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

DOWNTOWN MANAGEMENT BOARD

March 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 February 16, 2021
 - (b) Payment of bills
 - (c) Acceptance of February expense and income reports
3. Old Business – Hear update from Tim Knutsen, Beckett and Raeder, on Streetscape Study including downtown lighting schematic design
4. New Business:
 - (a) Consider approving 2021 Façade Improvement Grants requested by the Design Committee
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by City staff
5. Miscellaneous
6. Adjournment



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: March 16, 2021

PREPARED: March 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 February 16, 2021; (2) Acknowledgement of bills since February 16, 2021; and (3) Acceptance of the February expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN DEVELOPMENT AUTHORITY BOARD

February 16, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held through Zoom from virtual locations on Tuesday, February 16, 2021. The meeting was called to order at 7:05 P.M. and the following were:

Present: Chairperson Ben Slocum
Gary Albert
Dan Harris
Noah Marshall-Rashid
Brittany McNeil
John Murphy, Mayor

Absent: Robin Bennett, Marnie Duse and Jennifer Shorter

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

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the January 19, 2021 regular meeting minutes; acknowledgement of bills since January 19, 2021 that totaled \$26,232.18; the January expense and income reports as prepared by the Downtown Director. Upon motion made by Harris and seconded by Marshall-Rashid the consent agenda was approved. All in favor.

Approve Request from City staff to Contribute Funds for Pennsylvania Park Sidewalk Widening Project

Staff reviewed agenda memo, stating that a project that has been included in the CIP for a number of years is the widening of the sidewalk that borders Pennsylvania Park from its current 10' width to 14'; that the plan is the final element of the Greenway Corridor plan section that is located in Downtown; and that the widening of the sidewalk will be a definite asset to downtown by attracting a cluster of restaurants offering sidewalk dining and will also provide outdoor dining and seating opportunities in general. The Downtown Director further reported that Parks and Recreation Director, Kendall Klingelsmith, is currently writing a grant to the Land and Water Conservation Fund for \$150,000 to help pay for this \$300,000 project. The fund requires a 50% match (\$150,000) and the proposal is to split the matching funds three ways (\$50,000 City General Fund, \$50,000 Electric, and \$50,000 DMB). The DMB contribution would come from the Parking Fund. The Downtown Director further added that 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. It was the recommendation of staff that the Board discuss this expenditure and vote to approve or not approve in support of the grant.

Board member comments included concerns about a recent change in the concept plan that included bump outs and seating walls that run along the sidewalk and were perceived to be an impediment to the flow from the building fronts to the greenspace. Another comment expressed that a pathway should be constructed from the Elks Parking Lot middle entrance plaza through the park as it has become a well-used path for pedestrians.

The City Manager stated that the grant deadlines would not allow time for working through the details of the concept before the application deadline.

A motion was made by Marshall-Rashid to contribute funds up to \$50,000 to the City of Petoskey's Pennsylvania Park sidewalk widening project with the caveat that the final plan would be vetted by the Design Committee and finally approved by the DMB. Seconded by McNeil. All in favor.

Review Summer Event Viability as Recommended by Downtown Staff

Staff stated that three retailers were unfortunately missing and excused from the meeting and that it would be preferable to have everyone at the table to contribute to the discussion, suggesting that it might be preferable to limit any decisions about cancellation to the Downtown Live event which is new and which will require the most cost and planning. The Downtown Director went on to say that, decisions to hold or not hold events have become politically charged and any cancellation of an event is criticized by the public, many of whom will criticize if events are actually held. Because Downtown Live is a new event and would require massive promotion to give it a solid start, staff and the Events Committee recommended that the event not be undertaken this summer.

Board member comments included support for making this a non-issue by simply not holding Downtown Live; Mayor Murphy suggested that the City General Fund contribute to holding this event in the future as it is intended for the enjoyment of the community more than assisting with the economy; that some version of Sidewalk Sales needs to happen this year; and that a public art exhibit would encourage people to circulate.

