



DOWNTOWN MANAGEMENT BOARD

October 21, 2014

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of September 16, 2014
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Consider and approve street closure recommendation by the Parking Committee as part of the 2015 “Back to Bricks” tour
 - (b) Approve appointments to Petoskey Rocks! Committee and the Downtown Events Committee
 - (c) Reports by Downtown Management Board Committees
 - (d) 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: October 21, 2014 **PREPARED:** October 17, 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 September 16, 2014; (2) Acknowledgement of bills since September 16, 2014; and (3) Acceptance of the September expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

September 16, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 16, 2014. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Liz Ahrens
David Carlson
Jessilynn Norcross
James M. Reid, Jr., Vice Chairperson
Jennifer Shorter
S. Reginald Smith

Absent: William J. Fraser, Mayor and Jason Keiswetter

Also in attendance was the Downtown Director Becky Goodman, Acting City Manager Al Terry and Downtown Promotions Coordinator Kate Manthei.

Approve Consent Agenda Items

Downtown Management Board members discussed routine business, the August 19, 2014 regular session meeting minutes; acknowledgement of bills since August 19, 2014; and acceptance of the August expense and income reports as prepared by the Downtown Director. There was a comment to revise the minutes on page one concerning the rail trolley and that it runs through downtown and to the end of the tracks near Winter Park Lane, not Bay View.

Upon motions made and supported the August 19, 2014 regular meeting minutes as revised; acknowledgement of bills since August 19, 2014 totaling \$22,607.33; and acceptance of the August expense and income reports were approved. Said motions were unanimously approved as submitted.

Approve 2015 Downtown Development and Management and Parking Fund Budget

Board members then reviewed and discussed the proposed 2015 Downtown Development and Management and Parking Fund budgets. There was an inquiry regarding the trolley and if all ad sponsorships had been collected; and the Downtown Director responded that some revenue was received today and that additional advertising and sponsorships would need to happen if want to continue to operate trolley next year.

Upon motion made by Mr. Smith, seconded by Mr. Reid, adoption of the 2015 Programs and Services Budget and Parking Budget was unanimously approved as submitted.

Recommend Special Assessment
Levy to City Council

The Chairperson next reported that the Downtown Management Board routinely asked the City Manager each year to recommend that the City Council levy special assessments on the Downtown Management Board's behalf against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with the proceeds from such levies then used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

2015 downtown-area special-assessment levies would be the 21st such annual levy. The approved 2014 downtown-area programs-and-services special-assessment formula included \$0.16 per square foot of useable, first-floor, non-residential building area; \$0.04 per square foot of useable, non-residential area on floors other than first floors; and \$0.05 per square foot of unimproved lots that do not contain buildings. Although not yet calculated, City staff believes that revenues next year would be comparable to the \$89,000 that had been received in 2014.

Upon motion made and seconded, the Board requested that the City Manager consider this proposed 2015 programs and services special assessment and to recommend to City Council through a required written report, that the same formula be levied on behalf of the Downtown Management Board. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf of Petoskey Rocks and the Events Committee and reviewed that a survey report and committee recommendation was included in the budget overview; and that the next new event is a Moveable Feast on October 17-18, 2014 that has a Hemingway theme and will include an evening farmers market, partner event with Restaurant Week, marketing benefit for merchant participation and a fun run with the bulls on the new non-motorized path along Arlington Avenue.

The Downtown Director reported on behalf of the Marketing Committee that a holiday catalog was in process and will be online, that Bags over Bucks is a new November event for a ladies shopping night and a mobile application was in development.

In economic enhancement, the Downtown Director reported that Sandra Lee Photography moved into 318 East Mitchell Street; and that Tap 30 opened in the Ethnic Creations old location and completed their façade grant.

The Downtown Director reported on behalf of downtown beautification and that fall decorations would be up October 1; and that a Board member is needed for this committee. Ms. Ahrens volunteered to be on the committee.

In parking, the Downtown Director reported the continued follow up on projects discussed at the April parking meeting and that a parking management overview report would be presented by the end of the year.

Ms. Ahrens reported on behalf of the public art plan and that there is a second public forum scheduled for 5:30 P.M., Tuesday, September 23 in the upper level of the Carnegie Building.

The Downtown Director reported that the trolley carried over 1500 passengers; had relative few repairs; that maintenance costs and wages were approximately \$9,000; and that roof repairs are needed before next year.

The Downtown Director reported that she had met with City staff regarding the rail trolley greenway project and that it will take several months to gather information and the Board will receive monthly reports. The Downtown Director also reported that she will present information on the Darling Lot mixed use development and parking management program to City Council at their October 6 meeting; and that the downtown office front door was redone and is very nice.

