



## 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

**February 6, 2018 – 8:30 A.M. Boyne City City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES – January 9, 2018 Regular Meeting, January 15 Work Session
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. Board Member Installation
  - B. Board Positions

Consideration to appoint Michelle Cortright as Chair for a term of 1 year and Chris Bandy as Vice-Chair for a term of 1 year, as recommended by the Organization Committee.

C. Boyne Thunder Disbursements 2018

Consideration to approve the 2018 allocation to be the same as 2017, and have a revised Letter of Agreement be entered into and enforced with all parties for 1 year, as recommended by the Organization Committee.

Consideration to approve the Organization Committee further discussing future allocations with Boyne Thunder beneficiaries by Fall of 2018.

8. NEW BUSINESS

A. Work Plan Approval

Consideration to approve 2018 committee work plans.

B. Financial Report Review

9. GOOD OF THE ORDER

10. ANNOUNCEMENTS

- A. Promotions Committee Meeting, Tuesday, February 6, 4:00 p.m. – Library
- B. City Joint Board and Commission Meeting, Thursday, February 8, 6:00 p.m. – City Hall
- C. Marketing Committee Meeting, Tuesday, February 13, 9:00 a.m. – Library
- D. Organization Committee Meeting, Tuesday, February 13, 4:00 p.m. – Library
- E. Economic Vitality/Team Boyne Meeting, Friday, February 16, 9:00 a.m. – Library
- F. Boyne Thunder Meeting, Thursday February 22, 5:00 p.m. – Library
- G. Farmers Market Committee Meeting, Monday, March 5, 10:30 a.m. – City Hall
- H. Design Committee Meeting, Monday, March 5, 4:00 p.m. – City Hall
- I. Main Street Board Meeting, Tuesday, March 6, 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 MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING
January 9, 2018 HELD ON TUESDAY, JANUARY 9, 2018 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, Assistant Planner Patrick Kilkenny

Public: Two

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

MOTION

Approval of Minutes Cain moved, Harris seconded, PASSED UNANIMOUSLY to approve the
MOTION December 5, 2017 minutes as presented.

Citizens Comments Ashley Cousens of the Chamber of Commerce reminded everyone of the Annual Awards Gala on January 18th.

Correspondence Correspondence was included in the agenda packet. .

Committee Reports Organization Committee
Scott McPherson attended the Organization Committee meeting and discussed how to craft an RFP for a parking study.
The other topics discussed will be addressed later in this meeting.

Promotions Committee
Chocolate Covered Boyne is the second weekend in February.

Design Committee
The Design Committee continues to develop their work plan and work on the Walk-About-Sculpture Show. The Spelling Bee is scheduled for March 21st at Pine Lake Lodge.

Economic Vitality/Team Boyne
Team Boyne reviewed the marketing study done with the State for the Main Street Program. The potential for a hotel in the community was also discussed.

### **Marketing**

The Marketing Committee continues to develop their work plan.

### **Farmer's Market**

Missy Jollette has been hired as the new Farmers Market Manager.

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### **Director's Report**

Received and filed.

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### **Unfinished Business**

#### **Boyne Thunder Disbursements 2018**

Rob Swartz indicated that the Organization Committee discussed the Boyne Thunder Disbursement at their last meeting and did not come to a decision on how to handle disbursements. They want further direction from the Main Street Board. The Board discussed and the issue was again referred back to the Organization Committee.

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### **New Business**

#### **Board Member Nominations & Approvals**

Michelle Cortright and Ben Van Dam's term on the Main Street Board expire on January 18, 2018. Van Dam is not seeking another term. Cortright would like to continue on the Board. Patrick Little, Boyne City Public Schools Superintendent also applied to be on the Board.

**Bandy moved, Van Dam seconded, PASSED UNANIMOUSLY** to recommend to the City Commission the reappointment and appointment, respectively, of Michelle Cortright and Patrick Little, to the Main Street Board for 4 year terms expiring 1/18/22.

#### **2018 Special Event Liquor Licenses**

Special Event Liquor Licenses are required from the State for Boyne Thunder, the Food Truck Rally and the Farm Meal.

**Swartz moved, Van Dam seconded, PASSED UNANIMOUSLY** to recommend to the City Commission to approve of Main Street applying for the special event liquor licenses for 2018.

#### **Financial Report Review**

The Financial Report was received and filed.

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### **Good Of The Order**

- Chastity Brown will be performing at Freshwater Art Gallery on January 27<sup>th</sup>.
- Snow removal downtown has been a challenge so far this year as our regular snow removal contractor is no longer available. City crews are removing snow after roads are cleared as time allows.
- The tentative date for the Joint Board & Commission Meeting is February 8<sup>th</sup> pending City Commission approval.

- Raven Hill will be hosting a Smithsonian exhibit from August 11th to September 23<sup>rd</sup> this year.
- Fat and Flurrious, a fat tire bike race, will be held at Avalanche on January 20<sup>th</sup>.
- Ben Van Dam thanked everyone – he enjoyed his time on the Board. Thanks to Ben for his service.
- The annual Chamber Awards Gala is January 18<sup>th</sup> at Boyne Mountain.
- The long term funding meeting for Main Street is January 15<sup>th</sup>.
- Congratulations to Kelsie on her one year anniversary with Main Street.

**Adjournment**  
**MOTION**

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**Cain moved, Van Dam seconded, PASSED UNANIMOUSLY** to adjourn the Boyne City Main Street Board meeting of January 9, 2018 at 9:42 a.m.

