



DOWNTOWN MANAGEMENT BOARD

April 18, 2017

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of March 21, 2017
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Hear 2017 Winter Carnival Report
 - (b) Consider request by Downtown Events Committee to close streets for Summer Open House
 - (c) Consider Trolley Task Force Recommendations
 - (d) Consider and approve appointments to the Downtown Events Committee and Parking Committee
 - (e) Reports by Downtown Management Board Committees
 - (f) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

A self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural and service activities located within the defined downtown area.

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the Downtown Master Plan as adopted by the City of Petoskey in 1987; (2) Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations; (3) Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and (4) coordinate appropriate downtown programs and services.



BOARD: Downtown Management Board

MEETING DATE: April 18, 2017 **PREPARED:** April 14, 2017

AGENDA SUBJECT: Consent Agenda

RECOMMENDATION: That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of March 21, 2017; (2) Acknowledgement of bills since March 21, 2017; and (3) Acceptance of the March expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

March 21, 2017

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, March 21, 2017. The meeting was called to order at 7:00 P.M., and the following were

Present: S. Reginald Smith, Vice Chairperson
Craig Bell
Doug Buck
Daniel Harris
Edward Karmann

Absent: Robin Bennett, Lawrence Rochon, Chairperson, Jessica Stubbs and John Murphy, Mayor

Also in attendance was the Downtown Director Becky Goodman, City Manager Robert Straebel and new Parks and Recreation Director Kendall Klingelsmith.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the January 17, 2017 regular session meeting minutes; acknowledgement of bills since January 17, 2017; and acceptance of the January and February expense and income reports as prepared by the Downtown Director.

Upon motion made and seconded, the January 17, 2017 regular session meeting minutes were approved; acknowledgement of bills since January 17, 2017 that totaled \$124,897.08; and expense and income reports for January and February were approved. Said motion was unanimously approved as submitted.

Authorize 2017 Façade Improvement Grants The Downtown Director reviewed that the Design Committee had received four applications for the façade improvement grant program. Beards Brewery, LLC, 215 East Lake Street, applied for grant funds and if approved \$9,000 will go towards the construction of a new entrance and doorway on the Lake Street side of the building. This change will bring the building more into compliance with normal downtown streetscape standards and most greatly benefit downtown as an entity.

Second Edition Properties, 303 Howard Street, applied for grant funds and if approved \$8,000 would help with the replacement of the upper story windows on the Pappagallo and Plunkett & Cooney building. The current windows are not original and do not fit the historic character of the building, and the grant will help preserve, protect and recreate historic character to the building.

Jessica Stubbs, 324 East Mitchell Street, applied for grant funds and if approved \$2,000 will help with the installation of a new front door. Many improvements have been made to the Simply Sweet building in the last two years and the new door is needed both for energy efficiency and to create the ability for commercial deliveries and traffic to occur. The grant is contingent upon the property owner meeting with a sub-committee of the Design Committee for recommendation and approval of the final door selection.

Dana Andrews, 300 Howard Street, applied for grant funds and if approved \$1,000 will help add awnings over the front and side windows. The awnings will serve the function of creating more of a retail character for the building. The grant is being recommended with preservation in mind and because of the temporary nature of the awnings which serve the function of providing retail character while still allowing the building to retain its historical character and façade. The grant is contingent on the awnings not including the business logo and a consultation with a sub-committee of the Design Committee regarding the angle of the slope.

Board members commented that the awnings can only have the business name and not logos; if awnings are in compliance with City regulations; and inquired if all four projects were approved and recommended by the Design Committee so no micromanaging was occurring.

Upon motion made by Mr. Bell and supported by Mr. Buck, the 2017 façade improvement grants were approved as requested by the Downtown Design Committee. Said motion was unanimously approved as submitted.

Board members further discussed the façade grant program and the possibility of changing some guidelines; inquired how funds are allocated to projects; and how minimum price of projects are determined.

The Downtown Director responded that the program has been operating the same way for the last 10 years and that further discussion on the program can begin at the Design Committee level.

Approve Committee Appointment

The Downtown Director reported that Ed Karmann, owner of County Emmet Celtic Shop, volunteered to serve on the Downtown Events Committee and as a retailer, he fits the criteria for membership on this committee.

Upon motion made and seconded, Ed Karmann was appointed to the Downtown Events Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that City Council directed staff to consult with Emmet County on partnering for a deck at the Lake and Division location; that County staff has expressed an interest in meeting, but the process may take some time; and thanked Board member Mr. Buck for creating an Excel sheet that will help determine financing options for deck construction.

The Downtown Director reported on behalf of the Events Committee and that a complete Winter Carnival report will be ready for the April meeting; thanked Board member Mr. Smith for being the celebrity bartender at the ice bar; and that the Board should expect a request from the Events Committee to close the streets during Summer Open House.

The Downtown Director reported on behalf of the Marketing Committee and that she has worked with a website consultant on a tech visit to help the Committee become more technically astute in the image marketing campaign; and that staff has contracted with a professional writer for weekly blogs.

In beautification, the Downtown Director reported that vanilla marigolds will be tested around the 200 East Lake Street property and the standard yellow marigolds will be planted around town as in years past.

In economic enhancement, the Downtown Director reported that the Business Retention meeting held on March 13 was with consultants from Sungem and Google and the subject was

“Google School”; that staff is working on a plan for summer employee recruitment that includes a help wanted web page, job fairs, editorial commentary and potential letter to parents; that Thirsty Thursdays have been cancelled for the rest of the season, but the focus will be on stakeholder meetings for strategic plan; that Gypsy Vodka received a resolution of support from City Council recommending to the Liquor Control Commission that they be granted a small distiller license at the corner of Ingalls and US 31 and that owners are working on a location downtown for a tasting room; that restaurant HotDoggers is opening on Petoskey Street; that Petoskey Pretzel Company is opening at 200 Petoskey Street; and that MacProfessionals closed last week due to a problem with business model.

The Downtown Director further reported that the new trolley is officially owned by the Board and that storage has been located for \$100 per month; that Michigan Historic Preservation Network will be holding their annual conference in Emmet county and that she is on the planning committee; that she is a guest speaker at the NLEA DDA Forum this month and will be discussing façade grants and Petoskey’s program; that Transformational Brownfield Act is legislation that could create an incentive for development at 200 East Lake Street and it passed the State Senate today and needs support to make it through the House; and that she is on the Chamber Workforce Housing Committee with a goal to solve the housing shortage for low to mod income segments.

