



DOWNTOWN MANAGEMENT BOARD

July 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 June 19, 2018
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Discussion on draft work plan based on newly adopted Strategic Plan
 - (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: July 17, 2018

PREPARED: July 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

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 June 19, 2018; (2) Acknowledgement of bills since June 19, 2018; and (3) Acceptance of the June expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

June 19, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, June 19, 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
Ben Slocum
Jessica Stubbs

Absent: None

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 May 15, 2018 regular meeting minutes; acknowledgement of bills since May 15, 2018; and acceptance of the May expense and income reports as prepared by the Downtown Director. Mr. Slocum commented that he was recorded as present and absent at the May meeting and confirmed he was absent and that minutes should be amended.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Buck, the May 15, 2018 regular meeting minutes were approved as amended; acknowledgement of bills since May 15, 2018 that totaled \$55,663.14; and expense and income reports for May were approved. Said motion was unanimously approved as submitted.

Hear Committee Structure Presentation

The Downtown Director gave a brief presentation explaining the roles and responsibilities of the DMB Committees at the request of the Board. The presentation was distributed to Board members prior to the meeting for review.

Board members heard the presentation and discussed different Committees.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that staff distributed a revised report from Walker Parking concerning the study for Division and Lake Streets for the purpose of defining current costs for construction to be used in conversations with the County; that staff 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 mills according to State DDA legislation, increasing enforcement hours to 9:00 P.M., using revenue 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 was also discussed at the Committee level; discussed charging station fees; Committee members heard a brief report on Parking Office

Culture and Enforcement; staff distributed a FREEP article on new parking fees and policies in Royal Oak; heard a report on Elks Lot revenue and discussion regarding why the increase was not greater; and reviewed May statistics.

The Downtown Director reported on behalf of the Events Committee and that the Committee reviewed feedback concerning Summer Open House; that the Back to the Bricks event brought 260 cars downtown; reviewed Petoskey Rocks schedule; that staff updated the Committee on the City's recently approved food truck ordinance which affects vendors participating in Petoskey Rocks; and staff updated the Committee on Sidewalk Sales event. The Downtown Director reviewed that vendors do not want to come if they have to pay both the DMB and City fee.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee did not have a formal meeting in June; distributed a survey concerning the Back to Bricks event; that Council approved a resolution confirming the DMB is a not-for-profit organization to apply for a raffle license and work continues on the Golden Ticket raffle which will happen at Sidewalk Sales; and that Shopping Maps have arrived and been distributed.

In beautification, the Downtown Director reported that flowers have been planted and issues with watering since some merchants don't think they should have to water; and that the only solution would be more irrigation.

In downtown economic enhancement, the Downtown Director reported that there is a strong start to the summer season and Hospitality the Little Traverse Way was cancelled with hopes to reschedule.

The Downtown Director reported that the trolley begins its schedule on Friday; reviewed new schedule; and that Bay View, Bay Harbor and Stafford's Hospitality were sponsors.

The Downtown Director further reported that she applied for a \$500,000 grant through MEDC MSF for potential façade grants; that she attended the MDA workshop in Monroe which evolved around the theme of Historic Infill Opportunities; that the Best Day Ever Scavenger Hunt is being planned for downtown by the Chamber and assistance by the downtown staff; that an additional trolley driver and parking ambassador have been hired; that The Back Lot project, behind Tap 30, is running behind due to contractor issues; and that she has met with City staff and development team for new 200 East Lake Street and that the development team has the property under contract with the next step going before the Planning Commission for concept review.

Miscellaneous Comments

Board members discussed the decision by the food truck vendors to not attend Petoskey Rocks because of the additional fee incurred with the newly adopted ordinance regulating mobile food vending units.

Mr. Karmann moved that, seconded by Mr. Buck that the DMB waive the \$25 DMB fee and that the money to support this would come from the Marketing Budget.

Said motion was approved by the following vote:

AYES: Bennett, Buck, Harris, Karmann, Murphy, Smith (6)

NAYS: Marshall-Rashid, Stubbs (2)

ABSTAIN: Slocum (1)

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:20 P.M.

