

TENTATIVE AGENDA



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BOARD MEETING

March 6, 2014 – 8:30 A.M. Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES - February 6, 2014 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET MANAGER'S REPORT
7. UNFINISHED BUSINESS
 - a. National Main Street Conference – Registration, Volunteer opportunities
 - b. Local Façade Grant - Update
8. NEW BUSINESS
 - a. Michigan Mountain Mayhem Downtown Event – June 13, 2014
 - b. Historic Banner use agreement
 - c. Boyne City Farmers Market Fund-raising Event – July 17, 2014
 - c. 2014-15 Main Street Budget
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
 - Next Boyne City Main Street board meeting, Thursday, April 10, 8:30 a.m. at City Hall (date changed for spring break)
11. ADJOURNMENT

Individuals with disabilities requiring auxiliary aids or services in order to participate in municipal meetings may contact Boyne City Hall for assistance: Cindy Grice, Clerk/Treasurer, 319 North Lake St., Boyne City, MI 49712; 231-582-0334

Approved: _____

Meeting of
February 6, 2014

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY February 6, 2014 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET

Call to Order

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

Roll Call

Present: Michael Cain, Michelle Cortright, Jim Jensen, Larry Lenhart, Pat O'Brien, Rob Swartz, Robin Berry Williams and Ben Van Dam

Meeting
Attendance

Absent: Jodie Adams

City Staff: Main Street Manager Hugh Conklin, Planning, Zoning and Administrator Scott McPherson, Assistant Planning, Zoning Administrator Annie Doyle and Recording Secretary Karen Seeley

Public: Two

Excused Absences
MOTION

Cortright moved Lenhart second **PASSED UNANIMOUSLY** to excuse Jodie Adams.

Approval of Minutes
MOTION

Cain moved Williams second **PASSED UNANIMOUSLY** to approve the January 9, 2014 regular meeting minutes as presented.

Citizens Comments

None

Correspondence

Following last year's Boyne City Irish Heritage Festival activities there was discussion about the possibility of Boyne City participating in a Sister City relationship with a community in Ireland. In particular there has been interest in developing a relationship with Drogheda, Ireland, a city famous for the Boyne River. Our first step was to join the Sister Cities International organization. Through this \$150 membership a variety of resources are available. A proposal for the City of Boyne City to participate in the Sister Cities International program will to the City Commission at its February 11th meeting. **Cain moved Cortright second PASSED UNANIMOUSLY** a motion of support for Boyne City to join the Sister Cities International organization and participates in a relationship with a community in Ireland.

MOTION

Main Street Committee
Reports

In addition to the committee reports included in the agenda packet Main Street Manager Conklin reported on a few items:

The Farmers Market Committee:

Adopted the rules for 2014, also adopted rules for food trucks, they will be charged same fees as other vendors plus electrical fees. The crafters will be rearranged to accommodate food trucks at the market.

Design Committee: A sub-committee has been appointed to look at the Christmas decorations and give recommendations as our current contact is up.

**MANAGER'S
REPORT**

Early registration for the National Main Street Conference to be held in Detroit opens March 17th.

The food truck committee has set two public hearing dates, one for the businesses and stake holders and one for the general public. They will be held February 25th at 6:00 p.m. and March 6th at 5:30 p.m. at the Boyne District Library Community Room. The committee is still collecting data and gathering public opinion, to pass on to the City Commission.

The Joint Board and Commission meeting will be held February 13th, 6:00pm, City hall auditorium.

**UNFINISHED
BUSINESS**

Trail Town update: Mike Sheenan updated the board on the progress of the 16 member committee. The group will be meeting with the consultant?????. They have discussed central locations for the trail heads; one would be at Old City Park for those coming from Charlevoix going to Boyne Falls and the other at the Airport, where there are bathrooms available. Board discussion followed and they prefer the safest and direct route as possible.

Veterans Park update: It is time to move to the design phase of the pavilion. At this point, we are not worried about the location, just the design. The cost for the design of concept 1 is \$7600 and 10,500 for concept 2. Concept 2 and three are the same building just different location. Board asked the square footage between concept one and two. #2 has an approximately 32foot addition. We will need between \$18,000 and \$19,000 for our match. The Farmers market has already begun fund raising.

MOTION

Cain moved Cortright seconded PASSED UNANIMOUSLY to pursue the continuation of design building concept 2, subject to Main Street being able to come up with additional resources.

