



**DOWNTOWN MANAGEMENT BOARD**

February 17, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, February 17, 2015. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson  
David Carlson  
Jason Keiswetter  
Jennifer Shorter  
S. Reginald Smith

Absent: Jessilynn Norcross, James M. Reid, Jr., Vice Chairperson  
and William J. Fraser, Mayor

Also in attendance were the Downtown Director Becky Goodman and the Acting City Manager Alan Terry.

Chairperson Rochon reviewed that since DDA law states that Board members serve until replaced or reappointed, Jennifer Shorter agreed to continue to serve on the Board. He also thanked Ms. Shorter for her invaluable time while serving on the Board.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the January 20, 2015 regular session meeting minutes; acknowledgement of bills since January 20, 2015; and acceptance of the January expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the January 20, 2015 regular session meeting minutes were approved, acknowledgement of bills since January 20, that totaled \$36,408.78 and expense and income reports for January were approved. Said motions were unanimously approved as submitted.

Hear Public Art Plan Presentation The Downtown Director reviewed that a draft of the Public Art Plan was completed by Crooked Tree Arts Center and reviewed by staff; and that the process includes that once the Board approves the plan, it will go to City Council for final approval. The Board was being asked to review the draft, hear presentation, make recommendations for revisions and move to approve the plan at this or a future meeting.

Gail DeMeyere, Crooked Tree Arts Center representative, gave a brief presentation regarding the Public Art Plan. She reviewed the definition of public art relative to downtown; public art on a national basis; identified opportunities for art in the public; policy procedures; maintenance of art; makeup of a downtown public art commission; action steps for art proposals; and suggested funding sources.

Board members inquired on how the public art commission would be staffed and their authority.

Chairperson Rochon asked for public comments and heard comments concerning the maintenance of the art and what the process was to move forward with the plan.

Chairperson Rochon thanked Ms. DeMeyere and Crooked Tree Arts Center for their work on the public art plan and that further discussion on the plan would occur at a future meeting.

#### Hear Committee Reports

The Downtown Director reported on behalf of the Petoskey Rocks Committee and that they will have a schedule of events and requests for the Board at next month's meeting. The Downtown Director also reported on behalf of the Events Committee and that the Committee is refocusing its efforts by starting a monthly email to merchants to keep them informed; that the Committee is splitting up the downtown and will be visiting each merchant to start establishing a better connection between the Committee and stores; that the Winter Carnival had less attendance compared to other years due to the extreme cold weather, but that the merging of the event with the City was successful.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee decided to do the publication opportunity presented by Northern Express for a Staycation weekend promotion; and that stores, restaurants and the Perry's package will be listed on Stafford's website and downtown website; and that several businesses had already signed up.

In economic enhancement, the Downtown Director reported that a few new businesses are looking for space including a new gallery, a possible new restaurant and a new retail concept with more information forthcoming.

In beautification, the Downtown Director reported that the Committee's recommended plan will be on the March agenda and will include plantings to match the Garden Club's, as well as a wrought iron border fencing around planter boxes.

The Downtown Director reported that the parking workshop meeting will be 5:00 P.M., Tuesday, March 10, 2015, in the City Hall Council Chambers.

In downtown design, the Downtown Director reported that one application had been submitted for Façade Improvement grants and that there may be another potentially impressive project.

The Downtown Director also reported that there will be a joint meeting with City Council and DMB and available dates were needed and that public art was suggested to be included as part of the joint meeting agenda.

#### Hear City Staff Report

The Acting City Manager reported that MDOT will be repaving US-31 through Bay View, and construction is expected to be at night from April 6 to May 21, 2015 with no lane closures.

#### Miscellaneous Comments

The Downtown Director reviewed that the downtown office purchased a new machine that will fax, copy, scan and print which makes the old fax/copier and printer obsolete; and that she received consensus from the Board to send out a message to all of downtown requesting sealed bids from businesses that may be interested in purchasing the older machines.

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