



Join Zoom Meeting: <https://us02web.zoom.us/j/82067547963>

Dial by Phone: 888-788-0099 US Toll-free

Meeting ID: 820 6754 7963

If you have any questions you may contact the City Clerk's Office by email or phone: aterry@petoskey.us or 231-347-2500

According to the Attorney General, interrupting a public meeting in Michigan with hate speech or profanity could result in criminal charges under several State statutes relating to Fraudulent Access to a Computer or Network (MCL 752.797) and/or Malicious Use of Electronics Communication (MCL 750.540).

According to the US Attorney for Eastern Michigan, Federal charges may include disrupting a public meeting, computer intrusion, using a computer to commit a crime, hate crimes, fraud, or transmitting threatening communications.

Public meetings are being monitored and violations of statutes will be prosecuted.

DOWNTOWN MANAGEMENT BOARD

January 19, 2021

1. Call to Order – 7:00 P.M. – City Hall Council Chambers and from remote locations
2. Organization of Board – Elections of a Chairperson and Vice Chairperson and adoption of a schedule of regular meetings for 2021
3. Consent Agenda:
 - (a) Approval of the regular meeting minutes of December 15, 2020
 - (b) Payment of bills
 - (c) Acceptance of December expense and income reports
4. Old Business:
 - (a) Hear update from Tim Knutsen, Beckett and Raeder, on Streetscape Study including Snowmelt and Innovative Downtown Lighting Study
 - (b) Consider proposed resolution that would allow dining decks in parking spaces in 2021 and recommend to City Council
5. New Business:
 - (a) Reports by Downtown Management Board Committees
 - (b) Report by City staff
6. Miscellaneous
7. Adjournment



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 19, 2021 **DATE PREPARED:** January 15, 2021

AGENDA SUBJECT: Organization of Board

RECOMMENDATION: That the Downtown Management Board elect officers and adopt a schedule of regular meetings for 2021

To meet bylaws provisions, the Downtown Management Board must conduct an annual meeting at which the Downtown Management Board must elect from its members, for one-year terms, a Chairperson and a Vice Chairperson and set its meeting schedule for that year. The Downtown Management Board Chairperson and Vice Chairperson must be the same persons who serve as Downtown Development Authority Board Officers; and meeting schedules in the past year have established Downtown Management Board sessions for 7:00 P.M., on the third Tuesday of each month, or as necessary, at the City Hall, immediately following meetings of the Downtown Development Authority Board, if such Downtown Development Authority Board meetings were required.

sb



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 19, 2021 **PREPARED:** January 15, 2021

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 December 15, 2020; (2) Acknowledgement of bills since December 15, 2020; and (3) Acceptance of the December expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN DEVELOPMENT AUTHORITY BOARD

December 15, 2020

A regular meeting of the City of Petoskey Downtown Management Board was held through Zoom from virtual locations on Tuesday, December 15, 2020. The meeting was called to order at 7:15 P.M. and the following were:

Present: Chairperson Ben Slocum
Gary Albert
Robin Bennett, Vice Chairperson
Noah Marshall-Rashid
Brittany McNeil
John Murphy, Mayor

Absent: Marnie Duse, Dan Harris and Jennifer Shorter

Also in attendance were Downtown Director, Becky Goodman, and Executive Assistant Sarah Bek.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the November 17, 2020 regular meeting minutes; acknowledgement of bills since November 17, 2020 that totaled \$40,879.74; the November expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by McNeil the consent agenda was approved. All in favor.

Discuss and Extend Free Parking in Lots and Designated Curbside Pickup Spaces as Recommended by the Parking Committee

Staff reviewed her memo, stating that in reaction to the MDHHS enforced pause that began affecting restaurant operations on November 16, the DMB had approved allowing free parking in parking lots and the designation of curbside pickup spaces through December 8, 2020, the date the pause had been expected to end, at its November meeting. The decreased demand for parking spaces due to the closure of the restaurants had made this decision possible. Allowing free parking in the lots was offered as a courtesy to shoppers at the holiday season and a thank you to employees who were working hard to keep our Downtown businesses open. The curbside spaces were designated for the purpose of helping restaurants continue with carry out business and also to help retailers, who are also dealing with rising COVID counts. The direction that was given by the Board at that time was for the Parking Committee to consider any extension or refinements before the December meeting. Due to the recent extension of the pause by the MDHHS until December 20 and the possibility of future extensions, the Parking Committee is now recommending to extend the free parking in the parking lots and designated curbside parking spaces until restaurants are allowed to return to full service, inside dining. Staff further reported that the free parking had been well received and that there had been no complaints received about the use of the designated curbside pickup spaces.

Board member comments included regrets about the loss of revenue and determined it to be an unavoidable, yet temporary, side effect of the pandemic. It was moved by Bennett and seconded by McNeil that the policies of free parking in the parking lots and designated curbside parking spaces remain in place until the MDHHS pause restrictions on the restaurants are lifted. All in favor.

Discuss Dining Deck Progress Report

Staff reviewed that at its October 2020 meeting, the DMB had voted to recommend to City Council that there be an ordinance change that would allow parking spaces to be rented for the purpose of placing dining decks in them on a permanent basis, versus the COVID emergency basis that had been allowed by Council Resolution in the spring of 2020. The Board directed staff to begin work on a plan to move ahead with this recommendation and also to create standards and regulations for the proposed dining decks and bring them back to the DMB for approval in January.

