



Public notice is hereby given that the City of Petoskey Downtown Management Board will meet in regular session, 7:00 P.M., Tuesday, April 27, 2021. This meeting will be conducted by electronic means through a resolution of the Emmet County Board of Commissioners that extended the Declaration of a Local State of Emergency through June 30, 2021 as allowed by Section 10 of the Emergency Management Act in an effort to mitigate the spread of COVID-19 and to promote public health, welfare and safety. This meeting is open to the public to participate remotely.

Join Zoom Meeting: <https://us02web.zoom.us/j/83085816100>

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

Meeting ID: 830 8581 6100

Persons with disabilities who require assistance in order to participate in the electronic public meeting should contact the City Clerk at the earliest opportunity by emailing aterry@petoskey.us or by calling 231-347-2500 to request assistance.

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

April 27, 2021

1. Call to Order – 7:00 P.M. – Virtual meeting from remote locations
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of March 16, 2021
 - (b) Payment of bills
 - (c) Acceptance of March expense and income reports
3. Old Business – Hear update from Tim Knutsen, Beckett and Raeder, on Streetscape Study progress
4. New Business:
 - (a) Discuss and determine 2021 Summer Event Schedule
 - (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: April 27, 2021

PREPARED: April 23, 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 March 16, 2021; (2) Acknowledgement of bills since March 16, 2021; and (3) Acceptance of the March expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN DEVELOPMENT AUTHORITY BOARD

March 16, 2021

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

Present: Vice Chairperson Robin Bennett
Gary Albert
Marnie Duse
Dan Harris
Noah Marshall-Rashid
Jennifer Shorter
John Murphy, Mayor

Absent: Chairperson Ben Slocum and Brittany McNeil

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 February 16, 2021 regular meeting minutes; acknowledgement of bills since February 16, 2021 that totaled \$52,844.15; the February 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.

Hear Update from Beckett and Raeder on Streetscape Study including Downtown Lighting Schematic Design

Tim Knutsen, Beckett and Raeder, gave an overview of the work that had been done on the Streetscape Update Study that included findings of the physical and visual inventory taken and input from Department of Public Works, Parks and Recreation, and Planning departments. He also discussed inventory remaining to be gathered, which included 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.

Staff commented on the potential for unattractive looking boilers that could be located on the street. Board member comments included questions about why gas boilers were being used and not electric and how this would fit into the City's plan for sustainability. City Manager inquired if the installation and operational costs would be included in the study and also inquired about drainage and water flow issues from the melted snow.

Mr. Knutsen commented that electric boilers were more suited to small scale operations and not large urban installations but that he would come back with more information; that costs would be included; and that the gutters should function the same as they would during a rain event.

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

The rear façade of this historic building is crumbling near the roofline. 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.

8. 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 of dollars expected to be spent on the three projects is nearly \$7,000.

Staff stated that the request from staff and the Design Committee was for the DMB to review and approve these 2021 façade grants that total \$20,000. It was moved by Shorter to approve the grants and seconded by Marshall-Rashid. All in favor.

Reports by Downtown Management Board Committees

Marketing and Events Committees – Symonds reported that the reports were in the packet and also stated that she was hopeful that summer events would be allowed to happen despite COVID; that she had compiled a memo to City staff requesting indications whether or not the City would allow them to happen.

Parking Committee – Goodman stated notes were in the packet, that the committee had met and there was limited discussion about the potential partnership with the County on a parking platform, that revenue was still down from pre-COVID, that she is interviewing for two new parking ambassadors, and that all indications were that a very busy summer was ahead and that revenue could be increased.

Downtown Economic Enhancement – Goodman reported that she is working with two businesses that are looking at the former Trillium location; Populace Coffee will be reopening; there is some talk still happening regarding the boutique hotel development at Howard and Bay; there is a new tenant for the former BJeweled 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 Tap 30 had applied for their social district license.

