



DOWNTOWN MANAGEMENT BOARD

December 16, 2014

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of October 21, 2014 and special meeting minutes of November 4, 2014
 - (b) Payment of bills – October and November
 - (c) Acceptance of expense and income reports – October and November
3. New Business:
 - (a) Consider and approve tabling contracting with consultants concerning the Darling Lot mixed use project
 - (b) Reports by Downtown Management Board Committees
 - (c) 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: December 16, 2014 **PREPARED:** December 12, 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 October 21 and special meeting minutes of November 4, 2014; (2) Acknowledgement of bills since October 21, 2014; and (3) Acceptance of the October and November expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

October 21, 2014

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

Present: Lawrence Rochon, Chairperson
David Carlson
William J. Fraser, Mayor
Jason Keiswetter
Jessilynn Norcross

Absent: Liz Ahrens, James M. Reid, Jr., Vice Chairperson, Jennifer Shorter and S. Reginald Smith and

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 September 16, 2014 regular session meeting minutes; acknowledgement of bills since September 16, 2014; and acceptance of the September expense and income reports as prepared by the Downtown Director.

Upon motions made and supported the September 16, 2014 regular meeting minutes; acknowledgement of bills since September 16, 2014 totaling \$30,063.25; and acceptance of the September expense and income reports were approved. Said motions were unanimously approved as submitted.

Table PAVB Event Street Closure -
2015 "Back to Bricks" Car Show Tour

The Downtown Director reviewed that the Petoskey Area Visitors Bureau (PAVB) requested permission from the City to use downtown as a stop on the 2015 "Back to Bricks" promotion tour. Petoskey was chosen as one of five potential locations for this event. The City approved the use of their resources for the event and the PAVB requested DMB's permission to have the streets closed for the display of the cars. The date of the event is Monday, June 15, 2015 and streets would likely be closed for the entire day. The proposed area to be closed is the same for Sidewalk Sales and Open House.

This event would be coordinated by the PAVB and Back to Bricks personnel, would require little to no staff time and the promotion value could be considerable. Regional and statewide television coverage is included; there is no charge to downtown and the event is sponsored by Pure Michigan and Autopalooza.

Board members discussed this potential event and received public comment. There were concerns about the benefit that might be gained by closing streets on a summer day verses the business that could be lost. The Downtown Director was directed to seek a ten day extension from the car club committee to make a more informed decision, to gather information from other communities that had hosted this group in the past, and to survey the downtown merchants for their opinions regarding closing the streets for an event of this kind. The matter was then tabled to be discussed at a special meeting that would be scheduled to occur in approximately ten days.

Approve Committee Appointments

The Downtown Director reported that she received four requests to volunteer to be on the Petoskey Rocks! Committee and the Downtown Events Committee. Volunteering for the Petoskey Rocks! Committee were Robert Frost, owner of Robert Frost Fine Footwear, Emily Jones, owner of B. Jeweled and Jonathan Meyer, manager of Meyer ACE Hardware. Brittney Brubaker, owner of North Perk Coffee, volunteered to join the Downtown Events Committee.

Upon motion made and supported, the appointments of Robert Frost, Emily Jones, Jonathan Meyer and Brittney Brubaker, be appointed to the Petoskey Rocks! and Events Committee. 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 the Petoskey Rocks Committee is developing ideas for the summer of 2015 that will accomplish using the park as a community center as well as spreading people throughout the streets. The Events Committee recently wrapped up A Moveable Feast and reported limited attendance due to weather and being a first time event. The Committee will further develop the event for next year.

The Downtown Director reported on behalf of the Marketing Committee that plans for an online holiday catalog have been launched and there seems to be some good interest and that Bags Over Bucks, a ladies shopping night out, is planned for November 14.

The Downtown Director reported on behalf of the Design Committee that the wayfinding sign at the corner of Lake Street and the sidewalk that crosses Pennsylvania Park was installed.

The Downtown Director reported on behalf of the Downtown Beautification Committee that the committee met and had a very productive meeting, discussing many great and cooperative ideas.

In parking, the Downtown Director reported continued follow up on some of the projects brought up at the April Parking Workshop and that a parking management overview report should be ready by the end of the year. The Downtown Director and Chief Ambassador, Barry Cole, are trying to meet at least an hour every day to come up with a complete plan.

