



DOWNTOWN MANAGEMENT BOARD

April 28, 2015

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the special meeting minutes of March 10, 2015 and regular meeting minutes of March 17, 2015
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Consider and approve street closures for Petoskey Rocks! events
 - (b) Consider and approve request from Petoskey Rocks! Committee for funds for outdoor movie screen
 - (c) Consider and approve parking recommendations from the Parking Committee
 - (d) Reports by Downtown Management Board Committees
 - (e) 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: April 28, 2015 **PREPARED:** April 24, 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 special meeting minutes of March 10, 2015 and regular meeting minutes of March 17, 2015; (2) Acknowledgement of bills since March 17, 2015; and (3) Acceptance of the March expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

March 10, 2015

A special meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers, Petoskey, Michigan, on Tuesday, March 10, 2015. The meeting was called to order at 5:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
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, the Acting City Manager Alan Terry and Director of Parks and Recreation Allen Hansen.

Hear Presentation on Elks Lot, Pedestrian Pathway and Hemingway Statue

Parks and Recreation Director Allen Hansen gave a brief presentation on the Elks Lot, Pedestrian Pathway and Hemingway statue. Mr. Hansen outlined plans for the summer of 2015 that would add a van accessible parking space to the Elks Lot. This addition will eliminate two regular parking spaces. To further accommodate accessibility, there will be an opening cut through the hedge locating between the lot and Pennsylvania Park and pathway will be installed to connect to the non-motorized path that is planned to be installed along the rail corridor.

Mr. Hansen also reviewed the potential locations that are being considered by City Council for the Hemingway statue. The Board gave a consensus recommendation that its first two choices for a location would be in Pennsylvania Park or in the bump out at the corner of Bay Street and Park Avenue, facing the Perry Hotel. A second choice would be along the rail corridor near North Country Cycle Sports.

Review Parking Workshop Recommendations

The Downtown Director gave a brief presentation outlining parking recommendations from the Parking Committee. The recommendations were intended to comprehensively identify:

- a. Strategies or policies that would manage parking in ways that will increase turnover of spaces for customer use.
- b. Strategies or policies that can be quickly implemented that will relieve customer parking shortages in busy times of the year.
- c. Strategies or policies that will alleviate user anxiety.
- d. Solutions for providing residential/tiered/or special parking permits.
- e. Long term solutions for increasing the parking supply.

The Parking Committee recommendations included the following actions:

- a. Encourage permit and 10 hour meter parking by spending more enforcement hours marking tires.
- b. Remove the meters from the Park Garden Lot and make it permit parking only/free after 5:00 P.M.
- c. Create a Booting Policy.
- d. Finalize approval of increasing chronic abuser fines.
- e. Increase meter and fine rates.
- f. Eliminate free parking by metering all or most of the entire parking exempt district.
- g. Build a bike corral.
- h. Add striping to the streets in some of the outlying areas of downtown.
- i. Re-stripe Lake Street between Petoskey and Howard.
- j. Add 2 spaces on the NE corner of Division and Lake.
- k. Work with the County on decent and clear signage that says free parking on weekends, holidays, and evenings for their lots.
- l. Add a Winter Sports Park stop to the trolley route and promote off-site parking
- m. Change 2 hour meters in Petrie Lot to 3 hour meters.
- n. Offer valet parking service.
- o. Create a new sticker for meters.
- p. Stripe handicapped spaces and non-metered spaces on the street.
- q. Increase outreach of parking management information.
- r. Create tiered permit structure.
- s. Partner with the developer of the hole if at all possible.
- t. Contract with Walker Parking for an update to our parking study.
- u. Move ahead with a consultant to help us determine our options.
- v. Fully explore all funding opportunities available.

Board members discussed each recommendation and no action was taken. The Parking Committee will now re-visit each of these recommendations, taking into consideration Board comments, and moved ahead to prepare formal action items at the next DMB meeting. From there, the approved items will go forward to the City Manager for final approval.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:30 P.M.



DOWNTOWN MANAGEMENT BOARD

March 17, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, March 17, 2015. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Jason Keiswetter and William J. Fraser, Mayor

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

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the February 17, 2015 regular session meeting minutes; acknowledgement of bills since February 17, 2015; and acceptance of the February expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the February 17, 2015 regular session meeting minutes were approved, acknowledgement of bills since February 17, that totaled \$37,166.37 and expense and income reports for February were approved. Said motions were unanimously approved as submitted.

Request for Board Volunteers
for Public Art Plan Review

The Downtown Director reviewed that at the February meeting, the Board heard a presentation from Gail DeMeyere, Crooked Tree Arts Center, regarding the completed plan for public art in downtown. There was discussion regarding several of the plan elements. The Downtown Director recommended that two Board members volunteer to work with the Downtown Director to further refine the plan so that it can be presented to the Board for final approval and future recommendation to City Council.

Mr. Carlson volunteered to work with the Downtown Director to further refine the plan. The Board also suggested to appoint Mr. Keiswetter and if he wasn't able to serve then Mr. Reid offered to fulfill the position. Board members were all in favor of these volunteers.

