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## BOARD MEETING

November 1, 2012 – 8:30 A.M.  
Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES  
Oct. 4, 2012 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. Boyne Theatre
8. NEW BUSINESS
  - a. Board Terms
  - b. Main Street office computer
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Main Street Board Retreat, Nov. 8, 5 – 8 p.m. City Hall Auditorium
  - Program Evaluation, Michigan Main Street Center, Nov. 14, 9 a.m., City Commission Chambers
  - Boyne City Joint Boards and Commissions meeting, Dec. 4, 6 p.m., City Hall Auditorium
  - Next Main Street board meeting, Thursday, December 6, 8:30 a.m. at City Hall
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*



# Camp Quality Michigan

Letting Kids With Cancer Be Kids Again

## MANAGEMENT OFFICE

P.O. Box 345  
Boyne City, MI 49712  
P 231.582.2471  
F 866.564.7637  
mioffice@campqualityusa.org

## USA CAMP LOCATIONS

Arkansas  
Central MO  
Heartland  
Illinois  
Kansas  
Kansas City  
Kentucky  
Louisiana  
Michigan N&S  
New Jersey  
NE Ohio  
NW Missouri  
Ozarks  
Texas

October 16, 2012

Boyne City Main Street Committee

112 S. Park Street  
Boyne City, MI 49712

Dear Main Street Committee,

The Mission Statement at Camp Quality is to serve children with cancer and their families, by providing year-round programs, experiences and companionship, *at no cost*. Camp Quality promotes hope and inspiration while helping children foster life skills and develop their full potential.

The goals and aim of Camp Quality Michigan are:

- To create stress-free environment that offers exciting activities, foster new friendships, and gives children courage, motivation, and emotional strength.
- To give families of children with cancer a much needed rest, knowing that Camp Quality pair's campers one to one with a companion; and, the finest medical supervision be provided.
- To give children hope for the future as the memories from their special week of camp have been proven to sustain them in the weeks and months ahead, as they continue their medical treatments.

We value our partnership with Main Street and the Boyne Thunder event. We truly appreciate your organization in helping Camp Quality reach their goals while currently servicing over 120 children and their families battling cancer. We realize that none of us can do anything about the quantity of life, but all of us can do something about the quality of life

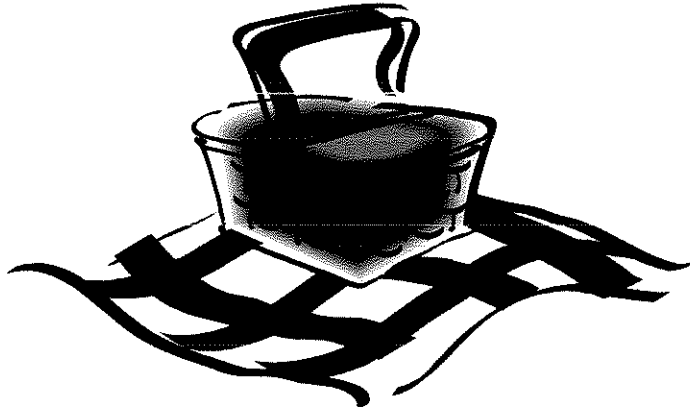
Warm Regards,

Kristyn Balog  
Michigan Executive Director

Again, thank you  
for the continued support  
of our activities that  
we see change lives.  
We have a November  
reunion and Family  
Spice Weekend coming  
up in the next  
quarter.

# **Boyne Community Potluck/Picnic 2012**

## **“An Old Fashioned Family Picnic”**



**To the Boyne City Main Street,**

**On behalf of the 2012 Boyne Community Potluck/Picnic Committee I would like to thank you for your contribution to our recent picnic on September 9, 2012. The whole community comes together on that one day to celebrate living in such a wonderful place.**

**This year was our 7<sup>th</sup> Annual Picnic. Our first picnic, in 2006, celebrated Boyne City's Sesquicentennial. Each year many contributors from the community sponsor portions of the potluck/picnic and for each of you we are truly grateful.**

**Your continuing support of our annual picnic has been a major contribution to our ability to put on the picnic each year. We appreciate your participation with us.**

**Thank You Very Much!**

**Sincerely,**

A handwritten signature in cursive script that reads "Carol Goodenough".

