



DOWNTOWN MANAGEMENT BOARD

August 21, 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 July 17, 2018
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Hear presentation by City Planner concerning Tax Increment Financing (TIF)
 - (b) Discussion of the proposed 2019 Downtown Programs and Services Budget
 - (c) Discussion of the proposed 2019 Parking Fund Budget
 - (d) Reports by Downtown Management Board Committees
 - (e) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

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

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



BOARD: Downtown Management Board

MEETING DATE: August 21, 2018 **PREPARED:** August 17, 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 July 17, 2018; (2) Acknowledgement of bills since July 17, 2018; and (3) Acceptance of the July expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

July 17, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, July 17, 2018. The meeting was called to order at 7:00 P.M., and the following were

Present: Doug Buck, Vice Chairperson
Robin Bennett
Daniel Harris
Ed Karmann
Noah Marshall-Rashid
Jessica Stubbs

Absent: S. Reginald Smith, Chairperson, John Murphy, Mayor 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 June 19, 2018 regular meeting minutes; acknowledgement of bills since June 19, 2018; and acceptance of the June expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Karmann, the June 19, 2018 regular meeting minutes were approved; acknowledgement of bills since June 19, 2018 that totaled \$45,031.66; and expense and income reports for June were approved. Said motion was unanimously approved as submitted.

Discuss Draft Work Plan Based on Strategic Plan

The Downtown Director reviewed that with the acceptance of the 2018 Strategic Plan and in preparation for the 2019 Budget, staff prepared a draft work plan for staff, the Board and Committees. The Downtown Director reported that all tasks are based on the newly adopted Strategic Plan; that the Strategic Plan will be going to the Planning Commission in July and then to Council for final approval; that recent Board discussions indicated that Board members desire a clearer understanding of DMB process and structure; and that staff's recommendation is that the Board adopt a work plan to be used as a guideline with the realization that it will change as conditions change and opportunities arise.

Board members inquired how tasks were prioritized; heard comments that the strategy to work more closely with Parks and Recreation to maximize use of Pennsylvania Park was omitted; and Board members concurred to add that language back into the strategic plan.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the City Manager presented to Emmet County Board of Commissioners on Monday night regarding partnering to build a parking platform on County and City owned properties at the corner of Division and Lake and that it went well with no commitment or objection with hopes to have an official commitment by the end of the year; that the Committee discussed ideas on how to increase parking revenue to be used for the construction of the parking platform including raising fees and fines and lowering chronic abuser fees; reviewed research and fees on electric charging station and that there will be further research before a recommendation is brought to the Board; reviewed June statistics; and that the Committee will review all fines and fees and develop a recommendation for moving forward along with a recommendation for management of the Saville Parking Lot at the August meeting.

The Downtown Director reported on behalf of the Events Committee and reviewed the Petoskey Rocks food truck issues; reviewed the number of committed outside vendors for Sidewalk Sales; reviewed Summer Open House feedback; and reviewed a Halloween concept to improve existing activities without spending money.

In design, the Downtown Director reported on behalf of the Committee that the Committee discussed Downtown Outdoor Furnishings Design Guidelines; heard an overview by the City Planner on the process; that the Committee confirmed that the intent was and still is to require businesses seeking licensing to be required to conform to the guidelines; and further discussed future consideration of following through to make the guidelines mandatory.

The Downtown Director reported on behalf of the Marketing Committee and that Back to the Bricks representatives said that Petoskey was the most popular visit they have had on their promo tour ever; and reviewed the Golden Ticket and Where's Waldo events.

In beautification, the Downtown Director reported that she has scheduled a ride-around with the Parks and Recreation Director to review next year's projects.

In downtown economic enhancement, the Downtown Director reported that there are still positive comments about business this summer season; that the Back Lot on Michigan Street opened; and Flour Girls opened on Petoskey Street.

The Downtown Director reported that the trolley ridership has positive numbers; that the night schedule seems favorable; and that there still needs some customer education since it is transportation, not a tour.

The Downtown Director further reported that the Best Day Ever Scavenger Hunt planned for downtown by the Chamber was weak; and that she had met again with City staff and development team for new 200 East Lake Street and that the next step is for Planning Commission to review conceptual plan on Thursday.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:30 P.M.