Board members commented that staff should realize the workforce housing issues and the value of employee housing; and that boarding houses may be discussed in the near future at the Planning Commission level.

Hear City Staff Report

The City Manager reviewed that MDOT would be doing a highway improvement project on US 31 including bluff work and that there will be a detour on Arlington Avenue beginning next month in preparation for 2019 highway realignment project; that City Council approved a Land and Water Conservation Grant for the Pennsylvania Park bathrooms; that City Council also approved a grant for Marina electrical upgrades; reviewed capital improvement projects that will begin next month including Emmet Street improvements, Bayfront water main project and Bear River Lift Station upgrades; and that there has been initial discussions with City staff and Emmet County on Lake and Division parking lot.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:05 P.M.

**Downtown Management
Monthly Bills - March 2017**

April 12, 2017

PROGRAMS AND SERVICES

| | | | |
|--------------------|--|---------------|--------------------|
| Business Retention | Lane Fortinberry/Google School | DT Assessment | \$ 500.00 |
| Business Retention | Stafford's Perry/orintation meeting | DT Assessment | \$ 111.40 |
| DT Marketing | Sungem/Consulting Fee | DT Assessment | \$ 600.00 |
| DT Marketing | Tom Renkes/Open Spaces blog | DT Assessment | \$ 150.00 |
| DT Marketing | Tom Renkes/Buting Petoskey blog | DT Assessment | \$ 150.00 |
| DT Marketing | Stafford's Perry/meeting space | DT Assessment | \$ 25.00 |
| DT Marketing | Petoskey Band Boosters/Steel Drum Mag ad | DT Assessment | \$ 450.00 |
| DT Marketing | Tom Renkes/CPG,Chandler's blog | DT Assessment | \$ 150.00 |
| DT Marketing | Tom Renkes/spring blooms blot | DT Assessment | \$ 150.00 |
| DT Marketing | Adobe/Photography plan | DT Assessment | \$ 10.59 |
| DT Marketing | Facebook/Stacation | DT Assessment | \$ 64.42 |
| DT Marketing | Facebook/Stacation | DT Assessment | \$ 23.07 |
| Flowers | Willson's/deposit for petunias and marigolds | DT Assessment | \$ 1,275.00 |
| Winter Carnival | A. Symonds/ expenses | DT Assessment | \$ 9.43 |
| | | | \$ 3,668.91 |

PARKING FUND

| | | | |
|----------------------|---|--------------|---------------------|
| Conferences & Memb | A. Symonds/CWIB luncheon | Parking Fund | \$ 9.00 |
| Conferences & Memb | B. Goodman/reimburse MDA Lansing expenses | Parking Fund | \$ 385.06 |
| Contracted Services | Traffic & Safety/Verizon M2M April | Parking Fund | \$ 81.00 |
| Contracted Services | NW Services/SW Snow removal | Parking Fund | \$ 398.49 |
| Contracted Services | LexisNexis/March | Parking Fund | \$ 50.00 |
| Contracted Services | T2/Digital Iris contract | Parking Fund | \$ 165.00 |
| Contracted Services | LexisNexis/December 2016 | Parking Fund | \$ 50.00 |
| Contracted Services | Traffic & Safety/Verison M2M March | Parking Fund | \$ 81.00 |
| DT Office | Integrity/folders and binder | Parking Fund | \$ 18.49 |
| DT Office | McCardel/water | Parking Fund | \$ 8.00 |
| DT Office | City of Petoskey/utilities | Parking Fund | \$ 72.85 |
| DT Office | B. Goodman/reimburse, electric stapler | Parking Fund | \$ 52.99 |
| DT Office | Integrity/paper and envelopes | Parking Fund | \$ 108.64 |
| DT Office | DTE/utilities | Parking Fund | \$ 200.52 |
| DT Office | News Review/subscription | Parking Fund | \$ 99.75 |
| DT Office | Dynamic Cleaning/office cleaning | Parking Fund | \$ 50.00 |
| DT Office | B. Goodman/reimburse office chair | Parking Fund | \$ 103.41 |
| DT Office | Wm Thompson/rent | Parking Fund | \$ 711.00 |
| DT Office | Wages | Parking Fund | \$ 13,358.36 |
| Materials & Supplies | Traffic & Safety/receipt paper | Parking Fund | \$ 103.00 |
| Materials & Supplies | Meyer ACE/batteries | Parking Fund | \$ 1,581.84 |
| Materials & Supplies | Print Shop/Window envelopes | Parking Fund | \$ 109.00 |
| Materials & Supplies | Print Shop/Permits | Parking Fund | \$ 70.00 |
| Trolley | Northland Self Storage/storage, June-December | Parking Fund | \$ 700.00 |
| Trolley | C. Fossmo/reimburse mileage | Parking Fund | \$ 47.61 |
| Utilities | AT&T/cell phones | Parking Fund | \$ 315.65 |
| | | | \$ 18,930.66 |
| | TOTAL BILLS | | \$ 22,599.57 |

