



DOWNTOWN MANAGEMENT BOARD

February 17, 2015

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of January 20, 2015
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Hear Public Art Plan presentation
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by the City staff
4. Miscellaneous
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: February 17, 2015 **PREPARED:** February 13, 2015

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 January 20, 2015; (2) Acknowledgement of bills since January 20, 2015; and (3) Acceptance of the January expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

January 20, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, January 20, 2015. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
David Carlson
Jason Keiswetter
Jessilynn Norcross
James M. Reid, Jr., Vice Chairperson
S. Reginald Smith

Absent: William J. Fraser, Mayor and Jennifer Shorter

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

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the December 16, 2014 regular session meeting minutes; acknowledgement of bills since December 16, 2014; and acceptance of the December expense and income reports as prepared by the Downtown Director.

Upon motions made by Mr. Reid and seconded by Mr. Smith, the December 16, 2014 regular session meeting minutes were approved, acknowledgement of bills since December 16, that totaled \$38,131.09 and expense and income reports for December were approved. Said motions were unanimously approved as submitted. Chairperson Rochon thanked City staff for efforts on the year-end budget.

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 2015, and that the Downtown Management Board's regular meeting schedule for 2015 be set at 7:00 P.M., on the third Tuesday of each month, at City Hall, seconded by Mr. Carlson. 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 Committee Appointment

The Downtown Director reported that she received a request from Josh Roberts, General Manager of Papa Lou's, to volunteer to be on the Downtown Events Committee. Upon motion made and supported, the appointment of Josh Roberts, be appointed to the Downtown Events Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf of the Events Committee and that they partnered with the City on the Winter Festival which is planned for February 12-15; that Mardi Patty Gras Crawl is a new dinner event scheduled for Friday, March 6; and Sidewalk Sales will always be the last Friday of July with this year's dates of July 31 and August 1, 2015. The Downtown Promotions Coordinator also reported on behalf of Petoskey Rocks! and reviewed the tentative dates and schedule of events and that the season would be extended until after Festival on the Bay weekend.

Board members inquired on the number of movies that will be held and what the commercial time entailed. The Downtown Promotions Coordinator reviewed that there will be a movie in the park every Friday night and commercial time includes 30 seconds of commercial time before each movie and establishment creates commercial.

The Downtown Director reported on behalf of the Marketing Committee and that new events are being planned and that the holiday catalogue was very successful and committee plans to do again next year.

In economic enhancement, the Downtown Director reported that Molly's Kitchen will be going in where The Painted Cottage was on Lake Street and is an extension of Ed Karmann's Celtic Shop which will be serving and selling Celtic food; and that Craig Ryan's Menswear will be returning and moving into space where Frivolous Sal's was on Howard Street.

In beautification, the Downtown Director reported on that there will be a sponsorship plan in place for concrete planters and that the committee will be putting a wrought iron fence around each planter.

The Downtown Director reported that the Parking Committee completed its final review on the five-year parking plan and hopes to have recommendations and plan to the Board at the next meeting.

In downtown design, the Downtown Director reported that the Façade Improvement Grant orientation meeting was held with low attendance but those in attendance represented some potentially worthwhile projects.

The Downtown Director reported on behalf of the public art plan and that a final meeting is planned for January 29 with the stakeholder group with hopes to have a plan to the Board at the next meeting.

The Downtown Director also reported that the newsletter was sent out; that the New Arlington Place project is on hold until future notice and that the Board should further discuss next steps for the Darling Lot or look at other options; and reported that Barry Cole was selected to represent Petoskey and speak at the annual Parking Industry Exhibition conference in March in Chicago on parking management in a hospitality industry.

Board members discussed that the comprehensive parking plan should be thoroughly discussed at the next meeting and possibly as a workshop session. Chairperson Rochon suggested that the parking discussion be tabled until a hard cost is determined by Walker Parking and what would be added to the new study if one is completed. The Downtown Director reported that she would circulate possible meeting dates for the next meeting.

Miscellaneous Comments

Chairperson Rochon reviewed that City Council selected Robert Straebel, from Charlevoix, as the leading City Manager candidate contingent upon an employee contract at City Council's special meeting on January 17.

There were also public comments concerning how long the holiday catalogue would be active on the website; the status of the public art plan and that the plan should be presented for public input; that the parking plan is supposed to be discussed at the next Thirsty Thursday meeting; that the suggested parking workshop be scheduled where public and merchants can attend; inquiries on where the next Thirsty Thursday meeting would be held; and concerns with moving ahead on another Walker Parking study until the New Arlington Place project is planned.

Chairperson Rochon also congratulated the Downtown Director on the Mission Award she was awarded as part of the Chamber's Breakfast of Champions.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:47 P.M.