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Jane Halstead, Recording Secretary



Approved: \_\_\_\_\_

Meeting of  
January 15, 2018

MINUTES OF THE BOYNE CITY MAIN STREET WORK SESSION HELD ON  
MONDAY, JANUARY 15, 2018 at 3:00 p.m. CITY HALL, 319 NORTH LAKE  
STREET

**Meeting  
Attendance**

**Participants Present:** Kelsie King-Duff, Chris Bandy, Rob Swartz, Ben Van Dam,  
Becky Harris, Michelle Cortright, Ingrid Day, Cindy Grice, Dean Solomon,  
Jane Halstead (recording secretary)

**Facilitator:** Dean Solomon acted as the facilitator of the work session.

The purpose of the session was to look at long-term funding of the Main Street Program. Rob Swartz summarized where we are at currently. We need to be proactive on funding in the event TIF funding is decreased or eliminated.

Dean Solomon led the group through exercises to determine which events and projects are most important to Main Street. In-fill development, the Pavilion, façade program and restrooms topped the list. The group also brainstormed on new ways to fund the program which included obtaining more grant monies, millage funds, money from the City and new events.

**Adjournment  
MOTION**

**Bandy moved, Van Dam seconded, PASSED UNANIMOUSLY** to adjourn the Boyne City Main Work Session of January 15, 2018 at 4:55 p.m.

\_\_\_\_\_  
Jane Halstead, Recording Secretary

Boyer City Main Street

Board of Directors Meeting: Long Term Funding discussion

January 15, 2018

Facilitated by Dean Solomon

Rob began the meeting by explaining the four financial handouts (attached). Rob took questions from the participants. Gleaned from the financial handouts, it was agreed that approximately \$155,000 in funding was required to keep the doors of MS open and continue basic programming and events.

Dean then began a facilitated discussion around a two-scenario financial future: continued benefit of direct TIFF funding (most expected) and then the catastrophic scenario where the direct MS TIFF funding is no longer accessible.

### **Future MS Events/Programming**

Dean opened the first of the three part discussion asking participants to name the various major activities that are important to continue or those activities MS should consider for the future. In other words, what are the most critical projects for the future of MS? After the list was completed, Dean asked everyone to vote (designated by dots) for the FIVE most critical projects for the future of MS. The following events/projects are listed in the order of the number of votes received from the nine participants, as well as including a designation of the required capital outlay - an Expensive requirement (over \$100K), a Medium outlay (\$20 - \$99K) and a Cheap outlay (under \$20K).

Pavilion (E) 7

Infill Development (E) 7

Restrooms (E) 6

Façade Program (C) 6

Stroll the Streets (C) 5

Downtown Trailhead (M) 4

Public/Private Partnerships\* (E) 3

New Streetscapes/Parking Patterns (E) 2

Current Programming/Smaller Scale Events (C) 2

Marina Expansion (E) 1

Electric Car Charging Station (M) 1

Open Space (C) 1

Boardwalk (E)

Boat Launch (E)

Old City Park Improvements/Surrounding Developments (E)

Downton Infrastructure (M)

Holiday Decorations (M)

Downtown Aesthetics (C)

\*Public/Private Partnerships: creating relationships that would help alleviate certain pressures that might hamper the growth of Boyne City and MS (for example, housing).

Further, there were three major activities that were listed as special and not in the pool to be voted on. These were Boyne Thunder (as it is a revenue source), Partnerships (as there is typically no cost) and Farmers Market (as it is designed to be self-sustaining).

### **Financial Strategies for Moving Forward**

Dean next lead the group through a discussion on what tools for financial funding might be available to MS in the case of the full loss of TIFF monies. Following the lead of the first portion of the meeting, participants were invited to name financial strategies for moving MS forward and the expected financial benefit from each. In this case, a strategy was assigned a High (bring in a substantial amount of funding), Medium (a moderate amount of funding) or Low (basic funding) label to describe what financial benefits we might expect from each. As with the first discussion, participants were then invited to vote for their top THREE strategies for future financial management.

Create agreement with the City (other taxing authorities) to retain same level of funding (H) 7

DDA Milage (H) 5

Redo Low to Moderate Survey (H) 6

New positive cash flow events (M) 4

Change structure to non-profit status (M) 2

Establish a PSD (H)

Voluntary Sales Tax to the DDA area (M)

Seek additional Foundation funding (L)

Leverage private individuals (L)

Tax on rental properties (L)

Grants/Hiring a Grant Specialist (L)

Membership Model (like the Chamber) (L)

Create a "Friends of MS" group (L)

Charging fees to attend current events (L)

Enhance Sponsorship opportunities (L)

### **Next Steps**

In the concluding portion of the meeting, Dean led us through a discussion on Next Steps. These are as follows, listed in the order as provided by the participants.

- 1) Redo Low to Mod Survey and have MS be in the lead
- 2) Open conversations with the MS businesses about the funding issue and the funding options identified
- 3) Open conversation with the City Commission about potential funding issue, what MS brings/means to the community and agreement for funding well ahead of any financial cliff
- 4) Think about and plan for a new major event
- 5) Research new MS structuring options and be prepared to act if necessary
- 6) Have an understanding of what the new or different MS events or programming provided in the first portion of the discussion means (purpose) to MS
- 7) Evaluate and put real dollar values on major activities and funding options
- 8) Discuss all of the issues and projects brought up today on a quarterly basis at the MS board level

Meeting adjourned.

Attached Financial Information and Projections

# Minutes: January 19, 2018

## Economic Vitality/Team Boyne Committee

Friday, January 19, 9:00A

Boyne District Library Community Room

Members Attending: 16

### Agenda

**Presentation:** Monica Kroondyk, Director, Boyne City Library

John congratulated Monica on her appointment as Director of the Boyne City Library. Monica provided a brief synopsis of how she came to love books and reading and her educational accomplishments. Monica also provided information about the library celebrating the 100<sup>th</sup> year this year (after opening in 1818 due to a grant from the Carnegie foundation) and the many exciting programs and special events that will occur. The library has capitalized on a grant from the Peabody Foundation and will be expecting delivery of a BookMobile soon. Monica is very excited for the possibilities this will bring for outreach to the greater community.

