

TENTATIVE AGENDA



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BOARD MEETING

February 6, 2014 – 8:30 A.M. Commission Chambers – City Hall

1. CALL MEETING TO ORDER AND ROLL CALL
 - OATH OF OFFICE
2. READING AND APPROVAL OF MINUTES - January 9, 2014 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. Trail Town - Update
 - b. Veterans Park Pavilion – Update
8. NEW BUSINESS
 - a. Board Officers
 - b. Michigan Vietnam Veterans Traveling Memorial – Presentation by Bob Carlile
 - c. Boyne Area Chamber Visitors Guide Ad
 - d. Boyne Thunder Resolution of Support
 - e. SOBO Arts Festival Charlevoix County Community Foundation Grant Request
 - f. Appointment of Erica Tosch to Farmers Market Committee
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
 - Next Boyne City Main Street board meeting, Thursday, March 6, 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
 January 9, 2014**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY JANUARY 9, 2014 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, Bob Carlile, Jim Jensen, Larry Lenhart, Pat O'Brien, Rob Swartz and Robin Berry Williams

**Meeting
 Attendance**

Absent: Michael Cain (arrived 8:34 a.m.) and Michelle Cortright

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

Public: One

**Excused Absences
 MOTION**

Adams moved Carlile second **PASSED UNANIMOUSLY** to excuse Michelle Cortright.

**Approval of Minutes
 MOTION**

Adams moved O'Brien second **PASSED UNANIMOUSLY** to approve the December 4, 2013 Strategic Planning session meeting minutes as corrected and the December 5, 2013 regular meeting minutes as presented.

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:
 The Farmers Market Committee:
 Will move to Peninsula Beach during Boyne Thunder
 Reviewed the Pavilion design concepts.
 Are working on a policy for food trucks and will welcome them at the farmers market.

**MANAGER'S
 REPORT**

Wednesday, January 15 at 11:00 a.m. Donovan Rypkema, a nationally known economic development and historic preservationist specialist has been hired by the Michigan Main Street Program to do an economic study on the impact of Main Street on Michigan communities. Boyne City is one of five communities selected to participate. He would like to meet with board and committee members and other folks in the community. The board received a copy Iowa's Economic Impact Study (received and filed) which will be similar to ours.

Asked for the board's interest in applying for the 2014 Great American Main Street Award. We applied in 2011 and were selected one of 10 semi-finalists. When we were not chosen a finalist we decided we would wait a few years to allow the program more time to grow. The applications are due by February 5th, the cost is \$150. After board discussion **Adams moved Cain seconded PASSED UNANIMOUSLY** to apply for the 2014 Great American Main Street Award. This would be a great thing for the community.
Cain out at 9:05 a.m.

MOTION

UNFINISHED BUSINESS

Veterans Park Pavilion Project: The board reviewed the three concepts prepared by Environment Architects following a public charrette on Dec. 12 and 13 and an open house on Dec. 17. The City has received a \$12,500 MEDC grant to assist with the project of creating a year-round multi-activity structure in Veterans Park, focusing on the Veterans Park Pavilion, for use by residents and organizations, including use as a permanent winter farmer's market. The estimated project cost for concept 1 is \$409,000; for concept 2 \$647,000 and concept 3 which would relocate the pavilion is \$1,310,000. The grant money must be used by May 2014.

MOTION

NEW BUSINESS

Main Street Board Appointments: Four candidates applied for the two open seats on the Main Street Board. The seats are currently held by Bob Carlile and Michelle Cortright. The candidates who submitted an application are Michelle Cortright, Ben Van Dam, Aaron Place, and Jack Laurent. The candidates, except Michelle, were interviewed by members of the organization committee on Dec. 17th. It is the committee's recommendation to reappoint Michelle and appoint Ben Van Dam to the Main Street Board. **Carlile moved Adams seconded PASSED UNANIMOUSLY** to recommend the City Commission reappoints Michelle Cortright and appoints Ben Van Dam to the Main Street Board for a term of four years ending January 18, 2018.

MOTION

Main Street Board Planning Session Follow-up: Facilitator Jen Booher presented the board with goals, objectives and actions from the Planning Session (received and filed). She reviewed the goals with the board and suggested they appoint a committee to oversee each.

The board thanked Bob Carlile for his commitment and service to the board.

Carlile moved O'Brien seconded PASSED UNANIMOUSLY to adjourn the January 9, 2014 meeting of the Boyne City Main Street Board at 10:31 am.

MOTION

ADJOURNMENT
MOTION

Karen Seeley, Recording Secretary



Date: January 28, 2014

To: City Commissioners and
Michael Cain, City Manager

From: Hugh Conklin, Program Manager

Re: Sister Cities Project Update

Following last year's Boyne City Irish Heritage Festival activities there was discussion about the possibility of Boyne City participating in a Sister City relationship with a community in Ireland. In particular there has been interest in developing a relationship with Drogheda, Ireland, a city famous for the Boyne River. At last year's Irish Festival dinner Patrick Maquire was our guest speaker. Mr. Maquire is a resident of Adrian, MI., and a frequent visitor to Boyne City. He is also a native of Drogheda and with his assistance and the work of volunteer Becky Kuebler we are learning how to become a Sister City.

Our first step was to join the Sister Cities International organization. Through this \$150 membership a variety of resources are available and we learning what steps are necessary to partner with a community. Information about the Sister Cities organization is included with this correspondence.

In addition Becky and I are working on an introductory letter to Drogheda, which is one of the first steps in developing a relationship. A draft of the letter is included. We would appreciate you reviewing the letter and sharing your comments and thoughts. It is our goal to formally present to the City Commission at your Feb. 11 meeting a proposal for the City of Boyne City to participate in the Sister Cities International program.

