



DOWNTOWN MANAGEMENT BOARD

March 20, 2018

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of February 13, 2018
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Consider approving 2018 Façade Improvement Grants requested by the Design Committee
 - (b) Discussion on Executive Committee role and responsibilities
 - (c) Consideration to allow non-assessment paying vendors to participate in Sidewalk Sales as recommended by the Events Committee
 - (d) Reports by Downtown Management Board Committees
 - (e) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

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

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the Downtown Master Plan as adopted by the City of Petoskey in 1987; (2) Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations; (3) Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and (4) coordinate appropriate downtown programs and services.



BOARD: Downtown Management Board

MEETING DATE: March 20, 2018 **PREPARED:** March 16, 2018

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 February 13, 2018; (2) Acknowledgement of bills since February 13, 2018; and (3) Acceptance of the 2017 year-end and February expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

February 13, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, February 13, 2018. The meeting was called to order at 7:00 P.M., and the following were

Present: S. Reginald Smith, Chairperson
Doug Buck, Vice Chairperson
Ed Karmann
Noah Marshall-Rashid
John Murphy, Mayor
Ben Slocum
Jessica Stubbs

Absent: Robin Bennett and Daniel Harris

Also in attendance was the Downtown Director Becky Goodman and City Manager Rob Straebel.

Approve 2018 Meeting Schedule

Chairperson Smith reported that the Downtown Management Board was required to annually conduct an election to select a Chairperson and Vice Chairperson from its members and to establish a regular meeting schedule for the coming year; and that setting the 2018 meeting schedule was overlooked at the January 16 meeting. Mr. Smith reviewed that typically the Board meets at 7:00 P.M., the third Tuesday of each month.

Upon motion made by Ms. Stubbs and seconded by Mr. Buck, to schedule 2018 meetings for 7:00 P.M., the third Tuesday of each month. Said motion was unanimously approved as submitted.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the January 16, 2018 regular session meeting minutes; acknowledgement of bills since January 16, 2018; and acceptance of the January expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Buck, the January 16, 2018 regular session meeting minutes were approved; acknowledgement of bills since January 16, 2018 that totaled \$44,940.03; and expense and income reports for January were approved. Said motion was unanimously approved as submitted.

Recommend Redevelopment Liquor License Ordinance Revisions to City Council

The Downtown Director reviewed that in response to the Board's recommendations regarding revisions to Ordinance 727, staff consulted with the City Attorney and reviewed that there is no such thing as a seasonal license, but that the applicant can approach the LCC to put in escrow and the LCC will review on a case by case basis. The City Attorney provided a letter regarding the proposed changes and also commented on the issue of seasonal closing.

Board members discussed that the intention of the licenses were to be used year-round; that the State doesn't put up a contest when considering escrowing licenses; that the City doesn't have a lot of enforcement power; and heard from those that had concerns with Article 2, Section 4-2 (5) language and that it should be changed to be consistent and read the same as the State.

Chairperson Smith asked for public comments and heard a comment that the City should still keep policy of being open year-round in place, and send letters of violation even if State controls the escrow of licenses.

Upon motion made by Ms. Stubbs and seconded by Mr. Karmann, to approve recommended changes of Ordinance 727 to City Council with revisions to Article 2, Section 4-2 (5) to read "have spent at least \$75,000 for the rehabilitation or restoration of the building where the license will be housed over a period of the preceding five years or a commitment for a capital investment of at least \$75,000 that will be spent before the issuance of the license. Said motion was unanimously approved as submitted.

Hear Downtown Strategic Plan 2018-2022 Presentation

The City Planner gave a presentation concerning the Downtown Strategic Plan 2018-2022; provided background information on the plan process and that this was the third downtown plan update since the 1996 Downtown Economic Enhancement Strategy by HyettPalma; that it is a strategic plan not a visioning document; and that unlike the City Master Plan or Parks and Recreation Master Plan, there is no requirement or state mandate for a five-year update to a downtown plan. She reviewed Process Committee make-up, the community outreach process and some of the feedback provided; reviewed how spending and funding has changed over the past five years, and the benchmark data that is compiled every five years.

The City Planner then reviewed the recommendation of Bob Gibbs based on the input he received at the public workshops, and summarized the recommended actions and strategies in the plan that are organized by DMB committee focus areas.

The Board was being asked to discuss the final draft as a guiding document for the next five years and to suggest any additions or changes to the actions and strategies.