**PROGRAMS SERVICES
MONTHLY REPORT
March 2017**

April 12, 2017

Carry Over \$53,000

| REVENUES | BUDGET | CURRENT MONTH | YTD | LAST YTD | BUDGET BALANCE |
|--|-------------------|------------------|-------------------|------------------|-------------------|
| SPECIAL ASSESSMENTS | 91,400.00 | 0.00 | 91,400.00 | 91,400.00 | - |
| PENALTIES & INTEREST | 500.00 | 0.00 | 143.96 | 0.00 | 356.04 |
| INTEREST INCOME | 3,000.00 | 0.00 | 0.00 | 0.00 | 3,000.00 |
| CARRY OVER | 10,000.00 | 0.00 | 10,000.00 | | |
| HOLIDAY PARADE SPONSORS | 4,000.00 | 0.00 | 250.00 | 0.00 | 3,750.00 |
| PETOSKEY ROCKS SPONSORS/income | 14,650.00 | 0.00 | 0.00 | 0.00 | 14,650.00 |
| WINTER CARNIVAL | 11,400.00 | 1,763.75 | 1,843.75 | 4,583.00 | 9,556.25 |
| <i>Drink tent/receipts \$1509.75</i> | | | | | |
| <i>Chemical Bank/ice sculpture \$200</i> | | | | | |
| <i>Broomball receipts \$24</i> | | | | | |
| <i>Ghost Walk Receipts \$15</i> | | | | | |
| MOVEABLE FEAST | - | 0.00 | 0.00 | 0.00 | - |
| TROLLEY | 3,500.00 | 0.00 | 0.00 | 0.00 | 3,500.00 |
| MARKETING & PROMOTIONS | | | | | - |
| Shop Map Ads | 8,500.00 | 500.00 | 500.00 | 0.00 | 8,000.00 |
| <i>Arlington Jewelers/2016 ad \$500</i> | | | | | |
| Gallery Walk | 4,000.00 | 0.00 | 0.00 | 0.00 | 4,000.00 |
| Ornaments | - | 0.00 | 0.00 | 0.00 | - |
| Haunted Halloween | 500.00 | - | 0.00 | 0.00 | 500.00 |
| Shopping Scramble | 5,000.00 | 0.00 | 50.00 | 0.00 | 4,950.00 |
| Holiday Catalog | 6,250.00 | 0.00 | 672.50 | 250.00 | 5,577.50 |
| Historic Markers | - | 0.00 | 525.00 | 0.00 | (525.00) |
| SUMMER OPEN HOUSE | 5,000.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| | 167,700.00 | 2,263.75 | 105,385.21 | 95,633.00 | 62,314.79 |

PROGRAMS SERVICES
MONTHLY REPORT
March 2017

April 12, 2017

| EXPENSES | BUDGET | CURRENT | | | BUDGET |
|---|-------------------|------------------|------------------|------------------|--------------------|
| | | MONTH | YTD | LAST YTD | BALANCE |
| HOLIDAY PARADE | 9,000.00 | 0.00 | 0.00 | 1,550.00 | 9,000.00 |
| HOLIDAY OPEN HOUSE | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 |
| SUMMER OPEN HOUSE | 11,925.00 | 0.00 | 0.00 | 0.00 | 11,925.00 |
| SIDEWALK SALES | 4,000.00 | 0.00 | 0.00 | 0.00 | 4,000.00 |
| PETOSKEY ROCKS | 24,300.00 | 0.00 | 0.00 | 0.00 | 24,300.00 |
| DT TRICK OR TREAT | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| WINTER CARNIVAL | 23,900.00 | 9.43 | 17,244.66 | 14,936.58 | 6,655.34 |
| <i>A. Symonds/expenses \$9.43</i> | | | | | |
| HARVEST FESTIVAL | - | 0.00 | 0.00 | 455.00 | - |
| Collaborating Events | | | | | |
| CONCERTS IN THE PARK | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 |
| FOURTH OF JULY | 1,000.00 | 0.00 | 0.00 | 800.00 | 1,000.00 |
| FARMERS MARKET | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| SANTA'S VISIT | 200.00 | 0.00 | 0.00 | 0.00 | 200.00 |
| FESTIVAL ON THE BAY | 1,500.00 | 0.00 | 0.00 | 0.00 | 1,500.00 |
| RESTAURANT WEEK PLEDGE | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| Marketing | | | | | |
| IMAGE CAMPAIGN | 32,500.00 | 1,773.08 | 3,206.12 | 7,510.60 | 29,293.88 |
| <i>Sungem/consulting fee \$600</i> | | | | | |
| <i>Tom Renkes/blogs \$600</i> | | | | | |
| <i>Stafford's Perry/meeting space \$25</i> | | | | | |
| <i>Petoskey Band Boosters/Steel Drum mag ad \$450</i> | | | | | |
| <i>Adobe/Photography Plan \$10.59</i> | | | | | |
| <i>Facebook/Staycation \$64.42</i> | | | | | |
| <i>Facebook/staycation \$23.07</i> | | | | | |
| GALLERY WALK | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 |
| ORNAMENTS | - | 0.00 | 0.00 | 0.00 | - |
| SHOPPING SCRAMBLE | 3,500.00 | 0.00 | 0.00 | 0.00 | 3,500.00 |
| SHOP MAP | 9,000.00 | 0.00 | 0.00 | 0.00 | 9,000.00 |
| HOLIDAY CATALOG | 2,500.00 | 0.00 | 0.00 | 800.00 | 2,500.00 |
| LADIES OPENING NIGHT | 4,000.00 | 0.00 | 0.00 | 0.00 | 4,000.00 |
| OTHER | - | 0.00 | 0.00 | 0.00 | - |
| Economic Enhancement | | | | | |
| BUSINESS RECRUITMENT | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| BUSINESS RETENTION | 1,500.00 | 611.40 | 778.19 | 0.00 | 721.81 |
| <i>Lane Fortinberry/Google School \$500</i> | | | | | |
| <i>Stafford's Perry/Meeting room \$111.40</i> | | | | | |
| TROLLEY | - | - | - | 0.00 | - |
| Beautification | | | | | |
| HOLIDAY DECORATIONS | 8,000.00 | 0.00 | 0.00 | 0.00 | 8,000.00 |
| FALL DECORATIONS | 600.00 | 0.00 | 0.00 | 0.00 | 600.00 |
| PUBLIC ART | - | 0.00 | 0.00 | 0.00 | - |
| FLOWERS | 10,000.00 | 1,275.00 | 1,275.00 | 0.00 | 8,725.00 |
| <i>Willson's/petunia and marigold deposit \$1,275</i> | | | | | |
| CAPITAL OUTLAY | - | 0.00 | 0.00 | 0.00 | - |
| Administrative | | | | | |
| INSURANCE AND BONDS | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| CAPITAL OUTLAY | 8,100.00 | 0.00 | 0.00 | 0.00 | 8,100.00 |
| OTHER | 100.00 | 0.00 | 15.99 | 0.00 | 84.01 |
| Total | 164,125.00 | 3,668.91 | 22,519.96 | 26,052.18 | 141,605.04 |
| Excess of Revenues Over Expenses | 3,575.00 | -1,405.16 | 82,865.25 | 69,580.82 | (79,290.25) |

