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

DOWNTOWN MANAGEMENT BOARD

February 16, 2021

1. Call to Order – 7:00 P.M. – City Hall Council Chambers and from remote locations
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of January 19, 2021
 - (b) Payment of bills
 - (c) Acceptance of December expense and income reports
3. New Business:
 - (a) Consider request from City staff to contribute funds for Pennsylvania Park sidewalk widening project
 - (b) Review summer event viability as recommended by Downtown staff
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by City staff
4. Miscellaneous
5. Adjournment



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: February 16, 2021 **PREPARED:** February 12, 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 January 19, 2021; (2) Acknowledgement of bills since January 19, 2021; and (3) Acceptance of the January expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN DEVELOPMENT AUTHORITY BOARD

January 19, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held through Zoom from virtual locations on Tuesday, January 19, 2021. The meeting was called to order at 7:15 P.M. and the following were:

Present: Chairperson Ben Slocum
Robin Bennett, Vice Chairperson
Marnie Duse
Dan Harris
Noah Marshall-Rashid
Brittany McNeil
John Murphy, Mayor
Jennifer Shorter

Absent: Gary Albert

Also in attendance were Downtown Director Becky Goodman and Downtown Promotions Coordinator Andi Symonds.

Organization of Board

Chair Slocum announced that the first order of business at the January meeting was to select a chair and vice chair and to set the schedule of meetings for 2021. Harris moved that Slocum again be elected chair and Bennett be elected vice chair and that regularly scheduled meetings continue to be held the third Tuesday of the month at 7:00 P.M. Shorter seconded. All in favor.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the December 15, 2020 regular meeting minutes; acknowledgement of bills since December 15, 2020 that totaled \$41,866.77; and the December expense and income reports as prepared by the Downtown Director. Upon motion made by Harris and seconded by Duse the consent agenda was approved. All in favor.

Hear update from Tim Knutsen, Beckett and Raeder, on Streetscape Study including Snowmelt and Innovative Downtown Lighting Study

Tim Knutsen, Beckett and Raeder, gave a brief progress report of the studies that they are working on for the downtown: Streetscape Update including Snowmelt and Innovative Downtown Lighting. Mr. Knutsen also provided a workplan and timeline.

Board member comments included questions about Beckett and Raeder's clarity on direction for the scope of work and suggestions to rely on the strategic plan and to focus on non-motorized transportation. Other comments related to outdoor dining including comments about what is working in other communities. Mr. Knutsen replied that outdoor dining, Pennsylvania Park, accessibility, parking, landscaping materials, and the Greenway and tunnel areas would be of special focus. Mr. Knutsen also encouraged board members to reach out to him directly or to him through staff with any questions.

No action was taken.

Approve Dining Decks in Parking Spaces in 2021 and Recommend to City Council

Staff reviewed that at the December 2020 Board meeting, the DMB had approved a plan for moving ahead to allow dining decks in parking spaces both by Council resolution in 2021 and by ordinance in 2022 and that staff is currently working on the resolution part of the plan with the ordinance to be addressed, at least partially, in the Streetscape Update Study that was just reviewed. The timeline for the plan asks that the Board approve a draft resolution to recommend to Council at this January meeting and that staff had prepared a draft included in the packets.

Staff continued to say that, in preparation of this draft, she had 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 was reviewed which indicated no interest to construct and manage dining decks from other than two or three full service restaurants. Staff reported further that the Parking Committee had reviewed this material and recommended implementation strategies at their January meeting. Staff also had taken into consideration results from a past survey to all of Downtown and comments heard at the DMB during previous discussions. She stressed that every effort had been 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 of the proposed resolution and the rationale for them follows:

- Businesses that serve alcohol and/or provide full service dining will be allowed to participate. In an effort to be inclusive and still keep the number of spaces taken over for dining deck use, 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 stress on 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 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.
- 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. 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 which is the approximate amount of revenue that would be lost if the metered space was occupied full time.

