



DOWNTOWN MANAGEMENT BOARD

December 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 November 27, 2018
 - (b) Payment of bills
 - (c) Acceptance of November expense and income reports
3. New Business:
 - (a) Review 2018-2023 Downtown Strategic Work 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: December 18, 2018 **PREPARED:** December 14, 2018

AGENDA SUBJECT: Consent Agenda

RECOMMENDATION: That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of November 27, 2018; (2) Acknowledgement of bills since November 27, 2018; and (3) Acceptance of the November expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

November 27, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, November 27, 2018. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Robin Bennett

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 September 18, 2018 regular meeting minutes and October 9, 2018 special meeting minutes; acknowledgement of bills since September 18, 2018; and acceptance of the September and October expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Slocum and seconded by Mr. Buck, the September 18, 2018 regular meeting minutes and October 9, 2018 special meeting minutes were approved; acknowledgement of bills since September 18, 2018 that totaled \$72,857.97; and expense and income reports for September and October were approved. Said motion was unanimously approved as submitted.

Approve Changes to Parking Fees, Fines and Enforcement

The Downtown Director reviewed that the Parking Committee considered revisions to the parking management plan for several months and that their work is centered on remaining true to the mission of the parking management system with the primary goal of increasing revenue for the purpose of building structured parking as soon as financially possible. The Board received a brief presentation and discussed revisions at the September meeting. The Downtown Director further reviewed that the following recommendations be considered with implementation in the spring of 2019:

- Raise meter fees on Lake, Mitchell, Howard, Elks, Clifton and Saville Lots to \$1.00 an hour; on all other three hour meters to \$0.50 an hour; and on all ten hour meters to \$0.25 an hour;
- Raise \$5 ticket fine to \$10;
- Increase hours of enforcement from 5:00 P.M. to 8:00 P.M., Monday through Saturday;
- Raise Meter Bag fees from \$5 to \$10 per day;
- Increase tiered permit fees from \$20, \$30 and \$40 to \$30, \$60 and \$120 (a reflection of the new meter rates); and
- De-escalate late fees accordingly;

	Current	Recommended
8 days	Add \$20	Add \$10
14 days	Add \$50	Add \$30
30 days	Add \$80	Add \$40
60 days	Add \$120	Add \$60
90 days	Add \$220	Add \$90

(All additional fees are added to the original ticket amount. Proposed max out for a \$10 ticket would be \$100.)

Chairperson Smith asked for public comments and heard that there needs to be more 10 hour spaces; inquiries on why the Board continues to do beautification and façade grants if revenues should be saved for a future parking deck; heard from those opposed to enforcing until 8:00 P.M.; that locals should be protected; that restaurants help keep retail establishments open in the evening; that by raising fees business owners are being penalized for parking on the street, not the customer; that users won't carry around an excessive amount of quarters to feed the meters; that increased enforcement at night will take away from the charm of downtown; that staff should find spaces for employees that work downtown; that Traverse City is more populated and not a good comparison; heard inquiries if staff could buy parts for current meters rather than purchasing new meters; that downtown employees should not be walking on the streets late at night; that there should be free parking for locals in the winter; that the medians on Mitchell Street took away spaces and should be removed; that increases add to the cost of doing business and shopping downtown; heard from those in favor of the increases, but that an increase in the assessments would be detrimental; that night time parking is worse since it is not managed; that fees for chronic abusers should not be lowered; that a formal commitment of increased revenues and proposed uses is necessary; that parking issues is a good problem, but can't be solved with nickels and quarters; that it is imperative to raise revenue, but shouldn't be done on the backs of employees and locals; that City staff and Boards should think on a larger scale and come up with an alternative plan; heard a suggestion for the City to start a Go Fund Me campaign; inquiries on the Parking Ambassador salaries; that there were several social media posts indicating that proposed rates are too high; that employees walking to work is a solution, since there is never a problem finding a spot a few blocks out from the CBD; and that sidewalks are a mess in the winter causing difficulty walking long distances.