Chairperson Rochon asked for public comments and heard comments that there were some individuals willing to serve on the review committee; concerns with the process, plan and formation and that it isn't discussed publicly; and concerns with more funds being spent before City Council fully supports the plan.

Chairperson Rochon reviewed that the plan would be studied and brought back to the Board for approval and then recommended to City Council for final approval.

The Downtown Director then reported that the

Authorize 2015 Façade
Improvement Grants

Design Committee had received five applications for the Façade Improvement Grant Program. Dripworks Coffee, 207 Howard Street, applied for grant funds and if approved \$1,500 would replace the entry system to the coffee shop and seals on the glass windows. The grant is contingent on the property owners meeting with a sub-committee of the Design Committee for the purpose of clarifying materials and a review of more detailed drawings.

David Meikle, 422 East Mitchell Street, received a grant for the Tap 30 storefront last year and is working toward a project of renovating the upper two floors of the building for residential. Mr. Meikle applied for grant funds and if approved \$1,500 would help replace windows on the second floor and third floors of the front and back of the building. The grant is contingent on the property owners meeting with a sub-committee of the Design Committee for the purpose of clarifying materials and a review of more detailed drawings.

Cress Enterprises/Encore Financial, 418 Waukazoo Avenue, applied for grant funds and if approved \$2,000 would assist in painting and handrails added to the porch. This building was added to the DMB district at the request of the owners.

Mike Lambert, 200 Petoskey Street, applied for grant funds and if approved \$15,000 would help to remove the aluminum siding. The scope of the work is incremental and each phase will be determined by the previous phase. Plans include revealing and refurbishing the original brick, replacing windows and adding a cornice. The grant is contingent on the property owner meeting with a sub-committee of the Design Committee as many times as necessary to design a plan, outline phases and to work with them on materials.

Board members inquired if applicants still receive funds if they do not follow through with project; concerns with approving projects that still need further discussion with Design Committees; and those in favor of approving projects to better improve streets and downtown due to the control the Design Committee has over projects.

Upon motion made by Ms. Shorter and supported by Mr. Reid, the 2015 façade improvement grants were approved as requested by the Downtown Design Committee. Said motion was unanimously approved as submitted.

Discuss Purchase of Outdoor
Cinema Equipment

The Downtown Director reviewed that the Downtown Promotions Coordinator has been working on the summer season of the Petoskey Rocks! Program with the Committee. The Committee discussed the potential of acquiring an outdoor cinema system that would enhance the quality and experience of the Movies in the Park portion of the event.

The Downtown Promotions Coordinator reviewed equipment and benefits of purchasing the screen.

Board members commented that this purchase would be a good opportunity for advertising and recouping equipment costs; inquiries on equipment warranty; cost and size of equipment; if there is a plan in place for advertising; comments that equipment could be used for different events or rent out to other organizations; and if there is a line item in budget to fund this purchase.

The Downtown Promotions Coordinator reviewed that the frame has a one year warranty and screen has a three year warranty; cost is \$12,600; that the Committee has discussed a plan for advertising and sponsorships; and that the screen is 16x9.

The Downtown Director reviewed that there is no line item to fund this request, but that funds would come from the carry over fund.

The Board concurred that Downtown staff re-evaluate advertising costs and options; gather information from other communities that have used the same equipment; research equipment to see what happens if malfunctions; and bring information to discuss at the next scheduled meeting.

Chairperson Rochon asked for public comments and heard that the system is ideal but concerns with financial aspect; inquiries if equipment had to be insured; how much was in the carry over fund; and if sponsorship money would go back into carry over fund.

The Downtown Director reviewed that there is \$84,000 in carry over fund and any revenue from sponsorships would go into that carry over fund and not be used.

This matter was tabled and will be discussed at a future meeting.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf Petoskey Rocks! Committee and that street closures would be brought to the Board next month for approval and that a schedule of events is being developed. The Downtown Promotions Coordinator also reported on behalf of the Events Committee and that the Committee will be talking to merchants in April for advertising opportunities and working on details for sidewalk sales.

The Downtown Director reported that the Downtown Promotions Coordinator would be attending the National Main Street Conference in Atlanta.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is working on Staycation weekend promotion with the Perry Hotel; revising the shopping map; and confirming ads for the trolley.

In economic enhancement, the Downtown Director reported that a few new businesses are looking for space including a new gallery, a possible new restaurant and a new retail concept with more information forthcoming.

In beautification, the Downtown Director reported that the Committee's recommended plan will be on the April agenda and will include plantings to match the Garden Club's, as well as a wrought iron border fencing around planter boxes. The Committee will also be planting bulbs donated by the Garden Club for spring color in 2016.

The Downtown Director reported that the parking workshop was held Tuesday, March 10, 2015; that the Committee is refining the information and will recommend DMB approval at the April meeting.

Hear City Staff Report

The Acting City Manager reported that MDOT will be repaving US-31 through Bay View; that the Charlevoix Avenue project began; and joint City Council and DMB meeting may extend into May.

