



DOWNTOWN MANAGEMENT BOARD

June 15, 2010

1. Call to Order - 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of April 20, 2010
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Reports by Downtown Management Board committees
 - (b) Report by Petoskey Regional Chamber of Commerce staff
 - (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) Cooperate/coordinate appropriate downtown programs and projects with the Petoskey Gaslight-Downtown Association and the Petoskey Regional Chamber of Commerce.



BOARD: Downtown Management Board

MEETING DATE: June 15, 2010 **PREPARED:** June 10, 2010

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 June 15 consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board meeting of April 20, 2010 (the May 18 meeting was cancelled); (2) Acknowledgement of bills since April 20, 2010; and (3) Acceptance of the May and June, 2010, expense and income reports as prepared by the Petoskey Regional Chamber of Commerce staff.

dd
Enclosures

MINUTES



DOWNTOWN MANAGEMENT BOARD

April 20, 2010

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, April 20, 2010. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
James M. Reid, Jr., Vice Chairperson
Liz Gowans-Ahrens
David Marvin
Jennifer Shorter
Michael Teska
H. Ted Pall, Jr., M.D., Mayor

Absent: David Carlson
Rodney Phillips

Also in attendance were Petoskey Regional Chamber of Commerce Downtown Director Becky Goodman, City Manager Dan Ralley, and Director of Parks and Recreation Allen Hansen.

Approve Consent Agenda Items

As the first item of routine business, upon motion made and seconded, draft minutes of the March 16, 2009, meeting of the Downtown Management Board were approved as submitted following the corrections of noting Ms. Shorter arriving following the voting process and a spelling correction of Mark Engel to Martin Engel. Then, upon motions made and seconded, acknowledgement of bills since March 16, 2010, that totaled \$21,006.71, and acceptance of the April, 2010, expense and income reports, were approved.

Hear Committee Reports:

The Downtown Director reported in behalf of the Parking Commission that included the review of recommended parking fines as part of the City's proposed municipal civil infractions ordinance, and the park-smart program brochure; reported for the Marketing Committee that the shopping map was at the designer with 12 adds at \$500 and one ad at \$1,000; the Event Committee was currently working on upcoming Spring Open House, Gallery Walk, and Art in the Park programs; reviewed newcomer businesses in town for the Economic Enhancement and Business Recruitment Committee.

Hear Chamber Staff Report

program; and upcoming business retention seminars.

The Downtown Director reported that the Petoskey Regional Chamber of Commerce Reported about the final Business After Hours

Hear City Staff Report: Approve
ROW Acquisition Contribution

consider using \$82,850 in Parking Fund cash reserves to help facilitate the purchase of the downtown rail corridor; that, due to grant and purchase commitments, the City was requesting that the DMB decide at its April 20 meeting whether to participate in the purchase of the railroad corridor.

The City Manager reported that, at the March 16, 2010, Downtown Management Board (DMB) meeting, the City Manager and Director of Parks and Recreation requested that the DMB

The City Manager also reported that, for more than 25 years, the City of Petoskey had attempted to acquire the downtown rail corridor from the Michigan Department of Transportation Rail Division (MDOT); that this corridor, which bisected the downtown commercial business district, formed a linear parkway through the downtown area that had the potential to tie both the Emmet Street and Bay View neighborhoods to the downtown; that the legal steps and negotiations necessary to facilitate the potential purchase had been arduous; that, first, after many years of discussions, in 2008, Michigan law had been changed to allow a portion of a rail corridor (rather than its entirety) to be sold by MDOT; and that, since this change in State law, the City staff had been working on securing an agreed upon appraisal for this unique property.

The City Manager also reported that, in early 2010, appraisers contracted by the City reached a tentative agreement with MDOT for the purchase of the 11.85-acre corridor using an appraised price of \$670,000; and that, in parallel, the Highway Division of MDOT had been negotiating with the Rail Division for the acquisition of 27 feet of additional right-of-way (85,559 square feet) near Sunset Park in order to relocate the highway further south away from the steep embankment which is deteriorating.

The City Manager also reported that, during the final stages of these negotiations, in early 2010, the City staff received notice that it had been conditionally awarded a Transportation Enhancement grant from MDOT that would pay for 70% of the non-motorized portions (389,873 square feet) of the land acquisition; and, thus, the City's final acquisition price for 430,620 square feet of the rail corridor would be \$204,705.

The City Manager also reported that, at the March 16 DMB meeting, the City Manager asked the DMB to consider using \$82,850 in cash reserves from the Parking Fund toward the purchase of the rail corridor; that these funds would be used to acquire eight railway parcels between Emmet Street and the extension of Bay Street, which were most central to the downtown area; and that, under this proposal, the City would in turn pay \$121,856 for two larger railway-corridor parcels located between the City corporation limits near Bay View and the Bay Street extension.

The City Manager also reported that, at the request of the DMB, the City staff examined all of the parking lots maintained and operated by the DMB to try and project the capital repair costs associated with each parking lot for the next five years.

The City Manager also reported that it should be noted that the Parking Fund cash balance had risen significantly since 2004 when it contained \$82,364, as compared to \$382,396 at the end of 2009; and reviewed this increase in a graph which showed the Parking Fund cash balance for the last 10 years.

The City Manager also reported that, under an agreement with the Building Authority, the DMB was responsible for the debt service payments associated with the acquisition and development of the Clifton and Livery parking lots; and that \$80,000 in Parking Fund revenues were annually dedicated to the repayment of this debt, which would be extinguished in 2014.

