



DOWNTOWN MANAGEMENT BOARD

September 19, 2017

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda
 - (a) Approval of the regular meeting minutes of August 15, 2017
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. Old Business
 - (a) Consider and approve the proposed 2018 Downtown Parking Budget
 - (b) Consider and approve the proposed 2018 Downtown Programs and Services Budget
4. New Business
 - (a) Consider proposal from Marty Scott to add two new Downtown Management Board Committees
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by City staff
5. Miscellaneous
6. Adjournment

MISSION STATEMENT

A self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural and service activities located within the defined downtown area.

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the Downtown Master Plan as adopted by the City of Petoskey in 1987; (2) Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations; (3) Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and (4) coordinate appropriate downtown programs and services.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: September 19, 2017 **PREPARED:** September 15, 2017

AGENDA SUBJECT: Consent Agenda

RECOMMENDATION: That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of August 15, 2017; (2) Acknowledgement of bills since August 15, 2017; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

August 15, 2017

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, August 15, 2017. The meeting was called to order at 7:00 P.M., and the following were

Present: S. Reginald Smith, Vice Chairperson
Craig Bell
Doug Buck
Daniel Harris
Edward Karmann
John Murphy, Mayor

Absent: Lawrence Rochon, Chairperson, Robin Bennett and Jessica Stubbs

Also in attendance was the Downtown Director Becky Goodman and City Manager Robert Straebel.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the July 18, 2017 regular session meeting minutes; acknowledgement of bills since July 18, 2017; and acceptance of the July expense and income reports as prepared by the Downtown Director.

Upon motion made and seconded, the July 18, 2017 regular session meeting minutes were approved; acknowledgement of bills since July 18, 2017 that totaled \$45,316.58; and expense and income reports for July were approved. Said motion was unanimously approved as submitted.

Approve Hosting 2018 Back to Bricks Car Show

The Downtown Director reported that the Back to Bricks Annual Promotional Tour again approached Petoskey to host a 2018 car show June 8-12. Three years ago the Board declined an invitation to participate as the consensus from the merchant community was that streets should not be closed and the opinion of staff was that the event did not seem well organized. Two years ago Petoskey was invited to apply to be a host city and the Board agreed that the time was right and that it was a good opportunity, however the application was not accepted.

Board members inquired what time the streets would be closed; if there were any bigger events scheduled for the same weekend; that ensuring 200 rooms is a lot to ask on a weekend, but may be feasible during the week; inquiries on what streets would be closed; that the Committee might not consider Petoskey if the Board approves a specific date; what the main objective in approving this event is other than generating more traffic downtown on non-busy days; heard from those in favor and opposed to the idea; that early June is kickoff of summer with strong business; how a car show will benefit Petoskey's image; that hosting a car show will be free advertising for Petoskey and bring different groups to the community; and that attendees of the focus groups want more events that involve closing streets, which gives a sense of community.

Vice Chairperson Smith asked for public comments and heard brief history on the Bay Harbor car show and that it is now locally driven; if this will be a one-time event or recurring; that car shows produce money for merchants, restaurants etc.; heard comments on who the event will benefit most; that early June is the kickoff weekend for summer customers and closing streets may hurt image; heard from those in favor of the event and that it will bring more people to downtown; that there are successful car shows in other Northern Michigan communities; that a brochure goes out to participants with a list of hotels; and that the event will be a promotional piece for Petoskey community as well as Back to Bricks organization.

Board members further discussed that it is worth hosting to see the failures and successes and that successes should be measured other than by the typical surveys to merchants.

Mr. Karmann moved that, seconded by Mr. Buck to accept and welcome Back to Bricks request to host a 2018 car show any day, but preference is Sunday, Monday or Tuesday.

Board members discussed which days were preferred and then Mr. Karmann revised the motion.

Mr. Karmann then moved that, seconded by Mr. Buck, to accept the Back to Bricks request to host a 2018 car show for any of the five days, June 8-12. Said motion was unanimously approved as submitted.

Discuss 2018 Downtown Programs & Services and Parking Fund Budgets

Board members then reviewed and discussed the proposed 2018 Downtown Programs and Services and Parking Fund budgets. Following the Downtown Management Board's routine procedure, the Downtown Director reviewed recommendations for the DMB's parking and programs-and-services budget for 2018, which would be included in the City's proposed 2018 Annual Budget to be presented to the City Council in November.

The Downtown Director reviewed that there was a revised format in an effort to make it as clear as possible that money is being earmarked for parking improvements; that \$150,000 is included as a placeholder for a parking deck engineering study for the proposed Division and Lake location; that study may not happen if County is not on board with project, but expenditure can always be carried ahead to 2019; and that another \$150,000 is included for the renovation of the downtown restrooms, and that the potential grant to help fund this project has not yet been received.

The City Manager reviewed that he contacted the State to see when the grant award would be forthcoming and they were unsure at this time. The Mayor also commented that he couldn't guarantee City Council will support the restroom project if City doesn't receive the grant.

Board members discussed parking deck engineering study and potential costs; if there are any other capital items not considered in the draft budget; that street meters may need to be changed due to mechanical issues, outdated and no credit card options; that overhead costs will be high if change out all street meters; inquiries on cost comparisons between a credit card meter vs. new mechanical meter; that \$10,000 be included in the budget for potential meter replacement or other possible purchases to give staff flexibility during the year; that snow removal be discussed on how to improve; that staff look at the RFP and consider increasing contractors responsibilities; and that the contracted services line item increase to \$100,000.

