



DOWNTOWN MANAGEMENT BOARD

June 17, 2014

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of May 27, 2014
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Reports by Downtown Management Board Committees
 - (b) 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.



BOARD: Downtown Management Board

MEETING DATE: June 17, 2014

PREPARED: June 11, 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 May 27, 2014; (2) Acknowledgement of bills since May 27, 2014; and (3) Acceptance of the May expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

May 27, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, May 27, 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, Downtown Promotions Coordinator Kate Manthei and City Manager Dan Ralley.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the April 22, 2014 regular session meeting minutes; acknowledgement of bills since April 22, 2014; and acceptance of the April expense and income reports as prepared by the Downtown Director.

Board members discussed that there was a typo in the first sentence on page 2 of the minutes under Meeting Conduct Policy and that the word "the" needed to be removed. Upon motions made and supported, the April 22, 2014 regular session meeting minutes were approved with correction, acknowledgement of bills since April 22 that totaled \$28,958.75 and expense and income reports for April were approved. Said motion was unanimously approved as submitted.

Approve Entryway Signage Funding The Downtown Director then reported that the Design Committee met to again consider the question of signage for the entry to downtown. The Design Committee spent a considerable amount of time reassessing their original recommendation which was to wait on signage project until plans were made to incorporate signage into the gateway project.

After reviewing possible sites for new and existing signage the committee recommended that the existing sign located at Mitchell Street and the highway be repositioned to an angled position from its current position which is parallel to the highway. They also recommended that the sign be repainted with a brighter gold color and include the words, "shopping, dining, and lodging." The committee also considered making these revisions to the sign that is located at the northern entrance to town, but did not feel that the additional wording would be necessary there as the sign already has high visibility. Refreshing the gold paint on the sign to a brighter hue would be desirable.

Sign and Design prepared an estimate that included repainting, re-lettering two sides of the sign, acquiring permits and moving the sign for \$2,500. The committee recommended that the DMB agree to spend up to \$3,000 to have this sign work done on the Mitchell Street Sign and to have the paint refreshed on the northern entry sign.

Mr. Reid motioned that, supported by Mr. Carlson, to approve up to \$3,000 for sign work on the Mitchell Street sign and refresh the paint on the northern entry sign.

There were public comments and heard an inquiry on where the Lake Street sign was after it was removed awhile back; that there should be a sign on Lake Street and it should be further discussed; inquiry on time frame of gateway project and if it was tied to the Petoskey Pointe site; and that the Mitchell Street sign should include a banner below the sign saying "next two right turns".

Board members discussed and recommended that the Design Committee further investigate cost, style, and other miscellaneous items for a Lake Street sign; discussed location options for Lake Street sign; and indicated that signs need to be simple so they are easier for visitors driving by to read.

Mr. Reid amended his original motion, supported by Ms. Norcross, to approve up to \$3,000 for sign work on the Mitchell Street sign and refresh paint on the northern entry sign and to include "next two right turns" wording below the Mitchell Street sign. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf of the Events Committee and reviewed sidewalk sales additional signage, empty spaces on Mitchell Street and parking options; that a Moveable Feast event would occur in October with a Hemingway theme with a Friday night farmer's market, Saturday morning 5k run and local food and farm festival during Fall Petoskey Restaurant Week. The Promotions Coordinator also reported on behalf of Petoskey Rocks! Committee and that they received a \$1,500 sponsorship from the Petoskey Area Visitor's Bureau; that they are seeking participants and carriage sponsorships; and that details on specific events were still being made.

The Downtown Director reported on behalf of the Marketing Committee and that 35,000 shopping maps were printed and distributed before Memorial Day; that a bag stuffer was being designed; and signs in parking lots will follow.

In Economic Enhancement, the Downtown Director reported that about 40 people attended Bob Negen's Whizz Bang training and heard favorable comments on the presentation; that about 40 people attended Wake Up Downtown and heard presentations from Chamber, CVB and Crooked Tree Arts Center on their summer programs and overviews on downtown marketing, trolley, parking and events; and that there is a free HLTW training on June 3.

