



**DOWNTOWN MANAGEMENT BOARD**

January 19, 2016

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of December 15, 2015
  - (b) Payment of bills
  - (c) Acceptance of expense and income reports
3. Organization of Board - Elections of a Chairperson and Vice Chairperson and adoption of a schedule of regular meetings for 2016
4. New Business:
  - (a) Reports by Downtown Management Board Committees
  - (b) Report by the City staff
5. Miscellaneous
6. 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.*



**BOARD:** Downtown Management Board

**MEETING DATE:** January 19, 2016      **PREPARED:** January 15, 2016

**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 December 15, 2015; (2) Acknowledgement of bills since December 15, 2015; and (3) Acceptance of the December expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



**DOWNTOWN MANAGEMENT BOARD**

December 15, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, December 15, 2015. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: William J. Fraser, Mayor

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

Approve Consent Agenda Items

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

Upon motion made and seconded, the November 17, 2015 regular session meeting minutes were approved; acknowledgement of bills since November 17, that totaled \$50,577.66; and expense and income reports for November were approved. Said motion was unanimously approved as submitted.

Discuss Event Sponsorship Policy

The Downtown Director reviewed that at the November Board meeting, at the request of the Events Committee, the Board discussed forming a policy for accepting sponsors for downtown events. The Board directed the Downtown Director to survey downtown merchants for opinions regarding this matter. The Downtown Director reviewed that 21 people responded to the survey and the majority were opposed to accepting outside sponsorships especially those that directly competed with downtown businesses.

Board members discussed the possibility of co-sponsorships; heard from those against outside sponsorships; reviewed the purpose of special assessments and that they are supposed to fund events; that if accept outside donations then not preserving the downtown; suggested that the schedule of events needs to be reviewed and determine if any could be eliminated for next year; and that the policy language be changed and identify co-sponsorships.

The Downtown Director suggested that the potential policy will be discussed by the Marketing Committee and brought back to the Board for further review. The Board concurred.

Chairperson Rochon asked for public comments and heard that the Board needs to be careful if consider bringing in outside sponsorships and that the Events Committee already has an approved budget and should work with the approved funds.

This matter was tabled for further discussion at a future DMB meeting.

Approve Letter of Support & Funds  
For Rail Grant Feasibility Study

The Downtown Director reviewed that Jim Bruckbauer, Groundwork Center (formerly Michigan Land Use Institute) representative contacted the City regarding a proposed feasibility study for passenger rail service from Ann Arbor to Northern Michigan. The Downtown Director reviewed that the passenger rail service from Ann Arbor and other communities connected to Ann Arbor could be very beneficial to downtown if it were implemented in years to come; that several other communities along the railway have already committed to the project; and recommended that the Board approve a letter of support and a contribution amount of \$2,000 to come from the Contracted Services line of the Parking Fund that will go toward the match for the feasibility study. The Downtown Director also reviewed that no money will be spent if the coalition of organizations is not successful in securing the grant funds, and that the City Manager would be presenting this matter to City Council in early January as well.

Board members inquired if staff had talked to other communities and if there was support; heard from those in favor of supporting a rail system in Petoskey; and why funds were only coming out of the Parking Fund budget for the feasibility study.

In response to Board comments, the Downtown Director commented that she had not talked to other communities, but Mr. Bruckbauer indicated there are several communities in support and that she is unsure if the County is contributing funds towards the study, but that there wasn't any money budgeted in the General Fund for this matter.

Chairperson Rochon asked for public comments and heard a concern if this study was budgeted and that there should be more of a commitment from the organization involving Petoskey.

Ms. Shorter moved that, seconded by Mr. Reid to approve a letter of support and a \$2,000 contribution from the Contracted Services line of the Parking Fund to go toward the match for a feasibility study for a passenger rail service from Ann Arbor to Northern Michigan. Said motion was unanimously approved as submitted.

Approve Funds for 2016 Winter Carnival

The Downtown Director reviewed that the Events Committee wants to improve the effectiveness and image of the Winter Carnival; reviewed the history of the carnival; and that a directive of the 2007 Downtown Marketing Study was to produce a winter event that would boost retail traffic in the winter months. The Winter Blues Festival was formed, but wasn't very promising so in 2014 downtown partnered with the City's annual winter carnival.