The Downtown Director responded that currently staff is testing out a part to fix meters, but that there are many mechanical issues due to age of meters and weather.

Vice Chairperson Smith asked for public comments and heard that the contractor clears downtown sidewalks and it is the intent for merchants to shovel in front of their businesses; that the 2018 net operating fund didn't carry over correctly affecting the overall ending reserve fund balance; and that the capital projects including the downtown restrooms and parking deck study is needed even if not accomplished in 2018.

Board members further discussed to keep the \$150,000 for potential parking deck engineering study; that snow removal needs to be improved and that staff should look into revising the RFP; and that contracted services budget be increased to \$100,000.

The Downtown Director then reviewed the Programs and Services Budget and that no amount is projected to be spent from carry over or reserve funds in 2018; that the draft budget does not include an increase in special assessments; reviewed expenditures for Spring Open House, Petoskey Rocks and Winter Carnival vs. the budget figure that shows the total amount being spent, which includes revenue raised; that Winter Carnival and Petoskey Rocks include revenue from a "Presenting Sponsor" which the Board should consider whether that sponsor could potentially be from outside of the downtown area; that no revenue from outside vendors was included for Sidewalk Sales, but the surveys showed that inviting others in to the event in order to fill the streets might be acceptable; and reviewed capital outlay items including the purchase of a tent for park events, the purchase of audio equipment that will be suitable for the higher quality of bands that are presenting, fall and winter lighting for lampposts and Tivoli style lights for the alleys.

Board members inquired what the \$5,000 included under the new marketing activities; that Petoskey Rocks is heavily reliant on sponsorships; why the image campaign budget is reduced by half compared to previous years; that blog expenditures are high and inquired if the Promotions Coordinator could write the weekly blogs; and that advertisement should be cut back on some events.

The Downtown Director responded that the new marketing activities is a creative way to balance the budget and a way for the Marketing Committee to fundraise and if monies aren't raised, then Committee has less to spend; that image campaign budget has decreased since ads have been removed from various outlets; and that staff is looking at advertising through different channels including social media.

Vice Chairperson Smith asked for public comments and heard an inquiry why Christmas Open House has the least amount of marketing monies to use when it is by far the best event; that Petoskey Rocks concerts are taking away from sidewalk sales; that the Board is spending a lot of money to get bands to perform and that music should be spread throughout downtown.

Vice Chairperson Smith reviewed that the draft 2018 budgets would be tabled and will be further discussed and approved at the next regular scheduled meeting.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee considered comments from a concerned merchant regarding use of meter bags in the Clifton Lot by construction companies and contractors; discussed user friendly office policy for developer and existing business needs; and that the office continues to have staffing issues.

The Downtown Director reported on behalf of the Events Committee and that Petoskey Rocks is over; that a couple movies and a performance were canceled due to weather; that an inappropriate word was used during the La La Land movie and a constituent voiced concerns; that Sidewalk Sales surveys indicated that food trucks are wanted; that vendors from outside of the district are welcome in order to fill up the streets; that the concert overlapped with Sidewalk Sales; and that ending times varied and are hotly debated.

The Downtown Director reported on behalf of the Marketing Committee and there were at least 125 Waldo entries, with a birthday party held on Saturday of Sidewalk Sales.

In beautification, the Downtown Director reported that staff will do a ride around tomorrow afternoon to look for potential projects; and that the Hemingway statue gets a lot of attention from visitors.

In economic enhancement, the Downtown Director reported that the work on the Ben Franklin building should be completed soon; that Dawn from Lake Street Design is opening a new studio in that space; that work has begun on the Gypsy Vodka business at the former Jesperson's location on Howard Street; and that the painting project at Toad Hall looks great.

The Downtown Director also reported that she received a draft report from Bob Gibbs and that the City Planner and herself will begin working on a draft plan to present in the next few months.

Board members commented that better advertising on movie ratings should be done ahead of time; that food trucks should be considered if merchants and the community want the option during Sidewalk Sales; and that parking during construction can be disruptive and that there should be stronger guidelines.

Hear City Staff Report

The City Manager reviewed infrastructure projects throughout the community and that Emmet Street Phase I was completed and approximate completion date of entire project is early to mid-September; and that there is a special joint City Council and Planning Commission meeting scheduled for Thursday to discuss hospital zoning districts in relation to McLaren Hospital's expansion project.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:15 P.M.