Board member comments included clarification requests about how many spaces were used in 2020 and the process that would be used if a restaurant wanted to petition for more than one space. Staff responded that City Park Grill used one space and spread out into an open space next to an alley without impeding traffic and that Tap 30 had used one space and that Pour had used one space; and that the DMB would be the venue for petitioning if a restaurant wanted more than one space.

The City Manager suggested clarification on what was meant specifically about “COVID restrictions being in place” in order to determine if the restaurants would be charged. There was extensive discussion over how to calculate it.

It was moved by Marshall-Rashid and seconded by Shorter to approve the resolution to be recommended to City Council as written with the insertion of the words “seating capacity” before “restrictions” in the section addressing fees for the use of a parking space. All in favor.

Assurance was given by staff that the fee structure will be investigated in depth if an ordinance is ever enacted as board members expressed concern that the fees be of an appropriate amount and necessarily reflect parking fees.

Reports by Downtown Management Board Committees

Marketing and Events Committees – Symonds reported that the reports were in the packet and reviewed the highlights of the marketing activities that took place over the holidays. The Marketing Committee did not meet in December due to the holiday. Symonds also gave an overview of the plans for Winter Weekend which include ice sculptures and a window walk, adding that she was pleased to be working on an event even if it was highly modified.

Parking Committee – Goodman stated that year-end revenue for 2020 had been even lower than anticipated and the end of the year pause for restaurants and the free parking in the parking lots had added to the results of the spring shutdown causing this result. Curbside parking space availability will be extended and free parking in the lots will end when the pause for restaurants is lifted. Committee meeting notes were included in the packet.

Beautification – Goodman reported that the holiday lights were taken down as of the day; that the use of LED lights for next year had been explored but no acceptable product had been found; and that there had been no complaints about sidewalk snow removal, citing that there had been little snow and that she had communicated with absentee landlords about responsibilities of property owners.

Downtown Economic Enhancement – Goodman said that 322 East Mitchell was officially listed for sale, citing that the building had been vacant for the better part of 16 years and that a chance of a new owner was exciting; that Trillium Salon had closed but the owner was opening a massage business on the lower level; that Populace Coffee had closed; and that a strong tenant was considering the former Items space on Lake Street. She said that she was keeping track of closures that were directly related to the pandemic and so far there had been closures that may have been influenced by the pandemic, but not specifically because of it.

Goodman also reported that she had communicated with Bob Berg regarding plans for the Penney’s building and he said that a unique and exciting concept that the public will love is being planned for the space and that he had no plans for the development of 200 East Lake Street at this time.

Goodman expressed concern that vacancy rates are higher than they have been in 16 years, stating that, nationally, an acceptable rate is 10% and, locally, we have hovered at a 7% rate. Current vacancy stats were reported as:

- 26 vacant storefronts out of 168 storefronts for a 15.5% vacancy rate (84% occupied)
- 11 businesses opened and 11 closed in 2020
- Outside of downtown, two large restaurants, two national retail chains, Michigan Maple Block, and Petoskey News Review closed. None of those have new tenants yet.
- 46.4% of the vacancies in Downtown are on East Mitchell Street in the blocks from Howard to Waukazoo
- 7.7% are on East Lake in the blocks from Petoskey to Howard

Design – Façade grant applications will be rolling out. There will be no public orientation meeting this year but the presentation will be available online.

Other – The Social District is being utilized. Wineguys have applied and may receive their permit in time for Winter Weekend. Goodman asked for input on comments she will be making on an in depth television interview about the “Pulse of Downtown Petoskey” for 7 & 4 News.

Report from City Staff

The City Manager reported that the draft master plan is being discussed by Council; that Council heard a presentation on affordable housing from Emily Meyerson, Little Traverse Bay Housing Partnership, that demonstrated the need in Petoskey; that continuing discussions were occurring regarding the Little Traverse Wheelway detour; that the City had purchased two blocks of railroad right of way along the Greenway Corridor; that the rooftop solar project at City Hall is nearly complete; and that the Bayfront shoreline continues to be problematic and has needed further repair.

