

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**LOWER BOARDMAN RIVER LEADERSHIP TEAM**  
**Wednesday, May 15, 5:30pm**  
**400 Boardman Avenue, Lower Level Cafeteria, Traverse City, MI 49684**  
[www.dda.downtowntc.com](http://www.dda.downtowntc.com)

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible.

1. Regular Meeting Minutes of April 17, 2019
2. SmithGroup
  - Public Participation Plan Review
  - One Page Review
  - Survey Review
  - Previous Plan Summaries Review
3. Public Engagement Kick-Off
  - Event Review
  - Stakeholder Engagement & Community Meetings
4. Marketing Meeting Review
  - Project Name
  - Logo
5. Next Steps
6. Public Comment
7. Adjournment

Any interested person or group may address the Leadership Team on any agenda item when recognized by the presiding officer or upon request of any Leadership Team member. Also, any interested person or group may address the Leadership Team on any matter of concerning the Lower Boardman River not on the Agenda during the agenda item designated Public Comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than three minutes unless otherwise explained by the presiding officer, subject to appeal by the Leadership Team.

**DOWNTOWN DEVELOPMENT AUTHORITY  
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Wednesday, April 17, 2019, 5:30 p.m.  
400 Boardman Avenue, Lower Level Cafeteria  
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Co-Chair Jay called the meeting to order at 5:31 p.m.

**Present:** Harry Burkholder, Elise Crafts, Christine Crissman, Frank Dituri, Brett Fessell, Michele Howard, Jennifer Jay (departed @ 6:23 p.m.), Rick Korndorfer, Mike Vickery

**Absent:** Jean Derenzy, Tim Ervin, Deni Scrudato, Russ Soyring, Mike Vickery

**DDA Staff:** Colleen Paveglio

1. Meeting Minutes: **The meeting minutes from March 20, 2019 and meeting minutes from the Public Engagement Subcommittee from March 18 and April 8, 2019 were approved as presented upon motion by Jay, seconded by Howard. Motion carried unanimously.**
2. Public Engagement Review
  - a. Jay reviewed the work of the subcommittee
    - i. Intention to make the Civic Engagement Plan more approachable
      1. Less consultant more from the ground up
    - ii. "What do you think?" page added
    - iii. Clarification of who was accountable for the process: Page 6
      1. Page 6: third bullet: Approval of Public Engagement Plan by DDA
    - iv. River Celebration to coordinate with World Fish Migration Day: 2020
    - v. Timeline: Planning Commission and City Commission
    - vi. Additional Suggestions: Walking tour, canoe tour, on the ground process, river walk, name for the process, on website - go pro video of the water and understand the identified location
    - vii. June Kick-Off
      1. Firefly
    - viii. Paveglio to provide Public Engagement Plan Google Doc for Leadership Team
    - ix. DDA Board Suggestions: Behind Sparks BBQ - utilize area for engagement
      1. Incorporating on a Social Media Plan
  - b. Timeline
    - i. Webpage: Meeting with Derenzy and SmithGroup on details
      1. Story mapping, etc.: May
    - ii. Branding & Marketing: May

1. Logo, Name, Visual Presence: Crafts & Jay
- iii. Identify and Refine Stakeholder: Through August
- iv. Online Survey on Survey Gizmo: Up and running in May
  1. What's your favorite place on the Boardman?
  2. Memory?
  3. Activity?
  4. Anything else?
  5. Image?
- v. Assignments
  1. Paveglio to develop tab on Google Doc with meeting dates
    - A. Deadline: Friday, April 26
  2. Deliverables
    - A. Contact Card
    - B. One-Pager: SmithGroup
  3. Social Media
    - A. Crafts & Jay to brainstorm
- vi. Commission Updates
  1. Dedicated Planning Commission and City Commission Agenda Item
    - A. Howard

Jay departed at this point in the meeting

3. Overview of River Trail Signage
  - a. Review of River Trail Signage
  - b. Universal accessibility should be a consideration moving forward
4. Next Steps
  - a. None discussed at this time
5. Public Comment
  - a. Charlie Weaver, commented on the Public Engagement process and focus on the “heart and soul” and environmental group participation
  - b. Hank Bailey, commented on the focus of River solely
  - c. Tom Mair, commented on the River and natural part of the River
  - d. Tom White, 2150 Gibbs Rd., commented on website link and page not found
6. Board Comments
  - a. Howard commented on set back on River
7. Adjournment. The meeting officially adjourned at 6:58 p.m.

Respectfully submitted,

Colleen Paveglio

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An aerial photograph of a city street, a river, and a beach. The street is a multi-lane road with cars and a bus. The river is a narrow waterway with a bridge. The beach is a sandy area next to the water. The text is overlaid on a semi-transparent white box in the center of the image.