**Downtown Management
Monthly Bills - July 2018**

August 12, 2018

PROGRAMS AND SERVICES

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	Simply Sweet/Waldo cupcakes	DT Assessment	\$ 108.00
Gallery Walk	N MI Review/ads	DT Assessment	\$ 290.00
Petoskey Rocks!	Up North Big Band/band	DT Assessment	\$ 1,500.00
Petoskey Rocks!	Sleeping Gypsies/band	DT Assessment	\$ 700.00
Petoskey Rocks!	Galactic Sherpas/band	DT Assessment	\$ 375.00
Petoskey Rocks!	Playtown/sound system	DT Assessment	\$ 1,250.00
Petoskey Rocks!	SWANK/movies	DT Assessment	\$ 1,708.00
Petoskey Rocks!	Jake Allen Band/band	DT Assessment	\$ 1,650.00
Petoskey Rocks!	Accidentals/band final payment	DT Assessment	\$ 2,000.00
Petoskey Rocks!	N MI Review/ads	DT Assessment	\$ 712.00
Petoskey Rocks!	Meyer ACE/vinyl patch repair kit	DT Assessment	\$ 8.99
Petoskey Rocks!	Chris Struble/Ghost Walk	DT Assessment	\$ 255.00
Petoskey Rocks!	Chris Struble/Ghost Walk	DT Assessment	\$ 187.50
Petoskey Rocks!	Lite 96/ads	DT Assessment	\$ 2,040.00
Petoskey Rocks!	Chris Struble/Ghost Walk	DT Assessment	\$ 277.50
Petoskey Rocks!	N MI Review/ads	DT Assessment	\$ 240.00
Petoskey Rocks!	Dan Cowell/driver	DT Assessment	\$ 750.00
Sidewalk Sales	N Country Pub/Ad	DT Assessment	\$ 145.00
Sidewalk Sales	American Waste/dumpster	DT Assessment	\$ 135.00
Sidewalk Sales	K and J Septic/portajohns	DT Assessment	\$ 200.00
Sidewalk Sales	Northern Express/ad	DT Assessment	\$ 299.70
Sidewalk Sales	Personal Graphics/banner	DT Assessment	\$ 243.80
Sidewalk Sales	Personal Graphics/yard signs	DT Assessment	\$ 228.96
Sidewalk Sales	N MI Review/ad	DT Assessment	\$ 1,757.50
Sidewalk Sales	Lite 96/ads	DT Assessment	\$ 1,000.00
Summer Open House	Taylor Rental/Tent, stage, stairs, chairs, etc.	DT Assessment	\$ 1,045.00
Summer Open House	GFS/beer tent supplies	DT Assessment	\$ 64.31
Summer Open House	WalMart/tent suplies	DT Assessment	\$ 76.10
Summer Open House	Bill and Carols/beer	DT Assessment	\$ 470.85
			\$ 19,814.99

PARKING FUND

Contracted Services	Traffic and Safety/Verizon M2M	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 100.00
Contracted Services	T2/Digital Iris	Parking Fund	\$ 165.00
Contracted Services	Van's/contract	Parking Fund	\$ 173.41
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 51.48
DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	Spectrum/phones, internet	Parking Fund	\$ 104.96
DT Office	Meyer ACE/supplies	Parking Fund	\$ 28.75
DT Office	Meyer ACE/supplies	Parking Fund	\$ 10.76
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00

**Downtown Management
Monthly Bills - July 2018**

August 12, 2018

DT Office	Wages	Parking Fund	\$ 19,783.00
Equipment Repair	UPS/shipping	Parking Fund	\$ 12.02
Equipment Repair	UPS/shipping	Parking Fund	\$ 20.83
Materials & Supplies	USPS/postage	Parking Fund	\$ 257.25
Materials & Supplies	Print Shop/courtesy notices	Parking Fund	\$ 317.01
Materials & Supplies	Omnipark/thermal paper	Parking Fund	\$ 89.00
Materials &Supplies	Traffic and Safety/ receipt paper	Parking Fund	\$ 259.00
Trolley	Char-Em/Test fee	Parking Fund	\$ 120.00
Trolley	Meyer ACE/supplies	Parking Fund	\$ 22.12
Trolley	Quick Care/employees physical	Parking Fund	\$ 105.00
Trolley	Brakes by the Bay/AC check and charge	Parking Fund	\$ 144.41
Trolley	Meyer ACE/supplies	Parking Fund	\$ 16.43
Trolley	Signs on the Cheap/signs	Parking Fund	\$ 54.49
Trolley	Derrer Oil/Gas	Parking Fund	\$ 525.97
Trolley	Derrer Oil/Gas	Parking Fund	\$ 492.54
Utilities	AT&T/cell phones	Parking Fund	\$ 311.72
			\$ 23,990.15
	TOTAL BILLS		\$ 23,990.15