Other Miscellaneous Comments

As there were none, the meeting was adjourned at 8:45 P.M.

Downtown Management
Monthly Bills - January 2021

February 10, 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	Petoskey Print Studio/poster	DT Assessment	\$	13.82
DT Marketing	Petoskey Print Studio/poster	DT Assessment	\$	34.56
Total Programs & Services			\$	371.84

PARKING FUND

Bank Charges	Bank Charges	Parking Fund		NA
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	\$	119.66
Contracted Services	Up NorthServices/SW snow removal	Parking Fund	\$	2,909.56
Contracted Services	Up NorthServices/SW snow removal	Parking Fund	\$	2,584.00
DT Office	Zoom/monthly fee	Parking Fund	\$	15.89
DT Office	Spectrum/phones, internet	Parking Fund	\$	111.00
DT Office	DTE/utilities	Parking Fund	\$	160.00 est
DT Office	Wm Thompson/rent	Parking Fund	\$	756.00
DT Office	McCardel/water	Parking Fund	\$	8.00
DT Office	Integrity/supplies	Parking Fund	\$	20.54
DT Office	City of Petoskey/utilities	Parking Fund	\$	55.05
DT Office	ThruGlass/window cleaning	Parking Fund	\$	25.00
DT Office	Wages	Parking Fund	\$	17,000.00 est
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$	19.51
Materials&Supplies	Integrity/laminator pouches	Parking Fund	\$	26.12
Trolley	Northland Self Storage/annual storage fee	Parking Fund	\$	1,584.00
Utilities	City of Petoskey/EVC station	Parking Fund	\$	46.47
Utilities	AT&T/cell phones	Parking Fund	\$	395.38

TOTAL **\$ 26,232.18**

TOTAL BILLS **\$ 26,604.02**

PROGRAMS SERVICES
MONTHLY REPORT
January 2021

February 11, 2021

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	103,632.00	103,632.00	103,632.00	101,600.00	-
PENALTIES & INTEREST	3,000.00	0.00	0.00	0.00	3,000.00
INTEREST INCOME	1,000.00	0.00	0.00	0.00	1,000.00
HOLIDAY PARADE SPONSORS	7,000.00	0.00	0.00	0.00	7,000.00
DOWNTOWN LIVE	3,200.00	0.00	0.00	0.00	3,200.00
FRIDAY NIGHT AT THE MOVIES	1,200.00		0.00		
DOWNTOWN TRICK OR TREAT	1,400.00	0.00	0.00	0.00	1,400.00
WINTER CARNIVAL	-	225.00	225.00	1,225.00	(225.00)
Rocking Horse/sculpture \$225					
TROLLEY	8,000.00	0.00	0.00	0.00	8,000.00
MARKETING & PROMOTIONS					-
New Activity	-	0.00	0.00	0.00	-
Shop Map Ads	12,000.00	0.00	0.00	0.00	12,000.00
Gallery Walk	3,500.00	0.00	0.00	0.00	3,500.00
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	0.00	0.00	7,250.00
Historic Markers	-	-	-	0.00	
SIDEWALK SALES	-	0.00	0.00	0.00	-
SUMMER OPEN HOUSE	2,300.00	0.00	0.00	2,500.00	2,300.00
PRESENTING SPONSORS	25,000.00	0.00	0.00		
OTHER		0.00	0.00	0.00	
	179,482.00	103,857.00	103,857.00	105,325.00	75,625.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	0.00	0.00	7,000.00
HOLIDAY OPEN HOUSE	2,000.00	0.00	0.00	0.00	2,000.00
SUMMER OPEN HOUSE	12,000.00	0.00	0.00	0.00	12,000.00
SIDEWALK SALES	7,000.00	0.00	0.00	0.00	7,000.00
DOWNTOWN LIVE	20,000.00	0.00	0.00	0.00	20,000.00
DT TRICK OR TREAT/Wicked Weekend	7,000.00	0.00	0.00	0.00	7,000.00
WINTER CARNIVAL	5,400.00	0.00	0.00	701.83	5,400.00
MAY GETAWAY	5,000.00	0.00	0.00	-	5,000.00
TENT/SOUND SYSTEM EXPENSES	4,000.00	0.00	0.00	0.00	4,000.00
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	0.00	1,000.00
FARMERS MARKET	1,000.00	0.00	0.00	0.00	1,000.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	-	0.00	0.00	0.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	371.84	371.74	2,358.46	29,628.26
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					
Petoskey Print Studio/poster \$13.82					
Petoskey Print Studio/poster \$34.56					
SHOP MAP	9,000.00	0.00	0.00	0.00	9,000.00
GHOST WALK	300.00	0.00	0.00	0.00	300.00
DT SOCIAL	1,500.00	0.00	0.00	0.00	1,500.00
HOLIDAY CATALOG	11,000.00	0.00	0.00	0.00	11,000.00
GALLERY WALK	3,000.00	0.00	0.00	0.00	3,000.00
STAYCATION	5,000.00	0.00		0.00	5,000.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00

