



DOWNTOWN MANAGEMENT BOARD

September 16, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 16, 2014. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Liz Ahrens
David Carlson
Jessilynn Norcross
James M. Reid, Jr., Vice Chairperson
Jennifer Shorter
S. Reginald Smith

Absent: William J. Fraser, Mayor and Jason Keiswetter

Also in attendance was the Downtown Director Becky Goodman, Acting City Manager Al Terry and Downtown Promotions Coordinator Kate Manthei.

Approve Consent Agenda Items Downtown Management Board members discussed routine business, the August 19, 2014 regular session meeting minutes; acknowledgement of bills since August 19, 2014; and acceptance of the August expense and income reports as prepared by the Downtown Director. There was a comment to revise the minutes on page one concerning the rail trolley and that it runs through downtown and to the end of the tracks near Winter Park Lane, not Bay View.

Upon motions made and supported the August 19, 2014 regular meeting minutes as revised; acknowledgement of bills since August 19, 2014 totaling \$22,607.33; and acceptance of the August expense and income reports were approved. Said motions were unanimously approved as submitted.

Approve 2015 Downtown Development and Management and Parking Fund Budget Board members then reviewed and discussed the proposed 2015 Downtown Development and Management and Parking Fund budgets. There was an inquiry regarding the trolley and if all ad sponsorships had been collected; and the Downtown Director responded that some revenue was received today and that additional advertising and sponsorships would need to happen if want to continue to operate trolley next year.

Upon motion made by Mr. Smith, seconded by Mr. Reid, adoption of the 2015 Programs and Services Budget and Parking Budget was unanimously approved as submitted.

Recommend Special Assessment
Levy to City Council

The Chairperson next reported that the Downtown Management Board routinely asked the City Manager each year to recommend that the City Council levy special assessments on the Downtown Management Board's behalf against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with the proceeds from such levies then used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

2015 downtown-area special-assessment levies would be the 21st such annual levy. The approved 2014 downtown-area programs-and-services special-assessment formula 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; and \$0.05 per square foot of unimproved lots that do not contain buildings. Although not yet calculated, City staff believes that revenues next year would be comparable to the \$89,000 that had been received in 2014.

Upon motion made and seconded, the Board requested that the City Manager consider this proposed 2015 programs and services special assessment and to recommend to City Council through a required written report, that the same formula be levied on behalf of the Downtown Management Board. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf of Petoskey Rocks and the Events Committee and reviewed that a survey report and committee recommendation was included in the budget overview; and that the next new event is a Moveable Feast on October 17-18, 2014 that has a Hemingway theme and will include an evening farmers market, partner event with Restaurant Week, marketing benefit for merchant participation and a fun run with the bulls on the new non-motorized path along Arlington Avenue.

The Downtown Director reported on behalf of the Marketing Committee that a holiday catalog was in process and will be online, that Bags over Bucks is a new November event for a ladies shopping night and a mobile application was in development.

In economic enhancement, the Downtown Director reported that Sandra Lee Photography moved into 318 East Mitchell Street; and that Tap 30 opened in the Ethnic Creations old location and completed their façade grant.

The Downtown Director reported on behalf of downtown beautification and that fall decorations would be up October 1; and that a Board member is needed for this committee. Ms. Ahrens volunteered to be on the committee.

In parking, the Downtown Director reported the continued follow up on projects discussed at the April parking meeting and that a parking management overview report would be presented by the end of the year.

Ms. Ahrens reported on behalf of the public art plan and that there is a second public forum scheduled for 5:30 P.M., Tuesday, September 23 in the upper level of the Carnegie Building.

The Downtown Director reported that the trolley carried over 1500 passengers; had relative few repairs; that maintenance costs and wages were approximately \$9,000; and that roof repairs are needed before next year.

The Downtown Director reported that she had met with City staff regarding the rail trolley greenway project and that it will take several months to gather information and the Board will receive monthly reports. The Downtown Director also reported that she will present information on the Darling Lot mixed use development and parking management program to City Council at their October 6 meeting; and that the downtown office front door was redone and is very nice.

Hear City Staff Report

The Acting City Manager reported that the Arlington street project was close to being completed and that electrical lines would be moved from overhead to underground this fall; that MDOT began working on US-31 southbound on culverts and widening of lanes in advance of next year's proposed project; that Planning Commission is reviewing the updated Master Plan and Council would discuss at their next meeting; that the MEDC grant had been signed for Sunset Square's feasibility study; and that William Reynolds, Pensacola, Florida, accepted the City Manager position contingent upon background investigation.

Miscellaneous Public Comments

Chairperson Rochon asked for public comments and heard concerns regarding the rail trolley, potential traffic congestions and the possibility of leaving trolley in the park for tourists and downtown events; also heard that the Petoskey News Review held a public meeting on the Open Meetings Act and that the Board was not well represented at that meeting; and that budget discussions should begin at the committee level for their input. The meeting was disrupted by a member of the public who was eventually asked to leave. Members of the board expressed concerns about their security during and after future board meetings.

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