



DOWNTOWN MANAGEMENT BOARD

February 13, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, February 13, 2018. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Robin Bennett and Daniel Harris

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

Approve 2018 Meeting Schedule

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 setting the 2018 meeting schedule was overlooked at the January 16 meeting. Mr. Smith reviewed that typically the Board meets at 7:00 P.M., the third Tuesday of each month.

Upon motion made by Ms. Stubbs and seconded by Mr. Buck, to schedule 2018 meetings for 7:00 P.M., the third Tuesday of each month. Said motion was unanimously approved as submitted.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the January 16, 2018 regular session meeting minutes; acknowledgement of bills since January 16, 2018; and acceptance of the January expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Buck, the January 16, 2018 regular session meeting minutes were approved; acknowledgement of bills since January 16, 2018 that totaled \$44,940.03; and expense and income reports for January were approved. Said motion was unanimously approved as submitted.

Recommend Redevelopment Liquor License Ordinance Revisions to City Council

The Downtown Director reviewed that in response to the Board's recommendations regarding revisions to Ordinance 727, staff consulted with the City Attorney and reviewed that there is no such thing as a seasonal license, but that the applicant can approach the LCC to put in escrow and the LCC will review on a case by case basis. The City Attorney provided a letter regarding the proposed changes and also commented on the issue of seasonal closing.

Board members discussed that the intention of the licenses were to be used year-round; that the State doesn't put up a contest when considering escrowing licenses; that the City doesn't have a lot of enforcement power; and heard from those that had concerns with Article 2, Section 4-2 (5) language and that it should be changed to be consistent and read the same as the State.

Chairperson Smith asked for public comments and heard a comment that the City should still keep policy of being open year-round in place, and send letters of violation even if State controls the escrow of licenses.

Upon motion made by Ms. Stubbs and seconded by Mr. Karmann, to approve recommended changes of Ordinance 727 to City Council with revisions to Article 2, Section 4-2 (5) to read "have spent at least \$75,000 for the rehabilitation or restoration of the building where the license will be housed over a period of the preceding five years or a commitment for a capital investment of at least \$75,000 that will be spent before the issuance of the license. Said motion was unanimously approved as submitted.

Hear Downtown Strategic Plan 2018-2022 Presentation

The City Planner gave a presentation concerning the Downtown Strategic Plan 2018-2022; provided background information on the plan process and that this was the third downtown plan update since the 1996 Downtown Economic Enhancement Strategy by HyettPalma; that it is a strategic plan not a visioning document; and that unlike the City Master Plan or Parks and Recreation Master Plan, there is no requirement or state mandate for a five-year update to a downtown plan. She reviewed Process Committee make-up, the community outreach process and some of the feedback provided; reviewed how spending and funding has changed over the past five years, and the benchmark data that is compiled every five years.

The City Planner then reviewed the recommendation of Bob Gibbs based on the input he received at the public workshops, and summarized the recommended actions and strategies in the plan that are organized by DMB committee focus areas.

The Board was being asked to discuss the final draft as a guiding document for the next five years and to suggest any additions or changes to the actions and strategies.

Board members inquired if Mr. Gibbs' recommendations were due to his expertise or if it included public input; inquired on who was on the Process Committee and if participation was adequate; concerns with the purpose of the document and vision of downtown; and that the 2012-2017 Downtown Strategic Plan be redistributed to the Board for review.

Chairperson Smith suggested a special work session to review plan and that the Downtown Director provide a few dates to the Board for a possible special meeting.

Chairperson Smith asked for public comments and heard that public input should be part of the process and filtered into the report; that the plan should be distributed broadly and encourage people to participate in the special meeting; heard from those that have relocated to Petoskey and read the 2012-2017 plan and that it serves as a framework for citizens; that if the goal is to have more residents in downtown, then the Board needs to look at parking issues; that there needs to be better sidewalk snow removal; and that the downtown decorations are beautiful.

Board members concurred to table this matter; that the Downtown Director provide the previous strategic plan for Board review; and that the 2018-2022 Downtown Strategic Plan will be discussed a special meeting to be scheduled in the near future.