**Downtown Management
Monthly Bills - January 2015**

February 10, 2015

PROGRAMS AND SERVICES

| | | | |
|--------------------|--|--------------------|--------------------|
| Business Retention | Goodman/reimbursement Th.Th.expense | Downtown Assessmer | \$ 30.38 |
| Downtown Marketing | Concierge/Map Ad | Downtown Assessmer | \$ 895.00 |
| Downtown Marketing | Goodman/reimbursement software program | Downtown Assessmer | \$ 31.78 |
| Downtown Marketing | Traverse Mag/ad | Downtown Assessmer | \$ 853.00 |
| Downtown Marketing | MacDonald Broadcast/2014 greeting ad | Downtown Assessmer | \$ 99.00 |
| Downtown Marketing | Common Angle/web hosting fees | Downtown Assessmer | \$ 90.00 |
| Winter Carnival | Mitchell Graphics/posters | Downtown Assessmer | \$ 115.00 |
| Winter Carnival | Endsley/hoopdancing services | Downtown Assessmer | \$ 75.00 |
| Winter Carnival | Manthei/supplies reimbursement | Downtown Assessmer | \$ 20.62 |
| | | | \$ 2,209.78 |

PARKING FUND

| | | | |
|------------------------|---|--------------|---------------------|
| Contracted Services | Northwest Services/SW snow removal | Parking Fund | \$ 2,700.02 |
| Contracted Services | Shawn Wonnacott/snow removal | Parking Fund | \$ 670.00 |
| Contracted Services | Northwest Services/SW snow removal | Parking Fund | \$ 3,219.52 |
| Contracted Services | Shawn Wonnacott/snow removal | Parking Fund | \$ 1,172.50 |
| Contracted Services | LexisNexis/contract | Parking Fund | \$ 50.00 |
| Contracted Services | Ron Dunkel/snow removal | Parking Fund | \$ 9,030.00 |
| Contracted Services | Ron Dunkel/snow removal | Parking Fund | \$ 2,730.00 |
| Contracted Services | Northwest Services/SW snow removal | Parking Fund | \$ 862.50 |
| Contracted Services | Parkmobile/user fees | Parking Fund | \$ 741.30 |
| Contracted Services | MS Industries/drill bits, meter maintenance | Parking Fund | \$ 115.00 |
| Downtown Office | Meyer ACE/supplies | Parking Fund | \$ 8.97 |
| Downtown Office | Cole/coffee reimbursement | Parking Fund | \$ 68.97 |
| Downtown Office | City of Petoskey/utilities | Parking Fund | \$ 112.42 |
| Downtown Office | Thru Glass/window cleaning | Parking Fund | \$ 25.00 |
| Downtown Office | Manthei/reimbursement,binders | Parking Fund | \$ 49.98 |
| Downtown Office | Goodman/reimbursement/supplies | Parking Fund | \$ 47.09 |
| Downtown Office | DTE Energy/utilities | Parking Fund | \$ 165.10 |
| Downtown Office | Van's/toner | Parking Fund | \$ 69.00 |
| Downtown Office | Charter/internet, phones | Parking Fund | \$ 94.69 |
| Downtown Office | Trophy case/DT mugs | Parking Fund | \$ 72.00 |
| Downtown Office | Ballard's/furnace check | Parking Fund | \$ 96.00 |
| Downtown Office | McCardel/water | Parking Fund | \$ 14.00 |
| Downtown Office | Wm Thompson/Jan & Feb rent | Parking Fund | \$ 1,400.00 |
| Downtown Office | Wages | Parking Fund | \$ 8,871.72 |
| Education and Training | Cole/Reimbursement PIE travel, hotel | Parking Fund | \$ 694.00 |
| Education and Training | Goodman/MDA workshop | Parking Fund | \$ 197.20 |
| Education and Training | Manthei/Reimbursement CWIB fees | Parking Fund | \$ 70.00 |
| Education and Training | Goodman/mileage reimbursemet,MDA board | Parking Fund | \$ 321.73 |
| Education and Training | National Trust/Main St. membership | Parking Fund | \$ 250.00 |
| Façade Grants | Stafford's Perry/facility fee | Parking Fund | \$ 21.60 |
| Materials & Supplies | Meyer ACE/handwarmers | Parking Fund | \$ 23.98 |
| Materials & Supplies | Meyer ACE/Handwarmers | Parking Fund | \$ 11.99 |
| Public Utilities | AT&T/cell phones | Parking Fund | \$ 222.72 |
| | | | \$ 34,199.00 |