The City Manager also reviewed a table that depicted the projected five-year capital maintenance expenses for parking lots that the DMB maintained and operated; that the Clifton, Livery, and Petrie lots were not projected to need maintenance until 2018-2020; and that, also included in the table were debt payments for the two parking lots mentioned above, as well as the projected cost of the railway corridor acquisition.

The City Manager also reported that adequate cash reserves existed to cover the maintenance expenses associated with each parking lot, which between 2012 and 2014 were projected to range between \$35,000 – \$44,000 per year; and that the repair expenses associated with the Darling Lot were more considerable at \$85,105, but were possible to defer until 2015 after the annual \$80,000 debt payments expired.

The Director of Parks and Recreation also reviewed this acquisition proposal and answered inquiries of the Downtown Management Board concerning the proposed linear parkway.

Following discussion by the Board, Ms Shorter moved that, seconded by Mr. Reid, that the DMB contribute \$80,000 from its Downtown Parking Operations Fund reserves toward the acquisition of railroad right-of-way between Emmet Street and Rosedale Avenue that would permit the development of a linear park. Said resolution was unanimously adopted.

Sign Ordinance Recommendations;
Smoking Ban Information

Board members then discussed the recommendations that the Sign Committee would be making at the May 13, 2010, Planning Commission meeting; that they did not believe these recommendations included changes recommended by the Downtown Management Board; DMB members requested an additional letter be sent to the Planning Commission that included minutes of the DMB's March 18, 2010, meeting that would explain the Board's recommendations to the Sign Committee; and the Downtown Director recommended that DMB members be present at the May 13 Planning Commission meeting to voice their opinions concerning their recommended changes.

Board member Teska then advised DMB members that they could contact Erica VanDam at the Emmet County District Health Department for information concerning the recent smoking ban legislation.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:55 P.M.

DRAFT

PAYMENT OF BILLS

**PETOSKEY DOWNTOWN MANAGEMENT BOARD
BILLS PAID AS OF June 8, 2010**

2010 BILLS

Petoskey Regional Chamber of Commerce	(Monthly Contract Agreement June)	(Parking Fund)	\$	750.00
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DOWNTOWN MANAGEMENT BOARD - Programs & Services

PRCC	(Concerts in the Park)	(2010 Pledge)	(Downtown Assessment)	\$	2,000.00
PRCC	(Conferences)	(Goodman - NLEA Luncheon)	(Downtown Assessment)	\$	20.00
PRCC	(Conferences)	(Dennis & Tom - Customer Service)	(Downtown Assessment)	\$	30.00
PRCC	(Conferences)	(Goodman - Credit Card-March)	(Downtown Assessment)	\$	124.10
PRCC	(Spring Open House)	(Express Publications - Inv. 45632)	(Downtown Assessment)	\$	304.00
PRCC	(Spring Open House)	(Jelly Rolls Blues Band - Entertainment)	(Downtown Assessment)	\$	300.00
PRCC	(Spring Open House)	(Jania Taylor - Entertainment)	(Downtown Assessment)	\$	150.00
PRCC	(Events Coordinator)	(Bardins Communications - Inv. 525)	(Downtown Assessment)	\$	600.00
PRCC	(Gallery Walk)	(Mitchell Graphics - Inv. 102328)	(Downtown Assessment)	\$	552.26
PRCC	(Gallery Walk)	(Chris Coury - Afterglow)	(Downtown Assessment)	\$	200.00
PRCC	(Gallery Walk)	(USPO - Postage)	(Downtown Assessment)	\$	584.47
PRCC	(Beautification)	(G.T. Pie Company - Planting Flowers)	(Downtown Assessment)	\$	302.50
PRCC	(Business Recruitment)	(Stafford's Perry Hotel - Water/Coffee)	(Downtown Assessment)	\$	110.35
		Sub-Total		\$	3,277.68

