



DOWNTOWN MANAGEMENT BOARD

March 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, March 17, 2015. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Jason Keiswetter and William J. Fraser, Mayor

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

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the February 17, 2015 regular session meeting minutes; acknowledgement of bills since February 17, 2015; and acceptance of the February expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the February 17, 2015 regular session meeting minutes were approved, acknowledgement of bills since February 17, that totaled \$37,166.37 and expense and income reports for February were approved. Said motions were unanimously approved as submitted.

Request for Board Volunteers for Public Art Plan Review The Downtown Director reviewed that at the February meeting, the Board heard a presentation from Gail DeMeyere, Crooked Tree Arts Center, regarding the completed plan for public art in downtown. There was discussion regarding several of the plan elements. The Downtown Director recommended that two Board members volunteer to work with the Downtown Director to further refine the plan so that it can be presented to the Board for final approval and future recommendation to City Council.

Mr. Carlson volunteered to work with the Downtown Director to further refine the plan. The Board also suggested to appoint Mr. Keiswetter and if he wasn't able to serve then Mr. Reid offered to fulfill the position. Board members were all in favor of these volunteers.

Chairperson Rochon asked for public comments and heard comments that there were some individuals willing to serve on the review committee; concerns with the process, plan and formation and that it isn't discussed publicly; and concerns with more funds being spent before City Council fully supports the plan.

Chairperson Rochon reviewed that the plan would be studied and brought back to the Board for approval and then recommended to City Council for final approval.

The Downtown Director then reported that the

Authorize 2015 Façade
Improvement Grants

Design Committee had received five applications for the Façade Improvement Grant Program. Dripworks Coffee, 207 Howard Street, applied for grant funds and if approved \$1,500 would replace the entry system to the coffee shop and seals on the glass windows. 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, received a grant for the Tap 30 storefront last year and is working toward a project of renovating the upper two floors of the building for residential. Mr. Meikle applied for grant funds and if approved \$1,500 would help replace windows on the second floor and third floors of the front and back of the building. 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.

Cress Enterprises/Encore Financial, 418 Waukazoo Avenue, applied for grant funds and if approved \$2,000 would assist in painting and handrails added to the porch. This building was added to the DMB district at the request of the owners.

Mike Lambert, 200 Petoskey Street, applied for grant funds and if approved \$15,000 would help to remove the aluminum siding. The scope of the work is incremental and each phase will be determined by the previous phase. Plans include revealing and refurbishing the original brick, replacing windows and adding a cornice. The grant is contingent on the property owner meeting with a sub-committee of the Design Committee as many times as necessary to design a plan, outline phases and to work with them on materials.

Board members inquired if applicants still receive funds if they do not follow through with project; concerns with approving projects that still need further discussion with Design Committees; and those in favor of approving projects to better improve streets and downtown due to the control the Design Committee has over projects.

Upon motion made by Ms. Shorter and supported by Mr. Reid, the 2015 façade improvement grants were approved as requested by the Downtown Design Committee. Said motion was unanimously approved as submitted.

Discuss Purchase of Outdoor
Cinema Equipment

The Downtown Director reviewed that the Downtown Promotions Coordinator has been working on the summer season of the Petoskey Rocks! Program with the Committee. The Committee discussed the potential of acquiring an outdoor cinema system that would enhance the quality and experience of the Movies in the Park portion of the event.

The Downtown Promotions Coordinator reviewed equipment and benefits of purchasing the screen.

Board members commented that this purchase would be a good opportunity for advertising and recouping equipment costs; inquiries on equipment warranty; cost and size of equipment; if there is a plan in place for advertising; comments that equipment could be used for different events or rent out to other organizations; and if there is a line item in budget to fund this purchase.

The Downtown Promotions Coordinator reviewed that the frame has a one year warranty and screen has a three year warranty; cost is \$12,600; that the Committee has discussed a plan for advertising and sponsorships; and that the screen is 16x9.

The Downtown Director reviewed that there is no line item to fund this request, but that funds would come from the carry over fund.

The Board concurred that Downtown staff re-evaluate advertising costs and options; gather information from other communities that have used the same equipment; research equipment to see what happens if malfunctions; and bring information to discuss at the next scheduled meeting.

Chairperson Rochon asked for public comments and heard that the system is ideal but concerns with financial aspect; inquiries if equipment had to be insured; how much was in the carry over fund; and if sponsorship money would go back into carry over fund.

The Downtown Director reviewed that there is \$84,000 in carry over fund and any revenue from sponsorships would go into that carry over fund and not be used.

This matter was tabled and will be discussed at a future meeting.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf Petoskey Rocks! Committee and that street closures would be brought to the Board next month for approval and that a schedule of events is being developed. The Downtown Promotions Coordinator also reported on behalf of the Events Committee and that the Committee will be talking to merchants in April for advertising opportunities and working on details for sidewalk sales.

The Downtown Director reported that the Downtown Promotions Coordinator would be attending the National Main Street Conference in Atlanta.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is working on Staycation weekend promotion with the Perry Hotel; revising the shopping map; and confirming ads for the trolley.

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 April agenda and will include plantings to match the Garden Club's, as well as a wrought iron border fencing around planter boxes. The Committee will also be planting bulbs donated by the Garden Club for spring color in 2016.

The Downtown Director reported that the parking workshop was held Tuesday, March 10, 2015; that the Committee is refining the information and will recommend DMB approval at the April meeting.

Hear City Staff Report

The Acting City Manager reported that MDOT will be repaving US-31 through Bay View; that the Charlevoix Avenue project began; and joint City Council and DMB meeting may extend into May.

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