



DOWNTOWN MANAGEMENT BOARD

December 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, December 16, 2014. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: David Carlson, William J. Fraser, Mayor, Jason Keiswetter
and Jessilynn Norcross

Also in attendance was the Downtown Director Becky Goodman and Acting City Manager Al Terry.

Approve Consent Agenda Items Downtown Management Board members discussed routine business, the October 21, 2014 regular session meeting minutes and special meeting minutes of November 4, 2014; acknowledgement of bills since October 21, 2014; and acceptance of the October and November expense and income reports as prepared by the Downtown Director.

Upon motions made and supported the October 21, 2014 regular meeting minutes and special meeting minutes of November 4, 2014; acknowledgement of bills since October 21, 2014 totaling \$86,720.48; and acceptance of the October and November expense and income reports were approved. Said motions were unanimously approved as submitted.

Table Contracting with Consultants for Darling Lot Parking Project The Downtown Director reviewed that the Board voted at its August meeting to begin working on the long tabled plan to develop parking at the Darling Lot. The rationale was that this was a project with a timeline that DMB could control; the long awaited development of Sunset Square, now New Arlington Place, although a desirable partnership project, has a timeline that the Board does not control. Thus, contracts with Walker Parking for a design concept and with Otwell Mawby for a financial analysis of the concept were approved, pending input from City Council. The outcome of the project would be to provide structure parking supported by revenue from the site.

The Downtown Director also reviewed that as reported at the October meeting, staff's presentation to Council regarding the project received an unenthusiastic response and Council had concerns on the project and suggested that a new parking study might be appropriate. Since the Council meeting staff asked Walker Parking for an estimate on an update to parking study and received a number of \$10,000 to \$15,000.

Downtown and City staff had some preliminary meetings with the new team chosen to develop the New Arlington Place site. A concept for the site was made public and the development team has begun verbalizing their parking needs and parking development strategy concepts. Downtown staff recommended that the Board table any decision regarding contracting with the consultants for the Darling Lot project until a date to be determined after the first of the year when a better decision regarding a comprehensive plan for development new parking might be possible.

Board members commented that Council should accept that it is the work of the DMB to lead parking related discussions and projects; and that sometimes groups are negative the first time they hear about a project and perhaps maybe Council will be more positive about the Darling Lot project if an additional presentation is done in the near future. Upon motion made and seconded, the Board tabled contracting with consultants and moving forward on the Darling Lot mixed use project. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director 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. The Events Committee wrapped up the Stafford's Holiday Parade and Open House and both were successful and that the downtown office now owns two helium balloons thanks to the support of the Whole Team and Trillium Salon.

The Downtown Director reported on behalf of the Marketing Committee and that over 30 merchants signed on to the online holiday catalog that will remain on the downtown website; that Bags Over Bucks was a good first event with almost 100 attendees at the Deer Camp Party; and that the Downtown Promotions Coordinator has completed her first full year of events and will work comprehensively with the Director on promotions and events.

The Downtown Director reported on behalf of Economic Enhancement and that American Man Cave opened on Lake Street; that Frivolous Sal's closed on Howard Street, but a new tenant is planned; and the Painted Cottage on Lake Street is closing by the end of the year and looking for a new space.

In parking, the Downtown Director reported continued follow up on some of the projects brought up at the April Parking Workshop and that there is a proposed plan to allow customers to purchase permits and pay for tickets online beginning in January.

Liz Ahrens, Executive Director of Crooked Tree Arts Center, gave a brief report on the public art plan and that the plan is in draft form, but that it is preferred to have the original stakeholder group meet in January before the plan is delivered.

The Downtown Director also reported that Treasure Certificates and ornaments are selling well this holiday season.

Hear City Staff Report

The Acting City Manager gave a brief report on the New Arlington Place and that project plans and discussions with DMB could be in the near future.

Miscellaneous Comments

Liz Ahrens announced that she was resigning from the Board and enjoyed serving, but it was time for a new perspective on the Board and will still be in the audience expressing her points of view.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:30 P.M.