



**DOWNTOWN MANAGEMENT BOARD**

April 17, 2018

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the special and regular meeting minutes of March 20, 2018
  - (b) Payment of bills
  - (c) Acceptance of expense and income reports
3. Old Business
  - (a) Consideration to approve the purchase and installation of a dual electric car charger pedestal mount station from Clipper Creek at an amount not to exceed \$5,000
  - (b) Consideration to dissolve the Executive Committee as recommended by the Chair, Vice Chair and Downtown Staff
4. New Business:
  - (a) Consideration to support Senate Bill 469 and House Bill 5178 concerning residential and commercial tax credits to historic property owners in local historic districts and recommend that City Council adopt a supporting resolution
  - (b) Reports by Downtown Management Board Committees
  - (c) 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:** April 17, 2018                      **PREPARED:** April 13, 2018

**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 special and regular meeting minutes of March 20, 2018; (2) Acknowledgement of bills since March 20, 2018; and (3) Acceptance of the March expense and income reports as prepared by the Downtown Director.

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Enclosures



**DOWNTOWN MANAGEMENT BOARD**

March 20, 2018

A special meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, March 20, 2018. The meeting was called to order at 5:00 P.M., and the following were

Present: S. Reginald Smith, Chairperson  
Doug Buck, Vice Chairperson  
Robin Bennett  
Daniel Harris  
Ed Karmann  
Noah Marshall-Rashid  
John Murphy, Mayor  
Jessica Stubbs

Absent: Ben Slocum

Also in attendance was the Downtown Director Becky Goodman, City Planner Amy Tweeten and City Manager Rob Straebel.

**Review and Discuss 2018-2022 Downtown Strategic Plan**

The Downtown Director reviewed that at the February 13, 2018 DMB meeting, the Board requested to conduct a special session to further review and discuss the 2018-2022 Downtown Strategic Plan and asked that the City Planner attend.

Board members discussed the plan with staff and suggested clarifications and changes. As time ran out before the regular meeting, discussion will pick up on the strategies and actions section at a future date. Staff will compile suggested document changes for review and approval at a future meeting.

The Board will further discuss the remainder of the plan at another special meeting which will be scheduled in the near future.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 6:58 P.M.



**DOWNTOWN MANAGEMENT BOARD**

March 20, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, March 20, 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  
Robin Bennett  
Daniel Harris  
Ed Karmann  
Noah Marshall-Rashid  
John Murphy, Mayor  
Jessica Stubbs

Absent: Ben Slocum

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

**Approve Consent Agenda Items**

Downtown Management Board members discussed the first item of routine business, the February 13, 2018 regular session meeting minutes; acknowledgement of bills since February 13, 2018; and acceptance of the 2017 year-end and February expense and income reports as prepared by the Downtown Director.

Upon motion made and seconded, the February 13, 2018 regular session meeting minutes were approved; acknowledgement of bills since February 13, 2018 that totaled \$42,083.81; and 2017 year-end and expense and income reports for February were approved. Said motion was unanimously approved as submitted.

**Authorize 2018 Façade Improvement Grants**

The Downtown Director reviewed that the Design Committee had received three applications for the façade improvement grant program. Beards Brewery, LLC, 215 East Lake Street, applied for grant funds and if approved \$7,500 will be used to remove an exterior staircase that leads to a door that has been removed on the northeast side of the building and to purchase awnings and lighting.

Splash Properties/Paul Krecke, 325 East Lake Street, applied for grant funds and if approved \$7,500 would help with restoration of the unique canopy awning that spans the first floor of the building and the replacement of the second floor windows. The grant is contingent on the property owner meeting with the Chair of the Committee to discuss final details and scope of work. Krecke will be required to replace the light bulbs on the Hollywood Sign and commit to keeping the sign lit for the lifetime of the sign or throughout his ownership of the building.

Fustini's/Jim Milligan, 206 Howard Street, applied for grant funds and if approved \$1,500 would help trim out the front façade in a manner that will make the storefront separate from the storefronts adjacent to it. This grant is being recommended because of its impact to neighboring businesses and to the streetscape in general and is contingent on a meeting with the committee chair and Downtown Director to discuss details.