Staff then had established a workplan to achieve this goal, with the first task being a presentation to City Council on the subject that provided opportunity to receive their input which had been made at their November 16, 2020 meeting. As a second task in the workplan, staff broached a discussion with the Parking Committee regarding their preliminary thoughts having to do with the use of parking spaces for the dining decks. The Parking Committee discussion revealed their opinion that the creation of an ordinance that included operational policies and design standards should be more comprehensive, detailed, and transparent than what they believed would be accomplished by January. The Parking Committee's response was that the timeline for ordinance implementation be stretched and that it be worked on concurrently with a resolution that would allow the decks to be continued in 2021 by resolution, in the same manner that they had been allowed in 2020. Subsequent conversation with City staff at a department head meeting supported this process.

Staff said that she had considered this manner of proceeding and developed the following strategy to move ahead with a dining deck ordinance that will benefit and be accepted by all of the Downtown community.

1. Preliminary presentation to Council for initial input – **Done**
2. Preliminary discussion with Parking Committee regarding issues related to parking spaces – **Done**
3. Receive support from DMB for extended timeline – December 2020
4. Draft resolution to continue dining deck operations through 2021 and receive approval to recommend to Council – January 2021
5. Receive approval of resolution from Council – February 2021
6. Work with restaurants to establish their needs, plans, and responsibilities for summer 2021
Concurrently
7. Work with Beckett and Raider on concepts that can be included in the Streetscape Study, including other potential options for dining spaces in the public right of way
8. Survey restaurants for interest and input
9. Send second survey to merchants
10. Review progress with DMB
11. Work with Design Committee to draft, review and finalize design standards
12. Work with Parking Committee to finalize parking space regulations
13. Prepare draft report and recommendation to DMB
14. If approved, recommend to Council as ordinance change that includes use of public space policy and design standards by January of 2022 which would be in time for restaurants to plan for the 2022 season.

Staff recommended that the DMB Board consider and adopt this workplan for developing a resolution that will allow restaurants to install dining decks in the summer of 2021 and that will develop the creation of a recommended ordinance to allow for dining decks, if approved by Council, on a permanent basis.

Board members commented on concerns regarding if all food service businesses would be allowed to rent a dining deck, how many spaces each could use, and what the business would be charged.

Public comment was supportive.

Motion was made by Bennett and seconded by Marshall-Rashid to adopt workplan for concurrently working on a resolution that would allow dining decks in 2021 and an ordinance that allow them in 2022. All in favor.

Consider Accepting the Downtown Director 2020 Employee Evaluation

Chair Slocum stated that the final copy of the Downtown Director's evaluation had been distributed confidentially to board members and asked for further comment or discussion. There being none, it was moved by Marshall-Rashid and seconded by McNeil that the evaluation be accepted and filed.

Reports by Downtown Management Board Committees

Marketing and Events Committees – Staff reported that the holiday catalog was distributed and had received lots of compliments and that stores had reported some good results; that the tree lighting video had turned out beautifully and had had great response, that the Downtown Giveaway was going well, that Open Thursday Nights was slow going, especially because of the fact that the restaurants were not able to be open, and that a new video had been put on the website that highlighted holiday events. It was being called Christmas Past and Christmas Future due to the facts that none of the events were happening and no people in them were wearing masks.

Downtown Economic Enhancement – Goodman reported Lost Pierogi Village had opened up in the Flour Girl Pizza space.

Parking Committee – Goodman noted that the committee notes were in the packet and added that over 25 Parking Meter Sponsorships had been sold this year.

Other

Goodman stated that, despite the fact that there had been no public comments made when it was approved, she had had two inquiries from merchants about the reason they were being charged the special assessment when no events had been held in 2020. In the case that other Board members were hearing these same comments, she reviewed the following talking points:

- We did have winter carnival.....
- Most events produce revenue – no event, no revenue
- No trolley revenue
- Less shop map revenue due to selling fewer ads
- We still utilized the funds, spending more on image campaign and social media
- We paid for the replacement of the podium map signs
- All other beautification expenses, etc. remained the same

Report from City Staff

The City Manager was not present. In his place, Mayor Murphy reported that City Council had recently approved three bond issues; received a coastal management grant for Solanus Park; approved his reappointment of two Board members; approved the 2021 annual budget; and accepted a MERS plan. He also stated that the JC's had told him that they would no longer be organizing fireworks for the Fourth of July and that he would be working with other organizations, including the DMB, to see that this activity continues.

Other Miscellaneous Comments

As there were none, the meeting was adjourned at 8:35 P.M.