TOTAL

TOTAL BILLS

\$ 36,408.78

**PROGRAMS SERVICES
MONTHLY REPORT
January 2015**

February 10, 2015

| REVENUES | BUDGET | CURRENT MONTH | YTD | LAST YTD | BUDGET BALANCE |
|--|-------------------|------------------|-----------------|-----------------|-------------------|
| SPECIAL ASSESSMENTS | 88,348.00 | 84878.48 | 84878.48 | 88,348.00 | 3,469.52 |
| PENALTIES & INTEREST | 500.00 | | | 0.00 | 500.00 |
| INTEREST INCOME | 3,000.00 | | | 0.00 | 3,000.00 |
| HOLIDAY PARADE SPONSORS | 4,000.00 | | | 0.00 | 4,000.00 |
| PETOSKEY ROCKS SPONSORS | 6,000.00 | | | 0.00 | 6,000.00 |
| WINTER CARNIVAL | 2,000.00 | | | 0.00 | 2,000.00 |
| MOVEABLE FEAST | 600.00 | | | 0.00 | 600.00 |
| TROLLEY | 6,500.00 | | | 0.00 | 6,500.00 |
| MARKETING & PROMOTIONS | | | | | |
| Shop Map Ads | 8,600.00 | 4000.00 | 4000.00 | 0.00 | 4,600.00 |
| Gallery Walk | 4,000.00 | | | 0.00 | 4,000.00 |
| Ornaments | 1,500.00 | | | 0.00 | 1,500.00 |
| Haunted Halloween | 500.00 | | | 0.00 | 500.00 |
| Shopping Scramble | 5,000.00 | 50.00 | 50.00 | 0.00 | 4,950.00 |
| Holiday Catalog | 2,500.00 | 1255.00 | 1255.00 | 0.00 | 1,245.00 |
| Historic Markers & Tour | 1,000.00 | | | 0.00 | 1,000.00 |
| Restaurant Week | | | | | |
| TOTAL REVENUES | 134,048.00 | 90183.48 | 90183.48 | 88348.00 | 43,864.52 |
| EXPENSES | | | | | |
| Events | | | | | |
| HOLIDAY PARADE | 6,500.00 | 0.00 | | 0.00 | 6,500.00 |
| HOLIDAY OPEN HOUSE | 1,000.00 | 0.00 | | 0.00 | 1,000.00 |
| SIDEWALK SALES | 8,000.00 | 0.00 | | 0.00 | 8,000.00 |
| PETOSKEY ROCKS | 11,000.00 | 0.00 | | 0.00 | 11,000.00 |
| DT TRICK OR TREAT | 500.00 | 0.00 | | 0.00 | 500.00 |
| WINTER CARNIVAL | 5,000.00 | 210.62 | 210.62 | 292.11 | 4,789.38 |
| Mitchell Graphics/Posters \$115 | | | | | |
| Endsley/hoopdancing services \$75 | | | | | |
| Manthei/supplies reimbursement \$20.62 | | | | | |
| MOVEABLE FEAST | 3,000.00 | 0.00 | | 0.00 | 3,000.00 |
| Collaborating Events | | | | | |
| CONCERTS IN THE PARK | 4,000.00 | 0.00 | | 0.00 | 4,000.00 |
| FOURTH OF JULY | 800.00 | 0.00 | | 0.00 | 800.00 |
| FARMERS MARKET | 500.00 | 0.00 | | 0.00 | 500.00 |
| RESTAURANT WEEK | 500.00 | 0.00 | | 0.00 | 500.00 |
| SANTA'S VISIT | 200.00 | 0.00 | | 0.00 | 200.00 |
| FESTIVAL ON THE BAY | 1,500.00 | 0.00 | | 0.00 | 1,500.00 |
| Marketing & Promotions | | | | | |
| MARKETING | | | | | |
| Image Campaign | 40,000.00 | 1968.78 | 1968.78 | 2555.00 | 38,031.22 |
| Concierge/Map Ad \$895 | | | | | |
| Goodman/software program reimburse \$31.78 | | | | | |
| Traverse Mag/Ad \$853 | | | | | |
| MacDonald Broadcast/2014 greeting ad \$99 | | | | | |
| Common Angle/web hosting fees \$90 | | | | | |
| Gallery Walk | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 |
| Ornaments | 900.00 | 0.00 | 0.00 | 0.00 | 900.00 |
| Shopping Scramble | 3,500.00 | 0.00 | 0.00 | 0.00 | 3,500.00 |
| Shop Map | 9,000.00 | 0.00 | 0.00 | 0.00 | 9,000.00 |
| Holiday Catalog | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 |
| Historic Markers & Tour | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 |
| Haunted Halloween | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 |
| Bags Over Bucks | 3,000.00 | 0.00 | 0.00 | 0.00 | 3,000.00 |
| Restaurant Week | - | - | - | 206.25 | - |
| Other | 1,800.00 | 0.00 | 0.00 | 0.00 | 1,800.00 |

**PROGRAMS SERVICES
MONTHLY REPORT
January 2015**

February 10, 2015

| | | | | | |
|--|-------------------|-----------------|-----------------|-----------------|-------------------|
| Economic Enhancement | | | | | |
| BUSINESS RECRUITMENT | 500.00 | 0.00 | 0.00 | | 500.00 |
| BUSINESS RETENTION | 1,500.00 | 30.38 | 30.38 | | 1,469.62 |
| <i>Goodman/Th.Thurs. Expense \$30.38</i> | | | | | |
| TROLLEY | 9,000.00 | 0.00 | 0.00 | 32.50 | 9,000.00 |
| Beautification | | | | | |
| HOLIDAY DECORATIONS | 8,000.00 | 0.00 | 0.00 | 0.00 | 8,000.00 |
| FALL DECORATIONS | 600.00 | 0.00 | 0.00 | 0.00 | 600.00 |
| FLOWERS | 5,000.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| Administrative | | | | | |
| INSURANCE AND BONDS | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| OTHER | 100.00 | 0.00 | 0.00 | 59.25 | 100.00 |
| TOTAL | 133,650.00 | 2209.78 | 2209.78 | 3145.11 | 131,440.22 |
| Exceee of Revenues Over Expenses | 398.00 | 87973.70 | 87973.70 | 85202.89 | |

