

TENTATIVE AGENDA



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**BOARD MEETING**

**March 7, 2013 – 8:30 A.M. Commission Chambers – City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES - February 7, 2013 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. Main Street-Camp Quality Boyne Thunder Agreement - Update
8. NEW BUSINESS
  - a. Sunset Park Intern Proposal
  - b. 2013-14 Budget
  - c. Gibbs Planning Group Proposal
  - d. Policy for using tagline "Where Life Meets Lake"
  - e. Façade Grant Policy - Discussion
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Next Boyne City Main Street board meeting, Thursday, April 4, 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*

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

**Meeting of  
 February 7, 2013**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, FEBRUARY 7, 2013 AT 8:30 A.M. IN THE COMMISSION CHAMBERS AT CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

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

**Roll Call**

Present: Mike Cain, Bob Carlile, Michelle Cortright, Jim Jensen  
 Larry Lenhart, Pat O'Brien, Rob Swartz

Absent: Jodie Adams and Robin Berry Williams (arrived 8:38)

**Meeting  
 Attendance**

City Staff: Main Street Manager Hugh Conklin, Assistant Planner Leslie Meyers  
 and recording secretary Karen Seeley

Public: There were four people in attendance

**Approval of Minutes  
 MOTION**

Cortright moved, O'Brien PASSED UNANIMOUSLY to approve the January 10, 2012 regular meeting minutes

**Citizens Comments**

None

**Correspondence**

None

**Redevelopment Ready  
 Community**

Scott McPherson, Planning Director stated that at its January 22<sup>nd</sup> meeting, the City Commission authorized staff to submit an application to achieve redevelopment ready certification (RRC) status to the MEDC. There will be 6 or 8 cities selected. If selected, the MEDC would do a through examination of everything we do. He is asking the Main Street Board for a letter of support. Board discussion/questions: Do we get the study? They will review the master plan and ordinances and make recommendations that would need to be implemented in order to get the certification, which would be an "in kind service". How long is the certification for? Three years. **Carlile moved; O'Brien seconded PASSED UNANIMOUSLY** to authorize Main Street Manager Conklin to submit a letter of support for the Redevelopment Ready Communities on behalf of the Main Street Board.

**MOTION**

The board then asked McPherson for an update Kirtland products. He deferred to city manager Michael Cain, who updated the board. He stated that at the Planning Commission meeting January 21<sup>st</sup> the commission voted to revoke Kirtland's permits. Kirtland is challenging the finding and appealing the decision in circuit court.

**Excused Absence  
 MOTION**

Cain moved Cortright seconded PASSED UNANIMOUSLY to excuse Jodi Adams from today's meeting.

**Main Street Committee  
 Reports**

In addition to the committee reports included in the agenda packet Main Street Manager Conklin reported on a few items:

**Promotions**

- The Boyne City Winter Fest was blessed with beautiful weather and the

result was a nice celebration of the season.

### Design

- The committee will soon be issuing a request for proposals for the new "art" bicycle racks for downtown district.
- The committee is seeking board input on new banners for downtown. A trial run of three new banners with a new design and size was tried last fall with limited comments. A decision needs to be made on whether to follow through with the new proposed designs or move in another direction.
- The large Stroll the Streets banner which hangs from the Coldwell Banker building also needs to be replaced. Up to three sizes are under consideration. A rendering is attached for your review. Any input would be appreciated.

### Organization

- The committee met with representatives of Camp Quality to discuss the addition of Challenge Mountain as a Boyne Thunder partner and how to define the relationship and responsibilities.

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

- Junior Achievement's interim district manager Mark Panker met with Team Boyne at its January meeting.

## Manager's Report

Main Street Manager Conklin reported on:

- Reminded the board of the National Main Street Conference in New Orleans. Deadline for reservations is the end of the month. He would like one or two members of the board to attend.
- The presentation from Robert Gibbs was well attended and Mr. Gibbs offered many interesting ideas. Board discussion and questions followed. Main Street Manager suggested a committee of three or four people to have a conference call with Mr. Gibbs to narrow down the services and fees. Jim Jenson, Pat O'Brien, Bob Carlile and Mike Cain volunteered to be on this committee. Board suggestions to inquire if Boyne could piggy back with the Walloon Lake project, or maybe a joint effort/partnership with the District Library.
- The board received a copy of Main Street 2012-2013 budget with year-to-date expenses for their review (received and filed)

## Boyne Thunder Resolution of Support

Main Street Manager requested that item 8a of New Business be discussed at this time.

Boyne Thunder 2013 is scheduled for July 12 and 13. As in past years, the Main Street Board and City Commission are being asked for their support.

The committee is seeking the following:

- The support and endorsement of the event by the Boyne City Main Street Program.
- 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 12 and 13, 2013.

## MOTION

**Lenhart moved O'Brien seconded PASSED UNANIMOUSLY** that the Main Street Board support and endorse the Boyne Thunder 2013 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 12 and 13, 2013 in Veteran's Park.