**Downtown Management
Monthly Bills - August 2017**

September 9, 2017

PROGRAMS AND SERVICES

DT Marketing	North Country Pub/Welcome North Ad	DT Assessment	\$ 235.00
DT Marketing	Tom Renkes/Blog	DT Assessment	\$ 600.00
Flowers	Siegrist/Flowers	DT Assessment	\$ 39.75
Gallery Walk	Northern MI Review/Ad	DT Assessment	\$ 180.00
Petoskey Rocks	9 & 10 News/ads	DT Assessment	\$ 1,080.00
Petoskey Rocks	Me TV/Ads	DT Assessment	\$ 100.00
Petoskey Rocks	Fox 32/ads	DT Assessment	\$ 270.00
Petoskey Rocks	A. Symonds/reimbursement	DT Assessment	\$ 10.00
Petoskey Rocks	Scott Ward/carriage ride	DT Assessment	\$ 1,250.00
Petoskey Rocks	Chris Struble/Ghost Walk	DT Assessment	\$ 225.00
Petoskey Rocks	Playtown Sound/sound equipment	DT Assessment	\$ 1,250.00
Petoskey Rocks	Kellerville/entertainment	DT Assessment	\$ 400.00
Shopping Scramble	Happy Snappy Photo Booth/Deposit	DT Assessment	\$ 250.00
Sidewalk Sales	K & J Septic Service/porta pots	DT Assessment	\$ 270.00
Summer Open House	Petoskey Steel Drum Band	DT Assessment	\$ 500.00
			\$ 6,659.75

PARKING FUND

Conf./Memberships	MDA/October Conference registration	Parking Fund	\$ 160.00
Conf./Memberships	Goodman/reimbursement mileage, board meet	Parking Fund	\$ 261.08
Contracted Services	Groundwork/N MI Passenger Rail Study Match	Parking Fund	\$ 2,000.00
Contracted Services	Lexis Nexis/contract July	Parking Fund	\$ 50.00
DT Office	Thru Glass/Window Cleaning	Parking Fund	\$ 50.00
DT Office	Van/s/Copy machine maintenance	Parking Fund	\$ 1,389.72
DT Office	City of Petoskey/utilities	Parking Fund	\$ 47.77
DT Office	DTE/utilities	Parking Fund	\$ 32.27
DT Office	Goodman/reimbursement trash bags	Parking Fund	\$ 50.00
DT Office	Goodman/reimbursement, ambassador party	Parking Fund	\$ 40.96
DT Office	A. Symonds/cleaning	Parking Fund	\$ 50.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 72.94
DT Office	Meyer ACE/supplies	Parking Fund	\$ 7.19
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 17,181.51
Façade Grants	Second Edition Investment Co/grant	Parking Fund	\$ 9,000.00
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 26.09
Materials & Supplies	Meyer ACE/mini flashlight	Parking Fund	\$ 4.49
Materials & Supplies	Meyer ACE/blow off duster	Parking Fund	\$ 11.32
Materials & Supplies	Integrity/paper towel	Parking Fund	\$ 47.71
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 26.09
Trolley	Derrer Oil/gas	Parking Fund	\$ 193.90
Trolley	Derrer Oil/gas	Parking Fund	\$ 232.14
Utilities	At&T/cell phones	Parking Fund	\$ 368.95
			\$ 32,015.13
	TOTAL BILLS		\$ 38,674.88

**PROGRAMS SERVICES
MONTHLY REPORT
August 2017**

September 10, 2017

Carry Over \$53,000

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00		91,400.00	91,400.00	-
PENALTIES & INTEREST	500.00	194.62	1,082.21	1,691.74	(582.21)
INTEREST INCOME	3,000.00		0.00	38.15	3,000.00
CARRY OVER	10,000.00		10,000.00		
HOLIDAY PARADE SPONSORS	4,000.00		250.00	0.00	3,750.00
PETOSKEY ROCKS SPONSORS/income	14,650.00	995.00	4,100.00	3,480.00	10,550.00
Ghost Walk \$120					
Bearcub \$875					
WINTER CARNIVAL	11,400.00	400.00	6,066.65	7,808.00	5,333.35
Grandpa Shorter \$200					
Sunglass Shoppe \$200					
MOVEABLE FEAST	-		0.00	0.00	-
TROLLEY	3,500.00	690.00	0.00	3,000.00	3,500.00
Mackinaw Trolley \$690					
MARKETING & PROMOTIONS					-
Shop Map Ads	8,500.00	2,500.00	3,000.00	7,500.00	5,500.00
B.Jeweled \$500					
McClean & Eakin \$500					
Reid \$500					
Bearcub \$500					
WineGuys \$500					
Gallery Walk	4,000.00	300.00	2,800.00	1,800.00	1,200.00
Ward Gallery \$300					
Ornaments	-		0.00	0.00	-
Haunted Halloween	500.00		0.00	0.00	500.00
Shopping Scramble	5,000.00		50.00	0.00	4,950.00
Holiday Catalog	6,250.00		672.50	250.00	5,577.50
Historic Markers	-		525.00	0.00	(525.00)
SUMMER OPEN HOUSE	5,000.00		2,815.00	4,277.00	2,185.00
OTHER			700.00		
	167,700.00	5,079.62	122,761.36	123,134.59	44,938.64
EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
HOLIDAY PARADE	9,000.00		0.00	1,550.00	9,000.00
HOLIDAY OPEN HOUSE	1,000.00		0.00	0.00	1,000.00
SUMMER OPEN HOUSE	11,925.00	500.00	8,845.45	7,254.85	3,079.55
Petoskey Steel Drum Band \$500					
SIDEWALK SALES	4,000.00	270.00	3,208.00	4,595.00	792.00
K & J Septic/portapots \$270					
PETOSKEY ROCKS	24,300.00	4,585.00	18,303.40	10,629.50	5,996.60
9 & 10 News/ads \$1,080					
Me TV/Ads \$100					
Fox 32/Ads \$270					
A. Symonds/reimbursement \$10					
Scott Ward/carriage ride \$1,250					
Chris Struble/Ghost Walk \$225					
Playtown Sound/sound equipment \$1,250					
Kellerville/entertainment \$400					
DT TRICK OR TREAT	500.00		0.00	0.00	500.00
WINTER CARNIVAL	23,900.00		18,897.07	15,002.07	5,002.93
HARVEST FESTIVAL	-		0.00	455.00	-

