

TENTATIVE AGENDA



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BOARD MEETING

September 5, 2013 - 8:30 A.M. Commission Chambers - City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES - August 1, 2013 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. "Pure Boyne" Marketing Campaign: Report from Advisory Committee
 - b. Art-bike racks - Update
8. NEW BUSINESS
 - a. Charlevoix County Community Foundation Veterans Park Pavilion Grant
 - b. Local Façade Grant Program
 - c. Dilworth Hotel Michigan Economic Development Corporation Grant Application
 - d. Food Truck - Discussion
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
 - State of the Community, Sept. 12, noon, Sommerset Pointe
 - Harvest Festival, Saturday, Oct. 5, 8 a.m. - 4 p.m. downtown Boyne City
 - Next Main Street board meeting, Thursday, October 3, 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

Approved: _____

**Meeting of
 AUGUST 1, 2013**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, AUGUST 1, 2013 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 8:31 a.m.

Roll Call

Present: Robin Berry Williams, Bob Carlile, Michelle Cortright, Jim Jensen
 Larry Lenhart, Pat O'Brien, and Rob Swartz

**Meeting
 Attendance**

Absent: Jodie Adams (arrived at 8:31 am) and Michael Cain

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

Public: There were four people in attendance

Excused Absence

Carlile moved, Cortright second PASSED UNANIMOUSLY to excuse the absence of Michael Cain

**Approval of Minutes
 MOTION**

Cortright moved, Carlile second PASSED UNANIMOUSLY to approve the June 6, 2013 meeting minutes

Citizens Comments

None

Correspondence

Received a thank you letter from Camp Quality.

**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 SOBO Arts Festival was held the last weekend in June. A summary of the event from committee chair Kathy MacDonald was included in the packet.
- The Farmers Market moved to Peninsula Beach for the July 3rd market and the location was a hit. Due to the antique car and flea market, the farmers market will return to Peninsula Beach on Saturday, August 10th. The Evenings at the Gazebo farmers market opened June 26th, but failed to catch on and presently no vendors are participating.
- A presentation on the art-bike designs was made to the City Commission June 11th, and they voted to support the recommended designs. The next step is to create design specs for the manufacturing of the racks and seek bids.
- VanDam Custom Boats has acquired the neighboring business, Sunburst Marine and renamed it Boyne Boat Works.
- The sale of the Dilworth and Parkside Grill as well as the expansion of the Grain Train to downtown Boyne City.

Manager's Report

Main Street Manager Conklin reported on:

- Asked Planning/Zoning Administrator to update the board on the Assistant Planner position: They received 16 applications and choose five to interview, one withdrew. They hired Annie Doyle, a Charlevoix resident and the Northwood Township Planning Chairperson. She will start August 12th. She will be the Design Committee Liaison.
- The concrete work in front of the Lake Street Market has been completed. Liz Glass met with the design committee following the June board meeting to work out the final details prior to installation.
- The grant application for improvements to the Veterans Park pavilion. The grant was to complete design work to upgrade the pavilion so it could serve as home to winter farmers market and a multi-use community facility. The project budget submitted for the grant was \$25,000 of which \$12,500 would be matched with local funds.
- A \$5,000 placemaking grant application was submitted to the Northwest Michigan Council of Governments to install new park identification and event signage, free public wi-fi network, and furnishings (benches, picnic tables, etc.). The application is due Friday, August 2nd.
- The year-end report for the Michigan Main Street Center is due August 10. This is our off-year and there will not be year-end visit from the state staff.
- He and Lori Meeder, a member of Team Boyne, attended the International Council of Shopping Centers conference in Novi in mid July. The ICSC is an organization for real estate developers, retail folks, bankers, and the reason for attending was to introduce the South Lake Street project that was recently completed by Peter Allen and Associates.
- There is a ground-breaking ceremony for the Resort Cottages at One Water Street this Friday at 4 p.m. It coincides with a weekend visit of the Pride of Baltimore II. It will be docked at the One Water Street Marina.
- Will be out of the office August 28-30.

