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Approved: 2-2-2012

**Meeting of
January 5, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, JANUARY 5, 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: Jodie Adams, Kathy Anderson Mike Cain, Bob Carlile, Michelle Cortright, Larry Lenhart, and Rob Swartz

Absent: Pat O'Brien (arrived 8:37 a.m.), and Robin Berry Williams (arrived 8:31 a.m.)

Meeting Attendance

City Staff: Main Street Manager Hugh Conklin, Assistant Planner/Zoning Administrator, Shannon McMaster, Barb Brooks, and Recording Secretary Karen Seeley

Public: There were five people in attendance

**Approval of Minutes
MOTION**

Adams moved, Cortright seconded, to approve the December 1, 2011 regular meeting minutes as presented.

Correspondence

None

Citizens Comments

Chamber Director Jim Baumann reminded the board of the annual meeting at Boyne Mountain on January 19th.

**Main Street Committee
Reports**

Main Street Manager Conklin reported on:

- **Promotions:** The committee is working on expanding Winterfest, held the weekend of February 4, to include Cross Country ski races, snowshoe walks, snow sculptures, and to expand it to Avalanche Preserve on Saturday and the new preserve on Old Horton Bay Road on Sunday for more activities.
- **Design:** Minutes of the December 12 meeting were included in the packet. The ice rink is installed, (frame up) just waiting for three –four days of high teens to be able to get enough ice. Café Sante raised \$3600 for the ice rink; Catt Realty donated \$500 and the Rotary donated \$200.

- **Farmers Market:** The Winter Market had a successful couple of months and twelve – fifteen vendors have committed to continuing the market until the snow melts and the market moves back to Veterans Park. The winter market is managed by Waneta Cook of Cook Family Farm. The application deadline for the market manager position is Friday, January 6. The farmers market committee hopes to have the position filled by the end of the month. The Parks and Recreation Commission has approved making Veterans Park the permanent home of the market for the outdoor season.
- **Organization:** The committee reviewed board applications, worked on updates for the vision and mission statements and discussed the Main Street office.

Team Boyne-Creating Entrepreneurial Communities (ER Committee): Chris Bandy, new owner of Local Flavor, and Sean Pollion, executive director of the North Central Michigan College Foundation, were guests at the December meeting. Also discussed were the noise issues associated with the startup of Kirtland Products.

Managers Report

Main Street Manager Conklin reported on:

- Conklin and Swartz had a conference call December 13 at 8:30 a.m. with the Michigan Main Street Program regarding our Main Street accreditation. They stressed that an updated Vision and Mission Statement is very important.
- The BBQ moved to Little Lena's and its former location is for sale as well as the Parkside Grill
- The owner of the Lake Street Mall parking lot has agreed to let that area be used for snowmobile parking.
- There has been little progress on the Dilworth
- Reminded the board of the City-wide goal setting, Thursday, January 12, at 6:00 p.m., St. Matthews Parish Hall

New Business

Boyne City Main Street Brand: The board reviewed the Boyne City Main Street Brand and discussed the overall concept with the members of the branding committee that were present. Main Street Manager Conklin explained that they are now at a place where they are in need of funds to continue. Cain moved Cortright seconded PASSED UNANIMOUSLY to approve \$600 for hosting fees to Cindy Williams Design and professional tech service for one year, and up to \$1500 to assist with populating the site and to get it up and running. The board thanked the committee for their time and hard work

Update Vision and Mission Statements: In the recent year-end evaluation by the Michigan Main Street Program, it was strongly recommended our program's vision and mission statements be updated. The process to update them began during our 2010 board retreat but no formal action was taken during the past year. A draft of the vision statement and mission statement were included in the agenda packet. The vision statement reflects the suggestions made by the board and reviewed by the organization committee. The mission statement is the same as the one adopted in 2008. The organization committee would like

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the board to review the vision and mission statements and comment on any changes. The board discussed getting this approved and sent to Michigan Main Street as soon as possible. After review of the document, Cain moved Adams seconded PASSED UNANIMOUSLY to adopt the Vision Statement as amended with the following changes: In the first paragraph, remove sidewalks from "Our *downtown* sidewalks will be alive". In paragraph three remove the words *continue to* from the sentence "In 2020 Downtown Boyne City's historic buildings will continue to be properly maintained.....in the same paragraph the word *all* be removed from "all new construction will be in harmony.....". The adopted Vision Statement will read as follows:

In 2020 Downtown Boyne City will continue to be the heart of our vibrant community serving as the "GATHERING PLACE" for residents and visitors alike in Boyne City. It will be a place where our more than 170 years of history is honored and built upon. It will be known for its shopping, entertainment, magnificent natural resources, positive business environment, support of the arts, entrepreneurial spirit, community cooperation, and regional collaborations. Our downtown ~~sidewalks~~ will be alive with outdoor dining, events, festivals, cultural activities for all ages, and a contagious community spirit.

In 2020, Downtown Boyne City's wireless and broadband infrastructure and its collaboration with business, government, non-profit organizations, and educational institutions will create a fertile environment for innovation and entrepreneurship.

In 2020, Downtown Boyne City's historic buildings will ~~continue to~~ be properly maintained and ~~all~~ new construction will be in harmony with the community's turn-of-the-century architecture. In-fill development will continue and downtown parking requirements will encourage a high-density and pedestrian-friendly development. The shopper's dock and city marina will be expanded making Boyne City a destination for boaters from all over the Great Lakes region. The lights of the Boyne City Theatre will shine again and will resume its place as an important source of entertainment.

