



DOWNTOWN MANAGEMENT BOARD

December 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, December 20, 2016. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Craig Bell
Robin Bennett
Doug Buck
David Carlson
Daniel Harris
Jessica Stubbs

Absent: S. Reginald Smith, Vice Chairperson and William J. Fraser, Mayor

Also in attendance was the Downtown Director Becky Goodman and Promotions Coordinator Andi Symonds.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the October 18, 2016 regular session meeting minutes; acknowledgement of bills since October 18, 2016; and acceptance of the October and November expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Carlson, and seconded by Mr. Buck, the October 18, 2016 regular session meeting minutes were approved; acknowledgement of bills since October 18, 2016 that totaled \$79,884.58; and expense and income reports for October and November were approved. Said motion was unanimously approved as submitted.

Approve Downtown Trolley Task Force

The Downtown Director reported that \$50,000 was included in the 2017 Parking Fund Budget for the purpose of refurbishing the current trolley or purchasing or leasing a new trolley. Downtown staff would like to move ahead with plans for the upcoming trolley season and asked for volunteers to work on a recommendation for trolley purchase or refurbishment and also on a recommendation for a trolley schedule or route that could potentially be the same as we currently provide. Volunteers should be able to commit to a meeting within the next 30 days and two to three more meetings during the winter months.

The Downtown Director reviewed that the task force includes Terry Barrette, Supervisor of Streets and Operation, Charlie Fossmo, trolley driver and Board member Reg Smith volunteered. Board member Craig Bell and Dan Harris along with Chairperson Rochon also volunteered to complete the task force.

Chairperson Rochon commented that there was an additional trolley with less mileage for sale out in California and it may be beneficial to send Mr. Fossmo out to research.

The Downtown Director reported that the task force will meet the first week in January.

The Downtown Director reported that staff

Hear Update on Walker Parking Study Preliminary Report

received and began reviewing the final report from Walker Parking consultants and that an electronic copy will contain any staff edits and will be

available in January. The Downtown Director reviewed highlights of the study including:

- A revised number of total spaces in a mixed-use structure that would include residential that could be constructed on the Darling Lot site is 251 with 148 of them being new with an approximate conceptual cost of \$9,200,000;
- A revised number of total spaces in a standard structure that could be constructed on the Darling Lot site is 256 with 153 of them being new with an approximate conceptual cost of \$6,530,000; and
- A review of the plan done in 1995 for a Lake/Division Street structure shows that a structure built on the Park Garden Lot and over both the County Lots could provide a total of between 218 and 226 spaces. Currently, the City has 54 spaces in the park Garden Lot and the County has approximately 49 spaces in its two lots. Had it been possible to build a structure here in 1995, Walker's opinion of the cost was between \$1,640,000 and \$1,720,000. Revised costs for 2016 construction are between \$3,800,000 and \$3,960,000.

Board members inquired if the County had been approached to partner with City on parking lots and that incentives need to be discussed with County to help with parking needs.

The Downtown Director reviewed that the electronic copy will be reviewed by staff and Parking Committee to discuss options, funding and other miscellaneous items.

Board members further inquired on special assessments specific for parking and maximum amount you can levy. The Downtown Director reported that the Board can assess up to 2 mills which would generate approximately \$45,000 and a second special assessment could be approved just for parking.

Review City of Petoskey Economic Development Strategic Plan

The Downtown Director reviewed that the City of Petoskey Economic Development Strategic Plan was drafted by City staff as a requirement for the City's application to the State's Redevelopment

Ready Communities Program. The plan was reviewed by City Council at their December 5 meeting and now is being passed to the DMB and Chamber of Commerce for review and comments. The Downtown Director reviewed the RRC program and that being certified there are perceived benefits from MEDC for redevelopment.

Board members inquired if there would be a change in zoning requirements; that it will be hard to attract developers when construction costs are so high and building heights are limited to 40'; that there is no mention of retirement community, income, or demographics indicating affordable housing; that there is an inaccuracy that Petoskey is a historic district; that transportation is outdated and no reference of education; and that there is aggravation by developers since County sets regulations, not the City.

Board comments will be discussed at the next meeting regular scheduled meeting.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and gave an update on holiday meter sponsorships and gift of free

parking.

The Downtown Director reported on behalf of the Events Committee that there will be no car show since Back to the Bricks car show organizers decided to go to Cadillac instead; reviewed diverse survey results from Ladies Opening Night; and that the Promotions Coordinator successfully oversaw three big events between November 11 and December 2.

The Promotions Coordinator reviewed 2016 events and that it was a successful year and that the Events Committee is working on the upcoming Winter Carnival in February.

The Downtown Director reported on behalf of the Marketing Committee that Shop Small Saturday was reasonably successful; that the Downtown Office would no longer be selling ornaments; and that downtown dollars are very popular this year.

In economic enhancement, the Downtown Director reported that Grain Train will be another main sponsor for the trolley next summer.

The Downtown Director also reported that the Strategic Plan process will begin in January; that in response to complaints from merchants regarding employee issues a special Thirsty Thursday was held and it was not overly well attended but that some good ideas were generated; that she attended a meeting with City staff reviewing plans for the Pennsylvania Park bathroom expansion/renovation project with hopes to begin construction in the fall and the City is asking the DMB to take the lead and perhaps fund 2/3 of the final cost which is estimated to be under \$350,000; that \$8,000 has been received from the County for the Elks Lot wall which could potentially be put toward or pay for an arch or entry structure in the opening of the hedge into the Elks Lot; and that Board member Dave Carlson was not reappointed, but that Public Act 197 states that board members serve until they are reappointed or a new appointment is made.

Hear City Staff Report

Redevelopment Ready Communities Program.

The City Manager was not present, but the Downtown Director reported that City Council heard a presentation from MEDC regarding the

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