The Downtown Director reviewed the 2016 events schedule and potential plans for a temporary ice skating rink in Pennsylvania Park, but reported that City staff was not in favor of the ice rink. Paying for an event like this is problematic, but if a formal sponsorship policy was in place it would help. The Downtown Director recommended that the Board approve an amount up to \$10,000 to come from the Programs and Services fund balance for 2016 Winter Carnival expenses. The fund balance at the end of the year is estimated at \$91,000 which has been accumulating for the purpose of purchasing a new snow blower tractor when the need arises. The Downtown Director also reviewed that it may be more appropriate to plan for any future tractor purchase to come from the Parking Fund than from the Programs and Services Fund.

Board members discussed the lack of support from City staff concerning the temporary ice rink; that the ice rink would have been a unique opportunity; the possibility of researching a synthetic portable ice rink to use in the street; and if the Programs and Services budget, specifically the marketing budget, would be balanced at the end of the year or if there would be any carry over funds to use towards the carnival.

Ms. Shorter moved that, seconded by Mr. Smith to approve \$10,000 from the Programs and Services fund balance for 2016 Winter Carnival expenses.

Chairperson Rochon asked for public comments and heard from those in favor of the event and that only \$6,000 was budgeted for winter carnival expenses and why the Board was now asking for more funds after the budget had been approved.

Chairperson Rochon then asked for a roll call vote.

Said motion was adopted by the following vote:

AYES: Bennett, Carlson, Keiswetter, Rochon, Shorter, Smith (6)

NAYS: Buck, Reid (2)

#### Hear Committee Reports

The Promotions Coordinator reported on behalf of the Events Committee and that there were positive survey results from Holiday Open House and that the Stafford's Holiday Parade was a success. The Events Committee did not meet in December, but will review the events calendar as a whole at their January meeting. The Committee also is working on the Winter Carnival and secured a company from Detroit to create ice sculptures.

The Downtown Director reported on behalf of the Marketing Committee and that the Promotions Coordinator continues to work on website updates; that there was positive feedback on the holiday catalog; and commended the Promotion Coordinator's efforts on her work designing the catalog.

In economic enhancement, the Downtown Director reported that there was a pop up Christmas store on East Mitchell Street and there would be some shifting of storefronts this winter.

In beautification, the Downtown Director reported that the Christmas tree in Pennsylvania Park was lit at Open House.

The Downtown Director reported on behalf of Parking and that the Luke Pay Station demo was leaving tomorrow and that a few people stopped in to see the demo; that Barry Cole, long-time Parking Ambassador, is retiring in February and several interviews had occurred; and that the Parking Committee will interview second rounds on January 6. The Downtown Director also reported that the Elk's Lot work is anticipated to be completed by mid-May.

#### Miscellaneous Comments

Chairperson Rochon asked for miscellaneous comments and heard an inquiry if the Events Committee had reviewed the budget before it was approved and what the status was on the public art plan.

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

**Downtown Management**  
**Monthly Bills - December 2015**

January 10, 2016

**PROGRAMS AND SERVICES**

Downtown Marketing	Sungem/Website deposit	Downtown Assessmer	\$ 5,000.00
Downtown Marketing	N Express/ad	Downtown Assessmer	\$ 249.70
Downtown Marketing	Common Angle/fees	Downtown Assessmer	\$ 300.00
Downtown Marketing	Common Angle/support	Downtown Assessmer	\$ 90.00
Downtown Marketing	Common Angle/support	Downtown Assessmer	\$ 90.00
Downtown Marketing	N Country PubAd	Downtown Assessmer	\$ 75.00
Downtown Marketing	N Country Pub/Ad	Downtown Assessmer	\$ 75.00
Downtown Marketing	Norther Express/Ads	Downtown Assessmer	\$ 719.30
Downtown Marketing	Traverse/My North Display Ad	Downtown Assessmer	\$ 525.00
Downtown Marketing	Atchison/goody bags	Downtown Assessmer	\$ 199.25
Downtown Marketing	Mitchell Graphics/holiday catalog	Downtown Assessmer	\$ 3,783.00
Downtown Marketing	City of Petoskey DMB/treasure certificates	Downtown Assment	\$ 1,055.00
Holiday Decorations	Standard Electric/ties and tape	Downtown Assessmer	\$ 42.87
Holiday Open House	Petoskey Snowmobile club/bean pots	Downtown Assessmer	\$ 395.26
Holiday Open House	Charlie Millard/tree lighting entertainment	Downtown Assessmer	\$ 100.00
Holiday Open House	Bronner's/Santa Suit	Downtown Assessmer	\$ 640.64
Holiday Parade	N MI Review/Ads	Downtown Assessmer	\$ 481.15
Holiday Parade	Purity/helium	Downtown Assessmer	\$ 523.75
Holiday Parade	Northern Experss/Ad	Downtown Assessmer	\$ 299.70
Visits With Santa	City of Petoskey DMB/treasure certs for Santa	Downtown Assessmer	\$ 200.00
<b>TOTAL</b>			<b>\$ 14,844.62</b>

