



DOWNTOWN MANAGEMENT BOARD

September 17, 2019

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of August 20, 2019
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. Old Business
 - (a) Consider and approve the proposed 2020 Downtown Programs and Services Budget
 - (b) Consider and approve the proposed 2020 Downtown Parking Fund Budget
4. New Business:
 - (a) Adoption of a proposed resolution requesting to apply to LARA for a liquor license for Wicked Weekend
 - (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 2020 through the Downtown Development and Management Fund
 - (c) Consideration of Marketing Committee Appointment
 - (d) Reports by Downtown Management Board Committees
 - (e) Report by City staff
5. Miscellaneous
6. 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: September 17, 2019 **PREPARED:** September 13, 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 August 20, 2019; (2) Acknowledgement of bills since August 20, 2019; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

August 20, 2019

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, August 20, 2019. The meeting was called to order at 7:12 P.M., and the following were

Present: S. Reginald Smith, Chairperson
Robin Bennett
Doug Buck, Vice Chairperson
Daniel Harris
Noah Marshall-Rashid
John Murphy, Mayor
Ben Slocum

Absent: Brittany McNeil and Jessica Stubbs

Also in attendance were Downtown Director Becky Goodman, Downtown 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 16, 2019 regular meeting minutes; acknowledgement of bills since July 16, 2019 that totaled \$65,457.62; and the July expense and income reports as prepared by the Downtown Director. Upon motion made by Marshall-Rashid and seconded by Slocum. All in favor.

Consideration to Approve Funds for a Sidewalk Snowmelt System Study

Staff reported that Tim Knutsen, Beckett and Raeder, had provided information in response the Board's request for a "ballpark estimate" of what a snowmelt system would cost, stating that one block would cost approximately \$376,000 and could go up to \$500,000 if construction costs were included. With the receipt of this information, staff requested the Board discuss and give direction on next steps for this project listed in the strategic plan and that had come to the table now because of the pending development of 200 E. Lake Street.

Knutsen was in the audience and concurred that he would expect the real price to be at or below this amount. Questions regarding what the operational costs would be, how building owners would be required to participate, how the economic impact to Downtown could actually be measured, how long the project would take to accomplish, and if the work could be combined with the future streetscape project were heard.

Comments included being in favor of a snowmelt project, but because of the high costs associated with it not being in favor of the study at this time. Staff suggested that the system be funded at least somewhat by assessment so that there was no chance of any property opting out. Knutsen offered to look for a ball park on operational costs.

Buck moved, Bennett seconded to table for now and include the work in the streetscape study project included in the 2020 budget. All in favor. Staff thanked Knutsen for his work.

Consideration to Host 2020 Back to the Bricks Car Show

In response to the DMB's inquiry, staff reported that the Downtown Office was recently contacted by a Back to the Bricks committee member regarding the availability of Downtown Petoskey as a stop on their 2020 promotional tour. The committee will be selecting these communities at their meeting scheduled for early September and in order for Petoskey to be considered at this meeting, staff must provide formal letters of interest and provide approval from all pertinent City departments and organizations. The dates under consideration by the group to come to Petoskey are June 5-10. Host cities are not allowed to specify a certain date to hold the event, which is unfortunate because June 5 is the regularly scheduled annual Summer Open House event. The last time the group was here, they brought around 300 cars. This year they are expecting as many as 350. Staff has checked with the PAVB about providing this many rooms and was told that the Annual Soccer Tournament has been moved to this weekend and no rooms, especially at discounted rates, would be available for the car show attendees on June 5 and 6 but that rooms would be available for the rest of the weekend. City DPW and Public Safety have said that they are willing to provide services necessary to bring the event back to Petoskey.

Comments from the Board included the desirability of the car show at this still slower time of year and how the car show combined with Summer Open House and the Soccer Tournament could provide a very busy weekend as a summer kick off.

Marshall-Rashid moved, supported by Bennett, that staff be directed to apply to host the show this year with the stipulation that we are unable to host on June 5 and 6 due to the lack of hotel rooms. All in favor.

Consideration of the First Draft of the 2020 Programs and Services and Parking Funds Budgets

Staff presented the first drafts of the 2020 budgets, explaining that the budgets needed to be reviewed at the August DMB meeting and, in order to stay on the timeline for the City budget approvals, will need to be approved in the current or a revised format at the September meeting. A special meeting could be scheduled if more discussion is needed.

Highlights of the proposed Programs and Services budget include:

- As suggested by the Board, a 2% increase in the Special Assessment for every year since 2012 as no increases have been made since that time and costs and demands continue to rise.
- Revenue from sponsors for events similar to what has been done in the past several years and, at the recommendation of the Marketing Committee, an inclusion of 10 presenting sponsors at \$3,000 each which would generate \$30,000.
- Capital Outlay expenses that list a tent, a sound system, and fall and winter lighting.

Staff reminded the board that the Sponsorship Plan had been discussed by the Board and then sent to the Marketing Committee who had recommended a Presenting Sponsorship program be developed and that the committee had come back with a recommendation that the Special Assessment be increased according to inflation since 2012; and that the Marketing Committee had not yet finalized the Presenting Sponsorship program but would be doing that before the final draft of the budget.

Comments from the Board regarding the special assessment increase included: that the increase should be based on the CPI, not a 2% rate of inflation; whether or not the Board should be

comfortable with the amount of the increase; whether or not the increase should be sought without an intense public process; that the total increase would be approximately \$13,000 and that it had not been raised in several years, and that it should be expected; a suggestion that the increase should be made incrementally, over a period of several years; that we will stagnate if we do not fund new and good ideas; that there was a need to think about the justification and reasoning for the increase; that it was a good summer economically and therefore a good time to ask; that parking fees were recently raised and it could be considered to be a lot to ask at once; that there is the “general grumpiness” of merchants toward assessments in general to be considered.

Staff stressed that the public process was extensive and occurs at several posted open meetings at City Council throughout the budget process. Staff also pointed out the value of what the assessment brings to individual businesses that businesses cannot obtain on their own, citing the shopping map, the website, the image marketing activities, and the events schedule as worth several times the amount of the average assessment.

Staff will change the calculations for the assessment to CPI numbers from the 2% annual increase presented and review what is done in other communities.

