

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

**Meeting of  
 April 10, 2014**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY APRIL 10 2014 AT 8:30 A.M. CITY HALL, 319 NORTH LAKE STREET

**Call to Order**

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

**Roll Call**

Present: Jodie Adams, Michael Cain, Michelle Cortright, Larry Lenhart, Pat O'Brien, Rob Swartz, and Ben Van Dam

**Meeting  
 Attendance**

Absent: Robin Berry Williams (arrived 8:40) and Jim Jensen  
 City Staff: Main Street Manager Hugh Conklin, Assistant Planning, Zoning Administrator Annie Doyle, Harbor Master Barb Brooks and Recording Secretary Karen Seeley

Public: Seven

**Excused Absences  
 MOTION**

Cain moved Cortright second **PASSED UNANIMOUSLY** to excuse Jim Jensen.

**Approval of Minutes  
 MOTION**

Cain moved Van Dam second **PASSED UNANIMOUSLY** to approve the March 6, 2014 regular meeting minutes as corrected (Jodie Adams was present, Jim Jensen was absent).

**Citizens Comments**

None

**Correspondence**

Thank you note from Boyne City High School Government teacher, Michelle Deming.

**Presentation from  
 Boyne Blaze**

Katlin Skornia and Jacob Brewer gave the board an overview of the history of the robotic team. There are 278 robotic teams in Michigan. Part of their mission statement is to foster a variety of valuable life skills, such as innovation, self confidence, leadership, inspiration and communication - the same skills needed to become the creative scientific and technological leaders of the future. After discussion they were encouraged to make their presentation to the upcoming EDC/LDEA board for financial assistance. Main Street Manager Conklin asked Ben Van Dam to be the Main Street liaison between the board and the robotics team.

**New Business**

The Image Marketing Committee has been working on new designs for downtown banners. Many of the current banners are more than five years old and have worn out. Some of the banner designs are not new but have been "tweaked," and some designs were used as test banners two years ago. Last year banners reflecting Main Street's 10<sup>th</sup> anniversary celebration were installed. The new designs reflect specific community events and seasonal activities, while others reflect Main Street's brand and tagline. The designs and a map showing potential locations are included in your packet.

**Banner Presentation**

Kecia Freed reviewed with the board the new designs for downtown banners. The new banners have the new branding and are larger and easier to read. There are

eighty five posts in the DDA and the committee has chosen 36 post in high traffic areas for placement of the banners. After board discussion, **Cain moved O'Brien seconded PASSED UNANIMOUSLY** that Main Street supports the recommendation that the banners move forward to the Design Committee for final review and purchase, as budgeted and look into some locations outside of the core downtown. (DDA District)

**MOTION**

**SOBO Arts Festival  
Request for one-day  
Liquor license for June  
27, 2014**

Shannon Pearce, Chair of the SOBO Arts Festival Committee, explained the committee is exploring the possibility of hosting a beer and wine tasting during Stroll the Streets on June 27 from 6-9 p.m. A similar event was hosted last year by the Thirsty Goat. Complete details of the event are still being worked out but what is being considered at this time is using the parking lot next to the Lakefront Square in the 200 block of Lake Street for the tasting. The property owner has given Main Street permission to use the property. The area would be enclosed with orange fencing and all activities would be confined to the fenced-in area. The tasting would feature products from Michigan wineries and breweries and the goal is to bring more people downtown and to promote the SOBO Arts Festival. It is also possible the Up North Big Band will be performing that evening in the 200 block of South Lake Street. A grant application was submitted to the Charlevoix County Community Foundation to cover the cost of the band and a decision is expected by the end of April. Board question will the street be blocked off? No. Where will the Big Band perform? Re/Max parking lot. Boyne Country Provisions will be handling the beer and wine tasting.

**MOTION**

**CAIN MOVED ADAMS SECONDED, PASSED UNANIMOUSLY** that the Main Street Board supports and recommends the City Commission approve the request from the SOBO Arts Festival Committee to submit an application for a one-day liquor license for a wine and beer tasting on Friday, June 27, as part of the SOBO Arts Festival in accordance with the rules of the Liquor Control Commission.