**PARKING FUND**

Contracted Services	Lexis Nexis/contract	Parking Fund	\$ 50.00
Contracted Services	NW Services/sidewalk snow removal	Parking Fund	\$ 4,551.25
Downtown Office	City of Petoskey DMB/treasure certs for staff	Parking Fund	\$ 950.00
Downtown Office	McCardel/water	Parking Fund	\$ 31.50
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 46.64
Downtown Office	Meyer ACE/fire extinguisher valve	Parking Fund	\$ 9.99
Downtown Office	Meyer ACE/roughneck tote	Parking Fund	\$ 11.99
Downtown Office	DTE Energy/utilities	Parking Fund	\$ 107.96
Downtown Office	Integrity/envelopes	Parking Fund	\$ 9.99
Downtown Office	Thru Glass/window cleaning	Parking Fund	\$ 25.00
Downtown Office	Wm Thompson/rent	Parking Fund	\$ 711.20
Downtown Office	Wages	Parking Fund	\$ 23,356.92
Education and Training	PRCC/Hospitality training	Parking Fund	\$ 20.00
Education and Training	PRCC/Breakfast for Champions ticket	Parking Fund	\$ 25.00
Materials & Supplies	Meyer ACE/shellac	Parking Fund	\$ 16.99
Materials & Supplies	US PS/postage	Parking Fund	\$ 472.00
Materials & Supplies	AT&T/protective phone case	Parking Fund	\$ 45.00
Signs	Sign and Design/signs	Parking Fund	\$ 188.80
Uniforms	Personal Graphics/jackets	Parking Fund	\$ 230.84
Utilities	AT&T/cell phones	Parking Fund	\$ 379.00
<b>TOTAL</b>			<b>\$ 31,240.07</b>

**TOTAL BILLS**

**\$ 46,084.69**

**PROGRAMS SERVICES  
MONTHLY REPORT  
December 2015**

January 10, 2016

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348.00	0.00	88,348.00	88,348.00	-
PENALTIES & INTEREST	500.00	0.00	2,456.56	2,030.70	(1,956.56)
INTEREST INCOME	500.00	0.00	0.00	16.72	500.00
HOLIDAY PARADE SPONSORS	4,000.00	250.00	750.00	3,600.00	3,250.00
Reid Furniture/support \$250					
PETOSKEY ROCKS SPONSORS/income	6,000.00	2,095.00	10,868.00	11,600.00	(4,868.00)
Sponsors/credit card transfer \$740					
Ghost Walk/credit card transfer \$1355		0.00			-
WINTER CARNIVAL	2,000.00	748.00	1,498.00	2,160.00	502.00
Wine and Dine/credit card transfer \$748					
MOVEABLE FEAST	600.00	240.00	945.00	380.00	(345.00)
5K run/credit cardtransfer \$240					
TROLLEY	6,500.00	1,500.00	3,000.00	4,850.00	
Bay View Sponsor/\$1500					
MARKETING & PROMOTIONS					-
Shop Map Ads	8,600.00	500.00	14,712.50	500.00	(6,112.50)
Arlington Jewelers \$500					-
Gallery Walk	4,000.00	250.00	4,150.00	2,500.00	(150.00)
Arlington Jewelers \$250					-
Ornaments	1,500.00	396.00	426.00	709.80	1,074.00
Sales \$140					-
Sales Credit Card transfer/\$256					
Haunted Halloween	500.00	1,265.00	1,826.34	225.00	(1,326.34)
Ticket Sales/\$205					
Ghost Walk/credit card transfer \$1060					
Shopping Scramble	5,000.00	800.00	4,247.00	4,721.00	753.00
Entry Fee/credit card transfer \$800					
Holiday Catalog	2,500.00	1,390.00	3,285.00	0.00	(785.00)
Merchant Fees \$1390					
Historic Markers & Tour	1,000.00	0.00	0.00	0.00	1,000.00
Mardi Paddy Gras	3,000.00	2,669.70	1,889.70		1,110.30
Dinner tickets/credit card transfer \$780					
Restaurant Week				1,000.00	
<b>TOTAL REVENUES</b>	<b>134,548.00</b>	<b>12,883.70</b>	<b>138,402.10</b>	<b>123,641.22</b>	<b>(3,854.10)</b>
<b>EXPENSES</b>					
<b>Events</b>					
HOLIDAY PARADE	6,500.00	1,304.60	2,447.60	6,162.83	4,052.40
N MI Review/Ads \$481.15					
Purity/helium \$523.75					
Northern Express/Ads \$299.70					
HOLIDAY OPEN HOUSE	1,000.00	1,135.90	1,264.64	1,614.87	(264.64)
Petoskey Snowmobile Club/bean pots \$395.26					
Charlie Millard/tree lighting entertainment \$100					
Bronner's/Santa Suit \$640.64					
SIDEWALK SALES	8,000.00	0.00	5,906.56	4,761.21	2,093.44
PETOSKEY ROCKS	11,000.00	0.00	18,522.85	9,021.14	(7,522.85)
DT TRICK OR TREAT	500.00	0.00	499.42	448.65	0.58
WINTER CARNIVAL	5,000.00	0.00	4,664.05	5,736.74	335.95
MOVEABLE FEAST	3,000.00	0.00	6,110.24	2,770.68	(3,110.24)

