



Approved: 3/2/17 *gt*

Meeting of
February 16, 2017

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING
HELD ON THURSDAY, FEBRUARY 16, 2017 at 8:30 AM CITY HALL, 364 NORTH
LAKE STREET

Call to Order

Chair Pat O'Brien called the meeting to order at 8:30 a.m.

Roll Call

Present: Chris Bandy, Michael Cain, Michelle Cortright, Rebecca Harris, Kelsie King-Duff, Robin Lee Berry, Pat O'Brien, Rob Swartz

Meeting Attendance

Absent: Don Ryde, Ben Van Dam

City Staff: Recording Secretary Jane Halstead, Assistant Planning/Zoning Administrator Patrick Kilkenny

Public: One and three representatives from the National and Michigan Main Street Programs

Excused Absences

Don Ryde, Ben Van Dam

Swearing in of Board Members

Rebecca Harris and Rob Swartz were sworn in to serve on the Boyne City Main Street board for a four year term.

Election Of Officers
MOTION

Rob Swartz of the Organization Committee stated that they recommended Michelle Cortright for Chair and Chris Bandy for Vice-Chair of the Main Street Board. **Cain moved, O'Brien seconded, PASSED UNANIMOUSLY** that Michelle Cortright serve as Chair of the Main Street Board and Chris Bandy serve as Vice-Chair of the Main Street Board.

Additional Agenda Items
MOTION

Executive Director, Kelsie King-Duff, asked if 3 additional items could be added to the agenda under New Business:

- A. Michigan Main Street Program Community Requirements and Expectations Agreement
- B. Trademark Sublicense Agreement
- C. New Main Street office space

Cain moved, Bandy seconded, PASSED UNANIMOUSLY to modify the agenda.

Approval of Minutes
MOTION

Cain moved, Cortright seconded, PASSED UNANIMOUSLY to approve the January 5, 2017 minutes as written.

Citizens Comments

None

Correspondence

None

Committee Reports

Organization Committee

Rob Swartz reported that the Organization Committee met on Tuesday, February 14th. To date, Boyne Thunder has 42 sponsorships secured. General registration for Boyne Thunder opens March 1st for the remaining 58 entrants.

An additional \$5,000 was received from Boyne USA for a percentage of the revenue for rooms booked during last year's Boyne Thunder.

Farmer's Market Committee

Robin Lee Berry reported that the Farmer's Market Committee formed a new sub-committee to try to come up with ideas to stimulate the winter market. The Committee has also updated the vendor application and is working on the layout of the summer market.

Director's Report

Kelsie King-Duff thanked everyone for the warm welcome. She finds the community support and pride refreshing and is meeting with a lot of people to get a general overview.

The Northern Homes William H. White House received the façade grant payout.

Reminder that in March the board will need to review the Application for Services and determine what services from Michigan Main Street that they want to explore.

There is work to be done on the Main Street Website. King-Duff will be discussing changes with Becky Harris.

Old Business

The 2017 Main Street National Conference is May 1-3. Kelsie King-Duff and Chris Bandy will be attending.

New Business

MMS Program Community Requirements and Expectations Agreement

Laura Krizov of Michigan Main Street stated that her organization will now fall under the MEDC which is why they will need a new Community Requirements and Expectations Agreement. This agreement formalizes the relationship between MEDC/MMS and the Boyne City Main Street program.

MOTION

Swartz moved, Bandy seconded, PASSED UNANIMOUSLY to accept the Michigan Main Street Program Community Requirement and Expectations Agreement and submit to the City Commission for their approval.

Trademark Sublicense Agreement

The Main Street America Trademark Sublicense Agreement allows Boyne City Main Street to promote their participation in the MSA program and use the MSA logo.

MOTION

Cain moved, O'Brien seconded, PASSED UNANIMOUSLY to accept the Trademark Sublicense with the National Main Street Center, Inc.

New Main Street Office Space

Kelsie King-Duff recommended to the board that the Main Street office be moved to space offered by Wes Dilworth in the Fustini's building. The rent will be \$350 per month on a month by month basis. This is a \$50 increase over the current office space at 214 Water Street, but space has better heating and rent includes internet services.

MOTION

O'Brien moved and Cain seconded, PASSED UNANIMOUSLY to allow King-Duff to move forward on the new office and negotiate the lease.

Financial Report Review

King-Duff will get a current report from the treasurer and it will be reviewed at the March meeting.

Michigan Main Street Presentation

Laura Krizov and Leigh Young of Michigan Main Street and Matt Wagner of Main Street America were on hand to explain the Refresh Transformation Strategies. Matt stated that the Refresh program stresses prioritizing and focusing on specific goals – focus should be on being more strategic. It is important to determine what makes Boyne unique and do what makes sense for this specific community. Programs which are “off strategy” need to be let go. A sustainable Main Street involves moving beyond just hosting great promotional events – focus needs to be placed on the economics. Alignment of resources and working together with other organizations is key (i.e. Chamber, Kiwanis, Main Street etc.).

The three strategies that they recommend Boyne City Main Street consider are

- Outdoor recreation focused tourism
- Workforce housing
- Food experience

The board should decide on a transformation strategy to carry Main Street forward for the next 3 to 5 years. Restructuring Main Street into task forces may offer more flexibility that sticking with the 4 silo approach.

Krizov will be sending a copy of the presentation to Boyne Main Street for reference.

Good Of The Order

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- Robin Lee Berry stressed the importance of finding a balance for the people who live here year round and make sure they can afford to stay here.
 - City Manager Cain announced the Planning/Zoning training session taking place on 2/16/17 at St. Matthews Parish which will address conditional rezoning. Additionally, a new salon is going in the back of Glenn Catt's building and Farm Bureau is moving into Dr. Karkosak's old office on State Street.
 - Members of the board welcomed Kelsie – all are very pleased she is here.

- Thanks to Pat O'Brien for his service as Chair.
- Patrick Kilkenny, Assistant Planner, said the fishing pier is moving forward. A June installation is planned. He also stated that the City has submitted three grant applications to Charlevoix County for improvements to 3 local parks which would include a kayak launch and a Mobi-Mat.

ADJOURNMENT

The Boyne City Main Street Board meeting of February 16, 2017 was adjourned by Chair Michelle Cortright at 10:38 a.m.


Jane Halstead, Recording Secretary