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**OUR MISSION**

***“Through community partnerships and a shared vision for the future, work to keep downtown Boyne City vibrant and successful while preserving its historic heritage and supporting sustainable projects.”***

**BOARD MEETING**

**June 2, 2016 – 8:30 A.M. Boyne City City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES—May 12, 2016 regular meeting
3. HEARING CITIZENS PRESENT (ON NON-AGENDA ITEMS)
4. CORRESPONDENCE
5. MAIN STREET COMMITTEE REPORTS
6. MAIN STREET DIRECTOR’S REPORT
7. UNFINISHED BUSINESS
  - a. National Main Street Refresh Pilot Program Transformation Strategies and Review of Work Plans
8. NEW BUSINESS
  - a. Volunteer Celebration and Gratitude Video
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - June 6 – 12 Restaurant Week
  - June 10 Stroll The Streets Begins
  - June 10 & 11 Stroll Through History
  - June 14 City Commission: Second Reading of the Sidewalk Dining with Alcohol Service Ordinance
  - June 24 Walkabout Sculpture Show Installation and Celebration
  - June 25 Boyne City SOBO Arts Festival
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  
May 12, 2016

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING  
HELD ON THURSDAY MAY 12, 2016 AT 8:30 AM CITY HALL, 364 NORTH LAKE  
STREET

**Call to Order**

Chair O'Brien called the meeting to order at 8:33 a.m.

**Roll Call**

Present: Pat O'Brien, Michael Cain, Michelle Cortright, Rob Swartz, Chris Bandy, Jodie Adams and Don Ryde

**Meeting Attendance**

Absent: Ben VanDam and Robin Berry-Williams

City Staff: Main Street Director Lori Meeder, Recording Secretary Lisa Schrock, Assistant Planning/Zoning Administrator Patrick Kilkenny and Farm Market Manager/Main Street Administrative Assistant Erica Tosch

Public: Nine

**Excused Absences**  
**MOTION**

**Cortright moved Swartz second PASSED UNANIMOUSLY** to excuse Ben VanDam and Robin Berry-Williams from today's meeting.

**Approval of Minutes**  
**MOTION**

**Cain moved Adams second PASSED UNANIMOUSLY** to approve the April 7, 2016 regular minutes as presented.

**Citizens Comments**

None

**Correspondence**

None

**Manager's Report**

Main Street Director Meeder reviewed the Manager's Report with the board and introduced the new Market Manager/Main Street Administrative Assistant Erica Tosch.

**New Business**  
**Review of Financial Reports**

Meeder reviewed the Farm Market, Boyne Thunder and DDA financial reports.  
No motion

**Boyne Thunder Repayment of Seed Money to Camp Quality**  
**MOTION**

**Cain moved Adams second PASSED UNANIMOUSLY** to recommend that the board approve reimbursement back to Camp Quality in the amount of \$7,000.

**Mosaic Art Installation**  
**MOTION**

**Adams moved Swartz second PASSED UNANIMOUSLY** to recommend that the board approve and recommend to the city commission the construction and installation of the mosaic mural piece in the marina.

**Recess**

O'Brien recessed the meeting at 8:58 a.m. for five minutes.  
O'Brien reconvened the meeting at 9:06 a.m.

**National Main Street  
Refresh Pilot Program**

Matt Wagner presented the Refresh Transformation Strategies-Pilot for Boyne City and Norma Miess reviewed the proposed transformation strategy. There was discussion about three potential transformation strategies: workforce housing, becoming an outdoor recreation destination and becoming a dining and food experience destination.

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**Chair excused, Vice Chair  
took over**

Chair O'Brien left the meeting at 10:39 a.m. and Vice Chair Cortright took over.

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**ADJOURNMENT  
MOTION**

Cortright adjourned the May 12, 2016 meeting of the Boyne City Main Street Board at 10:56 a.m.