The Downtown Director further reviewed that the three grants total \$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.

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, to approve the 2018 façade improvement grants as requested by the Downtown Design Committee. Said motion was unanimously approved as submitted.

### **Review Role of Executive Committee**

The Downtown Director reviewed that 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 were approved to be the Chair and Vice Chair of the Board. The role of the Executive Committee is 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.”

The Downtown Director further reported that she received a request from a Board member to have a further discussion of the role and responsibilities of this Committee.

Board members discussed and had concerns with lack of Board representation on Parking Committee and would like more feedback from the Board as a whole; that the Parking Committee was increased, but shrank the Executive Committee based on approving the policies last month; heard from those in favor of increasing the Executive Committee to three members; that Executive Committee core responsibilities should be reconsidered in January and be more accountable and update Board on matters; that it was not intended to lack transparency, but rather the Parking Committee be more of a sounding board to the Director; that the Executive Committee should have formal responsibilities including essential relationships with staff, participation by committee members, etc.; and that educating new members is crucial to bring them up to speed.

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, to add a third member to Executive Committee. Said motion was unanimously approved as submitted.

Chairperson Smith commented that he may need direction and opinion from legal counsel on role of Executive Committee since the Board was established by State law; is comfortable with whole Board to decide on Board matters; and that he will bring forward an appointment for approval at the next meeting.

### **Discuss Non-Assessment Paying Vendors to Participate in Sidewalk Sales**

The Downtown Director reviewed that 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; and that 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.

The Downtown Director further reviewed that based on merchant feedback 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; that the policy has been circumvented by vendors who have signed short term leases with owners of vacant buildings; reviewed past survey 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 seen by some as a declining event; and that Sidewalk Sales revenue and expenses were raised as part of the 2018 Budget to study the question of allowing outside merchants to pay a fee to participate and spend those dollars on increased advertising for the event. Staff surveyed retailers and found that, of 43 respondents, just over half approve of having vendors come in from outside of the district, but many favored restrictions such as no big box, no chains and no competing products or bands.

The Events Committee recommended that businesses that do not compete with existing downtown businesses be allowed to participate for a fee of \$500, an application form would be developed and the Committee would review potential participants.

Board members discussed issue and heard from those in favor and against allowing outside vendors; heard from those against lining the vacant areas with cars, snowmobiles, tractors or boats; that allowing outside vendors is not what the event is all about and that it loses its meaning; that different booths with attractions should be included; that the Committee approached idea from a different angle to allow new businesses to save the declining event; that Sidewalk Sales is basically a liquidation sale for merchants and there needs to be additional activities for visitors; and heard an inquiry if outside vendors would generate more traffic at Sidewalk Sales.

Chairperson Smith asked for public comments and heard a comment against the idea; that it is a popular event, but would lose its meaning; that limitation of vendors would be a nightmare; why allow if it will make merchants upset; and that Committee should work within budget revenue, rather than raise more for advertisements.

Board members further commented to potentially do a one-year trial basis; applauded Events Committee since after last year it seemed as if Sidewalk Sales is a dying event; concerns with powerful trends and online sales hurting merchants; that the Board would like to review application form prior to approving outside vendors; and who is the ultimate target market for Sidewalk Sales.

The Downtown Director further reviewed that outside vendors would only be in areas that don't have things in front of business such as Dave's Boot Shop, banks, hair salons, etc.; that the Committee will recommend applicant; and that currently outside vendors are participating and paying a fee, but DMB is not receiving revenue, but rather it is going to the building owner.

The Board concurred and requested that the Events Committee prepare an application for the Board to review before approval and determine how many and where additional vendors or booths would be allowed. This matter was tabled and will be reviewed at a future meeting.

### **Hear Committee Reports**

The Downtown Director reported that Promotions Coordinator Andi Symonds submitted her resignation and that her last day before going to work at the County is March 26; that she is in the middle of hiring a trolley driver, parking ambassadors and now this position; that she has some leads to help in the interim, but will post job to find a replacement. Board members inquired on the Promotions Coordinator wage; that a livable wage would need to be identified in order to retain good employees; and if some tasks could be sub-contracted.