Comments from the Board regarding the Capital Outlay expenses included: storage and set up of a tent could be logistically impossible and more than the Downtown Office or the City wants to undertake; storage and operation of a sound system is fraught with the same issues; suggestion to partner with Blissfest for sound system management; recommendation to further research the equipment being offered regarding its reliability and value; a suggestion to include a line item that could include a “rainy day” line item to be used when a tent and/or sound system is necessary; that fall and winter lighting were desired by several Board members.

Highlights of the proposed Parking Fund include:

- Additional meter revenue generated through the new rate increases
- Contracted Services expenses that include: A market analysis study that is being recommended by DMB staff and City staff for the purpose of identifying needs and viabilities for new businesses; a streetscape study that is prescribed by the Downtown Strategic Plan; and an increase in sidewalk snow removal services.
- Capital Outlay projects that include: \$25,000 for the renovation of the parking lot signs; \$150,000 for a structure engineering study should the County/Lake Street structure progress; \$30,000 for a study of the Saville Parking Lot that would determine if reconfiguration was possible before the lot is resurfaced and updated; \$10,000 requested by Parks and Rec for the irrigation of the flower beds on the south side of Lake Street.

Comments from the Board on the Market Analysis included that we have never had this done and we need it for business recruitment and also to support or not support the anecdotal claim that we have enough retail and do not need any more; that the cost of \$20,000 was high; the vacancy rate is very high and we need to find ways to combat this; a challenge for the need of the information as staff has said that we have not needed this data in the past; the concept of whether we have a vacancy rate problem or a landlord problem; that the information would be valuable to add in the adoption of a PUD for 200 E. Lake and in that case, that we need to control and own the information vs. the developer owning and providing it; that the expense is “creeping away” from the intention of the use of the Parking Fund; that if a Market Analysis needs to be updated every five years or so we should think of it as being amortized as \$4,000 annually; whether or not grant money was available.

Staff suggested that the information might be helpful to recruit small franchises that may fit in on Mitchell Street; that, although she preferred working with Gibbs Planning, the project would go out to bid; that she had had a recent, in depth conversation with the problem landlord mentioned. Comments from the Board on the proposed Study of the Saville Parking Lot were regarding the higher than expected price. Staff will readdress the price estimate with City staff.

It was pointed out by staff that the increase in the Contracted Services line item was to provide better sidewalk snow removal and also to reflect increases in prices being charged by contractors.

Smith commented that one reason we are down in Office Operations is that we were not able to hire enough people due to employee shortage. He stated that we need to bump the payroll part of operations up so that we can hire at a higher rate. Others commented that the system does not work unless you have enforcement. Staff reported that the ambassadors currently make \$13 to \$15 an hour with no benefits and shared that she will be losing a good employee because he is talented enough to go elsewhere and earn more, reiterating what everyone knows, that when you have turnover you lose money. There was concurrence that an increase should be made in this line item.

Hear Committee Reports

The Downtown Director noted that the Parking Committee report was included in the packet and added that two representatives from Civic Smart, the parking meter manufacturer, were in town for the rest of the week making final adjustments and sending new software updates to the meters. She also commented that nearly \$1,200 in credit card revenue was received just last week which indicates that people are using the new technology. There were questions regarding the issue of the flashing lights on the meters that had been deemed distracting to drivers and pedestrians and also the status of the slow response time when a credit card is being used.

Symonds noted that the Events Committee report was also in the packet and also distributed a hard copy of the committee notes as they had not copied correctly. Symonds also distributed a copy of the Sidewalk Sales survey, commenting that many merchants were questioning the need to have a more local event in the middle of the summer and that the committee may begin addressing the subject of moving the date. Symonds reported that the Friday night Petoskey Rocks events were flat this year and suggested that better bands make a better event. Comments from the Board were that we need more activity for Petoskey Rocks like buskers and face painting. Goodman stated that the 2020 budget includes street and children's activities, without which she would be hesitant to recommend closing any streets for that event.

The Downtown Marketing Committee notes were included in the packet.

The Downtown Director reported that Trolley ridership was holding steady and that the last day of the season will be the Sunday of Labor Day weekend; that the bike rack installation behind Beards was complete and included the addition of two 'motorcycles only' spaces; that Council had directed the consultants working on the Darling Lot through the RRC and MEDC to focus on the proposal that included underground parking and residential; that the Downtown entry signs would be replaced without the need for budget approval; and the Business Retention seminar provided by Robert Gibbs had attracted around 40 people and there were many favorable comments.

Board members commented on the Darling Lot plan and the inclusion of car stacking and the potential for staffing and wait time if car stacking were used.

Hear City Manager's Report

Rob Straebel, City Manager, reported: Public meetings are scheduled to be held for the Lake Street Dam project; a kick off meeting for the master plan is scheduled for September 5; a summary judgement of the Odawa case in favor of Charlevoix and Emmet Counties was received in the last week; three different zoning districts have been identified by City Council to allow locations for medical marijuana, none of which are in the Downtown area; members of a County economic development committee have shown interest in the County parking lot partnership project; and that there are concerns regarding the high water levels and shoreline damage caused by them.

There being no further business to come before the Downtown Management Board and no further Board or audience comments, the meeting was adjourned at 9:45 PM.

**Downtown Management
Monthly Bills - August 2019**

August 14, 2019

PROGRAMS AND SERVICES

Business Retention	Gibbs Planning/consult	DT Assessment	\$	200.00
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	\$	150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$	12.95
DT Marketing	Keep it Real Social	DT Assessment	\$	2,000.00
DT Marketing	N Country Pub/ad	DT Assessment	\$	235.00
Flowers	Siegrist/flowers	DT Assessment	\$	5,913.00
Petoskey Rocks	N MI Review/ads	DT Assessment	\$	296.20
Petoskey Rocks	N MI Review/online ad	DT Assessment	\$	35.00
Petoskey Rocks	Playtown/sound system	DT Assessment	\$	350.00
Petoskey Rocks	Chris Struble/ghost walk	DT Assessment	\$	397.50
Sidewalk Sales	Express Pub/ad	DT Assessment	\$	299.70
Sidewalk Sales	American Waste/Dumpsters	DT Assessment	\$	320.00
Sidewalk Sales	N MI Review/ads	DT Assessment	\$	300.00
Total Programs & Services			\$	10,669.86

