



DOWNTOWN MANAGEMENT BOARD

June 19, 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 May 15, 2018
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Hear presentation on DMB Committee Structure
 - (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 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: June 19, 2018 **PREPARED:** June 14, 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 special and regular meeting minutes of May 15, 2018; (2) Acknowledgement of bills since May 15, 2018; and (3) Acceptance of the May expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

May 15, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, May 15, 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
Daniel Harris
Ed Karmann
Noah Marshall-Rashid
John Murphy, Mayor
Ben Slocum
Jessica Stubbs

Absent: Robin Bennett and Ben Slocum

Also in attendance was the Downtown Director Becky Goodman and Promotions Coordinator Andi Symonds.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the April 17, 2018 regular meeting minutes; acknowledgement of bills since April 17, 2018; and acceptance of the April expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Buck and seconded by Mr. Marshall-Rashid, the April 17, 2018 regular meeting minutes were approved; acknowledgement of bills since April 17, 2018 that totaled \$24,391.18; and expense and income reports for April were approved. Said motion was unanimously approved as submitted.

Adopt 2018-2022 Downtown Strategic Plan

The Downtown Director reviewed that at its February 13, 2018 meeting, the DMB received a presentation on the 2018-2022 Downtown Strategic Plan final draft by the City Planner. The Board then held special meetings on March 20 and April 17 to review and make suggested changes to the plan. DMB recommended changes were incorporated and the final document was before the Board for approval.

Board members discussed final plan; concurred to add additional language on page 17 calling for long term planning efforts with Parks and Recreation Department for Pennsylvania Park; that the Bob Gibbs quote should be removed; that any past recognitions be added; and that dates should not be included as part of the plan.

Upon motion made and seconded, the 2018-2022 Downtown Strategic Plan was adopted with suggested changes by the Board including additional language on page 17 calling for long term planning efforts with the Parks and Recreation Department concerning Pennsylvania Park, delete the Bob Gibbs quote, add past recognitions and remove dates. Said motion was unanimously approved as submitted.

Allow 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. 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. This practice has made it possible for outside vendors to participate with no revenue going to the DMB for the organization of the event.

The Downtown Director further reviewed that 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"; that Sidewalk Sales is a declining event; that 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 with the intention 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; and that staff 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 discussed the subject and recommended to the DMB at their March meeting that businesses which 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. The DMB requested further information at the March meeting and the Events Committee and staff supplied the following:

- A Vendor Application was developed from the form that is signed by non-profits, entertainers, and all parties that use the public right of way during events.
- The application states that the Downtown Director will make the decision on vendor applications which takes volunteers out of the equation; it limits the number of spaces available to a vendor to two; it lists the cost for the space to be \$500 for one space and \$100 for a second space.
- The number of outside vendors that would be accepted would be determined by available space.
- Potential/likely vendors would be car, snowmobile, and boat dealerships, bicycle stores, and service businesses such as travel agencies that do not have offices in the Downtown.

Board members discussed allowing non-assessment paying vendors to participate in Sidewalk Sales and reviewed pros and cons of the program.

Mr. Karmann moved that, seconded by Mr. Smith to allow non-assessment paying vendors that don't directly compete with downtown businesses to participate in Sidewalk Sales.

Said motion was not approved by the following vote:

AYES: Karmann, Smith (2)

NAYS: Buck, Harris, Murphy, Stubbs, Marshall-Rashid (5)

ABSENT: Bennett, Slocum (2)

Mr. Karmann then moved again, seconded by Mr. Smith to open up Sidewalk Sales to any non-assessment paying vendor for a fee of \$250.

Said motion was approved by the following vote:

AYES: Harris, Murphy, Karmann, Smith (4)

NAYS: Buck, Marshall-Rashid, Stubbs (3)

ABSENT: Bennett, Slocum (2)

Approve Events Committee Appointment

The Downtown Director reviewed that Natalie Van Huis, manager at NorthGoods, requested to join the Downtown Events Committee. Natalie is active in planning store events at NorthGoods, has been an effective liaison between NorthGoods and the Downtown Office, and fits the criteria for membership on this Committee. Natalie attended the May Events Committee meeting and both she and the Committee decided she would be a good fit.

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, to appoint Natalie Van Huis to the Downtown Events Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee continues discussion of Saville Parking Lot restrictions; that staff met with County Administrator on potential joint plan for a parking structure at the corner of Lake and Division Streets with further discussions on potential plans and financials; that ambassadors are doing annual meter maintenance; that recommendations for charging station fee will be forthcoming; reviewed April statistics; and that the minister at the Presbyterian Church indicated that Chase Bank is not interested in any kind of shared situation of the parking lot at this time.

