



DOWNTOWN MANAGEMENT BOARD

April 16, 2019

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Presentation – Hear presentation by Tim Knutsen, Beckett and Raeder, concerning the downtown gateway
3. Consent Agenda:
 - (a) Approval of the special and regular meeting minutes of March 19, 2019
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
4. Old Business – Consider approving parking meter purchases as requested by the Parking Committee
5. New Business:
 - (a) Reports by Downtown Management Board Committees
 - (b) Report by City staff
6. Miscellaneous
7. 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.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: April 11, 2019
RE: Downtown Gateway Presentation

In 2011, in an effort to delineate more clearly the entrance to Downtown and knowing that development was coming at that location, the DMB funded a study on a gateway plan for Mitchell Street. An RFP was issued and the contract was given to Beckett and Raeder. This plan has been shared with every potential developer of the 200 East Lake Street property. At a recent meeting, the Board requested to have a review of the Downtown Gateway Plan on a future agenda as it has been some time since the plan has been discussed at the Board level. Tim Knutsen, Beckett and Raeder and Downtown Design Committee member, will be present to give this review presentation. No action is required.

Please contact me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: April 16, 2019 **PREPARED:** April 12, 2019

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 March 19, 2019; (2) Acknowledgement of bills since March 19, 2019; and (3) Acceptance of the March expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

March 19, 2019

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, March 19, 2019. 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
Noah Marshall-Rashid
Brittany McNeil
John Murphy, Mayor
Ben Slocum
Jessica Stubbs (arrived at 7:25 P.M.)

Absent: Robin Bennett

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

Hear Presentation Concerning Purchase of New Parking Meters

The Board heard a presentation by Tom Neff, Sales Representative, of Traffic & Safety, Inc., Wixom, Michigan, regarding the Parking Committee's recommendation for the purchase of new parking meters. Mr. Neff reviewed various items and responded to Board questions.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the February 19, 2019 regular meeting and special meeting minutes; acknowledgement of bills since February 19, 2019; and acceptance of the February expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, the February 19, 2019 regular meeting and special meeting minutes were approved; acknowledgement of bills since February 19, 2019 that totaled \$94,015.23; and expense and income reports for February were approved. Said motion was unanimously approved as submitted.

Hear Downtown Events Schedule Presentation

The Downtown Director reviewed that the Board heard the beginning of a presentation on Downtown events at the February meeting and was going to hear the remainder at tonight's meeting; and that the Board was being asked to discuss each of the DMB events regarding their strengths and weaknesses and to recommend and give direction to the Events Committee.

Board members primarily discussed the Winter Carnival event and heard a consensus to keep the date of the event; heard comments that people feel the event is disjointed; heard a comment to potentially have one big night during the event; that the event is very weather dependent; that Winter Carnival should be planned around its origins; and heard inquiries on what the Events Committee ultimately would like to accomplish with Winter Carnival event.

The Board concurred to table the remainder of the presentation and scheduled a joint meeting with the Downtown Events Committee for 5:30 P.M., Thursday, April 16, 2016 prior to the regular scheduled meeting for the purpose of reviewing the events schedule.

Discuss Downtown Event Sponsorship Policy

The Downtown Director reviewed that the history of the DMB and the creation of the Programs and Services special assessment was initially to avoid passing the hat to support Downtown marketing and events. The Downtown Director further reviewed that rising costs, the addition of events to the calendar and a resistance to raising the special assessment have led to the need for sponsorship opportunities to be considered; that approaching sponsorships on a case by case basis is not practical and will lead to misunderstandings; that during summer of 2015 the Downtown Events and Marketing Committees discussed a policy for accepting sponsorships from businesses not located in the CBD; that after two DMB Board discussions no agreement on the guidelines could be established and the subject was tabled; that the new Strategic Plan contains a directive to “continue to work on a policy for event sponsorships by non-downtown entities”; and reviewed current events and available sponsorship opportunities.

Board members discussed the proposed policy; heard from those concerned about brand appropriate sponsors and how that would relate to a non-compete policy; and heard from those in favor to continue to handle on a case by case basis when potential sponsors arise.

