

BRILEY TOWNSHIP  
P.O. BOX 217  
BRILEY, MI 49709

Goals, Objectives and Strategies  
of the

**BRILEY TOWNSHIP  
STRATEGIC PLAN**

**JANUARY, 1991**

**STRATEGIC PLANNING CONSULTANT:  
LINDA BARNES**



## EXECUTIVE SUMMARY

Major emphasis was placed on generating broad public participation in the process through the formation of a Steering Committee composed of key public and private individuals from or impacting the community and the distribution of a community needs analysis and a business survey. All meetings were open public meetings and a notice was published in the Montmorency County Tribune. In addition to regular articles on the progress of the project in the Tribune, a newsletter was sent to all residents providing an update on the project.

In addition, the project emphasized the collection and analysis of data necessary for an understanding of the specific issues and problems affecting the community. Briley Township's relationship to Montmorency County and the broader economy of northeast Michigan and the state was also addressed.

Seven areas were examined. These were: Natural Resources and Land Use, Population, Employment, Income, Property Tax Base and Tourism. Key conclusions from the analysis were:

- Briley Township has an abundance of natural resource attractions.
- The area has experienced a rate of population growth above the State and regional average with an increasing percentage of the population being 65 years of age or older.
- the increase in population has exceeded the growth in the labor force.
- Employment is concentrated in construction, retail, services and government.
- Per capita income in Montmorency county is below the state per capita income.
- Montmorency County has the highest percentage of income from transfer payments in the region.
- Residential property provides the bulk of the property tax base in the county.
- Tourism provides substantial economic benefits to Montmorency County.

The strategic planning process was structured to assist the community in answering three critical questions:

**Where Are We Now  
Where Do We Want To Be  
How Do We Get There**

The process also emphasized the need for the community to take control of its future. By developing a shared vision of that future, community resources could be better utilized. It was agreed that the process must result in a plan of action with responsibilities assigned, time frames identified, and periodic evaluations scheduled. This plan fully meets those objectives.

## GOALS/OBJECTIVES AND STRATEGIES

### Medical Facilities:

- Goal 1: Improve the availability of health care for township residents.
- Objective 1: Establish a health clinic at the Fairgrounds
- Strategy 1: Support the efforts of Thunder Bay Community Health Services, Inc., Northern Michigan Hospital, Burns Clinic Medical Center, and Alpena General Hospital to establish a satellite clinic at Atlanta
- Strategy 2: Provide \$50,000 in funds from a possible cities in Transition Grant to match contributions supplied by the four medical partners in the project.
- Who: Briley Township
- By: March 1991
- Strategy 3: Conduct a community based fund-raiser to generate an additional \$50,000 to match contributions supplied by the four medical partners in the project.
- Who: Senior Citizens Center
- By: December 1991
- Strategy 4: Provide the facility at the Fairgrounds for a nominal cost
- Who: Montmorency County Fair Board
- By: January 1991
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- Goal 2: Use the health center as a catalyst to generate new economic activities.
- Objective 1: Support the proposal by MSU to establish a student training program at the center
- Strategy 1: Determine the housing needs of medical students and staff and explore possible new housing development.

Who: Montmorency County Housing Commission

By: June 1991

Strategy 2: Establish a program to welcome new students and staff and provide them information and community services, businesses and activities.

Who: Atlanta Area Chamber of Commerce

By: December 1991

Public Service/Infrastructure:

Goal 3: Provide a safe, health, convenient, and attractive environment

Objective 1: Improve the infrastructure in the Atlanta Central Business District

Strategy 1: Repair sidewalks in poor condition and extend new sidewalks to better serve downtown business and agencies.

Strategy 2: Upgrade existing street lighting and add new light poles along M-32 in the downtown area

Strategy 3: Acquire a site and provide improved parking facilities in the downtown area

Strategy 4: Provide landscaping in the downtown area between the sidewalk and M-32

Who: Briley Township

By: September 1991

Objective 2: Improve transportation access for township businesses, residents, and visitors

Strategy 1: Establish a schedule of road improvements with the County Road Commission

Who: Briley Township  
Montmorency County Road Commission

By: December 1991

Strategy 2: Explore establishing a sign program to promote local businesses and attractions with the Michigan State Transportation Department

Who: Briley Township

By: June 1991

Strategy 3: Establish an Airport Needs Committee to determine the long-term needs for improved airport services

Who: Briley Township  
Avery Township

By: December 1991

^ Strategy 4: Examine the need and feasibility of establishing public transportation services

