



DOWNTOWN MANAGEMENT BOARD

October 24, 2017

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda
 - (a) Approval of the regular meeting minutes of September 19, 2017
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business
 - (a) Hear presentation from ChargePoint EV concerning charging stations for electric cars
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by City staff
4. Miscellaneous
5. 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: October 24, 2017 **PREPARED:** October 19, 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 September 19, 2017; (2) Acknowledgement of bills since September 19, 2017; and (3) Acceptance of the September expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

September 19, 2017

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 19, 2017. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
S. Reginald Smith, Vice Chairperson
Craig Bell
Robin Bennett
Doug Buck
Daniel Harris
Edward Karmann
John Murphy, Mayor
Jessica Stubbs

Absent: None

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 August 15, 2017 regular session meeting minutes; acknowledgement of bills since August 15, 2017; and acceptance of the August expense and income reports as prepared by the Downtown Director.

Upon motion made and seconded, the August 15, 2017 regular session meeting minutes were approved; acknowledgement of bills since August 15, 2017 that totaled \$38,674.88; and expense and income reports for August were approved. Said motion was unanimously approved as submitted.

Approve 2018 Parking and Programs
and Services Budgets

The Downtown Director reviewed that these were second drafts of the proposed 2018 Parking and Programs and Services budgets and that they would need to be approved at this meeting for recommendation into the 2018 annual City budget in order to meet deadlines. The Downtown Director reviewed parking changes that included \$10,000 being added to the Contracted Services line item to pay for a higher level of sidewalk snow removal; that the \$150,000 for public restrooms that was included in the original draft had been reduced to \$75,000 based on comments that \$75,000 is as high of a match that the City Council would be able to provide from the General Fund; and that \$155,000 is now included as the cost of improvements for meter equipment. The Downtown Director also reviewed changes to the Programs and Services budget and that an assumption of \$4,000 in revenues was included to help offset increased costs to advertise for Sidewalk Sales and would only be spent if the additional revenue were generated; that numbers for Summer Open House and Winter Carnival have been further refined; that Winter Carnival and Petoskey Rocks include revenue from a "Presenting Sponsor" and internal budgets for these two events would have to be adjusted if a presenting sponsor is not identified; that Petoskey Rocks now includes expenses for street corner musicians and food trucks; and that capital outlay items no longer include the purchase of a tent or audio equipment.

Board members inquired why the image campaign line item decreased almost in half from 2016; if food trucks and outside vendors will be discussed at a future meeting; and that it is good to see increased revenue and growth over the last couple years. The Downtown Director responded that some advertisements have been removed from various magazines due to expense and that a future discussion allowing food trucks and outside vendors will occur.

Upon motion made and seconded, the 2018 Parking and Program and Services budgets were approved as presented. Said motion was unanimously approved as submitted.

Hear Proposal to Add Two New
DMB Committees

the DMB.

The Downtown Director reviewed that staff received a proposal from downtown merchant, Marty Scott, that involved adding two new committees to those that are currently overseen by

Mr. Scott gave a brief presentation on the two new proposed committees such as a new Downtown Parking Improvement Committee and Downtown Public Art Committee; reviewed the mission and guidelines of each committee; member makeup; that the general public is not included on most committees and this would help better educate the public on parking matters; that there has been no other public art submission since the Hemingway statue and that the DMB could approve temporary art and City Council approve permanent art; and that these committees would give recommendations to the DMB.

Mayor Murphy reviewed that City Council didn't approve art donations, but rather discussed and approved a general Gift and Donation Policy; reviewed previous Council discussions regarding public art; and recommended that Mr. Scott send a letter of his proposal to City Council for further discussion.

Board members commented that possible public art locations could be discussed with City staff members when considering parks and that other locations may be discussed with the DMB; inquires on how the current parking committee is structured; that there isn't a lot of downtown staff and will be hard to manage if implement more committees; that current committees aren't fully staffed and it is difficult to find volunteers; and that there have been opportunities for public input on various recent matters.

Hear Committee Reports

that charging stations will be discussed at next month's meeting; and reviewed Bob Berg's proposal of a grocery store in the Darling Lot and that he wanted DMB's perspective on the project before moving forward on conceptual plans.

The Downtown Director reported on behalf of the Parking Committee and that two new Ambassadors were hired for 20 hours per week;

Board members commented that the project aligns with the consistent message that mixed use development is desired in the downtown; that moving forward the developer should be aware of the height issues; and inquiries if Mr. Berg would control parking if implemented.

The Downtown Director responded that Bob Gibbs states that a grocery store in a community raises the bottom line for all merchants by 20%; that Mr. Berg's priorities include a grocery store, additional decked parking and more housing; and that this proposal is very exploratory at this point in time.