The Honorable Richie Culhane
Drogheda Borough Council
Fair Street
Drogheda
Co. Louth
Ireland

Jan. 8, 2014

The Honorable Richie Culhane,

It is with great pleasure that I invite Drogheda, Co. Louth, Ireland to enter into a Sister City relationship with Boyne City, Michigan, on behalf of the citizens of our community.

We believe Drogheda is a good fit for this partnership because of the historical ties between Boyne City and the Boyne Valley in Ireland. Boyne City was founded by John and Harriet Miller in 1856. The Boyne River, running through Boyne City and opening into the mouth of Lake Charlevoix, so reminded Mrs. Miller of her home in Ireland, it was thusly named. We believe, with Drogheda located on the coast, and with the Boyne River running through it, that we not only have a geographical similarity, but a historical one as well. As citizens of Boyne City, we would like to cultivate and foster that connection to the benefit of both of our communities.

Our hope is to create an awareness and appreciation of each other's culture as well as many cooperative activities that will be of mutual benefit to our communities. We suggest these to include student exchange programs, tourism and economic development programs, community service projects, club or organizational links, and newspaper column exchanges.

From this beginning we hope this partnership will grow and continue for many generations, fostering educational, economic and professional exchanges. We look forward to the limitless possibilities of this relationship.

Our expectations are few but may include reliable communication between the Drogheda Sister City Committee members and Boyne City Sister Committee members, periodic evaluation of the success of the Sister City Program, and periodic visits from each community at each traveler's expense.

The benefits of this relationship to the city of Drogheda are the development of cultural awareness, economic growth, and friendship between our two communities.

Although this partnership would begin with an agreement between our respective municipalities, we see the strength and vitality of this long-term association residing in the organizations, schools, businesses, and individuals of our citizenry. To this end, we have identified a group to establish the sister City committee, and Patrick Maguire a former resident of Drogheda who now lives in Michigan and is a frequent visitor to our community will be instrumental in guiding our partnership at this early stage. Our committee would be responsible for working with you and your community to develop a mutually acceptable Sister City agreement and to prepare a plan for the initial activities and exchanges to take place.

If you kindly accept our invitation, we would suggest that a similar body of individuals be assembled in Drogheda. Please note that Becky Kuebler, Boyne City Main Street Sister City Coordinator will be your point of contact for establishing an agreement and planning the initial activities. She can be reached at 011-231-675-3770 or bakuebler@yahoo.com.

We truly hope that Drogheda, Co. Louth, Ireland will seriously consider this opportunity to partner with

Boyne City, Michigan. We eagerly await your response and would be happy to address any questions or reservations you might have. Thank you for your consideration.

Sincerely,

Ron Grunch
Mayor
Boyne City, MI

cc: Linda Bell Woods, Paul Bell, Kevin Callan, Matthew Coogan, Anthony Donohoe, Frank Maher, Ciarán McKenna, Imelda Munster, Michael O'Dowd, Ken O'Heiligh, Dom Wilton.



About Sister Cities International

Sister Cities International is a 501(c)(3) nonprofit, nonpartisan association that has been working since 1956 to advance peace and prosperity through cultural, educational, humanitarian, and economic development exchanges. Sister Cities International represents over 500 communities with partnerships in over 1,900 cities and 140 countries around the globe and serves as a hub for institutional knowledge and best practices in citizen diplomacy.

Since its inception, Sister Cities International has played a key role in renewing and strengthening important global relationships. Sister Cities International was created at President Eisenhower's 1956 White House conference on citizen diplomacy, where he envisioned an organization that could be a champion for peace and prosperity by fostering bonds between people from different communities around the world. By forming these relationships, President Eisenhower reasoned that people of different cultures could celebrate and appreciate their differences and build relationships that would lessen the chance of new conflicts.

Membership in Sister Cities International is open to cities of all sizes, counties, states, international cities, and individuals. Members are a part of a network of citizen diplomats who receive unique support and resources for their sister city organizations. Sister Cities International empowers individual citizens to become diplomats who proudly represent their community and their country in new and meaningful ways.

Sister Cities International strives to strengthen the sister cities network through strategic institutional partnerships, grants, programs, and support for its members. Sister Cities International motivates and empowers private citizens, municipal officials, and business leaders to conduct long-term, mutually beneficial sister city, county, or state relationships.

What is a Sister City?

A sister city, county, or state relationship is a broad-based, long-term partnership between two communities in two countries. A sister city, county, or state relationship is officially recognized after the highest elected or appointed official from both communities sign an official agreement of partnership.

A sister city organization may have any number of sister cities, with community involvement ranging from a half dozen to hundreds of volunteers. In addition to volunteers, sister city organizations may include representatives from nonprofits, municipal governments, the private sector, and other civic organizations. Sister city relationships offer the flexibility to form connections between communities that are mutually beneficial and which address issues that are most relevant for partners. They implement projects in a number of areas, including:

Cultural Exchange Cultural exchanges are a pillar of citizen diplomacy. Sister communities may share their respective histories, traditions, and customs through interactive and person-to-person events like art exhibits, cultural festivals, musical programs, peace parks, and other artistic endeavors.

Youth and Educational Programs Many Sister Cities International members organize high school exchanges with their partners. Partnerships between universities, whether for exchanges or cooperative activities, have also become more common over the years. Sister city exchanges are often the first opportunity young people have to travel abroad, and are vital in spurring a lifelong interest in international culture and affairs.

Economic Partnerships International exchanges boost local industry and development, build avenues for trade and company expansion, and develop personal relationships that open doors for private sector investment. In sister city organizations these may include trade missions, business-to-business learning opportunities, or assistance in trade areas such as market evaluation or regulatory assistance. Many of these exchanges also include cultural components to help build relationships and understanding that form the foundation for much of international business.

