

TENTATIVE AGENDA



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BOARD MEETING

May 1, 2014 – 8:30 A.M. Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES - April 10, 2014 regular meeting and April 15, 2014 special 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. Boyne Volunteer Network – Update
  - b. Food Truck Ordinance – Assistant Planner Annie Doyle
8. NEW BUSINESS
  - a. Walkabout Sculpture Show - Presentation
  - b. Request for horse-drawn wagon rides during Stroll the Streets
  - c. Mission and Vision Statements – Update
  - d. Graphic Design Services
  - e. Conference T-Shirts
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Next Boyne City Main Street board meeting, Thursday, June 5, 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**  
April 10, 2014

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY APRIL 10 2014 AT 8:30 A.M. CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

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

**Roll Call**

Present: Jodie Adams, Michael Cain, Michelle Cortright, Larry Lenhart, Pat O'Brien, Rob Swartz, and Ben Van Dam

**Meeting Attendance**

Absent: Robin Berry Williams (arrived 8:40) and Jim Jensen  
City Staff: Main Street Manager Hugh Conklin, Assistant Planning, Zoning Administrator Annie Doyle, Harbor Master Barb Brooks and Recording Secretary Karen Seeley

Public: Seven

**Excused Absences**

**MOTION**

Cain moved Cortright second **PASSED UNANIMOUSLY** to excuse Jim Jensen.

**Approval of Minutes**

**MOTION**

Cain moved Van Dam second **PASSED UNANIMOUSLY** to approve the March 6, 2014 regular meeting minutes as corrected (Jodie Adams was present, Jim Jensen was absent).

**Citizens Comments**

None

**Correspondence**

Thank you note from Boyne City High School Government teacher, Michelle Deming.

**Presentation from Boyne Blaze**

Katlin Skornia and Jacob Brewer gave the board an overview of the history of the robotic team. There are 278 robotic teams in Michigan. Part of their mission statement is to foster a variety of valuable life skills, such as innovation, self confidence, leadership, inspiration and communication - the same skills needed to become the creative scientific and technological leaders of the future. After discussion they were encouraged to make their presentation to the upcoming EDC/LDEA board for financial assistance. Main Street Manager Conklin asked Ben Van Dam to be the Main Street liaison between the board and the robotics team.

**New Business**

The Image Marketing Committee has been working on new designs for downtown banners. Many of the current banners are more than five years old and have worn out. Some of the banner designs are not new but have been "tweaked," and some designs were used as test banners two years ago. Last year banners reflecting Main Street's 10<sup>th</sup> anniversary celebration were installed. The new designs reflect specific community events and seasonal activities, while others reflect Main Street's brand and tagline. The designs and a map showing potential locations are included in your packet.

**Banner Presentation**

Kecia Freed reviewed with the board the new designs for downtown banners. The new banners have the new branding and are larger and easier to read. There are

eighty five posts in the DDA and the committee has chosen 36 post in high traffic areas for placement of the banners. After board discussion, Cain moved O'Brien seconded PASSED UNANIMOUSLY that Main Street supports the recommendation that the banners move forward to the Design Committee for final review and purchase, as budgeted and look into some locations outside of the core downtown. (DDA District)

**MOTION**

**SOBO Arts Festival  
Request for one-day  
Liquor license for June  
27, 2014**

Shannon Pearce, Chair of the SOBO Arts Festival Committee, explained the committee is exploring the possibility of hosting a beer and wine tasting during Stroll the Streets on June 27 from 6-9 p.m. A similar event was hosted last year by the Thirsty Goat. Complete details of the event are still being worked out but what is being considered at this time is using the parking lot next to the Lakefront Square in the 200 block of Lake Street for the tasting. The property owner has given Main Street permission to use the property. The area would be enclosed with orange fencing and all activities would be confined to the fenced-in area. The tasting would feature products from Michigan wineries and breweries and the goal is to bring more people downtown and to promote the SOBO Arts Festival. It is also possible the Up North Big Band will be performing that evening in the 200 block of South Lake Street. A grant application was submitted to the Charlevoix County Community Foundation to cover the cost of the band and a decision is expected by the end of April. Board question will the street be blocked off? No. Where will the Big Band perform? Re/Max parking lot. Boyne Country Provisions will be handling the beer and wine tasting.

**MOTION**

**CAIN MOVED ADAMS SECONDED PASSED UNANIMOUSLY** that the Main Street Board supports and recommends the City Commission approve the request from the SOBO Arts Festival Committee to submit an application for a one-day liquor license for a wine and beer tasting on Friday, June 27, as part of the SOBO Arts Festival in accordance with the rules of the Liquor Control Commission.

