



DOWNTOWN MANAGEMENT BOARD

March 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, March 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
Jessilynn Norcross
James M. Reid, Jr., Vice Chairperson
Jennifer Shorter
S. Reginald Smith

Absent: Jason Keiswetter

Also in attendance were the Downtown Director Becky Goodman and Downtown Promotions Coordinator Kate Manthei.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the February 18, 2014 regular session meeting minutes; acknowledgement of bills since February 18, 2014; and acceptance of the February expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the February 18, 2014 regular session meeting minutes were approved, acknowledgement of bills since February 18 that totaled \$26,172.52 and expense and income reports for February were approved. Said motions were unanimously approved as submitted.

Authorize 2014 Façade Improvement Grants

The Downtown Director then reported that the Design Committee had received five applications for the Façade Improvement Grant Program. Northern Michigan Review, 311-313 East Mitchell Street, former Graphic Print Shop building, houses Wolverine Cabinets and Phone Guide offices are on the second floor, applied for grant funds and if approved \$7,500 would help create three retail storefronts and remove an unsightly mansard roof. The proposal includes demolition, windows and doors, brick masonry, awnings, exterior tile, and signage, in addition to extensive interior work. The grant is contingent on the property owners meeting with a sub-committee of the Design Committee for the purpose of clarifying materials and a review of more detailed drawings.

David Meikle, 422 East Mitchell Street, new owner of the building that formerly housed Ethnic Creations, was also an applicant for façade grant funding. The proposed work would include construction of condos on the two upper floors and refurbished retail space on the main floor with projected investment over the next few years of \$1.5M. Work would include removing the existing wood transom and replacing it with a glass transom, covering the 60's era, grade level bulkhead with a traditional wood storefront, and replacing the existing windows. The \$7,500 funding is contingent on the property owners meeting with a sub-committee of the Design Committee for the purpose of clarifying materials and a review of more detailed drawings

Craig Bell, 409 East Lake Street, owns Ciao Bella! Garden and Home and Ward Gallery on the second floor. Recent loss of an awning in a wind storm called attention to problems with the building's façade. The purpose of the work will be to revitalize what is there and to open up the entry to the upstairs gallery. The project will include two new awnings with wind sensors, a new solid glass door for the gallery, removal of shingles in the lentil area, repair of all wood trim, paint, addition of stone slab veneer underneath the front windows, new lighting, and signage. The \$2,500 is contingent on the property owner meeting with a sub-committee of the Design Committee for the purpose of reviewing materials and colors and conformance to City code.

Second Edition, Inc., 303 Howard Street, upper floor of the building is the home of Plunkett and Cooney law firm and the work being done is replacement of the entry to the upper floor on the Howard Street side. The new entry will include a stone base with copper flashing, columns with top corbels, raised wall panels, entry door and hardware, lighting, and removal of all existing entry way materials. The \$2,000 is contingent on meeting right-of-way easement requirements with the City.

Andy Bultman, 402 Bay Street, owner of Rocking Horse Toy Company, and through the property owner's agent, Larry Rellinger, is requesting funds for an awning to go on an existing (not installed) frame on the Bay Street side of storefront. Mr. Bultman recently expanded his store to have frontage on Bay Street as well as the original Howard Street frontage. The new awning would be striped with "toy store" colors. The \$500 is contingent on removal of the blue bubble style awning on Howard Street and replacement of it with a shed style awning to match the Bay Street awning.

The Downtown Director reviewed that all applications are contingent upon meeting with Design Committee to review materials, drawings, etc. Board members commented that drawings were nice to see ahead of time, but never really know actual end product until completion; if approval process was premature before seeing final drawings; and that applicants don't receive funds until completion.

Upon motion made by Ms. Shorter and supported by Mr. Reid, the 2014 façade improvement grants were approved as requested by the Downtown Design Committee. Said motion was unanimously approved as submitted.

Chairperson Rochon asked for public comments and heard an inquiry on how details were controlled because sometimes the end product isn't always exactly like the preliminary specs and drawings.

Approve Appointments to Petoskey Rocks!
and Beautification Committee

Beautification Committee.

The Downtown Director reviewed that two new merchant representatives volunteered to join the Petoskey Rocks! Committee and three representatives volunteered for the new

Upon motion made by Mr. Reid, and supported by Mr. Carlson, the appointments of Marjorie Mehney, Pretty Woman Boutique owner, and Marge Marker, Trillium Salon owner, be appointed to the 2014 Petoskey Rocks! Committee and William Santos, Monarch Garden and Flower owner, Mary Shorter, property owner, and Tim Knutsen, Beckett & Raeder Landscape Architect and Design Committee representative, be appointed to the new Beautification Committee. Said motion was unanimously approved as submitted.

Board members inquired on the requirements to stay on committees; and the Downtown Director responded that volunteers can remain on a committee as long as willing to serve.

