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### **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**

**September 3, 2015 – 8:30 A.M. Commission Chambers – City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES—August 6, 2015 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET MANAGER’S REPORT
7. UNFINISHED BUSINESS
  - a. Team Boyne Committee Chair Appointment
8. NEW BUSINESS
  - a. Farmer’s Market Alcohol Sales – Becky Harris
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Next Boyne City Main Street board meeting, Thursday, October 1, 2015, 8:30 a.m. at City Hall. Please plan on extra time due to the Fund Development Assessment to be initiated by MMS
  - Tuesday, September 15, 5:30 – 7:30 p.m., Boyne City High School, the Draft Presentation of Boyne on the Water, followed by additional discussion and feedback
  - Monday, September 21, 5 – 7:30 p.m., Boyne District Library, Business Transition Planning Workshop
  - Harvest Festival, October 3 from 8 a.m. – 4 p.m.
  - Wednesday, October 7 from 3 – 7 p.m. is Main Street Annual Goal Setting Session
  - Thursday, October 15 from 11:30 to 1:30 p.m. State of the Community Luncheon at Boyne Mountain
12. 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  
 August 6, 2015**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY AUGUST 6, 2015 AT 8:30 AM. CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

Chair O'Brien called the meeting to order at 8:31 a.m.

**Roll Call**

Present: Michelle Cortright, Pat O'Brien, Rob Swartz, Larry Lenhart, Jim Jenson, Michael Cain and Robin Berry-Williams

Absent: Jodie Adams and Ben Van Dam

**Meeting  
 Attendance**

City Staff: Main Street Director Lori Meeder, Assistant Planning/Zoning Administrator Patrick Kilkenny, and Recording Secretary Lisa Schrock

Public: Two

**Approval of Minutes  
 MOTION**

**Cain moved Jenson second PASSED UNANIMOUSLY** to approve the June 4, 2015 regular minutes as presented.

**Citizens  
 Comments**

None

**Manager's Report and  
 Main Street Committee  
 Reports**

**Main Street Director Meeder gave the Committee Reports along with the Manager's Report on the following topics:**

- Friggy's SOBO Pub is opening next week
- Harvest Fest is October 3
- Buy Boyne City First Campaign
- A small Boyne Thunder subcommittee has developed an RFP for a new website for the event
- Boyne Thunder—It was an intense three days. It went really well and we received an overwhelming positive response and received more sponsors for next year
- SOBO Arts Festival—Wrapped up and made a small profit
- Pavilion Project—Committee met last week, there is no guarantee we will be eligible for the MEDC Grant
- Boyne on the Water place—Great turnout for the second community input session
- Business Transition Planning—Panel discussion is set for September 21 at the library
- New Manager Training—Meeder went to Lansing last week and made great connections

**New Business  
Sister Cities Initiative**

Lori Meeder introduced Becky Kuebler and said Becky worked very hard to become a sister city with Drogheda, Ireland. Becky updated the board on the process of becoming a sister city in Ireland. The county in Ireland declined our invitation. After more research Becky believes she has a new potential sister city in Slane, the county of Meath, Ireland. The city is close to the Boyne River and Becky would like to look into pursuing Slane as a sister city.

**MOTION**

**Cortright moved Berry-Williams second PASSED UNANIMOUSLY** to recommend to the City Commission that Main Street reach out to Slane, Ireland as a potential sister city.  
There was discussion.

**Local Façade  
Grant  
Recommendations**

Meeder said the design committee met last month to review the façade grant applications. The recommendations are as follows:

1. Give Bill Noblett a six month extension with the requirement that the project start no later than August 21, 2015. The extension amount will be reduced to \$7,350 and the project must be completed within six months.
2. Northern Homes at the full \$6,000 requested.
3. Mony Wolfe at the full \$1,650 requested.
4. Chris Frasz request for reconsideration of the prior year amount was not recommended.

**MOTION**

**Lenhart moved Jenson second PASSED UNANIMOUSLY** to approve the recommendations from the design committee as presented.

**Fund Development  
Plan MMS  
Technical  
Assistance**

Meeder said Main Street applied for a technical assistance grant and was approved. MMS has contracted with Patrice Martin, a leadership coach, to facilitate the program. The October board meeting will be extended by an hour to accommodate the board assessment for the upcoming training which will take place on November 5 and 6. There was additional discussion on the intent.