- Kristyn Balog, the Michigan Executive Director of Camp Quality USA asked the board to consider letting Camp Quality regain responsibility for the Champagne Cruise. This was a Camp Quality fund raiser before Boyne

Thunder first began and they would like to regain it as a fund raiser not included with the Boyne Thunder profits.

Main Street Manager Conklin stated that the Organization Committee is working out the details for a proposal with the addition of Challenge Mountain as a Boyne Thunder partner, and will present it to for board approval next month.

**Unfinished Business**

**2013 Main Street Goals-summary of January 14 board retreat II**

**MOTION**

- The board received a copy of the Michigan Main Street 2011-2012 Annual Report and a summary of the January 14 board retreat II. **Cain moved Cortright seconded PASSED UNANIMOUSLY** to adopt the goals as a reference that all the committees can use. One of the top goals in both was celebrating Main Streets 10 year anniversary. Main Street Manager would like a committee from this board to move forward with this. Michelle Cortright, Mike Cain and Larry Lenhart volunteered to be on this committee.
- **Committee Members:** The board received a copy of all the committees and their members with a request from Conklin for each board member to set on at least one committee. Board discussion about time constraints and moving to different committees.

**Boyne Theatre Update:**

- The inspections are done, just waiting for reports from inspections done by various contractors. Once received, a meeting with the theatre owner will be scheduled.

**New Business**

**SOBO Arts Festival Grant Request**

**MOTION**

- The SOBO Arts Festival is interested in applying to the Charlevoix County Community Foundation for a grant to support the 2013 event.
- Committee chair Kathy McDonald has reviewed with the foundation potential grant requests for the festival and she was encouraged to apply. The foundation suggests the grant request be specific and that the festival not ask for more than \$2,000. At this time the SOBO Festival has not made a decision on the request but likely targets are the Friday evening concert or children's activities on Saturday at Peninsula Beach. The grant application deadline is March 1. The committee will meet Tuesday to decide what to target for the request.
- **Cortright moved Cain seconded PASSED UNANIMOUSLY** to approve the SOBO Arts Festival grant application to the Charlevoix County Community Foundation.

**Farmers Market rules**

- The Committee met Monday and revised the vendor fees to \$13.00 a foot. The rules remain the same, with crafts and farm rules divided out. The one change that was made is to not allow pets in the park during the farmers market. A copy of their proposed budget was received and filed. Copy of their approved budget received and filed.

Cain moved Lenhart seconded to go into closed session at the request of Main Street manager Conklin to discuss possible real estate transaction provided in MCL 15.268 (d) of the Michigan Open Meetings Act (PA 267 of 1976). *There was a request to have "Good of the order" first. Cain moved Berry seconded PASSED UNANIMOUSLY to postpone the last motion until after the good of the order.*

**GOOD OF THE ORDER**

- Liquor control was scheduled for an inspection on Sunset Grill two weeks ago and still waiting for word.
- Lenhart shared that his business Radio Shack will be celebrating 25 years in

business.

- O'Brien reported that there has been lot of inquiries on commercial space; Boyne City is on people's radar.

**Closed session**  
**MOTION**

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The board went into closed session 10:07 a.m. after the good of the order as requested.

**Return to open**  
**Session**  
**MOTION**

Cain moved, Lenhart seconded, PASSED UNANIMOUSLY a motion to return to open session at 11:16 a.m.

**Adjournment**  
**MOTION**

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Cain moved Berry seconded PASSED UNANIMOUSLY to adjourn the February 7, 2013 meeting of the Boyne City Main Street Board at 11:17 am.

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Karen Seeley, Recording Secretary



Date: March 7, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Committee Reports

### **Promotions**

- The Irish Heritage Celebration is next week with a variety of activities planned. A highlight of the week will be a presentation by Patrick Maguire, who grew up in the Boyne Country of Ireland. He is a resident of Adrian and owns a timeshare at Boyne Mountain. Complete information on all activities can be found at our Main Street website.
- The Farmers Market met Monday, March 7, as it prepares for the upcoming outdoor season. If anything occurs at the meeting requiring the board's attention, I will provide a report at Thursday's meeting.
- Sponsorship letters for Stroll the Streets were mailed last week. We have an ambitious goal of raising \$16,500 for this summer's program. That's an increase of \$3,000 from 2012.
- The SOBO Arts Festival grant application was submitted to the Charlevoix County Community Foundation prior to its March 1 deadline. A decision is not expected until mid to late April. The summary from the art festival committee's February meeting is included in your packet.

### **Design**

- Proposals for the new "art" bicycle racks are due on March 8.
- The summary from the Design committee's February meeting is attached.

### **Organization**

- The committee met to review the 2013-14 Main Street budget and to finalize a recommendation on the Boyne Thunder agreement between Main Street and Camp Quality.
- Registration for Boyne Thunder opened March 1 and within the first 24 hours there were more than 45 participants registered.

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

- Business visits are on-going and a small group of Team Boyne members met with Dennis Kirkby and a potential tenant for the space currently occupied by North Country Cycle which will soon be moving to the space formerly occupied by No Boundaries.