PROGRAMS SERVICES
MONTHLY REPORT
August 2017

September 10, 2017

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Collaborating Events					
CONCERTS IN THE PARK	2,500.00		2,500.00	4,000.00	-
FOURTH OF JULY	1,000.00		1,000.00	800.00	-
FARMERS MARKET	500.00		0.00	500.00	500.00
SANTA'S VISIT	200.00		0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00		1,500.00	1,500.00	-
RESTAURANT WEEK PLEDGE	500.00		500.00	0.00	-
Marketing					
IMAGE CAMPAIGN	32,500.00	835.00	12,243.87	24,005.60	20,256.13
<i>N Country Pub/Welcome North Ad \$235</i>					
<i>Tom Renkes/Blog \$600</i>					
GALLERY WALK	2,500.00	180.00	6,345.30	2,482.50	(3,845.30)
<i>N MI Review/Ad \$180</i>					
ORNAMENTS	-		0.00	0.00	-
SHOPPING SCRAMBLE	3,500.00	250.00	250.00	0.00	3,250.00
<i>Happy Snappy Photo Booth/Deposit \$250</i>					
SHOP MAP	9,000.00		7,482.64	6,998.15	1,517.36
HOLIDAY CATALOG	2,500.00		400.00	800.00	2,100.00
LADIES OPENING NIGHT	4,000.00		0.00	0.00	4,000.00
OTHER	-		0.00	270.00	-
Economic Enhancement					
BUSINESS RECRUITMENT	500.00		0.00	0.00	500.00
BUSINESS RETENTION	1,500.00		1,877.18	1,609.33	(377.18)
TROLLEY	-		-	0.00	-
Beautification					
HOLIDAY DECORATIONS	8,000.00		0.00	0.00	8,000.00
FALL DECORATIONS	600.00		0.00	0.00	600.00
PUBLIC ART	-		0.00	0.00	-
FLOWERS	10,000.00	39.75	9,702.54	1,780.38	297.46
<i>Siegrist/flowers \$39.75</i>					
CAPITAL OUTLAY	-		0.00	0.00	-
Administrative					
INSURANCE AND BONDS	500.00		0.00	0.00	500.00
CAPITAL OUTLAY	8,100.00		0.00	0.00	8,100.00
OTHER	100.00		15.99	0.00	84.01
Total	164,125.00	6,659.75	93,071.44	84,232.38	71,053.56
Excess of Revenues Over Expenses	3,575.00	-1,580.13	29,689.92	38,902.21	(26,114.92)

**Downtown Parking Fund
August 2017**

September 12, 2017

CARRY OVER \$562,000

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	45,585.34	237,444.72	243,618.81	293,914.66
fines	85,000.00	6,434.00	44,706.69	77,892.44	40,293.31
Permits	40,000.00	1,360.00	23,851.00	24,394.32	16,149.00
Bags	6,000.00	10,133.55	10,133.55	3,383.00	(4,133.55)
Tokens	2,000.00	1,267.00	1,267.00	1,278.75	733.00
Interest	400.00	44.70	349.93	245.18	50.07
Meter Sponsorships	2,000.00	0.00	1704.56	305.00	295.44
Cell Phone Parking	20,000.00	2,601.33	16,193.13	12,305.90	3,806.87
Total Parking Revenue	494,900.00	67,425.92	335,650.58	363,423.40	159,249.42
Other			5,000.00		
Total	494,900.00	67,425.92	340,650.58	363,423.40	154,249.42
EXPENSES					
ADMINISTRATIVE FEES	18,000.00		19,800.00	18000.00	-1,800.00
BANK CHARGES	1,000.00		0.00	-	1000.00
CAPITAL OUTLAY	91,000.00		50,044.00	66837.00	40956.00
CONFERENCES & MEMBERSHIPS	5,000.00	421.08	1,857.11	1,312.62	3,142.89
DA/October Conference registration \$160					
urse mileage, MDA board meeting \$261.08					
CONTRACTED SERVICES	80,000.00	2,050.00	36,544.32	72,951.50	43,455.68
: /N MI Passenger Rail Study Match \$2,000					
Lexis Nexis/contract July \$50					
DOWNTOWN OFFICE	230,000.00	19,633.36	171,775.07	148,966.28	58,224.93
ThruGlass/Window Cleanig \$50					
n's/Copy machine maintenance \$1,389.72					
City of petoskey/utilities \$47.77					
DTE/utilities \$32.27					
Goodman/reimbursement trash bags \$50					
man/reimbursement, ambassador \$40.96					
A. Symonds/cleaning \$50					
Meyer ACE/supplies \$72.94					
Meyer ACE/supplies \$7.19					
Wm Thompson/rent \$711					
Wages \$17,181.51					
EQUIPMENT REPAIR	1,000.00		263.45	291.38	736.55
FAÇADE GRANT	20,000.00	9,000.00	10,612.50	95.08	9,387.50
Second Edition/façade grant \$9,000					
MATERIALS AND SUPPLIES	10,000.00	115.80	3,163.31	9,698.80	6,836.69
Meyer ACE/bateries \$26.09					
Meyer ACE/mini flashlight \$4.49					
Meyer ACE/blow off duster \$11.32					
Integrity/paper towel \$47.71					
Meyer ACE/batteries \$26.09					
PROFESSIONAL SERVICES	500.00		552.65	47.04	(52.65)
SIGNS	500.00		0.00	188.35	500.00
TROLLEY	1,500.00	425.94	4,534.59	417.70	(3,034.59)
Derrer Oil/gas \$193.80			2,336.37		
Derrer Oil/gas \$232.14					
UNIFORMS	1,500.00		866.97	192.84	633.03
UTILITIES	3,600.00	368.95	1,967.47	2288.42	1,632.53
AT&T/cell phones \$368.95					
OTHER	1,000.00		1,000.00	15.99	-
TOTAL EXPENSES	466,100.00	32,015.13	308,179.90	323,042.34	157,920.10
Total					
NET	28,800.00	35,410.79	32,470.68	40,381.06	(3,670.68)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: September 12, 2017
RE: 2018 Second Draft Budget Presentation

