



DOWNTOWN MANAGEMENT BOARD

September 22, 2015

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of August 18, 2015
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. Presentation – Hear presentation from Mac McClelland, Otwell Mawby Brownfield Manager, concerning Brownfield TIF
4. Old Business:
 - (a) Consider and approve the proposed 2016 Downtown Programs and Services Budget
 - (b) Consider and approve the proposed 2016 Downtown Parking Fund Budget
5. New Business:
 - (a) Request for the City Manager to recommend that the City Council levy special assessments, on behalf of the Downtown Management Board, to finance Management Board programs and services for 2016 through the Downtown Development and Management Fund
 - (b) Consider and approve appointment to the Downtown Events Committee
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by the City staff
6. Miscellaneous
7. 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: September 22, 2015 **PREPARED:** September 18, 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 August 18, 2015; (2) Acknowledgement of bills since August 18, 2015; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

August 18, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, August 18, 2015. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: William J. Fraser, Mayor, Jessilynn Norcross 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 May 19, 2015 regular session meeting minutes; acknowledgement of bills since May 19, 2015; and acceptance of the May, June and July expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the May 19, 2015 regular session meeting minutes were approved, acknowledgement of bills since May 19, that totaled \$147,839.90 and expense and income reports for May, June and July were approved. Said motions were unanimously approved as submitted.

Recommend BRKP Cigar Group, LLC
for a Redevelopment Liquor License

Chairperson Rochon reviewed that applicant William Tribble, of BRKP Cigar Group, LLC, was present to discuss application request. Mr. Tribble gave a brief presentation on business plan; that the smoking exemption was transferred from a company down in Lansing to BRKP Cigar Group, LLC; that regulations are being followed; that there will be liquor, fine cigars, a billiard table, televisions and occasional live music; that the business will be an upscale establishment, open to the public; and that there will be no food.

Board members inquired on the licensing exemption for smoking; what the staffing levels would be; and ventilation requirements. Mr. Tribble reviewed that after the May 2010 law prohibiting smoking, there were 90 exemption licenses in the state; that one was for sale and BRKP Cigar Group, LLC, bought for \$30,000 and can be transferred at any time; that there will be minimal staff with owners working most of the time; and that BRKP Cigar Group, LLC, is working with health department regarding ventilation requirements.

The City Manager reviewed that on August 3, 2015, the City received an application for a Redevelopment Liquor License from BRKP Cigar Group, LLC, for 446 East Mitchell Street. The DMB in accordance with the local control ordinance adopted by City Council has 30 days from the date of submission to review and make a recommendation to City Council on the granting of a Redevelopment Liquor License. The City Manager reviewed the legal requirements of Ordinance 727 and local criteria and that the applicant was in compliance except for Section 4-3(7) which states: *"The applicant and subject property owner shall not have any current or outstanding code violations, tax delinquencies, other outstanding City fees or in any way be in default to the City."* The City Manager reviewed that Chris Redding, property owner of 446 East Mitchell Street, has excessive fees on numerous properties in the City for delinquent taxes and unpaid special assessments.

Board members inquired if the license could be recommended to City Council based on the condition that the property owner pays all outstanding fees in a timely manner; if the owner was delinquent on the subject property or all properties that he owned; what the outstanding fees totaled; concerns with approving when criteria has not been met; heard from those in favor of the unique business plan for downtown, but encouraged Mr. Redding to pay delinquent taxes and fees promptly; how many Redevelopment Licenses can be granted; and that a time frame should be enforced on Mr. Redding to pay unpaid fees.

The City Manager responded that the ordinance applies to all properties owned; that Mr. Redding owes \$133,000 in delinquent taxes and special assessments; and that the City Council can approve 6 Redevelopment Liquor Licenses and this application would be the third license granted.

Chairperson Rochon asked for public comments and heard from those in favor of the unique factor to downtown especially on upper Mitchell Street; if Emmet County had any anti-smoking laws; that the City should look into regulations regarding smoking in proximity to businesses; and that the City should work with Mr. Redding to be in compliance.

Upon motion made by Mr. Smith, seconded by Mr. Buck to recommend to City Council a Redevelopment Liquor License to BRKP Cigar Group, LLC, subject to condition that Chris Redding, property owner, satisfies all requirements of ordinance with respect to unpaid fees, taxes and special assessments.