**Downtown Parking Fund
March 2017**

April 11, 2017

CARRY OVER \$562,000

| | Budget | Current Month | YTD | Last YTD | Budget Balance |
|--|---------------|--------------------------|------------|---------------------|---------------------------|
| REVENUES | | | | | |
| Meters | 339,500.00 | 21,450.47 | 60,770.10 | 58,188.67 | 318,049.53 |
| fines | 85,000.00 | 6,470.18 | 14,059.46 | 28,889.55 | 70,940.54 |
| Permits | 40,000.00 | 3,330.00 | 15,560.00 | 15,691.32 | 24,440.00 |
| Bags | 6,000.00 | 320.00 | 2,618.05 | 1,400.00 | 3,381.95 |
| Tokens | 2,000.00 | 40.00 | 386.00 | 535.00 | 1,614.00 |
| Interest | 400.00 | 47.37 | 135.01 | 20.12 | 264.99 |
| Meter Sponsorships | 2,000.00 | 303.01 | 1583.01 | 200.00 | 416.99 |
| Cell Phone Parking | 20,000.00 | 1,631.42 | 5,431.13 | 5,712.65 | 14,568.87 |
| Total Parking Revenue | 494,900.00 | 33,592.45 | 100,542.76 | 110,637.31 | 394,357.24 |
| Other | | | | | |
| Total | 494,900.00 | 33,592.45 | 100,542.76 | 110,637.31 | 394,357.24 |
| EXPENSES | | | | | |
| ADMINISTRATIVE FEES | 18,000.00 | 19,800.00 | 19,800.00 | 18000.00 | -1,800.00 |
| BANK CHARGES | 1,000.00 | 0.00 | 0.00 | - | 1000.00 |
| CAPITAL OUTLAY | 91,000.00 | 0.00 | 46,000.00 | 0.00 | 45000.00 |
| CONFERENCES & MEMBERSHIPS | 5,000.00 | 394.06 | 771.06 | 185.00 | 4,228.94 |
| A. Symonds/CWIB luncheon \$9 | | | | | |
| man/reimburse MDA Lansing expenses \$385.06 | | | | | |
| CONTRACTED SERVICES | 80,000.00 | 825.49 | 27,075.32 | 32,774.25 | 52,924.68 |
| Traffic & Safety/Verizon M@M April \$81 | | | | | |
| NW Services/SW Snow removal \$398.49 | | | | | |
| LexisNexis/March \$50 | | | | | |
| T2/Digital Iris contract \$165 | | | | | |
| LexisNexis/December 2016 \$50 | | | | | |
| Traffic & Safety/Verizon M2M March \$81 | | | | | |
| DOWNTOWN OFFICE | 230,000.00 | 14,784.01 | 45,644.94 | 52,443.10 | 184,355.06 |
| Wm Thompson/rent \$711 | | | | | |
| Integrity/folders and binder \$18.49 | | | | | |
| McCardel/water \$8 | | | | | |
| City of Petoskey/utilities \$72.85 | | | | | |
| B.Goodman/reimburse,electric stapler \$52.99 | | | | | |
| Integrity/paper and envelopes \$108.64 | | | | | |
| DTE/utilities \$202.52 | | | | | |
| News Review/subscription \$99.75 | | | | | |
| Dynamic Cleaning/office cleaning \$50 | | | | | |
| B.Goodman/reimburse office chair \$103.41 | | | | | |
| Wages \$13,358.36 | | | | | |
| EQUIPMENT REPAIR | 1,000.00 | 0.00 | 263.45 | 291.38 | 736.55 |
| FAÇADE GRANT | 20,000.00 | 0.00 | 112.50 | 95.08 | 19,887.50 |
| MATERIALS AND SUPPLIES | 10,000.00 | 1,863.84 | 2,338.27 | 2,981.84 | 7,661.73 |
| Traffic & Safety/receipt paper \$103 | | | | | |
| Meyer ACE/batteries \$1,581.84 | | | | | |
| Print Shop/Window envelopes \$109 | | | | | |
| Print Shop/Permits \$70 | | | | | |
| PROFESSIONAL SERVICES | 500.00 | 0.00 | 0.00 | 47.04 | 500.00 |
| SIGNS | 500.00 | 0.00 | 0.00 | 188.35 | 500.00 |
| TROLLEY | 4,000.00 | 747.61 | 1,096.91 | - | 2,903.09 |
| iland Self Storage/storage,June-December \$700 | | | | | |
| C.Fossmo/reimburse mileage \$47.61 | | | | | |
| UNIFORMS | 1,500.00 | 0.00 | 0.00 | 0.00 | 1,500.00 |
| UTILITIES | 3,600.00 | 315.65 | 947.05 | 668.42 | 2,652.95 |
| AT&T/cell phones \$315.65 | 1,000.00 | | | | |
| OTHER | | 0.00 | 1,000.00 | 15.99 | (1,000.00) |
| Total | 466,100.00 | 38,730.66 | 145,096.54 | 108,042.08 | 321,003.46 |
| TOTAL EXPENSES | | | | | |
| Total | 28,800.00 | -5,138.21 | -44,553.78 | 2,595.23 | 73,353.78 |
| NET | | | | | |



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: April 12, 2017
RE: Winter Carnival Final Report

Enclosed is the event budget for Winter Carnival. You will see that it shows a net figure of \$1,996, which is due primarily to the fact that, due to the weather, we did not increase spending on an ice sculpture display in Pennsylvania Park as we had planned. We also benefitted from the generosity of Taylor Rental, who did not charge us for the outdoor heaters that we ordered from them. One bill is still outstanding which will make the \$1,996 net figure less by around \$600.

Some merchants paid for their ice sculptures up front, but the vast majority still need to be billed. Staff will send those bills shortly with a due date of August 1.

Also enclosed are the results of the Survey Monkey that was done after the event.

For the record, this year's event boasted temperatures in the mid to high fifties and Saturday was a bright, sunny day. People attended the Carnival Party in shirtsleeves. A few were seen in shorts and flip-flops. All snow-based activities scheduled for Sunday were cancelled. In comparison, in 2016 we had record-breaking freezing temperatures as weather reporters issued advisories against even going outdoors. Weather will always be a factor in an outdoor event. Attendance at the Carnival Party was up in 2017. Downtown in general, was filled with visitors – as many as we have on some of our busiest summer days. We cannot measure how much this was due to the pleasant weather that also melted the ice sculptures, or to the increase in awareness due to advertising and the development of the event, but it is likely a combination. The positive benefit is that high attendance and a good experience will definitely contribute to future growth of the event.

