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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

April 7, 2016 – 8:30 A.M. Boyne District Library

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES— March 3, 2016 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET DIRECTOR’S REPORT
7. UNFINISHED BUSINESS - None
8. NEW BUSINESS
 - a. Approval of Offer to Part-Time Main Street Assistant/Farm Market Manager
 - b. National Main Street Refresh Pilot Program and Board Meeting Reschedule
 - c. Approval of MMS Design Services for Boyne Bakery Building at 110 S. Lake Street
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
 - May 12 - 8:30 a.m., MS Board Meeting, New City Hall
 - May 11 – 12 National Main Street Community Visits and Presentation RE: Refresh Pilot
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
March 3, 2016

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING
HELD ON THURSDAY MARCH 3, 2016 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: Pat O'Brien, Michael Cain, Michelle Cortright, Chris Bandy, and Don Ryde

Meeting Attendance

Absent: Ben VanDam, Rob Swartz, Jodie Adams, and Robin Berry-Williams

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

Public: None

Excused Absences
MOTION

Cain moved Cortright second PASSED UNANIMOUSLY to excuse Ben VanDam, Rob Swartz, Jodie Adams, and Robin Berry-Williams from today's meeting.

Approval of Minutes
MOTION

Cortright moved Bandy second PASSED UNANIMOUSLY to approve the February 11, 2016 regular minutes as presented.

Citizens Comments

None

Correspondence

None

Manager's Report

Main Street Director Meeder gave the Manager's Report on the following topics:

- Boyne Thunder Registration—no one was able to register, the site was shut down after fielding numerous calls. Registration will open back up tomorrow at 9 a.m.
- Last River Draw Fundraising—we are 37 days in out of 60 days for the all or nothing \$25,000 match and we are up to \$14,400. Meeder asked for a consensus from the board that if they were within a certain amount of the match if Main Street would make up the difference. (a motion was made)
- Part-time Administrative Assistant— the position was posted and we have received 15 resumes to date with a March 15 deadline. Meeder would like to convene a group to help with selection—Meeder, Becky Kuebler and Dean Solomon would like someone from the Main Street board to join. Cortright said she would be willing.
- Design Intern—we received three resumes back for an intern this summer

and they will be discussed at the next design committee meeting.

- Walk about Sculpture Tour—they are busy with next year’s installation, there is a meeting tonight and we are stalled due to lack of funding.
- Stroll the Streets—sponsorship letters were mailed out yesterday, the series begins on June 10 and will run for 13 weeks.
- New Main Street website—we are trying to get the new website pages populated with narrative.
- Irish Festival—starts on March 13-March 20. 9 & 10 News is doing their Morning Feature on- Michigan This Morning on March 17 on the event.
- Boyne Appetit—continues to make strides, we had our third Wine Wednesday last night and it will end in June. Restaurant week is planned for June 6-12. Pam Chipman from the Morel Mushroom festival is requesting the Boyne Appetit restaurants to come up with specials that can be published/printed or put on a board for visitors.
- Historical Walking Tour—we hope to start Phase 2 this summer.

New Business
Last River Draw
Fundraising
MOTION

Cain moved Cortright second PASSED UNANIMOUSLY that Main Street will make up the difference up to \$10,000 if \$25,000 is not raised for the local match of the fundraiser.

Boyne Thunder
Resolution of Support
MOTION

Cortright moved Bandy second PASSED UNANIMOUSLY for the Main Street to recommend to the City Commission a request for a resolution of support for the 2016 Boyne Thunder event to be held July 7-10, 2016; support the application to the Liquor Control Commission for a special license for the sale of beer, wine and spirits on the premises; and authorize City staff to work with the Boyne Thunder committee on needs and issues that may arise as event plans move forward.

SOBO Arts Festival
resolution of Support
MOTION

Cortright moved Ryde second PASSED UNANIMOUSLY that the Main Street Board recommends to the City Commission a request for a resolution of support for the 2016 SOBO Arts Festival event to be held June 24 and 25, 2016 and authorize City staff to work with the committee on needs and issues that may arise as event plans move forward.

