: \$2,164,058

## VACANCY RATE

**15%**

BEFORE  
MAIN  
STREET

**11%**

TODAY

Total number of new businesses



PROGRAM TO DATE: 32

Total number of  
**FESTIVALS & EVENTS**



**6**

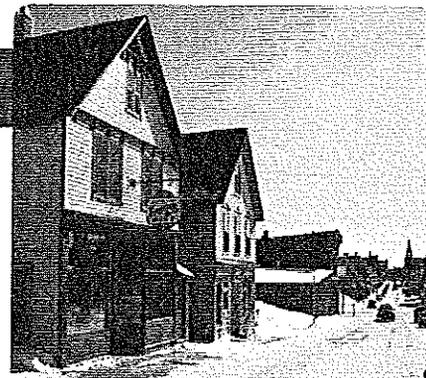
**15,251**

Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 60,451

## Highlights

- For a village of only 800, the program has a large volunteer base available to be used in a number of areas, including committees, festivals and events.
- The Design committee has a strong partnership with the National Parks Service that has a renewed focus on enforcement of the districts historically significant buildings.
- The Economic Restructuring committee has been working with property owners to redevelop two and three stories in the downtown for housing.
- The Organization Committee launched a new website for the program, expanded their social media presence, and produced new print materials that have expanded exposure to the community.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

[www.mainstreetcalumet.com](http://www.mainstreetcalumet.com)

# CLARE

Michigan Main Street Center

## 2010 CENSUS POPULATION



**30,312**

DESIGNATION YEAR: 2004

Total amount of  
**PRIVATE INVESTMENT**  
**\$65,100**

PROGRAM TO DATE: \$787,914

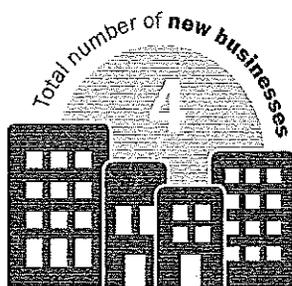
## VACANCY RATE



BEFORE  
MAIN  
STREET



TODAY



PROGRAM TO DATE: 40

## Total number of FESTIVALS & EVENTS



PROGRAM TO DATE: 21,040

## Highlights

- The program was able to take the branding service provided from a main street brand to community-wide brand by incorporating partnering stakeholders.
- They have successfully recruited multiple businesses identified as opportunities in the most recent market study that also compliments the character and community of downtown Clare.
- The Economic Restructuring committee secured a grant from the Clare County Community Foundation to assist in developing way-finding signs throughout the downtown.
- The program has graduated from the Michigan Main Street program and continues their development and historic preservation efforts through the Chamber of Commerce and other municipal programming.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

# Grand Haven

## 2010 CENSUS POPULATION



**10,412**

DESIGNATION YEAR: 2005

Total amount of  
**PRIVATE INVESTMENT**  
**\$730,400**

PROGRAM TO DATE: \$12,086,753

## VACANCY RATE

**24%**

BEFORE  
MAIN  
STREET

**2%**

TODAY

Total number of new businesses  
**8**

PROGRAM TO DATE: 37

## Total number of FESTIVALS & EVENTS

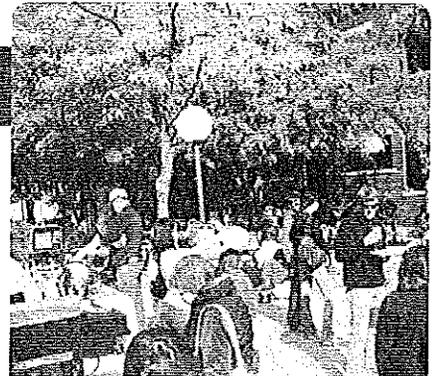


Total number of  
**VOLUNTEER HOURS**  
**7,592**

PROGRAM TO DATE: 29,646

## Highlights

- The organizational capacity and extremely low vacancy rates have warranted the expansion of the Grand Haven Main Street district into the surrounding CenterTown district.
- The extremely strong Economic Restructuring committee has used the data gathered in the market study to focus their efforts on expanding reach to CenterTown.
- The design committee has wonderful public art programming that involves many local artists and has been recognized throughout the state.
- The program directed and launched a re-brand of the Main Street organization, including a new website, logos, taglines, and other useful tools to promote the downtown.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
NO**

