



DOWNTOWN MANAGEMENT BOARD

July 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, July 17, 2018. The meeting was called to order at 7:00 P.M., and the following were

Present: Doug Buck, Vice Chairperson
Robin Bennett
Daniel Harris
Ed Karmann
Noah Marshall-Rashid
Jessica Stubbs

Absent: S. Reginald Smith, Chairperson, John Murphy, Mayor 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 June 19, 2018 regular meeting minutes; acknowledgement of bills since June 19, 2018; and acceptance of the June expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Karmann, the June 19, 2018 regular meeting minutes were approved; acknowledgement of bills since June 19, 2018 that totaled \$45,031.66; and expense and income reports for June were approved. Said motion was unanimously approved as submitted.

Discuss Draft Work Plan Based on Strategic Plan

The Downtown Director reviewed that with the acceptance of the 2018 Strategic Plan and in preparation for the 2019 Budget, staff prepared a draft work plan for staff, the Board and Committees. The Downtown Director reported that all tasks are based on the newly adopted Strategic Plan; that the Strategic Plan will be going to the Planning Commission in July and then to Council for final approval; that recent Board discussions indicated that Board members desire a clearer understanding of DMB process and structure; and that staff's recommendation is that the Board adopt a work plan to be used as a guideline with the realization that it will change as conditions change and opportunities arise.

Board members inquired how tasks were prioritized; heard comments that the strategy to work more closely with Parks and Recreation to maximize use of Pennsylvania Park was omitted; and Board members concurred to add that language back into the strategic plan.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the City Manager presented to Emmet County Board of Commissioners on Monday night regarding partnering to build a parking platform on County and City owned properties at the corner of Division and Lake and that it went well with no commitment or objection with hopes to have an official commitment by the end of the year; that the Committee discussed ideas on how to increase parking revenue to be used for the construction of the parking platform including raising fees and fines and lowering chronic abuser fees; reviewed research and fees on electric charging station and that there will be further research before a recommendation is brought to the Board; reviewed June statistics; and that the Committee will review all fines and fees and develop a recommendation for moving forward along with a recommendation for management of the Saville Parking Lot at the August meeting.

The Downtown Director reported on behalf of the Events Committee and reviewed the Petoskey Rocks food truck issues; reviewed the number of committed outside vendors for Sidewalk Sales; reviewed Summer Open House feedback; and reviewed a Halloween concept to improve existing activities without spending money.

In design, the Downtown Director reported on behalf of the Committee that the Committee discussed Downtown Outdoor Furnishings Design Guidelines; heard an overview by the City Planner on the process; that the Committee confirmed that the intent was and still is to require businesses seeking licensing to be required to conform to the guidelines; and further discussed future consideration of following through to make the guidelines mandatory.

The Downtown Director reported on behalf of the Marketing Committee and that Back to the Bricks representatives said that Petoskey was the most popular visit they have had on their promo tour ever; and reviewed the Golden Ticket and Where's Waldo events.

In beautification, the Downtown Director reported that she has scheduled a ride-around with the Parks and Recreation Director to review next year's projects.

In downtown economic enhancement, the Downtown Director reported that there are still positive comments about business this summer season; that the Back Lot on Michigan Street opened; and Flour Girls opened on Petoskey Street.

The Downtown Director reported that the trolley ridership has positive numbers; that the night schedule seems favorable; and that there still needs some customer education since it is transportation, not a tour.

The Downtown Director further reported that the Best Day Ever Scavenger Hunt planned for downtown by the Chamber was weak; and that she had met again with City staff and development team for new 200 East Lake Street and that the next step is for Planning Commission to review conceptual plan on Thursday.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:30 P.M.