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

**Downtown Management
Monthly Bills - March 2015**

April 20, 2015

PROGRAMS AND SERVICES

Concerts in the Park	CTAC/Annual pledge	Downtown Assessmer	\$ 4,000.00
Downtown Marketing	Common Angle/web fee	Downtown Assessmer	\$ 22.50
Downtown Marketing	DMB/Spring Treasure DT Contest	Downtown Assessmer	\$ 1,000.00
Downtown Marketing	Traverse Mag/My North Staycation notice	Downtown Assessmer	\$ 90.00
Downtown Marketing	Stafford's Perry/Mardi Paddy dessert	Downtown Assessmer	\$ 198.00
Downtown Marketing	Whitecaps/Mardi Paddy second dessert	Downtown Assessmer	\$ 216.00
Downtown Marketing	Tap 30/Mardi Paddy main course	Downtown Assessmer	\$ 330.00
Downtown Marketing	9&10 News/Mardi Paddy flight	Downtown Assessmer	\$ 120.00
Downtown Marketing	Palette Bistro/Mardi Paddy second main course	Downtown Assessmer	\$ 330.00
Downtown Marketing	Petoskey Band Boosters/Program ad	Downtown Assessmer	\$ 400.00
Flowers	Willson's/planter petunias	Downtown Assessmer	\$ 570.00
Flowers	Goodman/reimburse iron fencing	Downtown Assessmer	\$ 72.94
Winter Carnival	Stafford's Perry/Wine and Dine Salad	Downtown Assessmer	\$ 384.19
Winter Carnival	Manna/Back Pack fun run sponsorship	Downtown Assessmer	\$ 735.00
			\$ 8,468.63

PARKING FUND

Contracted Services	NW Services/SW Snow removal	Parking Fund	\$ 678.50
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
Contracted Services	Shawn Wonnacott/snow removal	Parking Fund	\$ 167.50
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 7,157.50
Contracted Services	Shawn Wonnacott/snow removal	Parking Fund	\$ 335.00
Contracted Services	NW Services/SW snow removal	Parking Fund	\$ 1,081.00
Downtown Office	Petoskey News Review/subscription	Parking Fund	\$ 182.25
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 10.76
Downtown Office	DTE/utilities	Parking Fund	\$ 164.16
Downtown Office	Cole/coffee reimbursement	Parking Fund	\$ 61.16
Downtown Office	Mitchell Graphics/business cards	Parking Fund	\$ 135.00
Downtown Office	Van's/ink, toner	Parking Fund	\$ 765.79
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 134.26
Downtown Office	Charter/phone,internet	Parking Fund	\$ 94.37
Downtown Office	Goodman/postage reimburse	Parking Fund	\$ 196.00
Downtown Office	Thru Glass Window/window washing	Parking Fund	\$ 25.00
Downtown Office	Hrdirect/HR poster	Parking Fund	\$ 69.99
Downtown Office	Integrity/supplies	Parking Fund	\$ 39.57
Downtown Office	Emmet County/recycling fee	Parking Fund	\$ 40.00
Downtown Office	Wages	Parking Fund	\$ 12,956.96
Education and Training	Cole/PIE expenses reimburse	Parking Fund	\$ 342.39
Education and Training	Cole/PIE expenses reimburse	Parking Fund	\$ 233.89
Education and Training	MDA/Flint workshop fee	Parking Fund	\$ 75.00
Education and Training	Manthei/Main St. Conf. reimburse	Parking Fund	\$ 1,441.18
Equipment Repairs	ABM/coin sorter repair	Parking Fund	\$ 228.75
Equipment Repairs	ABM/coin sorter repair	Parking Fund	\$ 210.00
Materials & Supplies	Goodman/postage reimbursement	Parking Fund	\$ 19.85
Materials & Supplies	Print Shop/window envelopes	Parking Fund	\$ 252.00
Materials & Supplies	Hord/ticket printer belts reimbursement	Parking Fund	\$ 10.00
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 0.99
Materials & Supplies	Meyer ACE/buckles	Parking Fund	\$ 1.58

**Downtown Management
Monthly Bills - March 2015**

April 20, 2015

Materials & Supplies	Meyer ACE/straps and buckles	Parking Fund	\$ 13.56
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 1,622.40
Public Utilities	AT&T/cell phones	Parking Fund	\$ 222.72
Other	Julienne Tomatoes/ Parking Wkshp refreshment	Parking Fund	\$ 96.00
			\$ 29,019.08
		TOTAL	
	TOTAL BILLS		\$ 37,487.71

