

Approved: _____

**Meeting of
SEPTEMBER 5,
2013**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, SEPTEMBER 5, 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 8:31 a.m.

Roll Call

Present: Jodie Adams , Michael Cain , Bob Carlile, Jim Jensen
Larry Lenhart, Pat O'Brien, and Rob Swartz

**Meeting
Attendance**

Absent: Robin Berry Williams (arrived at 8:40 am) and Michelle Cortright

City Staff: Main Street Manager Hugh Conklin, Assistant Planning, Zoning
Administrator Annie Doyle and Recording Secretary Karen Seeley

Public: There was one person in attendance

Excused Absence

Adams moved, Cain second PASSED UNANIMOUSLY to excuse the absence of Michelle Cortright

**Approval of Minutes
MOTION**

Adams moved O'Brien second PASSED UNANIMOUSLY to approve the August 1, 2013 meeting minutes

Citizens Comments

None

Correspondence

None

**Main Street Committee
Reports**

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

- Stroll the Streets wrapped up its 10th season on Friday, August 30th. Overall it was another great summer. The Chamber and Main Street managers have done a general survey to the downtown merchants about the summer season. Most reported business had improved from the previous year. Discussion on the horse-carriage ride. Conklin felt the Chamber location was a better site. He felt this year was a learning experience for them.
- The Farmers Market hosted its second annual Friends Farm Meal and it was another successful event. Money raised from the evening will help pay for improvements to the winter market and to support other market initiatives. Their outdoor season continues through October and then will move indoors to the red building next to the library.
- Just a few details remain before we have the final numbers for the 2013 Boyne Thunder event.
- Four bids were received for the Art bike racks. The design committee should have a recommendation for the board at the October meeting

Manager's Report

- Main Street Manager Conklin reported on: The firm that got the bid for the Boardwalk project will begin next week.
- He attended a DDA meeting in St Ignace along with Assistant Planner Annie Doyle to discuss the Main Street program.
- Last October an application was submitted for a retail merchandising consultant to work with local businesses through Michigan Main Street. This will be a one-day presentation to the DDA retailers. We are trying to get a price to add one more day. Board suggestion to record the community presentation.
- The State of the Community luncheon will be held September 12 at noon, Sommerset Pointe.
- The board received a copy of a request for a letter of support from WATCH, Inc. (Water and Air Team Charlevoix). This is a Bike Share Pilot Program for Boyne City, Charlevoix and East Jordan. They are seeking funding from the local Community Foundation and private sources/donations to purchase at least 12 total bicycles, (4 to 5 bikes each community) helmets, locks and bike racks with brightly identifiable "Smart Commute" labels. This would be at no cost to the City; we would just provide the location and manpower. Board discussion regarding our liability? City Manager is checking with our underwriters. **Cain moved O'Brien second PASSED UNANIMOUSLY** for Main Street Manager Conklin to prepare a letter of support for the Bike Share Program for Boyne City, Charlevoix and East Jordan.

MOTION

UNFINISHED BUSINESS

"Pure Boyne" Marketing Campaign: Report from Advisory Committee

The advisory committee met with Randy Calcaterra to discuss the questions/concerns expressed by the board about his marketing initiative. He is making a lot of progress with the infrastructure and has been out videoing events and collecting data. Question of the time frame for budget? He should be back with a request in the fall. His "Live Boyne" LLC has been applied for.

NEW BUSINESS

Charlevoix County Community Foundation Veterans Park Pavilion Grant

Michigan Economic Development Corporation has approved up to a \$12,500 grant to assist with the Veterans Park Pavilion project. The grant requires a dollar-for-dollar match. This project will develop architectural designs and cost estimates to expand and retrofit Boyne City's Veterans Park pavilion into a multi-activity structure, including use as a permanent winter farmer's market location. The farmer's market committee under the leadership of Becky Harris has held fund raising events over the past two years and has accumulated funds to help with the match commitment. However, the market does not have the resources to fund the entire match and since the project involves far more than just the market's use of the pavilion, responsibility for the match should be shared. One opportunity for additional funding is from the Charlevoix County Community Foundation. The project has been discussed with Maureen Radke of the CCF staff and she said the project fits the foundation's criteria and it would be appropriate for Boyne City to submit a grant application requesting no more than \$5,000. The Foundation's application deadline is October 1st. Board discussion that this is worth the time and effort to pursue. What a great opportunity to build on the farmers market and the community as a whole.

MOTION

O'Brien moved Adams seconded PASSED UNANIMOUSLY that Main Street supports the grant application to the Charlevoix County Community Foundation requesting funds to support the Veterans Park Pavilion project.

Local Façade Grant Program

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 that has been completed. Our Main Street / DDA district 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. Developing 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. The committee is now ready to recommend to the board the adoption of a local façade grant program. Its goal 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. This program, as proposed, provides a matching grant for facades within the Main Street / DDA District. For every dollar awarded the applicant must spend an equal amount. Individual grant amounts will be up to 50 percent of project cost. For the current year, \$10,000 is the amount recommended by the design committee to be allocated for the program. 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. After review of the proposed grant program guidelines, board discussion on where the grant monies would come from. Boyne Thunder profits could be used. **Cain moved O'Brien seconded PASSED UNANIMOUSLY** that the Main Street Board approve the Boyne City Façade Grant policy as proposed and to set the allocation for the 2013-14 fiscal year at \$10,000. This could also be given in smaller amounts.

MOTION

Dilworth Hotel Michigan Economic Development Corporation Grant Application

The State Historical Preservation Office and MEDC environmental review has been submitted, which would allow Mr. Grove to start incurring expenses. There is a grant opportunity through the MEDC "Unique Downtown Development Grant" with a job creation requirement. We should support to move forward with this grant. The building is all cleaned out. Mr. Grove is trying to make this building sustainable and viable for the long term. How would the funds be used? Renovation of the building. **Adams moved Lenhart seconded PASSED UNANIMOUSLY** a motion of support for the Dilworth Hotel Michigan Economic Development Corporation Grant "Unique Downtown Development Grant. Board discussion regarding conflict of interest if the Main Street Manager continues to be involved in this project. This is a good way to foster Economic Development and Historic preservation in the DDA. The board has no issues with this nor do they see it as a conflict.

MOTION

(Carlile out at 9:28)

Food Truck -Discussion

Board discussion regarding being pro-active on this issue. Other communities allow food trucks and we should learn from them and have guidelines in place before we are approached with a request. It was suggested to have a small sub-committee to do the leg work and speak with other communities that have done this and come up with some guidelines. Main Street Manager Conklin suggested Assistant Planner Annie Doyle be apart of this committee along with Michelle Cortright and Jim Bauman and they will invite whom they feel would be a good fit.

GOOD OF THE ORDER

The first Triathlon was a great success with 191 people participating

It was a great Labor Day with major events all over town.

We continue to have ongoing communications with Devlon and they plan to bring something to the Planning Commission in the future.

The One Water Street project is moving forward

We didn't receive the Placemaking grant for Old City park.

ADJOURNMENT MOTION

Cain moved Adams seconded PASSED UNANIMOUSLY to adjourn the September 5, 2013 meeting of the Boyne City Main Street Board at 10:02 am.

Karen Seeley, Recording Secretary