**Carol Goodenough  
Secretary  
3430 Chula Vista Drive  
East Jordan, MI 49727**

Approved: \_\_\_\_\_

**Meeting of  
October 4, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, OCTOBER 4, 2012 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

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

**Roll Call**

Present: Jodie Adams, Bob Carlile, Michelle Cortright Larry Lenhart and Rob Swartz

Absent: Kathy Anderson, Mike Cain, Pat O'Brien and Robin Berry Williams

**Meeting  
Attendance**

City Staff: Main Street Manager Hugh Conklin, Planner/Zoning Administrator Scott McPherson and recording secretary Karen Seeley

Public: There were six people in attendance

**Boyne Theatre**

Brian Asher of the Thirsty Goat informed the board that the sale is complete, and now the option for the theatre can move forward. Main Street Manager Conklin and Mr. Asher had a formal signing of the Theatre agreement. This will allow nine months for Main Street to evaluate the offer. The banner that will hang in the window of the theatre was on display.

**Approval of Minutes  
MOTION**

**Adams moved, Swartz seconded, PASSED UNANIMOUSLY** to approve the September 6, 2012 minutes as presented and the September 12, 2012 minutes as corrected.

**Citizens Comments**

None

**Correspondence**

None

**Main Street Committee  
Reports**

**Promotions**

- The Harvest Festival is Saturday, Oct. 6, from 8 a.m. to 4 p.m. on Water and Lake Streets in downtown. The Farmers Market will be moving downtown for the day and will be joined by other arts and craft vendors.
- Main Street Manager Conklin introduced Kathy McDonald, the new chair of the SOBO Arts Festival Committee.
- The Farmers Market will be moving from Veterans Park to the Red Building next to the Boyne District Library on Saturday, Nov. 3. The indoor market will run through April.
- The farmer's market held a vision/goal-setting session on Thursday evening with the focus on how to build a strong and viable year-round market. It was a good session led by Dean Solomon with more than 25 people attending.

**Design**

- The kiosk, which formerly was located next to the chamber but for the past few years has resided at North Boyne, was moved to the Wood Shop. Bruce and his crew are evaluating it to see if it can be restored and put back into

use.

- Three new banners featuring our new brand have been installed. They represent the farmers market, Stroll the Streets, and Evenings at the Gazebo. They are located in front of Northwestern Bank, along Sunset Park behind the chamber, and on the bridge on Lake St. If there is a consensus to move forward, additional banners will be designed and all new banners will be installed next spring.
- The Boyne City Central Historic District nomination for the National Register of Historic Places was approved by the State Historical Review Board and will now be forwarded to the National Park Service for its review. Bill Rutter, the architectural historian who completed our nomination, did an outstanding job and was a pleasure to work with. The project was funded by a \$30,000 grant from the State Historic Preservation Office. Shannon McMaster played a very important role in the success of the project and he was able to attend the presentation on Sept. 12 in Lansing. Old City Park was not included in the nomination.

#### **Organization**

- The committee met with a local non-profit organization to explore the possibility of adding another partner to the Boyne Thunder event. The committee is also continuing to plan for the November 8 board retreat.

#### **Team Boyne – Creating Entrepreneurial Communities (ER committee)**

- Erica and Dan Tosch of Neighborhood Bread Company met with Team Boyne at its September 19 meeting. Neighborhood Bread has been a vendor at the Farmers Market for the past two seasons and is looking to possibly expand.
- The Boyne-area business survey was distributed the week of Sept. 22. The survey will be followed up with personal visits to all businesses interested. The goal is to complete the visits by the end of October.
- The Connecting Entrepreneurial Communities 2012 Conference is Oct. 9 in Petoskey. We are putting a community team together.

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#### **Main Street Manager Conklin reported on:**

- The Michigan Land Bank conference is October 14, 15 & 16.
- Michigan Downtown Conference is November 1, in Petoskey; Main Street Manager Conklin will be on the panel.
- Jill Dury of the Charlevoix County Transit and Ed Grice, GM of Boyne Mountain have agreed to have a winter bus again this year, beginning in late December through the winter season on Saturdays.

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#### **Boyne Thunder-Camp Quality Presentation**

- Main Street Manager Conklin presented a check for \$33,789 from Boyne Thunder to Camp Quality; this represents 70% of the total proceeds. There is another local non-profit the committee is considering to partner with along with Camp Quality, which would help sustain the event.

#### **Boyne Theatre**

- Main Street Manager Conklin said that local builders Floyd and Todd Wright and Bill Noblett have agreed to go through the building and give a free status of the building and structure. There is no power on in the building, which may be problematic to do an evaluation.

