



## OUR MISSION

***“Through community partnerships and a shared vision for the future, work to keep downtown Boyne City vibrant and successful while preserving its historic heritage and supporting sustainable projects.”***

## BOARD MEETING

**December 5, 2017 – 8:30 A.M. Boyne City City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES – November 7, 2017 Regular Meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
  - A. Organization – Rob Swartz
  - B. Promotions – Chris Bandy
  - C. Design – Becky Harris
  - D. Economic Vitality/Team Boyne – Mike Cain
  - E. Marketing– Kelsie King-Duff
  - F. Boyne Thunder – Kelsie King-Duff
  - G. Farmers Market– Becky Harris
6. MAIN STREET DIRECTOR’S REPORT
7. UNFINISHED BUSINESS
  - A. Code of Conduct  
Consideration to adopt the proposed Code of Conduct for Boyne City Main Street
8. NEW BUSINESS
  - A. 2018 Meeting Schedule  
Consideration to approve the proposed meeting schedule for 2018
  - B. Sale of Ice Rink  
Consideration to sell the ice rink purchased by Main Street in 2011

- C. Boyne Thunder Disbursements 2018  
Consideration to approve the Organization Committee recommendation for Boyne Thunder disbursements in 2018.
- D. Financial Report Review
- E. Other
  - a. Theatre
  - b. Open Space
  - c. Pavilion
  - d. Etc.

9. GOOD OF THE ORDER

10. ANNOUNCEMENTS

- A. Marketing Committee Meeting, Tuesday, December 12, 9:00 a.m. – Library
- B. Organization Committee Meeting, Tuesday, December 12, 4:00 p.m. – Library
- C. Economic Vitality/Team Boyne Meeting, Friday, December 15, 9:00 a.m. – Library
- D. Promotions Committee Meeting, Wednesday, January 3, 2018, 4:00 p.m. – Library
- E. Farmers Market Committee Meeting, Monday, January 8, 2018, 10:30 a.m. – City Hall
- F. Design Committee Meeting, Monday, January 8, 2018, 4:00 p.m. – City Hall
- G. Main Street Board Meeting, Tuesday, January 9, 8:30 a.m. – 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  
November 7, 2017

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING  
HELD ON TUESDAY, NOVEMBER 7, 2017 at 8:30 AM CITY HALL, 319 NORTH  
LAKE STREET

**Call to Order**

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

**Roll Call**

Present: Chris Bandy, Robin Berry, Michael Cain, Michelle Cortright, Becky Harris,  
Pat O'Brien, Rob Swartz, Ben Van Dam

**Meeting  
Attendance**

Absent: Don Ryde

City Staff: Main Street Director Kelsie King-Duff, Recording Secretary Jane  
Halstead, Main Street Assistant Ingrid Day, Executive Assistant Barb  
Brooks

Public: Seven

**Excused Absences  
MOTION**

**Cain moved, Van Dam seconded, PASSED UNANIMOUSLY** to excuse Don Ryde.

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**Approval of Minutes  
MOTION**

**O'Brien moved, Harris seconded, PASSED UNANIMOUSLY** to approve the  
October 3, 2017 minutes as presented.

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**Citizens Comments**

None.

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**Correspondence**

None.

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**Committee Reports**

**Organization Committee**

Rob Swartz reported that the next meeting has been moved to Tuesday, November  
14<sup>th</sup>. There is a long-term funding meeting scheduled for December 8th. The  
committee will have two vacancies in December.

**Promotions Committee**

Earlier-than-the-Bird is November 18<sup>th</sup>.

**Design Committee**

Harris reported that the holiday decorations are on schedule. The Design  
Committee continues to work on outdoor transformation strategies.

**Economic Vitality/Team Boyne**

Jane McKenzie from the Housing Commission spoke at the last meeting. She clarified the status of the Grant Street project. There are no new plans for the project at this time.

**Marketing**

King-Duff said they are still working on banner placement.

**Farmer’s Market**

The Farmer’s Market was held in City Hall last Saturday. It was crowded but it went well. Harris reported that they are spending more money this year on advertising. There will be a special holiday market on the Wednesday before Thanksgiving.

**Change in Order of  
Agenda Items  
MOTION**

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**Cain moved, Swartz seconded, PASSED UNANIMOUSLY** to proceed to agenda item 8B - Boyne Thunder Disbursements.