On other subjects the Downtown Director reported that she had recently attended the Michigan Downtown State conference in Holland; that she was re-elected vice chair of the MDA Board and currently serves as conference committee chair; that the conference was well attended with dual tracks and that she attended many rewarding sessions.

The Downtown Director also reported that she had attended the City Council meeting on the previous evening and given a power point presentation on the proposed Darling Lot mixed use development; that Council had not been very receptive to the idea; and that she would be making a recommendation for a plan to move ahead at November meeting.

Hear City Staff Report

assessments and approved program and services; and reviewed a tentative schedule for the City Manager search.

The Acting City Manager reported that City Council conducted a public hearing at their October 20 meeting concerning 2015 special

Miscellaneous Public Comments

violations and complaints about committee and budgeting procedures.

Chairperson Rochon asked for public comments and heard from one member of the public comments regarding possible Open Meetings Act

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

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DOWNTOWN MANAGEMENT BOARD

November 4, 2014

A special meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, November 3, 2014. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Lawrence Rochon, Chairperson and Jason Keiswetter

Also in attendance was the Downtown Director Becky Goodman and Downtown Promotions Coordinator Kate Manthei.

Deny PAVB Event Street Closure -
2015 "Back to Bricks" Car Show Tour

The Downtown Director reviewed that at the October Board meeting a recommendation from the Parking Committee in response to a request from the Petoskey Area Visitors Bureau (PAVB) to close the streets for the purpose of hosting the 2015 "Back to the Bricks" promotional car tour was presented. Board members and audience members felt more information should be available before a decision was made on the matter. Staff was directed to request that the organizers allow more time for research and deliberation before a commitment was made.

The Downtown Director reviewed that the Back to the Bricks Committee gave the Board another 10 days to decide if Petoskey would be a stop on their 2015 tour; that 250 cars are expected for next year's event; that there is very little work for staff for this event; that downtown staff sought responses from other communities concerning this matter; and that a survey was sent to downtown businesses asking for opinions regarding closing the streets for this show.

Board members discussed this potential event and the pros and cons to closing off the streets. Upon motion made and seconded to close the streets, the motion failed based on the following vote:

AYES: Reid, Smith, Shorter (3)
NAYS: Ahrens, Carlson, Fraser, Norcross (4)
ABSENT: Keiswetter and Rochon

Board members concurred by unanimous voice vote to propose to the Back to the Bricks committee an alternative location such as the waterfront or a parking area.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:45 P.M.

Downtown Management Board
Monthly Bills - October 2014

November 12, 2014

PROGRAMS AND SERVICES

| | | | |
|-------------------------|--|---------------------|---------------------|
| Downtown Marketing | Common Angle/web services | Downtown Assessment | \$ 90.00 |
| Downtown Marketing | City of Petoskey DMB/goody bag fund | Downtown Assessment | \$ 250.00 |
| Downtown Marketing | City of Petoskey DMB/Treasure Certificates | Downtown Assessment | \$ 1,000.00 |
| Downtown Marketing | Traverse/Holiday Guide | Downtown Assessment | \$ 1,135.00 |
| Downtown Marketing | Traverse/Ad | Downtown Assessment | \$ 805.00 |
| Downtown Marketing | Goodman/Creative Cloud web payment | Downtown Assessment | \$ 10.59 |
| Downtown Marketing | Northern Express/Ad | Downtown Assessment | \$ 325.00 |
| Downtown Marketing | Jesperson's/Haunted Halloween | Downtown Assessment | \$ 354.12 |
| Downtown Marketing | City Park Grill/Haunted Halloween | Downtown Assessment | \$ 570.00 |
| Downtown Trick or Treat | Mitchell Graphics/school bag flyer | Downtown Assessment | \$ 399.00 |
| Downtown Trick or Treat | Goodman/candy | Downtown Assessment | \$ 49.65 |
| Fall Decorations | Bill's Farm Market/cornstalks | Downtown Assessment | \$ 501.00 |
| Flowers | Pontius/fall flowers | Downtown Assessment | \$ 73.00 |
| Holiday Decorations | Standard Electric/cable ties | Downtown Assessment | \$ 72.67 |
| Holiday Decorations | Standard Electric/cable ties | Downtown Assessment | \$ 319.56 |
| Holiday Decorations | Standard Electric/cable ties | Downtown Assessment | \$ 64.98 |
| Holiday Decorations | Standard Electric/cable ties | Downtown Assessment | \$ 128.89 |
| Holiday Decorations | Standard Electric/cable ties | Downtown Assessment | \$ 64.98 |
| Moveable Feast | K.Manthei/expenses | Downtown Assessment | \$ 95.46 |
| Moveable Feast | 9&10 News/Ads | Downtown Assessment | \$ 1,450.00 |
| Moveable Feast | 9&10 News/Ads | Downtown Assessment | \$ 700.00 |
| Ornaments | Steve Webster/artist | Downtown Assessment | \$ 900.00 |
| Shopping Scramble | City Park Grill/Main Course | Downtown Assessment | \$ 600.00 |
| Shopping Scramble | Stafford's Perry/Breakfast | Downtown Assessment | \$ 452.00 |
| Shopping Scramble | Whitecaps/19th Holde | Downtown Assessment | \$ 612.00 |
| Trolley | Gibby's Garage/repair | Downtown Assessment | \$ 32.50 |
| | | | \$ 11,022.90 |