Hear Committee Reports

The Downtown Director reported on behalf of the Marketing Committee and that they would be meeting on March 24 to discuss 2013 accomplishments and unfinished business; new activities; the Bay View ticket promotion; and that the April 17 Thirsty Thursday meeting would be focused on marketing.

The Downtown Director reported on behalf of the Events Committee and introduced new Downtown Promotions Coordinator Kate Manthei to the Board and reviewed that she had attended Thirsty Thursday meetings and was presenting information on Petoskey Rocks!

Ms. Manthei gave a brief presentation on Petoskey Rocks! and reviewed the logo; mission statement; a potential signature event; and other miscellaneous items to re-invigorate the event.

In Economic Enhancement, the Downtown Director reported that a new coffee shop, Dripworks, was going in at the old Back to Nature building on Howard Street, featuring organic coffee and homemade pastries.

In Downtown Beautification, the Downtown Director reported that there was still room for a couple more members, and that meetings would begin in April.

In downtown design, the Downtown Director reported that the committee recommended the façade grants, and have yet to approve proposed signage for downtown entries but hopes to by summer.

The Downtown Director reported that the contract had been prepared for public art with Crooked Tree Arts Center; that office expansion had begun; that the February Thirsty Thursday meeting was devoted to parking; that Reg Smith volunteered to be on the Petoskey Rocks! committee to represent the Board; and that she attended the MDA workshop involving how to work with your Legislator in Lansing, and Frank Foster and Wayne Schmidt had attended for our area.

Ms. Ahrens reviewed that public art meetings would begin in April; that public input is very important and that at least three public meetings will be held; research was being done; and a conference is being held in Tennessee for public art in historic downtowns in which she hoped a CTAC staff member could attend. The Downtown Director reported that there is going to be a session on public art in downtowns at the National Main Street Conference in Detroit, in which she will attend.

Chairperson Rochon asked for public comments and heard from those inquiring about what the parking revenues were used for and if the public art consult is what the public wanted; and if there was a status update on the former Petoskey Pointe site.

Mr. Rochon reviewed the history of the parking fund and what the revenues are used for including additional parking, capital improvements, signage, etc. Board members also commented that public art is a benefit to the entire community. The Downtown Director reviewed that public art is part of the strategic plan as well.

The Mayor responded that there is no clear vision for the former Petoskey Pointe site, but that the owner has assembled a team to move forward with future plans.

Hear City Staff Report

The Mayor reported that work on the Mitchell Street bridge was delayed further due to weather conditions.

Miscellaneous Public Comments

Chairperson Rochon asked for public comments and heard from Ed Karman, owner of County Emmet Celtic Shop who spoke on behalf of a group of concerned merchants regarding downtown. Mr. Karman presented parking concerns and that downtown needs more parking, accommodate long-term shoppers and a third party would be good to resolve parking disputes. He also reviewed that Board members have lengthy terms and should be limited to two terms, eight years maximum; that agendas, dates, location and time of all Board meetings and committee meetings should be sent to merchants; and that Robert's Rules should be dropped as proposed at prior meeting. Mr. Karman also reviewed that advertising of downtown and events should be promoted more through billboards; that there should be more festivals and events; streets should be closed more often for events; and concerns on who oversees committees, especially Petoskey Rocks!

Mike Teska, Linda Michaels Jewelers owner, commented on parking issues and to solve short term parking concerns, the Board should consider leasing; encouraged Board members and merchants that when they travel to pick up other communities' brochures to get ideas for other opportunities; and meeting notices and agendas should be sent to all downtown merchants..

Marjorie Mehney, Pretty Woman Boutique owner, explained that there is a disconnect between the Board and merchants; that there needs to be better communication; and Board members were excluded to this downtown merchant group until the group talked as a whole.

Bill Shorter commented that there is not enough parking and has been a problem for a long time, and if more events are created and streets are closed, still not solving the parking problem. He also mentioned that the waterfront is prime property for events and is underutilized, and that Robert's Rules is a good thing for meetings.

Rafal Rebenek, Polish Kitchen owner, inquired on the Board's by-laws and how Board members are appointed. Chairperson Rochon responded that the Mayor appoints DMB members as well as all other City Boards and Commissions.

Mr. Rochon reviewed that as a Board these concerns is a start to a working document for future discussion. Board members also appreciated the concerns; indicated that communication needs to be open and all merchants included in downtown groups; that meeting agendas are available to the public on the City's website monthly; that anyone can speak at a meeting under public comment; and inquired on where to write a written response and who was involved as part of this downtown merchant group.

Chairperson Rochon then read the DMB's mission statement and that there is continuity similar to other City Boards and Commissions. He commended the Board and that members have done an exceptional job and would like to see this continue.

Miscellaneous Items

Ms. Norcross inquired on the Downtown Director's job description; and the Downtown Director responded that the job description is the same that was used for the end of the year evaluation and is available for the public.

Ms. Ahrens reported that the 2014 Concerts in the Park schedule is available on the Crooked Tree Arts Center's website and scheduling is already underway for 2015.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:30 P.M.