# **A UNIFYING PLAN FOR THE LOWER BOARDMAN RIVER**

**DRAFT PUBLIC PARTICIPATION PLAN  
MAY 9, 2019**



**This public participation plan is a living document. The following is a record of revisions.**

April 29, 2019 Draft

May 9, 2019 Revised

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# INTRODUCTION

**Civic Engagement:** *“The process of helping people be active participants in building and strengthening their communities. At its best, civic engagement provides personal fulfillment and builds trust. It is a personal and values-oriented experience.”*

## Philanthropy for Active Citizen Engagement A Primer

The Lower Boardman River Leadership Team (LBR Leadership Team), under the direction of the Traverse City Downtown Development Authority (DDA), has prepared a DRAFT plan civic engagement strategy for a definitive, unifying Plan for the Lower Boardman River.

### WHAT IS A CIVIC ENGAGEMENT PLAN?

Just as the Lower Boardman River has a personality that takes on many forms and shapes depending upon the season, its flow and location, the unifying plan for the Lower River will reflect differing values, perspectives and uses of the River. What is essential is that this process, much like that of the process to determine the fate of the Boardman River Dams, must include and welcome through civic engagement all of the many interests in the Boardman to develop a plan that is truly unifying and has the backing and consensus to be implemented.

This civic engagement plan outlines how all interests can and will be engaged throughout the process to complete the unifying plan. This engagement plan provides a guide for the project Leadership Team, defining the who, what, when, where, why and how all interests will be engaged during the process. It is a tool for accountability and transparency. It is a tool that is flexible and can be modified to meet needs as they arise.

### HOW WE DO THIS TOGETHER

The framework for this civic engagement plan was developed by the LBR Leadership Team with the support of a consultant, the Smith Group, who specializes in downtown and waterfront planning and design. The public and other interests will be asked to provide feedback on the engagement strategy online and at an open house prior to its adoption and a project kick-off meeting in June 2019.

By reviewing this DRAFT plan, all interests will be introduced to the approach and methods for outreach and engagement that are planned. They will be asked to provide feedback and given the opportunity to identify other engagement approaches and their desired level of individual involvement moving forward.

The DDA and Lower Boardman River Leadership Team are committed to ensuring that this unifying plan is by, for and about all interests to the extent feasible to create strategies that will ensure successful implementation.

Throughout the project, through civic engagement, all interests will have the opportunity to contribute their comments, ideas and proposals and adjust the course of civic engagement as needed and conditions evolve.

#### **The Leadership Team**

Jennifer Jay Co-Chair  
Harry Burkholder, Co-Chair  
Elise Crafts  
Christine Crissman  
Jean Derenzy  
Frank Dituri  
Brett Fessell  
Michele Howard  
Rick Korndorfer  
Deni Scudato  
Russ Soyering  
Mike Vickery  
Tim Ervin

## WHAT DO YOU THINK?

This question will permeate the process of civic engagement. We need to know what all interests think about the Lower Boardman River.

- What are your questions about the River or this process?
- What are your values in the River?
- What do you think should be done?
- What do you think should not be done?
- What role would you like to have?

One of our goals is to ask this question in different forms as often as possible at every meeting, forum or street corner and listen and keep track of what you say. This simple question will produce answers that will become the heartbeat of this unifying plan for the Lower Boardman River. Get ready. You'll be asked!

## SIGN UP!

All interested are encouraged to join in the project kick-off meeting on June 12, 2019 at 4:30pm to 6:00pm at Parking Lot B on the Boardman River (commonly referred to as the Farmer's Market lot) to provide feedback on the civic engagement strategy and sign-up to be part of the process.

## THE PROCESS WILL EVOLVE

At each event, the LBR Leadership Team will provide participants with an opportunity to provide feedback to the question: “**what do you think?**” to stimulate ideas and creative thinking about the Lower Boardman. The community is also encouraged to share meeting dates, the project website and other information with community interests.

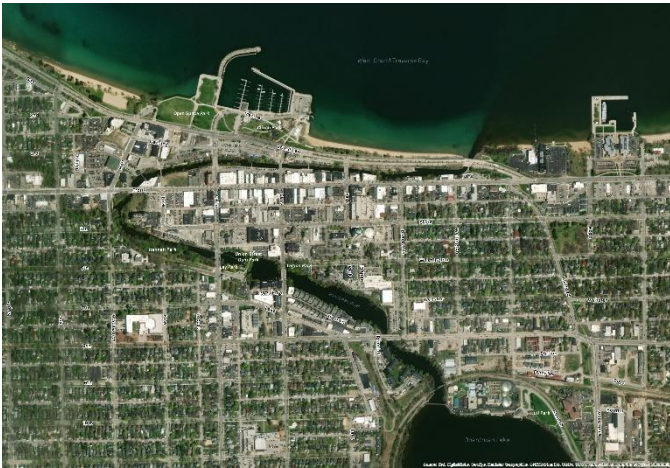
The LBR Leadership Team will follow-up after engagement events with an evaluation to identify adjustments that should be made to the engagement strategy, information that needs to be added to the website or additional interests that need to be engaged. The Leadership Team will track and post the answers received to “**what do you think?**”

