

Approved: _____

**Meeting of
 December 4, 2014**

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

Call to Order

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

Roll Call

Present: Michelle Cortright, Jim Jenson, Larry Lenhart, Rob Swartz, and Pat O'Brien

Absent: Jodie Adams (arrived 8:32 a.m.), Robin Berry Williams (arrived 8:31 a.m.), Ben Van Dam (Ben Van Dam arrived 8:31 a.m.) and Michael Cain (arrived at 8:33 a.m.)

**Meeting
 Attendance**

City Staff: Planning/Zoning Administrator Scott McPherson, Assistant Planner Annie Doyle and Recording Secretary Karen Seeley

**Approval of Minutes
 MOTION**

Public: Two

Cortright moved Adams second PASSED UNANIMOUSLY to approve the November 6, 2014 minutes as presented.

Citizens Comments

None

**Downtown Business
 update (9a.)**

Chair Swartz requested that item 9a be moved ahead of item 6. Mac McCarthy representing Tom Borish the new owner of the Sunburst building spoke with the board regarding future plans for that location. At this time it is not being aggressively marketed. When they receive firm tenant/tenants they will do the build out to suit the business and redo the façade. Any suggestions this board has would be appreciated. The board suggested dressing up the windows and putting up a for lease sign. The property will also be added to the Chamber/Main Street newsletter "available properties" list, and meet with "Team Boyne" to help market the building.

**Main Street Committee
 Reports**

Design: The committee has been helping with the Eta Nu Lights of Love community tree which takes place December 5 at 6:00 p.m. The walkabout sculpture project is moving forward with \$5000 from sponsors and six artists to date. The Holiday lights are installed. Annie Doyle and Aaron Place met with the owner of the Birds Nest building. She is inquiring about a façade grant.

Promotions: Has been working on the Santa Parade and open house and starting to plan the Winter Fest. They are discussing moving the snow sculpture contest to Old City Park so the winds won't be such a factor.

Team Boyne: Ed Grice shared the concept of the Lacrosse field/sports complex targeted to open in 2016. Blue Green is upgrading. The business visits are almost complete.

Organization: The Boyne Thunder check presentation was completed at the last City Commission meeting, with \$52,448 to Camp Quality and \$9,536.16 going to Challenge Mountain.

Farmers Market: The committee is working on the annual performance evaluation of the Market Manager and the compensation for that position next year.

Marketing Committee: Is working in reviving the Historic Walking Brochure including an OR code with audio. They plan kick this off at the first Stroll the Streets in June.

Managers Report

City Manager Mike Cain reported:
Hugh is helping out with the monthly reports to the State.

Unfinished Business

Main Street Manager Search update: The new ad is being heavily marketed. December 8th is the deadline for resumes and the committee will meet on the 12th. The position is open until filled.

Board/Committee Assignments:

- **Design Committee:** Cain, VanDam and Williams
- **OR Committee:** Adams, Cortright, O'Brien and Swartz
- **ER/Team Boyne:** Cain, Jensen, O'Brien and Swartz
- **Promotions:** Lenhart
- **Farmers Market:** Williams

Sister City Update: Cortright read an update from Becky Keebler regarding the Sister Cities initiative (received and filed). They seem to be dragging their feet. They signed up with a town in Italy that took advantage of them. Taylor Woodruff, liaison with Sister Cities International suggested we set up a informal student exchange, that might show them how serious we are. Our membership dues (about \$100) will be due soon. Board discussion regarding the benefits of Sister Cities. Should we suggest a student exchange? Not comfortable with Main Street being involved with an exchange program, we already have a organization doing that.

New Business

2015 Meeting Schedule: Adams moved Cortright seconded PASSED

UNAMIOUSLY to approve the 2015 Main Street board meeting schedule of the first Thursday of the month at 8:30 a.m. except January which will be moved to the second Thursday, January 8th at 8:30 a.m.

MOTION

Chamber Visitors Guide-annual ad: At this time Michelle Cortright asked to abstain.

Cain moved, Adams seconded PASSED UNAMIOUSLY that Cortright abstains from the vote on the Chamber Visitor's guide. **Adams moved Jensen seconded PASSED UNAMIOUSLY** to approve \$2045 for the ad in the annual visitors guide and refer the actual design to Kesia and the Marketing committee for the design concept. To be brought back to the Main Street Board for approval.

MOTION

Cortright moved Williams seconded PASSED UNANIMOUSLY that the City and Main Street work together to get legal council to pursue our options, for an amount not to exceed \$5000 each.

Terms expiring: Pat O'Brien and Robin Berry Williams terms will be expiring on January 18, 2015. The Organization Committee will run an ad in the paper, review the applicants and make a recommendation to the board.

Election of Officers: February 15, 2015.

Other: Go Zone Wireless: Is a free global WiFi provider of free WiFi zones to benefit communities, residents and local businesses. They are looking for sponsors (\$1000 per year) to install a "node" at their businesses. They need at least three sponsors to get started. The board would like more information and have requested this be added to the January agenda. The board inquired about the ACD Antennas. The City Commission has directed staff to work with them to see if we can get them to install the antennas somewhere else.

Good of the Order

We have a conference call scheduled regarding the Place Plan application we submitted for the public property of Peninsula Beach park through the South end of Veteran's park.

The board retreat is scheduled for January 14, 2015 with the location to be determined.

**ADJOURNMENT
MOTION**

Swartz moved O'Brien seconded PASSED UNANIMOUSLY to adjourn the December 4, 2014 meeting of the Boyne City Main Street Board at 10:18 am.

Karen Seeley, Recording Secretary

DRAFT