



**DOWNTOWN MANAGEMENT BOARD**

July 21, 2015

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of May 19, 2015
  - (b) Payment of bills
  - (c) Acceptance of May and June expense and income reports
3. New Business:
  - (a) Consider approval of a cinema system rental policy
  - (b) Reports by Downtown Management Board Committees
  - (c) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

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*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.*



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** July 21, 2015

**PREPARED:** July 17, 2015

**AGENDA SUBJECT:** Consent Agenda

**RECOMMENDATION:** That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

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The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of May 19, 2015; (2) Acknowledgement of bills since May 19, 2015; and (3) Acceptance of the May and June expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



**DOWNTOWN MANAGEMENT BOARD**

May 19, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, May 19, 2015. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson  
Doug Buck  
David Carlson  
Jessilynn Norcross  
S. Reginald Smith

Absent: William J. Fraser, Mayor, Jason Keiswetter, James M. Reid, Jr., Vice Chairperson and Jennifer Shorter

Also in attendance were the Downtown Director Becky Goodman, City Manager Robert Straebel and Downtown Promotions Coordinator Kate Manthei.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the April 28, 2015 regular session meeting minutes; acknowledgement of bills since April 28, 2015; and acceptance of the April expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the April 28, 2015 regular session meeting minutes were approved, acknowledgement of bills since April 28, that totaled \$17,609.03 and expense and income reports for April were approved. Said motions were unanimously approved as submitted.

Approve Committee Appointments

The Downtown Director reported that she received a request from Gary Albert to volunteer on the Downtown Events Committee and Doug Buck to volunteer on the Downtown Economic Enhancement Committee. Upon motion made and supported, the appointments of Gary Albert and Doug Buck, be appointed to the Downtown Events Committee and Downtown Economic Enhancement Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf Petoskey Rocks! Committee and that information and sponsorship opportunities were out to merchants; that the movie screen was ordered and should be delivered by June 5; reviewed activities for the June 5 Summer Open House; and that the Junior Achievement group approached the Petoskey Rocks! Committee to inquire about selling Kilwin's popcorn as a fundraiser during movies in the park. The Downtown Promotions Coordinator also reported on behalf of the Events Committee and that the Committee is working hard on the 50<sup>th</sup> Anniversary of the Sidewalk Sales event.

Board members commented that a flyer with movie dates and titles would be beneficial to send to the schools and sent home as part of the Friday Folder program and inquired on what

happens to movie if bad weather occurs. The Downtown Promotions Coordinator reviewed that there is a rain policy to reschedule movie and would look into flyers for the schools.

The Downtown Director reported that Kate Manthei, Downtown Promotions Coordinator, graduated from the Leadership Little Traverse Class last week and achieved her Bachelor's Degree. Ms. Manthei thanked the Board for the support in being able to participate in Leadership Little Traverse.

The Downtown Director reported on behalf of the Marketing Committee and that the shopping map will be printed and distributed by Memorial Day weekend; that Bay View tickets will offer a promotional drawing for \$150 in downtown treasure certificates; that the Committee is working on a sponsored advertorial plan for Facebook and Newsplash letter; that welcome bags are available for visitors; and that the Committee will meet in June before taking a break during the summer months.

In economic enhancement, the Downtown Director reported that Cool House Labs opened on Mitchell Street; that there a pop-up business opened on Mitchell Street; that a new employee tool kit is available; that Hospitality Little Traverse Way training is June 15; reviewed the mission of the Committee, members of the Committee and that there are a few vacant seats that could be appointed at the next meeting.

In beautification, the Downtown Director reported that flowers will be planted Thursday.

The Downtown Director reported on behalf of the Parking Committee and that a concise plan of the approved recommendations would be put together to present to the City Manager and City Council for approval at a June City Council meeting; that stickers for meters would be ordered and put in place before summer; that arrangements were being made for a shuttle from Winter Sports Park for a two week trial period; that continuous outreach will educate the community on proposed parking changes; and that staff enforcement on the streets has increased.

The Downtown Director also reported that Wake Up Downtown had 27 people in attendance; that the MDA workshop is on June 12 on Mackinac Island concerning parking; and that plans for parking lot repairs have been identified in CIP and will occur this fall beginning with the Elks Lot and staff will seek bids for repair of the rock wall with hopes to split expenses with Emmet County.

Hear City Staff Report

prospective buyer for the 200 East Lake Street property for a possible Community Development Block Grant (CDBG) agreement.

City Manager, Robert Straebel, introduced himself and that he is proud to be part of the City of Petoskey; and that City staff is working with a

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:50 P.M.