**Downtown Parking Fund
January 2015**

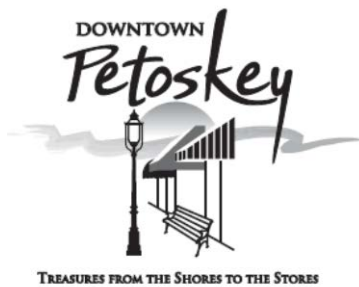
February 11, 2015

| | Budget | Current Month | YTD | Last YTD | Budget Balance |
|---|-------------------|--------------------------|------------------|---------------------|---------------------------|
| REVENUES | | | | | |
| Meters | 315,500.00 | 16,398.11 | 16,398.11 | 13,854.86 | 299,101.89 |
| fines | 51,000.00 | 2,702.12 | 2,702.12 | 3,609.52 | 47,390.48 |
| Permits | 31,000.00 | 4,757.00 | 4,757.00 | 10,646.00 | 26,243.00 |
| Bags | 6,000.00 | 181.00 | 181.00 | 938.00 | 5,819.00 |
| Tokens | 2,500.00 | 120.00 | 120.00 | 150.00 | 2,380.00 |
| Interest | 400.00 | 2.21 | 2.21 | 3.82 | 397.79 |
| Meter Sponsorships | 2,000.00 | 700.00 | 700.00 | 300.00 | 1,300.00 |
| Cell Phone Parking | 25,000.00 | 1,767.39 | 1,767.39 | 1,361.38 | 23,232.61 |
| Total Parking Revenue | 433,400.00 | 26,627.83 | 26,627.83 | 30,863.58 | 405,864.77 |
| EXPENSES | | | | | |
| ADMINISTRATIVE FEES | 18,000.00 | 0.00 | 0.00 | 17800.00 | 18000.00 |
| CAPITAL OUTLAY | 30,000.00 | 0.00 | 0.00 | 625.00 | 30000.00 |
| CONTRACTED SERVICES | 50,000.00 | 21,290.84 | 21,290.84 | 18,766.81 | 28,709.16 |
| Northwest Services/SW Snow Removal \$2,700.02 | | | | | |
| Shawn Wonnacott/snow removal \$670 | | | | | |
| Northwest Services/SW Snow Removal \$3,219.52 | | | | | |
| Shawn Wonnacott/snow removal \$1,172.50 | | | | | |
| LexisNexis/contract \$50 | | | | | |
| Ron Dunkel/snow removal \$9,030 | | | | | |
| Ron Dunkel/snow removal \$2,730 | | | | | |
| Northwest Services/SW Snow Removal \$862.50 | | | | | |
| Parkmobile/user fees \$741.30 | | | | | |
| MS Industries/drill bits \$115 | | | | | |
| DOWNTOWN OFFICE | 193,000.00 | 11,094.94 | 11,094.94 | 15,674.77 | 181,905.06 |
| Meyer ACE/supplies \$8.97 | | | | | |
| Cole/coffee reimbursement \$68.07 | | | | | |
| City of Petoskey/utilities \$112.42 | | | | | |
| Thru Glass/window cleaning \$25 | | | | | |
| Manthei/reimbursement,binders \$49.98 | | | | | |
| Goodman/reimbursement/supplies \$47.09 | | | | | |
| DTE Energy/utilities \$165.10 | | | | | |
| Van's/toner \$69 | | | | | |
| Charter/internet, phones \$94.69 | | | | | |
| Trophy Case/DT mugs \$72 | | | | | |
| Ballard's/furnace check \$96 | | | | | |
| McCardel/water \$14 | | | | | |
| Wm Thompson/Jan & Feb rent \$1,400 | | | | | |
| Wages \$8,871.72 | | | | | |
| EDUCATION AND TRAINING | 5,000.00 | 1,532.93 | 1,532.93 | 666.19 | 3,467.07 |
| Cole/reimbursement PIE travel, hotel \$694 | | | | | |
| Goodman/MDA workshop \$197.20 | | | | | |
| Manthei/Reimbursement CWIB fees \$70 | | | | | |
| Goodman/mileage reimbursement, MDA board \$321.73 | | | | | |
| National Trust/Main Street Membership \$250 | | | | | |
| EQUIPMENT REPAIR | 1,000.00 | 0.00 | 0.00 | 65.00 | 1,000.00 |
| FAÇADE GRANT | 20,000.00 | 21.60 | 21.60 | 0.00 | 19,978.40 |
| Stafford's Perry/facility use fee \$21.60 | | | | | |
| LEASE RENTAL TO DEBT | - | - | - | | |

**Downtown Parking Fund
January 2015**

February 11, 2015

| | | | | | |
|-------------------------------|-------------------|-------------------|-------------------|--------------------|-------------------|
| MATERIALS AND SUPPLIES | 11,000.00 | 35.97 | 35.97 | 4,915.47 | 10,964.03 |
| Meyer ACE/handwarmers \$23.98 | | | | | |
| Meyer ACE/Handwarmers \$11.99 | | | | | |
| PROFESSIONAL SERVICES | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| PROPERTY LEASE | 1,000.00 | 0.00 | 0.00 | 0.00 | 777.28 |
| PUBLIC UTILITIES | 3,200.00 | 222.72 | 222.72 | 438.93 | 2,977.28 |
| AT&T/cell phones \$222.72 | | | | | |
| SIGNS | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 |
| UNIFORMS | 1,500.00 | 0.00 | 0.00 | 0.00 | 1,500.00 |
| OTHER | | 0.00 | 0.00 | 0.00 | |
| TOTAL EXPENSES | 335,200.00 | 34,199.00 | 34,199.00 | 58952.17 | 301,001.00 |
| NET | 98,200.00 | (7,571.17) | (7,571.17) | (28,088.59) | 104,863.77 |