**PROGRAMS SERVICES
MONTHLY REPORT
March 2015**

April 20, 2015

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348.00		84878.48	88,348.00	3,469.52
PENALTIES & INTEREST	500.00	199.90	199.90	0.00	300.10
INTEREST INCOME	3,000.00	0.00	0.00	0.00	3,000.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	500.00	0.00	3,500.00
PETOSKEY ROCKS SPONSORS	6,000.00	250.00	250.00	0.00	5,750.00
Masonic Lodge \$250					
WINTER CARNIVAL	2,000.00	0.00	750.00	2160.00	1,250.00
MOVEABLE FEAST	600.00		0.00	0.00	600.00
TROLLEY	6,500.00		0.00	0.00	6,500.00
MARKETING & PROMOTIONS					
Shop Map Ads	8,600.00	500.00	4500.00	500.00	4,100.00
Gallery Walk	4,000.00	0.00	0.00	250.00	4,000.00
Ornaments	1,500.00	0.00	0.00	0.00	1,500.00
Haunted Halloween	500.00	0.00	0.00	0.00	500.00
Shopping Scramble	5,000.00	0.00	50.00	50.00	4,950.00
Holiday Catalog	2,500.00	40.00	1770.00	0.00	730.00
Historic Markers & Tour	1,000.00	0.00	0.00	0.00	1,000.00
Mardi Paddy Gras	3,000.00	190.00	190.00		2,810.00
Restaurant Week					
TOTAL REVENUES	137,048.00	989.90	93088.38	91308.00	43,959.62
EXPENSES					
Events					
HOLIDAY PARADE	6,500.00	0.00	0.00	0.00	6,500.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	980.00	1,000.00
SIDEWALK SALES	8,000.00	0.00	0.00	0.00	8,000.00
PETOSKEY ROCKS	11,000.00	0.00	2703.00	0.00	8,297.00
DT TRICK OR TREAT	500.00	0.00		0.00	500.00
WINTER CARNIVAL	5,000.00	1119.19	5110.08	5736.74	(110.08)
Stafford's Perry/Wind and Dine Salad \$384.19					
Manna/Back Pack Fun Run sponsorship \$735					
MOVEABLE FEAST	3,000.00	0.00	0.00	0.00	3,000.00
Collaborating Events					
CONCERTS IN THE PARK	4,000.00	4000.00	4000.00	4000.00	-
CTAC/annual pledge					
FOURTH OF JULY	800.00	0.00	0.00	0.00	800.00
FARMERS MARKET	500.00	0.00	0.00	0.00	500.00
RESTAURANT WEEK	500.00	0.00	0.00	0.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	0.00	0.00	1,500.00

**PROGRAMS SERVICES
MONTHLY REPORT
March 2015**

April 20, 2015

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Marketing & Promotions					
MARKETING				2827.50	
Image Campaign		1512.50	3546.32		
Common Angle/web fee \$22.50					
Petoskey Band Boosters/Program ad \$400					
DMB/Spring Treasure DT Contest \$1000					
Traverse Mag/My North Staycation notice \$90					
Gallery Walk	2,500.00		0.00	0.00	2,500.00
Ornaments	900.00		0.00	0.00	900.00
Shopping Scramble	3,500.00		0.00	0.00	3,500.00
Shop Map	9,000.00		0.00	0.00	9,000.00
Holiday Catalog	2,500.00		0.00		2,500.00
Historic Markers & Tour	2,500.00		0.00	0.00	2,500.00
Haunted Halloween	250.00		0.00	0.00	250.00
Bags Over Bucks	3,000.00		0.00	0.00	3,000.00
Mardi Paddy Gras	3,000.00	1194.00	1465.94		1,534.06
Stafford's Perry/Mardi Paddy dessert \$198					
Whitecaps/Mardi Paddy second dessert \$216					
Tap 30/Mardi Paddy main course \$330					
9&10 News/ Mardi Paddy flight \$120					
tte Bistro/Mardi Paddy second main course \$330					
Restaurant Week		-	-	206.25	-
Other	1,800.00		0.00	0.00	1,800.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00		500.00
BUSINESS RETENTION	1,500.00	0.00	30.38		1,469.62
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	642.94	0.00	0.00	5,000.00
Willson's/planter petunias \$570					
Goodman/reimburse iron fencing \$72.94					
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		18824.50	16397.24	114,825.50
		8468.63			
Excess of Revenues Over Expenses	3,398.00	989.90	74263.88	74910.76	