There was discussion on whether closing Water Street between the Chamber and 5/3 Bank was necessary. The consensus was to leave the street open.

Farmer’s Market Food
Truck Rally
MOTION

Cain moved Cortright second PASSED UNANIMOUSLY that the Main Street Board supports the request and recommends that the City Commission approve the request from the Boyne City Farmers Market to apply for a one-day liquor license from the Michigan Liquor Control Commission for its fundraising event on July 14, 2016 at Veterans Park.

Tree and Flower
Maintenance Contract
MOTION

Cain moved Bandy second PASSED UNANIMOUSLY to approve the tree and flower contract for the fiscal year 2016-17 with Mark C’s Trees for \$4,670. Cain asked if this is in the budget and Meeder said yes.

Graphic Design Services Contract
MOTION

O'Brien moved Cortright second PASSED UNANIMOUSLY to approve the graphic design services contract for the fiscal year 2016-17 with Kecia Freed Design for \$4,800.
There was discussion about how Kecia does really nice work.

Sidewalk Café Outdoor Service
MOTION

Ryde moved O'Brien second PASSED 3-2 (opposed Bandy and Cortright) that the Main Street Board recommends to the City Commission to reopen this topic of sidewalk café outdoor service including selling liquor for further discussion.
There was discussion about depending on the business how much space they would have for the sidewalk service.

Letter of Opposition to HB 5232 & SB 720
MOTION

Cortright moved Bandy second PASSED UNANIMOUSLY that the Main Street Board supports to write a letter of opposition to House Bill 5232 and Senate Bill 720 for submittal to State House and Senate representatives.

ADJOURNMENT
MOTION

O'Brien adjourned the March 3, 2016 meeting of the Boyne City Main Street Board at 10:09 a.m.

Lisa Schrock, Recording Secretary



Date: April 7, 2016

From: Lori Meeder

To: Pat O'Brien, Chair, and Main Street Directors

Subject: Main Street Assistant

Overview

With the eventual retirement of Becky Harris from the Farm Market Manager position and the need for additional assistance in the main street office, a combined part-time Main Street Assistant and Farm Market Manager position was created to attract a high quality individual. The thought being that combining the jobs into a 28 or 29 hour per week position would be a more sustainable job for someone. The position was posted in February and ran in the Petoskey News Review, the Boyne Gazette and several websites through the National and Michigan Main Street organizations. The deadline to apply was March 15. Twenty five resumes were received. On March 16, Lori and Becky reviewed the 25 resumes independently of each other. Three of the individuals rose to the top for both Becky and Lori. Interviews were conducted by Lucy Hartlove, Becky Harris and Lori Meeder. It was agreed upon that we would offer the position to Erica Tosch. Erica has a good deal of administrative background, was a small business owner and was a vendor in the farm market for several years. She has had opportunities to work on volunteer and board committees, has strong organizational skills and has demonstrated the ability to work independently. Her references were community leaders and were very positive regarding her work ethic, her communication skills, her interpersonal skills and her ability to be a self-starter.

Recommendation:

Contingent upon a satisfactory background check, recommend that we proceed with an official offer for Erica Tosch to assume the position of part-time Main Street assistance and farm market manager, allowing the Main Street director to negotiate hours up to 29 per week and up to \$15 per hour. Position to begin May 1, 2016.



Date: April 7, 2016

From: Lori Meeder

To: Pat O'Brien, Chair, and Main Street Directors

Subject: The National Main Street Refresh Program

Overview

The Main Street Program has been a successful model for commercial district revitalization for 35 years, but the community development field has changed dramatically. The Purpose of Refresh (The New Main Street Approach) is to obtain clear picture of what the most common challenges are, how different audiences use and perceive the Main Street Approach, and make the Approach more **user-friendly, strategic, flexible, and outcome-driven**.