Board members inquired if Mr. Gibbs' recommendations were due to his expertise or if it included public input; inquired on who was on the Process Committee and if participation was adequate; concerns with the purpose of the document and vision of downtown; and that the 2012-2017 Downtown Strategic Plan be redistributed to the Board for review.

Chairperson Smith suggested a special work session to review plan and that the Downtown Director provide a few dates to the Board for a possible special meeting.

Chairperson Smith asked for public comments and heard that public input should be part of the process and filtered into the report; that the plan should be distributed broadly and encourage people to participate in the special meeting; heard from those that have relocated to Petoskey and read the 2012-2017 plan and that it serves as a framework for citizens; that if the goal is to have more residents in downtown, then the Board needs to look at parking issues; that there needs to be better sidewalk snow removal; and that the downtown decorations are beautiful.

Board members concurred to table this matter; that the Downtown Director provide the previous strategic plan for Board review; and that the 2018-2022 Downtown Strategic Plan will be discussed a special meeting to be scheduled in the near future.

Approve New Parking Committee Policy

The Downtown Director reviewed that the Board Chair and Vice Chair met to discuss organizational matters and proposed changes to the policy for structure of the Parking/Executive Committee. The Downtown Director reviewed the current policy which states:

Downtown Parking/Executive Committee – The responsibility of this committee is to oversee parking and office management policies and to assist with the development of board agendas. The committee is limited to the DMB chair, vice chair, and one voting DMB member. Their length of service should be determined by their continued attendance, willingness to serve, and term on the DMB. The Chief of Police and/or City Manager may serve as City liaisons, and the chief parking ambassador and Downtown Director as DMB staff liaisons. Committee members are appointed by the DMB at the recommendation of the DMB Chair. This committee meets monthly, prior to the regular board meeting.

The Downtown Director further reviewed the proposed policy and that two committees be formed:

Downtown Parking Committee – The responsibility of this committee is to oversee parking management policies. Members of the committee are the DMB chair, vice chair, two board members, and one member at large from the Downtown community. Members other than the chair and vice chair serve one year terms and may be reappointed indefinitely. The Chief of Police and/or City Manager may serve as City liaisons, and the Downtown Director serves as DMB staff liaison. Committee members are appointed by the DMB at the recommendation of the DMB Chair. The chair will consider a mix of business sectors when recommending appointments to the full board. The committee is expected to meet monthly.

DMB Executive Committee – The responsibility of this committee is to manage human resource issues, oversee office management policies, assist with agenda development when necessary, and consult on other issues, such as real estate or potential development projects, that require confidentiality. Members of this committee are the chair and vice chair of the DMB. Their length of service will depend on the time they service in their respective roles. This committee will meet as needed.

Chairperson Smith reviewed that both he and Vice Chairperson Buck considered input from Board members asking for a larger Parking Committee and the need to not have more than a quorum at any committee meeting.

Upon motion made and seconded, the new Parking Committee Policy was approved as presented. Said motion was unanimously approved as submitted.

Approve Parking Committee Appointments

Chairperson Smith reviewed that at the January meeting, he asked for volunteers and Board members Marshall-Rashid and Karmann volunteered to serve on the Parking Committee. Chairperson Smith recommended that Board members Marshall-Rashid and Karmann be appointed as the two DMB members of the Parking Committee and David Meikle be appointed as the member at-large. Mr. Meikle has made a considerable investment in downtown, understands the importance of solving parking issues and expressed interest in serving on the DMB in the future.

Upon motion made by Mayor Murphy and seconded by Mr. Buck, to appoint Board members Marshall-Rashid and Karmann and at-large member David Meikle to the Downtown Parking Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that a new policy was drafted which was approved at this meeting; that new members will begin reviewing current policies and ordinances and recommend any changes; and whether or not to change permit parking in the Saville Lot will need to be solved before summer.

The Downtown Director reported on behalf of the Events Committee and reviewed Winter Carnival events happening this weekend; that the Petoskey Rocks sub-committee met and working on locations for food trucks and street musicians that would be a potential addition to the evening event; and that a survey was distributed polling merchants regarding whether or not to invite outside vendors to Sidewalk Sales.

Board members commented that bringing the farmer's markets to a central location during sidewalk sales would be beneficial and heard comments from those opposed to outside vendors.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is working on their annual budget; that they are developing a fundraiser involving a raffle license; and that a Staycation will be promoted during spring break.

In downtown economic enhancement, the Downtown Director reported that Robert Frost is closing on Lake Street and that a new business will be opening in the same location.