John also provided our newest member, James Richmond from Edward Jones, the opportunity to introduce himself and provide some background. James did mention that he is excited to work in Boyne City and loves how much the city has to offer.

### Old Business

1. John provided a brief introduction to the three Work Groups that had been established in the previous meeting. He asked for additional volunteers for each group and any additional input or ideas to help with the work to be done. It was suggested that a lead person be assigned to each group and also to investigate whether or not real estate oriented members could assist in some of the work. In addition, it was recommended that we be sure to utilize any and all previously created information or data bases. Hannah offered use of Zoom Prospector, that she uses in her work, to help in any way it can.

It is expected that each group will have an update and a timeline for work to be completed (as needed) at our next meeting in February.

Updated committee members for each group and the lead person are provided at the end of these minutes.

John assured the team that he and Kelsie would provide all of the information currently created/available for each group early next week, along with proper contact information for each group member as well.

### New Business

As Monica had already done her presentation, there was no other New Business.

## Good of the Order/Updates

1. Lorraine Manary/United Way: Feb. 10 at 7pm hosting "Toast to Literacy" fundraiser at Castle farms and is looking forward to all the events to celebrate their 75<sup>th</sup> year.
2. James Richmond/Edward Jones: provided an introduction earlier
3. Ron Grunch/City Commissioner: asked a follow up question about the Work Groups
4. Scott Mackenzie/Humane Society: excited to have the 2018 board and officers in place and explained how they helped in a dog rescue in Georgia. The Humane Society is also excited to complete a medical room in their facility that will eventually help them save up to \$30,000 in medical-based costs for caring for their animals. Scott also took the time to provide a detailed (and funny) background to all the fun and festivities that will be coming to Boyne City in early August for the Pirate Festival. There is a FaceBook page created for this purpose and all the details can be found there.
5. Ruth Skop/Edward Jones: passed
6. Patti Gabos/Char-Em ISD: passed
7. Monica Kroondyk/Boyne City Library: Friends of the library are showing "The Letters" tonight as part of their film series.
8. Tom/City: the city is working on the budget, which is due May 1. Working with Melrose Township and Boyne Valley on a corridor study; there had been a presentation at the last Commission meeting. Looking for common goals and to address aesthetics, safety, zoning and the like.
9. Ward Collins/Boyne Arts Collective: encouraged everyone to get involved in the new Pirate Event and to be involved in general.
10. Bob Carlisle: passed
11. Ken Schroeder/Boyne City School Board: said the school board had a quiet last meeting and that officers were elected.
12. Pat Little/Superintendent: the high school will be presenting Mary Poppins soon. There are two local and one ISD renewal milages on the May ballot. The two for the local school district are the Non-Homestead Operating Milage and the Headlee Amendment override. For the ISD, it is the Special Education Milage. Again, all are renewals.
13. Hannah Sanderson/LEA: they have created their work plan for 2018. Excited that the fall conference will be held in the area and encouraged our members to attend. It is a noon to noon conference, well priced and is a walking conference.
14. Ingrid Day/Main Street: looking forward to chocolate Covered Boyne Feb. 9 and 10.
15. Linn Williams: hoping to get to the 60 business participants for Chocolate Covered Boyne like there was last year and at least the 13 different chefs competing in the dessert challenge.

Excited that the Hospitality class from the high school will participate again. The dessert contest will be at 2pm on Feb. 10 and hosted by Boyne Provisions.

16. John Cool/Char. State Bank: he will work with Kelsie to provide all the information to the Work Groups. On behalf of Ashley Cousens, thanked everyone for their participation at the Boyne Area Annual Awards dinner last night and congratulated Ashley on a job well done.

**Next Meeting: Friday, February 16, 9:00 A,** Boyne District Library Community Room

**Updated Work Groups:**

Community Profile

Ashley Cousens, leader

Linn Williams

Hannah Sanderson

Pat Little

Available Property Information

Hannah Sanderson, leader

Ashley Cousens

Ward Collins

Dan Wollschlager

Michael Sheean

Scott Mackenzie

Questionnaire Committee

Ward Collins, leader

Lorraine Manary

Scott Mackenzie

Ruth Skop

Bob Carlisle

Patti Gabos

**Boyne Thunder 2018**  
**Ongoing Notes**  
**15<sup>th</sup> Annual**

**Ongoing Notes**

**February 22, 2018**

**Present:**

**Recorder:**

**January 25, 2018**

**Present:**

Bob, Kelsie, Nan, Ward, Patti, Ingrid, Tracy, Lisa, Bob, Mike, Barb, Jean and Jeff

**Recorder:** Ingrid

**UPDATES:**

**Modified Logo:** A concept idea for the 15<sup>th</sup> Anniversary logo was reviewed. Suggestion to add a tag line or other verbiage about the charities or something having to do with our mission. Please send ideas to Bob to disburse

**Winners' Distribution:** It was suggested to do \$5K, \$3K, \$1.5K (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>) and \$500 for other awards (worst hand, best dressed crew, etc.). Lisa will come to the next meeting with ideas for additional prizes (winners will get a plaque) and how to determine these winners.

**Course change:** boils down to switching the first two stops so Northport will be first. Kelsie will work with Kecia to update the map for the use of the committee.

**Registration:** March 1<sup>st</sup> at 9am registration will open for the remaining registration spots (120 minus sponsors). Reminder that there is not an early registration code for past participants this year. Registrants will be contacted by phone like last year to gain additional information. Registration will re-open for extra wristbands. No waitlist again this year

**Captains' Gifts:** Nan brought some suggestions; total cost of gifts should be around \$125: carbon fiber coolers, rolling coolers, backpacks, etc. Also suggested a bottle cooler for each captain plus perhaps a beach towel (with the 15<sup>th</sup> logo), or ear buds. Nan will come to the next meeting with a final suggestion for the big gift and all the fillers.