Board members concurred to not adopt a new policy and continue to use the existing policy of handling sponsors from outside of the district on a one by one basis, a directive that would satisfy the action prescribed in the strategic plan.

Authorize 2019 Façade Improvement Grants

The Downtown Director reviewed that the Design Committee had received five applications for the façade improvement grant program and are all contingent on meeting with staff and/or representatives from the Design Committee.

Splash Properties/Paul Krecke, 325 East Lake Street, applied for grant funds and if approved \$8,000 will be used on the Hollywood Building to repair the unique canopy/awning above the first floor exterior, new windows on the mid-level of the building, repair and paint the upper cornice and the middle level of the façade and new lights in the Hollywood sign.

David and Sarah Shuman, 331 Bay Street, applied for grant funds and if approved \$4,000 would help complete a paint job that will preserve the original wood exterior and avoid the need for replacement with aluminum siding.

Beacon Bistro/Michael Naturkas, 319 Howard Street, applied for grant funds and if approved \$3,000 would help renovate the outdoor seating area with new patio space and landscaping and the grant would be for the hardscape costs only.

Vogue Salon/Marcia Webster, 410 Howard Street, applied for grant funds and if approved \$2,500 would aid in the replacement of both main entry doors to the building.

Wine Guys/City Park Grill, 430 East Lake Street, applied for grant funds and if approved \$2,500 would help with the purchase of new windows and trim for the east façade of the building to match the west side.

Mr. Marshall-Rashid moved that, seconded by Ms. McNeil, to approve the 2019 façade improvement grants as requested by the Downtown Design Committee. Said motion was unanimously approved as submitted.

Discuss New Parking Meter Purchases & Proposal

The Downtown Director reviewed that the 2019 DMB Budget included the purchase of new parking meters that will accept credit cards; that staff prepared and distributed an RFQ for the purchase of “smart” meters on February 1 with a closing date of February 28; that staff received nine inquiries and one official quote; and that the sole proposal was from Traffic & Safety Control Systems, Inc., Wixom, Michigan, which is the same company that provided the current pay stations. The Downtown Director further reviewed the proposal and that the quote was for 450 smart meters that would be installed on the streets, but not in the lots, for a total of \$147,951; and that the Parking Committee reviewed quote and recommended that the Board approve the proposal and meters be ordered for an installation date of sometime in May.

Board members discussed the proposal; requested additional information about the dual head meter that was proposed earlier in the meeting during the presentation discussion; inquired about the reliability of the electronics in the winter months; and heard inquiries regarding the reason only one bid was received.

Board members concurred to table this matter until further information was gathered.

Approve Liquor License Application for Summer Open House

The Downtown Director reviewed that Summer Open House is scheduled for June 7 and various events are scheduled for the evening including a drink tent; that it is recommended that the DMB hold the liquor license similar to Winter Carnival; and that a resolution be approved to submit to LARA.

Mr. Marshall-Rashid moved that, seconded by Mr. Harris, to approve the resolution authorizing to apply for a liquor license for the 2019 Summer Open House. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the full report was provided in the packet and that fines and meter revenue were both down in February due to extreme snow conditions.

The Downtown Director reported on behalf of the Events Committee and that the full report was provided in the packet.

On behalf of the Marketing Committee, the Downtown Director reported that the full report was provided in the packet; that the next meeting is during spring break and the Committee is finding an alternate date to meet; and that the Promotions Coordinator has been attending social media classes given by local organizations.

In beautification, the Downtown Director reported that staff had met with the Parks and Recreation Director regarding plans for parking lot entrances.

In Economic Enhancement, the Downtown Director reported that representatives of the Petoskey Grand project, 200 East Lake Street, will present at the Planning Commission meeting this Thursday; that staff met with Bob Berg, owner of 200 East Lake Street property, on the movie theatre component and also discussed the need for heated sidewalks throughout all of downtown; that Mr. Berg believes there is a possibility that the costs for heated sidewalks could be tied into Brownfield TIF and that the first step is to obtain a price and there could be a price tag attached to receiving that information; that Sugar Coated Coils closed with a new tenant in the works; that Quiet Moose is now located in the 5/3 building; that Beacon Bistro is moving into Twisted Olive; and that Populace Coffee has purchased Dripworks.

