



Approved: 12/5/17 JH

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 8<sup>th</sup>. 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.

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**Change in Order of  
Agenda Items  
MOTION**

**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