



**DOWNTOWN MANAGEMENT BOARD**

September 18, 2018

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of August 21, 2018
  - (b) Payment of bills
  - (c) Acceptance of expense and income reports
3. Old Business
  - (a) Consider and approve the proposed 2019 Downtown Parking Budget
  - (b) Consider and approve the proposed 2019 Downtown Programs and Services Budget
4. New Business:
  - (a) Hear parking presentation by Downtown Director and discuss proposed revisions to the parking management plan as recommended by the Parking Committee
  - (b) Request for the City Manager to recommend that the City Council levy special assessments, on behalf of the Downtown Management Board, to finance Management Board programs and services for 2019 through the Downtown Development and Management Fund
  - (c) Reports by Downtown Management Board Committees
  - (d) Report by the City staff
5. Miscellaneous
6. Adjournment

MISSION STATEMENT

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

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



**BOARD:** Downtown Management Board

**MEETING DATE:** September 18, 2018      **PREPARED:** September 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

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The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of August 21, 2018; (2) Acknowledgement of bills since August 21, 2018; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



**DOWNTOWN MANAGEMENT BOARD**

August 21, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, August 21, 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  
Ben Slocum  
Jessica Stubbs

Absent: Robin Bennett and John Murphy, Mayor

Also in attendance was the Downtown Director Becky Goodman, Promotions Coordinator Andi Symonds and City Manager Robert Straebel.

**Approve Consent Agenda Items**

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

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, the July 17, 2018 regular meeting minutes were approved; acknowledgement of bills since July 17, 2018 that totaled \$43,805.14; and expense and income reports for July were approved. Said motion was unanimously approved as submitted.

**Hear Presentation Concerning Tax Increment Financing**

The Downtown Director reviewed that a directive in the Strategic Plan reads "Eliminate the existing DDA TIF at 200 East Lake Street to position the site for a Brownfield TIF." The Downtown Director further reported that the concept of TIF is complicated and that 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 gave a brief presentation of DDA and Brownfield TIF parameters. Board members discussed and directed questions concerning TIF to the Director and City Planner.

**Discuss Proposed 2019 Programs and Services Budget**

The Downtown Director reviewed the Programs and Services proposed budget and that there was no proposed increase in the assessment; that revenues 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; that funds are included for a marketing study; and funds for improved fall and holiday lighting.

Board members discussed the proposed budget and suggested exploring something more aesthetically pleasing than the plastic green barricades used for events; heard a suggestion not to budget more than \$2,000 at any event for drink tent revenue; heard comments on revisiting Winter Carnival and how to make the event less weather dependent; heard a suggestion to close Lake Street between the parks during Winter Carnival; that \$173,260 in revenues is optimistic for programs and services; that the Events Committee should assess pros and cons for each event; and heard a suggestion to pay for a marketing consultant out of reserves.

#### **Discuss Proposed 2019 Parking Budget**

The Downtown Director reviewed that the proposed Parking Fund budget includes Capital Outlay expenditures for the new restroom project, new meters and a structure engineering study for the proposed County/Park Garden Lot Deck and that these expenditures were approved for 2018 but the projects did not move forward in a timely manner. The Downtown Director also reviewed proposed new 2019 projects including parking lot landscape improvements for the Darling, Petrie, Clifton and Livery Lots and irrigation of the tree wells where possible links are available. Downtown staff toured and reviewed parking lot improvement proposals with the Parks and Recreation Director and the Director recommended that these projects be included in the budget on the condition that a landscaping plan be created.

Board members discussed irrigation improvements and the majority of members seemed to be in favor; heard inquiries if the Parks and Recreation Department could help pay for improvements; and discussed whether to pay for snow removal in one lump sum or continue to pay by individual man hours.

The Board tabled this matter and will further discuss budgets at their next regular meeting.

#### **Hear Committee Reports**

The Downtown Director reported on behalf of the Parking Committee and that the focus of the last Committee meeting was discussion on potential increases of fees and fines for the purpose of funding a parking deck; that increased meter rates, ticket fines, bag rental rates, permit fees and enforcement hours were all discussed; that the Committee directed 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; discussed a potential limit on number of permit spaces allowed in the Saville Lot; that the Committee will finalize their recommendation at the September meeting and recommend to DMB for approval in September; that the Committee directed staff to change policy regarding enforcement hours by increasing the number of ambassadors on duty during the summer months from one to two; create a policy regarding the payment of Parkmobile fees by passing them on to the end user immediately; concurred and recommended 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; and reviewed July statistics.

