



DOWNTOWN MANAGEMENT BOARD

March 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 February 18, 2014
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Consider approving a request from the Petoskey Regional Chamber of Commerce to transfer management of the Downtown Petoskey Farmers Market to the Downtown Management Board
 - (b) Consider approving 2014 Façade Improvement Grants requested by the Downtown Design Committee
 - (c) Approve recommended Committee appointments to the 2014 Petoskey Rocks! Committee and new Beautification Committee
 - (d) Reports by Downtown Management Board Committees
 - (e) Report by the City staff
4. Miscellaneous Public Comments
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: March 18, 2014 **PREPARED:** March 14, 2014

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 February 18, 2014; (2) Acknowledgement of bills since February 18, 2014; and (3) Acceptance of the February expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

February 18, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, February 18, 2014. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Liz Ahrens
David Carlson
William J. Fraser, Mayor
Jason Keiswetter
Jessilynn Norcross
James M. Reid, Jr., Vice Chairperson
Jennifer Shorter
S. Reginald Smith

Absent: None

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

Chairperson Rochon opened the meeting with discussion of appropriate meeting behavior and transition to the use of a discussion format that mirrors City Council meetings including five minutes of public discussion per person per item. He also welcomed new member Jason Keiswetter to the Board.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the January 21, 2014 regular session meeting minutes; acknowledgement of bills since January 21, 2014; and acceptance of the February expense and income reports as prepared by the Downtown Director.

Upon motions made by the Mayor and seconded by Mr. Reid, the January 21, 2014 regular session meeting minutes were approved, acknowledgement of bills since January 21 that totaled \$44,297.28 and expense and income reports for February were approved. Said motions were unanimously approved as submitted.

Contract with CTAC for a Public Art Plan The Downtown Director reviewed that following up on a report given to the Board at the last meeting, staff prepared a scope of work and an outline of a process for the creation of a plan for public art for Downtown Petoskey. The creation of a plan for public art has been addressed by the 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 Crooked Tree 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.

Staff recommended the Board contract with Crooked Tree Arts Center for the preparation of plan for public art in downtown at a cost not to exceed \$5,000 with the funds to come from the contracted services line item.

Ms. Ahrens reviewed that work would begin upon approval and that a timeline had not yet been set, but will be coordinated with downtown staff.

The Downtown Director reviewed that Crooked Tree Arts Center would form an oversight committee, and Ms. Ahrens would draw from the Design Committee.

Chairperson Rochon asked for public comments and heard from those concerned with vagueness in proposal with Crooked Tree Arts Center and the use of CTAC rather than an outside consultant; that payment to CTAC is inappropriate given that it fits with mission of the Arts Center; inquiries on who would approve the plan; if it was appropriate to contract with CTAC with an employee as a board member; and if there was a secure timeline for plan, or if there was still an opportunity to seek outside funds.

Mr. Carlson then motioned, seconded by Ms. Shorter to have the Downtown Director develop a contract with Crooked Tree Arts Center for scope of a public art plan consistent with memo not to exceed \$5,000 and work to be completed within calendar year. Said motion was approved as submitted, with Ms. Ahrens excusing herself from voting.

Approve Beautification Committee

Chairperson Rochon reviewed that staff is requesting that a Beautification Committee be formed as a sub-committee of the Board. 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 6 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 or have experience in gardening and gardening maintenance.

Staff determined that length of service on the committee should be determined by their continued attendance and willingness to serve. Funding from 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 Chairperson. This committee is expected to meet monthly, with one of the first projects undertaken by the committee to be rejuvenating the cement planters located on downtown streets.

Board members inquired if the committee would include a Design Committee member; who maintained planters on bridge; that the planters could be very impactful if done correctly; if Christmas decorations, flower planting and other miscellaneous items would be discussed within this committee; and discussed who would comprise this type of committee.

Chairperson Rochon asked for public comments and heard from those concerned that this committee would not have any controls and no monetary payment to those volunteering compared to other downtown committees.

Mayor Fraser then motioned, seconded by Mr. Reid to establish the Beautification Committee and that members should be business or property owners or employees. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee that the Winter Festival was beginning tomorrow and discussed schedule of events; and reported that City Councilmember John Murphy volunteered to build a snowman in Pennsylvania Park for a children's guessing activity later in the week.

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

The Downtown Director reported that the new Promotions Coordinator, Kate Manthei, has begun working; that the downtown office expansion will start when the new lease is developed; that Petoskey Rocks! was discussed at the January Thirsty Thursday meeting and that a parking presentation would be presented at 5:30 P.M., Monday, February 24, in the Reycraft Room at the Perry for February's Thirsty Thursday meeting.