The Downtown Director reported on behalf of the Parking Committee and that the Committee reviewed Parking Management and Downtown Office Policies; that final approval for a charging station will be on the April agenda; agreed with premise of Marketing Committee's fundraiser; discussed the role of the Executive Committee; reviewed the permit parking history in the Saville Parking Lot in preparation for potential changes; and reviewed February statistics.

The Downtown Director reported on behalf of the Events Committee and reviewed survey responses for the Winter Carnival and how to enhance the event in the future.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is developing a fundraiser involving a raffle license; and that the PACVB awarded downtown a \$2,000 grant for Petoskey Rocks and food trucks were approved for the event.

In downtown economic enhancement, the Downtown Director reported that City Council approved the Board's recommendation for changes to the redevelopment liquor license program; and that City Council approved a Small Distillers License for Gypsy Vodka at their Howard Street location to allow them to sell craft cocktails.

The Downtown Director further reported that the trolley task force received a commitment from Bay Harbor to sponsor the trolley at a \$5,000 level and that a route along U.S. 31 from the State Park to Bay Harbor is being planned; that they received \$18,600 from the sale of the rail trolley which will go into the Parking Fund; that staff will be meeting with developers tomorrow concerning 200 East Lake Street; that Mr. Berg submitted a plan for the Darling Lot and that City staff believes it exceeds height limit and has asked him to reconsider; and reported that she attended the MDA Lansing Day and workshop and had lunch with Ken Horn, a DDA supporter and promoter of the Transformational Brownfield Act, and that legislation could help develop 200 East Lake Street.

#### **Hear City Staff Report**

The City Manager reviewed that the City will be offering a Voluntary Green Pricing Program for customers to purchase renewable energy for \$0.01 per kWh and that there will be a link on the City website for people to register; that there is a revised design for the downtown bathrooms to include a family bathroom and canopy; reviewed various capital improvement projects beginning in a few months specifically the downtown project near Petoskey and Bay Streets and greenway corridor; that MDOT will hold an open house from 4:00-5:30 P.M., Tuesday, April 10, to review plans for the 2019 realignment project; and thanked City Planner Amy Tweeten for her efforts in submitting all completed items as part of the RRC Program and that the City is waiting to hear final approval from the MEDC.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:45 P.M.

**Downtown Management  
Monthly Bills - March 2018**

April 9, 2018

**PROGRAMS AND SERVICES**

|                 |   |               |                    |
|-----------------|---|---------------|--------------------|
| DT Marketing    | Tom Renkes/blogs                            | DT Assessment | \$ 150.00          |
| 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           |
| DT Marketing    | Winter Carnival/Geo-Fencing                 | DT Assessment | \$ 900.00          |
| DT Marketing    | Petoskey Band Boosters/ad                   | DT Assessment | \$ 450.00          |
| Petoskey Rocks  | The Accidentals/deposit                     | DT Assessment | \$ 1,300.00        |
| Winter Carnival | PRCC/Weekly E-Mail Banner                   | DT Assessment | \$ 75.00           |
| Winter Carnival | Taylor Rental/Heaters                       | DT Assessment | \$ 113.70          |
| Winter Carnival | MacDonald Broadcasting/ads                  | DT Assessment | \$ 2,400.00        |
| Winter Carnival | N MI Review/ad                              | DT Assessment | \$ 35.00           |
| Winter Carnival | Emmet Brick and Block/ice sculpture stands  | DT Assessment | \$ 173.00          |
| Winter Carnival | Tip of the Mitt Watershed /ice bar proceeds | DT Assessment | \$ 1,126.89        |
| Winter Carnival | Personal Graphics/banner                    | DT Assessment | \$ 340.72          |
| Winter Carnival | Facebook/ads                                | DT Assessment | \$ 49.64           |
| Winter Carnival | Mitchell Street Market/ice                  | DT Assessment | \$ 30.63           |
| Winter Carnival | Walmart/Drink tent supplies                 | DT Assessment | \$ 135.80          |
| Winter Carnival | GFS/Drink tent supplies                     | DT Assessment | \$ 85.93           |
| Winter Carnival | Fustini's/Chocoholic basket                 | DT Assessment | \$ 14.00           |
| Winter Carnival | DW/carrots                                  | DT Assessment | \$ 0.99            |
|                 |   |               | <b>\$ 7,478.08</b> |