The Downtown Director reported concerning the trolley and that the trolley sponsorship drive is beginning; that the trolley will run the same schedule as last year, but the construction may cause traffic and scheduling issues; and that there is a new downtown video that will be played on the TV loop.

The Downtown Director also reported that City Council adopted a resolution in March to establish a Historic District Study Committee which is the first step to creating a district; that the next step will be for the Mayor to make appointments to the committee and for the committee to begin a regular meeting schedule; that the Downtown Director and City Planner will oversee this effort; that downtown office employee evaluations have been completed and all performances were satisfactory; that March meetings that replaced Thirsty Thursdays have been introduced and reviewed comments from merchants; and reported that she attended the MDA Lansing Day and workshop, offered highlights and distributed the program.

Hear City Staff Report

The City Manager reported that the City Attorney provided a letter as requested on who has the authority to hire and terminate the Downtown Director and distributed the letter to Board members. The City Manager also reported on various project updates.

Hear Miscellaneous Comments

Chairperson Smith and Mayor Murphy discussed the Board and Commission appointment process.

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 - March 2019**

April 8, 2019

PROGRAMS AND SERVICES

Concerts in the Park	CTAC/Pledge	DT Assessment	\$ 2,500.00
DT Marketing	Adobe/Creative Cloud	DT Assessment	\$ 21.19
DT Marketing	MailChimp/contract	DT Assessment	\$ 40.00
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	Adobe/InDesign	DT Assessment	\$ 22.25
DT Marketing	Dropbox/services	DT Assessment	\$ 9.99
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 300.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$ 12.95
DT Marketing	Petoskey Band Boosters/ad	DT Assessment	\$ 500.00
DT Marketing	Stafford's/consultant room	DT Assessment	\$ 149.00
Winter Carnival	Northern Express	DT Assessment	\$ 180.00
Winter Carnival	Wine Guys/Wine and Dine	DT Assessment	\$ 441.00
Winter Carnival	North Country Pub/ad	DT Assessment	\$ 200.00
Winter Carnival	North Country Pub/ad	DT Assessment	\$ 200.00
Winter Carnival	Taylor Rental/tents, heaters, etc.	DT Assessment	\$ 699.70
			\$ 5,343.16

PARKING FUND

Administrative Service	City of Petoskey	Parking Fund	\$ 21,000.00
Bank Charges	Fifth Third/credit card, service, etc.	Parking Fund	\$ 398.57
Conf. & Mmbrshps	CheapOAir/flight to Seattle	Parking Fund	\$ 857.00
Conf. & Mmbrshps	National Main Street/conference fee	Parking Fund	\$ 655.00
Conf. & Mmbrshps	Lyft/taxi	Parking Fund	\$ 44.90
Conf. & Mmbrshps	Cherry Country Café/meal	Parking Fund	\$ 10.47
Conf. & Mmbrshps	Qdoba/meal	Parking Fund	\$ 11.83
Contracted Services	Van's/monthly contract	Parking Fund	\$ 77.24
Contracted Services	Up North Services/Sidewalk Snow removal	Parking Fund	\$ 1,191.51
Contracted Services	Up North Services/Sidewalk Snow removal	Parking Fund	\$ 4,213.00
Contracted Services	Hoffman and Sons/snow removal	Parking Fund	\$ 4,775.98
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$ 81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 57.00
Contracted Services	T2 Systems/Digital Iris	Parking Fund	\$ 165.00
DT Office	McCardel/water	Parking Fund	\$ 23.50
DT Office	City of Petoskey/utilities	Parking Fund	\$ 56.83
DT Office	DTE/utilities	Parking Fund	\$ 198.85
DT Office	Meyer ACE/supplies	Parking Fund	\$ 21.45
DT Office	Spectrum/phones, internet	Parking Fund	\$ 105.06
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	PNR/subscription	Parking Fund	\$ 200.00
DT Office	Wages	Parking Fund	\$ 23,942.06
Materials & Supplies	the Print Shop/Courtesy notices	Parking Fund	\$ 152.00
Utilities	City of Petoskey/EVC station	Parking Fund	\$ 21.51
Utilities	AT&T/cell phones	Parking Fund	\$ 363.70
			\$ 59,359.46

