



Public notice is hereby given that the City of Petoskey Downtown Management Board will meet in regular session, 7:00 P.M., Tuesday, May 18, 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/89971697587>

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

Meeting ID: 899 7169 7587

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.

D O W N T O W N M A N A G E M E N T B O A R D

May 18, 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 April 27, 2021
 - (b) Payment of bills
 - (c) Acceptance of April expense and income reports
3. Old Business – Discuss and determine holding 2021 Sidewalk Sales
4. New Business:
 - (a) Discuss potential Zoning Ordinance amendments to ground floor uses in the Central Business District requested by the Planning Commission
 - (b) Consider appointment to the Design Committee
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by City staff
5. Miscellaneous
6. Adjournment



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: May 18, 2021

PREPARED: May 14, 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 April 27, 2021; (2) Acknowledgement of bills since April 27, 2021; and (3) Acceptance of the April expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

April 27, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall conducted through Zoom, on Tuesday, April 27, 2021. The meeting was called to order at 7:05 PM, and the following were

Present: Chair Ben Slocum, Petoskey, Emmet County, MI
Gary Albert, Petoskey, Emmet County, MI
Jennifer Shorter, Springvale Township, Emmet County, MI
Marnie Duse, Petoskey, Emmet County, MI
Robin Bennett, Saugatuck, Allegan County, MI
Mayor John Murphy, Petoskey, Emmet County, MI

Absent: Dan Harris
Noah Marshall-Rashid
Brittany McNeil

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

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the March 16, 2021 regular meeting minutes; acknowledgement of bills since March 16, 2021 that totaled \$49,462.53; the March expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by Shorter the consent agenda was approved. All in favor.

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

Tim Knutsen, Beckett and Raeder, and Robert White, Illuminart, gave an overview of the work that had been done on the overall Streetscape Update Study. The first segment included lighting inventory findings, a confirmation of the areas of focus, proposed initial lighting concepts, and improvements for specific locations.

The second segment, which focused on the snowmelt system, included a representative from Fishbeck who described the differences between hydronic (gas) and electric snowmelt systems.

The third segment was a summary of the inventory process related to the streetscape study and included the results of the waste facility consolidation poll, some metrics/guidelines for improvement, and some discussion about next steps and a plan to complete the study by the May meeting.

In the interest of time, staff reminded the group that more discussion needed to happen with Parks and Recreation and with the Design Committee and that no decisions needed to be made at this meeting. The City Manager also commented that so much information had been given that the Board had been overwhelmed and there had been no time for comments. Mayor Murphy said that he appreciated the overview and that now was the time to start having individual groups work on the details. Knutsen stressed that he was trying to meet a deadline, but he was assured by all that there was no pressure to end the study in a short amount of time.

Discuss and Determine 2021 Summer Event Schedule

Staff reviewed her memo, stating that it was getting to be time to finalize the summer event schedule; that time had been spent gathering information through various means that will help determine direction regarding the holding of this summer's schedule of events. In regards to Girls Getaway Weekend, she also said that, staff had made the decision to postpone its debut until 2022. This decision was based on the fact that it was scheduled to be held before the Board would meet again, that it is a new event that needs a strong launch, that previous general comments from the Board had indicated that now was not the time to initiate new events, that merchant surveys had not demonstrated that there would be much participation in it, and that the Perry Hotel cited reservations about hosting it. Staff plans to include Girls Getaway Weekend on our calendar of events and listed for the weekend before Mother's Day in 2022.

Taking into consideration survey results, conversations with City staff, communications with individual merchants, and input from the Events and Marketing Committees, staff offered the recommendation to the Board to not hold Summer Open House or Movies in the Park or to run the Downtown Trolley in the coming summer months. Staff also stated that they believed the decision whether or not to hold Sidewalk Sales could wait for one more month or possibly until June.

Chair Slocum concurred and asked for Boardmember comments that included the importance of considering vaccination numbers and the need merchants had to focus on their individual businesses until things get back to normal; whether the City would approve of the events if the Board decided to move ahead and when that City decision would be made.

The City Manager reminded the Board of the MDHHS regulation that states no more than 300 persons can attend an outside event. He also suggested that the optics on holding some events and not others would confuse the public.

