



**DOWNTOWN MANAGEMENT BOARD**

September 19, 2017

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 19, 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  
Daniel Harris  
Edward Karmann  
John Murphy, Mayor  
Jessica Stubbs

Absent: None

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

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the August 15, 2017 regular session meeting minutes; acknowledgement of bills since August 15, 2017; and acceptance of the August expense and income reports as prepared by the Downtown Director.

Upon motion made and seconded, the August 15, 2017 regular session meeting minutes were approved; acknowledgement of bills since August 15, 2017 that totaled \$38,674.88; and expense and income reports for August were approved. Said motion was unanimously approved as submitted.

Approve 2018 Parking and Programs and Services Budgets The Downtown Director reviewed that these were second drafts of the proposed 2018 Parking and Programs and Services budgets and that they would need to be approved at this meeting for recommendation into the 2018 annual City budget in order to meet deadlines. The Downtown Director reviewed parking changes that included \$10,000 being added to the Contracted Services line item to pay for a higher level of sidewalk snow removal; that the \$150,000 for public restrooms that was included in the original draft had been reduced to \$75,000 based on comments that \$75,000 is as high of a match that the City Council would be able to provide from the General Fund; and that \$155,000 is now included as the cost of improvements for meter equipment. The Downtown Director also reviewed changes to the Programs and Services budget and that an assumption of \$4,000 in revenues was included to help offset increased costs to advertise for Sidewalk Sales and would only be spent if the additional revenue were generated; that numbers for Summer Open House and Winter Carnival have been further refined; that Winter Carnival and Petoskey Rocks include revenue from a "Presenting Sponsor" and internal budgets for these two events would have to be adjusted if a presenting sponsor is not identified; that Petoskey Rocks now includes expenses for street corner musicians and food trucks; and that capital outlay items no longer include the purchase of a tent or audio equipment.

Board members inquired why the image campaign line item decreased almost in half from 2016; if food trucks and outside vendors will be discussed at a future meeting; and that it is good to see increased revenue and growth over the last couple years. The Downtown Director responded that some advertisements have been removed from various magazines due to expense and that a future discussion allowing food trucks and outside vendors will occur.

Upon motion made and seconded, the 2018 Parking and Program and Services budgets were approved as presented. Said motion was unanimously approved as submitted.

Hear Proposal to Add Two New  
DMB Committees

the DMB.

The Downtown Director reviewed that staff received a proposal from downtown merchant, Marty Scott, that involved adding two new committees to those that are currently overseen by

Mr. Scott gave a brief presentation on the two new proposed committees such as a new Downtown Parking Improvement Committee and Downtown Public Art Committee; reviewed the mission and guidelines of each committee; member makeup; that the general public is not included on most committees and this would help better educate the public on parking matters; that there has been no other public art submission since the Hemingway statue and that the DMB could approve temporary art and City Council approve permanent art; and that these committees would give recommendations to the DMB.

Mayor Murphy reviewed that City Council didn't approve art donations, but rather discussed and approved a general Gift and Donation Policy; reviewed previous Council discussions regarding public art; and recommended that Mr. Scott send a letter of his proposal to City Council for further discussion.

Board members commented that possible public art locations could be discussed with City staff members when considering parks and that other locations may be discussed with the DMB; inquires on how the current parking committee is structured; that there isn't a lot of downtown staff and will be hard to manage if implement more committees; that current committees aren't fully staffed and it is difficult to find volunteers; and that there have been opportunities for public input on various recent matters.

Hear Committee Reports

that charging stations will be discussed at next month's meeting; and reviewed Bob Berg's proposal of a grocery store in the Darling Lot and that he wanted DMB's perspective on the project before moving forward on conceptual plans.

The Downtown Director reported on behalf of the Parking Committee and that two new Ambassadors were hired for 20 hours per week;

Board members commented that the project aligns with the consistent message that mixed use development is desired in the downtown; that moving forward the developer should be aware of the height issues; and inquiries if Mr. Berg would control parking if implemented.

The Downtown Director responded that Bob Gibbs states that a grocery store in a community raises the bottom line for all merchants by 20%; that Mr. Berg's priorities include a grocery store, additional decked parking and more housing; and that this proposal is very exploratory at this point in time.

The Downtown Director reported on behalf of the Events Committee and reviewed upcoming fall and winter events; that Petoskey was selected for the Back to Bricks car show on Sunday June 10; and that the committee will be discussing at future meetings food trucks at events, outside vendors, developing a presenting sponsorship and expanding Petoskey Rocks.

The Downtown Director reported on behalf of the Marketing Committee and that the holiday catalog is being promoted and the fall shopping contest is underway.

In beautification, the Downtown Director reported that the scarecrow contest has begun; that Harbor Hall staff has volunteered to put up cornstalks around town; and that staff will ride around town with Parks and Recreation staff tomorrow to look for potential projects including the need for irrigation in concrete planters and flowers and irrigation at the entry of the Saville Lot similar to what was done with the Elks Lot this year.

In economic enhancement, the Downtown Director reported that Glik's will begin renovation in October and that the tour of the old Ben Franklin building on Mitchell Street is 3:00 P.M., Thursday.

The Downtown Director also reported that the Trolley Task Force will begin meeting to discuss possible changes and review of the summer season; that the Strategic Plan is in the works with one more detailed survey to be sent out; and that a food truck survey was sent only to restaurants on any interest to allow at downtown events.

Hear City Staff Report

The City Manager reviewed that City staff has been meeting with Petoskey Plastics representatives concerning the Bay/Petoskey Street intersection and that conceptual designs will be presented to City Council in the near future; that Emmet Street improvements are completed; that MDOT is doing soil borings around the community in preparation for the 2019 highway project; that McLaren Northern Michigan Hospital has begun work on the expansion of Jackson Street as part of the hospital expansion project; that City Council will review a proposed ordinance creating a hospital district and zoning map amendments in October; and that City Council is reviewing the 2018-2023 CIP and reviewed 2018 projects.

Board members inquired since the Blum House was torn down and additional parking will be implemented if there are any pedestrian crossing concerns; if LED lights will be going into the gaslights downtown; that during the holiday parade balloons get caught in the overhead wires; what type of work will be done at the Petoskey/Lake Street intersection in 2018; and if the \$75,000 is included in the City budget for the restroom renovation project.

The City Manager responded that LED lights will be installed at Bayfront Park and other places in downtown; that the Petoskey/Lake Street intersection will be resurfaced and include new brick work; and that staff is currently working on the 2018 budget, that money would come out of the General Fund for the restrooms and that the City is awaiting grant approval on the proposed restroom expansion project.

Miscellaneous Comments

Bill Tribble, owner of Ernesto's Cigar Lounge and Bar, 321 Reid's Alley, Unit 1, commented that current zoning doesn't allow directional signs at end of alleys and that it would be helpful if this could be changed to allow such signs; that Reid's Alley street signs have been installed which is beneficial; and that he would like to hold summer events in the alley and block off part of the alley.

The Downtown Director responded that the Design Committee looked at alley signage when discussing wayfinding signs and that Mr. Tribble would need to contact the Events Committee to begin discussions regarding future events in the alley since it would have to be an official DMB event if the alley were to be blocked off.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:45 P.M.