

TENTATIVE AGENDA



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BOARD MEETING

April 12, 2012 – 8:30 A.M.
Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES
March 1, 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. 2012-13 Main Street Budget
8. NEW BUSINESS
 - a. Flower Maintenance Contract
 - b. Graphic Design Contract
 - c. Downtown Banners
 - d. Boyne Gazette Visitors Guide
 - e. Park Street Reconstruction – Larry Fox C2AE
 - f. Request of Main Street manager to go into closed session to discuss possible real estate transaction provided in MCL 15.268 (d) of the Michigan Open Meetings Act (PA 267 of 1976)
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
 - Boyne Area Chamber Business Expo, April 26
 - Buff Up Boyne, Saturday, May 5
 - The next regular meeting of the Boyne City Main Street Board is scheduled for Thursday, May 3, 8:30 a.m. at City Hall
11. ADJOURNMENT



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Approved: _____

**Meeting of
March 1, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, MARCH 1, 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, Robin Berry Williams, Bob Carlile, Larry Lenhart, Pat O'Brien, Rob Swartz, Kathy Anderson and Mike Cain

Absent: Michelle Cortright

Meeting Attendance

City Staff: Main Street Manager Hugh Conklin, Assistant Planner/Zoning Administrator, Shannon McMaster, and Executive Assistant Barb Brooks

Public: There was one person in attendance

Excused Absences

Cain moved Carlile seconded, PASSED UNANIMOUSLY to excuse the absence of Michelle Cortright.

Approval of Minutes

MOTION

Cain moved Swartz seconded, to approve the February 2, 2012 regular meeting minutes as corrected. (*Manager's Report – correction of name: "Ron Bliss" should be corrected to "Rob Bliss"*)

Citizens Comments

None

Correspondence

Bay Winds open house invitation

Main Street Committee

Reports

Main Street Manager Conklin commented on:

- **Design:** Jerry Douglas still working on the details of the mural, nothing new to report at this time
- **Promotions:** Becky Harris has been doing a great job working with Waneta Cook on the winter Farmers Market. Irish Heritage Fest is the week of the March 12th – 17th.

Linn Williams has been working hard but there is some concern that the festival is not really catching on and at some point there might need to be a review of the event and a decision to continue to put energies into keeping it going or to end it. It was suggested by City Manager Cain to recognize Linn for all of her efforts with a certificate and/or award presentation at the dinner. Adams moved, Berry-Williams seconded, PASSED UNANIMOUSLY to

MOTION

recognize Linn Williams for her efforts on the Irish Heritage Festival with a certificate of appreciation to be presented at Saturday evening dinner. It was also suggested to bring in some school or youth involvement to event.

Managers Report

- **Farmers Market:** Can now accept Bridge Cards.
- **Organization:** nothing to report
- **Team Boyne-Creating Entrepreneurial Communities (ER committee):** nothing to report

Main Street Manager Conklin reported on:

- South Park Street project: City Manager Cain reported that the City's notice of intent for the DIG grant was approved and now the City will submit a complete application. Discussion has already begun with business owners and the project may start as early as late summer/fall of 2012, spring of 2013 or as late as summer/fall of 2013. There will need to be some flexibility in the budget in accordance to time frames. Since 2004 the City has received over 4 million dollars in grant funds.
- Conklin reported that he, Becky Harris and Barb Brooks will be attending the Main Street Conference.
- Application was submitted and waiting to hear back about the Real Estate conference.
- Working with the Boyne City High School on the Rob Bliss event.
- Several new communities are at the Main Street Associate level.
- Michigan Liquor Control is reviewing how it processes one-day liquor licenses and what entities qualify. There is a chance that the liquor license application for Boyne Thunder might have to be through Camp Quality.

Board Discussion: The board discussed funding for the mural proposed by Jerry Douglas. If Main Street is considering funding of any of this project maybe RFPs should be considered. There was also discussion about the size of the wall and the proposed art work. Conklin stated that Douglas is seeking funding through grants and donations and will continue to work with the Design Committee.

UNFINISHED BUSINESS

None

NEW BUSINESS

2012-13 Main Street Budget

Main Street Manager Conklin gave an overview of the proposed budget and informed the board that it would come back to them at the April meeting for adoption. Cain added that there could possibly be some reallocation of funds as the Park Street project goes forward or other potential project opportunities.

April Board Meeting MOTION

The April 5th board meeting falls during the school's spring break and some board members will not be able to attend the meeting. Carlile moved, Cain seconded, PASSED UNANIMOUSLY to change the April meeting date to April 12, 2012 at 8:30 a.m.