In parking, the Downtown Director reported that two new staff people were hired to work a total of 30 extra hours per week for the summer and fill in for vacation and other needs throughout the entire year. The Director also reviewed some of the projects brought up at the April Parking Workshop which included:

- Partnerships with Emmet County – City staff will continue to work on more visually appealing and apparent signage for free parking during non-business hours in County lots.
- Shuttle Parking - Surveys were sent out and 53 responses were received; 78% of employers said that they would encourage employees to use shuttle; however almost all of the comments received were negative and the Parking Committee is not recommending this avenue.

- Renting Remote Parking Lot Spaces for July and August – Some contacts have been made.
- Begin Work on the Rail Corridor – Committee is considering bringing forward a proposal to conduct a preliminary study that would determine costs for building a trolley barn, its design, location, and operating costs with the hope that the study could be done in house.
- Create Bike Corrals – locations for bike corrals were discussed including the non-parking spaces near the bump outs and at the head of the Elks Lot across from City Park Grill.
- Develop the Darling Parking Lot – City staff and Downtown Director met with a finance person who has experience in Economic Development tools regarding moving ahead with a plan to create parking and mixed use development on the Darling Lot; that an RFQ will need to be sent out to prospective developers; the Committee met with Bob Gibbs and Mr. Gibbs will provide a quote and follow up with Beckett and Raeder.
- Win a Free Parking Permit Contest – Contest initiated with the first drawing on May 31.
- Tiered Parking Permits – A draft program has been prepared by staff, but no committee review yet.

The Downtown Director also reviewed other actions yet to be followed up on including eliminating all of the free parking areas, partnering with Petoskey Plastics to develop underground parking in the Saville Lot, partnering with CTAC for parking, and developing a way to incentivize employees to park remotely in July and August.

There were public comments and a suggestion to have a survey sent out indicating what two times would be most desired for a shuttle; that there should be a public meeting to discuss possible shuttle logistics; that early parkers should park elsewhere and not the free parking spots including bank employees, Petoskey Plastics employees and other businesses; inquiries if more bike racks can be purchased and placed around town; and the status of the old tennis courts for use of additional parking.

The Downtown Director reviewed that the old tennis courts were public park land and would need to go before the citizens to vote on approval of the use of this property.

Board members discussed parking issues and indicated that early parkers such as bank employees and Petoskey Plastic employees should park elsewhere and suggested the Downtown Director talk directly to these businesses to determine if they would be willing to use some kind of shuttle parking service.

Mr. Smith inquired on gated lots and that they should be a priority and indicated that Wake Up Downtown was not a good representation from downtown business owners wondering why those who seem to need the information the most were not present.

The Downtown Director commented that gated lots is a major expense and would not happen this summer, but could happen before next year. The Downtown Director will also consult with banks, Petoskey Plastics and other miscellaneous businesses regarding early parkers.

Ms. Ahrens reported on public art and that research was being done on policies and standards; that two meetings were scheduled for 10:00 A.M., Wednesday, June 25 at the Carnegie Building and 5:30 P.M., Tuesday, September 23 for opportunities for public input.

There was a public comment that both concepts of public art and bike corrals could be implemented.

The Downtown Director also reported that the office was still seeking a trolley driver; handled a FOIA request from Petoskey News Review; applied and received a \$1,500 grant for Petoskey Rocks! from the CVB; attended National Main Street Conference in Detroit and reviewed sessions attended; attended and helped plan the MDA reception which was held in the Guardian Building; and that the next MDA meeting will be in Port Huron and the state conference in Holland.

Board members inquired if it was beneficial for the Promotions Coordinator to attend these conferences as well; and the Downtown Director reviewed that it would be valuable and that next year there will be more money budgeted for both staff members to attend these meetings.

Hear City Staff Report

The City Manager gave an update on the US-31/ Mitchell Street work and that new signals were up, the detour is expected to be in place thru June and work near the hospital is anticipated to be completed after July 4; that the Arlington Avenue/Greenway Corridor project is proceeding and that new rail road ties were being placed this weekend and underground work would be done prior to Labor Day. The City Manager also reported that Council would be discussing a potential Hemingway statue that Bob Dau, a Bayview resident, would commission and pay for statue; and reviewed that MDOT would be working on a project from the bridge to MacDonald Drive making it a four-lane highway in 2018.