# Area

## 2010 CENSUS POPULATION



2,126

DESIGNATION YEAR: 2010

Total amount of  
**PRIVATE INVESTMENT**  
**\$105,075**

PROGRAM TO DATE: \$123,975

## VACANCY RATE

10%

BEFORE  
MAIN  
STREET

6%

TODAY

Total number of new businesses  
5

PROGRAM TO DATE: 7

## Total number of FESTIVALS & EVENTS



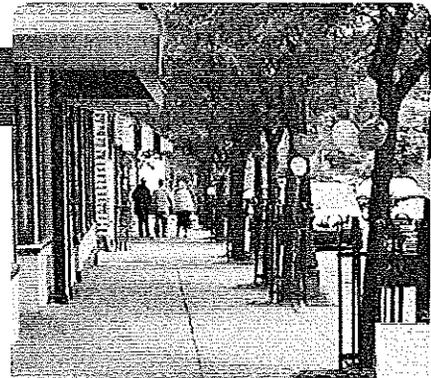
3,765

Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 6,296

## Highlights

- The Promotions committee is strong and has focused further developing existing events to support surrounding businesses and target demographics.
- The Economic Restructuring committee has implemented business assistance classes and has developed a better understanding of the existing business mix in downtown.
- Eight facade rehabilitation projects were completed, some taking advantage of the façade grant program through the Michigan Economic Development Corporation (MEDC).
- The Organization committee has covered the costs of their own programming included making net revenue on each project including the newsletter.



LEVEL  
SELECT

NATIONAL  
ACCREDITATION  
YES

# Howell

## 2010 CENSUS POPULATION



**9,489**

DESIGNATION YEAR: 2005

Total amount of  
**PRIVATE INVESTMENT**

**\$147,740**

PROGRAM TO DATE: \$5,988,448

## VACANCY RATE



PROGRAM TO DATE: 75

## Total number of FESTIVALS & EVENTS



Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 26,117

## Highlights

- The program's special events have helped downtown Howell to become a destination area for the community and the surrounding region.
- The program brought on a new Main Street manager and created a "block captain" program for volunteers, creating a broader network of peer support within the downtown.
- The Design committee created a public arts initiative with a goal to beautify the downtown with outdoor art and help grow the economic base of the creative industry in Howell.
- The Economic Restructuring committee has been working on the process of updating their market data to continue to recruit target businesses that compliment Howell's current business mix.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

# FOR MONTAGNE

## 2010 CENSUS POPULATION



**8,154**

DESIGNATION YEAR: 2006

Total amount of  
**PRIVATE INVESTMENT**  
**\$1,649,379**

PROGRAM TO DATE: \$2,092,484

## VACANCY RATE



Total number of new businesses  
**11**

PROGRAM TO DATE: 57

## Total number of FESTIVALS & EVENTS

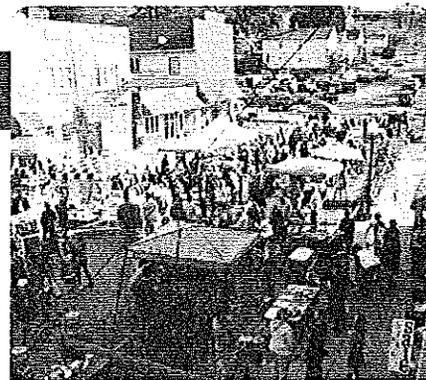


Total number of  
**VOLUNTEER HOURS**  
**4,605**

PROGRAM TO DATE: 15,861

## Highlights

- The program's Italian Fest has become a large fundraiser for the organization and a destination event for the community. The festival draws people from as far away as Chicago, Milwaukee and even Italy.
- Several rental rehabilitation projects have been completed in a couple of second story buildings in the downtown area through the Michigan State Housing Development Authority.
- The YP in the UP (you professionals group) continues to be successful and grow their membership and populate in the community.
- Private donations for downtown beautification efforts have reached their peak this summer with private donors investing over \$10,000 in streetscape enhancements.