**Downtown Management
Monthly Bills - December 2020**

January 13, 2021

PROGRAMS AND SERVICES

DT Marketing	Adobe/Creative Cloud	DT Assessment	\$	21.19
DT Marketing	MailChimp/contract	DT Assessment	\$	40.00
DT Marketing	WooBox/monthly plan	DT Assessment	\$	30.00
DT Marketing	Adobe/photoshop	DT Assessment	\$	10.59
DT Marketing	Adobe/Acrobat	DT Assessment	\$	26.49
DT Marketing	Adobe/InDesign	DT Assessment	\$	22.25
DT Marketing	Dropbox/services	DT Assessment	\$	9.99
DT Marketing	Tom Renkes/blog	DT Assessment	\$	150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$	12.95
DT Marketing	MacDonald Garber/promotion	DT Assessment	\$	1,500.00
DT Marketing	Personal Graphics/SD stickers	DT Assessment	\$	191.04
DT Marketing	Express Pub/promotion	DT Assessment	\$	299.70
DT Marketing	Express Pub/promotion	DT Assessment	\$	599.70
Holiday Catalog	Mitchell Graphics/catalog printing	DT Assessment	\$	6,035.00
Holiday Catalog	Kevin Barton/cover licensing fee	DT Assessment	\$	400.00
Holiday Decorations	Coveyou/wreaths	DT Assessment	\$	3,145.00
Total Programs & Services			\$	12,493.90

PARKING FUND

Bank Charges	Bank Charges	Parking Fund		NA
Capital Outlay	Walker Parking/Saville Lot Study	Parking Fund	\$	5,600.00
Conf.&Membrshp.	PRCC/BFC ticket	Parking Fund	\$	10.00
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$	81.00
Contracted Services	T2/Digital Iris Services	Parking Fund	\$	165.00
Contracted Services	LexisNexis/contract	Parking Fund	\$	150.00
Contracted Services	Van's/contract	Parking Fund	\$	391.08
Contracted Services	Up NorthServices/SW snow removal	Parking Fund	\$	3,735.00
Contracted Services	Up NorthServices/SW snow removal	Parking Fund	\$	350.00
DT Office	Zoom/monthly fee	Parking Fund	\$	15.89
DT Office	Spectrum/phones, internet	Parking Fund	\$	111.00
DT Office	DTE/utilities	Parking Fund	\$	176.53
DT Office	Wm Thompson/rent	Parking Fund	\$	711.00
DT Office	McCardel/water	Parking Fund	\$	8.00
DT Office	Meyer ACE/cleaning supplies	Parking Fund	\$	49.60
DT Office	Meyer ACE/supplies	Parking Fund	\$	8.60
DT Office	City of Petoskey/utilities	Parking Fund	\$	45.30
DT Office	Thru Glass/window cleaning	Parking Fund	\$	50.00
DT Office	Wages	Parking Fund	\$	17,000.00 est
Materials&Supplies	Integrity/laminating pouches	Parking Fund	\$	26.12
Materials&Supplies	Meyer ACE/lube lock	Parking Fund	\$	8.26
Materials&Supplies	The Print Shop/permits	Parking Fund	\$	125.00
Signs	Pro-Image/sponsor sign	Parking Fund	\$	100.00
Utilities	City of Petoskey/EVC station	Parking Fund	\$	28.70
Utilities	City of Petoskey/Livery Lot	Parking Fund	\$	40.41
Utilities	AT&T/cell phones	Parking Fund	\$	394.98

TOTAL **\$ 29,372.87**

TOTAL BILLS **\$ 41,866.77**

\$ 12,170.44

**PROGRAMS SERVICES
MONTHLY REPORT
December 2020**

January 13, 2021

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
APPROVED CARRY OVER	0		0.00	15,000.00	
SPECIAL ASSESSMENTS	101,600.00	0.00	101,600.00	91,400.00	-
PENALTIES & INTEREST	4,000.00	0.00	449.69	114.61	3,550.31
INTEREST INCOME	1,000.00	0.00	0.00	489.33	1,000.00
HOLIDAY PARADE SPONSORS	7,000.00	0.00	0.00	1,050.00	7,000.00
PETOSKEY ROCKS	5,625.00	0.00	1,000.00	1,910.00	4,625.00
DOWNTOWN TRICK OR TREAT	3,400.00	0.00	0.00	725.00	3,400.00
WINTER CARNIVAL	9,000.00	0.00	4,825.00	3,430.00	4,175.00
TROLLEY	8,000.00	0.00	0.00	6,500.00	8,000.00
MARKETING & PROMOTIONS					-
New Activity	-	0.00	0.00	0.00	-
Shop Map Ads	12,000.00	0.00	0.00	8,575.00	12,000.00
Gallery Walk	3,500.00	0.00	300.00	1,800.00	3,200.00
Ghost Walk	1,000.00	0.00	0.00	0.00	1,000.00
Shopping Scramble	-	0.00	0.00	0.00	-
Holiday Catalog	7,250.00	0.00	250.00	1,000.00	7,000.00
Historic Markers	-	-	-	0.00	-
SIDEWALK SALES	-	0.00	0.00	0.00	-
SUMMER OPEN HOUSE	4,800.00	0.00	0.00	1,581.19	4,800.00
PRESENTING SPONSORS	25,000.00	0.00	5,000.00		
OTHER		0.00	0.00	150.00	
	193,175.00	0.00	113,424.69	133,725.13	79,750.31
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	0.00	6,882.40	7,000.00
HOLIDAY OPEN HOUSE	1,500.00	0.00	0.00	390.00	1,500.00
SUMMER OPEN HOUSE	13,300.00	0.00	1,000.00	7,597.54	12,300.00
SIDEWALK SALES	7,000.00	0.00	0.00	0.00	7,000.00
PETOSKEY ROCKS!	34,000.00	0.00	0.00	12,667.90	34,000.00
DT TRICK OR TREAT/Wicked Weekend	11,000.00	0.00	0.00	6,116.00	11,000.00
WINTER CARNIVAL	14,500.00	0.00	11,991.68	13,132.88	2,508.32
TENT/SOUND SYSTEM EXPENSES	5,000.00	0.00	0.00	-	5,000.00
Collaborating Events					
CONCERTS IN THE PARK	2,000.00	0.00	2,000.00	2,500.00	-
FOURTH OF JULY	800.00	0.00	0.00	800.00	800.00
FARMERS MARKET	500.00	0.00	1,000.00	0.00	(500.00)
SANTA'S VISIT	200.00	0.00	10.76	200.00	189.24
FESTIVAL ON THE BAY	1,500.00	0.00	0.00	1,500.00	1,500.00
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	500.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	2,913.90	23,597.26	23,495.70	6,402.74
Adobe/Creative Cloud \$21.19					
MailChimp/contract \$40					
WooBox/monthly plan \$30					
Adobe/photoshop \$10.59					
Adobe/Acrobat \$26.49					
Adobe InDesign \$22.25					
Canva for Work/monthly plan \$12.95					
Dropbox/services \$9.99					
Tom Renkes/blog \$150					
MacDonald Garber/Promotion \$1,500					
Personal Graphics/SD labels \$191.04					
Express Pub/promotion \$299.70					
Express Pub/promotion \$599.70					
SHOP MAP	9,000.00	0.00	6,011.53	7,165.95	2,988.47
GHOST WALK	300.00	0.00	0.00	0.00	300.00
NEW ACTIVITY	-	0.00	0.00	0.00	-
HOLIDAY CATALOG	11,000.00	6,435.00	8,515.00	11,927.64	2,485.00
Mitchell Graphics/printing \$6.035					
Kevin Barton/cover license fee \$400					
GALLERY WALK	3,000.00	0.00	0.00	2,989.70	3,000.00
SHOPPING SCRAMBLE	-	0.00	0.00	0.00	-
MAY GETAWAY	4,000.00	0.00	0.00	0.00	4,000.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	3,426.62	4,000.00

