



**DOWNTOWN MANAGEMENT BOARD**

February 18, 2014

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of January 21, 2014
  - (b) Payment of bills
  - (c) Acceptance of expense and income reports
3. New Business:
  - (a) Recommendation from staff to contract with Crooked Tree Arts Center to oversee the creation of a Public Art Plan
  - (b) Recommendation from staff that a Beautification Committee be formed as a sub-committee of the DMB
  - (c) Reports by Downtown Management Board Committees
  - (d) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

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*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.*





**BOARD:** Downtown Management Board

**MEETING DATE:** February 18, 2014      **PREPARED:** February 6, 2014

**AGENDA SUBJECT:** Consent Agenda

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

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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 January 21, 2014; (2) Acknowledgement of bills since January 21, 2014; and (3) Acceptance of the February expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



## MINUTES



**DOWNTOWN MANAGEMENT BOARD**

January 21, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers, Petoskey, Michigan, on Tuesday, January 21, 2014. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson  
Liz Ahrens  
David Carlson  
Jim Connaughton  
William J. Fraser, Mayor  
James M. Reid, Jr., Vice Chairperson  
S. Reginald Smith

Absent: Jessilynn Norcross and Jennifer Shorter

Also in attendance were the Downtown Director Becky Goodman and City Manager Dan Ralley.

Conduct Annual  
Organizational Session

Chairperson Rochon reported that the Downtown Management Board was required to annually conduct an election to select a Chairperson and Vice Chairperson from its members and to establish a regular meeting schedule for the coming year; and that, duplicating the action by the Downtown Development Authority Board at its meeting, which had been conducted just prior to this meeting, the Downtown Management Board would be required to elect these same officers and to adopt the same meeting schedule.

Duplicating action of the Downtown Development Authority Board nominations, Mr. Smith then nominated Mr. Rochon as Downtown Management Board Chairperson and Mr. Reid as Vice Chairperson for 2014, and that the Downtown Management Board's regular meeting schedule for 2014 be set at 7:00 P.M., on the third Tuesday of each month, at City Hall, seconded by Ms. Ahrens. Nominations were closed and Mr. Rochon was elected Chairperson and Mr. Reid was elected Vice Chairperson of the Downtown Management Board on a voice vote.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the October 15, 2013 and December 17, 2013 regular session meeting minutes; acknowledgement of bills since December 17, 2013; and acceptance of the January expense and income reports as prepared by the Downtown Director.

Upon motions made by the Mayor and seconded by Ms. Ahrens, the October 15, 2013 and December 17, 2013 regular session meeting minutes were approved, acknowledgement of bills since December 17, that totaled \$42,556.86 and expense and income reports for January were approved. Said motions were unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee and that the Winter Festival is being planned for February 19-22 with several individual events.

In economic enhancement, the Downtown Director reported that North Perk Coffee was opening on February 1; that Frivolous Sal's and Craig Ryan Menswear was opening April 1; that Red Sky Stage was open for live performance space; that Ethnic Creations closed and merchandise was in storage; and that two prospective businesses are looking for space, but space is limited.

In beautification, the Downtown Director reported on downtown sidewalk snow removal; that there is an increase in bills; and that removal is reduced to once a day with a higher level of service prior to Christmas.

The Downtown Director reported that the Parking Committee met to discuss hiring of promotions person; that development of parking at the Petoskey Pointe site may be back to square one with new owner; and that she attended the City Council meeting and heard the Brownfield presentation.

In downtown design, the Downtown Director reported that Façade Improvement Grant orientation meeting is scheduled for February 3; that grant applications are due March 3; and awards to be approved at March meeting.

The Downtown Director reported that she had been unable to find the time to prepare the grant requesting a consultant to write a plan for public art. She outlined a few options that the Board might consider at this point including hiring a grant writer to write the grant for the consultant at a cost of about \$1,500 with an additional matching cost of \$8,000 to \$10,000; that staff writes the plan in-house using a process similar to the one used to develop the 2013-2018 Strategic Plan for DMB; or contract with Crooked Tree Arts Center to facilitate and write public art plan development. The Downtown Director will be bringing a formal recommendation to the February meeting. The project needs to be put on a fast track so that the Board will be in a proactive position as projects come for approval. She reported that she had attended a presentation by Dale Hull at a Chamber meeting regarding a potential downtown mural, indicating that that project was still alive.

The Downtown Director also reported that there were a total of 16 interviews and 6 final interviews for the promotions position and that the new employee, Kate Manthei, would be starting next Monday. She also reported that the downtown office would expand to back conference room, but waiting on a bid and new lease from landlord. The Downtown Director also presented a list of projects that she is planning to accomplish now that she will have less responsibility for event planning and more time for downtown development.