Board suggestion to meet with the parks director regarding their budget.

NEW BUSINESS

Board Officers: For the past year the Main Street Board has been under the leadership of chair Rob Swartz and vice chair Pat O'Brien. Rob is eligible to serve a second term as chair and it is the organization committee's recommendation he be reappointed. **Cain moved Cortright seconded PASSED UNANIMOUSLY** to reappoint Rob Swartz as board chair and Pat O'Brien as vice chair for a one-year term beginning February 2014.

MOTION

Michigan Vietnam Veterans Traveling Memorial: Bob Carlile presented the board with information regarding the Michigan Vietnam Veterans' Traveling Memorial (received and filed). He has contacted them and they have July 18 and 19th available to bring the memorial to Boyne City. They will need motel rooms, security overnight for the memorial and 2 large tents. Board discussion regarding the American Legion and VFW joining in this venture. **Cain moved Williams seconded PASSED UNANIMOUSLY** that Main Street serve as the lead agency sponsoring the Michigan Vietnam Veterans Traveling Memorial to come to Boyne City July 18 and 19 with as many partners as possible. Bob Carlile will make contact with representative from the American Legion and VFW and also a few people that were suggested that might be willing to help.

Boyne Area Chamber Visitors Guide:

In the past Main Street has purchased a full-page ad in the Boyne Area Chamber of Commerce Visitors Guide. The recommendation this year is to again purchase a full page ad. The cost remains at \$1,995, the same it has been the past two years. The content has not yet been decided but the marketing committee will be working with Kecia Freed, our graphic artist, to design an ad that reflects the quality of the program. The expense will be for the 2014-15 fiscal year which begins on May 1. **O'Brien moved Lenhart**

MOTION

seconded that the Main Street Board approves the purchase of one –full page add in the Boyne Area Chamber of Commerce Visitors Guide at a cost of \$1,995. Cortright abstained. **Motion Carried.**

Boyne Thunder Resolution of Support:

Boyne Thunder is scheduled for July 11 and 12, as in past years, the Main Street Board and City Commission are being asked for their support.

MOTION

Cain moved O'Brien seconded PASSED UNANIMOUSLY that the Main Street Board support and endorse the Boyne Thunder 2014 event; and approve a resolution to make application to the Liquor Control Commission for a Special License for the sale of beer, wine and spirits for the consumption on the premises, to be in effect on July 11 and 12, 2014 in Veteran's Park.

SOBO Arts Festival Charlevoix County Community Foundation Grant Request:

The SOBO Arts Festival is interested in applying to the Charlevoix County Community Foundation for a grant to support the 2014 event scheduled for June 27-28. The Festival committee chair has reviewed with the foundation a potential grant request to support music for the festival and was encouraged to apply. The foundation recommends the grant request be specific and that the festival not ask for more than \$2,000. In addition to the Main Street board's support, the foundation also requires support of the City Commission. **O'Brien moved Cortright seconded PASSED UNANIMOUSLY** that the Main Street Board support and recommends to the City Commission the SOBO Arts Festival grant application to the Charlevoix County Community Foundation. This application is due by March 1st.

MOTION

Farmers Market Committee Appointments:

The term for one vendor position has expired on the Farmers Market Committee. The position was held by Richard Friske, who chooses not to serve another term. Three applications for the position were received. The farmer's market committee is recommending the appointment of Erica Tosch for the three-year term. **Cain moved O'Brien seconded PASSED UNANIMOUSLY** that the Main Street Board appoint Erica Tosch to a three-year term on the Boyne City Farmer's Market Committee. With a letter of appreciation to Richard Friske for his service.

MOTION

**ADJOURNMENT
MOTION**

Cain moved O'Brien seconded PASSED UNANIMOUSLY to adjourn the February 6, 2014 meeting of the Boyne City Main Street Board at 10:11 am.