**Marina Improvement  
Projects-update**

Harbormaster Barb Brooks updated the board on the improvements to the Marina. The "L" shoppers' dock will be replaced this spring. It is currently being fabricated offsite and will be brought down as soon as the weather breaks. Three of the five fixed finger piers off the seawall in front of the light house will also be replaced with fixed adjustable docks. This work has also started offsite and will begin the on-site work as soon as the weather breaks. The shoppers' dock work should take about a week while the fixed piers will take a couple months as the work is much more extensive and only a small portion can be fabricated offsite. The Marina expansion plan has been submitted to the DEQ and Army Corp of Engineers for their review.

**Main Street Committee  
Reports**

The board reviewed the committee reports included in the agenda packet and Main Street Manager Conklin corrected one item:

- Heather Biddick is the new assistant Market Manager.

**Managers Report**

- We should receive the Pavilion Project Design by the end of May.
- The Vietnam Memorial: The VFW and American Legion will take the lead.
- April 15 at 8:30, Back to the Basic's with Kelly Larson
- The City Commission approved the Liquor License for Mountain Mayhem
- The City Commission also approved the Food Rally fund raiser for the Farmers Market
- We have heard nothing back from our "Sister City"
- The Façade applications are due by April 30<sup>th</sup>.

**Unfinished Business  
Main Street 2014-15  
Budget Adoption**

The budget was adopted by the City Commission at their last meeting.

**Food Truck Meetings-  
update**

Assistant Planning, Zoning Administrator Annie Doyle updated the board on the Food Truck meetings. They have had two meetings and received 67 surveys. It has been discussed at the City Commission at their last two meetings, and a recommendation will be made at the April 22 meeting. Board discussions/questions: Start small; see how it goes, then expand. What will be the hours? Location? Who's in charge? There will be four designated locations, and we will have an administrative policy in place. What about private parking lots in the CBD?

**New Business  
Boyer Volunteer  
Network-Report**

Every year the subject of volunteers comes up at the Main Street goal-setting meeting. It was Objective 4 under our top goal of "establishing and maintaining organizational sustainability".

**GOAL #1**

*Establish and maintain organizational sustainability*

**Objective 4: Strengthen Main Street program's volunteer base**

- Create the position description for the volunteer coordinator
- Identify Main Street efforts that would benefit from increased volunteer involvement
- Compile a list of volunteer opportunities and determine specific roles and responsibilities
- Establish a volunteer recruitment and orientation process

For the past couple of months volunteers working with the organization committee have been developing a plan to strengthen not only Main Street's, but also the community's volunteer base. The group consists of Lori Meeder, Monica Kroondyk, Jim Baumann and me. Much still needs to be decided but here is the general outline:

- Project name is Boyer Volunteer Network.
- Primary goal: build a database of community volunteers. This will allow event coordinators and organizations to find out who is interested in certain events and projects along with the skill-set and desired task that volunteers are willing to do.

The core partners in the effort are Main Street, Boyer Area Chamber, Boyer District Library and Boyer City Schools. The library has committed to providing staff time to assist with data input. The committee is currently evaluating volunteer database programs. Char-Em United Way has a volunteer database and recruitment program available for free to all non-profits in the area and the committee has met with United Way to see how the program would work for our local effort. While the price is right, the committee has concerns that the program is the best fit for what we are trying to accomplish.

The committee has also evaluated other programs and is impressed with Volgistics. It offers a free 30-day trial and Monica and Lori are working with it to see if they can make meet our needs. We are also trying to contact other communities using the program to see how it works for them. Depending on the number of users the cost ranges from \$35-\$50 per month. If divided between the library, chamber and Main Street, that is, at most, \$200 per year.

**Customer Training  
Opportunity**

**MOTION**

The Chamber has received a proposal for Zingerman's Training Incorporated for a 2 hour workshop on Building a Culture of Great Service. This could accommodate 50-70 people at a cost of \$2500 not including travel, lodging and meals, billed at cost. There is money in the Business Retention and Recruitment budget to cover the expense. After board discussion regarding other entities that could possibly give financial help, Cain moved Adams seconded **PASSED UNANIMOUSLY** to support the proposal from Zingermans's Training Incorporated up to \$1250.00

**ADJOURNMENT**

**Cain moved Williams seconded PASSED UNANIMOUSLY** to adjourn the April 4, 2014 meeting of the Boyne City Main Street Board at 11:01 am.