**PROGRAMS SERVICES  
MONTHLY REPORT  
December 2015**

January 10, 2016

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<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	500.00	500.00
RESTAURANT WEEK	500.00	0.00	500.00	0.00	-
SANTA'S VISIT	200.00	200.00	200.00	200.00	-
y of Petoskey DMB/Treasure certs for Santa \$200					
FESTIVAL ON THE BAY	1,500.00	0.00	1,500.00	1,500.00	-
<b>Marketing &amp; Promotions</b>					
Image Campaign	40,000.00	8,378.25	34,863.28	33,912.85	5,136.72
Sungem/website deposit \$5,000					
Northern Express/Ad \$249.70					
Common Angle/fees \$300					
Common Aggle/support \$90					
Common Aggle/support \$90					
N Country Pub/Ad \$90					
N Country Pub/Ad \$70					
N Express/Ads \$719.30					
Traverse/My North display ad \$525					
Atchison/goody bags \$199.25					
City of Petoskey DMB/treasure certificates \$1055					
Gallery Walk	2,500.00	0.00	4,691.82	3,898.85	(2,191.82)
Ornaments	900.00	0.00	0.00	900.00	900.00
Shopping Scramble	3,500.00	0.00	1,023.44	2,057.00	2,476.56
Shop Map	9,000.00	0.00	0.00	9,043.59	9,000.00
Holiday Catalog	2,500.00	3,783.00	4,103.00	2,460.00	(1,603.00)
Mitchell Graphics/holiday catalog \$3,783					
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
Ladies Opening Night	3,000.00	0.00	5,200.00	8,286.00	(2,200.00)
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
<b>Beautification</b>					
HOLIDAY DECORATIONS	8,000.00	42.87	4,668.36	9,660.00	3,331.64
Standard Electric/Ties and Tape \$42.87					
FALL DECORATIONS	600.00	0.00	694.60	651.00	(94.60)
FLOWERS	5,000.00	0.00	6,016.00	5,362.80	(1,016.00)
BEAUTIFICATION COMMITTEE	10,000.00	0.00	6,427.02	0.00	3,572.98
CAPITAL OUTLAY	-	0.00	13,645.00	0.00	-
<b>Administrative</b>					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	
OTHER	100.00	0.00	67.41	390.38	32.59
<b>TOTAL</b>	<b>143,650.00</b>	<b>14,844.62</b>	<b>126,715.00</b>	<b>114,117.60</b>	<b>16,935.00</b>
Excess of Revenues Over Expenses	(9,102.00)	-1,960.92	11,687.10	9,523.62	(20,789.10)