The Downtown Director reported on behalf of the Design Committee and that there was low attendance at the façade grant orientation program; that the committee may decide not to award all the money, but rather put toward other projects; and that the committee is working on alley signage and downtown lighting projects.

The Downtown Director further reported that the trolley task force is recommending a route that extends from State Park to Bay Harbor using downtown as a hub; reviewed the route and that the road trolley will no longer go along Bayfront Drive, but will still stop at Magnus Park and Bay View along with the new locations; and that the rail trolley is in the process of being sold.

Board members inquired if Petoskey Rocks events were approved by the DMB and heard concerns with the way the committee was conducting research on food truck event.

Hear City Staff Report

The City Manager reviewed that staff was working on a DNR Waterways Grant for electrical improvements to Marina Pier B; that there has been a lot of interest in redevelopment liquor licenses; reviewed upcoming liquor license approvals scheduled for the February 19 City Council meeting; that there has been legitimate discussions with a potential developer concerning 200 East Lake Street property; and that City Council will review the 2015 Action Plan on February 19 and possibly schedule a special meeting to update plan.

Board members inquired on the status of the grant for the downtown bathroom improvement project; and the City Manager responded that the grant is favorable and conditionally has been approved; that staff is submitting documents for final approval; and that project will begin in the fall and hopefully be completed in approximately 3-4 months.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:40 P.M.

**Downtown Management
Monthly Bills - February 2018**

March 11, 2018

PROGRAMS AND SERVICES

Concerts in the Park	CTAC/pledge	DT Assessment	\$ 2,500.00
DT Marketing	Tom Renkes/blogs	DT Assessment	\$ 300.00
DT Marketing	Adobe/Creative Cloud	DT Assessment	\$ 21.19
DT Marketing	MailChimp/contract	DT Assessment	\$ 35.00
DT Marketing	WooBox/monthly plan	DT Assessment	\$ 30.00
DT Marketing	Adobe/photoshop	DT Assessment	\$ 10.59
Holiday Open House	K & J Septic/portapots	DT Assessment	\$ 180.00
Winter Carnival	Stafford's Perry/Wine & Dine entrée	DT Assessment	\$ 399.91
Winter Carnival	N MI Review/ad	DT Assessment	\$ 300.00
Winter Carnival	N MI Review/ad	DT Assessment	\$ 700.00
Winter Carnival	Petoskey Cheese/Wine & Dine appetizer	DT Assessment	\$ 220.00
Winter Carnival	N Country Publishing/Ad	DT Assessment	\$ 100.00
Winter Carnival	9 & 10/ads	DT Assessment	\$ 450.00
Winter Carnival	Meyer ACE/cable ties	DT Assessment	\$ 19.42
Winter Carnival	Meyer ACE/Flagging tape	DT Assessment	\$ 12.40
Winter Carnival	Meyer ACE/lighter	DT Assessment	\$ 5.93
Winter Carnival	Meyer ACE/supplies	DT Assessment	\$ 25.70
Winter Carnival	Meyer ACE/logs	DT Assessment	\$ 17.99
Winter Carnival	Palette Bistro/Wine & Dine dessert	DT Assessment	\$ 128.02
Winter Carnival	Chris Struble/Ghost Walk	DT Assessment	\$ 157.50
Winter Carnival	Fox 32/ads	DT Assessment	\$ 260.00
Winter Carnival	Fox 32/ads	DT Assessment	\$ 260.00
Winter Carnival	WWTV/ads	DT Assessment	\$ 300.00
Winter Carnival	9 & 10/ads	DT Assessment	\$ 1,290.00
Winter Carnival	9 & 10/ads	DT Assessment	\$ 730.00
Winter Carnival	US Ice/Ice sculptures	DT Assessment	\$ 7,350.00
			\$ 15,803.65