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: February 11, 2015

RE: Draft Public Art Plan

Please find attached, a draft of the Public Art Plan that has been completed by Crooked Tree Arts Center and reviewed by staff. Gail DeMeyere, CTAC, will attend the DMB meeting to give a presentation of the plan to the Board. Once the Board approves the plan, it will go to City Council for final approval. Staff's recommendation is that the Board review the draft, hear Ms. DeMeyere's presentation, make recommendations for revisions, and move to approve the plan at this or a future meeting.

If you have questions or concerns, please contact me.

Thank you.

Downtown Petoskey Public Art Plan

The Definition of Public Art Relative to Downtown Petoskey

This portion will be defined in two stages. The first being what is the definition of Public Art in a broad sense (i.e. relative communities in the United States) and secondly, through the perspective of Petoskey residents that attended public forums or contributed thought via email.

The first section was abstracted from the Americans for the Arts, Public Art Network Council. For the full report you may go their website provided: www.americansforthearts.org

Section One: *Public Art on a National Basis*

Why Public Art Matters

Cities gain value through public art – cultural, social, and economic value. Public art is a distinguishing part of our public history and our evolving culture. It reflects and reveals our society, adds meaning to our cities and uniqueness to our communities. Public art humanizes the built environment and invigorates public spaces. It provides an intersection between past, present and future, between disciplines, and between ideas. Public art is freely accessible.

Cultural Value and Community Identity

American cities and towns aspire to be places where people want to live and want to visit. Having a particular community identity, especially in terms of what our towns look like, is becoming even more important in a world where everyplace tends to look like everyplace else. Places with strong public art expressions break the trend of blandness and sameness, and give communities a stronger sense of place and identity.

The Artist as Contributor to Cultural Value

Public art brings artists and their creative vision into the civic decision making process. In addition to the aesthetic benefits of having works of art in public places, artists can make valuable contributions when they are included in the mix of planners, engineers, designers, elected officials, and community stakeholders who are involved in planning public spaces and amenities. Artists bring their own creative skill set to those conversations, which can also inspire creativity in others, ideally bringing the means of decisions and problem-solving to a more responsive and imaginative result.

Social Value and Placemaking Public art is a reflection of its place and time. Public art activates the imagination and encourages people to pay attention and perceive more deeply the environment they occupy. Public art stimulates learning and thought about art and society. Public art is uniquely accessible and enables people to experience art in the course of daily life. Public art provides everyone in the community direct and on-going encounters with art. It engages social interaction. And, artwork can lead the viewer toward self-reflection and awareness.

Social Value and Collaboration

The effort of creating art for public space is not solitary: the public art process asks the artist to share his/her creative point of view and approach to art-making, and to collaborate with others throughout its development. Thus, the work can reverberate throughout the community, thereby encouraging a sense of shared ownership and collective affiliation.

Economic Value and Regeneration

Data strongly indicates that cities with an active and dynamic cultural scene are more attractive to individuals and business. Public art can be a key factor in establishing a unique and culturally active place. Public art can create civic icons, but it also can transform our playgrounds, hospitals, public facilities and parks into more vibrant expressions of human imagination. Public art can be very visible, large, permanent and unmistakable as an art experience; but it can also be very subtle, short lived or seamlessly integrated into one's experience of a place.

Challenges to the Field of Public Art

In order for the field of public art to stay relevant and thrive in America's rapidly changing environment, we need to actively shape its future and make the case for the value and relevance of public art. These challenges fall into two complementary and surprisingly uncomplicated questions: what to do (ideas and concepts) and how to do it ("nuts and bolts"). How to do it?

Working Together

Artists, administrators and curators have so much to learn from one another, and they need to communicate more effectively. There will always be different points of view, but these are strengths and not weaknesses in a field that requires so much collaboration. For administrators and curators, the challenge is to advocate and create opportunities for artists, even while negotiating a minefield of government or institutional bureaucracies, regulations, and budgetary and other constraints, as well as community expectations. For artists, the challenge is to understand (and perhaps reconcile) the requirements, restrictions, and callings of the site with his/her ongoing creative inquiry.

Equilibrium on the Edge

Public art does something that neither a public space without art nor even a museum with all its art can do: it can capture the eye and mind of someone passing through our public spaces. It can make us pay attention to our civic environment; it can encourage us to question what's around us. Much of our newly built environment lacks the resonance of history or reflection of civic ownership, which makes residents proud of where they live. Carefully conceived public art installations and environments, rich with connections to our history, the natural world or the ephemeral quality of life, help make places of meaning within a community. Art can celebrate the qualities that make one place different from another. The best of public art can challenge, delight, educate and illuminate. Most of all, public art creates a sense of civic vitality in the cities, towns and communities we inhabit and visit.