PROGRAMS SERVICES
MONTHLY REPORT

July 10, 2018

July 2018

REVENUES	BUDGET	CURRENT			BUDGET BALANCE
		MONTH	YTD	LAST YTD	
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	555.00	3,000.00	3,105.00	18,075.00
City of Petoskey DMB \$435					
Ghost Walk receipts \$120					
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	15,925.00	225.00	9,472.00	4,043.75	6,453.00
Rocking Horse Toy \$225					
TROLLEY	4,000.00	1,000.00	4,000.00	0.00	-
Bay Harbor Merchants \$1,000					
MARKETING & PROMOTIONS					-
New Activity	5,000.00	0.00	0.00		5,000.00
Shop Map Ads	8,500.00	200.00	0.00	500.00	8,500.00
Little Traverse Trading Company \$100					
County Emmet Celtic Shop \$100					
Gallery Walk	4,000.00	0.00	0.00	2,200.00	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	1,254.00	2,815.00	2,371.00
OTHER	-	0.00	0.00	0.00	
	182,475.00	1,980.00	110,127.67	106,448.75	72,347.33

EXPENSES	BUDGET	CURRENT			BUDGET BALANCE
		MONTH	YTD	LAST YTD	
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	1,656.26	10,752.23	8,345.45	3,497.77
ylor Rental/tent, stage, chairs, stairs, etc. \$1,045					
GFS/beer tent supplies \$64.31					
WalMart/tent supplies \$76.10					
Bill and Carols/beer \$470.85					
SIDEWALK SALES	7,000.00	4,009.96	4,009.96	3,208.00	2,990.04
N Country Pub/Ad \$145					
American Waste/dumpster \$135					
K and J Septic/ Portajohns\$200					
Northern Express/Ad \$299.70					
Personal Graphics/Banner \$243.80					
Personal Graphics/Yard Signs \$228.96					
N MI Review/ads \$1,757.50					
Lite 96/ads \$1,000					
PETOSKEY ROCKS	30,725.00	13,653.19	16,118.34	13,718.40	14,606.66
Up North Big Band \$1500					
Sleeping Gypsies \$700					
Galactic Sherpas \$375					
Playtown/sound system \$1,250					

PROGRAMS SERVICES

July 10, 2018

MONTHLY REPORT

July 2018

SWANK/movies \$1708					
Jake Allen/band \$1,650					
Accidentals/band final payment \$2,000					
N MI Review/ads \$712					
Meyer ACE/vinyl patch \$8.99					
Chris Struble/Ghost Walk \$255					
Chris Strubel/Ghost Walk \$187.50					
Lite 96/Ads \$2,040					
Chris Struble/Ghost Walk \$277.50					
N MI Review/ads \$245					
Dan Cowell/carriage driver \$750					
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	22,865.00	0.00	18,118.19	18,897.66	4,746.81
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	0.00	1,500.00	1,500.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	500.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	205.58	9,105.54	10,573.84	20,894.46
Simply Sweet/Waldo cupcakes \$108					
Adobe/Creative Cloud \$21.99					
MailChimp/contract \$35					
WooBox/monthly plan \$30					
Adobe/photoshop \$10.59					
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	400.00	5,000.00
GALLERY WALK	3,000.00	290.00	3,592.94	6,165.31	(592.94)
N MI Review/ads \$290					
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
EXPENSES					
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	0.00	263.80	1,877.18	1,236.20
Beautification					
HOLIDAY DECORATIONS	9,000.00	0.00	0.00	0.00	9,000.00
FALL DECORATIONS	1,500.00	0.00	0.00	0.00	1,500.00
FLOWERS	9,000.00	0.00	218.60	9,662.79	8,781.40
CAPITAL OUTLAY	-	0.00	5,082.00	0.00	-
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	7,000.00	0.00	0.00	0.00	
OTHER	100.00	0.00	0.00	15.99	100.00
Total	182,090.00	19,814.99	78,953.16	85,847.26	103,136.84
Excess of Revenues Over Expenses	385.00	-17,834.99	31,174.51	20,601.49	(30,789.51)
		BUDGET		BALANCE	