**MOTION**

**Cain moved Cortright second PASSED UNANIMOUSLY** to approve the rescheduling of the November 5, 2015 board meeting to 1 p.m. to coincide with the fund development training.

**Team Boyne**

Jim Baumann from the chamber updated the board on his retirement plans over the next year and staying on part-time after retirement. He mentioned the next Business Expo will be the fall of 2016. Meeder said we need to be looking for a Chair to replace Baumann. There was discussion.

No Motion

**Approval of Place  
Plans Invoice**

**Cortright moved Swartz second PASSED UNANIMOUSLY** to add \$1,000 to the invoice from Michigan Municipal League for a total of \$5,000 to be paid for Main Street's portion of the Placed Plans local match

**MOTION**

**Good of the Order**

Berry-Williams had residents approach her saying there was offensive t-shirts in the new shirt shop. She also wanted to know who would take the request for more crosswalk signs at special events. Cortright updated the board on the following: Main Street booth at Stroll the Streets is doing well—Ribbon cutting tomorrow at noon at Harbor House Publishing—In 2050 there is a time capsule at Harbor House Publishing—August 14 & 15 a Trail Crew is coming to town—Passed around the current edition of Mayo Clinic magazine featuring Rob Swartz. Swartz spoke about the Boyne City triathlon. Cain updated the board of the following: Kudos and congrats to the Food Truck Rally, there was a 20% increase in food vendors—November 3, is the final round for the commissioner seats—Open space project at

475 N Lake St—Significant transitions at the community playground—City facilities project, most recent rendition was on display for the board. Meeder thanked Cortright to help look for potential retail opportunities. Meeder also spoke about the Mission Moment and said she always tries to acknowledge volunteers and asked the board to do the same. O’Brien spoke about the bakery shop building that is for sale and said it would be a great potential for any retail shop.

**ADJOURNMENT**  
**MOTION**

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**O’Brien moved Cortright seconded PASSED UNANIMOUSLY** to adjourn the August 6, 2015 meeting of the Boyne City Main Street Board at 10 a.m.

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\_\_\_\_\_  
Lisa Schrock, Recording Secretary

DRAFT



Date: August 31, 2015  
To: Main Street Board  
From: Farmers Market Committee  
RE: Wine Sales at the Market

In 2013 a law was expanded for alcohol sales at Farmers Markets. The Farm Market Committee began discussion about possible wine sales last winter.

After much discussion and consideration to those opposed, the Manager was directed to provide an anonymous survey to every vendor. The results of the survey are 6 NO —28 YES . Not every vendor returned their survey. The manager feels that the surveys returned are from the anchor base of farmers.

The committee is requestting support of the following:  
Support of (no more than) 2 alochol vendors at the Market

### **Recommendation**

The Main Street Board supports and endorses the Farmers Market decision to allow 2 alcohol vendors at the Market.

### **Attachments**

MIFMA (Michigan Farmers Market Association)  
Q&A about wine sales at Farmers Markets  
Press Release— new law  
Press Release—on sales at Michigan Faarmers Markets

# **New Law Expands Growlers and Wineries at Farmers Markets**

by **Beth Milligan**

A round of recent legislative changes in Michigan could inspire craft beer and wine fans to raise a glass in Traverse City. Governor Rick Snyder signed Senate Bill 27 into effect on July 2, allowing restaurants and bars to sell refillable growlers for off-premises consumption. Previously, only breweries were permitted to sell growlers in the state. The Governor also signed Senate Bill 79 into law effective August 31, allowing the Michigan Liquor Control Commission (MLCC) to issue permits to wine makers to sell wine and offer wine tastings at local farmers markets. The latter law could have significant implications in a region renowned for both its wineries and its markets. According to data provided by the Michigan Grape & Wine Industry Council, more than a dozen wineries on Old Mission Peninsula and Leelanau Peninsula are considered to be “small wine makers” – those who manufacture or bottle less than 5,000 gallons of wine annually – and thus qualify for permits to sample and sell wine at farmers markets (larger wineries are excluded from the bill). Rob Bacigalupi, interim executive director at the Traverse City Downtown Development Authority (DDA), says the soonest the DDA board of directors could review the new law and draft a policy for its implementation at the Sara Hardy Farmers Market in Traverse City is October. That means local shoppers likely won't see wineries at Sara Hardy until next season. However, Bacigalupi says their presence would fit the spirit of the rules of the