DOWNTOWN MANAGEMENT BOARD - Parking Expenses

PRCC	(Marketing Services)	(Alphageek Web Design - Inv. 4479)	(Parking Fund)	\$	37.50
PRCC	(Marketing Services)	(Alphageek Web Design - Inv. 4544)	(Parking Fund)	\$	18.75
PRCC	(Marketing Services)	(Traverse Magazine - Inv. 2010-55357)	(Parking Fund)	\$	775.00
PRCC	(Marketing Services)	(Mitchell Graphics - Inv. 102347)	(Parking Fund)	\$	6,377.04
PRCC	(Marketing Services)	(Downtown Certificates - Raffle)	(Parking Fund)	\$	50.00
PRCC	(Marketing Services)	(Print Shop - Inv. 8575)	(Parking Fund)	\$	212.46
PRCC	(Marketing Services)	(Petoskey Pedicab - Inv. 204)	(Parking Fund)	\$	250.00
PRCC	(Marketing Services)	(Hartwell Digital Media - Inv. 600)	(Parking Fund)	\$	1,650.00
PRCC	(Marketing Services)	(Nothern Michigan Review - April)	(Parking Fund)	\$	425.00
PRCC	(Materials & Supplies)	(Meyer Ace Hardware - Inv. 350721)	(Parking Fund)	\$	1,703.52
PRCC	(Contracted Services)	(New Parking - Inv. 23110060101)	(Parking Fund)	\$	60.22
PRCC	(Façade Improvement)	(Stafford's Perry Hotel)	(Parking Fund)	\$	500.00
PRCC	(DT Operations)	(Salaries - May 24 & Jun 7)	(Parking Fund)	\$	8,523.81
PRCC	(DT Operations)	(Edward Jones - IRA - May 28 & Jun 11)	(Parking Fund)	\$	90.34
PRCC	(DT Operations)	(BC-BS - Health Ins. - Jun - July)	(Parking Fund)	\$	504.25
PRCC	(DT Operations)	(DTE Energy - April-May)	(Parking Fund)	\$	119.47
PRCC	(DT Operations)	(Charter Business - Telephone - June)	(Parking Fund)	\$	227.58
PRCC	(DT Operations)	(Integrity Business - Inv. 494294-0)	(Parking Fund)	\$	11.42
PRCC	(DT Operations)	(Goodman-CreditCard-March)	(Parking Fund)	\$	89.00
PRCC	(DT Operations)	(Goodman-CreditCard-May)	(Parking Fund)	\$	23.31
PRCC	(DT Operations)	(City of Petoskey - Utilities - Apr-May)	(Parking Fund)	\$	45.96
PRCC	(DT Operations)	(William Thompson-Rent-June)	(Parking Fund)	\$	500.00
PRCC	(DT Operations)	(Barry Cole - Mileage - June)	(Parking Fund)	\$	25.00
PRCC	(DT Operations)	(Culligan Water - Inv. 800194882)	(Parking Fund)	\$	18.75
PRCC	(Uniforms)	(Tom Hord - 615000 - repair green bag)	(Parking Fund)	\$	8.00
PRCC	(Signs)	(Sign & Design - Inv. 20100139)	(Parking Fund)	\$	519.40
PRCC	(Signs)	(Sign & Design - Inv. 20100382)	(Parking Fund)	\$	45.00
PerfPaint	(Contracted Services)	(Performance Painting - Inv. 440112)	(Parking Fund)	\$	1,170.00
Hoffmans	(Parking Lot Maintenance)	(Jim Hoffman's Son - Spring Start Up)	(Parking Fund)	\$	145.12
Hoffmans	(Parking Lot Maintenance)	(Jim Hoffman's Son - Spring Start Up)	(Parking Fund)	\$	97.97
Meyer	(Parking Meter Maintenance)	(Meyer Ace Hardware - Inv. 350224)	(Parking Fund)	\$	3.99
AT&T	(Utilities)	(AT&T-Cell Phones-Apr - May)	(Parking Fund)	\$	197.82
State	(Property Lease)	(State of Michigan - Inv. LA325363)	(Parking Fund)	\$	240.00
		Sub-Total		\$	24,665.68

Total Bills Due:

\$ 28,693.36

**PETOSKEY DOWNTOWN MANAGEMENT BOARD
BILLS PAID AS OF May 12, 2010**

2010 BILLS

Petoskey Regional Chamber of Commerce (Monthly Contract Agreement May) (Parking Fund) \$ 750.00

DOWNTOWN MANAGEMENT BOARD - Programs & Services

PRCC	(Business Retention)	(Goodman-Credit Card-Whitecaps/Perr	(Downtown Assessment)	\$	52.00
PRCC	(Contracted Services)	(Northwest Services - Inv. 2044-Salt)	(Downtown Assessment)	\$	100.00
			Sub-Total	\$	152.00

DOWNTOWN MANAGEMENT BOARD - Parking Expenses

PRCC	(Marketing Services)	(Alphageek Web Design - Inv. 4419)	(Parking Fund)	\$	37.50
PRCC	(Marketing Services)	(Alphageek Web Design - Inv. 4444)	(Parking Fund)	\$	300.00
PRCC	(Marketing Services)	(Traverse Magazine - Inv. 2010-55356)	(Parking Fund)	\$	2,300.00
PRCC	(Marketing Services)	(Express Publications - Ads - Inv. 4504)	(Parking Fund)	\$	304.00
PRCC	(Materials & Supplies)	(Barry Cole - Radio Shack)	(Parking Fund)	\$	7.19
PRCC	(Materials & Supplies)	(The Print Shop - Inv. 8496)	(Parking Fund)	\$	206.70
PRCC	(Materials & Supplies)	(Uline - Inv. 31955879)	(Parking Fund)	\$	47.86
PRCC	(Contracted Services)	(New Parking - Inv. 23110040601)	(Parking Fund)	\$	110.42
PRCC	(Contracted Services)	(New Parking - Inv. 23110050301)	(Parking Fund)	\$	140.80
PRCC	(Contracted Services)	(Oracle - 41124757)	(Parking Fund)	\$	6.12
PRCC	(Membership)	(Michigan Parking Association - Inv. 56)	(Parking Fund)	\$	75.00
PRCC	(DT Operations)	(Salaries - Apr 27 & May 14)	(Parking Fund)	\$	5,636.07
PRCC	(DT Operations)	(Edward Jones - IRA -Apr 16 & 30 & M:	(Parking Fund)	\$	144.20
PRCC	(DT Operations)	(BC-BS - Health Ins. - Apr - Jun)	(Parking Fund)	\$	1,008.50
PRCC	(DT Operations)	(DTE Energy - Mar - Apr)	(Parking Fund)	\$	158.02
PRCC	(DT Operations)	(Charter Business - Telephone - May)	(Parking Fund)	\$	227.76
PRCC	(DT Operations)	(Meyer Ace - Inv. 350175)	(Parking Fund)	\$	4.53
PRCC	(DT Operations)	(Meyer Ace - Inv. 350227)	(Parking Fund)	\$	4.79
PRCC	(DT Operations)	(Meyer Ace - Inv. 350297)	(Parking Fund)	\$	9.68
PRCC	(DT Operations)	(Integrity Business - Inv. 474367-0)	(Parking Fund)	\$	117.45
PRCC	(DT Operations)	(Vans Bus Machines - Inv. 54567)	(Parking Fund)	\$	150.00
PRCC	(DT Operations)	(Vans Bus Machines - Inv. 54566)	(Parking Fund)	\$	348.00
PRCC	(DT Operations)	(City of Petoskey - Utilities - Feb-Mar)	(Parking Fund)	\$	36.91
PRCC	(DT Operations)	(City of Petoskey - Utilities - Mar - Apr)	(Parking Fund)	\$	46.78
PRCC	(DT Operations)	(Barry Cole - Mileage - Apr & May)	(Parking Fund)	\$	50.00
PRCC	(DT Operations)	(Culligan Water - Inv. 800193687 & 19	(Parking Fund)	\$	44.75
PRCC	(Uniforms)	(Personal Graphics - Inv. 10262)	(Parking Fund)	\$	73.90
PRCC	(DT Operations)	(Goodman-Credit Card-USPS-Kmart)	(Parking Fund)	\$	146.08
PRCC	(Capital Outlay)	(Goodman-Credit Card-Ben Franklin)	(Parking Fund)	\$	66.60
PRCC	(Materials & Supplies)	(Goodman-Credit Card-Jet's)	(Parking Fund)	\$	17.87
PRCC	(DT Operations)	(William Thompson-Rent-April & May)	(Parking Fund)	\$	1,000.00
DGN	(Professional Service)	(Dennis Gartland&Niergarth-Audit)	(Parking Fund)	\$	225.38
ALRO	(Meter Maintenance)	(ALRO Steel - Inv. ADA6431GL)	(Parking Fund)	\$	298.51
ALRO	(Meter Maintenance)	(ALRO Steel - Inv. ADA6432JX)	(Parking Fund)	\$	99.52
D&J	(Contracted Services)	(D&J Associates-Parking Lots)	(Parking Fund)	\$	240.00
Hoffmans	(Parking Lot Maintenance)	(Jim Hoffman's Son - Spencer Lot)	(Parking Fund)	\$	5,000.00
B&L Sound	(Utilities)	(B&L Sound - New Cell Phone)	(Parking Fund)	\$	99.99
AT&T	(Utilities)	(AT&T-Cell Phones-Mar-Apr)	(Parking Fund)	\$	184.17
			Sub-Total	\$	18,975.05