Municipal Assistance Sister cities often assist one another through training and knowledge sharing in areas such as transportation, sanitation, sustainable development, tourism, public safety, and others aspects of city management.

For more information on Sister Cities International and the sister cities movement, or to find out how you can get involved in your local sister city organization, please visit us online at www.sister-cities.org.



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Member Benefits

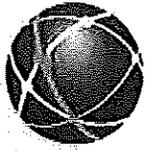
Membership in Sister Cities International is open to cities of all sizes, counties, states, international cities, and individuals. Members are a part of a network of citizen diplomats from over 500 U.S. communities with partnerships in nearly 2,000 cities in more than 140 countries around the globe. With affordable rates based on the population of a community, Sister Cities International provides members with unique support and resources for their sister city programs. For more information about membership rates please visit us online at www.sister-cities.org or email us at info@sister-cities.org.

Programs and Services

- **Member Profiles:** Each member has its own individual profile on our website, where you can display your partnerships, contact information, website/social media pages, a brief description of your program, as well as indicate if you are looking for a new sister city, all customizable by members themselves. This is often the first site shown when people around the globe search for sister cities and your city.
- **Visa Consultations:** Sister Cities International has partnered with immigration lawyers to provide pro bono consultations for questions regarding inbound delegations or visa applications.
- **Insurance:** Sister Cities International can offer members excellent rates on travel insurance for both inbound and outbound delegations, as well as special event insurance.
- **Certificates:** Sister Cities International provides certificates to commemorate new partnerships or milestone anniversaries of sister cities at no cost to members.
- **Cities Seeking Cities:** Our staff will work with members to identify potential cities, reach out to municipal officials, twinning organizations, and the diplomatic community, and walk you through the process of developing new partnerships for your community
- **Young Artists and Young Authors Showcase:** The Young Artists and Authors Showcase is an art and writing competition among all U.S. and foreign sister cities. Winners are promoted throughout the network and the top selections travel the country for display in various U.S. cities.

Expert Resources

- **Administrative and operations support:** Sister Cities International provides its members with resources and guidelines for starting and operating a successful sister program. Resources include:
 - Templates for important documents and communications materials, such as partnership agreements and invitations
 - Organizational guidelines and standards
 - Policy documents for organizing and running a program
- **Staff support:** As a member, you have access to the knowledge and support of Sister Cities International's staff, who have worked with hundreds of programs in all regions of the world on activities in almost any field.
- **State Coordinators/Honorary Board:** Former board members and volunteer state coordinators with extensive experience developing local sister city programs and building successful exchange models serve as an important resource for institutional knowledge and networking.



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Member Benefits

Training and Best Practices

- **Toolkits:** Sister Cities International provides best practices toolkits for exchanges, economic development, advocacy and other topics relevant to sister city development.
- **Monthly Webinars:** Sister Cities International hosts monthly webinars for members to help develop skills and knowledge in areas such as advocacy, communications, online fundraising, organizing trade delegations, and accounting, among others. Webinars are provided at no additional cost to members.

Promoting Members' Work

- **Membership Directory:** All members and their sister cities are listed in Sister Cities International's Annual Membership Directory as well as our online interactive directory. This directory is distributed to thousands of members, municipal and federal governments, partners, and members of the diplomatic community every year, and is the go-to resource for sister city partnerships.
- **Certification:** Sister Cities International provides certification to members in good standing to verify they are part of our network of communities. Members have broad usage of our Member Badge in their communications to show they are a part of the largest sister cities network in the world.
- **Shares Your Stories:** Sister Cities International advertises the work of local programs to its own extensive network of sister city programs, global twinning organizations, and volunteers, through active use of social media platforms.
- **Media Outreach:** Sister Cities International provides press releases to local and national media to highlight the accomplishments of our members. Connecting with the media both in Washington, D.C. and in local communities on behalf of our members provides great exposure for the work of our members.
- **Annual Awards Program:** Each year outstanding programs from small, medium, and large cities are recognized for their excellence in a number of categories and programmatic areas.

Networking

- **Access to the Sister Cities International network:** Sister Cities International can connect you with hundreds of other local programs to help you with your work. Whether it's advice on protocol, programming for exchanges, developing partnerships, or structuring your organization, we can connect you with other members to help you find the solution you need.
- **Institutional Partnerships:** Sister Cities International has developed a number of key institutional partners to help us serve our members. Along with our traditional relationship with the U.S. Department of State, in recent years Sister Cities International has developed a working relationship with the U.S. Department of Energy, U.S. Department of Commerce, U.S. Chamber of Commerce, Export-Import Bank, along with foreign Embassies, and the diplomatic community in Washington, D.C.

For more information please contact us at info@sister-cities.org and our membership department can answer any questions you might have. You can also visit us at www.sister-cities.org to see how Sister Cities International is helping connect cities around the world.



Our new website (www.sister-cities.org) offers an improved way of interacting with Sister Cities International and accessing benefits available exclusively to members. Among the major improvements:

- **A sleeker, updated design-** Along with Sister Cities International's new logo, the website offers a much more visually appealing, intuitive, and user friendly experience compared to our old site, and provides a more modern, public face to the sister city movement.
- **Personalized sister city profiles-** Cities can now display their primary contact information, website/Facebook/Twitter information, and narrative text about their organization, in addition to their sister cities.
- **An integrated database-** Previously members had to email updates on contact information, billing addresses, and other data which was then entered into our database. Now, members can access their organization's information online, so changes are instantaneous. This will drastically improve member voting, mailings, billing, and other essential activities.
- **More regular updates-** More member stories online, more events posted, and more resources like toolkits, templates and webinars available to our members.