**Downtown Parking Fund
July 2018**

July 10, 2018

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	339,500.00	48,504.26	185,508.24	191,859.38	153,991.76
fines	85,000.00	9,654.68	58,942.74	38,272.69	26,057.26
Permits	40,000.00	1,400.00	24,720.00	22,491.00	15,280.00
Bags	6,000.00	375.00	2,975.00	8,253.55	3,025.00
Tokens	2,000.00	235.00	1,264.50	1,127.00	735.50
Interest	400.00	179.60	855.86	305.23	(455.86)
Meter Sponsorships	2,000.00	0.00	1,567.63	1,704.56	432.37
Cell Phone Parking	20,000.00	3,121.86	17,029.43	13,591.80	2,970.57
Total Parking Revenue	494,900.00		292,863.40	277,605.21	202,036.60
Other		-	18,600.00		(18,600.00)
Total Revenue	494,900.00	63,470.40	311,463.40	277,605.21	385,473.20
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	519.41	50,965.38	34,494.32	29,034.62
Traffic & Safety/Verizon M2M \$81					
T2/Digital Iris services \$165					
LexisNexis/contract \$100					
Van's/contract \$173.41					
CONFERENCES AND MEMBERSHIPS	5,000.00	0.00	1900.27	1,436.03	3,099.73
DOWNTOWN OFFICE	230,000.00	20,722.95	149,337.60	152,141.71	80,662.40
McCardel/water \$8					
ThruGlass/window cleaning \$25					
City of Petoskey/utilities \$51.48					
Spectrum/phones, internet \$104.96					
Meyer ACE/Supplies \$10.76					
Meyer ACE/supplies \$28.75					
Wm Thompson/rent \$711					
Wages \$19,783					
EQUIPMENT REPAIR	1,000.00	32.85	582.85	263.45	417.15
UPS/Shipping \$12.02					
UPS/Shipping \$20.83					
FAÇADE GRANT	20,000.00	0.00	111.90	1,612.50	19,888.10
MATERIALS AND SUPPLIES	10,000.00	923.26	5,598.70	3,047.51	4,401.30
USPS/Postage \$257.25					
Print Shop/Courtesy Notices #317.01					
OmniPark/Thermal paper \$89					
Traffic & Safety/receipt paper \$259					
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	1,479.96	8,303.29	4,108.65	(4,303.29)
Char-Em/Test Fee/\$120					
Meyer ACE/supplies \$22.12					
Quick Care/Employee physical \$105					
Trucks by the Bay/AC check and charge \$144.41					
Meyer ACE/supplies \$15.43					
Signs on the Cheap/signs \$54.49					
Derrer Oil/Gas \$492.54					
Derrer Oil/Gas \$525.97					
UNIFORMS	1,500.00	0.00	514.12	866.97	985.88
UTILITIES	3,600.00	311.72	2246.83	1,967.47	1,353.17
AT&T/cell phones \$311.72					
OTHER	1,000.00	0.00	0.00	1000.00	1,000.00
TOTAL EXPENSES	466,100.00	23,990.15	242,466.79	275,450.65	223,633.21
NET	28,800.00	39,480.25	68,996.61	2,154.56	161,839.99



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: August 14, 2018
RE: Presentation and Discussion of Tax Increment Financing

A directive in our Strategic Plan reads: “Eliminate the existing DDA TIF at 200 East Lake Street to position the site for a Brownfield TIF.” The concept of TIF is complicated and, although the DMB would be the Board to initiate this action, the Board has not worked closely with this concept in the past. City Planner Amy Tweeten will be at the August meeting to review DDA and Brownfield TIF parameters and to answer questions from Board members.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: August 14, 2018
RE: 2019 Draft DMB Programs and Services and Parking Fund Budgets

Please find attached draft budgets for the Parking Fund and for Programs and Services for 2019.

The Parking Fund Budget includes Capital Outlay expenditures for the new rest room project, new meters, and a structure engineering study for the proposed County/Park Garden Lot Deck. These expenditures were approved for 2018 but the projects did not move forward in a timely manner. Proposed new projects for 2019 are parking lot landscape improvements for the Darling, Petrie, Clifton, and Livery Lots and irrigation of the tree wells where possible links are available. Staff recently toured with Parks and Recreation Director, Kendall Klingelsmith, and reviewed the parking lot improvement proposals and is recommending that these projects be included in the budget on the condition that a landscaping plan be created. The irrigation projects will help with the flowers in the tree wells, which should free up many merchants from the task of watering and help the overall look of Downtown.

No increase in the assessment is being recommended for 2019. Revenue and expenses are similar to previous years, with the exception of an increase in the Downtown Trick or Treat line item which will include an expansion of that event. Funds are included for a marketing study and for improved fall and holiday lighting.

Staff is recommending that the Board review this draft and recommend any desired changes. These budgets will need to be approved at the September meeting in order to meet the timeline for incorporation into the City budget.