The Events Committee will have a Winter Carnival sub-committee meeting throughout the rest of the year to plan for next year's event with the input from the Survey Monkey in mind.

Andi Symonds, Downtown Promotions Coordinator, will be present at the DMB meeting to further review and discuss.

Please contact me if you have questions or concerns.

**Winter Blues Festival
Budget**

| | Budget | Actual |
|------------------------------|---------------|---------------|
| <u>Revenue</u> | | |
| DMB | 11400 | 11400 |
| Sponsors | 8000 | 5500 |
| 25 merchants @200 | | |
| PAVB \$500 | | |
| Whine and Dine Tickets | 1600 | 1800 |
| 36 @ \$50 | | |
| Carnival Party Receipts | 1000 | 1509 |
| Drink receipts \$1,509 | | |
| Ghost Walk Tickets | 300 | 405 |
| Broomball Entries | 300 | 30 |
| registrations \$30 | | |
| Fun Run | 300 | 660 |
| 44 @ \$15 | | |
| Total | 22600 | 21304 |
| <u>Expenses</u> | | |
| Advertising | 6000 | 6068 |
| Fox 32/MI this Morning \$360 | | |
| 9&10 News \$1,200 | | |
| McDonald Garber \$2,400 | | |
| N MI Review \$935 | | |
| 9 and 10 \$450 | | |
| PRCC/banner ad \$75 | | |
| North Country Pub \$100 | | |
| Facebook \$226.40 | | |
| Facebook \$106.42 | | |
| Banners \$216 | | |
| Photography | | 500 |
| Glass Lakes/ Photo \$500 | | |
| DT Dollar prizes | 200 | 300 |
| Chocolholic \$100 | | |
| Broomball \$200 | | |
| Ice Carving | 14600 | 8113 |
| Ice carvers \$7550 | | |
| ice stands \$185.31 | | |
| ice stand covers \$51.60 | | |
| ice carver meals \$300 | | |
| Ice Carver lodging \$378 | | |
| Broom Ball | 300 | 72 |
| Whistle \$4.15 | | |
| Equipment \$12.15 | | |
| Equipment \$55.58 | | |
| Chocolholic Frolic | | 15 |
| Fustini's/ basket \$14.81 | | |
| Fun Run | 200 | 260 |
| Up North Racing/timing \$200 | | |
| rizes/goody bag coupons \$60 | | |

**Winter Blues Festival
Budget**

| | | |
|----------------------------------|--------------|--------------|
| Carnival Party | 2400 | 2292 |
| Jimmy Hot Keys \$150 | | |
| Tip of the Mitt/sponsor \$1305 | | |
| Taylor Rental/heaters \$79.05 | | |
| Meyer ACE/supplies \$51.60 | | |
| drink tokens \$0 | | |
| ice carver hotels \$378 | | |
| Cup, ice, supplies, etc. \$98.04 | | |
| Bill and Carols \$229.88 | | |
| Kids Day | | |
| Olaf \$9.96 | | |
| Wine and Dine | | 1476 |
| Pour \$576 | | |
| Petoskey Cheese \$324 | | |
| Palette \$576 | | |
| Simply Sweet | | |
| Ghost Walk | 225 | 202 |
| Total | 23925 | 19298 |
| Net | -1325 | 2006 |

Winter Carnival Survey Responses (based on 27 respondents)

1. Did you participate in the Chocoholic Frolic?
 - a. Yes 51.85%
 - b. No 48.15%
 - c. Comments:
 - Cannot have food indoors
 - Don't want people eating in our store
 - family illness
 - I just hate the name. Lame, I know.
 - Trick or treating is in October
 - Real Estate Company, did not feel it was conducive to our business.
 - It is a waste of time, and by the "public" how many people actually participate? and at what point is an event a success in the eyes of the event?
 - Not our style, good event, just not us currently. We will to a degree next year as we expand.
 - Cost Benefit analysis didn't justify it.
 - Didn't want to stay open late. Didn't hear the buzz about it
2. The pros and cons of the Chocoholic Frolic are debated each year, and each year it's brought back because 1) the public loves the event and 2) it fulfills its main purpose of drawing people inside the stores. As a merchant, you know the cons, so with weighing in the pros, would you participate in the Chocoholic Frolic next year?
 - a. Yes 61.54%
 - b. No 38.46%
3. Did the ice sculptures in front of the stores add positively to any of the following: (check all that apply)
 - a. Downtown Atmosphere 83.33%
 - b. Social Media 41.67%
 - c. Buzz about Downtown/Winter Carnival 75.00%
 - d. Sidewalk Foot Traffic 41.67%
 - e. Indoor Foot Traffic 33.33%
 - f. Comments:
 - It was melted by 10am
 - Is was unfortunate it only lasted 24 hours, you have to love the weather in northern Michigan.
 - Obviously because they melted they were an expensive disaster.
 - No
 - Melted too fast.....unfortunately
 - Don't know. Didn't get out to see them. Heard they all melted.
 - We had our taken down, it was not the message or design that we asked for and did not represent our store.
 - Ours was installed at 3:00 PM and was collapsed on the sidewalk at 10:00 AM the next day
 - Last year they were good, we forgot to send in the form this year so did not participate. but the buzz was how many didn't last through the first night
 - Unfortunately, ours bit the dust by Saturday morning, but I know what it did last year for us.

- Too hot to see them for long. Realistically not anyone's fault, just our shitty season. (I also only click no below as I carve ice and will just do my own)
4. The ice sculptures were \$200 a piece. At that same price would you be interested in purchasing one for in front of your store next year? Keep in mind, we can't control the weather :(
 - a. Yes 40.74%
 - b. No 59.26%

 5. In the park on Saturday there was a broomball tournament, ice bar, music, and live ice carving. Did these activities increase: (check all that apply)
 - a. Sidewalk Foot Traffic 75.00%
 - b. Indoor Foot Traffic 41.67%
 - c. Sales 41.67%
 - d. Buzz about Downtown/Winter Carnival 91.67%
 - e. Comments:
 - Great event. We should look at doing a live band and make it bigger!!! The bigger the better for everyone!
 - I didn't hear any clients talk about any of the events. Most didn't know anything was going on.
 - good ideas but did not help us as we are too far from Penn Park
 - There was no way of measuring the sales.
 - Uncertain
 - nothing
 - Anything that we do that creates a buzz in downtown Petoskey helps everyone!
 - We didn't really hear many people talking about the events in the park. We actually told more people that didn't know about them.
 - Don't know. No opinion.