Other News

Goodman also reported that running the trolley this summer is becoming worrisome and may not be feasible due to cleaning and social distancing requirements; that the office will open up full time April 1 although meeting space will be an issue because of the small amount of space; that in a phone conversation with Bob Gibbs she learned that he believes that a good summer is coming and there will be a larger boom in the fall; and that March 26 is the MDA spring workshop, Jennifer Shorter will be a speaker, and since it is virtual and lower priced there are funds for anyone to attend who would like.

Report from City Staff

The City Manager reported that City Council approved an application for a Land and Water Conservation Fund Grant to pay for the widening of the sidewalk through Penn Park and that the final drawings for the design will come before the DMB; that conversations are continuing regarding the trail way bypass required due to erosion of the shoreline contributed to by water locations which have been predicted to continue to rise; that Council will maintain certain sites including the Darling Lot in the RRC listings and that they plan to include 316 and 318 East Lake Street on the new list; that a more proactive approach will be taken to property maintenance through the IPMC beginning this spring; and that the City is working with Verizon to help them locate about six small cell towers for their 4G roll out and that aesthetic considerations for the towers will be prioritized.

Other Miscellaneous Comments

Director Goodman commented that Vice Chairperson Bennett had been chairing the meeting on behalf of Ben Slocum, who was attending an important EMS training, from her new location in Saugatuck and congratulated her on the expansion.

Public Comments

As there were none, the meeting was adjourned at 8:40 P.M.

**Downtown Management
Monthly Bills - March 2021**

April 19, 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
Total Programs & Services			\$ 323.46

PARKING FUND

Administrative	City of Petoskey/Admin fee	Parking Fund	\$ 22,800.00
Bank Charges	Bank Charges	Parking Fund	\$ 1,702.03
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	\$ 54.29
Contracted Services	Beckett & Raeder/consulting	Parking Fund	\$ 5,175.00
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.89
DT Office	Spectrum/phones, internet	Parking Fund	\$ 123.15
DT Office	DTE/utilities	Parking Fund	\$ 136.00
DT Office	Wm Thompson/rent	Parking Fund	\$ 756.00
DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	Integrity/paper, envelopes	Parking Fund	\$ 129.98
DT Office	City of Petoskey/utilities	Parking Fund	\$ 49.41
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Dell/keyboard, monitor, mouse	Parking Fund	\$ 268.87
DT Office	Emmet Co DPW/recycling fees	Parking Fund	\$ 50.00
DT Office	Wages	Parking Fund	\$ 16,802.02
Materials&Supplies	Omnipark/thermal paper rolls	Parking Fund	\$ 178.00
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 12.02
Materials&Supplies	Meyer ACE/supplies	Parking Fund	\$ 24.08
Utilities	City of Petoskey/EVC station	Parking Fund	\$ 38.00
Utilities	AT&T/cell phones	Parking Fund	\$ 395.33

TOTAL **\$ 49,139.07**

TOTAL BILLS **\$ 49,462.53**

**PROGRAMS SERVICES
MONTHLY REPORT
March 2021**

April 19, 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	1,000.00	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	3,075.00	(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	108,175.00	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	8,450.00	11,991.68	(3,050.00)
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	323.46	1,454.02	7,005.38	28,545.98
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					
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	0.00	5,000.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00

**PROGRAMS SERVICES
MONTHLY REPORT
March 2021**

April 19, 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	323.46	9,904.02	18,997.06	166,295.98
Excess of Revenues Over Expenses	3,282.00	103,533.54	93,952.98	89,177.94	(90,670.98)