PARKING FUND

Bank Charges	Bank Charges	Parking Fund		
Capital Outlay	Drost/Petrie Lot Landscaping	Parking Fund	\$	10,243.80
Conf. & Membrshp	Goodman/mileage reimb.MDA Board mtg.	Parking Fund	\$	274.92
Conf. & Membrshp	PRCC/Hot Topics fee	Parking Fund	\$	10.00
Conf. & Membrshp	MDA/annual dues	Parking Fund	\$	200.00
Contracted Services	Traffic & Safety/Luke Upgrades	Parking Fund	\$	2,790.00
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$	81.00
Contracted Services	LexisNexis/contract	Parking Fund	\$	50.00
DT Office	Spectrum/phones, internet	Parking Fund	\$	111.00
DT Office	Thru Glass/window cleaning	Parking Fund	\$	50.00
DT Office	Goodman/reimburse garbage bags	Parking Fund	\$	60.00
DT Office	DTE/utilities	Parking Fund	\$	23.81
DT Office	Meyer ACE/supplies	Parking Fund	\$	9.87
DT Office	Meyer ACE/supplies	Parking Fund	\$	8.98
DT Office	Wm Thompson/rent	Parking Fund	\$	711.00
DT Office	Wages	Parking Fund		
Materials&Supplies	Traffic & Safety/Receipt paper	Parking Fund	\$	259.00
Materials&Supplies	Sign & Design/meter stickers	Parking Fund	\$	47.50
Materials&Supplies	Meyer ACE/cable	Parking Fund	\$	7.19
Materials&Supplies	Meyer ACE/packing tape	Parking Fund	\$	6.29
Trolley	Derrer Oil/gas	Parking Fund	\$	651.01
Utilities	City of Petoskey/EV charging station	Parking Fund	\$	71.58
Utilities	City of Petoskey/lawn water, Clifton	Parking Fund	\$	147.10
Utilities	City of Petoskey/lawn water, Petrie	Parking Fund	\$	59.20
Utilities	AT&T/cell phones	Parking Fund	\$	348.91
			\$	16,222.16
TOTAL BILLS			\$	26,892.02

PROGRAMS SERVICES
MONTHLY REPORT
August 2019

September 11, 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	0.00	159.28	401.67	1,840.72
INTEREST INCOME	50.00	0.00	489.33	0.00	(439.33)
HOLIDAY PARADE SPONSORS	4,000.00	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS	10,000.00	15.00	515.00	3,000.00	9,485.00
Ghost Walk Cash \$15					
DOWNTOWN TRICK OR TREAT	4,000.00	0.00	0.00	0.00	4,000.00
WINTER CARNIVAL	13,935.00	0.00	1,530.30	9,472.00	12,404.70
TROLLEY	8,000.00	0.00	1,500.00	5,000.00	6,500.00
MARKETING & PROMOTIONS					-
New Activity	1,000.00	0.00	0.00	0.00	1,000.00
Shop Map Ads	10,000.00	6,575.00	6,575.00	0.00	3,425.00
GliK's \$500					
Mighty Fine Pizza \$500					
Grandpa Shorter \$2,575					
NorthGoods \$500					
CTAC \$500					
Sunglass Shoppe \$500					
Bloom \$500					
Bearcub \$500					
Meyer ACE \$500					
Gallery Walk	4,600.00	0.00	325.00	0.00	4,275.00
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	125.00	500.00	7,125.00
Historic Markers	-	-	-	0.00	-
SIDEWALK SALES	4,000.00	0.00	0.00	0.00	4,000.00
SUMMER OPEN HOUSE	2,300.00	33.19	1,581.19	1,254.00	718.81
Alliance Beverage/refund \$33.19					
OTHER	-	0.00	0.00	0.00	-
TOTAL REVENUES	184,685.00	6,623.19	119,200.10	111,127.67	65,484.90

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	10.00	180.00	990.00
SUMMER OPEN HOUSE	9,000.00	0.00	7,579.54	10,752.23	1,420.46
SIDEWALK SALES	8,000.00	919.70	0.00	4,009.96	8,000.00
Express Pub/ad \$299.70					
American Waste/Dumpsters \$320					
N MI Review/Ads \$300					
PETOSKEY ROCKS!	25,000.00	1,078.70	799.70	17,527.75	24,200.30
N NU Review/ads \$296.20					
N MI Review/online ad \$35					
Playtown Sound System \$350					
Chris Struble/ghost walk \$397.50					
DT TRICK OR TREAT	6,000.00	0.00	0.00	0.00	6,000.00
WINTER CARNIVAL	21,705.00	0.00	13,132.88	18,118.19	8,572.12
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	800.00	0.00	200.00
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	500.00	0.00	-

**PROGRAMS SERVICES
MONTHLY REPORT
August 2019**

September 11, 2019

Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	2,558.46	11,269.57	9,647.87	18,730.43
Adobe/Creative Cloud \$21.19					
MailChimp/contract \$40					
WooBox/monthly plan \$30					
Adobe/photoshop \$10.49					
Adobe Acrobat \$26.49					
Adobe/InDesign \$22.25					
Dropbox/services \$9.99					
Tom Renkes/blog \$150					
Canva for Work/monthly plan \$12.95					
Keep it Real Social/contract \$2,000					
N Country Pub/Ad \$235					
SHOP MAP	10,000.00	0.00	7,165.95	7,511.56	2,834.05
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	2,989.70	3,592.94	510.30
SHOPPING SCRAMBLE	4,000.00	0.00	0.00	250.00	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	200.00	854.80	263.80	145.20
Gibbs Planning/seminar \$200					
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	233.19	6,211.60	8,766.81
Administrative					
INSURANCE AND BONDS	100.00	0.00	0.00	0.00	100.00
CAPITAL OUTLAY	-	0.00	0.00	5,082.00	-
OTHER		0.00	99.00		
	185,005.00	4,756.86	49,443.29	87,147.90	135,561.71
Total	(320.00)	1,866.33	69,756.81	23,979.77	(70,076.81)