#### Hear City Staff Report

The City Manager also reported that MDOT opened bids for the Arlington Avenue project from Bay Street to MacDonald Drive; that bids were within budget; work would begin in the spring; and that Arlington Avenue would be fully reconstructed in conjunction with the Downtown Greenway project. The City Manager also reviewed that City staff had met with representatives from Christian Science Church regarding their concerns on assessments and ways to address nonprofits and places of worship.

The City Manager reported that MDOT would be beginning work on the bridge on February 17 and a public meeting is scheduled for early February.

Mr. Rochon thank Mr. Connaughton for his service on the Board and Mayor Fraser indicated that with Mr. Connaughton's resignation there would need to be a replacement.

There was a public comment on how appointments were made and an inquiry on the bylaws for the DDA/DMB.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:15 P.M.





**PAYMENT OF BILLS**

## Monthly Bills

January 2014

**PROGRAMS AND SERVICES**

Downtown Marketing	Common Angle/web services	Downtown Assessment	\$ 135.00
Downtown Marketing	Common Angle/web services	Downtown Assessment	\$ 90.00
Downtown Marketing	Discovery Map/ad	Downtown Assessment	\$ 685.00
Downtown Marketing	Traverse/January ad	Downtown Assessment	\$ 840.00
Downtown Marketing	Traverse/February ad	Downtown Assessment	\$ 805.00
Downtown Marketing	DesignBot/web services Restaurant Week	Downtown Assessment	\$ 206.25
Other	N MI Rev/Public Service announcement	Downtown Assessment	\$ 59.25
Trolley	Gibby's Garage/repair	Downtown Assessment	\$ 32.50
Winter Festival	Goodman/reimbursement-back packs	Downtown Assessment	\$ 242.11
Winter Festival	Concierge/web ad	Downtown Assessment	\$ 50.00

**TOTAL****\$ 3,145.11****PARKING FUND**

Capital Outlay	Reid Furniture/desk	Parking Fund	\$ 625.00
Contracted Services	Northwest Services/SW snow removal	Parking Fund	\$ 4,798.50
Contracted Services	Northwest Services/SW snow removal	Parking Fund	\$ 3,041.38
Contracted Services	Wonnacott/snow removal	Parking Fund	\$ 480.00
Contracted Services	Wonnacott/snow removal	Parking Fund	\$ 982.50
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 2,152.50
Contracted Services	Wonacott/snow removal	Parking Fund	\$ 1,172.50
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 2,672.50
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 1,500.00
Contracted Services	Wonnacott/snow removal	Parking Fund	\$ 1,005.00
Contracted Services	Parkmobile	Parking Fund	\$ 648.90
Contracted Services	Duncan/contract	Parking Fund	\$ 137.51
Contracted Services	N MI Review/employment ad	Parking Fund	\$ 177.52
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 5.98
Downtown Office	McCardel/water	Parking Fund	\$ 7.00
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 25.98
Downtown Office	Van's/toner	Parking Fund	\$ 240.45
Downtown Office	DTE/utilities	Parking Fund	\$ 249.12
Downtown Office	City of Petoskey/utilities January	Parking Fund	\$ 79.35
Downtown Office	Wm Thompson/rent January	Parking Fund	\$ 500.00
Downtown Office	Wm Thompson/rent February	Parking Fund	\$ 500.00
Downtown Office	Charter/phone, internet December	Parking Fund	\$ 96.02
Downtown Office	Charter/phone, internet January	Parking Fund	\$ 95.78
Downtown Office	Wages	Parking Fund	\$ 13,875.29
Education & Training	Goodman/mileage reimbursement	Parking Fund	\$ 301.84
Education & Training	Manthei/CWIB reimbursement	Parking Fund	\$ 20.00
Education & Training	MDA/workshop fee	Parking Fund	\$ 75.00
Education & Training	National Main St/membership	Parking Fund	\$ 250.00
Education & Training	Goodman/reimbursement conf expense	Parking Fund	\$ 19.35
Equipment Repair	Gibby's Garage/meter repair	Parking Fund	\$ 65.00