Please do not hesitate to contact staff if there are questions or concerns.

CITY OF PETOSKEY
Downtown Management Board
2019 Programs & Services Budget

	2016 Actual	2017 Actual	2018 Budget	2018 Projected	2019 Proposed	
REVENUE						
Downtown Assessments	91,400	90,008	91,400	91,400	91,400	
Interest Income	38	0	300	0	50	
Penalties & Interest	1,768	2,855	2,500	2,000	2,000	
Carry Over	0	10,000	0	0	-	
Holiday Parade Sponsors	3,350	3,400	4,000	4,000	4,000	
Petoskey Rocks! Sponsors	3,480	7,850	21,075	12,000	13,575	presenting, movie, stage, PAVB sponsors
Winter Carnival Income/sponsors	7,808	6,866	15,925	10,000	13,935	ice sculpture sponsors, drink tent revenue
Downtown Trick or Treat	0	0	4,000	0	4,000	drink tent revenue, sponsor menu
Summer Open House	4,277	2,815	3,625	1,254	2,300	drink tent revenue, ghost walk
Trolley ads & sponsorship	3,000	2,190	4,000	4,000	8,000	Bay Harbor, Stafford's, Bay View, Parks & Rec
Gallery Walk	2,100	3,100	4,000	3,900	4,600	12 galleries at 300, 5/3 sponsorship
Shopping Scramble	1,047	1,094	5,000	5,000	6,250	100 @ \$50, scorecard sponsors
Ghost Walk/Haunted Halloween Dinner	0	500	900	900	900	
Shop Map Ads	9,000	10,000	8,500	8,700	10,000	
New Marketing Activities	950	1,200	5,000	0	1,000	
Holiday Catalog	1,925	798	8,250	6,250	7,250	50 merchants, 2 ads
Sidewalk Sales			4,000	0	4,000	
Total Revenue	130,144	142,675	182,475	149,404	173,260	
EXPENSES						
DMB Events						
Summer Open House	7,255	9,639	14,250	10,752	9,000	
Sidewalk Sales	4,595	6,801	7,000	4,010	8,000	
DT Trick or Treat	0	177	6,000	200	6,000	
Holiday Parade	7,042	5,874	8,000	7,000	7,000	
Christmas Open House	530	500	1,000	1,000	1,000	
Winter Carnival	15,002	22,476	22,865	18,118	21,705	
Petoskey Rocks!	11,562	20,011	30,725	20,000	20,725	
Gallery Walk	2,843	5,984	3,000	3,592	3,500	
Shopping Scramble	2,108	4,340	3,500	3,500	4,000	
Ladies Opening Night	3,354	4,000	4,000	4,000	4,000	
Moveable Feast/Hemingway Harvest Fe	955	0	-	0	-	
	55,245	79,800	100,340	72,172	84,930	
Collaborating Events						
Concerts in the Park Pledge	4,000	2,562	2,500	2,500	2,500	
Fourth of July Pledge	800	1,000	1,000	0	1,000	
Santa's Visit	200	200	200	200	200	
Restaurant Week Pledge	0	500	500	500	500	
Festival on the Bay Pledge	1,500	1,500	1,500	1,500	1,500	
Farmers Market Pledge	500	0	500	500	500	
	7,000	5,762	6,200	5,200	6,200	
Economic Enhancement						
Business Recruitment	0	0	500	0	500	
Business Retention	1,609	1,977	1,500	1,000	1,000	
	1,609	1,977	2,000	1,000	1,500	
Marketing & Promotions						
Image Campaign	39,850	36,319	30,000	25,000	23,000	
Shop Map	9,485	9,000	10,000	10,000	10,000	
Ghost Walk/Haunted Halloween	0	0	450	450	500	
New Marketing Activities	0	0	1,000	0	15,000	Consultant/Marketing Plan
Holiday Catalog	5,622	2,500	5,000	3,000	3,000	
	54,957	47,819	46,450	38,450	51,500	
Beautification						
Flowers	1,861	7,405	9,000	9,000	9,000	
Holiday Decorations	8,274	10,239	9,000	9,000	15,000	Extend thru Feb per strategic plan
Fall Decorations	895	532	1,500	500	5,000	Fall Lighting
Public Art	500	0	-	0	-	
	12,425	18,176	19,500	18,500	29,000	
Administrative						
Insurance & Bonds	0	0	500	0	-	
Other	0	100	100	0	100	
Capital Outlay	0	0	7,000	7,435	-	
	0	100	7,600	7,435	100	
Total Expenses	131,236	153,634	182,090	142,757	173,230	
Excess Revenue over Expenditures	-1,093	-10,960	385	6,647	30	

