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## BOARD MEETING

**December 5, 2013 – 8:30 A.M. Commission Chambers – City Hall**

1. CALL MEETING TO ORDER AND ROLL CALL
2. READING AND APPROVAL OF MINUTES - November 4, 2013 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. US 131 and I-75 Billboards
  - b. Trail Town Update
  - c. Veterans Park Pavilion Project
8. NEW BUSINESS
  - a. 2014 meeting schedule
  - b. Michigan Main Street 2014 Schedule
9. GOOD OF THE ORDER
10. ANNOUNCEMENTS
  - Next Main Street board meeting, Thursday, Jan. 2, 8:30 a.m. 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  
 NOVEMBER 7,  
 2013**

MINUTES OF THE BOYNE CITY MAIN STREET BOARD REGULAR MEETING HELD ON THURSDAY, NOVEMBER 7, 2013 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, Michael Cain, Bob Carlile, Michelle Cortright, Jim Jensen, Pat O'Brien, Rob Swartz and Robin Berry Williams

**Meeting Attendance**

Absent: Larry Lenhart

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

Public: One

**Approval of Minutes  
 MOTION**

*Please note the meeting in being held on November 7 not the 4<sup>th</sup> as stated on the agenda.*

**Adams moved Cain second PASSED UNANIMOUSLY** to approve the October 3, 2013 meeting minutes

**Citizens Comments**

None

**Correspondence**

Main Street Manager read a thank you letter he received from Challenge Mountain for the generous gift of \$7,644 raised through Boyne Thunder.

**Summary of Events from the Annual Michigan Downtowns Conference**

Annie Doyle, Assistant Planner gave the board an overview of the Michigan Downtown Conference she attended in Grand Rapids October 24 and 25th. One item of interest to the board was Eileen Kowall, Michigan State Representative, who is in the process of drafting legislation that would eliminate the TIF districts in Michigan downtowns by proposing a 10-year sunset provision on the Downtown Development Authorities. At this point all we can do wait and see where it goes.

**The Farmers Market:**

The board reviewed the contracts for the Market Manager and the new position of Assistant Market Manager. The farmers market committee voted to approve \$6000 for the Market Manager and \$4000 for the assistant manager annually. The Farmers Market board also voted to increase the vendor fees for the 2014 season. Board discussion/suggestions to remove the contracted amount on the agreement. It was also discussed that the assistant should report to the program manager. **Cain moved Adams seconded PASSED UNANIMOUSLY** to approve the recommendation of the Farmers Market Committee, removing the contract amount and with the addition of the Assistant Market Manager

**MOTION**

**Main Street Committee Reports**

ultimately report to the program manager.  
In addition to the committee reports included in the agenda packet Main Street

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Manager Conklin reported on a few items:

**Design**

Sante's would like to see the ice rink remain, are willing to take the task over and already have a fundraiser planned. This was also discussed with the Parks and Recreation Committee. The recommendation will be made to the City Commission not to install the ice rink this year. Board discussion regarding the cost for the last three years? None to Main Street or the City, Sante has raised all the funds and the rest was done through volunteers.

**Organization**

The committee continues to work with Jen Booher planning the upcoming board planning session. The committee's goal is to make this an interesting, creative and stimulating session for the board and MS volunteers.

**Retail specialist Susan Shaddox** worked with 11 Boyne City retailers during her two-day visit to downtown Boyne City Oct. 21-22. These professional services were provided by the Michigan Main Street Program working with the National Historic Trust. In addition to working one-on-one with businesses, Susan also made a presentation at the Boyne District Library the evening of October 21, and 15-20 people attended.

**MANAGER'S REPORT**

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The ad for the transit bus that runs between Boyne Mountain and Boyne City has been sold to the Odawa casino.

The Grain Train will be opening the 1<sup>st</sup> week of December. Their proposed awning design and color went before the Planning Commission, then the Design Committee. Northwestern Bank will be closing their office here by the end of the year.

The Christmas decorations will go up starting Friday evening.

The Dilworth has hired Quinn Evans Architects to do some preliminary work. Quinn Evans did the feasibility study of the Dilworth.