**Downtown Management  
Monthly Bills - May 2015**

June 10, 2015

**PROGRAMS AND SERVICES**

Beautification	Willson's Garden/Daylillies	Downtown Assessmer	\$ 414.00
Beautification	Willson's Garden/Petunias	Downtown Assessmer	\$ 570.00
Beautification	Plow and Hearth/concrete bed fencing	Downtown Assessmer	\$ 2,163.89
Beautification	Grulers/Soil	Downtown Assessmer	\$ 1,478.93
Beautification	Meyer ACE/soil	Downtown Assessmer	\$ 425.64
Beautification	N MI Hardwoods/mulch	Downtown Assessmer	\$ 458.25
Business Retention	Stafford's Perry/Wake Up! DT service	Downtown Assessmer	\$ 228.11
Downtown Marketing	Traverse/Vacation Guide ad	Downtown Assessmer	\$ 2,130.00
Downtown Marketing	Traverse/June ad	Downtown Assessmer	\$ 830.00
Downtown Marketing	Traverse/My North	Downtown Assessmer	\$ 525.00
Downtown Marketing	North Country Publishing/Welcome North ad	Downtown Assessmer	\$ 265.00
Downtown Marketing	Mitchell Graphics/DT Shop Map	Downtown Assessmer	\$ 6,976.51
Downtown Marketing	N MI Review/Summer Guide ad	Downtown Assessmer	\$ 560.00
Downtown Marketing	Harbor House/PRcc Visitors Guide ad	Downtown Assessmer	\$ 1,845.50
Downtown Marketing	New Moon Visions/DT Shop Map updates	Downtown Assessmer	\$ 500.00
Downtown Marketing	Common Angle/web services	Downtown Assessmer	\$ 90.00
Downtown Marketing	Common Angle/web services	Downtown Assessmer	\$ 22.50
Downtown Marketing	City of Petoskey/Treasure Certificate Donation	Downtown Assessmer	\$ 25.00
Festival on the Bay	PRCC/pledge	Downtown Assessmer	\$ 1,500.00
Flowers	AR Pontius/summer planters	Downtown Assessmer	\$ 150.00
Flowers	Goodman/reimburse for juice boxes	Downtown Assessmer	\$ 78.92
Flowers	Jespersion's/cookies for children	Downtown Assessmer	\$ 225.00
Flowers	AR Pontius/spring plants	Downtown Assessmer	\$ 111.00
Gallery Walk	Mitchell Graphics/post card & postage	Downtown Assessmer	\$ 2,199.66
Petoskey Rocks!	Meyer ACE/canopy tent	Downtown Assessmer	\$ 129.99
Petoskey Rocks!	MacDonald Garber/Fashion Show MC	Downtown Assessmer	\$ 100.00
Petoskey Rocks!	Epic/outdoor cinema equipment	Downtown Assessmer	\$ 12,970.00
Restaurant Week	PRCC/pledge	Downtown Assessmer	\$ 500.00
			<b>\$ 37,472.90</b>

**PARKING FUND**

Capital Outlay	Penchura/bike rack and corral deposit	Parking Fund	\$ 5,320.00
Contracted Services	Performance Painting/painting	Parking Fund	\$ 5,420.00
Contracted Services	Performance Painting/painting	Parking Fund	\$ 652.00
Contracted Services	LexisNexis/May contract	Parking Fund	\$ 50.00
Contracted Services	First Data/cc machine lease	Parking Fund	\$ 30.20
Downtown Office	McCardel/water	Parking Fund	\$ 26.75
Downtown Office	Thru Glass/Window cleaning	Parking Fund	\$ 25.00
Downtown Office	Van's/toner, ink	Parking Fund	\$ 541.11
Downtown Office	Integrity/supplies	Parking Fund	\$ 136.20
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 143.80
Downtown Office	Charter/internet, phones	Parking Fund	\$ 94.60
Downtown Office	Thru Glass/Window cleaning	Parking Fund	\$ 25.00
Downtown Office	Integrity/supplies	Parking Fund	\$ 39.57
Downtown Office	Integrity/supplies	Parking Fund	\$ 6.99
Downtown Office	DTE/utililities	Parking Fund	\$ 97.66
Downtown Office	McCardel/water	Parking Fund	\$ 23.00
Downtown Office	Wm Thompson/May rent	Parking Fund	\$ 700.00