The Michigan and National Main Street Offices would like to utilize Boyne City as a pilot for understanding how best to restructure and re-think the Main Street Approach. This pilot involves visiting Boyne City on May 11 and 12 and meeting with various stakeholder groups to help flesh out what our goals are, what we need from the Main Street program and how we see Boyne City evolving. Because we have been through many, many input gathering sessions recently with our community and stakeholders, we encouraged them to review what we already had and not ask people to get back together unless there was additional relevant information that they feel we should gather. We sent them all of the goal setting session results, the Redevelopment Ready Certification, the Boyne on the Water Place Plans Document, the market study, the DDA development plan, the Cultural and Economic Development, as well as many other documents.

Feedback Has Revealed:

- The Four Point Approach encourages users to be overly focused on process, sometimes at the expense of a clear sense of outcomes or impact.
- Main Street programs tend to focus too much time and effort on the components of the Approach where they feel most comfortable – most often Design and Promotion
- Main Street Approach works best when it's seen as a framework guiding revitalization work – not a prescriptive structure.
- Some outside the Main Street network perceive it as a tactic – one that over-emphasizes process.
- Organizational rigidity limits ability of Main Street to reach new audiences, remain flexible to new partnership opportunities, and address larger development-related policy issues confronting downtowns today.
- Main Street directors are – overall – most skilled/comfortable in promotions and design, and feel they have most opportunity to grow skills relating to economic development.

- Main Street programs struggle to be recognized as players in the economic development field.

What Has Been Learned:

- Four Points are – and should be going forward - an essential element of a Main Street's work.
- The Approach should allow for more organizational flexibility. Some programs feel restrained by the Four Committee structure, others thrive using it – the new Approach allows for both.
- Main Streets need more well-defined, market-driven strategy to guide work.
- Community engagement, inclusive participation are key.

Key Benefits of The New Refresh Approach:

- Increased focus on economic impact
- Broader community engagement
- Tangible, quantifiable outcomes
- Greater organizational flexibility
- Relevance for more communities and organizations

Recommendation:

Recommend that we proceed with the Refresh Pilot program and move our board meeting to Thursday, May 12 to coincide with the Michigan and National Main Street visit.

Attached is the tentative schedule for their visit to Boyne City. I will also request that the Team Boyne meeting be rescheduled to fit in their visit.

TENTATIVE AGENDA: Here is a tentative outline suggested, but the communities can offer the timelines and other suggestions that work best for them

May 11:

Morning	Breakfast Meeting with Board: Review of Main Street Refresh and Market Data
Mid-morning	Walking/Driving Tour of Downtown with MS Director
Late Morning	Stakeholder Group Meeting #1 - City Officials / Senior Staff (include County as appropriate)
12:00	Lunch Meeting / Stakeholder Group Meeting #2 - District Property Owners
Afternoon	Stakeholder Group Meeting #3 – Economic/Business Development Partners
Late Afternoon	Stakeholder Group Meeting #4 – Partners OR brief stops to businesses
Early Evening	Public Presentation of Main Street Refresh Project and Preview of Transformation Strategy Options for Feedback

May 12:

Morning	Work Time with Board of Directors, Committees/Teams, and Staff <ul style="list-style-type: none">☐ Alignment Around Transformation Strategies☐ Brainstorming 4-Point Implementation (comparisons/differences to current work planning systems) and Metrics☐ Wrap-Up and Review Next Steps
Lunch	Recap meeting with MS Director and Board Chair
Early Afternoon	Team departs / drive to next town

PRE-VISIT:

BACKGROUND MATERIALS SENT:

1. Past or most recent Strategic Plans for the district (if any)
 2. Past market analysis
 3. Annual board planning retreat reports for MS program
 4. Current work plans
 5. Past annual Reports
 6. Business directory (list and category of businesses)
 7. Current (and upcoming if applies) leadership structure – board and committees/teams
 8. Current vision statement
 9. Current budget
 10. List of public and private sector partners and explanation of the partnership roles/agreements
- ☐ **ONLINE SURVEY** – In preparation for the visits, we will develop two surveys – one looking for the leadership base’s feedback and the other one for the public in general. We can have that survey ready to go and send to each community early next week if we are able to hold the conference calls this week.