Attached are second drafts of the 2018 Programs and Services and Parking Fund Budgets. These drafts are based on input from Board discussion at the August meeting. The budgets will need to be approved for recommendation into the 2018 annual City budget at the September DMB meeting in order to meet planning deadlines. If further major changes need to be made to the drafts, there is a potential to hold a special meeting.

Highlights of the changes include:

Parking Fund

- \$10,000 was added to the Contracted Services line item to pay for a higher level of sidewalk snow removal service as well as defray rising costs. (An informational report on current sidewalk snow removal practices is enclosed.)
- The \$150,000 for public restrooms that was included in the original draft has been reduced to \$75,000 based on comments that \$75,000 is as high of a match that the Council would be able to provide from the General Fund.
- \$155,000 is now included as the cost of improvements to meter equipment. After discussion at the August Board meeting, the Parking Committee has further discussed possible purchase updated equipment and is discussing a model that could increase revenue as well as incentivize employees to park in designated long term parking spaces. This plan will require more research and would come back before the Board for final approval.

Programs and Services

- After comments from the audience at last month's meeting, staff is recommending increasing the amount of money spent on Sidewalk Sales to include increased advertising. The added expense would be paid for with revenue collected from vendors and food trucks who paid a fee to participate in the event. An assumption is included that \$3,000 could be generated if six outside vendors and/or food trucks were allowed to participate. The additional funds would be spent on Sidewalk Sales only if the additional revenue were generated.
- Numbers for Summer Open House and Winter Carnival have been further refined and still include notations of how much of the money being spent on them is actually coming from the budget after event revenue is considered.

- Winter Carnival and Petoskey Rocks include revenue from a “Presenting Sponsor”. Internal budgets for these two events will have to be adjusted if a presenting sponsor is not identified. The Board needs to be willing to consider a policy for allowing a presenting sponsor for these two events to come from outside of the Downtown if these numbers are approved.
- At the request of a Downtown Events Committee member, Petoskey Rocks now includes expenses for street corner musicians and food trucks. A plan was presented to the committee at their September meeting that seemed favorable to the Committee. Potentially, the street corner musicians could be funded by fees from the food trucks. Details will need to be solidified.
- The Capital Outlay items no longer include the purchase of a tent or audio equipment. Eliminating these items gave additional revenue to other activities.

Please contact me if you have questions or concerns you would like to discuss before the meeting.

Enclosures

**CITY OF PETOSKEY
Downtown Management Board
2018 Parking Fund Budget**

	2016 Actual	2017 Budget	2017 Projected	2017 Actual	2018 Proposed
REVENUE					
<u>Streets</u>					
Michigan	\$ 19,182	\$ 19,000	\$ 18,000		\$ 18,500
Mitchell	53,880	52,000	55,000		54,000
Lake	60,215	60,000	63,000		61,000
Bay	27,091	23,500	24,000		25,000
Lewis/Rose	6,523	5,500	6,500		6,500
Petoskey	24,676	25,000	25,000		25,000
Howard	39,602	42,000	42,500		41,000
Division	8,593	8,000	8,000		8,200
Waukazoo	12,384	11,000	13,000		12,000
Total Streets	\$ 252,146	\$ 246,000	\$ 255,000		\$ 251,200
<u>Lots</u>					
Darling, Michigan 1	\$ 21,945	\$ 22,000	\$ 22,500		\$ 22,000
Clifton Hotel, Michigan 2	11,976	10,000	11,800		12,000
Livery, Michigan 3	7,800	6,500	8,400		8,000
Elks, Lake 2	22,716	19,000	23,500		23,000
Park Garden, Lake 3	7,200	8,000	8,000		8,000
Saville, Bay	20,834	20,000	21,800		21,000
Petrie, Mitchell	8,503	8,000	8,700		8,500
Total Lots	\$ 100,974.00	\$ 93,500.00	\$ 104,700.00		\$ 102,500.00
Total Meters	317,854	339,500	359,700		353,700
<u>Other Parking</u>					
Fines	\$ 115,361	\$ 85,000	\$ 86,000		\$ 88,000
Permits	\$ 43,984	\$ 40,000	\$ 38,000		\$ 40,000
Bags	\$ 4,577	\$ 6,000	\$ 10,000		\$ 6,000
Tokens	\$ 1,904	\$ 2,000	\$ 2,000		\$ 2,000
Interest	\$ 491	\$ 400	\$ 540		\$ 500
Meter Sponsorships	\$ 905	\$ 2,000	\$ 3,000		\$ 2,000
Cell Phone Parking	\$ 20,013	\$ 20,000	\$ 22,000		\$ 22,000
Total Other Parking	\$ 172,087	\$ 155,400	\$ 161,540		\$ 160,500
Total Revenue	\$ 489,941	\$ 494,900	\$ 521,240		\$ 514,200