## **Design Committee MINUTES February 11, 2013**

**Attendance: Bruce Janssen\_\_ Ray Guzniczak \_\_ Mark Kowalske\_\_ Becky Harris\_\_ Aaron Place \_\_  
Linn Williams\_\_ Leslie Meyers\_\_**

### **Old Business:**

1. 2013-14 Goals -- *Discussed the goals as provided by the planning session, All were important to the committee. Members were to select those they want to focus on and prepare a work plan for new items*
2. Bike Racks -- *RFP prepared by Leslie*
3. Wayfinding signage -- *Need new design for 2-sided to attach to light poles*
4. Kiosk -- *Get cost to refurbish*
5. Banners -- *The Committee suggested purchasing only a few banners for the 10 year celebration. Will use the best of inventory we have, money budgeted will go towards the Historic Banners on Buildings*

### **New Business:**

1. 2013-14 Budget -- *Reviewed the items, need to add Landscape on Park Street and a Speed Reader for Boyne Avenue*

### **Committee Member Assignments for Next Meeting:**

#### **Leslie**

1. Send out the RFP for Bike Racks
2. Work on the Historic Register Signage

#### **Bruce & Aaron**

1. Prepare 2 sided Wayfinding signage to attach to Light poles
2. Provide a cost for Historic banners
3. Provide a cost to refurbish the Kiosk plan on location next to Chamber

#### **Hugh**

1. Continue to work with MDOT and Boyne Ave. entrance, removal of some signs
2. Contact Mark C. for estimate of improvement to Park Street in front of Parking Lot
3. Follow up on talking with Parks and Rec, about Sunset Park improvements

#### **Becky**

1. Work with sub-committee for the 10 year Anniversary
2. Work on the brochure with Hugh and Keisha, maybe add QR codes for each site with story attached to the MS website
3. Prepare business signs to promote the MS Website

#### **Others:**

1. Select which of the goals you want to assist with

**Next committee meeting:** March 11, 2013, 4 p.m. Boyne District Library

# 2013 SOBO ARTS FESTIVAL - MINUTES

## MEETING INFORMATION – PLANNING 2013

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**Date:** 02/12/13  
**Time:** 9:00 AM  
**Location:** Main Street Office

**ATTENDANCE:**

HUGH CONKLIN, KATHY MACDONALD, MARILYN NIELSEN, WARD COLLINS, DIANE STRZENLINSKI, JASMINE WITTHOEFT

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### Items of Discussion and Follow-up:

**Poster** – Jasmine presented poster concept. Hugh provided her website of Boyne City photos. Jasmine will produce a visual complete with text for next meeting, March 12.

**Sponsorships** – Over 80 letters delivered, \$2150 received to date. Data to be entered on shared drive documents, working financials and sponsorship levels by treasurer, Becky. Hugh will email as they come in. Sponsorship levels will become working document for promotional materials, handbill for graphic artist. Kathy will keep hard copies of sponsorship forms and photo copy of checks & receipt. Follow-up phone calls/emails to sponsors approx. 3/15/13.

**Call to Artist** – Over 700 emails sent to artists through constant contact. A shared artist contact list brought us new artists and inquiries. Need to follow-up with phone calls and another email blast in March.

**Budget & Vendors:** We approved contract for Bay Area Big Band and deposit amount of \$200 to be paid. Food vendor inquiries shared. Kathy will contact local vendors first to offer space, Lions Club, Kiwanis, Rotary, Market vendors caramel corn, cupcake car, Shari King, Dennis Crissman High School.

**Grants** – SOBO does qualify for Charlevoix County Community Foundation grant and we will submit due March 1. We will request funds (\$2,450) for Big Band and Sand Pirate Sand Castles. Ward will write grant for Great Lakes Energy, due June 1, and request funds for Kids Court activities. Kids Court activities and budget to be supplied by Jasmine to Ward.

**Jury Process** – Cindi has secured Karen Veryser, Phoebe Wietzke, Carole Ross. As applications come in for review Cindi will oversee the process. We will have one judge walk the show for prize award decisions.

**Crooked Tree** – Discussion with Liz at Crooked Tree resulted in positive feedback. Liz provided valuable suggestions, "Be an Artist Friendly Show" – free donuts & coffee, offer package pick-up booth, have plenty of volunteers to help artists set-up and tear down, do a sneak peek of an artist's work at Friday night SOBO Stroll, and or meet & greet time for early check-in.

**Volunteers** – Ward and Diane will continue to solicit help for artist set-up and tear-down. Ward will check with local businesses for use of small garden tractor/cart, ATV, or golf cart, to use for hauling.

**Peninsula Beach Footprint** – Hugh supplied map to Kathy. Kathy will contact appropriate people to help with layout for the park space.