FOLLOW-UP to VISIT – Soon after the visit, we will prepare a Summary Document with the Strategies and Implementation framework and Metrics Outlined during the visit.



Date: April 7, 2016

From: Lori Meeder

To: Pat O'Brien, Chair, and Main Street Directors

Subject: Michigan Main Street Design Assistance

Overview

Michigan Main Street offers up to 15 design assistance projects to its Main Street communities. Boyne City has been able to take advantage of this with several properties over the years, including BC Provisions, Inspired Living, Nickel Design, Ace Hardware, with two full design services still available.

Becky Harris purchased the Johan's Building in December 2015 and has performed significant renovations and improvements including roof work, interior remodeling, and mechanical upgrades to bring The Boyne Bakery to life. She did a wonderful transformation inside and now has two tenants operating in the space.

Attached is the application for design assistance completed by Becky. This is a key building that fronts both S. Lake Street and Front Street and is integral in our redevelopment of South Lake Street. The design committee approved a recommendation to the Main Street Board to move forward with MMS design services.

Recommendation:

Recommend that we approve the application of Becky Harris and The Boyne Bakery for MMS Design Services.



MICHIGAN MAIN STREET

DESIGN ASSISTANCE REQUEST FORM

State Historic Preservation Office
Michigan State Housing Development Authority
702 W. Kalamazoo Street
P.O. Box 30740
Lansing, MI 48909-8240

All information must be provided for the request to be considered complete.

Applicant Information

Name: Rebecca Harris Date: 3-25-16

Applicant Mailing Address: (where any follow-up information should be sent)

Address: 1296 Marshall Rd
City: Boyer City State: MI Zip: 49712
Phone: 231-330-2704 Email: bsharris@charter.net

Building Address: (the property which the applicant is seeking design assistance)

Same
Address: 110 South Lake Street
City: Boyer City State: MI Zip: 49712
Phone: Same Email: Same

Is the applicant (check all that applies): Property owner Business owner
 Local MMS Program Other: _____

If the applicant is not the property owner, is the property owner agreeable to making improvements to the building and supportive of this design assistance request? Please note in some cases, a copy of the design services will be sent to the property owner. Yes No

Building Information

Building Name (historic and/or common name): _____
Business Name(s) (as it should appear on signage): Boyer City Bakery

Historic use of building: Bakery
Current use of building: Bakery
Proposed use of building: Bakery
Date of building's original construction: 1964
Date(s) of significant alterations: JAN - March 2016

State Historic Preservation Office, PO Box 30740, Lansing, MI 48909-8240

T: 517.373.1630 F: 517.335.0348 E: preservation@michigan.gov

Building Information (continued)

Is the building individually listed on the National Register of Historic Places? Yes No
Is the building a contributing structure in a National Register Historic District? Yes No
Is the building a contributing structure in a Local Historic District? Yes No

Please check the improvements made to the property in the past five (5) years:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Roof Work | <input type="checkbox"/> Storefront Rehabilitation | <input type="checkbox"/> Upper Floor Conversion |
| <input type="checkbox"/> Repointing/Masonry Work | <input type="checkbox"/> Sign Improvement | <input checked="" type="checkbox"/> Mechanical Work |
| <input checked="" type="checkbox"/> Painting (Exterior) | <input type="checkbox"/> Awning Treatment | <input checked="" type="checkbox"/> Electrical Work |
| <input type="checkbox"/> Window Repair/Replacement | <input checked="" type="checkbox"/> Interior Remodeling | <input type="checkbox"/> ADA Accessibility |
| <input checked="" type="checkbox"/> Energy Efficiency | <input type="checkbox"/> Other (please specify): _____ | |

Scope of Work and Schedule

Please check the improvements you are currently considering implementing within the next 24 months. If some aspects are a higher priority, indicate those with an asterisk (*):