**Downtown Management
Monthly Bills - June 2018**

July 8, 2018

PROGRAMS AND SERVICES

Business Retention	Stafford's Perry/Wake Up! Meeting space	DT Assessment	\$ 263.80
Capital Outlay	5H Irrigation & Maintenance/irrigation	DT Assessment	\$ 650.00
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 450.00
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	Back to the Bricks/ads in promo book	DT Assessment	\$ 300.00
DT Marketing	North Country Pub/Welcome Back Ad	DT Assessment	\$ 342.21
DT Marketing	Back to the Bricks/portajohns	DT Assessment	\$ 200.00
Festival on the Bay	PRCC/pledge	DT Assessment	\$ 1,500.00
Flowers	Murdicks/treats for students	DT Assessment	\$ 200.00
Gallery Walk	Personal Graphics/banner	DT Assessment	\$ 169.62
Gallery Walk	WCMU/underwriting	DT Assessment	\$ 1,000.00
Gallery Walk	Northern Express/ad	DT Assessment	\$ 297.50
Gallery Walk	Duane Tollas/musician	DT Assessment	\$ 250.00
Petoskey Rocks!	Northern Express/ad	DT Assessment	\$ 297.50
Petoskey Rocks!	SWANK/movies	DT Assessment	\$ 368.00
Petoskey Rocks!	Sweet Tooth	DT Assessment	\$ 500.00
Summer Open House	Habitat for Humanity/Drink tent sponsor	DT Assessment	\$ 931.67
Summer Open House	9&10 News/ads	DT Assessment	\$ 950.05
Summer Open House	FOX 32/ads	DT Assessment	\$ 30.00
Summer Open House	K and J Septic/portajohns	DT Assessment	\$ 200.00
Summer Open House	Taylor Rental/drink tent furnishings	DT Assessment	\$ 518.00
Summer Open House	SWANK/movie rental	DT Assessment	\$ 463.00
Summer Open House	Lite 96/ads	DT Assessment	\$ 1,500.00
Winter Carnival	Goodman/expense reimburse-alcohol	DT Assessment	\$ 420.00
			\$ 11,898.93

PARKING FUND

Conf.&Memberships	Goodman/Monroe MDA workshop expenses	Parking Fund	\$ 463.18
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	Walker Parking/Study pricing update	Parking Fund	\$ 700.00
Contracted Services	5H Irrigation/repairs	Parking Fund	\$ 637.60
Contracted Services	Hyde Services/sandblast recycle containters	Parking Fund	\$ 589.16
Contracted Services	Van's/contract	Parking Fund	\$ 173.41
DT Office	Integrity/supplies	Parking Fund	\$ 27.96
DT Office	Integrity/supplies	Parking Fund	\$ 56.76
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 54.52
DT Office	McCardel/water	Parking Fund	\$ 32.50
DT Office	Spectrum/phones, internet	Parking Fund	\$ 102.00
DT Office	Emmet County DPW/rollaway rental	Parking Fund	\$ 80.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 6.74
DT Office	Meyer ACE/supplies	Parking Fund	\$ 19.11
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 28,000.00
Equipment Repair	Traffic & Safety/rental for programmer	Parking Fund	\$ 550.00
Materials & Supplies	T. Hord/postage reimbursement	Parking Fund	\$ 50.00
Trolley	T. Devitt/License fee reimbursement	Parking Fund	\$ 53.53
Trolley	Sign & Design/signs	Parking Fund	\$ 250.00
Trolley	Derrer Oil/Gas	Parking Fund	\$ 389.09
Utilities	AT&T/cell phones	Parking Fund	\$ 328.35
			\$ 33,132.73
	TOTAL BILLS		\$ 45,031.66

**PROGRAMS SERVICES
MONTHLY REPORT
June 2018**

July 10, 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		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	1,000.00	3,000.00	3,000.00	18,075.00
McLaren Foundation \$1,000					
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	15,925.00	1,300.00	9,472.00	4,043.75	6,453.00
Stafford's \$225					
Craig Ryan \$225					
Reid Furniture \$225					
Monarch \$400					
Sunglass Shoppe \$225					
TROLLEY	4,000.00	2,500.00	4,000.00	0.00	-
Bay Harbor Properties \$2,500					
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	400.00	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	1,254.00	1,254.00	2,815.00	2,371.00
Drink Tent Cash \$1,189					
City of Petoskey \$65					
OTHER	-	0.00	0.00	0.00	
	182,475.00	6,054.00	110,127.67	104,543.75	72,347.33