Board members discussed the proposed changes and heard comments from those that walk to downtown from the waterfront and witness employees parking in front of their stores; heard that some restaurant owners are in favor of evening enforcement; heard from those in favor of having the Darling Lot free after hours; heard from those opposed to enforcement until 8:00 P.M.; that it will take a long time to educate the public of changes; that permit prices are too high; that raising permit prices would lower sales; that incremental increases would be preferred; that cheap parking is available and should be utilized; that lowering the late fee schedule is a positive change; that a Board member went to four different cities in the Cleveland area and meters indicated enforcement hours seven days a week from 9:00 A.M. to 9:00 P.M.; that increasing fees, fines and enforcement hours won't solve the parking problem of County employees, high demand of the Saville Lot and the fact that people won't walk for whatever reason, but will allow the Board to start eliminating some of these problems; that diverting parking funds to other projects is an issue; and heard from those in favor of changing proposed enforcement hours to 6:00 P.M. instead of 8:00 P.M. and make the Darling Lot free after 6:00 P.M.

Chairperson Smith reviewed that the Board had three options: accept as presented and forward on to City Council and the City Manager for approval, change and pass on to City Council and the City Manager for approval or table matter and send back to the Parking Committee for further discussion.

Upon motion made by Mr. Karmann and seconded by Mr. Marshall-Rashid, to approve the following parking changes:

- Raise meter fees on Lake, Mitchell, Howard, Elks, Clifton and Saville Lots to \$1.00 an hour; on all other three hour meters to \$0.50 an hour; and on all ten hour meters to \$0.25 an hour;
- Raise \$5 ticket fine to \$10;
- Increase hours of enforcement from 5:00 P.M. to 6:00 P.M., Monday through Saturday;
- Raise Meter Bag fees from \$5 to \$10 per day;
- Increase tiered permit fees from \$20, \$30 and \$40 to \$30, \$60 and \$120; and
- De-escalate late fees accordingly:

	Current	Recommended
8 days	Add \$20	Add \$10
14 days	Add \$50	Add \$30
30 days	Add \$80	Add \$40
60 days	Add \$120	Add \$60
90 days	Add \$220	Add \$90

(All additional fees are added to the original ticket amount. Proposed max out for a \$10 ticket would be \$100.)

Said motion was adopted by the following vote:

AYES: Buck, Karmann, Marshall-Rashid, Murphy, Smith, Stubbs (6)

NAYS: Harris, Slocum (2)

Approve Liquor License Application for Winter Carnival

The Downtown Director reviewed that the 2019 DMB Budget includes revenue in the Winter Carnival line item that would come from beverage sales at a drink tent; that in previous years, the DMB partnered with a non-profit that would apply for the license and, in return, the non-profit would receive all or a portion of the profits from the sale of the beverages; that in an effort to increase revenue that can be used to support the event, the decision was made to have the DMB apply for the license and then keep the profits from the sales; and that the DMB would need to apply to LARA for this license.

Chairperson Smith asked for public comments and heard an inquiry questioning why the DMB wants to be involved in the liquor business.

Mr. Buck then moved that, seconded by Mr. Marshall-Rashid to approve the resolution authorizing to apply for a liquor license for the 2019 Winter Carnival.

Said motion was adopted by the following vote

AYES: Buck, Harris, Karmann, Marshall-Rashid, Murphy, Smith, Stubbs (7)

NAYS: None (0)

ABSTAIN: Slocum (1)

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee continued discussion and review of fees, fines and permits and determined a list of proposed revisions to send to the Board; and that staff hired a new employee, but is still short a few hours for total enforcement.

The Promotions Coordinator reported on behalf of the Events Committee and reviewed Halloween events including a Haunted Halloween Progressive Dinner, Trick or Treat and Jack-O-Lantern walk; that details for the Stafford's Downtown Holiday Parade were underway with discussion on

possibly changing the route; that Bearcub Outfitters is the 2018 Grand Marshal in honor of their 20th anniversary; and that the Committee has begun discussion on Winter Carnival.

The Downtown Director reported on behalf of the Marketing Committee and that the holiday catalog has been distributed; that window decorating contest has begun; that Shop Small bags were distributed after the holiday parade which included randomly inserted downtown dollars and store coupons; and that Petoskey Plastics won the scarecrow contest.

In beautification, the Downtown Director reported that holiday decorations were installed and will be left up until after Christmas.

In economic enhancement, the Downtown Director reported that Bob Berg purchased the 200 East Lake Street property.