Hear City Staff Report

The Acting City Manager reported that the Arlington street project was close to being completed and that electrical lines would be moved from overhead to underground this fall; that MDOT began working on US-31 southbound on culverts and widening of lanes in advance of next year's proposed project; that Planning Commission is reviewing the updated Master Plan and Council would discuss at their next meeting; that the MEDC grant had been signed for Sunset Square's feasibility study; and that William Reynolds, Pensacola, Florida, accepted the City Manager position contingent upon background investigation.

Miscellaneous Public Comments

Chairperson Rochon asked for public comments and heard concerns regarding the rail trolley, potential traffic congestions and the possibility of leaving trolley in the park for tourists and downtown events; also heard that the Petoskey News Review held a public meeting on the Open Meetings Act and that the Board was not well represented at that meeting; and that budget discussions should begin at the committee level for their input. The meeting was disrupted by a member of the public who was eventually asked to leave. Members of the board expressed concerns about their security during and after future board meetings.

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

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PROGRAMS AND SERVICES

Downtown Marketing	Goodman/software lease	Downtown Assessment	\$ 31.78
Downtown Marketing	City Petoskey DMB T.C. Fund/TC Incentives	Downtown Assessment	\$ 50.00
Downtown Marketing	Common Angle/Web services	Downtown Assessment	\$ 22.50
Downtown Marketing	Petoskey Band Boosters/Ad	Downtown Assessment	\$ 500.00
Downtown Marketing	Traverse Mag/October Ad	Downtown Assessment	\$ 805.00
Fall Decorations	City Petoskey DMB T.C. Fund/TC thank you	Downtown Assessment	\$ 150.00
Holiday Decorations	Meyer ACE/bows and lites	Downtown Assessment	\$ 5,237.70
Petoskey Rocks	McDonald Garber/ads	Downtown Assessment	\$ 300.00
Petoskey Rocks	Manna/Fundraiser promo receipts	Downtown Assessment	\$ 483.00
Shopping Scramble	City Petoskey DMB T.C Fund/T.C. prizes	Downtown Assessment	\$ 75.00
Trolley	Derrer/Gas	Downtown Assessment	\$ 323.05
Visits with Santa	John Still/2013 Santa services	Downtown Assessment	\$ 125.00
Other	Goodman/GT Pie	Downtown Assessment	\$ 20.75
			\$ 8,123.78

PARKING FUND

Capital Outlay	Harbor View/interior remodel,final paymer	Parking Fund	\$ 2,085.92
Contracted Services	LexisNexis/contract	Parking Fund	\$ 100.00
Contracted Services	ParkMobile/user fees, August	Parking Fund	\$ 819.00
Contracted Services	ParkMobile/user fees, May	Parking Fund	\$ 687.75
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 60.63
Downtown Office	Charter/phones, internet	Parking Fund	\$ 94.68
Downtown Office	Integrity/supplies	Parking Fund	\$ 35.14
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 6.48
Downtown Office	Integrity/supplies	Parking Fund	\$ 15.98
Downtown Office	Monahan/office cleaning	Parking Fund	\$ 33.00
Downtown Office	Integrity/supplies	Parking Fund	\$ 6.43
Downtown Office	Integrity/supplies	Parking Fund	\$ 20.99
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 1.49
Downtown Office	Meyer ACE/key	Parking Fund	\$ 2.49
Downtown Office	McCardel/water	Parking Fund	\$ 23.50
Downtown Office	DTE/utilities	Parking Fund	\$ 31.02
Downtown Office	Wages	Parking Fund	\$ 11,509.11
Education & Training	MDA/State conference	Parking Fund	\$ 150.00
Materials & Supplies	Meyer ACE/ice melt	Parking Fund	\$ 330.75
Materials & Supplies	Meyer ACE/ice melt	Parking Fund	\$ 5,622.75
Signs	Sign & Design/sign change	Parking Fund	\$ 80.00
Utilities	AT&T/cell phones, August	Parking Fund	\$ 222.36
	TOTAL		\$ 21,939.47

