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

BOARD MEETING

January 8, 2015 – 8:30 A.M. Commission Chambers – City Hall
319 North Lake Street, Boyne City, MI

1. CALL MEETING TO ORDER AND ROLL CALL
-EXCUSED ABSENCES
2. READING AND APPROVAL OF MINUTES - December 4, 2014 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET MANAGER'S REPORT
 - a. Search Update
7. UNFINISHED BUSINESS
 - a. Michigan Main Street 2015 Services Requests
 - Business Succession/Transition Application
 - Other?
 - b. Board Retreat Update/Discussion
 - c. 2015 Committee schedule
 - d. Other
8. NEW BUSINESS
 - a. Recommendation to City Commission re: terms expiring: January 18, 2015:
 - Pat O'Brien & Robin Berry Williams
 - Organization Committee Recommendation
 - b. Other
9. GOOD OF THE ORDER
 - a. Election of Officers: At February 2015 meeting
10. ANNOUNCEMENTS
 - Next Boyne City Main Street board meeting is scheduled for February 5, 2015
 - Board Retreat, Wednesday, January 14, 2015; 3:00 p.m. Boyne Area Senior Center
 - Winterfest January 24, 2015
11. ADJOURNMENT

Approved: _____

**Meeting of
December 4, 2014**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY DECEMBER 4, 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: Michelle Cortright, Jim Jenson, Larry Lenhart, Rob Swartz, and Pat O'Brien

Absent: Jodie Adams (arrived 8:32 a.m.), Robin Berry Williams (arrived 8:31 a.m.), Ben Van Dam (Ben Van Dam (arrived 8:31 a.m.) and Michael Cain (arrived at 8:33 a.m.)

**Meeting
Attendance**

City Staff: Planning/Zoning Administrator Scott McPherson, Assistant Planner Annie Doyle and Recording Secretary Karen Seeley

**Approval of Minutes
MOTION**

Public: Two

Cortright moved Adams second PASSED UNANIMOUSLY to approve the November 6, 2014 minutes as presented.

Citizens Comments

None

**Downtown Business
update (9a.)**

Chair Swartz requested that item 9a be moved ahead of item 6. Mac McCarthy representing Tom Borish the new owner of the Sunburst building spoke with the board regarding future plans for that location. At this time it is not being aggressively marketed. When they receive firm tenant/tenants they will do the build out to suit the business and redo the façade. Any suggestions this board has would be appreciated. The board suggested dressing up the windows and putting up a for lease sign. The property will also be added to the Chamber/Main Street newsletter "available properties" list, and meet with "Team Boyne" to help market the building.

**Main Street Committee
Reports**

Design: The committee has been helping with the Eta Nu Lights of Love community tree which takes place December 5 at 6:00 p.m. The walkabout sculpture project is moving forward with \$5000 from sponsors and six artists to date. The Holiday lights are installed. Annie Doyle and Aaron Place met with the owner of the Birds Nest building. She is inquiring about a façade grant.

Promotions: Has been working on the Santa Parade and open house and starting to plan the Winter Fest. They are discussing moving the snow sculpture contest to Old City Park so the winds won't be such a factor.

Team Boyne: Ed Grice shared the concept of the Lacrosse field/sports complex targeted to open in 2016. Blue Green is upgrading. The business visits are almost complete.

Organization: The Boyne Thunder check presentation was completed at the last City Commission meeting, with \$52,448 to Camp Quality and \$9,536.16 going to Challenge Mountain.

Farmers Market: The committee is working on the annual performance evaluation of the Market Manager and the compensation for that position next year.

Marketing Committee: Is working in reviving the Historic Walking Brochure including an OR code with audio. They plan kick this off at the first Stroll the Streets in June.

Managers Report

City Manager Mike Cain reported:
Hugh is helping out with the monthly reports to the State.

Unfinished Business

Main Street Manager Search update: The new ad is being heavily marketed. December 8th is the deadline for resumes and the committee will meet on the 12th. The position is open until filled.

