



**BOARD MEETING**  
May 3, 2012 – 8:30 A.M.  
Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES  
April 12, 2012 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. Park Street project
8. NEW BUSINESS
  - a. One Water Street Resort Cottages
  - b. Michigan Main Street Quarterly Training, June 4-5 – Boyne City
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Buff Up Boyne, Saturday, May 5, 9 a.m. to noon. Meet at Sunset Park
  - Market Study meeting with Downtown Professionals Network, May 16, 7:45 a.m. Boyne District Library Community Room
  - The next regular meeting of the Boyne City Main Street Board is scheduled for Thursday, June 7, 8:30 a.m. at 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*



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click on minutes & agendas

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

**Meeting of  
April 10, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, APRIL 10, 2012 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

Chair Lenhart called the meeting to order at 8:30 a.m.

**Roll Call**

Present: Robin Berry Williams, Bob Carlile, Michelle Cortright Larry Lenhart, Kathy Anderson and Mike Cain  
Absent: Jodie Adams (arrived 8:36 am) and Pat O'Brien (arrived 8:36 am)  
Rob Swartz

**Meeting Attendance**

City Staff: Main Street Manager Hugh Conklin, Assistant Planner/Zoning Administrator, Shannon McMaster, and Executive Assistant Barb Brooks

Public: There was five people in attendance

**Excused Absences  
MOTION**

Cain moved Anderson seconded, PASSED UNANIMOUSLY to excuse the absence of Rob Swartz.

**Approval of Minutes  
MOTION**

Anderson moved Carlile seconded, PASSED UNANIMOUSLY to approve the March 1, 2012 regular meeting minutes.

**Citizens Comments**

None

**Correspondence**

None

**Main Street Committee  
Reports**

**Promotions:** Besides the summary of the March 6th meeting that was included in the agenda packet, Main Street Manager Conklin commented on:

- The Farmers-market opens its outdoor season on Wednesday, May 2nd The annual pre-season vendor meeting is / was April 9. To date, there are more than 70 vendors registered for the season, an increase of 10 from last year. The market is considering expanding down the sidewalk on Lake Street to accommodate the new vendors. The market is also moving forward with plans to accept Bridge Cards.
- Main Street Manager Conklin, Executive Assistant Barb Brooks and Farmers Market Manager Becky Harris updated the board on the National Main Street Conference they attended, this past week.
- Fundraising is underway for Stroll the Streets. Sponsorship letters were sent out a few weeks ago. Received \$5,500 to date. The

budget this year for the event is \$14,000. Stroll the Streets will start June 15, two weeks earlier than in past years.

**Design:** Besides the summary of the March 12<sup>th</sup> meeting that was included in the agenda packet, Main Street Manager Conklin commented on:

- An idea was brought forward to “dress up” the green space between the sidewalk and the road in front of Glen’s Market; . He also shared a photo of a bike rack concept that was in the parks in Baltimore, if the board likes the concept, we could see if they could be fabricated locally.
- Boyne Area Chamber’s new logos: The board was shown the proposed new logos for the Chamber. These will go to the Chamber board at its April 17<sup>th</sup> meeting for approval. The board is all in agreement that they look great and are ok with the concept. Cortright moved Cain seconded **PASSED UNANIMOUSLY** that the Main Street board endorses the concept of the Boyne Area Chamber’s new logos.

**MOTION**

**Organization**

- Planning for Boyne Thunder is well underway. A new website is live and registration has exceeded expectations. To date, there are 54 entries.

**Team Boyne – Creating Entrepreneurial Communities (ER committee)**

- Rob Bliss visited Boyne City March 8 to make two presentations. He spoke at a high school assembly in the afternoon and to community members in the evening.
- The business retention and recruitment committee continues its work implementing strategies from the recent market study update completed by Downtown Professional Networks. They are actively meeting with potential businesses that are in other communities.

**Managers Report**

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Main Street Manager Conklin reported that the Charlevoix County Transit Expanded Winter bus service generated 650 riders, at this time; he doesn’t have the total amount charged to Main Street.