**PROGRAMS SERVICES
MONTHLY REPORT
December 2020**

January 13, 2021

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Economic Enhancement					
BUSINESS RECRUITMENT	300.00	0.00	0.00	8.96	300.00
BUSINESS RETENTION	1,000.00	0.00	150.00	1,257.80	850.00
Beautification					
HOLIDAY DECORATIONS	11,500.00	3,145.00	8,666.09	8,585.81	2,833.91
<i>Coveyou Farms/Wreaths \$3,145</i>					
FALL DECORATIONS	600.00	0.00	680.00	738.06	(80.00)
FLOWERS	9,000.00	0.00	658.00	6,536.70	8,342.00
Administrative					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	10,000.00	0.00	200.00	5,082.00	9,800.00
OTHER	100.00	0.00	44.00	99.00	
	192,800.00	12,493.90	64,524.32	123,600.66	128,275.68
Excess of Revenues Over Expenses	375.00	-12,493.90	48,900.37	10,124.47	(48,525.37)

**Downtown Parking Fund
December 2020**

January 13, 2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	1,290.14	337,622.26	425,568.44	271,877.74
fines	130,000.00	4,012.00	73,806.75	95,024.71	56,193.25
Permits	87,000.00	4,380.00	51,842.00	87,678.33	35,158.00
Bags	8,000.00	225.00	7,620.00	7,537.76	380.00
Tokens	3,000.00	-	810.00	2,323.00	2,190.00
Interest	4,000.00	2.65	987.96	3,206.75	3,012.04
Meter Sponsorships	5,000.00	1,560.00	3,835.00	3,709.36	1,165.00
ParkMobile	60,000.00	6,500.00	86,740.64	5,852.94	(26,740.64)
Total Parking Revenue	906,500.00	17,969.79	563,264.61	630,901.29	343,235.39
Other	-	-	0.00	0.00	0.00
Credit Card Meter Sales	-	-	26,103.50	23,292.50	
EV Charging Station	-	-	36.95	-	
Total Revenue	906,500.00	17,969.79	563,264.61	630,901.29	343,235.39
EXPENSES					
ADMINISTRATIVE FEES	20,700.00	0.00	21,069.68	21,000.00	-369.68
BANK CHARGES	8,000.00	0.00	18,676.87	13,541.46	-10,676.87
CAPITAL OUTLAY	195,000.00	5,600.00	17,187.17	210,154.85	177,812.83
Walker Parking/Saville Lot Study \$5,600					
CONFERENCES & MEMBERSHIPS	5,000.00	10.00	957.25	6,185.29	4042.75
PRCC/BFC ticket \$10					
CONTRACTED SERVICES	150,000.00	4,872.08	54,364.50	125,896.39	95,635.50
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$391.08					
Up North Services/SW Snow removal \$350					
Up North Services/SW Snow removal \$3,735					
DOWNTOWN OFFICE	285,000.00	18,167.32	202,821.65	221,499.85	82,178.35
Spectrum/phones, internet \$111					
City of Petoskey/utilities \$45.30					
Zoom/monthly fee \$15.89					
DTE/utilities \$176.53					
McCardel/water \$8					
Thru Glass/window cleaning \$50					
Meyer ACE/cleaning supplies \$49.60					
WmThompson/rent \$711					
Wages \$17,000					
EQUIPMENT REPAIR	1,000.00	0.00	610.00	873.71	390.00
FAÇADE GRANT	20,000.00	0.00	155.82	5,661.40	19,844.18
MATERIALS AND SUPPLIES	15,000.00	159.38	13,628.76	17,897.86	1,371.24
Meyer ACE/lube lock \$8.26					
Print Shop/Permits \$125					
Integrity/laminating pouches \$26.12					
PROFESSIONAL SERVICES	2,000.00	0.00	0.00	0.00	2,000.00
SIGNS	500.00	100.00	1,734.88	786.82	(1,234.88)
Pro-Image/meter sponsor sign \$100					
TROLLEY	7,000.00	0.00	1,200.00	13,402.32	5,800.00
UNIFORMS	2,000.00	0.00	0.00	1,006.20	2,000.00
UTILITIES	6,200.00	464.09	5,811.34	5,598.04	388.66
AT&T/cell phones \$394.98					
City of Petoskey/charging station \$28.70					
Livery Lot/Irrigation \$40.41					
OTHER	-	0.00	0.00	112,054.71	-
TOTAL EXPENSES	717,400.00	29,372.87	338,217.92	755,558.90	379,182.08
NET	189,100.00	(11,403.08)	225,046.69	-124,657.61	(35,946.69)