The Downtown Director further reported that a \$35 donation was received from a Bayview resident who is a consistent trolley rider to purchase a plaque honoring the late trolley driver, Charlie Fossmo; that she attended the MDA annual conference; and that a Michigan Historic Preservation Network staff member will give a brief presentation on historic districts to City Council at the January 21, 2019 City Council meeting and that the DMB is invited to attend the meeting.

Hear City Staff Report

The City Manager reviewed various projects throughout the community.

Miscellaneous

Marty Scott, downtown business owner, reviewed a document that had been distributed to the Board outlining his thoughts regarding restrictions that should be placed on any increased parking revenue and that would require revenues to be used only for decked parking.

Board members commented that the document had not been included in the original packet.

Ms. Stubbs moved that, seconded by Mr. Harris that Mr. Scott's document be forwarded to the Parking Committee for further review and discussion. Said motion was unanimously approved as submitted.

Mr. Marshall-Rashid thanked all Board and Committee members for their efforts and willingness to compromise concerning the parking changes.

Mayor Murphy commended the DMB and that members are able to compromise and work together for the best result for the community.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:45 P.M.

Downtown Management
Monthly Bills - November 2018

December 13, 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	Facebook/boosts	DT Assessment	\$ 143.24
DT Marketing	Adobe/InDesign	DT Assessment	\$ 22.25
DT Marketing	Tom Renkes/blogs	DT Assessment	\$ 150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$ 12.95
DT Marketing	Northern Express/ad	DT Assessment	\$ 299.70
DT Marketing	Grandpa Shorter's/gift bags	DT Assessment	\$ 188.18
DT Marketing	N MI Review/catalog ad	DT Assessment	\$ 250.75
DT Marketing	N MI Review/DT Dollars ad	DT Assessment	\$ 250.75
DT Marketing	North Country Pub/DT Dollars ad	DT Assessment	\$ 100.00
DT Marketing	N MI Review/ad	DT Assessment	\$ 35.00
DT Trick or Treat	Stafford's/Haunted Halloween Feast	DT Assessment	\$ 2,120.42
Economic Enhanceme	Goodman/lunch reimbursement	DT Assessment	\$ 25.44
Flowers	AR Pontius/flower urns	DT Assessment	\$ 189.00
Holiday Catalog	Kevin Barton/cover art	DT Assessment	\$ 400.00
Holiday Catalog	Mitchell Graphics/ Holiday Catalog	DT Assessment	\$ 5,592.43
Holiday Decorations	Bill's Farm Market/garland	DT Assessment	\$ 1,916.00
Holiday Decorations	Meyer ACE/rope lighting	DT Assessment	\$ 21.58
Holiday Open House	Owen James/music	DT Assessment	\$ 100.00
Holiday Open House	Meyer ACE/Santa supplies	DT Assessment	\$ 16.32
Holiday Open House	N MI Review/ad	DT Assessment	\$ 363.00
Holiday Open House	Santa Claus/services	DT Assessment	\$ 200.00
Holiday Parade	Hobby Lobby/markers and paint	DT Assessment	\$ 31.77
Holiday Parade	Taylor Rental/grandstand supplies	DT Assessment	\$ 125.00
Holiday Parade	N MI Review/ad	DT Assessment	\$ 481.16
Holiday Parade	MacDonald Garber/ads	DT Assessment	\$ 1,200.00
Holiday Parade	Don Cowell/carriage ride	DT Assessment	\$ 250.00
Ladies Opening Night	Grandpa Shorter's/prize	DT Assessment	\$ 14.80
Ladies Opening Night	N MI Review/ad	DT Assessment	\$ 716.20
Ladies Opening Night	North Country Pub/ads	DT Assessment	\$ 200.00
Ladies Opening Night	MacDonald Garber/ads	DT Assessment	\$ 1,950.00
Ladies Opening Night	Heritage Broadcasting/advertising	DT Assessment	\$ 1,200.00
			\$ 18,689.21