**Downtown Management  
Monthly Bills - May 2015**

June 10, 2015

Downtown Office	Wages	Parking Fund	\$ 12,913.94
Education and Training	MDA/workshop registration, Goodman&Shorter	Parking Fund	\$ 150.00
Façade Grants	Dripworks/grant	Parking Fund	\$ 969.50
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 5.99
Materials & Supplies	Manthei/expense reimbursement	Parking Fund	\$ 29.00
Materials & Supplies	USPS/stamps	Parking Fund	\$ 245.00
Public Utilities	AT&T/cell phones	Parking Fund	\$ 223.64
Uniforms	Personal Graphics \$173.92	Parking fund	\$ 173.92
		<b>TOTAL</b>	<b>\$ 28,042.87</b>
	<b>TOTAL BILLS</b>		<b>\$ 65,515.77</b>

**PROGRAMS SERVICES  
MONTHLY REPORT  
May 2015**

June 13, 2015

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348.00	0.00	84,878.48	88,348.00	3,469.52
PENALTIES & INTEREST	500.00	0.00	2,166.22	1,491.20	(1,666.22)
INTEREST INCOME	3,000.00	0.00	0.00	16.72	3,000.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	500.00	0.00	3,500.00
PETOSKEY ROCKS SPONSORS	6,000.00	0.00	250.00	1,800.00	5,750.00
WINTER CARNIVAL	2,000.00	0.00	750.00	2,160.00	1,250.00
MOVEABLE FEAST	600.00	0.00	0.00	0.00	600.00
TROLLEY	6,500.00	0.00	0.00	250.00	6,500.00
<b>MARKETING &amp; PROMOTIONS</b>					
Shop Map Ads	8,600.00	0.00	4,500.00	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	0.00	1,895.00	0.00	605.00
Historic Markers & Tour	1,000.00	0.00	0.00	0.00	1,000.00
Mardi Paddy Gras	3,000.00	0.00	1,889.70		1,110.30
Restaurant Week		0.00			
<b>TOTAL REVENUES</b>	<b>137,048.00</b>	<b>0.00</b>	<b>96,879.40</b>	<b>94,865.92</b>	<b>40,168.60</b>
<b>EXPENSES</b>					
<b>Events</b>					
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	229.99	2,932.99	2,157.96	8,067.01
Meyer ACE/canopy tent \$129.99					
MacDonald Garber/fashion show MC \$100					
DT TRICK OR TREAT	500.00	0.00		0.00	500.00
WINTER CARNIVAL	5,000.00	0.00	5,123.24	5,736.74	(123.24)
MOVEABLE FEAST	3,000.00	0.00	0.00	0.00	3,000.00
<b>Collaborating Events</b>					
CONCERTS IN THE PARK	4,000.00	0.00	4,000.00	4,000.00	-
FOURTH OF JULY	800.00	0.00	0.00	800.00	800.00
FARMERS MARKET	500.00	0.00	0.00	0.00	500.00
RESTAURANT WEEK	500.00	500.00	500.00	0.00	-
PRCC/pledge \$500					
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	1500.00	1,500.00	1,500.00	-
PRCC/pledge \$1500					
<b>Marketing &amp; Promotions</b>					
<b>MARKETING</b>					
Image Campaign	40,000.00	13769.01	17,692.03	19,131.86	22,307.97
Traverse/Vacation Guide \$2,130					
Traverse/June ad \$830					
Traverse/My North \$525					
North Country Pub/Welcme North Ad \$265					
Mitchell Graphics/DT Shop Map \$6976.51					
N MI Review/Summer Guide ad \$560					
Harbor House/PRCC Visitors Guide ad \$1,845					
New Moon Visions/DT Shop Map updates \$500					
Common Angle/web services \$90					
Common Angle/web services \$22.50					
City of Petoskey/Treasure Certificates \$25					