#### **Park Street Construction update**

- Main Street Manager Conklin reported that he has not received an estimate for burying utility lines in the alley between Water and Ray streets. At this point it would be best to wait until next budget year. He has met with Dennis Kirkby regarding securing an easement in the parking area behind Dunigans. With the power box going into the first parking space, it may

### **Manager's Report**

### **Unfinished Business**

have to go back to the Planning Commission, for a variance regarding the number of parking spaces per unit.

## New Business

### **SOBO Arts Festival Grant Application**

The SOBO Arts Festival is applying to the Michigan Council for Arts and Cultural Affairs for a grant to support next year's event. The grant requires a 1:1 cash match. This year's festival was a two day event, starting on Friday afternoon and continuing through late Saturday afternoon. It has been held in the 200 and 300 blocks of South Lake Street and part of Main Street. Next year, the committee is making plans to change the festival, which is scheduled for the last weekend in June. Tentative plans are to work with Stroll the Streets, expand the entertainment and conclude the evening with a concert by the Bay Area Big Band. Friday night would also be set up to allow businesses to host open houses and other activities. Saturday, activities will move to Peninsula Beach for the art show, music performances plus all the other components of the festival. The decision to make changes was based on comments from businesses, artists, visitors and discussion among committee members. As a result of the move, the committee expects increased expenses which is why it is pursuing grant opportunities like this one offered through the Michigan Council for Arts and Cultural Affairs. Based on our estimated budget, which is very preliminary at this point, we are seeking \$6,000. The committee is comfortable it can match that figure based on the revenue of this summer's event. Revenues in 2012 from sponsorships and artist fees were \$7,170. (There was no contribution from Main Street). Expenses were \$6,753. Additional expenses anticipated for next year include a tent, tables and chairs, sound system, performance groups, and more prizes for artists. The grant deadline was Oct. 1 but there is an allowance for board action after that date.

Board discussion regarding the commitment from the board. If they only raise \$5000 this year, the board would be responsible for the other \$1000? Yes. Is there electricity at Peninsula Beach? Main Street helped purchase a power board for electric hook up, but the committee feels they would be fine without.

**Adams moved, Carlile seconded PASSED UNANIMOUSLY** that The Main Street Board approves the SOBO Arts Festival grant application to the Michigan Council for Arts and Cultural Affairs.

## MOTION

## Good of the Order

At the Harvest Festival on Saturday, the Humane Society will be having a garage sale, in the parking lot of the Park Side Grill. Jodi also announced that she has resigned as director effective the end of November.

## Adjournment

Carlile moved Cortright seconded PASSED UNANIMOUSLY to adjourn the October 10, 2012 meeting of the Boyne City Main Street Board at 9:35 am.

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Karen Seeley, Recording Secretary



Date: November 1, 2012  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Committee Reports

### **Promotions**

- The committee is planning for two upcoming holiday promotions: the annual "Earlier than the Bird" retail event is Saturday, Nov. 17, from 7 to 11 a.m., and the Holiday Open House and Santa Parade is the Friday after Thanksgiving from 5 to 9 p.m. The parade begins at 6 p.m.
- The Farmers Market moves indoors on Saturday, Nov. 3, into the newly painted and decorated Red Building next to the Boyne District Library. The market will be held each Saturday from 9 a.m. to 1 p.m. through April.
- The farmers market annual vendors' meeting is Nov. 12. This is an opportunity for vendors to meet with the market committee to review the past year, address any issues that arose during the season, and to make suggestions on how to improve the market.
- The summary report from the Farmers Market Visioning session held in late September is included with your packet.

### **Design**

- Holiday decorations will be going up the week of November 5. Lights were strung in the trees last week. The community Christmas tree will return again thanks to the contribution of Susan and John Vrondran and John Nagle. The Vrondrans are donating the tree. John is harvesting and setting it up.
- The small recreational ice rink will be returning to Sunset Park this winter.
- The three new test banners have generally received favorable comment. Given that, we will move forward and design additional event banners.
- The committee toured the Boyne Theatre and is excited about the opportunity to renovate the historic building.

### **Organization**

- The Boyne Thunder committee held its first planning meeting for the 2013 event. The committee approved the hiring of Mike Knoblock to secure new sponsorships for Boyne Thunder. He will be paid 10 percent for any new sponsorship. The committee also supported having discussions with Challenge Mountain about becoming a partner, along with Camp Quality, for the event.