	2016 Actual	2017 Budget	2017 Projected	2018 Budget
EXPENSES				
Administrative Fees	\$ 19,900	\$ 18,000	\$ 19,800	\$ 19,800
Bank Charges	449	1,000	1,000	1,000
Conferences & Memberships	4,130	5,000	3,000	5,000
Contracted Services	80,464	80,000	80,000	90,000
DT Office Operations	220,025	230,000	230,000	235,000
Façade Grant Program	226	20,000	15,000	20,000
Materials/Supplies	17,089	10,000	10,000	10,000
Professional Services	26,392	500	1,000	500
Property Lease	0	0	0	0
Signs	520	500	0	500
Trolley	2,773	4,000	4,000	4,000
Uniforms	1,116	1,500	1,000	1,500
Utilities	\$ 4,697	\$ 3,600	\$ 3,600	\$ 3,600
Total Expenses	\$ 378,301	\$ 375,100	\$ 370,400	\$ 391,400
Net Operating Funds	\$ 111,640	\$ 119,800	\$ 150,840	\$ 122,800
RESERVE FUND BALANCE				
Beginning Reserve Fund Balance	\$ 639,712	\$ 681,907	\$ 681,907	\$ 766,747
Net Operating Funds	111,640	119,800	150,840	122,800
Total Reserve Fund Available	751,352	801,707	832,747	889,547
Less Capital Outlays:	69,445	91,000	66,000	380,000
Rest Rooms \$75,000				
New meter equipment \$155,000				
Structure Engineering Study \$150,000				
Total Capital Outlays	<u>69,445</u>	<u>91,000</u>	<u>66,000</u>	<u>380,000</u>
Ending Reserve Fund Balance	\$681,907	\$710,707	\$766,747	\$509,547

CITY OF PETOSKEY
Downtown Management Board 2018
Programs & Services Draft Budget

	2016 Actual	2017 Budget	2017 Projected	2017 Actual	2018 Budget
REVENUE					
Downtown Assessments	\$ 91,400	\$ 91,400	\$ 91,400		\$ 91,400
Interest Income	36	500	250		300
Penalties & Interest	1,769	3,000	2,000		2,500
Carry Over	0	10,000	10,000		0
Downtown Trick or Treat					4,000
Holiday Parade Sponsors	3,050	4,000	4,000		4,000
Petoskey Rocks! Sponsors	5,575	14,650	8,000		21,075
Winter Carnival Income/sponsors	7,456	11,400	9,700		15,925
Summer Open House	3,977	5,000	2,815		3,625
Trolley ads & sponsorship	6,000	3,500	3,000		4,000
Gallery Walk	2,950	4,000	3,100		4,000
Sidewalk Sales (Vendors)					4,000
Shopping Scramble	1,377	5,000	4,000		5,000
Ghost Walk	1,060	500	2,500		900
Shop Map Ads	9,500	8,500	9,000		8,500
New Marketing Activities	240	0	700		5,000
Holiday Catalog	\$ 1,475	\$ 6,250	\$ 6,250		\$ 8,250
Total Revenue	\$ 135,865	\$ 167,700	\$ 156,715		\$ 182,475

