Michigan BOYNE CITY Main Street
Where Life meets Lake.®

Approved: 5/11/17 JH

Meeting of
April 5, 2017

MINUTES OF THE BOYNE CITY MAIN STREET WORK SESSION HELD ON WEDNESDAY APRIL 5, 2017 at 4:00 PM CITY HALL, 364 NORTH LAKE STREET

Meeting Attendance

Participants Present: Kelsie King-Duff, Michael Cain, Ashley Cousens, Don Ryde, Sally Van Domelen, Chris Bandy, Rob Swartz, Ben Van Dam, Robin Lee Berry, Karen Guzniczak, Becky Harris, Bob Alger and Jane Halstead (recording secretary)

Facilitators: Patrice Martin of Innovative Community Solutions, Michelle Audette-Bauman and Leigh Young of Michigan Main Street.

Patrice Martin discussed what the Michigan Main Street Refresh program entails. Instead of the focus being on the Four Points process, work is organized around strategies. The Boyne City Main Street transformation strategy will be focusing on outdoor recreation. A 3 to 5 year vision should be defined and goals and measures of success determined.

Defined Vision

Downtown Boyne City is a well-known, welcoming four season community on the water with successful businesses, comprehensive signage, accessible to everyone and high quality public facilities that maximize the experience of Boyne.

Draft Goals

- Expand and update marina
- Replace old restrooms and add new restroom at Old City Park
- Market downtown as recreation hub/destination
- Update Pavilion
- Encourage business development for diverse audiences
- Develop robust signage (in and out of DDA)
- Support full occupancy of store fronts

Representatives from Michigan Main Street will be back at a future date to train on metrics and how to measure success.

The work session concluded at 7:07 p.m.

Jane Halstead

Jane Halstead, Recording Secretary