**Downtown Parking Fund  
December 2015**

January 12, 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	25,465.30	320,630.04	314,305.40	(5,130.04)
finest	51,000.00	5,502.60	55,717.58	34,870.36	16,129.64
Permits	31,000.00	7,491.00	35,325.06	35,675.00	(4,325.06)
Bags	6,000.00	270.00	4,565.19	5,816.02	1,434.81
Tokens	2,500.00	336.00	2,987.00	1,992.75	(487.00)
Interest	400.00	5.52	34.70	16.87	365.30
Meter Sponsorships	2,000.00	1102.41	3,002.41	1,800.00	(1,002.41)
Cell Phone Parking	25,000.00	1,159.37	24,858.91	20,523.09	141.09
<b>Total Parking Revenue</b>	<b>433,400.00</b>	<b>41,332.20</b>	<b>447,120.89</b>	<b>414,999.49</b>	<b>7,126.33</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	18,000.00	0.00	18600.00	18,000.00	-600.00
CAPITAL OUTLAY	30,000.00	0.00	19,688.57	12977.61	10311.43
CONTRACTED SERVICES	50,000.00	4601.25	48,964.23	60,851.78	1,035.77
LexisNexis/contract \$50					
NW Services/SW snow removal \$4551.25					
DOWNTOWN OFFICE	193,000.00	25,259.19	204,225.16	198,150.00	(11,225.16)
y of Petoskey DMB/treasure certs for staff \$950					
McCardel/water \$31.50					
City of Petoskey/utilities \$46.64					
Meyer ACE/fire extinguisher valve \$9.99					
Meyer ACE/roughneck tote \$11.99					
DTE Energy/utilities \$107.96					
Integrity/envelopes \$9.99					
Thru Glass/window cleaning \$25					
Wm Thompson/rent \$711.20					
Wages \$23,356.92					
EDUCATION AND TRAINING	5,000.00	45.00	6,154.53	5,349.83	(1,154.53)
PRCC/Hospitality Training \$20					
PRCC/Breakfast for Champions ticket \$25					
EQUIPMENT REPAIR	1,000.00	0.00	482.71	212.30	517.29
FAÇADE GRANTS	20,000.00	0.00	17,969.50	20,083.56	2,030.50
LEASE RENTAL TO DEBT	-	0.00	-	40,000.00	-
MATERIALS AND SUPPLIES	11,000.00	535.99	12,810.42	18,452.45	(1,810.42)
Meyer ACE/shellac \$18.99					
US PS/postage \$472					
AT&T/protective phone case \$45					
PROFESSIONAL SERVICES	500.00	0.00	351.63	346.91	148.37
PROPERTY LEASE	1,000.00	0.00	-	1,875.00	1,000.00
PUBLIC UTILITIES	3,200.00	379.00	4,196.61	2,927.01	(996.61)
SIGNS	1,000.00	188.80	4296.92	518.20	(3,296.92)
Sign and Design/signs \$188.80					
UNIFORMS	1,500.00	230.84	679.93	757.17	820.07
Personal Graphics/\$230.84					
OTHER		-	64.99	67.95	(64.99)
<b>TOTAL EXPENSES</b>	<b>335,200.00</b>	<b>31,240.07</b>	<b>320,000.80</b>	<b>380,653.33</b>	<b>15,199.20</b>
<b>NET</b>	<b>98,200.00</b>	<b>(31,240.07)</b>	<b>(320,000.80)</b>	<b>(380,653.33)</b>	<b>(15,199.20)</b>



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** January 19, 2016      **DATE PREPARED:** January 15, 2016

**AGENDA SUBJECT:** Organization of Board

**RECOMMENDATION:** That the Downtown Management Board elect officers and adopt a schedule of regular meetings for 2016

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To meet bylaws provisions, the Downtown Management Board must conduct an annual meeting at which the Downtown Management Board must elect from its members, for one-year terms, a Chairperson and a Vice Chairperson and set its meeting schedule for that year. The Downtown Management Board Chairperson and Vice Chairperson must be the same persons who serve as Downtown Development Authority Board Officers; and meeting schedules in the past year have established Downtown Management Board sessions for 7:00 P.M., on the third Tuesday of each month, or as necessary, at the City Hall, immediately following meetings of the Downtown Development Authority Board, if such Downtown Development Authority Board meetings were required.

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**BOARD:** Downtown Management Board

**MEETING DATE:** January 19, 2016

**DATE PREPARED:** January 15, 2016

**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.

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**BOARD:** Downtown Management Board

**MEETING DATE:** January 19, 2016

**DATE PREPARED:** January 15, 2016

**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.

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