Said motion was approved by the following vote:

AYES: Buck, Carlson, Keiswetter, Smith, Rochon (5)

NAYS: Reid (1)

Discuss City's 2015 Draft Action Plan

Chairperson Rochon reviewed that on June 26 and 27, City Council and Department Heads met with Dr. Joe Ohren to establish future goals and strategies for the City. The goals and strategies have been compiled into a chart designating who is responsible and an estimated timeline in which the goals can be completed. The verbiage for the goals and strategies were exactly what Dr. Ohren developed, with staff completing the responsibility and timeline categories. Board members also reviewed four comments that the City Manager's office received regarding the draft Action Plan.

Board members commented on the goal to increase parking and that the DMB worked for a year and a half on a parking plan and City Council did not consider some aspects and picked plan apart; commended City Council for creating a strategic plan and cohesive strategy; that there needs to be more open communication between DMB and City Council; that there needs to be more economic development possibilities besides just creating more parking; inquiries on the difference between a DDA and DMB and each Boards' responsibilities; concerns that City Council is not supporting DMB on various matters; that a joint meeting should be scheduled with DMB and City Council; and how might TIF be used to help goals for downtown.

The City Manager responded that the parking goal is for long-range infrastructure and that it may be worthy to bring City Council and DMB together.

Chairperson Rochon reviewed the responsibilities of DMB and DDA and that the DMB manages downtown and parking system; and the DDA handles funding for larger projects and in charge of setting TIF dollars.

Chairperson Rochon asked for public comments and heard comments that the DMB does not represent downtown merchants; that the Board needs to seek public opinion on matters; and that the DDA hasn't done much because waiting on the undeveloped 200 East Lake Street property for tax base.

Discuss 2016 Downtown Programs & Services and Parking Fund Budgets

Board members then reviewed and discussed the proposed 2016 Downtown Programs and Services and Parking Fund budgets. Following the Downtown Management Board's routine procedure, the Downtown Director reviewed recommendations for the DMB's programs-and-services budget for 2016, which would be included in the City's proposed 2016 Annual Budget to be presented to the City Council in November, based upon experience of previous fiscal years and recent reviews. Funding for these programs and services would be derived through proceeds from the Board-requested annual special assessment levies.

The Downtown Director reviewed that the Programs and Services budget has a negative revenue over expenditures amount forecasted for the end of 2016; that a joint meeting occurred between the Events, Marketing and Petoskey Rocks! Committees with a consensus to eliminate only the Mardi Paddy Gras and Haunted Halloween Progressive Dinner events; determined to grow the remainder of events; that funding for Petoskey Rocks! is proposed to come less than half from the budget and more than half from sponsorships; Winter Carnival has \$10,000 above the revenue that it takes in from the Wine and Dine progressive dinner with attempt to obtain a major area sponsor for this event; and that more money is included in Moveable Feast event for growth potential.

Board members inquired if funds have been cut back on certain events; concerns that budget was presented in a deficit and what are priorities; that assessments should be increased or find solutions to increase sponsorships to fund events; heard from those that would like to see some events cut back or eliminated; that budget discussions should be discussed at another meeting to hear from Board members that were absent; heard from those opposed to going outside of area for major sponsorships; that events should be focused on downtown shopping experiences and getting people downtown; that Petoskey Rocks! events are questionable whether they enhance the downtown experience; discussed the purpose of events; and commented on Gallery Walk and Concerts in the Park and how these events could be changed.

The Downtown Promotions Coordinator reviewed that at the joint meeting there was a consensus that there is a need for more funds to cover events; did not want to ask merchants for more money; and that events should not be eliminated, but rather ask more outside businesses for sponsorships.

Chairperson Rochon asked for public comments and heard from those that agreed to get opinion of missing Board members; that funding sources come from two groups; that galleries should be asked for more funding for Gallery Walk; that it is the Board's job to get people downtown; that a car show would be a huge opportunity for a self-promoting event; and that committees have budgets to work with and have to stay within those boundaries as should the DMB.

The Downtown Director thanked the Board for their input and confirmed that she would prepare a second draft with a positive figure for the September meeting.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf of Petoskey Rocks! Committee and reviewed the weekly events; that the weekend after the 4th of July was quiet due to other events in the area; that trivia night was a good turnout; that Murder Mystery was a successful night; that merchants had higher than average sales this year at Sidewalk Sales and that the majority of respondents want to keep the sale to two days; and that August 21 is the last Petoskey Rocks! event. The Downtown Promotions Coordinator also reported that the new movie screen has been a big hit with improved visibility and sound and that the Events Committee's next event is the Moveable Feast in October.