market, as “a winery is a grower.” “Our biggest problem will just be finding room for them,” he says. “We filled up this year by June. It's on a first-come, first-serve basis (for vendors), so we'll have to look at the space over the winter and figure out how to fit them in.” The bill stipulates that qualifying wineries must pay a \$25 permit fee and \$70 inspection fee to the MLCC as well as have the approval of both the farmers market manager and the local police department to receive a permit. Wineries must be in a clearly defined area of the market, utilize TIPS-certified employees, take responsibility for IDing customers and serve no more than three servings of two-ounce samples per person. Detective Kevin Gay of the Traverse City Police Department says those requirements helped satisfy any potential concerns his department might have about the safety of serving alcohol at farmers markets. “Our main concern would be overservice, but all those built-in recommendations by the state really ensures that shouldn't be a problem,” Gay says. Not all area farmers markets are opening their doors to wineries, however. Raymond Minervini of the Minervini Group, which manages the Village at Grand Traverse Commons, says the Village has opted not to allow wineries at its year-round market due to the presence of other wineries already on the property, including Left Foot Charley and Black Star Farms. “It's a fantastic idea for the appropriate market venue, and we would maybe consider it in the future, but right now we want to respect the winemakers we already have and focus on other types of goods,” Minervini says. The Leelanau Farmers Market board could also take up the issue as soon as this month's board meeting. However, representatives of the market

have said any changes would likely not be implemented until next season. While it might still be several months before shoppers can purchase wine at a local farmers market, they can take advantage of expanded growler sales immediately. 7 Monks Taproom in Traverse City and the Hofbrau in Interlochen are among the dozens of area restaurants and bars now eligible to sell craft beer to go in refillable growlers. Both establishments have paid the \$100 annual license fee to do so. “It's another way people can enjoy our beer, only now they can take it home or out on the boat or on the golf course,” says Matt Cozzens, owner of 7 Monks, who says early customer response to the growlers has been enthusiastic. “It's a big convenience item.” Hofbrau offers a choice of 20 beers to go in growlers, while 7 Monks offers a daily list of 5-6 brands. Cozzens says his taproom will also soon begin offering “growler days” on Tuesdays and Sundays, during which time an expanded list of rare and unique brews will be available to go.

Date: February 27, 2015 at 9:59:44 AM EST  
Reply-To: Donna McClurkan <donna\_mcclurkan@sbcglobal.net>  
From: Donna McClurkan <donna\_mcclurkan@SBCGLOBAL.NET>  
Subject: Wine Sales Popular at Farmers Markets and Successes/Lessons Learned Mar 11  
To: FARMMKTMI@LIST.MSU.EDU

## NEWS RELEASE

CONTACT:

Samantha Collins  
Events & Communications Manager  
Michigan Farmers Market Association  
FOR IMMEDIATE RELEASE

February 27, 2015

[Email:](mailto:samantha@mifma.org)

[samantha@mifma.org](mailto:samantha@mifma.org)

### **Wine Sales Popular at Michigan Farmers Markets**

East Lansing, MI – In 2013, Public Act 100 was signed by Governor Rick Snyder, which allows the Michigan Liquor Control Commission to issue a special permit to small wine makers providing them the opportunity to offer samples and sell wine at Michigan farmers markets.

In 2014, over 20 wineries were approved to offer wine for tasting and sale at farmers markets adding a unique and attractive element to the vast array of local farm products vendors sell at market.

“Farmers markets are an excellent opportunity for smaller wineries to get their products in front of potential customers and build their brands,” said Linda Jones, Executive Director of the Michigan Grape and Wine Industry Council.

Farmers market managers across the state have reported positive responses to the availability of local wines at their markets.

“Flying Otter Winery from Adrian has been a big hit at our market,” explains Sue Trussell, manager of the Brownstown Farmers Market.

Justin Burchett, who manages one of the first markets to offer wine

after the law passed, noted “The Gaylord Farmers Market has been very happy with our customers’ response to our local winery offerings.”