**Downtown Parking Fund
March 2015**

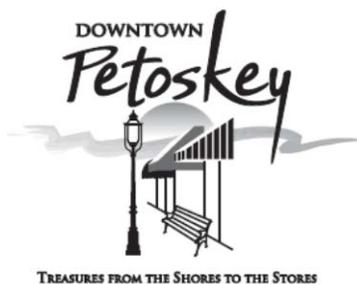
April 20, 2015

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	315,500.00	19,625.09	52,710.55	46,830.45	262,789.45
finest	51,000.00	5,366.58	10,534.05	10,537.89	40,462.11
Permits	31,000.00	-	6,131.00	13,242.00	24,869.00
Bags	6,000.00	396.00	577.00	1,183.00	5,423.00
Tokens	2,500.00	70.00	680.00	463.00	1,820.00
Interest	400.00	4.05	9.03	6.10	390.97
Meter Sponsorships	2,000.00	-	700.00	300.00	1,300.00
Cell Phone Parking	25,000.00	2,380.27	5,959.33	3,732.35	19,040.67
Total Parking Revenue	433,400.00	27,841.99	77,300.96	76,294.79	356,095.20
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	0.00	18,000.00	18000.00
CAPITAL OUTLAY	30,000.00	0.00	4,277.00	625.00	25723.00
CONTRACTED SERVICES	50,000.00	9,469.50	30,760.34	34,370.17	19,239.66
NW Services/Snow Removal \$678.50					
LexisNexis/contract \$50					
Shawn Wonnacott/snow removal \$167.50					
Dunkel/snow removal \$7,157.50					
Shawn Wonnacott/snow removal \$335					
NW Services/SW snow removal \$1,081					
DOWNTOWN OFFICE	193,000.00	14,875.27	40,052.34	56,576.38	152,947.66
Petoskey News Review/subscription \$182.25					
Meyer ACE/supplies \$10.76					
DTE/utilities \$164.16					
Cole/coffee reimbursement \$61.16					
Mitchell Graphics/business cards \$135					
Van's/ink, toner \$765.79					
City of Petoskey/utilities \$134.26					
Charter/phone, internet \$94.37					
Goodman/postage reimburse \$195					
Thru Glass Window/window cleaning \$25					
HRDirect/HR Poster \$69.99					
Integrity/supplies \$39.57					
Emmet County/recycling fee \$40					
Wages \$12,956.96					
EDUCATION AND TRAINING	5,000.00	2,092.46	4,115.39	1,962.75	884.61
Cole/PIE Conf. expenses reimburse \$342.39					
Cole/PIE Conf. expenses reimburse \$233.89					
MDA/Flint workshop fee \$75					
Manthei/Main Street Conf. reimburse \$1,441.18					
EQUIPMENT REPAIR	1,000.00	438.75	438.75	65.00	561.25
ABM/coinsorter repair \$228.75					
ABM/coinsorter repair \$210					
FAÇADE GRANT	20,000.00	0.00	21.60	83.56	19,978.40
LEASE RENTAL TO DEBT	-	-	-	-	-
MATERIALS AND SUPPLIES	11,000.00	1,920.38	2,224.35	7,014.59	8,775.65
Goodman/postage reimburse \$19.85					
Print Shop/window envelopes \$252					
Hord/ticket printer belts reimburse \$10					
Meyer ACE/supplies \$1.58					
Meyer ACE/supplies \$.99					
Meyer ACE/straps and buckles \$13.56					
Meyer ACE/batteries \$1622.40					

**Downtown Parking Fund
March 2015**

April 20, 2015

	Budget	Current Month	YTD	Last YTD	Budget Balance
PROFESSIONAL SERVICES	500.00	0.00	0.00	205.16	500.00
PROPERTY LEASE	1,000.00	0.00	0.00	1,875.00	331.74
PUBLIC UTILITIES	3,200.00	222.72	668.26	905.72	2,531.74
AT&T/cell phones \$222.72					
SIGNS	1,000.00	0.00	94.00	0.00	906.00
UNIFORMS	1,500.00	0.00	0.00	0.00	1,500.00
OTHER		0.00	0.00	0.00	
TOTAL EXPENSES	317,200.00	29,019.08	82,652.03	121,683.33	234,547.97
NET	116,200.00	(1,177.09)	(5,351.07)	(45,388.54)	121,547.23



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: April 23, 2015

RE: Request to Partially Close Lake Street for Petoskey Rocks Events

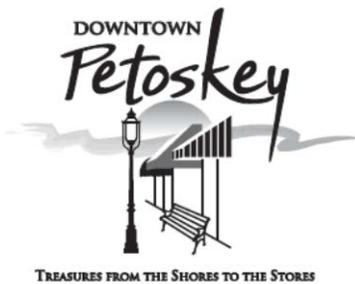
The Petoskey Rocks Committee is requesting permission to block off the block of Lake Street between the northern and southern sections of Pennsylvania Park on the evenings of June 5 and August 7.

June 5 is scheduled to be the Taste of Downtown. The Steel Drum Band will be performing, various restaurants will be providing food, and a fashion show is scheduled. The Fab Lab and an ambulance will also be here. The street closure is needed to provide a venue for the fashion show and as a safety precaution for people enjoying activities and crossing between the park sections.

August 7 is scheduled to be a "Dancing in the Streets" event and the street will be used as the dance floor. The Cookies, a popular, regional band have been booked for the occasion.

My recommendation is that the Board approve the partial closure of Lake Street for these two evenings.

Please call me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: April 23, 2015

RE: Request from Petoskey Rocks! Committee for Purchase of Outdoor Cinema Equipment

The attached report is from Kate Manthei, Downtown Promotions Coordinator. The report gives further detail as requested by the Board to the request from the Petoskey Rocks committee to purchase outdoor cinema equipment for the Movies in the Park at Dark series.

My recommendation is that the Board consider the request and potentially approve an amount not to exceed \$13,000. Funds for this purchase would need to come from Programs & Services carry over. There is currently approximately \$74,000 of carry over in this fund, \$10,000 of which has been allocated for the 2015 Beautification project.

Please call me if you have questions or concerns.