TOTAL BILLS

\$ 64,702.62

PROGRAMS SERVICES
MONTHLY REPORT
March 2019

April 8, 2019

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
CARRY OVER FOR MARKETING	15,000	0.00	15,000.00	-	0
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	2,000.00	51.31	82.64	64.51	1,917.36
INTEREST INCOME	50.00	0.00	0.00	0.00	50.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS	10,000.00	0.00	0.00	0.00	10,000.00
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	13,935.00	291.30	291.30	4,187.00	13,643.70
<i>Alliance Beverage/refund \$66.30</i>					
<i>Petoskey Pretzel/ice sculpture \$225</i>					
TROLLEY	8,000.00	0.00	0.00	0.00	8,000.00
MARKETING & PROMOTIONS		0.00	0.00		-
New Activity	1,000.00	0.00	0.00	0.00	1,000.00
Shop Map Ads	10,000.00	0.00	0.00	0.00	10,000.00
Gallery Walk	4,600.00	0.00	0.00	0.00	4,600.00
Ghost Walk	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	6,250.00	0.00	0.00	100.00	6,250.00
Holiday Catalog	7,250.00	0.00	0.00	500.00	7,250.00
Historic Markers	-	-	-	0.00	
SIDEWALK SALES	4,000.00	0.00	0.00	0.00	4,000.00
SUMMER OPEN HOUSE	2,300.00	0.00	0.00	0.00	2,300.00
OTHER	-	0.00	0.00	0.00	-
	184,685.00	342.61	106,773.94	96,251.51	77,911.06

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Events					
HOLIDAY PARADE	7,000.00	0.00	0.00	0.00	7,000.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	180.00	1,000.00
SUMMER OPEN HOUSE	9,000.00	0.00	0.00	0.00	9,000.00
SIDEWALK SALES	8,000.00	0.00	0.00	0.00	8,000.00
PETOSKEY ROCKS	25,000.00	0.00	0.00	1,300.00	25,000.00
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	21,705.00	1,720.70	13,132.88	17,308.19	8,572.12
<i>Northern Express/ad \$180</i>					
<i>Wine Guys/Wine and Dine \$441</i>					
<i>North Country Pub/ad \$200</i>					
<i>North Country Pub/ad \$200</i>					
<i>Taylor Rental/tents, equip, etc. \$699.70</i>					