Staff took temperature of the room to be that the direction given would be to pass on initiating Downtown Live in 2021 and to reboot it in 2022.

Reports by Downtown Management Board Committees

Marketing and Events Committees – Symonds reported that the reports were in the packet and reviewed the highlights of Winter Weekend which was deemed successful according to merchant reports and foot traffic. The cold weather contributed to keeping the sculptures intact and staff was encouraged about the “placemaking” style of the event and will work to expand on that in coming years.

Parking Committee – Director Goodman stated that free parking had ended on February 1. All parkers were given a warning notice through the handheld software before they were given an actual ticket. She further reported that she and the City Manager had met with the County Administrator about the proposed parking platform at Division and Lake Streets. The County staff is in favor of working together on the project but will need to make some financial decisions regarding their priorities. Creative financing will need to be implemented. Committee meeting notes were included in the packet.

Beautification – Director Goodman reported that there has been a lot of heavy snow that will mean some large snow removal bills will be coming in and that there will also be a substantial snow blower repair bill to pay.

Façade grants were rolled out and there is more interest than usual.

Downtown Economic Enhancement – Director Goodman reported that there is a new tenant for the former B Jeweled location which is a business from Colorado that seems to have a nice fit for downtown; that Talulu Beauty Lounge has vacated their Redding owned storefront to move into a lower rent location; that City Council talked about their Economic Development plan at their meeting last night; and that WineGuys and High Five Spirits had received their permits for the Social District. The Downtown Director went on to say that a limited amount of Facebook criticism was received about the Social District over the Winter Weekend but that it was handled nicely by the commenters and staff did not have to get involved; also that she had been interviewed by NPR which gave her a great opportunity to address this and to point out all of the good things about the district.

Report from City Staff

The City Manager reported that the Little Traverse Wheelway detour is still being worked through by several local units of government with MDOT at the table to help with temporary safety mitigations; the master plan has gone out for public comment and the next step will be adoption by City Council; RRC priority sites are being discussed by Council and there is potential of adding Michigan Maple Block and the Bay and Howard Boutique Hotel project; Council will be revisiting the Action Plan in early March; and the City is submitting an ice rink pavilion roof grant, grant for new fueling system at the marina, and DNR Trust Fund grant to purchase property neighboring the Skyline Trail for recreational use.

Other Miscellaneous Comments

Marshall-Rashid commented that City staff who are negotiating with the County need to be negotiating strongly with the good of the DMB and its parking needs when it talks about the priorities of the City and to be careful not to give mixed messages about what projects are the most important to the City. The City Manager agreed and assured that this was being done.

Chair Slocum advised that the message of not using the Skyline Trail purchase for housing needs to be tempered when the City has stated that it is in a housing crisis.

Marshall-Rashid commented that the development of the Skyline Trail for recreation would be a great benefit to Downtown economically.

Public Comments

As there were none, the meeting adjourned at 8:15 P.M.

Downtown Management
Monthly Bills - February 2021

March 7, 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 Band Boosters/Steel Drum Program Ar	DT Assessment	\$ 400.00
DT Marketing	Petoskey Print Studio/poster	DT Assessment	\$ 34.56
Winter Carnival	US ICE Carvings/sculptures	DT Assessment	\$ 8,450.00
Total Programs & Services			\$ 9,208.02

