



DOWNTOWN MANAGEMENT BOARD

May 15, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, May 15, 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
Daniel Harris
Ed Karmann
Noah Marshall-Rashid
John Murphy, Mayor
Jessica Stubbs

Absent: Robin Bennett and Ben Slocum

Also in attendance was the Downtown Director Becky Goodman and Promotions Coordinator Andi Symonds.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the April 17, 2018 regular meeting minutes; acknowledgement of bills since April 17, 2018; and acceptance of the April expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Buck and seconded by Mr. Marshall-Rashid, the April 17, 2018 regular meeting minutes were approved; acknowledgement of bills since April 17, 2018 that totaled \$24,391.18; and expense and income reports for April were approved. Said motion was unanimously approved as submitted.

Adopt 2018-2022 Downtown Strategic Plan

The Downtown Director reviewed that at its February 13, 2018 meeting, the DMB received a presentation on the 2018-2022 Downtown Strategic Plan final draft by the City Planner. The Board then held special meetings on March 20 and April 17 to review and make suggested changes to the plan. DMB recommended changes were incorporated and the final document was before the Board for approval.

Board members discussed final plan; concurred to add additional language on page 17 calling for long term planning efforts with Parks and Recreation Department for Pennsylvania Park; that the Bob Gibbs quote should be removed; that any past recognitions be added; and that dates should not be included as part of the plan.

Upon motion made and seconded, the 2018-2022 Downtown Strategic Plan was adopted with suggested changes by the Board including additional language on page 17 calling for long term planning efforts with the Parks and Recreation Department concerning Pennsylvania Park, delete the Bob Gibbs quote, add past recognitions and remove dates. Said motion was unanimously approved as submitted.

Allow Non-Assessment Paying Vendors to Participate in Sidewalk Sales

The Downtown Director reviewed that the policy regarding allowing non-assessment paying vendors to participate in Sidewalk Sales has changed over the years. During the years that Downtown was managed by the Chamber of Commerce, the Chamber allowed businesses to participate for a fee of \$250 if they were Chamber members. For a brief period, there was a policy that allowed vendors from outside of the district but were located in the 49770 zip to participate for a fee. In response to merchant feedback, beginning in 2009, the DMB created a policy that did not allow businesses that were located outside the special assessment district to participate in the event. In the years since then, this policy has been circumvented by vendors who have signed short term leases with owners of vacant buildings. The theory behind this use is that the property owner is paying the special assessment. This practice has made it possible for outside vendors to participate with no revenue going to the DMB for the organization of the event.

The Downtown Director further reviewed that for the past several years, surveys have included comments that Sidewalk Sales would be a better event if there were more businesses participating; that there are spaces where either vacant buildings or buildings housing service businesses front the street which create gaps in the sidewalk "storefronts"; that Sidewalk Sales is a declining event; that during the budget process last year, extra money was put into a line for Sidewalk Sales revenue and the line item amount for Sidewalk Sales expenses was raised with the intention to study the question of allowing merchants from outside of the district to pay a fee to participate and to spend those dollars on increased advertising for the event; and that staff surveyed retailers and found that, of 43 respondents, just over half approve of having vendors come in from outside of the district, of those who approved, many favored restrictions such as no big box, no chains, no competing products or brands.

The Downtown Events Committee discussed the subject and recommended to the DMB at their March meeting that businesses which do not compete with existing Downtown businesses be allowed to participate in the event for a fee of \$500. An application form would be developed and the Events Committee would review potential participants. All revenue generated would be spent on television advertising, an approach that has not been utilized to date. The DMB requested further information at the March meeting and the Events Committee and staff supplied the following:

- A Vendor Application was developed from the form that is signed by non-profits, entertainers, and all parties that use the public right of way during events.
- The application states that the Downtown Director will make the decision on vendor applications which takes volunteers out of the equation; it limits the number of spaces available to a vendor to two; it lists the cost for the space to be \$500 for one space and \$100 for a second space.
- The number of outside vendors that would be accepted would be determined by available space.
- Potential/likely vendors would be car, snowmobile, and boat dealerships, bicycle stores, and service businesses such as travel agencies that do not have offices in the Downtown.

Board members discussed allowing non-assessment paying vendors to participate in Sidewalk Sales and reviewed pros and cons of the program.

Mr. Karmann moved that, seconded by Mr. Smith to allow non-assessment paying vendors that don't directly compete with downtown businesses to participate in Sidewalk Sales.

Said motion was not approved by the following vote:

AYES: Karmann, Smith (2)

NAYS: Buck, Harris, Murphy, Stubbs, Marshall-Rashid (5)

ABSENT: Bennett, Slocum (2)

Mr. Karmann then moved again, seconded by Mr. Smith to open up Sidewalk Sales to any non-assessment paying vendor for a fee of \$250.

Said motion was approved by the following vote:

AYES: Harris, Murphy, Karmann, Smith (4)

NAYS: Buck, Marshall-Rashid, Stubbs (3)

ABSENT: Bennett, Slocum (2)

Approve Events Committee Appointment

The Downtown Director reviewed that Natalie Van Huis, manager at NorthGoods, requested to join the Downtown Events Committee. Natalie is active in planning store events at NorthGoods, has been an effective liaison between NorthGoods and the Downtown Office, and fits the criteria for membership on this Committee. Natalie attended the May Events Committee meeting and both she and the Committee decided she would be a good fit.

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, to appoint Natalie Van Huis to the Downtown Events Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee continues discussion of Saville Parking Lot restrictions; that staff met with County Administrator on potential joint plan for a parking structure at the corner of Lake and Division Streets with further discussions on potential plans and financials; that ambassadors are doing annual meter maintenance; that recommendations for charging station fee will be forthcoming; reviewed April statistics; and that the minister at the Presbyterian Church indicated that Chase Bank is not interested in any kind of shared situation of the parking lot at this time.

The Downtown Director reported on behalf of the Events Committee and that the Committee is in agreeance to outside vendors to participate in Sidewalk Sales as long as they don't compete with an existing downtown business; reviewed Summer Open House schedule and activities; and reviewed Petoskey Rocks movies, bands and food trucks.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee met with Scott Casteline, photographer, to work on a shot list for the first video that will be used on the trolley for the To Do and Hopper projects; and that the shopping map is at the printer and will be distributed soon.

In downtown economic enhancement, the Downtown Director reported on a new business in town; that Wake Up Downtown had record attendance; and that the annual new employee packet is finalized and waiting for the new shopping maps.

The Downtown Director further reported that the Promotions Coordinator attended a LARA seminar in Gaylord concerning liquor licenses and raffle events; that the Back to the Bricks event on June 10 will have over 260 cars in town; that she received three applications for a potential trolley driver; that the trolley has new AV equipment; that she met with all of the façade grant recipients and they are ready to proceed; that Lake Street construction should be completed by Memorial weekend; that Mr. Meikle's project is running behind due to contractor issues; and that Performance Paint Company is painting meters and lampposts around downtown.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:40 P.M.