

DMB COMMITTEE GUIDELINES

Downtown Events Committee – The mission of the committee is to create and coordinate events that lure residents and visitors into Downtown Petoskey, as well as promote the downtown as a community center. This committee should be limited to 12 members, including a DMB representative. The members should be either:

- Downtown retail owners or their representatives, or
- Downtown restaurant/lodging owners or their representatives, or
- Downtown non-profit organization directors or their representatives

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve; members should be appointed by the DMB at the recommendation of the Downtown Director. This committee is expected to meet monthly.

Petoskey Rocks! Committee – The mission of the committee is to build and maintain a summertime Friday night program and Signature Event in Downtown Petoskey. This committee should be limited to 12 members, including a DMB representative. The members should be either:

- Downtown retail owners or their representatives, or
- Downtown restaurant/lodging owners or their representatives, or
- Downtown non-profit organization directors or their representatives

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve; members should be appointed by the DMB at the recommendation of the Downtown Director. This committee is expected to meet monthly and as necessary.

Downtown Design Committee – The mission of the committee is to maintain a consistent, first-class visual image of Downtown Petoskey by preserving the area's historic integrity and promoting a high-quality standard for design. This committee should be limited to six members, including at least one DMB representative, and the City Planner as liaison. Members should possess:

- a financial or professional interest in Downtown Petoskey, and
- a background in planning or architecture or possession of a well developed knowledge of the history of Downtown Petoskey's design and character, and
- a respect and understanding of the economic benefits of historic preservation

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve; members should be appointed by the DMB at the recommendation of the Downtown Director. This committee is expected to meet as needed.

Downtown Marketing Committee – The mission of the committee is to promote the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination. This committee should be limited to 10 members, including at least one DMB member. The members should either:

- have marketing backgrounds or education, or
- be Downtown business owners with successful reputations and experience in placing and purchasing advertising

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve. Members should be appointed by the DMB at the recommendation of the Downtown Director to the Chair. This committee is expected to meet monthly during the winter months and as needed throughout the year.

Downtown Economic Enhancement Committee - The mission of the committee is to enhance the vitality of Downtown Petoskey through business recruitment and retention, as well as through the development of Downtown residential opportunities. This committee should be limited to nine voting members, including the Mayor and at least one DMB representative. Members should represent either:

- the fields of banking or real estate, or
- Downtown property owners, or
- economic development agencies

Length of service should be determined by their continued attendance, responsible conduct, and willingness to serve. Members should be appointed by the DMB at the recommendation of the Downtown Director to the Chair. This committee is expected to meet in January, May, September, and as needed.

Downtown Parking Committee

The mission of the committee is to oversee parking management and staff activities. This committee is an executive committee of the DMB and includes the DMB Chair, Vice Chair, and a Board member. It also includes the Chief Parking Ambassador and Downtown Director as staff liaisons, and utilizes the Chief of Police and City Manager as City liaisons when necessary. Length of service should be determined by their term on the DMB. This committee is expected to meet monthly.

Removal of Committee Members

Staff will recommend to the Board that a committee member be removed from the committee for lack of attendance or inappropriate conduct. The Board will consider the circumstances and make the final decision.

Adopted April 22, 2014