GETTING STARTED: If you are a primary contact you might already have an account on our new website. If you haven't logged in yet go to www.sister-cities.org/user/password and enter your email address. If you already have an account you will be sent an email with instructions on logging in and resetting your password. If you are told that your email "is not recognized as a user name or an e-mail address" you will need to create a new account. If this is the case go to www.sister-cities.org/user/register and follow the instructions to create a new account.

VERIFY THAT YOU ARE THE ADMINISTRATOR: Any individual can create an account on the website, although only members associated with an organization in good standing can access the "Member Area" section, and only administrators can designate members or alter the information related to an organization (like addresses, primary/billing contact, etc.). When the database was first populated the primary contact on file was listed as the administrator for each organization. However, we recognize that in some cases this information might be out of date or people may have changed their addresses.

To confirm that you are the administrator click on the "Account" button at the top of the screen after you've logged in. If you are the administrator you will see three buttons: "Edit My Profile," "Manage Group," and "Edit Group." If you only see "Edit My Profile" you are not designated as administrator. To change administrators please contact Adam Kaplan, Membership Director, at akaplan@sister-cities.org and be sure to include a phone number where you can be reached. Please note that in order to be designated as an administrator you must have a profile created on the website.

ADMINISTRATIVE CONTROLS: Administrators have two major abilities: to add members to their organization and control both public and private information about their organization. Both of these functions can be accessed by clicking on "Account" at the top of the screen after you've logged in to the website.

Adding Members: When you invite members they will become associated with your organization and can access the Member Area of the website as long as your community is in good standing with Sister Cities International. If your local members are not associated with your organization they will be unable to access the Member Area section which includes toolkits, templates, webinars, information on grants, as well as other essential services and resources that are a part of your membership. To add members, click on the "Account" button at the top of the screen, then "Manage Group," and then "Invite Members." From there you can add one or more usernames (email addresses) in order to invite users in this group. Multiple usernames should be separated by a comma and maximum of 20 invites can be sent out at a time (although you can add as many members as you like). **Your members must create an account on the website before they can be associated with your program and gain access to Member Area.** After inviting a member they will be sent an email informing them that they have been added to your city's group and will be able to access the Members Area online.

Editing Organizational Information: When you click on the "Edit Group" button you will have the opportunity to enter information on your organization, including:

- Organizational address/website (where renewal packets and other mailings will be sent)
- Your Primary Contact (which will be publicly displayed) and Billing Contact Information (which will be private and only used by Sister Cities International for billing purposes)
- Text about your organization ("About Our Program") that will be displayed on your city's profile page (up to 500 characters)
- Your city's population, Facebook page, Twitter handle, and mayor
- Cities Seeking Cities Information

It is very important for you to make sure that the primary contact and billing contact are up to date and accurate. These are the contacts that receive communications on voting, billing, grant opportunities, and other important information. We also highly recommend that you enter text about your organization to give visitors a better idea of the work you are doing. This can be done in the "About Our Program" field in your profile.

Cities Seeking Cities: Members can now also indicate on their profile page when they are searching for a new sister city. Members will be asked to indicate:

- Geographic areas of interest
- Priority activities for the new partnership
- Information about relevant industries/organizations in your community

This information will then be automatically posted on your profile, and your city can be easily found by those looking for a new partner using our city directory. Sister Cities International staff will regularly check for new cities seeking cities and follow up with your primary contact after you have indicated an interest in finding a new partner. You can also contact Sister Cities International staff if you see an international city in this section with whom you'd like to explore a relationship.

MEMBER AREA SECTION: Please be sure to visit the Member Area of the website to download toolkits, templates, advocacy resources, our new Member Badge, as well as to access past webinars, grant opportunities, and visa resources. In order to access the Members Only section you must be logged in and associated with a member city in good standing.

The Member Area section also allows Sister Cities International's members to share their amazing projects and programs. The "Submit Your Member Story" page allows you to provide details on what's happening in your organization, and Sister Cities International staff will review submitted stories and will regularly update our front page with your work. We encourage you to share news of your organization's activities, including upcoming exchanges, sister city anniversaries, board meetings, testimonials, pictures, and yes, even potlucks. Once you submit your story, Sister Cities International staff will be in touch with you and find ways to share the news with the entire network.

INTERACTIVE CITY DIRECTORY: Sister Cities International's new city directory provides a quick and easy way for people to discover your organization and partnerships. With the ability to search according to city name, state, country, or even "cities seeking cities," members of your community as well as others from around the world will be able to see the partnerships you have made through your sister city organization, in addition to information about your programs.

If a partnership of yours does not appear on the website, or if there are any other problems with your city's profile, please contact Sister Cities International's Membership Director, Adam Kaplan, at akaplan@sister-cities.org.

SISTER CITIES INTERNATIONAL LOGO & MEMBER BADGE USAGE GUIDELINES



Sister Cities International Logo



Sister Cities International Member Badge

INTRODUCTION:

The purpose of this document is to provide a set of guidelines for using the *Sister Cities International* logo and Member Badge.

THE NEW LOGO:

The *Sister Cities International* logo plays a very important role for the organization. It serves as an immediately recognizable visual identifier for people who know *Sister Cities International* — members and non-members within the citizen diplomacy community, journalists who cover international relations, even Congress. Much like a person's face, *Sister Cities International* logo is the organization's most recognizable feature.

The new *Sister Cities International* logo (see above left) was officially unveiled and adopted in May 2012 as part of a comprehensive brand re-launch that also included a new tagline and website. The new logo symbolizes connectivity with the crisscrossing lines on the globe representing the wide spectrum of its member connections. The tagline, "Connect Globally. Thrive Locally." encapsulates the essence of the work of *Sister Cities International's* members in connecting communities globally for mutually beneficial relationships.