The Downtown Director reported on behalf of the Marketing Committee and that there was a joint meeting with Petoskey Rocks! and Event Committees; that there was a consensus not to eliminate any major events; that Mardi Paddy Gras and Haunted Halloween Progressive dinners would be eliminated; that Winter Carnival and Moveable Feast events need growth; that the Committee discussed major sponsorships and the possibility of seeking outside the district; that Concerts in the Park need discussion; and that the Petoskey Rocks! and Events Committees should be combined. The Downtown Director also reported that when the Committee meets in the fall discussion will be on winter destination ideas; potential Open Friday Nights campaign; potential development of niche market rack cards; developing a customer loyalty card; surveys and data analysis; and the necessity of a brand and/or logo update.

In economic enhancement, the Downtown Director reported that two buildings on upper Mitchell may be leased with cheese and pasties businesses; that North Country Cycle Sports closed; that the Committee met and reviewed activities that are primarily performed by staff; and will begin regular Committee meetings in the fall.

In beautification, the Downtown Director reported that planters look nice and sponsors are doing a great job maintaining.

The Downtown Director reported on behalf of the public art plan and that it is almost finalized and would be discussed at a near-future meeting.

The Downtown Director reported on behalf of the Parking Committee and handed out the parking recommendations that City Council approved and did not approve; and that City Council was interested in measures that would encourage people to pay their fines and that would deter chronic abusers.

The Downtown Director also reported that the bike corrals were installed and the Design Committee will look at additional locations for the two extra racks; and supplied the Board with comment sheets from the Greenway Corridor review meetings.

Hear City Staff Report

The City Manager reviewed that the 2015-2021 Capital Improvements Plan would be going to City Council and Planning Commission for review totaling \$35M in expenses; that he met with Elias Amash, owner of 200 East Lake Street property, and there may be a possible zoning change to CBD; and that Council adopted a resolution supporting a CDBG grant to renovate upper floors of 316 and 318 East Lake Street.

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

**Downtown Management
Monthly Bills - August 2015**

September 7, 2015

PROGRAMS AND SERVICES

Business Retention	Stafford's Perry/Meeting Room Rental	Downtown Assessmer	\$ 72.40
Downtown Marketing	North Country Pub/Welcome Back Resorters Ad	Downtown Assessmer	\$ 423.00
Downtown Marketing	Traverse/My North Display Ad	Downtown Assessmer	\$ 525.00
Flowers	Siegrist Farm/marigolds and petunias	Downtown Assessmer	\$ 5,366.75
Moveable Feast	K Manthei/movie rental	Downtown Assessmer	\$ 41.74
Petoskey Rocks!	Northern Express/Ad	Downtown Assessmer	\$ 299.70
Petoskey Rocks!	Meyer ACE/bounce house rental	Downtown Assessmer	\$ 180.00
Petoskey Rocks!	Ali Ryerson/Flute performance	Downtown Assessmer	\$ 500.00
Petoskey Rocks!	Gary Stutzman/Flue performance	Downtown Assessmer	\$ 200.00
Petoskey Rocks!	C Struble/Ghost Walk	Downtown Assessmer	\$ 322.50
Petoskey Rocks!	Great Lakes Chamber Orchestra/performance	Downtown Assessmer	\$ 250.00
Shopping Scramble	K Manthei/Name tag/bracelets	Downtown Assessmer	\$ 58.44
TOTAL			\$ 8,239.53

PARKING FUND

Contracted Services	Preston Feather/nuts and bolts-bike corral	Parking Fund	\$ 217.99
Downtown Office	Integrity/supplies	Parking Fund	\$ 91.98
Downtown Office	McCardel/water	Parking Fund	\$ 31.50
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 21.98
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 59.79
Downtown Office	Integrity/supplies	Parking Fund	\$ 46.82
Downtown Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
Downtown Office	Meyer ACE/supplies	Parking Fund	\$ 17.45
Downtown Office	DTE/utilities	Parking Fund	\$ 39.68
Downtown Office	Wm Thompson/rent	Parking Fund	\$ 700.00
Downtown Office	Charter/internet,phones	Parking Fund	\$ 99.42
Downtown Office	Wages	Parking Fund	\$ 16,354.28
Education & Training	Goodman/mileage, MDA board meeting	Parking Fund	\$ 228.80
Materials & Supplies	Biller Press/orange envelopes	Parking Fund	\$ 481.40
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 6.99
Materials & Supplies	Integrity/supplies	Parking Fund	\$ 18.49
Materials & Supplies	Integrity/supplies	Parking Fund	\$ 34.99
Materials & Supplies	B Cole/coin deposit bags	Parking Fund	\$ 30.00
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 4.49
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 7.49
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 101.40
Signs	Sign & Design/signs, Zipp Lot	Parking Fund	\$ 1,626.58
Other	Meyer ACE/wrench	Parking Fund	\$ 16.99
TOTAL			\$ 20,263.51