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**MOTION**

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Karen Seeley, Recording Secretary

*Draft*



Approved: \_\_\_\_\_

Meeting of  
April 15 2014

MINUTES OF THE BOYNE CITY MAIN STREET SPECIAL BOARD MEETING  
HELD ON THURSDAY, APRIL 15, 2014 AT 8:30 A.M. CITY HALL, 319  
NORTH LAKE STREET

Call to Order

Chair Swartz called the meeting to order at 8:32 a.m.

Roll Call

Present: Jodie Adams, Michael Cain, , Larry Lenhart, Rob Swartz, and Ben Van Dam

Meeting Attendance

Absent: Robin Berry Williams (arrived 8:42) Michelle Cortright, Jim Jensen, and Pat O'Brien

City Staff: Main Street Manager Hugh Conklin, Assistant Planning, Zoning Administrator Annie Doyle, Harbor Master Barb Brooks and Recording Secretary Karen Seeley

Excused Absences  
MOTION

Public: Five

Cain moved Adams second **PASSED UNANIMOUSLY** to excuse Michelle Cortright, Jim Jensen and Pat O'Brien.

Back to Basics

Kelly Larson of the Michigan Main Street program gave a presentation of "Back to the Basics" for Main Street. Where were we? Where are we now and where do we want to be in the future?

ADJOURNMENT  
MOTION

Cain moved Williams seconded **PASSED UNANIMOUSLY** to adjourn the April 15, 2014 meeting of the Boyne City Main Street Board at 10:40 am.

\_\_\_\_\_  
Karen Seeley, Recording Secretary



Date: May 1, 2014  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Committee Reports

#### **Promotions**

- Stroll the Streets sponsorships as of April 25 total \$7,000, a little less than half of our goal. Stroll the Streets opens June 13, the same weekend as the Michigan Mountain Mayhem's Spring Classic event.
- Due to the slow arrival of warmer temperatures, the Boyne City Farmers Market is planning to remain indoors until Saturday, May 17.
- Planning continues for the SOBO Arts Festival. The event will begin on Friday evening, June 27, during Stroll the Streets and the art show is June 28 from 11 a.m. to 6 p.m. at Peninsula Beach. A \$1,900 grant was received from the Charlevoix County Community Foundation to fund the performance of the Up North Big Band during Stroll the Streets.

#### **Design**

- The summary from the Design committee's April meeting is attached.

#### **Organization**

- The Boyne Volunteer Network continues to develop and the registration site is now live. A marketing effort will begin soon.
- Registration for Boyne Thunder is approaching its capacity of 100 boats. As of April 28, the current count is 96.

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

- Store manager Tracy Donaldson provided an update on the renovation of Glen's, soon to be Food Fare. The project is on schedule to be completed prior to the summer. Also on the minds of many at the April meeting was the abrupt closing of Bradford Cleaners. The committee will try to work with the Bradfords on a potential solution.
- As part of the Redevelopment Ready Community program, the MEDC is organizing a "developers" open house on May 29. The purpose is to introduce developers from across the state to potential development opportunities in Boyne City.

## **Design Committee**

**Meeting Minutes– Monday, April 14, 2014 – 4 p.m.**

**Boyer District Library Community Room**

**In attendance:** Becky Harris; Mark Kowalske; Michael Cain; Aaron Place; Martha Sulfridge; Hugh Conklin; Annie Doyle

### **Unfinished Business:**

1. **Buff up Boyne** – Saturday, May 3; 9-12 at Sunset Park; H. Conklin advised approximately 40-50 students are going to be volunteering; press release has been sent out announcing the event and the banner will be going up; A. Place is going to call about the BBQ.
2. **Façade Grant** – H. Conklin talked with potential grantees but no applications have been received as of the date of this meeting. Bill Noblett and the Boyne Trading Company are possibly interested in applying. The application due date is April 30, 2014.
3. **Historic Banner** – Arrived in H. Conklin's office; scheduled to be up by May 1, 2014.

### **New Business:**

1. **2014 Banner Plan** – H. Conklin presented the Marketing Committee's banner concepts and advised that the Main Street Board supported these conceptual banner designs, but there were still details that needed to be ironed out. MOTION made by M. Cain to authorize H. Conklin to order the banners and the details to be worked out later; SECONDED by M. Sulfridge. APPROVED unanimously.
2. **Public Art Piece** – Ideas for a permanent piece of public art were discussed; a subcommittee was formed to further research this possibility; the members nominated were B. Harris, A. Doyle and B. Van Dam.