The Downtown Director reported on behalf of the Events Committee and that the Committee is in agreeance to outside vendors to participate in Sidewalk Sales as long as they don't compete with an existing downtown business; reviewed Summer Open House schedule and activities; and reviewed Petoskey Rocks movies, bands and food trucks.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee met with Scott Casteline, photographer, to work on a shot list for the first video that will be used on the trolley for the To Do and Hopper projects; and that the shopping map is at the printer and will be distributed soon.

In downtown economic enhancement, the Downtown Director reported on a new business in town; that Wake Up Downtown had record attendance; and that the annual new employee packet is finalized and waiting for the new shopping maps.

The Downtown Director further reported that the Promotions Coordinator attended a LARA seminar in Gaylord concerning liquor licenses and raffle events; that the Back to the Bricks event on June 10 will have over 260 cars in town; that she received three applications for a potential trolley driver; that the trolley has new AV equipment; that she met with all of the façade grant recipients and they are ready to proceed; that Lake Street construction should be completed by Memorial weekend; that Mr. Meikle's project is running behind due to contractor issues; and that Performance Paint Company is painting meters and lampposts around downtown.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:40 P.M.

**Downtown Management
Monthly Bills - May 2018**

June 11, 2018

PROGRAMS AND SERVICES

Business Retention	Stafford's Perry/Wake Up! Downtown facility	DT Assessment	\$ 238.60
Capital Outlay	5H Irrigation & Maintenance/irrigation	DT Assessment	\$ 5,082.00
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Adobe/Creative Cloud	DT Assessment	\$ 21.99
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	Tim Nixon/Back to the Bricks DJ	DT Assessment	\$ 400.00
DT Marketing	Facebook/Boosts	DT Assessment	\$ 32.92
DT Marketing	Harbor House/Petoskey Area Visitors Guide	DT Assessment	\$ 645.00
DT Marketing	New Moon Visions/Shop Map Graphic Design	DT Assessment	\$ 500.00
DT Marketing	North Country Pub/Welcome North Advertising	DT Assessment	\$ 225.00
DT Marketing	Mitchell Graphics/Shop Map	DT Assessment	\$ 7,011.06
DT Marketing	C. Fossmo/mileage reimburse	DT Assessment	\$ 20.12
Flowers	AR Pontius/summer urn planting	DT Assessment	\$ 124.00
Gallery Walk	Mitchell Graphics/brochure	DT Assessment	\$ 827.97
Gallery Walk	Mitchell Graphics/postcard	DT Assessment	\$ 758.00
Summer Open House	N Michigan Review/ads	DT Assessment	\$ 1,790.75
Summer Open House	Miller Creative Services/musicians	DT Assessment	\$ 400.00
Summer Open House	WWTV/Ads	DT Assessment	\$ 150.00
Summer Open House	FOX 32/Ads	DT Assessment	\$ 280.00
Summer Open House	9 & 10/Ads	DT Assessment	\$ 1,340.00
Summer Open House	Chris Struble/Ghost Walk	DT Assessment	\$ 172.50
Summer Open House	Tim Nixon/Fashion Show	DT Assessment	\$ 100.00
Summer Open House	Michigan Stiltwalker/stiltwalker service	DT Assessment	\$ 300.00
Winter Carnival	Stafford's Perry/ice carver rooms	DT Assessment	\$ 398.00
			\$ 20,804.90

PARKING FUND

Conf.&Memberships	MDA/Monroe Workshop	Parking Fund	\$ 85.00
Conf.&Memberships	A.Symonds/mileage reimbursement-seminar	Parking Fund	\$ 38.88
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	OmniPark/tech support	Parking Fund	\$ 140.00
Contracted Services	Van's/contract	Parking Fund	\$ 198.21
DT Office	OfficeMax/supplies	Parking Fund	\$ 42.98
DT Office	Meyer ACE/supplies	Parking Fund	\$ 47.80
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 56.33
DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	Spectrum/phones, internet	Parking Fund	\$ 102.11
DT Office	Meyer ACE/supplies	Parking Fund	\$ 13.47
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 27,984.96
Education	MDA/Monroe Workshop	Parking Fund	\$ 85.00
Education	A.Symonds/mileage reimburse-seminar	Parking Fund	\$ 38.88
Materials & Supplies	The Print Shop/Window Envelopes	Parking Fund	\$ 109.00