**Downtown Parking Fund
March 2021**

April 19,2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	23,306.56	49,358.54	75,155.18	560,141.46
fines	130,000.00	5,418.63	12,735.49	26,526.85	117,264.51
Permits	87,000.00	15,470.00	45,905.00	19,487.00	41,095.00
Bags	8,000.00	400.00	940.00	2,465.00	7,060.00
Tokens	3,000.00	70.00	110.00	465.00	2,890.00
Interest	4,000.00	15.55	50.11	675.25	3,949.89
Meter Sponsorships	5,000.00	620.00	948.00	700.00	4,052.00
ParkMobile	60,000.00	7,628.91	17,829.90	26,243.26	42,170.10
Total Parking Revenue	906,500.00	52,929.65	127,877.04	151,717.54	778,622.96
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	52,929.65	127,877.04	151,717.54	778,622.96
EXPENSES					
ADMINISTRATIVE FEES	21,000.00	22,800.00	22,800.00	69.68	-1,800.00
BANK CHARGES	10,000.00	1,702.03	3,315.19	2,932.28	6,684.81
CAPITAL OUTLAY	155,000.00	0.00	0.00	4,117.00	155,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	0.00	0.00	488.25	5000.00
CONTRACTED SERVICES	80,000.00	5,625.29	33,214.28	33,579.64	46,785.72
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$54.29					
Beckett & Raeder/consulting \$5,175					
DOWNTOWN OFFICE	249,000.00	18,364.32	54,377.69	85,257.91	194,622.31
Spectrum/phones, internet \$123.15					
City of Petoskey/utilities \$49.41					
Zoom/monthly fee \$15.89					
DTE/utilities \$136					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
Integrity/paper, envelopes \$129.98					
WmThompson/rent \$756					
Dell/computers \$268.87					
Emmet County/recycling fee \$50					
Wages \$16,802.02					
EQUIPMENT REPAIR	1,000.00	0.00	2858.22	127.00	(1,858.22)
FAÇADE GRANT	20,000.00	0.00	0.00	155.82	20,000.00
MATERIALS AND SUPPLIES	10,000.00	214.10	325.00	2,068.24	9,675.00
Meyer ACE/supplies \$12.02					
Meyer ACE/supplies \$24.08					
Omnipark/thermal paper rolls \$178					
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	433.33	877.51	1,999.35	5,322.49
AT&T/cell phones \$395.33					
City of Petoskey/charging station \$38					
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	563,700.00	49,139.07	119,351.89	131,995.17	444,348.11
NET	342,800.00	3,790.58	8,525.15	19,722.37	334,274.85



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: April 19, 2021

RE: Presentation from Beckett & Raeder on Streetscape Update Study that includes Snowmelt and Lighting Components

Tim Knutsen, Beckett & Raeder, will be at the meeting to give another update on the Streetscape Study. Representatives from Illuminart and Fishbeck will also be in attendance. An agenda of their presentation is enclosed.

Please contact me if you have questions or concerns.

meeting agenda

April 12, 2021

Petoskey Downtown Management Board
Downtown Streetscape, Snowmelt and Lighting Study

Progress Presentation: Lighting Concepts
Snowmelt Discussion
Streetscape Inventory

- 1.0 Lighting Concepts
Illuminart and BRI will present their inventory findings, confirm the areas of focus, and propose initial lighting improvements for specific locations. 15-20 minutes
- 2.0 Downtown Snowmelt System
Fishbeck and BRI will present inventory findings related to downtown snowmelt system study. Fishbeck will describe the differences between hydronic (gas) and electric snowmelt systems. The objective will be to confirm the type of snowmelt system being studied. 10-15 minutes
- 3.0 Streetscape Inventory
BRI will summarize the inventory process related to the Streetscape study, including the results of the waste Facility consolidation poll, and present some metrics or Guidelines for improvement. 15-20 minutes
- 4.0 BRI will identify next steps and share some preliminary Recommendations for improvement. 5-10 minutes



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: April 10, 2021

RE: Request to Discuss and Determine Plans for 2021 Summer Events

Staff has spent some time gathering information through various means that will help determine direction regarding the holding of this summer's schedule of events. A survey of merchant opinions is enclosed to this memo. Taking into consideration survey results, conversations with City staff, communications with individual merchants, and input from the Events and Marketing Committees, staff is now making the following recommendations for the sake of Board discussion.

Girl's Getaway Weekend – Scheduled for the weekend before Mother's Day, this is a new event, planned intentionally for the spring shoulder season. This event does not depend on closing streets and is a true shopping event that would also include sales of a package at Stafford's Perry Hotel and specials from participating restaurants. A survey of merchants produced very low response and divided opinions on its appropriateness as COVID numbers and staffing issues continue to be problematic. Without merchant participation, the event cannot succeed. Following the direction given by the DMB for inaugurating the new event, Downtown Live, this summer, and considering the recommendation given by the Governor on April 9 for people to stay home for the next two weeks, staff has determined that the timing is not right and is no longer promoting or planning this weekend. It will be included on our calendar of events and listed for the weekend before Mother's Day in 2022.