TOTAL BILLS

\$ 28,503.04

**PROGRAMS SERVICES
MONTHLY REPORT
August 2015**

September 7, 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	2,275.11	1,873.52	(1,775.11)
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	250.00	9,699.00	2,787.50	(3,699.00)
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	1,500.00	3,850.00	5,000.00
MARKETING & PROMOTIONS					
Shop Map Ads	8,600.00	0.00	4,500.00	500.00	4,100.00
Gallery Walk	4,000.00	0.00	1,200.00	1,750.00	2,800.00
Ornaments	1,500.00	0.00	0.00	709.80	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		1,000.00	
TOTAL REVENUES	137,048.00	250.00	109,137.29	102,045.54	27,910.71
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	2,230.38	4,761.21	5,769.62
PETOSKEY ROCKS	11,000.00	1,752.20	18,141.35	8,637.41	(7,141.35)
<i>N Express/Ad \$299.70</i>					
<i>Meyer ACE/bounce house rental \$180</i>					
<i>Ali Ryerson/flute performance \$500</i>					
<i>Gary Stutzman/flute performance \$200</i>					
<i>C Struble/Ghost Walk \$322.50</i>					
<i>eat Lakes Chamber Orchestra/performance \$250</i>					
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	41.74	41.74	0.00	2,958.26
<i>K Manthei/Hemingway film rental \$41.74</i>					
Collaborating Events					
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	500.00	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
August 2015**

September 7, 2015

	BUDGET		YTD	LAST YTD	BUDGET BALANCE
Marketing & Promotions					
MARKETING					
Image Campaign	40,000.00	948.00	22,762.27	22,825.86	17,237.73
h Country Pub/Welcome Back Resorters Ad \$423					
<i>h</i> Traverse/My North Display Ad \$525					
Gallery Walk	2,500.00		4,691.82	3,698.85	(2,191.82)
Ornaments	900.00		0.00	0.00	900.00
Shopping Scramble	3,500.00		58.44	318.00	3,441.56
<i>K</i> Manthei/Name tag bracelets \$58.44					
Shop Map	9,000.00		0.00	9,043.59	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	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		3,245.94	0.00	(245.94)
Restaurant Week			0.00	4,295.96	-
Other	1,800.00		0.00	0.00	1,800.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	72.40	738.88	1,526.82	761.12
<i>h</i> Stafford's Perry/Meeting Room Rental \$72.40		0.00			
TROLLEY	9,000.00	0.00	783.62	3,793.16	8,216.38
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	5,366.75	5,946.42	5,149.80	(946.42)
<i>h</i> Siegrist Farms/marigolds,petunias					
BEAUTIFICATION COMMITTEE	10,000.00	0.00	6,427.02		
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00		
OTHER	100.00	0.00	67.41	311.88	32.59
TOTAL	143,650.00	8,181.09	73,076.94	80,434.28	70,573.06
Excess of Revenues Over Expenses	(6,602.00)	-7,931.09	36,060.35	21,611.26	(42,662.35)