PROGRAMS SERVICES
MONTHLY REPORT
January 2021

February 11, 2021

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,000.00	0.00	0.00	0.00	1,000.00
Beautification					
HOLIDAY DECORATIONS	11,500.00	0.00	0.00	0.00	11,500.00
FALL DECORATIONS	500.00	0.00	0.00	0.00	500.00
FLOWERS	9,000.00	0.00	0.00	0.00	9,000.00
Administrative					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	15,000.00	0.00	0.00	0.00	15,000.00
OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	371.84	371.74	3,060.29	175,828.26
Excess of Revenues Over Expenses	3,282.00	103,485.16	103,485.26	102,264.71	(100,203.26)

**Downtown Parking Fund
January 2021**

February 11, 2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	10,345.93	10,345.93	29,465.61	599,154.07
finest	130,000.00	4,684.36	4,684.36	10,131.63	125,315.64
Permits	87,000.00	18,090.00	18,090.00	12,030.00	68,910.00
Bags	8,000.00	480.00	480.00	1,935.00	7,520.00
Tokens	3,000.00	30.00	30.00	315.00	2,970.00
Interest	4,000.00	16.19	16.19	236.22	3,983.81
Meter Sponsorships	5,000.00	328.00	328.00	700.00	4,672.00
ParkMobile	60,000.00	NA		8,950.13	60,000.00
Total Parking Revenue	906,500.00	33,974.48	33,974.48	63,763.59	872,525.52
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		1,471.50	1,471.50	2,414.50	
EV Charging Station		2.00	2.00	-	
Total Revenue	906,500.00	33,974.48	33,974.48	63,763.59	872,525.52
EXPENSES					
ADMINISTRATIVE FEES	21,000.00	0.00	0.00	69.68	21,000.00
BANK CHARGES	10,000.00	0.00	0.00	1,404.34	10,000.00
CAPITAL OUTLAY	155,000.00	0.00	0.00	4,117.00	155,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	0.00	0.00	195.00	5000.00
CONTRACTED SERVICES	80,000.00	6,009.22	6,009.22	24,107.51	73,990.78
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$119.66					
Up North Services/SW Snow removal \$2909.56					
Up North Services/SW Snow removal \$2584					
DOWNTOWN OFFICE	249,000.00	18,151.48	18,151.48	47,333.81	230,848.52
Spectrum/phones, internet \$111					
City of Petoskey/utilities \$55.05					
Zoom/monthly fee \$15.89					
DTE/utilities \$160					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
Integrity/supplies \$20.54					
WmThompson/rent \$756					
Wages \$17,000					
EQUIPMENT REPAIR	1,000.00	0.00	0.00	127.00	1,000.00
FAÇADE GRANT	20,000.00	0.00	0.00	155.82	20,000.00
MATERIALS AND SUPPLIES	10,000.00	45.63	45.63	1,165.52	9,954.37
Meyer ACE/supplies \$19.51					
Integrity/laminating pouches \$26.12					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	0.00	500.00
TROLLEY	3,500.00	1,584.00	1,584.00	1,200.00	1,916.00
Northland Storage/annual rent \$1584					
UNIFORMS	1,500.00	0.00	0.00	0.00	1,500.00
UTILITIES	6,200.00	441.85	441.85	1,057.73	5,758.15
AT&T/cell phones \$395.38					
City of Petoskey/charging station \$46.47					
OTHER	-	0.00	0.00	80,933.41	-
TOTAL EXPENSES	563,700.00	26,232.18	26,232.18	161,866.82	537,467.82
NET	342,800.00	7,742.30	7,742.30	-98,103.23	335,057.70



