



DOWNTOWN MANAGEMENT BOARD

October 15, 2019

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of September 17, 2019
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Discussion and quarterly Workplan review
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

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

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



BOARD: Downtown Management Board

MEETING DATE: October 15, 2019 **PREPARED:** October 11, 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 September 17, 2019; (2) Acknowledgement of bills since September 17, 2019; and (3) Acceptance of the September expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

September 17, 2019

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 17, 2019. The meeting was called to order at 7:05 P.M., and the following were

Present: S. Reginald Smith, Chairperson
Robin Bennett
Doug Buck, Vice Chairperson
Noah Marshall-Rashid
Brittany McNeil
Ben Slocum
Jessica Stubbs

Absent: Daniel Harris and John Murphy, Mayor

Also in attendance were Downtown Director Becky Goodman and Downtown Promotions Coordinator Andi Symonds.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the August 20, 2019 regular meeting minutes; acknowledgement of bills since August 20, 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 McNeil the consent agenda was approved. All in favor.

Consider and Approve the Proposed 2020 Downtown Programs and Services Budget

Staff reviewed that the enclosed budgets are the second drafts for 2020 and that the recommendation is for discussion and approval with or without revisions in order to stay on the timeline for the City budget approvals. In discussing the Programs and Services budget first, highlights of the Programs and Services budget include the following:

- An increase in the Special Assessment that is based on the increase in 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 recommended 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. Staff reviewed that, 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 which is a dollar increase of \$40 annually. A chart with support figures and information on Special Assessment districts in Rochester and Birmingham were also reviewed. As in past years, revenue from sponsorship for events is again included.
- Per recommendation of the Marketing Committee, a Presenting Sponsorship has been added to the revenue side of the budget that be limited to no more than ten Presenting Sponsors at \$2,500 each for a total increase in revenue of \$25,000.
- After further research, the proposed tent and sound system are no longer listed in Capital Outlay, replaced by 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.

Comments included questions regarding how other communities assess for vacant properties; can we raise our vacancy special assessment in an onerous manner; if the lighting project would only be for holiday lighting; if staff was comfortable with raising the amount of sponsorships included in the budget; and how sponsorship for Petoskey Rocks would be affected if the event was moved to Wednesday nights.

Staff responded that the strategic plan should be amended to include a Downtown lighting project and that the workplan should also include this as a task with a timetable; that the Presenting Sponsorship program would have to be in place by the first of the year in order to stay on budget; and that adjustments would need to be made if these levels were not reached. Staff recommended that we switch to a three-year approval of the special assessment verses approval every year.

Motion made to approve the Programs and Services 2020 budget as presented by Buck, seconded by Marshall-Rashid. All in favor.

Motion to 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 the special assessment, including the proposed increase, be levied on behalf of the Downtown Management Board made by Marshall-Rashid, seconded by McNeil. All in favor.

Consider and Approve the Proposed 2020 Downtown Parking Fund Budget

Staff reviewed that additional meter revenue generated through the rate increase has been calculated into the 2019 projected revenue column and also into the 2020 budget column. That expenses under Contracted Services include:

- A market analysis study that is being recommended by DMB 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 East Lake Street.
- 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 to be expended only 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. 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.

Comments from the Board included opposition to the market analysis based on the thought this would be back dooring Planning Commission's request of the developer to prove that there is no need for more retail; the planning perspective that the information could be misused; that the City Planner is asking for the information and that the Planning Commission has already spoken; that Whitecaps had been successfully filled as commercial even after there had been a proposal to make it residential; that we are spending more on studies than we should; that studies are essential to making things happen in Downtown; the board has two hats – parking and economic development; there is a history of using parking money to build restrooms, build greenways, etc.; that the market analysis proposal has become tainted as a result of the recent negotiation with Mr. Berg, but that the tool can be used in the future with new proposals and our increasing vacancy rate; that the comment from the Planning Commission was that they had not seen evidence that we were over-retailed, not that they had asked Mr. Berg to supply this information; how common it was for downtowns to provide this information; that our vacancy problem is a landlord problem, not a vacancy problem; that studies in downtowns are antiquated as businesses now come here more organically; that the money would be better spent on lights to attract businesses here; that we need to focus on being instagrammable; that the information can be easily Googled; what would be the goal of the study and what would we do with it; that economic development is not the job of the DMB; and that we need to be protective of the CBD being a vibrant, commercial space.