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	4,592.72	9,125.97	6,031.20	5,124.03
Habit for Humanity/Drink Tent Sponsor \$931.67					
9&10 News/ads \$950.05					
Fox 32/ads \$30					
K and J Septic/portajohns \$200					
Taylor Rental/Drink Tent furnishings \$518					
SWANK/movie rental \$463					
Lite 96/ads \$1,500					
SIDEWALK SALES	7,000.00	0.00	0.00	0.00	7,000.00
PETOSKEY ROCKS	30,725.00	1,165.15	2,465.15	8,061.00	28,259.85
Northern Express/ad \$297.50					
SWANK/movies \$368					
Sweet Tooth/musicians \$500					
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	22,865.00	420.00	18,118.19	18,897.66	4,746.81
Goodman/expense reimburse-alcohol \$420					

**PROGRAMS SERVICES
MONTHLY REPORT
June 2018**

July 10, 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	1,000.00	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	1,500.00	1,500.00	1,500.00	-
PRCC/pledge \$1,500					
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	500.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	1,390.34	8,899.96	9,468.50	21,100.04
Tom Renkes/Blog \$450					
Adobe/Creative Cloud \$21.99					
MailChimp/contract \$35					
WooBox/monthly plan \$30					
Adobe/photoshop \$10.59					
Back to the Bricks/ads in promo book \$300					
North country Pub/Welcome Back ad \$342.21					
K and J Septic/Back to the Bricks portajohns \$200					
SHOP MAP	10,000.00	0.00	7,511.56	7,482.64	2,488.44
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	1,716.92	3,302.94	5,515.31	(302.94)
Personal Graphics/banner \$169.62					
WCMU/underwriting \$1,000					
Northern Express/ad \$297.50					
Duane Tollas/musician \$250					
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	263.80	263.80	1,777.18	1,236.20
Stafford's/Wake Up Meeting space \$263.80					
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	200.00	218.60	3,304.83	8,781.40
Murdick's/student treats \$200					
CAPITAL OUTLAY	-	650.00	5,082.00	0.00	-
5H Irrigation \$650					
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	11,898.93	59,168.17	66,054.31	122,921.83
Excess of Revenues Over Expenses	385.00	-5,844.93	50,959.50	38,489.44	(50,574.50)