PARKING FUND

Contracted Services	Traffic and Safety/Verizon M2M	Parking Fund	\$ 81.00
Contracted Services	T2/Digital Iris services	Parking Fund	\$ 55.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
Contracted Services	NW Services/sidewalk snow removal	Parking Fund	\$ 1,087.50
Contracted Services	Van's/contract	Parking Fund	\$ 196.76
Contracted Services	Ben Sackrider/snow removal	Parking Fund	\$ 2,908.50
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 4,202.50
Conferences & Memb	Goodman/reimburse mileage, hotel workshop	Parking Fund	\$ 635.12
Conferences & Memb	Goodman/reimburse mileage, hotel board retire	Parking Fund	\$ 438.09
DT Office	City of Petoskey/utilities	Parking Fund	\$ 70.04
DT Office	McCardel/water	Parking Fund	\$ 32.50
DT Office	Meyer ACE/supplies	Parking Fund	\$ 17.75
DT Office	DTE/utilities	Parking Fund	\$ 196.85
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 50.00
DT Office	Spectrum/phones, internet	Parking Fund	\$ 104.97
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 14,532.70
Façade Improvement	Stafford's Perry/Orientation meeting expenses	Parking Fund	\$ 111.40
Materials & Supplies	OmniPark/thermal paper	Parking Fund	\$ 158.00
Materials & Supplies	Traffic and Safety/meter keys	Parking Fund	\$ 272.00
Materials & Supplies	Meyer ACE/nuts and bolts	Parking Fund	\$ 1.00
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 25.70
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 15.28
Utilities	AT&T/cell phones	Parking Fund	\$ 326.50
			\$ 26,280.16
	TOTAL BILLS		\$ 42,083.81

**PROGRAMS SERVICES
MONTHLY REPORT
February 2018**

March 11, 2018

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	300.00	31.33	64.51	143.96	235.49
INTEREST INCOME	2,500.00	0.00	0.00	0.00	2,500.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	0.00	250.00	4,000.00
PETOSKEY ROCKS	21,075.00	0.00	0.00	0.00	21,075.00
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	15,925.00	2,512.00	3,962.00	600.00	11,963.00
C of P DMB/carnival party credit cards \$56					
C of P DMB/ghost walk credit cards \$270					
C of P DMB/wine and dine credit cards \$850					
Ghost Walk cash receipts \$45					
Carnival Party cash receipts \$1,291					
TROLLEY	4,000.00	0.00	0.00	0.00	4,000.00
MARKETING & PROMOTIONS					-
New Activity	5,000.00	0.00	0.00		5,000.00
Shop Map Ads	8,500.00	0.00	0.00	0.00	8,500.00
Gallery Walk	4,000.00	0.00	0.00	0.00	4,000.00
Ghost Walk	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	5,000.00	50.00	50.00	50.00	4,950.00
Somebody's Gallery \$50					
Holiday Catalog	8,250.00	125.00	125.00	672.50	8,125.00
Cutler's \$125					
Historic Markers				525.00	
SIDEWALK SALES	4,000.00	0.00	0.00	0.00	4,000.00
SUMMER OPEN HOUSE	3,625.00	0.00	0.00	0.00	3,625.00
OTHER	-	0.00	0.00	0.00	
	182,475.00	2,718.33	95,601.51	93,641.46	86,873.49

EXPENSES	BUDGET		YTD		BUDGET BALANCE
Events					
HOLIDAY PARADE	8,000.00	0.00	0.00	0.00	8,000.00
HOLIDAY OPEN HOUSE	1,000.00	180.00	180.00	0.00	820.00
K & J Septic/portapots \$180					
SUMMER OPEN HOUSE	14,250.00	0.00	0.00	0.00	14,250.00
SIDEWALK SALES	7,000.00	0.00	0.00	0.00	7,000.00
PETOSKEY ROCKS	30,725.00	0.00	0.00	0.00	30,725.00
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	22,865.00	12,726.87	12,726.87	17,235.23	10,138.13
Stafford's Perry/Wine and Dine entrée \$399.91					
N MI Review/ad \$300					
N MI Review/ad \$700					
Petoskey Cheese/Wine and Dine appetizer \$220					
N Country Publishing/ad \$100					
9 & 10/ads \$450					
Meyer ACE/cable ties \$19.42					
Meyer ACE/flagging tape \$12.40					
Meyer ACE/lighter \$5.93					
Meyer ACE/supplies \$25.70					
Meyer ACE/logs \$17.99					
Palette Bistro/Wine and Dine dessert \$128.02					
Chris Struble/Ghost Walk \$157.50					
Fox 32/ads \$260					
Fox 32/ads \$260					
WWTV/ads \$300					
9 & 10/ads \$1,290					
9 & 10/ads \$730					
US ICE/ice sculptures \$7,350					