**LEVEL  
MASTER  
NATIONAL  
ACCREDITATION  
YES**

# Manistee

2010 CENSUS POPULATION

## 2010 CENSUS POPULATION



**6,041**

DESIGNATION YEAR: 2008

Total amount of  
**PRIVATE INVESTMENT**

**\$180,020**

PROGRAM TO DATE: \$828,459

VACANCY RATE

**21%**

BEFORE  
MAIN  
STREET

**16%**

TODAY

Total number of new businesses



PROGRAM TO DATE: 31

Total number of  
**FESTIVALS & EVENTS**



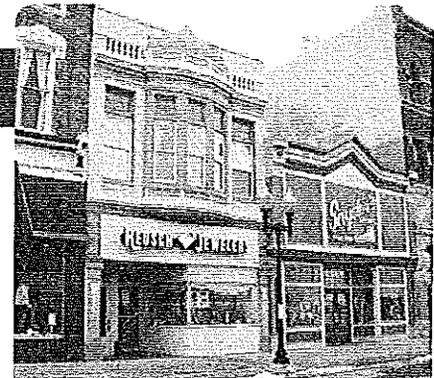
**3,053**

Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 12,556

## Highlights

- The board and committees are strong, cohesive, and effective as an organization. The strategic planning process has brought a renewed focus and energy to the program.
- The façade grant program has been instrumental in seeing more physical improvements to buildings over the past year, adding to the visual appeal of the downtown. Fourteen facades have been completed this year.
- The program developed an \$80,000 regional marketing campaign for the downtown that is in cooperation with numerous local businesses.
- The Economic Restructuring committee has updated their market analysis and is embarking on an effort to recruit businesses to downtown.



**LEVEL  
SELECT**

**NATIONAL  
ACCREDITATION  
YES**

[www.manisteedowntown.org](http://www.manisteedowntown.org)

# Marshall

2010-2011 Yearbook

## 2010 CENSUS POPULATION



**7,088**

DESIGNATION YEAR: 2003

Total amount of  
**PRIVATE INVESTMENT**  
**\$24,029,150**

PROGRAM TO DATE: \$27,412,295

## VACANCY RATE



BEFORE  
MAIN  
STREET



TODAY

Total number of new businesses  
**10**

PROGRAM TO DATE: 40

## Total number of FESTIVALS & EVENTS

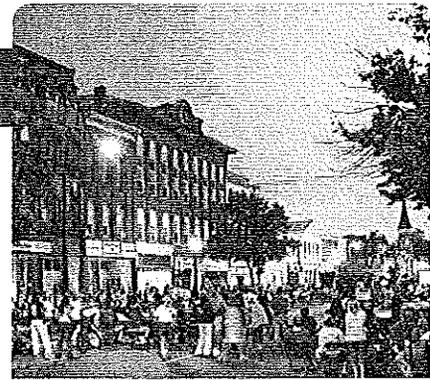


Total number of  
**VOLUNTEER HOURS**  
**20,751**

PROGRAM TO DATE: 12,814

## Highlights

- The Design and Promotions committees have grown and matured to the point where the programming is focused and strategic.
- Previously considered white elephant buildings have seen new life in the downtown.
- New organizational structure has expanded volunteer capacity and introduced new stakeholders to the program.
- The Design committee raised over \$100,000 through donations of individuals, corporations, and non-profit foundations and implemented a tree replacement project in the downtown.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
NO**