### NEXT MEETING

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**Date:** Tuesday, March 12  
**Time:** 9:00AM – MAINSTREET OFFICE



Date: March 7, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Intern Proposal – Sunset Park

For some time the Main Street design committee has been discussing ways to enhance the quality of Sunset Park; to make it more reflect a sense of place for Boyne City. The park has limitations with the storm water septic system and protecting the view corridor is important. In the Waterfront Master Plan there was a grand plan for Sunset Park but in the current environment it seems implementation of the plan is a ways off.

What is outlined in this proposal is a plan to create an internship this summer for a Michigan State University landscape architect student with the goal of creating a practical plan for the park. The internship would be in combination with the Three Lakes in Antrim County. The student would work a few weeks in Boyne City and the remainder of the summer with Three Lakes.

The idea for the internship is from Leslie Meyers, Boyne City's new assistant planner and a member of the Design Committee. Leslie also works with the Three Lakes Association where the internship program has worked well for several years.

We are not proposing compensation for the internship but short-term housing most likely will be necessary while the student is in Boyne City.

### **Recommendation**

The Main Street Board approve working with Three Lakes Association to create an internship program for the purpose of creating a practical plan for the enhancement of Sunset Park.

## **Proposal**

To secure a junior or senior undergraduate intern from MSU's Landscape Architecture Program to assist the City of Boyne City and Three Lakes Association (TLA) with design and property inventory/evaluation services for the summer of 2013.

### **Goal 1:**

Develop a design for the City of Boyne City's Sunset Park that gives it a distinct sense of place that is well-integrated with the surrounding streets, businesses and water edges, that enhances the many activities centered in and around this space, and that continues to frame and reveal views of the lake and sunsets, while taking into consideration the constraints of the underground stormwater system that challenges site development.

**Scope of Work:**

- Prepare suitable project mapping
- Inspect site and surroundings
- Develop understanding of activities and events that potentially influence park design
- Determine potential park elements such as an information kiosk, shade, seating, etc.
- Prepare preliminary studies for review and discussion
- Refine studies into a site plan.
- Prepare a rendered plan of park
- Prepare cost estimates for design stages for park construction

**Final Products:**

- Rendered well-detailed park site plan
- Construction cost estimate

**Goal 2:**

Reduce erosion and sediment deposition into the Elk River Chain of Lakes Watershed's lakes, rivers and streams from publicly owned riparian lands.

**Scope of Work:**

- Objectively rate the public direct access sites based on observed and measured soil erosion and shoreline protection. This inventory will be done in conjunction with the high school internship program.
- Rank sites based on relative severity of erosion.
- Develop remediation plans for priority sites and seek funding to implement remedies.
- Participate in the preparation and implementation of the Midwest Glacial Lakes Partnership Grant for a demonstration site within the TLA service area in conjunction with the Tip of the Mitt Watershed Council, Antrim Conservation District and TLA.
- Design and implement improvements for a site of your choosing from the sites identified with TLA volunteers.

**Goal 3:**

Interact and work directly with local government and non-governmental organizations to gauge a better understanding of the political environment necessary to move goals 1 & 2 to completion.

**Compensation:**

- There will be no monetary compensation for the Internship.
- Lodging, if needed, in the Boyne City area for goal #1 and in TLA's service area for goal #2.
- Mileage, as authorized, related to the specific projects.
- An educational experience that cannot be beat. The experience will include professional development, the ability to lead multiple projects with a team and to see at least one to completion.
- The ability to spend the summer in breathtaking beautiful northern Michigan.

**Interested? Send a letter of interest and 2 letters of recommendation no later than March 31, 2013 to: [lesliemeyers01@comcast.net](mailto:lesliemeyers01@comcast.net)**

**Background Information:**

The City of Boyne City is a town of approximately 3,735 residents. It grew 6% from the 2000 census to 2010, making it the fastest-growing city in Northern Michigan. It is situated along the eastern shore of beautiful Lake Charlevoix, in Charlevoix County, with direct access to Lake Michigan. Within its 4.5 square miles and 11 miles of riparian frontage, there are 6 public parks, a municipal beach, and a boardwalk on the Boyne River. The downtown area offers great restaurants, specialty foods, snack

shops, eclectic gift shops, sporting goods & clothing stores, art galleries and so much more. In addition, Boyne offers four seasons of outdoor activities.

Three Lakes Association's mission is to provide leadership to preserve, protect and improve the environmental quality of the Elk River Chain of Lakes Watershed for all generations, with emphasis on Lake Bellaire, Clam Lake, Torch Lake and their tributaries. They have monitored water quality since 1966 and have constructed a predictive water quality model for the protection of our lakes and watershed. TLA also identifies potential pollution sites, and works with homeowners and local officials to solve problems. Additionally they publish an informative quarterly newsletter, collaborate with other NGO's to produce educational programs for the community on water quality, water safety, invasive species, lakeshore management, and other environmental concerns. They also mentor local high school students and college students in their summer internship program.



Date: March 7, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: 2013-14 Main Street Budget

## **Overview**

In preparing the budget, the focus was on maintaining and enhancing existing programs and activities while attempting to fund opportunities to meet new priorities and challenges.