The new brand was launched with the aim of better promoting the work of its members. A fresh, modern, and strong brand will enhance *Sister Cities International's* communications outreach and increase its ability to share the power of the sister cities network with the entire world.

LOGO USAGE:

Sister Cities International's logo, brand, and tagline are the property of *Sister Cities International* and may not be duplicated or replicated.

Consistent presentation and use of a logo suggests the stability and reliability of the organization it represents. Unfortunately in the past, *Sister Cities International's* logo has been attached to erroneous information and used without permission by both affiliated and unaffiliated members. Therefore, to avoid confusing the public and prevent any dilution of the *Sister Cities International* brand, the new logo will not be available for general use.

In lieu of the *Sister Cities International* main logo, dues paying members in good standing will be provided a current and official "Member Badge" that can be used in all their collateral materials and communications.

THE SISTER CITIES INTERNATIONAL MEMBER BADGE:



An electronic copy of the Member Badge will be provided to dues paying members in good standing on a yearly basis. The badge is a visual representation of the member's affiliation with *Sister Cities International*.

Please note that here forth; only due paying members in good standing are authorized to publish the official "Member badge". To obtain your electronic 2013 Member Badge please email: communications@sister-cities.org. You can also download the 2013 Member Badge from www.sister-cities.org under the Member Area→ Toolkits and Templates page. Members need to login to access this webpage.

MEMBER BADGE USE:

Dues-paying members are strongly encouraged to display and prominently use the *Sister Cities International* Member Badge. If a local sister city organization has its own logo, it may be "co-branded" alongside the Member Badge. Below is an example of how the members can use the *Sister Cities International* Member Badge in printed and e-communications.



Typeface:

The *Sister Cities International* logotype in the Member Badge is written in "Helvetica Neue Lt Std" font. The font is available for purchase at www.fontfactory.com.

Member Badge Colors:

The color codes for the blue of the Member Badge are:

- PANTONE® 661C
- CMYK Print Processing:
 - Cyan:100
 - Magenta: 90
 - Yellow: 0
 - Key (Black): 1
- Web Colors:
 - Red: 33
 - Green: 63
 - Blue: 152
- Hex color: #213f98

The color codes for the green of the Member Badge are:

- PANTONE® 360C
- CMYK Print Processing:
 - Cyan:64
 - Magenta: 0
 - Yellow:100
 - Key (Black):0
- Web Colors:
 - Red: 102
 - Green: 188
 - Blue: 70
- Hex color: #66bc

Configurations:

The Member Badge should only be used in its primary configuration.

Member Badge Size:

The Member Badge has no standard size—the size can change depending on use. But it must always appear large enough to be readable, and should remain proportionate when resizing.

Member Badge Clearance:

For the Member Badge to communicate effectively, it should not be placed next to another image, object, or group of words, next to the edge of a page, or in an otherwise cluttered setting.

MEMBER BADGE FILE TYPES:

The Member Badge is available in JPEG, PNG, and PDF formats. Dues paying members in good standing can email communications@sister-cities.org to obtain their Member Badge.

TAGLINE USE:

The *Sister Cities International* tagline "Connect globally. Thrive locally." can be used by dues paying members in good standing in all and any case accompanied by the Member Badge.



Frequently Asked Questions

Below you'll find some of the most commonly asked questions regarding sister cities and Sister Cities International. If you have any additional questions please contact us at info@sister-cities.org and we would be happy to assist you.

Q. What is a sister city relationship? A sister city relationship is a long-term, cooperative relationship between two cities in different countries through which cultural, educational, business, and technical exchanges take place. It is formalized when two mayors (or highest elected/appointed officials) sign a memorandum of understanding establishing a sister city relationship. Activities are usually organized and implemented by volunteers, local institutions, and municipal employees. A city may have any number of sister cities.

Q. What do sister cities do? Sister city organizations plan and implement cooperative activities and exchanges in cultural, educational, municipal/technical, business, and humanitarian fields. Thousands of inbound and outbound exchanges take place every year, as well as virtual exchanges and other remote, cooperative activities.

Q. What does Sister Cities International do? Sister Cities International is a nonprofit member association for U.S. sister city organizations. Its staff provides assistance and expertise to over 500 member communities to help strengthen their sister city organizations. It shares best practices, provides grants and funding opportunities, assists with protocols and procedures related to sister cities, advocates for sister city organizations and international exchange, organizes conferences and meetings, publishes a printed and online directory of sister cities, networks among its membership, and provides other resources including certificates, discounted travel insurance, visa consultations, webinars, and toolkits, among other benefits.

Q. How do two cities become sister cities? A relationship is formally created when the mayors or highest elected officials from two communities sign a memorandum of understanding establishing the sister city partnership. However, this is usually the result of a long process that involves the local sister city organization along with the municipality and other local institutions. Sister city relationships may develop from a number of sources, including but not limited to: preexisting mayoral relationships, trade relationships, historical connections, ancestral/demographic connections, expatriate communities, shared geographic/sector challenges, faith-based groups, and personal experiences ranging from study/work abroad to marriages.

Q. Who runs sister city organizations and how are they structured? All of Sister Cities International's members are independent organizations and have a number of management structures. Sister city organizations may be run by a group of volunteers, representatives from local institutions, the mayor's office or municipal government, or by some combination of these. Most often sister city organizations are incorporated as 501(c)(3) nonprofits, although the municipal government may have representation or a formal relationship with the group. Many are governed by a board of directors or commission, although the majority of members are volunteers from all sectors of the community. They are most often organized by committee, with one committee for each partnership responsible for creating and implementing projects. Some sister city organizations are run by local institutions, such as a museum, cultural center, or chamber of commerce. Most municipal contacts for sister city organizations are in the office of the mayor, office of tourism/convention and visitors bureau, office of international affairs, office of protocol, or office of economic development.

