Michigan BOYNE CITY Main Street
Where Life meets Lake.®

Approved: 5/7/20 RH

Meeting of March 5, 2020	MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, MARCH 5, 2020 at 8:30 AM CITY HALL, 319 NORTH LAKE STREET
Call to Order	Chair Rob Swartz called the meeting to order at 8:31 a.m.
Roll Call	Present: Jodie Adams, Anna Burkhart (arrived 8:49), Michael Cain, Michelle Cortright, Robert Grove, Patrick Little and Rob Swartz Absent: Becky Harris, Patti Gabos
Meeting Attendance	City Staff: Recording Secretary Jane Halstead, Assistant Planning Director Patrick Kilkenny, Public: One
Excused Absences MOTION	**Cain moved, Cortright seconded, PASSED UNANIMOUSLY** to excuse Becky Harris and Patti Gabos.
Approval of Minutes MOTION	**Cortright moved, Adams seconded, PASSED UNANIMOUSLY**, to approve the February 6, 2020 minutes as presented.
Hearing Citizens Present	None.
Correspondence	Received and filed.

The schedule of agenda items was adjusted to accommodate a representative from the Chamber of Commerce.

Intern Partnership

Consideration to partner with the Chamber on hiring an intern to be shared by our organizations for a cost to Boyne City Main Street of $6,000.

Elizabeth Looze, the treasurer of the Boyne City Chamber of Commerce, was on hand to voice her support of creating a partnership between Boyne City Main Street and the Chamber of Commerce to share an intern from Central Michigan University from May to December of this year. King-Duff also voiced her support. An intern will provide support to BCMS during their busiest time of year and provide for youth outreach.

MOTION

Cain moved, Cortright seconded, PASSED UNANIMOUSLY to enter into the intern partnership with the details to be worked out by the Boyne City Main Street Executive Director.

Committee Reports

Organization Committee

The Organization Committee continues to search for a replacement for Bob Alger. Kelsie's annual review will be scheduled. Discussion continues on the budget, strategic planning and the TIF renewal.

Farmers Market Committee

Minutes received and filed. Committee appointments were discussed as was the Winter market is slower this year. Twenty-five vendors have submitted applications for the summer market so far.

Promotions/Marketing Committee

Minutes received and filed. Paid advertising may include more digital/social media advertising in the future. The photographer contract will be sent out to bid. Chocolate Covered Boyne went well. There was positive feedback on the dessert contest being held at the school. The Jambo event went well.

Design Committee

Minutes received and filed. Budget priorities were discussed.

Economic Vitality/Team Boyne

Team Boyne is moving forward. Discussion took place on how to populate the Economic Vitality sub-committee.

Director's Report

Received and filed. Boyne Thunder registration opened March 1st and went very smoothly. There are 45 sponsors totaling $180,000 in sponsorship. There are 14 spaces remaining.

Unfinished Business

Strategic Plan

Strategic Plan

Consideration to approve the Strategic Plan as proposed.

MOTION

Cortright moved, Adams seconded, PASSED UNANIMOUSLY to adopt the Strategic Plans as presented.

New Business

Budget Approval

Budget Approval

Consideration to approve the proposed budget for the 2020-21 fiscal year.

The Board reviewed the budget. Highlights include the TIF Renewal, Rivermouth restroom and log cabin improvements. Additional money was also budgeted to help fund the completion of the Pavilion.

MOTION

Cain moved, Cortright seconded, PASSED UNANIMOUSLY to approve the budget as presented.

Graphic Design Services Agreement

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Consideration to approve a 1-year agreement with Kecia Freed Design for graphic design service.

MOTION

Cain moved, Adams seconded, PASSED UNANIMOUSLY to approve a 1 year agreement with Kecia Freed Design for graphic design service.

2020 Accredited Member Sublicense Agreement

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Consideration to approve the Trademark Sublicense Agreement with the National Main Street Center as proposed.

The agreement remains the same.

MOTION

Cain moved, Adams seconded, PASSED UNANIMOUSLY to approve the Trademark Sublicense Agreement with the National Main Street Center as proposed.

BCPS Millage Presentation

Presentation from Patrick Little, Superintendent BCPS

Patrick Little, Superintendent of Boyne City Public Schools was on hand to provide information on the upcoming millage request. Several members of the Board had already seen the presentation so Little suggested meeting with those who hadn't seen it after the BCMS meeting.

Financial Report Review

The Financial Report was received and filed.

Good Of The Order

- City Manager Cain suggested non-controversial agenda items be placed in a consent agenda for Board approval. This Organization Committee can look into this.
- Board members are encouraged to attend the National Main Street meeting when possible. It is a great experience.
- Construction on the Pavilion continues to move along well. Some additional costs will be incurred.
- Evangeline Township was awarded a grant to provide for a Trail Master Plan. Beckett and Rader will create the plan which will provide for trail connectivity between current and planned trails in the township and the City.
- Registration for the 4th of July run and the triathlon opened this week.

Adjournment
MOTION

Cain moved, Cortright seconded, PASSED UNANIMOUSLY to adjourn the March 5, 2020 meeting of the Boyne City Main Street Board at 9:34 a.m.

Jane Halstead

Jane Halstead, Recording Secretary