**DIALOGUE:**

**Work Plan:** Bob asked for modifications to the workplan that was sent. Coast Guard has been taken care of and liquor license info has been sent in. Checking into the "no drone" zone. Also, Greta will be the person to follow up with all our local sponsors.

Nan had several corrections for food and beverage: lunch for Friday volunteers and Camp Quality is Lisa L from Camp Quality and to remove the volunteer dinner Friday night.

Volunteers are needed for set-up on Friday morning and take down on Sunday. "Bodies" are needed but some should be young and strong.

Clean up for both Friday and Saturday, after dinner/card display: long ago was Camp Quality, shifted to Challenge Mountain, and last year shifted back to Camp Quality. This is awareness and will work with Camp Quality for this.

The helicopter folks have been contacted by Bob M and they have the date on the calendar.

**Stigg's:** Wednesday evening seems to be a good night for this and Bob will work with Mike to determine all the details. The major roadblock might be the permit for the parking lot that evening.

**"Change It Up Bits":**

**Monitoring Captain/Crew Rules:**

Ward reported that since Boyne Thunder is not a legally created committee or LLC, any liability would go to Main Street or the City. The committee does have extra insurance for on water activities separate from on land liability. Might also consider a rider for a drinking incident or accident arising from us not monitoring the rules directly.

Barb and Kelsie will meet with the city attorney as follow up to ask about the level of oversight of rules compliance.

**Entertainment:** Ideas were discussed about involving additional entertainment, opportunity for additional public interactions, and additional event planning. There is a whole next level of security and safety needs with any of these ideas. Recommended to turn the entertainment concept over to local merchants. Reminder that the public can come to the tent Friday/Saturday evening after dinner.

Barb asked if there was some way we could involve the transit company to help with transporting folks back and forth to the Mountain. The Mountain has offered their van before but it was not utilized well.

**Boyne Thunder App:** Pete had suggested this and Bob A. met with a local business who prepared some information about an app. It is a 4 to 5 week lead time and costs \$3500 to create with a \$1,500 annual fee. Is there a way to have this company be a 'sponsor' for Boyne Thunder? There was general agreement that this is worth pursuing.

**Sponsorship Display:** Bob wanted to clarify the discussion from the last meeting: are we going to allow the sponsors to bring flags to the docks? Yes. Use the display area that Ward will oversee? Yes. A place to put their banners closer to the tent? Yes and we will determine where this will be. Consider the look of the materials and where is the best place for banners?

It was suggested that we print a few banners that announce that we were voted the #1 poker run.

**DISCUSSION:**

**Card processing changes:** There will be a time limit for turning in cards on Saturday. All but 10 card hands will be visible/displayed at dinner. After the auction, the card display process will work from “almost worst to first” with the worst hand and the best hand being the last two hands to be announced.

**Seating/tents:** Looking for a larger tent. The vendor that we have used in the past, is limited by size. A different vendor has a tent that is 60X100. This would give us more room with the stage in the middle at the 50 foot mark. Bob will work with the DJ to make sure we have additional speakers in the corners. We would try to use more round tables for a better look with a few rectangles along the edges. This will seat at least 580. With the larger pavilion, the tent will need to be set up more to the east because there is a tree that will interfere. But, the tent will still attach to the pavilion, just not all along the edge of the pavilion. If the weather is good, this set up would allow for some outdoor seating.

**“Change It Up Bits”:**

**Fireworks** on Friday: would need a project leader and it will be a cost of \$20,000 to \$25,000 total. Need the various permits, law enforcement concerns, and appropriate meetings with the fireworks company to hone the display. Further, is there a way to leverage this into another business partnering with us to sponsor this? Concern expressed about debris from fireworks and settling on the boats and repeating an event from the week prior.

Motion by Barb and seconded by Ward to not have fireworks this year. Motion passed. Discussion was had about finding a way to do something to celebrate our 15<sup>th</sup> year and a connection to the community. Lisa has a contact for a video wall and will work with Barb; all are encouraged to send ideas to Barb for what special event could be done for this year.

**Auction Items:** need more items. We do have an EJ Iron Works manhole cover, a cement table, a popcorn machine and a red tug boat. Considering a shot ski; do you do the BT logo or do it with the winner’s logo? It was suggested to bring back Martina Hahn (last time we did not get back the money it cost us) but not moved forward. Bob will work with Stiggs for another Stiggs Basket?

Need to consider what to do if folks bring donation/auction items day of? Will discuss at an upcoming meeting.

**POST EVENT RECOGNITION:**

**Thank you’s:** Someone is still needed to oversee the sending of thank you cards. Discussed at next meeting

Next meeting is February 22<sup>nd</sup>, 5pm at the library



### **Directors Report- February 2018**

Welcome Patrick Little: I would like to wish a warm welcome to the board to Boyne City Public Schools Superintendent Patrick Little!

Boyne Thunder Sponsorship: Boyne Thunder Sponsorship is going great. At the time of this report \$165,500 in sponsorship has been committed to. General registration will open March 1 at 9 a.m.

Michigan Main Street Photo Contest: We were awarded \$1,000 from Michigan Main Street for winning the promotions category of their photo contest. Late last year we submitted 5 photos for each of the following categories: promotions, organization, design, economic vitality, and active downtown. One of our photos from our contract with Kim Mettler of Michigan Barefoot Memories Photography won!

Joint Board and Commission Meeting: The City's Joint Board and Commission Meeting will be taking place this Thursday, February 8<sup>th</sup> at 6 p.m. at City Hall. Michelle and I will be attending to represent Main Street. All board members are invited to attend.