New Business

Marketing Presentation-Randy Calcaterra: Randy and one of his interns showed the board a promotional video "Pure Boyne". At this point he would need "seed" money to get the infrastructure started. This would be a member funded and self-sustaining program. Board discussion: They feel it is an interesting idea, and warrants further exploration. It goes along with the incubator idea of the Michigan Main Street. They discussed the LDFA motion to recommend Mike Cain be appointed to the steering committee, as he could represent the Main Street board as well. **Carlile moved O'Brien seconded PASSED UNANIMOUSLY** the Main Street board supports the concept of the Pure Boyne project and encourages its continued exploration with the possibility of becoming a financial contributor of the project if future developments are favorable.

MOTION

US-131 Billboard

The board reviewed three options. This is not a lighted billboard; just the lettering will be reflective. Board discussion: Cortright suggested a bigger design and smaller logo. Jensen recommends #1; it is a "quick read". Adams suggested turn left at Boyne Falls be bigger across the top. We should be asking them to visit. Suggestion of adding number of minutes to Boyne City.

MOTION

Jensen moved Carlile seconded to approve example #1 for graphics of the US 313 Billboard.

Roll Call: 4 Nays

3 Ayes

Motion failed

Main Street Manager Conklin will have the design "tweaked" and email to board.

Closed Session

MOTION

Adams moved Williams seconded **PASSED UNANIMOUSLY** to go into closed session at the request of Main Street manager Conklin to discuss possible real estate transaction provided in MCL 15.268 (d) of the Michigan Open Meetings Act (PA 267 of 1976) at 10:07 a.m.

Open Session

MOTION

O'Brien moved Cortright seconded **PASSED UNANIMOUSLY** to return to open session at 10:13 am

GOOD OF THE ORDER

Cortright asked if we should start talking about "food trucks" through the winter months. They are popping up all over and we should get feed back from other communities. She also noted that she received a voided bill from Mitchell Graphics for \$1875 for Boyne Thunder which was a donation.

ADJOURNMENT

MOTION

O'Brien moved Adams seconded **PASSED UNANIMOUSLY** to adjourn the August 1, 2013 meeting of the Boyne City Main Street Board at 10:24 am.

Karen Seeley, Recording Secretary



Date: Sept. 5, 2013
To: Main Street Board
From: Hugh Conklin, program manager
RE: Committee Reports

Promotions

- Planning is well underway for the Boyne City Harvest Festival on Saturday, Oct. 5. The format of the event is the same as in past years. The 100 and 200 blocks of Water Street and the 100 block of Lake Street will be closed. The farmers market will move downtown for the day and be joined by many other art and craft vendors. There will also be music throughout the day, hay rides, and children's games and activities. The harvest festival is a joint effort between Main Street and the Boyne Area Chamber of Commerce.
- Stroll the Streets will wrap up its 10th season on Friday, August 30. Overall, it was another great summer.
- The Farmers Market hosted its second annual Friends Farm Meal and it was another successful event. The meal was hosted at Blue Stem Farm, and more than 100 people attended. Becky Harris and her group of volunteers did a wonderful job organizing and executing the event. Money raised from the evening will help pay for improvements to the winter market and to support other market initiatives. The market outdoor season continues through October and then it moves indoors at the red building next to the library.

Design

- A summary of the committee's August meeting is included in your packet.

Organization

- Just a few details remain to be take care of before we have the final numbers for the 2013 Boyne Thunder event. I anticipate having a complete report for you at the Sept. 5 meeting.

Team Boyne – Creating Entrepreneurial Communities (ER committee)

- Three entrepreneurs were invited to attend the August meeting and to meet our team. Leslie Neilson talked about her plans to open a new yoga studio, to be called "balanced living," in the Huntington Bank building. Tom Follette discussed Great Lakes iPhone Repair, which he has opened in a storefront next to Northern Pet Salon. Tom has run the business from his home in the past, and he says he has as much business as he can handle and needs to hire more help. Lisa Daly was also introduced as the new manager of the Boyne City office of Fifth Third Bank. Lisa lives in Gaylord and she has 13 years' experience in banking.



**Design Committee
Meeting Minutes – August 12, 2013 - 4 p.m.
Main Street Office**

In Attendance: Hugh Conklin, Bruce Janssen, Mark Kowalske, Becky Harris, Linn Williams, Mike Cain, Annie Doyle

Unfinished Business:

1. Art - Bike Rack

- Mr. Conklin advised that based on the comments received from potential bidders the committee should expect only a few bidders with more expensive bid amounts. Mr. Cain suggested placing the bid on Craigslist to attract more bids.