### **Team Boyne – Creating Entrepreneurial Communities (ER committee)**

- The Connecting Entrepreneurial Communities Conference held in Petoskey on October 9 was attended by representatives of the planning commission, Boyne Area Chamber Board, Main Street committees, and a group of students from the BCHS marketing class. This was a great opportunity to enlist more community members into what it takes to have a successful community.
- The Boyne-area business surveys have been received and personal visits will begin soon with the goal of having them completed by the middle of November.



Date: November 1, 2012  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Main Street Board Terms

Two, four-year terms on the Main Street board are expiring in January. They are currently held by Kathy Anderson and Rob Swartz. Announcements of the openings will be printed in local newspapers, the Chamber-Main Street E-News and in the city's newsletter which will be mailed later this month. In order to give the organization committee time to review applicants prior to the January board meeting, the deadline for applications is Dec. 14, 2012.

**Recommendation**

The Main Street Board set Dec. 14 deadline for applications for two vacancies on the BCMS board.





Date: November 1, 2012  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Main Street office computer, printer

The office computer in the Main Street office needs to be upgraded. The computer was purchased more than six years ago and while it has well served the program, it needs to be replaced. The office printer is also more than six years old in recent weeks has been "issues."

In the 2012-13 budget, \$1,500 is allocated for new office equipment. I have no specific recommendation at this point, but I would like the board's approval to move forward on upgrading the computer and printer for the Main Street office.

**Boyne City Farmers Market**  
**Visioning Session**  
**September 27, 2012**

**Flip chart and comment card notes**

**Five years from now, how will we know we're successful?**

- Customer base increases 60 percent
- We have consistent attendance year-round
- A roof/windbreak (summer market)
- A permanent facility
- Sales increase 500%
- More vendors
- Any product at a store is available at the market
- Increased social activity at the market
  - Entertainment
- Change term – Boyne City market is a year-round market
- Can eat at the market
  - All food is from the market
  - Can sit, too.
- Better penetration into schools and local businesses
  - Sell products to schools and other institutions
  - Influence how food is prepared at schools
- Local restaurants buy from farm market vendors
- We're getting grants for education
  - Customers who use bridge cards
- We have a demonstration facility where customers can try different foods
- City supports the culture of the farmers market

- For example, businesses provide employee breaks to shop at market
- Evening hours
- Other communities want to be just like us.
- Develop vendors through training
  - Business and best practices
- Increased economic impact in the community
  - Farmers
  - Local businesses
  - Tourism
- Market appeals to families
- Customers are able to shop on non-market days
- There are transportation options to get customers to and from the market
- Reduce food waste from vendors
- We have a facility with low/reduces environmental footprint
- Vendor income is increased
- Patrons come from all economic strata and ages
- Culture of buying local in community
- Competitive prices (especially with other markets)
- Adequately compensated, full-time market director and staff (and adequate income stream to support

**Must have in market facility**

- Large building to hold a few hundred vendors
- Handicap accessible
- Helpers for heavy loads
- Electric/lighting
- Licensed kitchen

- Outlets
- Benches
- Affordable housing
- Vendor buy-in commitment investment
- Internet – phone
- Retain “feel” of Farmers Market
- Bathrooms clean
- Downtown facility
- Must have plenty of parking for the increase in customers
- More room! 50 vendors – 500 people
- Loading/unloading
- Credit card processor
- Tokens market master small fee
- Multi-purpose
- Flexible space (expand and contract with weather and supplier fluctuations)

**Desirable to have in market facility**

- Incubator Business component
- Cooking demo set-up (ventilation, stove, utensils)
- Area for weekly cooking demo area – keep it free
- Café area
- Office use computer/internet
- Natural light
- Store front with vendor products – a Co-op of sorts
- Learning Garden
- Helpers

- Refrigeration
- Cold storage
- Live Animals
- Proper Acoustics
- Supervised area for children
- ATM
- Energy – wind- solar
- Prep area
- Track lighting
- Sound system (for music/announcements)

### **Possible Locations for Indoor Market**

- Boyne Arts Collective
- Lally Building
- Historic Railroad Depot

### **“Way-out” Locations**

- Carters
- City Complex
- Floating Market along Lakeshore

### **Next Steps**

- Work with city planners
- Participate in library strategic planning
- Look for partnering opportunities to purchase a facility
- Partner with health department – programs for families