Chocolate Covered Boyne: Be sure to head downtown February 9 & 10 for Chocolate Covered Boyne. Lots of great specials are being offered, and the dessert contest will take place at 2p on Saturday at Wine Emporium (last year's winners of the dessert contest).

Oakland County Main Street Training: I will be attending a training being put on by Oakland County Main Street on February 15 & 16. The focus is connecting downtowns and trails. I look forward to bringing back some new great ideas!



**To: Main Street Board**

**From: Kelsie King-Duff**

**Date: February 2, 2018**

**Subject: February Agenda Items Overview**

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**Overview:**

There are several items on the February 6 Main Street Board Meeting agenda which require further explanation. Addressed below are the individual items.

Boyne Thunder Disbursements 2018: The organization committee again had lengthy discussions about Boyne Thunder disbursements. At this time it was determined it would be best to keep the disbursements the same this year, as in 2017, since planning for the event is already well underway. The organization committee then outlined a process for moving forward to decide on disbursements for 2019, as outlined in the recommendation.

Work Plan Approval: Each year every committee must complete work plans that the board then approves. This is required by Michigan Main Street and for accreditation of our program from the National Main Street Center. The work plans may look a bit different than in previous years. This is the new format being used by National and the State, due to the refresh process.

**RECOMMENDATION:**

Boyne Thunder Disbursements 2018: It is my recommendation to approve the organization committee's recommendation for the 2018 Boyne Thunder disbursements, and the process for deciding disbursements for future years.

Work Plan Approval: It is my recommendation to approve all work plans presented.

# MAIN STREET TRANSFORMATION STRATEGY IMPLEMENTATION

## Boyne City Main Street - Outdoor Recreation Transformation Strategy

*Downtown Boyne City is a well-known, welcoming, four-seasons community-on-the-water, with successful, full businesses, comprehensive signage, high-quality public facilities – accessible for everyone – that maximizes the experience of Boyne.*

PROJECT/ PROGRAMMING	OVERARCHING GOALS									PARKING LOT	FOUR POINTS											
	Improve public amenities to ensure availability and accessibility for all outdoor recreation users.				Ensure availability of year-round businesses that are welcoming to outdoor recreation users.			Align projects/activities with those of outlying outdoor recreation options to maximize the experience of Boyne.			Economic Vitality			Design			Promotion			Organization		
	1. Increase in # of amenities	2. Increase in users expressing satisfaction with public amenities	3. Increase in private investment	4. Increase in outdoor recreation users landing in downtown Boyne City	1. Increase in # of new, year-round businesses	2. Increase in # of downtown outdoor recreation activities	3. Increase in outdoor recreation users landing in downtown Boyne City	1. Promotional messaging is consistent between businesses/organizations	2. Increase in outdoor recreation users landing in downtown Boyne City		1. Support existing economic base	2. Promote strategic use of space + development	3. Assemble resources	1. Promote physical improvements	2. Preserve + enhance existing historic fabric	3. Encourage planning + best practices	1. Position district as center of activity	2. Market district assets	3. Enhance positive image	1. Promote the revitalization effort	2. Foster community engagement	3. Encourage investment in revitalization
Farmers Market																						
Boyne Appetite																						
Boyne Thunder	X	X	X	X		X	X	X	X		X	X		X			X	X	X	X	X	X
Chocolate Covered Boyne			X				X	X	X		X					X	X	X		X		
Stroll the Streets	X	X	X	X	X	X	X	X	X		X	X		X	X	X	X	X	X	X	X	X
Harvest Festival		X	X	X	X	X	X	X	X		X	X			X	X	X	X	X	X	X	X
Earlier than the Bird		X	X	X			X	X	X		X				X	X		X		X		
Holiday Parade and Open House		X	X	X		X	X	X	X		X				X	X	X	X		X		X
Walkabout Sculpture Tour	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
Façade Grants	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
Boyne Bee	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X		X		
Buff up Boyne		X		X		X	X		X		X		X	X	X	X	X	X	X	X	X	X
Stroll through History	X	X		X		X	X	X	X		X			X	X	X	X	X	X	X	X	X
Market Study Update			X	X	X		X	X	X			X	X		X		X	X	X	X	X	
<b>TOTAL</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>6</b>	<b>8</b>	<b>12</b>	<b>11</b>	<b>12</b>		<b>11</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>12</b>	<b>8</b>