The Downtown Director reported on behalf of the Events Committee and reviewed Sidewalk Sales survey responses and that the Committee should get more feedback from outside vendors; reviewed and discussed Halloween Trick or Treat and proposed new events to build upon event and make it a weekend event; and began discussions concerning the Stafford's Downtown holiday parade.

The Downtown Director further reported that a special meeting will be scheduled for August 29 to determine if Petoskey would like to be considered as a location for the 2019 Back to Bricks tour.

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

The City Manager reviewed various projects throughout the community and discussed the status of 200 East Lake Street property.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:30 P.M.

**Downtown Management**  
**Monthly Bills - August 2018**

September 11, 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	Adobe/Acrobat	DT Assessment	\$ 26.49
DT Marketing	Dollar General/Waldo party supplies	DT Assessment	\$ 12.65
DT Marketing	Grandpa Shorter's/Waldo party supplies	DT Assessment	\$ 16.92
DT Marketing	USPS/Waldo prize mailing	DT Assessment	\$ 14.49
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	North Country Pub/Welcome North	DT Assessment	\$ 225.00
Flowers	Wilson's/flowers	DT Assessment	\$ 5,993.00
Petoskey Rocks!	Facebook/ads	DT Assessment	\$ 269.59
Petoskey Rocks!	Facebook/ads	DT Assessment	\$ 22.32
Petoskey Rocks!	Lite 96/ads	DT Assessment	\$ 960.00
Petoskey Rocks!	Chris Struble/Ghost Walk	DT Assessment	\$ 157.50
Shopping Scramble	Happy Snappy Photo Booth/deposit	DT Assessment	\$ 250.00
			<b>\$ 8,194.74</b>

**PARKING FUND**

Capital Outlay	Traffic and Safety/Dual EVC	Parking Fund	\$ 4,245.00
Conferences & Memb	MDA/Annual dues	Parking Fund	\$ 350.00
Contracted Services	Traffic and Safety/Verizon M2M	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
Contracted Services	T2/Digital Iris/August	Parking Fund	\$ 165.00
Contracted Services	T2/Digital Iris/September	Parking Fund	\$ 165.00
Contracted Services	Van's/contract	Parking Fund	\$ 128.08
Contracted Services	OmniPark/annual contract	Parking Fund	\$ 2,760.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 51.87
DT Office	McCardel/water	Parking Fund	\$ 32.50
DT Office	Spectrum/phones, internet	Parking Fund	\$ 104.96
DT Office	Integrity/calculator	Parking Fund	\$ 67.79
DT Office	Meyer ACE/supplies	Parking Fund	\$ 28.75
DT Office	Office Max/supplies	Parking Fund	\$ 18.54
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 21,282.00
Equipment Repair	Traffic and Safety/Luke repairs	Parking Fund	\$ 480.25
Materials & Supplies	Meyer ACE/umbrella	Parking Fund	\$ 8.99
Trolley	Meyer ACE/supplies	Parking Fund	\$ 16.43
Trolley	Brakes by the Bay/lube, oil and filter change	Parking Fund	\$ 80.25
Trolley	Derrer Oil/Gas	Parking Fund	\$ 520.72
Utilities	City of Petoskey/EVC	Parking Fund	\$ 8.78
Utilities	AT&T/cell phones	Parking Fund	\$ 311.72
			<b>\$ 31,693.63</b>
	<b>TOTAL BILLS</b>		<b>\$ 39,888.37</b>

**PROGRAMS SERVICES**  
**MONTHLY REPORT**  
**August 2018**

September 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		401.67	1,082.21	(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	3,000.00	4,100.00	18,075.00
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	15,925.00	0.00	9,472.00	6,066.65	6,453.00
TROLLEY	4,000.00	0.00	5,000.00	0.00	(1,000.00)
<b>MARKETING &amp; PROMOTIONS</b>					-
New Activity	5,000.00	0.00	0.00		5,000.00
Shop Map Ads	8,500.00	0.00	0.00	3,000.00	8,500.00
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	700.00	
	<b>182,475.00</b>	<b>0.00</b>	<b>111,127.67</b>	<b>112,861.36</b>	<b>71,347.33</b>