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**MOTION**

Cain moved Anderson seconded **PASSED UNANIMOUSLY** to move agenda item 8e before agenda item 6.

**NEW BUSINESS**

**South Park Street Project**

Larry Fox of C2AE presented the board with drawings of the proposed design of South Park Street, from Water to Pine St. The City has received a \$503,000 grant for the \$720,000 project. They would like to complete the final design by May and the estimated date of completion for the project is October 2012. The project would start at Pine Street. The board reviewed and discussed several options. Discussion of the options that would provide more parking spaces, safe pedestrian flow, the fewest amount of tree removals and the most consistent with the rest of the downtown. The estimated cost to bury the utilities to Ray Street would be \$102,000, which would be the responsibility of Main Street. The cost is

included in the 2012-2013 budget, but there has been no decision on whether to move forward with the project. Board consensus that options 2 and 7 would be the best options for that area. There is a public hearing on the project at 11:00 am April 12 at the Boyne District Library.

**UNFINISHED BUSINESS**

**2012-13 Main Street Budget:**

The board reviewed the revision to the budget the City Commission adopted. (Received and filed).

Anderson moved Cain seconded PASSED UNANIMOUSLY to approve the 2012- 2013 Main Street Budget as amended.

**MOTION**

**NEW BUSINESS**

**Flower Maintenance Contract:**

Since the reconstruction of Lake, Water and Front streets in downtown Boyne City Mark Cs Trees has been contracted to do the watering and maintenance of the downtown planters. The contract runs June through September and includes watering, weeding and fertilizing. The cost for the three years has remained steady at \$1,000 per month / \$4,000 per season. Adams moved, Carlile seconded PASSED UNANIMOUSLY to approve the extension of the planter box maintenance contract with Mark Cs Trees for the 2012 season at a cost of \$1,000 per month / \$4,000 per season.

**MOTION**

**Graphic design Contract:**

For the past seven years, Kecia Freed Design has provided graphic design services for the Main Street Program. The work Kecia does for the program includes event posters, banner designs, advertising, downtown map directory, and other brochures. The annual fee paid for her services has averaged \$200 a month. Over the past 18 months, the Main Street program has been working with Cindy Williams Design on a new brand, including marketing materials and website. The work is nearly finished and now it is time to bring the brand to life. That will come through a redesign of all event posters, banners, brochures – basically all the materials related to the program. As a result of the anticipated workload increase, we can not expect Kecia to work for the same fee. Main Street Manager Conklin is proposing an additional \$100 per month to compensate her for her extra services, making her monthly fee \$300 for a total annual fee of \$3,600 for the 2012-13 fiscal year.

Anderson moved, Cortright seconded PASSED UNANIMOUSLY to approve the graphic design services contract for the fiscal year 2012-13 with *Kecia Freed Design* for \$3,600.

(Anderson out at 10:15 a.m.)

**Downtown Banners:**

The board reviewed the new designs (received and filed) recommended by the design committee for the first installment of new banners in the Main Street / DDA district with our new brand. This summer the committee is recommending new banners for the Water, Lake, Front and Main Street areas. The cost is between \$80-\$85 per banner. The banners measure 22x48, compared to the current banner which is 22x36. This creates a problem with the 2-hour parking limit signs on several lamp posts. The committee has come up with a 2-hr parking sign which may be one way to alleviate the problem. Due to the length of the banners, the

**MOTION**

committee is recommending they not be installed on the lamp posts at intersections. Board discussion:

- Too much complexity, hard to read as you are going by.
- What is the message? Add the event itself.
- Will this be seasonal only? No
- Maybe off-set the color to get more of a "pop"
- Could we install one downtown to see how it looks?
- Will the old ones come down? Yes, they will be placed in a new location, other than the "core" downtown.

Main Street Manager Conklin will order 4 or 5 banners to install and see how they look.

**Boyne Gazette Visitors Guide:**

Chris Faulknor, Publisher of the Boyne City Gazette is requesting the Boyne City Main Street Program purchase a ad in the Boyne City Summer Events Guide produced by the Gazette. He explained that last year they produced 20,000 copies which were distributed all over Charlevoix County and well received by businesses, tourists, and locals as the guide on all things happening in Boyne City during the summer.