**Downtown Parking Fund
August 2019**

September 11, 2019

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	349,900.00	68,750.82	261,135.91	235,562.54	88,764.09
fines	100,000.00	6,681.81	61,093.65	69,989.12	38,906.35
Permits	48,000.00	1,530.00	36,678.33	25,870.00	11,321.67
Bags	10,000.00	161.80	2,102.46	5,645.25	7,897.54
Tokens	2,000.00	285.00	1,693.00	1,424.50	307.00
Interest	750.00	248.30	2,214.03	1,049.09	(1,464.03)
Meter Sponsorships	2,500.00	0.00	209.36	1,567.63	2,290.64
Cell Phone Parking	24,000.00	24,666.46	24,666.46	19,833.02	(666.46)
Total Parking Revenue	537,150.00	102,324.19	389,793.20	360,941.15	147,356.80
Other		-	0.00	0.00	0.00
Total Revenue	537,150.00	102,324.19	389,793.20	360,941.15	147,356.80
EXPENSES					
ADMINISTRATIVE FEES	20,700.00	0.00	21,000.00	20,700.00	-300.00
BANK CHARGES	6,000.00	0.00	4,118.39	2,205.85	1,881.61
CAPITAL OUTLAY	385,000.00	10,243.80	126,071.79	4,245.00	258,928.21
Drost/Petrie Lot Landscaping, 10,243.80					
CONFERENCES & MEMBERSHIPS	5,000.00	484.92	3,825.29	2,250.27	1174.71
odman/mileage reimb. MDA Boar mtg. \$274.92					
PRCC/Hot Topics \$10					
MDA/annual dues \$200					
CONTRACTED SERVICES	80,000.00	2,921.00	88,610.25	54,314.56	(8,610.25)
Traffic & Safety/Luke Upgrades \$2,790					
Traffic & Safety/M2M \$81					
LexisNexis/contract \$50					
DOWNTOWN OFFICE	238,000.00	974.66	113,825.16	171,660.00	124,174.84
Spectrum/phones, internet \$111					
ThruGlass/window cleaning \$50					
Goodman/reimburse garbage bags \$60					
DTE/utilities \$23.81					
Meyer ACE/supplies \$9.87					
Meyer ACE/supplies \$8.98					
WmThompson/rent \$711					
Wages					
EQUIPMENT REPAIR	1,000.00	0.00	0.00	1,063.07	1,000.00
FAÇADE GRANT	23,000.00	0.00	2661.40	111.90	20,338.60
MATERIALS AND SUPPLIES	10,000.00	319.98	8,846.60	5,607.69	1,153.40
Traffic & Safety/receipt paper \$259					
Sign & Design/meter stickers \$47.50					
Meyer ACE/cable \$7.19					
Meyer ACE/packing tape \$6.29					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	636.82	0.00	(136.82)
TROLLEY	5,000.00	651.01	13,306.52	8,920.69	(8,306.52)
Derrer Oil/gas \$651.01					
UNIFORMS	1,500.00	0.00	280.75	514.12	1,219.25
UTILITIES	4,800.00	426.79	2,857.30	2,567.33	1,942.70
City of Petoskey/EV charging station \$71.58					
City of Petoskey/lawn water, Clifton \$147.10					
City of Petoskey/lawn water, Petrie \$59.20					
AT&T/cell phones \$348.91					
OTHER	-	0.00	72.00	0.00	-
TOTAL EXPENSES	781,500.00	16,022.16	386,112.27	274,160.48	400,459.73
NET	(244,350.00)	86,302.03	3,680.93	86,780.67	(253,102.93)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: September 10, 2019
RE: 2020 Proposed Draft Budgets

The enclosed budgets are the second drafts for 2020. Staff is recommending discussion and approval with or without revisions in order to stay on the timeline for the City budget approvals. Highlights of the budgets include the points listed below.

Programs and Services

- As suggested by the Board, an increase in the Special Assessment has been included for every year since 2012. The draft reviewed at the August meeting based this increase on a basic 2% for each year. This new draft bases the increase on the CPI for each of the years since 2012. Based on CPI the new total amount of the Special Assessment would be \$99,314 (up from \$92,400 in 2019). Staff is recommending that this amount be assessed at \$.18 per square foot for first floor (2 cent increase), \$.045 for other than first floor (1/2 cent increase), and \$.055 for vacant property (1/2 cent increase), which will generate a total of \$101,578. A chart is enclosed with support figures.

To put the increase in perspective, a 2,000 square foot first floor storefront assessed at \$.18 per square foot will be charged \$360 annually. This is a dollar increase of \$40 annually.

Also, see the enclosure for information on Special Assessment districts in Rochester and Birmingham. Both of these communities spend their revenue on Programs and Services. The districts are larger and the population is greater. Also, the projects undertaken are of a much larger scope. Rochester’s “Big, Bright Light Show” is an example.

- Revenue from sponsors is included for events as has been done in the past several years. The Marketing Committee has finished reviewing a Presenting Sponsorship Plan and is recommending that the following structure be used in 2020 to attract no more than ten Presenting Sponsors at \$2,500 each.

<u>Benefit</u>	<u>Ala Carte Value</u>
• Name on Petoskey Rocks stage banner	\$1,000
• Trolley Poster Ad	\$150
• One boosted FB post per quarter	\$50
• Glitter Supporter of Holiday Parade	\$200
• Group blog	exclusive
• Website thank you	exclusive

- Ad on the trolley movie loop \$500
 - Name on banner to be present at every event exclusive
- After further research the tent and the sound system are no longer listed in Capital Outlay. There is now a line item listing for tent and sound equipment should it be needed, based on a “rainy day” concept.
 - Because of recent Board discussion, there is \$10,000 listed in Capital Outlay for a Downtown Lighting project with specifics that are yet to be determined.
 - Additional event expenses are listed to the right of the specific event.