Staff replied that it was common for a downtown to order its own market analysis that we needed to have this information if we wanted to recruit small chains; that we need to accumulate data to determine what is viable here; that economic development is the job of the DMB; and that the study was asked for by City department heads and that it is needed by the City to help the Planning Commission decide on future development.

Comments from the Board regarding the study for the streetscape included what was the study meant to include as in why do we need a new streetscape; who paid for the last streetscape study; why is a study necessary and what will we do with it; the streetscape seems very beautiful right now; when was the last streetscape done; and could this effort be coordinated with the City.

Staff stressed the need to keep the streetscape fresh and current and to review usefulness; that in the past the Parking Fund paid for the study and the actual work was paid for by a special assessment; that sidewalk snowmelt feasibility will be included in this study; one of the things that makes Petoskey so special is that it always looks instagrammable and it would be a shame to lose that edge; that the activity is included in the strategic plan; and the DMB should be the ones driving the project – they are primary stakeholders - they should strive to be the ones saying what it looks like.

Comments from the board regarding staff increases were favorable that we need more people working and that McDonalds pays \$16 an hour. A question regarding whether the increase pertained to ambassador staff only was answered affirmatively.

Comments regarding the Capital Outlay expenses included asking for assurance that the structural engineering study for the Division and Lake Lot would not be done unless the County agrees to partner and share costs and that a revenue source for the project is identified; that the Saville Parking Lot study costs seem very high; and what kind of irrigation would be used in the flower beds.

Staff assured that the money would not be spent on the Division and Lake Lot unless there was a formal agreement with the County and funds had been identified; that the Saville Lot has a lot of problems to be solved including being unattractive, a bad grade, storage of snow piles, ice buildup, and drainage and that the RFQ should not be constraining and could include analysis of potential platforming or underground parking; and that the irrigation would be installed by Parks and Recreation workers and connect to existing lines.

Chairman Smith commented in defense of studies, saying that if you are a fiduciary in charge of spending public dollars a study gives support for using the dollars in certain ways and also gives opportunity for public input. This goes against an entrepreneurial point of view, but it is necessary in the municipal world.

Motion made by Marshall-Rashid, seconded by McNeil, to approve the 2020 parking fund budget with the exception of the market analysis study. One nay - Slocum.

Adoption of a Proposed Resolution Requesting to Apply to LARA for a Liquor License for Wicked Weekend

Staff reviewed that the Board needed to approve a resolution to apply for a special event liquor license for Wicked Weekend.

Motion made by Marshall-Rashid, seconded by McNeil, that the application be submitted. All in favor. Slocum abstained

Consideration of Marketing Committee Appointment

Staff reviewed the qualifications of Jennifer Shorter who has recently volunteered to serve on the committee.

Motion made by Marshall-Rashid, seconded by Stubbs, to approve the appointment. All in favor.

Reports by Downtown Management Board Committees

Staff reviewed that all committee reports had been included in the packet and added that Goodman had been included in a group of ten downtown professionals who were invited by the MEDC to attend a beta session, free of charge, of an entrepreneurial training class to be held in Detroit in October; that Pappagallo had closed due to retirement of the owner and that an exit interview had been held; that the time change for the Holiday Parade has seemed to be quite well accepted; that it would be helpful if DMB members would leave a Google review on the website; and that staff will be doing Board meeting minutes in the future and that if there are changes the Board would like to make in style, this would be a good time to do it.

Report by City staff

A report was distributed from the City Manager who was not able to attend the meeting. Topics included paving and road construction updates and medical marijuana legislation.

There being no further business to come before the Downtown Management Board and no further Board or audience comments, the meeting was adjourned at 8:42 PM.