**PROGRAMS SERVICES  
MONTHLY REPORT  
May 2015**

June 13, 2015

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Marketing &amp; Promotions</b>					
Gallery Walk	2,500.00	2,199.66	2,199.66	2,698.85	300.34
<i>itchell Graphics/post card and postage \$2,199.66</i>					
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		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
Mardi Paddy Gras	3,000.00	0.00	3,245.94		(245.94)
Restaurant Week		0.00	0.00	4,295.96	-
Other	1,800.00	0.00	0.00	0.00	1,800.00
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	228.11	258.49	1,500.32	1,241.51
<i>Stafford's Perry/Wake Up! DT service \$228.11</i>					
TROLLEY	9,000.00	0.00	0.00	204.56	9,000.00
<b>Beautification</b>					
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	564.92	579.67	1,736.81	4,420.33
<i>AR Pontius/summer planters \$150</i>					
<i>Goodman/reimburse for juic boxes \$78.92</i>					
<i>Jespersion's/cookies for children \$225</i>					
<i>AR Pontius/spring planters \$111</i>					
BEAUTIFICATION	10,000.00	5,510.71	5,510.71		4,489.29
<i>Willson's Garden/daylillies \$414</i>					
<i>Willson's Garden/petunias \$570</i>					
<i>Plow and Hearth/concrete bed fencing \$2,163.89</i>					
<i>Grulers/Soil \$1,478.93</i>					
<i>Meyer ACE/soil \$425.64</i>					
<i>N MI Hardwoods/mulch \$458.25</i>					
<b>Administrative</b>					
INSURANCE AND BONDS	500.00				
OTHER	100.00	12,970.00	12,970.00	44,802.31	(12,870.00)
<i>Epic/outdoor cinema equipment \$12,970.00</i>					
<b>TOTAL</b>	<b>143,650.00</b>	<b>37,472.40</b>	<b>56,512.73</b>	<b>44,802.31</b>	<b>87,137.27</b>
Excess of Revenues Over Expenses	(6,602.00)	-37,472.40	40,366.67	50,063.61	



**Downtown Parking Fund  
May 2015**

**May 13, 2015**

	<b>Budget</b>	<b>Current Month</b>	<b>YTD</b>	<b>Last YTD</b>	<b>Budget Balance</b>
<b>REVENUES</b>					
Meters	315,500.00	23,106.46	95,235.46	89,880.40	220,264.54
finest	51,000.00	4,844.09	19,820.98	15,180.18	35,819.82
Permits	31,000.00	409.64	6,619.87	16,597.00	24,380.13
Bags	6,000.00	365.13	1,042.13	3,299.35	4,957.87
Tokens	2,500.00	430.00	1,350.00	783.00	1,150.00
Interest	400.00	1.45	11.47	9.80	388.53
Meter Sponsorships	2,000.00	0.00	700.00	400.00	1,300.00
Cell Phone Parking	25,000.00	2,592.01	10,997.73	6,982.09	14,002.27
<b>Total Parking Revenue</b>	<b>433,400.00</b>	<b>31,748.78</b>	<b>135,777.64</b>	<b>133,131.82</b>	<b>302,263.16</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	18,000.00	0.00	0.00	18,000.00	18000.00
CAPITAL OUTLAY	30,000.00	5320.00	9,597.00	625.00	20403.00
Penchura/bike rack and corral deposit \$5,320					
CONTRACTED SERVICES	50,000.00	6152.20	36,912.54	39,054.69	13,087.46
Performance Painting/painting \$5,420					
Performance Painting/painting \$652					
LexisNexi/May contract \$50					
First Data/cc machine lease \$30.20					
DOWNTOWN OFFICE	193,000.00	14,773.62	68,607.53	86,459.87	124,392.47
McCardel/water \$26.75					
Thru Glass/window cleaning \$25					
Van's/toner, ink \$541.11					
Integrity/supplies \$136.20					
City of Petoskey/utilities \$143.80					
Charter/internet, phones \$94.60					
Thru Glass/window cleaning \$25					
Integrity/supplies \$39.57					
Integrity/supplies \$6.99					
DTE/utilities \$97.66					
McCardel/water \$23					
Wm Thompson/May rent \$700					
Wages \$12,913.94					
EDUCATION AND TRAINING	5,000.00	150.00	4,636.66	3,027.20	363.34
workshop registration, Goodman&Shorter \$150					
EQUIPMENT REPAIR	1,000.00	0.00	446.71	65.00	553.29
FAÇADE GRANTS		969.50	969.50	83.56	
Dripworks/grant \$969.50					
MATERIALS AND SUPPLIES	11,000.00	279.99	3,500.02	7,536.36	7,499.98
Meyer ACE/batteries\$5.99					
Manthei/expense reimbursement \$29					

**Downtown Parking Fund  
May 2015**

**May 13, 2015**

	<b>Budget</b>	<b>Month</b>	<b>YTD</b>	<b>YTD</b>	<b>Balance</b>
<b>USPS/stamps \$245</b>					
PROFESSIONAL SERVICES	500.00	0.00	0.00	346.91	500.00
PROPERTY LEASE	1,000.00	0.00	0.00	1,875.00	(118.05)
PUBLIC UTILITIES	3,200.00	223.64	1,118.05	1,265.02	2,081.95
<b>AT&amp;T/cell phones \$223.64</b>					
SIGNS	1,000.00	0.00	94.00	0.00	906.00
UNIFORMS	1,500.00	173.92	173.92	0.00	1,326.08
<b>Personal Graphics/shirts \$173.92</b>					
OTHER		0.00	0.00	0.00	
<b>TOTAL EXPENSES</b>	<b>318,200.00</b>	<b>28,042.87</b>	<b>126,171.53</b>	<b>158,422.17</b>	<b>192,028.47</b>
<b>NET</b>	<b>115,200.00</b>	<b>(28,042.87)</b>	<b>(126,171.53)</b>	<b>(158,422.17)</b>	<b>(192,028.47)</b>