PARKING FUND

| | | | |
|---------------------|--|--------------|--------------|
| Capital Outlay | Sign and Design/Penn Park directional sign | Parking Fund | \$ 2,020.00 |
| Contracted Services | Gibby's Garage/meter maintenance | Parking Fund | \$ 65.00 |
| Contracted Services | Jim Hoffman's Sons/winterization | Parking Fund | \$ 77.00 |
| Contracted Services | Jim Hoffman's Sons/winterization | Parking Fund | \$ 124.21 |
| Contracted Services | Jim Hoffman's Sons/winterization | Parking Fund | \$ 50.00 |
| Contracted Services | CarQuest/part | Parking Fund | \$ 2.57 |
| Contracted Services | LexisNexis/user fees per contract | Parking Fund | \$ 50.00 |
| Contracted Services | Parkmobile/contract | Parking Fund | \$ 700.70 |
| Contracted Services | Ballard's/plumbing repair | Parking Fund | \$ 114.00 |
| Contracted Services | Preston Feather/tool bits | Parking Fund | \$ 6.08 |
| Contracted Services | Barrett/reimbursement for tools | Parking Fund | \$ 9.41 |
| Downtown Office | Integrity/supplies | Parking Fund | \$ 46.82 |
| Downtown Office | McCardel/water | Parking Fund | \$ 18.75 |
| Downtown Office | Cole/paper shredder reimbursement | Parking Fund | \$ 31.79 |
| Downtown Office | Cole/recycling drop off reimbursement | Parking Fund | \$ 20.00 |
| Downtown Office | Wm Thompson/rent | Parking Fund | \$ 700.00 |
| Downtown Office | Meyer ACE/suplies | Parking Fund | \$ 14.97 |
| Downtown Office | Meyer ACE/suplies | Parking Fund | \$ 7.49 |
| Downtown Office | Integrity/supplies | Parking Fund | \$ 94.30 |
| Downtown Office | Integrity/supplies | Parking Fund | \$ 70.45 |
| Downtown Office | Meyer ACE/suplies | Parking Fund | \$ 3.59 |
| Downtown Office | Meyer ACE/suplies | Parking Fund | \$ 5.49 |
| Downtown Office | DTE/utilities | Parking Fund | \$ 41.70 |
| Downtown Office | Charter/phone, internet | Parking Fund | \$ 94.25 |
| Downtown Office | Wages | Parking Fund | \$ 13,361.16 |

Downtown Management Board
Monthly Bills - October 2014

November 12, 2014

| | | | |
|----------------------|---------------------------------------|--------------|---------------------|
| Education & Training | Goodman/MDA State conference mileage | Parking Fund | \$ 234.30 |
| Education & Training | Goodman/MDA State conference hotel | Parking Fund | \$ 342.18 |
| Education & Training | Goodman/MDA State conference meal | Parking Fund | \$ 14.99 |
| Education & Training | Goodman/DDA Round Table in TC mileage | Parking Fund | \$ 73.70 |
| Education & Training | MDA/Dues | Parking Fund | \$ 200.00 |
| Materials & Supplies | USPS/postage for repair | Parking Fund | \$ 44.90 |
| Utilities | AT&T/cell phones | Parking Fund | \$ 222.44 |
| | | | \$ 18,862.24 |
| | | TOTAL | |
| | | | \$ 29,885.14 |
| | TOTAL BILLS | | |