Board members inquired on the large dirt pile on Arlington; if black erosion control was only by highway; and that there was a wrecked black car just out of town past Lewis Street that had been stranded there for days and is a poor eyesight.

Miscellaneous Public Comments

Chairperson Rochon asked for public comments and heard an inquiry where new business owners in town could find the HyettPalma study; and heard a written statement regarding the Petoskey News Review FOIA request article concerning board members meeting in "secret" and public input on the downtown public art plan.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:20 P.M.

Downtown Management Board
Monthly Bills - May 2014

June 9 2014

PROGRAMS AND SERVICES

Business Retention	Stafford's Perry/HLTW training	Downtown Assessment	\$ 228.00
Business Retention	Stafford's Perry/Wake Up DT	Downtown Assessment	\$ 286.00
Downtown Marketing	Mitchell Graphics/DT Maps	Downtown Assessment	\$ 7,303.59
Downtown Marketing	Mitchell Graphics/Gallery Walk Postcard	Downtown Assessment	\$ 565.00
Downtown Marketing	N MI Review/Summer Guide ad	Downtown Assessment	\$ 560.00
Downtown Marketing	City of Pet.DMB/Treas.Certs. For contest	Downtown Assessment	\$ 1,000.00
Downtown Marketing	Harbor House Pub/Imagine Ad	Downtown Assessment	\$ 325.00
Downtown Marketing	Mitchell Graphics/Gallery Walk postage	Downtown Assessment	\$ 1,226.88
Downtown Marketing	Petoskey Band Boosters/Ad	Downtown Assessment	\$ 400.00
Downtown Marketing	N Country Pub/Ad	Downtown Assessment	\$ 250.00
Downtown Marketing	Traverse/Ad	Downtown Assessment	\$ 805.00
Flowers	A.R.Pontius/flowers	Downtown Assessment	\$ 111.91
Flowers	Sweet Maria's/cupcakes for children	Downtown Assessment	\$ 180.00
Flowers	Gruler's/Pro mix soil	Downtown Assessment	\$ 1,349.50
Festival of the Bay	PRCC/Pledge	Downtown Assessment	\$ 1,500.00
Trolley	Fochtman/clamp	Downtown Assesment	\$ 3.10

TOTAL **\$ 16,093.98**

PARKING FUND

Contracted Services	Performance Painting/painting	Parking Fund	\$ 2,190.00
Contracted Services	Parkmobile/user fees February	Parking Fund	\$ 512.05
Contracted Services	Parkmobile/user fees April	Parking Fund	\$ 599.55
Contracted Services	LexisNexis/contract April	Parking Fund	\$ 50.00
Contracted Services	LexisNexis/contract May	Parking Fund	\$ 50.00
Contracted Services	Jim Hoffman's Sons/sprinkler start up	Parking Fund	\$ 428.65
Contracted Services	Duncan/contract	Parking Fund	\$ 137.51
Downtown Office	Goodman/trash bags	Parking Fund	\$ 24.41
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 60.56
Downtown Office	McCardel/water	Parking Fund	\$ 16.50
Downtown Office	Integrity/supplies	Parking Fund	\$ 34.81
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 8.97
Downtown Office	Wm Thompson/rent	Parking Fund	\$ 700.00
Downtown Office	Integrity/supplies	Parking Fund	\$ 39.57
Downtown Office	Integrity/supplies	Parking Fund	\$ 15.75
Downtown Office	DTE/utilities	Parking Fund	\$ 115.07
Downtown Office	Wages	Parking Fund	\$ 11,491.24
Downtown Office	Charter/phones, internet	Parking Fund	\$ 94.55
Education & Training	Goodman/National Main St. expenses	Parking Fund	\$ 1,014.45
Materials & Supplies	Trophy Case/name tags	Parking Fund	\$ 18.00
Materials & Supplies	Northern Copy/printing and mounting	Parking Fund	\$ 138.00
Materials & Supplies	Cole/reimburse for wagon tire replace	Parking Fund	\$ 45.77
Professional Services	Dennis,Gartland, Niergarth/audit	Parking Fund	\$ 141.75
Utilities	AT&T/cell phones	Parking Fund	\$ 191.30