Board discussion that a half page ad would be a good starting point.

Cain moved Carlile seconded PASSED UNANIMOUSLY to purchase a half page ad in the Boyne Gazette Visitors Guide in the amount of \$500.

MOTION

**Closed Session**

MOTION

Cain moved, Cortright seconded PASSED UNANIMOUSLY to approve the request of Main Street manager to go into closed session to discuss possible real estate transaction provided in MCL 15.268 (d) of the Michigan Open Meetings Act (PA 267 of 1976) at 10:37 a.m.

Roll Call:

All Ayes

**Return to open session**

MOTION

Cain moved, O'Brien seconded PASSED UNANIMOUSLY to return to open session at 11:00 a.m.

**Good of the Order**

The new LED light should go up this week as a sample  
Barb Brooks will be handling our grants in house instead of utilizing the NLEA.

**Adjournment**

MOTION

Cortright moved Berry-Williams seconded PASSED UNANIMOUSLY to adjourn the April 12, 2012 meeting of the Boyne City Main Street Board at 11:12 a.m.

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Karen Seeley, Recording Secretary



Date: May 3, 2012  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Committee Reports

### **Promotions**

- The Boyne Arts Collective is re-opening its gallery this Friday with a show featuring entries from the SOBO Arts Festival poster contest. An opening reception is Friday from 5 to 8 p.m. The show will be on display through the festival. For information about the show visit [www.soboartsfestival.com](http://www.soboartsfestival.com)
- It won't be long before music fills the air in downtown Boyne City for Stroll the Streets which begins this summer on June 15, two weeks earlier than in past years. Fundraising is steady but we are still far short of our \$14,000 goal.

### **Design**

- The committee has not met since the last board meeting.
- Both RBI Mechanical and Mike Webster, who has a metal fabrication business, have been contacted about the possibility of producing the bike racks the board viewed at the April meeting. No quotes have yet been received.
- The four test banners incorporating the new brand are still in production. No firm date is available for their installation.
- Buff Up Boyne is this Saturday from 9 a.m. to noon. Everyone is encouraged to attend.

### **Organization**

Boyerne Thunder registrations continue to arrive. As of Monday, 58 boats have registered. The BT planning committee meets Thursday, May 3.

### **Team Boyne – Creating Entrepreneurial Communities (ER committee)**

- Jay Schlinsog of Downtown Professionals Network will be in Boyne City on May 16 for his last meeting with the Business Recruitment committee regarding the market study update and recruitment training. The committee has planned a breakfast meeting for business owners and other interested parties to meet with Jay to review the market study update and what it means to businesses looking to expand, reorganize, etc. The meeting will be held in the Boyne District Library Community Room May 16 at 7:45 a.m.
- At its April meeting, Team Boyne members met with the health practitioners involved with the Boyne Wellness Station, and Brian Asher one of the owners of the Thirsty Goat Restaurant at 220 S. Lake Street.



Date: May 1, 2012  
To: Main Street Board  
From: Michael Cain, City Manager  
Subject: South Park Street Plans

To date the South Park Street plans have been reviewed by the Main Street Board, the City Commission, area property and business owners, and the Chamber of Commerce board, with slightly different results at each.

With regard to the area between Water and Ray we have heard:

A. Go with Option 2 (move angle parking to the west between Water and the alley) from all groups.

1-There seems to be a sentiment out there that we may be trying to maintain too much in there and that the parking between Water Street and the alley should be parallel on both sides.

2-I keep hearing comments asking if the landscape area by Hugh's building between the alley and the parking lot driveway should be narrowed to create more space on the roadway and reduce traffic congestion as people back out from in front of the Boyne Co-op.

With regard to the area between Ray and Pine we have heard:

B. Go with a modified Option 5 (keep parallel parking on both sides – but move the curbs towards the sidewalks a bit to make angle parking easier during church services) from groups other than Main Street.

C. Go with Option 7 or 8 (angle parking on one side) by the Main Street Board.

3-There seems to be a general preference in maintaining more green space and trees in this area.