PROGRAMS AND SERVICES

| | | | |
|---------------------|---|---------------------|---------------------|
| Downtown Marketing | CTAC/New Year's Eve Sponsor | Downtown Assessment | \$ 500.00 |
| Downtown Marketing | Lauren Pethers/ Catalog Photography | Downtown Assessment | \$ 260.00 |
| Downtown Marketing | N MI Review/ Ads | Downtown Assessment | \$ 655.00 |
| Downtown Marketing | WTCM/Bags over Bucks Ads | Downtown Assessment | \$ 2,816.00 |
| Downtown Marketing | Wooden Photography/Catalog Photograph | Downtown Assessment | \$ 940.00 |
| Downtown Marketing | K Barton/Catalog Artwork | Downtown Assessment | \$ 400.00 |
| Downtown Marketing | Sandra Lee/Catalog Photography | Downtown Assessment | \$ 860.00 |
| Downtown Marketing | N Express/Ad | Downtown Assessment | \$ 400.00 |
| Downtown Marketing | Mitchell Graphics/Bags over Bucks cards | Downtown Assessment | \$ 210.00 |
| Flowers | A.R. Pontius/Winter pots | Downtown Assessment | \$ 140.00 |
| Holiday Decorations | Bill's Farm Market/Green garland | Downtown Assessment | \$ 1,811.55 |
| Holiday Decorations | Standard/zip ties | Downtown Assessment | \$ 72.67 |
| Holiday Parade | Taylor Rental/Grandstand tables, etc. | Downtown Assessment | \$ 123.50 |
| Holiday Parade | Kookie the Clown/Clown services | Downtown Assessment | \$ 112.50 |
| Holiday Parade | N MI Review/Ads | Downtown Assessment | \$ 756.15 |
| Holiday Parade | Simple Digital Media/Ad banners | Downtown Assessment | \$ 240.00 |
| Holiday Parade | Airgas/Helium | Downtown Assessment | \$ 469.75 |
| Holiday Parade | Arizona Balloon Co/Helium balloon | Downtown Assessment | \$ 2,448.00 |
| Holiday Parade | N Express/Ad | Downtown Assessment | \$ 592.00 |
| Holiday Parade | Personal Graphics/Banner | Downtown Assessment | \$ 114.48 |
| Holiday Parade | Bill's Farm Market/wreath for trolley | Downtown Assessment | \$ 18.95 |
| Moveable Feast | Heritage Broadcasting/Ad production | Downtown Assessment | \$ 300.00 |
| | | | \$ 14,240.55 |