**PROGRAMS SERVICES
MONTHLY REPORT
March 2019**

April 8, 2019

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	2,500.00	0.00	2,500.00	2,500.00
FOURTH OF JULY	1,000.00	0.00	0.00	0.00	1,000.00
WINTER CARNIVAL	500.00	0.00	0.00	0.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	0.00	0.00	1,500.00
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00
IMAGE CAMPAIGN	30,000.00	1,122.46	1,979.39	3,029.82	28,020.61
<i>Adobe/Creative Cloud \$21.19</i>					
<i>MailChimp/contract \$40</i>					
<i>WooBox/monthly plan \$30</i>					
<i>Adobe/Photoshop \$10.59</i>					
<i>Adobe/Acrobat \$26.49</i>					
<i>Adobe/In/Design \$22.25</i>					
<i>Dropbox/Service \$9.99</i>					
<i>Tom Renkes/blog \$300</i>					
<i>Canva for Work/monthly plan \$12.95</i>					
<i>Petoskey Band Boosters/ad \$400</i>					
<i>Stafford's/consultant room \$149</i>					
SHOP MAP	10,000.00	0.00	0.00	0.00	10,000.00
GHOST WALK	500.00	0.00	0.00	0.00	500.00
NEW ACTIVITY/Marketing Plan	15,000.00	0.00	0.00	0.00	15,000.00
HOLIDAY CATALOG	3,000.00	0.00	0.00	0.00	3,000.00
GALLERY WALK	3,500.00	0.00	0.00	0.00	3,500.00
SHOPPING SCRAMBLE	4,000.00	0.00	0.00	0.00	4,000.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	8.96	0.00	491.04
BUSINESS RETENTION	1,000.00	0.00	0.00	0.00	1,000.00
Beautification					
HOLIDAY DECORATIONS	15,000.00	0.00	0.00	0.00	15,000.00
FALL DECORATIONS	5,000.00	0.00	0.00	0.00	5,000.00
FLOWERS	9,000.00	0.00	0.00	0.00	9,000.00
Administrative					
INSURANCE AND BONDS	100.00	0.00	0.00	0.00	100.00
CAPITAL OUTLAY	-	0.00	0.00	0.00	-
OTHER		0.00	99.00		
TOTAL	184,505.00	5,343.16	15,220.23	24,318.01	169,284.77
	180.00	-5,000.55	91,553.71	71,933.50	(91,373.71)

**Downtown Parking Fund
March 2019**

April 8, 2019

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	349,900.00	18,165.77	52,673.43	61,064.57	297,226.57
fines	100,000.00	9,602.58	18,626.44	26,847.09	81,373.56
Permits	48,000.00	3,010.00	13,715.00	15,393.00	34,285.00
Bags	10,000.00	160.00	375.25	1,335.00	9,624.75
Tokens	2,000.00	135.00	460.00	417.50	1,540.00
Interest	750.00	262.56	901.34	338.65	(151.34)
Meter Sponsorships	2,500.00	0.00	100.00	1,440.00	2,400.00
Cell Phone Parking	24,000.00	2,362.89	7,262.02	6,745.79	16,737.98
Total Parking Revenue	537,150.00	33,698.80	94,113.48	113,581.60	443,036.52
Other		-	0.00	0.00	0.00
Total Revenue	537,150.00	67,397.60	94,113.48	113,581.60	443,036.52
EXPENSES					
ADMINISTRATIVE FEES	20,700.00	21,000.00	21,000.00	20700.00	-300.00
City of Petoskey/Admin Services \$21,000					
BANK CHARGES	6,000.00	398.57	1,775.46	1720.77	4,224.54
CAPITAL OUTLAY	385,000.00	0.00	26,081.00	0.00	358,919.00
CONFERENCES & MEMBERSHIPS	5,000.00	1579.20	2036.84	1,208.21	
CheapOAir/flight to Seattle \$857					
National Main Street/conference \$655					
Lyft/taxi services \$44.90					
Cherry Country Café/meal \$10.47					
Qdoba/meal \$11.83					
CONTRACTED SERVICES	80,000.00	10,560.23	79,448.69	32,781.83	551.31
Van's/monthly contract \$77.24					
Jp North Services/SW Snow removal \$1,191.51					
Up North Services/SW snow removal \$4,213					
Hoffman and Son/snow removal \$4775.98					
Traffic & Safety/Verizon M2M \$81					
T2 Systems/digital Iris \$165					
LexisNexis/contract \$57					
DOWNTOWN OFFICE	238,000.00	25,283.25	57,501.26	49,741.19	180,498.74
McCardel/water \$23					
City of Petoskey/utilities \$56.83					
DTE/utilities \$198.85					
Spectrum/phones, internet \$105.06					
ThruGlass/window cleaning \$25					
Meyer ACE/supplies \$21.45					
PNR/subscription \$200					
Wm Thompson/rent \$711					
Wages \$23,942.06					
EQUIPMENT REPAIR	1,000.00	0.00	0.00	0.00	1,000.00
FAÇADE GRANT	23,000.00	0.00	0.00	111.90	23,000.00
MATERIALS AND SUPPLIES	10,000.00	152.00	4,173.51	1061.61	5,826.49
The Print Shop/courtesy notices \$152					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	0.00	500.00
TROLLEY	5,000.00	0.00	1,380.00	1265.46	3,620.00
UNIFORMS	1,500.00	0.00	0.00	0.00	1,500.00
UTILITIES	4,800.00	386.21	1,163.90	950.58	3,636.10
City of Petoskey/EVC station \$21.51					
AT&T/cell phones \$363.70					
OTHER	-	0.00	72.00	0.00	-
\					
TOTAL EXPENSES	781,500.00	59,359.46	194,632.66	109,541.55	588,976.18
NET	(244,350.00)	8,038.14	(100,519.18)	4,040.05	(145,939.66)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: April 11, 2019