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**Boyne Thunder Disbursements**

Kelsie King-Duff reported that the proceeds from Boyne Thunder were \$197,143.91 to be divided as follow: Camp Quality \$108,429.15, Challenge Mountain \$19,713.38 and Main Street \$69,000.36. King-Duff presented checks to Jean McDonough and Lisa Luebke of Camp Quality and Elizabeth Looze and Bill Aten of Challenge Mountain.

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**Director’s Report**

Received and filed.

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**Unfinished Business**

None.

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**New Business**

**Billboard**

The billboard contract is up for renewal. The contract is for 3 years at \$205 per month which is a \$10 increase over the last contract. One change out is allowed during the three-year contract. King-Duff will keep the Board in the loop regarding the design of the new billboard. The Board discussed if there was a way to quantify the results of the billboard advertising. Cain suggested reaching out to Boyne Mountain as they have done a study on the effectiveness of billboard advertising.

**Renewal of Billboard  
Contract  
MOTION**

**Cain moved, Bandy seconded, PASSED UNANIMOUSLY** to renew the 3 year contract with Wolverine Sign Works for the Main Street billboard located on 131 for \$205 per month.

## **Financial Report Review**

The Financial Report was received and filed. Cindy Grice is working on the long-term funding projection.

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## **Other**

- **Open Space** – It has been a time consuming and complicated process. It looks like the purchase may be completed during the first part of 2018.
  - **Pavilion** – Project is moving forward although weather has slowed things down a bit. Concrete is being laid around perimeter and then the roof structure will be started. Bob Kroondyke is doing an excellent job.
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## **Good Of The Order**

- Robin Berry is releasing a new album November 10<sup>th</sup> – Weave Me A Parachute.
- The Joint Board & Commission meeting will be held before the end of the year.
- Election today for new Commissioners. They will go through a training/orientation process.
- Cortright attended the Michigan Chamber of Commerce Association meeting with Ashley Cousens. We are all ambassadors for the State of Michigan.
- Cortright brought in a flyer from Evangeline Township “How we treat one another” on how to honor everyone in a community. She would like to do something similar through Main Street. The Board liked the concept and would like to address it at a future meeting.
- Congratulations to Kelsie King-Duff and her husband Joe on his appointment to the Gaylord State Police Post.

## **Future Agenda Item MOTION**

**Cain moved, Van Dam seconded, PASSED UNANIMOUSLY** to add the “How We Treat One Another” topic to the agenda for the next meeting of Main Street.

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## **Adjournment MOTION**

**Cain moved, Swartz seconded, PASSED UNANIMOUSLY** to adjourn the Boyne City Main Street Board meeting of November 7, 2017 at 9:23 a.m.

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Jane Halstead, Recording Secretary



### **Directors Report- December 2017**

Earlier than the Bird: Earlier than the Bird went fantastic. Over 200 mugs were handed out in 40 minutes, which seems to be the fastest ever. I have heard great feedback from businesses and shoppers. It was so fun to see everyone in their PJ's and really embracing the quirky, fun event.

Santa Parade and Holiday Open House: Due to my vacation at the end of November, at the time of this report the Santa Parade and Holiday Open House are still a few days away. I can provide an update of this event at the board meeting.

Farmers Market Manager: Interviews for the Farmers Market Manager position will take place December 8<sup>th</sup>.

Michigan Main Street Market Study: The Market Study update will be getting wrapped up with Michigan Main Street by the end of the year. Their final visit relating to the project is on December 5<sup>th</sup>. This will focus on implementing different techniques into work plans for the economic vitality committee/Team Boyne. The entire project has been a bit different than what we expected, but has provided valuable feedback, and hopefully creative ways to reenergize our work plans for the economic vitality committee.

2018 Main Street National Conference: Registration for the 2018 Main Street National Conference is now open. It will take place March 26-28 in Kansas City, Missouri. To get the early bird rate, we need to register by January 12, so please let me know if you are interested in attending.

# How We Treat One Another

We are committed to encouraging, creating and sustaining an environment that honors the inherent dignity of every member of our community. Respectful behavior should always be the norm in all forms of communications and in all situations.