## Downtown Management Board

February 9, 2014

## Monthly Bills

January 2014

Materials & Supplies	Meyer ACE/snow melt	Parking Fund	\$ 4,586.40
Materials & Supplies	Trophy Case/name tag	Parking Fund	\$ 9.00
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 16.76
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 4.28
Materials & Supplies	Meyer ACE/key	Parking Fund	\$ 2.49
Materials & Supplies	Duncan/keys	Parking Fund	\$ 296.34
Utilities	AT&T/cell phones December	Parking Fund	\$ 217.30
Utilities	AT&T/cell phones January	Parking Fund	\$ 219.63
		<b>TOTAL</b>	<b>\$ 41,152.17</b>
	<b>TOTAL BILLS</b>		<b>\$ 44,297.28</b>



## EXPENSE AND INCOME REPORTS

**PROGRAMS SERVICES  
MONTHLY REPORT  
JANUARY 2014**

February 9, 2014

Carry forward from 2012 \$53,600

<b>REVENUES</b>	<b>BUDGET</b>	<b>CURRENT MONTH</b>	<b>YTD</b>	<b>LAST YTD</b>	<b>BUDGET BALANCE</b>
SPECIAL ASSESSMENTS	88,348	0.00	88,348.00	88,300.00	-
PENALTIES & INTEREST	500	0.00	0.00	0.00	500.00
INTEREST INCOME	500	0.00	0.00	0.00	500.00
HOLIDAY PARADE SPONSORS	3,500	0.00	0.00	0.00	3,500.00
PETOSKEY ROCKS! SPONSORS	5,000	0.00	0.00	0.00	5,000.00
WINTER BLUES FESTIVAL	2,000	0.00	0.00	250.00	2,000.00
NEW EVENT INCOME/SPONSORS	2,000	0.00	0.00	0.00	2,000.00
TROLLEY - ads & sponsorship	7,000	0.00	0.00	0.00	7,000.00
<b>MARKETING &amp; PROMOTIONS</b>					
Shop Map Ads	8,600	0.00	0.00	0.00	8,600.00
Gallery Walk	3,500	0.00	0.00	0.00	3,500.00
Ornaments	1,500	0.00	0.00	0.00	1,500.00
Restaurant Week	15,000	0.00	0.00	0.00	15,000.00
Ghost Walk	500	0.00	0.00	0.00	500.00
Shopping Scramble	5,000	0.00	0.00	0.00	5,000.00
New Promotions	5,000	0.00	0.00	0.00	5,000.00
<b>TOTAL REVENUES</b>	<b>147,948</b>	<b>0.00</b>	<b>88,348.00</b>	<b>88,550.00</b>	<b>59,600.00</b>
<b>EXPENDITURES</b>					
<b>Events</b>					
HOLIDAY PARADE	6,000	0.00	0.00	0.00	6,000.00
HOLIDAY OPEN HOUSE	1,000	0.00	0.00	0.00	1,000.00
SIDEWALK SALES	4,000	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS!	13,000	0.00	0.00	0.00	13,000.00
DT TRICK OR TREAT	500	0.00	0.00	0.00	500.00
WINTER FESTIVAL	4,000	292.11	292.11	383.14	3,707.89
Concierge/web ad \$50					
Goodman/reimbursement-backpacks \$242.11					
NEW EVENT	4,000	0.00	0.00	0.00	4,000.00
EVENTS COORDINATOR	-	0.00	0.00	1,000.00	-
<b>Total</b>	<b>32,500</b>				
<b>Collaborating Events</b>					
CONCERTS IN THE PARK	4,000	0.00	0.00	0.00	4,000.00
FOURTH OF JULY	800	0.00	0.00	0.00	800.00
FARMERS MARKET	500	0.00	0.00	0.00	500.00
SANTA'S VISIT	200	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500	0.00	0.00	0.00	1,500.00
<b>Total</b>	<b>7,000</b>				