4-There does not seem to be an urgent need for more parking, although some have concerns about long-term needs.

5-Wright Builders has expressed concern about closing the alley as they feel it will impact vehicles going into the rear of their building.

With regard to putting utilities underground we have heard:

D. Can the area being considered for this be expanded?

6-Who will pay for the modifications of the property owners services to connect to underground?

It would be good for the MS Board to review these, and any other, issues on Thursday and provide its input.



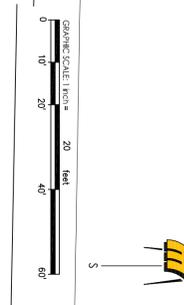
Date: May 3, 2012  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Agenda item 8.A – One Water St. Resort Cottages

Catt Development has proposed a new project for the One Water Street property. It is asking for a conditional re-zoning to allow for the construction of 15 “resort cottages” rather than a four-story hotel-condominium that has been approved for the site.

The proposed project has been submitted to the planning commission and a public hearing has been scheduled for its May 19 meeting. If approved by the planning commission, the project would move to the city commission for its approval.

Glen Catt of Catt Development will be attending our board meeting to make a presentation about the proposed project. City planner Scott McPherson will also be attending to provide additional information.

Included in your packets is some of the material presented to the planning commission. More will be available at the board meeting.



GRAPHIC SCALE 1"=10'-0"

0 10 20 40 60 feet

DATE: 1-20-12

SCALE: 1/8"=1'-0"

PROJECT: CATT DEVELOPMENT

SHEET: 1 OF 1

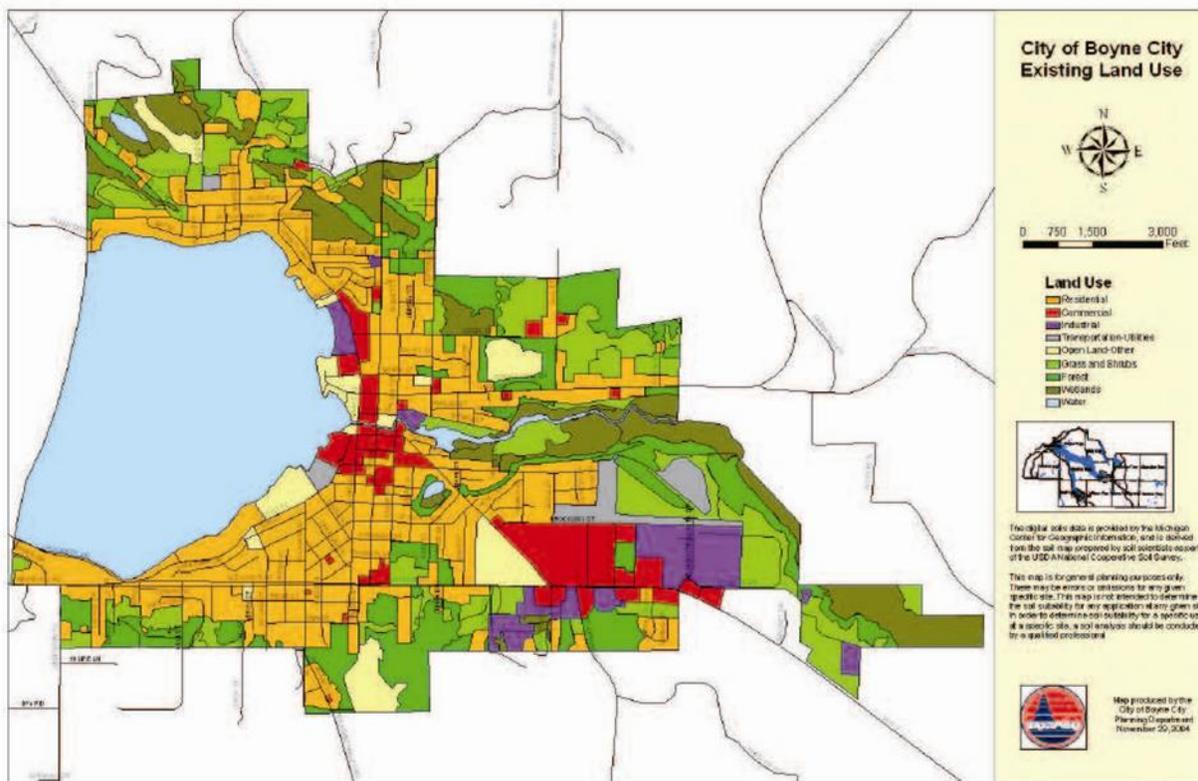
**Catt Development**  
**One Water Street**  
 Site Plan  
 Section 35, Town 33 North, Range 6 West  
 City of Boyne City, Charlevoix County, Michigan

