



DOWNTOWN MANAGEMENT BOARD

October 21, 2014

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, October 21, 2014. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
David Carlson
William J. Fraser, Mayor
Jason Keiswetter
Jessilynn Norcross

Absent: Liz Ahrens, James M. Reid, Jr., Vice Chairperson, Jennifer Shorter and S. Reginald Smith and

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 September 16, 2014 regular session meeting minutes; acknowledgement of bills since September 16, 2014; and acceptance of the September expense and income reports as prepared by the Downtown Director.

Upon motions made and supported the September 16, 2014 regular meeting minutes; acknowledgement of bills since September 16, 2014 totaling \$30,063.25; and acceptance of the September expense and income reports were approved. Said motions were unanimously approved as submitted.

Table PAVB Event Street Closure - 2015 "Back to Bricks" Car Show Tour

The Downtown Director reviewed that the Petoskey Area Visitors Bureau (PAVB) requested permission from the City to use downtown as a stop on the 2015 "Back to Bricks" promotion tour. Petoskey was chosen as one of five potential locations for this event. The City approved the use of their resources for the event and the PAVB requested DMB's permission to have the streets closed for the display of the cars. The date of the event is Monday, June 15, 2015 and streets would likely be closed for the entire day. The proposed area to be closed is the same for Sidewalk Sales and Open House.

This event would be coordinated by the PAVB and Back to Bricks personnel, would require little to no staff time and the promotion value could be considerable. Regional and statewide television coverage is included; there is no charge to downtown and the event is sponsored by Pure Michigan and Autopalooza.

Board members discussed this potential event and received public comment. There were concerns about the benefit that might be gained by closing streets on a summer day verses the business that could be lost. The Downtown Director was directed to seek a ten day extension from the car club committee to make a more informed decision, to gather information from other communities that had hosted this group in the past, and to survey the downtown merchants for their opinions regarding closing the streets for an event of this kind. The matter was then tabled to be discussed at a special meeting that would be scheduled to occur in approximately ten days.

Approve Committee Appointments

The Downtown Director reported that she received four requests to volunteer to be on the Petoskey Rocks! Committee and the Downtown Events Committee. Volunteering for the Petoskey Rocks! Committee were Robert Frost, owner of Robert Frost Fine Footwear, Emily Jones, owner of B. Jeweled and Jonathan Meyer, manager of Meyer ACE Hardware. Brittney Brubaker, owner of North Perk Coffee, volunteered to join the Downtown Events Committee.

Upon motion made and supported, the appointments of Robert Frost, Emily Jones, Jonathan Meyer and Brittney Brubaker, be appointed to the Petoskey Rocks! and Events Committee. 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 the Petoskey Rocks Committee is developing ideas for the summer of 2015 that will accomplish using the park as a community center as well as spreading people throughout the streets. The Events Committee recently wrapped up A Moveable Feast and reported limited attendance due to weather and being a first time event. The Committee will further develop the event for next year.

The Downtown Director reported on behalf of the Marketing Committee that plans for an online holiday catalog have been launched and there seems to be some good interest and that Bags Over Bucks, a ladies shopping night out, is planned for November 14.

The Downtown Director reported on behalf of the Design Committee that the wayfinding sign at the corner of Lake Street and the sidewalk that crosses Pennsylvania Park was installed.

The Downtown Director reported on behalf of the Downtown Beautification Committee that the committee met and had a very productive meeting, discussing many great and cooperative ideas.

In parking, the Downtown Director reported continued follow up on some of the projects brought up at the April Parking Workshop and that a parking management overview report should be ready by the end of the year. The Downtown Director and Chief Ambassador, Barry Cole, are trying to meet at least an hour every day to come up with a complete plan.

On other subjects the Downtown Director reported that she had recently attended the Michigan Downtown State conference in Holland; that she was re-elected vice chair of the MDA Board and currently serves as conference committee chair; that the conference was well attended with dual tracks and that she attended many rewarding sessions.

The Downtown Director also reported that she had attended the City Council meeting on the previous evening and given a power point presentation on the proposed Darling Lot mixed use development; that Council had not been very receptive to the idea; and that she would be making a recommendation for a plan to move ahead at November meeting.

Hear City Staff Report

assessments and approved program and services; and reviewed a tentative schedule for the City Manager search.

The Acting City Manager reported that City Council conducted a public hearing at their October 20 meeting concerning 2015 special

Miscellaneous Public Comments

violations and complaints about committee and budgeting procedures.

Chairperson Rochon asked for public comments and heard from one member of the public comments regarding possible Open Meetings Act

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:15 P.M.