**Downtown Management  
Monthly Bills - June 2015**

July 10, 2015

**PROGRAMS AND SERVICES**

Business Retention	Stafford's/Hospitality Training service	Downtown Assessmer	\$ 340.86
Downtown Marketing	Traverse/my North display ad	Downtown Assessmer	\$ 525.00
Downtown Marketing	Traverse/July Ad	Downtown Assessmer	\$ 830.00
Downtown Marketing	Manthei/reimbursement supplies	Downtown Assessmer	\$ 36.21
Downtown Marketing	Harbor House/Bay Harbor Visitor's Guide ad	Downtown Assessmer	\$ 625.00
Downtown Marketing	Mitchell Graphics/bagstuffer	Downtown Assessmer	\$ 578.27
Downtown Marketing	Northern Express/ad	Downtown Assessmer	\$ 299.70
Downtown Marketing	Goodman/reimbursement web service	Downtown Assessmer	\$ 19.99
Downtown Marketing	Goodman/reimbursement web service	Downtown Assessmer	\$ 21.19
Downtown Marketing	Douglas Lake Improvement Assoc./Directory ad	Downtown Assessmer	\$ 125.00
Gallery Walk	WCMU/Ad	Downtown Assessmer	\$ 1,000.00
Gallery Walk	Manthei/supplies	Downtown Assessmer	\$ 142.87
Gallery Walk	Northern Express/ad	Downtown Assessmer	\$ 299.70
Gallery Walk	Mitchell Graphics/brochure	Downtown Assessmer	\$ 718.00
Gallery Walk	Jeff Pagel/entertainment services	Downtown Assessmer	\$ 300.00
Gallery Walk	Meyer ACE/flag bracket	Downtown Assessmer	\$ 2.59
Gallery Walk	Goodman/reimbursement supplies	Downtown Assessmer	\$ 29.00
Petoskey Rocks!	Petoskey Steel Drum Band/performance	Downtown Assessmer	\$ 500.00
Petoskey Rocks!	Goodman/reimbursement Facebook ad	Downtown Assessmer	\$ 50.07
Petoskey Rocks!	Lite 96/ads	Downtown Assessmer	\$ 384.00
Petoskey Rocks!	N MI Review/banner ads	Downtown Assessmer	\$ 240.00
Petoskey Rocks!	Taylor Rental/tent	Downtown Assessmer	\$ 601.00
Petoskey Rocks!	Tap 30/Taste of DT service	Downtown Assessmer	\$ 707.50
Petoskey Rocks!	Whitecaps/Taste of DT service	Downtown Assessmer	\$ 1,055.00
Petoskey Rocks!	City Park Grill/Taste of DT service	Downtown Assessmer	\$ 950.00
Petoskey Rocks!	Chandlers/Taste of DT service	Downtown Assessmer	\$ 575.00
Petoskey Rocks!	Twisted Olive/Taste of DT service	Downtown Assessmer	\$ 177.50
Petoskey Rocks!	Stafford's/Taste of DT service	Downtown Assessmer	\$ 366.00
Petoskey Rocks!	Grandpa Shorter's/Petoskey stones	Downtown Assessmer	\$ 250.00
Petoskey Rocks!	YMCA/participating non-profit	Downtown Assessmer	\$ 2,385.00
Petoskey Rocks!	Manthei/supplies	Downtown Assessmer	\$ 13.77
Trolley	Meyer ACE/bunting	Downtown Assessmer	\$ 37.98
Trolley	Gibby's Garage/repairs	Downtown Assessmer	\$ 234.50
Trolley	Fossmo/reimbursement, supplies	Downtown Assessmer	\$ 7.35
<b>TOTAL</b>			<b>\$ 14,428.05</b>

**PARKING FUND**

Capital Outlay	Talulu Beauty Lounge/used countetop desk&ch:	Parking Fund	\$ 600.00
Contracted Services	Performance Painting/Painting	Parking Fund	\$ 5,270.00
Downtown Office	Goodman/reimbursement postage	Parking Fund	\$ 19.99
Downtown Office	Integrity/supplies	Parking Fund	\$ 69.94
Downtown Office	Integrity/supplies	Parking Fund	\$ 79.14
Downtown Office	Van's/ink, toner	Parking Fund	\$ 224.68
Downtown Office	DTE/utilities	Parking Fund	\$ 39.97
Downtown Office	Thru Glass/window cleaning	Parking Fund	\$ 25.00
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 86.94
Downtown Office	Wages	Parking Fund	\$ 17,357.61

