



**DOWNTOWN MANAGEMENT BOARD**

February 18, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, February 18, 2014. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson  
Liz Ahrens  
David Carlson  
William J. Fraser, Mayor  
Jason Keiswetter  
Jessilynn Norcross  
James M. Reid, Jr., Vice Chairperson  
Jennifer Shorter  
S. Reginald Smith

Absent: None

Also in attendance were the Downtown Director Becky Goodman and City Manager Dan Ralley.

Chairperson Rochon opened the meeting with discussion of appropriate meeting behavior and transition to the use of a discussion format that mirrors City Council meetings including five minutes of public discussion per person per item. He also welcomed new member Jason Keiswetter to the Board.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the January 21, 2014 regular session meeting minutes; acknowledgement of bills since January 21, 2014; and acceptance of the February expense and income reports as prepared by the Downtown Director.

Upon motions made by the Mayor and seconded by Mr. Reid, the January 21, 2014 regular session meeting minutes were approved, acknowledgement of bills since January 21 that totaled \$44,297.28 and expense and income reports for February were approved. Said motions were unanimously approved as submitted.

Contract with CTAC for a Public Art Plan The Downtown Director reviewed that following up on a report given to the Board at the last meeting, staff prepared a scope of work and an outline of a process for the creation of a plan for public art for Downtown Petoskey. The creation of a plan for public art has been addressed by the Board on several occasions and is recommended in both the HyettPalma Downtown Blueprint and in the current Downtown Strategic Plan. In both of these Downtown Plans the strategy of partnering with the Crooked Tree Arts Center is recommended. The purpose of this plan would be for it to serve as a guideline for permitting future proposed art projects in the downtown, to identify specific public art projects that would be sought after in the downtown, and also to identify possible funding sources and other incentives for public art.

Staff recommended the Board contract with Crooked Tree Arts Center for the preparation of plan for public art in downtown at a cost not to exceed \$5,000 with the funds to come from the contracted services line item.

Ms. Ahrens reviewed that work would begin upon approval and that a timeline had not yet been set, but will be coordinated with downtown staff.

The Downtown Director reviewed that Crooked Tree Arts Center would form an oversight committee, and Ms. Ahrens would draw from the Design Committee.

Chairperson Rochon asked for public comments and heard from those concerned with vagueness in proposal with Crooked Tree Arts Center and the use of CTAC rather than an outside consultant; that payment to CTAC is inappropriate given that it fits with mission of the Arts Center; inquiries on who would approve the plan; if it was appropriate to contract with CTAC with an employee as a board member; and if there was a secure timeline for plan, or if there was still an opportunity to seek outside funds.

Mr. Carlson then motioned, seconded by Ms. Shorter to have the Downtown Director develop a contract with Crooked Tree Arts Center for scope of a public art plan consistent with memo not to exceed \$5,000 and work to be completed within calendar year. Said motion was approved as submitted, with Ms. Ahrens excusing herself from voting.

#### Approve Beautification Committee

Chairperson Rochon reviewed that staff is requesting that a Beautification Committee be formed as a sub-committee of the Board. The mission of the committee would be to develop beautification projects that would increase the visual appeal of the downtown district through horticultural plantings. This committee should be limited to 6 voting members, including at least one DMB representative, a member of the Garden Club, and the Director of Parks and Recreation or his appointed staff member as liaison. Other members should be business or property owners who possess a knowledge of plant and horticultural materials and their native habitats or have experience in gardening and gardening maintenance.

Staff determined that length of service on the committee should be determined by their continued attendance and willingness to serve. Funding from the committee's projects would come from future Programs and Services budgets and from possible donations or sponsorships. Members should be appointed by the DMB at the recommendation of the Downtown Director to the Chairperson. This committee is expected to meet monthly, with one of the first projects undertaken by the committee to be rejuvenating the cement planters located on downtown streets.

Board members inquired if the committee would include a Design Committee member; who maintained planters on bridge; that the planters could be very impactful if done correctly; if Christmas decorations, flower planting and other miscellaneous items would be discussed within this committee; and discussed who would comprise this type of committee.

Chairperson Rochon asked for public comments and heard from those concerned that this committee would not have any controls and no monetary payment to those volunteering compared to other downtown committees.

Mayor Fraser then motioned, seconded by Mr. Reid to establish the Beautification Committee and that members should be business or property owners or employees. Said motion was unanimously approved as submitted.

#### Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee that the Winter Festival was beginning tomorrow and discussed schedule of events; and reported that City Councilmember John Murphy volunteered to build a snowman in Pennsylvania Park for a children's guessing activity later in the week.

In downtown design, the Downtown Director reported that the Façade Improvement Grant orientation meeting was February 3; that grant applications are due March 3; and awards are to be approved at March DMB meeting.

The Downtown Director reported that the new Promotions Coordinator, Kate Manthei, has begun working; that the downtown office expansion will start when the new lease is developed; that Petoskey Rocks! was discussed at the January Thirsty Thursday meeting and that a parking presentation would be presented at 5:30 P.M., Monday, February 24, in the Reycraft Room at the Perry for February's Thirsty Thursday meeting.

Hear City Staff Report

anticipated completion date by July 4, 2014.

The City Manager reported that MDOT would be beginning work on the bridge on March 1 and that street work would begin April 1 with an

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:10 P.M.