Board/Committee Assignments:

- **Design Committee:** Cain, VanDam and Williams
- **OR Committee:** Adams, Cortright, O'Brien and Swartz
- **ER/Team Boyne:** Cain, Jensen, O'Brien and Swartz
- **Promotions:** Lenhart
- **Farmers Market:** Williams

Sister City Update: Cortright read an update from Becky Keebler regarding the Sister Cities initiative (received and filed). They seem to be dragging their feet. They signed up with a town in Italy that took advantage of them. Taylor Woodruff, liaison with Sister Cities International suggested we set up a informal student exchange, that might show them how serious we are. Our membership dues (about \$100) will be due soon. Board discussion regarding the benefits of Sister Cities. Should we suggest a student exchange? Not comfortable with Main Street being involved with an exchange program, we already have a organization doing that.

New Business

2015 Meeting Schedule: Adams moved Cortright seconded PASSED

UNAMIOUSLY to approve the 2015 Main Street board meeting schedule of the first Thursday of the month at 8:30 a.m. except January which will be moved to the second Thursday, January 8th at 8:30 a.m.

MOTION

Chamber Visitors Guide-annual ad: At this time Michelle Cortright asked to abstain.

Cain moved, Adams seconded PASSED UNAMIOUSLY that Cortright abstains from the vote on the Chamber Visitor's guide. **Adams moved Jensen seconded PASSED UNAMIOUSLY** to approve \$2045 for the ad in the annual visitors guide and refer the actual design to Kesia and the Marketing committee for the design concept. To be brought back to the Main Street Board for approval.

MOTION

Cortright moved Williams seconded PASSED UNANIMOUSLY that the City and Main Street work together to get legal council to pursue our options, for an amount not to exceed \$5000 each.

Terms expiring: Pat O'Brien and Robin Berry Williams terms will be expiring on January 18, 2015. The Organization Committee will run an ad in the paper, review the applicants and make a recommendation to the board.

Election of Officers: February 15, 2015.

Other: Go Zone Wireless: Is a free global WiFi provider of free WiFi zones to benefit communities, residents and local businesses. They are looking for sponsors (\$1000 per year) to install a "node" at their businesses. They need at least three sponsors to get started. The board would like more information and have requested this be added to the January agenda. The board inquired about the ACD Antennas. The City Commission has directed staff to work with them to see if we can get them to install the antennas somewhere else.

Good of the Order

We have a conference call scheduled regarding the Place Plan application we submitted for the public property of Peninsula Beach park through the South end of Veteran's park.

The board retreat is scheduled for January 14, 2015 with the location to be determined.

**ADJOURNMENT
MOTION**

Swartz moved O'Brien seconded PASSED UNANIMOUSLY to adjourn the December 4, 2014 meeting of the Boyne City Main Street Board at 10:18 am.

Karen Seeley, Recording Secretary

DRAFT



Design Committee

Meeting Agenda – Monday, December 8, 2014 - 4 p.m.

BOYNE DISTRICT LIBRARY COMMUNITY ROOM

Members Present: Aaron Place, Becky Harris, Zack Ritter, Martha Sulfridge, Annie Doyle and Robin Berry

Unfinished Business:

1. *Community Growth Grant (Old City Park Amenities)* – \$7,500 grant funds plus \$7,500 City match for a project total of \$15,000; Three parts to implementation: 1) Signage - \$8,000 allocated; Aaron Place will get the price for a free-standing way-finding sign; it will include recreation, shopping and dining locations. He will price based on the most economical way to easily make updates. 2) WIFI - \$4,000 allocated; will be linked through Harbor House. 3) Kiosk - \$3,000 allocated; Becky Harris will talk with Jason Sharp about completing the work, he will call Annie Doyle. Work needed includes sanding, prime and paint, look for any other boards that need replacing; colors will be finalized later.
2. *Place Plans Grant* – The City submitted a letter of interest for an MML Place Plans grant that would assist in the development of a collaborative vision for the waterfront public spaces reaching from Peninsula Beach through Sunset Park and ending at State Street in Veterans Park; a follow-up phone interview was held on Dec. 9th with MML representatives and Mike Cain, Annie Doyle and Aaron Place.
3. *National Historic Register Sign* – Committee discussed 2 signs; one small at entrance of City and the other larger with small description at a location to be decided; potential locations discussed were railroad office and Sunset Park. Annie Doyle will confirm that the parcel of land at Main and Boyne Avenue belongs to the City, she will also look into budgeted item in past. Becky Harris will ask Hugh Conklin if he has any contacts from previous for the sign and costs.