EXPENSES	BUDGET		YTD		BUDGET BALANCE
<b>Events</b>					
HOLIDAY PARADE	8,000.00	0.00	0.00	0.00	8,000.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	180.00	0.00	820.00
SUMMER OPEN HOUSE	14,250.00	0.00	10,752.23	8,845.45	3,497.77
SIDEWALK SALES	7,000.00	0.00	4,009.96	3,208.00	2,990.04
PETOSKEY ROCKS	30,725.00	1,409.41	17,527.75	18,303.40	13,197.25
Facebook/ads \$269.59					
Facebook/ads \$22.32					
Lite 96/ads \$960					
Chris Struble/Ghost Walk \$157.50					
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
<b>Collaborating Events</b>					
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

**PROGRAMS SERVICES  
MONTHLY REPORT  
August 2018**

September 11, 2018

<b>Marketing and Promotions</b>					
IMAGE CAMPAIGN	30,000.00	<b>542.33</b>	9,647.87	12,243.87	20,352.13
Adobe/Creative Cloud \$21.19					
MailChimp/contract \$35					
WooBoc/monthly plan \$30					
Adobe/Photoshop \$10.59					
Adobe/Acrobat \$26.49					
Dollar General/Waldo party supplies \$12.65					
Grandpa Shorter's/Waldo party supplies \$16.92					
USPS/Waldo prize mailing \$14.49					
Tom Renkes/blog \$150					
North Country Pub/Welcome North \$225					
SHOP MAP	10,000.00	<b>0.00</b>	7,511.56	7,482.64	2,488.44
GHOST WALK	450.00	<b>0.00</b>	0.00	0.00	450.00
NEW ACTIVITY	1,000.00	<b>0.00</b>	0.00	0.00	1,000.00
HOLIDAY CATALOG	5,000.00	<b>0.00</b>	0.00	400.00	5,000.00
GALLERY WALK	3,000.00	<b>0.00</b>	3,592.94	6,345.30	(592.94)
SHOPPING SCRAMBLE	3,500.00	<b>250.00</b>	250.00	250.00	3,250.00
Happy Snappy Photo/deposit \$250					
LADIES OPENING NIGHT	4,000.00	<b>0.00</b>	0.00	0.00	4,000.00
					<b>BUDGET</b>
<b>EXPENSES</b>	<b>BUDGET</b>		<b>YTD</b>		<b>BALANCE</b>
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	<b>0.00</b>	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	<b>0.00</b>	263.80	1,877.18	1,236.20
<b>Beautification</b>					
HOLIDAY DECORATIONS	9,000.00	<b>0.00</b>	0.00	0.00	9,000.00
FALL DECORATIONS	1,500.00	<b>0.00</b>	0.00	0.00	1,500.00
FLOWERS	9,000.00	<b>5,993.00</b>	6,211.60	9,702.54	2,788.40
Wilson's/flowers \$5,993					
<b>Administrative</b>					
INSURANCE AND BONDS	500.00	<b>0.00</b>	0.00	0.00	500.00
CAPITAL OUTLAY	7,000.00	<b>0.00</b>	5,082.00	0.00	
OTHER	100.00	<b>0.00</b>	0.00	15.99	100.00
<b>Total</b>	182,090.00	<b>8,194.74</b>	87,147.90	93,072.03	94,942.10
<b>Excess of Revenues Over Expenses</b>	385.00	-8,194.74	23,979.77	19,789.33	(23,594.77)