Downtown Parking Fund
December 2020

January 13, 2021

TOTAL EXPENSES	717,400.00	29,372.87	338,217.92	755,558.90	379,182.08
NET	189,100.00	(11,403.08)	225,046.69	-124,657.61	(35,946.69)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: January 12, 2021
RE: Update from Beckett and Raeder

Tim Knutsen, Beckett and Raeder, will be at the January meeting to give a brief progress report of the studies that they are working on for us: Streetscape Update including Snowmelt and Innovative Downtown Lighting. Please feel free to ask any questions of Tim. A copy of the work schedule for the studies is enclosed.

Please call me if you have questions or other concerns that should be discussed before the meeting.

Enclosures

project memorandum

Date: December 9, 2020

From: Tim Knutsen
To: **Becky Goodman, Director**
Petoskey Downtown Management Board
216 Park Avenue
Petoskey, MI 49770

Project: Petoskey DMB Downtown Studies

Remarks:

Becky,

Following is a short summary of the streetscape, snowmelt and lighting studies schedule and process:

- | | |
|------------|---|
| 12/15/2020 | Kickoff meeting:
ID scope of each of the three studies as one comprehensive study. Discuss specific goals of each study, and refine goals of the preliminary lighting study. |
| 2/16/2021 | Inventory and Analysis:
4-6 weeks. Consultants split off and coordinate weekly as necessary. BRI will perform the bulk of the inventory. Meet informally midway to discuss inventory. |
| 3/16/2021 | Preliminary Study Recommendations:
4 weeks. We will present preliminary recommendations and accompanying plans to the DMB for comment and revision. |
| 4/20/2021 | Final Study recommendations and costs presentation:
4 weeks. We will conclude the studies by presenting the final study recommendations, accompanying plans and cost information to the DMB. |

The proposals describe the work scope and process more thoroughly.

We may modify the schedule as we move forward. If there are any potential funding opportunities for which completed plans can be of benefit, we should discuss the schedule accordingly and adjust if possible.

Finally, we welcome any members of the DMB who would like to represent the group on an ongoing basis and/or assist in field inventory.

We're looking forward to getting started!

Thanks,

Tim



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 12, 2021

RE: Request to Approve Recommendation of Resolution to Council to Allow Dining Decks in Parking Spaces in 2021

At the December 2020 Board meeting, the DMB approved a plan for moving ahead to allow dining decks in parking spaces both by Council resolution in 2021 and by ordinance in 2022. Staff is currently working on the resolution part of the plan. The ordinance part will be addressed, at least partially, in the Streetscape Update Study that is due to be completed this spring.

The timeline for the plan asks that the Board approve a draft resolution to recommend to Council at this January meeting. Staff has prepared a draft that is enclosed with this memo.

In preparation of this draft, staff surveyed all food service businesses to determine the degree of interest among them for participating in a dining deck program. A copy of the email survey and the responses received is enclosed. The Parking Committee reviewed this material and recommended implementation strategies at their January meeting. Staff also took into consideration results from a past survey to all of Downtown and comments heard at the DMB during previous discussions. Every effort was made to be sensitive to the needs and wants of all sectors of the Downtown community with the goals of economic enhancement and overall vitality and vibrancy in mind. A synopsis of the main tenets are the rationale for them follows:

- Businesses that serve alcohol and/or provide predominantly full service dining (as opposed to over the counter service) will be allowed to participate. In an effort to be inclusive and still keep the number of spaces taken over for dining deck use to a minimum, the Parking Committee concurred that this language would allow those who were the most impacted by reduced dining capacity numbers to participate.
- Dining decks will be limited to one space per participant, unless by special petition to the DMB. After assessing the location of prospective participants and examining the impacts of reduced available parking for the rest of the block, allowing one parking space seems to be the most adaptable to dining deck conversion, but there may be situations where this standard could be reasonably altered.
- Decks will be allowed to do business on the street during regular restaurant hours between May 12 through November 14. Extra time for construction and removal may be negotiated with the Parking Office. There will be no requirement to have the deck on the street for this amount of time, but, especially during the transition from COVID, restaurants may welcome the extra seating opportunities in mid-May. Having decks on the streets early in the season will also give good data regarding their use that may be incorporated into the ordinance at a later date. The City has already considered the end date of November 14 to be the latest possible due to snow removal concerns.