**PARKING FUND**

|                      |                                   |              |                     |
|----------------------|-----------------------------------|--------------|---------------------|
| Contracted Services  | Traffic and Safety/Verizon M2M    | Parking Fund | \$ 81.00            |
| Contracted Services  | T2/Digital Iris services          | Parking Fund | \$ 165.00           |
| Contracted Services  | LexisNexis/contract               | Parking Fund | \$ 50.00            |
| Contracted Services  | NW Services/sidewalk snow removal | Parking Fund | \$ 900.00           |
| Contracted Services  | Van's/contract                    | Parking Fund | \$ 145.49           |
| DT Office            | Meyer ACE/cleaning supplies       | Parking Fund | \$ 41.86            |
| DT Office            | Office Depot/supplies             | Parking Fund | \$ 66.97            |
| DT Office            | McCardel/water                    | Parking Fund | \$ 8.00             |
| DT Office            | Office Depot/supplies             | Parking Fund | \$ 27.97            |
| DT Office            | ThruGlass/window cleaning         | Parking Fund | \$ 25.00            |
| DT Office            | Spectrum/phones, internet         | Parking Fund | \$ 102.11           |
| DT Office            | Wm Thompson/rent                  | Parking Fund | \$ 711.00           |
| DT Office            | Wages                             | Parking Fund | \$ 14,098.21        |
| Materials & Supplies | Uline/token bags                  | Parking Fund | \$ 41.92            |
| Materials & Supplies | Uline/small token bags            | Parking Fund | \$ 27.00            |
| Trolley              | Meyer ACE/supplies                | Parking Fund | \$ 20.40            |
| Trolley              | Meyer ACE/supplies                | Parking Fund | \$ 19.37            |
| Trolley              | Meyer ACE/supplies                | Parking Fund | \$ 13.38            |
| Utilities            | AT&T/cell phones                  | Parking Fund | \$ 312.86           |
|                      |                                   |              | <b>\$ 16,857.54</b> |
|                      | <b>TOTAL BILLS</b>                |              | <b>\$ 24,335.62</b> |

**PROGRAMS SERVICES**  
**MONTHLY REPORT**  
**March 2018**

April 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         | 225.00        | 4,187.00         | 1,843.75         | 11,738.00        |
| 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             | 500.00           | 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         | 100.00           | 50.00            | 4,900.00         |
| Ciao Bella! \$50        |                   |               |                  |                  |                  |
| Holiday Catalog         | 8,250.00          | 375.00        | 500.00           | 672.50           | 7,750.00         |
| Grandpa Shorter \$375   |                   |               |                  |                  |                  |
| 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             |                  |
|                         | <b>182,475.00</b> | <b>681.33</b> | <b>96,251.51</b> | <b>95,385.21</b> | <b>86,223.49</b> |

| EXPENSES  | BUDGET    |          | YTD       |           | BUDGET BALANCE |
|---|-----------|----------|-----------|-----------|----------------|
| <b>Events</b>                                   |           |          |           |           |                |
| HOLIDAY PARADE                                  | 8,000.00  | 0.00     | 0.00      | 0.00      | 8,000.00       |
| HOLIDAY OPEN HOUSE                              | 1,000.00  | 0.00     | 180.00    | 0.00      | 820.00         |
| 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 | 1,300.00 | 1,300.00  | 0.00      | 29,425.00      |
| Accidentals/Deposit \$1,300                     |           |          |           |           |                |
| DT TRICK OR TREAT                               | 6,000.00  | 0.00     | 0.00      | 0.00      | 6,000.00       |
| WINTER CARNIVAL                                 | 22,865.00 | 4,581.32 | 17,308.19 | 17,244.66 | 5,556.81       |
| PRCC/weekly email banner \$75                   |           |          |           |           |                |
| Taylor Rental/heaters \$113.70                  |           |          |           |           |                |
| MacDonald Broadcasting \$2,400                  |           |          |           |           |                |
| N MI Review/ad \$35                             |           |          |           |           |                |
| mmet Brick and Block/ice sculpture stands \$173 |           |          |           |           |                |
| Tip of the Mitt/ice bar proceeds \$1,126.89     |           |          |           |           |                |
| Personal Graphics/banner \$340.72               |           |          |           |           |                |
| Facebook/ads \$49/64                            |           |          |           |           |                |
| Mitchell Street Market/Ice \$30.63              |           |          |           |           |                |
| Walmart/drink tent supplies \$135.80            |           |          |           |           |                |
| GFS/drink tent supplies \$85.93                 |           |          |           |           |                |
| Fustii's/Chocoholic basket \$14                 |           |          |           |           |                |
| DW/carrots \$.99                                |           |          |           |           |                |