Section Two: *Public Art as it Relates to Petoskey Michigan*

Public Art in Petoskey will be projects that have the capacity to move the city forward with a vision of making it a memorable and unique community as well as help to identify Downtown Petoskey as a community that supports the arts. Art projects will inspire residents and visitors to Downtown Petoskey to retain a sense of the area being innovative; highlighting interest, intrigue and energy that is integral in a community that considers the importance of meaningful public art that is sensitively placed, with the intention of elevating the natural beauty of the area and not detracting from it. Like a symphony and a chorus seamlessly working in tandem to create a movement, public art, thoughtfully considered in harmony with the intrinsic beauty of this area, should interweave the downtown experience with interest as well as positive community branding.

COMMUNITY:

- Adds to strong place making of the community
- Gives citizens ownership in the community with public involvement
- Art can unify a community and foster community conversation

WALKING PATH:

- Creates a stimulating walkable pedestrian-oriented environment for art
- Gives distance markers, benchmarks for walking
- Educates while enjoying the beauty of the area

TEMPORARY/SEASONAL INSTALLATIONS:

- Create a unique annual public event around art
- Public Art can be incorporated into the seasonal festivals
- Create an interactive art space supervised by a professional artist / hands-on element

BEAUTIFICATION:

- Could help highlight natural features of the region
- Art can make public spaces more engaging
- Use “Smart” locations help beautify needed spaces

TOURISM/ECONOMY:

- Gives people a new reason to visit Petoskey
- Promotes tourism
- Attracts new people to want to live in the community

EDUCATION/HISTORY:

- Educate, inspire and enlighten through art
- Engage history and memorials in a structured manner
- Join the ages for young, middle age and elderly

Identify Opportunities for Art in the Public Realm

Possible Locations for Downtown Art:

1. Triangular base (planter) in front of J. C. Penney's
2. Front and Back of the Carnegie Building
3. Plaza area of the new library where the labyrinth and turtle sculpture are
4. Mitchell Street crosswalk areas in median pads / 4 spots
5. Front or Back of the Chamber of Commerce
6. Howard Street from Mitchell to Michigan on the west side, greenway to Zip Building
7. Where the planters are currently located
8. Bay Street lakeside from Twisted Olive to Tunnel
9. Possibly on Mitchell Street between Grain Train and Emmet Street

Collection Concepts:

- Hemingway Statue / Irene (Rosenthal) Gordon Statue: Sponsored by Dau with the possible location north end of Pennsylvania Park/Arlington Park or in Pennsylvania Park at the head of the alley next to the DT Office.
- Pennsylvania/Arlington Park as designated for "Permanent" or "Historical" art
- 4 stops on the rail trolley / 4 stops on wheel trolley
- Temporary displays that may be seasonal to bring people in to town on off seasons

Petoskey Public Art Policy

This policy is designed to allow for the managed placement of public art pieces, monuments, memorials in the Petoskey downtown district. The intent of this policy is to provide a structured procedure for the review of proposed and placement of works in parks and other city property (excluding road rights-of-way). Proposal items will be first reviewed by the Downtown Public Art Commission (DPAC) followed by the Downtown Management Board.

Public Art Review Process

Review Criteria:

The DPAC will consider several factors before making a recommendation. These will include but not be limited to:

- Location with a list of possible locations to be considered
- Topography of the area with considerations given to the surrounding area and landscaping, contour of land, surrounding structures
- Safety factors to pedestrians, patrons of the parks, motorists, cyclists
- Scale of the proposed work versus the setting
- Location to proposed work with consideration to the number of surrounding works to balance the density of installations
- Consideration given to not blocking view corridors to the bay or natural vistas
- Appropriateness of content of work for public display
- Impact on park or public land and whether this is a good use of the resources
- Funding sources for the work
- Adequate thought given to the maintenance of installation
- May include temporary art installations or art events

The proposals will be reviewed by DPAC. Items reviewed solely by city staff would be trees, landscape, benches, tables, play equipment, drinking fountains or other public improvements.

Recommendation Process:

At the conclusion of a favorable review process by the DPAC a recommendation to approve would move forward to the Downtown Management Board for formal approval. If the DMB does not approve the proposal as submitted, the applicant can reapply with changes as suggested by the DMB.

Maintenance of Public Art, Monuments and Memorials:

As part of the approval process, the individuals or group proposing the installation shall enter into an agreement with the City to provide the necessary financial and/or physical resources to keep the art piece, monument or memorial in good condition.

If the public art piece, monument or memorial is damaged due to vandalism, storm, vehicular accidents, or various acts of God, the party responsible for installation of the piece will be responsible to repair or replace it in such a manner and time period deemed acceptable by the City. If the group is unable or unwilling to make the needed repair or replacement, the City may remove the item with no responsibility to repair or replace the item.

Public Recognition of the Item Installed:

A small plaque or other identification method may be placed on or near the item as space allows. The size, type and location of such recognition could indicate by whom the item is being donated, or in whose honor or memory the item is being donated. The coordination of such recognition would need to be approved by the Parks and Recreation Department so that there is consistency of the city signage.

Downtown Public Art Commission (DPAC)

The Downtown Public Art Commission will be comprised of persons representing different factions of the Downtown Management Board, committees, commissions, and the art community. The members will continue to serve unless removed by the DMB due to lack of attendance or interest by the committee member. All meetings will be publicly posted at City Hall and on the Downtown website.