City Manager Mike Cain, Chamber director Jim Baumann and Main Street Manager Conklin have been invited to speak to Elk Rapids Main Street later this month.

The issue of food trucks will go before the City Commission in December.

**UNFINISHED BUSINESS**

**Art Bike Racks**

MOTION

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The Design Committee met with PIW and discussed materials, the elimination of the Juggler and the addition of the treble clef. Pat O'Brien has offered to sponsor one of the bike racks. The Committee recommends the Main Street Board use PIW for the Apple, Treble Clef, Library Books, and Fork bike racks at the Veterans Park, Library, Thirsty Goat and Pat O'Brien's locations. The board likes the concept of the Treble Clef and questioned if these racks would stay up year round? That detail will have to be worked out.

**Adams moved Cain seconded PASSED UNANIMOUSLY** to accept the bid from PIW and move forward with the bike racks, not to exceed \$4500 of Main Street funds.

**Historic Mural**

MOTION

The board received a rendering of the mural proposed for the old Northwestern bank building, which will be done by Britton Banner. The Design Committee recommends the Main Street Board move forward with the project, the cost not to exceed \$2000. **Adams moved Cain seconded PASSED UNANIMOUSLY** to approve the recommendation of the design committee to move forward with the project, the cost not to exceed \$2000 with the approval of the building owner.

**Veterans Park Pavilion  
update**

Environment Architects has been hired for the first phase of the project. A community Charrette is planned for December 12 and 13<sup>th</sup>. A public presentation on proposed designs is scheduled for Dec. 17 at 5:30 p.m.

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**NEW BUSINESS  
Trail Town**

A "Trail Town," according to information from Land Information Access Association (LIAA), "is a community in which local officials have used their trail system as the focal point of a tourism-centered strategy for economic development and local revitalization." In his presentation, Mr. Burkholder stressed the point that Trail Town efforts are not limited to any type of trail and include non-motorized, snowmobile, lake and river, and 4-wheel trails. LIAA has received grant funds from the Charlevoix County Community Foundation and the Frye Foundation to develop a Trail Town Master Plan for two communities within Charlevoix County and they are offering their services to Boyne City. Although details still need to be finalized, the general timeline is to start the project before the end of the year and have it be guided by a committee consisting of representatives from City staff, the Parks and Recreation Commission, Boyne Area Chamber of Commerce, Main Street, and local trail groups. The goal would be to have the plan completed by late spring or early summer. Board discussion: this is a great economic opportunity and we should move forward working with the Parks and recreation commission. No matching funds required. **O'Brien moved Adams seconded PASSED UNANIMOUSLY** that Main Street in conjunction with the Parks and Recreation Commission supports "Trail Town" and moves forward with designation.

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**MOTION**

**GOOD OF THE  
ORDER**

The next meeting of the Main Street Board will be held on December 5<sup>th</sup> not the 3<sup>rd</sup> as written.

The Main Street planning session is scheduled for December 4<sup>th</sup> at 3:00 pm. at the Wolverine Dilworth.

The city goal setting has been set for January 9, 2014 at 6:00 pm. St. Matthews church.

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**ADJOURNMENT  
MOTION**

**O'Brien moved Cain seconded PASSED UNANIMOUSLY** to adjourn the November 7, 2013 meeting of the Boyne City Main Street Board at 9:59 am.

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Karen Seeley, Recording Secretary



Date: December 5, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: Committee Reports

### **Promotions**

- The committee successfully planned Earlier than the Bird on Nov. 23, and the Holiday Open House and Santa Parade last Friday. Next on the event schedule is Winter Fest on Jan. 25.
- Barb and Bill Bryant and Doug Bean did another beautiful job decorating the Old City Park Gazebo.
- A summary of the Farmers Market November meeting is included in your packet.

### **Design**

A summary of the committee's November meeting is included in your packet.

### **Organization**

The focus of the committee's attention was working on the board planning session.

The board terms of Michelle Cortright and Bob Carlile are expiring. The deadline for candidates to submit an application is December 6.

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

Owners of the Happy Tacos food truck; Jack Laurent, manager of the Boyne City Grain Train; and Jason Sharp, owner of Terroir Wood Studio, were guests at the November Team Boyne meeting.