**PROGRAMS SERVICES**  
**MONTHLY REPORT**  
**March 2018**

April 11, 2018

| EXPENSES   | BUDGET     |           | YTD       |           | BUDGET<br>BALANCE |
|--|------------|-----------|-----------|-----------|-------------------|
| <b>Collaborating Events</b>                      |            |           |           |           |                   |
| CONCERTS IN THE PARK                             | 2,500.00   | 0.00      | 2,500.00  | 0.00      | -                 |
| 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            |
| <b>Marketing and Promotions</b>                  |            |           |           |           |                   |
| IMAGE CAMPAIGN                                   | 30,000.00  | 1,596.76  | 3,029.82  | 3,206.12  | 26,970.18         |
| Tom Renkes/Blog \$150                            |            |           |           |           |                   |
| Adobe/Creative Cloud \$21.19                     |            |           |           |           |                   |
| Mail Chimp/contract \$35                         |            |           |           |           |                   |
| WooBox/monthly plan \$30                         |            |           |           |           |                   |
| Adobe Photoshop/10.59                            |            |           |           |           |                   |
| ald Garber/geo-fencing for Winter Carnival \$900 |            |           |           |           |                   |
| Petoskey Band Boosters/ad \$450                  |            |           |           |           |                   |
| 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          |
| <b>Economic Enhancement</b>                      |            |           |           |           |                   |
| BUSINESS RECRUITMENT                             | 500.00     | 0.00      | 0.00      | 0.00      | 500.00            |
| BUSINESS RETENTION                               | 1,500.00   | 0.00      | 0.00      | 778.19    | 1,500.00          |
| <b>Beautification</b>                            |            |           |           |           |                   |
| 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      | 1,275.00  | 9,000.00          |
| CAPITAL OUTLAY                                   | -          | 0.00      | 0.00      | 0.00      | -                 |
| <b>Administrative</b>                            |            |           |           |           |                   |
| 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            |
| <b>Total</b>                                     | 182,090.00 | 7,478.08  | 24,318.01 | 22,519.96 | 157,771.99        |
| Excess of Revenues Over Expenses                 | 385.00     | -6,796.75 | 71,933.50 | 72,865.25 | (71,548.50)       |