**Downtown Parking Fund
June 2018**

July 10, 2018

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	29,549.89	137,003.98	140,868.35	202,496.02
fines	85,000.00	8,855.17	49,288.06	32,397.19	35,711.94
Permits	40,000.00	1,437.00	23,320.00	22,131.00	16,680.00
Bags	6,000.00	750.00	2,600.00	7,190.55	3,400.00
Tokens	2,000.00	245.00	1,029.50	952.00	970.50
Interest	400.00	201.07	676.26	270.05	(276.26)
Meter Sponsorships	2,000.00	127.63	1,567.63	1,704.56	432.37
Cell Phone Parking	20,000.00	2,337.49	13,764.59	11,464.50	6,235.41
Total Parking Revenue	494,900.00	43,503.25	229,250.02	216,978.20	265,649.98
Other		-	18,600.00		(18,600.00)
Total Revenue	494,900.00	43,503.25	247,850.02	216,978.20	512,699.96
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	50,044.00	91,000.00
CONTRACTED SERVICES	80,000.00	1,758.57	50,445.97	29,630.32	29,554.03
Traffic & Safety/Verizon M2M \$81					
T2/Digital Iris services \$165					
LexisNexis/contract \$50					
Walker Parking/pricing study update \$700					
Van's/contract \$173.41					
Services/sandblast recycle containers \$589.16					
CONFERENCES AND MEMBERSHIPS	5,000.00	463.18	1900.27	1,146.06	3,099.73
Woodman/Monroe MDA workshop exp. \$463.18					
DOWNTOWN OFFICE	230,000.00	29,290.01	126,397.65	133,195.60	103,602.35
Integrity/supplies \$27.96					
Integrity/supplies \$56.76					
McCardel/water \$32.50					
ThruGlass/window cleaning \$25					
City of Petoskey/utilities \$54.52					
Van's/contract \$173.41					
Spectrum/phones, internet \$102					
Emmet County DPW/Rollaway rental \$80					
Meyer ACE/Supplies \$6.74					
Meyer ACE/supplies \$19.11					
Wm Thompson/rent \$711					
Wages \$28,000 (estimated)					
EQUIPMENT REPAIR	1,000.00	550.00	550.00	263.45	450.00
Traffic & Safety/rental for programmer \$550					
FAÇADE GRANT	20,000.00	0.00	111.90	1,612.50	19,888.10
MATERIALS AND SUPPLIES	10,000.00	50.00	4,675.44	2,483.51	5,324.56
T.Hord/postage reimbursement \$50					
PROFESSIONAL SERVICES	500.00	0.00	0.00	552.65	500.00
SIGNS	500.00	0.00	0.00	-	500.00
TROLLEY	4,000.00	692.62	6,823.33	3,315.21	(2,823.33)
T. Devitt/License fee reimbursement \$53.53					
Sign & Design/signs \$250					
Derrer Oil/Gas 389.09					
UNIFORMS	1,500.00	0.00	514.12	789.01	985.88
UTILITIES	3,600.00	328.35	1935.11	1,586.95	1,664.89
AT&T/cell phones \$328.35					
OTHER	1,000.00	0.00	0.00	1000.00	1,000.00
TOTAL EXPENSES	466,100.00	33,132.73	216,259.64	249,534.65	249,840.36
NET	28,800.00	10,370.52	31,590.38	(32,556.45)	262,859.60



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: July 6, 2018
RE: Draft Plan of Work

With the acceptance of the 2018 Strategic Plan and in preparation for the 2019 Budget, staff has prepared a draft workplan for DMB staff, Board, and Committees. All tasks are based on the newly adopted Strategic Plan. The Strategic Plan will be going to the Planning Commission in July and then to the Council for final approval. This document could be fluid, depending on input received from these two bodies.

Please see enclosed workplan for your discussion and review. Recent Board discussions have indicated that Board members desire a clearer understanding of DMB process and structure. The recommendation from staff is that the Board adopt a workplan to be used as a guideline with the realization that it will change as conditions change and opportunities arise.

<u>TASK</u>	<u>PROCESS</u>	<u>COMPLETE</u>	<u>COST</u>
Design Expand seasonal decoration display through February	Committee, City Staff, Board	Fall 2019	\$10,000
Explore single-contract waste removal as well as receptacle areas	Staff, Board	Spring 2019	0
Increase enforcement of property maintenance codes to keep problem properties from negatively impacting Downtown.	Staff, Committee, Board, PC, Council	Spring 2019	0
Install a stairway/sidewalk from the Elks Lot to Shoppers Lane to improve pedestrian safety.	Staff, Consultant, Board, PC?, Council	Spring 2019	TBD
Begin discussions on possible streetscape updates before it becomes “dated” and maintenance costs increase.	Staff, Consultant, Committee, Board, PC, Council	Winter 2020	\$15,000
Review Downtown Gateway Plan implementation opportunities for possible partnership with future developer of 200 E. Lake Street.	Staff, Board, PC, Council	Ongoing	0
Create a Local Historic District and special design reviewboard to increase the commercial and residential standards of downtown buildings.	Staff, Board, PC, Council	Spring 2020	0

Events and Promotions

Increase the number of events	Committees, Board	Fall 2019	TBD
Continue work on a policy for event sponsorships by non-downtown entities.	Board	End of 2018	0
To maximize event funding, review the Special Assessment Role to ensure all commercial property is being assessed,	Staff, Board, Council	Fall 2018	0
To maximize event funding, review the Special Assesment Role to include outside dining areas.	Staff, Board, Council	Summer 2019	0
Enhance the community connection to Downtown historyand architecture through the use of historically relevant activities and architectural guides or scavenger hunts.	Committees	ongoing	0
Create a mechanism such as outdoor dining licenses to allow business events to use public rights-ofway within reason.	Staff, PC, Council	Spring 2019	0
Marketing			
Increase social media presence for Downtown image campaign.	Staff	Ongoing	0
Explore additional cooperative marketing activities such as gift bags and Downtown Dollars.	Staff	Ongoing	0
Update the 2007 Marketing Plan	Staff, Consultant, Committee, Board	Spring 2019	\$15,000