REV#	DATE	DES	DRN	CHK	DESC
0	1.20.12	dlm	mjm	dlm	Original design
01	1.31.12	dlm	mjm	dlm	Revisions per client
02	4.2.12	dlm	mjm	dlm	Rezoning Application

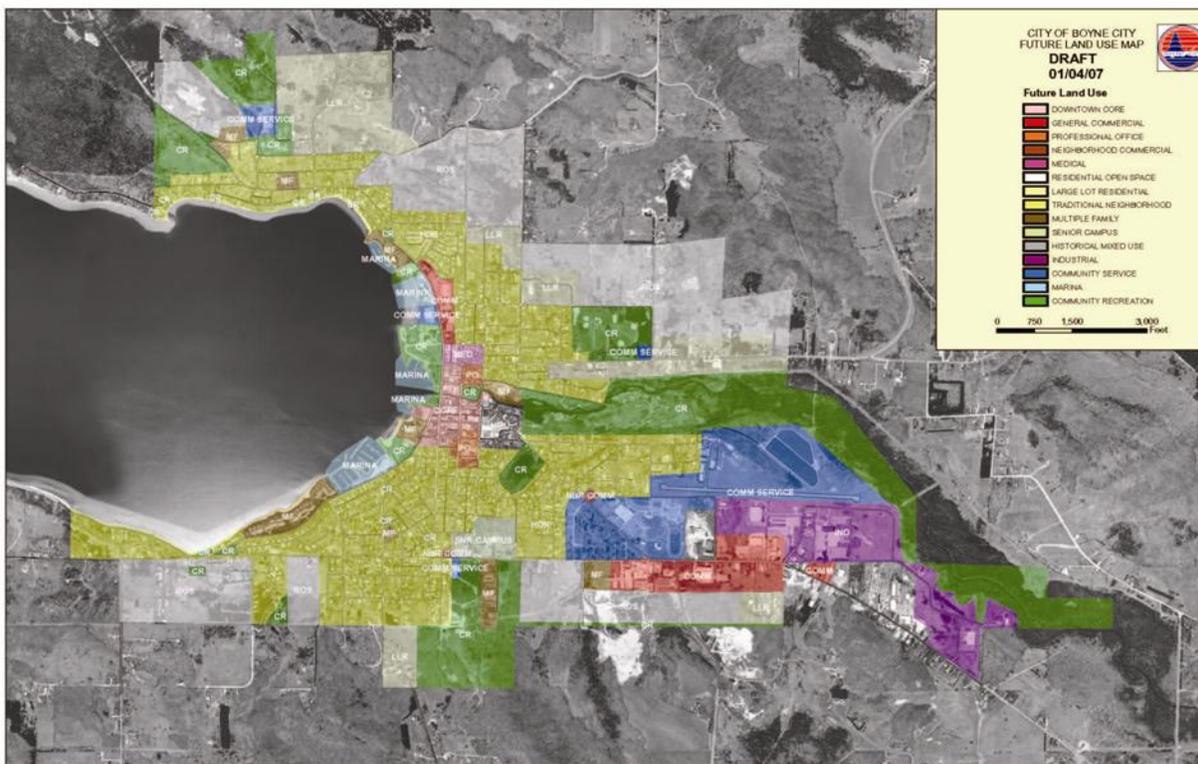
**Mansfield & Associates**  
 Land Use Consultants