Significant revisions to the engagement strategy will be reported to engaged interests, including use of our web site

[www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/](http://www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/)

## WHAT IS THE PROJECT?

The Traverse City DDA established the LBR Leadership Team as an ad hoc group with diverse interests to lead development of a Unified Plan that protects and preserves and appropriately develops the downtown section of Boardman River approximately 1.6 miles of River. This includes identifying policies, facilities, amenities, programs, and other considerations that should be implemented to encourage balanced/wise/sustainable/reasonable use and enjoyment of this natural resource in Downtown Traverse City.



This plan is to be developed with the engagement of all interests to take advantage of expertise and input. Just as the plan may identify priorities for recreational, educational and interpretive initiatives, so should it identify projects involving land/water management policies and projects to address stormwater management and control, habitat protection and enhancement.

The Unified Plan will include our collective vision for the lower Boardman, the desired outcomes and the policy recommendations, guidelines and priority projects to attain the vision and outcomes.

## EXISTING PLANS

For over ten years, Traverse City has been part of a precedent setting regional initiative that has garnered national and international attention to restore the Boardman River, including the removal or modification of four dams on the river. The fruits of this initiative will all come to bear in the downtown vicinity.

There have been several interconnected initiatives designed and employed to develop concepts for use and protection of the river and watershed as it unites through Traverse City, including:

- “Your Bay, Your Say” (2007)
- “Boardman River Plan - A Comprehensive Vision for the Future of Traverse City’s River” University of Michigan Student Project, 2013 (approved in concept by DDA Board, Approval by Planning Commission as a general guide, but not approved by the City Commission)
- Boardman Water Trail Development Plan (October 2016)
- Boardman River Prosperity Plan (2016)

## VISION AND VALUES

The following guiding values have been identified by the Leadership Team as a framework for the Unified Plan.

- Reflect the City's commitment to the River as a public resource and asset to be passed to residents and visitors in perpetuity.
- Contain public goals for the River and City, in keeping with the community's visions about what the River is and can become as a centerpiece for downtown identity and ethos.
- Use the natural and cultural values of the River as a guide for decisions about the commercial, economic or utilitarian values to be leveraged for the public good.
- Be explicit to the commitment to improve, restore and protect the health and integrity of the Riparian ecosystem of the lower River.
- Provide that the recommended initiatives contained in the Plan will account for the impact of those initiatives on residents, habitats and the ecological status of the River.
- Serve to foster and sustain partnerships with shared responsibilities among public and private stakeholders who share the value that the Boardman is a "common resource" that connects everyone.
- Identify/prioritize opportunities for multi-modal access to the River.
- Enhance ecological and aesthetic River conditions, take advantage of and integrate iconic structures and identify new sites and structures that serve as destination or centers of programming to attract year-round access.
- Integrate existing river walks and pathways with new connections between sites and destinations that link the River to the city in ways that are physical, visual, aesthetic and psychological.
- Be consistent with best riparian and aquatic science, best water and land management practices and must be harmonious with the River.
- Make nature-based stormwater best management practices (BMP's) a priority.
- Help ensure that new or rehabilitated developments along the River are compatible with the City's renewable energy goals.
- Establish that development sites, destinations and structures must protect the health, aesthetics, accessibility and health of the relationship between the river and residents/visitors.
- Manage invasive vegetation and protect and retain existing native vegetation and add native vegetation where possible.
- Prohibit further hardening of the shorelines that are inconsistent with the Plan.
- Ensure that the natural flow of the River is enhanced and not curtailed or impeded by any element of the Plan.

## WHY IS ENGAGEMENT IMPORTANT?

The Lower Boardman River holds immense ecological, recreational, economic, spiritual and cultural values for a wide spectrum of interests and is integral to the well-being and quality of life of downtown Traverse City and the greater community.

Civic engagement and the reflection of these and other values is essential to the development of this Unified Plan. All interests should see themselves and their role in this Plan to the extent possible.