Downtown Management
Monthly Bills - September 2019

October 6, 2019

PROGRAMS AND SERVICES

Business Retention	Stafford's/room rental, etc. seminar	DT Assessment	\$ 408.00
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	Mitchell Graphics/brochure delivery	DT Assessment	\$ 25.00
Flowers	Pontius Flower Shop/Fall Urns	DT Assessment	\$ 74.25
Holiday Decorations	Meyer ACE/bows and lights	DT Assessment	\$ 6,060.70
Petoskey Rocks	SWANK/movie	DT Assessment	\$ 403.00
Petoskey Rocks	Chris Struble/Ghost Walk	DT Assessment	\$ 277.50
Petoskey Rocks	Lite 96/ads	DT Assessment	\$ 960.00
Total Programs & Services			\$ 10,531.91

PARKING FUND

Bank Charges	Bank Charges	Parking Fund	
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	\$ 25.00
DT Office	McCardel/water	Parking Fund	\$ 40.00
DT Office	DTE/utilities	Parking Fund	\$ 39.38
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 17,417.92
Equipment Repair	Traffic & Safety/Handheld calibrator	Parking Fund	\$ 550.00
Materials&Supplies	Sign & Design/meter stickers	Parking Fund	\$ 950.00
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 6.29
Materials&Supplies	Meyer ACE/ice melt	Parking Fund	\$ 6,655.67
Materials&Supplies	Goodman/reimbursement MS surface tablet	Parking Fund	\$ 581.64
Materials&Supplies	Meyer ACE/tools	Parking Fund	\$ 44.06
Utilities	AT&T/cell phones	Parking Fund	\$ 348.91
Other	City of Petoskey/Restroom Contribution	Parking Fund	\$ 110,687.99
Other	NMIReview/employment ad	Parking Fund	\$ 185.72
Other	Print Shop/HD Survey book copies	Parking Fund	\$ 1,112.00
			\$ 139,597.58
TOTAL BILLS			\$ 150,129.49

**PROGRAMS SERVICES
MONTHLY REPORT
September 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	0.00	515.00	3,000.00	9,485.00
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	1,500.00	8,075.00	0.00	1,925.00
Stafford's \$1,000					
Little Traverse Trading \$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	0.00	1,581.19	1,254.00	718.81
OTHER	-	0.00	0.00	0.00	-
TOTAL REVENUES	184,685.00	1,500.00	120,700.10	111,127.67	63,984.90

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	0.00	0.00	4,009.96	8,000.00
PETOSKEY ROCKS!	25,000.00	1,640.50	12,667.90	17,527.75	12,332.10
SWANK/movie \$403					
Chris Struble/Ghost Walk \$277.50					
Lite 96/ads \$960					
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
September 2019**

September 11, 2019

Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	2,348.46	13,618.03	9,647.87	16,381.97
Adobe/Creative Cloud \$21.19					
MailChimp/contract \$40					
WooBox/monthly plan \$30					
Adobe/photoshop \$10.59					
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					
Mitchell Graphics/brochure delivery \$25					
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	408.00	1,257.80	263.80	(257.80)
Stafford's/room rental, etc. seminar \$408					
Beautification					
HOLIDAY DECORATIONS	15,000.00	6,060.70	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	74.25	307.44	6,211.60	8,692.56
Pontius Flowers/Fall Urns					
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	10,531.91	64,137.20	87,147.90	120,867.80
Total	(320.00)	-9,031.91	56,562.90	23,979.77	(56,882.90)

