



DOWNTOWN MANAGEMENT BOARD

October 18, 2016

1. Call to Order – 7:00 P.M. – City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of September 20, 2016
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Consider and approve appointment to the Downtown Events Committee
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

A self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural and service activities located within the defined downtown area.

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the current Downtown plan; (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: October 18, 2016 **PREPARED:** October 14, 2016

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 September 20, 2016; (2) Acknowledgement of bills since September 20, 2016; and (3) Acceptance of the September expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

September 20, 2016

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 20, 2016. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Robin Bennett
David Carlson
Daniel Harris
S. Reginald Smith, Vice Chairperson

Absent: Doug Buck and William J. Fraser, Mayor

Also in attendance were the Downtown Director Becky Goodman and City Manager Robert Straebel.

Hear Final Parking Presentation from
Walker Parking Concerning Darling Lot

Walker Parking consultants, Jake Jeppeson and Rick Klein, gave a final presentation for the contracted parking study concerning the Darling Lot. The consultants reviewed both conceptual drawings including a stand-alone and mixed-use structure; that the stand-alone structure would produce 177 additional parking spaces for a total of 280 spaces; that a mixed-use structure would produce 175 new spaces for a total of 278 spaces; reviewed hardscapes; and reviewed residential and height options on the mixed-use structure.

Board members inquired if the fourth tier on the stand-alone structure would be covered; what the square footage was of each level; if it was feasible to attract a developer to do residential on mixed-use concept; and if a 3D rendering could be provided for City Council and public to review. The consultants responded that the fourth tier would be open so there is a turn-around to come back down; that it is attractive for developers to do residential on a mixed-use concept; and that a rendering could be developed with the final report.

The Downtown Director reviewed that it would be ideal if the exterior design could look historical, but the inside desirable for Planning Commission to approve parking structure.

The consultants reviewed that the next step will be to provide conceptual opinion of costs and a final report for DMB to review in the coming months.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the August 16, 2016 regular session and September 12, 2016 special session meeting minutes; acknowledgement of bills since August 16, 2016; and acceptance of the August expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Carlson, and seconded by Mr. Smith, the August 16, 2016 regular session and September 12, 2016 special session meeting minutes were approved; acknowledgement of bills since August 16, 2016 that totaled \$48,420.74; and expense and income reports for August were approved. Said motion was unanimously approved as submitted.

Approve Funds for Pennsylvania Park
Restroom Preliminary Design

The Downtown Director reviewed that at the recent joint meeting with City Council there was discussion and consensus on the need for the restroom expansion in Pennsylvania Park. Both City Council and DMB agreed that the project was a high priority and there was discussion regarding moving construction from 2018, as it is currently listed in the CIP, to 2017. The CIP lists \$3,500 to pay for an engineering study in 2017. The City Manager recommended that the engineering study be moved to 2016 so that the potential for construction could be in 2017. City Council will discuss matter at their next meeting and voting whether or not to contribute \$1,750 to the study yet this year. If the study is completed in 2016 there would be the potential for actual construction in 2017, however funds for construction have not yet been identified. If a funding strategy is developed, the project would come forward as a budget amendment in 2017. Staff recommended that the DMB move forward to spend the other half of the \$3,500 which is \$1,750 in 2016 which will come from Contracted Services.

The City Manager reviewed that City Council favored keeping the project moving.

Chairperson Rochon asked for public comments and heard concerns that the budget process is going well and why funds aren't set aside now for future projects.

Mr. Smith then moved that, seconded by Mr. Carlson to spend \$1,750 in 2016 and put towards the preliminary engineering conceptual design work for the downtown restrooms. Said motion was unanimously approved as submitted.

Approve 2017 Downtown Program &
Services and Parking Fund Budgets

The Downtown Director reviewed the various changes made to the Parking and Program and Services Budgets since the last meeting. The Parking Budget included updates to the projected 2016 income and expense numbers; removal of \$3,500 for a preliminary design study for restrooms in Pennsylvania Park from Contracted Services in 2017; addition of \$1,750 for the shared cost of a preliminary design study for restrooms in 2016; a placeholder expenditure of \$50,000 for the purchase of a used trolley, a lease agreement or a new trolley, or the rehabilitation of the current trolley; and a placeholder expenditure of \$10,000 for the purchase of an electronic car charger station. Programs and Services Budget included some revised projected figures based on more up to date information; a reduction in the amount of carry over used in 2016 from \$10,000 to \$5,000; and a reduction in the amount of carry over needed in 2017 from \$15,000 to \$10,000.