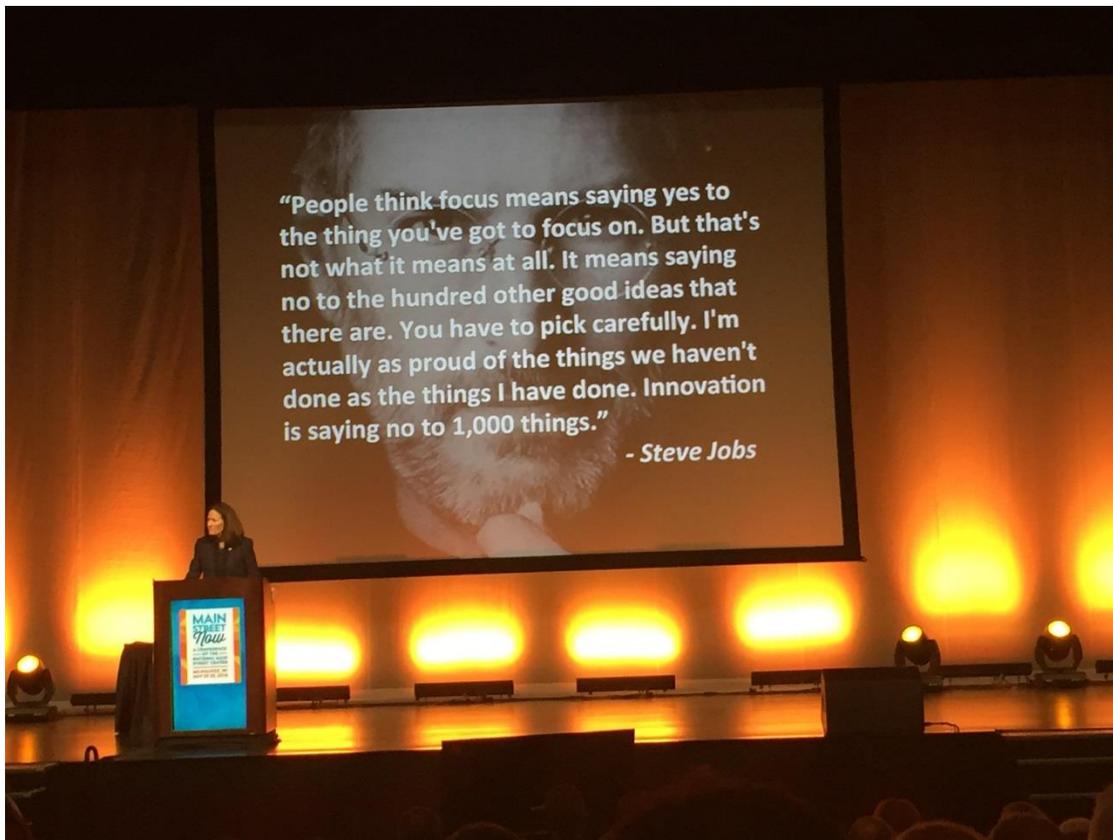
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Lisa Schrock, Recording Secretary

# Three Transformation Strategies

1. Dining Experience
2. Outdoor Recreation Destination
3. Workforce Housing



Key to Work Plan Summary. What should stay and what should go? (Next Page):

1. Standard MS Initiative that we have to do
2. Eliminate or have another entity own
3. Must have work plan to move strategies forward

## 2016/17 Work Plan Summary

<u>Organization</u>	<u>Design</u>	<u>Promotions</u>	<u>Marketing</u>	<u>Team Boyne</u>
Board Member Recruitment	Buff up Boyne	Winter Fest	Branding/Awareness	Business Survey
Boyne Thunder	Streetscape–Furnishings	Choc Covered Boyne	Ad Placement	Building Inventory
Volunteer Celebration Event	Summer Maintenance	Boyne Appetit	Ad Design	Business Recruitment Packet
Volunteer Recruitment	Streetscape – Flower Planting and Tree Maintenance	Mushroom Pole/Contest	Website	Business Outreach Calling
Waterfront/Marina/Pavilion	Architectural Treasure Hunt	Stroll the Streets	Photographer	Entrepreneur Welcome
Budget	Historic Walking Tours – Phase 2	Harvest Festival	Photo Management	Outdoor Café w/ Alcohol Service
Goal Setting	Brighten Up Boyne – Holiday Dec contest	Earlier Than The Bird	Business Recruitment Brochure	Business Recruitment Calling
Fund Development	Holiday Lighting/Dec	Santa Parade	Downtown Walking Map	Business Locations
Sister Cities	Facade Grant Program	Boyne City Arts Festival		Demographic/Data Capture
Staffing/ED Oversight	Walkabout Sculpture Tour/ Last River Draw	Buy Boyne First		Business Relationship Building
Community Outreach & Awareness	Nat’s Historic Registry Signage	Boyne On The Water/Placemaking		Developer Relationships
	Theater Restoration			Redevelopment Incentives
				Workforce Housing



Date: June 2, 2016

From: Lori Meeder

To: Pat O'Brien, Chair, and Main Street Directors

Subject: Gratitude/Why I Love Boyne City Video

### **Overview**

In September we are planning a Boyne City Celebration of Volunteers. I envision that this could be a community celebration of all that is good about Boyne City – volunteers, a beautiful natural landscape, business owners that worked hard all summer, a vibrant downtown, a unforgettable farmers market and great residents and visitors.

The celebration will take place on September 10. Initially the committee was thinking of utilizing Old City Park, but a concept of a farm to table scene that came up on FaceBook got the committee rethinking the venue. We close two blocks of downtown streets and place a very long table where the community would come together for a meal. We would like to engage the civic clubs to join in and perhaps help with food, as well as our food businesses. We have music, good food and fellowship together.