Summer Open House – Scheduled for the first Friday in June, Summer Open House is well established and looked forward to by many. It involves closing the streets and holding a fashion show, a Steel Drum Band Concert, and other activities within the closed streets area. City staff has considered the street closure but is not willing to give an opinion on the feasibility of holding the event due to COVID numbers and restrictions. Staff is regrettably recommending that Summer Open House be cancelled this year for the following reasons:

- Even though this is an established event, to be successful, this event takes time to plan and promote;
- Several of the elements of the event encourage people to stand shoulder to shoulder or congregate (Steel Drum concert, fashion show, etc.);
- Experience last year taught us that the public does not appreciate last minute cancellations;
- As a barometer, research regarding what other communities around the State are doing this summer does not indicate that large events that promote gatherings will be held; and
- A survey of merchants does not enthusiastically support holding it and without a critical mass of merchant support it will not be successful.

In replacement of Summer Open House staff proposes a week-long social media blitz that uses the Welcome Back theme. New businesses and new products can be highlighted along with summer beautification projects and interviews with business owners.

Movies in the Park – This event is traditionally held on certain Friday nights in July and August. As it is attended primarily by families, it is possible that people could attend and keep socially distanced, however, we are not able to actually police their actions. This event is important to a select group of businesses, ice cream shops and some restaurants. This year we could also see social district patrons using it. The movies are paid for with money from sponsors. If we do not have sponsors sign up to support the movies, it is a good indication that the movies are not important enough to merchants for us to hold them. Based on the survey results we received, it is staff recommendation to cancel the Movies in the Park at Dark this year for the following reasons:

- Lack of downtown sponsorship
- Lack of importance to the downtown businesses
- The matter of who will enforce/police mask wearing and social distancing
- Does not have a direct cash register ringing aspect

Sidewalk Sales – No one wants to cancel Sidewalk Sales again and because the date for it is July 30 and 31, staff believes there is time to wait to make a decision of whether or not to hold it. Staff surveyed the downtown businesses to see if there was interest in an alternate date or week-long inside sales event, similar to what was done last year. Based on the survey responses, the businesses seem to prefer to try and have Sidewalk Sales on the regularly scheduled weekend and would not be in favor of having a weeklong sale later in the season. It is the recommendation of staff to wait until the June meeting to make this decision based on the importance this event has to the businesses.

The Downtown Trolley – The trolley is in storage and has been since fall of 2019. At this point at least one of the drivers from past years has indicated interest in driving again this year, although discussions with him have pinpointed problems of:

- The ability to enforce social distancing
- The ability to enforce mask wearing
- The necessity of sanitizing between passengers leaving before others get on
- The necessity of limited capacity – is it worth the cost of running it if no more than a dozen passengers are allowed?

Regrettably, it is the opinion of staff that the trolley not run again this year.

Staff has begun discussions with the Marketing Committee regarding ways to promote Downtown in ways that are alternative to traditional events. Among the ideas being considered are targeted social media campaigns, scavenger hunts, window displays, etc. We will be focusing on marketing ideas that can be managed by staff with little involvement from busy merchants.

Depending on COVID developments, there is also the possibility of holding an end of summer event that would be a sale, a concert, a gallery walk, and maybe something else all at once – possibly late in August or over Labor Day, and maybe in conjunction with other organizations. There would be money in the budget to do this left over from eliminating Downtown Live this year.

Staff is requesting that the Board discuss these events and vote to approve or disapprove the recommendations listed in the memo for the purpose of giving staff direction on planning for the summer months.

Please contact me if you have questions or concerns.