PARKING FUND

Conf. & Mmbrshps	Goodman/hotel reimbursement	Parking Fund	\$ 269.64
Conf. & Mmbrshps	Goodman/mileage reimbursement	Parking Fund	\$ 199.47
Contracted Services	Van's/monthly contract	Parking Fund	\$ 417.39
Contracted Services	Van's/monthly contract August	Parking Fund	\$ 218.73
Contracted Services	Up North Services/Sidewalk Snow removal	Parking Fund	\$ 1,592.00
Contracted Services	Up North Services/Sidewalk Snow removal	Parking Fund	\$ 1,701.60
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
Contracted Services	T2 Systems/Digital Iris	Parking Fund	\$ 165.00
DT Office	Thru Glass/window cleaning	Parking Fund	\$ 25.00

Downtown Management
Monthly Bills - Novmeber 2018

December 13, 2018

DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 61.54
DT Office	Meyer ACE/supplies	Parking Fund	\$ 29.67
DT Office	Spectrum/phones, internet	Parking Fund	\$ 105.11
DT Office	Integrity/supplies	Parking Fund	\$ 91.77
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 22,000.94
Materials & Supplies	Trophy Case/label for paystation	Parking Fund	\$ 10.00
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 52.18
Materials & Supplies	Omnipark/thermal paper	Parking Fund	\$ 178.00
Materials & Supplies	Print Shop/window envelopes	Parking Fund	\$ 109.00
Materials & Supplies	Meyer ACE/steel wire	Parking Fund	\$ 10.06
Signs	Sign and Design/meter sponsor signs	Parking Fund	\$ 480.00
Signs	Sign and Design/Saville Lot permit signs	Parking Fund	\$ 954.00
Utilities	City of Petoskey/lawn water, Petrie Lot	Parking Fund	\$ 25.43
Utilities	AT&T/cell phones	Parking Fund	\$ 346.98
			\$ 29,893.51
	TOTAL BILLS		\$ 48,582.72

**PROGRAMS SERVICES
MONTHLY REPORT
November 2018**

December 13, 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	0.00	1,823.72	2,515.58	(1,523.72)
INTEREST INCOME	2,500.00	0.00	571.49	0.00	1,928.51
HOLIDAY PARADE SPONSORS	4,000.00	100.00	100.00	350.00	3,900.00
<i>Flowers from Sky's the Limit \$100</i>					
PETOSKEY ROCKS	21,075.00	0.00	3,000.00	7,350.00	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	6,666.65	6,453.00
TROLLEY	4,000.00	35.00	5,035.00	0.00	(1,035.00)
<i>Donation \$35</i>					
MARKETING & PROMOTIONS					-
New Activity	5,000.00	0.00	0.00	-	5,000.00
Shop Map Ads	8,500.00	0.00	200.00	9,000.00	8,300.00
Gallery Walk	4,000.00	600.00	2,100.00	2,800.00	1,900.00
<i>Somebody's Gallery \$300</i>					
<i>Little Shop in the Alley \$300</i>					
Ghost Walk	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	5,000.00	0.00	100.00	500.00	4,900.00
Holiday Catalog	8,250.00	0.00	500.00	797.50	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	-	150.00	150.00	900.00	
<i>PHS Ski Boosters \$150</i>					
	182,475.00	885.00	115,706.21	125,619.73	66,768.79

EXPENSES	BUDGET		YTD	LAST YTD	BUDGET BALANCE
Events					
HOLIDAY PARADE	8,000.00	2,087.93	3,687.93	3,417.38	4,312.07
<i>Hobby Lobby/markers and paint \$31.77</i>					
<i>Taylor Rental/grandstand supplies \$125</i>					
<i>N MI Review/ad \$481.16</i>					
<i>MacDonald Garber/ ad \$1,200</i>					
<i>Dan Cowell/carriage ride \$250</i>					
HOLIDAY OPEN HOUSE	1,000.00	679.32	859.32	0.00	140.68
<i>Owen James/music \$100</i>					
<i>Meyer ACE/Santa supplies \$16.32</i>					
<i>N MI Review/ad \$363</i>					
<i>Santa Claus/services \$200</i>					
SUMMER OPEN HOUSE	14,250.00	0.00	11,252.23	8,845.45	2,997.77
SIDEWALK SALES	7,000.00	0.00	4,181.68	3,208.00	2,818.32
PETOSKEY ROCKS	30,725.00	0.00	17,884.75	20,278.40	12,840.25
DT TRICK OR TREAT	6,000.00	2,120.42	2,710.42	177.03	3,289.58
<i>Stafford's/Haunted Feast \$2120.42</i>					
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	200.00	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
November 2018**