Parking Fund

- Additional meter revenue generated through the rate increase has been calculated into the 2019 projected revenue column and also into the 2020 budget column.
- Expenses under Contracted Services include:
 - A market analysis study that is being recommended by DMB staff and City staff for the purpose of identifying needs and viabilities for new businesses and also to be used as direction for prospective developers for 200 E. Lake Street. Further discussion with staff defends the need for a customized/verses a boilerplate product that could potentially be available through RRC and there is also concern that grant money may not be available through RRC until we complete the Darling Lot project.
 - A streetscape study that will include sidewalk snow removal feasibility per Board direction at the August meeting. An increase in sidewalk snow removal services.
- The Downtown Office line item has been increased to allow for additional staffing and compensation as was discussed at the August Board meeting with the understanding that attracting quality employees and keeping turnover low is crucial to good management of the organization.
- Capital Outlay projects include:
 - \$5,000 for the renovation of the parking lot signs according to further information received from the contractor. This number is down \$20,000 from the first draft.
 - \$150,000 for a structure engineering study should the County/Lake Street structure progress.
 - \$30,000 for a study of the Saville Parking Lot that would determine if reconfiguration was possible before the lot is resurfaced and updated (as was the Elks Parking Lot three years ago). This number was confirmed with City staff as accurate as the study will include engineering for storm water drainage.
 - \$10,000 for the irrigation of the flower beds on the south side of Lake Street.

Please call me if you have questions or other concerns that should be discussed before the meeting.

Supporting Numbers for CPI Special Assessment Calculation

	2013 rate	2014 CPI = 1.60%	2015 0.10%	2016 1.30%	2017 2.10%	2018 2.40%	2019 Estimate 2%	Total SQ FT		
First	0.16	0.16256	0.162723	0.164838	0.1683	0.172339	0.175786	439,400	\$77,240.15	
Other	0.04	0.04064	0.040681	0.041209	0.042075	0.043085	0.043946	384,982	\$16,918.56	
Vacant	0.05	0.0508	0.050851	0.051512	0.052594	0.053856	0.054933	93,852	\$5,155.57	
									\$99,314.29	
								0.18	439,400	\$79,092.0
								0.045	384,982	\$17,324.0
								0.055	93,852	\$5,162.0
										\$101,578.0

Rochester Special Assessment

Rochester assigns their assessment in categories related to locations and has recently the amounts.

Category A - CURRENT \$.27 PROPOSED \$.30 First floor and split/lower level space on Main Street from S. Bridge to N. Bridge and on University Drive for first floors and split/lower level from Pine to Elizabeth Street.

Category B - CURRENT \$.24 PROPOSED \$.27 First floor and split/lower levels on N. Main Street from N. Bridge to Albertson/Romeo Rd., Walnut Street, East Street, East & West Fourth, East & West Third, Water Street South of University Drive, West Second St. from the west alley to Pine Street, East Second Street from East Alley to Water Street and First/Mill/Diversion Streets east and west of Main.

Category C - CURRENT \$.19 PROPOSED \$.22 Second, Third and Fourth floors on Walnut, East Street, East Fourth, Third and Second Streets from East Alley to Water Street, West Fourth, Third and Second Street from West Alley to Pine Street, Main Street from S. Bridge to N. Bridge, University from Pine to Elizabeth Street and First/Mill/Diversion east and west of Main.

Category D - CURRENT \$.16 PROPOSED \$.19 First, Second, Third and Fourth floors and split/lower levels on W. University west of Pine Street and Second, Third and Fourth floors and split/lower levels on N. Main north of the N. Bridge to Albertson/Romeo Road and First, Second, Third and Fourth floors and split/lower levels on N. Main north of Albertson/Romeo Rd.

Birmingham Special Assessment

Birmingham has also recently increased their assessment. The chart below was sent to me by their Executive Director.

	District 1		District 1A	
YEAR	1st Story	2nd Story	1st Story	2nd Story
2018-19	\$.494 (49.4 cents/sq. ft.)	\$.346 (34.6 cents/sq. ft.)	\$.247 (24.7 cents/sq. ft.)	\$.173 (17.3 cents/sq. ft.)
2019-20	\$.494 (49.4 cents/sq. ft.)	\$. 346 (34.6 cents/sq. ft.)	\$.247 (24.7 cents/sq. ft.)	\$. 173 (17.3 cents/sq. ft.)
2020-21	\$.494 (49.4 cents/sq. ft.)	\$. 346 (34.6 cents/sq. ft.)	\$.247 (24.7 cents/sq. ft.)	\$. 173 (17.3 cents/sq. ft.)
2021-22	\$.494 (49.4 cents/sq. ft.)	\$. 346 (34.6 cents/sq. ft.)	\$.247 (24.7 cents/sq. ft.)	\$. 173 (17.3 cents/sq. ft.)

CITY OF PETOSKEY
Downtown Management Board
2020 Programs & Services Budget
Approved by DMB _____

	2018 Actual	2019 Budget	2019 Projected	2020 Proposed
REVENUE				
Downtown Assessments	90,108	91,400	91,400	101,578
Interest Income	586	50	1,000	1,000
Penalties & Interest	1,824	2,000	3,600	4,000
Carry Over	-	15,000	2,000	-
Holiday Parade Sponsors	3,350	4,000	4,000	7,000
Title Sponsor \$3,000				
Other sponsors \$2,000				
PAVB \$2,000				
Petoskey Rocks! Sponsors	9,465	10,000	5,000	5,625
5 Carriage Rides @ \$375/\$1,875				
4 Movie Sponsors @ \$500/\$2,000				
PAVB \$2,000				
Winter Carnival Income/sponsors	9,667	13,935	5,000	9,000
15 Ice Sculpture Sponsors @ \$225/\$3,375				
2 Ice Bar Sponsors @\$500/\$1,000				
30 Ghost Walk @ \$15/\$450				
Ice Bar Drink revenue/\$1000				
PAVB \$500				
DT Trick or Treat/Wicked Weekend	2,300	4,000	3,400	3,400
Drink tent revenue/\$1000				
Drink tent sponsors/2 @\$500 each/\$1,000				
Ghost Walk Tickets \$900				
Wagon Ride sponsor \$500				
Summer Open House	1,254	2,300	1,600	4,800
Drink tent revenue/\$2,500				
Ghost Walk \$300				
PAVB \$2,000				
Trolley ads & sponsorship	5,035	8,000	8,000	8,000
Gallery Walk	2,400	4,600	4,200	3,500
Shopping Scramble	100	6,250	0	-
Ghost Walk	0	900	900	1,000
Shop Map Ads	7,700	10,000	10,000	12,000
New Marketing Activities	0	1,000	0	-
Holiday Catalog	1,246	7,250	6,250	7,250
Sidewalk Sales		4,000	0	-
Presenting sponsors	-	-	-	25,000
10 @ \$2,500				
Total Revenue	135,035	184,685	146,350	193,153