New Business:

Discussed changing our regularly scheduled meeting time to the first Monday of the Month at 4 pm still at the Boyne District Library.

Project Reports:

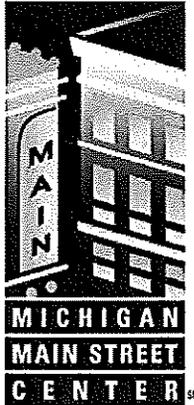
1. *Local Façade Grant* – Annie Doyle will call Bill Noblett and report next month on his status as there has been no work done on the project thus far; committee discussed the potential of the Bill Noblett funds not being used and the group sentiment leaned towards allocating the funds for the 2015 grant application cycle.
2. *Walkabout Sculpture Show*— Martha Sulfridge reported that the project is moving along right on track; the sub-committee met on December 15 and now has a regularly scheduled meeting time for the third Wednesday of each month in the Planning Conference Room at Boyne City Hall.
3. *Holiday Decorations*— Mostly good reviews; a few comments suggesting the City include trees on each side of Lake Street in front of Cindy Franco's and Lake Street Market.
4. *Main Street Manager update*: Today was another application deadline; questions arose about whether the board might hire an interim manager.

Good of the Order:

Committee Member Assignments for Next Meeting:

See above.

Next committee meeting: Monday, January 12, 2015 at 4 p.m. Boyne District Library



MICHIGAN MAIN STREET

2015 Business Succession/Transition Planning

Michigan Main Street Center
Michigan State Housing Development Authority
735 East Michigan Avenue
Lansing, MI 48909

Purpose

This workshop and consultation service will assist business owners and entrepreneurs in planning a successful exit from their business when the time is right to move on. This service specifically assists business owners at the beginning, middle and/or end of their career to make sure any future transition is seamless, and that they are happy with the outcome of the agreement.

In addition to a two hour seminar, approximately five (5) business owners will receive individual consultations which will last approximately 90 minutes. Written recommendations will be provided by the consultant following the visit. The local Main Street program is responsible for soliciting merchant participation and developing the final visit schedule.

Description

Workshop will:

- Provide an overview of Succession/Transition Planning vs. Business Sale
- Suggest successful planning steps
- Review business valuation elements and alternatives
- Determine what the owners desired outcome
- Discuss Successor identification and skills
- Tips on how to market businesses to potential buyers
- Determine what works best for you: Outside sale of business, Management buy-out, Liquidation, Merger, Public Offering, Sale to Employees
- Determine who should be on your "Team" (attorney, accountant, business broker, appraiser, banker, friends and family).
- Illustrate the importance of managing the implementation of a succession plan
- Address any psychological issues of the business owner regarding the reasonable transition of their business

Who Should Attend?

This workshop is an advanced-level workshop open to any interested parties:

- Current Business Owners
- Entrepreneurs
- Main Street Economic Restructuring Committee Members
- Local economic development organizations
- City Economic Development staff
- Chamber of Commerce staff

Application

Up to two (2) Succession Planning services will be offered. Only Select and Master level Main Street programs are eligible to apply for this service. In order to be considered for the service, eligible local Main Street programs must apply using the attached application. Applications will be reviewed by MMSC staff.

The successful applicant will demonstrate the following:

- A. Is an active, Select or Master Level Main Street community in good standing and not currently in remediation;
- B. The local Main Street program must actively participate in the process, including coordinating the public presentation and scheduling the one-on-one site visits;
- C. The local Main Street program will commit to covering any costs relating to needs of additional time due to not meeting deadlines, costs related to workshops or presentations (such beverages and food), publicity (flyers, brochures, posters, etc), and public notices in the newspaper, etc.;
- D. The local Main Street program will actively work to educate and inform property and business owners, city council and staff, other district stakeholders, and the broader community on the benefits of this training (i.e. organizing public presentations/workshops, informational brochures/handouts, press releases on key steps in the process, etc.)

Preliminary Schedule for Succession Planning Service

Deadline for applications: **Friday, January 9, by 4:00pm**

- Email application to krizovl@michigan.gov
- Application evaluation and selection of community. MMSC staff will review applications and select up to two (2) communities to receive the service.
- MMSC staff will work with National Main Street on an RFP and review applications.