# Niles

## 2010 CENSUS POPULATION



**12,204**

DESIGNATION YEAR: 2004

Total amount of  
**PRIVATE INVESTMENT**

**\$147,740**

PROGRAM TO DATE: \$8,144,618

## VACANCY RATE

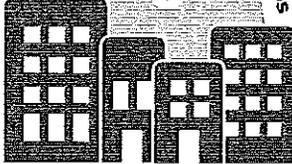
**17%**

BEFORE  
MAIN  
STREET

**5%**

TODAY

Total number of new businesses



PROGRAM TO DATE: 89

Total number of  
**FESTIVALS & EVENTS**

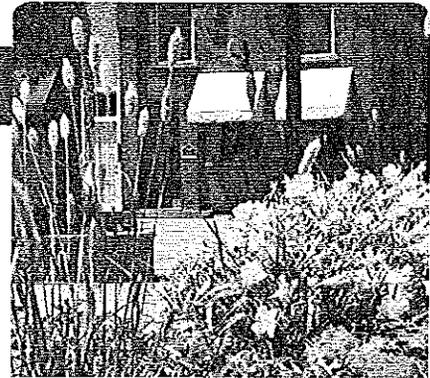


Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 34,658

## Highlights

- The United States Department of Agriculture (USDA) certified kitchen incubator is up and running and has begun accepting entrepreneurs.
- The program purchased a white elephant building in the downtown and has begun efforts for a community initiated development project.
- The Design committee has been working on getting their Main Street District listed on the National Register for Historic Preservation.
- The Organization committee raised funding from local foundations for a trash and weed removal project that helped replant three overgrown areas in the downtown. The funds also went towards a public art bench project.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

# Old Town Lansing

## 2010 CENSUS POPULATION



**119,128**

DESIGNATION YEAR: 2006



PROGRAM TO DATE: \$6,064,162

## VACANCY RATE

**14%**

BEFORE  
MAIN  
STREET

**9%**

TODAY



PROGRAM TO DATE: 69

## Total number of FESTIVALS & EVENTS



**16**



## Total number of VOLUNTEER HOURS

PROGRAM TO DATE: 30,751

## Highlights

- The organization continues to show success and growth on events that are already established, receiving record high numbers on their Oktoberfest and Taste and Tour events.
- Two façade improvements and building rehabilitation projects have been completed—with a focus on historic design.
- With the help of Principal Shopping District grant dollars, the program was able to complete public improvement projects including benches and street banners.
- The program continues to expand their market position with a consistent brand and an impressive social media presence.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

# Owosso

2010 CENSUS

## 2010 CENSUS POPULATION



14,748

DESIGNATION YEAR: 2009

Total amount of  
**PRIVATE INVESTMENT**

**\$24,055**

PROGRAM TO DATE: \$604,354

## VACANCY RATE

9%

BEFORE  
MAIN  
STREET

3%

TODAY

Total number of new businesses  
6



PROGRAM TO DATE: 21

Total number of  
**FESTIVALS & EVENTS**



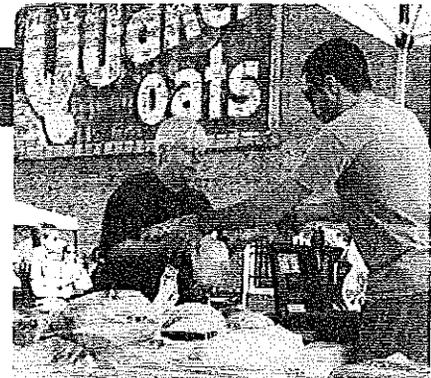
1,904

Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 9,259

## Highlights

- The program has developed strong leadership among the board and committees, making the organization stronger.
- A comprehensive "Process/Procedure Documentation Program" was implemented to ensure smooth transitions in the future.
- The organization has taken on the downtown Farmer's Market and has hired a manager to help run the successful retail event growing it to one of the largest in the state.
- The Organization committee organized a "Front Yard Gardener" program, where volunteers donated their time to plant and maintain over 100 flower beds in the downtown.