**PROGRAMS SERVICES  
MONTHLY REPORT  
JANUARY 2014**

February 9, 2014

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Marketing &amp; Promotions</b>					
MARKETING					-
Image Campaign	43,000	2,555.00	2,555.00	1,837.50	40,445.00
Common Angle/web services \$135					
Common Angle/web services \$90					
Discovery Map/ad \$685					
Traverse/ad \$840					
Traverse/ad \$805					
Gallery Walk	2,500	0.00	0.00	0.00	2,500.00
Ornaments	900	0.00	0.00	0.00	900.00
Restaurant Week	15,000	206.25	206.25	0.00	14,793.75
Designbot/web services \$206.25					
Shopping Scramble	4,000	0.00	0.00	0.00	4,000.00
Shop Map	10,000	0.00	0.00	0.00	10,000.00
Other New Promotions	5,000	0.00	0.00	0.00	5,000.00
Total	80,400				
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500	0.00	0.00	0.00	500.00
BUSINESS RETENTION	2,000	0.00	0.00	0.00	2,000.00
TROLLEY	10,000	32.50	32.50	0.00	9,967.50
Gibby's Garage/repair \$32.50					
Total	12,500				
<b>Beautification</b>					
HOLIDAY DECORATIONS	8,000	0.00	0.00	0.00	8,000.00
FALL DECORATIONS	1,000	0.00	0.00	0.00	1,000.00
FLOWERS	4,800	0.00	0.00	0.00	4,800.00
Total	13,800				
<b>Administrative</b>					
INSURANCE AND BONDS	500	0.00	0.00	0.00	500.00
OTHER	100	59.25	59.25	0.00	40.75
N MI Review/Public Service Announcement \$59.25	-				
Total	600				
<b>TOTAL</b>	146,800	3,145.11	3,145.11	3,220.64	149,654.89
Excess of Revenues Over Expenditures	1,148				

**DMB Parking Fund  
Monthly Report  
2013 Year End**

January 11, 2014

**Carry Forward from 2012 \$463,500**

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	330,000.00	23,164.06	322,907.66	318,869.04	7,092.34
Fines	52,000.00	3,776.09	56,435.76	57,447.36	-4,435.76
Permits	32,000.00	5,643.00	33,712.00	29,805.00	-1,712.00
Bags	3,000.00	266.75	5,823.75	2,159.00	-2,823.75
Tokens	2,800.00	90.00	2,312.00	2,802.00	488.00
Interest	1,800.00	2.83	410.96	128.65	1,389.04
Meter Sponsorships	2,000.00	500.00	1,800.00	2,100.00	200.00
Cell Phone Parking	9,000.00	1,781.75	14,267.16	7,188.68	-5,267.16
<b>Total Parking Revenue</b>	<b>432,600.00</b>	<b>35,224.48</b>	<b>437,669.29</b>	<b>420,499.73</b>	<b>-5,069.29</b>
Other	1,000.00	2,000.00	12,901.32	464.33	-11,901.32
Dumpster User Fees \$2000					
<b>Total Revenue</b>	<b>433,600.00</b>	<b>37,224.48</b>	<b>450,570.61</b>	<b>420,964.06</b>	<b>-22,039.90</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	18,400	0.00	17,800.00	17,800.00	600.00
CAPITAL OUTLAY	6,000	0.00	23,642.50	6,946.40	-17,642.50
CONFERENCES & MEMBERSHIP	5,000	0.00	2,874.95	1,926.00	2,125.05
CONTRACTED SERVICES	50,000	18,171.22	65,719.59	16,201.85	-15,719.59
Northwest Services/SW Snow Removal \$6837.50					
LexisNexis/contract \$50					
John Cole/meter collection assistance \$60					
Northwest Services/SW Snow Removal \$1,828.50					
Lexis Nexis/contract \$50					
Parkmobile/contract \$569.80					
Duncan/contract \$137.51					
Northwest Services/SW Snow Removal \$3,908.41					
Dunkel/snow removal \$3,267.50					
Wonnacott/snor removal \$1,462.50					
<b>DOWNTOWN OFFICE</b>	<b>165,000</b>	<b>14,144.68</b>	<b>155,280.28</b>	<b>130,910.13</b>	<b>9,719.72</b>
City of Petoskey DMB/Treasure Certificates \$550					
Goodman/supplies reimbursement \$38.98					
McCardle/water \$36					
Cole/picture frames reimbursement \$52.98					
Integrity/supplies \$39.57					
Integrity/supplies \$1.79					
Integrity/supplies \$45.55					
City of Petoskey/utilities \$57.70					
USPS/Postage \$400					
Van's/Toner \$145.89					
Wm Thompson/rent, December \$500					
Integrity/supplies \$72.32					
Integrity/supplies \$67.48					
DTE Energy/utilities \$235.46					
Wages/ \$11900.14					
EQUIPMENT REPAIR	1,200	0.00	858.06	1,207.07	341.94
FACADE GRANT PROGRAM	20,000	0.00	18,000.00	12,900.00	2,000.00
LEASE RENTAL TO DEBT	80,000	0.00	80,000.00	80,000.00	0.00
MATERIALS AND SUPPLIES	11,000	599.04	14,768.31	8,569.48	-3,768.31
Meyer ACE/supplies \$8.99					
Cole/supplies reimbursement \$12.71					
Meyer ACE/supplies \$13.77					
RJS Parking&Facilities/meter hoods \$540.75					
Meyer ACE/supplies \$2.49					
Meyer ACE/supplies \$18.36					
Meyer ACE/supplies \$1.49					
PROFESSIONAL SERVICES	500	0.00	219.13	359.16	280.87
PROPERTY LEASE	1,000	0.00	0.00	0.00	1,000.00
PUBLIC UTILITIES	3,000	0.00	2,628.70	1,452.79	371.30
SIGNS	2,500	90.00	426.00	2,144.00	2,074.00
Sign & Design/Holiday meter sponsor signs \$90					
UNIFORMS	2,000	0.00	405.57	413.88	1,594.43