The Downtown Director reported on behalf of the Events Committee and reviewed upcoming fall and winter events; that Petoskey was selected for the Back to Bricks car show on Sunday June 10; and that the committee will be discussing at future meetings food trucks at events, outside vendors, developing a presenting sponsorship and expanding Petoskey Rocks.

The Downtown Director reported on behalf of the Marketing Committee and that the holiday catalog is being promoted and the fall shopping contest is underway.

In beautification, the Downtown Director reported that the scarecrow contest has begun; that Harbor Hall staff has volunteered to put up cornstalks around town; and that staff will ride around town with Parks and Recreation staff tomorrow to look for potential projects including the need for irrigation in concrete planters and flowers and irrigation at the entry of the Saville Lot similar to what was done with the Elks Lot this year.

In economic enhancement, the Downtown Director reported that Glik's will begin renovation in October and that the tour of the old Ben Franklin building on Mitchell Street is 3:00 P.M., Thursday.

The Downtown Director also reported that the Trolley Task Force will begin meeting to discuss possible changes and review of the summer season; that the Strategic Plan is in the works with one more detailed survey to be sent out; and that a food truck survey was sent only to restaurants on any interest to allow at downtown events.

Hear City Staff Report

The City Manager reviewed that City staff has been meeting with Petoskey Plastics representatives concerning the Bay/Petoskey Street intersection and that conceptual designs will be presented to City Council in the near future; that Emmet Street improvements are completed; that MDOT is doing soil borings around the community in preparation for the 2019 highway project; that McLaren Northern Michigan Hospital has begun work on the expansion of Jackson Street as part of the hospital expansion project; that City Council will review a proposed ordinance creating a hospital district and zoning map amendments in October; and that City Council is reviewing the 2018-2023 CIP and reviewed 2018 projects.

Board members inquired since the Blum House was torn down and additional parking will be implemented if there are any pedestrian crossing concerns; if LED lights will be going into the gaslights downtown; that during the holiday parade balloons get caught in the overhead wires; what type of work will be done at the Petoskey/Lake Street intersection in 2018; and if the \$75,000 is included in the City budget for the restroom renovation project.

The City Manager responded that LED lights will be installed at Bayfront Park and other places in downtown; that the Petoskey/Lake Street intersection will be resurfaced and include new brick work; and that staff is currently working on the 2018 budget, that money would come out of the General Fund for the restrooms and that the City is awaiting grant approval on the proposed restroom expansion project.

Miscellaneous Comments

Bill Tribble, owner of Ernesto's Cigar Lounge and Bar, 321 Reid's Alley, Unit 1, commented that current zoning doesn't allow directional signs at end of alleys and that it would be helpful if this could be changed to allow such signs; that Reid's Alley street signs have been installed which is beneficial; and that he would like to hold summer events in the alley and block off part of the alley.

The Downtown Director responded that the Design Committee looked at alley signage when discussing wayfinding signs and that Mr. Tribble would need to contact the Events Committee to begin discussions regarding future events in the alley since it would have to be an official DMB event if the alley were to be blocked off.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:45 P.M.

Downtown Management
Monthly Bills - September 2017

October 12, 2017

PROGRAMS AND SERVICES

DT Marketing	Tom Renkes/ blogs	DT Assessment	\$ 750.00
DT Marketing	N MI Review/ads	DT Assessment	\$ 360.00
Petoskey Rocks	9&10 News/Google ad words, social media	DT Assessment	\$ 375.00
Petoskey Rocks	Lite 96/ads	DT Assessment	\$ 960.00
Petoskey Rocks	N MI Review/ads	DT Assessment	\$ 640.00
Shopping Scramble	N MI Review/ads	DT Assessment	\$ 1,055.00
			\$ 4,140.00

PARKING FUND

Conf./Memberships	A.Symonds/CWIB reimbursement	Parking Fund	\$ 10.00
Conf./Memberships	PRCC/Hot Topics Luncheon	Parking Fund	\$ 20.00
Contracted Services	Traffic & Safety/Verizon M2M	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
Contracted Services	T2/Digital Iris	Parking Fund	\$ 165.00
Contracted Services	Barry Cole/enforcement services	Parking Fund	\$ 479.50
DT Office	City of Petoskey/utilities	Parking Fund	\$ 59.87
DT Office	Van's/toner, ink	Parking Fund	\$ 325.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 25.88
DT Office	Meyer ACE/supplies	Parking Fund	\$ 15.49
DT Office	McCardel/water	Parking Fund	\$ 32.50
DT Office	Trophy Case/name tags	Parking Fund	\$ 18.00
DT Office	Meyer ACE/batteries	Parking Fund	\$ 28.42
DT Office	Meyer ACE/batteries	Parking Fund	\$ 8.99
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Meyer ACE/packing tape	Parking Fund	\$ 10.78
DT Office	A.Symonds/Office Cleaning	Parking Fund	\$ 50.00
DT Office	Spectrum/phone, internet	Parking Fund	\$ 104.71
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.11
DT Office	Wages	Parking Fund	\$ 15,024.60
Materials & Supplies	ABM/Printer ribbon	Parking Fund	\$ 10.84
Materials & Supplies	Meyer ACE/twine	Parking Fund	\$ 5.02
Materials & Supplies	Osborne/tokens	Parking Fund	\$ 716.36
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 12.20
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 26.09
Trolley	Brakes by the Bay/brake sensor	Parking Fund	\$ 228.60
Uniforms	Personal Graphics/jackets	Parking Fund	\$ 553.82
Uniforms	Personal Graphics/shirts	Parking Fund	\$ 139.92
Utilities	At&T/cell phones	Parking Fund	\$ 353.95
			\$ 19,292.65
	TOTAL BILLS		\$ 23,432.65