Q. How can I find out what my sister cities are? Visit our online interactive directory at www.sister-cities.org. The online directory includes sister city relationships, contact information, and website/Facebook information for all current members. You can also view our printed 2013 Membership Directory and Annual Report at <http://sister-cities.org/2013-membership-directory>.

Q. How can I get involved with my local sister city organization? Visit our online directory at www.sister-cities.org and search for your community. You should find the primary contact information for your sister city organization. If you don't find your city it means they are not currently a member of the Sister Cities International network. You might try some basic research online or contact the town clerk, mayor's office, or office of international affairs to see if they can put you in contact with your sister city organization. Most sister city committees have regular meetings that are open to the public.

Q. How do I set up a sister city organization for my city? Setting up a sister city organization is a large undertaking, and is best done as part of a committee or city-wide group. First, check our directory (and do some basic web research) to see if your city already has an organization. You should not try to start a new sister city or sister city organization without first engaging an existing organization. If your city does not have an organization and you would like to start one, please contact us at membership1@sister-cities.org and we can talk with you about the steps you would need to take.



Frequently Asked Questions

Q. How can I create a new sister city? Sister Cities International requires only that the mayors or highest elected officials from the two communities sign an agreement to become sister cities, although many cities have their own requirements and some cities may decide to limit the number of sister cities they have. You should first contact your local sister city organization if you have not done so already and talk to them about their process. Usually a group will first contact the mayor/city government to see if they are at least open to the possibility of a new relationship (some cities cap the number of sister cities they have). Please see our Cities Seeking Cities FAQ for more information on creating new sister cities.

Q. I am from a city abroad. How can I form a sister city relationship with a city in the U.S.? If you are a municipal employee/elected official, or are working directly with elected officials in your community, then please visit our Cities Seeking Cities section at www.sister-cities.org to let us know you are looking for a partner. Sister Cities International can then promote your community to cities around the U.S. and connect you if there is interest in forming a relationship.

Q. Do you provide funding for projects? Sister Cities International does not provide funding for unsolicited projects or exchanges. However, we do provide funding for dues-paying sister city organizations through grants or other organizations as they become available. These usually have a geographic or programmatic focus and have other requirements depending on the grant. For more information on current grant programs please visit the Grants section of the member area. All grant application opportunities are announced on our website and through member updates. To sign up for our mailing list simply create an account on our website at www.sister-cities.org and make sure you do not opt out of receiving Sister Cities International's emails.

Q. What is the difference between a "Sister City" and a "Friendship City"? The terms "sister city" and "friendship city" sometimes have different meanings. In some cities, "friendship city" is often used for partnerships that are just beginning, and after the relationship is strengthened and the partners are sure they want a long-term relationship they will become "sister cities". For Sister Cities International, "Friendship City" is used when a U.S. city partners with a city abroad, but that international city already has a U.S. partner who does not wish to sign a cooperative agreement. Members can learn more about cooperative agreements in the Toolkits & Templates section of the member area.

Q. How do I log in into the "Member Area" of the website? To access the member area you must be affiliated with a dues-paying sister city organization in good standing. The administrator for your organization is able to add you as a member of their local committee, after which you will be able to access the "Member Area" of the website. If you do not know who your administrator is please contact Sister Cities International at membership1@sister-cities.org and we can assist you.

Q. How can I find out who is the administrator for our community's profile? Email us at info@sister-cities.org and we'd be happy to put you in touch with your administrator.

Q. I forgot my password, how can I reset it? Easy! Just go to <http://www.sister-cities.org/user/password>. You can also visit us at www.sister-cities.org, click on "Login" at the top of the page, and then click the "Request New Password" link below where you would log in.

Q. Can non-U.S. cities join Sister Cities International? Yes, Sister Cities International allows non-U.S. cities to join as Global Members. Global Members have access to Sister Cities International's "Member Area" and are listed in our online and printed directory with all of their sister city partnerships (not just partnerships with U.S. cities). For more information on joining Sister Cities International visit us at www.sister-cities.org.

Q. I don't see one of our sister cities located on Sister Cities International's directory or website. Why? Sister Cities International tries to keep an accurate record of all partnerships, although often times a city may form a new partnership and not inform us. If you think a city doesn't appear in our records but should please contact us at info@sister-cities.org. Please note that Sister Cities International only lists partnerships of communities which are members of the Sister Cities International network.

For any additional questions please contact us at info@sister-cities.org or visit us at www.sister-cities.org.

Q: What Is Sister Cities International's Cities Seeking Cities?

A: Cities Seeking Cities is a support service provided by Sister Cities to help members find new sister city partners abroad. The Membership department works closely with members and utilizes a wide range of channels, including foreign embassies, federal agencies, municipal associations, twinning organizations, among others, to find potential matches.

Q: Who can request Cities Seeking Cities support?

A: All Sister Cities International member cities in good standing may submit a request for Cities Seeking Cities support. For more information on membership please visit our website at <http://www.sister-cities.org/about-sci-membership>.

Q: How can I request Cities Seeking Cities support?

A: The administrator of your city's profile should go into your community's profile and click "Yes" under the Cities Seeking Cities section. A few additional questions will request more specific information about geographic preferences and what types of programming your city is interested in, although these are not required. If you don't know who your administrator is then please contact us at info@sister-cities.org.

Q: Once I request Cities Seeking Cities support what will the process be?