## CIVIC ENGAGEMENT GOALS

The following goals provide the framework for the unifying strategy:

- Through engagement, identify the values in the River by all interests.
- Align values and plan goals with the values and goals of engaged interests
- Ensure a transparent and clear planning and implementation process with defined outcomes
- Provide educational and information opportunities during plan development and implementation
- Recognizing the strength of diversity, engage and acknowledge a rich mix of interests to help establish the unifying plan for the Lower Boardman that, because of unity, will be implemented.

## PLAN IMPLEMENTATION

Ultimately, this process is about implementing a unifying plan for the Lower Boardman. With the engagement and unity of all interests, we will be in a sound position to achieve implementation and celebrate the results together. In framing the implementation steps, we will identify roles and responsibilities to achieve goals, including opportunities for volunteerism.

**Our work does not end with the completion of the Plan.** The DDA and LBR Leadership Team recognize that a willing and supportive community is critical to the implementation of the Unified Plan. As such, the plan will identify potential opportunities for volunteerism and collaboration with students, schools and other educational interests to promote and encourage learning and understanding throughout the implementation of the project.



# OUTREACH

The following provides a framework for identifying interests that should be engaged, as well as methods and opportunities for outreach and communicating progress.

## TYPES OF INTERESTS

Because of the significance of the project, we will ensure that efforts to engage all interests and gather and respond to the **“What do you think?”** and related questions involve people and entities that are:

- Directly affected by the implementation of the Plan.
- Impacted by the Plan’s goals and recommendations.
- Interested and aware of the project for a variety of reasons.

### AFFECTED

interests may include residents, property owners, neighborhood associations, DDA Board members, other local government bodies, the Grand Traverse Band of Ottawa and Chippewa Indians, Businesses within the City, user groups or individuals, conservation organizations and others.

### IMPACTED

interests may include utilities, government agencies at all levels, regional bodies and others.

### INTERESTED

people and entities that may have a stake in the plan for a variety of reasons.

### AWARE

interests that want to keep informed about the Project such as the media, researchers, academic institutions and others.

All interests in the project will be engaged and invited to participate and contribute.

## OUTREACH METHODS

The LBR Leadership Team will use a variety of civic engagement approaches throughout the planning process, including:

- Open sessions to as “what do you think” and stimulate free-flowing discussion about the Lower Boardman
- Website
- E-mail distribution
- Press releases
- Social media
- Farmers’ Market pop-up
- Public meetings/events
- River Celebration 2019
- Others that may be identified by the Leadership Team and/or engaged parties.

### WEBSITE

All information will be made available at:

[www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/](http://www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/)

### E-MAIL DISTRIBUTION

Interested individuals may sign up to receive e-mails regarding upcoming events, updates and calls for assistance and to volunteer to help.

### NEWS RELEASES

News releases will be issued to promote the kick-off meeting in June 2019 as well as future public meetings and the status of the project.

### SOCIAL MEDIA

Social media will remain an important outreach tool throughout the process:

**Facebook:** [@DowntownTCOfficial](https://www.facebook.com/DowntownTCOfficial)

**Twitter:** [@DowntownTC](https://twitter.com/DowntownTC)

**Instagram:** [downtown\\_tc](https://www.instagram.com/downtown_tc)

### **FARMERS MARKET POP-UP**

To meet people where they are, volunteers will “Pop Up,” reaching out to the community at the Downtown Farmers Market and other public venues beginning in May 2019.

### **PUBLIC MEETINGS/EVENTS**

The LBR Leadership Team will use public meetings (DDA, City Planning Commission and City Commission) to invite free flowing discussions, to update the community and advertise upcoming engagement events.

### **RIVER CELEBRATION 2019**

The goal of this event is to celebrate the achievement and completion of the watershed restoration project phase while bringing attention to the final efforts downtown.

## **WHO IS ACCOUNTABLE FOR THE CIVIC ENGAGEMENT PROCESS?**

The following groups are responsible for the process:

#### **DDA / DOWNTOWN TRAVERSE CITY**

- Responsible for Overseeing Plan Development
- Approval of Contracts, Grants, Etc.
- Approval of Unified Plan
- Facilitate plan implementation with partners.

### **LOWER BOARDMAN RIVER LEADERSHIP TEAM**

- Responsible for ensuring Civic Engagement is achieved in keeping with goals
- Developing the recommended Unified Plan with the Consultant for action by the DDA Board

#### **CONSULTANT: SMITHGROUP (HIRED AS THE CONSULTANT TEAM)**

- Support implementation of the civic engagement plan
- Organize and help lead kick-off meeting
- Draft Unified Plan

# ENGAGEMENT STRATEGY

A successful process to develop and implement a plan for the Lower Boardman River requires civic engagement strategies that enable access to the process by the many and diverse interests that should be involved. The LBR Leadership Team is committed to an inclusive and meaningful process. Ideas and recommendations for improving and enriching the process are invited!

