

Goals and Action Items

Developing goals and action items is an important part of the recreation planning process. The overall goals of a recreation department are to provide recreation opportunities for the community it serves. More specific goals must be based on the demographic characteristics of the population, the physical and environmental characteristics of the area, and the input of the community.

Goals are the broadest level, they are overarching and general. Action items identify specific projects and programs. The action items can include organizational, staffing, programming, public information, and operation and maintenance actions.

The Charlevoix Recreation Advisory Board formulated the following goals and actions items based upon the characteristics of the overall community, input received throughout the year, a resource inventory, and a community-wide recreation survey in 2016. However, the Recreation Advisory Board acknowledges that this plan is a tool to implement their projects, and has thus created four guiding principles which will provide a path for decision-making in the next 5 years. These principles represent a broad philosophy for recreation and provide a framework for all of the future projects the Advisory Board will take on. The goals and objectives outlined in this section are considered to be consistent with and reflective of following four guiding principles:

- Maintain facilities in a safe, accessible manner
- City parks will be accessible to everyone
- City parks will be inclusive and have something for everyone
- Continue to look for new opportunities to address community needs and demands



Goal 1: Provide and maintain multi-generational recreational opportunities and activities for people of all abilities, both mentally and physically, within the community.

The City of Charlevoix recognizes the importance of a park system that is inclusive to all users. This includes, both access for all individuals, and places and activities that appeal to all individuals. The City also recognizes that parks are a foundation for the community, and therefore it is important the broad spectrum of users to be able to easily interact with one another to build on that sense of community. Therefore, creating and maintaining an equally accessible park system is a priority of the City. The action plan, Table 5, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: A, B, C, E, G, M, N, O, T, V, W, and X.

Goal 2: Continue to provide diversified natural experiences and maintain high environmental standards in parks and recreation facilities.

The City of Charlevoix is surrounded by an abundance of high quality natural recreation resources. Therefore, the City would be remiss not to work with those resources to create a park system which takes advantage of every naturally occurring opportunity. However, if the City chooses to capitalize on the nearby resources, it becomes their responsibility to protect them to the best of their ability. There are many ways to do this, but ensuring policies and programs are in place and are enforced to protect these resources is a good start. By maintaining a recreation environment that is sensitive to the surrounding natural features the City of Charlevoix will be able to be a good steward to the biologically sensitive areas surrounding them. The action plan, Table 5, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: D and X.

Goal 3: Retain all existing park and recreation lands for use and enjoyment by the public.

The naturally occurring resources in the Charlevoix area are one of the reasons which make this region so special, therefore it is crucial to work to protect them. The resources are not limited to the natural occurring amenities, but also include the City parks and recreation system. These amenities are just as important to the success of the region and the enjoyment of the City. Therefore, it is crucial to proactively protect the resources in existence today and in the future. The action plan, Table 5, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: B, L, M, P, Q, and Y.



Goal 4: Effectively utilize funding in a manner that allows the City to maintain the condition and safety of all parks and properties.

While it is important to expand upon the recreation opportunities the City offers, it is also crucial that the parks and recreation system ensure the current facilities in place are maintained, up to date, and safe for all users. Therefore, the City needs to create a plan to prioritize general funding for maintenance and upkeep. It is also important that the City plan ahead and have a thorough understanding of their facilities to continue to provide high quality of recreation options to all residents and visitors. Additionally, the city can work to find a way to supplement this money by seeking out additional funding sources which are specific to maintaining infrastructure. The action plan, Table 5, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: F, J, L, M, N, P, Q, R, S, and U.

Goal 5: Continue the development of multi-use paths and a non-motorized transportation network throughout the City, with strategic connections to be made with regional pathway systems.

