

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

**Meeting of  
 December 6, 2012**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, DECEMBER 6, 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: Jodie Adams, Kathy Anderson, Mike Cain, Bob Carlile, Michelle Cortright, Larry Lenhart, Pat O'Brien, Rob Swartz and Robin Berry Williams

Absent: None

**Meeting  
 Attendance**

City Staff: Main Street Manager Hugh Conklin, and recording secretary Karen Seeley

Public: There was one person in attendance

**Approval of Minutes  
 MOTION**

**Anderson moved, Adams PASSED UNANIMOUSLY** to approve the November 1, 2012 regular meeting minutes; **Adams moved, Cortright PASSED UNANIMOUSLY** November 8, 2012 board retreat; **Adams moved, Adams PASSED UNANIMOUSLY** November 14, 2012; Special meeting with Michigan Main Street representatives.

**Citizens Comments**

None

**Correspondence**

Copy of UN Agenda 21 information presented at the Boyne City City Commission Meeting November 27, 2012 by Carole McGinty.

**Main Street Committee  
 Reports**

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

**Promotions**

- The farmer's market annual vendors' meeting was Nov. 12. The meeting is an opportunity for vendors to meet with the market committee to review the past year, address any issues that arose during the season, and to make suggestions on how to improve the market. One issue that will require the committee's attention is whether to allow dogs at the market. Several vendors had stories to share about dogs – none of them favorable – and the vendors were nearly unanimous in their support of a no-dog policy at the market.

**Design**

- **Bike Racks** – Main Street Manager Conklin shared some preliminary designs of proposed bike racks to be placed throughout the DDA. A Placemaking grant of \$1500 was received from the Northwest Michigan Council of Governments for eight functional "art" bicycle racks. The goal of the grant is to provide functional bicycle racks for the increasing popularity of biking in our community, and at the same time creating public art.
- **Sunset Park Ice Rink** – "Skaters" with lights have been rented to decorate the rink, a flood light will be attached to the Chamber building. Location will

be along the sidewalk on Water Street between the Chamber and lake if possible. The Young Professionals may take over the ice rink as one of their projects.

### **Organization**

- The committee met Nov. 20. It discussed the possible partnership with Boyne Thunder and Challenge Mountain; the upcoming deadline for applications for the two expiring board terms; the Dec. 7 accreditation conference call with the Michigan Main Street program; and the progress to date on the Boyne Theatre project.

### **Team Boyne – Creating Entrepreneurial Communities (ER committee)**

- The committee spent much of its meeting reviewing the goals from the board's planning session.
- The Boyne-area business visits are continuing and the goal is to have them completed before the holidays.

### **Manager's Report**

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Main Street Manager Conklin reported on:

- On Friday, December 7<sup>th</sup>, we will be having an accreditation conference call with the Michigan Main Street.

### **Unfinished Business**

#### **Boyne Theatre:**

- Main Street Manager played a CD that was made and put to music by one of the committee members about the renovation project. The environmental assessment has been done, the asbestos is minimal, about 9,700 will take care of it. Board discussion of having a sound assessment done, while the bands are playing in the bar above the theatre. Conklin stated that the steering committee will be working through all the issues. We have a good committee in place with a lot of experience. Suggestion that the board receives an action plan before we go any further, and not put in any more work or money into something we don't own. Conklin said the steering committee has accomplished a lot without spending any money. The board just wants to make sure that all the bases are covered.

- **Michigan Main Street year end report:**

The board reviewed the Michigan Main Street Observations & Recommendations. MMS recommends we strengthen the Organization Committee. One suggestion is to change up the committees that board member serve on. The board needs to look at what is good for the community.

- **2013 Strategic Plan/Goals:**

This is for information only at this point. Board discussion to hold a special meeting to discuss these plans and goals. **Cortright moved, Carlile seconded, PASSED UNANIMOUSLY** to hold a special Main Street meeting to review the Strategic Plan/Goal on Monday, January 14<sup>th</sup> at 4:00 at a place to be determined.

