

Approved: _____

**Meeting of
 March 7, 2013**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, MARCH 7, 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 8:30 a.m.

Roll Call

Present: Mike Cain, Bob Carlile, Michelle Cortright, Jim Jensen
 Larry Lenhart, Pat O'Brien, Rob Swartz
 Absent: Jodie Adams (arrived 8:32) and Robin Berry Williams (arrived 8:33)

**Meeting
 Attendance**

City Staff: Main Street Manager Hugh Conklin, Assistant Planner Leslie Meyers and recording secretary Karen Seeley

Public: There were four people in attendance

**Approval of Minutes
 MOTION**

Cortright moved, O'Brien PASSED UNANIMOUSLY to approve the February 7, 2013 regular meeting minutes

Citizens Comments

None

Correspondence

None

**Main Street Committee
 Reports**

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

Promotions

- The Irish Heritage Celebration is next week with a variety of activities planned. Conklin urged the board to attend the presentation by Patrick Maguire, who grew up in the Boyne River Country of Ireland.
- The Farmers Market met March 4 and is preparing for the upcoming outdoor season. They discussed having a Wednesday evening market to coincide with Evenings at the Gazebo. Cain also suggested maybe Fridays in Sunset Park along with Stroll the Streets.
- The SOBO Arts Festival grant application was submitted to the Charlevoix County Community Foundation prior to the March 1 deadline.

Design

- Proposals for the new "art" bicycle racks are due on March 8.

Organization

- The committee met to review the 2013-14 Main Street budget and finalize a recommendation on the Boyne Thunder agreement between Main Street and Camp Quality.
- Registration for Boyne Thunder opened March 1 and within the first 24 hours there were more than 45 participants.

Manager's Report

Main Street Manager Conklin reported on:

- The 10th anniversary sub-committee has met and is working on an ad for the

Boyne Area Visitors Guide. The board received a copy of the rendering for their review. (Received and filed). Board likes the 10th anniversary logo design and there is Board consensus to move forward.

- The board received a copy of the Michigan Main Street Agreement (received and filed) for their review.
- The 2014 National Main Street Conference will be held in Detroit
- Robin Berry-Williams will be attending the National Main Street Conference in New Orleans April 14-16
- A informational meeting is scheduled for March 25 at 6 p.m. on a request to allow alcohol service at sidewalk cafes.

Unfinished Business

Main Street-Camp Quality Boyne Thunder Agreement update:

- The past agreement for the distribution of profits has been 70 percent for Camp Quality and 30 percent for Main Street since the inception of the event. Under the new agreement, Camp Quality will receive all of the proceeds of the Champagne Cruise and 55 percent of the net from all other revenues generated by the event. Main Street will receive 45 percent of the net proceeds. There has been discussion with Challenge Mountain to become a partner with the event and receive ten percent of the net proceeds, but the agreement has not been finalized. Their board meets later in March and an agreement with Boyne Thunder and Main Street will be discussed. At this time we should move forward and finalize the agreement with Camp Quality. This will allow the Main Street board the option to share 10 percent with a partner of its choosing.

Citizens comment: Members of Camp Quality inquired if there was anyway for them to be in charge of the monies coming in and going out for the Champagne cruise? If this remains a part of Boyne Thunder, it is covered under the insurance umbrella and bookkeeping of the city.

Adams moved Carille seconded PASSED UNANIMOUSLY to accept the Letter of Understanding with Camp Quality as presented.

MOTION

New Business

Sunset Park Intern Proposal:

- The Design Committee has been discussing ways to enhance the quality of Sunset Park; the park has limitations with the storm water septic system and protecting the view corridor is important. Outlined in this proposal is a plan to create an internship this summer for a Michigan State University landscape architect student with a goal of creating a practical plan for the park. The internship would be in combination with the Tree Lakes in Antrim County. The student would work a few weeks here and the remainder of the summer with Three Lakes. No compensation is being proposed but short-term housing most likely will be necessary while the student is here. Three Lakes has approved its share of this. Board discussion: this would be a great experience for everyone involved and also another great partnership. **Cortright moved Adams seconded PASSED UNANIMOUSLY** to approve working with Three Lakes Association to create an internship program for the purpose of creating a practical plan for the enhancement of Sunset Park.

MOTION

2013-14 Budget

- The board reviewed the proposed 2013-14 budget figures. Main Street Manager explained the focus was on maintaining and enhancing existing programs and activities while attempting to fund opportunities to meet new priorities and challenges. There are no major projects included, except to complete the underground utilities in the alley on Ray Street. New in the

budget is the addition of a contract employee to assist with Main Street office operations. Proposed is approximately 10 hours a week at an annual cost of approximately \$7,500. This cost would be covered by revenues from Boyne Thunder. This budget has been reviewed with all of the committees and the board will receive a more final budget in April, after Conklin's meeting with the City Manager.

Gibbs Planning Group Proposal:

- The board reviewed a proposal from the Gibbs Planning group. Conklin explained that Team Boyne met last Friday to review the proposal and found there were parts of the proposal that needed clarification. His proposal is for consulting services which were quoted in his proposal for \$8,000. Board questions/discussion: Is this exercise worth pursuing? Should we go out to bid for other proposals? Will he take an active roll on this project? Do we have enough information to move forward at this point? Board consensus is to wait until further discussion with Bob Gibbs to clarify some of the boards concerns and questions.

Policy for using tagline "Where Life Meets Lake"

- A request came from a local business inquiring about printing t-shirts with our logo and the "Where Life Meets Lake" tagline. At its March meeting, the Promotions Committee discussed the request and thought it was a good idea and an opportunity to have others spread the Boyne City brand at no cost to us. Some general guideline recommendations coming from the committee were: It should be open to all businesses; all designs need to be approved by Main Street; the use of the logo is not limited to clothing but could also include cups, mugs, towels, etc.; under most circumstances Main Street would expect no payment from businesses using the logo. Board discussion regarding licensing and signed agreements. They agree each new design should be approved by Main Street. How would it be handled if a request from someone out of town wanted to use the tagline? The brand is already trademarked. The board would like to see a license agreement including a term limit for usage, and more information on the oversight of the process.

Adams out 10:16 a.m.

- **Façade Grant Policy-Discussion:**

The creation of a façade program is included in the DDA Development Plan that was approved in March 2010 and in recent years the Design committee has discussed creating a program to assist with local projects. The MEDC façade 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 the core downtown. The local façade program would be a good fit for those businesses outside of that area.. A lot of communities offer this grant statewide. Board discussion that we have a vision of what our corridors should look like, and this would be a good way to accomplish that goal. Board consensus this is worth pursuing.

**Adjournment
MOTION**

Cain moved Berry seconded PASSED UNANIMOUSLY to adjourn the February 7, 2013 meeting of the Boyne City Main Street Board at 10:28 am.

Karen Seeley, Recording Secretary

