



DOWNTOWN MANAGEMENT BOARD

May 19, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, May 19, 2015. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Doug Buck
David Carlson
Jessilynn Norcross
S. Reginald Smith

Absent: William J. Fraser, Mayor, Jason Keiswetter, James M. Reid, Jr., Vice Chairperson and Jennifer Shorter

Also in attendance were the Downtown Director Becky Goodman, City Manager Robert Straebel and Downtown Promotions Coordinator Kate Manthei.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the April 28, 2015 regular session meeting minutes; acknowledgement of bills since April 28, 2015; and acceptance of the April expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the April 28, 2015 regular session meeting minutes were approved, acknowledgement of bills since April 28, that totaled \$17,609.03 and expense and income reports for April were approved. Said motions were unanimously approved as submitted.

Approve Committee Appointments

The Downtown Director reported that she received a request from Gary Albert to volunteer on the Downtown Events Committee and Doug Buck to volunteer on the Downtown Economic Enhancement Committee. Upon motion made and supported, the appointments of Gary Albert and Doug Buck, be appointed to the Downtown Events Committee and Downtown Economic Enhancement Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Promotions Coordinator reported on behalf Petoskey Rocks! Committee and that information and sponsorship opportunities were out to merchants; that the movie screen was ordered and should be delivered by June 5; reviewed activities for the June 5 Summer Open House; and that the Junior Achievement group approached the Petoskey Rocks! Committee to inquire about selling Kilwin's popcorn as a fundraiser during movies in the park. The Downtown Promotions Coordinator also reported on behalf of the Events Committee and that the Committee is working hard on the 50th Anniversary of the Sidewalk Sales event.

Board members commented that a flyer with movie dates and titles would be beneficial to send to the schools and sent home as part of the Friday Folder program and inquired on what

happens to movie if bad weather occurs. The Downtown Promotions Coordinator reviewed that there is a rain policy to reschedule movie and would look into flyers for the schools.

The Downtown Director reported that Kate Manthei, Downtown Promotions Coordinator, graduated from the Leadership Little Traverse Class last week and achieved her Bachelor's Degree. Ms. Manthei thanked the Board for the support in being able to participate in Leadership Little Traverse.

The Downtown Director reported on behalf of the Marketing Committee and that the shopping map will be printed and distributed by Memorial Day weekend; that Bay View tickets will offer a promotional drawing for \$150 in downtown treasure certificates; that the Committee is working on a sponsored advertorial plan for Facebook and Newsplash letter; that welcome bags are available for visitors; and that the Committee will meet in June before taking a break during the summer months.

In economic enhancement, the Downtown Director reported that Cool House Labs opened on Mitchell Street; that there a pop-up business opened on Mitchell Street; that a new employee tool kit is available; that Hospitality Little Traverse Way training is June 15; reviewed the mission of the Committee, members of the Committee and that there are a few vacant seats that could be appointed at the next meeting.

In beautification, the Downtown Director reported that flowers will be planted Thursday.

The Downtown Director reported on behalf of the Parking Committee and that a concise plan of the approved recommendations would be put together to present to the City Manager and City Council for approval at a June City Council meeting; that stickers for meters would be ordered and put in place before summer; that arrangements were being made for a shuttle from Winter Sports Park for a two week trial period; that continuous outreach will educate the community on proposed parking changes; and that staff enforcement on the streets has increased.

The Downtown Director also reported that Wake Up Downtown had 27 people in attendance; that the MDA workshop is on June 12 on Mackinac Island concerning parking; and that plans for parking lot repairs have been identified in CIP and will occur this fall beginning with the Elks Lot and staff will seek bids for repair of the rock wall with hopes to split expenses with Emmet County.

Hear City Staff Report

City Manager, Robert Straebel, introduced himself and that he is proud to be part of the City of Petoskey; and that City staff is working with a prospective buyer for the 200 East Lake Street property for a possible Community Development Block Grant (CDBG) agreement.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:50 P.M.