## *As a community:*

- We welcome a diverse range of perspectives and opinions and uphold the importance of civil debate.
- We fully support the free exchange of ideas and beliefs, as well as the expression of provocative or less popular ideas.
- We believe that only through the process of open and honest dialogue can we generate knowledge and deepen our mutual understanding.
- We believe all members of the community have a responsibility to behave in a manner that does not harm others and shows respect for those with different opinions.
- Behavior that attacks, humiliates, belittles or conveys personal hatred toward others diminishes our thriving and safe community environment.
- Everyone is asked to do their part in creating a healthy and positive community and a culture that truly values each person's uniqueness, experiences and perspectives.

*We Can Disagree Without Being Disagreeable*





**To:** Main Street Board

**From:** Kelsie King-Duff

**Date:** November 22, 2017

**Subject:** December Agenda Items Overview

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**Overview:**

There are several items on the December 5 Main Street Board Meeting agenda which require further explanation. Addressed below are the individual items.

2018 Meeting Schedule: Currently the Main Street board meets the first Tuesday of each month, because of Leadership Charlevoix County. Prior to LCC, the meetings were always the first Thursday of each month. LCC will conflict with Main Street meetings through March, so the proposed dates below reflect the first Tuesday of each month through March, and then switching back to the first Thursday of each month. In addition, the January meeting is the second Tuesday of the month, as the first Tuesday, City Hall and the Main Street office are closed for the holiday. Currently the July meeting would fall the day after 4<sup>th</sup> of July. If the board is okay with that, I would like to keep it then, as the second Thursday will be very close to the Boyne Thunder event, and will be very busy. Rescheduling to a later time that would be better, would put it only 2 weeks away from the August meeting. The 2018 are proposed as follows:

January 9  
February 6  
March 6  
April 5  
May 3  
June 7  
July 5  
August 2  
September 6  
October 4  
November 1  
December 6

Sale of Ice Rink: I was approached by a few community members about the ice rink that Main Street purchased in 2011 for downtown. It has not been used in several years, and the idea was brought up to sell it. From the records I could find, it was purchased in 2011 for a cost of \$3,200. The entire thing was paid for by a fundraiser put on at Café Sante, which raised \$3,469. Yearly maintenance and labor costs were not included in the \$3,200 cost of the rink. It is currently being stored at DPW and takes up a lot of space. From a bit of research, it seems used ice rinks sell for around \$1,000.

Boyne Thunder Disbursements 2018: The Organization Committee is recommending to the Main Street board the Boyne Thunder disbursements in 2018 be as follows:

Camp Quality: 50%

Main Street: 35%

Challenge Mountain: 15%

This does reflect a change, in that Camp Quality will receive 5% less, and Challenge Mountain 5% more. The organization committee liked that Challenge Mountain serves the local population, and feels they have added a lot to the event that has helped it grow.

**RECOMMENDATION:**

2018 Meeting Schedule: I would recommend approving the 2018 proposed meeting schedule, including the July 5 date.

Sale of Ice Rink: I would recommend selling the ice rink.

Boyne Thunder Disbursements 2018: I would recommend approving the Organization Committee's recommendation for 2018 Boyne Thunder Disbursements.