**Downtown Parking Fund  
August 2018**

September 14, 2018

	<b>Budget</b>	<b>Current Month</b>	<b>YTD</b>	<b>Last YTD</b>	<b>Budget Balance</b>
<b>REVENUES</b>					
Meters	339,500.00	45,657.55	231,254.09	237,444.72	108,245.91
fines	85,000.00	11,046.38	69,989.12	44,706.69	15,010.88
Permits	40,000.00	1,150.00	25,870.00	23,851.00	14,130.00
Bags	6,000.00	2,670.25	5,645.25	10,133.55	354.75
Tokens	2,000.00	160.00	1,424.50	1,267.00	575.50
Interest	400.00	193.20	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	2,803.59	19,833.02	16,193.13	166.98
<b>Total Parking Revenue</b>	<b>494,900.00</b>	<b>63,680.97</b>	<b>356,439.47</b>	<b>335,605.88</b>	<b>138,460.53</b>
Other		-	18,600.00		(18,600.00)
<b>Total Revenue</b>	<b>494,900.00</b>	<b>127,361.94</b>	<b>375,039.47</b>	<b>335,605.88</b>	<b>258,321.06</b>
<b>EXPENSES</b>					
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	4,245.00	4,245.00	50,044.00	86,755.00
Traffic & Safety/ECV Charging Station \$4245					
CONTRACTED SERVICES	80,000.00	3,349.08	54,314.46	36,544.32	25,685.54
Traffic & Safety/Verizon M2M \$81					
T2/Digital Iris services \$165 August					
T2/Digital Iris services \$165 September					
LexisNexis/contract \$50					
OmniPark/Annual Contract \$2,760					
Van's/contract \$128.08					
CONFERENCES AND MEMBERSHIPS	5,000.00	350.00	2250.27	1,857.11	2,749.73
MDA/Annual dues \$350					
DOWNTOWN OFFICE	230,000.00	1,040.41	171,660.01	171,775.07	58,339.99
ThruGlass/window cleaning \$25					
City of Petoskey/utilities \$51.87					
McCardel/water \$32.50					
Spectrum/phones, internet \$104.96					
Integrity/calculator \$67.79					
Meyer ACE/supplies \$28.75					
Office Max/supplies \$18.54					
Wm Thompson/rent \$711					
Wages \$21,282					
EQUIPMENT REPAIR	1,000.00	480.25	1063.07	263.45	(63.07)
Traffic & Safety/Luke Repairs \$480.25					
FAÇADE GRANT	20,000.00	0.00	111.90	10,612.50	19,888.10
MATERIALS AND SUPPLIES	10,000.00	8.99	5,607.69	3,163.31	4,392.31
Meyer ACE/umbrella \$8.99					
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	617.40	8,920.69	4,534.59	(4,920.69)
Meyer ACE/supplies \$16.43					
es by the Bay/lube, oil and filter change \$80.25					
Derrer Oil/Gas \$520.72					
UNIFORMS	1,500.00	0.00	514.12	866.97	985.88
UTILITIES	3,600.00	320.50	2567.33	1,967.47	1,032.67
City of Petoskey/ECV power 8.78					
AT&T/cell phones \$311.72					
OTHER	1,000.00	0.00	0.00	1000.00	1,000.00
<b>TOTAL EXPENSES</b>	<b>466,100.00</b>	<b>10,411.63</b>	<b>274,160.39</b>	<b>307,096.83</b>	<b>191,939.61</b>
<b>NET</b>	<b>28,800.00</b>	<b>116,950.31</b>	<b>100,879.08</b>	<b>28,509.05</b>	<b>66,381.45</b>





**MEMORANDUM**

**TO:** Downtown Management Board  
**FROM:** Becky Goodman, Downtown Director  
**DATE:** September 12, 2018  
**RE:** 2019 Draft DMB Programs and Services and Parking Fund Budgets

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

Changes from the original draft in the Parking Fund budget include:

- \$75,000 for the new restrooms being moved back into 2018 based on latest timeline estimates.
- An additional \$50,000 in Capital Outlay expenditures for a new snow blower for sidewalk snow removal.
- An additional \$10,000 in Capital Outlay expenditures for a portion of consultant fees for a concept study for the Darling Lot. (City Council to pay an equal part.)

Changes from the original draft in the Programs and Services budget include:

- Paying for the marketing consultant study from carry over funds, based on Board recommendation.
- Creating a more realistic income for Petoskey Rocks by revising revenue amount with a reduction of \$3,000.
- Using \$7,000 of the money saved by not including \$15,000 for the marketing study to increase expenditures for the Image Marketing Campaign to \$30,000.
- Using \$8,000 of that money to increase expenditures for Petoskey Rocks!

Note: The revenue for Winter Carnival was not revised as it is primarily based on ice sculpture sponsorships which are immediately turned around and given to the ice carvers. It is essentially money in, money out, which means that if we do not receive that amount of revenue it will not matter because we will not have as many expenses.