## ENGAGEMENT METHODS

The following engagement strategies will be used:

- Public meetings
- Launch meeting
- Online story map
- Online survey
- Focus group meetings
- Pop-up workshops
- Public townhall

### OPEN MEETINGS

Sound boring? We hope not. The goal is the development of a Unified Plan for the Lower Boardman River. Open, well publicized meetings are a necessity and will provide opportunities for everything from informal discussions to special presentations. We want to emphasize two-way discussions so that everyone shares in crafting this plan. From large to small groups, we want the drumbeat to be about encouraging and inviting ideas and observations, listening and exploring common ground.

### LAUNCH MEETING

A launch meeting is planned for June 12, 2019 at 4:30pm to 6:00pm at Parking Lot B on the Boardman River (commonly referred to as the Farmer's Market lot). By foot, kayak, canoe, bike or car, we want everyone to join us downstream for this first meeting. This interactive discussion will invite all interests to talk about the engagement process, the desired outcome and goals and how we will best work together.

**What do you think?** We'll talk about what matters to interests that join us: values; river conditions; history; culture; the good, bad and ugly and much more. But this will just be the beginning of an initiative that we will celebrate as it is developed and implemented.

### WEBSITE AND ONLINE STORY MAP

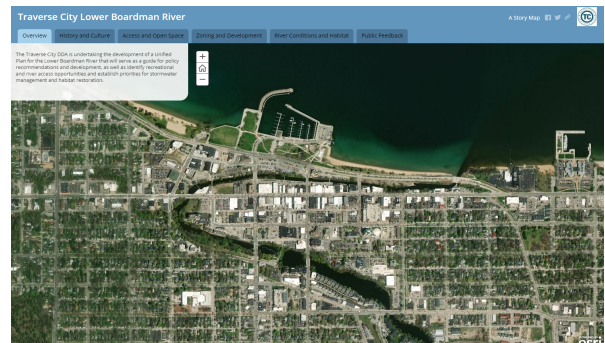
The website for this initiative is

[www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/](http://www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/).

It will include information of value to all interests, including:

- Names and contact information for the Leadership Team
- A list of project partners and their roles
- Meeting and event topics, dates, times and places
- A blog for observations and real-time discussions
- A running journal that includes what's being discussed and what everyone is thinking
- A running list of potential implementation projects
- Information, research, literature, citations and even a limerick or two that people tell us are important to them
- The draft plan when completed along with the plan adopted by the DDA Board –a game plan for implementation.

**Check out the Story Map!** Esri Story Maps provides an immersive experience and unique online storytelling platform built for discovery. We invite you to take our Story Map for a spin and learn more about the assets, opportunities and challenges of the Lower Boardman River past, present and future through scrolling images, text and interactive maps.



## ONLINE SURVEY

Surveys will be used to engage interests in a variety of ways once the project is underway and we have a better understanding of the questions to ask about the initiative. We will involve project participants in helping us define the purpose and uses of surveys that will be developed and administered through the Leadership Team by DDA staff.

We want to know more about your experience with the Lower Boardman

- What is your favorite activity related to the Lower Boardman River?
- Where is your favorite place along the Lower Boardman River?
- What is your favorite memory of the Lower Boardman River?
- Share your favorite photo of the Lower Boardman River!

***Visit the website to take the survey!***

## FOCUS GROUP MEETINGS

The LBR Leadership Team will meet with focus groups to dive deeper into the opportunities and challenges of the river corridor. While additional themes may be added, the following provide a framework for the development of these focus groups:

- History and Culture
- Access and Open Space
- Zoning and Development
- River Condition and Habitat
- Recreation
- Philanthropy
- Fisheries
- Neighborhoods and residents

## POP-UP WORKSHOPS

Pop-up workshops function as an outreach and an engagement method. They will be used to ask “**What do You Think?**” as well as to provide general information and progress reports about the initiative.

Pop-ups are currently planned for the Downtown Farmers Market as well as other events sponsored by organizations like the DDA, Merchants Association, City of Traverse City and others. Pop-up workshops are designed to meet stakeholders where they are and create opportunity for simple, quick engagement. The

Leadership Team invited recommendations on other opportunities for workshops.

## PUBLIC TOWNHALL

Towards the end of the planning process, the Leadership Team will hold 1-3 townhall sessions to present the plan and implementation strategy and invite added input and participation.

## PROJECT SCHEDULE

A DRAFT project schedule is provided below. Specific dates, times and locations of engagement events will be provided on the project website and advertised through the identified outreach methods.

