



**DOWNTOWN MANAGEMENT BOARD**

September 18, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 18, 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  
Ed Karmann  
Noah Marshall-Rashid  
John Murphy, Mayor  
Ben Slocum

Absent: Daniel Harris and Jessica Stubbs

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 August 21, 2018 regular meeting minutes; acknowledgement of bills since August 21, 2018; and acceptance of the August expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Buck and seconded by Mr. Slocum, the August 21, 2018 regular meeting minutes were approved; acknowledgement of bills since August 21, 2018 that totaled \$39,888.37; and expense and income reports for August were approved. Said motion was unanimously approved as submitted.

**Approve 2019 Downtown Parking Budget**

The Downtown Director reviewed changes to the draft 2019 Parking Budget that was presented in August including \$75,000 for the new restrooms being moved back into 2018 based on latest timeline estimates; an additional \$50,000 in capital outlay expenditures for a new snow blower for sidewalk snow removal; and an additional \$10,000 in capital outlay expenditures for a portion of consultant fees for a concept study for the Darling Lot in which City Council will pay an equal part.

Board members discussed the revised 2018 Parking Budget and concurred to remove the \$10,000 from capital outlay to fund a conceptual study for the Darling Lot.

Upon motion made by Mr. Marshall-Rashid and seconded by Mr. Karmann, the 2019 Parking Budget was approved with the exception to remove \$10,000 from capital outlay. Said motion was unanimously approved as submitted.

**Approve 2019 Programs and Services Budget**

The Downtown Director reviewed revisions to the original 2019 Programs and Services Budget including paying for the marketing consultant study from carry over funds, based on Board recommendation; creating a more realistic income for Petoskey Rocks by revising revenue amount with a reduction of \$3,000; using \$7,000 of the money saved by not including \$15,000 for the marketing study to increase expenditures for the Image Marketing Campaign to \$30,000; and using \$8,000 of that money to increase expenditures for Petoskey Rocks.

Board members discussed the proposed budget; heard concerns about having Halloween activities and Winter Carnival for more than one day; and that \$5,000 should be used in Winter Carnival and Downtown Trick-or-Treat budgets.

Upon motion made by Mr. Karmann and seconded by Mayor Murphy, the 2019 Programs and Services Budget was approved. Said motion was unanimously approved as submitted.

### **Hear Parking Presentation**

The Downtown Director reviewed that the Parking Committee has been considering revisions to the parking management plan for several months and that their work is centered on remaining true to the mission of the system with the primary goal of increasing revenue for the purpose of building structured parking as soon as financially possible.

The Downtown Director gave a brief presentation including a summary of recommendations that were provided at the Parking Committee's September meeting.

Board members inquired on proposed rates and who will be impacted by the increases; heard inquiries if the Parking Committee has thought about gradually increasing rates over time; that enforcement hours should be reevaluated and possibly enforce 10:00 A.M. to 6:00 P.M. instead of 9:00 A.M. to 5:00 P.M. or 9:00 A.M. to 8:00 P.M. to capture the breakfast and after business hour traffic; heard from those in favor of managing parking at night; heard comments on how much other cities including New York City charges per hour for parking; that locals will be the ones to absorb the fees; inquired if staff can prepare data regarding who uses the meters; that parking revenue pays for a variety of things and those prices increase, so rates should go up as well; that there isn't a definitive location or an identified project yet; that Council will be the body to approve any changes and that Council will receive all of the citizen inquiries and complaints; that bonding will require a track record; heard from those concerned that the recommendations are backwards in timing and the cart is before the horse; that fines should be given and raised for parking in non-metered spaces; and heard concerns that night time enforcement could squelch night life.

The Board tabled this matter and will further discuss at a future meeting.

### **Recommend Special Assessment Levy to City Council**

The Downtown Director next reported that the Downtown Management Board routinely asked the City Manager each year to recommend that the City Council levy special assessments on the Downtown Management Board's behalf against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with the proceeds from such levies then used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

2019 downtown-area special-assessment levies would be the 25<sup>th</sup> such annual levy. The approved 2018 downtown-area programs and services special-assessment formula included \$0.16 per square foot of useable, first-floor, non-residential building area; \$0.04 per square foot of useable, non-residential area on floors other than first floors; and \$0.05 per square foot of unimproved lots that do not contain buildings. Although not yet calculated, City staff believes that revenues next year would be comparable to the \$89,881 that had been received in 2018.

Upon motion made by Mr. Karmann and seconded by Mr. Marshall-Rashid, the Board requested that the City Manager consider this proposed 2019 programs and services special assessment and to recommend to City Council through a required written report, that the same formula be levied on behalf of the Downtown Management Board. Said motion was unanimously approved as submitted.

### **Hear Committee Reports**

The Downtown Director reported on behalf of the Parking Committee and that the Committee discussed potential increases of fees and fines for the purpose of funding a parking deck; a potential limit on number of permit spaces allowed in the Saville Lot was also discussed; 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; change policy regarding the payment of Parkmobile fees by passing them on to the end user immediately; that the charging station fee be the same as all other meters in the Darling Lot and that the use be restricted to electric cars only; and reviewed August 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 the 2019 Back to Bricks tour would not be coming to Petoskey in 2019 due to the road construction from the MDOT US-31 highway project.

### **Hear City Staff Report**

The City Manager reviewed various projects throughout the community.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:22 P.M.