EXPENSES

DMB Events

Summer Open House	10,225	9,000	7,600	13,300	headliner music performance, children's activities, street performers
Sidewalk Sales	4,000	8,000	4,000	7,000	TV ads, DJ or musicians
DT Trick or Treat/Wicked Weekend	2,700	6,000	6,000	11,000	drink tent, children's activities, music
Holiday Parade	4,134	7,000	6,500	7,000	
Christmas Open House	500	1,000	1,500	1,500	
Winter Carnival	18,080	21,705	13,200	14,500	
Petoskey Rocks!	20,905	25,000	19,500	34,000	Better bands, children's activities, street performers
Gallery Walk	5,984	3,500	3,000	3,000	
Shopping Scramble	4,340	4,000	0	-	
Ladies Opening Night	4,000	4,000	4,000	4,000	
May Getaway	-	-	-	4,000	
Tent/Sound System Expenses				5,000	
	74,867	89,205	65,300	104,300	

Collaborating Events

Concerts in the Park Pledge	2,500	2,500	2,500	2,000
Fourth of July Pledge	0	800	800	800
Santa's Visit	200	200	200	200
Restaurant Week Pledge	500	500	500	500
Festival on the Bay Pledge	1,500	1,500	1,500	1,500
Farmers Market Pledge	0	500	500	500
	4,700	6,000	6,000	5,500

Economic Enhancement

Business Recruitment	0	500	500	300
Business Retention	289	1,000	1,000	1,000
	289	1,500	1,500	1,300

Marketing & Promotions

Image Campaign	20,677	30,000	30,000	30,000
Shop Map	7,011	10,000	7,500	9,000
Ghost Walk	0	500	300	300
New Marketing Activities	0	15,000	2,000	-
Holiday Catalog	7,206	3,000	8,000	11,000
	34,894	58,500	47,800	50,300

Beautification

Flowers	6,854	9,000	9,000	9,000
Holiday Decorations	10,638	15,000	11,000	11,500
Fall Decorations	501	5,000	500	600
	17,993	29,000	20,500	21,100

Administrative

Insurance & Bonds	0	0	200	200
Other	100	100	0	100
Capital Outlay	8,021	0	0	10,000
DT Lighting Project \$10,000				
	8,121	100	200	10,300

Total Expenses	140,864	184,305	141,300	192,800
Excess Revenue over Expenditures	-5,829	380	5,050	353

	Assessment	Year	
	60,940	2012	
\$.05 per sf increase	88,348	2013	1414
1.6 CPI	89,762	2014	898
1. CPI	90,660	2015	
1.3 CPI	91,839	2016	
2.1 CPI	93,768	2017	
2.4 CPI	95,605	2018	
2.2 CPI	98,130	2019	
2.2 CPI	100,289	2020	

CITY OF PETOSKEY
Downtown Management Board
2020 Parking Fund Budget
Approved by DMB _____

	2018 Actual	2019 Budget	2019 Projected	2020 Budget
REVENUE				
<u>Streets</u>				
Michigan	\$ 17,462	\$ 19,000	\$ 26,000	\$ 34,000
Mitchell	51,091	53,000	68,000	98,000
Lake	57,827	60,000	88,000	102,000
Bay	23,729	25,000	28,000	45,000
Lewis/Rose	4,683	6,500	5,600	10,000
Petoskey	24,433	25,000	30,000	45,000
Howard	39,780	40,000	50,000	70,000
Division	8,350	9,000	8,000	13,000
Waukazoo	12,429	12,500	18,000	20,000
Total Streets	239,784	250,000	321,600	437,000
<u>Lots</u>				
Darling, Michigan 1	20,237	22,000	26,000	39,000
Clifton Hotel, Michigan 2	10,461	11,500	14,000	19,000
Livery, Michigan 3	6,682	7,700	9,000	13,000
Elks, Lake 2	21,176	22,500	28,000	40,000
Park Garden, Lake 3	6,965	7,100	18,000	10,500
Saville, Bay	19,824	20,500	48,000	37,000
Petrie, Mitchell	8,997	8,600	11,000	14,000
Total Lots	94,342	99,900	154,000	172,500
Total Meters	334,126	349,900	475,600	609,500
<u>Other Parking</u>				
Fines	102,705	100,000	102,400	130,000
Permits	55,715	48,000	65,000	87,000
Bags	7,774	10,000	4,000	8,000
Tokens	2,091	2,000	2,400	3,000
Interest	2,247	750	3,500	4,000
Meter Sponsorships	4,623	2,500	2,700	5,000
Cell Phone Parking	30,865	24,000	38,000	60,000
Other-Sale of Rail Trolley	18,625			
Total Other Parking	\$ 224,645	\$ 187,250	\$ 218,000	\$ 297,000
Total Revenue	\$ 558,771	\$ 537,150	\$ 693,600	\$ 906,500

	2018 Actual	2019 Budget	2019 Projected	2020 Budget
EXPENSES				
Administrative Fees	\$ 20,700	\$ 20,700	20,700	20,700
Bank Charges	10,329	6,000	7,000	8,000
Conferences & Memberships	2,652	5,000	5,000	5,000
Contracted Services	77,220	80,000	130,000	150,000
Market Analysis \$20,000				
Streetscape Study \$30,000				
SW Snow Removal increase \$10,000				
DT Office Operations	238,437	238,000	235,000	279,000
Equipment Repair	2,253	1,000	1,000	1,000
Façade Grant Program	9,111	23,000	18,000	20,000
Materials/Supplies	15,015	10,000	14,000	15,000
Professional Services	1,190	1,000	2,000	2,000
Signs	1,634	500	5,000	500
Trolley	6,949	5,000	7,000	7,000
Uniforms	984	1,500	1,000	2,000
Utilities	5,498	4,800	6,000	6,200
Total Expenses	\$ 391,972	\$ 396,500	\$ 451,700	\$ 516,400
Net Operating Funds	\$ 166,799	\$ 140,650	\$ 241,900	\$ 390,100
RESERVE FUND BALANCE				
Beginning Reserve Fund Balance	\$ 681,907	\$ 844,681	\$ 844,681	\$ 766,581
Net Operating Funds	166,799	140,650	241,900	390,100
Total Reserve Fund Available	\$ 848,706	\$ 985,331	\$ 1,086,581	\$ 1,156,681
Less Capital Outlays (2020):	4,025	380,000	320,000	195,000
Parking Lot Signage \$5,000				
Structure Engineering Study \$150,000				
Saville Parking Lot Study \$30,000				
Irrigation - South Side of Lake \$10,000				
Total Capital Outlays	4,025	380,000	320,000	195,000
Ending Reserve Fund Balance	\$ 844,681	\$ 605,331	\$ 766,581	\$ 961,681



