



**DOWNTOWN MANAGEMENT BOARD**

June 19, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, June 19, 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  
Robin Bennett  
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 Promotions Coordinator Andi Symonds.

**Approve Consent Agenda Items**

Downtown Management Board members discussed the first item of routine business, the May 15, 2018 regular meeting minutes; acknowledgement of bills since May 15, 2018; and acceptance of the May expense and income reports as prepared by the Downtown Director. Mr. Slocum commented that he was recorded as present and absent at the May meeting and confirmed he was absent and that minutes should be amended.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Buck, the May 15, 2018 regular meeting minutes were approved as amended; acknowledgement of bills since May 15, 2018 that totaled \$55,663.14; and expense and income reports for May were approved. Said motion was unanimously approved as submitted.

**Hear Committee Structure Presentation**

The Downtown Director gave a brief presentation explaining the roles and responsibilities of the DMB Committees at the request of the Board. The presentation was distributed to Board members prior to the meeting for review.

Board members heard the presentation and discussed different Committees.

**Hear Committee Reports**

The Downtown Director reported on behalf of the Parking Committee and that staff distributed a revised report from Walker Parking concerning the study for Division and Lake Streets for the purpose of defining current costs for construction to be used in conversations with the County; that staff submitted a report that included recommendations for funding the building of a structure including creating a parking special assessment, raising ticket prices from \$5 to \$10, raising fees on main streets from \$.50 to \$.75 per hour, assessing 2 mills according to State DDA legislation, increasing enforcement hours to 9:00 P.M., using revenue generated from the new structure, discontinuing the practice of absorbing Parkmobile charges and instead, passing them on to the customer, and charging for parking on Sunday was also discussed at the Committee level; discussed charging station fees; Committee members heard a brief report on Parking Office

Culture and Enforcement; staff distributed a FREEP article on new parking fees and policies in Royal Oak; heard a report on Elks Lot revenue and discussion regarding why the increase was not greater; and reviewed May statistics.

The Downtown Director reported on behalf of the Events Committee and that the Committee reviewed feedback concerning Summer Open House; that the Back to the Bricks event brought 260 cars downtown; reviewed Petoskey Rocks schedule; that staff updated the Committee on the City's recently approved food truck ordinance which affects vendors participating in Petoskey Rocks; and staff updated the Committee on Sidewalk Sales event. The Downtown Director reviewed that vendors do not want to come if they have to pay both the DMB and City fee.

The Downtown Director reported on behalf of the Marketing Committee and that the Committee did not have a formal meeting in June; distributed a survey concerning the Back to Bricks event; that Council approved a resolution confirming the DMB is a not-for-profit organization to apply for a raffle license and work continues on the Golden Ticket raffle which will happen at Sidewalk Sales; and that Shopping Maps have arrived and been distributed.

In beautification, the Downtown Director reported that flowers have been planted and issues with watering since some merchants don't think they should have to water; and that the only solution would be more irrigation.

In downtown economic enhancement, the Downtown Director reported that there is a strong start to the summer season and Hospitality the Little Traverse Way was cancelled with hopes to reschedule.

The Downtown Director reported that the trolley begins its schedule on Friday; reviewed new schedule; and that Bay View, Bay Harbor and Stafford's Hospitality were sponsors.

The Downtown Director further reported that she applied for a \$500,000 grant through MEDC MSF for potential façade grants; that she attended the MDA workshop in Monroe which evolved around the theme of Historic Infill Opportunities; that the Best Day Ever Scavenger Hunt is being planned for downtown by the Chamber and assistance by the downtown staff; that an additional trolley driver and parking ambassador have been hired; that The Back Lot project, behind Tap 30, is running behind due to contractor issues; and that she has met with City staff and development team for new 200 East Lake Street and that the development team has the property under contract with the next step going before the Planning Commission for concept review.

### **Miscellaneous Comments**

Board members discussed the decision by the food truck vendors to not attend Petoskey Rocks because of the additional fee incurred with the newly adopted ordinance regulating mobile food vending units.

Mr. Karmann moved that, seconded by Mr. Buck that the DMB waive the \$25 DMB fee and that the money to support this would come from the Marketing Budget.

Said motion was approved by the following vote:

AYES: Bennett, Buck, Harris, Karmann, Murphy, Smith (6)

NAYS: Marshall-Rashid, Stubbs (2)

ABSTAIN: Slocum (1)

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