CITY OF PETOSKEY
Downtown Management Board
2019 Parking Fund Budget

	2016 Actual	2017 Actual	2018 Budget	2018 Projected	2018 Actual	2019 Budget
REVENUE						
<u>Streets</u>						
Michigan	\$ 19,182	\$ 15,852	\$ 18,500	\$ 20,000		\$ 19,000
Mitchell	53,880	52,576	54,000	53,500		53,000
Lake	60,215	59,427	61,000	59,000		60,000
Bay	27,091	25,204	25,000	25,100		25,000
Lewis/Rose	6,523	5,527	6,500	6,100		6,500
Petoskey	24,676	25,092	25,000	26,000		25,000
Howard	39,602	41,314	41,000	41,000		40,000
Division	8,593	8,925	8,200	9,200		9,000
Waukazoo	12,384	12,722	12,000	12,500		12,500
Total Streets	252,146	246,639	251,200	252,400		250,000
<u>Lots</u>						
Darling, Michigan 1	21,945	22,709	22,000	22,500		22,000
Clifton Hotel, Michigan 2	11,976	11,202	12,000	9,500		11,500
Livery, Michigan 3	7,800	7,483	8,000	8,000		7,700
Elks, Lake 2	22,716	21,159	23,000	21,000		22,500
Park Garden, Lake 3	7,200	7,064	8,000	7,000		7,100
Saville, Bay	20,834	20,684	21,000	21,000		20,500
Petrie, Mitchell	8,503	8,718	8,500	9,000		8,600
Total Lots	100,974	99,020	102,500	98,000		99,900
Total Meters	317,854	345,659	350,000	350,400		349,900
<u>Other Parking</u>						
Fines	115,361	75,148	88,000	98,000		100,000
Permits	43,984	45,295	40,000	50,000		48,000
Bags	4,577	12,619	6,000	7,000		10,000
Tokens	1,904	1,825	2,000	2,050		2,000
Interest	491	734	500	900		750
Meter Sponsorships	905	2,105	2,000	2,400		2,500
Cell Phone Parking	20,013	25,550	22,000	23,000		24,000
Total Other Parking	\$ 172,087	\$ 163,275	\$ 160,500	183,350		187,250
Total Revenue	\$ 489,941	\$ 508,933	\$ 514,200	\$ 533,750		\$ 537,150

	2016 Actual	2017 Actual	2018 Budget	2018 Projected	2018 Actual	2019 Budget
EXPENSES						
Administrative Fees	\$ 19,900	\$ 19,800	\$ 19,800	20,700		20,700
Bank Charges	449	7,606	1,000	5,500		6,000
Conferences & Memberships	4,130	3,423	5,000	3,500		5,000
Contracted Services	80,464	88,508	80,000	80,000		80,000
DT Office Operations	220,025	212,547	230,000	220,000		230,000
Equipment Repair	519	1,682	500	2,000		1,000
Façade Grant Program	226	12,112	20,000	17,000		23,000
Materials/Supplies	17,089	4,921	10,000	10,000		10,000
Professional Services	26,392	523	500	2,000		1,000
Signs	520	147	500	500		500
Trolley	2,773	5,514	4,000	5,000		5,000
Uniforms	1,116	1,561	1,500	1,000		1,500
Utilities	4,697	5,490	3,600	4,800		4,800
Total Expenses	\$ 378,301	\$ 363,834	\$ 376,400	\$ 372,000		\$ 388,500
Net Operating Funds	\$ 111,640	\$ 145,100	\$ 137,800	\$ 161,750		\$ 148,650
RESERVE FUND BALANCE						
Beginning Reserve Fund Balance	\$ 639,712	\$ 681,907	\$ 776,963	776,963		938,713
Net Operating Funds	111,640	145,100	137,800	161,750		149,450
Total Reserve Fund Available	751,352	827,007	914,763	938,713		1,088,163
Less Capital Outlays:		50,044	380,000	0		410,000
Rest Rooms \$75,000						
New meters \$155,000						
Structure Engineering Study \$150,000						
Parking Lot Landscape Improvements \$15,000						
Irrigation improvements to streetscape \$15,000						
Total Capital Outlays	69,445	50,044	380,000	0		410,000
Ending Reserve Fund Balance	\$ 681,907	\$ 776,963	\$ 534,763	\$ 938,713		\$ 678,163



BOARD: Downtown Management Board

MEETING DATE: August 21, 2018 **DATE PREPARED:** August 17, 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.