Who: Montmorency County

By: December 1991

Objective 3: Address the problem of inadequate septic systems for businesses and residents in the Atlanta area

Strategy 1: Conduct a financial feasibility study of a new sewer system

Strategy 2: Determine the opportunities for establishing a public/private partnership in constructing a new sewer system

Who: Briley Township

By: December 1991

#### Landfill/Recycling:

Goal 4: Reduce the amount of solid waste disposed of in the landfill

Objective 1: Establish a recycling program

Strategy 1: In coordination with other communities in Montmorency County conduct preliminary research into establishing a recycling program and determine its feasibility

Strategy 2: If feasible, prepare an implementation strategy that includes a public education effort

Strategy 3: Acquire a site, necessary equipment and funding

Who: Montmorency Organization to Recycle

By: July 1991

Job Creation/Economic Development:

Goal 5: Encourage private investment that results in the creation of new jobs

Objective 1: Attract an industrial firm to locate in the township

Strategy 1: Establish a marketing committee

Who: Briley Township

By: January 1991

Strategy 2: Develop a marketing plan that incorporates a target industry approach suitable to the resources of the area

Who: Northeast Michigan Consortium, Marketing Committee

By: April 1991

Strategy 3: Assess need for and advantages of an industrial park

Who: Briley Township Planning Commission

By: December 1991

Strategy 4: Promote Briley Township in conjunction with regional and state economic development agencies

Who: Marketing Committee

By: December 1991

Recreation:

- Goal 6: Provide recreation facilities and services for use by residents and visitors to the area
- Objective 1: Address deficiencies in playground and outdoor community recreational facilities identified in state, county, and township recreational plans.
- Strategy 1: Complete improvements to landscaping and picnic area at Davis Ball Park
- Who: Briley Township
- By: April 1991
- Strategy 2: Expand Briley Township Park and relocate the playground
- Strategy 3: Repair and improve the parking area, restrooms and changing area at Crooked Lake Beach
- Who: Briley Township
- By: June 1992
- Strategy 4: Establish a staff position to develop and coordinate recreation programs at township facilities
- Who: Briley Township
- By: June 1991
- Objective 2: Provide recreational opportunities for visitors that utilize the natural resource of the area
- Strategy 1: Develop a park design for Briley Township Park that is supportive of improvements in the central business district
- Who: Briley Township
- By: September 1991

Strategy 2: Complete Briley Township Park improvements identified in the Recreation Plan that increase accessibility and use of the Thunder Bay River

Who: Briley Township

By: December 1993

Strategy 3: Complete improvements at Briley Recreational Area that will expand winter recreation opportunities

Who: Briley Township

By: January 1991

Strategy 4: Design and construct a nature area and nature center at Briley Recreation Area

Who: Briley Township

By: December 1993

Strategy 5: Establish an organization to expand snowmobile opportunities

Who: DNR  
Atlanta Area Chamber of Commerce

By: January 1991

Strategy 6: Continue the Annual Elk Festival

Who: Elk Festival Committee

By: December 1991

Downtown Rejuvenation/Tourism:

Goal 7: Improve the appearance of the Atlanta Central Business District and provide diversified shopping opportunities

Objective 1: Establish a public/private partnership to improve the downtown area

Strategy 1: Review the possible benefits and advantages of establishing a Downtown Development Authority

Who: Briley Township



By: April 1991

Strategy 2: Prepare a downtown development plan that includes a market study and reuse alternatives for vacant buildings

Strategy 3: Develop an architectural theme to guide facade improvements downtown

Who: Briley Township

By: December 1991

Strategy 4: Review existing zoning regulations to ensure their adequacy and enforce them

Who: Briley Township  
Briley Township Planning Commission

By: December 1991

Strategy 5: Assess the adequacy of existing hours and time of operation of downtown businesses

Who: Atlanta Area Chamber of Commerce

By: June 1991

Objective 2: Develop a coordinated effort to promote Briley Township

Strategy 1: Establish a county wide Visitors and Convention Bureau under P.A. 59

Who: Montmorency County hotel and motel owners

By: June 1991

Strategy 2: Develop a cooperative effort between Briley Township, the Atlanta Area Chamber of Commerce and Elk Ridge Golf Resort to promote the Atlanta area

Who: Briley Township  
Atlanta Area Chamber of Commerce  
Elk Ridge Golf Resort

By: December 1991

Strategy 3: Appropriate funds to promote Briley Township

Who: Briley Township

By: June 1991