Revenue from property tax collections within the DDA is expected to decline 1.5 percent and that is reflected in the budget. Committee revenue is projected to be at the same level but higher primarily due to expected increases for Stroll the Streets and the SOBO Arts Festival. These two events generate nearly all of the committee revenue and last year covered nearly 100 percent of their cost. Revenue from Boyne Thunder is based on revenues from 2012, which may be conservative compared to expectations for the 2013 event. A new revenue category is for the possible development of the Boyne Theatre. The goal at this point is to raise through fund raising, grants and donations enough revenue to cover any expenses related to the theatre project, which are anticipated at \$15,000.

On the expense side, expenses for ER / Team Boyne are \$18,500 higher due to the theatre project and possibly working with the Gibbs Planning Group. Organization expenses are higher to cover expenses related to the 10<sup>th</sup> anniversary celebration. There is small increase in Promotions basically due to the growth of the farmers market. Current projects of the design committee, like the downtown flower boxes, holiday decorations, summer maintenance employee, tree maintenance, and streetscape enhancements will continue to be funded in the proposed budget. Also included in Design is completion of the utility line project in the alley between Water and Ray streets.

New in the budget is the addition of a contract employee to assist with Main Street office operations. Proposed is approximately 10 hours per week at an annual cost of approximately \$7,500. This cost would be covered by revenues from Boyne Thunder.

If you have questions, let me know.

# BC Main Street 2013-14

## DDA Fund Balance Summary

### 248-030 DDA Revenues

Notes

Code	Account Title	Budget FYE 2012-13	Year end Projection
400	Allocation from Fund Balance		
405	Property Tax Collections	317,466.00	317,500.00
579	Grants: State	208,425.00	195,000.00
580	Grants	0.00	0.00
582	Loan Proceeds	0.00	0.00
642	Charges for Services/Fees	0	0
664	Interest Earnings	50.00	-
670	Committee Revenues	25,000.00	23,000.00
	Design Comm Revenue	0.00	
	Econ Restruct. Comm Revenue	0.00	
	Organization Comm Revenue	2,000.00	
	Promotions Comm Revenue	23,000.00	
670.2	Theatre		485.00
676	Boyne Thunder		14,380.00
677	Radio Shack Facade Escrow		14,380.00
680	Farmers Market Revenues	15,000.00	25,000.00
	<b>Revenues Total</b>	<b>580,321.00</b>	<b>589,365.00</b>

Budget FYE 2013-14	
	313,000.00
	0.00
	0.00
	0.00
	0
	25,500.00
	0.00
	0.00
	0.00
	25,500.00
	15,000.00
	12,000.00
	0.00
	19,500.00
	<b>385,000.00</b>

\$16,500 for Stroll the Streets  
\$9,000 for SOBO Arts Festival

### 248-731 DDA Expenses

#### Office

Code	Account Title	Budget FYE 2012-13	Year end Projection
727	Office Supplies	750.00	500.00
728	Office Operating Expenses	-	-
729	Office Equipment	1,500.00	1,500.00
732	Membership Dues	3,450.00	3,450.00
	Michigan Downtown Association	200.00	
	National Main Street Center	250.00	
	Boyne Area Chamber of Commerce	3,000.00	
	Professional Library/Subscriptions		500.00
	Downtown Idea Exchange	240.00	
	Petsosky News-Review	160.00	
	Books/Reference Material/Etc	100.00	
740	Utilities/Internet Service		840.00
	Telephone: avg \$50/mo	600.00	
	Internet: \$20/mo	240.00	
940	Facilities Rent		3,600.00
	\$300 per month	3,600.00	
	Storage Unit @\$50 per month		
	<b>Office Total</b>	<b>10,640.00</b>	<b>10,390.00</b>

Budget FYE 2013-14	
	500.00
	7,800.00
	750.00
	3,450.00
	200.00
	250.00
	3,000.00
	240.00
	160.00
	100.00
	700.00
	240.00
	3,600.00
	<b>17,540.00</b>

staff person - 10 hrs week @ \$15 hr

Personnel

Code
705
712
713
714
716
719

Account Title	Budget FYE 2012-13
Salaries/Wages	37,500.00
Insurance: Life/AD&D	250.00
Medical Insurance	2,800.00
Social Security	3,200.00
Unemployment	300.00
Sick/Vacation	3,000.00
<b>Personnel Total</b>	<b>47,050.00</b>

Year end Projection
37,500.00
250.00
7,049.00
3,200.00
300.00
3,000.00
<b>50,999.00</b>

Budget FYE 2013-14
37,500.00
250.00
6,279.00
3,200.00
300.00
3,000.00
<b>50,529.00</b>

Fees

Code
750
952
942
981
992
993

Account Title	Budget FYE 2012-13
Administrative Service Fee	7,500.00
Bank Fees	
Service / Maintenance Fee	75,000.00
Interest	
Downtown Loan Principal Repayment	5,732.00
Interest/Downtown Loan	1,568.00
<b>Fees Total</b>	<b>89,800.00</b>