MAR	LBR Leadership Team kick-off
APR	DDA/PC/CC meetings
MAY	Website launch + outreach to the community
JUNE	Public project launch meeting <b>Wednesday, June 12 at 4:30 PM</b>
JULY	Public engagement efforts
AUG	<b>(TBD)</b>
SEPT	Public townhall + DDA/PC/CC meetings

# DRAFT

(LOGO)

## Lower Boardman River – A Unified Plan

### CIVIC ENGAGEMENT: “What do you think?”

The Traverse City Downtown Development Authority (DDA) in collaboration with a diverse Leadership Team and the help of a consultant (SmithGroup), is inviting all interests to join in crafting a unifying plan for the lower Boardman River that **will be implemented.**

**What is the “Lower Boardman?”** It’s 1.6 miles that looks like this: (NEED MAP) It encompasses rich history and tradition, aquatic life, bridges, streets, boardwalks, paths, parks, businesses and buildings, boats, canoes, kayaks, a robust fishery, anglers, a fish ladder, a major tributary, mouths of two lakes and one-third of all the water entering West Grand Traverse Bay.

The Plan will include our collective vision for the Lower Boardman and the actions, results and schedule to achieve that vision. It will spell-out how the River can be protected, restored and preserved and how we can ensure that people of all ages, needs and abilities can access and enjoy this incredible resource that we share.

**“What do you think?”** This will be the question that we will pose to residents, businesses, nonprofits, visitors and all interests in developing a unifying plan. We will ask this question in meetings, conversations and “pop up” discussion. We will take the answers, group them and arrive at a final, unifying plan together. We input everyone’s input on a draft Civic Engagement Plan for this initiative to ensure that all voices are heard. This plan is on the DDA’s website. Check it out at

[www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/](http://www.dda.downtowntc.com/projects/lower-boardman-river-unified-plan/)

#### **While at the website, take our online survey:**

- What do you think should be the ideal vision for the Lower Boardman River?
- How do you value the lower River?
- How do you use it?
- How could the River experience be improved for you?
- What on or near the River should be protected and preserved?
- What on or near the River should be changed, new or made different?

**What makes this process different?** Prior planning initiatives will be considered in developing this unifying plan. This is the only initiative that: has a DDA-appointed Leadership Team intentionally reflecting diverse interests; is intent on creating a plan that reflects unity among the various interests; and, importantly, is dedicated to implementing – to realizing the vision that is created. This initiative also comes with the understanding that the risk of NOT doing the right things in the right way to protect, preserve and use our river is far to great for the well-being of our greater community.

<p><b>Leadership Team</b> Jean Derenzy, CEO, DDA Jennifer Jay, Co-Chair Harry Burkholder, Co-Chair</p>
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### **Join us for the launch!**

**Wednesday, June 12 – 4:30- 6:30 PM at \_\_\_\_\_  
(map?)**

Come with questions, answers and curiosity.

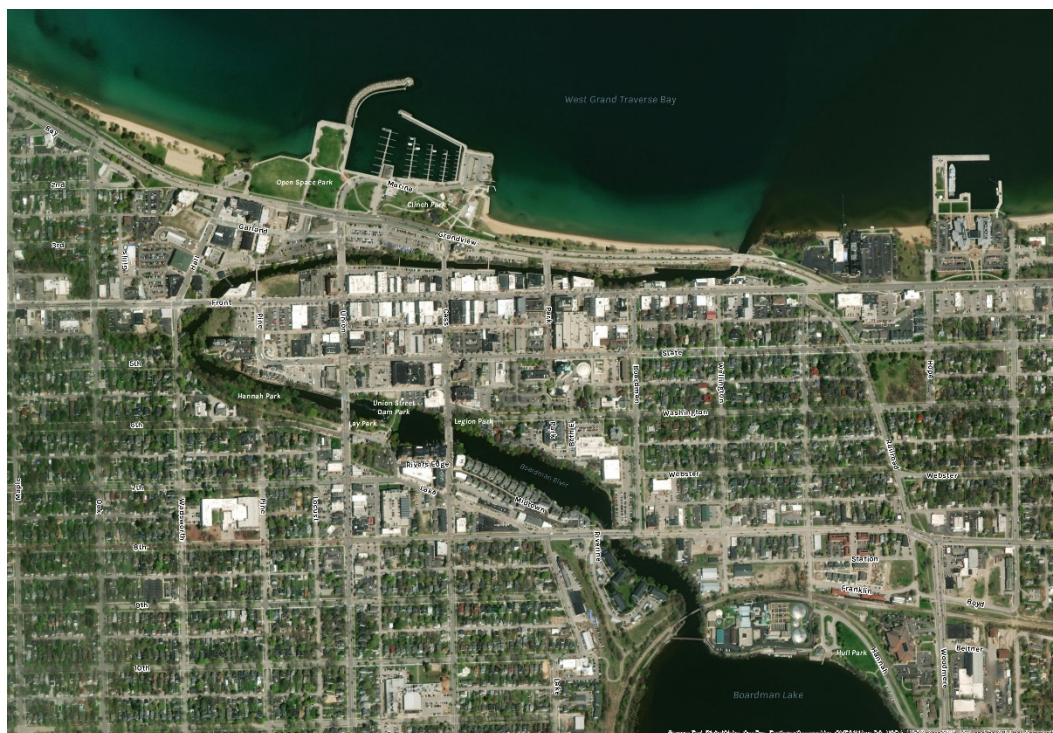
See yourself in the unifying plan for the Lower Boardman River that will be implemented! **(TCDDA Logo)**



Welcome!