**Downtown Parking Fund
August 2015**

September 7, 2015

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	315,500.00	39,615.40	211,403.67	208,682.50	104,096.33
finest	51,000.00	5,586.54	35,701.07	24,524.42	26,475.58
Permits	31,000.00	2,672.53	17,382.06	21,302.00	13,617.94
Bags	6,000.00	192.37	3,163.62	4,306.02	2,836.38
Tokens	2,500.00	312.00	2,196.00	1,464.75	304.00
Interest	400.00	0.00	19.03	11.43	380.97
Meter Sponsorships	2,000.00	0.00	700.00	400.00	1,300.00
Cell Phone Parking	25,000.00	3,021.13	19,432.91	13,295.90	5,567.09
Total Parking Revenue	433,400.00	51,399.97	289,998.36	273,987.02	154,578.29
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	0.00	18,000.00	18000.00
CAPITAL OUTLAY	30,000.00	0.00	16,258.98	8871.69	13741.02
CONTRACTED SERVICES	50,000.00	217.99	42,500.53	44,888.60	7,499.47
ton Feather/nuts and bolts, bike corral \$217.99					
DOWNTOWN OFFICE	193,000.00	17,487.68	129,631.18	144,194.09	63,368.82
Integrity/supplies \$91.98					
McCardel/water \$31.50					
Meyer ACE/supplies \$21.98					
City of Petoskey/utilities \$59.79					
Integrity/supplies \$46.82					
Thru Glass/window cleaning \$25					
Meyer ACE/supplies \$17.45					
DTE/utilities \$39.68					
Wm Thompson/rent \$700					
Charter/internet, phones \$99.42					
Wages \$16,354.08					
EDUCATION AND TRAINING	5,000.00	228.80	5,064.80	4,334.86	(64.80)
oodman/mileage, MDA board meeting \$228.80					
EQUIPMENT REPAIR	1,000.00	0.00	482.71	167.40	517.29
FAÇADE GRANTS	20,000.00	0.00	969.50	83.56	
LEASE RENTAL TO DEBT		0.00		40,000.00	
MATERIALS AND SUPPLIES	11,000.00	685.27	4,979.80	12,237.30	6,020.20
Biller Press/orange envelopes \$481.40					
Meyer ACE/supplies \$6.99					
Integrity/supplies \$18.49					
Integrity/supplies \$34.99					
B Cole/coin deposit bags \$30					
Meyer ACE/supplies \$4.49					
Meyer ACE/supplies \$7.49					
Meyer ACE/batteries \$101.40					
PROFESSIONAL SERVICES	500.00	0.00	351.63	346.91	(618.05)
PROPERTY LEASE	1,000.00	0.00	1,118.05	1,875.00	(118.05)
PUBLIC UTILITIES	3,200.00	0.00	1,128.85	2,030.50	2,071.15
SIGNS	1,000.00	1626.58	2015.42	344.50	(1,015.42)
Sign & Design/signs, Zipp Lot \$1,626.58					
UNIFORMS	1,500.00	0.00	0.00	757.17	
OTHER		16.99	16.99	84.80	
Meyer ACE/wrench \$16.99					
TOTAL EXPENSES	335,200.00	20,263.31	204,634.04	278,299.94	130,565.96
NET	98,200.00	(20,263.31)	(204,634.04)	(278,299.94)	(130,565.96)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: September 22, 2015

RE: Brownfield TIF Presentation

Mac McClelland, Otwell Mawby Brownfield Manager, will be present at the September 22 DMB meeting to give an informational presentation and answer questions regarding Brownfield TIF. McClelland has been invited by the City Manager who is seeking information regarding Downtown parking needs and acceptable funding strategies for the purpose of assisting potential developers of the 200 East Lake Street property in their proposals.

Recent discussions with potential developers for the site have highlighted a number of “unknowns” that could be discussed prior to an actual development review. City staff believes that knowing what to expect ahead of time may encourage prospective developers to purchase and develop the land. One of the “unknowns” is whether the DMB/DDA would support in general terms the use of a Brownfield Tax Increment Financing (TIF) Program. Another “unknown” is the number of public parking spaces the DMB believes it needs and can support. City staff is attempting to become more development ready by establishing broad parameters that will better define what prospective developers can expect when considering purchase/development of the site.

Please feel free to ask questions of McClelland at the meeting. The Parking Committee will take away your comments and the information given and come back to the full Board with a recommendation for Board consensus and approval. Any consensus from the DMB on either the Brownfield TIF or number of parking spaces will be brought forward to City Council for their consideration.

If you have questions or concerns please contact me.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: September 7, 2015

RE: 2016 Budget, Second Drafts

Please find attached second drafts for proposed budgets for the 2016 Programs & Services and Parking Funds. The DMB should approve these budgets at the September meeting in order to stay on track with the timing of the City budget planning process.