The following members of the Michigan Farmers Market Association (MIFMA) also added wine sales and sampling to their markets in 2014: Fenton Farmers Market, Texas Township Farmers Market, Fulton Street Farmers Market, Lake Leelenau Farmers Market, Sara Hardy Farmers Market, Downtown Marquette Farmers Market, Vantage Point Farmers Market, Northville Farmers Market and Downtown Gaylord Farmers Market.

“As author of this new law, I’m confident that this tool will continue to give greater market access to aspiring entrepreneurs by allowing them to conduct wine tastings and sell their product as many of our fine farmers markets throughout this great state,” said Sen. Geoff Hansen, R-Hart. “Public Act 100 is simply another tool to help Michigan small businesses promote their products to help them build a foundation for a longer, profitable wine industry.” In recognition of the rapid expansion of wine sales at Michigan farmers markets, the

Michigan Farmers Market Conference, will be offering a breakout session on

Wednesday, March 11 titled “Wine Sales at Michigan Farmers Markets: Successes and Lessons Learned from the First Season of Implementation”. Attendees will hear from Linda Jones, Director of the Michigan Grape and Wine Industry Council, Sharon Martin, Director of the Michigan Liquor Control Commission and Emily Beutel, Manager of the Texas Township Farmers Market and Crick Haltom, Manager of the Lawton Ridge Winery.

###

MIFMA was developed in 2006 to promote and grow farmers

markets across the state and increase their visibility to both producers and consumers. This membership-based organization offers information, sharing and resources to farmers markets, farmers and vendors and friends of Michigan food and agriculture.

The MIFMA mission is to advance farmers markets to create a thriving marketplace for local food and farm products and to place farmers markets at the forefront of the local food movement, working to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support. To learn more, please visit [www.mifma.org](http://www.mifma.org) or call (517) 432-338

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## Wine Sales at Michigan Farmers Markets

### Frequently Asked Questions

[Public Act 100](#) allows the Michigan Liquor Control Commission to issue a special permit to small wine makers for them to be able to offer samples and sell wine at Michigan farmers markets.

The following guidelines were developed through collaboration by the Michigan Farmers Market Association (MIFMA), the Michigan Grape and Wine Industry Council and the Michigan Liquor Control Commission (MLCC). These questions and answers are intended to encourage compliance with Commission requirements for market managers that wish to partner with wineries.



Pictured from left to right are: Amanda Shreve and Randall Fogelman of MIFMA, Governor Rick Snyder, Senator Goeff Hansen, Greg, Elise and Renae Goralski of Oceana Winery & Vineyard, and Christine Miller and Julia Darnton of MIFMA. The legislation was introduced by Senator Hansen and signed by Governor Snyder on 6/2/2013, effective 8/31/13. *Photo courtesy of Senator Hansen's office*

#### **WHY SHOULD MY FARMERS MARKET PARTNER WITH A SMALL WINE MAKER(S)?**

Inviting a qualified small wine maker(s) to join your farmers market can provide shoppers with additional value added products. Many shoppers enjoy having a greater diversity of products available. The partnership also supports the growing wine industry and Michigan's economy. To learn more: <http://www.michiganwines.com>.

#### **WHAT DO I NEED TO CONSIDER BEFORE RECRUITING A SMALL WINE MAKER?**

As a farmers market manager, you should consider whether wine sampling and sales are a fit for your particular location and vendor mix. If your market is located on church or school property, you will need to discuss potential restrictions associated with alcohol. If your farmers market is located in a park or land managed by your local government, you may need to request a waiver if there are current limitations for alcohol on that property. Your first step

is to check with your property owner to identify if alcohol sales are allowed or what steps you need to take for wine to be able to be sold at your farmers market.

Be aware that your local police department will need to sign the application the small wine maker submits to the Michigan Liquor Control Commission. Talk with your local police department about how important wine sales are for your farmers market and how, as a market manager, you are prepared to ensure all regulations are followed. It is important that you are confident your local police department will sign the application prior to investing a substantial amount of time in recruiting a qualified small wine maker.

You will also need to review and update your market policy to ensure it allows for the addition of wine sampling and sales. MIFMA encourages you (but you are not required) to focus on recruiting wineries that make wine with Michigan grown fruit. If you allow wine makers not using Michigan grown fruit, MIFMA encourages you to require the vendor to identify to consumers the origin of the fruit.

#### **WHAT TYPE OF WINERIES ARE ELIGIBLE?**

A qualified small wine maker manufactures or bottles no more than 5,000 gallons of wine in one calendar year at all locations.