Petoskey Rocks! Outdoor Cinema Proposal

The Petoskey Rocks Committee would like to bring back to the Downtown Management Board the proposal to purchase an outdoor screen and projector for the Friday night Movies in the Park. Last year, attendance at the Movies in the Park was at an all-time high, with at least 200 in attendance each night. The most popular night, with the movie *Frozen*, saw at least 300 in attendance.

The Movies in the Park are consistently well attended, by both guests to the area and local families. The Petoskey Rocks Committee feels that investing in a commercial quality outdoor screen and projector will increase the experience of the movie goers, as well as add consistency and security to one of our most popular summertime events.

The DMB asked for additional information at the March meeting about the product's warranty, funding, and testimonials from other communities that own an EPIC screen.

To answer the questions about warranty, if any of the equipment would fail, it would be covered by the manufacturer's warranty. The item would be replaced individually. All components are from trusted, well known, high quality manufacturers in the market.

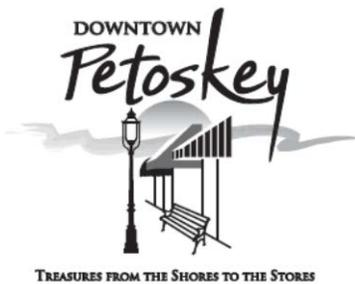
The Petoskey Rocks Committee sent an email to Downtown merchants on April 7th asking for sponsors at \$500 each for two (30) second commercial spots. By April 9th, six merchants had responded affirmatively with one store choosing to sponsor for \$1,000. This first year of commercial spot sponsorship will total \$3,500. As funds for this year's PR event were cut from last year, the sponsorship money from this year will need to go to fund Petoskey Rocks activities. After this year, the projected sponsor level is \$4,000 per year, and this money could be dedicated solely to paying back the carry over fund for the next three years. At the fourth year, the sponsorship money could be used to pay the remainder owed to the carry over, and then any additional sponsorship money will be used to fund Petoskey Rocks. Should it take longer than four years, the commercial spot sponsorship will be used for the sole purpose of repaying the carry over fund until it is paid in full.

The Downtown Promotions Coordinator approached several communities who have purchased EPIC cinemas. The City of St. Pete's Beach in Florida responded that they have had the system for 8 years, they use it every Friday night, and it's still going strong. They don't use it when it rains, and in very strong winds the screen will wave but it is still watchable. They have blown their speakers twice, but say that it was entirely their staff error, and their experience with EPIC's customer service was very good. They said that it's great, they love it, and have gotten their money's worth. The L.A. Class Parks have had their screen for two years, they use it all the time, and they love it. They used to loan their screen out, but have recently decided not to loan it anymore as they felt it wasn't properly taken care of. The EPIC cinemas are also used by the Sheraton and Marriott hotel/resort chains. Dave Carlson reported to staff recently that while he was in Florida, the Disney hotel where he stayed also used an EPIC cinema.

Additional benefits include:

- 1-2 person set up/break down. 30 seconds to inflate and less than 5 minutes to deflate.
- Outdoor cinema package would include all necessary components for storage, transportation, and set up, including sound system
- Increased quality with a projector & screen designed for outdoor use versus a classroom projector and brick wall
- Full color logo of our choice included in price that will be displayed on the bottom of the frame
- A free standing outdoor screen that could be better positioned within the park to allow for a larger crowd and better viewing

After researching many different options, staff would recommend purchasing the EPIC Outdoor Cinema SC-SL 16 HD System for \$12,600.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: April 18, 2015

RE: Recommendations from the Parking Committee for Comprehensive Improvements to the Parking Management System

As discussed at the March 2015 Parking Workshop and including input received at that workshop, the Parking Committee has prepared the following action items for full Board approval. The Committee believes that these initiatives, applied comprehensively, will:

- Help to manage parking in ways that will increase turnover of spaces for customer use.
- Offer solutions which can be quickly implemented that will relieve parking shortages in busy times of the year.
- Help to alleviate user anxiety in the parking management system.
- Provide the convenience of residential and tiered parking permits.
- Increase revenue that can be used to create additional parking

My recommendation is that the Board discuss these recommendations and vote to approve. The approved recommendations will then be written into a Parking Management Plan final document. That document will be included with the recommendations that need to be passed on to the City Manager for approval and implementation.

All background information to these recommendations was in the DMB March Parking Workshop packet. If you need further reference, that document is listed on the City website here: <http://www.petoskey.us/documents/documents28/boards-commission-1/downtown-management-board-1/agendas-2/2015-agendas>. If you would like me to provide you with a copy, please contact the office.

Recommendation #1. Create more convenient permit parking spaces and help free up on-street spaces that are currently being used by Downtown workers by removing the meters from the Park Garden Lot and making it permit only until 5:00 P.M. and free parking after 5:00 P.M.

Recommendation #2. Free up on-street parking spaces that are intended for shopper use by increasing on-street and Saville Lot meter fees to \$1.00 an hour. See notes for supporting data.