PARKING FUND

Bank Charges	Bank Charges	Parking Fund	\$ 835.32
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	\$ 102.49
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 1,237.50
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 2,208.75
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 4,725.00
Contracted Services	Dunkel/snow removal	Parking Fund	\$ 7,563.75
Contracted Services	Up NorthServices/SW snow removal	Parking Fund	\$ 5,346.28
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.89
DT Office	Spectrum/phones, internet	Parking Fund	\$ 123.15
DT Office	DTE/utilities	Parking Fund	\$ 207.49
DT Office	Wm Thompson/rent	Parking Fund	\$ 756.00
DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	Integrity/laminator pouches	Parking Fund	\$ 26.12
DT Office	City of Petoskey/utilities	Parking Fund	\$ 47.57
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Wages	Parking Fund	\$ 16,678.79
Equipment Repair	Gibby's Garage/snowblower repair	Parking Fund	\$ 1,190.22
Equipment Repair	Gibby's Garage/snowblower repair	Parking Fund	\$ 1,668.00
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 3.05
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 14.01
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 18.51
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 3.58
Utilities	City of Petoskey/EVC station	Parking Fund	\$ 40.33
Utilities	AT&T/cell phones	Parking Fund	\$ 395.33

TOTAL **\$ 43,636.13**

TOTAL BILLS **\$ 52,844.15**

PROGRAMS SERVICES
MONTHLY REPORT
February 2021

March 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	1,500.00	(225.00)
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	0.00	2,300.00
PRESENTING SPONSORS	25,000.00	0.00	0.00	2,500.00	
OTHER		0.00	0.00	0.00	
	179,482.00	103,857.00	103,857.00	105,600.00	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	8,450.00	8,450.00	11,991.68	(3,050.00)
US Ice Carvings/sculptures					
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	758.82	729.56	4,681.92	29,270.44
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					
:toskey Band Boosters/Steel Drum Program \$400					
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
February 2021

March 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	9,208.82	9,179.56	16,673.60	167,020.44
Excess of Revenues Over Expenses	3,282.00	94,648.18	94,677.44	88,926.40	(91,395.44)

**Downtown Parking Fund
February 2021**

March 11,2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	15,295.12	26,051.98	58,065.14	583,448.02
finest	130,000.00	2,632.50	7,316.86	18,155.23	122,683.14
Permits	87,000.00	12,345.00	30,435.00	15,630.00	56,565.00
Bags	8,000.00	60.00	540.00	2,415.00	7,460.00
Tokens	3,000.00	10.00	40.00	410.00	2,960.00
Interest	4,000.00	18.37	34.56	473.53	3,965.44
Meter Sponsorships	5,000.00	0.00	328.00	700.00	4,672.00
ParkMobile	60,000.00	3,606.82	3,606.82	17,703.08	56,393.18
Total Parking Revenue	906,500.00	33,967.81	68,353.22	113,551.98	838,146.78
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		2,427.00	3,898.50	2,414.50	
EV Charging Station		1.00	3.00	-	
Total Revenue	906,500.00	33,967.81	68,353.22	113,551.98	838,146.78
EXPENSES					
ADMINISTRATIVE FEES	21,000.00	0.00	0.00	69.68	21,000.00
BANK CHARGES	10,000.00	835.32	1,613.16	1,404.34	8,386.84
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	21,579.77	27,588.99	24,107.51	52,411.01
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$102.49					
Jp North Services/SW Snow removal \$5,346.28					
Dunkel/snow removal \$1,237.50					
Dunkel/snow removal \$2,208.75					
Dunkel/snow removal \$4,725					
Dunkel/snow removal \$7,563.75					
DOWNTOWN OFFICE	249,000.00	17,861.89	36,013.37	47,333.81	212,986.63
Spectrum/phones, internet \$123.15					
City of Petoskey/utilities \$47.57					
Zoom/monthly fee \$15.89					
DTE/utilities \$207.49					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
WmThompson/rent \$756					
Wages \$16,678.79					
EQUIPMENT REPAIR	1,000.00	2858.22	2858.22	127.00	(1,858.22)
Gibby's Garage/snowblower repair \$1,190.22					
Gibby's Garage/snowblower repair \$1,668					
FAÇADE GRANT	20,000.00	0.00	0.00	155.82	20,000.00
MATERIALS AND SUPPLIES	10,000.00	65.27	110.90	1,165.52	9,889.10
Meyer ACE/supplies \$3.05					
Meyer ACE/supplies \$14.01					
Meyer ACE/supplies \$18.51					
Meyer ACE/supplies \$3.58					
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	0.00	1,584.00	1,200.00	1,916.00
UNIFORMS	1,500.00	0.00	0.00	0.00	1,500.00
UTILITIES	6,200.00	435.66	877.51	1,057.73	5,322.49
AT&T/cell phones \$395.33					
City of Petoskey/charging station \$40.33					
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	563,700.00	43,636.13	70,646.15	80,933.41	493,053.85
NET	342,800.00	(9,668.32)	(2,292.93)	32,618.57	345,092.93



