



DOWNTOWN MANAGEMENT BOARD

January 16, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, January 16, 2018. The meeting was called to order at 7:00 P.M., and the following were

Present: S. Reginald Smith, Chairperson
Robin Bennett
Doug Buck
Daniel Harris
Ed Karmann
Noah Marshall-Rashid
John Murphy, Mayor
Ben Slocum
Jessica Stubbs

Absent: None

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

Conduct Annual Organizational Session

Chairperson Smith reported that the Downtown Management Board was required to annually conduct an election to select a Chairperson and Vice Chairperson from its members and to establish a regular meeting schedule for the coming year; and that duplicating the action by the Downtown Development Authority Board at its meeting, which had been conducted just prior to this meeting, the Downtown Management Board would be required to elect these same officers and to adopt the same meeting schedule.

Duplicating action of the Downtown Development Authority Board, Mr. Smith was nominated as Downtown Management Board Chairperson and Mr. Buck as Vice Chairperson for 2018. Nominations were unanimous by a voice vote.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the December 19, 2017 regular session meeting minutes; acknowledgement of bills since December 19, 2017; and acceptance of the December expense and income reports as prepared by the Downtown Director.

Board members inquired on the \$1,200 employee gift expense and the Downtown Director responded that six employees receive downtown dollars annually that aren't spread out evenly; and that year-end and January financial reports will be provided at the February meeting.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Buck, the December 19, 2017 regular session meeting minutes were approved; acknowledgement of bills since December 19, 2017 that totaled \$44,054.62; and expense and income reports for December were approved. Said motion was unanimously approved as submitted.

Discuss Redevelopment Liquor License Ordinance Revisions

The Downtown Director reviewed that the DMB approved the recommendation of creating a Redevelopment Project Area District and the granting of Redevelopment Liquor Licenses to the City Council in 2011. These licenses, recommended by the community and issued by the State, were fairly new at the time and had been developed by the MEDC as a tool for downtown revitalization. The Downtown Director further reviewed that as previously discussed at the last meeting, there is some concern that one of the licenses granted by the City has been put into escrow for the last two winters; that City Council and DMB Board members who were involved in the original action to grant these licenses know that this was not the understanding of their use; and reviewed the ordinance and local controls.

Board members discussed what happens to licenses if businesses close or sell; inquired on who enforces local controls; discussed striking certain local controls including bar seat limitation and cut-off time to serve alcohol; that the number of licenses granted should be increased; heard from those in favor of licenses since they are economic incentives; discussed whether to include non-profits and concurred to indicate businesses or entities; discussed whether to keep the design guideline requirement; discussed how many alcohol establishments are warranted for the community and that there should be a balance between retail, restaurants and entertainment in the district; and that any revisions if approved by City Council should be retroactive and apply to existing and new businesses.

City staff reviewed that currently local controls aren't being enforced; that Public Safety could enforce if directed by City Council; and that current ordinance doesn't comply with State redevelopment liquor license issued under MCL 436.1521a(1)(b).

Board members further directed the Downtown Director to revise the ordinance and keep the following local controls 1) Any exterior faced improvements shall conform to the Downtown Design Guidelines; 2) No current or outstanding code violations, tax delinquencies, or other outstanding City fees shall be owed by the applicant or premises to be occupied; 3) The business shall comply with all state laws; and 4) Increase the number of licenses granted to no more than 10 Redevelopment Project Licenses. The Downtown Director will revise the ordinance and provide to City staff for review before recommending to City Council for review.

Approve Redevelopment Liquor License for Crooked Tree Arts Council

The Downtown Director reviewed that Liz Ahrens, Executive Director, for the Crooked Tree Arts Council and Heidi Geiger on behalf of the Board, submitted an application requesting City Council approve a Redevelopment Liquor License for their property at 461 East Mitchell Street.

Ms. Ahrens gave a brief presentation on the history of the Arts Center; reviewed that they apply for 12 liquor licenses a year and are all used for other events; that with this license approval it will help enhance what Crooked Tree Arts Center offers and will expand their audience; and reviewed concept and potential events with new license.

Board members discussed if licenses were available to non-profits; thanked Crooked Tree Arts Council for a complete, informative application; and inquired on concept and how the Arts Center will use the license.

Upon motion made and seconded, the DMB approved the Redevelopment Liquor License application submitted by Crooked Tree Arts Council, Inc., 461 East Mitchell Street, and recommended to City Council for approval. Said motion was unanimously approved as submitted.

Approve Policy for Reporting Unpaid Ticket Amounts

The Downtown Director reviewed that the Downtown Office was recently requested to report its total outstanding unpaid tickets which is approximately \$300,000 in unpaid tickets and that the amount represents total unpaid tickets and accumulated past due fees since 2005. The Downtown Director further reviewed that the Downtown Office maintains detailed records of all unpaid tickets for the potential of collection; that it has a track record of collecting 91% of the total number of tickets; and that the office regularly utilizes two different collection agencies in its efforts to collect on unpaid tickets.

The Downtown Director reviewed that at the suggestion of City Council, the Parking Committee drafted a policy related to reporting unpaid ticket amounts:

All unpaid tickets will remain on the detailed record, indefinitely, for the purpose of potential collection. For reporting purposes, data related to unpaid ticket amounts will be limited to the most recent five (5) year period.

The Parking Committee considered the following factors in developing the proposed policy 1) the likelihood of collections within a five-year period; 2) the review of City of Petoskey's policy on similar type accounting records, such as personal property taxes and 3) how to fairly represent the general effectiveness of the Downtown Office's ability to collect on unpaid tickets.

Board members discussed the policy and upon motion made and seconded, the DMB approved the policy for reporting unpaid ticket amounts as presented. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that a County Commissioner spoke to the Committee in favor of a joint effort to build a deck at the corner of Division and Lake and believes there is more support from other Commissioners; presented the PowerPoint that was given to City Council concerning parking tickets; that a Clipper Creek representative gave a presentation on a different charging station that is less expensive than ChargePoint; and that there was discussion with City staff on charging station and an offer was provided to have DPW install, monitor the electricity and locate charger in the Darling Lot next to the greenway corridor.

The Downtown Director reported on behalf of the Events Committee and reviewed that there are two sponsors, Gypsy Vodka and First Community Bank, for the Winter Carnival along with Petoskey Area Visitors Bureau; that the Petoskey Rocks task force met and are working on locations for food trucks and street musicians; and that a survey will be distributed in the near future polling merchants regarding whether or not to invite outside vendors to Sidewalk Sales.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee discussed geo fencing; a direct email campaign offered by Lite 96 and a marketing partner; and that the Committee needs to work on the 2018 budget.

In downtown economic enhancement, the Downtown Director reported on new businesses in town including Shed and Tableau Events and that Stafford's Gallery is closing.

The Downtown Director further reported that the Strategic Plan was distributed at tonight's meeting; that any comments be sent to her; and that the City Planner will present in February.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:20 P.M.