- | | | |
|---|---|---|
| <input type="checkbox"/> Roof Work | <input checked="" type="checkbox"/> Storefront Rehabilitation | <input type="checkbox"/> Upper Floor Conversion |
| <input type="checkbox"/> Repointing/Masonry Work | <input checked="" type="checkbox"/> Sign Improvement | <input type="checkbox"/> Mechanical Work |
| <input checked="" type="checkbox"/> Painting (Exterior) | <input checked="" type="checkbox"/> Awning Treatment | <input type="checkbox"/> Electrical Work |
| <input checked="" type="checkbox"/> Window Repair/Replacement | <input type="checkbox"/> Interior Remodeling | <input type="checkbox"/> ADA Accessibility |
| <input type="checkbox"/> Energy Efficiency | <input type="checkbox"/> Other (please specify): _____ | |

Estimated date to begin construction: (month) March (year) 2017

Budget Unknown for facade update

The total project budget is: Less than \$2,000 \$2,000-\$10,000
 \$10,000 - \$25,000 \$25,000 - \$50,000 More than \$50,000 - what has been spent to date

What financial incentives does the applicant intend to apply for? (please check all that apply)

- Local façade grant/loan program (anticipated amount if known: \$ 10,000)
 Local sign grant program (anticipated amount if known: _____)
 Federal historic tax credits (10% credit 20% credit)
 Other (please describe): _____

A financial institution official must verify that the amount indicated for the project budget shown above is available for this project (either through loans, savings account, etc)

Financial Institution: Chase Bank Acct # 734767288-2207 Since 2007
Official Name: State Savings Bank 0004253801-0123 Since 2015*
Official Title: _____ Phone Number: _____
Official Signature: _____ Date: _____

* Mortgage for Bakery

Please provide the following as attachments:

- Historic photograph(s) of building *emailed*
- Any historic information about the building
- Current photograph(s) of building
- Copies/examples of business cards, promotional materials, letterhead, logos, color swatches, graphic designs, etc. *emailed interior images*

Signatures

Michigan Main Street Design Services are only offered to property and business owners within communities participating in the Michigan Main Street program. Applicants receiving design services are required to share final project cost information and photographs of the completed project with the local Main Street program and the Michigan Main Street program. Does the applicant agree to this requirement? Yes No

Michigan Main Street Design Services are preservation-based recommendations that follow the Secretary of Interior's Standards for Rehabilitation as developed by the National Park Service. Any drawings that may be provided to the applicant are schematic and intended for planning and design review purposes only and are not intended to be construction documents. Services of a registered architect (recommend 36-CFR-61 Federal Certified Historical Architect) are required by law when the extent and/or nature of construction work require a sealed set of drawings.

Applicant's Signature: Rebecca Harris Date: 3-25-16

Main Street Manager's Signature: _____ Date: _____

Property Owner's Signature (if different than applicant): _____ Date: _____

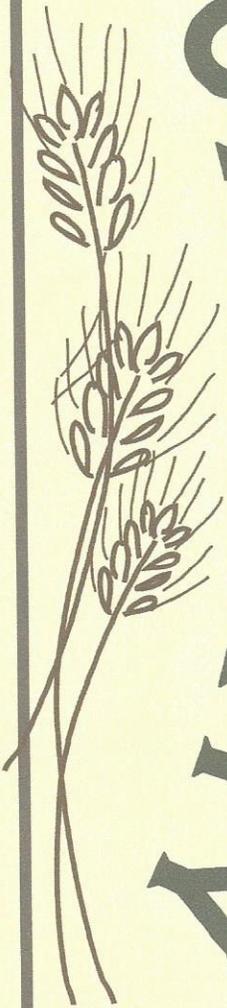
Please return this application and all attachments to your local Main Street manager. Thank you!

This section to be completed by the local Main Street Manager/Director ONLY (in correlation with the MMS Design Specialist):

Type of design assistance: Preservation & Design Consultation
 Design Services
 Historic Tax Credit Assistance

Requirements: Attended basic design/historic preservation training, Date: _____
 Application approved by the local design committee, Date: _____
 Other: _____

BOYNE CITY



BAKERY

EST. 2016