Please contact me if you have questions or concerns.

**CITY OF PETOSKEY  
Downtown Management Board  
2019 Parking Fund Budget**

	2016 Actual	2017 Actual	2018 Budget	2018 Projected	2019 Budget
<b>REVENUE</b>					
<b><u>Streets</u></b>					
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
<b>Total Streets</b>	<b>252,146</b>	<b>246,639</b>	<b>251,200</b>	<b>252,400</b>	<b>250,000</b>
<b><u>Lots</u></b>					
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
<b>Total Lots</b>	<b>100,974</b>	<b>99,020</b>	<b>102,500</b>	<b>98,000</b>	<b>99,900</b>
<b>Total Meters</b>	<b>317,854</b>	<b>345,659</b>	<b>350,000</b>	<b>350,400</b>	<b>349,900</b>
<b><u>Other Parking</u></b>					
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
Other-Sale of Rail Trolley				18,600	
<b>Total Other Parking</b>	<b>\$ 172,087</b>	<b>\$ 163,275</b>	<b>\$ 160,500</b>	<b>\$ 201,950</b>	<b>\$ 187,250</b>
<b>Total Revenue</b>	<b>\$ 489,941</b>	<b>\$ 508,933</b>	<b>\$ 514,200</b>	<b>\$ 552,350</b>	<b>\$ 537,150</b>

	2016 Actual	2017 Actual	2018 Budget	2018 Projected	2019 Budget
<b>EXPENSES</b>					
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	228,000	238,000
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	9,000	5,000
Uniforms	1,116	1,561	1,500	1,000	1,500
Utilities	4,697	5,490	3,600	4,800	4,800
<b>Total Expenses</b>	<b>\$ 378,301</b>	<b>\$ 363,834</b>	<b>\$ 376,400</b>	<b>\$ 384,000</b>	<b>\$ 396,500</b>
<b>Net Operating Funds</b>	<b>\$ 111,640</b>	<b>\$ 145,100</b>	<b>\$ 137,800</b>	<b>\$ 168,350</b>	<b>\$ 140,650</b>
<b>RESERVE FUND BALANCE</b>					
<b>Beginning Reserve Fund Balance</b>	\$ 639,712	\$ 681,907	\$ 776,963	\$ 534,763	\$ 623,113
<b>Net Operating Funds</b>	<u>111,640</u>	<u>145,100</u>	<u>137,800</u>	<u>168,350</u>	<u>140,650</u>
<b>Total Reserve Fund Available</b>	\$ 751,352	\$ 827,007	\$ 914,763	\$ 703,113	\$ 763,763
<b>Less Capital Outlays:</b>		50,044	380,000	80,000	395,000
New meters \$155,000					
Structure Engineering Study \$150,000					
Parking Lot Landscape Improvements \$15,000					
Irrigation improvements to streetscape \$15,000					
Darling Lot Conceptual Study \$10,000					
New snowblower \$50,000					
<b>Total Capital Outlays</b>	<u>69,445</u>	<u>50,044</u>	<u>380,000</u>	<u>80,000</u>	<u>395,000</u>
<b>Ending Reserve Fund Balance</b>	<u>\$ 681,907</u>	<u>\$ 776,963</u>	<u>\$ 534,763</u>	<u>\$ 623,113</u>	<u>\$ 368,763</u>

**CITY OF PETOSKEY  
Downtown Management Board  
2019 Programs & Services Budget**

	2016 Actual	2017 Actual	2018 Budget	2018 Projected	2019 Proposed	
<b>REVENUE</b>						
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	15,000	Marketing Consultants
Holiday Parade Sponsors	3,350	3,400	4,000	4,000	4,000	
Petoskey Rocks! Sponsors	3,480	7,850	21,075	12,000	10,000	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	
<b>Total Revenue</b>	<b>130,144</b>	<b>142,675</b>	<b>182,475</b>	<b>149,404</b>	<b>184,685</b>	
<b>EXPENSES</b>						
<b>DMB Events</b>						
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	25,000	
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	-	
	<b>55,245</b>	<b>79,800</b>	<b>100,340</b>	<b>72,172</b>	<b>89,205</b>	
<b>Collaborating Events</b>						
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	
	<b>7,000</b>	<b>5,762</b>	<b>6,200</b>	<b>5,200</b>	<b>6,200</b>	
<b>Economic Enhancement</b>						
Business Recruitment	0	0	500	0	500	
Business Retention	1,609	1,977	1,500	1,000	1,000	
	<b>1,609</b>	<b>1,977</b>	<b>2,000</b>	<b>1,000</b>	<b>1,500</b>	