TOTAL **\$ 18,118.46**

Downtown Management Board
Monthly Bills - May 2014

June 9 2014

TOTAL BILLS

\$ 34,212.44

**PROGRAMS SERVICES
MONTHLY REPORT
April 2014**

May 22, 2014

Carry forward from 2013 \$78,000

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348	0.00	88,348.00	88,300.00	-
PENALTIES & INTEREST	500	0.00	1,228.57	707.45	(728.57)
INTEREST INCOME	500	0.00	16.72	17.16	483.28
HOLIDAY PARADE SPONSORS	3,500	0.00	0.00	0.00	3,500.00
PETOSKEY ROCKS! SPONSORS	5,000	1,500.00	1,500.00	1,200.00	3,500.00
PAVB/sponsor \$1,500					
WINTER FESTIVAL	2,000	0.00	2,160.00	2,385.00	(160.00)
NEW EVENT INCOME/SPONSORS	2,000	0.00	0.00	0.00	2,000.00
TROLLEY - ads & sponsorship	7,000	250.00	250.00	0.00	6,750.00
Trillium/interior ad \$250					
MARKETING & PROMOTIONS					
Shop Map Ads	8,600	0.00	500.00	500.00	8,100.00
Gallery Walk	3,500	0.00	250.00	0.00	3,250.00
Ornaments	1,500	0.00	0.00	0.00	1,500.00
Restaurant Week	15,000	0.00	0.00	13,200.00	15,000.00
Ghost Walk	500	0.00	0.00	0.00	
Shopping Scramble	5,000	0.00	50.00	0.00	4,950.00
New Promotions	5,000	0.00	0.00	0.00	5,000.00
TOTAL REVENUES	147,948	1,750.00	94,303.29	106,309.61	53,644.71
EXPENDITURES					
Events					
HOLIDAY PARADE	6,000	0.00	0.00	460.00	6,000.00
HOLIDAY OPEN HOUSE	1,000	0.00	980.00	170.00	20.00
SIDEWALK SALES	4,000	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS!	13,000	0.00	1,539.00	0.00	11,461.00
DT TRICK OR TREAT	500	0.00	0.00	0.00	500.00
WINTER FESTIVAL	4,000	0.00	5,736.74	3,949.58	(1,736.74)
NEW EVENT	4,000	0.00	0.00	0.00	4,000.00
Total	<u>32,500</u>				
Collaborating Events					
CONCERTS IN THE PARK	4,000	0.00	4,000.00	4,000.00	-
FOURTH OF JULY	800	0.00	800.00	0.00	-
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	1,500.00	1,500.00	2,500.00	-
PRCC/Pledge \$1,500					
Total	<u>7,000</u>				

**PROGRAMS SERVICES
MONTHLY REPORT
April 2014**

May 22, 2014

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Marketing & Promotions					
MARKETING					-
Image Campaign	43,000	10,643.59	16,402.59	8,574.50	26,597.41
Mitchell Graphics/DT Maps \$7,303.59					
N MI Review/ Summer Guide Ad \$560					
City of Petoskey DMB/Treasure Certificates for contest \$1,000					
Harbor House Pub/Imagine Ad \$325					
Petoskey Band Boosters/Ad \$400					
N Country Pub/Ad \$250					
Traverse Mag/Ad \$805					
Gallery Walk	2,500	1,791.88	1,791.88	0.00	708.12
Mitchell Graphics/Post Card\$565					
Mitchell Graphics/Postage \$1,226.88					
Ornaments	900	0.00	0.00	0.00	900.00
Restaurant Week	15,000	0.00	4,295.96	5,416.61	10,704.04
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	<u>80,400</u>				
Economic Enhancement					
BUSINESS RECRUITMENT	500	0.00	0.00	0.00	500.00
BUSINESS RETENTION	2,000	514.00	1,500.32	500.00	499.68
Stafford's Perry/HLTW training \$228.00					
Stafford's Perry/Wake Up! DT \$286					
TROLLEY	10,000	3.10	35.60	1,613.38	9,964.40
Fochtman/clamp \$3.10					
Total	<u>12,500</u>				
Beautification					
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	1,641.41	1,736.81	500.27	3,063.19
AR Pontius/flowers \$111.91					
Sweet Maria's/cupcakes for children \$180					
Gruler's/pro mix soil \$1,349.50					
Total	<u>13,800</u>				
Administrative					
INSURANCE AND BONDS	500	0.00	0.00	0.00	500.00
OTHER	100		59.25	145.72	40.75
	-				
Total	<u>600</u>				
TOTAL	146,800	16,093.98	40,378.15	31,830.06	112,421.85
Excess of Revenues Over Expenditures	<u>1,148</u>				