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: March 11, 2021

RE: Presentation – Streetscape Study Meeting 1: Inventory and Analysis Summary and Downtown Lighting Schematic Design

Tim Knutsen, Beckett and Raeder, will present a summary of the inventory related to the streetscape study, including findings of the physical and visual inventory, input from Department of Public Works, Parks and Recreation, and Planning departments. He will also discuss inventory remaining to be gathered, which may include a preliminary estimate of usage rate information for a downtown snowmelt system, and inventory of waste removal service providers, size of container and frequency of service.

A representative from Illuminart will review the lighting concepts proposed in their previous presentation and conduct discussion to determine which elements might apply to the schematic design, which elements are not desired, and the utility implications of the selected concepts.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

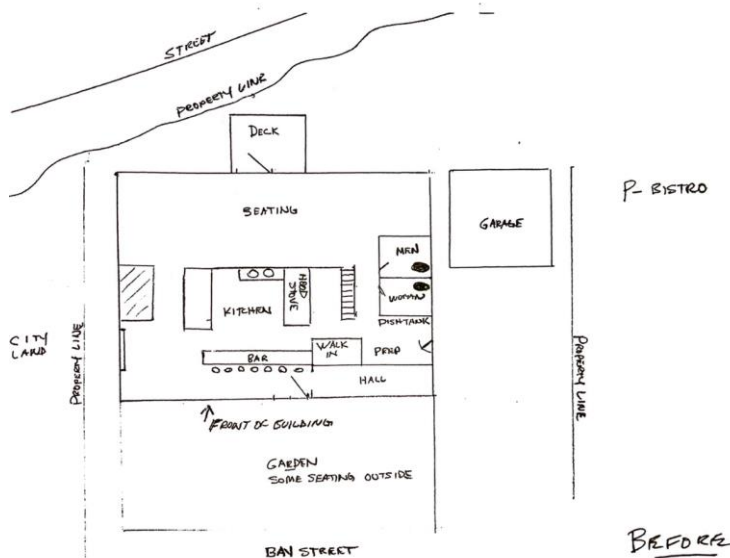
DATE: March 10, 2021

RE: 2021 Façade Grant Approval Request

The Design Committee has met and reviewed ten façade improvement grant applications. Almost all of the projects evaluated this year could be described as primarily maintenance projects which the committee does not normally prioritize highly. Other projects included outdoor dining aspects that do not necessarily reflect preservation of historic resources. Due to the effects of COVID in 2020, the committee agreed that these types of projects should be considered this year and they are recommending that the following grants be approved.

1. Beacon Bistro **319 Bay Street** **\$3,500**

The proposed work to be done here is hardscaping that will provide additional outdoor dining space and enhance the exterior of the front façade of the building. The grant will be contingent on the property owner meeting with staff and a representative of the Design Committee to finalize details of the layout, materials to be used, and proof of property lines. The grant is being recommended because of the addition of outdoor dining opportunities. Total investment dollars will be over \$17,000.



2. Chandlers – A Restaurant 215 ½ Howard Street \$3,000

The proposed work to this site will include replacing windows and building a pergola as shown in the sketch below. This grant will be contingent on the property owner meeting with staff and a representative of the Design Committee to finalize materials and construction details. The grant is being recommended because of the addition of outdoor dining opportunities to the Downtown inventory. Total investment dollars being spent on this project are estimated to be over \$32,000.