Approve New Parking Committee Policy

The Downtown Director reviewed that the Board Chair and Vice Chair met to discuss organizational matters and proposed changes to the policy for structure of the Parking/Executive Committee. The Downtown Director reviewed the current policy which states:

Downtown Parking/Executive Committee – The responsibility of this committee is to oversee parking and office management policies and to assist with the development of board agendas. The committee is limited to the DMB chair, vice chair, and one voting DMB member. Their length of service should be determined by their continued attendance, willingness to serve, and term on the DMB. The Chief of Police and/or City Manager may serve as City liaisons, and the chief parking ambassador and Downtown Director as DMB staff liaisons. Committee members are appointed by the DMB at the recommendation of the DMB Chair. This committee meets monthly, prior to the regular board meeting.

The Downtown Director further reviewed the proposed policy and that two committees be formed:

Downtown Parking Committee – The responsibility of this committee is to oversee parking management policies. Members of the committee are the DMB chair, vice chair, two board members, and one member at large from the Downtown community. Members other than the chair and vice chair serve one year terms and may be reappointed indefinitely. The Chief of Police and/or City Manager may serve as City liaisons, and the Downtown Director serves as DMB staff liaison. Committee members are appointed by the DMB at the recommendation of the DMB Chair. The chair will consider a mix of business sectors when recommending appointments to the full board. The committee is expected to meet monthly.

DMB Executive Committee – The responsibility of this committee is to manage human resource issues, oversee office management policies, assist with agenda development when necessary, and consult on other issues, such as real estate or potential development projects, that require confidentiality. Members of this committee are the chair and vice chair of the DMB. Their length of service will depend on the time they service in their respective roles. This committee will meet as needed.

Chairperson Smith reviewed that both he and Vice Chairperson Buck considered input from Board members asking for a larger Parking Committee and the need to not have more than a quorum at any committee meeting.

Upon motion made and seconded, the new Parking Committee Policy was approved as presented. Said motion was unanimously approved as submitted.

Approve Parking Committee Appointments

Chairperson Smith reviewed that at the January meeting, he asked for volunteers and Board members Marshall-Rashid and Karmann volunteered to serve on the Parking Committee. Chairperson Smith recommended that Board members Marshall-Rashid and Karmann be appointed as the two DMB members of the Parking Committee and David Meikle be appointed as the member at-large. Mr. Meikle has made a considerable investment in downtown, understands the importance of solving parking issues and expressed interest in serving on the DMB in the future.

Upon motion made by Mayor Murphy and seconded by Mr. Buck, to appoint Board members Marshall-Rashid and Karmann and at-large member David Meikle to the Downtown Parking Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that a new policy was drafted which was approved at this meeting; that new members will begin reviewing current policies and ordinances and recommend any changes; and whether or not to change permit parking in the Saville Lot will need to be solved before summer.

The Downtown Director reported on behalf of the Events Committee and reviewed Winter Carnival events happening this weekend; that the Petoskey Rocks sub-committee met and working on locations for food trucks and street musicians that would be a potential addition to the evening event; and that a survey was distributed polling merchants regarding whether or not to invite outside vendors to Sidewalk Sales.

Board members commented that bringing the farmer's markets to a central location during sidewalk sales would be beneficial and heard comments from those opposed to outside vendors.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is working on their annual budget; that they are developing a fundraiser involving a raffle license; and that a Staycation will be promoted during spring break.

In downtown economic enhancement, the Downtown Director reported that Robert Frost is closing on Lake Street and that a new business will be opening in the same location.

The Downtown Director reported on behalf of the Design Committee and that there was low attendance at the façade grant orientation program; that the committee may decide not to award all the money, but rather put toward other projects; and that the committee is working on alley signage and downtown lighting projects.

The Downtown Director further reported that the trolley task force is recommending a route that extends from State Park to Bay Harbor using downtown as a hub; reviewed the route and that the road trolley will no longer go along Bayfront Drive, but will still stop at Magnus Park and Bay View along with the new locations; and that the rail trolley is in the process of being sold.

Board members inquired if Petoskey Rocks events were approved by the DMB and heard concerns with the way the committee was conducting research on food truck event.

Hear City Staff Report

The City Manager reviewed that staff was working on a DNR Waterways Grant for electrical improvements to Marina Pier B; that there has been a lot of interest in redevelopment liquor licenses; reviewed upcoming liquor license approvals scheduled for the February 19 City Council meeting; that there has been legitimate discussions with a potential developer concerning 200 East Lake Street property; and that City Council will review the 2015 Action Plan on February 19 and possibly schedule a special meeting to update plan.

Board members inquired on the status of the grant for the downtown bathroom improvement project; and the City Manager responded that the grant is favorable and conditionally has been approved; that staff is submitting documents for final approval; and that project will begin in the fall and hopefully be completed in approximately 3-4 months.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:40 P.M.