Parking Fund

As was discussed at the August meeting, the 2016 Parking Fund budget includes some large expenditures, including:

- A potential purchase of new software before the end of 2015 (or possibly in 2016) in Capital Outlay. Parking staff has tried diligently to work with upgrades purchased in 2013. Much progress has been made since last month, but glitches remain and it is important that our customer service does not suffer.
- Also, in Capital Outlay 2016, there are expenditures of \$148,500. This figure is revised from the first draft and includes Elks Lot expenses of repairs to the rock wall for \$16,000, drainage and paving improvements of \$98,000, and pay stations to replace meters at \$32,000. There is also a figure of \$2,500 included to replace the burning bushes, most of which are dead, that border the Darling Parking Lot.
- The proposed increase from 2015 in Contracted Services to cover the cost of a parking structure study (\$20,000) that is listed in the City CIP and improved sidewalk snow removal expenses remains from the original draft.
- The Downtown Office line item includes additional funds for increased enforcement hours.
- Per last month's Board discussion, expenses for the trolley have been moved to the Parking Fund as it is known that the trolley service provides an alternative method of transport to Downtown that does not require the shopper using a parking space. 2,429 rode the trolley this past summer; many of them came from the waterfront, Magnus Park, and Bay View.
- The façade grant line item has been left as an expense in the Parking Fund. Please see the attached page for further detail.

On the parking revenue side:

- Increased revenue in fines is predicted due to increased enforcement hours. Increased chronic offender fines could also potentially increase fine revenue.
- As use of Parkmobile continues to grow, an increase in the cell phone parking line item is also predicted.

Programs & Services

The second draft of the Programs & Services Budget has been revised to include a net figure of \$398. To achieve this the following changes were made

- Funding for ***Petoskey Rocks!*** is proposed to come approximately half from the budget and half from sponsorship.
- Winter Carnival income is proposed to be from the event and \$6,000 from the budget, with the thought that pursuit of a major sponsor will increase funds available. Any major sponsorship plan would be approved by the DMB.
- Trolley expenses were moved to the Parking Fund as explained above.
- Trolley revenue remains in Programs & Services as the funds are a result of marketing efforts.

The recommendation of staff is that both of these budgets be discussed, revised if necessary, and approved at the September meeting.

Please call me if you have questions or concerns.

Attachment

Façade Improvement Grant Overview

The Façade Improvement Grant program was implemented as a recommendation of the HyettPalma Cool Cities Downtown Blueprint report that was completed in January of 2007. The Blueprint stated that a professional preservation architect should be retained to develop design guidelines for all of Downtown with emphasis on the fact that generic guidelines would not be tailored, specific, or sophisticated enough to meet Downtown Petoskey's needs. The recommendation further stated that a façade grant program should be created that would induce private investment, that grants should be made on a 50-50 matching basis and offered in the amount of up to \$15,000 per structure with use of the guidelines to be required for grant receipt.

Upon receipt of the HyettPalma Cool Cities Downtown Blueprint, the DMB contracted with Scott Day, consultant for National Main Street and principal of Urban Design Services, who worked with the Design Committee to write our Design Guidelines document. Since its adoption, many of its elements have been included in our code.

The grant program has been in existence since 2009.

- In six years we have contributed \$94,400 in Parking Funds to generate \$426,700 in façade improvements in our own downtown.
- We have overseen 26 projects and made certain that all elements conformed to our design guidelines.
- We have had one project be denied their grant award because they did not follow the guidelines.
- We have had one project not complete or make any attempt to complete their project that also was denied their grant award.

The line item in the Parking Fund for façade grants was originally \$15,000 and two years later was increased to \$20,000 due to the popularity and success of the program. When the DMB reviewed the Parking Fund and Programs & Services budgets in 2011, moving all non-parking related expenses out of the Parking Fund, it was decided not to move the Façade Grant program and it has remained in the Parking Fund due to the fact that it distributes parking money into reinvestment in Downtown.

The Downtown Design Committee annually recommends awarding of the grants to applicants whose projects conform to the design guidelines and the DMB approves these recommendations. The Design Committee gives priority to projects that most greatly affect the overall appearance of Downtown. In recent years they have striven to not award basic painting or maintenance grants and have even begun recruiting projects that will benefit the overall appearance of the district.

Highlights of past grants include the painting of the JC Penney building, lighting repairs of the Hollywood sign, the North Perk Coffee building, the Phone Guide building, the Tap 30 façade, City Park Grill's new paint, and many, many more.

Each year a façade grant orientation meeting is held and power point presentation is given on the details of the program and the economic development benefits of historic preservation. If the board desires, this presentation could be brought to the board for their review.