- As the decks are temporary investments and not necessarily built to the design standards that may be required by an ordinance, the design of the decks will be negotiated and established with the applicant and City staff in coordination with the County Building Department. As in 2020, staff worked with each applicant to arrive at a design that was safe, attractive, economical, and easy to implement without an ordinance that specified regulations. Minimally, a platform and barrier must be provided. Every effort to make the structure attractive should be explored and included as finances provide. City staff will give onsite direction to problem areas as happened in 2020.
- There should be no charge to the restaurants if COVID restrictions are still in place. If COVID restrictions are lifted, the charge should be \$200 per month which is the approximate amount of revenue that would be lost if the metered space was occupied full time.
- An Open-Air Food-Beverage Service/Outdoor Dining Application and fee must be submitted to City staff and a license obtained before commencing construction of a dining deck.

All of these recommendations are based on permission by resolution to allow dining decks in a transition from COVID period. When the ordinance language is recommended, changes can be made.

Staff is now recommending that the Board discuss the proposed resolution and approve the draft to be recommended to Council with or without changes at its February 1, 2021 meeting. This timeline will allow those who wish to participate ample time to prepare for their projects.

Please call me if you have questions or other concerns that should be discussed before the meeting.

Enclosures

Restaurant Survey Email and Responses

Hello Food Service People –

The DMB is working on a resolution that will be forwarded to City Council asking that dining decks be allowed to be placed in parking spaces again this coming summer. Concurrently, they are also working on developing a recommendation for an ordinance that would include design regulations and management policies which would allow the decks to be used permanently beginning in 2022 on a seasonal basis. Your input is being requested to help guide the DMB as they move ahead in this process.

- *There are many things for the Board to consider as they develop their plans, such as how many parking spaces each business should be allowed to “rent”*
- *should dining decks be allowed on every street in town or only in certain areas*
- *should businesses other than full service restaurants be allowed to have a dining deck or a deck for retail purposes*
- *what the “rental” cost should be per space*
- *what months of the year the businesses will be allowed to rent the spaces*
- *the effect on retail businesses due to reduced number of parking spaces*
- *the general effect of the outdoor dining activity on the character and ambience of all of Downtown.*

As a food service businesses you will want to think about whether or not a dining deck is right for your business, including

- *cost of construction*
- *staffing*
- *adherence to guidelines and regulations*
- *cost of parking space “rental”*
- *business model compatibility*

One of the first steps the DMB needs to consider in developing the concepts is the level of interest there is from the food service sector. With all of this in mind, please take a few minutes and send your thoughts to me. This information will be very helpful as the Board plans for this coming summer and for the years ahead. If I could hear back from you by Saturday of this week, it would be very helpful.

1. *All things considered, would you be interested in having a dining deck on the street?*
 - a. *Next summer only?*
 - b. *as permitted annually every year going forward?*
2. *Do you have thoughts or ideas that you would like the DMB to consider?*

The following responses were received.

- **Parkside Deli** - I support the dining decks for restaurants in the downtown area. I think every restaurant with limited or no outdoor seating should have the opportunity to increase their revenue in the summer. The Deli will not be doing a dining platform as we are accessible to the park. I would like the alcohol/to go cocktails program to continue as I don't think it was abused last summer. Fingers crossed for Art in the Park, Summer open house and sidewalk sales!! Sarah McDonnell
- **Stafford's** - The Petoskey DMB should carefully consider the implementation of a policy that would allow for seasonal dining on raised platforms placed in public parking spaces within the Central Business District. Among the issues to discuss:
 - Public Safety. A comprehensive policy must put overall safety of our downtown guests first and foremost. Issues such as distance from intersections, driver visibility, space for emergency vehicles to pass, must be considered.
 - Design considerations. Petoskey is an upscale and inclusive destination. Dining platforms should be required to have upscale design elements and ADA accessibility. Some form of administrative approval is preferred once a design committee establishes guidelines for dining platforms.
 - Economic considerations. A restaurant seat in downtown Petoskey during the summer season is a valuable commodity. Businesses must be prepared to invest in this expansion in order to reap the benefits.
 - 20 seats having a \$20 check average with a one hour average turnover and open from noon to 8pm operating at 80% capacity would have the potential of adding over \$2500 per day in sales. That equates to perhaps \$200,000 in potential revenue for an 80 day season.
 - Any rental revenue for these parking spaces should go into the DMB budget for their continued management of Downtown Petoskey.
 - Parking capacity. The loss of parking capacity and location of proposed platforms must be considered. The proximity to retailers and the concentration of proposed platforms on any single street must be considered. This could create differing "values" in terms of platform locations similar to differing rents for space on more desirable streets. Action on a long sought parking deck for downtown could ease some of these concerns.

While Stafford's has no objection to these decks, if we were to spend the money required to get a dining deck I think other priorities would take precedent... improved signage and maybe an awning for the existing patio on Bay Street.

- **Lost Village Pierogis** – We love the dining deck idea and definitely support the plan that allows for maximum utilization. We believe in the power of networking as well as community support. Please feel free to reach out to us at any time.
- **Sam's Graces** – Had already requested permission to do this in December of 2020.
- **City Park Grill** – Will do it again based on response from previous survey and experience
- **Tap 30** – #1 I think we need to do outdoor dining forever. I believe doing it under covid this summer which will allow City Council to finalize guidelines sometime this year to be ready for summer 2022 is valuable. I believe each restaurant should be allowed up to two parking spaces May 1st to October 31st.