PERIOD ENDING 11/30/2017

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGDG USED
		AMENDED BUDGET	11/30/2017 NORMAL (ABNORMAL)	MONTH 11/30/2017 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000						
248-000-400.000	ALLOCATION FROM CUR YR FD BAL	16,994.00	0.00	0.00	16,994.00	0.00
Total Dept 000		16,994.00	0.00	0.00	16,994.00	0.00
Dept 030-REVENUES						
248-030-400.000	ALLOCATION FROM CUR YR FD BAL	0.00	0.00	0.00	0.00	0.00
248-030-405.000	CURRENT YEAR TAXES	278,491.00	227,278.48	0.00	51,212.52	81.61
248-030-579.000	GRANTS: STATE	0.00	0.00	0.00	0.00	0.00
248-030-580.000	GRANTS	0.00	0.00	0.00	0.00	0.00
248-030-581.000	VETERAN'S MEMORIAL	0.00	0.00	0.00	0.00	0.00
248-030-582.000	LOAN PROCEEDS	0.00	0.00	0.00	0.00	0.00
248-030-590.000	RIVERWALK GRANT	0.00	0.00	0.00	0.00	0.00
248-030-642.000	CHARGES FOR SERVICES/FEEES	0.00	0.00	0.00	0.00	0.00
248-030-660.000	RENTAL INCOME	0.00	0.00	0.00	0.00	0.00
248-030-664.000	INTEREST EARNINGS	0.00	0.00	0.00	0.00	0.00
248-030-670.000	PROMOTIONS COMMITTEE REVENUE	21,000.00	10,050.00	1,000.00	10,950.00	47.86
248-030-670.200	THEATER REVENUES	0.00	0.00	0.00	0.00	0.00
248-030-670.300	WALKABOUT SCULPTURE SHOW	6,000.00	2,800.00	0.00	3,200.00	46.67
248-030-671.000	FACADE REIMBURSEMENT	0.00	0.00	0.00	0.00	0.00
248-030-672.000	VSCI REVENUES	0.00	0.00	0.00	0.00	0.00
248-030-675.000	CONTRIBUTIONS	0.00	150.00	0.00	(150.00)	100.00
248-030-676.000	SPECIAL EVENTS - POKER RUN	36,417.00	0.00	0.00	36,417.00	0.00
248-030-676.100	POKER RUN 2011	0.00	0.00	0.00	0.00	0.00
248-030-677.300	RADIO SHACK FACADE FUNDS	0.00	0.00	0.00	0.00	0.00
248-030-680.000	FARMER'S MARKET REVENUES	0.00	0.00	0.00	0.00	0.00
248-030-685.000	SALE OF PROPERTY	0.00	0.00	0.00	0.00	0.00
248-030-691.000	TRANSFERS FROM GENERAL FUND	0.00	0.00	0.00	0.00	0.00
248-030-698.000	WASTEWATER NOTE PROCEEDS	0.00	0.00	0.00	0.00	0.00
248-030-699.000	BOND PROCEEDS	0.00	0.00	0.00	0.00	0.00
Total Dept 030-REVENUES		341,908.00	240,278.48	1,000.00	101,629.52	70.28
TOTAL REVENUES		358,902.00	240,278.48	1,000.00	118,623.52	66.95
Expenditures						
Dept 731-EXPENDITURES						
248-731-677.100	THEATER EXPENDITURES	0.00	0.00	0.00	0.00	0.00
248-731-700.000	LAND ACQUISITION	0.00	0.00	0.00	0.00	0.00
248-731-705.000	SALARIES/WAGES	60,700.00	31,868.63	5,838.12	28,831.37	52.50
248-731-710.000	ADMINISTRATION	0.00	0.00	0.00	0.00	0.00
248-731-712.000	INSURANCE: LIFE/AD&D	250.00	226.30	86.62	23.70	90.52
248-731-713.000	MEDICAL INSURANCE	16,127.00	3,622.81	0.00	12,504.19	22.46
248-731-714.000	SOCIAL SECURITY	4,614.00	2,753.88	446.63	1,860.12	59.69
248-731-715.000	PENSION	3,920.00	2,402.52	301.52	1,517.48	61.29
248-731-716.000	UNEMPLOYMENT	57.00	2.77	0.00	54.23	4.86
248-731-719.000	SICK/VACATION	2,827.00	1,130.74	0.00	1,696.26	40.00
248-731-720.000	PARKING LOT MAINTENANCE	0.00	0.00	0.00	0.00	0.00
248-731-727.000	OFFICE SUPPLIES	750.00	506.01	17.89	243.99	67.47
248-731-728.000	OFFICE OPERATING EXPENSES	0.00	0.00	0.00	0.00	0.00
248-731-729.000	OFFICE EQUIPMENT	0.00	0.00	0.00	0.00	0.00
248-731-730.000	REPAIRS/MAINTENANCE	2,000.00	0.00	0.00	2,000.00	0.00
248-731-732.000	MEMBERSHIP DUES	3,500.00	3,350.00	0.00	150.00	95.71