Total Bills Due: \$ 19,877.05

EXPENSE AND INCOME REPORTS

**Programs Services
Monthly Expense Report**

CARRY OVER FROM 2009 = \$39,000

June-10

REVENUE

	Budget	Current Month	YTD	YTD 2009	Budget Balance
Downtown Assessments	55400				55400.00
Interest Income	2500				2500.00
Penalties and Interest	500				500.00
New Events	2000				2000.00
Gallery Walk	2500	1500.00	1500.00		1000.00
Crooked Tree \$250					
NMAM \$250					
Ward & Eis \$250					
Mitchell St. Frameworks \$250					
Valerie \$250					
Stafford's Gallery \$250					
Holiday Parade	13000		5481.95		7518.05
Shopping Scramble	3500				3500.00
Spring Open House	1000				1000.00
Winter Blues Festival	500	25.00	2265.00		-1765.00
Button Sales \$25					
Ghost Walk					
Other					
TOTAL	80900	1525.00	9246.95		71653.05

EXPENSES

	Budget	Current Month	YTD	YTD 2009	Budget Balance
Events					
Concerts in the Park Pledge	2000	2,000.00	2,000.00	4,000.00	0.00
Gallery Walk	2500	1,336.73	1,336.73	0.00	1163.27
Mitchell Graphics/Postcard Invite \$552.26					
Chris Coury/Entertainment \$200					
USPO/Postage for Invite \$584.47					
Fourth of July Pledge	800	0.00	0.00	0.00	800.00
Sidewalk Sales	4000	0.00	0.00	200.00	4000.00
DT Trick or Treat & Ghost Walk	0	0.00	0.00	0.00	0.00
Holiday Parade	6000	0.00	4,378.79	0.00	1621.21
Holiday Open House	2000	0.00	690.00	0.00	1310.00
Santa's Visit	200	0.00	0.00	0.00	200.00
New Events	2000	0.00	0.00	3,004.93	2000.00
Festival on the Bay Pledge	2500	0.00	0.00	0.00	2500.00
Farmers Market Pledge	500	0.00	500.00	500.00	0.00
Spring Open House	2500	754.00	754.00	1,200.00	1746.00
Express Pub/Ad \$304.00					
Jelly Rolls Blues Band \$300					
Jania Taylor/Magician \$150					
Shopping Scramble	2500	0.00	0.00	0.00	2500.00
Winter Blues Festival	3000	0.00	5,464.43	0.00	-2464.43
Wonder Weekend	1500	0.00	0.00	2,549.00	1500.00