**Downtown Parking Fund  
March 2018**

April 12, 2018

|                                     | <b>Budget</b>     | <b>Current<br/>Month</b> | <b>YTD</b>        | <b>Last<br/>YTD</b> | <b>Budget<br/>Balance</b> |
|-------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------------|
| <b>REVENUES</b>                     |                   |                          |                   |                     |                           |
| Meters                              | 339,500.00        | 19,982.90                | 61,064.57         | 60,770.10           | 278,435.43                |
| fines                               | 85,000.00         | 6,089.50                 | 26,847.09         | 14,059.46           | 58,152.91                 |
| Permits                             | 40,000.00         | 3,235.00                 | 15,393.00         | 15,560.00           | 24,607.00                 |
| Bags                                | 6,000.00          | 205.00                   | 1,335.00          | 2,618.05            | 4,665.00                  |
| Tokens                              | 2,000.00          | 95.00                    | 417.50            | 386.00              | 1,582.50                  |
| Interest                            | 400.00            | 107.61                   | 338.65            | 135.01              | 61.35                     |
| Meter Sponsorships                  | 2,000.00          | 0.00                     | 1,440.00          | 1,583.01            | 560.00                    |
| Cell Phone Parking                  | 20,000.00         | 2,028.09                 | 8,838.56          | 7,286.62            | 11,161.44                 |
| Other                               |                   | 18,600.00                | 18,600.00         | 18,600.00           | (18,600.00)               |
| Sale of rail trolley \$18,600       |                   |                          |                   |                     |                           |
| <b>Total Parking Revenue</b>        | <b>494,900.00</b> | <b>31,743.10</b>         | <b>115,674.37</b> | <b>120,998.25</b>   | <b>360,625.63</b>         |
| <b>EXPENSES</b>                     |                   |                          |                   |                     |                           |
| ADMINISTRATIVE FEES                 | 18,000.00         | 20,700.00                | 20,700.00         | 19800.00            | -2,700.00                 |
| BANK CHARGES                        | 1,000.00          | 459.86                   | 1,720.27          |                     | -720.27                   |
| CAPITAL OUTLAY                      | 91,000.00         | 0.00                     | 0.00              | 46,000.00           | 91,000.00                 |
| CONTRACTED SERVICES                 | 80,000.00         | 1,341.49                 | 32,781.83         | 27,075.32           | 47,218.17                 |
| Traffic & Safety/Verizon M2M \$81   |                   |                          |                   |                     |                           |
| T2/Digital Iris services \$165      |                   |                          |                   |                     |                           |
| LexisNexis/contract \$50            |                   |                          |                   |                     |                           |
| Van's Contract \$145.49             |                   |                          |                   |                     |                           |
| NW Services/SW snow removal \$900   |                   |                          |                   |                     |                           |
| CONFERENCES AND MEMBERSHIPS         | 5,000.00          | 0.00                     | 1208.21           | 377.00              | 3,791.79                  |
| DOWNTOWN OFFICE                     | 230,000.00        | 15,081.12                | 49,741.19         | 45,644.94           | 180,258.81                |
| Meyer ACE/cleaning supplies \$41.86 |                   |                          |                   |                     |                           |
| Office Depot/supplies \$66.97       |                   |                          |                   |                     |                           |
| McCardel/water \$8                  |                   |                          |                   |                     |                           |
| Office Depot/supplies \$27.97       |                   |                          |                   |                     |                           |
| ThruGlass/window cleaning \$25      |                   |                          |                   |                     |                           |
| Spectrum/phones, internet \$102.11  |                   |                          |                   |                     |                           |
| Wm Thompson/rent \$711              |                   |                          |                   |                     |                           |
| Wages \$14,098.21                   |                   |                          |                   |                     |                           |
| EQUIPMENT REPAIR                    | 1,000.00          | 0.00                     | 0.00              | 263.45              | 1,000.00                  |
| FAÇADE GRANT                        | 20,000.00         | 0.00                     | 111.90            | 112.50              | 19,888.10                 |
| MATERIALS AND SUPPLIES              | 10,000.00         | 68.92                    | 1,061.61          | 2,338.27            | 8,938.39                  |
| Uline/token ags \$41.92             |                   |                          |                   |                     |                           |
| Uline/small token bags \$27         |                   |                          |                   |                     |                           |
| 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          | 53.15                    | 1265.46           | 1,096.91            | 2,734.54                  |
| Meyer ACE/supplies \$20.40          |                   |                          |                   |                     |                           |
| Meyer ACE/supplies \$19.37          |                   |                          |                   |                     |                           |
| Meyer ACE/supplies \$13.38          |                   |                          |                   |                     |                           |
| UNIFORMS                            | 1,500.00          | 0.00                     | 0.00              | 0.00                | 1,500.00                  |
| UTILITIES                           | 3,600.00          | 312.86                   | 950.48            | 947.05              | 2,649.52                  |
| AT&T/cell phones \$312.86           |                   |                          |                   |                     |                           |
| OTHER                               | 1,000.00          | 0.00                     | 0.00              | 1000.00             | 1,000.00                  |
| <b>TOTAL EXPENSES</b>               | <b>466,100.00</b> | <b>38,017.40</b>         | <b>109,540.95</b> | <b>148,770.83</b>   | <b>356,559.05</b>         |
| <b>NET</b>                          | <b>28,800.00</b>  | <b>(6,274.30)</b>        | <b>6,133.42</b>   | <b>(27,772.58)</b>  | <b>4,066.58</b>           |



**MEMORANDUM**

**TO:** Downtown Management Board  
**FROM:** Becky Goodman  
**DATE:** April 12, 2018  
**RE:** Recommendation to Purchase Electric Vehicle Car Charging Station

The DMB has been considering the purchase and installation of an electric vehicle car charging station since the expenditure was incorporated into the 2016 Parking Fund annual budget. A presentation was made to the Board last fall by a representative from ChargePoint regarding the need for charging stations and a charging station product from his company. An amount not to exceed \$15,000 was requested at the time for purchase and installation of the ChargePoint unit. The Board was indecisive on the need and the expenditure and postponed a decision.