1. A staff member of the Downtown Management Board
2. A member of the City Council
3. The City Planner or planning commission member
4. A staff member from the City Parks and Recreation Department
5. A staff member from Crooked Tree Arts Center
6. A member of the Garden Club
7. A member of the Downtown Petoskey Design Committee
8. Local Artist
9. Local Artist

Crooked Tree Arts Center Petoskey & Traverse City
461 East Mitchell Street, Petoskey, MI 49770
(231) 347-4337 / www.crookedtree.org

Action Steps for Public Art *Proposals* in Downtown Petoskey

1. Proposals must be submitted for consideration using the review criteria below to the ***Downtown Public Art Commission (DPAC)***:

Petoskey Downtown Offices

216 Park Avenue

Petoskey, MI 49770

becky@petoskeydowntown.com

Review Criteria:

In your proposal you must include:

- You must be 18 years or older to present a concept
- A resume and portfolio of work
- Definition of concept and description of the work
- Schematics of work and installation including dimensions, materials for artwork and base
- Desired location of work with a list of possible alternate locations to be considered
- Discuss the desired location of the proposed work with consideration given to balance of other public artworks, not blocking and walkways or right of ways, not interrupting views
- Discuss funding sources for the work
- Give a narrative on how this work will enhance the downtown business district
- Note: address the ongoing maintenance of installation
- Note: must address the safety factors to pedestrians, patrons of the parks, motorists and cyclists
- Note: must address the scale of the proposed work versus the setting

2. After submission:

- The proposal will be reviewed by the DPAC and consideration given.
- The proposals would then be formally approved by the Downtown Management Board (DMB) in an open meeting with public input.
- DMB will vote to approve the work, approve with conditions, or reject the proposal.
- If permission is denied by the DPAC, appeal may be made to the DMB.
- If permission is denied by the DMB, appeal may be made to the City Council.

Suggested Funding Sources

FOUNDATION DIRECTORY O N L I N E

When it comes to online research sources for funding, you won't find a more exhaustive resource than our *Foundation Directory*. Because it's updated weekly, you know it's accurate. And by providing access to 120,000+ foundations and corporate donors, 3 million recent grants and more than half a million key decision makers, it's comprehensive, too.

1. Art Place: 8 East Randolph Street, #2603, Chicago IL, 60601, www.artplaceamerica.org
2. Arts Midwest: 2908 Hennepin Ave., Ste. 200, Minneapolis, MN, 48326, www.artsmidwest.org
3. Avondale Foundation: 2940 Waukegan Street, Auburn Hills, MI, 48326, www.avondalefoundation.org
4. Daniel & Pamela Devos Foundation: P.O. Box 230257, Grand Rapids, MI, 49523, www.dpdevosfoundation.org
5. John S. & James L. Knight Foundation: 200 S. Biscayne Blvd., Ste. 3300, Miami, FL 33131, www.knightfoundation.org
6. Ford Foundation: 320 E. 43rd Street, New York, NY 10017, www.fordfoundation.org
7. Hudson-Webber Foundation: 333 W. Fort St., Ste. 1310, Detroit, MI, 48226, www.hudson-webber.org
8. First Peoples Fund: P.O. Box 2977, Rapid City, SD, 57709, www.firstpeoplesfund.org
9. Independent Feature Project, Inc.: 68 Jay St., Rm. 425, Brooklyn, NY, 11201, www.ifp.org
10. Institute for Educational Advancement: 625 Fair Oaks Ave, 4th Floor, South Pasadena, CA, 91030, www.educationaladvancement.org
11. The JPMorgan Chase Foundation: 270 Park Ave., 4th Floor, New York, NY, 10017, www.jpmorganchase.com/corporate-philanthropy
12. Possible Downtown Assessment
13. Similar funding as to Downtown Façade Program
14. Consumers Energy Foundation: 1 Energy Plaza, Room EP8-210, Jackson, MI, 49201, foundation@consumersenergy.com

Crooked Tree Arts Center Petoskey & Traverse City
461 East Mitchell Street, Petoskey, MI 49770
(231) 347-4337 / www.crookedtree.org

Heritage Grants/ Michigan Humanities Council

www.michiganhumanities.org/grants/heritage.php

With funding from the W.K. Kellogg Foundation, the Michigan Humanities Council (MHC) is launching a new statewide grant program to share local stories about race and culture by exploring the history of all Michigan's people. These competitive grants will be awarded to nonprofit agencies to support exhibits, digital projects, oral history programs, documentaries, community conversations and other activities that explore and share the history and experiences of local cultural identity groups.

Heritage Grant Draft Proposals

Organizations are encouraged, but not required, to submit a draft proposal for review by MHC staff. Draft review comments are intended to provide potential grant applicants with feedback related to the eligibility, relevance, and strengths of the proposal within the Heritage Grants program review and evaluation guidelines. Although it does not guarantee funding, feedback from the MHC is intended to better position applicants for success.

Purpose

This new initiative will support projects proposed by grassroots groups and community organizations across Michigan. By engaging organizations and individuals at the local level and providing funding, Heritage Grants will support dialogues across racial and cultural lines. The funded projects will provide a framework for developing a deeper understanding of shared experiences and diverse beliefs as they have shaped and influenced identity groups, families and individuals in our state. Understanding the relevance of history to present day experiences may impact perceived and real barriers to individual empowerment and contribute to the strength of Michigan families and communities.