Enclosure

BASED ON 68 SURVEY RESPONSES

Q1 Do you want to try to have Summer Open House as scheduled on Friday June 4th from 6-9 pm, just make it a scaled back event, and stores stay open late until 9 pm and the community is encouraged to come visit the stores and see the new summer merchandise?

ANSWER CHOICES	RESPONSES	
Yes	48.39%	31
No	37.10%	24
Other (please specify)	14.52%	12

Comments:

- 6 to 8
- In light of the covid cases increasing I think we should cancel all events and focus on our shops/stores as we get ready for a busy walking traffic summer. Better to not plan than to scramble, advertise the cancel and cancel
- My answer is NO, not if this current surge in COVID Cases hasn't dwindled to next to nothing and the # of vaccinations hasn't increased among the 20-65 age bracket.
- Don't care
- We should still do entertainment as well as everyone stay open with summer hours.
- DO NOT PARTICIPATE
- We will not have a downtown location at that time.
- Indifferent on this...I don't think the evening events generate much in sales for us, but we would participate to help support other businesses that would benefit. We always enjoy hosting events ;-) - Jennifer at QM Home
- yes, if they will have enough staff...
- We could go either way
- June 7th looks to be a Monday, when would you like to try scheduling other than Monday?
- never a real strong event for us

Q2 Or would you prefer to have Summer Open House for a week long Monday - Friday, with extended hours during this week? Would you stay open during this welcome back summer open house week?

ANSWER CHOICES	RESPONSES	
Yes, I would like to have SOH a weeklong and I would commit to staying open until at least 7 pm during that week.	13.33%	9
No, I would prefer one day like we typically do	48.33%	30
I would prefer to not have the event at all	26.67%	19
Other (please specify)	11.67%	7

Comments:

- We do not have staffing for a week of extended hours.
- DO NOT PARTICIPATE
- we will not have a downtown location at that time
- Again, we'll go with the flow, but staffing for extended all week isn't great. Whatever the consensus is tho, we'll support :-)
- Open to ANY events and will participate!
- We already are open but I like the idea of spreading it out to not bring people downtown all at once.
- We're not going to be able to staff to stay open late any days this summer.

Q3 Do you think Movies in the Park at Dark benefits Downtown businesses and we should continue to have it this year? (Families will be strongly encouraged to sit together, social distancing and mask wearing will be strongly encouraged too)

ANSWER CHOICES	RESPONSES	
Yes	46.77%	31
No	40.32%	26
Other (please specify)	12.90%	10

Comments:

- In light of the covid cases increasing I think we should cancel all events and focus on our shops/stores as we get ready for a busy walking traffic summer. Better to not plan than to scramble, advertise the cancel and cancel
- Masks are currently mandated and so I believe the Special Events Committee should move forward as if that mandate will not be lifted.
- No it doesn't financially benefit, yes the event should stay.
- Not sure
- We don't have any history on this...new to area
- Doesn't help retail businesses. Wearing masks outside is a sign of Assinine insanity. Time for that crap to END
- I want to say yes, but it is very difficult with the new surge. I do feel that many people are going to put up a fit about wearing masks and say they are vaccinated. It should be interesting!
- I am indifferent
- only benefits busiess" abutting park
- we should do it but there is no benefit to the DT business

Q4 Would you be interested in sponsoring the Movies in the Park at Dark (a 7-week event) for \$500? (sponsorship includes: business name and logo on all promotional materials and on website, boosted social media post, the opportunity to introduce the movie on behalf of your business and set up an info table in the park to promote your business, have a 60 second commercial included in the Movie in the Park at Dark preview loop prior to the movie)

ANSWER CHOICES	RESPONSES	
Yes, I would be interested	6.45%	4
No	61.29%	41
I'll have to think about it	29.03%	20
Other (please specify)	3.23%	2

Comments:

- MIGHT BE INTERESTED IN SPLITTING IT WITH ANOTHER BUSINESS
- Not my decision

Q5 Would you feel comfortable having Sidewalk Sales as we normally do this year, Friday July 30th 9 am – 9 pm and Saturday July 31st 9 am – 6 pm?