Hear City Staff Report

anticipated completion date by July 4, 2014.

The City Manager reported that MDOT would be beginning work on the bridge on March 1 and that street work would begin April 1 with an

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:10 P.M.

DRAFT

Monthly Bills

February 2014 Feb-14

PROGRAMS AND SERVICES

Business Retention	Stafford's Perry/Thirsty Thursday	Downtown Assessment	\$ 100.00
Concerts in the Park	Crooked Tree Arts Center/Concert pledge	Downtown Assessment	\$ 4,000.00
Downtown Marketing	Concierge/Discovery Map Ad	Downtown Assessment	\$ 895.00
Holiday Open House	At Your Service Plus/Porta Pot rental	Downtown Assessment	\$ 180.00
Holiday Open House	Petoskey Snowmobile Club/Bean Pots	Downtown Assessment	\$ 800.00
Winter Festival	MacDonald Garber/ads	Downtown Assessment	\$ 416.00
Winter Festival	MacDonald Garber/ads	Downtown Assessment	\$ 416.00
Winter Festival	J2Xtrubl Event Services/Petoskey's Got Tal	Downtown Assessment	\$ 300.00
Winter Festival	N Country Pub/Ad	Downtown Assessment	\$ 202.50
Winter Festival	Northern Express	Downtown Assessment	\$ 325.00
Winter Festival	N MI Review/Ad	Downtown Assessment	\$ 950.00
Winter Festival	Little Traverse Historical Soc/presentation	Downtown Assessment	\$ 100.00
Winter Festival	Stafford's Perry/Wine and Dine	Downtown Assessment	\$ 476.40
Winter Festival	Wineguys/Wine and Dine	Downtown Assessment	\$ 735.84
Winter Festival	Chandler's/Wine and Dine	Downtown Assessment	\$ 400.00
Winter Festival	Whitecaps/Wine and Dine	Downtown Assessment	\$ 700.00

TOTAL**\$ 10,996.74****PARKING FUND**

Contracted Services	Northwest Sevices/SW snow removal	Parking Fund	\$ 103.50
Contracted Services	Northwest Sevices/SW snow removal	Parking Fund	\$ 2,809.89
Contracted Services	Dunkel/Snow Removal	Parking Fund	\$ 4,045.00
Contracted Services	Dunkel/Snow Removal	Parking Fund	\$ 2,360.00
Contracted Services	Wonnacott/Snow Removal	Parking Fund	\$ 860.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 54.95
Contracted Services	Parkmobile/user fees	Parking Fund	\$ 509.25
Contracted Services	LexisNexis/contract February	Parking Fund	\$ 50.00
Contracted Services	Duncan/Contract	Parking Fund	\$ 137.51
Contracted Services	Dennis, Gartland & Niegarth/audit	Parking Fund	\$ 24.87
Contracted Services	Van's/repair	Parking Fund	\$ 375.62
Downtown Office	Van's/Toner	Parking Fund	\$ 200.50
Downtown Office	Van's/Toner	Parking Fund	\$ 263.00
Downtown Office	DTE/utilities	Parking Fund	\$ 239.20
Downtown Office	City of Petoskey/Utilities	Parking Fund	\$ 96.32
Downtown Office	CDW Government/Computer switch	Parking Fund	\$ 27.93
Downtown Office	Sweet Maria's/cake	Parking Fund	\$ 30.00
Downtown Office	HRDirect/HR Posters	Parking Fund	\$ 94.99
Downtown Office	McCardel/Water cooler rental	Parking Fund	\$ 7.00
Downtown Office	McCardel/Water	Parking Fund	\$ 25.00
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 24.26
Downtown Office	Goodman/Trash bags reimburse	Parking Fund	\$ 23.00
Downtown Office	Wages	Parking Fund	

Downtown Management Board
Monthly Bills
February 2014

March 9, 2014

Education & Training	Goodman/MDA Lansing Workshop	Parking Fund	\$ 361.72
Education & Training	Manthei/CWIB registration	Parking Fund	\$ 20.00
Education & Training	Urban Retail Institute/seminar	Parking Fund	\$ 100.00
Façade Grants	Stafford's Perry/Orientation meeting	Parking Fund	\$ 83.56
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 4.98
Materials & Supplies	Deluxe/deposit slips	Parking Fund	\$ 153.16
Property Lease	BNY Mellon/Lease payment	Parking Fund	\$ 1,875.00
Utilities	AT&T Wireless/cell phones	Parking Fund	\$ 215.57
		TOTAL	\$ 15,175.78
	TOTAL BILLS		\$ 26,172.52



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: March 12, 2014

RE: 2014 Farmers Market

The PRCC is again offering the operation of the Downtown Petoskey Farmers Market to the DMB. As you know, we currently give the Chamber a \$500 annual pledge and the Chamber handles all of the market operations. Carlin Smith and I will be meeting on Monday and I will have more information at the meeting about the proposed transition. Please call me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: March 12, 2014
RE: Design Committee Request for Façade Improvement Grant Applicants

The Design Committee has met and reviewed six façade improvement grant applications. They are recommending that the following grants be approved.