 6. As we look to grow the Winter Carnival again next year, would you like to see any of these added?
 - a. Chili Cook Off 68.00%
 - b. Winter Queen 32.00%
 - c. Ice Rink in Pennsylvania Park 72.00%
 - d. More or Bigger Ice Sculptures 32.00%
 - e. Comments:
 - Again, a Live Band and maybe a large sign near the big hole so people driving by will know what's going on!
 - Events throughout the downtown.....
 - yes but scatter events around town not just in the park
 - Please no Winter Queen. We are past that.
 - Assuming they no longer have a queen at the Sports Park. Perhaps this could be done in conjunction with Parks and Rec to preside over the whole combined event.
 - How about Winter Drag Queen???? Now THAT would be AWESOME. Have a drag performance in the Park and then "CROWN" the winner!! The idea would be to pay a drag group (like they do at Odawa - even get them to sponsor it maybe?) and then let the public decide (applaus-o-meter). This could happen during between the broom ball and the Ice Bar or during the Ice Bar.

- Love these ideas! So cool and would add extra layers to the event. An ice rink in the park is a must!! Also, great idea that Chocoholic Frolic was on Friday night this year. Ghost walks would have been fun. And perhaps a second.
7. This year we tried the Winter Carnival Trivia game and Where's Olaf in hopes to drive traffic into stores. Do you have any other ideas that would help this?
 - a. Trivia was fun but difficult. I didn't have one person ask about Olaf and we had significant traffic.
 - b. Ask each store to submit one trivia question about their store.
 - c. I had one person in, looking for Olaf. No interaction at all, regarding the trivia game
 - d. Only one person came in doing the trivia.
 - e. The Trivia and Olaf, I feel, was a bust. No one asked about either.
 - f. A question I heard over and over on Sunday was about Olaf - what size was he? Was he human sized or Where's Waldo cardboard cutout size?? That would have helped to have been able to say that to kids and their adults to help in the search. People loved the trivia game, but perhaps helping out the merchants before hand so we could offer hints would be good (I could answer 90% but struggled on a couple.) Also, regarding Olaf - could we have had a few hidden around town instead of just one? It seems that some stores find it hard to be creative and find ways to participate - perhaps you offer ideas to stores, either in a mass email with ideas or going to individual stores with suggestions from the committee on how they can participate? (For example, McLean & Eakin - why don't you have story time four times on Sunday.)
 - g. We had a lot of kids in looking for Olaf.
 - h. Didn't draw anyone in for that event.
 8. How do you feel the weekend long event impacted your sales?
 - a. I feel it brought more people downtown, lots of lookers and a few sales. All good if it brings people downtown.
 - b. We had a serious increase in sales, and that's with impressive sales last year. It was a great weekend.
 - c. I believe the unseasonably warm weather and sunshine favorably impacted my sales due to other winter activities (skiing, carnival activities, etc) cancelling.
 - d. Friday and Saturday were no busier than any other and Sunday was absolutely dead.
 - e. Given the beautiful weather and the fun events, we did see an increase in sales. The dates of the event are perfect...President's Weekend.
 - f. Unfortunately, marginal, at best. Suspect the warm weather did not help.
 - g. It was good and busy!
 - h. nothing much
 - i. Not at all
 - j. Did not help sales.
 - k. Chocaholic helped our sales for the first half of the event. After that folks were in too much of a hurry to complete the card. Our problem was probably worse in this regard since no other stores near us participated.
 - l. Sales significantly increased this year.
 - m. Traffic was high, and sales were good.
 - n. It is a busy weekend with it being President's weekend, having activities going on downtown helps keep the people downtown which helps our sales.
 - o. not

- p. Real Estate Company, don't think we experienced much/if any impact.
 - q. as it is a busy weekend anyway it is hard to say. weather was not good for the ski hills so everyone was in town anyway.
 - r. I think this event is a huge boon to our weekend. Downtown Petoskey was a happening place all weekend long! I happened to have Saturday off, but was downtown at noon and the streets were packed with shoppers!!! It was great to see. There was a buzz and it brought people in to see what was going on. I went to Boyne City at 1pm, and they were QUIET!!!!!!!!!!!!!! The stores were empty, the restaurants were deserted. No one was around. So, I'd prefer to own a store in Petoskey than Boyne City any time!! Putting the events in Pennsylvania Park helps everyone navigate our town and see it all. I like that events are concentrated and then there are individual store events around town. That is a winning formula. Events that are spread out around town without a main focus in the park are weak and are not as successful. Thank you for putting on another great event.
 - s. In the past few years, the traffic has increased. We also do a huge sale that weekend, which also helps.
 - t. It was a very successful weekend for us. I think it was as much the weather as anything. It brought people downtown, but the events were less than stellar as they were melting around them (broom-mud-ball, ice sculptures falling left and right). As events wound down they decided to head into shops. All in all I was very pleased with how it went for how bad the weather was for a winter event.
 - u. Positively
 - v. Great weekend. Same numbers as last year but the weather was unbeatable.
9. Please use this space for any other feedback for this year's Winter Carnival
- a. I believe the Winter Carnival is a great attraction for Petoskey.
 - b. Thanks for trying. The weather was awesome...just not wintry. Better luck next year!
 - c. We found it very disturbing that someone in the merchant community took it upon themselves to mark American Spoon as CLOSED on participant's Chocoholic Frolic form. Yes, American Spoon Cafe is closed for the season! The retail store NEVER closes and we were participating!!! If people feel that strongly to make that kind of assumption....they should take the time to get their facts straight! Not Cool.....
 - d. try one more time
 - e. People who were doing the Chocoholic Frolic were families with young children not shoppers. Overall event probably didn't do anymore for me that President's Weekend and nice weather did. February is still February.....
 - f. I like the idea of the outdoor movie in the park (Frozen) which could then tie in with a Olaf "hunt" afterward around town.
 - g. Having the Chocoholic Frolic correspond with Valentine's Day was a really good fit for us. This work just fine as our customers like to sample chocolate any old day but as a promotion it worked really well with Valentines.
 - h. We think its great that Downtown hosts events like this. We will try to be involved in anything that makes sense for our business individually. Thank you!
 - i. The chocoholic frolic should be on Saturday during the day, and during the ice bar! People who are out shopping/eating chocolate will stop in the bar for a drink. Will hopefully increase participation at the bar.
 - j. I think we need a goal of what this event wants to achieve, especially individual events. Full disclosure I hate events and would never go to one in any town let alone this one. But having said that I feel the other events I see have less focused