Karen Seeley, Recording Secretary

2014 Main Street Communities

Associate Level

City of Alpena

City of Allegan

City of Benton Harbor

Village of Cassopolis

Village of Central Lake

City of Charlevoix

Village of Chesaning

City of Davison

Village of Dundee

City of East Jordan

City of Flat Rock

City of Flint

City of Gaylord

City of Grand Blanc

Village of Kalkaska

City of Lake City

City of Lapeer

City of Lincoln Park

Village of Middleville

City of New Buffalo

City of Port Huron

City of Saginaw (West Saginaw)

City of Ypsilanti

Selected Level

Master Communities

- Calumet
- Iron Mt.
- Boyne City
- Grand Haven
- Niles
- Portland
- Old Town
- Manistee
- Marshall
- Howell
- Scottville

Select Communities

- Owosso
- Saline
- Blissfield
- Wayland
- Hart
- Lansing PSD
- Otsego
- Three Rivers
- Wayne
- Grayling



Date: March 6, 2014
To: Main Street Board
From: Hugh Conklin, program manager
RE: Committee Reports

Promotions

- The Irish Heritage Celebration is next week with a variety of activities planned. Complete information on all activities can be found at our Main Street website.
- A summary of the Farmers Market February meeting is included in your packet. The committee's March meeting was Monday and I will have a report on what transpired at Thursday's meeting. The Farmers Market has submitted a grant application to the Charlevoix County Community Foundation to support its "Eat and Play Local" music series this summer. The estimated cost of the series is \$1,600 and the Market has submitted a \$1,000 grant.
- Sponsorship letters for Stroll the Streets will be mailed within the next few days. We have an ambitious goal for this summer's program and will need the support of everyone to make it successful.
- The SOBO Arts Festival grant application to support the Bay Area Big Band Concert was submitted to the Charlevoix County Community Foundation this week. A decision is not expected until mid to late April. The cost of the Big Band is \$1,900.

Design

- Manufacturing the new "art" bicycle racks is well underway and they should be ready for installation this spring.
- The committee is also working on a revised request for proposal for holiday decorations, and a possible public art project.

Organization

- The committee did not meet in February.
- Registration for Boyne Thunder opened March 1 and it's shaping up to be quite an event this summer. Last year, within the first 24 hours there were more than 45 participants registered. This year, within the first day there were 69 registered.

Team Boyne – Creating Entrepreneurial Communities (ER committee)

- I will provide a report on the Feb. 28 meeting when we meet Thursday.



Date: March 6, 2014
To: Main Street Board
From: Hugh Conklin, program manager
RE: 7.b - Local Façade Grant Program

Last September the Main Street Board approved a policy and guidelines for a local façade grant program funded with revenue earned from the Boyne Thunder event. The approved amount for the 2013-14 budget year is \$10,000.

Due to the timing of the approval coming last fall and winter's early arrival, I have waited to advertise the program until now. Hopefully some work can get done before the busy summer season.

Below is draft of a news release I intend to circulate to announce the program. Any input you have is appreciated. I have also included the approved policy.

For more information contact:
Main Street program director Hugh Conklin
Mainstreet@boynecity.com
231.582.9009

Boyne City Main Street offers local façade grant program

The Boyne City Main Street Program is accepting applications from property owners for its newly established Façade Improvement Grant Program.

The purpose of the program is to encourage private investment through the rehabilitation and improvements of facades within the Boyne City Main Street District, to encourage good design and to preserve the architectural character that is distinctive to Boyne City, said Main Street board chair Rob Swartz.

By improving the appearance of building facades, the program serves to improve the economic vitality of the Main Street district which includes all of downtown Boyne City and the properties on North Lake Street from Water Street just past the Glen's shopping plaza, Swartz said.

“We have been very fortunate in recent year receiving façade grants through the State of Michigan which have had an enormously positive impact on our community,” said Main Street program manager Hugh Conklin. “We will continue to work with property owners to secure these grants but our goal through this local program is to provide assistance for many important projects that may not qualify for state incentives.”

The façade improvement program provides a matching grant for façade improvements within the Main Street District. For every dollar awarded the applicant must spend an equal amount. Individual grant amounts will be up to 50 percent of project cost. Recommendations for funding grant applications will be made by the Main Street Design Committee to the Main Street Board which will make all final grant-funding decisions. There is no set minimum or maximum number of projects per year.

Funding for the façade grant program comes from money raised through Main Street’s involvement in Boyne Thunder. For the current budget year, \$10,000 has been allocated for the program.

Information and applications for the Façade Improvement Grant Program are available from the Boyne City Main Street Office. The application deadline for this round of funding is _____.

DRAFT



Boyne City Main Street / DDA Façade Grant Program Guidelines

Background

The Boyne City Façade Grant Program is a program of the Boyne City Main Street Program.

Program Purpose

The grant program is to encourage private investment through the rehabilitation and improvement of facades within the Boyne City Main Street District, to encourage good design that will serve as quality examples, and to preserve the architectural character that is distinctive to Boyne City. By improving the appearance of the building facades, the program serves to improve the economic viability of the downtown.

