



DOWNTOWN MANAGEMENT BOARD

April 28, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, April 28, 2015. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Doug Buck
David Carlson
William J. Fraser, Mayor
Jason Keiswetter
Jessilynn Norcross
James M. Reid, Jr., Vice Chairperson
Jennifer Shorter
S. Reginald Smith

Absent: None

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

Approve Consent Agenda Items

March 17, 2015 regular session meeting minutes; acknowledgement of bills since March 17, 2015; and acceptance of the March expense and income reports as prepared by the Downtown Director.

Downtown Management Board members discussed the first item of routine business, the March 10, 2015 special meeting minutes and

Upon motions made and seconded, the March 10, 2015 special session and March 17, 2015 regular session meeting minutes were approved, acknowledgement of bills since March 17, that totaled \$37,487.71 and expense and income reports for March were approved. Said motions were unanimously approved as submitted.

Approve Partial Street Closure
Request for East Lake Street

The Downtown Director reviewed that the Petoskey Rocks Committee requested permission to block off the block of Lake Street between the northern and southern sections of Pennsylvania Park on the evenings of June 5 and August 7. June 5 is scheduled to be the Taste of Downtown; the Steel Drum Band will be performing; various restaurants will be providing food and a fashion show is scheduled. North Central Michigan College's Fab Lab and an ambulance will also be part of the event. The street closure is needed to provide a venue for the fashion show and as a safety precaution for people enjoying activities and crossing between the park sections. August 7 is scheduled to be a "Dancing in the Streets" event and the street will be used as the dance floor. The Cookies, a popular, regional band has been booked for the occasion.

Upon motions made and seconded, the partial closure of Lake Street for June 5 and August 7 were approved. Said motions were unanimously approved as submitted.

The Downtown Director reviewed that the Down-

Approve Purchase of Outdoor
Cinema Equipment

the Movies in the Park at Dark series. The Board requested additional information about the product's warranty, funding and testimonials from other communities that own an EPIC screen.

town Promotions Coordinator brought back a proposal giving further detail as requested by the Board to purchase outdoor cinema equipment for

The Downtown Director recommended the Board consider the request from the Petoskey Rocks! Committee and approve an amount not to exceed \$13,000. Funds for this purchase would come from Programs & Services carry over. There is currently approximately \$74,000 of carry over in this fund, \$10,000 of which has been allocated for the 2015 Beautification project.

The Downtown Promotions Coordinator reviewed payback method and that sponsorships attained this year will fund Petoskey Rocks! events due to budget cuts and then moving forward all money would be paid back to the carry over fund which potentially could take a little over three years; that if equipment failed it would be covered by the manufacturer's warranty and items would be replaced individually; that several communities have been using the equipment for 8 years or less, but limit the amount of use in rainy conditions; do not rent to other organizations and equipment is used by Sheraton and Marriott hotel/resort chains.

Board members inquired if a rental program had been researched and the potential to rent to other organizations; what the life expectancy is of equipment; what would happen if there were weather related issues; and if a storage place had been secured for the equipment.

The Downtown Promotions Coordinator reviewed that a rental program had been discussed at the committee level, but that there was no plan in place and there were concerns with liability of equipment and it being mistreated; that there is a good warranty program and life expectancy is not determined, but that a company in California has been using equipment for 8 years; that the equipment will be stored in the Downtown Office's storage shed; and that equipment can be used in rainy conditions, but not recommended.

Chairperson Rochon asked for public comments and heard inquiries if anyone in Northern Michigan rents out equipment similar to the proposed purchase; concerns with how this purchase benefits Petoskey; how much money Movies in the Park generates for the community; if equipment had to be insured; and if a rental program had been considered.

Ms. Shorter moved that, seconded by Ms. Norcross to approve the purchase of the outdoor cinema equipment not to exceed \$13,000 and that the Petoskey Rocks! Committee pay back the carry over fund with advertising dollars. Said motions were unanimously approved as submitted.

Approve Parking Committee
Parking Recommendations

manage parking in ways that will increase turnover of spaces for customer use; offer solutions which can be quickly implemented that will relieve parking shortages in busy times of the year; help to alleviate user anxiety in the parking management system; provide the convenience of residential and tiered parking permits; and increase revenue that can be used to create additional parking.

The Downtown Director reviewed that at the March 10, 2015 Parking Workshop input was received and the Parking Committee prepared comprehensive improvements that will help to

The Downtown Director reviewed that if the recommendations are approved then they will be written into a Parking Management Plan final document and forwarded to the City Manager for approval and implementation.

Board members discussed that all recommendations are interconnected and have been discussed for numerous years; that there were a lot of complaints towards the recommendation to

provide a shuttle from Winter Sports Park; that there has been lack of participation from public and the Board will have to continue to educate the community; discussed the booting policy; inquired on the privacy of names of chronic abusers and if policy could be changed; and concurred that the proposed recommendations are comprehensive and will help manage the parking system.

Chairperson Rochon asked for public comments and heard concerns with the recommendations and that there will be no change with freeing up funds for new parking lots; that the boot policy could have language on the boot to indicate exceeded ticket limit vs. negative image for downtown; that the shuttle be available only for 8 weeks rather than the entire year; if staff and collection agencies are sending chronic violators to the court system; and if booted cars will be towed.