Boyne Thunder 2017					
	Timeline	Event Tasks	Person Responsible	Status	Notes
<b>Off Water Logistics</b>					
	1-Mar	Order tent, tables, chairs	Kelsie		Jordan Valley Rentals Nancy 536-2895 or 675-2895 in 2017
		Order Tent tables chairs for Chv	Ingrid	<b>DONE 1/29</b>	Charlevoix Tents selected in 2017
	1-Apr	Order Porto Potties	Ingrid		At Your Service Extras for D/T Michelle 536-9668 in 2017
	15-Jun	Signage for Veteran's Park, boat launch	Bob A		
	14-Jun	Banners- designed, ordered, ready for deployment	MS Marketing		Sally VanDomlin, chairperson of MS marketing
	1-Jun	Park layout for sponsors and vendors	Mike/Ward/Bob A		
	15-Jun	Trailer parking arrangements	Bob A/Charlie H		Boyne Boat Yard
	15-Jun	Vehicle parking arrangements	Bill A/Lisa B/ Bob A		
		Order returnable can containers	Kelsie		
	1-May	Order dumpsters	Ingrid	<b>DONE 2/1</b>	American Waste Jill 231-564-2553
	1-Jun-15	Secure hand-held radios	Bob A		
	15-Jun	Hire Cleaning Company	Ingrid		UpNorth Cleaning Stacy 675-2441 in 2017
	15-Jun	Restroom cleanup	Ingrid		UpNorth Cleaning Stacy 675-2441 in 2017
	1-Jun	Placement of Security fencing	Bill A, Challenge Mountain		
	1-Jun	Arrange parking area fencing with city	Kelsie		
	5-Jul	Prepare/clean/wash pavilion	Kelsie		
	1-May	Boyne Boat Yard Parking	Bob A		
	1-May	Honeywell parking lot agreement / insurance	Kelsie		Diane Fiel 582-3839 diane.fiel@honeywell.com
	1-May	Insurance/Chx,Honeywell,BBY,etc.	Kelsie		
	5-Jul	Small Launch Closing Notice Signs	Kelsie		
	5-Jul	Placement of Trailer Parking Directional Signs	Bob A		
	31-May	On water event Insurance	Kelsie		
	5-Jul	Order Change/Money Bags	Kelsie		See Michele Hewitt
	19-Jun	Participant Welcome SWAG bag	Com	<b>NOT DOING</b>	
	1-Apr	Contact Landings Condo Assoc. for dock space	Pete O, Barb		
	May	Contact Harborage for dock space	Pete O, Barb		
		Parking signs for Honneywell Lot	Bob A		
		"No Drone Zone" plan	Bob A/Doug Hill		
<b>Permit Acquisition</b>					
	1-Jan	3 in Boyne City (Park, Signage, Street Closure)	Kelsie	<b>DONE</b>	
	1-Mar	MS Board approval for liquor license	Kelsie	<b>DONE</b>	
	15-Mar	City Commission approval for liquor license	Kelsie	<b>DONE</b>	
	1-Apr	Charlevoix, Park for lunch	Kelsie		Linda Weller 547-3270 lindaw@cityofcharlevoix.org in 2017
	1-Apr	Charlevoix, Merchandise sales (Business permit)	Nan/Linda		Linda Weller 547-3270 lindaw@cityofcharlevoix.org in 2017
	15-Apr	Liquor License	Kelsie		
	15-Mar	DNR	Kelsie		Andrea 536-7235 Loretta Cwalinski 989-732-3541 x5910 in 2017
	1-Mar	Coast Guard/Homeland Security	Kelsie	<b>DONE</b>	Morgan Gambino 906-635-3304 Chris Porter 906-635-3222 in 2017
		County Sheriff / Marine Patrol (all jurisdictions)	Pete		
<b>Miscellaneous</b>					
	1-May	Check Little League Field Usage	Bob A		Clyde Payton 231.330.0824, <b>Scott Hewitt in 2017</b>
		Budget update	Colin M		
<b>Marketing</b>					
	1-Apr	Marketing material preparation	MS Marketing Com		
	15-Jun	Press Releases	Kelsie		June 24 to media outlets
	1-Jan	Update website	Kelsie/Patti	Ongoing	
	15-Apr	Arrange Web, Radio and Newspaper ads	Kelsie		
	1-Jun	Order fliers and banners (from Bayside)	MS Marketing Com		completed and in-hand by June 15th
	15-Jun	Display banners (Charlevoix 31/Mercer and m66/31)	Bob A		2 weeks before event
	15-Jun	Display banners (Chamber, M75 south, park)	Bob A		2 weeks before event
	1-Jun	Distribute fliers /posters	Committee		

<b>Registration</b>					
	1-Feb	Update Registration Package	Patti		
	1-Mar	Registration	Patti		
		Data Tracking ???	Patti		
		Event payout (prizes) W-9s	Kelsie		
		Financial Management	Colin		
		Registration/Information booth	Patti		
	7-Jul	Password protect dedicated wifi	Barb/Kelsie/IT support		
	15-Feb	Establish Unique Passwords for Reg.	Patti		
	15-Jun	Pay Pal Apps loaded on devices	Kelsie		
	1-Jan	Website Upgrade	Patti		
	15-Jun	Insurance Policies on all boaters	Patti		
	30-Jun	Online Registration Deadline Final Counts	Patti		
	30-Jun	Provide Final Participant Spreadsheets to all	Patti		
	30-Jun	Driver's meeting sign-in	?		See volunteer list
<b>Sponsorship</b>					
		Local sponsor liaison	Greta		
		all sponsor recognition banner	Linda B		
		Personal sponsor attention (host/hostess)	Ward		
		Sponsor recognition banner at events	Linda B		
		Secure sponsors	Mike K./Linda		
<b>Stroll The Streets</b>					
	1-Apr	Stroll the Streets	Karen G		6:00 p.m. - 9:30 p.m. in 2017
	1-May	Boat Recruitment	Bob M		
	1-Jun	Cars	Bob M		
	15-Jun	Maps/Logistics	Bob M		
	1-Apr	Intersection Security	MS/Bill A		Chuck Vondra County Sheriff Dept 675-1909,
	15-Jun	Blinking Lights at Park and Water	Kelsie		Andy Kovolski 582-0375 or Jeff Gaither 582-0352
	8-Jul	Street Closure Signs	Kelsie		
	15-May	Bulmann Dock and Lift	Bob M		Steve Bullman
	5-Jul	Confirmation of Boat Arrival	Bob M		
<b>Event Planning</b>					
	15-Jun	Boyne City 4th of July Parade Entry	Bob M		
	1-Jun	DJ / Music Friday	Bob A		Experience DJ Services Roger Coates 582-7510 rdcoates@me.com
	1-Jun	DJ / Music Saturday	Bob A		Experience DJ Services Roger Coates 582-7510 rdcoates@me.com
	1-Jun	Sound System for Driver Meeting	Bob A/Bill A		
		ID check/wrist bands/drink ticket sales	Ward/security		
	1-Jun	Security for food / beer tent	Ward		
	1-Jun	Stereo Wars on Friday evening	Bob M		106 KHQ participate <b>Need Place to Park on Fri</b>
		Camp Quality and Challenge Mtn Boat Rides	Tracy N		
		Sommerset Reception	Ward		On hold
		Determine auction location, time	Committee		
		Secure Auction Items	Camp Q/Challenge Mtn		
	1-Mar	Secure auctioneer	Bob A/MS	<b>DONE</b>	Scott McKenzie
		Martina Hahn speed painting	Committee		did not have in 2017
<b>Food and Beverage</b>					
	1-Feb	Secure caterer	Lisa B	<b>DONE</b>	Sweatwater, \$113 pp total for dinner, breakfast, lunch, dinner in 2017
		Friday lunch for Camp Quality children	?/CQ		
		Lunch food for Friday volunteers	?/Linda B		
		Dinner food for Friday volunteers	?/Linda B		
		Friday dinner, 7:00 - 9:00 p.m.	Lisa		
		Saturday breakfast, 7:00 a.m.	Lisa		
		Saturday lunch - Charlevoix	Lisa		Chx TapRoom, \$14
		Saturday dinner, 7:00 p.m.	Lisa		
		welcome/thank you from beneficiaries Sat night	CQ / Bill A./Kelsie		
	1-May	Order all products for food events	Lisa B		
	1-May	Table linens	Lisa B		
		Secure ice vendor	Jeff M		

