



Approved: 6-1-17

Meeting of
May 11, 2017

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING
HELD ON THURSDAY, MAY 11, 2017 at 8:30 AM CITY HALL, 364 NORTH LAKE
STREET

Call to Order

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

Roll Call

Present: Michael Cain, Michelle Cortright, Rebecca Harris, Kelsie King-Duff, Chris Bandy, Robin Lee Berry, Pat O'Brien

Meeting Attendance

Absent: Don Ryde, Ben Van Dam, Rob Swartz

City Staff: Recording Secretary Jane Halstead, Assistant Planning/Zoning Administrator Patrick Kilkenny, City Commissioner Hugh Conklin (1st twenty minutes)

Public: None

Excused Absences
MOTION

Cain moved, Bandy seconded, PASSED UNANIMOUSLY to excuse Don Ryde, Ben Van Dam and Rob Swartz.

Approval of Minutes
MOTION

O'Brien moved, Harris seconded, PASSED UNANIMOUSLY to approve the April 5, 2017 and April 6, 2017 minutes as written.

Citizens Comments

Hugh Conklin encouraged the Main Street Board to add the consideration of a downtown parking study be added to the next meeting agenda.

Correspondence

Kelsie King-Duff received a letter from the Chamber of Commerce asking for support of the July 4th fireworks. King-Duff also received information on Leadership Charlevoix County. She is interested in applying to the program.

MOTION

O'Brien moved, Cain seconded, PASSED UNANIMOUSLY to approve Kelsie King-Duff's application to attend Leadership Charlevoix County.

Committee Reports

Promotions Committee

King-Duff reported that the committee is working on the on-land poker run which will be held in conjunction with Boyne Thunder. They are reaching out to businesses to see if they want to participate.

Stroll the Street sponsorships are at \$9,700 which is down from last year. A reminder is going out in the Chamber newsletter. Robin Lee Berry requested that the band and date they are playing be noted on the sponsorship checks.

There was discussion on the number of bands and noise generated at Stroll the Streets and that maybe in future years the number of bands could be reduced.

Economic Restructuring/Team Boyne

Cain reported that Jim White spoke on the Community Center. They will be having a fundraising concert this summer.

Design Committee

Becky Harris reported that a decision needs to be made soon on holiday decorations and lighting.

The Last River Draw dedication is June 8th. Donors will be invited to the dedication and their names listed on the website.

The Walk-About-Sculpture show will include seven sculptures. Two items from last year were sold.

The Design Committee is working on the National Historic Sign application.

Organization

Michelle Cortright said that Main Street has received 6 applications for the assistant position. Hopefully someone will be hired in May.

Kelsie King-Duff's ninety day review is upcoming.

There are plans to hold a special meeting after summer to discuss the long-term funding of Main Street.

Holiday lighting and a parking study were also discussed.

Director's Report

- The Farmer's Market is now outside as of last weekend. There were 35 vendors.
- Buff-Up Boyne was Saturday. Thank you to Local Flavor for the coffee, The Wine Emporium for hot dogs, Family Fare for donuts, the Lions Club for grilling and serving and the DPW.
- King-Duff attended the last Rotary meeting.
- An auction was held at the Boyne Theatre.
- May was proclaimed Historic Preservation Month.
- King-Duff is working with Betsy Snell-Van Dam, Mike Cortright and Ashley Cousens on a bike share program. Bikes would be sprayed bright orange and stored near the Chamber for people to borrow.
- The Design Committee received ten façade grant applications.
- Applications for the Main Street Assistant are due May 12th.
- King-Duff has been working with Becky Harris on the application to the National Downtown Historic District sign.

- King-Duff and Bandy attended the National Main Street conference. It was a good trip. King-Duff attended a class on economic development. Next year the conference is in Kansas City in March.
 - Two sculptures from the Walk-About-Show sold. Ten percent of the proceeds go to Main Street.
 - Stroll the Streets starts June 9th.
 - Restaurant Week begins June 12th.
 - Michigan Main Street would like to come back on October 12th to work on strategy implementation and incorporating strategies into our work plan. There will be no accreditation visit this year.
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Old Business

Michigan Main Street

Patrice Martin of Innovative Community Solutions for Michigan Main Street would like an acceptance of the report generated from their visit here in April.