Northern MI News Review 311-13 E. Mitchell Street \$7,500

This space houses Wolverine Cabinets and is the former home of The Graphic Print Shop. The Phone Guide offices are on the second floor. The renovation of this façade will create three retail storefronts and remove an unsightly mansard roof. The proposal includes demolition, windows and doors, brick masonry, awnings, exterior tile, and signage, in addition to extensive interior work. The grant will be contingent on the property owners meeting with a sub-committee of the Design Committee for the purpose of clarifying materials and a review of more detailed drawings. The grant is being recommended because the building is highly visible and its improvement will create a large impact for all of Downtown, the removal of the mansard roof is highly desirable, and because of the overall excellent quality of the proposed project. Total cost of the work is proposed to be \$43,368.

David Meikle 422 East Mitchell Street \$7,500

Meikle is the new owner of the building that formerly housed Ethnic Creations. His plans include construction of condos on the two upper floors and refurbished retail space on the main floor. The projected investment over the next few years is \$1.5 million. The proposal includes removing the existing wood transom and replacing it with a glass transom, covering the 60's era, grade level bulkhead with a traditional wood storefront, and replacing the existing windows. The grant will be contingent on the property owner meeting with a sub-committee of the Design Committee for the purpose of clarifying materials and a review of more detailed drawings. This grant is being recommended because of the impact it will have on all of Downtown and because of the significance, both historic and simple presence, of the building. Total cost of the work is proposed to be \$49,612.

Craig Bell 409 E. Lake Street \$2,500

This building is the home of Bell's businesses, Ciao Bell! Garden and Home and Ward Gallery on the second floor. Recent loss of an awning in a wind storm called attention to problems with the building's façade. The purpose of the work will be to revitalize what is there and to open up the entry to the upstairs gallery. The project will include two new awnings with wind sensors, a new solid glass door for the gallery, removal of shingles in the lentil area, repair of all wood trim, paint, addition of stone slab veneer underneath the front windows, new lighting, and signage. The grant is being recommended based on the high visibility of the building and the quality of the proposed improvements. The grant will be contingent on the property owner meeting with a sub-committee of the Design Committee for the purpose of reviewing materials and colors and his conformance to City code. Total cost of the work is proposed to be \$20,050.

Second Edition, Inc. 303 Howard Street \$2,000

The upper floor of the building is the home of Plunkett and Cooney law firm and the work being done is replacement of the entry to the upper floor on the Howard Street side. The new entry will include a stone base with copper flashing, columns with top corbels, raised wall panels, entry door and hardware, lighting, and removal of all existing entry way materials. The grant is being recommended because of the major visible improvement to the streetscape that will be provided with the removal of the existing entryway. The grant will be contingent on meeting right of way easement requirements with the City. The total cost of the work proposed is \$12,994.20.

Andy Bultman 402 Bay Street \$500

Through the property owner's agent, Larry Rellinger, Bultman is requesting funds for an awning to go on an existing (not installed) frame on the Bay Street side of his storefront. Bultman has recently expanded his store to have frontage on Bay as well as the original Howard street frontage. The new awning would be striped with "toy store" colors. The grant would be contingent on removal of the blue bubble style awning on Howard Street and replacement of it with a shed style awning to match the Bay Street awning. The grant is being recommended because the much more desirable style, specified in our Downtown Design Guidelines, of a shed awning and its impact to the street and the historic character of Downtown. Total cost of the project is estimated to be \$3,000.

The action requested by the Design Committee is that the board approve these grants so that the applicants may begin their work as soon as possible. Please contact me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: March 12, 2014
RE: Committee Appointments

I have received requests from the following people to be appointed to the **Petoskey Rocks! Committee:**

Marjorie Mehney - Pretty Woman Boutique, Owner
Marge Marker - Trillium Salon, Owner

I have also received requests from the following people to be appointed to the new **Beautification Committee:**

William Santos - Monarch Garden and Flower, Owner
Mary Shorter - Property Owner
Tim Knutsen - Beckett & Raeder Landscape Architect, Design Committee rep

My request is that these members be appointed by the Chair to these Committees.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: March 18, 2014

DATE PREPARED: March 14, 2014

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: March 18, 2014

DATE PREPARED: March 14, 2014

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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