Economic Enhancement

**Programs Services
Monthly Expense Report**

Design Guidelines	0	0.00	0.00	7,574.74	0.00
Business Recruitment/Retention	2500	110.35	182.58	78.76	2317.42
Stafford's/Events Summit \$110.35					
<u>Beautification</u>					
Flowers	3000	302.50	302.50	0.00	2697.50
GTPieCo./Snacks for students \$302.50					
Holiday Decorations	8000	0.00	0.00	0.00	8000.00
Capital Outlay	0	0.00	0.00	0.00	0.00
<u>Administrative</u>					
Contracted Labor	12000	0.00	3,536.60	8,075.79	8463.40
Events Coordinator	6400	600.00	2,600.00	3,200.00	3800.00
Kbardins/Spring Open House \$600					
Equipment Repairs	500	0.00	0.00	0.00	500.00
Materials & Supplies	5000	0.00	25.60	1,644.00	4974.40
Conferences, Memberships	3500	174.10	1,630.85	2,828.04	1869.15
NLEA Luncheon \$20					
Customer Service Seminar/Dennis&Tom \$30					
Marshall MDA Conference \$124.10					
Insurance & Bonds	1000	0.00	0.00	0.00	1000.00
Other	200	0.00	6.00	17.00	194.00
TOTAL EXPENSES	74100	5,277.68	23,408.08	34,872.26	50691.92
NET	6800	-3752.68	-14161.13	-34,872.26	20961.13
Total Advertising Costs to Date	WBF	1177.00			
	SOH	304.00			

**Programs Services
Monthly Expense Report**

CARRY OVER FROM 2009 = \$39,000

May-10

REVENUE

	Budget	Current Month	YTD	YTD 2009	Budget Balance
Downtown Assessments	55400				55400.00
Interest Income	2500				2500.00
Penalties and Interest	500				500.00
New Events	2000				2000.00
Gallery Walk	2500				2500.00
Holiday Parade	13000	29.80	5481.95		7518.05
Ornament Sales \$29.80					
Shopping Scramble	3500				3500.00
Spring Open House	1000				1000.00
Winter Blues Festival	500		2240.00		-1740.00
Button Sales \$65					
Ghost Walk					
Other					
TOTAL	80900	29.80	7721.95		73178.05

EXPENSES

	Budget	Current Month	YTD	YTD 2009	Budget Balance
<u>Events</u>					
Concerts in the Park Pledge	2000	0.00	0.00	0.00	2000.00
Gallery Walk	2500	0.00	0.00	0.00	2500.00
Fourth of July Pledge	800	0.00	0.00	0.00	800.00
Sidewalk Sales	4000	0.00	0.00	200.00	4000.00
DT Trick or Treat & Ghost Walk	0	0.00	0.00	0.00	0.00
Holiday Parade	6000	0.00	4,378.79	0.00	1621.21
Holiday Open House	2000	0.00	690.00	0.00	1310.00
Santa's Visit	200	0.00	0.00	0.00	200.00
New Events	2000	0.00	0.00	3,004.93	2000.00
Festival on the Bay Pledge	2500	0.00	0.00	0.00	2500.00
Farmers Market Pledge	500	0.00	500.00	0.00	0.00
Spring Open House	2500	0.00	0.00	0.00	2500.00
Shopping Scramble	2500	0.00	0.00	0.00	2500.00
Winter Blues Festival	3000	0.00	5,464.43	0.00	-2464.43
Wonder Weekend	1500	0.00	0.00	2,549.00	1500.00
<u>Economic Enhancement</u>					
Design Guidelines	0	0.00	0.00	7,574.74	0.00
Business Recruitment/Retention	2500	22.00	72.23	78.76	2427.77
Goodman/CC/Whitecaps \$22					
<u>Beautification</u>					
Flowers	3000	0.00	0.00	0.00	3000.00
Holiday Decorations	8000	0.00	0.00	0.00	8000.00
Capital Outlay	0	0.00	0.00	0.00	0.00
<u>Administrative</u>					
Contracted Labor	12000	100.00	3,536.60	8,075.79	8463.40

**Programs Services
Monthly Expense Report**

Northwest Services/Snow Removal \$100					
Events Coordinator	6400	0.00	2,000.00	2,600.00	4400.00
Equipment Repairs	500	0.00	0.00	0.00	500.00
Materials & Supplies	5000	0.00	25.60	1,644.00	4974.40
Conferences, Memberships	3500		1,456.75	2,579.86	2043.25
Insurance & Bonds	1000	0.00	0.00	0.00	1000.00
Other	200	0.00	6.00	17.00	194.00
TOTAL EXPENSES	74100	122.00	18,130.40	28,324.08	55969.60
NET	6800	-92.20	-10408.45	-28,324.08	17208.45
Total Advertising Costs to Date	WBF	1177.00			