It was moved by Albert, seconded by Murphy, to cancel Summer Open House, Movies in the Park, and the trolley operations for 2021 and to hold off on the Sidewalk Sales decision until May. Further Board discussion included questions regarding the City policy for holding the events, not wanting to disappoint the public, and the realization that it is possible to operate without events as we learned last summer. After discussion the motion was put to a vote and passed. All were 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 the Gallery Walk committee had made the decision to postpone their event until August; that the shopping map was being prepared on scheduled; and that we had held a shopping map cover photo contest.

Parking Committee – Goodman reminded the Board that meeting notes were in the packet; that curbside pickup bags would remain likely throughout the summer and that staff will refresh them and review their locations; that she and the City Manager and City Clerk had met with County staff on the Lake and Division deck partnership, stating, once again, that the County had reiterated that they had no funds to commit to the project and that the Parking Committee would be discussing at their next meeting; and that the office is still struggling with staff as a result of the pool of potential employees and incentives that are being offered by other employers.

Downtown Economic Enhancement – Goodman reported that new businesses included Thunder Bay Winery, Serendipity Consignment, Fox and Hound Children’s Clothing, and Merchant and Tailor; that a new tenant had signed in the former Trillium space on upper Mitchell; that another boutique concept entrepreneur with experience and a promising business plan was still looking; that the Bay and Howard Street boutique hotel concept may have a new developer possibility. She further stated that City Council had added a new goal to its Economic Development Plan and its goal to develop a systematic approach to fill vacancies on Upper Mitchell; that the City Manager had asked her to provide background on what had been done on this problem in the past which she had done; and that she had suggested to use the Redevelopment Ready Community Program to market specific downtown properties, to explore live/work spaces on upper Mitchell that would allow entrepreneurs to live in the back of the building while operating a business from the front of the building, and to review blight ordinance that would address exterior as well as interior building issues.

Beautification – Goodman reported that flower planting is arranged with St. Francis for May 27; that meters and bike racks have been painted; that several trees had been removed from Pennsylvania Park and that some replacement trees had been planted.

Other News – Goodman reported that staff is beginning to market the Social District more intensely, but still tastefully, and will be working with all restaurants to be certain that restaurants are using proper cups, color coded, logos, etc.; that Wake Up DT will be done in a printed format; that the New Employee packet will be done in the same format; and that the office should be staffed much more regularly as she is working remotely less of the time, but that employee shortages are still a problem in being open and available 100% of the time.

Report from City Staff

The City Manager reported that City Council had approved RRC economic plan; that the City is considering some housing proposals for three City owned properties; comments are still being received on the 2021 Action Plan; the township has approved cost participation for the detour for the Little Traverse Wheelway but the County has not and that the County may reconsider, and that a request for urgent funds has been submitted to Senator Bergman’s office; a Ferry service agreement was approved for the summer months similar to last year; and the Planning Commission is looking at revisions to ordinances that would create additional housing.

Other Miscellaneous Comments

A Boardmember inquired whether there are standards for landlords regarding livability and code inspection. The City Manager replied that the City uses the International Property Maintenance Code to regulate rental properties.

The Mayor spoke in favor of the City contributing funds to hire a housing director that would help coordinate housing opportunities.

There were comments that the Streetscape study needed to be handled further at the committee level than at the full Board level.

Adjourn

The meeting was adjourned at 9:28 P.M.

**Downtown Management
Monthly Bills - April 2021**

May 13, 2021

PROGRAMS AND SERVICES

| | | | | |
|--------------------------------------|-------------------------------------|---------------|-----------|-----------------|
| DT Marketing | Adobe/Creative Cloud | DT Assessment | \$ | 21.19 |
| DT Marketing | MailChimp/contract | DT Assessment | \$ | 40.00 |
| DT Marketing | WooBox/monthly plan | DT Assessment | \$ | 30.00 |
| DT Marketing | Adobe/photoshop | DT Assessment | \$ | 10.59 |
| DT Marketing | Adobe/Acrobat | DT Assessment | \$ | 26.49 |
| DT Marketing | Adobe/InDesign | DT Assessment | \$ | 22.25 |
| DT Marketing | Dropbox/services | DT Assessment | \$ | 9.99 |
| DT Marketing | Tom Renkes/blog | DT Assessment | \$ | 150.00 |
| DT Marketing | Canva for Work/monthly plan | DT Assessment | \$ | 12.95 |
| Fourth of July | Petoskey Sunrise Rotary/sponsorship | DT Assessment | \$ | 1,000.00 |
| Flowers | AR Pontius/urns | DT Assessment | \$ | 127.20 |
| Total Programs & Services | | | \$ | 1,450.66 |