Cain moved, O'Brien seconded, PASSED UNANIMOUSLY to acknowledge receipt of the report.

New Business

Façade Grant Approval

The Design Committee reviewed the ten applications they received for the façade grant. They recommend \$7,000 be awarded to the Boyne Theatre and \$5,000 be awarded to Paga Family Dentistry.

MOTION

O'Brien moved, Lee Berry seconded, PASSED UNANIMOUSLY to accept the Design Committees recommendation regarding the recipients of the Façade Grant.

Billboard Contract

The marketing committee would like to obtain a better, more visible billboard than the one we currently have. There is \$4500 in this year's budget for a billboard. King-Duff asked if the board would authorize the committee to spend the money if a billboard in a desirable location became available. Locations were discussed and it was decided to hold off on approving a new billboard at this time.

Mosaic Sculpture

The Board discussed the placement of a mosaic sculpture in Peninsula Bach Park on the west side of the sidewalk as recommended by the Design Committee and the Parks and Recreation Committee. O'Brien and Lee Berry agreed that would be a good location and it would draw people into that area. However, there is some question on the boundaries of the DDA. The boundary lines need to be confirmed.

MOTION

Cain moved, Bandy seconded, PASSED UNANIMOUSLY to table the request until the DDA Boundaries can be researched.

Holiday Tree Lights

The Design Committee has been looking into the improvement of the holiday lights downtown. Last winter the lights were dim in spots and there was not a consistent look to the decorations. Patrick Kilkenny from the Design Committee reported that Tom from Holiday Lighting recommends the lights be removed from the trees in the 16 planter boxes to allow tree growth. He also recommended that the trees be pruned to shape the canopies more uniformly which will improve the overall look. The Board discussed the issue which is complicated by the limited \$13,000 yearly budget. It was decided that the first step is to remove the old lights and prune the trees. The Design Committee will continue working on a plan.

MOTION

O'Brien moved, Lee Berry seconded, PASSED UNANIMOUSLY to approve the removal of the tree lights from the 16 planter boxes and have the trees pruned – contingent on getting two bids on the pruning.

Financial Report Review

The Financial Report was received and filed.

Other

Boyne Theatre

The Boyne Theatre hosted an auction recently where Rich Bergman unveiled his plans to restore the theatre.

Open Space

Cain reported that the City Commission approved having a second appraisal done on the open space property. Once the appraisal is done we will know how much grant money we will receive.

Marina

Boyne City received a grant in the amount of \$260,000 from the Michigan Waterways Commission for construction of a break wall.

In June, a small dock extension is being installed with funds from Boyne Thunder.

Fishing Dock

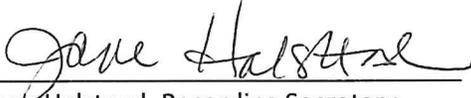
A fishing dock is being installed at the end of water street in June. It is being funded by CATT Development and a grant from the Great Lakes Fisheries Trust.

Good Of The Order

- O'Brien feels that follow-up needs to be done on the Stroll the Street sponsorship letters.
- Freshwater Studio is hosting Birds of Chicago this Friday.
- Lee Berry is also working on a film project about Ernest Hemingway – she is writing the theme song. A choir from Boyne City Elementary will be singing the song as well. There is a fundraiser June 2nd.
- The food truck rally is July 13th.
- CATT development has been doing clean-up at the Sportsman according to Cain – it is looking better.
- Bliss Salon is open and the North Perk coffee shop will be opening soon.
- There has been a request for hoop bike racks on the sidewalk by Café Sante that we will be installing. Two trees that died will also be replaced there.
- Cortright asked if we needed new ideas to refresh Stroll the Streets.
- September 22nd is Mathers Ford 100th anniversary. We need to help celebrate.
- The Northern Michigan Astronomy Club will be held at Cortright's tonight.
- Bandy attended a workshop on Brownfields while at the National Main Street Conference. Changes in the EPA and funding may be forthcoming.
- Horizon Bookstore in Petoskey recently went out of business. Bandy was able to pick up some pieces for his store and he is revamping and preparing for summer influx.
- King-Duff on vacation for the next week.

ADJOURNMENT

The Boyne City Main Street Board meeting of May 11, 2017 was adjourned by Chair Michelle Cortright at 10:13 a.m.


Jane Halstead, Recording Secretary