**PROGRAMS SERVICES
MONTHLY REPORT
February 2018**

March 11, 2018

EXPENSES	BUDGET	YTD			BUDGET BALANCE
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	2,500.00	2,500.00	0.00	-
CTAC/pledge \$2,500					
FOURTH OF JULY	1,000.00	0.00	0.00	0.00	1,000.00
FARMERS MARKET	500.00	0.00	0.00	0.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	0.00	0.00	1,500.00
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	396.78	1,353.83	1,433.04	28,646.17
Tom Renkes/blogs \$300					
Adobe/Creative Cloud \$21.19					
Mail Chimp/contract \$35					
WooBox/monthly plan \$30					
Adobe/photo shop \$10.59					
SHOP MAP	10,000.00	0.00	0.00	0.00	10,000.00
GHOST WALK	450.00	0.00	0.00	0.00	450.00
NEW ACTIVITY	1,000.00	0.00	0.00	0.00	1,000.00
HOLIDAY CATALOG	5,000.00	0.00	0.00	0.00	5,000.00
GALLERY WALK	3,000.00	0.00	0.00	0.00	3,000.00
SHOPPING SCRAMBLE	3,500.00	0.00	0.00	0.00	3,500.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	0.00	0.00	166.79	1,500.00
Beautification					
HOLIDAY DECORATIONS	9,000.00	0.00	0.00	0.00	9,000.00
FALL DECORATIONS	1,500.00	0.00	0.00	0.00	1,500.00
FLOWERS	9,000.00	0.00	0.00	0.00	9,000.00
CAPITAL OUTLAY	-	0.00	0.00	0.00	-
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	7,000.00	0.00	0.00	0.00	
OTHER	100.00	0.00	0.00	15.99	100.00
Total	182,090.00	15,803.65	16,760.70	18,851.05	165,329.30
Excess of Revenues Over Expenses	385.00	-13,085.32	78,840.81	74,790.41	(78,455.81)

**Downtown Parking Fund
February 2018**

March 12, 2018

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	19,545.94	41,081.67	39,319.63	298,418.33
fines	85,000.00	5,768.99	20,757.59	7,589.28	64,242.41
Permits	40,000.00	1,905.00	12,158.00	12,230.00	27,842.00
Bags	6,000.00	275.00	1,130.00	2,298.05	4,870.00
Tokens	2,000.00	185.00	322.50	346.00	1,677.50
Interest	400.00	231.04	346.83	87.64	53.17
Meter Sponsorships	2,000.00	40.00	1,440.00	1,280.00	560.00
Cell Phone Parking	20,000.00	2,003.79	4,717.70	3,799.71	15,282.30
Total Parking Revenue	494,900.00	29,954.76	81,954.29	66,950.31	412,945.71
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	0.00	0.00	18,000.00
BANK CHARGES	1,000.00	1141.34	2,405.84		-1,405.84
CAPITAL OUTLAY	91,000.00	0.00	0.00	46,000.00	91,000.00
CONTRACTED SERVICES	80,000.00	8,580.76	31,440.34	26,249.83	48,559.66
Traffic & Safety/Verizon M2M \$81					
T2 Digital Iris/\$55					
LexisNexis/contract \$50					
/ Services/sidewalk snow removal \$1,087					
Van's/contract \$196.76					
Ben Sackrider/snow removal \$2,908.50					
Dunkel/snow removal \$4,202.50					
CONFERENCES AND MEMBERSHIPS	5,000.00	1073.21	1208.21	377.00	3,791.79
nurse mileage, hotel workshop \$635.12					
nurse mileage hotel board retreat \$438.09					
DOWNTOWN OFFICE	230,000.00	15,715.81	18,944.26	29,435.28	211,055.74
City of Petoskey/utilities \$70.04					
McCardel/water \$32.50					
Meyer ACE/supplies \$17.75					
DTE/utilities \$196.85					
ThruGlass/window cleaning \$50					
Spectrum/phones, internet \$104.97					
Wm Thompson/rent \$711					
Wages \$14,532.70					
EQUIPMENT REPAIR	1,000.00	0.00	0.00	263.45	1,000.00
FAÇADE GRANT	20,000.00	111.90	111.90	112.50	19,888.10
y/Orientation meeting expenses \$111.40					
MATERIALS AND SUPPLIES	10,000.00	471.98	992.69	2,338.27	9,007.31
OmniPark/Thermal Paper \$158					
Traffic & Safety/Meter keys \$272					
Meyer ACE/nuts and bolts \$1					
Meyer ACE/supplies \$25.70					
Meyer ACE/supplies \$15.28					
PROFESSIONAL SERVICES	500.00	0.00	0.00	0.00	500.00
SIGNS	500.00	0.00	0.00	-	500.00
TROLLEY	4,000.00	0.00	1212.31	349.30	2,787.69
UNIFORMS	1,500.00	0.00	0.00	0.00	1,500.00
UTILITIES	3,600.00	326.50	637.62	631.40	2,962.38
AT&T/cell phones \$326.50					
OTHER	1,000.00	0.00	0.00	1000.00	1,000.00
TOTAL EXPENSES	466,100.00	27,421.50	56,953.17	110,872.42	409,146.83
NET	28,800.00	2,533.26	25,001.12	(43,922.11)	3,798.88