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Parking Committee NOTES

August 14, 2018
10 am
Downtown Office

1. Welcome – Members present were Smith, Buck, Marshall-Rashid, and Meikle.
2. Discussion Regarding Fees, Fines, and Permits – The focus of the meeting was to discuss potential increases of fees and fines for the purpose of funding a parking deck. Increased meter rates, ticket fines, bag rental rates, permit fees, and enforcement hours were all discussed. Members asked staff for more information regarding the ten-hour rate of \$.125 an hour, a draft plan to de-escalate the chronic abuser and late fee structure currently in place, and revenue estimates for seasonal only increases. A potential limit on number of permit spaces allowed in the Saville Lot was also discussed. The committee will finalize their recommendation at their September meeting and take it forward to the entire board in September as well.

The committee also directed staff to change policy regarding enforcement hours by increasing the number of ambassadors on duty during the summer months from one to two and policy regarding the payment of Parkmobile fees by passing them on to the end user immediately.

3. Charging Station Fee Recommendation – the Committee concurred that the fee for using the electric vehicle charging station should be the same as all other meters in the Darling Lot and that the use should be restricted to electric cars only. Staff will proceed with signage and City approval.
4. July Stats – The July stats were reviewed and there were no concerns.



Downtown Events Committee

AGENDA

Date 8/2/2018

9 am

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

In Attendance: Becky Kranig, Ed Karman, Julie Stopple, Kathleen Chimko (Becky & Andi)

1) Sidewalk Sales Survey Responses

- Get more feedback about outside vendors
- Do people, who stay open late, stay open just to take one for the team, or do they have sales that make it worth it to stay open?

2) Halloween Weekend

- Haunted Halloween Progressive Dinner (Friday), Trick or Treat (Saturday)
How do we build upon this and make it a weekend event?
- Encourage merchants to dress up and have the trick or treaters vote on best merchant costume? Use a passport similar to Where's Waldo to vote?
- Host activities in the park after trick or treating? Have tent in Penn Park with spooky music & activities
 - ie: carving pumpkins for a Pumpkin walk? Kids carve pumpkins then we line them along the sidewalk in the park and have a "lighting" that night at dark – then see if Emmet Co. Recycling will come pick up the pumpkins for their compost?
 - See if YMCA will host some kids activities?
 - Library events?
 - Organizations to reach out to, to see if they'd like to host some activities in the park along with pumpkin carving: Great Start Collaborative, YMCA, McLaren NM, Big Brothers, Big Sisters
- Suggest merchants give out "in store promotions or coupons" to trick or treaters to get them back into their store.

3) Stafford's Downtown Petoskey Holiday Parade

- Sub-committee
 - Becky Kraing, possibly reach out to Tracy?

4) Adjourn

Based on 34 responses

1. Did you move merchandise/products into the street?

- Yes 76.47%
- No 17.65%
- Yes, but only one day 0%
- Other
 - i. Outside in front of Grandpa Shorters, inside at JW
 - ii. Rotary

2. If you did not move merchandise into the streets, why not?

- Not enough sale stuff
- Not enough staff
- We put out the large game boards and chalk in front of JW Shorter. It would spread out employees out too thin if we had items outside at all the stores so we only have items outside Grandpa Shorters.
- Tough with our product \$\$
- NA
- Not in core downtown
- Outside the “zone”

3. What time did you close Friday?

- 4 (1 person)
- 5 (3 person)
- 6 (3 person)
- 7 19.05% (5 people)
- 8 28.57% (8 people)
- 9 28.57% (8 people)
- 10 1
- Other
 - i. Packed up outside around 5pm
 - ii. Midnight
 - iii. 10pm in-store, started closing up outside around 4:30 when the heavier rain came
 - iv. 4pm because of the rain showers, gave up trying to keep everything dry
 - v. Midnight

4. What time did you close Saturday?

- 4 0
- 5 (5 people)
- 6 38.10% (12 people)
- 7 4.76% (1 person)
- 8 4.76% (2 people)
- 9 23.81% (6 people)
- 10 1 person
- Other
 - i. Packed up outside around 4:30
 - ii. 5:30
 - iii. Midnight
 - iv. 10pm in-store, about 6pm outside
 - v. 3pm – we were exhausted and OVER IT!!!