LEVEL  
SELECT

NATIONAL  
ACCREDITATION  
YES

# Portland

2010-2011 Annual Report

## 2010 CENSUS POPULATION



**3,889**

DESIGNATION YEAR: 2003

Total amount of  
**PRIVATE INVESTMENT**  
**\$20,750**

PROGRAM TO DATE: \$566,534

## VACANCY RATE

**13%**

BEFORE  
MAIN  
STREET

**8%**

TODAY

Total number of new businesses

**0**

PROGRAM TO DATE: 29

## Total number of FESTIVALS & EVENTS



**2,401**

Total number of  
**VOLUNTEER HOURS**

PROGRAM TO DATE: 9,713

## Highlights

- There are new young volunteers engaging with the organization that are anticipated to become future leaders of the program.
- Another great year with Portland Payday keeping \$64,000 in the community over three months!
- The Design committee directed the installation of a sculpture in a downtown park through a partnership with the City of Portland and the Portland Community Arts Council. The sculpture placed in the top 75 at ArtPrize in 2010.
- The Promotions committee introduced a new and highly successful event, "Wine the Walk." The event featured craft beer and Michigan-made wine tasting on the downtown boardwalk.



**LEVEL  
MASTER**

**NATIONAL  
ACCREDITATION  
YES**

# SCOTTVILLE

## 2010 CENSUS POPULATION



**1,266**

DESIGNATION YEAR: 2007

Total amount of  
**PRIVATE INVESTMENT**  
**\$478,000**

PROGRAM TO DATE: \$1,037,374

## VACANCY RATE



PROGRAM TO DATE: 10

## Total number of FESTIVALS & EVENTS

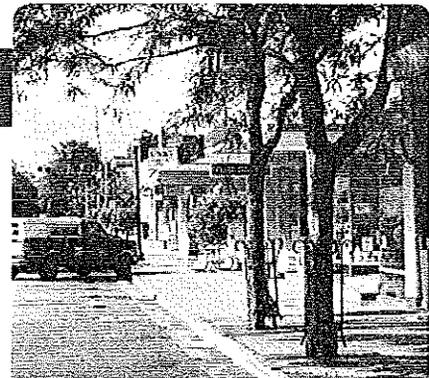


## Total number of VOLUNTEER HOURS

PROGRAM TO DATE: 9,619

## Highlights

- The program has done a great job getting through the transition of a new main street manager.
- All events and projects were under budget and/or sponsored.
- Several façade and infrastructure projects were completed this year including a downtown senior center.
- Ten residential units have been created in the downtown utilizing Michigan State Housing Development Authority's Rental Rehabilitation Program.
- A streetscape project was completed this year and a sidewalk to Riverside Park was planned, constructed, and finished within a matter of weeks.