- MMSC staff will contact local MMS program staff regarding acceptance.
- Local MMS program staff will organize evening or morning public session and individual merchant consultations.

Public Session:

- This workshop will present business transition planning principals and training techniques so that businesses owners are able to successfully exit their business and be happy with the outcomes. This workshop session will be open to the public including businesses, property owners, and Main Street board members and volunteers.
- In preparation of the workshop session, the local Main Street program will need to secure a suitable meeting space for 20 to 50 people, and a screen and LCD projector.

Individual Consultations:

- Business owners located within your Main Street district are able to receive individual consultations from the workshop presenter/consultant. Individual merchant consultations will last approximately 90 minutes, and written recommendations will be provided.
- The local Main Street program will be responsible for securing and scheduling appointments with up to 5 business owners.

The Future of Boyne City - Youth

Existing Main Street Efforts or Long-range Vision

- Dog park
- Improved parks
- Movies/re-open theater
- Music (for our generation)
- Shopping...shopping...shopping (if there was more selection most would prefer to shop local)
- More outdoor recreational opportunities

New Ideas

- Organized activities bringing teens together (i.e. scavenger hunt) to get to know each other and have fun
- Basketball courts
- More events (i.e. volleyball tournaments, Gus Macker)
- Swimming pool
- More opportunities for teens to showcase talents at existing events, venues and/or retailers (also commented that teens are kind of in the shadows when performing at existing events)

The Best about Boyne City

- Welcoming and caring community/sense of community/everyone knows your name
- The focus on bringing back resources (i.e. bowling alley)
- SOBO
- Festivals
- Great place to raise a family/quiet small town
- The people
- School system
- Skiing at Boyne Mountain and skate/sled at Avalanche in the winter (preferred to in town skate rink because there are multiple activities at Avalanche)

Recommended Improvements/Comments

- Beaches are not clean
- Limited opportunities for shopping/most of shopping done in TC, Petoskey or online
- A mall like in TC but commented that is not what Boyne City is all about
- Nothing for our generation to do or place for us to go

Board Involvement

- If the opportunity to become a Main Street Board member they would be interested
- Fills community service requirement

Other Observations

- Main Streets effort to reach out and listen was appreciated
- Main Street accomplishments were recognized
- Many were interested in coming back to Boyne City to raise a family
- Many were intending to go to college/three aiming for careers that would allow them to return to Boyne City
- Many were willing to drive a distance for employment if it meant living in Boyne City
- Career paths included: Natural resources, a career where I can work remotely from anywhere

Consultant Recommendations

- Meet with businesses to learn about their ideas (likely in-line with youth and young professional feedback) and ask how Main Street can help
- Organize the youth group as a committee

The Future of Boyne City – *Young Professionals*

Existing Main Street Efforts or Long-range Vision

- Fill empty buildings/revitalize what we have
- Increase number of jobs available
- City boat dock and eatery on water
- More housing/lofts and apartments
- Improve nightlife/brew pubs, arts, music
- Theater/cinema and playhouse
- Improve entrance to Boyne City
- Continue to build technology infrastructure
- More recreational activities
- Partner with larger stores and establish satellite locations in Boyne City (i.e. Grain Train)

New Ideas

- Community Center/Youth Activities (tweens and teens)
- Affordable family focused activities/year-round and off-season
- Second grocery store
- Outdoor eateries/brews
- Marketing Boyne City to young professionals to change perception of “ghost town” in winter months
- Work with resources/businesses that exist and ask them to consider enhancing or restructuring how they operate (i.e. bars accommodate after hours crowd)

The Best about Boyne City

- Welcoming and caring community/sense of community and belonging feels like “home”
- The people
- School system
- Farmers market
- Recreational activities and the great outdoors
- Always things to do in the summer

Recommended Improvements

- Fill empty buildings
- Activities focusing on getting/keeping youth active and healthy
- Increased employment opportunities
- Enhance technology infrastructure for individuals to work remotely
- City dock and place to get fuel/on water dining option
- Year round focus on festivals and music
- Remove city buildings and manufacturing off the water

Board Involvement

- Make it convenient and fun
- Make us aware of opportunities
- Don't tell us what to do but rather how we can help
- Be clear on expectations and why you want me involved

Observations

- Main Street's effort to reach out and listen was appreciated
- Main Street accomplishments were recognized

Consultant Recommendations

- Meet with businesses to learn about their ideas (likely in-line with youth and young professional feedback) and ask how Main Street can help

- Organize the young professionals group as a committee

DRAFT

The Future of Boyne City – Main Street Mission & Vision

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

Vision: In 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 2020, Downtown Boyne City's wireless and broadband infrastructure and its collaboration with business, government, non-profit organizations, and educational institutions will create a fertile environment for innovation and entrepreneurship.