**Downtown Management  
Monthly Bills - June 2015**

July 10, 2015

Education & Training	Goodman/reimburse MDA workshop	Parking Fund	\$ 128.96
Education & Training	Cole/mileage reimbursement	Parking Fund	\$ 70.68
Equipment Repair	Cole/postage reimbursement	Parking Fund	\$ 36.00
Materials & Supplies	Goodman/reimburse supplies	Parking Fund	\$ 126.14
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 10.99
Materials & Supplies	Meyer ACE/supply	Parking Fund	\$ 3.49
Materials & Supplies	Atchison Paper/token bags	Parking Fund	\$ 12.50
Materials & Supplies	USPS/postage	Parking Fund	\$ 196.00
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 9.99
Materials & Supplies	Meyer ACE/toilet flush repair	Parking Fund	\$ 6.49
Materials & Supplies	Meyer ACE/trash bags	Parking Fund	\$ 4.49
Materials & Supplies	OmniPark/thermal paper rolls	Parking Fund	\$ 79.99
Materials & Supplies	Integrity/supplies	Parking Fund	\$ 56.86
Signs	Sign and Design/sign change	Parking Fund	\$ 34.85
Signs	Sign and Design/meter stickers	Parking Fund	\$ 1,000.00
Uniforms	Personal Graphics/shirts	Parking Fund	\$ 214.92
	<b>TOTAL</b>		<b>\$ 25,765.62</b>
	<b>TOTAL BILLS</b>		<b>\$ 40,193.67</b>

**PROGRAMS SERVICES**  
**MONTHLY REPORT**  
**June 2015**

July 13, 2015

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348.00	0.00	84,878.48	88,348.00	3,469.52
PENALTIES & INTEREST	500.00	0.00	2,166.22	1,491.20	(1,666.22)
INTEREST INCOME	3,000.00	0.00	0.00	16.72	3,000.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	500.00	0.00	3,500.00
PETOSKEY ROCKS SPONSORS/income	6,000.00	6906.00	9,199.00	1,800.00	(3,199.00)
Taste of DT Ticket Sales \$6,906					
WINTER CARNIVAL	2,000.00	0.00	750.00	2,160.00	1,250.00
MOVEABLE FEAST	600.00	0.00	0.00	0.00	600.00
TROLLEY	6,500.00	0.00	1,500.00	250.00	5,000.00
Stafford's sponsor/\$1,500					
<b>MARKETING &amp; PROMOTIONS</b>					
Shop Map Ads	8,600.00	0.00	4,500.00	500.00	4,100.00
Gallery Walk	4,000.00	1200.00	1,200.00	250.00	2,800.00
Gallery Fees \$1,200					
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	0.00	1,895.00	0.00	605.00
Historic Markers & Tour	1,000.00	0.00	0.00	0.00	1,000.00
Mardi Paddy Gras	3,000.00	0.00	1,889.70		1,110.30
Restaurant Week		0.00			
<b>TOTAL REVENUES</b>	<b>137,048.00</b>	<b>8106.00</b>	<b>108,528.40</b>	<b>94,865.92</b>	<b>28,519.60</b>
<b>EXPENSES</b>					
<b>Events</b>					
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	8254.84	11,187.83	2,157.96	(187.83)
Petoskey Steel Drum Band/performance \$500					
Goodman/reimbursement FB ad \$50.07					
Lite 96/ads \$384					
N MI Review/banner ads \$240					
Taylor Rental/tent \$601					
Tap 30/Taste of DT service \$707.50					
Whitecaps/Taste of DT service \$1055					
City Park Grill/Taste of DT service \$950					
Chandlers/Taste of DT service \$575					
Twisted Olive/Taste of DT service \$177.50					
Stafford's/Taste of DT service \$366					
YMCA/Liquor License Holder \$2,385					
Grandpa Shorter's/Petoskey stones \$250					
Manthei/supplies reimbursement \$13.77					
DT TRICK OR TREAT	500.00	0.00	0.00	0.00	500.00
WINTER CARNIVAL	5,000.00	0.00	5,123.24	5,736.74	(123.24)
MOVEABLE FEAST	3,000.00	0.00	0.00	0.00	3,000.00
<b>Collaborating Events</b>					
CONCERTS IN THE PARK	4,000.00	0.00	4,000.00	4,000.00	-
FOURTH OF JULY	800.00	0.00	0.00	800.00	800.00
FARMERS MARKET	500.00	0.00	0.00	0.00	500.00
RESTAURANT WEEK	500.00	0.00	500.00	0.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	1,500.00	1,500.00	-