**LEVEL  
SELECT**

**NATIONAL  
ACCREDITATION  
YES**

# Wayland

## 2010 CENSUS POPULATION



**3,939**

DESIGNATION YEAR: 2010

Total amount of  
**PRIVATE INVESTMENT**  
**\$69,300**

PROGRAM TO DATE: \$69,300

## VACANCY RATE

**15%**

BEFORE  
MAIN  
STREET

**9%**

TODAY

Total number of new businesses

**4**

PROGRAM TO DATE: 6

## Total number of FESTIVALS & EVENTS



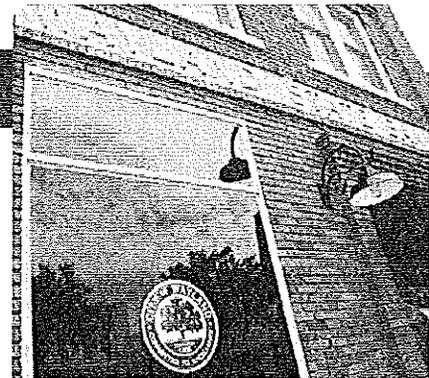
**2,060**

## Total number of VOLUNTEER HOURS

PROGRAM TO DATE: 3,406

## Highlights

- The organization was able to use the market study and resource team report to lead their board retreat to strategic and targeted goals for 2013.
- The Organization committee is strong and has a renewed focus on communications and marketing for their downtown.
- The Economic Restructuring committee has been collecting detailed data as they begin to work toward the goals outlined in their market study.
- The Promotions committee put on the inaugural Fall Fun Fest. It was a huge hit in the community and doubled its anticipated sales for the Chili Cook-off.



**LEVEL  
SELECT**

**NATIONAL  
ACCREDITATION  
NO**

## Advisory Committee

**Marja Winters**  
City of Detroit  
[www.ci.detroit.mi.us](http://www.ci.detroit.mi.us)

**Jamie Schriner-Hooper**  
Community Economic Development Association of Michigan  
[www.cedam.info](http://www.cedam.info)

**Andrea Brown**  
Michigan Association of Planning  
[www.planningmi.org](http://www.planningmi.org)

**Arnold Weinfeld**  
Michigan Municipal League  
[www.mml.org](http://www.mml.org)

**Becky Goodman**  
Michigan Downtown Association  
[www.michigandowntowns.com](http://www.michigandowntowns.com)

**Nancy Finegood**  
Michigan Historic Preservation Network  
[www.mhpn.org](http://www.mhpn.org)

**Jessica Williams**  
Michigan State Historic Preservation Office  
[www.michigan.gov/shpo](http://www.michigan.gov/shpo)

**Bob Donahue Jr.**  
Main Street Oakland County  
[www.oakgov.com](http://www.oakgov.com)

**Katharine Czarnecki**  
Michigan Economic Development Corporation  
[www.michiganadvantage.org](http://www.michiganadvantage.org)

**Michael Kapp**  
Michigan Department of Transportation  
[www.michigan.gov/mdot](http://www.michigan.gov/mdot)

**Jennifer Goulet**  
ArtServe Michigan  
[www.artservemichigan.org](http://www.artservemichigan.org)

**John Bracey**  
Michigan Council for Arts & Cultural Affairs  
[www.michiganadvantage.org/Arts](http://www.michiganadvantage.org/Arts)





[michiganmainstreetcenter.com](http://michiganmainstreetcenter.com) | 517-241-1737 | [info@michiganmainstreetcenter.com](mailto:info@michiganmainstreetcenter.com)

Agenda item 7.a.

## **Top Goals – 2013**

From November and January planning sessions

- 1. Celebrate Main Street's 10-year anniversary – 9 votes*
- 1. Business Retention / Recruitment – 9 votes*
- 2. Volunteer Recruitment, Management, Retention – 8 votes*
- 3. Maintain / Enhance Existing Events - 7 votes*
- 3. Focus efforts on underutilized properties – 7 votes*
- 4. Restructure Organization Committee – 6 votes.*
- 5. Promote Historic Preservation – 5 votes*
- 6. Sense of Place Enhancement – 2 votes*
- 7. Create More Efficient Office - 1 vote*
- 7. Localvesting – 1 vote*

# Goals and possible projects

## **1. Celebrate Main Street's 10-year anniversary – 9**

- Celebrate year round
- Kick off with community celebration on opening night of Stroll the Streets
- Create video – with testimonials, history of accomplishments, etc.
- Create 10-year anniversary seal

## **1. Business Retention / Recruitment – 9 – Team Boyne**

- 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
- Local façade grants/loans
- Consider and promote first floor ordinance
- UTILIZE market study – employ consultant to implement actionable items
- Downtown WIFI
- Business succession help