In 2020, 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 2020, 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 10th anniversary and be recognized as a premier community event. The Boyne City Farmer's Market will continue to serve all local food producers and will have become a year-round market.

In 2020, 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 2020, 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.

Barriers to Success

- Limited funding sources
- Limited volunteer network (no organized effort)
- Board dependence on staff
- Volunteer fatigue
- Volunteer demand is greater than supply (a lot of the same people are involved in multiple things)
- Critical mass of retail
- Population versus retail/business is not balanced for success
- Lack of control over issues impacting projects
- Reliance on grants
- Lack of continued momentum and excitement around the Boyne City Main Street Program
- Question of whether all parties share the same vision
 - City Commission
 - Percentage of local residents / "if you were not born in BC then you are not from BC"
- Community fears and resists change
- Lack of employment opportunities
- Struggle with engaging youth and other segments of the population to get involved with Main Street efforts
- Poor communication between parties involved with Main Street efforts

Opportunities Contributing to Success

- Education and communication
- Expansion of volunteer network to include youth/young professionals and other populations
- Pool of resources around us
- Sense of community pride - must leverage this
- Available space for new business
- Natural resources that appeal to various generations
- Boyne Mountain
- Retirement community
- Accommodate special interests that attract people to the community (dog friendly, bike trails, bike share, etc.)

The Plan

GOALS & OBJECTIVES

GOAL #1 *Establish and maintain organizational sustainability*

Objective: Strengthen Board structure, governance and leadership

Objective: Create an investment fund to assist with community projects

Objective: Determine and establish administrative structure to carry out long-range vision

Objective: Strengthen program's volunteer base; establish volunteer recruitment coordinator position

GOAL #2 *Attract more residents and visitors to downtown Boyne City to improve economic and social activity*

Objective: Promote business and property investment opportunities on South Lake Street while continuing other downtown business development efforts.

Objective: Continue to produce quality events as well as develop new opportunities

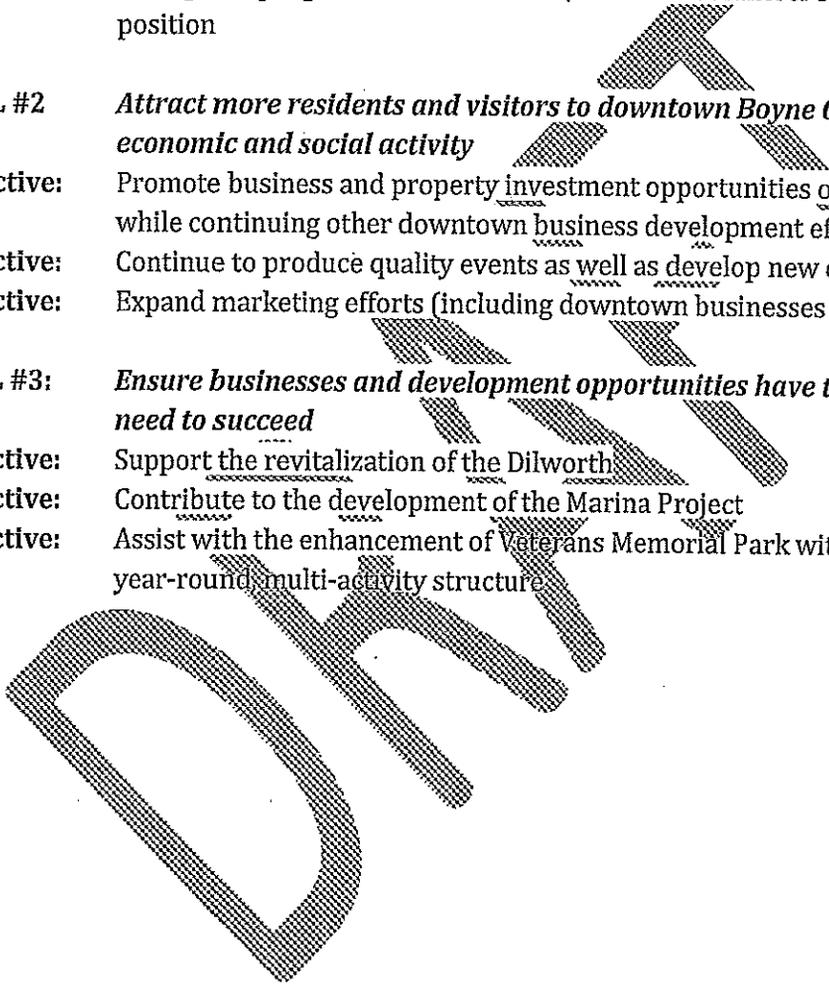
Objective: Expand marketing efforts (including downtown businesses and historic sites)