	2016 Actual	2017 Budget	2017 Projected	2017 Actual	2018 Budget	
EXPENSES						
<u>DMB Events</u>						
Summer Open House	\$ 6,780	\$ 11,925	\$ 9,000		\$ 14,250	\$10625 from budget
Sidewalk Sales	4,555	4,000	4,400		7,000	
DT Trick or Treat	120	500	500		6,000	
Holiday Parade	4,840	9,000	8,000		8,000	
Christmas Open House	795	1,000	1,000		1,000	
Winter Carnival	14,994	23,900	23,000		22,865	\$7090 from budget
Petoskey Rocks!	21,825	24,300	16,650		30,725	\$9650 from budget
Gallery Walk	4,012	2,500	5,513		3,000	
Shopping Scramble	2,087	3,500	3,500		3,500	
Ladies Opening Night	0	4,000	4,000		4,000	
	\$ 60,008	\$ 84,625	\$ 75,563		\$ 100,340	
<u>Collaborating Events</u>						
Concerts in the Park Pledge	\$ 4,000.00	\$ 2,500.00	\$ 2,500.00		\$ 2,500.00	
Fourth of July Pledge	800	1,000	1,000		1,000	
Santa's Visit	0	200	200		200	
Restaurant Week Pledge	0	500	500		500	
Festival on the Bay Pledge	2,164	1,500	1,500		1,500	
Farmers Market Pledge	500	500	500		500	
	\$ 7,464	\$ 6,200	\$ 6,200		\$ 6,200	
<u>Economic Enhancement</u>						
Business Recruitment	\$ -	\$ 500.00	\$ 100.00		\$ 500.00	
Business Retention	1,381	1,500	1,877		1,500	
Trolley	105	0	0		-	
	\$ 1,486.00	\$ 2,000.00	\$ 1,977.00		\$ 2,000.00	
<u>Marketing & Promotions</u>						
Image Campaign	\$ 63,069	\$ 32,500	\$ 30,000		\$ 30,000	
Shop Map	9,000	9,000	9,000		10,000	
Ghost Walk	0	500	2,500		450	
New Marketing Activities	0	0	0		1,000	
Holiday Catalog	0	2,500	2,500		5,000	
	\$ 72,069	\$ 44,500	\$ 44,000		\$ 46,450	\$29,750 from budget
<u>Beautification</u>						
Flowers	\$ 6,577	\$ 10,000	\$ 9,000		\$ 9,000	
Holiday Decorations	10,115	8,000	8,000		9,000	
snowflake lights for Jan and Feb						
Fall Decorations	663	600	600		1,500	
Fall Lighting on lampposts						
Public Art	0.00	0.00	0.00		0.00	
	\$ 17,355	\$ 18,600	\$ 17,600		\$ 19,500	
<u>Administrative</u>						
Insurance & Bonds	\$ -	\$ 500	\$ -		\$ 500	
Other	0	100	50		100	
Capital Outlay	0	7,500	7,500		7,000	
tivoli lights in alleys \$1,000						
AV system for trolley \$1000						
	\$ -	\$ 8,100	\$ 7,550		\$ 7,600	
Total Expenses	\$ 158,382	\$ 164,025	\$ 152,890		\$ 182,090	
Excess Revenue over Expenditures	-22,517	3,675	3,825		385	

Assumptions:

PR! Revenue - 6 carriage @\$325, 6 stage @\$1000, 6 movie @ \$500, 1 presenting at \$2,500, PAVB \$2,000, Ghost Walk \$2,700, sponsors come from anywhere

PR! Format - Six weeks, July 6-August 10, band plays at 8, movie starts at dark, Carriage rides start at 6, food truck revenue and corner music 6-8

WC Revenue = 25 ice sculpture @ \$200, \$5,000 presenting sponsor, \$5,000 drink tent

SOH Revenue - drink tent, ghost walk, carriage ride

SWS Revenue - food truck and outside vendors at \$500 each

Sidewalk Snow Removal Report

Recent sidewalk snow removal costs are:

\$24,896 in 2015-16

\$17,199 in 2014-15

\$16,468 in 2013-14

\$25,661 in 2012-13

This is an average of \$21,106 annually.

The issues we have with sidewalk snow removal are:

- On corners where buildings front on two sides. In some, but not all cases, these tenants tend to clean only the sidewalk in front of their buildings.
- On sidewalks in front of empty buildings. In some cases, vacant buildings will only be shoveled by a caretaker once a week. When snow builds up and freezes and re-freezes, it is a difficult task to clean it back down to the sidewalk or even to a safe condition.
- In front of businesses that do not cooperate with the responsibility of snow removal and expect the Downtown service to take care of all of it for them.
- Between parking meters at the curb. In this case we are reliant on the City to either remove the snow or contract for removing the snow. The City is cooperative, but this service is very expensive. The rule of thumb is to remove these snow piles after a major snow event when there is no more snow predicted in the immediate future and/or before a major shopping weekend.
- At intersections. Quite often the City plow trucks will fill the intersections in after we have already shoveled them out. Coordination of snow removal efforts has been a goal. Our contractor strives to get our sidewalks clear before businesses open and many open at 8:00 A.M.. The goal of the City is to clear the major roads and the pathways to schools first.
- Icy conditions that come on suddenly throughout the day.
- Lack of cut-throughs at the curbs between meters. The only place for merchants to pile up the snow that they shovel is at the curb which makes it difficult for people to get out of their cars on the passenger side and also difficult to access the sidewalk from the street.

Our contract with the sidewalk snow removal team calls for the men to clear a three to four-foot-wide path on the sidewalks with a DMB owned snow blower on an as needed basis, once a day, before the businesses open, from January to the end of the season. In the months of November and December we provide a higher level of service and we pay for the contractor to return to Downtown for snow events that occur later in the day. The reasoning for this is that merchants should have more time after the busy holiday season to take more responsibility for the chore. The snow blower blade clears deep snow but it cannot safely be lowered far enough onto the concrete surfaces to remove all of the snow. The men are also responsible for cleaning and salting the sidewalks that do not front any privately owned buildings. They do not generally salt sidewalks that are in front of privately owned buildings.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: September 12, 2017
RE: Proposal from Marty Scott to Add Two New DMB Committees

Staff has received a proposal from Marty Scott that involves adding two new committees to those that are currently overseen by the DMB. The proposal is enclosed. Please review and be prepared to discuss at the September meeting. Mr. Scott will attend to present. As always, if you have questions or concerns, please contact me.

Thank you.

Proposal to the DMB
Amend the Committee Guidelines by adding the last two sections.