PERIOD ENDING 11/30/2017

GL NUMBER	DESCRIPTION	2017-18	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	11/30/2017 NORMAL (ABNORMAL)	MONTH 11/30/2017 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-731-733.000	PROFESSIONAL LIBRARY/SUBSCRIPT	0.00	0.00	0.00	0.00	0.00
248-731-740.000	UTILITIES/INTERNET SERVICE	492.00	267.60	41.68	224.40	54.39
248-731-750.000	ADMINISTRATIVE FEE	7,500.00	0.00	0.00	7,500.00	0.00
248-731-751.000	BURIAL ELECTRICAL LINES ETC	0.00	0.00	0.00	0.00	0.00
248-731-752.000	RESTORE CITY CLOCK TOWER	0.00	0.00	0.00	0.00	0.00
248-731-753.000	DONATION TO CREATIVE PLAYGROUD	0.00	0.00	0.00	0.00	0.00
248-731-754.000	CBD BENCHES	0.00	0.00	0.00	0.00	0.00
248-731-760.000	DESIGN COMM EXPENSES	2,250.00	1,979.96	0.00	270.04	88.00
248-731-761.000	DESIGN ENGIN/CONSULTING	0.00	0.00	0.00	0.00	0.00
248-731-762.000	DESIGN CAPITAL IMPROVEMENTS	64,000.00	6,173.50	0.00	57,826.50	9.65
248-731-763.000	STREETScape AMENITIES	25,000.00	17,052.38	9,529.38	7,947.62	68.21
248-731-780.000	ECONOMIC RESTRUC COMM EXP	0.00	0.00	0.00	0.00	0.00
248-731-781.000	ECONC RESTRUC COMM ENG SVCS	0.00	0.00	0.00	0.00	0.00
248-731-782.000	BUSINESS RECRUITMENT/RETENTION	8,500.00	0.00	0.00	8,500.00	0.00
248-731-783.000	VETERAN'S MEMORIAL CONTRIBUTIO	0.00	0.00	0.00	0.00	0.00
248-731-790.000	FARMERS MARKET EXPENSES	0.00	0.00	0.00	0.00	0.00
248-731-808.000	DESIGN ENGINEERING DDA	0.00	0.00	0.00	0.00	0.00
248-731-810.000	COMMITTEE/EVENT EXPENSES	0.00	458.92	0.00	(458.92)	100.00
248-731-811.000	BOYNE THUNDER EXPENDITURES	0.00	0.00	0.00	0.00	0.00
248-731-812.000	ORGANIZATION COMM EXPENSES	4,000.00	1,155.77	84.38	2,844.23	28.89
248-731-818.000	CONTRACTED SERVICES	0.00	0.00	0.00	0.00	0.00
248-731-870.000	EDUCATION/TRAVEL	4,000.00	2,906.54	0.00	1,093.46	72.66
248-731-900.000	ADVERTISING/PUBLISHING	14,815.00	7,873.21	830.68	6,941.79	53.14
248-731-902.000	PROMOTIONS COMMITTEE EXPENSES	15,000.00	5,750.00	650.00	9,250.00	38.33
248-731-910.000	PROMOTIONS COMMITTEE EVENTS	32,100.00	25,239.05	1,246.39	6,860.95	78.63
248-731-912.000	PROMOTIONS CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
248-731-940.000	FACILITIES RENT	4,200.00	2,450.00	350.00	1,750.00	58.33
248-731-942.000	SERVICE MAINTENANCE FEE	75,000.00	0.00	0.00	75,000.00	0.00
248-731-970.500	TRANSFERS OUT - S PARK ST	0.00	0.00	0.00	0.00	0.00
248-731-980.000	BOND INTEREST	0.00	0.00	0.00	0.00	0.00
248-731-981.000	BOND PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-731-982.000	BANK FEES	0.00	0.00	0.00	0.00	0.00
248-731-985.000	MAIN STREET PROGRAM	0.00	0.00	0.00	0.00	0.00
248-731-987.000	CONTRACTED CONST SERVICES	0.00	0.00	0.00	0.00	0.00
248-731-990.000	LOAN REPAYMENT	7,074.00	0.00	0.00	7,074.00	0.00
248-731-991.000	INTEREST	226.00	0.00	0.00	226.00	0.00
248-731-992.000	DOWNTOWN LOAN PRINCIPAL PYMT	0.00	0.00	0.00	0.00	0.00
248-731-993.000	INTEREST/DOWNTOWN LOAN	0.00	0.00	0.00	0.00	0.00
248-731-998.000	CONTRACTED CONSTRUCTED SERVCS	0.00	0.00	0.00	0.00	0.00
Total Dept 731-EXPENDITURES		358,902.00	117,170.59	19,423.29	241,731.41	32.65
TOTAL EXPENDITURES		358,902.00	117,170.59	19,423.29	241,731.41	32.65
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		358,902.00	240,278.48	1,000.00	118,623.52	66.95
TOTAL EXPENDITURES		358,902.00	117,170.59	19,423.29	241,731.41	32.65
NET OF REVENUES & EXPENDITURES		0.00	123,107.89	(18,423.29)	(123,107.89)	100.00