**Design Committee Meeting**  
**Meeting Agenda – November 11, 2013 – 4 p.m.**  
**BOYNE DISTRICT LIBRARY COMMUNITY ROOM**

**Members:** Bruce Janssen, Mark Kowalske, Becky Harris, Aaron Place, Martha Sulfridge, Linn Williams, Mike Cain, Annie Doyle

**Project Updates:**

1. Grain Train – Approval for the awning went to PC and then was recommended to the Design Committee. The Design Committee decided to use a jockey red fabric and was contingent upon approval by Scott McPherson.
  - a. The Design Committee voted to recommend to the PC to include the discouragement of vinyl (hard and soft) awning materials vinyl.
  - b. Grain Train is planning opening week of Dec. 2<sup>nd</sup>; issues with drainage; will check that awning is not going to be hit by snowplow.
2. Artistic Bike Racks – Main Street board approved update; March is the date for launch; Pat O'Brien has offered a \$1500 - how will the sponsorship be done, recognized? Recommend a plaque with recognition given for at least a donation of half.
3. Historic Murals – Will be put up in the spring; Mr. Conklin will send out bid for best price out of the three contractors; cost is less than \$500 for installation; banner and frame cost is \$1500.
4. Holiday Decorations – Stars in trees are going to be removed by new owner (Randy) from Michigan decorations; discussed 45 degree angle of decorations on street corners.
5. Veterans Park Pavilion – Charrette planned for December 12<sup>th</sup> and 13<sup>th</sup> and 17<sup>th</sup>; to be hosted by Environmental Architects out of Traverse City; Discussion and questions about how they plan on engaging the community; request for a series of questions that they could recommend for Social Media.
6. US-131 Billboard – The color on the selected billboard design is not good for use with reflective tape; Currently the City pays \$185/month for the billboard, but a \$250 /month billboard is available on I-75 with possible lighting- Gaylord currently has it, but (who)? will offer it to Boyne City first if Gaylord no longer wants it.
7. Artprize Grand Rapids – Discussions of how could we make this work and potential funding sources; Martha will send out email with questions; Examples noted from Evergreen, Colorado.

**Unfinished Business:**

1. Local Façade Incentive Plan – need to set a Jan. 15<sup>th</sup> deadline for accepting applications; Include social media and marketing in plan.

**New Business:**

1. Sunset Park Plan – a draft for request for proposals; Mr. Conklin requested that everyone look over draft and respond in next meeting.

**Miscellaneous:**

- Café Sante decided not to do the ice rink.
- Irrigation proposal to CC for Veterans Park between State and river



**Farmers Market Committee  
Meeting Minutes  
04 November 2013  
Boyerne District Library Community Room**

**Meeting Opened:** 10:33 by Dean

**Attendance:** Marcia Farner, Katrina

**Review/Approval of Previous Meeting Minutes:** There was not a quorum for the October meeting. No action taken.

**Citizens Comments on Non-Agenda Items:** None

**Agenda Items:**

- I. **Market Manager's Report** – Summer market went well with few complaints from vendors. Happy patrons. Bridge Card successful this year. \$2500 out in matching SNAP payments. Lucy did great work with friends organizing counts, etc. Farm Meal fundraiser resulted in close to \$5000. Sara King and Jesse King participated in a photo shoot by Edible Grand Traverse mag. Winter Market has had an awesome start. Very important for vendors park away from Library and Red Barn so there is convenient parking for patrons. NPR challenge grant accomplished. 14 December will be Christmas market. Mike Everts will organize food/cooking demos for the indoor market.
- II. **Unfinished Business**
  - a. None
- III. **New Business**
  - a. **Veterans Park Pavilion Project** – received a grant to study turning the Veterans' Park picnic pavilion into an indoor market pavilion. Interviewed 3 design groups – Environment Architects out of TC will do the study design. Public Meeting will be planned for 2<sup>nd</sup> week in December. Cost \$7500 – grant covers ½ of it. May 2014 deadline under terms of grant for completion of design work.
  - b. **Thanksgiving week Market Schedule** – Lucy makes the MOTION, Jack SECONDS, that the market meet on the Wednesday before Thanksgiving, and to have the Saturday market session, as well. MOTION PASSES.
  - c. **2013-14 meeting schedule** – Julie makes the MOTION, Jim SECONDS, for the Committee to meet from October – April on the 1<sup>st</sup> Monday of the month at 10:30 at Boyerne District Library Community Room. MOTION PASSES.
  - d. **Committee member term appointments** - Richard Friske and Jodi Adams terms expire soon. (Jodi sits on this Committee as a representative of Main Street; the MS board makes the appointment to fill her seat.) Will recruit vendors for board at the potluck.
  - e. **Market Manager Job Description** – Discussion MM duties and assistant MM duties. Becky used \$1,750.00 of her pay to hire Sam as her assistant. Proposed budget includes \$6000.00 for MM and \$4000.00 for assistant MM. DISCUSSION. Proposed budget presented. (Fiscal year May to April) (2013 vendor fees down about \$1000.00 from projected.) Discussion regarding budget and vendor fees – we are still low compared to