December 13, 2018

Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	1,476.09	13,917.65	22,374.71	16,082.35
Adobe/Creative Cloud \$21.19					
MailChimp/contract \$35					
WooBox/monthly plan \$30					
Adobe/photoshop \$10.59					
Adobe/Acrobat \$26.49					
Adobe/inDesign \$22.25					
Grandpa Shorter's/gift bags \$188.18					
Canva for work/contrat \$12.95					
Facebook/boosted posts \$143.24					
Northern Express/Ad \$299.70					
Tom Renkes/blogs \$150					
N MI Review/Catalog ad \$250.75					
N MI Review/DT Dollars Ad \$250.75					
North Country Review/ad \$100					
N MI Review/Ad \$35					
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	5,992.43	5,992.43	1,320.00	(992.43)
Kevin Barton/cover art \$400					
Mitchell Graphics/Catalog printing \$5592.43					
GALLERY WALK	3,000.00	0.00	3,592.94	6,345.30	(592.94)
SHOPPING SCRAMBLE	3,500.00	0.00	2,493.20	4,128.50	1,006.80
LADIES OPENING NIGHT	4,000.00	4,081.00	4,081.00	2,140.46	(81.00)
Grandpa Shorter's/prize \$14.80					
N MI Review/ad \$716.20					
North Country Pub/ad \$200					
MacDonald Garber/ads 1,950					
Heritage Broadcasting/advertising \$1,200					
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	25.44	289.24	1,877.18	1,210.76
Goodman/lunch reimbursement \$25.44					
Beautification					
HOLIDAY DECORATIONS	9,000.00	1,937.58	11,062.50	8,232.80	(2,062.50)
Bill's Farm Market/garland \$1,916					
Meyer ACE/rope lighting \$21.58					
FALL DECORATIONS	1,500.00	0.00	501.00	501.00	999.00
FLOWERS	9,000.00	189.00	6,211.60	9,807.16	2,788.40
AR Pontius/flower urns \$189					
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	7,000.00	0.00	5,082.00	0.00	
OTHER	100.00	0.00	0.00	15.99	100.00
Total	182,090.00	18,589.21	123,429.64	124,749.66	58,660.36
Excess of Revenues Over Expenses	385.00	-17,704.21	-7,723.43	870.07	8,108.43