		Meet with Bayside: product, bar, truck	Jeff M		
		Identify liquor retailer	Jeff M		Boyne Mountain
		Identify supplier for mixes, cups, ice etc	Jeff M		cups needed for dinners
		Layout bar setup	Jeff M		
		Bar Opens	Committee		5:00-10:00p.m Fri, 5:00-11:00 p.m. Sat in 2017
		Drink Tickets	MS		
		Secure bartenders	Jeff M		
		Meal Headcount tracking at gate entrance	Ward		
		Table settings (flowers?)	Lisa B		
		Food Trucks	Bill A		
<b>Merchandise</b>					
		coordinate sales throughout event	Nan/Linda		
		Check 2016 inventory	Nan/Linda		
		Order merchandise	Nan/Linda		
		Order boaters gifts	Nan/Linda		
		Order Poker Cards	Bob A		
		Order approved drinker wrist bands	Kelsie		
		Order participant Wrist bands	Kelsie		Boyne Thunder 2018
		Order boat numbers	Mike K		
		Shirts for committee members	Nan/Linda		
		Volunteer Shirts	Nan/Linda		
		Gifts for Champagne cruise captains	Nan/Linda		
<b>Work Crews</b>					
		Pre-event set-up (tbls, chrs)	CQ		
	1-Jun	Tent Lighting/Electricity	Frank Minet		utilizesCQ electrical cords in 2017
		Volunteers for Marina Staff	Bill A. / Challenge Mtn		
		Post event tear down	Bill A. / Challenge Mtn		
		After dinner clean-up on Friday night	?/CQ	Lisa B?	
		After dinner clean-up on Saturday night	?/CQ	Lisa B?	
		Lunch Receptionist, Chx Harbor	?/CQ		
		Stroll the Streets / Street closures	Bill A. / Challenge Mtn		
		Boat and Car show	Bill A. / Challenge Mtn		
		Volunteer deployment as needed	?/ Linda		
		host/greeter for participants @ park entrance	Bill A./Challenge Mtn		
		Saturday Afternoon help at boat launch	Bob A		
<b>On Water Logistics</b>					
		Coordination of Marshal boats	Bob M/Pete O		
		Marshal Boat captain meeting (DNR invite)	Bob M/Pete O		
		Vests/flags for marshal boats	Bob M/Pete O		
		Marshal Boat on course deployment	Bob M/Pete O		
		Coordination of Card Boats	Bob A		
	1-Feb	Contacts made with Harbor Masters	Bob A		
	1-Jun	Final email to participants	Patti		
		Clarify Poker Card Pickup Process	Bob A		
	1-Jul	Secure flag ships (pace boats)	Bob M		
	1-Apr	Start sequence	Bob M		fleet can not reach chx before 10:30 a.m. in 2017
	1:35 PM	Lunch Departure	Committee		AFTER the 1:30 ferry departure in 2017
	event Sat	Parade lap buoy set up	Charlie H		
	1-Dec	Course Determination	Bob A/committee		
		Participant Dock assignment/organization	Net G/Barb		
		Relocation of seasonal boaters from city marina	Pete O, Barb, marina staff		
		Boat Launch management	Bob A		
		Contact Sommerset about docking	Bob A		
<b>Photographer/Video</b>					
	1-Feb	Secure Videographer/define scope of work	Bob M. / Pete/ Bob A		Tmack productions, tom MacKnight, Sarasota Florida

		Secure Photographer	Bob M. / Pete / Bob A		Shoot to Thrill, Pete Boden
	1-Apr	Boat, chopper acquisition	Bob M. / Pete / Bob A		TC Helicopters
<b>Post Event Wrap Up</b>					
		Participant Surveys and Communication	MS		
		Financial Reports/Analysis to Cindy/Michele	Colin M		
	ASAP	Thank you postacrd			
	ASAP	Press Release with Pictures	Marketing com?		
	Sat night	Issue Checks for Poker Hand Winners	Kelsie		
		2017 Merchandise Inventory Report	Nan/Linda		

<b>Champagne Cruise</b>		Secure boats	Jean/Jeff W		Camp Q again for 2018
		Ice for coolers	Jean/Jeff W		
		Order champagne / food	Jean/Jeff W		
		Coordinate with card stop #5	Jean/Jeff W		
		Determine departure time / cruise route	Jean/Jeff W		
		Recruit participants	Jean/Jeff W		















