



DOWNTOWN MANAGEMENT BOARD

November 27, 2018

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, November 27, 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
Ben Slocum
Jessica Stubbs

Absent: Robin Bennett

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 September 18, 2018 regular meeting minutes and October 9, 2018 special meeting minutes; acknowledgement of bills since September 18, 2018; and acceptance of the September and October expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Slocum and seconded by Mr. Buck, the September 18, 2018 regular meeting minutes and October 9, 2018 special meeting minutes were approved; acknowledgement of bills since September 18, 2018 that totaled \$72,857.97; and expense and income reports for September and October were approved. Said motion was unanimously approved as submitted.

Approve Changes to Parking Fees, Fines and Enforcement

The Downtown Director reviewed that the Parking Committee considered revisions to the parking management plan for several months and that their work is centered on remaining true to the mission of the parking management system with the primary goal of increasing revenue for the purpose of building structured parking as soon as financially possible. The Board received a brief presentation and discussed revisions at the September meeting. The Downtown Director further reviewed that the following recommendations be considered with implementation in the spring of 2019:

- Raise meter fees on Lake, Mitchell, Howard, Elks, Clifton and Saville Lots to \$1.00 an hour; on all other three hour meters to \$0.50 an hour; and on all ten hour meters to \$0.25 an hour;
- Raise \$5 ticket fine to \$10;
- Increase hours of enforcement from 5:00 P.M. to 8:00 P.M., Monday through Saturday;
- Raise Meter Bag fees from \$5 to \$10 per day;
- Increase tiered permit fees from \$20, \$30 and \$40 to \$30, \$60 and \$120 (a reflection of the new meter rates); and
- De-escalate late fees accordingly;

	Current	Recommended
8 days	Add \$20	Add \$10
14 days	Add \$50	Add \$30
30 days	Add \$80	Add \$40
60 days	Add \$120	Add \$60
90 days	Add \$220	Add \$90

(All additional fees are added to the original ticket amount. Proposed max out for a \$10 ticket would be \$100.)

Chairperson Smith asked for public comments and heard that there needs to be more 10 hour spaces; inquiries on why the Board continues to do beautification and façade grants if revenues should be saved for a future parking deck; heard from those opposed to enforcing until 8:00 P.M.; that locals should be protected; that restaurants help keep retail establishments open in the evening; that by raising fees business owners are being penalized for parking on the street, not the customer; that users won't carry around an excessive amount of quarters to feed the meters; that increased enforcement at night will take away from the charm of downtown; that staff should find spaces for employees that work downtown; that Traverse City is more populated and not a good comparison; heard inquiries if staff could buy parts for current meters rather than purchasing new meters; that downtown employees should not be walking on the streets late at night; that there should be free parking for locals in the winter; that the medians on Mitchell Street took away spaces and should be removed; that increases add to the cost of doing business and shopping downtown; heard from those in favor of the increases, but that an increase in the assessments would be detrimental; that night time parking is worse since it is not managed; that fees for chronic abusers should not be lowered; that a formal commitment of increased revenues and proposed uses is necessary; that parking issues is a good problem, but can't be solved with nickels and quarters; that it is imperative to raise revenue, but shouldn't be done on the backs of employees and locals; that City staff and Boards should think on a larger scale and come up with an alternative plan; heard a suggestion for the City to start a Go Fund Me campaign; inquiries on the Parking Ambassador salaries; that there were several social media posts indicating that proposed rates are too high; that employees walking to work is a solution, since there is never a problem finding a spot a few blocks out from the CBD; and that sidewalks are a mess in the winter causing difficulty walking long distances.

Board members discussed the proposed changes and heard comments from those that walk to downtown from the waterfront and witness employees parking in front of their stores; heard that some restaurant owners are in favor of evening enforcement; heard from those in favor of having the Darling Lot free after hours; heard from those opposed to enforcement until 8:00 P.M.; that it will take a long time to educate the public of changes; that permit prices are too high; that raising permit prices would lower sales; that incremental increases would be preferred; that cheap parking is available and should be utilized; that lowering the late fee schedule is a positive change; that a Board member went to four different cities in the Cleveland area and meters indicated enforcement hours seven days a week from 9:00 A.M. to 9:00 P.M.; that increasing fees, fines and enforcement hours won't solve the parking problem of County employees, high demand of the Saville Lot and the fact that people won't walk for whatever reason, but will allow the Board to start eliminating some of these problems; that diverting parking funds to other projects is an issue; and heard from those in favor of changing proposed enforcement hours to 6:00 P.M. instead of 8:00 P.M. and make the Darling Lot free after 6:00 P.M.