#2 I believe Tap 30 did a nice job of designing their deck and would be a good example to use for future design guidelines.

#3 As far as rent - I believe City shouldn't charge anything under covid times. Under regular times rent should be the cost of running the meter Monday - Saturday from 9-6 pm.

- **North Perk Coffee** – Verbal response from Brittany indicated that she is favor of the concept, but that her coffee shop would not be participating.

DRAFT RESOLUTION

RESOLUTION NO. _____

A RESOLUTION ALLOWING FOR 2021 SEASONAL USE OF PARKING SPACES TO BE USED FOR OUTDOOR DINING DECKS AS A TEMPORARY MEASURE TO ASSIST DOWNTOWN RESTAURANTS WITH SOCIAL DISTANCING STRATEGIES THAT MAY OR MAY NOT BE MANDATED

WHEREAS, the novel coronavirus (COVID-19) is a respiratory disease that caused temporary shut downs and restricted dining capacities in local restaurants, contributing to economic hardship for them and their employees during 2020; and

WHEREAS, the Downtown is transitioning out of the economic hardship of COVID-19 due to public health initiatives, including vaccines to control the disease, but public health officials advise and may potentially mandate several more months of social distancing; and

WHEREAS, as evidenced by the success of the decks installed throughout the summer of 2020, the DMB is currently working on a recommendation for City Council's consideration to change the City ordinance in an effort to allow dining decks to be permitted on the streets permanently on a seasonal basis beginning in 2022; and

WHEREAS, the decks were found to be popular, manageable, and profitable during the summer of 2020, with no recorded incidents of mismanagement; and

WHEREAS, the concerns of retailers regarding the parking supply, as well as the overall vitality of all of Downtown have been considered and the Downtown Management Board has determined that all segments of Downtown need to work shoulder to shoulder to ensure vibrancy and vitality for all; and

WHEREAS, the City of Petoskey is committed to encouraging economic activity and assisting downtown businesses impacted by the COVID-19 pandemic; and

WHEREAS, the City of Petoskey wishes to ensure that establishments permitted to open to the public have the ability to accommodate social distancing guidelines desired by the public and possibly mandated by State organizations; and

WHEREAS, the City of Petoskey regulates use of its streets, sidewalks, and other public places through Chapter 18 of the Code of Ordinances, and allows outdoor dining and mobile food vending pursuant to Chapter 8 of the Petoskey Code of Ordinances Businesses and Business Regulations:

NOW THEREFORE BE IT RESOLVED, that restaurants will be permitted to operate dining decks in public parking spaces during 2021 according to the following temporary measures:

- Businesses that serve alcohol and/or provide full service dining will be allowed to operate a dining deck.
- Dining decks will be limited to one space per participant, unless by special petition to the DMB.

- Decks will be allowed to do business on the street between May 12 through November 14, with the potential for extra time for construction and removal to be negotiated with the Parking Services Office.
- The design of the decks will be negotiated and established by City staff and the applicant in coordination with the County Building Department as they were in 2020.
- There should be no charge to the restaurants if COVID restrictions are still in place and, if COVID restrictions are lifted, the charge should be \$200 per month. (the approximate amount of revenue that would be lost if the metered space was occupied full time).
- An Open-Air Food-Beverage Service/Outdoor Dining Application and fee must be submitted to City staff and a license obtained before commencing construction of a dining deck.

Roll Call Vote:

Yeas:

Nays:

Absent:

State of Michigan)
 County of Emmet) ss
 City of Petoskey)

I, Alan Terry, Clerk of the City of Petoskey, do hereby certify that the foregoing is a true copy of a resolution adopted by the City Council of the City of Petoskey on the ____ day of _____, 2021, and of the whole thereof.

In witness whereof, I have hereunto set my hand and affixed the corporate seal of said City of Petoskey this ____ day of _____, 2021.

 Alan Terry, City Clerk



BOARD: Downtown Management Board

MEETING DATE: January 19, 2021 **DATE PREPARED:** January 15, 2021

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



Parking Committee AGENDA

January 12, 2021
10 am

Conference Call

Dial in 1/530/881-1212

Access Code 943-473-689

1. Welcome – Members attending were Slocum, Bennett, Harris, and Meikle. Marshall-Rashid joined the call before the end of the meeting. Staff attending was Goodman.
2. Request from CPG to use Parking Space in Park Garden Lot for Dumpster – Goodman reported that, due to the loss of their ability to continue locating their dumpster on Meyer property, City Park Grill had inquired about the possibility of using a space in the Park Garden Lot for this purpose. She added that she had told CPG that this was an unlikely possibility, but that she was looking for ways to help and was starting with the Parking Committee. The committee cited issues with dumpster mess and odor, the value of a parking space to all of Downtown, and especially the precedent this would set for anyone wanting to use a parking space for any number of issues. There was some discussion of the fact that public property had been made available to the shops on Howard that back up to Penn Park, but the comparison was not exact because the space that had been allocated was not a parking space. The committee, with regrets, denied the request and directed staff to work with them to find an alternative, acceptable situation.
3. Interest Income on Parking Fund – Goodman reported that she had spoken with City Clerk Al Terry about their concerns regarding the low amount of interest being gained on Parking Fund reserves. Terry had explained that it was municipal policy to preserve the investment and not deposit funds in risky ventures; that interest rates fluctuate and that is understood and acceptable; and that 5/3 is the only bank that responded to a proposal for City banking services that would provide coin counting.