Board members concurred that it was good to leave the \$10,000 placeholder for the electric car charger and \$50,000 for the trolley, and requested a 2016 report on the trolley including ridership, sponsorships, maintenance costs, etc. The Downtown Director responded that she received more information from the Mackinaw Trolley Company and that DPW staff had looked at the information with more discussion to come in the near future.

Chairperson Rochon asked for public comments and heard concerns that the budget has increased, but have outside sponsorships been decided if allowed or not; if there are any additional anticipated capital outlay projects not listed in the proposed budgets; and concerns with the terminology "excess funds over expenditures" and why it changed.

Mr. Smith moved that, seconded by Mr. Harris, adoption of the 2017 Parking and Program and Services Budgets as presented. Said motion was unanimously approved as submitted.

The Downtown Director next reported that the Down-

Recommend Special Assessment
Levy to City Council

town Management Board routinely asked the City Manager each year to recommend that the City Council levy special assessments on the Downtown Management Board's behalf against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with the proceeds from such levies then used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

2017 downtown-area special-assessment levies would be the 23rd such annual levy. The approved 2016 downtown-area programs-and-services special-assessment formula 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; and \$0.05 per square foot of unimproved lots that do not contain buildings. Although not yet calculated, City staff believes that revenues next year would be comparable to the \$92,000 that had been received in 2016.

Upon motion made by Mr. Smith, seconded by Mr. Harris, the Board requested that the City Manager consider this proposed 2017 programs and services special assessment and to recommend to City Council through a required written report, that the same formula be levied on behalf of the Downtown Management Board. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee and that the Shopping Scramble is October 1 and registration is low; that the Hemingway Harvest Festival is scheduled for Saturday, October 15 and that it is the last year for the event; and that the new Promotions Coordinator is doing very well and working hard on fall and winter events.

The Downtown Director reported on behalf of the Marketing Committee and that the Shop Downtown Contest is running until November 30 and the Holiday Catalog work is underway.

In downtown beautification, the Downtown Director reported volunteers will be installing cornstalks on September 30 and that the Scarecrow Contest begins October 1.

In economic enhancement, the Downtown Director reported that a new retail store Di's Dazzle opened and that two condominiums over Tap 30 on Mitchell Street are finished and have been sold.

The Downtown Director also reported that the Michigan Downtown Association annual conference will be held next month in Traverse City and welcomed any Board member to attend.

Hear City Staff Report

The City Manager reported that City Council approved the appointment of Craig Bell to the DMB; approved refinancing bonds for the Bear River Valley Recreation Area and Marina which will save approximately \$300,000 over the life of the bonds; approved the purchase of a 100' ladder truck; and reviewed CIP 2017-2022 projects.

Board members inquired if it had been determined what will be done with the old football stadium property on Standish Avenue and that the softball fields could be moved from the Bayfront to Standish Avenue and develop something more universal at the waterfront.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:20 P.M.

Downtown Management
Monthly Bills - September 2016

October 7, 2016

PROGRAMS AND SERVICES

DT Marketing	Traverse Mag/Ad	DT Assessment	\$ 850.00
DT Marketing	Northern Express/Ads	DT Assessment	\$ 419.70
DT Marketing	Kate Eli Designs/Holiday Catalog Design	DT Assessment	\$ 750.00
DT Marketing	Adobe Photography/software	DT Assessment	\$ 10.59
DT Marketing	Adobe Photography/software	DT Assessment	\$ 21.19
DT Marketing	American Spoon Foods/jam	DT Assessment	\$ 25.90
DT Marketing	MailChimp/software	DT Assessment	\$ 35.00
Fall Deocrations	Gruler's/Twine	DT Assessment	\$ 255.82
Fall Deocrations	Bill's Farm Market/Cornstalks	DT Assessment	\$ 501.00
Holiday Decorations	Meyer ACE/lights and bows	DT Assessment	\$ 5,428.70
Holiday Decorations	Cable Ties Unlimited/cable ties	DT Assessment	\$ 662.72
Petoskey Rocks!	Lite 96/ads	DT Assessment	\$ 840.00
Shopping Scramble	Facebook Marketing	DT Assessment	\$ 278.94
Shopping Scramble	USPS/postcard postage	DT Assessment	\$ 32.30
Shopping Scramble	Happy Snappy/Photo Booth	DT Assessment	\$ 450.00
Shopping Scramble	Palette Bistro/19th Hole Party	DT Assessment	\$ 382.10
			\$ 10,943.96