2. Historic Mural project

- Sources of funding were discussed to help facilitate moving forward with the mural being placed on the side of the Northwestern Bank Building. The banner and frame materials can be ordered with money from the budget, but the installation process is more cost prohibitive. Ideas of private sector sponsorships were discussed. Mr. Conklin is going to talk to Northwestern Bank to see if they would like to sponsor the mural. The total estimated price of the project is around \$3,000.

3. Local façade grant

- The draft guidelines were reviewed and a motion was passed unanimously to recommend to the Main Street Board.

New Business:

1. US-131 Billboard design

- The latest suggestions for billboard designs were reviewed and discussed. There was a difference in perspective as to the target audience, with some committee members favoring the more directional designs and some the more narrative designs. The committee decided that none of the suggested designs incorporated the elements for a successful billboard design. The possibility of including a message banner was discussed. Pictures with combinations of the lake, boats and the marina were favored. There was consensus on including action words, descriptive pictures, the city's website address, directions to the city, and reflective lettering. Mr. Conklin is going to send back to Kecia to redesign.

2. 2013 Holiday decorations

- Michigan Decorations, the new company responsible for the Christmas Decorations, has a new owner. One year remains on the current contract. Main Street has budgeted \$12,500 for the decorations this fiscal year (last year it was \$13,000). Ms. Doyle is going to be on the Christmas Decoration subcommittee. Mr. Cain suggested the option of creating a ring road at the marina to display the decorations this year.

Project Reports:

- Sunset Park Opportunities - Mr. Janssen took photographs of grassy areas in need of paths for better access to the waterfront and uncomfortable looking metal benches that no one was sitting on to watch the sunset. Mr. Janssen indicated these characteristics inhibited the gathering of people to watch/enjoy the sunset in the park and the need to ensure that Sunset Park is more amenable to people.
 - Mr. Cain suggested addressing these types of issues with all the waterfront parks and placing it on the board's next agenda. He advised looking at the Waterfront Master Plan to gain a broad perspective that included all the parks.
 - Mr. Conklin is going to investigate who designed the East Park in Charlevoix and the Barrel Back Park on Walloon Lake.
- Pavilion Grant – Mr. Conklin said the planning grant was approved for the pavilion and the next step will be to send out requests for proposals. Ms. Harris indicated the need to identify the uses of the pavilion in terms of the farmers market prior to sending out any requests. The grant will be placed on the next agenda. The committee discussed the need for regional collaboration and the importance of a continuation of the downtown area.

Good of the Order:

- Ms. Harris provided a reminder for the Friday night movie in the park.

Committee Member Assignments for Next Meeting:

- Mr. Conklin – Request for sponsorship from Northwestern Bank; obtain revised version of billboards from Kecia; discover Charlevoix and Walloon lake park designers

Next committee meeting: September 12, 2013, 4 p.m. Boyne District Library



Date: September 5, 2013
To: Main Street Board
From: Hugh Conklin, program manager
RE: Veterans Park Pavilion Grant

The Michigan Economic Development Corporation has approved up to a \$12,500 grant to assist with the Veterans Park Pavilion project. The grant requires a dollar-for-dollar match.

This project will develop architectural designs and cost estimates to expand and retrofit Boyne City's Veterans Park pavilion into a multi-activity structure, including use as a permanent winter farmer's market location. A key component of this process will be a multi-day community Charrette, conducted using the National Charrette Institute System (www.charretteinstitute.org) or similar approaches customized to meet the scope and intent of this project.

The farmers market committee under the leadership of Becky Harris has held fund raising events over the past two years and has accumulated funds to help with the match commitment. However, the market does not have the resources to fund the entire match and since the project involves far more than just the market's use of the pavilion, responsibility for the match should be shared.

One opportunity for additional funding is from the Charlevoix County Community Foundation. I have discussed the project with Maureen Radke of the CCF staff and she said the project fits the foundation's criteria and it would be appropriate for Boyne City to submit a grant application requesting no more than \$5,000. The Foundation's application deadline is Oct. 1.

Recommendation

The Main Street support a grant application to the Charlevoix County Community Foundation requesting funds to support the Veterans Park Pavilion project.



Date: September 5, 2013
To: Main Street Board
From: Hugh Conklin, program manager
RE: Local Façade Grant

Over the past few years Boyne City has been fortunate to take advantage of façade grants through the MEDC and MSHDA. Those grants are still available but they are more competitive and their criteria and priorities do not always match ours. The emphasis of the state programs is on the core downtown area and their goal is to make a large impact on an area. We have seen the results of that with the work done to Boyne Country Provisions, Radio Shack, Odd Fellows, Co-op and other properties.