4. Extension of Free Parking in Parking Lots and Curbside Pickup – Goodman reported that, based on DMB action at the December meeting, staff is prepared to extend the offers of free parking in parking lots and designated curbside parking spaces until the end of the indoor dining pause that has been imposed on restaurants. No complaints have been received by staff on these policies. Obviously, there is a drop in revenue because of them. The upside is that we are currently down one ambassador employee and the workload is manageable for one person when we do not provide enforcement in the lots.
5. Discussion of Proposed Resolution for Council on Dining Decks – Goodman reported that she was working on a draft resolution that would allow dining decks in parking spaces for the DMB to recommend to City Council. She provided the survey questions and responses that had been sent to merchants as background for discussion and asked the committee for their input to be included in the recommendation to the full Board. The following direction was provided:
 - Businesses that serve alcohol and/or provide full service dining will be allowed to participate
 - Dining decks will be limited to one space per participant, unless by special petition to the DMB
 - Decks will be allowed to do business on the street between May 12 through November 14. Extra time for construction and removal may be negotiated with the Parking Office.
 - The decks should conform to design guidelines as established by City staff in coordination with the County Building Department. Minimally, a platform and barrier must be provided. Every effort to make the structure attractive should be explored and included as finances provide.
 - There should be no charge to the restaurants if COVID restrictions are still in place. If COVID restrictions are lifted, the charge should be \$200 which is the approximate amount of revenue that would be lost if the metered space was occupied full time.
6. Stats – End of year 2020 revenue stats were reviewed and found to be disappointing. The effects of COVID on shopping behavior and the months of non-enforcement affected the numbers in a negative way.

*The mission of the Parking Services Office is
to provide convenient parking for customers in the core of the CBD
and for employees, owners, and residents in the periphery of the CBD;
raise revenue for Downtown beautification projects, development of new parking areas,
and the maintenance and snow removal of existing areas.*



Committee Members: Angie Whitner, Becky Philipp-Kranig, Julie Stoppel, Stephen Mullen, Valerie Meyerson, Sarah Biskup, Katie Mackenzie, Kathleen Chimko, Stephen Struwve, Drew Smith, Mikayla Whitcomb, Adrian Sedestrom (Becky & Andi)

In Attendance: Adrian, Sarah, Mikayla, Drew, Becky & Andi

- 2021 Event Schedule – Andi reviewed the 2021 event schedule with the committee. Noting that as we now know, things could change at the drop of a pin, but as of right now, this is what we have on the calendar.
 - Winter Carnival Feb 11-15
 - Girls Getaway – first weekend in May
 - Summer Open House - June 4
 - Gallery Walk
 - Downtown Live! - Wednesday nights in July and August
 - Movie in the Park at Dark – Friday nights in July and August
 - Sidewalk Sales – July 30, 31
 - Downtown Trick or Treat and Jack O’ Lantern Walk – Saturday October 30
 - Ladies Opening Night – Friday November 19
 - Stafford’s Downtown Petoskey Holiday Parade – Saturday November 27
 - Holiday Open House – Friday December 3

- 2. Short Discussion on Event Relevance – the committee had a short discussion on event relevance, specifically about Downtown Live! Which was the replacement for Petoskey Rocks. Staff has some concerns with starting this up this year based on the facts, last summer we went without it, and the majority of stores did fine business wise, we have trouble getting stores to stay open later during this event and that this is an expensive event with no direct cash register ringing aspect. Comments were that there is many events going on in the summer and many of our downtown restaurants have bands and musicians and Downtown Live may compete with them, which we do not want to do, especially with the loss from indoor dining closures they had to experience. Other comments were maybe we combine downtown live and summer open house, adding some more musical aspects to summer open house. Other comments were that since we went without it last year and did fine, maybe this is not the best time to try to implement a new event and we focus on our staple events that people know and love. This is just the beginning discussion, committee gave some good feedback.

3. Winter Carnival

- Andi reminded the committee that the DMB decided last year that this event should become a place making event- the committee came up with some passive activities including encouraging the social district bars do a special themed winter drink during this time, possibly live ice carving (this could be offered two times to spread out the amount of people and Andi could also live stream it online), there will be an abundance of ice sculptures in public places and in the park, if stores want an ice sculpture directly in front of their store, they can sponsor one, we will promote an Ice Sculpture Walk, have a scavenger hunt or I spy of some sort in store windows. It was encouraged by a committee member that we try to encourage restaurant traffic and dining in (hopefully) and out at our restaurants. Maybe we can provide places for them to dine out? Look into the possibility of having some fire pits in the park during this weekend.
- The committee brainstormed some potential names including: Downtown Petoskey's Winter Weekend, Downtown Petoskey Winter Warm Up, Downtown Petoskey Winterland, Downtown Petoskey Ice Days, February Fun in Downtown Petoskey
 - i. Andi will send out an email to the committee asking for more input on names, because we had a small portion of the committee this morning.
- Adjourn



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 19, 2021 **DATE PREPARED:** January 15, 2021

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