ANSWER CHOICES	RESPONSES	
Yes	55.56%	35
No	15.87%	10
Too soon to tell	20.63%	16
Other (please specify)	7.94%	7

Comments:

- Friday 9 to 8
- I would love to say yes BUT I am not in favor of late notice event cancellations like last year (I understand it had to happen, just would rather go into this summer without that stress)
- In light of the covid cases increasing, I think we should cancel all events and focus on our shops/stores as we get ready for a busy walking traffic summer. Better to not plan than to scramble, advertise the cancel and cancel
- this is a must have event
- DO NOT PARTICIPATE
- we will not have a downtown location at that time
- would prefer later in summer
- Not till 9 on Friday. Regular store hours fine.

Q6 Would you prefer to have Sidewalk Sales spread out over a week, beginning July 26 – July 31st? This would be similar to the Summer Sales we had last year and would not involve closing the streets and selling merchandise outside.

AANSWER CHOICES	RESPONSES	
Yes	15.00%	10
No	75.00%	49
Other (please specify)	10.00%	6

Comments:

- N/A we usually don't do sales outside
- DO NOT PARTICIPATE
- we will not have a downtown location at that time
- open to the idea....again, we'll go with the flow....
- Not sure
- Friday, Saturday & Sunday.

Q7 Maybe the changes that COVID is forcing offer a good time to reconsider some things. Would you be interested in exploring the idea of moving the date of Sidewalk Sales?

ANSWER CHOICES	RESPONSES	
Yes, I would be open to moving it to later in August	36.84%	22
Yes, I would be open to moving it to Labor Day	14.04%	9
No, I would not support moving the event	31.58%	20
Other (please specify)	17.54%	11

Comments:

- Indifferent
- Not sure that moving it matters. It's not very impactful for us.
- Date does not matter
- DO NOT PARTICPATE
- if we have a location downtown whenever you have it we will participate
- I think later in the year is nice to get rid of summer inventory. However not a fan of Labor Day.
- I'd be interested in not having it at all.
- Sidewalk sales is a ton of work and I think is risky. I am not a fan
- Not sure
- no changing the date is to confusing to the public. they are creatures of habit
- Interested in moving in general. No specific time. Later in August or Labor Day is fine. Or, even later in September. But, outside of there being an increase in activity Downtown, I do not really have a horse in this race.

Q8 Would you prefer to postpone the summer events and have a big week or weekend long celebration later in the summer or during Labor Day, when COVID spread could be more under control?

ANSWER CHOICES	RESPONSES	
Yes, postpone the events and tentatively plan to have a celebration later in the summer	22.03%	13
No, keep the events as they are, just scale them back to accommodate COVID safety measures	57.63%	36
Other (please specify)	20.34%	14

Comments:

- Cancel all for this summer
- Neither. Regardless of event, you have to keep in mind how COVID safety measure would be handled.
- Keep them the same as in years past. No need to scale back. People are here and used to doing what they feel is safe. We can't control people's behaviors by scaling things back. They will do what they do no matter what.
- DO NOT PARTICIPATE
- flexible
- With the POS governor we have this scandemic will NEVER end. Time to tell her and all the other leftists where to stick their masks
- We're already all at max. capacity. We literally can't fit more people in the stores. Skip events this summer. (oops. I see the next question addresses this)
- Too soon to tell
- Do we have to have events???
- Keep them as they are
- I wanted to answer no, but give the reason that I think staffing will be tough and it is always tougher in August when college kids leave earlier in August.
- yes with the exception of sidewalk sales, hold sidewalk sales the same 2 days, but plan a later celebration for other events

Q9 We have heard from some of you that you would prefer to take the summer off from events and just focus on your business and maintaining sales this summer. How do you feel about this?

ANSWER CHOICES	RESPONSES	
Yes, I'd prefer to just focus on my business this summer	38.71%	27
No, I want to try and have our summer events if we can	51.61%	34
Other (please specify)	9.68%	6

Comments:

- must have sidewalk days
- DO NOT PARTICIPATE
- Again, flexible on this...thankfully business has been good for us...we'll support whatever the consensus is.
- This summer is going to be tough. merchants are going to be understaffed and I think we will have record amounts of visitors after being shut down so long.
- We are likely to do this. We are open until at least 9 pm so we will have extended hours regardless of events.
- I want to have the summer events if we can do them and stay safe.