Part of this celebration would be a video produced this summer interviewing all different stakeholders on why they love Boyne City and what makes it special – visitors, Farm Market patrons and vendors, children, retirees, residents, business owners, city commissioners, chamber leadership, Main Street leadership, civic club members, and those from outside of Boyne City that have an interest in our community (Diane Dakins from PAVB for instance).

I would like to engage a videographer this summer to capture this footage and create and produce a 5 minute video that could be used for this purpose but also to market what is one of our best and most unique assets – the people in our community.

### **Recommendation:**

Recommend that the board approve a budget of up to \$1,000 to secure a videographer and produce a short video to be used in various marketing capacities and authorize the marketing committee and Main Street Director to execute all necessary documents.



Old City Park



Chamber Bdlg



Pat O'Brien



Sunset Park



Sunset Park



Veterans Park



Lake and Main



Marina



Water Street at Alley



Veterans Park

Fawns will stay at Country Now and Then.

Wally Cutler's original sculpture (ay Pat O'Brien's) will go to Lake and Ray

# BOYNE CITY SOBO ARTS Festival

An Interactive Art Show about more than just making art...

Experience it!

June 24-25

a true Artist is not one who is inspired, but one who inspires others

plein air competition  
sidewalk chalk art competition  
performance • music  
visual • textural  
live art vignettes  
live statues  
dance • flash mobs  
art installations

Friday 6-9pm Stroll Downtown  
Festival kick-off with surprises featuring  
the new Walkabout Sculpture Installation

Saturday noon-6pm Interactive Art Extravaganza  
Plein Air Paint Out & Chalk-Out Competitions- Sunset Park

For more details go to [www.soboartsfestival.com](http://www.soboartsfestival.com) Or Call 231-582-9009



CHARLEVOIX COUNTY COMMUNITY FOUNDATION



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# Stroll THROUGH HISTORY

Introducing the New Historic  
Residential Walking Tour

**FRIDAY JUNE 10**

**"Dodworth Duo" 19th Century American Music**

*Chamber of Commerce Corner During Stroll the Streets*

**Teddy Roosevelt's Balcony Speech**

*Oddfellows Building 7 pm*

**Horse-drawn History Tours**

*Oddfellows Building 7 pm*

**SATURDAY JUNE 11**

**Antique Fire Truck Display**

*Veterans Park*

**Community Ball Game,  
Potluck & Kids Games**

*Veterans Park 12:30*

**Boyne's Historic Homes**

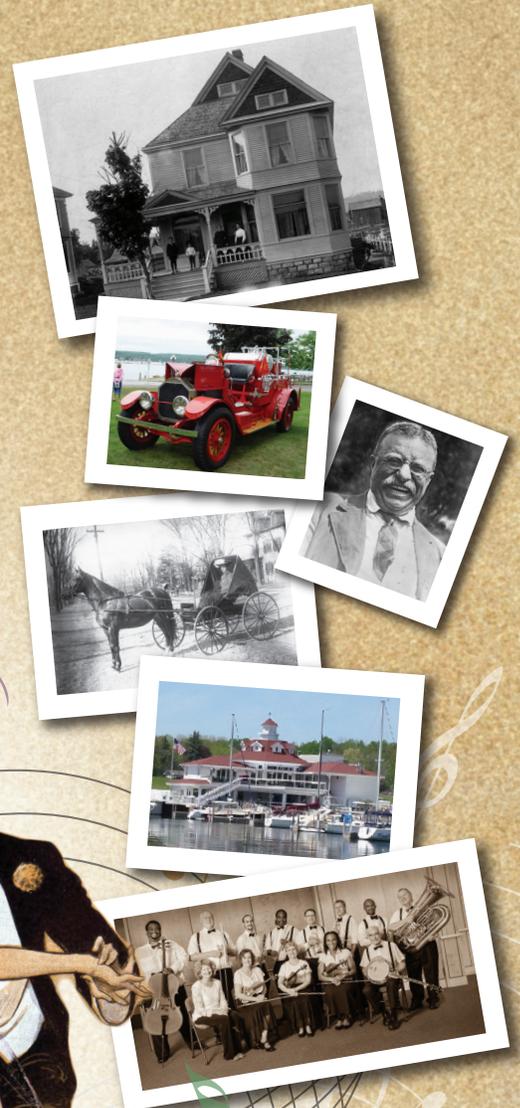
*Slideshow by local historian Patrick McCleary  
Library 4 pm*

*Great Lakes Performing Artist Associates Presents*

**"River Raisin  
Ragtime Revue"**

*Music and dancing at Sommerset Pointe  
Saturday 7:30-9 pm **TICKETS \$15***

***Tickets available at Sommerset Pointe,  
Country Now & Then, Local Flavor,  
the Chamber and [boynehistory.com](http://boynehistory.com)***



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