Program Description

This program provides a matching grant for façade improvements within the Main Street District. It is a competitive grant program. For every dollar awarded the applicant must spend an equal amount. Individual grant amounts will be up to 50 percent of project cost. \$10,000 is allocated to be awarded during the current budget year. The façade grant program is funded by the Boyne City Main Street Program with funds raised through Boyne Thunder. Recommendations for funding grant applications will be made by the Main Street Design Committee to the Main Street Board which will make all final grant-funding decisions. There is no set minimum or maximum number of projects per year.

Program Target Area

The target area for the Boyne City Main Street Façade Incentive Grant Program is the Downtown Development District with a special emphasis on properties outside the core downtown district. (Please see [Exhibit A: Target Program Area Map](#))

Eligible Applicants

Property owners or leaseholders of all commercial or mixed use buildings within the Main Street district area are eligible to apply for grant funds. In the case a leaseholder applies they must submit a notarized letter of permission from the property owner with their application.

Eligible Improvements

All grant-funded improvements must be permanent and must meet all State, County and Local code requirements. Improvements must also follow the Boyne City Main Street Design Guidelines. (Copies are available from the Main Street office) Applications for projects must be reviewed and approved by the Design Committee and Main Street / DDA Board. Eligible items include, but may not be limited to:

- Removal of siding that was used to cover original building materials
- Exterior brick or wall surface cleaning
- Pointing of brick/mortar joint repair
- Patching and painting of facade
- Window and/or door replacement/repair
- Awnings
- Any architectural details in need of repair and/or replacement

Funding Guidelines

Projects must be completed within one year of the date the grant is awarded. If requested, extensions of grant funds may be considered.

Improvements made through the Façade Incentive Grant Program must be maintained by the applicant and may not be removed or significantly altered for a period of five years, according to the Historic Preservation Easement that must be executed following the approval of a grant award.

All applicants must be in good standing with the City of Boyne City which includes being current with all fees, permits and taxes.

No grant will be awarded until the project is 100% complete and all City approval processes completed (i.e., final inspection on all building permits and final inspection of grant work). For example, if the services of an architect are needed, reimbursement to applicant for architectural expenses will be paid to the applicant at the end of the project as part of the total grant award. The grant is awarded on a reimbursement basis.

Application Process

1. Meet with the Main Street program manager and Design Committee chair to explain scope of project.
2. Complete a grant application and submit to the Main Street office by March 1. All applications must include design plans and estimates for the proposed work. A detailed description of the work to be completed along with building photos showing the areas where the work will be done must be submitted.
3. Applications will be reviewed by the Main Street Design Committee, which serves as the grant review committee. The final grant decision will be made by the Boyne City Main Street/DDA Board.
4. All grantees will be required to sign a Historic Preservation Easement which guarantees the maintenance and preservation of the improvements for a period of five years.
5. When the project is completed and “Before” and “After” pictures are submitted, Main Street staff will verify work has been completed as specified in the grant application.
6. When completed the applicant must submit copies of invoices, receipts, and an itemized statement of the total cost of the project signed by the applicant. All documentation for payment must be provided at one time to the Boyne City Main Street for one payout. After receipt and verification of the information, the Boyne City Main Street will release the grant money to the applicant. The grant is awarded on a reimbursement basis.

Program Amendments

The details of the Boyne City Main Street Façade Incentive Grant Program may be amended subject to the formal approval of the Boyne City Main Street Board.

Contact Information

For questions or to apply for the Façade Grant Incentive Program, contact the Boyne City Main Street Office.



Date: March 6, 2014
To: Main Street Board
From: Hugh Conklin, program manager
RE: 8.a. - Mountain Mayhem

The Michigan Mountain Mayhem, organized by Paul Nicholls, is the weekend of June 13-14 and already the event is at capacity with 1,500 riders. Last year the Mayhem created a downtown event for its Friday evening registration and it has plans to do that again this year. June 13 is also the opening evening for Stroll the Streets so it is shaping up to be a big weekend in Boyne City.

Last year for the "registration" party the 100 block of Water Street was closed and within the block was a fenced-in area where alcohol and food were served. Paul would like to do something similar to that this year and he will be in attendance Thursday's meeting to discuss his plans.



14' x 20' (e) 4' x 8'

3/11/13

WOOD SHOP

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Bruce Janssen

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