7,500.00
75,000.00
5,732.00
1,568.00
<b>89,800.00</b>

Budget FYE 2013-14
7,500.00
75,000.00
5,978.00
1,322.00
<b>89,800.00</b>

Design

Code	Account Title	Budget FYE 2012-13	Year end Projection	Budget FYE 2013-14
730	Repairs/Maintenance (Boardwalk, Curb repair)	2,000.00	250.00	2,500.00
760	Design Committee Expenses	8,000.00	4,500.00	6,750.00
	Buff Up Boyne	500.00		500.00
	Maintenance Enhancement Program	4,000.00		3,000.00
	Historic Walking Tour Brochure	1,000.00		1,000.00
	Downtown Tree Maintenance	1,500.00		1,500.00
	Historic Plaque program	1,000.00		500.00
761	Downtown historic window displays	500.00		250.00
	Design Engineering/Consulting	5,000.00	0.00	0.00
	Parking survey/planning			
762	Design Capital Improvements	357,925.00	440,000.00	48,500.00
	Façade Grant Program	178,425.00		10,000.00
	Riverwalk Extension	5,000.00		2,000.00
	Sunset Park Improvements	5,000.00		5,000.00
	Downtown Ice Rink	500.00		500.00
	Main Street streetlights	9,000.00		0.00
	Boyne Avenue Entryway	3,000.00		3,000.00
	Park Street Improvements	156,000.00		0.00
	Lake-Park St. alley underground utilities			25,000.00
	Maintenance/repairs	1,000.00	34,000.00	2,000.00
763	Streetscape Amenities	35,700.00		96,500.00
	(Way-finding) Signage	5,000.00		5,000.00
	Christmas Decorations	12,500.00		14,000.00
	Banners	3,500.00		1,000.00
	Site Furniture (benches, bike racks, trash receptacles)	5,000.00		5,000.00
	Flowers/maintenance (tree boxes)	8,000.00		9,000.00
	Library parking lot landscaping	0.00		2,500.00
987	Contracted Construction Services	0		0
	<b>Design Total</b>	<b>408,625.00</b>	<b>478,750.00</b>	<b>94,250.00</b>

15 hrs per week; 15 weeks; \$12 per hr

**Economic Restructuring**

Code
780
781
782

Account Title	Budget FYE 2012-13
Econ Restructuring Committee Expenses	-
Econ Restructuring Engineering Services	-
Bus. Recruitment/Retention	8,000.00
Theatre Dilworth	1,000.00
Team Boyne / Creating Entrepreneurial Comm.	5,000.00
Broadband	2,000.00
<b>ER Total</b>	<b>8,500.00</b>

Year end Projection
8,000.00
<b>8,000.00</b>

Budget FYE 2013-14
-
-
15,000.00
1,000.00
10,000.00
1,000.00
<b>27,000.00</b>

Bob Gibbs

**Organization**

Code
810
811
812
818
879

Account Title	Budget FYE 2012-13
Committee/Event Expenses	500.00
Boyne Thunder Expenses	0.00
Organization Committee Expenses	3,500.00
10th anniversary celebration	
Public Relations (Nwsltr, Public Mtgs)	500.00
Volunteer Management / recognition event	2,000.00
Website	1,000.00
Contracted Services	0
Education/Travel	5,000.00
<b>Organization Total</b>	<b>9,000.00</b>

Year end Projection
2,000.00
4,000.00
<b>6,000.00</b>

Budget FYE 2013-14
-
0.00
7,500.00
5,000.00
500.00
1,000.00
1,000.00
0
4,000.00
<b>11,500.00</b>

Promotions

Code	Account Title	Budget FYE 2012-13	Year end Projection	Budget FYE 2013-14
790	Farmers Market Expenses	15,000.00	20,500.00	19,000.00
	Market manager	\$ 6,300.00		7,200.00
	Park maintenance	\$ 500.00		500.00
	Dues (chamber, MFA)	\$ 360.00		400.00
	Signage	\$ 300.00		300.00
	Marketing	\$ 2,840.00		2,900.00
	Indoor Market expenses			1,000.00
	Administrative			1,200.00
	Project Fesh, WIC, SNAP	\$4,700		5,500.00
900	Advertising/Publishing	9,800.00	9,000.00	9,300.00
	Visitors Guide	2,000.00		2,000.00
	US-131 Billboard	2,800.00		2,300.00
	Marketing	5,000.00		5,000.00
902	Promotions Committee Expenses	13,000.00	11,500.00	13,600.00
	Event Listings & Other			
	Image Sub-Committee			
	Graphic Design Services	3,000.00		3,600.00
	Postcards/Brochures/Printed Materials	4,000.00		4,000.00
	Bike Patrol	6,000.00		6,000.00
910	Promotions Committee Events	33,600.00	26,000.00	33,000.00
	Stroll the Streets	14,000.00		16,500.00
	SOBO	6,000.00		9,000.00
	Winter Fest	1,000.00		1,000.00
	Mushroom Festival	350.00		350.00
	Chocolate-Covered Boyne	500.00		250.00
	Harvest Festival	2,000.00		1,500.00
	4th of July Parade	3,000.00		300.00
	Miscellaneous	1,000.00		1,000.00
	Earlier Than the Bird	1,000.00		1,000.00
	Irish Heritage Festival	3,000.00		1,000.00
	Santa Parade/Flavor of Boyne	1,500.00		500.00
912	Promotions Capital Outlay Costs	71,400.00	67,000.00	74,900.00
	<b>Promotions Total</b>	<b>71,400.00</b>	<b>67,000.00</b>	<b>74,900.00</b>