PERIOD ENDING 01/31/2018

ACCOUNT DESCRIPTION	2017-18 ORIGINAL BUDGET	ACTIVITY FOR MONTH 01/31/2018 (EASE (DECREASE) RMAL)	YTD BALANCE 01/31/2018 (ABNORMAL) RMAL	AVAILABLE BALANCE (ABNORMAL)	% BGD T USED
<b>Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY</b>					
<b>Revenues</b>					
<b>Dept 000</b>					
400.000 ALLOCATION FROM CUR YR FD BAL	16,994.00	0.00	0.00	16,994.00	0.00
<b>Total Dept 000</b>	<b>16,994.00</b>	<b>0.00</b>	<b>0.00</b>	<b>16,994.00</b>	<b>0.00</b>
<b>Dept 030-REVENUES</b>					
405.000 CURRENT YEAR TAXES	278,491.00	0.00	227,278.48	51,212.52	81.61
580.000 GRANTS	0.00	0.00	3,412.00	(3,412.00)	100.00
670.000 PROMOTIONS COMMITTEE REVENUE	21,000.00	0.00	10,050.00	10,950.00	47.86
670.300 WALKABOUT SCULPTURE SHOW	6,000.00	0.00	2,800.00	3,200.00	46.67
675.000 CONTRIBUTIONS	0.00	538.78	688.78	(688.78)	100.00
676.000 SPECIAL EVENTS - POKER RUN	36,417.00	0.00	0.00	36,417.00	0.00
<b>Total Dept 030-REVENUES</b>	<b>341,908.00</b>	<b>538.78</b>	<b>244,229.26</b>	<b>97,678.74</b>	<b>71.43</b>
<b>TOTAL REVENUES</b>	<b>358,902.00</b>	<b>538.78</b>	<b>244,229.26</b>	<b>114,672.74</b>	<b>68.05</b>
<b>Expenditures</b>					
<b>Dept 731-EXPENDITURES</b>					
705.000 SALARIES/WAGES	60,700.00	6,310.22	41,915.69	18,784.31	69.05
712.000 INSURANCE: LIFE/AD&D	250.00	23.42	257.62	(7.62)	103.05
713.000 MEDICAL INSURANCE	16,127.00	0.00	5,386.86	10,740.14	33.40
714.000 SOCIAL SECURITY	4,614.00	497.15	3,743.92	870.08	81.14
715.000 PENSION	3,920.00	452.28	3,297.44	622.56	84.12
716.000 UNEMPLOYMENT	57.00	1.58	4.35	52.65	7.63
719.000 SICK/VACATION	2,827.00	188.46	2,261.48	565.52	80.00
727.000 OFFICE SUPPLIES	750.00	0.00	506.01	243.99	67.47
730.000 REPAIRS/MAINTENANCE	2,000.00	0.00	0.00	2,000.00	0.00
732.000 MEMBERSHIP DUES	3,500.00	0.00	3,350.00	150.00	95.71
740.000 UTILITIES/INTERNET SERVICE	492.00	40.75	348.99	143.01	70.93
750.000 ADMINISTRATIVE FEE	7,500.00	0.00	0.00	7,500.00	0.00
760.000 DESIGN COMM EXPENSES	2,250.00	0.00	1,979.96	270.04	88.00
762.000 DESIGN CAPITAL IMPROVEMENTS	64,000.00	0.00	6,173.50	57,826.50	9.65
763.000 STREETScape AMENITIES	25,000.00	0.00	23,335.73	1,664.27	93.34
782.000 BUSINESS RECRUITMENT/RETENTION	8,500.00	0.00	0.00	8,500.00	0.00
810.000 COMMITTEE/EVENT EXPENSES	0.00	0.00	458.92	(458.92)	100.00
812.000 ORGANIZATION COMM EXPENSES	4,000.00	24.09	1,258.71	2,741.29	31.47
870.000 EDUCATION/TRAVEL	4,000.00	105.74	3,012.28	987.72	75.31
900.000 ADVERTISING/PUBLISHING	14,815.00	814.40	9,077.61	5,737.39	61.27
902.000 PROMOTIONS COMMITTEE EXPENSES	15,000.00	400.00	6,673.90	8,326.10	44.49
910.000 PROMOTIONS COMMITTEE EVENTS	32,100.00	0.00	26,092.20	6,007.80	81.28
940.000 FACILITIES RENT	4,200.00	350.00	3,150.00	1,050.00	75.00
942.000 SERVICE MAINTENANCE FEE	75,000.00	0.00	0.00	75,000.00	0.00
990.000 LOAN REPAYMENT	7,074.00	0.00	0.00	7,074.00	0.00
991.000 INTEREST	226.00	0.00	0.00	226.00	0.00
<b>Total Dept 731-EXPENDITURES</b>	<b>358,902.00</b>	<b>9,208.09</b>	<b>142,285.17</b>	<b>216,616.83</b>	<b>39.64</b>
<b>TOTAL EXPENDITURES</b>	<b>358,902.00</b>	<b>9,208.09</b>	<b>142,285.17</b>	<b>216,616.83</b>	<b>39.64</b>
<b>Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:</b>					
<b>TOTAL REVENUES</b>	<b>358,902.00</b>	<b>538.78</b>	<b>244,229.26</b>	<b>114,672.74</b>	<b>68.05</b>
<b>TOTAL EXPENDITURES</b>	<b>358,902.00</b>	<b>9,208.09</b>	<b>142,285.17</b>	<b>216,616.83</b>	<b>39.64</b>
<b>NET OF REVENUES &amp; EXPENDITURES</b>	<b>0.00</b>	<b>(8,669.31)</b>	<b>101,944.09</b>	<b>(101,944.09)</b>	<b>100.00</b>