In response to public comments, the Parking Ambassador reviewed that sending chronic abusers to the court system is a long cumbersome process and has been done in the past; and that booted cars will not be towed due to liability reasons as suggested by the Department of Public Safety.

Upon motions made and seconded, the following parking recommendations were approved:

Recommendation #1. Create more convenient permit parking spaces and help free up on-street spaces that are currently being used by Downtown workers by removing the meters from the Park Garden Lot and making it permit only until 5:00 P.M. and free parking after 5:00 P.M.

Recommendation #2. Free up on-street parking spaces that are intended for shopper use by increasing on-street and Saville Lot meter fees to \$1.00 an hour. See notes for supporting data.

Recommendation #3. Free up more on-street parking spaces that are intended for shopper use by increasing all expired meter fines to \$10 and raising late fees incrementally. See following notes for supporting data.

Recommendation #4. Create more convenient spaces for shoppers by creating a booting policy that will discourage the most extreme chronic abusers from disobeying the ordinance. See following notes for supporting data.

Recommendation #5. Discourage those who repeatedly park longer than the limit in spaces designed for shoppers by finalizing the revised Chronic Abuser Policy. See following notes for supporting data.

Recommendation #6. Send a clear sign to the public that parking is allowed and maximize its use by striping the following streets:

- Petoskey Street from Michigan to State
- Michigan from Petoskey to Emmet
- Bay from Division to east one block
- Lake from Division to east one block
- Waukazoo from Michigan to State
- Mitchell from Division to Woodland
- State Street on the News Review side
- Also, clearly mark the drop off zone at St. Francis School and stripe what is not included.

Recommendation #7. Create additional spaces by surveying and measuring streets and potentially restriping them to be certain that the maximum number of 21' long spaces is created.

Recommendation #8. Allow Downtown workers to choose how much they want to pay for the convenience of parking close to their workplace, encourage them to park in long term or free

spaces, and provide a solution to the demand for designated parking spaces by adopting a tiered Parking Permit system. See following notes for details.

Recommendation #9. Send clear signals to the public regarding where they may and may not park by striping handicapped spaces and non-metered spaces on the streets.

Recommendation #10. Simplify and improve the customer experience by developing a new sticker for the meters that gives only the most basic information (hourly rate, how long you can stay at the meter, and the hours of enforcement), succinctly, and in one place.

Recommendation #11. Free up spaces used by day shift office workers by providing a shuttle service from Winter Sports Park to Downtown between the hours of 7:30 and 8:30 A.M. and 4:30 and 5:30 P.M., Monday through Friday, during July and August at a cost not to exceed \$8,000.

Recommendation #12. Encourage employees to park on the fringe areas of the CBD by metering all but one block of the parking exempt zone. See map in notes.

Recommendation #13. Work with the county on attractive and clear signage that indicates free parking on weekends, holidays, and evenings for their lots.

Recommendation #14. Eliminate confusion for the customer by changing the row of 2 hour meters in the Petrie lot (these are the only 2 hour meters in town) to 3 hour meters, the length of time allowed at all other on street and high parking demand lots.

Recommendation #15. Increase our customer friendly policy through continuous outreach and education by developing informational pieces such as rack cards, bagstuffers, and even an FAQ sheet that can be used in employee training packets.

Recommendation# 16. Work to Identify all options available, especially opportunities presented by the potential development site at the highway, to create additional parking and educate the public and Council by working with consultants and State agencies that can help us explore all potential funding mechanisms.

Recommendation #17. Further discourage chronic abusers of the system by spending more staff time marking tires and providing the enforcement of one parking ambassador on the street 40 hours per week out of the 48 hours the ordinance provides for enforcement.

Said motions were unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf Petoskey Rocks! Committee and that the Committee is working out final details and merchant visits will begin in the next two weeks concerning upcoming events. The Downtown Promotions Coordinator also reported on behalf of the Events Committee and that the April meeting was postponed until May. The Downtown Promotions Coordinator reported that she attended the National Main Street Conference in Atlanta, Georgia, attended several sessions and thanked the Board for the opportunity.

The Downtown Director reported on behalf of the Marketing Committee and that the shopping map will be printed and distributed by Memorial Day weekend and that the Committee will meet one more time in May before taking a break for summer.

In economic enhancement, the Downtown Director reported that Cheekade Meekade will be opening on Lake Street; Somebody's Gallery will open on Lake Street; and Mackinaw Trail Winery and Northern Sole closed.

In beautification, the Downtown Director reported that petunias and daylilies will be planted to match the Garden Club's gardens, and the wrought iron border fencing around planter boxes is a trial project.

The Downtown Director reported on behalf of the Design Committee and reviewed bike corrals and potential locations.

The Downtown Director also reported that the MDA workshop is on Mackinac Island on June 12 concerning parking and welcomed new Board member Doug Buck.

Hear City Staff Report

that the Charlevoix Avenue project is on schedule.

The Acting City Manager reported that MDOT will be repaving US-31 through Bay View and that the project should be completed by Memorial Day; and

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:30 P.M.