TOTAL BILLS \$ 30,063.25

**PROGRAMS SERVICES
MONTHLY REPORT
September 2014**

October 13, 2014

Carry forward from 2013 \$78,000

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348	0	88,348.00	88,300.00	-
PENALTIES & INTEREST	500	0	1,873.52	707.45	(1,373.52)
INTEREST INCOME	500	0	16.72	17.16	483.28
HOLIDAY PARADE SPONSORS	3,500	0	0.00	0.00	3,500.00
PETOSKEY ROCKS! SPONSORS	5,000	8812.5	11,600.00	3,600.00	(6,600.00)
WINTER FESTIVAL	2,000	0	2,160.00	2,385.00	(160.00)
NEW EVENT INCOME/SPONSORS	2,000	0	0.00	0.00	2,000.00
TROLLEY - ads & sponsorship	7,000	1000	4,850.00	0.00	2,150.00
MARKETING & PROMOTIONS					
Shop Map Ads	8,600	0	500.00	9,100.00	8,100.00
Gallery Walk	3,500	0	1,750.00	2,250.00	1,750.00
Ornaments	1,500	0	709.80	0.00	790.20
Restaurant Week	15,000	0	1,000.00	14,850.00	14,000.00
Ghost Walk	500	0	0.00	0.00	
Shopping Scramble	5,000	3355	3,405.00	0.00	1,595.00
New Promotions	5,000	0	0.00	0.00	5,000.00
TOTAL REVENUES	147,948	13167.5	116,213.04	121,209.61	31,734.96
EXPENDITURES					
Events					
HOLIDAY PARADE	6,000	0	0.00	460.00	6,000.00
HOLIDAY OPEN HOUSE	1,000	0	980.00	170.00	20.00
SIDEWALK SALES	4,000	0	4,761.21	3,930.56	(761.21)
PETOSKEY ROCKS!	13,000	783	8,637.41	9,396.54	4,362.59
<small>McDonald Garber/Ads \$300</small>					
<small>Manna/fundraiser promoo receipts \$483</small>					
DT TRICK OR TREAT	500	0	0.00	0.00	500.00
WINTER FESTIVAL	4,000	0	5,736.74	3,949.58	(1,736.74)
NEW EVENT	4,000	0	0.00	0.00	4,000.00
	-	0	0.00	5,600.00	
Total	32,500				
Collaborating Events					
CONCERTS IN THE PARK	4,000	0	4,000.00	4,000.00	-
FOURTH OF JULY	800	0	800.00	800.00	-
FARMERS MARKET	500	0	500.00	500.00	-
SANTA'S VISIT	200	125	0.00	0.00	200.00
<small>John Still/2013 Santa services \$125</small>					
FESTIVAL ON THE BAY	1,500	0	1,500.00	2,500.00	-
Total	7,000				

**PROGRAMS SERVICES
MONTHLY REPORT
September 2014**

October 13, 2014

EXPENDITURES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Marketing & Promotions					
MARKETING					-
Image Campaign	43,000	1409.28	24,235.14	22,989.50	18,764.86
Goodman/software lease \$31.78					
City of Petoskey TC Fund/TC incentives \$50					
Common Angle \$22.50					
Petoskey Band Boosters/Ad \$500					
Traverse Mag/October Ad \$805					
Gallery Walk	2,500	0	3,698.85	4,241.58	(1,198.85)
Ornaments	900	0	0.00	0.00	900.00
Restaurant Week	15,000	0	4,295.96	7,322.61	10,704.04
Shopping Scramble	4,000	75	393.00	0.00	3,607.00
City of Petoskey DMB TC Fund/TC prizes \$75					
Shop Map	10,000	0	9,043.59	9,041.97	956.41
Other New Promotions	5,000	0	0.00	0.00	5,000.00
Total	80,400				
Economic Enhancement					
BUSINESS RECRUITMENT	500	0	0.00	487.07	500.00
BUSINESS RETENTION	2,000	0	1,526.82	696.00	473.18
TROLLEY	10,000	323.05	4,116.21	8,960.60	5,883.79
Derrer/Gas \$323.05					
Total	12,500				
Beautification					
HOLIDAY DECORATIONS	8,000	5237.7	5,237.70	0.00	2,762.30
Meyer ACE/bows and lights \$5237.70					
FALL DECORATIONS	1,000	150	150.00	781.21	850.00
City of Petoskey DMB TC Fund/TC prizes \$150					
FLOWERS	4,800	0	5,149.80	5,454.00	(349.80)
Total	13,800				
Administrative					
INSURANCE AND BONDS	500	0	0.00	0.00	500.00
OTHER		20.75	332.63	219.16	(332.63)
Goodman/GT Pie \$20.76	-				
Total	500				
TOTAL	146,700	8123.78	85,095.06	91,500.38	67,604.94
Excess of Revenues Over Expenditures	1,248				