**PROGRAMS SERVICES
MONTHLY REPORT
December 2017**

January 8, 2018

Carry Over \$43,132

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	500.00		2,854.88	1,768.22	(2,354.88)
INTEREST INCOME	3,000.00		0.00	38.15	3,000.00
CARRY OVER	10,000.00	0.00	10,000.00		
HOLIDAY PARADE SPONSORS	4,000.00	3,000.00	3,400.00	3,350.00	600.00
Stafford's \$3,000					
PETOSKEY ROCKS	14,650.00	2,130.00	9,480.00	3,480.00	5,170.00
Craig Ryan \$1,312.50					
Ghost Walk Credit Cards \$630					
Murdick's \$187.50					
WINTER CARNIVAL	11,400.00	2,300.00	8,966.65	7,808.00	2,433.35
Wine and Dine Credit Cards \$2,300					
MOVEABLE FEAST	-	0.00	0.00	0.00	-
TROLLEY	3,500.00	0.00	2,190.00	3,000.00	1,310.00
MARKETING & PROMOTIONS					-
Shop Map Ads	8,500.00	0.00	10,000.00	9,000.00	(1,500.00)
Gallery Walk	4,000.00	0.00	4,600.00	2,100.00	(600.00)
Ornaments	-	0.00	0.00	0.00	-
Haunted Halloween	500.00	0.00	0.00	0.00	500.00
Shopping Scramble	5,000.00	100.00	4,093.50	1,047.30	906.50
Grain Train \$50					
Somebody's Gallery \$50					
Registration Credit Cards \$3,000					
Holiday Catalog	6,250.00	625.00	1,422.50	1,925.50	4,827.50
Lake Affect \$125					
Haystacks \$125					
Cutler's \$125					
Linda Michaels \$125					
Monarch \$125					
Historic Markers	-		525.00	950.00	(525.00)
SUMMER OPEN HOUSE	5,000.00	0.00	2,815.00	4,277.00	2,185.00
OTHER		0.00	900.00		
	167,700.00	8,155.00	140,919.73	132,033.87	26,780.27

EXPENSES	BUDGET		YTD	LAST YTD	BUDGET BALANCE
HOLIDAY PARADE	9,000.00	2,456.15	5,873.53	7,041.54	3,126.47
HOLIDAY OPEN HOUSE	1,000.00	315.06	315.06	529.80	684.94
SUMMER OPEN HOUSE	11,925.00	0.00	8,845.45	7,254.85	3,079.55
SIDEWALK SALES	4,000.00	0.00	3,208.00	4,595.00	792.00
PETOSKEY ROCKS	24,300.00	0.00	20,278.40	11,562.14	4,021.60
DT TRICK OR TREAT	500.00	0.00	177.03	0.00	322.97
WINTER CARNIVAL	23,900.00	0.00	18,897.07	15,002.07	5,002.93
HARVEST FESTIVAL	-	0.00	0.00	954.70	-
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	4,000.00	-
FOURTH OF JULY	1,000.00	0.00	1,000.00	800.00	-
FARMERS MARKET	500.00	0.00	0.00	500.00	500.00
SANTA'S VISIT	200.00	0.00	200.00	200.00	-
FESTIVAL ON THE BAY	1,500.00	0.00	1,500.00	1,500.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	500.00	0.00	-