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: February 11, 2021

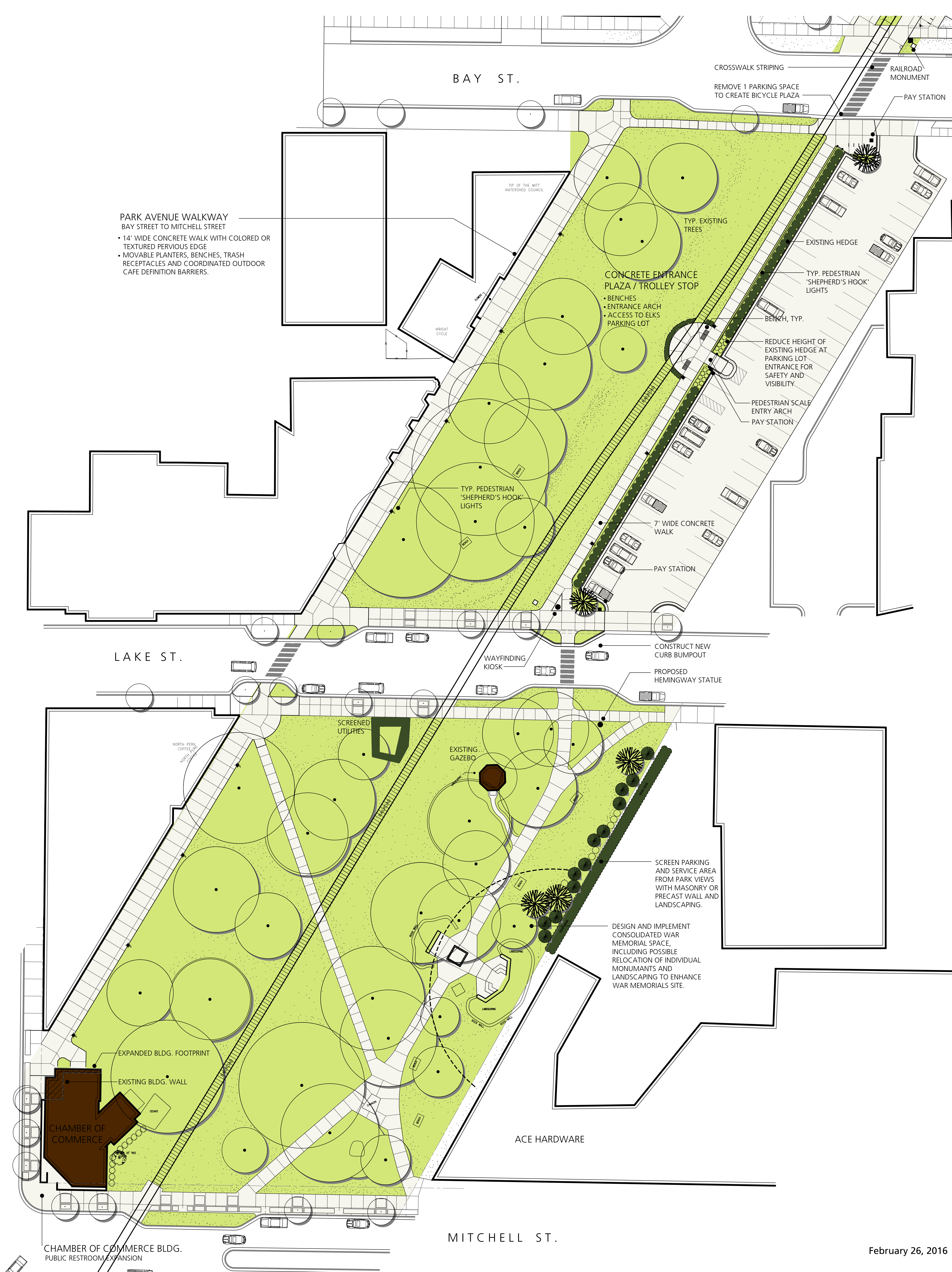
RE: Request from City Staff to Contribute Funds for Pennsylvania Park Sidewalk Widening Project