**PARKING FUND
MONTHLY REPORT
May 2014**

June 10, 2014

Carry Forward from 2013 \$535,000

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	327,500.00	22,042.46	89,880.40	102,410.71	237,619.60
Fines	52,000.00	2,098.38	15,180.18	19,480.53	36,819.82
Permits	32,000.00	1,295.00	16,597.00	17,244.00	15,403.00
Bags	5,000.00	280.00	3,299.35	755.00	1,700.65
Tokens	2,800.00	190.00	783.00	1,050.00	2,017.00
Interest	1,800.00	0.52	9.80	105.50	1,790.20
Meter Sponsorships	2,000.00	0.00	400.00	300.00	1,600.00
Cell Phone Parking	9,000.00	1,724.74	6,982.09	4,433.44	2,017.91
Total Parking Revenue	432,100.00	27,631.10	133,131.82	145,779.18	298,968.18
EXPENSES					
ADMINISTRATIVE FEES	17,800	0.00	18,000.00	17,800.00	-200.00
CAPITAL OUTLAY	30,000	0.00	625.00	13,462.00	29,375.00
CONTRACTED SERVICES	50,000	3,967.76	39,054.69	34,105.80	10,945.31
Performance painting/painting \$2,190					
Parkmobile/user fees February \$512.05					
Parkmobile/user fees April \$599.55					
LexisNexis/contract April \$50					
LexisNexis/contract May \$50					
Jim Hoffman's Sons/sprinkler start up \$428.65					
Duncan/contract \$137.51					
DOWNTOWN OFFICE	185,000	12,601.43	86,459.87	60,224.22	98,540.13
Goodman/trash bags \$24.41					
City of Petoskey/utilities \$60.56					
McCardel/water \$16.50					
Integrity/supplies \$34.81					
Meyer ACE/supplies \$8.97					
Wm Thompson/rent \$700					
Integrity/supplies \$39.57					
Integrity/supplies \$15.75					
DTE/utilities \$115.07					
Charter/phones, internet \$94.55					
Wages \$11,491.24					
EDUCATION AND TRAINING	5,000	1,014.45	3,027.20	1,012.16	1,972.80
Goodman/National Main Street expenses \$1,014.45					
EQUIPMENT REPAIR	1,200	0.00	65.00	779.11	1,135.00
FACADE GRANT PROGRAM	20,000	0.00	83.56	0.00	19,916.44
LEASE RENTAL TO DEBT	40,000	0.00	40,000.00	80,000.00	0.00
PARKING LOT SAVINGS	40,000	0.00	0.00	0.00	
MATERIALS AND SUPPLIES	11,000	201.77	7,536.36	2,139.94	3,463.64
Trophy Case/name tags \$18					
Northern Copy/printing and mounting \$138					
Cole/reimburse for wagon tire replacement \$45.77					
PROFESSIONAL SERVICES	500	141.75	346.91	219.13	153.09
Dennis, Gartland, Niergarth/audit \$141.75					
PROPERTY LEASE	1,000	0.00	1,875.00	0.00	-875.00
PUBLIC UTILITIES	3,000	191.30	1,265.02	1,167.48	1,734.98
AT&T/cell phones \$191.30					
SIGNS	2,500	0.00	0.00	0.00	2,500.00
UNIFORMS	2,000	0.00	0.00	0.00	2,000.00
TOTAL EXPENSES	409,000	18,118.46	121,688.33	210,909.84	287,311.67
Excess of Revenues Over Expenses	23,100	9,512.64	11,443.49	-65,130.66	11,656.51



BOARD: Downtown Management Board

MEETING DATE: June 17, 2014 **DATE PREPARED:** June 11, 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: June 17, 2014

DATE PREPARED: June 11, 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.

sb