



**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.