DMB COMMITTEE GUIDELINES

Downtown Events Committee – The mission of the committee is to create and coordinate events that lure residents and visitors into Downtown Petoskey, as well as promote the downtown as a community center. This committee should be limited to 12 members, including a DMB representative. The members should be either:

- Downtown retail owners or their representatives, or
- Downtown restaurant/lodging owners or their representatives, or
- Downtown non-profit organization directors or their representatives

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve; members should be appointed by the DMB at the recommendation of the Downtown Director. This committee is expected to meet monthly.

Petoskey Rocks! Committee – The mission of the committee is to build and maintain a summertime Friday night program and Signature Event in Downtown Petoskey. This committee should be limited to 12 members, including a DMB representative. The members should be either:

- Downtown retail owners or their representatives, or
- Downtown restaurant/lodging owners or their representatives, or
- Downtown non-profit organization directors or their representatives

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve; members should be appointed by the DMB at the recommendation of the Downtown Director. This committee is expected to meet monthly and as necessary.

Downtown Design Committee – The mission of the committee is to maintain a consistent, first-class visual image of Downtown Petoskey by preserving the area's historic integrity and promoting a high-quality standard for design. This committee should be limited to six members, including at least one DMB representative, and the City Planner as liaison. Members should possess:

- a financial or professional interest in Downtown Petoskey, and
- a background in planning or architecture or possession of a well developed knowledge of the history of Downtown Petoskey's design and character, and
- a respect and understanding of the economic benefits of historic preservation

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve; members should be appointed by the DMB at the recommendation of the Downtown Director. This committee is expected to meet as needed.

Downtown Marketing Committee – The mission of the committee is to promote the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination. This committee should be limited to 10 members, including at least one DMB member. The members should either:

- have marketing backgrounds or education, or
- be Downtown business owners with successful reputations and experience in placing and purchasing advertising

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve. Members should be appointed by the DMB at the recommendation of the Downtown Director to the Chair. This committee is expected to meet monthly during the winter months and as needed throughout the year.

Downtown Economic Enhancement Committee - The mission of the committee is to enhance the vitality of Downtown Petoskey through business recruitment and retention, as well as through the development of Downtown residential opportunities. This committee should be limited to nine voting members, including the Mayor and at least one DMB representative. Members should represent either:

- the fields of banking or real estate, or
- Downtown property owners, or
- economic development agencies

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve. Members should be appointed by the DMB at the recommendation of the Downtown Director to the Chair. This committee is expected to meet in January, May, September, and as needed.

Downtown Parking Committee The mission of the committee is to oversee parking management and staff activities. This committee is an executive committee of the DMB and includes the DMB Chair, Vice Chair, and a Board member. It also includes the Chief Parking Ambassador and Downtown Director as staff liaisons, and utilizes the Chief of Police and City Manager as City liaisons when necessary. Length of service should be determined by their term on the DMB. This committee is expected to meet monthly.

PROPOSED NEW SECTION:

Downtown Parking Improvement Committee. The mission of this committee is to collect public input, study and make recommendations regarding the condition, sufficiency, construction, addition, development, strategy, and financing of public parking for downtown Petoskey and any and all matters reasonably related to parking improvement. The mission of this committee does not include overseeing of management of existing parking resources, parking staff activities and parking enforcement. Those matters are within the jurisdiction of the Downtown Parking Committee, subject to review and oversight by the DMB.

This committee should be limited to 8 members, including no more than two DMB representatives. The other members, should be either:

- Downtown business owners or their representatives or

- Downtown non-profit organization directors or their representatives or
- No more than two City of Petoskey residents with a demonstrated interest in downtown parking improvement who are not eligible under any of the above categories.

Members will be appointed by the DMB at the recommendation of the Downtown Director and from among others who volunteer to serve. Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve. This committee is expected to meet monthly and as needed throughout the year.

PROPOSED NEW SECTION:

Downtown Public Art Committee. The mission of this committee is to facilitate, encourage, assist and stimulate artists and others in making proposals:

- to the City Council for permanent installations of public art in Downtown Petoskey in compliance with the City Council's guidelines for such proposals and
- to the DMB for temporary installations of public art in Downtown Petoskey. Temporary installations are those that will be completely removed within three months of initial installation.

To assist the Committee in implementing its mission, the Committee may propose guidelines and other policies for public art to the DMB for approval. These guidelines and policies may cover such issues as criteria for approval of installations, provisions for maintenance, possible funding options and other matters at the discretion of the committee or the direction of the DMB.

This committee should be limited to 8 members, including no more than one DMB representative. The other members should be either:

- actively engaged in creating or selling art
- Downtown business owners or their representatives
- No more than two City of Petoskey residents with a demonstrated interest in Downtown Petoskey public art who are not eligible under any of the above categories.

Members will be appointed by the DMB at the recommendation of the Downtown Director and from among others who volunteer to serve. Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve. This committee is expected to meet monthly and as needed throughout the year.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: September 19, 2017 **DATE PREPARED:** September 15, 2017

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Reports could be received from Downtown Management Board committees.

sb



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: September 19, 2017 **DATE PREPARED:** September 15, 2017

AGENDA SUBJECT: City Staff Report

RECOMMENDATION: That the Downtown Management Board hear this report

The City Manager will provide status reports concerning downtown-area projects.

sb