Planners  
 Civil Engineers  
 Surveyors  
 Testing Services

1212 Veterans Dr.  
 Traverse City, MI 49684  
 ph: 231-946-9310  
 fax: 231-946-8926  
 www.maeps.com  
 email: info@maeps.com



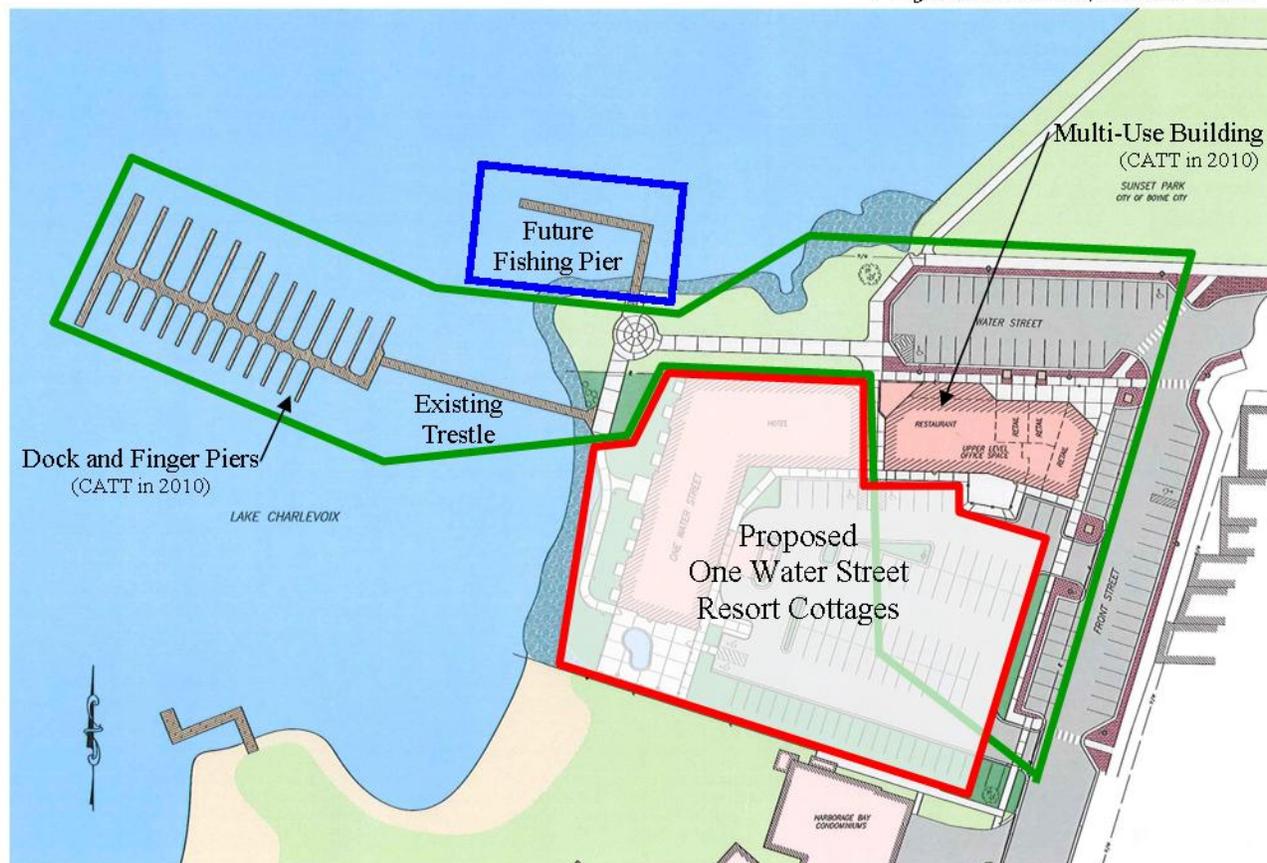
Existing Land Use Map



Future land Use Map



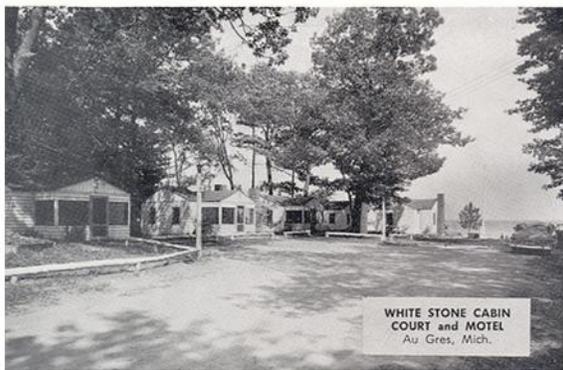
*Project Location, Aerial View*



*One Water Street, Proposed Phase II Project Area*

PROPOSED ARCHITECTURE

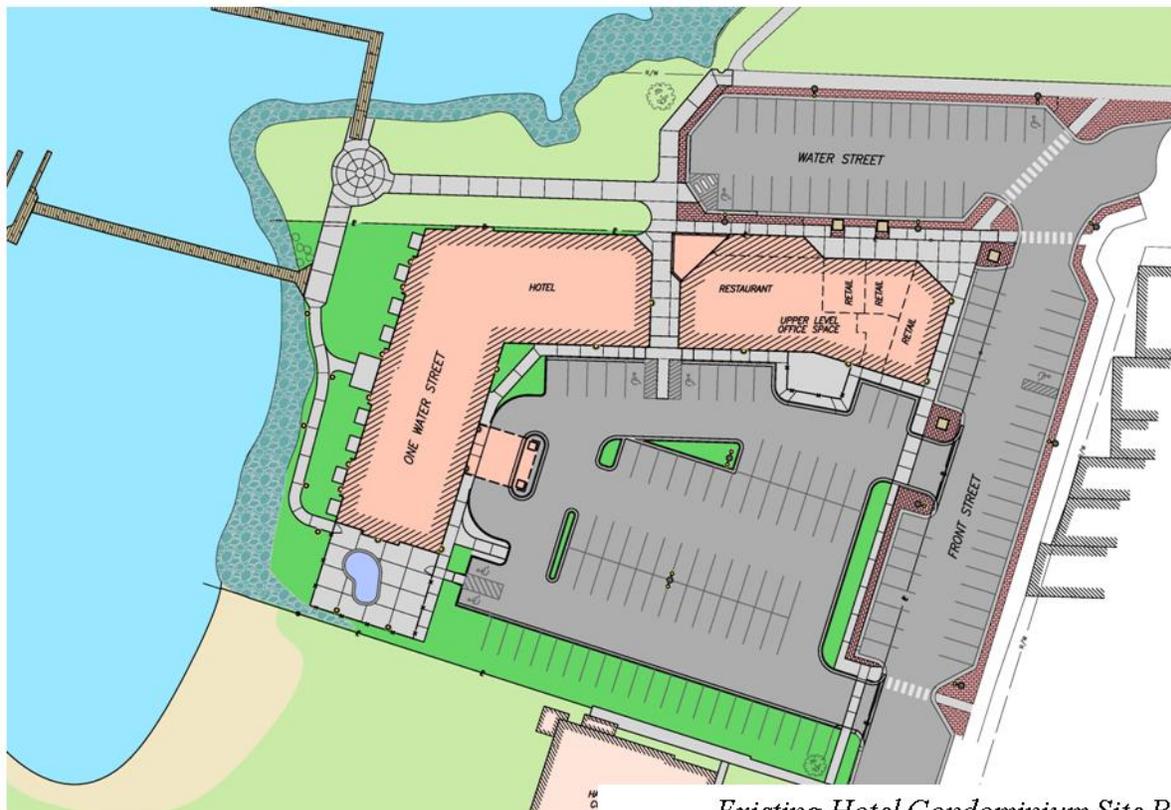




*Historic Resort Cottages*



*Modern Resort Cottages*



Existing Hotel Condominium Site Plan



Proposed Resort Cottage Site Plan

April 2, 2012

Scott McPherson, AICP  
City of Boyne City, Planning/Zoning Director  
319 N. Lake Street  
Boyne City, MI 49712

Re: Proposed Conditional Rezoning Offer  
One Water Street

Dear Scott,

Per our recent discussions, I am requesting to be placed on the agenda for the next regular Planning Commission meeting, which I understand to be on April 16, 2012, to formally introduce an Offer for Conditional Rezoning.