2012 Year-end Review

Conklin reported that the Main Street year end review will take place sometime in November and maybe the regular meeting date should be

moved to correspond with the review date.

Swartz moved Berry-Williams seconded PASSED UNANIMOUSLY to adjourn the February 2, 2012 meeting of the Boyne City Main Street Board at 9:58 a.m.

Adjournment
MOTION

Barb Brooks, Recording Secretary



Date: April 12, 2012
To: Main Street Board
From: Hugh Conklin, program manager
RE: Committee Reports

Promotions

- A summary of the March 6 meeting is included in your packet.
- While the indoor Farmers Market is winding down, activity is ramping up for the outdoor market which opens its season on Wednesday, May 2. The annual pre-season vendor meeting is / was April 9. To date, there are more than 70 vendors registered for the season, a increase of 10 or so vendors from last year. The market is considering expanding down the sidewalk on Lake Street to accommodate the new vendors. The market is also moving forward with plans to accept Bridge Cards.
- Planning for the SOBO Arts Festival continues and a new website for the event (www.soboartsfestival.com) is live.
- Fundraising is underway for Stroll the Streets. Sponsorship letters were sent out a few weeks ago. To date we have received \$5,500. The budget this year for the event is \$14,000. Stroll the Streets will start June 15, two weeks earlier than in past years.

Design

- A meeting summary from the March 12 meeting is included in your packet.
- Work continues on Boyne City's application for the Register of National Historic Places. The first draft of the application has been completed and is under review by SHPO.

Organization

Planning for Boyne Thunder is well underway. A new website is live and registration has exceeded expectations. To date, there are 52 entries, 10 more than last year. This obviously will be the largest Boyne Thunder since it started nine years ago. With the growth, the committee will need more volunteers to help the weekend of the event and I would encourage all board members to get involved.

Team Boyne – Creating Entrepreneurial Communities (ER committee)

- Rob Bliss visited Boyne City March 8 to make two presentations. He spoke at a high school assembly in the afternoon and to community members in the evening. Hopefully some seeds were planted and with proper nurturing will bear fruit in the future.
- The business retention and recruitment committee continues its work implementing strategies from the recent market study update completed by Downtown Professional Networks.
- Team Boyne meets the third Friday of the month at the Boyne District Library Community Room.



Design Committee Minutes

Monday, March 12, 2012 4 p.m.
Library Community Room

Meeting Opened Time: 4pm

Attendance:

Bruce Janssen
Mark Kowalske
Linn Williams

Shannon McMaster
Ray Guzniczak
Aaron Place
A- Martha Selfridge

Rebecca Harris
Hugh Conklin
Katherine Sommerfelt

Old Business:

1. Sunset Park
 - a. We reviewed a proposal for a Landscape Plan from Wade Trim and will meet with Parks and Rec commission to discuss.
2. Kiosk discussion
 - a. A 3-sided design was voted on, Bruce/Aaron will go forward with plans
 - b. Use of QR codes discussed on the kiosk
3. Façade grant program
 - a. Refining text
4. Speed Reader
 - a. Possible to hang on light poles? Options were reviewed
 - b. Discussion on speed limit in town, propose 25mph from East to Water
 - c. Hugh will meet with the State
 - d. Suggested also to make the parking spot in front of H&R for a small vehicle
5. Historical Plaques
 - a. Aaron shared the new sign, matching the older style, \$250 a piece

New Business:

1. Banners
 - a. Goal to have them manufactured and hung by May 1st
 - b. A sub-committee will make final decision on images
 - c. Reviewed the images from Bruce with proposed "parking sign" replacement to accommodate the longer banners.

Committee Member Assignments for Next Meeting:

- 1.
- 2.

Next committee meeting: April 10, 4 p.m. Main Street office

Meeting Minutes
Promotions Committee March 6, 2011

Meeting Opened: 4:00pm

Attendance: Hugh, Karen, Jim, Kathy and Linn.

Old Business:

2012/2013 Budget/Work Plans

Hugh presented the budget update and work plans that reflect these expenditures.

2013 Winter Fest Planning

The following ideas are going to be explored further by the Committee:

Mountain Biking – Kathy will ask Bob South for assistance

Vet Parks snow activities (as were planned for this year) – Kathy

Skiing at Avalanche and the Hill – Jim with help from Jack Laurent

Merchant Events – Hugh

Chalk Art, Scavenger Hunt, Chili Cook Off – Karen

Ice Sculptures – Lou

Kid Parade with pets or dogs with frisbees – Jodie Adams

Ice Climbing and Zip Line – Todd Wright

Hugh is going to speak to Joann Brown's husband who is a VASA participant for help or ideas. We are looking at moving the event to the last Saturday in January so there would be no conflict with the VASA race.