PARKING FUND

| | | | |
|----------------------|-----------------------------------|--------------|---------------------|
| Contracted Services | Northwest Services/sidewalk snow | Parking Fund | \$ 4,886.23 |
| Contracted Services | JR Wonnacott/snow removal | Parking Fund | \$ 1,005.00 |
| Contracted Services | Dunkel/snow removal | Parking Fund | \$ 6,446.25 |
| Contracted Services | Parkmobile/user fees | Parking Fund | \$ 670.95 |
| Contracted Services | Lexis/Nexis | Parking Fund | \$ 157.40 |
| Downtown Office | Integrity/supplies | Parking Fund | \$ 105.55 |
| Downtown Office | Integrity/supplies | Parking Fund | \$ 121.15 |
| Downtown Office | Van's/toner | Parking Fund | \$ 131.50 |
| Downtown Office | City of Petoskey/utilities | Parking Fund | \$ 44.45 |
| Downtown Office | Charter/phones, internet | Parking Fund | \$ 94.22 |
| Downtown Office | Meyer ACE/floor runner | Parking Fund | \$ 35.88 |
| Downtown Office | Van's/toner | Parking Fund | \$ 463.50 |
| Downtown Office | DTE/utilities | Parking Fund | \$ 76.84 |
| Downtown Office | Wages | Parking Fund | \$ 12,347.94 |
| Façade Grants | Northern Brewing/Grant | Parking Fund | \$ 7,500.00 |
| Façade Grants | N MI Review/Grant | Parking Fund | \$ 7,500.00 |
| Façade Grants | Rocking Horse Toy/Grant | Parking Fund | \$ 500.00 |
| Materials & Supplies | Integrity/supplies | Parking Fund | \$ 31.97 |
| Materials & Supplies | Meyer ACE/blowoff duster | Parking Fund | \$ 13.98 |
| Materials & Supplies | Meyer ACE/Lock De-icer | Parking Fund | \$ 23.88 |
| Materials & Supplies | Meyer ACE/hand warmers | Parking Fund | \$ 4.99 |
| Materials & Supplies | Meyer ACE/hand warmers | Parking Fund | \$ 14.97 |
| Materials & Supplies | Meyer ACE/wire | Parking Fund | \$ 4.99 |
| Materials & Supplies | Meyer ACE/latex gloves | Parking Fund | \$ 3.49 |
| Materials & Supplies | Meyer ACE/nuts and bolts | Parking Fund | \$ 13.49 |
| Materials & Supplies | Meyer ACE/wire | Parking Fund | \$ 4.99 |
| Other | PRCC/BFC tickets | Parking Fund | \$ 40.00 |
| Other | N MI Review/meeting notice | Parking Fund | \$ 27.95 |
| Signs | Sign & Design/Meter sponsor signs | Parking Fund | \$ 94.00 |
| Utilities | AT&T/cell phones | Parking Fund | \$ 229.23 |
| | | | \$ 42,594.79 |

TOTAL

\$ 56,835.34

TOTAL BILLS



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: December 10, 2014

RE: Contracting with Consultants for Darling Lot Mixed Use Project

Background. In response to issues discussed at the spring Parking Workshop the Board voted at its August meeting to begin working on the long tabled plan to develop parking at the Darling Lot. The rationale was that this was a project with a timeline that they could control; the long awaited development of Sunset Square, now New Arlington Place, although a desirable partnership project, has a timeline that the Board does not control. To that end, contracts with Walker Parking for a design concept and with Otwell Mawby for a financial analysis of the concept were approved, pending input from City Council. The outcome of the project would be to provide structured parking supported by revenue from the site.

As reported at the October meeting, staff's presentation to Council regarding the project received an unenthusiastic response. Based on feedback received by staff that is recorded in the minutes of that meeting, Council had concerns regarding the potential design of the project, whether it would actually yield 100 spaces, if the project would conform to ordinances, whether or not it was usual for a DMB/DDA to be involved in the redevelopment of a city owned property, if the process conflicted with the Planning Commission, the fact that without a permanent City Manager the timing was not good, that funding might be an issue, possible confliction with plans at New Arlington Place, and whether or not there was truly a need for new parking. Council suggested that a new parking study might be appropriate

At that meeting, staff responded that the development would provide 100 additional parking spaces; that the DMB manages the parking system and is responding to a need that is a part of the strategic plan and that it is not out of the ordinary for a DMB/DDA to take the lead step; that the project would still need to go through the necessary process and is not in conflict with the Planning Commission; that conversations about the Darling Lot mixed use project with consultants had occurred for months with the previous City Manager although it would not be unreasonable to wait until a new City Manager is in place; that no parking has been added since the 2004 study, but parking was lost at the development site and two new restaurants and the relocation of Petoskey Plastics in the NE quadrant had increased demand; and that the plan for

funding the development would be by TIF, Brownfield, parking management system and other sources.

Since that Council meeting staff has asked Walker Parking for an estimate on an update to our parking study and received a number of \$10,000 to \$15,000. Downtown and City staff have also had some preliminary meetings with the new team chosen to develop the New Arlington Place site. A concept for the site has been made public and the development team has begun verbalizing their parking needs and parking development strategy concepts.

Action. Because of the fact that the New Arlington Place timeline is progressing and also considering City Council's current reluctance to support a plan to develop additional parking on the Darling Lot, it is the recommendation of staff that the Board move to table any decision regarding contracting with the consultants for the Darling Lot project until a date to be determined after the first of the year when a better decision regarding a comprehensive plan for developing new parking might be possible.

Please call me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: December 16, 2014 **DATE PREPARED:** December 12, 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



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: December 16, 2014 **DATE PREPARED:** December 12, 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