**Parking
Monthly Report**

Carry Over from 2009 \$382,000

JUNE 2010

	2010 Budget	Current Month	YTD	YTD 2009	Budget Balance
REVENUE					
Meters	283600.00	21,125.62	96,216.83	97,347.59	187383.17
Fines	52000.00	3,664.39	19,956.61	18,386.11	32043.39
Permits	35000.00	1,200.00	11,435.00	13,548.00	23565.00
Bags	3000.00	280.00	590.00	800.00	2410.00
Tokens	1500.00	110.00	701.00	649.20	799.00
Interest	7000.00	101.61	212.19	316.42	6787.81
Meter Sponsorships	2000.00	0.00	450.00	450.00	1550.00
Cell Phone Parking	1000.00	257.40	993.75	1,048.95	6.25
Total Parking Revenue	385100.00	26,739.02	130,555.38	132,546.27	254544.62
Marketing Revenue	12000.00	0.00	0.00	0.00	12000.00
Total Revenue	397100.00	26,739.02	130,555.38	132,546.27	266544.62
EXPENSES					
Administrative Fees	9700.00	0.00	0.00		9700.00
Capital Outlay	10000.00	0.00	99.59		9900.41
Conferences & Memberships	1000.00	0.00	75.00		925.00
Contracted Services	63020.00	2,223.31	19,906.00		43114.00
PRCC Contract/\$750					
New Parking/Cell Parking \$60.22					
Performance Painting/Painting \$1170.00					
Jim Hoffman's Son/Spring start up \$145.12					
Jim Jhoffman's Son/Spring Start up \$97.97					
DT Office Operations	113500.00	10,178.89	41,515.78		71984.22
Salaries May 24 & June 7 \$8523.81					
Edward Jones IRA May 28 \$ June 1 \$90.34					
BC-BS Health Insurance \$504.25					
DTE Energy/April-May \$119.47					
Charter Business/Telephone \$227.58					
Integrity/Supplies \$11.42					
Goodman CC/Postage \$89.00					
Goodman CC/Office Max \$23.31					
City of Petoskey/Utilities \$45.96					
Wm Thompson/Rent-June \$500					
Barry Cole/Mileage June \$25					
Culligan/Water \$18.75					
Equipment Repair	1000.00	3.99	518.03		481.97
Meyer ACE /Wire brush \$3.99					
Façade Grant Program	15000.00	500.00	10.00		14990.00
Stafford's Gallery Grant \$500					
Lot Lease Rent/Debt	80000.00	0.00	0.00		80000.00
Marketing Services	60000.00	9,795.75	7,475.85		52524.15
AlphaGeek/web maintenance \$37.50					
AlphaGeek/web maintenance \$18.75					
Traverse Mag/Ad \$775					
Mitchell Graphics/Shop Map Printing \$6377.04					
Downtown Certificates/Raffle \$50					
Print Shop/Raffle Tix \$212.46					
Petoskey Pedicab/Tshirt logo \$250					
Hartwell Digital Media/Web Video \$1650.00					
Northern MI Review/Emmet Co Pub Ad \$425					

**Parking
Monthly Report**

Materials/Supplies	5000.00	1,703.52	422.63		4577.37
Meyer ACE/batteries \$1,703.52					
Professional Services	500.00	0.00	256.11		243.89
Property Lease	1000.00	240.00	600.00		400.00
Property Lease \$240					
Signs	1000.00	564.40	0.00		1000.00
Sign&Design/meter pole sign \$45.00					
Sign&Design/wayfinding addition sign&bracket \$519.40					
Uniforms	1000.00	8.00	73.90		926.10
Tom Hord/Bag Repair \$8.00					
Utilities	2000.00	197.82	836.47		1163.53
AT&T/cell phones/April-May \$197.82					
<u>Total Expenses</u>	<u>363720.00</u>	25,415.68	71,789.36	114,023.62	291930.64
Annual Net	33380.00	1,323.34	58,766.02	18,522.65	-25386.02

**Parking
Monthly Report**

Carry Over from 2009 \$382,000

May 2010

	2010 Budget	Current Month	YTD	YTD 2009	Budget Balance
REVENUE					
Meters	283600.00	18,611.18	74,778.63	76,151.63	208821.37
Fines	52000.00	3,139.62	16,292.22	14,824.42	35707.78
Permits	35000.00	480.00	10,235.00	12,288.00	24765.00
Bags	3000.00	20.00	310.00	280.00	2690.00
Tokens	1500.00	116.00	591.00	489.20	909.00
Interest	7000.00	0.00	110.58	222.09	6889.42
Meter Sponsorships	2000.00	0.00	450.00	450.00	1550.00
Cell Phone Parking	1000.00	153.15	736.35	797.00	263.65
Total Parking Revenue	385100.00	22,519.95	103,503.78	105,502.34	281596.22
Marketing Revenue	12000.00	0.00	0.00	0.00	12000.00
Total Revenue	397100.00	22,519.95	103,503.78	105,502.34	293596.22
EXPENSES					
Administrative Fees	9700.00	0.00	0.00		9700.00
Capital Outlay	10000.00	66.60	99.59		9900.41
Goodman CC/Ben Franklin/Framing \$66.60					
Conferences & Memberships	1000.00	75.00	75.00		925.00
Michigan Parking Association \$75.00					
Contracted Services	63020.00	6,247.34	19,906.00		43114.00
PRCC Contract/\$750					
New Parking/Cell Parking \$110.42					
New Parking/Cell Parking \$140.80					
Oracle/software update \$6.12					
D&J Associates/Parking Lot Sweeping \$240					
Jim Hoffman's Son/Darling Lot \$5,000					
DT Office Operations	113500.00	9,151.39	41,515.78		71984.22
Salaries April 27 & May 11 \$5636.07					
Edward Jones/IRA/April and May \$144.20					
BC-BS/Health Insurance/April-June \$1008.50					
DTE Energy/March-April \$158.02					
Charter Busines/Telephone,Internet May \$227.76					
Meyer ACE/Nuts and bolts\$4.53					
Meyer ACE/Glue \$4.79					
Meyer ACE/Drill bit \$9.68					
Integrity/Supplies \$117.45					
Van's Business Machines/New Transfer Unit \$150					
Van's Business Machines/New Color PCU \$348					
City of Petoskey/Utilities Feb-March\$36.91					
City of Petoskey/Utilities March-April \$46.78					
Barry Cole/Mileage April and May \$50					
Culligan/Water \$44.75					
Goodman CC/Kmart,Supplies \$14.08					
Goodman CC/USPS Postage \$132					
Goodman CC/Jet's/PCS lunch \$17.87					
Wm Thompson/Rent April & May \$1000					
Equipment Repair	1000.00	398.03	518.03		481.97
ALRO Steel \$298.51					
ALRO Steel \$99.52					
Façade Grant Program	15000.00	0.00	10.00		14990.00
Lot Lease Rent/Debt	80000.00	0.00	0.00		80000.00