### **Project Updates:**

1. **Bike Racks** – A. Place advised the bike racks should be finalized in the near future.
2. **Walkabout Sculpture Show** – M. Sulfridge presented a revised business plan. MOTION by M. Cain to recommend the Walkabout Sculpture show to the Main Street Board; SECONDED by M. Sulfridge. APPROVED unanimously. H. Conklin will verify insurance requirements.
3. **Kiosk** – Old City Park – Re-construction has begun on the kiosk at the Wood Shop.
4. **Holiday Decorations** – H. Conklin has created an RFP and spoken with potential contractors.
5. **The Three Brothers Historic Plaque** – H. Conklin and A. Place are continuing progress on the development



**Committee Minutes**  
**April 14, 2014 10:30 a.m.**  
**Boyne District Library Community Room**

**Meeting Opened:** Dean called the meeting to order at 10:30 a.m.

**Attendance:** Lucy, Katrina, Samuel and Lorraine, and Greg Hughes from Lottie's Bagels.

**Review/Approval of Previous Meeting Minutes:** Jim made a **Motion** to approve, **Seconded** by Jodie **Motion Passed** -

**Citizens Comments on Non-Agenda Items:** None

**Agenda Items:**

- I. **Market Manager's Report** - Fundraising Events – 17 July Food Truck Roundup. 09 August for Farm Dinner – 60-65 guests for a five-course, wine paired meal. 26 July Hook & Cook – Fishing trip/catered dinner.
  
- II. **Unfinished Business**
  - a. Market manager and assistant manager status – For the 10 years that Main Street has managed the Farmers Market the market manager's status has been a contract employee. They received a salary for their work but were responsible for paying their employment taxes (FICA) and their expenses. With the growth of the market and greater responsibilities for the manager along with the addition of an assistant manager, a change was needed to more fairly reflect the job requirements. The change will result in the Farmers Market paying approximately \$1,600 in FICA and workman's compensation taxes for the manager and assistant manager. **Motion** by Jim to change status of market manager and assistant market manager from contract workers to employees. Support by Jack. **Motion Passed**
  - b. 2014 Market Calendar / Activities – reviewed from list handed out.
  
- III. **New Business**
  - a. Vendor assignments – Rebecca reviewed the Summer Market assignments and discussed policy. The Committee reviewed the map of booth assignments for the Summer Market.
  
- IV. **Good of the Order** – City is proceeding with the pavilion project. Compliments for the market manager.

**Next committee meeting: October 6, 2014, 10:30 a.m. Boyne District Library Community Room**

**Meeting Closed Time:** 11:25 Committee adjourns on Motion by Jodie. All in favor.



## **Business Plan – Walkabout- Sculpture Show**

**Mission Statement:** To encourage expression and appreciation of art through a natural setting in Downtown Boyne City.

**The Project:** The Walkabout Sculpture Show project in Boyne City is a partnership between local artists, the Boyne City Main Street Program, volunteers and sponsors who believe art is a way of life.

**The Program:** Our sculpture show will enhance the lives of our citizens by providing the opportunity to enjoy public art all year long, as well as give artists an opportunity to show their work in a public environment. This art exhibition will be for all to enjoy and will enhance the quality of life for all community residents and visitors alike.

### ***Goals and Objectives:***

- The Show will open in the spring of 2015 with 4 to 6 sculptures in our downtown district as well as parks.
- This will be a juried show. All works of art will remain on display for one year. The artists will receive a stipend of \$500 to show their work.
- A \$1,000 People’s Choice award, voted on by the citizens, will be announced at a Gala at end of the show.
- New art will be installed yearly.
- The program will be financed by sponsorship. Sponsorships will be recruited for each artist at levels of \$500 to \$1,000. Sponsorship names will be engraved on the plaques and be printed in the self-guided walking brochure. (possible small percentage from any sculpture sales made during the show)
- In the next 5 years we anticipate a showing of 10 to 12 artists.

**Structure:** The Walkabout Sculpture Show is a organization backed by the Main Street Committee. This program will provide the citizens of Boyne City with an improved public environment through the enhancement of city spaces with quality works of art by professional artists.

<b>Cost:</b>	First year-bases per sculpture (variable)	\$ 900 (2 existing)
	Artists stipend	\$ 500
	Printed invitations and brochures	\$ 225 per 500
	Host BAH beginning of show location (TBD)	\$ 300
	Gala end of show party for artists	\$ 800

***Immediate Plans:***

Plans are to have 2 works of art up this summer and fall. A plaque will be secured to the base introducing the public to the upcoming project.