GOAL #3: *Ensure businesses and development opportunities have the resources they need to succeed*

Objective: Support the revitalization of the Dilworth

Objective: Contribute to the development of the Marina Project

Objective: Assist with the enhancement of Veterans Memorial Park with development of a year-round, multi-activity structure



GOAL #1 <i>Establish and maintain organizational sustainability</i>					
OBJECTIVES	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS	STATUS/NOTES
Objective 1: Strengthen Board structure, governance and leadership	<ul style="list-style-type: none"> ▪ Formalize Executive Committee ▪ Revisit committee descriptions for all committees and define roles and responsibilities for chair positions and committee members ▪ Review/update Board manual ▪ Identify additional Board talents and skills needed to support the work of Main Street at Board and committee levels ▪ Develop Board member and committee member recruitment and orientation process and materials ▪ Recruit Board members and committee chairs and populate committees ▪ Adopt annual evaluation process to assist with measuring the Board's effectiveness ▪ Reinstate performance Evaluation of ED and develop a succession plan 				

<p>Objective 2 Create an investment fund to assist with community projects</p>	<ul style="list-style-type: none"> ▪ Determine projects that would benefit from unrestricted funds ▪ Identify funding opportunities and methods for soliciting funds <ul style="list-style-type: none"> - Grants - Individuals - Corporate/Business gifts ▪ Create a fund development plan including budget and staff/committee structure required for soliciting funds for special projects ▪ Research investment fund options – begin with discussing opportunities with the Charlevoix County Community Foundation ▪ Determine next-steps for receiving unrestricted funds to support special community projects 				
<p>Objective 3 Determine and establish administrative structure required to carry out long-</p>	<ul style="list-style-type: none"> ▪ Review Executive Director, Board and committee roles and responsibilities to determine activities that 				

range vision	<p>could be accomplished with additional support</p> <ul style="list-style-type: none"> ▪ Create position description and determine compensation for administrative assistant ▪ Begin recruitment process 				
GOAL #2 <i>Attract more residents and visitors to downtown Boyne City to improve economic and social activity</i>					
OBJECTIVES	ACTIONS	LEAD	TIMING	MEASURES OF SUCCESS	STATUS/NOTES
Objective 1 Promote business and property investment opportunities on South Lake Street while continuing other downtown business development efforts	<p><i>Current Businesses</i></p> <ul style="list-style-type: none"> ▪ Review ideas/thoughts from Youth and Young Professional groups with local businesses/ organizations and determine how Main Street can assist them in meeting the needs expressed by these groups ▪ [INSERT ongoing TO-DO for Team Boyne] <p><i>New Businesses (S. Lake)</i></p> <ul style="list-style-type: none"> ▪ Review current ideas for development of South Lake Street ▪ Determine potential business opportunities ▪ Confirm that Boyne City population will support potential opportunities ▪ Recruit new businesses 				