As many of you are aware, a project that has been included in the CIP is the widening of the sidewalk that borders Pennsylvania Park from its current 10' width to 14'. See the enclosed plan for a detailed design. This plan is the final element of the Greenway Corridor plan section that is located in Downtown and will be a definite asset to Downtown in many ways. A wider sidewalk could be a perfect attraction for a cluster of restaurants offering sidewalk dining. Outdoor dining opportunities in general will be an added attraction to the Downtown district.

Parks and Recreation Director, Kendall Klingelsmith is currently writing a grant to the Land and Water Conservation Fund for \$300,000 to help pay for this project. The fund requires a 50% match (\$150,000). His proposal is to split the matching funds three ways (\$50,000 City General Fund, \$50,000 Electric Fund and \$50,000 DMB). The DMB contribution would come from the Parking Fund. There is precedent for the DMB spending money in this fashion as the Board contributed \$85,000 to the purchase of the railroad right of way in 2011 and \$150,000 toward the cost of the new restroom facility in 2018.

Staff is recommending that the Board discuss this expenditure and vote to approve or not approve in support of the grant. City staff will be at the meeting to answer questions.

If you have questions or concerns before the meeting, please do not hesitate to contact me.



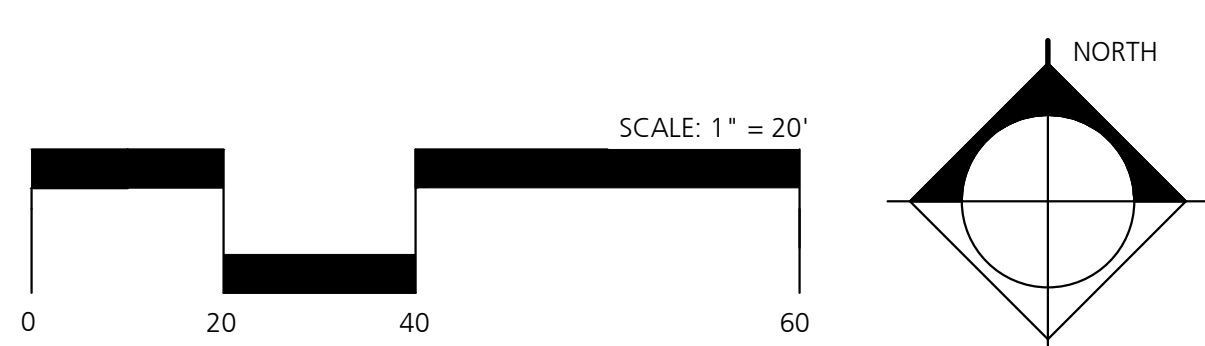
February 26, 2016

City of Petoskey

Petoskey Downtown Greenway Master Plan

Bay Street to Mitchell Street

Petoskey, MI





MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: February 9, 2021

RE: Recommendation from Staff to Review Summer Event Viability

The Downtown Events Committee has discussed the relevancy and feasibility of the 2021 summer event schedule at two recent meetings and has concerns about holding the events as COVID restrictions will likely still be imposed or at least recommended. A bullet list of some of their thoughts follows:

Downtown Live (replacement for Petoskey Rocks)

- The event is new and does not have an established reputation of any kind. Beginning the event this summer will make developing a successful reputation for it more difficult.
- No weekly entertainment event was held last summer and it did not seem that it was missed, although most businesses were simply glad to just be open after the shutdown.
- The budget for the event includes \$20,000 of expenses and relies on \$3,200 worth of sponsorship. It is our most expensive event.
- Although the hope was to develop Downtown Live into a popular, midweek event, nighttime events during the summer have not been well attended by the public or well-loved by merchants. It is sometimes a struggle to get the stores to participate and to be open when they are held.
- The event is classified as more of a community event than a cash register ringing event. There is a valid argument that cash register ringing events are more important right now.
- If we were to go ahead with this weekly event, we need to start signing contracts with musicians now.
- Current experience has proven that the decision to hold or not hold events during the pandemic is a no win situation with the public. If the decision were to not hold the event, a "win" situation might be to simply remove it from the schedule before the schedule is even published.

Girls Getaway Weekend

- This event is also new. It is set for the weekend prior to Mother's Day.
- The focus is to get small groups of women friends to shop, dine, and lodge.
- Although this event is meant to replace Shopping Scramble, no large gatherings are a part of the schedule.
- Because it is a spring shoulder season event and because it is new, numbers of attendees should not be large.

Summer Open House

- This is an established event, held the first Friday in June that was cancelled last year.
- Streets will be closed, giving people lots of room to roam around.
- The Drink Tent will be eliminated because of the Social District which will cut down on gathering.
- The Steel Drum Band has already committed. Their performance does attract large numbers of people (which used to be a good thing). They are scheduled to play in the park and there is room for people to spread out there if they can be convinced to do so.
- Activities in the park can be included closer to the date, depending on current circumstances.

Sidewalk Sales

- Cancelling this event has not been discussed. Although it is something that many people plan ahead for, including merchants and shoppers, staff believes that every chance to hold the event should be explored due to its popularity and established reputation.

The Events Committee made the suggestion that perhaps the funds allocated for Downtown Live could go to a weekend event later in the summer when holding events might be more acceptable. The third weekend in August (former Festival on the Bay weekend) was suggested. Planning for that event could begin now, but promotion might be able to wait a bit longer.

The Shopping Map Guide, which is a printed piece that lists all of our annual events, will go to print in April. It is not too soon to be making plans if possible. Staff is requesting that the Board discuss this subject and give direction regarding holding these summer events.

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



BOARD: Downtown Management Board

MEETING DATE: February 16, 2021 **DATE PREPARED:** February 12, 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 NOTES

February 9, 2021

1:00

Conference Call

Dial in 1/530/881-1212

Access Code 943-473-689

1. Welcome – Members present were Slocum, Marshall-Rashid, and Meikle. Members absent were Bennett and Harris. Staff present was Goodman.
2. Update on Request from City Park Grill to use Parking Space in Park Garden Lot for Dumpster – Goodman reported that she had informed CPG that the committee could not approve locating a dumpster for private use in a public parking space and that CPG had followed up with a request to place the dumpster in the back of the loading zone, claiming that the trucks that deliver there use the loading zone for turning around and backing in. CPG will be checking with their trash hauler to see if that is a possibility. Committee members expressed concern about the use of a public space for private good, even if it was not a revenue generating parking space. Goodman explained that all other businesses that are on that block of the north side of Mitchell use the dumpster as well. This is not an ideal solution and may not even be feasible. Goodman will continue to work on it.
3. Dining Deck Update - Goodman reported that the dining decks in public parking spaces had been approved by resolution by City Council and would be allowed again this year in a fashion very similar to last year. Work on the possibility of an ordinance that would allow them permanently is ongoing and would not happen before 2022.
4. Saville Parking Lot Study – The recently received study from Walker Parking on updates for the Saville Lot was distributed and briefly discussed. For now, the study is tabled as there is still potential for development of a boutique hotel at the corner of Bay and Howard which will affect plans for that parking lot.
5. County Lot Partnership Potential – Goodman reported that she and City staff had met with Emmet County staff earlier in the day at the request of the County regarding collaboration on development of the proposed parking platform at Division and Lake. Goodman stated that County representatives seemed in favor of the project but were concerned about financing as their resources are pulled in many directions. County officials will follow up with questions and the conversation will remain open.
6. Stats – The monthly stats were reviewed and it was confirmed that COVID had affected revenue. Parking was declared free in all of the parking lots during the month of January and the loss of revenue was reflected in the numbers.