RE: Request from Parking Committee to Approve Purchase of New Meters

At the March DMB meeting there was a presentation from Tom Neff, Traffic and Safety, on the proposal submitted to the Parking Committee for a smart meter solution in Downtown. This presentation was in response to the budgeted expense that the Board included in its 2019 budget and also in response to the Parking Committee's recommendation to purchase from this vendor. Questions regarding reliability in the winter weather and a dual space meter solution were raised.

In the past month, staff has collected information from other communities who are already using this technology. Some of them are using the exact product and some are using other products. Responses to the primary question of whether parking meters using credit card technology function in the winter months were favorable with the general anecdotal response that the credit card technology causes fewer problems than the coin acceptance technology we are currently using. Neff has also provided references to staff and the Committee regarding reliability.

For the purpose of providing further information, Neff also attended the Parking Committee meeting that was held on April 9. Notes from that meeting are in your packet. He brought with him demo models of single and dual space meters and answered questions from Committee members. Concerns about the user friendliness of the dual space meter, despite the advantage of it being less expensive to operate, were voiced. A trial installation period of up to a dozen meters was also discussed.

Based on the information gathered that demonstrates the reliability of the credit card technology in the winter months and the desire to be as user friendly in parking technology as possible, the Committee is now recommending that the Board approve the purchase of 450 Civic Smart Liberty Next GN meters at the price of \$147,951 with the goal of installation prior to the first of July and with the implementation of the new fines, fees, and enforcement hours to begin at that time. Tom Neff will be at the April meeting to demo the meter and answer any further questions.

The action the Parking Committee is requesting will be for the Board to approve the purchase of the smart meters. If you have questions or concerns, please let me know.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: April 16, 2019 **DATE PREPARED:** April 12, 2019

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 MEETING NOTES

April 9, 2019
10 am
Downtown Office

1. Welcome – Members Reg Smith, Noah Marshall-Rashid, and David Mickle were present. Doug Buck was excused absent. Staff present was Becky Goodman and Rob Straebel. Karla Buckmaster, from the public, attended a portion of the meeting.
2. Discussion with Tom Neff, Traffic and Safety representative – Neff was back with the committee to discuss the reliability of Liberty NG Smart Meters in the winter weather and also to discuss the use of a dual space meter that he had mentioned when he spoke to the full board in March.

Goodman reported that she had talked to several parking departments around the country, and especially in winter climates, about the reliability of the electronics of smart meters in winter months and had found that, regardless of the brand, these meters were generally reliable; a common thread was that they tended to have less problems than traditional coin operated meters that often jam in rain and snow. No city she had contacted reported any dissatisfaction with smart meter style equipment. Neff confirmed that the technology was proven and that, although nothing was perfect and there would be incidents, as in all things technical, the meters have a high performance rating.

Neff had brought with him a single and a dual space meter and he demonstrated the ease of use for both.

Committee members discussed the potential of confusion for the customer using the dual space meter verses the known savings in monthly connection fees. Smith reported that he had attended a vendor demonstration given to Charlevoix City Council where he had seen products from three different companies. He had inquired about whether some of the features these products had, such as apps, sensors, and software, were available with the Civic Smart Liberty Next Gen product and Neff stated that they were available and could be added on at any time. The concept of a 30-day trial period that would involve the purchase of ten or twelve meters was discussed.

