



DOWNTOWN MANAGEMENT BOARD

August 21, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, August 21, 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
Ben Slocum
Jessica Stubbs

Absent: Robin Bennett and John Murphy, Mayor

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

Approve Consent Agenda Items

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

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Stubbs, the July 17, 2018 regular meeting minutes were approved; acknowledgement of bills since July 17, 2018 that totaled \$43,805.14; and expense and income reports for July were approved. Said motion was unanimously approved as submitted.

Hear Presentation Concerning Tax Increment Financing

The Downtown Director reviewed that a directive in the Strategic Plan reads "Eliminate the existing DDA TIF at 200 East Lake Street to position the site for a Brownfield TIF." The Downtown Director further reported that the concept of TIF is complicated and that although the DMB would be the Board to initiate this action, the Board has not worked closely with this concept in the past.

City Planner Amy Tweeten gave a brief presentation of DDA and Brownfield TIF parameters. Board members discussed and directed questions concerning TIF to the Director and City Planner.

Discuss Proposed 2019 Programs and Services Budget

The Downtown Director reviewed the Programs and Services proposed budget and that there was no proposed increase in the assessment; that revenues and expenses are similar to previous years, with the exception of an increase in the Downtown Trick or Treat line item which will include an expansion of that event; that funds are included for a marketing study; and funds for improved fall and holiday lighting.

Board members discussed the proposed budget and suggested exploring something more aesthetically pleasing than the plastic green barricades used for events; heard a suggestion not to budget more than \$2,000 at any event for drink tent revenue; heard comments on revisiting Winter Carnival and how to make the event less weather dependent; heard a suggestion to close Lake Street between the parks during Winter Carnival; that \$173,260 in revenues is optimistic for programs and services; that the Events Committee should assess pros and cons for each event; and heard a suggestion to pay for a marketing consultant out of reserves.

Discuss Proposed 2019 Parking Budget

The Downtown Director reviewed that the proposed Parking Fund budget includes Capital Outlay expenditures for the new restroom project, new meters and a structure engineering study for the proposed County/Park Garden Lot Deck and that these expenditures were approved for 2018 but the projects did not move forward in a timely manner. The Downtown Director also reviewed proposed new 2019 projects including parking lot landscape improvements for the Darling, Petrie, Clifton and Livery Lots and irrigation of the tree wells where possible links are available. Downtown staff toured and reviewed parking lot improvement proposals with the Parks and Recreation Director and the Director recommended that these projects be included in the budget on the condition that a landscaping plan be created.

Board members discussed irrigation improvements and the majority of members seemed to be in favor; heard inquiries if the Parks and Recreation Department could help pay for improvements; and discussed whether to pay for snow removal in one lump sum or continue to pay by individual man hours.

The Board tabled this matter and will further discuss budgets at their next regular meeting.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the focus of the last Committee meeting was discussion on potential increases of fees and fines for the purpose of funding a parking deck; that increased meter rates, ticket fines, bag rental rates, permit fees and enforcement hours were all discussed; that the Committee directed staff for more information regarding the ten-hour rate of \$.125 an hour, a draft plan to de-escalate the chronic abuser and late fee structure currently in place and revenue estimates for seasonal only increases; discussed a potential limit on number of permit spaces allowed in the Saville Lot; that the Committee will finalize their recommendation at the September meeting and recommend to DMB for approval in September; that the Committee directed staff to change policy regarding enforcement hours by increasing the number of ambassadors on duty during the summer months from one to two; create a policy regarding the payment of Parkmobile fees by passing them on to the end user immediately; concurred and recommended that the fee for using the electric vehicle charging station should be the same as all other meters in the Darling Lot and that the use should be restricted to electric cars only; and reviewed July statistics.

The Downtown Director reported on behalf of the Events Committee and reviewed Sidewalk Sales survey responses and that the Committee should get more feedback from outside vendors; reviewed and discussed Halloween Trick or Treat and proposed new events to build upon event and make it a weekend event; and began discussions concerning the Stafford's Downtown holiday parade.

The Downtown Director further reported that a special meeting will be scheduled for August 29 to determine if Petoskey would like to be considered as a location for the 2019 Back to Bricks tour.

Hear City Staff Report

The City Manager reviewed various projects throughout the community and discussed the status of 200 East Lake Street property.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:30 P.M.