PARKING FUND

Administrative Services	City of Peoskey	Parking Fund	\$ 19,900.00
Contracted Services	LexisNexis/contract August	Parking Fund	\$ 50.00
Contracted Services	Walker Parking/professional services	Parking Fund	\$ 8,475.36
Contracted Services	Traffic and Safety/contract	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract September	Parking Fund	\$ 50.00
DT Office	Office Max/supplies	Parking Fund	\$ 15.35
DT Office	Grand Traverse Pie/cake	Parking Fund	\$ 15.99
DT Office	City of Petoskey/utilities	Parking Fund	\$ 53.70
DT Office	Thru Glass/window cleaning	Parking Fund	\$ 25.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 7.17
DT Office	Meyer ACE/supplies	Parking Fund	\$ 5.99
DT Office	Vans/toner, ink	Parking Fund	\$ 541.11
DT Office	DTE/utilities	Parking Fund	\$ 36.02
DT Office	Meyer ACE/storage totes	Parking Fund	\$ 77.92
DT Office	Meyer ACE/supplies	Parking Fund	\$ 58.52
DT Office	Meyer ACE/supplies	Parking Fund	\$ 19.95
DT Office	McCardel Culligan/water	Parking Fund	\$ 46.00
DT Office	Dynamic Cleaning/office cleaning	Parking Fund	\$ 100.00
DT Office	Trophy Case/Name tag	Parking Fund	\$ 9.00
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 14,769.12
Education & Training	Michigan Downtown Association/dues	Parking Fund	\$ 200.00
Education & Training	NCMC/Tuition	Parking Fund	\$ 622.00
Education & Training	MDA/conf. registration,Symonds, Goodman, Bell, Bennet	Parking Fund	\$ 620.00
Materials & Supplies	USPS/postage	Parking Fund	\$ 141.00
Materials & Supplies	Sign and Design/paystation stickers	Parking Fund	\$ 45.00
Utilities	AT&T/phones	Parking Fund	\$ 315.95
			\$ 46,992.15

**Downtown Management
Monthly Bills - September 2016**

October 7, 2016

TOTAL BILLS

\$ 57,936.11

**PROGRAMS SERVICES
MONTHLY REPORT
September 2016**

October 9, 2016

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	84,878.00	-
PENALTIES & INTEREST	500.00	114.48	1,768.22	2,456.56	(1,268.22)
INTEREST INCOME	3,000.00	0.00	38.15	0.00	2,961.85
HOLIDAY PARADE SPONSORS	4,000.00	0.00	0.00	500.00	4,000.00
PETOSKEY ROCKS SPONSORS/income	5,750.00	0.00	3,480.00	13,212.50	2,270.00
WINTER CARNIVAL	1,600.00	0.00	7,808.00	750.00	(6,208.00)
MOVEABLE FEAST	1,000.00	0.00	0.00	0.00	1,000.00
TROLLEY	4,000.00	0.00	3,000.00	1,500.00	1,000.00
MARKETING & PROMOTIONS					-
Shop Map Ads	8,600.00	1,000.00	8,500.00	11,500.00	100.00
Sunglass Shoppe \$500					
County Emmet Celtic \$500					
Gallery Walk	4,500.00	300.00	2,100.00	2,400.00	2,400.00
Wood and Wicker \$300					
Ornaments	1,500.00	0.00	0.00	0.00	1,500.00
Haunted Halloween	-	0.00	0.00	0.00	-
Shopping Scramble	5,000.00	200.00	200.00	425.00	4,800.00
Rocking Horse Toy \$50					
American Spoon \$50					
Emma \$50					
Linda Michaels \$50					
Holiday Catalog	6,250.00	125.00	375.00	1,895.00	5,875.00
Lake Affect \$125					
Historic Markers & Tour	-	450.00	450.00	0.00	(450.00)
Reid Furniture \$150					
First Community Bank \$150					
Mitchell Street Pub \$150					
Mardi Paddy Gras	-	0.00	0.00	1,889.70	-
SUMMER OPEN HOUSE	7,000.00	0.00	4,277.00	0.00	
TOTAL REVENUES	144,100.00	2,189.48	123,396.37	121,406.76	20,703.63