Q10 Other ideas, thoughts, feedback for Staff, the DMB or The Events Committee?

- These are hard decisions. We were very busy last year w/o events. I would like to see effort out into promoting social district and use of parks, picnic areas by marina, rather than any events when things are so likely to be forced to cancel under Governor's direction
- 8:00 seems to be the end
- With the current surge essentially telling us that COVID isn't going away and Michiganders are still being needlessly obstinate out mandates and the seriousness of this pandemic, all events ought to be canceled. Shoppers and diners will still come to Petoskey.
- With no events we had our best summer ever, by far. reinforcing the poor ROI for us, at least individually, of planning and staffing for events - in particular sidewalk sales. We will likely not invest much time or effort in such events again but rather focus on every day greatness.
- Whatever you decide to do is fine by me. I chose no on most of the choices above because I believe that things are too complicated right now. The City is not giving you enough time to plan or prepare for any events. Their policies are ridiculous. I agree that this worrying about COVID is overkill. The truth is, we're so busy that I don't mid not having to worry about Sidewalk Sales this season. I would suggest taking this summer off from events and starting with a clean slate next year. As I said, I don't want to hurt any businesses that might need summer events, but my own opinion is to just skip this season's events. Jim Reid
- Most of our events are outdoors and spread out in nature. I really don't think having them increases gathering anymore than last summer. People where everywhere and acting responsible.
- WE ARE LOCATED ON MICHIGAN STREET SO WE DO NOT PARTICIPATE IN MOST OF THESE ACTIVITIES SO I DON'T FEEL I REALLY HAVE A OPINION TO SHARE
- You all are awesome- LHF
- thanks for all you do!
- Idk if this will mess up your data. I've filled this out twice with the same answers

explicit language in a comment below

- Stop perpetuating the stupid fear mongering. Open everything and let the people come. Stop imposing communist rules. We'll all enjoy more business that way. The pussys can stay in their basements forever and be scared of everything
- I don't own a retail store or restaurant, but i am located in downtown. I predict it will be a tough summer for them...everyone is short staffed and I believe the amount of ppl traveling north will surpass even last years numbers.
- Are we doing Art in the Park?
- Our season is so fast, furious and difficult I think let's just try to see how the surge goes and keep everyone safe. I understand people with a single door may have a difference of opinion
- I understand all decisions made and will support them. But I would really like to see some events take place. Cases were low last summer and I would hope they will be much lower this summer with vaccines.
- We need to start returning to some sort of normal and we need to get these events on the books as soon as possible.

- The movies in the park may be tough to keep people relaxed and mask wearing especially if they are snacking and drinking. However, I think it would be easier to ask people to stay masked during open house and sidewalk sales. No matter what we will have to deal with difficult customers and their responses about wearing masks. Do you think the events committee could ask the police to do a seminar on how staff should ask and stay safe and what to do if a person starts to cause a scene? We were thinking of doing that for our staff but it may be helpful for all. (this is Becky from Bearcub)
- Music in the street
- Sidewalk sales should remain on the sidewalks, not enough room inside!
- we have to move forward or events are doomed



BOARD: Downtown Management Board

MEETING DATE: April 27, 2021 **DATE PREPARED:** April 23, 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

April 6, 2021
10:00 A.M.