As you know, the One Water Street parcel currently holds a City Land Use Permit for two structures, one two-storey (completed) mixed-use storefront building housing Café Santé, commercial and office uses, the other (yet to be constructed) four-story hotel-condominium, and a (completed) marina pier. Only two of the currently approved uses (marina and restaurant) on the One Water Street site are principal permitted uses within the Waterfront Marina District. The existing and proposed mixed-uses on the site more accurately reflect a Central Business District zoning. Rezoning the parcel from WMD to CBD will more accurately reflect that actual existing and proposed land use on the parcel.

The One Water Street parcel is bordered by a City park to the north, commercial uses to the east, residential uses to the south, and Lake Charlevoix to the west. The Master Plan designates this area for uses consistent with the Downtown Core designation. Catt Development is offering to Conditionally Rezone the One Water Street parcel from WMD Waterfront Marina District to CBD Central Business District with Conditions for the purpose of permitting, constructing and operating a mixed-use Resort Cottage development consisting of 15 cottages to replace the currently approved hotel-condominium building. Each Resort Cottage will be sustainable onto itself in terms of economic viability including ground floor leasable space for complementary and compatible uses. The project will be conveyed through a condominium with provisions for maintenance, operations, and restrictions providing both long term and transient occupancies, with leasing handled by an off-site, in-town manager. The structures will be protected by individual NFPA 13R fire suppression systems, and served with extensions of municipal sanitary sewer and water systems, private roads and other public and private utilities. (see attached Site Plan and Architectural Designs).

The primary reason for requesting a conditional rezoning of the One Water Street parcel is that

today's financial climate makes it virtually impossible to obtain financing for large, multi-unit residential and lodging developments. Financing is limited for both the initial construction of the project, and also for the sale (mortgages) of the individual condominium units within the development. Financial institutions are more willing to finance both the construction and sale of individual units such as the proposed resort cottages. Secondly, the design team feels that the proposed resort cottage (motel) use will positively contribute to the character of One Water Street, as well as the City of Boyne City. Rather than continue the pattern of large condominium buildings lining the waterfront, the proposed clustered cottage development will provide an aesthetically pleasing human scale of structures, resulting in a pleasantly soft urban feel reminiscent of quaint motor courts of the past and taking architectural cues from the historic neighborhood homes of Boyne City. This project would provide a unique tourist lodging alternative along the waterfront in Boyne City.

Pursuant to this request, we are submitting the following documents:

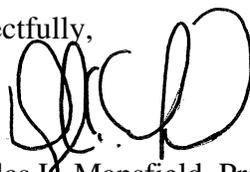
- this Cover Letter (18-8.5x11)
- Rezoning Application (18-8.5x11)
- Site Plan Review Application (18-8.5x11)
- A Rezoning Exhibit, showing surrounding land use and ownership (18-8.5x11)
- Draft Conditional Rezoning Agreement (18-8.5x11)
- Resort Cottage Preliminary Site Plan (1-24x36, 17-11x17)
- Engineering Dimensioning Plan (1-24x36, 17-11x17)
- Engineering Utility Plan (1-24x36, 17-11x17)
- Architectural Elevations and Floorplans (1-24x36, 17-11x17)

Due to the nature of this request and per our previous conversations, we have also attached:

- and a response to Section 2.40 Amendment Procedures (18-8.5x11)
- and a response to Article II Section 2.70 Conditional Uses in Districts (18-8.5x11)
- View Corridor Analysis Exhibit (1-24x36, 17-11x17)

We are confident that the success enjoyed by the first phase completed at One Water Street proves the level of quality and commitment the City can expect from Catt Development in the completion of the project. We look forward to working with the City to complete a successful project to the benefit of both the developer and the City. Please feel free to contact me at (231) 946-9310 *office*, or (231) 218-5560 *cell*, should you have any questions, or require additional information.

Respectfully,



Douglas J. Mansfield, President  
*Mansfield & Associates, Inc.*