Regional non-motorized pathways are becoming more important to the average recreation user, and the survey respondents have indicated a greater desire for non-motorized pathways connecting the City to the larger region. The City thinks it is important to work with neighboring jurisdictions and local agencies to expand the regional trail systems through the City, and to provide a level of service that the recreation users desire. In addition to regional trail systems, Charlevoix can also move toward a more complete streets network within their own jurisdiction, to support all modes of travel. The action plan, Table 5, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: H, I, K, O, and X.



Goal 6: Support and encourage cooperative discussions, efforts and relationships with Federal, State, and local governmental units, as well as non-profit organizations.

The City of Charlevoix is in a region where recreation is important to the residents, because the opportunities are so abundant. Just because the City is only responsible for the parks and recreational facilities within its borders does not mean it cannot work with other jurisdictions and businesses or non-profit foundations to expand and diversify the recreation opportunities. One way to significantly improve parks and recreation within the City and surrounding areas is to work with the surrounding communities. The City cannot provide all types of recreation to the residents and visitors, but through local partnerships it can significantly increase the quality of local parks and be the agent of change in working with other communities. Residents have indicated they are interested in regional recreation opportunities, and therefore the City will need to collaborate with other jurisdictions to provide the appropriate recreation options. The action plan, Table 5, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: E, H, and R.

Goal 7: Maintain and improve public access to water bodies including Round Lake, Lake Charlevoix, and Lake Michigan.

The City of Charlevoix is surrounded by several large freshwater bodies, and much of the recreation options in the community are strongly affected by them. The majority of the visitors to the City are visiting because of the access to water. The lakes also have a significant impact on the Charlevoix economy. This means that it is essential that residents and visitors alike, have public access to these water bodies. Access to the water means many things to different people, some would like beach and swimming access, others are interested in recreational boating access, and others still need access for fishing. It is imperative that the City of Charlevoix work with the community to provide adequate public access to the City's most beautiful features. The action plan, Table 7, at the end of this section describes which items the City has identified to implement this goal. Specifically, the action items which correspond to this goal, and will help implement it are: C, I, N, O, and U.



Table 7 - Action Items

Action Items		Relates to Goal
A.	Improve accessibility parking at Charlevoix parks and beaches	1
B.	Continue to improve/increase ADA facilities and equipment	1, 3
C.	Create ADA accessible kayak launches at Ferry, Lake Michigan, and Depot Beaches	1, 7
D.	Look for ways to implement “green” and sustainable facilities and projects	2
E.	Work with area partners to provide recreation programs for every age group	1, 6
F.	Update and improve recreation facilities, bathrooms, pavilions, concession stands, and ball parks	4
G.	Continue to look for properties to expand area parks when possible	1
H.	Work with partners to develop trail system throughout Charlevoix and to link with surrounding communities	5, 6
I.	Develop a Blue Way trail system for water enthusiasts	5, 7
J.	Improve the Charlevoix Golf Club as needed	4
K.	Work with area townships to create and sustain recreation opportunities	5, 6
L.	Continue to improve and update safety measures at all area properties	3, 4
M.	Develop more recreation opportunities at area parks	1, 3, 4
N.	Consider enhancing Lake Michigan beach park along Park Ave. which is the gem of Charlevoix beaches	1, 4, 7
O.	Enhance current trail systems at the Mt. McSaubia Recreation Area	1, 5
P.	Continue to update recreation equipment as needed	3, 4
Q.	Develop signage at recreation amenities and facilities	3, 4
R.	Create a facility committee that’s comprised of key stakeholders	4
S.	Utilize technology to better communicate, inform, and market recreation opportunities	4
T.	Create accessible beaches	1, 7
U.	Create a website that is geared toward retirees and improve customer experience	4
V.	Develop a gym planning program	1
W.	Create a dog park	1
X.	Develop a terrain park at Mt. McSaubia	1, 2, 5
Y.	Investigate the feasibility of locating an outdoor ice rink that is more centrally located in the downtown area.	3
Z.	Continue to pursue the development of a tunnel under US 31 near the municipal golf course, for the safety of course users and pedestrians.	5