**Downtown Parking Fund
September 2019**

September 11, 2019

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	349,900.00	47,520.48	308,656.39	265,911.66	41,243.61
fines	100,000.00	6,107.79	67,201.44	81,009.29	32,798.56
Permits	48,000.00	2,490.00	39,168.33	27,736.00	8,831.67
Bags	10,000.00	3,327.46	3,327.45	5,835.75	6,672.55
Tokens	2,000.00	170.00	1,863.00	1,614.50	137.00
Interest	750.00	278.63	2,492.66	1,309.34	(1,742.66)
Meter Sponsorships	2,500.00	0.00	209.36	1,567.63	2,290.64
Cell Phone Parking	24,000.00	5,112.43	29,778.89	23,044.74	(5,778.89)
Total Parking Revenue	537,150.00	65,006.79	452,697.52	408,028.91	84,452.48
Other		-	0.00	0.00	0.00
Total Revenue	537,150.00	65,006.79	452,697.52	408,028.91	84,452.48
EXPENSES					
ADMINISTRATIVE FEES	20,700.00	0.00	21,000.00	20,700.00	-300.00
BANK CHARGES	6,000.00	2,112.05	10,277.24	2,205.85	-4,277.24
CAPITAL OUTLAY	385,000.00	0.00	127,536.85	4,245.00	257,463.15
CONFERENCES & MEMBERSHIPS	5,000.00	0.00	5,422.09	2,250.27	-422.09
CONTRACTED SERVICES	80,000.00	131.00	115,792.61	54,314.56	(35,792.61)
Traffic & Safety/M2M \$81					
LexisNexis/contract \$50					
DOWNTOWN OFFICE	238,000.00	18,344.30	178,513.34	171,660.00	59,486.66
Spectrum/phones, internet \$111					
ThruGlass/window cleaning \$25					
McCardel/water \$40					
DTE/utilities \$39.38					
WmThompson/rent \$711					
Wages \$17,417.92					
EQUIPMENT REPAIR	1,000.00	550.00	550.00	1,063.07	450.00
Traffic & Safety/handheld callibrator \$550					
FAÇADE GRANT	23,000.00	0.00	5661.40	111.90	17,338.60
MATERIALS AND SUPPLIES	10,000.00	8,237.66	17,084.26	5,607.69	(7,084.26)
Sign & Design/stickers \$950					
Meyer ACE/Supplies \$6.29					
Meyer ACE/ice melt \$6,655.67					
man/reimbursement MS surface tablet \$581.64					
Meyer ACE/tools \$44.06					
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	0.00	13,306.52	8,920.69	(8,306.52)
UNIFORMS	1,500.00	0.00	280.75	514.12	1,219.25
UTILITIES	4,800.00	348.91	4,353.57	2,567.33	446.43
AT&T/cell phones \$348.91					
OTHER	-	1297.72	112054.71	0.00	-
City of Petoskey/Restrooms \$110,687.99					
NMI Review/employment ad \$185.72					
Print Shop/HD survey book copies \$1,112					
TOTAL EXPENSES	781,500.00	31,021.64	612,470.16	274,160.48	286,084.55
NET	(244,350.00)	33,985.15	(159,772.64)	133,868.43	(201,632.07)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: October 6, 2019
RE: Strategic Plan Progress Report

A copy of the workplan for the 2018 Strategic Plan is included in the packet. The fourth quarter review of the plan will be discussed at the October meeting.

<u>TASK</u>	<u>PROCESS</u>	<u>COMPLETE</u>	<u>COST</u>	<u>PROGRESS</u>
Economic Enhancement Eliminate the existing DDA TIF at 200 E. Lake to position the site for a Brownfield TIF	DMB/Staff, PC, Council	Spring 2019?	0	Discussed with City staff/waiting for most appropriate time to coordinate with project
Recommend that City Council consider financial incentives for workforce housing and public parking in or near downtown.	Staff, Board, Council	Summer 2019	0	
Continue exploration of heated sidewalk feasibility while monitoring snow removal expenditures.	Staff	Summer 2020	\$15,000	Data collection begun feasibility study included in 2020 budget.
Initiate a committee to pursue a not-for-profit organization to develop and operate a theater.	Staff	Fall 2019	0	
Review/Revisit the 2015 Parking Plan elements	Committee, Board, potentially Council	Ongoing	0	New rates approved by DMB 11/18 Adopted by Council 12/18 RFQ for smart meters out 2/1/19 Parking Info page on City website 2/10/19 Smart Meters installed 7/19 New rates implemented 7/19 Parkmobile program being researched 10/19
Share the business successes of Downtown, demonstrating the ease of doing business here.	Staff, Board	Ongoing	0	
Work with businesses to develop incentives for parking demand management (carpooling, walking, and biking).	Staff/Committee	Ongoing	0	
Explore a car-share program to reduce parking needs of downtown residents	Staff	Spring 2020	0	
Build a parking structure through a public-private or public-public partnership (Emmet County).	Staff, Committee, Board, PC?, Council	2020	\$2 million	Graphic Engineering Study complete 5/19