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: September 11, 2019
RE: Request to Approve Resolution Requesting a Liquor License for Wicked Weekend

Wicked Weekend is scheduled for October 27, 2019. The various events scheduled for the evening include a drink tent. As was done for Winter Carnival and Summer Open House, the DMB will be holding the liquor license. To receive the license in a timely manner, the application process needs to begin now.

Staff is requesting that the enclosed resolution be approved so that it can be submitted with the rest of the paperwork for this application.



Michigan Department of Licensing and Regulatory Affairs
 Liquor Control Commission (MLCC)
 Constitution Hall - 525 W. Allegan, Lansing, MI 48933
 Mailing Address: P.O. Box 30005, Lansing, MI 48909
 Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID: _____
 Request ID: _____
 (For MLCC Use Only)

Certified Resolution of the Membership or Board of Directors Authorizing the Application for Special License

(Required under Administrative Rule R 436.576 - Not Required for Candidate Committee)

At a Regular Special meeting of the Membership Board of Directors

called to order by _____ on _____ at _____
 (Date) (Time)

the following resolution was offered:

Moved by _____ and supported by _____

that the application from _____
 (Name of Organization)

for a Special License to serve alcohol on _____
 (Event Date or Dates)

to be located at _____
 (Physical Address - Include Location Name, Street Address, City, State, & Zip Code)

It is the consensus of this body that the application be _____ for issuance.
 (Recommended or Not Recommended)

Approval Vote Tally

Yeas: _____

Nays: _____

Absent: _____

Certification by Authorized Officer of Organization:

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the

Membership Board of Directors at a Regular Special meeting held on _____
 (Date)

 Print Name & Title of Authorized Officer Signature of Authorized Officer Date



BOARD: Downtown Management Board

MEETING DATE: September 17, 2019 **PREPARED:** September 13, 2019

AGENDA SUBJECT: Proposed 2020 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

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 2020, next year's downtown-area special-assessment levy would be the 26th such annual levy. The approved 2019 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 2020 programs-and-services-expenditures budget, the Downtown Management Board could request that the City Council levy the following square-foot special assessments on the Downtown Management Board's behalf:

- \$0.18 per square foot of useable, first-floor, non-residential building area
- \$0.045 per square foot of useable, non-residential area on floors other than first floors
- \$0.055 per square foot of unimproved lots that do not contain buildings

Although not yet calculated, City staff believes that revenues next year would be \$101,578 an increase from \$91,400 budgeted in 2019.

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 2020 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.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: September 10, 2019
RE: Request to Appoint New Marketing Committee Member

Jennifer Shorter has volunteered to serve on the Downtown Marketing Committee. She has attended the last few meetings and is committed to giving her time. The committee guidelines state that Marketing Committee members should be Downtown business owners with successful reputations and experience in placing and purchasing advertising and that prior career experience or advanced education is desirable. Jennifer is a past Marketing Committee member and also served as committee chair for several years. She also has experience as a DMB member and is a past president of the Board. She has handled the marketing for her own successful businesses for several years and now works closely with a professional for marketing services. Staff is requesting that Shorter be appointed to the Marketing Committee at the September meeting.



BOARD: Downtown Management Board

MEETING DATE: September 17, 2019 **DATE PREPARED:** September 13, 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 NOTES

September 10, 2019
10 am
Downtown Office

1. Welcome – Members Smith, Buck, Marshall-Rashid, and Meikle were present. Harris was absent.
2. Smart Meter Updates – Staff reviewed the recent installation of the Smart Meters and said that all equipment was working satisfactorily except that there are still some issues with Canadian nickels and dimes not always registering. The credit card reading response time is likely not to improve beyond 15 to 20 seconds where it is now. The flashing lights will be changed in another week as several updates have been pushed through the software and the engineer would like to wait a bit for things to settle and adjust. The vendor and the manufacturer were valuable and helpful in the process and provided excellent service.
3. County Parking Lot Update – No movement has taken place here. Discussion regarding the process moving forward for both the County and the City. Goodman will invite Rob Straebel and Al Terry to the next Parking Committee meeting.
4. New Employee? – Goodman reported that she had interviewed a strong candidate for 30 hours a week and would be hiring him, pending the background check.
5. Review of Elks Lot Revenue – Per request of the Committee, Elks Parking Lot revenue dating back to 2013 was reviewed. No definite trends could be determined, but there have been increases in revenue since the pay stations were installed and fees were raised. The lot seems to be used primarily for shoppers and especially during the summer months. Permit parking is a primary use during the winter months.
6. Passport and 15 Minutes Free Parking App – In response to Committee request, Tom Neff, Traffic and Safety, will attend the October meeting to present the Passport alternative to Parkmobile.
7. Current Issues – Goodman reported the following issues to the Committee

- A.** Gypsy Vodka Charity Event – The business has asked to have seven to eight parking spaces reserved for motorcycles for a Toy Run on September 21. Staff has had to inform that this is not an appropriate use for meter bags and, in essence, is commercial use in a public right of way even though there is a non-profit involved.
 - B.** Victim Space for County – The County has inquired about establishing a reserved space for victims during court trials. The Committee suggested that they choose a space in their own lot.
 - C.** Permit Punch Card – Goodman reported that a punch card has been developed so that employees who do not want to spend money up front or in a lump sum can purchase monthly and still receive one month free.
 - D.** Reid’s Alley and Monarch Situation – There has been a delivery truck situation in Reid’s Alley. Based on logistics and solving the problem, Goodman inquired if the Committee would like to make a recommendation to City staff to have the alley become a dead end alley and to establish a loading zone at the head of it on Howard Street. The Committee preferred to leave this up to City staff.
 - E.** Box Truck/Sign – Staff reported that the box truck with the promotional wrap has paid its tickets and has been parking outside of the Downtown limits. Public Safety has spoken to them regarding the safety of parking the oversized truck in traditionally sized parking spaces.
 - F.** Overnight Parking of Commercial Vehicles – Goodman reported that she had researched this issue with Traverse City and the Soo and found that they did not monitor this activity due to the fact that they do not enforce at night. The Committee still feels that parking of at least an oversized commercial vehicle should need to be managed. Staff will create some parameters for a commercial vehicle permit and present at the next meeting.
8. Stats – the Stats for August were reviewed. An increase YTD in meter revenue of nearly \$21,000 for August was noted. There was a loss in fine revenue due to lack of enforcement caused by employee shortage and meter installation issues.