Downtown Management
Monthly Bills - May 2018

June 11, 2018

Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 16.70
Materials & Supplies	The Print Shop/Parking Permits	Parking Fund	\$ 70.00
Materials & Supplies	Sign and Design/meter decals	Parking Fund	\$ 750.90
Materials & Supplies	Office Max/handheld printer paper	Parking Fund	\$ 42.98
Materials & Supplies	Traffic & Safety/Pay Station paper	Parking Fund	\$ 103.00
Trolley	Meyer ACE/cleaning supplies	Parking Fund	\$ 7.27
Trolley	Brakes by the Bay/spring service	Parking Fund	\$ 1,614.39
Trolley	Uniformal Wearhouse/vests and ties	Parking Fund	\$ 76.60
Trolley	Sunrise Electronics/AV equipmment final payme	Parking Fund	\$ 1,845.46
Uniforms	Personal Graphics/shirts	Parking Fund	\$ 107.94
Uniforms	Trophy Case/name tags	Parking Fund	\$ 36.00
Utilities	AT&T/cell phones	Parking Fund	\$ 328.26
			\$ 34,858.24
	TOTAL BILLS		\$ 55,663.14

**PROGRAMS SERVICES
MONTHLY REPORT
May 2018**

June 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	246.76	401.67	887.50	(101.67)
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	2,000.00	3,000.00	19,075.00
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	15,925.00	3,955.00	8,142.00	3,643.75	7,783.00
Grandpa Shorter/ice sculpture \$450					
American Spoon/ice sculpture \$55					
Sturgeon Rivery Pottery/ice sculpture \$225					
Bearcub Outfitters/ice sculpture \$225					
Wineguys/icesculpture \$380					
High Five Spirits/sponsor \$1000					
Kidd and Leavy/ice sculpture \$225					
First Community Bank/sponsor \$1,000					
Petoskey Plastics/ice sculpture \$225					
TROLLEY	4,000.00	1,500.00	1,500.00	0.00	2,500.00
Bay View/support \$1,500					
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	0.00	100.00	50.00	4,900.00
Holiday Catalog	8,250.00	0.00	500.00	672.50	7,750.00
Historic Markers	-	0.00	0.00	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	5,701.76	104,043.67	100,928.75	78,431.33

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	0.00	180.00	0.00	820.00
SUMMER OPEN HOUSE	14,250.00	4,533.25	4,533.25	2,869.00	9,716.75
N MI Review/ads \$1,790.75					
Miller Creative Services/musicians \$400					
WWTV/ads \$150					
FOX 32/ads \$280					
9 & 10/ads \$1,340					
Chris Stuble/ghost walk \$172.50					
Tim Nixon/fashion show \$100					
Michigan Stiltwalker/stiltwalker \$300					
SIDEWALK SALES	7,000.00	0.00	0.00	0.00	7,000.00
PETOSKEY ROCKS	30,725.00	0.00	1,300.00	2,799.00	29,425.00
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	22,865.00	398.00	17,698.19	18,897.66	5,166.81
Stafford's Perry/ice carver rooms \$398					

**PROGRAMS SERVICES
MONTHLY REPORT
May 2018**

June 11, 2018

EXPENSES	BUDGET		YTD		BUDGET BALANCE
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	2,500.00	-
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	500.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	1,570.12	7,509.42	7,534.32	22,490.58
Tom Renkes/blogs \$150					
Adobe/Creative Cloud \$21.19					
Adobe Photoshop/contract 10.59					
MailChimp/contract \$35					
WooBox/monthly plan \$30					
Tim Nixon/Back to the Bricks DJ \$400					
Harbor House/Petoskey Area Visitor's Guide \$645					
N Country Pub/Welcome North Ad \$225					
no/mileage reimbursement-map delivery \$20.12					
Facebook/ad boosts \$32.92					
SHOP MAP	10,000.00	7,511.56	7,511.56	6,982.64	2,488.44
New Moon Visions/shop map Graphic Design \$500					
Mitchell Graphics/Shop Map \$7,011.06					
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	1,585.97	1,585.97	2,106.40	1,414.03
Mitchell Graphics/Postcard \$758					
Mitchell Graphics/Brochure \$827.97					
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	238.60	0.00	974.10	1,500.00
Stafford's Perry/Wake Up! Facility \$238.60					
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	124.00	218.60	1,962.85	8,781.40
A.R. Pontius/summer urns \$124					
CAPITAL OUTLAY	-	5,082.00	5,082.00	0.00	-
SH Irrigation/irrigation cement beds \$5,082					
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	21,043.50	48,118.99	47,141.96	133,971.01
Excess of Revenues Over Expenses	385.00	-15,341.74	55,924.68	53,786.79	(55,539.68)