PROGRAMS SERVICES
MONTHLY REPORT
September 2016

October 9, 2016

EXPENSES		CURRENT	YTD	LAST YTD	BUDGET
Events		MONTH			BALANCE
HOLIDAY PARADE	6,000.00	0.00	1,550.00	0.00	4,450.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	0.00	1,000.00
SUMMER OPEN HOUSE	11,000.00	0.00	7,254.85	11,187.83	3,745.15
SIDEWALK SALES	4,000.00	0.00	4,595.00	5,150.06	(595.00)
PETOSKEY ROCKS	11,750.00	840.00	10,629.50	18,138.85	1,120.50
	<i>Lite 96/ads \$840</i>				
DT TRICK OR TREAT	500.00	0.00	0.00	0.00	500.00
WINTER CARNIVAL	7,600.00	0.00	15,002.07	4,664.05	(7,402.07)
MOVEABLE FEAST	5,000.00	0.00	455.00	41.74	4,545.00
Collaborating Events					
CONCERTS IN THE PARK	4,000.00	0.00	4,000.00	4,000.00	-
FOURTH OF JULY	1,000.00	0.00	800.00	800.00	200.00
FARMERS MARKET	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	-
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	500.00	500.00
MARKETING					
Image Campaign	40,000.00	2,112.38	24,774.43	24,199.05	15,225.57
	<i>Traverse Mag/Ad \$850</i>				
	<i>Northern Express/Ads \$419.70</i>				
	<i>Kate Eli Designs/Holiday Catalog Design \$750</i>				
	<i>Adobe Photography \$10.59</i>				
	<i>Adobe Photography \$21.19</i>				
	<i>American Spoon Foods/jam \$25.90</i>				
	<i>MailChimp \$35</i>				
Gallery Walk	2,500.00	0.00	2,842.51	4,691.82	(342.51)
Ornaments	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	3,500.00	1,143.34	1,143.34	1,023.44	2,356.66
	<i>Facebook Marketing \$278.94</i>				
	<i>USPS/postcard postage \$32.30</i>				
	<i>Happy Snappy/photo booth \$450</i>				
	<i>Palette Bistro/19th Hole Party \$382.10</i>				
Shop Map	9,000.00	0.00	6,998.15	0.00	2,001.85
Holiday Catalog	2,500.00	0.00	800.00	0.00	1,700.00
Haunted Halloween	-	0.00	0.00	0.00	-
Ladies Opening Night	4,000.00	0.00	0.00	0.00	4,000.00
Mardi Paddy Gras	-	-	0.00	3,245.94	-
Other	-	0.00	270.00	0.00	(270.00)
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	0.00	1,609.33	738.88	(109.33)
TROLLEY		0.00	-	783.62	
Beautification					
HOLIDAY DECORATIONS	8,000.00	6,091.42	6,091.42	0.00	1,908.58
	<i>Meyer ACE/lights and bows \$5428.70</i>				
	<i>Cable Ties Unlimited/cable ties \$662.72</i>				
FALL DECORATIONS	600.00	756.82	0.00	694.60	600.00
	<i>Gruler's/Twine \$255.82</i>				
	<i>Bill's Farm Market/cornstalks \$501</i>				
PUBLIC ART	500.00	0.00	0.00		500.00
FLOWERS	12,000.00	0.00	1,780.38	6,016.60	10,219.62
CAPITAL OUTLAY	-	0.00	0.00	13,645.00	-
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
OTHER	100.00	0.00	0.00	67.41	100.00
TOTAL	140,650.00	10,943.96	92,595.98	101,088.89	48,054.02
Excess of Revenues Over Expenses	3,450.00	-8,754.48	30,800.39	20,317.87	(27,350.39)

