



DOWNTOWN MANAGEMENT BOARD

April 17, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, April 17, 2018. The meeting was called to order at 7:15 P.M., and the following were

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

Absent: Ed Karmann

Also in attendance was the Downtown Director Becky Goodman, Promotions Coordinator Andi Symonds and City Manager Rob Straebel.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the March 20, 2018 regular and special session meeting minutes; acknowledgement of bills since March 20, 2018; and acceptance of the March expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Buck and seconded by Mr. Harris, the March 20, 2018 regular and special session meeting minutes were approved; acknowledgement of bills since March 20, 2018 that totaled \$24,335.62; and expense and income reports for March were approved. Said motion was unanimously approved as submitted.

Authorize Electric Car Charger Purchase

The Downtown Director reviewed that the DMB has been considering the purchase and installation of an electric vehicle car charging station since the expenditure was incorporated into the 2016 Parking Fund annual budget. A presentation was made to the Board last fall by a representative from ChargePoint regarding the need for charging stations and a charging station product from his company. An amount not to exceed \$15,000 was requested at the time for purchase and installation of the ChargePoint unit. The Board was indecisive on the need and the expenditure and postponed a decision.

As reported at recent meetings, the Downtown Director reviewed that staff has done further research and also consulted with DPW staff regarding a partnership that would have DPW provide the infrastructure costs with the DMB providing the costs of the charging station and its installation; that the product would be from Clipper Creek; that these units are used widely around the state and highly recommended by others, including the City of Traverse City; and that the units do not have sophisticated data retrieval and retention, but offer the basic service of charging an electric car and have a reputation for durability and service.

The Parking Committee reviewed this information and now concurs with staff's recommendation of the purchase and installation of a dual charger pedestal mount station at an amount not to exceed \$5,000 from Clipper Creek. The unit would be installed by the vendor and connected to infrastructure placed by DPW during the construction phase of the final section of the Greenway Corridor. The exact location of the unit will be the decision of the DPW, with the input of Downtown staff, depending on infrastructure requirements, but it would be in the Darling Parking Lot, adjacent to the new trail. Fees and enforcement will be discussed further by the Parking Committee and a recommendation to the full Board will be made at the May meeting.

Board members inquired if Traverse City monitors usage; inquired on the unit's life span; and that it is still too early to know if unit will be used and technology isn't caught up yet in the community.

Upon motion made by Mr. Harris and seconded by Ms. Stubbs, to approve the purchase and installation of a dual electric car charger pedestal mount station from Clipper Creek at an amount not to exceed \$5,000.

Said motion was approved by the following vote:

AYES: Bennett, Harris, Marshall-Rashid, Murphy, Smith, Stubbs (6)

NAYS: Buck, Slocum (2)

ABSENT: Karmann (1)

Dissolve Executive Committee

The Downtown Director reviewed that at the February meeting, the Board approved a recommendation from staff, formulated by the Chair and Vice Chair, to split the responsibilities of the Parking/Executive Committee. The Parking Committee was expanded to four Board members and a member at large. Membership in the Executive Committee was approved to be the Chair and the Vice Chair of the Board. At the March meeting there was a request to review the role of the Executive Committee and a motion was made and approved to add a third person to the Committee.

The Downtown Director also reviewed that further discussion has transpired since the March meeting and another model for achieving Executive Committee tasks has emerged that would eliminate the Committee and allow the full Board to function in this role; that this action will provide more transparency and encourage a deeper level of participation by the entire Board; that research has shown that most communities like Petoskey, where the DDA Board serves a dual purpose, and is responsible for committee and staff management, finances, and promoting the program to the public, do not operate with an Executive Committee; that office management, HR, daily decisions, and matters of confidentiality are handled by the Downtown Director who may consult the City of Petoskey Employee Handbook, with the City Manager, and/or the Board Chair as needed; and that the Chair, Vice Chair, and staff recommended that the Executive Committee be eliminated and that the full Board become responsible for the basic tasks of the Executive Committee.

Upon motion made by Mr. Buck and seconded by Mr. Slocum, to dissolve the Executive Committee and that the full Downtown Management Board become responsible for the basic tasks of the Executive Committee. Said motion was unanimously approved as submitted.

Support Senate Bill 469 and House Bill 5178 & Recommend City Council Adopt Resolution

The Downtown Director reviewed that Senate Bill 469 introduced by Senator Wayne Schmidt (R 37-Traverse City) and House Bill 5178 introduced by Representative Ben Frederick (R 85-Owosso) which have the same text, would reinstate the availability of residential and commercial tax credits to historic property owners doing rehabilitation work in local historic districts. These potential tax credits would be one of the few preservation funding incentives available for historic rehabilitation projects, especially in residential areas. Great work across the State was accomplished with this incentive before Michigan lost these credits in 2011.

The new legislation would bring the tax credits back and create an environment favorable to rehabilitation versus demolition and destruction. The Michigan Historic Preservation Network (MHPN) and the Michigan Downtown Association (MDA) are working to support the passage of these bills as they will be invaluable in protecting sense of place in downtowns all across the State. The tax credits also serve as economic development tools that create jobs and protect sustainability.

The Downtown Director further reviewed that at this point in time, there is momentum with Senate Bill 469 which was overwhelmingly approved with a bipartisan vote of 36-2 this past December; that communities around the State are being asked to sign resolutions of support for these bills; that Downtown Petoskey does not currently have a local historic district protective ordinance in place under PA 169 (1970, as amended), however the creation of a district has been in every Downtown plan for the past 25 years; and that the provision of tax credits would be one more incentive to add to the many benefits of creating a local historic district.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Buck, to support Senate Bill 469 and House Bill 5178 and request that City Council consider and sign a supporting resolution. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee interviewed Matt Norcross, retailer, and Sue Maskaluk, Petoskey Plastics, on Saville Lot usage; reviewed County Parking Lot parking fees and enforcement; that the charging station was discussed; that use of the First Presbyterian Church parking lot was discussed with the possibility of some spaces in the lot be rented by DMB; and reviewed March statistics.

The Downtown Director reported on behalf of the Events Committee and that the Committee did not meet due to spring break and vacation schedules, but will discuss again the outside vendors at Sidewalk Sales issue at their May meeting. The Promotions Coordinator reported on Summer Open House and Petoskey Rocks events and that food trucks will be added to Petoskey Rocks with three different locations around town to encourage people to circulate around downtown area including one in front of Meyer Ace Hardware, one in front of County Emmet Celtic Shop and one at the end of Howard Street.

Board members commented and inquired on the food trucks and why the Board did not vote on having the food trucks, the location of the food trucks and responsibilities of the Events Committee. Staff responded that event planning is done at the Committee level and that only concepts regarding street closures and budget have generally been brought to the Board.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is working on a YouTube video concept; that a potential fundraiser has been moved to Sidewalk Sales; that the shopping map is being revised and will be ready for distribution the week prior to Memorial Day; and reported on Staycation promotion.

In downtown economic enhancement, the Downtown Director reported on the many new businesses in town and that Hotdogger's closed and is planning on managing a food truck.

Hear City Staff Report

The City Manager reviewed that the City Council MDOT realignment presentation was postponed and scheduled for a Council meeting in May; reviewed infrastructure projects; and that City Council approved the Downtown Greenway Corridor South Segment contract and project should begin in next few weeks;

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:50 P.M.