Total \$ 365,519.00

\$ 710,939.00

26 February 2013

Hugh Conklin  
Boyne City Main Street  
Program Manager  
112 South Park Street, Suite F  
Boyne City, Michigan 49712

Dear Mr. Conklin:

On behalf of the Urban Retail Institute (URI), I am pleased to respond to your request to provide retail consulting services for Boyne City's downtown area. The URI's expertise allows us to formulate and refine a proven and focused approach to accomplish the market research. The URI is dedicated to providing practical, actionable results, which reflect economic development realities and not just theoretical research.

Please find below my proposed scope and fees based upon our recent discussions and my understanding of the city's objectives:

**Task 1: Downtown Retail Planning Analysis**

The URI will review relevant prior studies and master plans prepared by others. In addition, the URI shall conduct an analysis of the downtown's built environment in regards to how it impacts its commerce. This analysis shall include: vehicular circulation, parking, streetscape, signage, lighting, building placement, parks, pedestrian ways and the commercial mix.

Based upon the findings from the above analysis, the URI shall develop a market-based plan for the historic commercial district to improve its retail market share and to become more appealing to leading retailers and restaurants. This strategy shall include specific recommendations for building infill, parking, vehicular circulation, streetscape, signage, tenant mix and open space. The URI's review and comments will be geared to assist the city and its retailers to have maximum shopper appeal as well as outside investment.

The URI will also prepare a general retail merchandising plan for the commercial district that illustrates market-based locations for restaurants, retailers and potential junior anchors. This task deliverables shall be a master plan drawing of the recommendations and a public presentation of the URI's findings. This task does not include a written document.

**Task 2: Store Planning Workshop**

This fast paced workshop is designed give small retailers and restaurants specific nuts and bolts techniques for increasing shopper traffic and sales. The URI will make a 2 hour presentation illustrating new consumer trends, store design and visual merchandising techniques that can be applied for small businesses. The session will review actual case studies for color, lighting, shopper movement, signage and window displays. Participants will learn about: the 8 second rule, the decompression zone, the front and center table, the power point of purchase zone.

**Meetings & Presentations**

This proposal includes the URI's availability for 2 days of on-site analysis and presentations and up to 2 conference calls with the city's planning team from our offices. In addition, URI will be available for additional meetings and charrette participation on an hourly or per diem basis as authorized by the city and outlined below:

Principal:	\$250/hr.	\$2,500 per diem
Associate:	80/hr.	500 per diem

**Professional Fees:**

URI's proposed fee for the above consulting services is a lump sum of **\$8,000** including all expenses.

**Limits of Scope of Services:**

The services described in this agreement are for consulting services only, and should not be used as the sole basis of development, financing or leasing. Actual site, building, parking, utility, grading, engineering and architectural plans and construction documents are not included within the scope of this proposal and are to be completed by others. In addition, the following items *are not* included in this proposal:

- a. Environmental reviews or analysis for toxic or contaminated site conditions
- b. Building and structural architectural design and engineering
- c. Detailed cost projections or estimates
- d. Real estate leasing, sales or brokerage services
- e. Market Research
- f. Written documents or reports

**Conditions of Agreement:**

- a. URI will begin services as described by this proposal upon receipt of a non-refundable retainer as outlined below. This retainer will be deducted from the final invoice for services completed by this proposal.
- b. URI will invoice the city at the completion of Task 1 and 2.
- c. All invoices will be paid by the city within 30 days of receipt.
- d. This proposal will be valid for 30 days from today's date.
- e. This agreement will not be enforced by either party until each party has in its possession a copy of this agreement signed by the other.
- f. In the event of termination or suspension due to the fault of others than the URI, the URI will be paid compensation for all completed work, plus other fees which may have been authorized by the city for expenses resulting from such termination or suspension.
- g. URI does not imply or warrant that the findings of its consulting will include any minimal amounts or types of commercial sales or development at the subject site.
- h. URI's responsibilities for any damages or losses resulting from the services completed pursuant to this agreement shall be limited to One Thousand Dollars (\$500). All additional claims, disputes and other matters in question arising out of, or relating to, this agreement or the breach thereof, will be decided by an arbitrator; said arbitrator will be appointed by American Arbitration Association, and arbitration shall occur in Emmet County Michigan.

