



Approved: 10/8/14

Meeting of
September 4, 2014

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY SEPTEMBER 4, 2014 AT 8:30 A.M. CITY HALL, 319 NORTH LAKE STREET

Call to Order

Chair Swartz called the meeting to order at 8:31 a.m.

Roll Call

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

Absent: Larry Lenhart

Meeting
Attendance

City Staff: Assistant Planner Annie Doyle and Recording Secretary Karen Seeley
Public: Four

Approval of Minutes
MOTION

Cortright moved Adams second **PASSED UNANIMOUSLY** to approve the August 7, 2014 regular meeting minutes.

Citizens Comments

Jim Baumann, Chamber Director reminded the board of the State of Community luncheon on Thursday, September 11 at Sommerset Point. Business after hours will be Thursday at Coldwell Banker, co hosted by Parkside Grill.

Main Street Committee
Reports

Team Boyne: Laurie Meeder and Jim Baumann are working business visits again this year.

Design: The Walkable Sculpture Show project locations will go to the Parks and Recreation Board tonight for approval and to the City Commission on September 9th.

Organization Committee: Have not received the final numbers from Boyne Thunder yet. The contract with Camp Quality is up this year, we will be discussing that in future meetings.

Promotions: Stroll the Streets had another successful year.

Unfinished Business

Main Street Manager-Search update:

The committee of Bob Carlile, Mike Cain, Michele Cortright, Rob Swartz and Pat O'Brien reviewed the 20 applications that were submitted, some had Main Street experience. From those, four were selected for telephone interviews. Hopefully at or before the next meeting we will have a recommendation.

Revised Trail Town Plan: Mike Sheean reviewed highlights of the plan with the board. Some of the ideas expressed, we are already doing. The City has received a grant for improvements to Old City Park to make it more of a Trailhead, which would include a map to all attractions and places. Sheean added that we are fulfilling the requirements of the plan quite well already. Board discussion on how to attract people to Peninsula Beach? We should focus more energy on promoting that beach. The kiosk is part of the grant for Old City Park; we could use that to promote it. Is the board only recommending the plan? Strictly a recommendation, no mandate. **Adams moved O'Brien seconded to PASSED UNANIMOUSLY** a recommendation to the City Commission for adoption. It will also go to Boyne Falls for adoption.

MOTION

Dilworth update: There is a lot of work happening behind the scenes. The head of the MEDC did a site visit when they were here. Bob has been checking into grants. At some point he will be seeking public support as well as TIF support, as we did with the One Water Street project. We will have more information at the next meeting.

New Business

US 131 Billboard renewal: The contract for the US 131 billboard is coming up for renewal. This is a three year contact and we will be eligible for a redesign, if we choose to. The cost has increased ten dollars per month or \$360 annually. The board reviewed the invoice for both of Main Streets billboards, with a total three year expenditure of over \$15,000. Is that the best use of our money? That is a good value for the visibility and exposure of the signs. There is really no way to track it. This is already in the budget. **Adams moved Berry seconded PASSED UNANIMOUSLY** to approve the contract renewal for the 131 billboard for three years. Cain added the billboard on I-75 may be problematic and we may not have the opportunity to renew.

MOTION

Good of the Order

Water Street Café closed right after Labor Day and is for sale
Sunburst will close and be transformed by the new owners
Moral Bistro will move its business to the former Guisepepe' building in Charlevoix
Vacation Rentals business will be located in the old ReMax building, which got a facelift.
A nail studio will be going into the building that housed Dunnigan's Antiques
The brickwork is being working on at the Wine Emporium and the book store.
The celebration of the 200th anniversary of the National Anthem event will be held at 7:00 a.m. September 14 at Veterans Park.
The Ray Street Reconstruction is going well.

**ADJOURNMENT
MOTION**

O'Brien moved Berry seconded PASSED UNANIMOUSLY to adjourn the September 4, 2014 meeting of the Boyne City Main Street Board at 9:31 am.



Karen Seeley, Recording Secretary