3. Mettlers American Mercantile 210 Howard \$3,000

This project involves painting of the alley side of the building, replacement of foggy display window glass, and the addition of an awning. This grant is contingent on meeting with staff and a representative of the Design Committee to ensure proper style and placement of the awning, especially in relation to the sign and transom window. The grant is being recommended because of the integrity and importance of the historic structure and as an effort to contribute to the excellent care it has received over the years. Total investment of dollars being spent on this project is \$10,180..





4. Tillie's Tafel

437 E. Mitchell Street

\$3,000

This business is planning to expand into the space next door to it which will double its square footage and also give it access to potential outdoor space. The work suggested to be done on this building is as follows: On the east side of the building - repair crumbled brick on the ground level, install a sliding wood screen door with an exterior rail system, install brick paver steps in front of the French doors, power wash and paint two coats of grey color, paint French door trim and 3 window trims. On the front of the building the work will include – installation of an iron gate at the Mitchell Street end of the pedestrian alley, remove two existing black frames on the face of the storefront, take down Tillie's Tafel lettering currently over 437 and center between 435 and 437 and reframe in black, repair holes left from the moving of the lettering and repaint entire store front blue along with entry doors, add blue and white stripe awning to 435 to match existing awning on 437. Due to the completeness of the application, this project is not contingent on further meetings. No grant money may be used on the signage portion of the work. The grant is being recommended because of its emphasis on creating additional outdoor dining in Downtown and in support of a business expansion. Total investment dollars are anticipated to be approximately \$8,500.



5. Hollywood Building **325 E. Lake Street** **\$2,500**

The rear façade of this historic building is crumbling near the roofline. A visual of the damage can be seen in this YouTube video taken by drone, <https://www.emmetdrones.com/325els>. The grant will be contingent on a meeting with staff and a member of the Design Committee to determine the scope of the work as two alternative approaches are proposed. Although this is a rear façade, the building is highly valuable to our historic inventory and is highly visible from the alley behind it and from the Saville Parking Lot. The total amount proposed to be spent on the project could exceed \$32,000.

6. Duffy's Garage and Grille **317 E Lake Street** **\$2,000**

The work proposed to be done to this building in 2021 consists primarily of repainting the front exterior. The current tenant is in the process of purchasing the building and has future renovations planned. The back stairs will also be replaced this year. The grant will be contingent on a short meeting with staff and a representative of the Design Committee to discuss color schemes. The grant is being recommended because of the high visibility of the building to all of Downtown and as an incentive to a new business owner. Total dollars expected to be invested are \$14,500.



7. Palette Bistro **321 Bay Street** **\$1,000**

This application is for hardscape repair of the walk through the front courtyard area of the restaurant and repair of the overhead covering in the outdoor dining area. The grant is not contingent upon meeting with the applicant and is being recommended because of the asset the courtyard is to the greater Downtown area and as support for a restaurant offering outdoor dining during these times. Total dollars expected to be spent on the project are \$13,000.

10. Hollywood Building **325 E Lake Street** **\$500**

The work proposed for the front façade of this building is paint and repair of the storefront areas. There are no contingencies attached to the grant and it is being recommended as part of an effort to support preservation in difficult times. The total number of dollars expected to be spent on the work is approximately \$1,800.



9.10&11. Dave Russell 218 Park Avenue, 405 & 407 E. Lake Street \$1,500

The remaining three grants are being recommended to go Dave Russel for the above listed three properties. The work proposed to be done is painting and \$500 is proposed to be applied to each project. There are no contingencies attached to this grant. The grant is being recommended because of the historic integrity and value of all three buildings to the Downtown streetscape and as an incentive for continued perseverance in their preservation. The total amount of dollars expected to be spent on the three projects is nearly \$7,000.