**PROGRAMS SERVICES
MONTHLY REPORT
December 2017**

January 8, 2018

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Marketing					
IMAGE CAMPAIGN	32,500.00	3,851.71	30,078.13	39,850.46	2,421.87
GALLERY WALK	2,500.00	0.00	5,983.51	2,482.50	(3,483.51)
ORNAMENTS	-	0.00	0.00	0.00	-
SHOPPING SCRAMBLE	3,500.00	0.00	4,339.61	2,107.86	(839.61)
SHOP MAP	9,000.00	0.00	7,482.64	9,485.15	1,517.36
HOLIDAY CATALOG	2,500.00	40.00	2,937.50	5,622.50	(437.50)
LADIES OPENING NIGHT	4,000.00	898.10	3,936.66	3,354.10	63.34
OTHER	-	0.00	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	1,877.18	1,609.33	(377.18)
TROLLEY	-	-	-	0.00	-
Beautification					
HOLIDAY DECORATIONS	8,000.00	0.00	8,232.80	8,274.42	(232.80)
FALL DECORATIONS	600.00	0.00	532.00	895.22	68.00
PUBLIC ART	-	0.00	0.00	0.00	-
FLOWERS	10,000.00	0.00	9,807.16	1,861.38	192.84
CAPITAL OUTLAY	-	0.00	0.00	5,250.00	-
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	8,100.00	0.00	0.00	-	-
OTHER	100.00	0.00	15.99	0.00	84.01
Total	164,125.00	7,561.02	138,517.72	135,003.02	25,607.28
Excess of Revenues Over Expenses	3,575.00	593.98	2,402.01	-2,969.15	1,172.99
Carry Over Amount	\$43,100				

**Downtown Parking Fund
2017 Year End Parking**

February 5, 2018

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	21,510.35	346,063.68	354,156.24	(6,563.68)
finest	85,000.00	9,637.74	75,148.30	102,195.43	9,851.70
Permits	40,000.00	7,849.00	45,295.00	43,984.13	(5,295.00)
Bags	6,000.00	485.00	12,618.55	4,632.08	(6,618.55)
Tokens	2,000.00	115.00	1,825.00	1,898.75	175.00
Interest	400.00	113.66	733.58	491.14	(333.58)
Meter Sponsorships	2,000.00	200.00	2,104.56	805.00	(104.56)
Cell Phone Parking	20,000.00	2,092.77	25,549.61	20,012.74	(5,549.61)
Total Parking Revenue	494,900.00	42,003.52	509,338.28	528,175.51	(14,438.28)
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	19800.00	19900.00	-1,800.00
BANK CHARGES	1,000.00	0.00	7606.54		-6,606.54
CAPITAL OUTLAY	91,000.00	0.00	50,044.00	95,836.74	40,956.00
CONTRACTED SERVICES	80,000.00	2,000.00	88,508.25	92,944.51	(8,508.25)
<i>NW Services/SW snow removal \$2000</i>					
CONFERENCES AND MEMBERSHIPS	5,000.00	0.00	2098.56	187.00	2,901.44
DOWNTOWN OFFICE	230,000.00	19,772.78	225,996.17	200,416.82	4,003.83
EQUIPMENT REPAIR	1,000.00	0.00	263.45	291.38	736.55
FAÇADE GRANT	20,000.00	9,000.00	19,612.50	20,095.08	387.50
<i>Beards Brewery/Façade Grant \$9,000</i>					
MATERIALS AND SUPPLIES	10,000.00	116.34	4,921.44	16,513.79	5,078.56
PROFESSIONAL SERVICES	500.00	0.00	552.65	0.00	(52.65)
SIGNS	500.00	0.00	0.00	475.43	500.00
TROLLEY	4,000.00	0.00	4,762.99	-	(762.99)
UNIFORMS	1,500.00	0.00	1,560.71	1115.94	(60.71)
UTILITIES	3,600.00	537.36	2,675.38	3,255.97	924.62
OTHER	1,000.00	0.00	15.99	0.00	984.01
TOTAL EXPENSES	466,100.00	31,426.48	428,418.63	455,148.05	37,681.37
NET	28,800.00	10,577.04	80,919.65	73,027.46	(52,119.65)
12/31/17 Fund Balance	\$697,137				



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: March 13, 2018
RE: Request from Design Committee for Façade Grant Approvals

The Design Committee has met and reviewed three façade improvement grant applications. They are recommending that the following grants be approved.

Beards Brewery, LLC 215 East Lake Street \$7,500

The proposed work to Beards will be on the façade facing Bay Street and will coordinate with City work being done in that area. A grant for \$9,000 was given to Beards last year to support the installation of a zero lot line front door on the Lake Street façade. As the building continues into its second year of renovation, more projects worthy of support are surfacing. This grant will be used to remove an exterior staircase that leads to a door that has been removed on this side of the building, awnings, and lighting. The grant will be contingent on a meeting with a sub-committee of the Design Committee for the purpose of determining details of the project. The grant is being recommended because of the impact of this project on all of Downtown. Total investment dollars being spent on the exterior of this building exceed \$100,000. Total investment dollars used on the fundable projects are \$21,700. The committee also considered a request for funds for a dumpster enclosure that would coordinate with this project, but declined support as it did not fit the guidelines of a façade grant.