We would like these placed downtown with maximum visibility

These will be placed at no charge by the Artists. We may have cost involved for specific bases needed.

We request consideration of placement after the new bike racks have been assigned.

A Fundraiser is also being planned this season to kick-start the project.



Date: May 1, 2014  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Stroll the Streets Wagon Rides

Boyne Valley Equine Tours and Services is requesting permission to offer horse-drawn wagon rides during Stroll the Streets this summer. This the second year the company has made the request. The Boyne business is owned by Becky Kuebler and Don Crowell and in addition to Stroll the Streets last summer, it has provided wagon rides at the Boyne City Holiday Open House, Winter Fest and Winter Farmers Market.

A copy of the agreement between Main Street and Boyne Valley Equine is attached for the board's review. The business is being sponsored this summer by Re/Max and they are requesting the two parking places in front of the new Re/Max office on South Lake Street be the staging area.

**Recommendation**

The Main Street Board approve the 2014 agreement with Boyne Valley Equine Tours and Services to provide rides during Stroll the Streets and other special events.



**BOYNE VALLEY EQUINE TOURS & SERVICES  
LETTER OF UNDERSTANDING  
SPECIAL EVENTS CARRIAGE RIDES  
2014**

This letter of understanding outlines the agreement between Boyne City Main Street / Downtown Development Authority and Boyne Valley Equine Tours & Services in regards to horse-drawn carriage rides during special events in downtown Boyne City that are managed by Main Street. Boyne Valley Equine is owned by Becky Kuebler and Don Crowell.

The parties agree:

- During Stroll the Streets events, the staging area for rides will be on South Lake Street in front of the Re/Max building. Up to 2 parking spaces will be reserved in front of the Re/Max building. The spaces may be reserved starting two hours prior to the start of the event. Re/Max will be responsible for reserving the space. This area will only be used for staging rides. Vehicles and trailers are not allowed to be parked in this section. They will be parked in the vicinity of the Boyne City School District Early Learners Center.
- During all other events, the staging area will be determined at that time, by the event coordinator.
- All solid waste will be cleaned up immediately. A powder-type material will be used for liquid waste.
- Employees of Boyne Valley Equine will wear uniforms or clothing that clearly identifies them as representing Boyne Valley Equine.
- The City of Boyne City will be listed as an Additional Insured on Boyne Valley Equine's insurance.
- Main Street will receive no share of the revenue for the rides.
- This agreement is good until Dec. 31, 2014.
- If any of these areas are not met, Main Street has the right to terminate the agreement.

Signed:

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*Boyne Valley Equine Tours & Services*

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*Hugh Conklin*  
Boyne City Main Street

Date:

Date:



Date: May 1, 2014  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Mission and Vision statements

In our year-end evaluations by the Michigan Main Street Program, it is strongly recommended we regularly update our program's vision and mission statements.

A draft of the vision statement and mission statement are enclosed in your packet. The vision statement reflects minor changes I recommend, while the mission statement reflects changes the Organization Committee discussed and agreed upon during preparations for our 2014 planning session.

The organization committee encourages board members to review the vision and mission statements and comment on any changes. The updated statements should be approved no later than the June board meeting. If the board desires, they can also be approved at Thursday's meeting.

I have also included the recommendations from the 2012 accreditation report from Michigan Main Street. As we near the end of our current "Main Street" year it is a good time to reflect on our progress prior to our next review.

### **Boyne City Main Street Mission Statement**

*Adopted: May 2008*

*Revised: January 2012*

The Boyne City Main Street Program will build on all of our downtown's resources so it provides residents and visitors alike the products, services and quality of life they desire. Our Main Street Program will promote an atmosphere of cooperation and unity and will build partnerships in all areas of the community: our retail and service sector; our government; our schools; our clubs; our organizations; and our industrial base. The program will promote well-designed sustainable downtown projects and events while maintaining the rich cultural and historic heritage of our downtown, the heart of our community.

#### ***Proposed 5.1.14:***

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

## BOYNE CITY MAIN STREET VISION STATEMENT

– REVISED AND ADOPTED JAN. 5, 2012

In ~~2024~~ 2020 Downtown Boyne City will continue to be the heart of our vibrant community serving as the “GATHERING PLACE” for residents and visitors alike in Boyne City. It will be a place where our more than 170 years of history is honored and built upon. It will be known for its shopping, entertainment, magnificent natural resources, positive business environment, support of the arts, entrepreneurial spirit, community cooperation, and regional collaborations. Our downtown will be alive with outdoor dining, events, festivals, cultural activities for all ages, and a contagious community spirit.