Recommendation #3. Free up more on-street parking spaces that are intended for shopper use by increasing all expired meter fines to \$10 and raising late fees incrementally. See following notes for supporting data.

Recommendation #4. Create more convenient spaces for shoppers by creating a booting policy that will discourage the most extreme chronic abusers from disobeying the ordinance. See following notes for supporting data.

Recommendation #5. Discourage those who repeatedly park longer than the limit in spaces designed for shoppers by finalizing the revised Chronic Abuser Policy. See following notes for supporting data.

Recommendation #6. Send a clear sign to the public that parking is allowed and maximize its use by striping the following streets:

- Petoskey Street from Michigan to State
- Michigan from Petoskey to Emmet
- Bay from Division to east one block
- Lake from Division to east one block
- Waukazoo from Michigan to State
- Mitchell from Division to Woodland
- State Street on the News Review side
- Also, clearly mark the drop off zone at St. Francis School and stripe what is not included.

Recommendation #7. Create additional spaces by surveying and measuring streets and potentially restriping them to be certain that the maximum number of 21' long spaces is created.

Recommendation #8. Allow Downtown workers to choose how much they want to pay for the convenience of parking close to their workplace, encourage them to park in long term or free spaces, and provide a solution to the demand for designated parking spaces by adopting a tiered Parking Permit system. See following notes for details.

Recommendation #9. Send clear signals to the public regarding where they may and may not park by striping handicapped spaces and non-metered spaces on the streets.

Recommendation #10. Simplify and improve the customer experience by developing a new sticker for the meters that gives only the most basic information (hourly rate, how long you can stay at the meter, and the hours of enforcement), succinctly, and in one place.

Recommendation #11. Free up spaces used by day shift office workers by providing a shuttle service from Winter Sports Park to Downtown between the hours of 7:30 and 8:30 A.M. and 4:30 and 5:30 P.M., Monday through Friday, during July and August at a cost not to exceed \$8,000.

Recommendation #12. Encourage employees to park on the fringe areas of the CBD by metering all but one block of the parking exempt zone. See map in notes.

Recommendation #13. Work with the county on attractive and clear signage that indicates free parking on weekends, holidays, and evenings for their lots.

Recommendation #14. Eliminate confusion for the customer by changing the row of 2 hour meters in the Petrie lot (these are the only 2 hour meters in town) to 3 hour meters, the length of time allowed at all other on street and high parking demand lots.

Recommendation #15. Increase our customer friendly policy through continuous outreach and education by developing informational pieces such as rack cards, bagstuffers, and even an FAQ sheet that can be used in employee training packets.

Recommendation# 16. Work to Identify all options available, especially opportunities presented by the potential development site at the highway, to create additional parking and educate the public and Council by working with consultants and State agencies that can help us explore all potential funding mechanisms.

Recommendation #17. Further discourage chronic abusers of the system by spending more staff time marking tires and providing the enforcement of one parking ambassador on the street 40 hours per week out of the 48 hours the ordinance provides for enforcement.

Notes pertaining to specific recommendations can be found on the following pages.

Please feel free to contact me if you have questions or concerns.

622-8501

becky@petoskeydowntown.com

NOTES

Recommendation #2. Parking lot rates other than the Saville Lot will remain the same (\$.25 and \$.50/hour at 3 hour meters and \$.125/hour at ten hour meters).

Recommendations #2 and 3.

Community	Rate	Cost of Ticket	
Rochester	\$1.50/hour	\$40	Goes up to \$100 after 6 tickets in a calendar year
Birmingham	\$1.00/hour	\$10	
Traverse City	\$1.00/hour		
Charlevoix	\$.25/hour	\$15	
Marquette	2 hour free	\$10	
Kalamazoo	\$1.50/hour		
Harbor Springs	free 3-4 hour	\$20	
Holland	free		
Grand Rapids	\$2.00/hour	\$10 & \$20	
Ann Arbor	\$1.50/hour		
Ferndale	\$1.00	\$10	
Chicago	\$2.00		

Recommendation #3

Currently, fines increase by \$5 at 7 days, 30 days, 60 days, 90 days, and 120 days. At 120 days \$20 is added on to the original amount and the ticket is sent to collection. It is being recommended that the \$5 amount be replaced by \$10 in this schedule.

Recommendation #4.

Criteria for booting:

Open citations of at least \$200, with at least one in collection for at least 40 days. This ensures the person has had at least five months to pay some of their citations, and between the Parking Services Office and the collection agency has had dozens of late notices and contacts. At any given time there are a couple of dozen people in our records who would meet this criteria. Usually there are at least a half dozen on this list that owe well over \$1,000 in fees that have accumulated from hundreds of tickets.

Recommendation #5.

Currently the ordinance reads that anyone receiving 5 to 9 tickets in the last 30 days will have future tickets issued to them at \$15 each. If they have received 10 or more tickets in the last 30 days, future tickets will be issued at \$30 each. The recommended change states that license plates that receive 5 to 9 tickets in the last 180 days will receive a \$15 ticket. Plates that have received 10 or more tickets in the last 180 days will receive a \$30 ticket.

Recommendation #8. See following map.