other markets. We have some calendar confusion with year round market, Main Street fiscal year, and market manager contract. Discussion regarding budget. Jodi makes a MOTION, that Julie SECONDS, to establish both the Market Manager and Assistant Market Manger positions at the rate of \$6000.00 and \$4000.00, respectively, for the full year. MOTION PASSES. Jodi makes the MOTION, that Jack SECONDS, to reimburse Becky \$1100.00 for what she has paid Sam, these being the reimbursement the Market received from administering the SNAP program. MOTION PASSES. Committee defers action on entire budget.

f. **Market Manager - 2013-14 Contract** – see above discussion and action

g. **2013-14 Budget Discussion** - see above discussion and action

IV. **Good of the Order** – will discuss food truck and wine and beer at future meetings. Tuesday 03 Dec for Grain train opening.

**Next committee meeting:** 02 December 2013, 10:30 a.m., Boyne District Library Community Room  
**Meeting Closed Time:** 11:52 the meeting adjourned on MOTION by Jodi, SECOND by Joann. ALL IN FAVOR.

**Attendance Record**

Name	Term Exp.	Jan. 7	Feb. 4	March 4	April 8	Oct 7	Nov 7
Dean Solomon, MSU Ext.	10/2015	P	P	P	P	P	P
Richard Friske	10/2013	P	P	P	A	A	A
Suzanne Morrison	10/2014	E	A	P	P	A	P
Jim Baumann, Chamber	10/2015	P	P	P	P	A	P
Jodie Adams	10/2013	P	E	P	P	P	P
Lucy Hartlove	10/2014	P	P	P	P	P	P
Julie Greenwalt	10/2015	E	P	P	E	A	P
Joann Brown	10/2015	P	P	E	P	A	P
Waneta Cook	10/2014	P	A	A	P	A	A
Ella McPherson	10/2014	P	P	P	P	A	P
Jack Laurent	10/2015	P	E	E	E	A	P

P = Present

E = Excused

A = Absent



Date: December 5, 2013  
To: Main Street Board  
From: Hugh Conklin, program manager  
RE: 2014 Meeting Schedule

Each year, the board needs to approve the schedule for board and committee meetings. Here is the proposed meeting schedule for 2014.

#### **2014 Main Street Board Meeting Schedule**

First Thursday of each month, 8:30 am at city hall commission chambers. The dates are: January 2, February 6, March 6, April 3, May 1, June 5, July 13, August 7, September 4, October 2, November 6, December 4. (Spring Break is March 28-April 8).

#### **2014 Main Street Committee Meeting Schedule**

##### Organization Committee

Third Tuesday of every month, 4 pm at Main Street office

##### Promotions Committee

- First Tuesday of every month, 4 pm at Main Street office

##### Design Committee

- Second Monday of every month, 4 p.m. at Boyne District Library Community Room

##### Team Boyne/Economic Restructuring Committee

- Third Friday of every month at 9 am at Boyne District Library Community Room

##### Farmers Market

- First Monday of the month: January, February, March, April, October, 10:30 a.m.  
Boyne District Library Community Room

#### **Recommendation**

The Main Street Board adopt the proposed board and committee meeting schedule for 2014.