Economic Enhancement

Eliminate the existing DDA TIF at 200 E. Lake to position the site for a Brownfield TIF	Staff, PC, Council	Spring 2019	0
Continue exploration of heated sidewalk feasibility while monitoring snow removal expenditures.	Staff	Spring 2019	0
Initiate a committee to pursue a not-for-profit organization to develop and operate a theater.	Staff	Fall 2019	0
Review/Revisit the 2015 Parking Plan elements	Committee, Board, potentially Council	Ongoing	0
Share the business successes of Downtown, demonstrating the ease of doing business here.	Staff, Board	Ongoing	0
Work with businesses to develop incentives for parking demand management (carpooling, walking, and biking).	Staff/Committee	Ongoing	0
Explore a car-share program to reduce parking needs of downtown residents	Staff	Summer 2019	0
Build a parking structure through a public-private or public-public partnership (Emmet County).	Staff, Committee, Board, PC?, Council	2020	\$2,000,000

DESIGN GUIDELINES DOWNTOWN PETOSKEY SIDEWALK FURNISHINGS

Downtown Design Committee
Downtown Management Board

1. Purpose and Goals

The purpose of these guidelines is to provide a design context for the selection, placement, and use of sidewalk furnishings in Petoskey's downtown historic district, and to encourage awareness of the importance of design in portraying the image of downtown and individual businesses to customers. Applications for outdoor dining licenses will be evaluated by these guidelines and may be denied if guidelines are not followed.

2. Application of Guidelines

a. Types of furnishings

When selecting furnishings to be placed on public sidewalks, the Design Committee recommends consideration of both scale and style. Table 1 provides specific guidelines.

b. Design Committee

The Design Committee provides advisory consultation to merchants, owners, city and DMB with regard to these guidelines.

c. Licensing

Licensing through the City of Petoskey is required for outdoor dining in the public right-of-way. These guidelines will be used to evaluate the application with regard to placement and design.

TABLE 1 Guidelines for Benches, Outdoor Dining Furnishings, Planters and Barriers

	Benches	Planters	Outdoor Dining Furnishings	Barriers (With liquor license only)
SCALE	Recommend four (4) to six (6) feet long benches; Shallow depth (18")	Proportional to ground floor façade features like doorways windows, height of window bulkheads, etc.	Compact setting, two Chairs per table in Single row	Not to exceed 3 feet (36") in height and no less than 50% open
STYLE	Traditional, historical preferred; simple contemporary can be acceptable; not rustic			
MATERIALS	Commercial quality required; Preferably wood or metal. Composites only if in a color and style matching streetscape fixtures.	Wood, stoneware, metal; Composites only if in a color and style matching streetscape fixtures.	Commercial quality required; Preferably wood or metal. Composites only if in a color and style matching streetscape fixtures.	Metal or wood; rigid and semi-permanent
COLORS	Compatible with building colors or downtown fixtures No neon, florescent or iridescent Colors or rusting metal	Compatible with building colors or downtown fixtures	Compatible with building colors or downtown fixtures; No neon, florescent or iridescent colors	Compatible with building colors or downtown fixtures No neon, florescent or iridescent Colors or rusting metal
PLACEMENT	Within thirty (30) inches of building face	Built on to façade below window is best. Accent the entranceway and/or windows. If freestanding, place within Thirty (30) inches of building Face. Minimum vertical Clearance is 80"	Must maintain code-required pedestrian zone	Barriers shall leave code-required pedestrian zone; Barrier shall be rigid and re-moveable
OTHER	Must be kept in excellent condition	Must be kept in excellent condition	Must be kept in excellent condition No waste receptacles in the Right-of-way; but waste should Be cleared by staff regularly	Must be kept in excellent Condition; Barrier base cannot extend into the pedestrian zone; stanchion base cannot exceed ¼" vertical height