The request from staff and the Design Committee is for the DMB to review and approve these 2021 façade grants. Please contact me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: March 16, 2021 **DATE PREPARED:** March 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

March 9, 2021
10:00
Conference Call

1. Welcome – Members present were Marshall-Rashid and Meikle. Staff present was Goodman.
2. Update on Request from CPG to use Parking Space in Park Garden Lot for Dumpster – Staff reported that some progress had been on this issue with other City staff members assisting, that a façade grant as being recommended for the alleyway that could potentially carve out space for a dumpster; that a solution should be in the works by spring; and that she would keep the committee advised.
3. County Parking Lot – A potential five year financial plan for this project was reviewed. The plan is based on the premise of the City leasing the County space and building and bonding for the deck on its own with spaces dedicated to the County. Comments were mixed with the costs deemed to be feasible. Staff will review costs of a single deck on the Darling Lot and report back.
4. Howard and Bay Development/Saville Lot – Staff reported that the proposed developer and his representatives for this development had recently met with City staff to propose a slightly different Brownfield TIF plan than previously proposed. Comments made were skeptical of the number of spaces being created to support the project.
5. Stats – The numbers for February were again disappointing but all agreed that traffic in Downtown was brisk for this time year and that the numbers should increase and meet projections as the summer season comes closer.

*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: Whitcomb, Stafford, Andi and Becky

1. Girls Getaway Update – **Andi updated the committee about Girls Getaway and how the event will look. Drew said Stafford's is going to put together a lodging package in conjunction with this event.**
 - **How the event will look:**
 - i. **Women must register for it to receive the goodies (they can register during the event too, just come to the downtown office and pick up the goody bag)**
 - ii. **By registering they get: exclusive deals/games/promotions at participating businesses**
 - iii. **Goody bag with coupons and downtown dollars**
 - iv. **Opportunity to win prizes throughout the day during random drawings**
 - v. **Free parking pass for the time**
2. Summer Open House – **Staff is confident that we will be able to have this event, just possibly scaled back. Andi discussed reaching out to CTAC to see if they want to do some painters in the park during this. We will have more clarity of how this event will be able to look in the next month and will be able to go from there.**
3. Downtown Live Update
 - **Andi informed the committee on the dmb's discussion and decision to remove Downtown Live from the summer event list. Staff informed committee that there is still a possibility we could use some funds from Downtown Live to have a concert celebration towards the end of summer/Fall if we are in a good place health and covid wise to do so. We're going to keep this idea in our pocket and see how things are progressing in the coming months. Maybe we can work with parks and rec and have a day of concerts or something.**
4. Adjourn **9:32am**



Downtown Petoskey Marketing Committee Meeting

4 pm, Tuesday, March 2

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

Members present: Harris, Poquette, Bennett, Becky and Andi

1. Welcome
2. Tracking Update
 - a. Andi reviewed the monthly tracking sheet with the committee. The committee was very impressed with the Facebook numbers for the Ice Sculpture pictures and videos which reached over 70,000 people.
3. Downtown Social
 - a. Committee discussed the Downtown Social/Annual report meeting that was planned for May. After committee discussion and assessing where we are in the covid transition, the committee feels it's best to push back this celebration/annual report meeting until the Fall when staff will have more to report on.
4. Marketing/ Advertising Focus
 - a. Committee discussed where and how it is best we spend our money to advertise events. Sommer suggested trying a google ad for our Girls Getaway event coming up. It was discussed that we put our money where we are seeing the most interaction, which is social media. The committee also discussed the importance and affect that it would have on the events if the downtown businesses would share event social media posts. Andi already encourages this and will try to encourage even more, individually reaching out to people to share our posts.

5. Promote our Social District

- a. Committee briefly discussed how we want to promote our social district: in the shopping map, on the trolley, posters and how to promote the classic hospitality of having a social district. Staff will work on writing something to promote our social district. Committee briefly discussed a tag line for the social district; things suggested were “no seat needed, no speak easy needed”. Committee will continue to discuss this and review what staff has put together to promote.

6. Adjourn 5:05pm



BOARD: Downtown Management Board

MEETING DATE: March 16, 2021 **DATE PREPARED:** March 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