events and more just things happening around. you walk around and see whats going on. things like the Progressive dinner are fun, but something the restaurants should put together themselves. Chocoholic Frolic, put up a sign saying free chocolate and run it whenever. again the businesses should take care of that themselves. the DMB should focus on bigger park events and advertisements to get people walking around town.

- k. I think I wrote enough up above?? Seriously, love this event and you all did a great job. What could we have done on Sunday to continue some of the activities near the park regardless of the mud? Perhaps we could have shut down the half block from Howard Street to the railroad tracks and had activities there? There were so many kids and parents in town on Sunday because of the kids themed activities and we really benefited because we were A) Open and B) provided fun activities. It's too bad that not everyone in town was open on Sunday. It really doesn't cost very much to participate. One idea would be to remind stores that they could give away their leftover Valentine's Day candy for Chocoholic Frolic (if they sell candy). Or, they could go and buy it on sale after VD and get it at a really great deal. Kids events are simple to operate - think about what would entertain them. It doesn't have to be expensive or detailed.
- l. We do the Chocoholic Frolic each year. This year, people wanting signatures, were getting in the way of paying customers. That is not good. Very few of the people who do the Chocoholic Frolic actually look to purchase anything. Perhaps we can make them show a receipt from the stores that are participating instead of just a signature? Just an idea! :)
- m. Given school and work scheduling related to Presidents Day weekend, it should be likely a better than average weekend anyway. I think it would be better to add another weekend to our lull that occurs between mid January and mid may by spending all these advertising dollars and time and energy to another weekend. Why not have two good weekends instead of one?



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: April 12, 2017
RE: Request to Close the Streets for Summer Open House

The Downtown Events Committee is actively planning 2017 Summer Open House with the directive from the Board that this event become a signature event for Downtown. The Committee is recommending that the streets be closed in the same manner as for Sidewalk Sales and Holiday Open House for this event for the following reasons:

- The concept of Summer Open House is to mirror Holiday Open House.
- More activities that will attract people to the event can be planned in the actual street area.
- Street closure will provide a safe and family friendly place for people to walk around freely.
- It will create more of a festival atmosphere.
- Street closures encourage merchants to participate outside
- Allows room for non-profits to participate.

Activities for Summer Open House include:

- Taste of Downtown in Pennsylvania Park
- Fashion Show
- Carriage Rides
- Fire truck display
- Trolley display
- Potential Wooden Boat display
- Potential Blissfest musicians on corners
- Movie in the Park
- Drink tent
- Band in drink tent
- Steel Drum Band performance
- Potential bouncy house/slide
- Children's Activities
- Potential Emmet County recycling truck
- Meet & greet with LTBHS and their adoptable dogs
- Photo Booth

The schedule for the evening is:

5:30 – 6PM – Fashion Show

5:30 – 9PM – Taste of Downtown and Drink Tent (proceeds supporting LTBHS)