- vi. 1 day
- vii. Midnight

5. How were your sales this year in comparison to other years?

- Higher than average 29.41%
- Average 44.12%
- Lower than average 14.71%
- Comments
 - i. Friday I was down 10% but Saturday I was up 130% for the two days I was up 44% overall the rain probably affected Fridays business so more people came out Saturday
 - ii. Doubled from years before
 - iii. All based on the weather. Overcast days are better sale days
 - iv. Lower hot dogs

6. What is your estimation of the amount of foot traffic/customer count compared to other years?

- There were more people downtown this year 17.65%
- It was average 26.47%
- Numbers were down this year 29.41%
- Comments
 - i. Fewer walkers and bags
 - ii. Friday was down a bit and Saturday was up
 - iii. It was less hectic this year, but also had way more inside (non-sale) items sold
 - iv. It seemed we had more traffic on Friday and less on Saturday this year inside the store.
 - v. Friday was up, Saturday was down. I attribute it to weather.
 - vi. More people on Friday because of the rain. Saturday was the usual slow and boring. We need to do something fun on Saturday morning to get people to come check out sidewalk sales on Saturday morning.
 - vii. Customer count was up 20 percent on Friday.
 - viii. Last year was the worst ever /This year was # 2 as far as extremely low turnout.
 - ix. We put a popular item on sale (the item is never on sale)

7. How important is Sidewalk Sales to your business?

- Crucial to my business 5.88%
- Important but not crucial to my business 38.24%
- Just another weekend 17.65%
- Other
 - i. It is a nice way to get a return on dead stock.
 - ii. it was the busiest weekend of the year for my store this year
 - iii. We don't count on the sales but we enjoy expanding the store for a few days
 - iv. Somewhat of a burden... The weekend that Sidewalk Sales is held on is one of the biggest weekends in the entire year, considering it is on a weekend in JULY. Sidewalk Sales takes a lot of time and energy. Finishing the Sidewalk Sale days at 5pm would help us with staffing, energy, organization.
 - v. Brings in more people during the day on Friday but for some reason tends to decrease night traffic
 - vi. a normal weekend in July would probably be better
 - vii. We're very busy but the 'sale' portion does not create a highly profitable couple days. Certainly not critical to our business but great to have all the additional traffic in the store. We sell more full price stuff inside than we do discounted merchandise outside.

- viii. It's a fun weekend to move merchandise at or below cost that didn't sell previously. It's not crucial but it's more than just another weekend.
- ix. If I buy well, then I don't need sidewalk sales to clear out merchandise. This event is exhausting on my staff, my volunteers, and myself. I am still worn out, and it's Wednesday!!
- x. It's a tradition but new energy to fill upper Mitchell as to happen.
- xi. Actually a lost weekend for us.
- xii. Concession
- xiii. Since we do not retail mass produced trinkets sidewalk sales are not vital to what we do. We have years where people impulse purchase small items, and we had that again this year. We mostly enjoy the influx in the gallery from the increases volume of people on the street and the attraction of the items on the street.

8. Additional Comments/suggestions

- Post sale hours as 9-5 or similar. We're not going to keep sale merchandise out past 5, can't staff it, and few people are buying that late any way.
- you need to work to keep all stores open until 9 or make one day only customers very unhappy arriving at 6 pm to find lake street stores closed
- necessary evil, keep same hours and days. Admit-ably we need to do better. I think event weekend is wasted as an event. Need food available on Saturday.
- The hours of the sidewalk sales were perfect this year. Thank You!
- Thanks for listening! Smiles
- Overall, a good year, hoping it continues to be an important event through the years. Street music was great on Saturday; maybe Fridays music can be sooner in the day.
- The crowd seemed to be more in control this year in the morning; I think people are finally catching on that it doesn't start until 9 (although some stores are here much earlier). It was nice for us that do not have GOBS of staff.
- Too long, make it one day.
- Keep talking about one day only. I think it can work
- Close the Friday Sale by 6pm. There's just no point in dragging Friday out if everyone isn't going to participate. Also, I talk to a few merchants outside of downtown who said they were never contacted about being involved. I question the method of how businesses were contacted re: the "experimental" policy of having NON-downtown stores participate.
- Maybe go to the other side of the Park
- I am unsure how much participation we will continue to have in the years to come. This year and other years the increased labor creates significant cost vs limited sales. Overall, this is a vital event in Downtown, but we also need to evaluate when it is happening so that it is not competing with every single major event in July in this area including the art fair in Bay Harbor, Venetian Festival, and Flywheelers.
- Publish whatever times you like, but by 6:30 or 7 on Friday and 5:00 Saturday ... it's over.
- Parking is always an issue, no surprise there.



BOARD: Downtown Management Board

MEETING DATE: August 21, 2018

DATE PREPARED: August 17, 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