Comments regarding the trial were that it would not occur in winter, that revenue would be lost and ease of use for the customer not attained if the new meters were not installed by the summer season.

After discussion, based on the facts that customer ease of use was the highest priority, that there was a sense of urgency to have credit card accepting meters installed in time for the summer season, that trials had been in done in other communities and the results were available, that Traffic and Safety was offering a product that suits the Downtown's needs and that the company has a very good recommendation from other communities, the committee agreed to recommend to the full board that the quote for 450 single space meters from Traffic and Safety be accepted. If this is approved at the April board meeting, the committee will work with staff and Traffic and Safety to have the meters installed before the end of June, to have at least a demo available for the public to experience during Summer Open House, and to implement the new fees and fines and enforcement hours at the beginning of July.

3. Stats – Stats were reviewed. No inconsistencies were noted.

*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 3/13/2019

9 am

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

In Attendance: Julie Stoppel, Becky Kranig, Angie Whitner, Sarah Biskup, Katie Mackenzie

1. Winter Carnival Recap

- Wine & Dine Progressive Dinner
 - Look into changing the name because wine is not served at all of the locations
 - It's difficult to get restaurants to participate for a 45-minute course
 - Instead of going to 5 locations, maybe only have 3 locations and stay longer at each location
 - Andi will reach out/meet with restaurants to see what their thoughts are on the Progressive Dinner and if there is a way to make it easier/ worth the restaurant's time to participate
 - If the restaurants do not find value in participating, maybe we do a progressive dinner of the food orientated stores; American Spoon, Petoskey Cheese, Fustini's etc..
 - Make it a rotating dinner – where people decide themselves where and when to go to each course. Participants show a badge or something that shows they are a part of the Progressive Dinner
- Chocoholic Frolic
 - Inexpensive, easy way to get people into the stores
 - Next year this lands on Valentine's Day
 - Keep it going for next year
- Ice Sculptures
 - Committee feels we need ice sculptures for Winter Carnival
 - Look into the option of offering smaller ice sculptures
 - We will need to make boxes/bases for the ice sculptures – wood shop class? Or local contractor? Boxes could be made collapsible for easier storage
 - Will need to reach out to Mike Robbins to see if we can store bases somewhere
 - Ask Bay Harbor what they used in the past
 - Maybe offer the merchants the option of putting their sculpture in the park if the weather will be too sunny in front of their store? Have a sign next to sculpture saying who sponsored it

- Ice Bar
 - Have ice bar start later and end later?
- Cardboard sled workshop feedback
 - Well received
 - Busiest in the morning; next year 10am – 1 or 2 pm
 - Suggested by patrons to have the race earlier in the day
 - Ask City if this can be added in their advertising and have flyers at the WSP
 - Reach out to City for their feedback if this workshop helped the event
- Fireworks
 - Committee talked briefly about exploring Fireworks for 2020. The thought is it would be a big draw for the event, many established winter events have fireworks, we could have the ice bar later in the day and end later, bridging the gap between the end of the Ice Bar and the Fireworks. Due to it being a Winter firework show, the show would be early in the night around 7 or 8 pm and about 10 minutes. Committee will keep discussing this.

2. Summer Open House

- Due to the street closures the Fashion Show will most likely have to take place in the park, Andi will be reaching out to the merchants to see if this would be a concern.
- Instead of the classic fashion show, maybe we do a fashion parade or a traveling fashion show with models dressed up and walking around the sidewalks and in and out of stores holding a sign that says “Ask me about my outfit! I’m dressed by _____”.

