



**DOWNTOWN MANAGEMENT BOARD**

July 18, 2017

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, July 18, 2017. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson  
S. Reginald Smith, Vice Chairperson  
Craig Bell  
Robin Bennett  
Doug Buck  
Edward Karmann

Absent: Daniel Harris, John Murphy, Mayor and Jessica Stubbs

Also in attendance was the Downtown Director Becky Goodman and City Planner Amy Tweeten.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the May 16, 2017 regular session meeting minutes; acknowledgement of bills since May 16, 2017; and acceptance of the May and June expense and income reports as prepared by the Downtown Director. The Downtown Director reviewed two mailing expenses for Gallery Walk and that the \$150 Tom Renkes expense is for the downtown blogs.

Upon motion made by Mr. Smith and seconded by Mr. Bell, the May 16, 2017 regular session meeting minutes were approved; acknowledgement of bills since May 16, 2017 that totaled \$32,909.42; and expense and income reports for May and June were approved. Said motion was unanimously approved as submitted.

Hear Downtown Strategic Plan Update The City Planner gave a brief presentation on the status of the Downtown Strategic Plan. She reviewed Survey Monkey results from downtown businesses; that Bob Gibbs held 8 focus group sessions and conducted a public presentation; that survey results showed that downtown is where the community comes together and more street closures and music is needed; that more parking is needed to be a viable shopping district; that parking is not an issue, but more of a seasonal issue; that Mr. Gibbs is a wealth of statistics and according to his ratio of commercial space and parking spaces, Petoskey is below average on parking; and that downtown needs a theatre, pharmacy, hotel and more restaurants; and reviewed budgets and funds for various downtown programs.

The City Planner reviewed that there has been a lot of public input; that Mr. Gibbs will provide recommendations; and then the committee will strategize and prepare a draft document for various boards to review.

Board members inquired on the attendance of each session and that the plan has to address action items.

## Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that she met with a ChargePoint representative concerning an electric car charging station; that the location would need to be where there is good cellular signal, access to Wi-Fi and electric; that \$15,000 would likely cover machine and installation, but return on investment is not likely; that the company provides a card that is preloaded with time and users need to turn on the machine; and that the machine can be branded and put on shopping map. The Downtown Director also reviewed that she and the City Manager met with interim County Administrator regarding partnership for development of a parking structure at the corner of Division and Lake and will discuss with County Commissioners in the near future; that staff met with Petoskey Plastics regarding concerns on the crossing from the tunnel entrance to their building; that Beckett & Raeder is recommending removal of the loading zone for the sake of safety; and Petoskey Plastics does not want the loading zone to be eliminated so traffic studies will be conducted and shared between the City and Petoskey Plastics; that parking ambassador shifts are stretched due to various circumstances; and there have been a large number of meter failures, but have been reset and working fine.

The Downtown Director reported on behalf of the Events Committee and that Summer Open House was a great event and received positive feedback; that Petoskey Rocks! is going well and about half way through the summer; and that promotion and advertising are underway for the 52<sup>nd</sup> Sidewalk Sales July 28 and 29.

The Downtown Director reported on behalf of the Marketing Committee and that the committee is on summer hiatus; that the Promotions Coordinator has been keeping up with social media; and that Finding Waldo seekers keep the office very busy.

In beautification, the Downtown Director reported zinnia plants were tested this year around the 200 East Lake Street property and staff likes the small zinnias and will move away from the yellow marigolds next year; and that the Hemingway statue location has been prepared and looks beautiful.

The Downtown Director also reported that the Hemingway statue unveiling is 4:00 P.M., Friday, July 21; that the trolley has had high ridership and several loops where it has been full; that a master cylinder on the trolley had to be replaced; that the Downtown Promotion Coordinator's one year evaluation was last week and she was given high marks and has reached the maximum pay scale which is \$32,000 annually; and that the Board should think about ways to continue to incentivize and retain this talented, young employee.

There was a public comment that Art in the Park helps downtown galleries.

The Downtown Director also reviewed that at last night's City Council meeting, Council heard a presentation on sustainability and power supply; adopted a resolution opposing the lack of local controls on short-term rentals; and considered an ordinance regarding boarding houses.

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