**Parking
Monthly Report**

Marketing Services	60000.00	2,941.50	7,475.85		52524.15
AlphaGeek/Web Design \$37.50					
AlphaGeek/Web Design \$300.00					
Traverse Magazine/Visitors Guide \$2,300					
Express Publicataions/Ads \$304					
Materials/Supplies	5000.00	261.75	422.63		4577.37
Barry Cole/Radio Shack \$7.19					
The Print Shop/Window Envelopes \$206.70					
Uline/Token Bags \$47.86					
Professional Services	500.00	225.38	256.11		243.89
Dennis Gartland&Niergarth/Audit \$225.38					
Property Lease	1000.00	0.00	600.00		400.00
Signs	1000.00	0.00	0.00		1000.00
Uniforms	1000.00	73.90	73.90		926.10
Personal Graphics/hats \$73.90					
Utilities	2000.00	284.16	836.47		1163.53
AT&T/Cell Phones \$184.17					
B&L Sound/new cell phone \$99.99					
<u>Total Expenses</u>	<u>363720.00</u>	19,725.05	71,789.36	100,026.56	291930.64
Annual Net	33380.00	2,794.90	31,714.42	5,475.78	1665.58



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: June 15, 2010 **DATE PREPARED:** June 10, 2010

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Because the Downtown Director is unable to be in attendance at this June 15 Downtown Management Board meeting, enclosed is a prepared summary of Downtown Management Board Committee reports.

dd
Enclosure

June 2010 Committee Reports

Downtown Marketing

- The Welcome Back Resorters piece was compiled and published and available for Memorial weekend.
- The shopping maps were printed and ready for Memorial weekend. 25,000 were printed and a trip was to distribute to local hotels. All stores and restaurants in the Downtown were delivered to as well. I know of only one error on the map this year. Bead Hollow is listed as Bead Harbor, which is the name that they had originally chosen and later decided to change. The bills for the advertising will go out soon.
- The Spring Open House Raffle was held. Ticket sales were disappointing and solicitation of donations was difficult. The committee will be considering the continuance of this fundraiser. Expenses almost equaled revenue this year.
- The winner of the Spring Treasure Downtown Contest was announced. It was Brenda Korthauer who is a very faithful downtown shopper.
- Ad buys are currently being made for the summer season.

Downtown Events

- Spring Open House was held – Final report is enclosed – Merchants were surveyed for their post event comments. The committee met to review the comments and the final report. Their recommendation is that Spring Open House continue to be a part of our schedule of events. They liked the focus on making it a preview of summer events. The major problem with Spring Open House seems to be inclement weather.
- A Ghost Walk was held after Spring Open House. 34 people attended and purchased \$5 tickets. Three volunteer docents provided the tour. The committee will be holding another Ghost Walk on the Saturday evening of Sidewalk Sales. The feeling is that many people are here that weekend from out of town who would be interested in taking it.
- Sidewalk Sales are Friday and Saturday, July 30 and 31.
- Gallery Walk will be Thursday, June 17. Nine galleries are participating. Bills for \$250 each have been sent. Six galleries are paid and three are not yet paid. David Marvin will represent the DMB, as well as the Perry, as emcee for the afterglow.
- A Downtown Events Summit was held on May 19. Around 30 merchants were present. Per the HyettPalma Blueprint recommendation, we examined each DMB event in depth. A report will be forthcoming from the committee.

Downtown Design

- Stafford's Gallery façade grant work has been completed and a check has been issued. Shorter's and McLean & Eakin's work is complete and ready for inspection.

Downtown Economic Enhancement

- Another new shop is open on Park Avenue. Jody Adgate opened *Big Girls in Tights*, a very creative antique and vintage clothing shop. She is subletting space from Tracy Lee Salon and Tracy Lee has repainted her façade and sign. I have heard many comments about all of the cute little shops along Park Avenue.
- North Country Cycle and Sports from Boyne City has purchased the Feast building and will be opening a bicycle shop there. The owners tell me that they were motivated by the availability of a building located right along the rail corridor and the fact that the trolley and non-motorized trail project seemed to be moving along.
- Country Clutter on Lake Street is closing up shop. The owners are retiring. They plan to divide their large space into two spaces and currently are working with two serious and desirable tenants.

Downtown Parking

- Permit parking in the Saville Lot is no longer available for the summer season.
- The City passed its ordinance revisions and we will be moving ahead with instituting a chronic offender parking violation.
- Parking Ambassadors Tom and Dennis attended the Customer Service seminar at Bay Harbor.

Downtown Beautification

- The marigolds have again been planted by the St. Francis students. The project went very smoothly this year. Merchants have been reminded that they are responsible for watering the flowers near the fronts of their buildings.

The **Art in the Park** program and post card went to the printer this week. Booth spaces have been assigned to 130 artists. The event is to be held Saturday, July 17.

We were due for an upgrade on one of our cell phones and we used it to purchase an I Phone. I have it connected to my Outlook and can now manage all of my email from everywhere. The number is 231.881.0604. It has been very helpful and easy to learn.

FINAL REPORT FOR SPRING OPEN HOUSE:

City support:

Streets were closed off at 5:30 pm. City provided sound system for fashion show. Stage was cancelled at 5:30 pm as weather did not bode well. Once the weather changed, we were able to get the sound system and did the fashion show in the middle of Lake Street intersection with Howard Street.

Activities:

Farmers market – 6:00 – 9:00 p.m. – on Howard Street – 10 farms participated. They did a very brisk business throughout the open house.