3. Petoskey Rocks

- Andi updated committee on bands and movies for Petoskey Rocks!
- July 5 – Pistil Whips; Jumanji: Welcome to the Jungle
- July 12 – Dos Hippies; Coco
- July 19 – Real Ingredients; Christopher Robin
- July 26 – John Archabald Band; Mary Poppins Returns
- August 2 – Crosscut Kings: The Lego Movie
- August 9 – May Erlewine: Star Wars: The Last Jedi

4. Downtown Management Board Special Meeting Tuesday, April 16th, 5:30 at City Hall

- Andi encouraged committee members to join for the interactive special meeting

5. Adjourn



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
MEETING NOTES
3 pm, April 8, 2019

1. Welcome – Members present were Bennet, Harris, Marshall-Rashid. Babcock and Bell were excused. Staff present was Goodman and Symonds.
2. Staycation Update – Goodman reported that 97 Staycation packages were sold, bringing at least 200 people Downtown during the slow time of year. The committee also reviewed the goody bag that went with each of the packages.
3. Shopping Map Review – Members reviewed the publication as it is close to time to update for the coming year. Suggesting leaving the “Light of the North” tag line off of the cover to give it a cleaner look. There was consensus to add more pages which would give more businesses the opportunity to purchase ad space and increase the revenue. Staff will circulate potential cover photos before final selection to receive committee input.
4. Data Info – Symonds reported we have added a 1,192 emails to our Mailchimp email marketing list over the past month, by adding a “Sign up for our Newsletter” pop up on the Petoskey Downtown website. She also reported on our Facebook stats and demographics

Facebook - Total followers: 11,684

78% Women Ages:	21% Men Ages:
18-24 (3%);	18-24 (.809%);
25-34 (20%);	25-34 (15%);
35-44 (20%);	35-44 (5%);
45-54 (18%);	45-54 (5%);
55-64 (13%);	55-64 (4%);
65+ (9%)	65+ (2%)

5. Ultimate Downtown Getaway Project – Goodman distributed a draft of an outline of this fundraiser project that could be sent to merchants. She also included a timeline and description of the work to be done.

Your Downtown Marketing Committee Wants You!

The Downtown Marketing Committee is charged with promoting the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination. To that end, the committee manages a budget of approximately \$30,000 that is used for ad purchases and social media buys. The committee also oversees the Downtown Dollars project, the shopping map guide project, the website, and Staycation. As business owners who pay for your own marketing efforts, you know that, no matter how much money you put toward the effort, there is always a need for more. That is why the Committee is working on a fundraiser that will help pay for more branded, image promotion efforts. The fundraiser is called **The Ultimate Downtown Petoskey Getaway**. It is a raffle of an envelope chock full of certificates that will give the winner a weekend in Downtown they will never forget. The committee is looking for donations from restaurants and from shops. The best part for the merchants is that they will need to go to your shop to claim the prize. This is a donation that will actually get the winner inside of your door. And, in the weeks prior to the drawing for the raffle winner, Andi will be promoting it (and the individual participating merchants) on social media. So, if you want to get a happy winner inside of your store, get publicity for being a part of the program, and help fund the Downtown image campaign, please let us know what you will be donating. All you have to do is pledge the prize. We will handle the rest.

Business Name

Contact name

Name of item to be included in the Ultimate Downtown Petoskey Getaway Raffle

Becky Goodman 622-8501, becky@petoskeydowntown.com
Andi Symonds, 348-0388, andi@petoskeydowntown.com

7-Apr	Approve Concept Raffle to raise minimum of \$1,000; tickets \$10 each; include visits to participating stores
April 17-30	Collect certificates from businesses
April 17-30	Design: flyers raffle tickets posters What else?
April 30-June 7	Promote: Newsletter Social Media Wake Up! What else? Sell tickets: DT Office Merchant stores? Committee members?
7-Jun	Drawing for winner at Summer Open House

6. New Marketing Plan Update – Members again reviewed the RFP for a marketing plan from marketing consultants prepared by staff. Discussion on the need for a plan verses consulting services for a digital media marketing plan followed. Consensus was to explore what services a digital media consultant might offer. Contact was made with Sommer Poquette, #keep it real social, who agreed to attend a special meeting planned for April 22 at 3 pm to discuss options and a proposal. The committee has agreed to working with a digital marketer for one year, using funds out of 2019 budgeted marketing funds before they make a capital investment on a new marketing plan.

MISSION: To promote the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination.



BOARD: Downtown Management Board

MEETING DATE: April 16, 2019 **DATE PREPARED:** April 12, 2019

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