## **2. Volunteer Recruitment, Management, Retention – 8 – Org.**

- Hold community meeting
- 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
- Recruit young people into program; possibly to serve on board

### ***3. Maintain Enhance / Existing Events - 7***

- **Promotion:** Winter Festival, Chocolate Covered Boyne, Irish Heritage Fest, SOBO Arts Festival, Stroll the Streets, Harvest Fest, Earlier Than the Bird, Holiday Open House
- **Organization:** Boyne Thunder oversight, Budget development, Board recruitment, Fundraising for various activities: holiday decorations; winter bus service from Boyne Mtn to downtown BC

### ***3. Focus efforts on underutilized properties – 7- Team Boyne***

- Boyne Theatre, Lakefront Square, Dilworth, BAC building, Lally's

### ***4. Restructure Organization/All Committees – 6 – Org.***

- Consider committee rotation of members

### ***5. Promote Historic Preservation – 5 – Design***

- Historic Walking brochure – finish
- QR codes on buildings
- National Historic District signage / promotion

### ***6. Sense of Place Enhancement – 2 – Design***

- Historic Murals (solid aluminum panels)
- Sunset Park
- Sidewalk Seating

### ***7. Create More Efficient Office - 1 – Org***

- Keep options open for more visible office space
- Potential of sharing space with Chamber
- Support staff for director



## Committee members - 2012

### Design Committee

**Mark Kowalske**

PO Box 321  
Boyne City, MI 49712  
Ph: (231) 582-6554  
E-mail: [dynamic2@freeway.net](mailto:dynamic2@freeway.net)

**Ray Guzniczak**

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Ph: (231) 582-2355  
E-mail: [cnt@gtlakes.com](mailto:cnt@gtlakes.com)

**Leslie Meyers**

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Assistant Planning Director  
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**Aaron Place**

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E-mail: [aaronplace@hotmail.com](mailto:aaronplace@hotmail.com)

**Linn Williams**

6804 Zenith Hghts  
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Date: February 7, 2013

To: Boyne City Main Street Program  
Board of Directors

From: Hugh Conklin, Program Manager

Re: Boyne Thunder Resolution of Support

Boyne Thunder 2013 is scheduled for July 12 and 13 and planning for the event is well underway. As in the past years, the Main Street Board and City Commission are being asked for their support.

The committee is seeking the following:

- The support and endorsement of the event by the Boyne City Main Street Program.
- A resolution to make application to the Liquor Control Commission for a Special License for the sale of beer, wine and spirits for the consumption on the premises to be in effect on July 12 and 13, 2013.

**Recommendation**

The Main Street Board support and endorse the Boyne Thunder 2013 event; and approve a resolution to make application to the Liquor Control Commission for a Special License for the sale of beer, wine and spirits for the consumption on the premises, to be in effect on July 12 and 13, 2013 in Veteran's Park.



Date: February 7, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: SOBO Arts Festival Grant Application

The SOBO Arts Festival is interested in applying to the Charlevoix County Community Foundation for a grant to support the 2013 event.

Committee chair Kathy McDonald has reviewed with the foundation potential grant requests for the festival and she was encouraged to apply. The foundation suggests the grant request be specific and that the festival not ask for more than \$2,000. At this time the SOBO Festival has not made a decision on the request but likely targets are the Friday evening concert or children's activities on Saturday at Peninsula Beach. The grant application deadline is March 1.

The SOBO Arts Festival is making good progress in planning for this year's event scheduled for June 28-29. As you know from a previous report from the committee, Friday evening's events will include expanded entertainment, particularly in the South Lake Street area, and a concert by the Bay Area Big Band. Friday evening will also be set up to allow businesses to host open houses and other activities. On Saturday, activities will move to Peninsula Beach for the art show, music performances plus all the other components of the festival.

#### **Recommendation**

The Main Street Board approve the SOBO Arts Festival grant application to the Charlevoix County Community Foundation.