6 -7PM and 8-9PM “Sweet Tooth” live in the Drink Tent

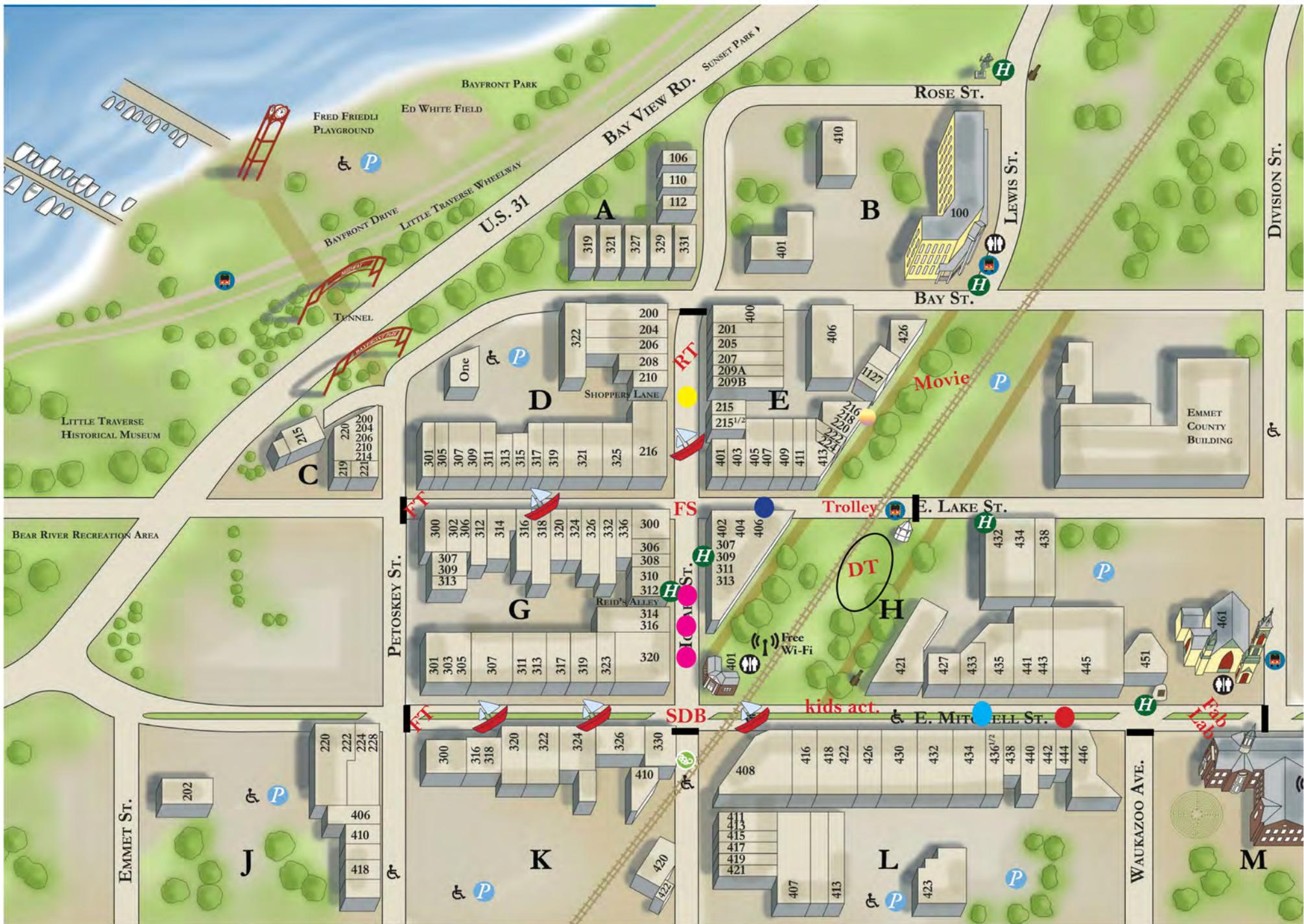
6-8PM – Carriage Rides

7-8PM – Steel Drum Band performance

At Dark (9:30ish) - Movie in the Park – “A Dog’s Purpose”

A map is enclosed showing the potential locations of the activities. Downtown Promotions Coordinator, Andi Symonds will be at the meeting to review the request and details of the event.

Please contact me if you have questions or concerns.



FT = Fire Truck
SDB = Steel Drum Band

RT= Recycling Truck
FS = Fashion Show

DT= Drink Tent
● = Ukulele lessons
● = Non Profits
● = Photo Booth

● = Robotics Team
● = Dancing in the street (Zoe Dance)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: April 12, 2017
RE: Trolley Task Force Recommendations

The Trolley Task Force has met and discussed the trolley program. They are making the following recommendations regarding the management of the trolley program in 2017:

Trolley Stops

After reviewing all potential locations for official trolley stops, the Task Force is recommending that the following stops are the only places where the trolley can safely stand to load and unload passengers and that they be the official trolley stops.

1. Stafford's Perry Hotel – Depart at quarter past the hour
2. Bay View Auditorium – Depart at half past the hour
3. Crooked Tree Arts Center – Depart at 40 minutes past the hour
4. Gazebo – Depart at 45 minutes past the hour
5. Marina – Depart at 50 minutes past the hour
6. Magnus Park – Depart at the top of the hour

Sponsorship

- A. \$1,500 Conductor Sponsor
 1. Driver will give a promo of the business when he drives past it
 2. Business will receive a 30 second "commercial" on the TV loop
 3. Business will receive interior signage and space for brochures/rack cards
 4. Business will receive website recognition
 5. Businesses will receive any Today's Ride sponsors that are not taken
- B. Today's Ride Sponsor - \$30 per day
 1. Recognition sign near front of the trolley
 2. Trolley bell ring and announcement as trolley passes the business

Days of Operation

In past years the trolley has operated on Thursday, Friday, and Saturday between noon and 9:00 pm. Sunday afternoon service was provided in the first two years but ridership was not as strong as the weekdays. Because the new trolley is road worthy and can ride on the highway, the Task Force considered several alternative routes and operational hours. They are recommending that for 2017 the route stay the same and that Wednesday be added to the schedule of operating days. Sunday was considered to be added, but as the parking system is not as taxed on Sundays, it was determined that Wednesday would be the better choice for meeting the mission of the trolley.

Exterior Painting

The exterior of the trolley is currently painted with the Mackinaw Trolley Company brand and needs to be updated. The Task Force is recommending that the lettering be removed and, if possible, be replaced with lettering that says, "Petoskey Downtown Trolley" and that this be the only exterior change for this year. If the current lettering, which is gold paint, cannot be removed effectively, the lower half of the trolley will need to be repainted. If that becomes necessary, the recommendation is to re-paint with a deeper red and to re-letter with decals, not gold paint.

Use of the Old Trolley

The Task Force recommends that the old trolley be sold with any proceeds to go into the Parking Fund/Other revenue line item.

Future Use of the Rail Trolley

As you recall, City Council gave the DMB one year last May to determine a use for the rail trolley that is currently in storage. The Task Force discussed this matter and is recommending that the Board report to City Council that, regardless of the fact that the trolley feasibility study determined that the concept of a trolley running on the railroad tracks was viable, without parking at both ends of the route, rail trolley service does not serve a purpose that will alleviate demands on the parking system and is not considered to be a high priority expense. Further, the Task Force recommends that the Board request Council to allow the DMB to receive the proceeds from the sale of the trolley. This request is being made because of the fact that the DMB contributed \$80,000 to the purchase of the rail corridor with the understanding that parking was included in the Greenway Corridor Plan and that the rail trolley would be available to shuttle visitors to Downtown. The DMB also invested \$15,000 in a feasibility study before parking at the south end of the corridor was eliminated from the corridor plan.

It is the request of staff that the DMB discuss and approve the recommendations from the Trolley Task Force. Please contact me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: April 12, 2017
RE: Appointment to Downtown Committees

Julie Stoppel, owner of Somebody's Gallery on Lake Street, has volunteered to serve on the Downtown Events Committee. As a retail business owner, she fits the criteria for membership on this committee and there are openings on the Committee at this time.

The Parking Committee is an executive committee of the DMB and includes the Chair, the Vice Chair, and a member at large. The member at large position is vacant and Board member Doug Buck has volunteered to fill it. Doug has met with Chair Rochon and understands the work involved. His financial background will be helpful to the Committee. Doug has been on the Board since April of 2015 and his experience will help him in this role.

It is the request of staff that the Board consider and potentially approve these appointments.

Please contact me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: April 18, 2017 **DATE PREPARED:** April 14, 2017

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Reports could be received from Downtown Management Board committees.

sb



BOARD: Downtown Management Board

MEETING DATE: April 18, 2017

DATE PREPARED: April 14, 2017

AGENDA SUBJECT: City Staff Report

RECOMMENDATION: That the Downtown Management Board hear this report

The City Manager will provide status reports concerning downtown-area projects.

sb