1. Welcome – Members present were Meikle, Marshall-Rashid, and Slocum. Staff present were Goodman and City Manager Straebel. The meeting was held by conference call.
2. Proposed Division and Bay Parking Lot Collaboration – Based on the assumption that the County did not have monetary funds to contribute to the project, Goodman gave a recap of a worksheet on scenarios for feasibility of a partnership with the County on building a platform on the Division and Lake Street Lots. The information showed that conservative estimates for revenue and expenses over the next five years would make funding the platform a somewhat risky venture for the DMB to take on by itself. Straebel noted that there should be ways the County could contribute financially and there was discussion regarding a proposal to the County Administrator. Also reviewed were the costs and net new parking space numbers if a platform were constructed on the Darling Lot and at the Saville Lot as an option. Straebel and Goodman will schedule a meeting with Reeves to explore some proposed ways of moving ahead.
3. Howard and Bay Development/Saville Lot – Straebel confirmed that the City had had no communication with the developer proposing a boutique hotel for this site and Goodman stated that this would indicate that the DMB would not need to plan for partnering in the funding of a platform on that lot at this time.
4. Office Updates – Goodman informed the committee that she was planning for a new ambassador to start working in Mid-April; that the office was being staffed full-time; that she was working primarily in the office but sometimes remotely; that all staff had been vaccinated and were comfortable working together in the office; that visitors would be allowed in one at a time but no meetings would be held there; and that people with routine parking issues would be handled through the window in the screen door at least for the summer months.
5. Stats – As the meeting was held earlier in the month than usual, the stats for March were not yet available. Goodman will forward when they are ready.

*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, April 6, 2020

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

Members present: Sommer Poquette

Due to only one member being present for the meeting, Andi just briefly ran through the agenda items.

1. Tracking Update – **Andi reviewed the monthly tracking sheet**
2. Promoting Social District – **discussed that we would be promoting the Social District in the shopping map**
3. Shopping Map Cover Photo Contest – **Andi described this contest, people are encouraged to submit a photo of downtown to be featured on the cover of the map this year. The marketing committee will be tasked with choosing the winning photo.**
4. Social Media Marketing Campaigns – **briefly discussed that we will start brain storming social media campaigns for the summer, like a Made in Petoskey highlight, Welcome Back week in the beginning of June..**
5. 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 Sedstrom (Becky & Andi)

In Attendance: Sarah Biskup, Drew Smith, Mikayla Whitcomb, Adrian Sedstrom, Andi & Becky

1. Easter Activities
 - **Andi informed the committee that Grandpa Shorter's Gifts was hosting the Easter Bunny along with an Easter scavenger hunt. We're happy to have some sort of Easter activities happening this year. We briefly discussed possibly hosting something because there is such a large gap between Winter Weekend and any spring activities/events. We thought it would be confusing to the public if we also hosted some sort of activity so we are happy to help promote and support Grandpa Shorter's.**
2. City Event Policy – **Andi updated the committee on the City's new Event Policy of reviewing special event applications eight weeks from the event date. This obviously provides challenges for planning, but we have submitted a memo to the City Manager detailing the summer events we would like to host, he will review this with Public Safety and we will go from there. We are trying to remain as optimistic as possible.**
3. Girls Getaway Update -**With the surge in cases and the growing concern of COVID 19, Andi thought it was best to survey the downtown businesses to better gauge interest/participation in this brand new event. If there is not a large amount of participation, we may want to think about waiting until next year to premier this event. Based on the responses at the time of the committee meeting, it seems as though there's not much participation at the merchant level for this year. Andi will continue to monitor this.**
4. Summer Open House - **We have remained optimistic that we will hopefully have this event. We do rely on the City support for this event to close the streets and help with the parks, so we will see what the City Manager says after reviewing our event memo.**
5. Celebration in August? - **The events committee has talked about potentially using some funds from Downtown Live to use for a weekend celebration type of event later in the summer. Andi updated the committee that we're still keeping this in mind and thinking about it. The downtown galleries have decided to postpone their gallery walk, possibly to the second weekend in August, so this could lead us to bundling things for a weekend event, if COVID restrictions and the City allow. We could potentially have the gallery walk Thursday night, a band in the park followed by a movie on Friday and on Saturday another band in the park. Staff will continue to think about this.**
6. Meeting Date/Time change - **Andi informed that a few committee members have had some scheduling changes, so she will be sending out an email to the full committee to see if another day of the month would work better for people to meet. Some other options are the first Monday or Wednesday of the month at 9 am.**
7. Adjourn



BOARD: Downtown Management Board

MEETING DATE: April 27, 2021 **DATE PREPARED:** April 23, 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