As reported at recent meetings, staff has done further research and also consulted with City DPW staff regarding a partnership that would have DPW provide the infrastructure costs with the DMB providing the costs of the charging station and its installation. In this scenario, the product would be from Clipper Creek. These units are used widely around the state and highly recommended by others, including the City of Traverse City. The units do not have sophisticated data retrieval and retention, but offer the basic service of charging an electric car and have a reputation for durability and service.

The Parking Committee has reviewed this information and now concurs with staff's recommendation of the purchase and installation of a dual charger pedestal mount station at an amount not to exceed \$5,000 from Clipper Creek. The unit would be installed by the vendor and connected to infrastructure placed by DPW during the construction phase of the final section of the Greenway Corridor. Because construction is imminent, the decision to purchase the unit needs to be made at the April meeting. The exact location of the unit will be the decision of the DPW, with the input of Downtown staff, depending on infrastructure requirements, but it would be in the Darling Parking Lot, adjacent to the new trail. Fees and enforcement will be discussed further by the Parking Committee and a recommendation to the full Board will be made at the May meeting.

If you have questions or concerns, please contact me.

Enclosure



**MEMORANDUM**

**TO:** Downtown Management Board  
**FROM:** Becky Goodman  
**DATE:** April 12, 2018  
**RE:** Recommendation Regarding 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. At the March meeting there was a request to review the role of the Executive Committee and a motion was made and approved to add a third person to the Committee.

Further discussion has transpired since the March meeting and another model for achieving Executive Committee tasks has emerged that would eliminate the Committee and allow the full Board to function in this role. This action will provide more transparency and encourage a deeper level of participation by the entire Board. Research has shown that most communities like Petoskey, where the DDA Board serves a dual purpose, and is responsible for committee and staff management, finances, and promoting the program to the public, do not operate with an Executive Committee. In this scenario, office management, HR, daily decisions, and matters of confidentiality are handled by the Downtown Director who may consult the City of Petoskey Employee Handbook, with the City Manager, and/or the Board Chair as needed.

It is the recommendation of the Chair, Vice Chair, and staff that the Executive Committee be eliminated and that the full Board become responsible for the basic tasks of the Executive Committee.

If you have questions or concerns, please contact me.



**MEMORANDUM**

**TO:** Downtown Management Board  
**FROM:** Becky Goodman  
**DATE:** April 12, 2018  
**RE:** Recommendation to Support Senate Bill 469 and House Bill 5178

Senate Bill 469 introduced by Senator Wayne Schmidt (R 37-Traverse City) and House Bill 5178 introduced by Representative Ben Frederick (R 85-Owosso) which have the same text, would reinstate the availability of residential and commercial tax credits to historic property owners doing rehabilitation work in local historic districts. These potential tax credits would be one of the few preservation funding incentives available for historic rehabilitation projects, especially in residential areas. Great work across the State was accomplished with this incentive before Michigan lost these credits in 2011. The new legislation would bring the tax credits back and create an environment favorable to rehabilitation verses demolition and destruction. The Michigan Historic Preservation Network (MHPN) and the Michigan Downtown Association (MDA) are working to support the passage of these bills as they will be invaluable in protecting sense of place in downtowns all across the State. The tax credits also serve as economic development tools that create jobs and protect sustainability.

At this point in time, there is momentum with Senate Bill 469 which was overwhelmingly approved with a bipartisan vote of 36-2 this past December. Communities around the State are being asked to sign resolutions of support for these bills. If signed by Petoskey City Council, a resolution of support would go to Senator Schmidt and to Representative Chatfield, House Tax Policy Committee Chair Jim Tedder, Speaker of the House Tom Leonard, and Governor Rick Snyder. A copy would also go to the MHPN to be put up on their website and Facebook pages.