**PARKING FUND
MONTHLY REPORT
September 2014**

October 13, 2014

Carry Forward from 2013 \$535,000

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	327,500.00	32,178.33	240,860.83	251,231.01	86,639.17
Fines	52,000.00	3,200.61	27,725.03	42,079.15	24,274.97
Permits	32,000.00	1,982.00	23,284.00	24,258.00	8,716.00
Bags	5,000.00	150.00	4,456.02	4,707.00	543.98
Tokens	2,800.00	85.00	1,549.75	1,936.00	1,250.25
Interest	1,800.00	2.02	13.45	308.06	1,786.55
Meter Sponsorships	2,000.00	0.00	400.00	300.00	1,600.00
Cell Phone Parking	9,000.00	1,953.58	15,249.48	9,688.11	-6,249.48
Total Parking Revenue	432,100.00	39,551.54	313,538.56	334,507.33	118,561.44
EXPENSES					
ADMINISTRATIVE FEES	17,800	0.00	18,000.00	23,621.50	-200.00
CAPITAL OUTLAY	30,000	2,085.92	10,957.61	22,223.00	19,042.39
<i>View Construction/interior remodel, final payment \$2,085.92</i>					
CONTRACTED SERVICES	50,000	1,606.75	46,495.35	45,757.68	3,504.65
<i>Lexis Nexis/Contract \$100</i>					
<i>ParkMobile/user fees May \$687.75</i>					
<i>ParkMobile/user fees August \$819</i>					
DOWNTOWN OFFICE	185,000	11,841.11	156,035.20	117,410.99	28,964.80
<i>City of Petoskey/Utilities \$60.63</i>					
<i>Charter/phones, internet\$94.68</i>					
<i>Integrity/supplies \$35.14</i>					
<i>Monahan/Office cleaning \$33</i>					
<i>Integrity/supplies \$15.98</i>					
<i>Meyer ACE/supplies \$6.48</i>					
<i>Integrity/supplies \$6.43</i>					
<i>Integrity/supplies \$20.99</i>					
<i>Meyer ACE/supplies \$1.49</i>					
<i>Meyer ACE/Key \$2.49</i>					
<i>McCardel/water \$23.50</i>					
<i>DTE/Utilities \$31.02</i>					
<i>Wages \$11,509.11</i>					
EDUCATION AND TRAINING	5,000	150.00	4,484.66	1,961.71	515.34
<i>MDA/State Conference/\$150</i>					
EQUIPMENT REPAIR	1,200	0.00	167.40	858.06	1,032.60
FACADE GRANT PROGRAM	20,000	0.00	83.56	13,000.00	19,916.44
LEASE RENTAL TO DEBT	40,000	0.00	40,000.00	80,000.00	0.00
MATERIALS AND SUPPLIES	11,000	5,953.51	18,190.81	7,663.77	-7,190.81
<i>Meyer ACE/Ice Melt \$330.75</i>					
<i>Meyer ACE/Ice Melt \$5622.75</i>					
OTHER EXPENSES		0.00	84.80	0.00	
PROFESSIONAL SERVICES	500	0.00	346.91	219.13	153.09
PROPERTY LEASE	1,000	0.00	1,875.00	0.00	-875.00
PUBLIC UTILITIES	3,000	222.36	2,252.86	1,974.84	747.14
<i>AT&T/Cell phones, August 222.36</i>					
SIGNS	2,500	80.00	424.50	78.00	2,075.50
<i>Sign & Design/sign change \$80</i>					
UNIFORMS	2,000	0.00	757.15	405.57	1,242.85
TOTAL EXPENSES	369,000	21,939.65	298,974.16	315,174.25	70,025.84
Excess of Revenues Over Expenses	63,100	17,611.89	14,564.40	19,333.08	48,535.60



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: October 14, 2014

RE: Proposed Petoskey Area Visitors Bureau (PAVB) Event

The PAVB has requested permission from the City to use Downtown as a stop on the 2014 “Back to the Bricks” promotional tour. Petoskey was chosen as one of five potential locations for this event to be held in 2015. Check http://en.wikipedia.org/wiki/Back_to_the_Bricks for more detailed explanations of the event and its organizers.

The City has approved the use of their resources for the event and the PAVB is now asking the DMB’s permission to have the streets closed for the display of the cars. The date of the event is Monday, June 15, 2015. Streets would likely be closed for the entire day or the majority of it. The proposed area to be closed would be the same as we do for Sidewalk Sales and Open House.

This event would be coordinated by the PAVB and Back to the Bricks personnel, would require little to no staff time, and the promotional value could be considerable. Regional and statewide television coverage is included. There is no charge to Downtown Petoskey. The event is sponsored by Pure Michigan and Autopalooza.

As the date for the street closure is at the very beginning of the summer season and on a traditionally less busy day of the week, the Parking Committee is recommending that we allow the street closure. My recommendation is that we accept the recommendation of the Parking Committee and close the streets on Monday, June 15, 2015.

Please call me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: October 14, 2014
RE: Downtown Committee Appointments

We have had four people recently volunteer to be on two Downtown Committees. Volunteering for the ***Petoskey Rocks!*** Committee are:

Robert Frost	Owner, Robert Frost Fine Footwear
Emily Jones	Owner, BeJeweled
Jonathan Meyer	Manager, Meyer ACE Hardware

Volunteering for the Downtown Events Committee is:

Brittney Brubaker	Owner, North Perk Coffee
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All volunteers meet the criteria for serving on the respective committees. My recommendation is that the board make these appointments.

Please call me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: October 21, 2014 **DATE PREPARED:** October 17, 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.

sb



BOARD: Downtown Management Board

MEETING DATE: September 16, 2014 **DATE PREPARED:** September 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