Our Main Street / DDA district, however, encompasses more than just the core downtown and we have identified areas on Boyne Avenue and North Lake Street as priorities. While it's possible, it is highly unlikely these areas would qualify for façade grants through the state.

Developing a façade program is included in the DDA Development Plan approved in March 2010 and in recent years the Design committee has discussed creating a program to assist with local projects. Numerous examples of façade grant programs have been gathered and they have been used to assist in creating a potential policy for our program.

The committee is now ready to recommend to the board the adoption of a local façade grant program. It's goal is to encourage private investment through the rehabilitation and improvement of facades within the Boyne City Main Street / DDA 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.

This program, as proposed, provides a matching grant for facades within the Main Street / DDA District. For every dollar awarded the applicant must spend an equal amount. Individual grant amounts will be up to 50 percent of project cost. For the current year, \$10,000 is the amount recommended by the design committee to be allocated for the program. 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.

Recommendation

The Main Street Board approve the Boyne City Façade Grant policy as proposed and to set the allocation for the 2013-14 fiscal year at \$10,000.

Boyne City Main Street / DDA Façade Grant Program Guidelines

DRAFT

Background

The Façade Incentive Grant Program is a program of the Design Committee of the Boyne City Main Street Program and Downtown Development Authority (DDA).

Program Purpose

The grant program is to encourage private investment through the rehabilitation and improvement of facades within the Boyne City Main Street / DDA 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 facades within the Main Street / DDA District. 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 _____(year). The program is funded by the Boyne City Main Street / Downtown Development Authority. 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 DDA 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. **(Click here to review)** 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 _____. 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 / DDA for one payout. After receipt and verification of the information, the Boyne City Main Street / DDA 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 / DDA Board.

Contact Information

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

The following information must be submitted with your application to insure quick processing:

1. Project Improvement Plans drawn to scale, if applicable
2. Samples of paint colors to be used on facade improvements
3. Photograph(s) of existing condition of property
4. Proposed budget and detailed cost estimates for work
5. Written permission by property owner, if tenant
6. Proof of payment of taxes

The Applicant certifies and agrees to the terms and conditions set forth below:

1. The Applicant is the owner or tenant of a property in the Boyne City Main Street District as outlined in the Boyne City Main Street Façade Incentive Grant Program Guidelines Exhibit "A", hereinafter referred to as "Program Guidelines."
2. The Applicant is in good standing with the City of Boyne City in terms of payment of taxes and utilities.
3. The Applicant agrees to be bound by the rules as outlined in the Program Guidelines and should consult the Downtown Design Guidelines when making decisions regarding the aesthetic quality of the façade design.
4. All improvements to be undertaken will be consistent with all applicable zoning and building codes. Further, if review is necessary by the Boyne City Planning Commission in accordance with the Boyne City Zoning Ordinance, the review will be conducted before the work on the façade begins.
5. Only the work that is outlined on the application will be eligible for reimbursement.
6. The project must be completed within one year of approval of the application. Extensions may be considered for unforeseen circumstances. The project is not eligible for reimbursement if the work is not completed during the approved time period.
7. Funds are awarded on a reimbursement basis. Disbursement of funds shall be made only after the entire project is complete and certified by Main Street to be in compliance with the approved design. 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 Main Street for one payout.
8. The Applicant understands that he/she is responsible for the construction management for the entire project.

9. It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and in compliance with all federal, state, and local safety conditions, safety regulations, building codes, ordinances and other applicable regulations.

10. The applicant shall, at his/her own expense, indemnify, protect, defend and hold harmless the City and/or its agents and employees, from all claims, damages, lawsuits, costs, and expenses, for any property damage, personal injury or other loss relating in any way to the Boyne City Main Street Façade Incentive Grant Program.

11. The Applicant understands that he/she is responsible for the maintenance of the facade improvements described here for a period of five years from the project completion in accordance with the Historic Preservation Easement that will be executed in the event this application is approved.

Applicant's Signature _____ Date _____

Property Owner's Signature _____ Date _____

Complete and return to Boyne City Main Street, 112 South Park St., Suite F, Boyne City, MI. 49712