



DOWNTOWN MANAGEMENT BOARD

September 20, 2016

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 20, 2016. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Robin Bennett
David Carlson
Daniel Harris
S. Reginald Smith, Vice Chairperson

Absent: Doug Buck and William J. Fraser, Mayor

Also in attendance were the Downtown Director Becky Goodman and City Manager Robert Straebel.

Hear Final Parking Presentation from Walker Parking Concerning Darling Lot

Walker Parking consultants, Jake Jeppeson and Rick Klein, gave a final presentation for the contracted parking study concerning the Darling Lot. The consultants reviewed both conceptual drawings including a stand-alone and mixed-use structure; that the stand-alone structure would produce 177 additional parking spaces for a total of 280 spaces; that a mixed-use structure would produce 175 new spaces for a total of 278 spaces; reviewed hardscapes; and reviewed residential and height options on the mixed-use structure.

Board members inquired if the fourth tier on the stand-alone structure would be covered; what the square footage was of each level; if it was feasible to attract a developer to do residential on mixed-use concept; and if a 3D rendering could be provided for City Council and public to review. The consultants responded that the fourth tier would be open so there is a turn-around to come back down; that it is attractive for developers to do residential on a mixed-use concept; and that a rendering could be developed with the final report.

The Downtown Director reviewed that it would be ideal if the exterior design could look historical, but the inside desirable for Planning Commission to approve parking structure.

The consultants reviewed that the next step will be to provide conceptual opinion of costs and a final report for DMB to review in the coming months.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the August 16, 2016 regular session and September 12, 2016 special session meeting minutes; acknowledgement of bills since August 16, 2016; and acceptance of the August expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Carlson, and seconded by Mr. Smith, the August 16, 2016 regular session and September 12, 2016 special session meeting minutes were approved; acknowledgement of bills since August 16, 2016 that totaled \$48,420.74; and expense and income reports for August were approved. Said motion was unanimously approved as submitted.

Approve Funds for Pennsylvania Park
Restroom Preliminary Design

The Downtown Director reviewed that at the recent joint meeting with City Council there was discussion and consensus on the need for the restroom expansion in Pennsylvania Park. Both City Council and DMB agreed that the project was a high priority and there was discussion regarding moving construction from 2018, as it is currently listed in the CIP, to 2017. The CIP lists \$3,500 to pay for an engineering study in 2017. The City Manager recommended that the engineering study be moved to 2016 so that the potential for construction could be in 2017. City Council will discuss matter at their next meeting and voting whether or not to contribute \$1,750 to the study yet this year. If the study is completed in 2016 there would be the potential for actual construction in 2017, however funds for construction have not yet been identified. If a funding strategy is developed, the project would come forward as a budget amendment in 2017. Staff recommended that the DMB move forward to spend the other half of the \$3,500 which is \$1,750 in 2016 which will come from Contracted Services.

The City Manager reviewed that City Council favored keeping the project moving.

Chairperson Rochon asked for public comments and heard concerns that the budget process is going well and why funds aren't set aside now for future projects.

Mr. Smith then moved that, seconded by Mr. Carlson to spend \$1,750 in 2016 and put towards the preliminary engineering conceptual design work for the downtown restrooms. Said motion was unanimously approved as submitted.

Approve 2017 Downtown Program &
Services and Parking Fund Budgets

The Downtown Director reviewed the various changes made to the Parking and Program and Services Budgets since the last meeting. The Parking Budget included updates to the projected 2016 income and expense numbers; removal of \$3,500 for a preliminary design study for restrooms in Pennsylvania Park from Contracted Services in 2017; addition of \$1,750 for the shared cost of a preliminary design study for restrooms in 2016; a placeholder expenditure of \$50,000 for the purchase of a used trolley, a lease agreement or a new trolley, or the rehabilitation of the current trolley; and a placeholder expenditure of \$10,000 for the purchase of an electronic car charger station. Programs and Services Budget included some revised projected figures based on more up to date information; a reduction in the amount of carry over used in 2016 from \$10,000 to \$5,000; and a reduction in the amount of carry over needed in 2017 from \$15,000 to \$10,000.

Board members concurred that it was good to leave the \$10,000 placeholder for the electric car charger and \$50,000 for the trolley, and requested a 2016 report on the trolley including ridership, sponsorships, maintenance costs, etc. The Downtown Director responded that she received more information from the Mackinaw Trolley Company and that DPW staff had looked at the information with more discussion to come in the near future.

Chairperson Rochon asked for public comments and heard concerns that the budget has increased, but have outside sponsorships been decided if allowed or not; if there are any additional anticipated capital outlay projects not listed in the proposed budgets; and concerns with the terminology "excess funds over expenditures" and why it changed.

Mr. Smith moved that, seconded by Mr. Harris, adoption of the 2017 Parking and Program and Services Budgets as presented. Said motion was unanimously approved as submitted.

The Downtown Director next reported that the Down-

Recommend Special Assessment
Levy to City Council

town Management Board routinely asked the City Manager each year to recommend that the City Council levy special assessments on the Downtown Management Board's behalf against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with the proceeds from such levies then used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

2017 downtown-area special-assessment levies would be the 23rd such annual levy. The approved 2016 downtown-area programs-and-services special-assessment formula included \$0.16 per square foot of useable, first-floor, non-residential building area; \$0.04 per square foot of useable, non-residential area on floors other than first floors; and \$0.05 per square foot of unimproved lots that do not contain buildings. Although not yet calculated, City staff believes that revenues next year would be comparable to the \$92,000 that had been received in 2016.

Upon motion made by Mr. Smith, seconded by Mr. Harris, the Board requested that the City Manager consider this proposed 2017 programs and services special assessment and to recommend to City Council through a required written report, that the same formula be levied on behalf of the Downtown Management Board. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee and that the Shopping Scramble is October 1 and registration is low; that the Hemingway Harvest Festival is scheduled for Saturday, October 15 and that it is the last year for the event; and that the new Promotions Coordinator is doing very well and working hard on fall and winter events.

The Downtown Director reported on behalf of the Marketing Committee and that the Shop Downtown Contest is running until November 30 and the Holiday Catalog work is underway.

In downtown beautification, the Downtown Director reported volunteers will be installing cornstalks on September 30 and that the Scarecrow Contest begins October 1.

In economic enhancement, the Downtown Director reported that a new retail store Di's Dazzle opened and that two condominiums over Tap 30 on Mitchell Street are finished and have been sold.

The Downtown Director also reported that the Michigan Downtown Association annual conference will be held next month in Traverse City and welcomed any Board member to attend.

Hear City Staff Report

The City Manager reported that City Council approved the appointment of Craig Bell to the DMB; approved refinancing bonds for the Bear River Valley Recreation Area and Marina which will save approximately \$300,000 over the life of the bonds; approved the purchase of a 100' ladder truck; and reviewed CIP 2017-2022 projects.

Board members inquired if it had been determined what will be done with the old football stadium property on Standish Avenue and that the softball fields could be moved from the Bayfront to Standish Avenue and develop something more universal at the waterfront.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:20 P.M.