The Traverse City DDA believes that the Lower Boardman River is an important physical, ecological, recreational, economic and cultural asset to downtown Traverse City and the greater community.

**We want to know more about your experience with the Lower Boardman!**



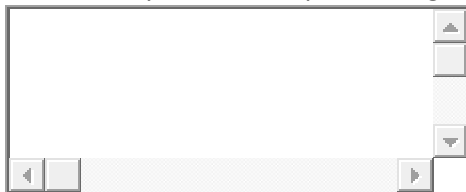
### **Why are we surveying the community?**

We are undertaking the development of a Unified Plan for the Lower Boardman River that will serve as a guide for capital projects, policy recommendations and development, as well as identify recreational and river access opportunities and establish priorities for stormwater management and habitat restoration.

1. What is your favorite activity related to the Lower Boardman River?

- Walking
- Kayaking/canoeing
- Sitting/picnicking
- Watching wildlife
- Fishing
- Enjoying nature
- Other - Write In

2. Where is your favorite place along the Lower Boardman River?



3. What is your favorite memory of the Lower Boardman River?



4. Share your favorite photo of the Lower Boardman River!

(Max file size: 10MB)

Browse...

5. Interested in getting involved in the Plan? Sign up for project updates.

First Name

Last Name

Email Address

6. Are you up for answering a couple more in-depth questions regarding the Lower Boardman River?

*If so, please click yes below. If not, no problem. Thank you for your time! \**

- Yes, of course!
- No, thanks!

7. The Lower Boardman River is an urbanized section of the Boardman River. The ultimate goal is to strike a balance between the natural and built environment. With that in mind, what are the priorities for improving and protecting the natural environment along the river corridor? A few questions to consider:

- *Where should we focus on habitat improvements?*
- *How can we improve stormwater management and water quality along the Lower Boardman?*
- *To what extent should the community prioritize infrastructure projects that reduce the hard edges along the river?*
- *What kind of policy/regulatory changes need to be prioritized?*
- *What should the community expect from private developers in terms of environmental protections?*



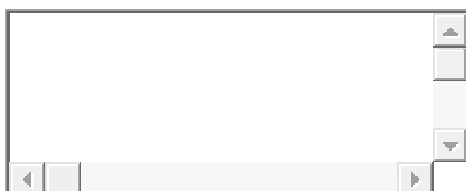
8. What are the priorities for improving the built environment along the river corridor? A few questions to consider:

- *Where should we focus on providing access to the river?*
- *What does that access look like?*
- *How do we create greater connectivity along the river?*
- *What kind of policy/regulatory changes need to be prioritized?*
- *What should the community expect from private developers?*



9. What is the most important thing to keep in mind as we develop a Unified Plan for the Lower Boardman River? A few questions to consider:

- *How do we value the river?*
- *How do we preserve, educate and involve the history and culture of the river into the development and implementation of the plan?*
- *How do we sustain the passion of engagement and activism following on one of the nation's largest river restorations?*
- *How do we support planning as a guide that will serve the river, our values, our uses and the need to restore the river to a happy state?*



Submit Back



TC LBR Online Survey

<https://www.surveymoz.com/collab/4977518/TC-Lower-Boardman-River>

## Thank You!

Thank you for taking our survey. Your response is very important to us!

### Want to learn more?

Lower Boardman River Leadership Team, under the direction of the DDA, has prepared a draft public participation plan for this planning effort. [Click here to visit the project website and learn more!](#)

All interests are encouraged to join in the project launch meeting on **June 12, 2019 from 6:00pm to 8:00pm at Hannah Park** to share your values of the Lower Boardman River, provide input on the public participation plan and let us know how you would like to stay involved in this important process for this amazing living, breathing river corridor that runs through the heart of our downtown.

**LOWER BOARDMAN  
UNIFYING IMPLEMENTATION PLAN**

**Launch**

**Date:** Wednesday, June 12, 2019

**Time:** 4:30 p.m. – 6:30 p.m.

**Location:** Farmers Market: Lot B

**Purposes:**

- \* Introduce goals and engagement plan for the initiative
- \* Encourage active engagement
- \* Secure initial feedback from participants to launch the process!