*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.*



Downtown Petoskey Marketing Committee Meeting

4 pm, Tuesday, February 2

Committee members; Craig Bell, Sommer Poquette, Robin Bennett, Noah Marshall-Rashid, Dan Harris, Jennifer Shorter

Members present:

Robin, Craig, Andi and Becky

-
1. Welcome
 2. Tracking update – **Andi reviewed the tracking sheet with the committee, who was pleased with the continued growth.**
 3. Initiatives - **Andi reviewed the analytics of the initiatives we facilitated over the holiday season. Committee was pleased with the numbers and the growth of our email mailing list**
 - a. Tree lighting video
 - i. 3,589 people reached, 903 engagements, 39 shares, 15 comments, 149 impressions
 - b. Downtown Holiday Giveaway
 - i. 1,549 entries,
 - c. Taste of Downtown
 - i. 729 entries
 - d. Downtown Dine Out
 - i. 248 entries
 4. Winter Weekend update
 - a. **Andi updated the committee about the Winter Weekend “non-event”, we will be having ice sculptures in front of businesses who sponsored them, over 15 in public places like the park during this weekend. There was some discussion about if we should put ice sculptures in front of empty store fronts, the committee agreed we should focus on putting them in the park, as that will make a bigger statement.**
 5. Downtown Social, Thursday, May 6th –**Andi informed the committee that staff is working on gathering and putting together the annual reports for the Downtown Social, which we hope we will be able to hold live at the Perry, not virtually.**
 6. Marketing Funds Focus –**The committee briefly discussed where our marketing funds should be spent for this upcoming year. The past year we focused on social media, and eliminated a lot of print. The committee feels social media is a good marketing avenue, but will continue this overall discussion of what the best places are to use our limited funds.**
 7. Name our Social District? – **Staff mentioned that other Social District communities have named their social district, sparked conversation if this is something we should do for ours. The committee just briefly discussed this, some feeling in favor of just calling it the “Social District” or “The District”. We will continue to discuss this.**
 8. Adjourn



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: Sarah Biskup, Stephen Struwve, Drew Smith, Mikayla Whitcomb, Adrian Sedestrom, Becky Philipp-Kranig, becky and andi

2021 Event Schedule

- 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

1. Winter Weekend Update – **Andi updated the committee on the Winter Weekend planning and ice sculpture sales.**
2. Downtown Live Discussion –**Andi explained that we would like to continue this discussion about the relevance of the downtown live event. There was some committee consensus of favoring the idea of saving money by not having downtown live and putting it towards a big weekend event. Sometimes having something every week is redundant and puts a lot of pressures on people where there is a lot of options and they have to choose. We will take these comments to the board as we look for further input about the events.**
3. Girls Getaway – **Andi is starting to work on planning for this event. This was originally meant to resemble the Shopping Scramble and fill a void during the off season in May. This event will be the weekend before Mother's Day and Andi is starting to work with the Perry about a lodging package and is starting to reach out to the Salons to see if they will be interested in doing some pampering specials.**
4. Summer Open House – **Committee briefly discussed this event and the likelihood that it will happen. Andi updated that the Steel Drum Band has committed, and will play in the park where people can social distance. This event is primarily outside and we are hopeful we can host it this year, even if it is just toned down.**
5. Adjourn



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: February 16, 2021 **DATE PREPARED:** February 12, 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