<p>Objective 2 Continue to produce quality events as well as develop new opportunities</p>	<p>Existing Events</p> <ul style="list-style-type: none"> ▪ Review feedback from Youth and Young Professional groups and determine what enhancements to existing events would meet their expressed needs ▪ [INSERT TO-DO for existing events] <p>New Opportunities</p> <ul style="list-style-type: none"> ▪ Review Youth and Young Professional group's feedback and determine if Main Street could develop special events to reach these audiences (Also consider other populations i.e. seniors) ▪ Review existing community events and determine if there are others that would benefit from Main Street's involvement and support 				
<p>Objective 3 Expand marketing efforts (including downtown businesses and historic sites)</p>	<ul style="list-style-type: none"> ▪ Review market study and use information in creating a marketing plan to reach various target market groups ▪ Review feedback from Youth and Young professionals and incorporate communication strategies into marketing plan (i.e. social media) ▪ Leverage the Boyne City Main Street brand and 				

	<p>monitor appropriate use of logo, tagline, mission, etc. in all cross promotional efforts</p> <ul style="list-style-type: none"> ▪ Create a story bank of testimonials showcasing Main Street's role in various community projects ▪ Develop an external case statement = Boyne City Main Street's story and tools to equip Board members to be successful ambassadors ▪ Display the Main Street mission on all communication materials and vision when appropriate (i.e. web, site) 				
<p>GOAL #3 <i>Ensure businesses and development opportunities have the resources they need to succeed</i></p>					
<p>OBJECTIVES</p>	<p>ACTIONS</p>	<p>LEAD</p>	<p>TIMING</p>	<p>MEASURES OF SUCCESS</p>	<p>STATUS/NOTES</p>
<p>Objective 1 Support the revitalization of the Dilworth</p>	<ul style="list-style-type: none"> ▪ Continue discussions with Bob Grove regarding areas Main Street can offer assistance ▪ Determine resources needed for Main Street to contribute to the revitalization of the Dilworth ▪ Determine projects for 				

	improvements to area surrounding the Dilworth and incorporate expenses into annual budget				
Objective 2 Contribute to the development of the Marina Project	<ul style="list-style-type: none"> ▪ Continue discussions with Barbara city staff regarding areas Main Street can offer assistance ▪ Determine resources required for Main Street to contribute to the Marina project ▪ Determine timing of Main Street's financial support of the Marina project and incorporate expense into budget 				
Objective 3 Assist with the enhancement of Veterans Memorial Park with development of a year-round, multi-activity structure	<ul style="list-style-type: none"> ▪ Identify elements of the Veterans Memorial Park project that Main Street will support ▪ Determine resources required for Main Street to contribute to the Veterans Park project ▪ Incorporate expenses associated with assisting with the project into annual budget 				

** = top 10 (both lists)	Goals	Combined Percentages
1 **	Attract & Retain family supporting jobs	95.5%
2 **	Promote a high quality, balanced & sustainable community	92.3%
3 **	EMS Sustainability	85.3%
4 **	Encourage Redevelopment / Re-use of sites / structures in town	84.5%
5 **	Maintain Streets & Infrastructure (Improvement/Maintenance programs)	81.5%
6 **	Create more activities / opportunities for kids	79.8%
7 **	Affordable Housing	75.4%
8	Improve City Parks	71.8%
9	Improve entrances into community	67.4%
10	Pedestrian Friendly / Walkable Downtown	66.0%
11	New ways to welcome families / visitors	65.9%
12	Encourage / Develop a Broadband and Wireless Network system	61.5%
13	Improve / Expand City Marina	60.8%
14	Improve City Facilities	60.6%
15	Develop & Promote trails to and through town	59.1%
16	Curbside Recycling	57.6%
17	Increase Technology Training thru Partnerships	57.5%
18	Review Property Assessments	51.8%
19	Community Crisis Support Network	49.2%
20	Become a more Pet Friendly community	44.3%



2015- Main Street Board Meeting Schedule

The first Thursday of each month, 8:30 a.m., at city hall commission chambers, on the following dates: February 5, March 5, April 2, May 7, June 4, July 2015, August 6, September 3, October 1, November 5, and December 3. With the exception of the January 1st, meeting, which will be moved to January 8, 2015.

2015-Committee Meeting Schedule

- Organization Committee-TBD
- Promotions Committee-First Tuesday of every month 5pm at Country Now and Then
- Design Committee-First Monday of every month, 4pm at the Boyne District Library Community Room
- Team Boyne/Economic Restructuring Committee-Third Friday of every month at 9am at the Boyne District Library Community Room
- Farmers Market: First Monday of the month: January, February, March, April, October, November and December; 10:30am, Boyne District Library Community Room

Mission Statement: 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.