Year Round Parking Lot Permit Areas

- Petrie Lot - Entire Lot **TIER B**
- Darling Lot - Back Three Rows Only **TIER B**
- Livery Lot - Entire Lot **TIER B**
- Park Garden Lot - Entire Lot **TIER B**

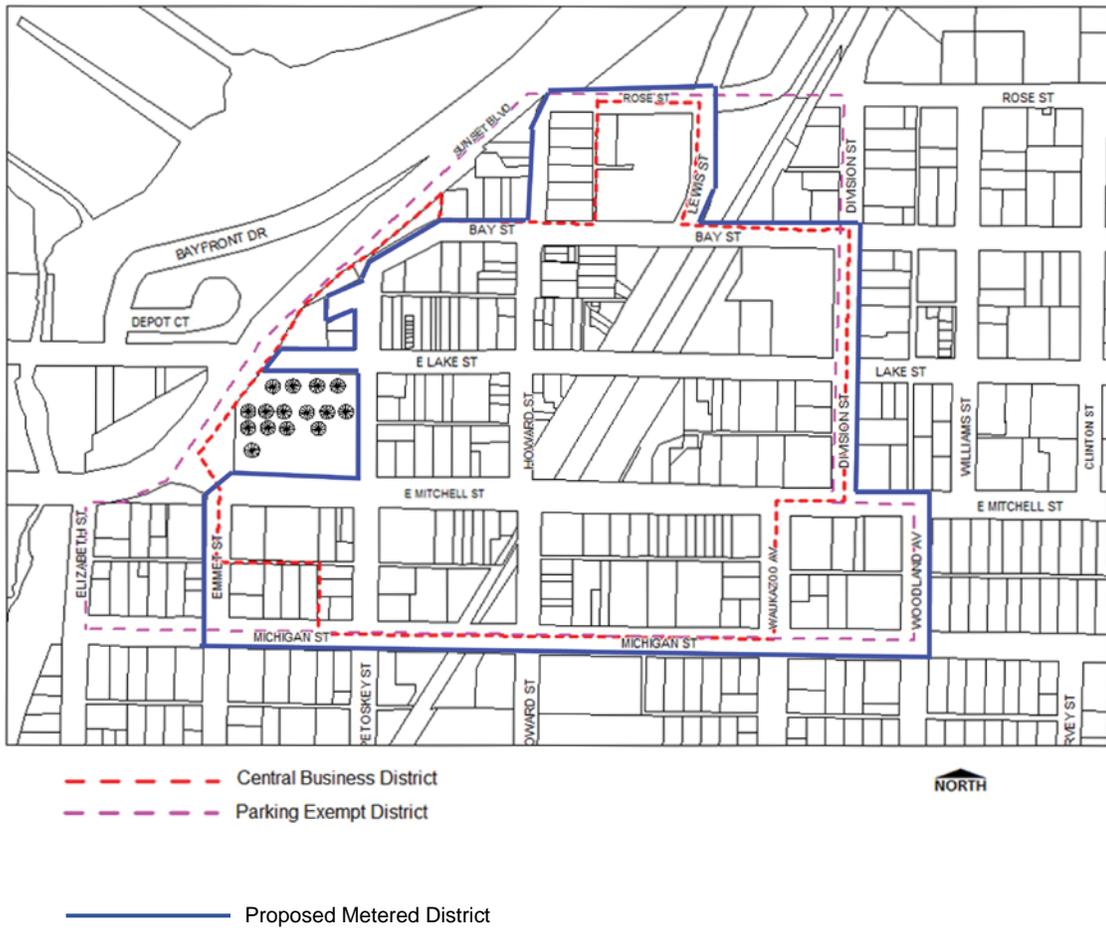
Seasonal Parking Lot Permit Areas

- Elks Lot - No permits from Memorial Day - Labor Day **TIER A**
- Saville Lot - No permits from Memorial Day – Labor Day and in October and December **TIER A**

Year Round Street Permit Areas

- Michigan Street – All metered spaces on the south side between Woodland and Emmet **TIER C**
- Michigan Street - All spaces on north side between the railroad tracks and Emmet **TIER C**
- Mitchell Street – between the highway and Petoskey Street on north side of the street **TIER B**
- Waukazoo Ave. – 4 metered spaces on both sides of street starting from Michigan north to Mitchell **TIER B**
- Woodland Street – All spaces between Michigan and Mitchell **TIER C**
- Mitchell Street – All spaces on the north side of the street between Woodland and Division **Tier C**
- Division Street - All spaces on east side of street between Mitchell and Bay **TIER C**
- Division Street – All spaces on west side of street between Division and Rose **TIER C**
- Bay Street - All spaces between Division and Lewis **TIER B**
- Rose Street - All spaces **TIER C**
- Bay Street alcove behind Whitecaps – 5 spaces **TIER B**

Recommendation #12.





BOARD: Downtown Management Board

MEETING DATE: April 28, 2015 **DATE PREPARED:** April 24, 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



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: April 28, 2015

DATE PREPARED: April 24, 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.

sb