*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.*



Committee Members: Angie Whitner, Becky Kranig, Reg Smith, Julie Stoppel, Stacey Kinney, Stephen Mullen, Valerie Meyerson, Sarah Biskup, Katie Mackenzie (Becky & Andi)

In Attendance: Kathleen, Angie, Katie, Julie, Stephen

1. Wicked Weekend Update – Andi updated committee on the planning for Wicked Weekend

Friday – Haunted Halloween Dinner @ Stafford's – look into a way to incorporate CPG, maybe a small group goes to CPG after the dinner for a night cap with Chris and to see the tunnels

Saturday - 10 am – Costume parade from Central School – Kathleen may have an employee who would want to lead the costume parade. Will check back with her.

10am – noon – Trick or Treating (also planning on doing the Teal Pumpkin project for kids with food allergies) – what kind of things would kids want that aren't candy/food? Ask this on Facebook.

Pumpkin carving in Pennsylvania Park – Andi is working on a non-profit to host pumpkin carving in the park during the day. If we don't find anyone to facilitate, we will promote BYOP (bring your own pumpkin and tools and carve in the park), maybe we can have a few volunteers help people carve and supply a limited amount of pumpkins. Stephen's wife may be interested in helping. Would LOVE to have a pumpkin carving demo! Kathleen's employee Steve Bartel might be interested. We could have a demo for an hour or two in the park.

4pm - Pie Eating contest in Pennsylvania Park – committee decided it would be easier to have a pie-judging contest at 4pm instead of a pie-eating contest. Encourage people who think they make the best pie in town to come down; a few Events Committee members will be the judges.

4-8pm – Drink Tent – Andi will check and see if there is a college football game on Saturday, if there is, we could live broadcast during the drink tent. We have booked the band The Sleeping Gypsies who will play during the drink tent. We will need lights in the tent!

-Jack O Lantern voting (google survey, all participating pumpkins will have numbers, vote for our favorite number)

6pm – Jack O' Lantern walk begins (pumpkins are lit at this time) 10-12 volunteers to help light pumpkins. Kathleen may have volunteers to help with this, plus Andi, Becky, Julie and Joel

All Day Saturday:

-Working on securing a wagon/hayride for the day – reach out to the Castle, Mackinaw Island horses

-Pumpkin and Pint – encourage bars to host pumpkin carving and a pint from 3-6 pm then encourage people to bring their carved pumpkin down for the Jack O' Lantern Walk. Andi will email restaurants to participate and will make a flyer to hang in participating bars week of event to promote.

-Encourage Costume Contest – participants will meet at drink tent at 7 pm for costume contest, the winner will receive DT \$'s. Winner will be decided by using an applause o meter (available by using an app)

2. Stafford's Holiday Parade "Light Up the Night"

- Grand Marshal: Chamber of Commerce (celebrating 100 years) – Andi updated committee; Chamber has been asked to be Grand Marshall.

3. 2020 Petoskey Rocks! – During the event evaluations earlier this summer, the committee discussed moving Petoskey Rocks! to Wednesday night. The consensus was that this seems more of a local event and we are going up against other, bigger events every Friday night in the summer. There is always something going on all over the area on Friday night. Committee decided to move Petoskey Rocks to Wednesday night in 2020, including the band, ghost walk and carriage ride. Andi is exploring other more dependable carriage ride options/companies. We will keep the Movie in the park on Friday night, easier for families to enjoy (parents do not have to work the next day). Encourage downtown stores to stay open and commit to staying open. More locals may attend this event on a Wednesday, as it's easier to come downtown on this night than a crazy Friday night, it make take on a more “locals night” feeling. By moving this to Wednesday, Andi may be able to coordinate with other bars/venues on booking bands. We might be able to get bigger, better bands for a better cost during the weekday. Committee is in consensus that if we close the streets for this event eventually, we need to fill them with activities like buskers, face painters, bounce houses etc. and encourage merchants to have something in the street in front of their store, games, etc.

Adjourn



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
MEETING NOTES
3:00, August 27, 2019

1. Welcome – Members present were Harris, Bennett, and Shorter. Members absent were Marshall-Rashid and Bell.
2. Keep it Real Social Update – Andi gave a report regarding the work she is doing with Sommer Poquette. Mail Chimp numbers have increased 202 subscribers in one month and now have over 3,600 subscribers. We have 12,055 Facebook followers and grew 179 followers in one month.
3. Presenting Sponsorship Plan – The committee reviewed the sponsorship criteria for the new Presenting Sponsor opportunity that will be included in the 2020 Programs and Services budget. The following benefits will be recommended to be included:

<u>Benefit</u>	<u>Ala Carte Value</u>
• Name on Petoskey Rocks stage banner	\$1,000
• Trolley Poster Ad	\$150
• One boosted FB post per quarter	\$50
• Glitter Supporter of Holiday Parade	\$200
• Group blog	exclusive
• Website thank you	exclusive
• Ad on the trolley movie loop	\$500
• Name on banner to be present at every event	exclusive

The price tag for this sponsorship will be \$2,500 and the number of sponsors will be limited to 10. Staff will adjust the Programs and Services budget to reflect the lower amount of revenue

4. Annual Meeting Party was discussed. The Rose Room was selected as a location. It will be held in May and will cover fiscal year 2019. The committee will work on a clever name for the event, a ticket price, and some special addition to it with a goal of having the plan in place by the end of 2019.

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: September 17, 2019 **DATE PREPARED:** September 13, 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.

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