**PROGRAMS SERVICES
MONTHLY REPORT
September 2017**

October 15 10, 2017

Carry Over \$53,000

REVENUES	BUDGET	CURRENT			BUDGET BALANCE
		MONTH	YTD	LAST YTD	
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	500.00	1,433.37	2,515.58	1,768.22	(2,015.58)
INTEREST INCOME	3,000.00	0.00	0.00	38.15	3,000.00
CARRY OVER	10,000.00	0.00	10,000.00		
HOLIDAY PARADE SPONSORS	4,000.00	0.00	250.00	0.00	3,750.00
PETOSKEY ROCKS SPONSORS/income	14,650.00	1,750.00	5,850.00	3,480.00	8,800.00
Petoskey Library \$375					
Duffy's Garage and Grille \$1,375					
WINTER CARNIVAL	11,400.00	600.00	6,666.65	7,808.00	4,733.35
Thai Orchid \$200					
Monarch \$200					
Kidd and Leavy \$200					
MOVEABLE FEAST	-	0.00	0.00	0.00	-
TROLLEY	3,500.00	0.00	0.00	3,000.00	3,500.00
MARKETING & PROMOTIONS					-
Shop Map Ads	8,500.00	2,000.00	5,000.00	8,500.00	3,500.00
Reid Furniture \$500					
CTAC \$500					
Little Traverse Trading \$500					
Monarch \$500					
Gallery Walk	4,000.00	0.00	2,800.00	2,100.00	1,200.00
Ornaments	-	0.00	0.00	0.00	-
Haunted Halloween	500.00	0.00	0.00	0.00	500.00
Shopping Scramble	5,000.00	0.00	50.00	200.00	4,950.00
Holiday Catalog	6,250.00	0.00	672.50	375.00	5,577.50
Historic Markers	-	0.00	525.00	400.00	(525.00)
SUMMER OPEN HOUSE	5,000.00	0.00	2,815.00	4,277.00	2,185.00
OTHER		0.00	700.00		
	167,700.00	5,783.37	128,544.73	125,236.07	39,155.27

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	0.00	1,000.00
SUMMER OPEN HOUSE	11,925.00	0.00	8,845.45	7,254.85	3,079.55
SIDEWALK SALES	4,000.00	0.00	3,208.00	4,595.00	792.00
PETOSKEY ROCKS	24,300.00	1,975.00	20,278.40	10,629.50	4,021.60
9&10 News//Google ad words, social media \$375					
Lite 96/ads \$960					
N MI Review/ads \$640					
DT TRICK OR TREAT	500.00	0.00	0.00	0.00	500.00
WINTER CARNIVAL	23,900.00	0.00	18,897.07	15,002.07	5,002.93
HARVEST FESTIVAL	-	0.00	0.00	455.00	-
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	4,000.00	-
FOURTH OF JULY	1,000.00	0.00	1,000.00	800.00	-
FARMERS MARKET	500.00	0.00	0.00	500.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	1,500.00	1,500.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	500.00	0.00	-

**PROGRAMS SERVICES
MONTHLY REPORT
September 2017**

October 15 10, 2017

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Marketing					
IMAGE CAMPAIGN	32,500.00	1,110.00	13,353.87	24,774.43	19,146.13
Tom Renkes/blogs \$750					
N MI Review/ads \$360					
GALLERY WALK	2,500.00	0.00	6,345.30	2,482.50	(3,845.30)
ORNAMENTS	-	0.00	0.00	0.00	-
SHOPPING SCRAMBLE	3,500.00	1,055.00	1,305.00	1,143.34	2,195.00
N MI Review/ads \$1,055					
SHOP MAP	9,000.00	0.00	7,482.64	6,998.15	1,517.36
HOLIDAY CATALOG	2,500.00	0.00	400.00	800.00	2,100.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00
OTHER	-	0.00	0.00	270.00	-
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	0.00	1,877.18	1,609.33	(377.18)
TROLLEY	-	0.00	-	0.00	
Beautification					
HOLIDAY DECORATIONS	8,000.00	0.00	0.00	6,091.42	8,000.00
FALL DECORATIONS	600.00	0.00	0.00	756.32	600.00
PUBLIC ART	-	0.00	0.00	0.00	-
FLOWERS	10,000.00	0.00	9,702.54	1,780.38	297.46
CAPITAL OUTLAY	-	0.00	0.00	0.00	-
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	8,100.00	0.00	0.00		
OTHER	100.00	0.00	15.99	0.00	84.01
Total	164,125.00	4,140.00	97,211.44	92,992.29	66,913.56
Excess of Revenues Over Expenses	3,575.00	1,643.37	31,333.29	32,243.78	(27,758.29)