New Business:

Stroll the Streets:

Reviewed the sponsorship letter content and design incorporating new brand. Stroll is expanding this summer and will start on June 15, two weeks earlier than in past years. Letter was approved, it will be finalized and prepared for mailing.

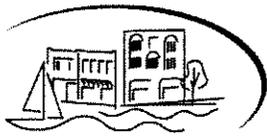
Irish Festival

Linn provided update. Schedule for the week is full. She will contact Litzenburger Place and Senior Center. Mark Contrucci will pick up the stage. Hall decorating will be handled by Mary McLeod. All details seem to be covered.

Farmers Market event March 17 – Update provided.

Next Meeting – April 10, 4 pm Main Street Office

Adjournment – 6:00 pm



Boyne City

MAIN STREET

112 S. Park Street, Suite F
Boyne City, MI 49712
Tel: 231-582-9009
Fax: 231-582-9009
mainstreet@boynecity.com

Date: April 12, 2012

To: Main Street Board

From: Hugh Conklin, program manager

RE: Planter Box Maintenance Contract

Overview

Since the reconstruction of Lake, Water and Front streets in downtown Boyne City Mark Cs Trees has been contracted to do the water and maintenance of the downtown planters. The contract has run June through September and includes watering, weeding and fertilizing. The cost for the three years has remained steady at \$1,000 per month / \$4,000 per season.

For two years, the contract was bid each spring. Last year the contract was also bid but language in the contract was changed to allow the contract to be extended for up to 3 years as long as both parties were agreeable.

It is my opinion Mark C's Trees has done a fine job, works well with the Boyne Valley Garden Club, I am recommending to the board his contract with Main Street be renewed for 2012 at a cost of \$1,000 per month for June, July, August and September.

Recommendation

The Main Street board approve the planter box maintenance contract with Mark Cs Trees for the 2012 season at a cost of \$1,000 per month / \$4,000 per season.



Boyne City

MAIN STREET

112 S. Park Street, Suite F
Boyne City, MI 49712
Tel: 231-582-9009
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Date: April 12, 2012

To: Main Street Board

From: Hugh Conklin, program manager

RE: Graphic Design Services

Overview

For the past seven years, *Kecia Freed Design* has provided graphic design services for the Main Street Program. The relationship with Kecia has been very beneficial and her work has been an important ingredient to the program's success.

The work Kecia does for the program includes event posters, banner designs, advertising, downtown map directory, and other brochures. The annual fee paid for her services has averaged \$200 a month.

As you know, during the past 18 months, our Main Street program has been working with Cindy Williams Design on a new brand, including marketing materials and website. The work is nearly finished and now it is time to bring the brand to life. That will come through a redesign of all event posters, banners, brochures – basically all the materials related to the program. As a result of the anticipated workload increase, we can not expect Kecia to work for the same fee.

She and I have talked about the increase workload and have agreed that an additional \$100 per month will be sufficient to compensate here for her extra services, making her monthly fee \$300 for a total annual fee of \$3,600 for the 2012-13 fiscal year.

Recommendation

The Main Street Board approve the graphic design services contract for the fiscal year 2012-13 with *Kecia Freed Design* for \$3,600.

THE BOYNE CITY GAZETTE
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BOYNE CITY, MI 49712
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Boyne City Main Street Program

112 South Park Street (Ste. F)

Boyne City, MI 49712

April 3, 2012

Board Members:

It's the time of year again for the Boyne City Summer Events Guide produced by The Boyne City Gazette. Last year, our 20,000 copies were distributed all over Charlevoix County, and well received by businesses, tourists, and locals as the guide on all things happening in Boyne City during the summer.

Like last year, we are printing 20,000 copies, and the guide will once again be in full color! This magazine-style guide will be printed on white 50# paper to allow beautiful color reproduction while keeping the cost low for our valued advertisers.

I am approaching the Boyne City Main Street Program with this as an option to promote the great things done over the past year in Boyne City such as Stroll the Streets, the Farmers Market, and Boyne Thunder.

Prices

Front Inside Cover - \$1,250

Back Inside Cover - \$1,250

Full Page - \$1,000

Half Page - \$500

Center Spread Banner - \$450

Quarter Page - \$250

Sincerely,

Chris Faulknor, Publisher
The Boyne City Gazette