**PROGRAMS SERVICES  
MONTHLY REPORT  
June 2015**

July 13, 2015

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Marketing &amp; Promotions</b>					
<b>MARKETING</b>					
Image Campaign	40,000.00	3060.36	20,752.39	19,131.86	19,247.61
<i>Traverse/My North display ad \$525</i>					
<i>Traverse/July ad \$830</i>					
<i>Manthei/reimbursement supplies \$36.21</i>					
<i>Harbor House/Bay Harbor Visitor's Guide ad \$625</i>					
<i>Mitchell Graphics/bagstuffer \$578.27</i>					
<i>Northern Express/ad \$299.70</i>					
<i>Goodman/reimbursement web service \$19.99</i>					
<i>Goodman/reimbursement web service \$21.19</i>					
<i>Waukegan Lake Improvement Assoc./Directory ad \$125</i>					
 Gallery Walk	 2,500.00	 2492.16	 4,691.82	 2,698.85	 (2,191.82)
<i>WCMU/Ad \$1,000</i>					
<i>Manthei/supplies \$142.87</i>					
<i>Northern Express/Ad \$299.70</i>					
<i>Mitchell Graphics/brochure \$718</i>					
<i>Jeff Pagel/entertainment services \$300</i>					
<i>Meyer ACE/flag bracket \$2.59</i>					
<i>Goodman/reimbursement supplies \$29.00</i>					
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	7,303.59	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
Mardi Paddy Gras	3,000.00	0.00	3,245.94	0.00	(245.94)
Restaurant Week	-	-	0.00	4,295.96	-
Other	1,800.00	0.00	0.00	0.00	1,800.00
 <b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	340.86	599.35	1,500.32	900.65
<i>Stafford's/Hospitality Training service \$340.86</i>					
TROLLEY	9,000.00	279.83	279.83	204.56	8,720.17
<i>Meyer ACE/bunting \$37.98</i>					
<i>Gibby's Garage/repairs \$234.50</i>					
<i>Fossmo/reimbursement, supplies \$7.35</i>					
 <b>Beautification</b>					
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	579.67	1,736.81	4,420.33
BEAUTIFICATION	10,000.00	0.00	5,510.71	0.00	
 <b>Administrative</b>					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	
OTHER	100.00	0.00	0.00	59.25	100.00
 <b>TOTAL</b>	 143,650.00	 14428.05	 57,690.95	 52,105.90	 85,959.05
 Excess of Revenues Over Expenses	 (6,602.00)	 -6322.05	 50,837.45	 42,760.02	

**Downtown Parking Fund  
June 2015**

**May 13, 2015**

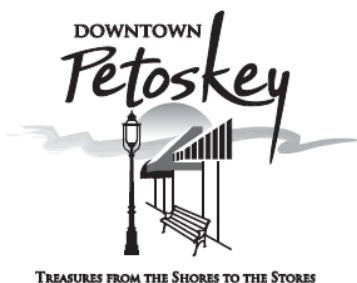
	<b>Budget</b>	<b>Current Month</b>	<b>YTD</b>	<b>Last YTD</b>	<b>Budget Balance</b>
<b>REVENUES</b>					
Meters	315,500.00	34,145.39	129,380.85	120,235.52	186,119.15
finest	51,000.00	4,420.32	25,417.86	17,844.18	33,155.82
Permits	31,000.00	1,242.66	10,875.37	19,371.00	20,124.63
Bags	6,000.00	1,804.15	2,846.28	3,569.35	3,153.72
Tokens	2,500.00	145.00	1,495.00	1,078.75	1,005.00
Interest	400.00	6.75	18.22	10.72	381.78
Meter Sponsorships	2,000.00	0.00	700.00	400.00	1,300.00
Cell Phone Parking	25,000.00	2,649.19	13,646.92	8,863.72	11,353.08
<b>Total Parking Revenue</b>	<b>433,400.00</b>	<b>44,413.46</b>	<b>184,380.50</b>	<b>171,373.24</b>	<b>256,593.18</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	18,000.00	0.00	0.00	18,000.00	18000.00
CAPITAL OUTLAY	30,000.00	600.00	10,197.00	625.00	19803.00
ulu Beauty Lounge/countertop desk&chair \$600					
CONTRACTED SERVICES	50,000.00	5270.00	42,182.54	42,725.48	7,817.46
Performance Painting/Painting \$5,270					
DOWNTOWN OFFICE	193,000.00	17,903.27	86,510.80	102,435.85	106,489.20
Goodman/reimbursement, postage \$19.99					
Integrity/supplies \$69.94					
Integrity/supplies \$79/14					
Van's/ink,toner \$224.68					
DTE/utilities \$39.97					
Thru Glass/window cleaning \$25					
City of Petoskey/utilities \$86.94					
Wages \$17,357.61					
EDUCATION AND TRAINING	5,000.00	199.64	4,836.00	3,366.52	164.00
Goodman/reimburse MDA workshop \$128.96					
Cole/mileage reimbursement \$70.68					
EQUIPMENT REPAIR	1,000.00	36.00	482.71	167.40	517.29
Cole/postage reimbursement \$36					
FAÇADE GRANTS		0.00	969.50	83.56	
LEASE RENTAL TO DEBT				40,000.00	
MATERIALS AND SUPPLIES	11,000.00	506.94	4,006.96	7,901.74	6,993.04
Goodman/reimbursement,supplies \$126.14					
Meyer ACE/batteries \$10.99					