A: After you indicate that your city is looking for a new sister city you will receive a follow-up email from Sister Cities International staff to set up a debriefing. A Sister Cities International staff member will interview you and your fellow members to receive more detail on what you are looking for in a partner as well as information about your city (such as industries, educational institutions, demographics, etc.). Staff will then research and provide a list of prospective cities, after which the member will narrow the search to 3-5 communities abroad. Sister Cities International staff can then reach out then out to foreign embassies, municipal associations and other contacts in the U.S. and abroad to find the appropriate contact in the target city, gauge interest, and get more detail regarding how sister cities are managed in the prospective city/country. Finally, staff will work with you to set up a direct conversation between your city office and the potential sister city matches to discuss a partnership directly. It's important to note that while Sister Cities International can help match prospective cities and provide assistance, at some point the U.S. member will need to make this final outreach and begin the process of formulating an agreement. Along the way Sister Cities International can provide information on procedures, protocol, format and content of invitation letters and partnership agreements, as well as serve as a general liaison and information source.

Q: Do I need to have a city or country in mind when I request Cities Seeking Cities support?

A: This is not necessary, but it helps. Sister Cities International will provide assistance in identifying countries and regions that might be good places to start, although members are encouraged to narrow their search somewhat, whether in terms of a geographic region or programmatic focus. However, if a member has a specific city or cities in mind Sister Cities International will work with them to reach out and explore a partnership.

Q: How long does it take for Sister Cities International to assist members in finding a sister city?

A: This is highly variable, but the process of researching, identifying, reaching out to, and finally forming a partnership with another city can, depending on your city's profile and what you are looking for, last between a few months to over a year. The more research and outreach that is done at the local level, the more effective the process tends to be.

Q: My community doesn't have any current sister cities and we are not members but we'd like assistance. Can Sister Cities International help?

A: Sister Cities International is happy to provide basic information on the process of becoming sister cities. However, communities must be members of Sister Cities International in order to participate in Cities Seeking Cities. Communities without any sister cities that join as members of Sister Cities International, should their search last longer than a year, will have the renewal of their membership dues waived until they find a partner.

Q: I come from a community outside the U.S. Can Sister Cities International help us find a partner in the U.S.?

A: Cities outside of the U.S. may indicate that they are looking for a U.S. city by filling out the form at <http://www.sister-cities.org/cities-seeking-cities>. These requests will be assessed and posted on our interactive map as a public listing of foreign cities looking for U.S. partners. When U.S. members indicate that they are looking for a sister city staff will first look at these cities for potential matches. Please note, however that due to staffing limitations Sister Cities International cannot provide the same Cities Seeking Cities service to cities outside of the U.S.

If you have any additional questions please contact us at info@sister-cities.org.



SisterCities
INTERNATIONAL
Connect globally. Thrive locally.

High School Homestay Exchange

Expand your youth programming by hosting a student from your sister city for an academic year or semester. The High School Home Stay exchange program is an opportunity for sister cities to host students for a year or semester of high school in the United States. The international cities choose the high school students, who must be between the ages of 15 and 18 1/2 on the first day of school. Once the student is in the United States, the U.S. sister city will provide oversight for the student, organize a host family, and include the student in sister city activities.

The Exchange and Eligibility Requirements

- In partnership with the American Cultural Exchange Service (ACES), Sister Cities International can process the J-1 secondary school exchange visa at a discount of \$2,000-\$3,000 for all dues-paying members.
- Students must be between 15 and 18½ to qualify.
- Local sister city programs will have the autonomy to choose their participant(s), arrange the homestay and school placement, and monitor the student while he/she is in the U.S.

Application Process

- **April 1:** Selection of Local Coordinator (by U.S. sister city member)
- **April 1:** Selection of International Coordinator (by International sister city)
- **April 1:** Submit Initial Information Card (by International Coordinator or student)
- **May 1:** Submit Full application form (by International Coordinator and student)
- **June 1:** Submit payment to Sister Cities International (May be paid by U.S. sister city, international sister city, or parents by check in USD, wire transfer, or credit card)

Our Partner: American Cultural Exchange Service (ACES)

American Cultural Exchange Service (ACES) is an American nonprofit organization dedicated to promoting global understanding through educational and cultural exchange experiences. ACES believes that world peace can be realized through international friendships and global understanding that results from personal interactions provided by exchange experiences. ACES is a U.S. Department of State designated Exchange Visitor program sponsor, with full membership status in the Council on Standards for International Educational Travel. As a US Department of State designated organization, ACES is empowered to issue the DS-2019 visa form for the program participants and to administer the program in the US. For more information on ACES, visit their website at www.explorettheworld.org.

For more information on the High School Homestay Exchange, please contact Aveen Karim at akarim@sister-cities.org.



Each year, the Young Artists and Authors Showcase encourages youth from around the globe to express the mission of Sister Cities International through original artwork and literature. All students must submit their work based on a designated theme that is announced each year. Artwork is sent from member cities to Washington, D.C. where a panel of judges selects the winners based on originality, composition, and theme interpretation.

This program is a great opportunity to reach out into the community and engage local teachers, and reach a student audience that may not already be included in sister city programming. After the finalists for art and literature have been announced, the pieces embark on a year-long tour hosted by local sister city programs on a monthly basis. This opportunity is available to any city and can help expand local youth programming.

The Young Artists Showcase is celebrating its 26th anniversary in 2014 and it will be the sixth year for the Young Authors Showcase. All past and recent finalists in art, essay, and poetry are displayed on the website under Youth Programs.

2014 Theme

"Connect globally. Thrive locally."

What does this mean to you?