CITY OF PETOSKEY
Downtown Management Board
2016 Programs & Services Budget

	2015 Budget	2015 Projected	2016 Budget
REVENUE			
Downtown Assessments	88,348	88,348	88,348
Interest Income	500	500	500
Penalties & Interest	3,000	3,000	3,000
Holiday Parade Sponsors	4,000	4,000	4,000
Petoskey Rocks! Sponsors	6,000	9,500	5,750 6 carriage sponsors @ 375, 6 band sponsors @ \$250, \$2000 movie sponsors
Winter Carnival Income/sponsors	2,000	1,000	1,600 40 wine & dine tix at \$40, additional potential income from major sponsor
Moveable Feast Income	600	600	1,000 Bull Run entry fees
Summer Open House			7,000 Taste of DT ticket revenue
Trolley ads & sponsorship	6,500	4,000	4,000
Gallery Walk	4,000	4,800	4,500
Ornaments	1,500	1,500	1,500
Shopping Scramble	5,000	5,000	5,000
Haunted Halloween Progressive Dinner	500	1,600	0 either cancel or it will be self supporting
Shop Map Ads	8,600	8,600	8,600
New Marketing Activities	6,500	0	0
Holiday Catalog		2,500	6,250 50 ads at \$125 each
Mardi Paddy Gras		1,900	0
Total Revenue	137,048	136,848	141,048
EXPENSES			
<u>DMB Events</u>			
Summer Open House			11,000 \$7,000 is Taste of DT wash, \$4,000 is event expenses
Sidewalk Sales	8,000	8,000	4,000
DT Trick or Treat	500	500	500
Holiday Parade	6,500	6,000	6,000 \$3,000 + \$3,000 from sponsors
Christmas Open House	1,000	1,000	1,000
Winter Carnival	5,000	5,000	7,600 \$1600 is wine and dine ticket income, \$6,000 from the budget.
Petoskey Rocks!	11,000	11,000	11,750 \$6,000 from the budget + \$5,750 from sponsors
Gallery Walk	2,500	2,200	2,500
Shopping Scramble	3,500	3,500	3,500
Ladies Opening Night		4,000	4,000
Moveable Feast	3,000	3,000	5,000 Grow this event
	41,000	44,200	56,850
<u>Collaborating Events</u>			
Concerts in the Park Pledge	4,000	4,000	4,000
Fourth of July Pledge	800	800	1,000
Santa's Visit	200	200	200
Restaurant Week Pledge	500	500	500
Festival on the Bay Pledge	1,500	1,500	1,500
Farmers Market Pledge	500	500	500
	7,500	7,500	7,700
<u>Economic Enhancement</u>			
Business Recruitment	500	200	500
Business Retention	1,500	1,500	1,500
Trolley	9,000	4,000	0
	11,000	5,700	2,000

	2,015		
	Budget		
<u>Marketing & Promotions</u>			
Image Campaign	40,000	40,000	40,000
Ornaments	900	900	900
Shop Map	9,000	9,000	9,000
Ghost Walk/Haunted Halloween	250	0	0
New Marketing Activities	9,800	5,000	0
Holiday Catalog			2,500
Mardi Paddy Gras		2,000	0
	59,950	56,900	52,400
	Budget		
<u>Beautification</u>			
Flowers	5,000	8,000	12,000
Holiday Decorations	8,000	8,000	8,000
Fall Decorations	600	600	600
Public Art			500
	13,600	16,600	21,100
<u>Administrative</u>			
Insurance & Bonds	500	500	500
Other	100	100	100
	600	600	600
Total Expenses	133,650	131,500	140,650
Excess Revenue over Expenditures	3,398	5,348	398

**CITY OF PETOSKEY
Downtown Management Board
2016 Parking Fund Budget**

	2015 Budget	2015 Projected	2016 Budget
REVENUE			
<u>Streets</u>			
Michigan	17,000.00	16,500.00	16,000.00
Mitchell	48,000.00	48,000.00	47,000.00
Lake	55,000.00	59,000.00	58,000.00
Bay	20,000.00	22,000.00	22,000.00
Lewis/Rose	5,000.00	5,000.00	5,000.00
Petoskey	23,000.00	24,000.00	24,000.00
Howard	40,000.00	40,000.00	40,000.00
Division	8,000.00	7,500.00	7,500.00
Waukazoo	10,000.00	10,000.00	10,000.00
Total Streets	226,000.00	232,000.00	229,500.00
<u>Lots</u>			
Darling, Michigan 1	24,500.00	21,000.00	21,000.00
Clifton Hotel, Michigan 2	10,000.00	10,000.00	9,500.00
Livery, Michigan 3	6,500.00	6,500.00	6,000.00
Elks, Lake 2	14,000.00	14,000.00	14,000.00
Park Garden, Lake 3	7,500.00	7,500.00	7,500.00
Saville, Bay	19,500.00	19,500.00	20,000.00
Petrie, Mitchell	7,500.00	8,000.00	8,000.00
Total Lots	89,500.00	86,500.00	86,000.00
Total Meters	315,500.00	318,500.00	315,500.00
<u>Other Parking</u>			
Fines	51,000.00	52,000.00	67,000.00
Permits	31,000.00	30,000.00	30,000.00
Bags	6,000.00	6,000.00	6,000.00
Tokens	2,500.00	3,000.00	2,800.00
Interest	400.00	400.00	400.00
Meter Sponsorships	2,000.00	2,700.00	2,000.00
Cell Phone Parking	25,000.00	29,000.00	32,000.00
Total Revenue	433,400.00	441,600.00	455,700.00

