



DOWNTOWN MANAGEMENT BOARD

April 16, 2019

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, April 16, 2019. The meeting was called to order at 7:00 P.M., and the following were

Present: S. Reginald Smith, Chairperson
Robin Bennett
Doug Buck, Vice Chairperson
Daniel Harris
Noah Marshall-Rashid
Brittany McNeil
John Murphy, Mayor
Ben Slocum
Jessica Stubbs

Absent: None

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

Hear Downtown Gateway Presentation

The Downtown Director reviewed that in 2011, in an effort to delineate more clearly the entrance to downtown and knowing that development was coming at that location, the DMB funded a study on a gateway plan for Mitchell Street; that an RFP was issued and Beckett and Raeder was selected as the contractor; that the plan has been shared with potential developers of the 200 East Lake Street property; and that at a recent meeting the Board requested to have a review of the Downtown Gateway Plan.

Tim Knutsen, Beckett and Raeder representative and Downtown Design Committee member, gave a brief presentation on the gateway study that was completed in 2011 and answered questions concerning the project.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the March 19, 2019 regular meeting minutes; acknowledgement of bills since March 19, 2019; and acceptance of the March expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Buck and seconded by Mr. Marshall-Rashid, the March 19, 2019 regular meeting minutes were approved; acknowledgement of bills since March 19, 2019 that totaled \$64,702.62; and expense and income reports for March were approved. Said motion was unanimously approved as submitted.

Approve New Parking Meter Purchases

The Downtown Director reviewed that staff collected information as requested by the Board after the last meeting from other communities who are currently using the same parking meters and technology. The Downtown Director reported on the weather reliability of the smart meters and found that the smart meters actually had a fail rating of less than the coin operated meters that experience jamming from wet coins; that Tom Neff, Traffic and Safety representative, attended the Parking Committee meeting and gave a demo on both the single space and dual space smart meters; and that the Committee determined that the dual space meters, although representing a small savings, would not be as user friendly as the single space meters.

Mr. Neff answered questions and informed the Board that he had been able to obtain a monthly charge of \$4.50 per meter which was \$1.00 less than the initial quote.

Board members were generally favorable and heard a comment to wait on the purchase until a trial period could be completed.

Upon motion made by Mr. Marshall-Rashid and seconded by Ms. Bennett to approve the purchase of 450 smart meters in the amount of \$147,951.

Said motion was approved by the following vote:

AYES: Bennett, Harris, Marshall-Rashid, McNeil, Murphy, Slocum, Smith, Stubbs (8)

NAYS: Buck (1)

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that the full report was provided in the packet; that Tom Neff, Traffic and Safety representative, attended the meeting and discussed the reliability of smart meters and use of dual space meters; and that the Committee recommended to the Board that the quote for 450 single space meters from Traffic and Safety be accepted, with meters installed before the end of June and fines and enforcement hours implemented at the beginning of July.

The Downtown Director reported on behalf of the Events Committee and that the full report was provided in the packet; reviewed the pros and cons of the Winter Carnival; reviewed Summer Open House and Petoskey Rocks; and that there was a special meeting with the Board scheduled for 5:30 P.M., April 16.

On behalf of the Marketing Committee, the Downtown Director reported that the full report was provided in the packet; reviewed Staycation statistics; that Committee members reviewed shopping map; reviewed data information concerning emails, newsletters and social media statistics; that Committee members were reviewing a draft outline of the Ultimate Downtown Getaway Project, a potential fundraiser; and that an RFP was reviewed for a marking plan.

In beautification, the Downtown Director reported that staff met with the Parks and Recreation Director and the Garden Club will be rehabilitating the entrance garden by the Perry and may also contribute the funds; that the Livery Lot will receive new steps, a handrail, trees will be treated before replacement and a new irrigation timer has been installed; and that work is beginning on Petrie Lot design, discussed tree types and that a three-foot hedge is required by code.

In Economic Enhancement, the Downtown Director reported that there were two new businesses in downtown.

The Downtown Director reported concerning the trolley and that staff is still looking for one part-time trolley driver.

Hear City Staff Report

The City Manager provided updates on various projects throughout the City.

Hear Miscellaneous Comments

Board member Marshall-Rashid requested a discussion on fundraising as an agenda item at the May meeting. Board member Stubbs inquired if the regulations for Sidewalk Sales could also be discussed at the May meeting.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:10 P.M.