### **MOTION**

### **New Business**

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#### **Winter Bus Service – Downtown Boyne City-Boyne Mountain Saturday evenings during ski season.**

- Expanded bus service was offered this past ski season by Charlevoix County Transit between Boyne City and Boyne Mountain. By all accounts, this was a success and is being considered again this winter. This year there is an opportunity to purchase an ad on the transit bus, which will be used for the

MOTION

Saturday evening service promoting free rides. The cost for the ad is \$750 for production and a \$275 fee per month for an anticipated cost of \$1,575 for the season. If we commit to the promotion early, Main Street will receive one month free for a total cost of 1,300. This cost will be our contribution to Charlevoix Transit for the free bus service. As far as covering the cost, we could solicit sponsorship from local businesses and/or use funds budgeted for marketing. After board discussion; **Cain moved Williams seconded PASSED UNANIMOUSLY** that the Main Street board approves the request to participate with Charlevoix County Transit to provide free bus service between downtown Boyne City and Boyne Mountain Saturdays from 5 to 10 p.m. during the 2012-13 ski season at a cost of 1,300 for the purchase of an ad on the transit bus. The board requested to review the design, and to start as soon as possible.

MOTION

- **Farmers Market Committee appointments**

Terms for one vendor and four at-large committee members are expiring on the Farmers Market Committee. The vendor position is currently held by Scotty Mathers. The at-large positions are held by Julie Greenwalt, Jack Laurent, Dean Solomon (representing MSU Extension), and Jim Bauman (representing the Boyne Area Chamber). All four at-large committee members agreed to continue to serve and their reappointment was unanimously approved by the Farmer's Market Committee at its November meeting. Applications for the one vendor position were received from Scotty Mathers and Joann Brown. The committee is recommending the appointment of Joann Brown. **Cain moved Cortright seconded PASSED UNANIMOUSLY** to approve the recommendation of the Boyne City Farmer's market committee to appoint Dean Solomon, Jim Baumann, Julie Greenwalt, Jack Laurent, and Joanne Brown to a three year term on the Farmers Market Committee.

MOTION

- **2014 National Main Street Conference**

Main Street Manager explained that the Michigan Main Street program is currently working on what is hoped to be a successful bid to host the Nation Main Streets Conference in Detroit in 2014. At this point MMS is asking for a letter of support for a commitment of support through time on one of many committees necessary to produce the conference or to participate with a cash or in-kind contribution. Board discussion that they are unclear what MMS is asking for. Concerned about giving a letter of support without knowing what we are committing to. Conklin said at this time they are only asking for "in kind" time and no financial commitment.

**Cain moved Anderson seconded** to authorize the Main Street Manager to draft a letter of support and up to \$500 for the Michigan Main Street proposal to host the 2014 National Main Street Conference in Detroit.

**Motion Carried**

MOTION

- **Boyne Area Chamber of Commerce Visitors Guide**

For the past three years, Main Street has purchase a full-page ad in the Boyne Area Chamber Visitors Guide. The cost is 1,995 which is the same as it has been the last two years. The content has not yet been decided. The expense will be for the 2013-14 fiscal year which begins on May 1.

**Anderson moved, Adams seconded** that the Main Street Board approve the purchase of one full page ad in the Boyne Area Chamber Visitors Guide at a cost of \$1,195. **Motion Carried, Cortright Abstained**

- **2013 Board/Committee Meeting Schedule**

**Cain moved Cortright seconded PASSED UNANIMOUSLY** to adopt the proposed board and committee meeting schedule for 2013.

**Main Street Board Meeting**, first Thursday of each month, 8:30 a.m., with

the exception of the January 3<sup>rd</sup> meeting which will be moved to January 10, 2013.

**Good of the Order**

**Organization Committee:** Third Tuesday of every month, 4pm at Main Street Office; **Promotions Committee:** First Tuesday of every month 4pm at Main Street Office; **Design Committee:** Second Monday of every month, 4pm at Main Street Office; **Team Boyne/Economic Restructuring Committee;** Third Friday of every month at 9a.m. at the Boyne District Library Community Room; **Farmers Market;** First Monday of the month, January, February, March, April, October 10:30am at the Boyne District Library Community Room.

**Adjournment**

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Park Street is moving along well, there have been some trees planted along Park Street.

Leslie Meyers, the new Assistant Planner's first day will be December 19<sup>th</sup>.

The joint boards and commission meeting went well.

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**Anderson moved O'Brien seconded PASSED UNANIMOUSLY** to adjourn the December 6, 2012 meeting of the Boyne City Main Street Board at 10:02 am.

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Karen Seeley, Recording Secretary