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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**

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**2012-13 Main Street Budget:**

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

MOTION

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

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**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.

MOTION

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

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 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