**Downtown Parking Fund  
June 2015**

**May 13, 2015**

Atchison Paper/token bags \$12.50					
USPS/postage \$196					
Meyer ACE/batteries \$9.99					
Meyer ACE/toilet flush repair \$6.49					
Meyer ACE/trash bags \$4.49					
Meyer ACE/supplies \$3.49					
Integrity/supplies \$56.86					
OmniPark/thermal paper rolls \$79.99					
PROFESSIONAL SERVICES	500.00	0.00	0.00	346.91	500.00
PROPERTY LEASE	1,000.00	0.00	0.00	1,875.00	(118.05)
PUBLIC UTILITIES	3,200.00	0.00	1,118.05	1,599.15	2,081.95
SIGNS	1,000.00	1034.85	1,128.85	125.00	(128.85)
Sign & Design/sign change \$34.85					
Sign & Design/meter stickers \$1000					
UNIFORMS	1,500.00	214.92	388.84	443.89	1,111.16
Personal Graphics/shirts \$214.92					
OTHER		0.00	0.00	84.80	
<b>TOTAL EXPENSES</b>	<b>318,200.00</b>	<b>25,765.62</b>	<b>151,936.85</b>	<b>219,863.86</b>	<b>166,263.15</b>
<b>NET</b>	<b>115,200.00</b>	<b>(25,765.62)</b>	<b>(151,936.85)</b>	<b>(219,863.86)</b>	<b>(166,263.15)</b>





## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman

**DATE:** May 14, 2015

**RE:** Request to Consider Policy for Cinema System Rental

Background. When the DMB made its recent decision to purchase a cinema system to be used for showing movies in the park during Petoskey Rocks! there was discussion regarding recouping some of the costs by renting the system out to other groups. General discussion reflected that the revenue stream might be desirable, but there were concerns regarding potential damage to the system. The thought was to table this discussion until a future point in time.

Request. A request was recently received from a reputable, local non-profit by the Downtown Office to rent the cinema system. Staff is now requesting the Board set a policy regarding rental of the system. In the case that the Board agrees to create a rental policy, a draft policy is below.

*Rental will be available at \$500 per one day event. If an event is longer than one day, each additional day will be \$250. A refundable deposit of \$5,000 will be required. The deposit will be returned upon inspection of the equipment when it is returned to the Downtown Office. Rentals will be made to non-profit organizations and commercial businesses only, and at the discretion of Downtown Staff who will reserve judgment based on applicant's ability to operate and care for the equipment and the situation in which the applicant desires to use the equipment. Applicant must provide an insurance policy that lists the cinema system as a rider on the policy for the duration of the event.*

Please call me if you have questions or concerns.



**BOARD:** Downtown Management Board

**MEETING DATE:** July 21, 2015                      **DATE PREPARED:** July 17, 2015

**AGENDA SUBJECT:** Downtown Management Board Committee Reports

**RECOMMENDATION:** That the Downtown Management Board hear these reports

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Reports could be received from Downtown Management Board committees.

sb



**BOARD:** Downtown Management Board

**MEETING DATE:** July 21, 2015

**DATE PREPARED:** July 17, 2015

**AGENDA SUBJECT:** City Staff Report

**RECOMMENDATION:** That the Downtown Management Board hear this report

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The City Manager will provide status reports concerning downtown-area projects.

sb