**Downtown Parking Fund
November 2018**

December 13, 2018

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	353,700.00	19,854.87	320,087.76	324,553.33	33,612.24
fines	88,000.00	8,379.85	96,677.84	65,510.56	(8,677.84)
Permits	40,000.00	2,450.00	46,151.00	37,446.00	(6,151.00)
Bags	6,000.00	1,075.00	7,215.75	12,133.55	(1,215.75)
Tokens	2,000.00	76.25	1,950.75	1,710.00	49.25
Interest	500.00	310.05	1917.79	619.92	(1,417.79)
Meter Sponsorships	2,000.00	1,700.00	3,422.77	1,904.56	(1,422.77)
Cell Phone Parking	22,000.00	2,905.84	28,503.51	23,456.84	(6,503.51)
Total Parking Revenue	514,200.00	36,751.86	505,927.17	467,334.76	8,272.83
Other		-	18,600.00		(18,600.00)
Total Revenue	514,200.00	73,503.72	524,527.17	467,334.76	(2,054.34)
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	4,245.00	50,044.00	86,755.00
CONTRACTED SERVICES	80,000.00	4,225.72	59,434.25	48,508.50	20,565.75
Van's/monthly contract \$417.39					
Van's/monthly contract \$218.73					
Up North Services/SW Snow removal \$1,592					
Up North Services/SW snow removal \$1,701.60					
Traffic & Safety/Verizon M2M \$81					
T2 Systems/digital Iris \$165					
LexisNexis/contract \$50					
CONFERENCES AND MEMBERSHIPS	5,000.00	469.11	2879.38	2,098.53	2,120.62
Goodman/hotel reimbursement \$269.64					
Goodman/mileage reimbursement \$199.47					
DOWNTOWN OFFICE	230,000.00	23,032.09	238,822.03	225,996.17	(8,822.03)
Thru Glass/window cleaning \$25					
McCardel/water \$8					
City of Petoskey/utilities \$61.54					
Meyer ACE/supplies \$29.67					
Integrity/supplies \$91.77					
Spectrum/phones, internet \$105.11					
Wm Thompson/rent \$711					
Wages \$22,000.94					
EQUIPMENT REPAIR	1,000.00	0.00	1063.07	263.45	(63.07)
FAÇADE GRANT	20,000.00	0.00	111.90	10,612.50	19,888.10
MATERIALS AND SUPPLIES	10,000.00	360.18	13,710.13	4,921.44	(3,710.13)
Trophy Case/label for paystation \$10					
Meyer ACE/batteries \$52.18					
OmniPark/thermal paper \$178					
Print Shop/window envelopes \$109					
Meyer ACE/steel wire \$10.06					
PROFESSIONAL SERVICES	500.00	0.00	0.00	552.65	500.00
SIGNS	500.00	1434.00	1,434.00	-	(934.00)
Sign and Design/meter sponsor signs \$480					
Sign and Design/Saville Lot permit signs \$954					
TROLLEY	4,000.00	0.00	9,555.65	4,762.99	(5,555.65)
UNIFORMS	1,500.00	0.00	3,388.46	1560.70	(1,888.46)
UTILITIES	3,600.00	372.41	3,983.38	2,675.38	(383.38)
City of Petoskey/lawn water, Petrie Lot \$25.43					
AT&T/cell phones \$346.98					
OTHER	1,000.00	0.00	0.00	15.99	1,000.00
TOTAL EXPENSES	466,100.00	29,893.51	361,533.10	375,927.69	104,566.90
NET	48,100.00	43,610.21	162,994.07	91,407.07	(106,621.24)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: December 11, 2018
RE: Review of 2018-2023 Downtown Strategic Plan

The enclosed is an updated version of the Strategic Plan Workplan that was originally presented in July. A column on the far right has been added to indicate where actions have taken place next to individual tasks. Staff plans to update and report on the Workplan quarterly. As discussed at the first presentation in July, the workplan is intended to be fluid and projects may move around according to opportunity.

Additionally, a bound copy of the Strategic Plan will be distributed to Board members at the December meeting.

No action is required at this meeting.

Please contact me if you have questions or concerns.

<u>TASK</u>	<u>PROCESS</u>	<u>COMPLETE</u>	<u>COST</u>	<u>PROGRESS</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	
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	MHPN Staff invited to City Council

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	Spring 2019	0
To maximize event funding, review the Special Assessment Role to ensure all commercial property is being assessed,	Staff, Board, Council	Spring 2019	0
To maximize event funding, review the Special Assessment Role to include outside dining areas.	Staff, Board, Council	Summer 2019	0
Enhance the community connection to Downtown history and 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-of-way 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	DMB/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	New rates approved by DMB 11/18 Considered by Council 12/18
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 million	



BOARD: Downtown Management Board

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

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Reports could be received from Downtown Management Board committees.

sb



Parking Committee NOTES

December 12, 2018
10 am
Downtown Office

1. Welcome – members present were Smith, Karmann, Marshall-Rashid, Miekle. Staff present was Goodman.
2. Presentation from Tom Neff, Traffic and Safety, on Credit Card Compatible Meters – Neff gave an overview of a single space meter that accepted credit cards. A previous quote from his company had estimated the cost to purchase 455 of these meters would be \$155,000. Monthly charges for credit cards would be \$5.50 per meter and bank charges would be \$.06 per transaction. Sensors can be purchased that will tell the meter to “zero out” if a parker leaves before his paid session is over. Research needs to be done to see if the return on the investment from the cost of the sensors will be worth the price. Neff will be updating his quote and the committee will be further researching this purchase in the next couple of months.
3. Review of Parking Presentation to City Council, 12/3/18 meeting – Goodman and Smith attended this meeting and reported that Council’s response was quite favorable; that there were two merchants and one incoming Councilmember in the audience who spoke in objection of higher rates; and that it is believed that the votes to approve are there.
4. Discussion of Lewis Street Alignment – Staff had prepared a visual of the project area. The committee discussed the new design Smith’s idea to add additional parking in that area. Staff passed on comments of concern she had received from the City Manager regarding spending parking funds outside of the DMB district, developing parking on park land, and the timing of the project. The committee directed staff to invite the City Manager to make a presentation to the full board that would allow discussion to occur and questions to be answered.
5. Review of Meeting with New Owners of Collection Agency – Staff reported that Northern Credit Bureau has been bought out by Universal Credit and that Parking Services staff had met with the new owner and their on staff attorney. Plans are underway for a smooth transition and new collection guidelines are being considered.