**Downtown Parking Fund
September 2016**

October 9, 2016

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	315,500.00	33,034.29	276,653.10	249,788.87	38,846.90
fines	67,000.00	7,617.95	85,510.39	39,804.71	27,195.29
Permits	30,000.00	1,555.00	25,949.32	18,752.06	4,050.68
Bags	6,000.00	305.00	3,688.00	3,213.65	2,312.00
Tokens	2,800.00	180.00	1,458.75	2,281.00	1,341.25
Interest	400.00	60.62	305.80	20.88	94.20
Meter Sponsorships	2,000.00	0.00	305.00	700.00	1,695.00
Cell Phone Parking	32,000.00	1,981.92	14,287.82	20,961.73	17,712.18
Total Parking Revenue	455,700.00	44,734.78	408,158.18	335,522.90	93,247.50
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	19900.00	19900.00	18600.00	-1,900.00
CAPITAL OUTLAY	148,500.00	0.00	66,837.00	16,258.98	81,663.00
CONTRACTED SERVICES	75,000.00	8,656.36	72,951.50	55,168.40	2,048.50
Walker Parking/professional services \$8475.36					
Traffic and Safety/contract \$81					
LexisNexis/contract August \$50					
LexisNexis/contract September \$100					
CONFERENCES AND MEMBERSHIPS	5,000.00	1442.00	1312.62	5,419.80	3,687.38
MDA/Dues \$200					
NCMC/Tuition \$622					
MDA/conf.reg. Goodman, Bell, Symonds, Bennet \$620					
DOWNTOWN OFFICE	198,000.00	16,491.84	148,966.28	146,482.62	49,033.72
Office Max/supplies \$15.35					
Grand Traverse Pie/cake \$15.99					
City of Petoskey/utilities \$53.70					
Thru Glass/window cleaning \$25					
Meyer ACE/supplies \$5.99					
Meyer ACE/supplies \$7.17					
Van's/toner,ink \$541.11					
DTE/utilities \$36.02					
Meyer ACE/storage totes \$77.92					
Meyer ACE/supplies \$58.52					
Meyer ACE/supplies \$19.95					
McCardel Culligan/water \$46					
Dynamic Cleaning/office cleaning \$100					
Trophy Case/name tag \$9					
Wm Thompson/rent \$711					
Wages \$14,769.12					
EQUIPMENT REPAIR	1,000.00	0.00	291.38	482.71	708.62
FAÇADE GRANT	20,000.00	0.00	95.08	969.50	19,904.92
MATERIALS AND SUPPLIES	10,000.00	186.00	9,698.80	11,019.05	301.20
USPS/postage \$141					
Sign and Design/paystation stickers \$45					
PROFESSIONAL SERVICES	500.00	0.00	47.04	351.63	452.96
SIGNS	1,000.00	0.00	188.35	4,045.12	811.65
TROLLEY	5,000.00	0.00	417.70	-	4,582.30
UNIFORMS	1,500.00	0.00	192.84	388.84	1,307.16
UTILITIES	3,600.00	315.95	2288.42	1,128.85	1,311.58
AT&T/cell phones \$315.95					
OTHER	1,000.00	0.00	15.99	16.99	984.01
TOTAL EXPENSES	488,100.00	46,992.15	324,032.24	264,447.88	164,067.76
NET	(32,400.00)	(2,257.37)	84,125.94	71,075.02	(70,820.26)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: September 15, 2016

RE: Appointment to the Downtown Events Committee

Stacey Kinney, owner of Talulu Beauty Lounge, has volunteered to be on the Downtown Events Committee. As a business owner, Stacey meets Events Committee membership criteria. Membership on this Committee is limited to ten and there are currently eight serving. It is the recommendation of staff that this appointment be made.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: October 18, 2016

DATE PREPARED: October 14, 2016

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.

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City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: October 18, 2016

DATE PREPARED: October 14, 2016

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