Sister city relationships foster partnerships within the community and between international cities, counties, and states. In 2012 Sister Cities International launched its new tag line: **Connect globally. Thrive locally.** Through 2D media or literature illustrate how global connectivity allows an individual or community to thrive locally. How has this connectivity impacted you for the better?

Eligibility

- Participants must be between 13 and 18 years of age at the time the 2014 deadline (May 1, 2014)
- One (1) piece of artwork is eligible from each U.S. member city and One (1) from each of their sister cities. Author entries are unlimited.
- The student must be affiliated with a dues-paying member in good standing of SCI
- Entry Fee = \$50.00 per piece of art (submit with a separate submission form for each entry), and \$5.00 per essay or poem
- Return Fee = \$20.00 per piece of art (only if the city would like the art returned). Not applicable for author entries.

For more information on the Young Artists and Authors Showcase, please contact Aveen Karim at akarim@sister-cities.org.



Date: February 6, 2014
To: Main Street Board
From: Hugh Conklin, program manager
RE: Committee Reports

Promotions

- Two of the key activities were frozen out of the Winter Fest which has prompted a rethinking of the event and how it should be organized in future years. Any thoughts you have would be appreciated.
- Chocolate-Covered Boyne is Feb. 14 and 15.

Design

- The summary of the committee's January meeting is attached.

Organization

- The committee met to review the results of the planning session. Two immediate steps recommended by the committee are: activate the executive committee; complete the administrative assistant job description and advertised the position.
- Boyne Thunder planning continues with registration scheduled to open March 1.

Team Boyne

- County Commissioner Chris Christensen attended and updated the group on a variety of county issues. There was also discussion of the Veterans Park Pavilion and other city projects.



Date: February 6, 2014
To: Main Street Board
From: Hugh Conklin, program manager
RE: Board officers

For the past year the Main Street Board has been under the leadership of chair Rob Swartz and vice chair Pat O'Brien. Rob is eligible to serve a second term as chair and it is the organization committee's recommendation he be reappointed. The committee is also recommending Pat be reappointed vice chair. It has been the tradition of the board to have the vice chair succeed the chair and Pat has agreed to serve starting in February 2015. According to Main Street's bylaws, the board chair is limited to serving two consecutive one-year terms.

Under the Main Street / DDA bylaws duties normally performed by a corporate Secretary and Treasurer is the responsibility of City staff. The City Treasurer is the chief financial officer of the program.

Recommendation

The Organization Committee recommends the reappoint of Rob Swartz as board chair and Pat O'Brien as vice chair for a one-year term beginning February 2014.



Date: February 6, 2014

To: Main Street Board

From: Hugh Conklin, program manager

RE: Boyne Area Chamber Visitors Guide Ad

In years, Main Street has purchased a full-page ad in the Boyne Area Chamber of Commerce Visitors Guide. The guide is widely circulated with a press run of 20,000. The guide advertisement has featured Boyne Thunder, the Farmers Market, Stroll the Streets and general information about the program. The recommendation this year is to again purchase a full page ad. The cost remains at \$1,995, the same it has been the past two years. The content has not yet been decided but the marketing will be working with Kecia Freed, our graphic artist, to design an ad that reflects the quality of the program.

The expense will be for the 2014-15 fiscal year which begins on May 1.

Recommendation

The Main Street Board approve the purchase of one-full page ad in the Boyne Area Chamber of Commerce Visitors Guide at a cost of \$1,995.



Date: February 6, 2014

To: Main Street Board

From: Hugh Conklin, program manager

RE: Boyne Thunder Resolution of Support

Boyne Thunder 2014 is scheduled for July 11 and 12 and planning for the event is well underway. As in the 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 11 and 12, 2014.

Recommendation

The Main Street Board support and endorse the Boyne Thunder 2014 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 11 and 12, 2014, in Veteran's Park.



Date: February 6, 2014
To: Main Street Board
From: Hugh Conklin, program manager
RE: SOBO Arts Festival Charlevoix County Community Foundation Grant Application

The SOBO Arts Festival is interested in applying to the Charlevoix County Community Foundation for a grant to support the 2014 event scheduled for June 27-28.

Festival committee chair Shannon Pearce has reviewed with the foundation a potential grant request to support music for the festival and she was encouraged to apply. The foundation recommends the grant request be specific and that the festival not ask for more than \$2,000. At this time the SOBO Festival committee has not made a final decision on what music will be provided as part of the event but since the grant application deadline is March 3, prior to the board's next meeting, it is asking for the board's support at this time. In addition to the Main Street board's support, the foundation also requires support of the City Commission.

The SOBO Arts Festival is making good progress in planning for this year's event scheduled for June 27-28. The festival website has been updated, sponsor letters have been sent, artist applications are being received, and possible new events like a wine and beer tasting, and a small food truck rally are being explored.

Recommendation

The Main Street Board approve the SOBO Arts Festival grant application to the Charlevoix County Community Foundation.



Date: February 6, 2014

To: Main Street Board

From: Hugh Conklin, program manager

RE: Farmer's Market Committee Appointments

The term for one vendor position has expired on the Boyne City Farmers Market Committee. The position was held by Richard Friske.

Applications for the position were received from Erica Tosch, Barb Mathers and Suzanne Bannister. The farmer's market committee is recommending the appointment of Erica Tosch for the three-year term.

Other members of the committee are: Dean Solomon, chair; Jim Baumann; Julie Greenwalt; Jack Laurent; JoAnn Brown, Suzanne Morrison, Waneta Cook and Ella McPherson (all vendors); Lucy Hartlove and Jodi Adams. John McClorey is an ex-officio member.

Recommendation

The Main Street Board appoint Erica Tosch to a three-year term on the Boyne City Farmer's Market Committee.