Petoskey Mossbacks – 6:00 – 9:00 p.m. – in Pennsylvania Park. Had several players there who played catch with kids in the park.

Northern Michigan Youth Theatre – 6:30 – 8:00 p.m. – in front of Grand Traverse Pie. Performed music from the Music Man.

Emmet County Fair – 6:00 – 9:00 p.m. – Monster truck on lower Howard Street, and promotion of fair.

SEE-North Birds of Prey – 6:00 – 9:00 p.m. – in tent in front of Grandpa Shorter's.

Fire truck – 6:00 – 9:00 p.m. – in front of Reid Furniture.

Antique big wheel bicycle demonstrations in front of Wright's Bicycle Shop, promoting Petoskey Historic Festival. Good crowds there.

Fashion Show – 7:00 – 8:00 p.m. Following stores participated:

Arlington Jewelers
Bead Hollow
Bearcub Outfitters
B Jeweled
Bondurant
Chico's
Circus Shop
Emma's
Ethnic Creations
52 Weekends
Grandpa Shorter's
Harbor Wear
Items
JC Penneys
J Phillips

Life is Good
R3 Exchange
Robert Frost Fine Footwear
Salon 422
Sunglass Shoppe
Threads
Tracy Lee Salon
Trillium Salon and Spa
Vogue Salon
Vintage to Vogue

Tim Nixon and Betsy Willis from Lite 96 were emcees. Monarch Floral Design provided flowers to dress up stage. Marjorie Mehney from Items organized show. Great job! Good crowd around the show.

Jelly Roll Blues Band – 8:00 – 9:00 p.m. – Pennsylvania Park gazebo. Great crowd for the music.

Ghost Walk – 9:00 – 10:00 p.m. – 3 docents: Sally McCoy, Chris Struble and Marty Scott. 34 people paid to go on the walk.

Raffle – drawing at 9:00 p.m.

We lost the street dance to the Carnegie Building, along with the Ice Cream Social.

Jania – did very well, with lines of people for balloon twisting.

Festival on the Bay – had the Jiimaan canoe on Howard Street. Handed out info on all events from the chamber offices.

Store promotions:

We had fairly good response from businesses. Here's who sent in information about participation, which was promoted in an ad. We need to get the stores more engaged in letting us know what they are doing so we can promote it.

Bearcub Outfitters - All summer clothing and sandals will be 20% off

Fustini's Oils and Vinegars - Stop by and try Fustini's new spring flavors for greens and fruit salads!

Whitecaps - Enjoy a wine tasting in the bar. Patrons will be able to taste and learn about some of their new summer wines. A taste of four wines for \$10 and a chance to expand your palate!

Stafford's Perry Hotel – Stop into their tent on Bay Street and enjoy a beer, wine sodas, Chicago Style hot dogs, kettle chips, and jumbo cookies. Outdoor seating under the tent and on the

Noggin Patio. Petoskey Pat contest winner, Anthony LaJoye, will be performing outside. Full service in the Noggin Room with entertainment by Gregg Mattson (folk/blues)

Grand Traverse Pie Company – Stop by the sidewalk stand for a free slice of pie

Grandpa Shorters Gifts – Play the Jumbo board games on the street and enjoy samples of Brownwood’s famous jams, mustards, and salsas inside the store.

Mackinaw Trail Winery – Attend the Winemakers Reception that will present new releases for Spring 2010. Wine tasting, appetizers and entertainment included.

Coffee and Connect – Join the party! Blues Band and complimentary beverage, cheese, and crackers.

American Spoon Foods – Enjoy a sampling of Maple BBQ Beans and other quick and easy recipe ideas for summer entertaining!

Kilwin’s - Colonial Jar Candles - buy one get one free during Spring Open House along with samples of fudge.

Promotion and advertising:

WTCM – 64 spots plus promotion with 18 spots

Lite 96 – 68 spots, plus lots of mentions

Petoskey News Review – 2 half page ads, 10 small ads, 2 weeks online plus story on June 1, calendar May 28, big story in Graphic May 27, PNR story June 3, front page PNR June 4, listing June 4

Northern Express – 1 quarter page ad, full page editorial

Harbor Light – calendar listing for two weeks

Night of coverage by 9and10 News – on at 10pm, 11pm and again on Saturday

Turnout and weather:

The weather was obviously not on our side, with rain most of the afternoon. It stopped raining and the radar map cleared around 6:15 p.m., and crowds began to gather. I estimate around 750 people in attendance. Had we had beautiful weather, I think the crowds would have topped 2000, rivaling Holiday Open House. I’m assuming that many waited to see if the weather would clear, and many may have assumed that events were cancelled. We did get a lot of free promotions on Lite 96 and KHQ telling people to come to Petoskey. WTCM also had a remote with a contest and encouraged people to come to town.

Closing comments:

By observation, those who came to Open House has a great time. Businesses reported to me on visits that this is a social event, and they enjoy the time to interact with their customers. Brian Babbitt of Monarch said that his cash register definitely rings after this event. Other stores had good sales. Carlin Smith of the chamber said, “A very creative event, lots of stuff happening,

well-planned and executed, no problems, and everyone had a great time. A spectacular Spring Open House.”



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: June 15, 2010 **DATE PREPARED:** June 10, 2010

AGENDA SUBJECT: Regional Chamber of Commerce Report

RECOMMENDATION: That the Downtown Management Board receive this report

The Petoskey Regional Chamber of Commerce staff will report about downtown activities.

dd



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: June 15, 2010

DATE PREPARED: June 10, 2010

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.

dd