**Marina Improvement  
Projects-update**

Harbormaster Barb Brooks updated the board on the improvements to the Marina. The "L" shoppers' dock will be replaced this spring. It is currently being fabricated offsite and will be brought down as soon as the weather breaks. Three of the five fixed finger piers off the seawall in front of the light house will also be replaced with fixed adjustable docks. This work has also started offsite and will begin the on-sight work as soon as the weather breaks. The shoppers' dock work should take about a week while the fixed piers will take a couple months as the work is much more extensive and only a small portion can be fabricated offsite. The Marina expansion plan has been submitted to the DEQ and Army Corp of Engineers for their review.

**Main Street Committee  
Reports**

The board reviewed the committee reports included in the agenda packet and Main Street Manager Conklin corrected one item:

- Heather Biddick is the new assistant Market Manager.

**Managers Report**

- We should receive the Pavilion Project Design by the end of May.
- The Vietnam Memorial: The VFW and American Legion will take the lead.
- April 15 at 8:30, Back to the Basic's with Kelly Larson
- The City Commission approved the Liquor License for Mountain Mayhém
- The City Commission also approved the Food Rally fund raiser for the Farmers Market
- We have heard nothing back from our "Sister City"
- The Façade applications are due by April 30<sup>th</sup>.

**Unfinished Business  
Main Street 2014-15  
Budget Adoption**

The budget was adopted by the City Commission at their last meeting.

**Food Truck Meetings-  
update**

Assistant Planning, Zoning Administrator Annie Doyle updated the board on the Food Truck meetings. They have had two meetings and received 67 surveys. It has been discussed at the City Commission at their last two meetings, and a recommendation will be made at the April 22 meeting. Board discussions/questions: Start small; see how it goes, then expand. What will be the hours? Location? Who's in charge? There will be four designated locations, and we will have an administrative policy in place. What about private parking lots in the CBD?

**New Business  
Boyne Volunteer  
Network-Report**

Every year the subject of volunteers comes up at the Main Street goal-setting meeting. It was Objective 4 under our top goal of "establishing and maintaining organizational sustainability".

**GOAL #1**

*Establish and maintain organizational sustainability*

**Objective 4: Strengthen Main Street program's volunteer base**

- Create the position description for the volunteer coordinator
- Identify Main Street efforts that would benefit from increased volunteer involvement
- Compile a list of volunteer opportunities and determine specific roles and responsibilities
- Establish a volunteer recruitment and orientation process

For the past couple of months volunteers working with the organization committee have been developing a plan to strengthen not only Main Street's, but also the community's volunteer base. The group consists of Lori Meeder, Monica Kroondyk, Jim Baumann and me. Much still needs to be decided but here is the general outline:

- Project name is Boyne Volunteer Network.
- Primary goal: build a database of community volunteers. This will allow event coordinators and organizations to find out who is interested in certain events and projects along with the skill-set and desired task that volunteers are willing to do.

The core partners in the effort are Main Street, Boyne Area Chamber, Boyne District Library and Boyne City Schools. The library has committed to providing staff time to assist with data input. The committee is currently evaluating volunteer database programs. Char-Em United Way has a volunteer database and recruitment program available for free to all non-profits in the area and the committee has met with United Way to see how the program would work for our local effort. While the price is right, the committee has concerns that the program is the best fit for what we are trying to accomplish.

The committee has also evaluated other programs and is impressed with Volgistics. It offers a free 30-day trial and Monica and Lori are working with it to see if they can make meet our needs. We are also trying to contact other communities using the program to see how it works for them. Depending on the number of users the cost ranges from \$35-\$50 per month. If divided between the library, chamber and Main Street, that is, at most, \$200 per year.

**Customer Training  
Opportunity**

**MOTION**

The Chamber has received a proposal for Zingerrman's Training Incorporated for a 2 hour workshop on Building a Culture of Great Service. This could accommodate 50-70 people at a cost of \$2500 not including travel, lodging and meals, billed at cost. There is money in the Business Retention and Recruitment budget to cover the expense. After board discussion regarding other entities that could possibly give financial help, **Cain moved Adams seconded PASSED UNANIMOUSLY** to support the proposal from Zingermans's Training Incorporated up to \$1250.00

**ADJOURNMENT**

**Cain moved Williams seconded PASSED UNANIMOUSLY** to adjourn the April 4, 2014 meeting of the Boyne City Main Street Board at 11:01 am.

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**MOTION**

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Karen Seeley, Recording Secretary

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