**Downtown Parking Fund
September 2017**

October 15, 2017

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	30,077.86	267,522.58	276,653.10	71,977.42
fines	85,000.00	6,903.21	53,626.90	85,510.39	31,373.10
Permits	40,000.00	2,135.00	25,986.00	25,949.32	14,014.00
Bags	6,000.00	165.00	10,298.55	3,688.00	(4,298.55)
Tokens	2,000.00	130.00	1,397.00	1,458.75	603.00
Interest	400.00	51.31	401.24	311.20	(1.24)
Meter Sponsorships	2,000.00	1704.00	1704.56	305.00	295.44
Cell Phone Parking	20,000.00	2,670.02	18,863.15	14,287.82	1,136.85
Total Parking Revenue	494,900.00	43,836.40	379,799.98	408,163.58	115,100.02
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	19800.00	18600.00	-1,800.00
BANK CHARGES	1,000.00				
CAPITAL OUTLAY	91,000.00	0.00	66,837.00	16,258.98	24,163.00
CONTRACTED SERVICES	80,000.00	775.50	73,727.00	55,168.40	6,273.00
Traffic & Safety/Verizon M2M \$81					
LexixNexiws/contract \$50					
T2/Digital Iris \$165					
Barry Cole/enforcement services \$479					
CONFERENCES AND MEMBERSHIPS	5,000.00	30.00	1342.65	5,419.80	3,657.35
A. Symonds/CWIB luncheon refund \$10					
PRCC/Hot Topics Luncheon \$20					
DOWNTOWN OFFICE	230,000.00	16,402.94	165,369.22	146,482.62	64,630.78
City of Petoskey/Utilities \$59.87					
Van's/toner,ink \$325					
Meyer ACE/supplies 25.88					
Meyer ACE/supplies \$15.49					
McCardel/water \$32.50					
Trophy Case/name tags \$18					
ThruGlass/window cleaning \$25					
Meyer ACE/packing tape \$10.78					
A. Symonds/Office cleaning \$50					
Spectrum/phone, internet \$104.71					
Wm Thompson/rent \$711.11					
Wages \$15,024.60					
EQUIPMENT REPAIR	1,000.00	0.00	291.38	482.71	708.62
FAÇADE GRANT	20,000.00	0.00	95.08	969.50	19,904.92
MATERIALS AND SUPPLIES	10,000.00	807.92	10,506.72	11,019.95	(506.72)
ABM/printer ribbon \$10.84					
Meyer ACE/twine \$5.02					
Osborne/tokens \$716.36					
Meyer ACE/batteries \$28.42					
Meyer ACE/batteries \$8.99					
Meyer ACE/supplies \$12.20					
Meyer ACE/supplies 26.09					
Meyer ACE/batteries \$25.09					
PROFESSIONAL SERVICES	500.00	0.00	47.04	351.63	452.96
SIGNS	500.00	0.00	188.35	4,045.12	311.65
TROLLEY	4,000.00	228.60	646.30	-	3,353.70
Brakes by the Bay/brake sensor \$228.60					
UNIFORMS	1,500.00	693.74	886.58	388.84	613.42
Personal Graphics/jackets \$553.82					
Personal Graphics/shirts \$139.92					
UTILITIES	3,600.00	353.95	2642.37	1,128.85	957.63
AT&T/cell phones \$353.95					
OTHER	1,000.00	0.00	15.99	16.99	984.01
TOTAL EXPENSES	466,100.00	19,292.65	343,224.92	264,448.78	122,875.08
NET	28,800.00	24,543.75	36,575.06	143,714.80	(7,775.06)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: October 15, 2017
RE: Presentation on Charging Stations for Electric Cars

At the October meeting, there will be a presentation from James Vogt and another associate from ChargePoint EV on the subject of Charging Stations for electric cars. This presentation will be for information only. There is no request for action from the Board at this meeting. Staff at the college, the hospital, and the schools have been invited. Mr. Vogt may also have others from nearby commercial businesses in the audience.

Thank you.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: October 24, 2017

DATE PREPARED: October 19, 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.

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City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: October 24, 2017

DATE PREPARED: October 19, 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.

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