If you agree with the terms, fees and conditions of this proposal, please sign below. URI will begin these services upon the receipt of a \$2,000 retainer check made out to the Urban Retail Institute.

Thank you for the opportunity to submit this proposal and we are looking forward to serving Boyne City in the near future.

Sincerely,  
The Urban Retail Institute, Inc.



Robert J. Gibbs, ASLA, CNU  
Director

.....  
*Signature* *Date*

.....  
*Title* *Representing*



Date: March 7, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Façade Grant Policy Discussion

Over the past few years Boyne City has been fortunate to take advantage of façade grants through the MEDC and MSHDA. Those grants are still available but they are more competitive and their criteria and priorities do not always match ours. The emphasis of the state programs is on the core downtown area and their goal is to make a large impact on an area. We have seen the results of that with the work done to Boyne Country Provisions, Radio Shack, Odd Fellows, Co-op and other properties.

Our Main Street / DDA district, however, encompasses more than just the core downtown and we have identified areas on Boyne Avenue and North Lake Street as priorities. While it's possible, it is highly unlikely, these areas would qualify for façade grants through the state.

The creation of a façade program is included in the DDA Development Plan approved in March 2010 and in recent years the Design committee has discussed creating a program to assist with local projects. Numerous examples of façade grant programs have been gathered and they have been used to assist in creating a potential plan for our program. The draft is included with this memo.

At this point no decision is requested. The Design committee is asking only for board input.

# **Boyne City Main Street / DDA Façade Grant Program Guidelines DRAFT**

## **Background**

The Façade Incentive Grant Program is a program of the Design Committee of the Boyne City Main Street Program and Downtown Development Authority (DDA).

## **Program Purpose**

The grant program is to encourage private investment through the rehabilitation and improvement of facades within the Boyne City Main Street / DDA District, to encourage good design that will serve as quality examples, and to preserve the architectural character that is distinctive to Boyne City. By improving the appearance of the building facades, the Program serves to improve the economic viability of the downtown.

## **Source of Funding**

This program is funded by the Boyne City Main Street / Downtown Development Authority. Recommendations for funding grant applications will be made by the Main Street Design Committee to the Main Street Board which will make all final grant funding decisions. There is no set minimum or maximum number of projects per year.

## **Program Target Area**

The target area for the Boyne City Main Street Façade Incentive Grant Program is the Downtown Development District with a special emphasis on properties outside the core downtown district. (Please see Exhibit A: Target Program Area Map)

## **Eligible Applicants**

1. Grant Program Target Area (see map) with commercial buildings and used for commercial purposes) are eligible to apply for grant funds.
2. Applications for projects must be reviewed and approved by the Design Committee and Main Street / DDA Board. Any applicant submitting an application after commencement of exterior demolition or construction does so at the risk of becoming ineligible to receive a grant.
3. Owners or tenants may request grant funds, however, tenants must submit a notarized letter of permission from the property owner with their application.

## **Eligible Improvement Projects**

- Removal of siding that was used to cover original building materials
- Exterior brick or wall surface cleaning
- Pointing of brick/Mortar joint repair
- Patching and painting of facade
- Window and/or door replacement/repair
- Any architectural details in need of repair and/or replacement

### **Funding Guidelines**

1. Grants will reimburse 50% of the project costs up to:
  - Front Façade - \$10,000 (*Buildings on corner lots have two front facades*)
  - Rear Façade - \$5,000
  - Side Façade - \$2,500 (*only eligible if facing public alley or street*)
  - Architectural fees - \$2,500
  
2. Grant funds cannot be used for:
  - Interior improvements or furnishings
  - Financing or refinancing debt
  - Loan origination fees
  - Property acquisition
  - Building permits or development review fees
  - Property appraisals
  - Legal fees
  - Labor costs paid to owner/applicant or relatives of the owner/applicant
  - Landscaping
  - Interior maintenance
  - Signs and awnings with signage
  
3. All rehabilitation projects must meet City of Boyne City zoning codes and Charlevoix County building codes.
  
4. Any grant for surface cleaning must ensure that gentlest means of cleaning is used and environmental permits are obtained if removing lead based paint or discharging paint materials into the City's storm sewer. Cleaning methods that damage the historic building materials, particularly sandblasting, are prohibited.
  
5. Projects funded by grant monies must be completed within one year of the date the grant is awarded. If requested, extensions of grant funds may be considered.
  
6. Any improvements that have been made through the Façade Incentive Grant Program must be maintained by the applicant and may not be removed or significantly altered for a period of five years, according to the Historic Preservation Easement that must be executed following the approval of a grant award.
  
7. All applicants must be in good standing with the City of Boyne City which includes being current with all fees, permits and taxes.
  
8. No grant will be awarded until the project is 100% complete and all City approval processes completed (i.e., final inspection on all building permits and final inspection of grant work). For example, if the services of an architect are needed, reimbursement to applicant for architectural expenses will be paid to the applicant at the end of the project as part of the total grant award. The grant is awarded on a reimbursement basis.

**Application and Approval Rating: Yet to be determined**