**Downtown Parking Fund
May 2018**

June 12, 2018

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	28,031.38	107,454.09	109,388.02	232,045.91
fines	85,000.00	7,098.90	40,432.89	25,695.69	44,567.11
Permits	40,000.00	4,280.00	21,883.00	19,776.00	18,117.00
Bags	6,000.00	285.00	1,850.00	6,353.05	4,150.00
Tokens	2,000.00	150.00	784.50	746.00	1,215.50
Interest	400.00	63.59	475.19	235.22	(75.19)
Meter Sponsorships	2,000.00	0.00	1,440.00	1,583.01	560.00
Cell Phone Parking	20,000.00	2,235.75	13,662.85	11,464.50	6,337.15
Total Parking Revenue	494,900.00	42,144.62	187,982.52	175,241.49	306,917.48
Other		-	18,600.00		(18,600.00)
Total Revenue	494,900.00	42,144.62	206,582.52	175,241.49	595,234.96
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	20,700.00	19800.00	-2,700.00
BANK CHARGES	1,000.00	0.00	2,205.85	0.00	-1,205.85
CAPITAL OUTLAY	91,000.00	0.00	0.00	46,000.00	91,000.00
CONTRACTED SERVICES	80,000.00	634.21	48,687.40	29,415.32	31,312.60
Traffic & Safety/Verizon M2M \$81					
T2/Digital Iris services \$165					
LexisNexis/contract \$50					
Van's Contract \$198.21					
OmniPark/tech support \$140					
CONFERENCES AND MEMBERSHIPS	5,000.00	123.88	1427.09	1,146.06	3,572.91
MDA/Monroe Workshop \$85					
A.Symonds/mileage reimburse-seminar \$38.88					
DOWNTOWN OFFICE	230,000.00	28,991.65	97,107.64	78,023.70	132,892.36
OfficeMax/supplies \$42.98					
Meyer ACE/supplies \$47.80					
Meyer ACE/supplies \$13.47					
ThruGlass/window cleaning \$25					
City of Petoskey/utilities \$56.33					
McCardel/water \$8					
Spectrum/phones, internet \$102.11					
Wm Thompson/rent \$711					
Wages \$27,984.96					
EQUIPMENT REPAIR	1,000.00	0.00	0.00	263.45	1,000.00
FAÇADE GRANT	20,000.00	0.00	111.90	1,112.50	19,888.10
MATERIALS AND SUPPLIES	10,000.00	1,082.07	4,625.44	2,483.51	5,374.56
The Print Shop/window envelopes \$109					
Meyer ACE/supplies \$16.70					
The Print Shop/parking permits \$70					
Sign and Design/meter decals \$750.90					
Office Max/handheld printer paper \$42.98					
Traffic & Safety/Pap Station paper \$103					
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	3,554.23	6,130.71	1,228.10	(2,130.71)
Meyer ACE/cleaning supplies \$7.27					
Brakes by the Bay/spring service \$1,614.39					
Uniformal Wearhouse/vests and ties \$76					
Electronics/AV equipment final payment \$1,845.46					
UNIFORMS	1,500.00	143.94	514.12	789.01	985.88
Personal Graphics/shirts \$107.94					
Trophy Case/name tags \$36					
UTILITIES	3,600.00	328.26	1606.76	1,586.95	1,993.24
AT&T/cell phones \$328.26					
OTHER	1,000.00	0.00	0.00	1000.00	1,000.00
TOTAL EXPENSES	466,100.00	34,858.24	183,116.91	186,963.99	282,983.09
NET	28,800.00	7,286.38	23,465.61	(11,722.50)	312,251.87



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: June 13, 2018
RE: Committee Structure Presentation

At the request of the Board, staff has created a presentation that will explain the roles and responsibilities of the DMB Committees. This presentation was scheduled for the May meeting but was tabled until June, due to other agenda items running long. The presentation was sent to the full Board for review prior to the June meeting. Staff will be prepared to give the presentation at the June meeting, however the recommendation of staff would be to table it again if there are several absent Board members.