In ~~2024~~, Downtown Boyne City’s wireless and broadband infrastructure and its Boyne City Main Street’s collaboration with business, government, non-profit organizations, and educational institutions will create a fertile environment for innovation and entrepreneurship.

In ~~2024~~, Downtown Boyne City’s historic buildings will be properly maintained and new construction will be in harmony with the community’s turn-of-the-century architecture. In-fill development will continue and downtown parking requirements will encourage a high-density and pedestrian-friendly development. The shoppers’ dock and city marina will be expanded making Boyne City a destination for boaters from all over the Great Lakes region. The lights of the Boyne City Theatre will shine again and will resume its place as an important source of entertainment.

The community will continue its efforts to have the first floor of all downtown buildings housing retail businesses while upper floors will be occupied by professional offices and residential apartments and condominiums. Rear facades in downtown Boyne City will be redeveloped and revitalized.

In ~~2024~~, Downtown Boyne City will contain a mix of unique locally owned and operated retail businesses to meet the needs of the community. Restaurants will be a focal point attracting residents and visitors from northern Michigan and beyond. Boyne City will also be known for its entrepreneurial spirit. Support for local entrepreneurs will be enhanced through the Boyne City Development Fund to assist new business development.

Working in cooperation with other community organizations, downtown Boyne City in 2020 will have an active program of promotions and social activities to enhance the quality of life for all. In 2020 the Boyne Arts Festival will celebrate its 10<sup>th</sup> anniversary and be recognized as a premier community event. The *year-round* Boyne City Farmer’s Market will continue to serve *the community and* all local food producers. ~~and will have become a year-round market.~~

In ~~2024~~, Downtown Boyne City’s spectacular natural beauty will be further enhanced by the expansion of the Boyne Riverwalk on both sides of the Boyne River between Lake and East streets, linking to the trailway system on Spring Street. Bike paths from Young State Park and Boyne Falls into downtown Boyne City will connect with regional bike paths for year-round recreational opportunities. Enhancements to Sunset Park and Veterans Park will be completed in keeping with the Waterfront Master Plan and 2010 Downtown Development Plan. The shore of Lake Charlevoix will be preserved and enhanced with a mile long of a well-maintained walking path from the north boat launch to Peninsula Beach.

In ~~2024~~, the Boyne City Main Street Program will be recognized as the premier leadership organization in the community, one that is fully staffed and offering a wide range of resources to downtown businesses and the entire community.

## 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.

**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.



Date: May 1, 2014  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Design Services

*Kecia Freed Design* has provided graphic design services for the Main Street Program for the past nine years. The relationship with *Kecia* has been very productive and her work has been important ingredient to the program's success. *Kecia* is also an important member of the program's marketing committee.

The work *Kecia* does for the program includes event posters, banner designs, advertising, downtown map directory, and other brochures.

It is my request that her contract be renewed at the same fee as the current year.

**Recommendation**

The Main Street Board approve the graphic design services contract for the fiscal year 2014-15 with *Kecia Freed Design* for \$3,600.



**BOYNE**  
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Where  
*Life*  
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*LAKE*

KECIA FREED  
*design*

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(231) 582-9340  
kecia@twin-valley.net

4/29/14  
Hugh Conklin  
Boyne City Main Street Program

## S E R V I C E S   A G R E E M E N T

Graphic design services for a 12-month period between May 2014 and April 2015 to fulfill a variety of design needs identified in BCMSP's work plan.

KFD will work with the Main Street manager and image subcommittees to ensure all print materials have an appropriate and consistent design theme. Content text and copywriting to be provided by Main Street. All final art supplied by KFD to Main Street and its vendors in compatible digital formats. All rights to materials and products designed and developed for the Main Street Program shall become the exclusive property of BCMSP, with the exception of any existing stock photography provided by KFD.

All printing and outside vendor production costs, including new custom photography, are not included in this agreement and are the sole responsibility of the Main Street Program.

Annual design fee of \$3,600, paid monthly, includes updates of existing annual event posters and flyers. Additional events, campaigns or materials that require substantial new design may be estimated separately, approved by Main Street prior to commencement of work, and billed in addition to the regular annual fee.

Date 4/29/2014 Kecia Freed *Kecia Freed*

Boyne City Main Street Program \_\_\_\_\_