	2015 Budget	2015 Projected	2016 Budget
EXPENSES			
Administrative Fees	18,000.00	18,000.00	18,000.00
Capital Outlay	30,000.00	50,000.00	148,500.00
Conferences & Memberships	5,000.00	5,300.00	5,000.00
Contracted Services	50,000.00	50,000.00	75,000.00
DT Office Operations	193,000.00	193,000.00	198,000.00
Equipment Repair	1,000.00	1,000.00	1,000.00
Façade Grant Program	20,000.00	20,000.00	20,000.00
Lot Lease Rent/Debt	0.00	0.00	0.00
Materials/Supplies	11,000.00	8,000.00	10,000.00
Professional Services	500.00	500.00	500.00
Property Lease	1,000.00	1,000.00	1,000.00
Signs	1,000.00	1,500.00	1,000.00
Trolley			5,000.00
Uniforms	1,500.00	1,000.00	1,500.00
Utilities	3,200.00	3,500.00	3,600.00
Total Expenses	335,200.00	352,800.00	488,100.00
Excess Revenue over Expenditures	98,200.00	88,800.00	-32,400.00

Other Parking Revenue - Fines

Additional Enforcement hours \$10,000

Increase in late fees and chronic abuser fines \$5,000

Capital Outlay

2015 New Software

2016 Elks Lot repairs

Replace meters with pay stations \$32,000

Repair rock wall \$16,000

Re-surface \$98,000

2016 Darling Lot

Replace burning bush hedge \$2,500

Contracted Services

2016 Parking Structure Study \$20,000

2016 Increased Sidewalk Snow Removal Service \$5,000

DT Office Operations

2016 Additional Enforcement hours \$5,000



BOARD: Downtown Management Board

MEETING DATE: September 22, 2015 **PREPARED:** September 18, 2015

AGENDA SUBJECT: Proposed 2016 Programs-and-Services Special Assessment

RECOMMENDATION: That the Downtown Management Board request the City Manager to recommend that the City Council levy this proposed assessment

Background. Each year since 1994 the Downtown Management Board has asked the City Manager to recommend that the City Council levy special assessments against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with proceeds from the levies of such assessments used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

Formula. If requested for 2016, next year's downtown-area special-assessment levy would be the 22nd such annual levy. The approved 2015 downtown-area programs-and-services special-assessment formula had included:

- \$0.16 per square foot of useable, first-floor, non-residential building area
- \$0.04 per square foot of useable, non-residential area on floors other than first floors
- \$0.05 per square foot of unimproved lots that do not contain buildings

Proposal. If the Downtown Management Board approves the proposed 2016 programs-and-services-expenditures budget, the Downtown Management Board could request that the City Council levy these square-foot special assessments on the Downtown Management Board's behalf. Although not yet calculated, the City staff believes that revenues next year would be comparable to the \$91,000 that had been received in 2015.

Process. Following regulations that are included within City Code special-assessment provisions, the Downtown Management Board will be asked to formally request that the City Manager consider this proposed 2016 programs-and-services special assessment and to recommend to the City Council, through a required written report, that this proposed special assessment be levied on behalf of the Downtown Management Board.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: September 7, 2015

RE: Downtown Events Committee Appointment

It has been customary for the Downtown Events Committee to include a representative from the Petoskey Public Library. Ron Fowler has served in this capacity for several years. As Ron is no longer working at the Library, Val Meyerson, the new Executive Director has volunteered to replace him on the Committee.

It is staff's recommendation that the Board move to appoint her to the Committee at the September meeting.



BOARD: Downtown Management Board

MEETING DATE: September 22, 2015 **DATE PREPARED:** September 18, 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: September 22, 2015 **DATE PREPARED:** September 18, 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