Legislation has been introduced to increase the 5,000 gallon threshold and is being monitored by MIFMA.

#### **HOW DO I FIND A QUALIFIED SMALL WINE MAKER?**

A list of producers of Michigan wine is available at [www.michiganwines.com](http://www.michiganwines.com). Market managers can contact individual wineries that they are interested in inviting to their market, or contact the Michigan Grape and Wine Industry Council at (517) 284-5733 for suggestions for wineries of eligible size in your area.

#### **CAN A QUALIFIED SMALL WINE MAKER REPRESENT AND SELL WINE FOR ANOTHER QUALIFIED SMALL WINE MAKER?**

A 'Qualified Small Wine Maker' is the business entity that holds the Farmer's Market Permit and is not always the business/individual that makes the wine.

A person that works for one winery can sell wine for another winery as long as they are certified in accordance with Michigan Liquor Control Commission regulations.

### **WHAT TYPE OF PERMITTING IS REQUIRED FOR THE SMALL WINE MAKER?**

Permits are issued to small winemaker licensees by the Michigan Liquor Control Commission and are active for one calendar year for multiple market days at one market location during the year. Re-application each year is required for small wine makers that wish to sample and sell at farmers markets.

The small wine maker is responsible for securing a Farmer's Market Permit. General information, requirements and an application form (Farmer's Market Permit Application LCC-3020) can be obtained at [http://michigan.gov/lara/0,4601,7-154-35299\\_10570---,00.html](http://michigan.gov/lara/0,4601,7-154-35299_10570---,00.html).

A permit issued by the Commission is not transferable.

### **HOW MANY PERMITS CAN BE ISSUED TO A SMALL WINERY FOR PARTICIPATION IN FARMERS MARKETS?**

There is no limit to the number of market days each permit can be used by the winery. The limit on permits affects the number of wineries that can hold a permit in each township/county.

The number of permits that can be issued is determined by the population of the area surrounding the farmers market. One permit may be issued for every 1,500 people living in the township/county where the farmers market is located. For example, because the population of Bath Township is 11,000, up to seven permits could be issued for the farmers market held in that township.

### **DOES PERMITTING ALLOW THE SALE OF CRAFT BEER, HARD CIDER AND SPIRITS?**

[Public Act 100](#) permits wine and hard cider samples and sales only. It does not allow for the sale of craft beer or spirits. MIFMA supports the growing interest in and availability of Michigan beers crafted by microbreweries and has provided testimony in support of House Bills 5426 and 5427 that would allow for sales and sampling at farmers markets. MIFMA will continue to monitor.

## **WHAT IS MY ROLE AS A MARKET MANAGER?**

As a market manager you need to:

- ✿ Determine whether or not small wine sampling and sales is a good fit for your farmers market.
- ✿ Confirm with all market sponsors and partners that they support wine sampling and sales at the market.
- ✿ Sign the Farmer's Market Permit completed by the small wine maker approving the activities and provide the small wine maker with a map of your farmers market that identifies the designated area they will be assigned.
- ✿ Once the Permit is issued, designate an area (booths, stalls, tables, etc.) specifically for sampling and sales. This is the area that is covered by the small wine maker's bond and liquor liability.
- ✿ Verify the small wine maker has the requisite insurance to participate.
- ✿ As with all vendors, determine the number of market days the small wine maker will participate and have the small wine maker complete all farmers market paperwork (e.g., farmers market application, vendor contract, etc.) required for participation in your market.

## **WHAT IS THE ROLE OF SMALL WINE MAKER MARKET VENDORS?**

Small wine makers need to:

- ✿ Obtain approval to vend from the market manager.
- ✿ Secure the permit and required signatures (market manager and police chief or sheriff).
- ✿ Ensure compliance with all Michigan Liquor Control Commission rules and regulations.
- ✿ Ensure winery staff servers have certification in one of the responsible server training programs approved by the Michigan Liquor Control Commission.
- ✿ Ensure sampling limits are adhered to: three (3), two (2) ounce samples per person (equivalent to one glass of wine).

*The Michigan Farmers Market Association (MIFMA) is a member-based, statewide association with a mission to advance farmers markets to create a thriving marketplace for local food and farm products.*

Updated May 2014