Splash Properties/Paul Krecke 325 East Lake Street \$7,500

The proposed work to be done to the Hollywood Building is restoration of the unique canopy awning that spans the first floor of the building and the replacement of the second floor windows that are just above it. The current windows are leaking and contribute to the disintegration of the canopy awning which is rotting from pools of water that accumulate there. The grant is contingent on the property owner meeting with the Chair of the committee to discuss final details and scope of work and on the light bulbs being replaced with a replacement for continual replacement. The grant is being recommended due to the high visibility of the building on Lake Street and the unique character added to the streetscape by the canopy awning. Total investment dollars being spent on the project is \$16,755.



Fustini's/Jim Milligan 206 Howard Street \$1,500

The proposed project is trimming out the front façade in a manner that will make the storefront separate from the storefronts adjacent to it. The storefront is one of four housed in a building that formerly housed a car dealership. A combination of paint and trim pieces will be used to create the detached impression. The grant is contingent upon the property owner meeting with the Chair of the Design Committee for recommendation and approval of the final plan. This grant is being recommended because of its impact to neighboring businesses and to the streetscape in general. Total investment dollars will be approximately \$3,000.



These three grants equal a total of \$16,500 which will leave a total of \$3,500 unspent in the Façade Grant line item. The Design Committee will be discussing other uses for this money including a second round of grants, other beautification improvements, or including it in next year's round of funding. The committee will return to the DMB for direction when they have reached a consensus for a recommendation.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: March 14, 2018
RE: Review of the Role of the Executive Committee

At the February meeting the Board approved a recommendation from staff, formulated by the Chair and Vice Chair, to split the responsibilities of the Parking/Executive Committee. The Parking Committee was expanded to four board members and a member at large. Membership in the Executive Committee was approved to be the Chair and the Vice Chair of the Board

The role of the Executive Committee was presented as follows:

“The responsibility of this committee is to manage human resource issues, oversee office management policies, assist with agenda development when necessary, and consult on other issues, such as real estate or potential development projects that require confidentiality. Members of this committee are the chair and vice chair of the DMB. Their length of service will depend on the time they serve in their respective roles. This committee will meet as needed.”

Staff has received a request from a Board member to have on the agenda further discussion of the role and responsibilities of this committee.

If you have questions or concerns, please contact me.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: March 14, 2018
RE: Recommendation to Allow Non-Assessment Paying Vendors to Participate in Sidewalk Sales

The policy regarding allowing non-assessment paying vendors to participate in Sidewalk Sales has changed over the years. During the years that Downtown was managed by the Chamber of Commerce, the Chamber allowed businesses to participate for a fee of \$250 if they were Chamber members. For a brief period, there was a policy that allowed vendors from outside of the district but were located in the 49770 zip to participate for a fee.

In response to merchant feedback, beginning in 2009, the DMB created a policy that did not allow businesses that were located outside the special assessment district to participate in the event. In the years since then, this policy has been circumvented by vendors who have signed short term leases with owners of vacant buildings. The theory behind this use is that the property owner is paying the special assessment.

For the past several years surveys have included comments that Sidewalk Sales would be a better event if there were more businesses participating; that there are spaces where either vacant buildings or buildings housing service businesses front the street which create gaps in the sidewalk “storefronts”; and that Sidewalk Sales is a declining event.

During the budget process last year, extra money was put into a line for Sidewalk Sales revenue and the line item amount for Sidewalk Sales expenses was raised. The intention was to study the question of allowing merchants from outside of the district to pay a fee to participate and to spend those dollars on increased advertising for the event.

Staff has surveyed retailers and found that, of 43 respondents, just over half approve of having vendors come in from outside of the district. Of those who approved, many favored restrictions such as no big box, no chains, no competing products or brands.

The Downtown Events Committee has discussed the subject and is now recommending that businesses that do not compete with existing Downtown businesses be allowed to participate in the event for a fee of \$500. An application form would be developed and the Events Committee would review potential participants. All revenue generated would be spent on television advertising, an approach that has not been utilized to date.

If you have questions or concerns, please contact me.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: March 20, 2018

DATE PREPARED: March 16, 2018

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Reports could be received from Downtown Management Board committees.

sb



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: March 20, 2018

DATE PREPARED: March 16, 2018

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