*The mission of the Parking services Office is
to provide convenient parking for customers in the core of the CBD
and for employees, owners, and residents in the periphery of the CBD;
raise revenue for Downtown beautification projects, development of new parking areas,
and the maintenance and snow removal of existing areas.*



Downtown Events Committee
AGENDA
Date 12/13/2018
9 am

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

In Attendance: Ed Karmann, Julie Stopple, Angie Whitner, Kyle Bandi, Becky Kraing, Andi & Becky

1) 2019 Stafford's Downtown Petoskey Holiday Parade

- Condense Route - **per committee suggestion, they would like to condense the parade route to just the Downtown area. Andi and Becky will start working on this to implement in 2019**
- Night Parade? – **committee discussed possibly switching to a night parade – Christmas lights show up better on floats at night, we may get more participants.**
- **Committee would like to start this discussion and survey parade participants, talk with primary sponsor Stafford's, see if the Marching Band is available etc.**
- **Grand Marshal – Chamber 100 years – committee agreed to honor the Chamber as Grand Marshal for 2019 as they celebrate their 100th anniversary**

2) 2019 Winter Carnival - February 14-17, 2019 – **Andi updated committee on Winter Carnival schedule and that we (DMB) is trying to obtain the liquor license instead of a non-profit.**

- **Andi will reach out to Ben at Beards and see if there is a possibility of them brewing a light beer for those who attend drink tents and prefer something along the lines of Bud Light.**
- Thursday –
 - Wine & Dine Progressive dinner, 6pm
- Friday
 - Chocoholic Frolic, 3-7pm
 - LTBHS event @ Perry
 - Winter Ghost Walk, 8pm

- Saturday
 - Ice Bar, 1-4pm
 - Live ice carving
 - Kids Activities
 - Winter Sports Park activities
 - PDL hosting a cardboard sled workshop
 - Encourage merchants to save their cardboard for library
- Sunday Funday Kids Day!

3) Petoskey Rocks

- Schedule:
 - Carriage rides 6-8pm
 - Ghost Walk 8pm
 - Concert in the Park 8-9:30pm
 - Movie in the Park at Dark 9:30pm ish
 - Committee suggested showing classic movies this summer, and or “Decades” each Friday would be a movie from a different decade.

4) Summer Open House

- MDOT Project – NO street closures
- Due to the MDOT construction, we will not be able to close the streets this year for Summer Open House. Committee is concerned about safety with the re-routed traffic and suggested to keep it simple this year, mostly park activities.
- Due to no street closures – the Summer Open House Fashion Show would have to take place in the park, some committee members raised concerns about this as the clothes & shoes may get dirty in the park (especially with inclement weather). Andi will survey the downtown stores and see if they would still participate in the fashion show if it would be in the park.
- Committee is trying to think of something unique to have for Summer Open House, some suggestions included: Silent Disco, Dog Fashion show.

5) Shopping Scramble

- Consensus from the committee to dissolve Shopping Scramble – thoughts are:
 - October is a very busy month even without Shopping Scramble

- Maybe we do a spring version of this shopping day in early May (Stafford's would be willing to do a nicely priced package in conjunction with this, they cannot offer this during October for Shopping Scramble as it is still their prime time)

6) Strategic Plan

- 2019 committed to growing Halloween
- 2020 – Anything new we would like to add?
 - Committee would like to discuss adding a “Girls Getaway” weekend in early May (similar to Shopping Scramble), Perry would do a special priced package, the stores start to have their summer clothes and accessories, this tends to be an off time and a time when an event is needed.
 - Committee would also like to discuss a St. Patricks day/weekend event (Music, beer, dance)

7) Adjourn



BOARD: Downtown Management Board

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

AGENDA SUBJECT: City Staff Report

RECOMMENDATION: That the Downtown Management Board hear this report

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

sb