<u>TASK</u>	<u>PROCESS</u>	<u>COMPLETE</u>	<u>COST</u>	<u>PROGRESS</u>	
Design Expand seasonal decoration display through February	Committee, City Staff, Board	Fall 2019	0	Experimented with leaving Holiday décor up through January. Project successful and will be continued.	
Explore and implement ambience lighting throughout Downtown	Committee, Consultant?, City Staff Board		\$10,000		
Explore single-contract waste removal as well as receptacle areas	Staff, Board	Spring 2020	0		
Work with Department of Parks and Rec to ensure Penn Park improvements also enhance Park use for community events	Staff	Ongoing	0		
Install tent stake sleeves in Penn Park	Staff	Summer 2019	0	Complete	
Increase enforcement of property maintenance codes to keep problem properties from negatively impacting Downtown.	Staff, Committee, Board, PC, Council	Spring 2020	0		
Begin discussions on possible streetscape updates before it becomes "dated" and maintenance costs increase.	Staff, Consultant, Committee, Board, PC, Council	Winter 2020	\$15,000	Included in 2020 budget	
Review Downtown Gateway Plan implementation opportunities for possible partnership with future developer of 200 E. Lake Street.	Staff, Board, PC, Council	Ongoing	0	Plan has been given to new developer Plan was reviewed by Board 6/19	
Advocate for creation of a DT Local Historic District and coordinate the process of creating the Design Review Board	Staff, Board, PC, Council	Spring 2020	0	MHPN Staff presented to City Council Council voted to approve study committee in March Study Committee appointed and meeting	

<u>TASK</u>	<u>PROCESS</u>	<u>COMPLETE</u>	<u>COST</u>	<u>PROGRESS</u>
Events and Promotions				
Increase the number of events	Committees, Board	Fall 2019	TBD	Committee considering Men's Night for 2020 Downtown Trick or Treat expanded to Wicked Weekend Board heard Events Presentation 5/19 Spring Girls Get Away Weekend in 2020 budget
Continue work on a policy for event sponsorships by non-downtown entities.	Board	Spring 2019	0	Preparing agenda for March Complete. Decision made to continue handling on case by case basis. 
To maximize event funding, review the Special Assessment Role	Staff, Board, Council	Summer 2020	0	SA raised for 2020
Enhance the community connection to Downtown history and architecture through the use of historically relevant activities and architectural guides or scavenger hunts.	Committees	ongoing	0	Continue the Ghost Walk for Winter Carnival Explored Shaman Supper for Halloween
Explore possible mechanisms to allow business events to use public rights-of-way within reason, similar to the outdoor dining license process	Staff, Board, PC, Council	Spring 2020	0	
Marketing				
Increase social media presence for Downtown image campaign.	Staff	Ongoing	0	Andi has attended two seminars Contracted with consultant for support and training
Explore additional cooperative marketing activities such as gift bags and Downtown Dollars.	Staff	Ongoing	0	
Update the 2007 Marketing Plan	Staff, Consultant, Committee, Board	Spring 2019	\$12,000	Met with consultant Made decision to focus on social media aspect Contracted with consultant for 2019



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: October 15, 2019 **DATE PREPARED:** October 11, 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

October 8, 2019
10 am
Downtown Office

1. Welcome – Members Smith, Buck, and Marshall-Rashid were present. Member Harris was present by phone. Member Meikle was absent. City Staff Straebel, Terry, and Goodman were present. Also present was Tom Neff, Traffic and Safety.
2. County Parking Lot Discussion – it was outlined to Straebel and Terry that the committee is very interested in trying to move ahead with a joint project for the County and Park Garden Lots at Division and Lake. After discussion, it was agreed that staff would work on a presentation that would include the new drawings received from Shorewood Architecture that could be presented and discussed with County staff and a couple of the commissioners. The group felt that this would be a good first step to discuss the future of the project. Goodman pointed out that she had learned in a recent conversation with a County employee that the County is not enforcing parking in their lots as they had previously stated and that they are having problems with employees and residents parking there. They also say that they lose spaces due to their trucks not being able to plow around resident cars who park there overnight.
3. Smart Meter Updates – (Straebel and Terry left) Goodman said that the majority of kinks with the new meters had been ironed out and that she would be submitting the balance of the bill for payment. The committee concurred. Neff will work with Civic Smart to curtail the red and green flashing lights.
4. Passport Presentation – Tom Neff gave the committee some background about the benefits of switching to Passport from Parkmobile, some of which seemed quite favorable. Parkmobile fees are much less than Passport, however. Staff will review these fees and, depending on the review, discussion may come up again at another time.
5. Commercial Vehicles Permit Plan - Staff showed the committee a map that showed four to six spaces that were large enough to handle commercial vehicles if a new permit category were devised that would include a special rate for them. As there is currently only one of these vehicles in town and because the Parking Services Office does not enforce at night, it was decided to table this concept for the time being.