BOARD: Downtown Management Board

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

July 10, 2018
10 am
Downtown Office

1. Welcome – Members present were Reg Smith, Doug Buck, Ed Karmann, Noah Marshall-Rashid, and David Mickle. Staff present were Becky Goodman and Rob Straebel.
2. Report from City Manager Regarding Board of Commissioners Presentation – Rob reported that he had presented to the Board of Commissioners on Monday evening regarding partnering to build a parking platform on County and City owned properties at the corner of Division and Lake. The presentation went well; there were a few questions; and no commitment or objection was heard. Next steps will be to have further conversation with John Calabrese, County Administrator, and to work to have an official commitment to partner by the end of the year.
3. Discussion Regarding Increasing Parking Revenue – Rob was invited to stay for this discussion. The Committee discussed with him their ideas about generating revenue that would be used for the construction of the parking platform. Concepts including raising fees and fines were discussed. Lowering chronic abuser fees was also considered. Rob confirmed that he was open to these ideas and would offer support depending on the details of the plan brought forward.
4. Charging Station Fee Recommendation – Goodman reported that she had checked with Traverse City and found that their fees are the same as a regular meter (in their case, \$1.00 per hour). The spaces were reserved for electric cars only and cars that were not charging, electric or not, were ticketed. She will be doing further research.
5. June Stats – the stats for June were reviewed and the numbers were on target and comparable to previous years.
6. Other Discussion –
The August meeting will be devoted to reviewing all fines and fees and developing a recommendation for moving forward that will also include a recommendation for management of the Saville Parking Lot.



Downtown Events Committee

AGENDA

Date 7/10/2018

9 am

In attendance: Natalie Vanhous, Val Meyerson (Becky and Andi)

Committee Members: Angie Whitner, Becky Kranig, Ed Karman, Gary Albert, Mindy Taylor, Natalie Vanhous, Reg Smith, Julie Stopple, Stacey Kinney, Stephen Mullen, Valerie Meyerson (Becky & Andi)

1) Summer Open House Survey Responses

- Feedback:
- Some people don't know what Summer Open House is, is it a family/community event? If so, we should market it as such
- Maybe we need to inform merchants more about the Summer Open House, to try and get them as excited for it as they are for Holiday Open House

2) Sidewalk Sales

- Becky updated committee on the outside vendors that are signed up
- Committee suggested reaching out to Busy Bodies Bounce Town

3) Halloween Weekend

- Committee would like to develop a concept for this event and try to improve it without spending any money
- Committee Suggestions:
 - i) costume contest in the park after Trick or Treating
 - ii) Face painting
 - iii) Show a Halloween movie on inflatable screen
 - iv) Improve Halloween parade – maybe make it more of an actual parade. Start it off with a Herse, or hayride, decorate Trolley spooky and have it in the parade?
 - v) Encourage merchants and their staff to dress up, and maybe participate in the parade?
 - vi) Radio Station playing spooky music in parade or parked downtown during Trick or Treat
 - vii) Committee mentioned keeping in mind the weather – weather around Halloween may not be ideal for outside activities/events

4) Adjourn



**Downtown
Design Committee**

NOTES

July 9, 2018 PM

- I. Welcome – Present were Neumann, Rashid, Smith, Presley, Knutsen. Staff present were Tweeten and Goodman.

- II. Discussion Regarding Downtown Outdoor Furnishings Design Guidelines
Tweeten began discussion with an overview of the adopted Downtown Outdoor Furnishings Design Guidelines (attached), a document that had been developed about three years ago. The document was written as guidelines which are not technically enforceable, however the committee had noted that any business requiring licensing would need to conform to the guidelines to receive their license. Tweeten wanted to confirm that this was still the intent of the committee as some difficult situations had arisen. The committee confirmed that the intent was and still is to require businesses seeking licensing to be required to conform to the guidelines.

Further discussion included future consideration of following through to make the guidelines mandatory.

*The mission of the Downtown Design Committee is to
maintain a consistent, first-class, visual image of Downtown Petoskey
by preserving the area's historic integrity
and promoting a high-quality standard for design.*



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: July 17, 2018

DATE PREPARED: July 13, 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