The community will continue its efforts to have the first floor of all downtown buildings housing retail businesses while upper floors will be occupied by professional offices and residential apartments and condominiums. Rear facades in downtown Boyne City will be redeveloped and revitalized.

In 2020, Downtown Boyne City will contain a mix of unique locally owned and operated retail businesses to meet the needs of the community.

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Cain moved Adams seconded PASSED UNANIMOUSLY to adopt the Mission Statement as presented and make it our 2012 Mission Statement.

Board Nominations: Two four-year seats on the Main Street Board of Directors are open due to the expiring terms of Jodie Adams and Larry Lenhart. Notices of the board vacancies were published in the Chamber-Main Street e-news, local newspapers and in the city's year-end newsletter. Four applications were received by the December 16 deadline. The organization committee met on December 20th and voted to recommend Jodie Adams and Larry Lenhart be reappointed to the Main Street board for 4-year terms, pending the approval of the Boyne City Commission.

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Cortright moved O'Brien seconded PASSED UNANIMOUSLY to recommend the City Commission reappoint Jodie Adams and Larry Lenhart to the Main Street board each with a term to expire December 31, 2016.

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Boyne Thunder Resolution of Support: Boyne Thunder 2012 is scheduled for July 13 and 14. As in the past years, the Main Street Board and City Commission are being asked for their support.

Adams moved Carlile seconded PASSED UNANIMOUSLY that the Main Street Board support and endorse the Boyne Thunder 2012 event; and approve a resolution to make application to the Liquor Control Commission for a Special License for the sale of beer, wine and spirits for the consumption on the premises, to be in effect on July 13 and 14, 2012, in Veteran's Park.

Main Street-Camp Quality Boyne Thunder Agreement:

A draft of the Main Street-Camp Quality letter of understanding for Boyne Thunder was presented to the board for consideration. The original agreement for the distribution of profits from the event was for three years. Since that time, it has been renewed on an annual basis. Main Street Manager Conklin recommends this continue and the agreement be renewed for one year with no changes. This has been discussed with Eleanor West, director of Camp Quality, and she agrees. Profits will be split 70/30% with 70% going to Camp Quality and 30% going to Main Street as in past years. Swartz moved Anderson seconded that Main Street approves the letter of understanding as presented. Board discussions regarding changing the split to 60/40%, our expenses are going up. Suggestion to possibly cap the amount given to Camp Quality. All promotions are done through the City. Swartz withdraws his motion at this time. Cain moved Berry-Williams seconded PASSED UNANIMOUSLY motion to table this topic until the February meeting for further discussion.

MOTION

Main Street office: Main Street Manager Conklin shared with the board the conversation he had with Jim White regarding leasing a space for a Main Street office in the Odd Fellows Building. The location is in the heart of downtown, a historic location, with great visibility. Jim is willing to lease the space for \$300 a month including utilities, which is the same as what is paid now. There is also space for rent where the old "Logo Pros" was located next to Bob Banner's building; however, there is very little retail in that location. No action was taken. The matter will receive more review and discussion at the Organization Committee.

Charlevoix Transit Expanded Winter Bus Service: There has been a lot of discussion about having bus service from downtown Boyne City to Boyne Mountain. It is an idea that has been regularly brought up but figuring out the cost and logistics and getting the support from Charlevoix Transit has made implementation difficult. There is new leadership at Charlevoix Transit and manager Jill Drury is very willing to try expanding bus service this winter to Boyne Mountain on Saturday evenings if Main Street is willing to offer financial support to guarantee

its success. Expanded bus service will run Saturdays from 5 to 10 p.m. (Due to the changing travel habits of skiers, who are arriving later on Fridays, it was determined that Friday night may not be successful). It will leave Boyne Mountain on the hour and Boyne City on the half hour. The bus service will be free for riders both too and from the Mountain. Letters for sponsorship of \$125.00 to support the program will be going out to area retailers.

Board discussion regarding Main Street recognition/advertising. Yes logo on the bus and signs at drop off/pickup locations. Will Main Street and the city be indemnified from any liability? Yes. Cain moved Adams seconded PASSED UNANIMOUSLY to proceed with the expanded bus service with expenses not to exceed \$2300.

MOTION

**Boyne Area Chamber of
Commerce Visitor's
Guide Ad**

For the past two years, Main Street has purchased a full-page ad in the Boyne Area Chamber of Commerce Visitors Guide. The recommendation this year is to again purchase a full page ad. The cost is \$1,995, the same it has been the past two years. The content has not yet been decided but it will reflect the new brand for the program.

MOTION

Cain moved Adams seconded PASSED UNANIMOUSLY that the Main Street Board approves the purchase of one-full page ad in the Boyne Area Chamber of Commerce Visitors Guide at a cost of \$1,995.

Good of the Order

Main Street Manager Conklin gave each board member a copy of the Business Recruitment and Action Agenda Proposal for their information and review (received and filed).

Adjournment
MOTION

Cortright moved Cain seconded PASSED UNANIMOUSLY to adjourn the January 5, 2012 meeting of the Boyne City Main Street Board at 10:08 a.m.


Karen Seeley, Recording Secretary