PARKING FUND

| | | | | | |
|---------------------|--------------------------------------|--------------|----|-----------|-----|
| Bank Charges | Bank Charges | Parking Fund | \$ | 1,702.03 | est |
| Conferences&Mbrshps | MHPN/Conference registration | Parking Fund | \$ | 99.00 | |
| Contracted Services | Traffic & Safety/M2M Verizon | Parking Fund | \$ | 81.00 | |
| Contracted Services | T2/Digital Iris Services | Parking Fund | \$ | 165.00 | |
| Contracted Services | LexisNexis/contract | Parking Fund | \$ | 150.00 | |
| Contracted Services | Van's/contract | Parking Fund | \$ | 66.68 | |
| Contracted Services | Performance Painting/spring painting | Parking Fund | \$ | 2,225.00 | |
| DT Office | Zoom/monthly fee | Parking Fund | \$ | 15.89 | |
| DT Office | Spectrum/phones, internet | Parking Fund | \$ | 123.15 | |
| DT Office | DTE/utilities | Parking Fund | \$ | 42.16 | |
| DT Office | Wm Thompson/rent | Parking Fund | \$ | 756.00 | |
| DT Office | McCardel/water | Parking Fund | \$ | 8.00 | |
| DT Office | City of Petoskey/utilities | Parking Fund | \$ | 51.52 | |
| DT Office | ThruGlass/window cleaning | Parking Fund | \$ | 25.00 | |
| DT Office | Meyer ACE/supplies | Parking Fund | \$ | 102.20 | |
| DT Office | Wages | Parking Fund | \$ | 16,802.02 | est |
| Equipment Repair | Ginop/Snowblower windshield | Parking Fund | \$ | 1,322.89 | |
| Equipment Repair | Ginop/parts | Parking Fund | \$ | 98.16 | |
| Materials&Supplies | Print Shop/final Order | Parking Fund | \$ | 830.00 | |
| Utilities | City of Petoskey/EVC station | Parking Fund | \$ | 45.40 | |
| Utilities | AT&T/cell phones | Parking Fund | \$ | 395.33 | |

TOTAL **\$ 25,235.51**

TOTAL BILLS **\$ 26,686.17**

**PROGRAMS SERVICES
MONTHLY REPORT
April 2021**

May 13, 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 | - | 450.00 | 675.00 | 3,075.00 | (675.00) |
| <i>N Harbor Real Estate/sponsor \$225</i> | | | | | |
| <i>CIP Library/sponsor 225</i> | | | | | |
| 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 | 104,082.00 | 104,307.00 | 108,175.00 | 75,175.00 |
| 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 | 1,000.00 | 0.00 | 0.00 | 1,000.00 |
| <i>Petoskey Sunrise Rotary/Pledge \$1,000</i> | | | | | |
| 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 |
| <i>Adobe/Creative Cloud \$21.19</i> | | | | | |
| <i>MailChimp/contract \$40</i> | | | | | |
| <i>WooBox/monthly plan \$30</i> | | | | | |
| <i>Adobe/photoshop \$10.59</i> | | | | | |
| <i>Adobe/Acrobat \$26.49</i> | | | | | |
| <i>Adobe InDesign \$22.25</i> | | | | | |
| <i>Canva for Work/monthly plan \$12.95</i> | | | | | |
| <i>Dropbox/services \$9.99</i> | | | | | |
| <i>Tom Renkes/blog \$150</i> | | | | | |
| 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
April 2021

May 13, 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 | 127.20 | 0.00 | 0.00 | 9,000.00 |
| AR Pontius urns \$127.20 | | | | | |
| 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 | 1,450.66 | 9,904.02 | 18,997.06 | 166,295.98 |
| Excess of Revenues Over Expenses | 3,282.00 | 102,631.34 | 94,402.98 | 89,177.94 | (91,120.98) |