Downtown Petoskey does not currently have a local historic district protective ordinance in place under PA 169 (1970, as amended), however the creation of a district has been in every Downtown plan for the past 25 years. The provision of tax credits would be one more incentive to add to the many benefits of creating a local historic district.

It is the recommendation of staff that the Board request City Council to consider and sign the enclosed resolution.

If you have questions or concerns, please contact me.



Michigan Historic Preservation Network – MI Impact

Resolution No. \_\_\_\_\_

**A Resolution in Support of the Reinstatement of State Historic Tax Credits  
Senate Bill 469/ House Bill 5178**

WHEREAS, the historic buildings, neighborhoods and places in Michigan villages, towns and cities distinguish each community and provide character and a sense of place that contribute significantly to the quality of life and the economic benefits enjoyed in and by each community; and

WHEREAS, the preservation and rehabilitation of historic buildings, places and neighborhoods contributes to the beauty, character, and economic vitality of Michigan communities; and

WHEREAS, the labor-intensive nature of historic rehabilitation creates jobs and investment in local businesses and has been proven to generate more economic activity than equivalent investment in new construction; and

WHEREAS, demolition or destruction of historic buildings creates costs to Michigan and its communities by destroying the often-irreplaceable construction and ornamental materials of each structure and by adding significantly to landfills, whose makeup is estimated to be more than 40 percent building materials and waste; and

WHEREAS, development and redevelopment within established villages, townships and cities is encouraged by Governor Rick Snyder's ten-point program to "Reinvent Michigan" that includes goals to Restore Our Cities, Protect Our Environment, and Create More and Better Jobs; and

WHEREAS, many public policies and financial and lending practices and policies create disincentives or barriers to the preservation, renovation and rehabilitation of historic buildings and resources and create a preferential financial environment for new construction; and

WHEREAS, Michigan has measured the economic impacts of the former Michigan Historic Tax Credit programs between their enactment in 1999 and their elimination in 2011 and seen significant positive direct impacts on the revitalization of neighborhoods and communities, the preservation and creation of affordable and market-rate housing, the creation of skilled local jobs, and the subsequent private investment in areas surrounding tax-credit-driven revitalization projects; and

WHEREAS, each \$1.00 of credit issued leverages \$11.37 in direct economic impact, such that the former Michigan Historic Tax Credit programs during their twelve-year history have leveraged \$251 million in Federal historic tax credits that otherwise would not have returned to Michigan, spurred \$1.46 billion in direct rehabilitation activity, and created 36,000 jobs; and

WHEREAS, the Michigan Legislature is presently considering Senate Bill 469 and House Bill 5178 that would reinstate an up-to-25 percent investment tax credit for owners of historic residential and commercial properties who substantially rehabilitate their properties:

NOW, THEREFORE, BE IT RESOLVED that the Petoskey City Council endorses and supports both Senate Bill 469 and House Bill 5178 and calls upon the Michigan Legislature to pass this important legislation and Governor Snyder to sign it, in order to stimulate appropriate development and redevelopment and protect the historic character and quality of life of our communities; and

BE IT FURTHER RESOLVED that a copy of this Resolution be forwarded to the Michigan Historic Preservation Network.

State of Michigan     )  
County of Emmet     ) ss  
City of Petoskey     )

I, Alan Terry, Clerk of the City of Petoskey, do hereby certify that the foregoing is a true copy of a resolution adopted by the City Council of the City of Petoskey on the \_\_\_ day of \_\_\_\_\_, 2018, and of the whole thereof.

In witness whereof, I have hereunto set my hand and affixed the corporate seal of said City of Petoskey this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

\_\_\_\_\_  
Alan Terry, City Clerk



**BOARD:** Downtown Management Board

**MEETING DATE:** April 17, 2018                      **DATE PREPARED:** April 13, 2018

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

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

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Reports could be received from Downtown Management Board committees.

sb



**BOARD:** Downtown Management Board

**MEETING DATE:** April 17, 2018                      **DATE PREPARED:** April 13, 2018

**AGENDA SUBJECT:** City Staff Report

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

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

sb