Chairperson Smith reviewed that the Board had three options: accept as presented and forward on to City Council and the City Manager for approval, change and pass on to City Council and the City Manager for approval or table matter and send back to the Parking Committee for further discussion.

Upon motion made by Mr. Karmann and seconded by Mr. Marshall-Rashid, to approve the following parking changes:

- Raise meter fees on Lake, Mitchell, Howard, Elks, Clifton and Saville Lots to \$1.00 an hour; on all other three hour meters to \$0.50 an hour; and on all ten hour meters to \$0.25 an hour;
- Raise \$5 ticket fine to \$10;
- Increase hours of enforcement from 5:00 P.M. to 6:00 P.M., Monday through Saturday;
- Raise Meter Bag fees from \$5 to \$10 per day;
- Increase tiered permit fees from \$20, \$30 and \$40 to \$30, \$60 and \$120; and
- De-escalate late fees accordingly;

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(All additional fees are added to the original ticket amount. Proposed max out for a \$10 ticket would be \$100.)

Said motion was adopted by the following vote:

AYES: Buck, Karmann, Marshall-Rashid, Murphy, Smith, Stubbs (6)

NAYS: Harris, Slocum (2)

Approve Liquor License Application for Winter Carnival

The Downtown Director reviewed that the 2019 DMB Budget includes revenue in the Winter Carnival line item that would come from beverage sales at a drink tent; that in previous years, the DMB partnered with a non-profit that would apply for the license and, in return, the non-profit would receive all or a portion of the profits from the sale of the beverages; that in an effort to increase revenue that can be used to support the event, the decision was made to have the DMB apply for the license and then keep the profits from the sales; and that the DMB would need to apply to LARA for this license.

Chairperson Smith asked for public comments and heard an inquiry questioning why the DMB wants to be involved in the liquor business.

Mr. Buck then moved that, seconded by Mr. Marshall-Rashid to approve the resolution authorizing to apply for a liquor license for the 2019 Winter Carnival.

Said motion was adopted by the following vote

AYES: Buck, Harris, Karmann, Marshall-Rashid, Murphy, Smith, Stubbs (7)

NAYS: None (0)

ABSTAIN: Slocum (1)

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the Committee continued discussion and review of fees, fines and permits and determined a list of proposed revisions to send to the Board; and that staff hired a new employee, but is still short a few hours for total enforcement.

The Promotions Coordinator reported on behalf of the Events Committee and reviewed Halloween events including a Haunted Halloween Progressive Dinner, Trick or Treat and Jack-O-Lantern walk; that details for the Stafford's Downtown Holiday Parade were underway with discussion on possibly changing the route; that Bearcub Outfitters is the 2018 Grand Marshal in honor of their 20th anniversary; and that the Committee has begun discussion on Winter Carnival.

The Downtown Director reported on behalf of the Marketing Committee and that the holiday catalog has been distributed; that window decorating contest has begun; that Shop Small bags were distributed after the holiday parade which included randomly inserted downtown dollars and store coupons; and that Petoskey Plastics won the scarecrow contest.

In beautification, the Downtown Director reported that holiday decorations were installed and will be left up until after Christmas.

In economic enhancement, the Downtown Director reported that Bob Berg purchased the 200 East Lake Street property.

The Downtown Director further reported that a \$35 donation was received from a Bayview resident who is a consistent trolley rider to purchase a plaque honoring the late trolley driver, Charlie Fossmo; that she attended the MDA annual conference; and that a Michigan Historic Preservation Network staff member will give a brief presentation on historic districts to City Council at the January 21, 2019 City Council meeting and that the DMB is invited to attend the meeting.

Hear City Staff Report

The City Manager reviewed various projects throughout the community.

Miscellaneous

Marty Scott, downtown business owner, reviewed a document that had been distributed to the Board outlining his thoughts regarding restrictions that should be placed on any increased parking revenue and that would require revenues to be used only for decked parking.

Board members commented that the document had not been included in the original packet.

Ms. Stubbs moved that, seconded by Mr. Harris that Mr. Scott's document be forwarded to the Parking Committee for further review and discussion. Said motion was unanimously approved as submitted.

Mr. Marshall-Rashid thanked all Board and Committee members for their efforts and willingness to compromise concerning the parking changes.

Mayor Murphy commended the DMB and that members are able to compromise and work together for the best result for the community.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:45 P.M.