BOARD: Downtown Management Board

MEETING DATE: June 19, 2018 **DATE PREPARED:** June 14, 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



Parking Committee NOTES

June 12, 2018
10 am
Downtown Office

1. Members present were Smith, Buck, Karmann, Marshall-Rashid, and Meikle. Also present was staff, Goodman.
2. Revised Walker Study for Division and Lake – Goodman distributed a report from Walker Parking that was done for the purpose of defining current costs for construction to be used in conversations with the County. The new report concludes, among other things, that 2019 costs would be \$4,150,000 and, because of new construction codes, one parking space would be lost, leaving a total number of 225 spaces to be constructed.
3. Staff Recommendations for Parking Structure Funding – At the request of the committee, Goodman submitted a report that included recommendations for funding the building of a structure including creating a parking special assessment, raising ticket prices from \$5 to \$10, raising fees on main streets from \$.50 to \$.75 per hour, assessing 2 mils according to State DDA legislation, increasing enforcement hours to 9 pm, and using revenue from generated from the new structure. Discontinuing the practice of absorbing Parkmobile charges and, instead, passing them on to the customer, and charging for parking on Sunday were also discussed.
4. Charging Station Fee Recommendation Discussion – Karmann distributed some information that he had researched on how to charge and appropriate fees to charge for electric car charging stations. More discussion to follow.
5. Parking Management 101 – As part of a plan to bring all members up to date on parking management, Goodman gave a short report on Parking Office Culture and Enforcement. She also distributed a FREEP article on new parking fees and policies in Royal Oak.
6. Elks Lot Pay Station Analysis – Goodman gave a short report that indicated that revenue in the Elks Lot was up from approximately \$14,000 to \$21,000 annually since the pay stations were installed and the fees went from \$.25 to \$.50 an hour in 2016. Expenses for the pay stations are approximately \$3,000 per year. There was discussion regarding why the increase was not greater.
7. May Stats – The financial stats for May were distributed. There were no causes for concern.



Downtown Events Committee

AGENDA

Date 6/7/2018

9 am

Present: Ed Karmann, Angie Whitener, Stephen Mullens

Absent: Becky Kranig, Gary Albert, Mindy Taylor, Natalie Vanhousis, Julie Stopples, Stacey Kinney, Valerie Meyerson (Becky & Andi)

1) Summer Open House re-cap

- Feedback:
- From Val at PDL, who was not able to attend today's meeting, emailed feedback: "From an adult woman with no kids – she did not really know what the open house was supposed to be. Really seemed like a kid event. Which is fine, maybe we should market it that way. Some stores were not open. Very different feel from the winter open house. Maybe we should try and highlight the differences."
- From the library viewpoint – we had a great turnout and had a blast. We gave out 400 cotton candies. We registered close to 200 kids for our summer reading program. We sang lots of Karaoke songs!"
- Maybe it's too close to Memorial Day – some visitors say they cannot come up 2 weekends in a row - maybe we should move it to the 2nd Friday in June? That way it's after graduations and normally warmer weather- ask this question on survey monkey. Andi informed committee, Summer Open House is meant to mirror Holiday Open house, which is why it is the first Friday, just like Holiday Open House.
- Seems to be a missing piece to this event – which is easy to grab food/snacks. Maybe we add Food Trucks in the park or spread throughout downtown?
- Fashion Show needs a coordinator/and or its own sub-committee. Marjorie Mehney and Derrik Mott-Bragg were suggested as coordinators for next year.
- Fashion Show emcee needs to wait until model is on the stage to begin the outfit description
- Reach out to YMCA for kids activities (Andi did that this year, but YMCA staff was tied up with lifeguard training out of town)

2) Back to the Bricks

- Sunday, 4-8 pm
- 260 cars
- Andi reminded the committee of this upcoming event

3) Petoskey Rocks Update

- Sweet Tooth/ SING
- Jake Allen / Star Wars – The Last Jedi

- Galactic Sherpas / COCO
- The Accidentals / Jumanji: Welcome to the Jungle
- The Sleeping Gypsies / Beauty and the Beast (2017)
- The Up North Big Band / Black Panther
- 3 Food Trucks paired with a small band, 6-8 pm
- Andi updated the committee on City Council's new (approved 2 days before EC meeting) Food Truck Ordinance – which enacts a \$40 fee in addition to the DMB fee of \$25. Bringing the fee to participate in Petoskey Rocks to \$65 per night, for the hours of 6-8pm. Andi is in the process of circling back to the 3 booked Food Trucks to see if they will still participate at this fee of \$65.

4) Sidewalk Sales

- Update on outside vendors – informed Events Committee on the DMB decision to open up to all outside vendors at a fee of \$250- read Becky's note to committee
- Food Trucks during SWS – Food trucks will not be allowed during SWS due to the new ordinance, which gives the City Manager the authority to decide when and where food trucks are allowed. He has told Becky he will not be approving food trucks for SWS, based on the fact that we have restaurants in downtown and there is not the need to circulate traffic at SWS as there is at Petoskey rocks.
- Questions asked by committee: how many empty spaces do we have during SWS?
- Committee suggested Becky start with non-competing businesses like Cricket Wireless

5) Adjourn



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: June 19, 2018

DATE PREPARED: June 14, 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