**Smith Group:**

Visuals:

- \* Examples of other community riverfronts
- \* Examples of prior planning projects
- \* Maps at each station of Lower Boardman
- \* Photos of Lower Boardman – mouth to mouth
- \* Names of breakout stations

\* Make six charts for breakout stations:

- What do you think?
- How do you value the river?
- What do we protect, preserve, restore?
- What uses do we cultivate/support?
- What do we curtail or eliminate?
- 

Process:

- \* Record/capture engagement info.
- \* Record, organize and report on input – all stations and event as a whole
- \* Photos of event

**Welcome:** (10 minutes)

Jean Derenzy, TCDDA CEO

- Purpose
- Sign in
- Meet Leadership Team – names and affiliations
- Scan information

**Presentation:** (25 minutes)

**“What do you think about the Lower Boardman”**

Jean Derenzy TCDDA CEO (7 minutes)

- Priority – TCDDA Strategic Plan
- Mission and objectives
- “It’s all about engagement” – process, steps, plan, feedback needed
- What makes this different?

- \* Leadership Team – guided by diverse interests
- \* “What do you think?” for, by and about the community
- \* Begins with focus on action – implementation

**- Perspectives (4 minutes each)**

Mike Vickery -- how do we value the River?

Brett Fessel – how do we preserve, educate, involve – history and culture of the River

Jen Jay – how do we sustain the passion of engagement and activism following on one of the nation’s largest river restorations?

Elise Craft – how do we support planning as a guide that will serve the river, our values, our uses and the need to restore the river to a happy state?

**Let’s Begin the Conversation! (70 Minutes)**

Stations:

1. Engagement processes and plans (Jen Jay and Jean Derenzy)\_
2. Values (Mike Vickery and Demi Scudato)
3. River Conditions and habitat (Christine Crissman and
4. Access, Open Space and Recreation (Harry Burkholder and
5. History and Culture (Brett Fessell and
6. Planning, Use and Development (Elise Crafts and Russ Soyring)

What do you think? (Explore these questions in view of subject area)

- How do you value the river?
- What do we protect, preserve, restore?
- What uses do we cultivate/support?
- What do we curtail or eliminate?

**Next Steps: (Jean Derenzy)**

- Make sure we have contact information.
- Check out the web site
- Watch for announcements for added engagement/feedback opportunities
- As process unfolds, we will have:
  - \* more precise vision and mission
  - \* defined goals and action plans

We need continuous input and feedback – mold, refine and continue to evolve a unifying plan for our Boardman that will be implemented!

**- Tell us what you think! Now and throughout the process!**



# Memorandum

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To: Jean Derenzy  
From: Colleen Paveglio  
Re: DTCA Board Meeting  
Date: May 10, 2019

Jennifer Jay, Elise Crafts, and I met to review marketing components for the public engagement initiative. Please see the following items that were discussed.

## **Project Name:**

Mouth to Mouth: *A Boardman River Conversation*

The committee agreed that "Mouth to Mouth" not only identifies location, but can be used in several different capacities as discussed at previous meetings. The committee also discussed the ease of the initiative being identified and remembered with the a name that is not only literal, but a fun play on words.

Mouth to Mouth-the location  
Mouth to Mouth-a conversation  
Mouth to Mouth-breathing new life

## **Project Logo:**

We have edited a logo that has been used for previous Boardman initiatives. The original logo was vetted through several organizations and has brand awareness established. By editing slightly to evoke a more urban area of the Boardman, we feel it will fit well with the project. I have attached the original and the proposed version.

## **Website:**

The DDA is going to have a microsite developed for the project initiative. A microsite will create a more direct path to the project. The page will then have its own top navigation to link to surveys, upcoming events, past plans, etc. The microsite will be "namehere.[downtowntc.com](http://downtowntc.com)." Url recommendations will be made at the meeting.

## **Facebook Page:**

A dedicated Facebook Page will be created for the project initiative. While the DDA Facebook page will share all items, this will ensure that the messaging for the initiative will not get lost in the many other items that we cover on our DDA Facebook page. Facebook page name recommendations will be made at the meeting.

## **Media Plan:**

Jennifer Jay has volunteered to develop a media plan and is currently working on fine tuning. Outreach to area media as well on air interviews are being planned.

## **Additional Items:**

The committee brainstormed creative engagement ideas leading up to the Kick-Off event and throughout the process. Ideas include scavenger hunts, social media engagements, etc.

# Mouth to Mouth

*A Lower Boardman River Conversation*

*Previous Version Used*



*Proposed Logo*