**Marketing & Promotions**

Image Campaign	39,850	36,319	30,000	25,000	30,000
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
Holiday Catalog	5,622	2,500	5,000	3,000	3,000
	<b>54,957</b>	<b>47,819</b>	<b>46,450</b>	<b>38,450</b>	<b>58,500</b>

Consultant/Marketing Plan

**Beautification**

Flowers	1,861	7,405	9,000	9,000	9,000
Holiday Decorations	8,274	10,239	9,000	9,000	15,000
Fall Decorations	895	532	1,500	500	5,000
Public Art	500	0	-	0	-
	<b>12,425</b>	<b>18,176</b>	<b>19,500</b>	<b>18,500</b>	<b>29,000</b>

Extend thru Feb per strategic plan

Fall Lighting

**Administrative**

Insurance & Bonds	0	0	500	0	-
Other	0	100	100	0	100
Capital Outlay	0	0	7,000	7,435	-
	<b>0</b>	<b>100</b>	<b>7,600</b>	<b>7,435</b>	<b>100</b>

**Total Expenses**

<b>131,236</b>	<b>153,634</b>	<b>182,090</b>	<b>142,757</b>	<b>184,505</b>
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**Excess Revenue over Expenditures**

<b>-1,093</b>	<b>-10,960</b>	<b>385</b>	<b>6,647</b>	<b>180</b>
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**MEMORANDUM**

**TO:** Downtown Management Board  
**FROM:** Becky Goodman, Downtown Director  
**DATE:** September 12, 2018  
**RE:** Parking Presentation

The Parking Committee has been considering revisions to the parking management plan for several months. Their work centered on remaining true to the mission of the system with the primary goal of increasing revenue for the purpose of building structured parking as soon as financially possible. Staff will be making a presentation that includes a summary of their recommendations at the September meeting. The request of the Committee is to review and discuss with any further action to take place at a future meeting.

Please contact me if you have questions or concerns.



**BOARD:** Downtown Management Board

**MEETING DATE:** September 18, 2018      **PREPARED:** September 14, 2018

**AGENDA SUBJECT:** Proposed 2019 Programs-and-Services Special Assessment

**RECOMMENDATION:** That the Downtown Management Board request the City Manager to recommend that the City Council levy this proposed assessment

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**Background** Each year since 1994 the Downtown Management Board has asked the City Manager to recommend that the City Council levy special assessments against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with proceeds from the levies of such assessments used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

**Formula** If requested for 2019, next year's downtown-area special-assessment levy would be the 25<sup>th</sup> such annual levy. The approved 2018 downtown-area programs-and-services special-assessment formula had included:

- \$0.16 per square foot of useable, first-floor, non-residential building area
- \$0.04 per square foot of useable, non-residential area on floors other than first floors
- \$0.05 per square foot of unimproved lots that do not contain buildings

**Proposal** If the Downtown Management Board approves the proposed 2019 programs-and-services-expenditures budget, the Downtown Management Board could request that the City Council levy these square-foot special assessments on the Downtown Management Board's behalf. Although not yet calculated, the City staff believes that revenues next year would be comparable to the \$89,881 that had been received in 2018.

**Process** Following regulations that are included within City Code special-assessment provisions, the Downtown Management Board will be asked to formally request that the City Manager consider this proposed 2019 programs-and-services special assessment and to recommend to the City Council, through a required written report, that this proposed special assessment be levied on behalf of the Downtown Management Board.



**BOARD:** Downtown Management Board

**MEETING DATE:** September 18, 2018    **DATE PREPARED:** September 14, 2018

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

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

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Reports could be received from Downtown Management Board committees.

sb





## 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



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** September 18, 2018      **DATE PREPARED:** September 14, 2018

**AGENDA SUBJECT:** City Staff Report

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

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

sb