**DMB Parking Fund  
Monthly Report  
2013 Year End**

January 11, 2014

Carry Forward from 2012 \$463,500

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>TOTAL EXPENSES</b>	<b>365,600</b>	33,004.94	384,817.06	280,084.83	-19,217.06
Excess of Revenues Over Expenses	68,000	4,219.54	65,753.55	140,879.23	2,246.45





TO: Downtown Management Board

FROM: Becky Goodman

DATE: February 11, 2014

RE: Request to Contract with Crooked Tree Arts Center for the Creation of a Plan for Public Art

Following up on a report given to the board at the last meeting, staff has prepared a scope of work and an outline of a process for the creation of a plan for public art for Downtown Petoskey. I have reviewed these documents with Liz Ahrens, Crooked Tree Arts Center, and requested a price for the Art Center's services in the preparation of this plan. Ahrens has agreed to commit the Art Center's time and talent to this project for the amount of \$5,000.

The creation of a plan for public art has been addressed by this board on several occasions and is recommended in both the HyettPalma Downtown Blueprint and in the current Downtown Strategic Plan. In both of these Downtown Plans the strategy of partnering with the Arts Center is recommended. The purpose of this plan would be for it to serve as a guideline for permitting future, proposed art projects in the downtown, to identify specific public art projects that would be sought after in the downtown, and also to identify possible funding sources and other incentives for public art.

My request is that the board approve contracting with Crooked Tree Arts Center for the preparation of Plan for Public Art in Downtown Petoskey at a cost not to exceed \$5,000 with the funds to come from the Contracted Services line item. A copy of the scope of work and suggested process for development of the plan is attached. Please contact me if you have questions or concerns.

## **Downtown Petoskey Plan for Public Art Scope of Work**

- Clarify the definition of public art relative to Downtown Petoskey
- Identify opportunities for art in the public realm as a way to enhance Downtown Petoskey
- Set policies for permitting public art
- Establish a baseline inventory of current public art, planned additions to that inventory, and a framework for continuing inventory management
- Identify potential funding sources for the care and creation of public art
- Identify strategies for the maintenance of public art
- Develop action steps for public art that are achievable within three to five years
- Include potential long-term initiatives
- Include direction for setting up a DT public art commission that will approve future public art projects as they relate to the finished plan.

The process used to create this plan should include the formation of an oversight committee made up of appropriate city staff members, arts advocates, cultural leaders, a DMB member, and a member of the DMB Design Committee. The process should also include input from public meetings that are open to the public.



TO: Downtown Management Board

FROM: Becky Goodman

DATE: February 11, 2014

RE: Request to Create a Beautification Committee

Staff is requesting that a Beautification Committee be formed as a sub-committee of the DMB. The mission of the committee would be to develop beautification projects that would increase the visual appeal of the Downtown district through horticultural plantings. This committee should be limited to six voting members, including at least one DMB representative, a member of the Garden Club, and the Director of Parks and Recreation or his appointed staff member as liaison. Other members should be business or property owners who possess:

- a knowledge of plant and horticultural materials and their native habitats
- experience in gardening and gardening maintenance

Length of service on the committee should be determined by their continued attendance and willingness to serve. Funding for the committee's projects would come from future Programs and Services budgets and from possible donations or sponsorships. Members should be appointed by the DMB at the recommendation of the Downtown Director to the Chair. This committee is expected to meet monthly.

One of the first projects undertaken by the committee will be rejuvenating the cement planters located on Downtown streets.

If you have questions or concerns regarding this recommendation, please feel free to contact me.





# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** February 18, 2014      **DATE PREPARED:** February 6, 2014

**AGENDA SUBJECT:** Downtown Management Board Committee Reports

**RECOMMENDATION:** That the Downtown Management Board hear these reports

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Reports could be received from Downtown Management Board committees.

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# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** February 18, 2014

**DATE PREPARED:** February 6, 2014

**AGENDA SUBJECT:** City Staff Report

**RECOMMENDATION:** That the Downtown Management Board hear this report

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

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