6. Stats – Stats were reviewed and new rates discussed. Goodman reported that Petoskey Plastics had notified her that they would not be purchasing permits for their staff this year and that OHM had recently been invoiced \$13,000 for the permits they would be purchasing for their employees.

Meeting was adjourned at 11:20.

*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: **Stephen from Beards, Becky Kranig, Julie, Sarah, Becky G.**

1. Wicked Weekend Update – **Andi updated committee on Wicked Weekend planning**

Friday – Haunted Halloween Dinner @ Stafford's

Saturday - 10 am – Costume parade from Central School – Twin Parade Leaders

10am – noon – Trick or Treating – asked on FB what non-food items would like to see

Pumpkin carving demo (what time??) – **Andi has talked with Stephen from Beards and he will do the pumpkin carving from 2-6 pm on Saturday, October 26th**

4pm - Pie Eating contest in Pennsylvania Park – **have “celebrity” judges, maybe someone from American Spoon, Fustini's or Bill from Jespersen's**

-committee decided they would like to encourage people to bring 2 pies, 1 for the contest and 1 to auction off and proceeds go to a non-profit like Manna. Andi will reach out to Manna

4-8pm – Drink Tent

-College football stream – still trying to figure out if we can make this happen, lots of logistics to work on: tv, dependable wifi, how to broadcast it, weather dependent

-Jack O Lantern voting (google survey, all participating pumpkins will have numbers, vote for our favorite number), band in drink tent (The Sleeping Gypsies)

6pm – Jack O' Lantern walk begins (pumpkins are lit at this time) volunteers to help light pumpkins

7pm - Costume Contest

-Meet at drink tent at 7 pm for costume contest, win DT \$'s

-winner will be decided by using an applause o meter (available by using an app), emcee will be Tom Devitt from WKLT

8 pm – Scary Movie in park; weather dependent; **committee suggestions: Beetlejuice, Hocus Pocus, Gremlins, Death Becomes Her**

All Day Saturday:

-Pumpkin and Pint – Noggin Room & Beards

- Pumpkin carving in Pennsylvania Park – BYOP (and tools) We will have a limited supply of pumpkins (Ruff Life; Pumpkin sponsor)

Volunteers to help set up drink tent and serve (2 @ entrance, 2 – 4 for serving)

Kathleen has some volunteers for lighting the Jack O' Lanterns plus Andi, Becky, Julie, Joel..

2. Stafford's Holiday Parade “Light Up the Night”

- Grand Marshal: Chamber of Commerce (celebrating 100 years)
- Need volunteers for check in; walk with parade to close up gaps,

3. 2020 Petoskey Rocks!

- Board would like Andi to survey the DT and report results back to board for final decision

4. Ladies Opening Night

- Get more stores to participate
- Encourage more sales – “bring Wish List back between now and Christmas and receive 10% off or free gift or something special) from these participating Stores! – encourages people to actually use their Wish List
- More bang for the buck- pack more people into the Perry: we’ve removed some tables and food menu to have it standing room only and cash bar with a few grab and go food items
- Open doors at Perry at 8:30 pm, prize drawings begin at 9 pm
- Perry Lodging package again?
- Happy Hour to kick off event at bars “Deer Camp Special”
- *Real Ingredients* at Perry

Adjourn



BOARD: Downtown Management Board

MEETING DATE: October 15, 2019 **DATE PREPARED:** October 11, 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