Eligible Applicants

Sponsoring organizations must have 501(c)(3) nonprofit status or be a governmental unit. Individuals are not eligible. Documentation of status required. Sponsoring organizations are strongly encouraged to collaborate with other organizations on their proposed project.

Award Amounts

Grant awards may range up to \$25,000, however, projects involving major collaboration and partnerships among organizations may be eligible for increased funding. There is no requirement for the applicant to provide matching monies or cost share for Heritage Grants.

Funding Public Art Sources:

Securing adequate funding is the cornerstone of any public art program. Aside from donations from private individuals and corporations, there are a number of approaches through which to garner financial support for art. These ways can be broken into four broad tracts: public/private sector endeavors; percent- and non-percent-for-art programs; developer participation; and local funding sources.

Public/Private Sector Collaborations

On the non-development side, opportunities for public art could be nurtured as part of the ongoing, existing local programs. A city or business could *involve artists* in:

- Designing gardens and plantings
- Creating destinations in green spaces, along paths, anchoring spaces for rest and recreation
- Hosting exhibits in publicly accessible places, including municipal, state, and federal buildings.

Percent-for-Art Ordinances

Passing percent-for-art legislation encumbers a percentage (usually .5 to 2) of CIP (publicly funded capital improvement projects) per year for the commissioning of public artworks, which will usually be sited in, on, or adjacent to the building or project being constructed. Percent-for-art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding. The policy also guarantees that public art projects will be planned each year, as long as CIPs are underway and municipal construction continues.

Benefits of a percent-for-art ordinance:

- Provides a mechanism for obtaining funds from a broad range of city agencies & departments
- It can provide an opportunity to work with and introduce public art to many city agencies, in
- many different types of projects, and in many locations city-wide

Non-Percent-For-Art Sources:

Examples of well-known, successful, non-percent-for-art-funded programs exist in the following cities:

Houston, TX: The Cultural Arts Council of Houston also receives a percentage on the hotel/motel tax for art. In addition, the Council contracts with a variety of city agencies, as well as with Harris County.

New Orleans, LA: The Arts Council of New Orleans funds public-art projects through a joint partnership between public/private sectors in order to create more stable funding basis. City of New Orleans, local and state governmental agencies, as well as other non-profit arts organizations, are funding sources for the public-art program.

Phoenix, AZ: Phoenix's public-art program is funded through the city's general-purpose funds, public-art funds, state lottery revenue, and regional and federal grants.

San Antonio, TX: The San Antonio Design Enhancement Program (DEP) is operated through the city's Public Works Department's City Architects' Office. The DEP program is maintained by art allowances and budgets that are identified and developed by each project-design team.

San Diego, CA: The public art program in San Diego is a department of the San Diego Commission for Arts and Culture. Administrative costs are covered by a portion of the city's Transient Occupancy or Hotel/Motel Room Tax, which helps to fund the operating and personnel expenses of nearly 90 arts and cultural organizations.

Alternate Sources of Funding

Funding for public art has come from:

- TIF (Tax increment financing) of vacant buildings for use by artists for housing and studios
- Foundation grants, including those from National Endowment for the Arts (NEA) and National Endowment for the Humanities (NEH)
- Neighborhood appeals
- Parking meter revenue
- Hotel/motel taxes (Transient Occupancy Tax)
- Sales tax revenue
- Proceeds from the sale of city land
- Funds pooled with the county
- State and city governments
- Historical societies and commissions
- Local companies (including locally based branches of national corporations)
- Utilities
- Possible Downtown Assessment
- Similar funding as to Downtown Façade Program

Action Steps for Public Art in Downtown Petoskey

1. Establish the Downtown Public Art Commission (DPAC). The DPAC will comprise of citizens representing different factions of the City of Petoskey, including:
 - A staff member of the Downtown Management Board
 - A member of the City Council
 - The City Planner or a member of the Planning Commission
 - A staff member from the Parks and Recreation Committee
 - A staff member from Crooked Tree Arts Center
 - A member of the Garden Club
 - A member of the Downtown Petoskey Design Committee
 - Local Artist
 - Local Artist
2. Schedule initial meeting to establish goals and promotion of the Public Art Policy
3. Create access to registration document for incoming proposals on website and printed materials
4. Discern whether the DMB is interested in funding a project manager for the Downtown Public Art Plan that works with the City Planner and the DPAC to oversee long term management and goals of the project
5. Establish whether the DMB feels that an updated and more comprehensive mapping of the city is necessary, including the ability to update and identify existing art pieces, transportation routes, parks, venues and incorporate boundaries all on one document. This could be used in the future as a walking guide of the city bringing tourists through different locals
6. Establish the projects that the DMB along with the DPAC would like to spearhead that come from the committee as opposed to being presented to the committee
7. Educate the community in a public forum and press to establish where the Public Art Plan is at this juncture so that there is an overall understanding of the guidelines of public projects that will stave off numerous inquiries
8. Creating a Public Forum will help guide community projects so that new concepts can be considered and the right resources are allocated to their merit



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: February 17, 2015 **DATE PREPARED:** February 13, 2015

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: February 17, 2015

DATE PREPARED: February 13, 2015

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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