**Downtown Parking Fund
April 2021**

May 13, 2021

| | Budget | Current Month | YTD | Last YTD | Budget Balance |
|----------------------------------------------|-------------------|--------------------------|-------------------|---------------------|---------------------------|
| REVENUES | | | | | |
| Meters | 609,500.00 | 21,950.09 | 71,317.54 | 75,155.18 | 538,182.46 |
| finest | 130,000.00 | 4,657.00 | 17,392.49 | 28,269.85 | 112,607.51 |
| Permits | 87,000.00 | 1,980.00 | 47,885.00 | 19,487.00 | 39,115.00 |
| Bags | 8,000.00 | 30.00 | 970.00 | 2,465.00 | 7,030.00 |
| Tokens | 3,000.00 | 60.00 | 170.00 | 465.00 | 2,830.00 |
| Interest | 4,000.00 | 18.41 | 68.52 | 800.25 | 3,931.48 |
| Meter Sponsorships | 5,000.00 | 0.00 | 948.00 | 875.00 | 4,052.00 |
| ParkMobile | 60,000.00 | 7,709.83 | 25,539.73 | 30,704.60 | 34,460.27 |
| Total Parking Revenue | 906,500.00 | 36,405.33 | 164,291.28 | 158,221.88 | 742,208.72 |
| Other | | - | 0.00 | 0.00 | 0.00 |
| Credit Card Meter Sales | | 3,431.00 | 10,629.00 | 6,620.00 | |
| EV Charging Station | | 7.00 | 12.65 | 14.15 | |
| Total Revenue | 906,500.00 | 36,405.33 | 164,291.28 | 158,221.88 | 742,208.72 |
| EXPENSES | | | | | |
| ADMINISTRATIVE FEES | 21,000.00 | 0.00 | 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 | 99.00 | 0.00 | 488.25 | 5000.00 |
| CONTRACTED SERVICES | 80,000.00 | 2,687.68 | 35,901.96 | 33,579.64 | 44,098.04 |
| T2/Digital Iris \$165 | | | | | |
| Traffic & Safety/M2M Station \$81 | | | | | |
| LexisNexis/contract \$150 | | | | | |
| Van's/contract \$66.68 | | | | | |
| Performance Painting/spring painting \$2,225 | | | | | |
| DOWNTOWN OFFICE | 249,000.00 | 18,055.02 | 72,432.71 | 85,257.91 | 176,567.29 |
| Spectrum/phones, internet \$123.15 | | | | | |
| City of Petoskey/utilities \$51.52 | | | | | |
| Zoom/monthly fee \$15.89 | | | | | |
| DTE/utilities \$42.16 | | | | | |
| McCardel/water \$8 | | | | | |
| Thru Glass/window cleaning \$25 | | | | | |
| WmThompson/rent \$756 | | | | | |
| Meyer ACE/supplies \$102.20 | | | | | |
| Wages \$16,802.02 | | | | | |
| EQUIPMENT REPAIR | 1,000.00 | 1421.05 | 4279.27 | 127.00 | (3,279.27) |
| Ginop/snowblower windshield \$1,322.89 | | | | | |
| Ginop/parts \$98.16 | | | | | |
| FAÇADE GRANT | 20,000.00 | 0.00 | 0.00 | 155.82 | 20,000.00 |
| MATERIALS AND SUPPLIES | 10,000.00 | 830.00 | 1,155.00 | 2,068.24 | 8,845.00 |
| Print Shop/Final Order \$830 | | | | | |
| 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 | 440.73 | 1,318.24 | 1,999.35 | 4,881.76 |
| AT&T/cell phones \$395.33 | | | | | |
| City of Petoskey/charging station \$45.40 | | | | | |
| OTHER | - | 0.00 | 0.00 | 0.00 | - |
| TOTAL EXPENSES | 563,700.00 | 25,235.51 | 142,786.37 | 131,995.17 | 420,913.63 |
| NET | 342,800.00 | 11,169.82 | 21,504.91 | 26,226.71 | 321,295.09 |



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: May 11, 2021

RE: Decision Regarding Holding Sidewalk Sales in 2021

At the April 2021 meeting, the Board made the decisions to not hold Summer Open House and Movies in the Park at Dark and also to not run the Downtown Trolley this coming summer. A decision to cancel the new event, Downtown Live, had been made previously. The last regularly scheduled event for the season is Sidewalk Sales and the Board determined that the decision of whether or not to hold that event could and should wait until the May meeting. The decisions to cancel these events were all made due to the crowd assembly regulations imposed due to the COVID pandemic.

The Board now has two potential pathways for moving ahead on the decision of whether or not to hold Sidewalk Sales.

1. Keep the event on the schedule (with the notation that a final decision is yet to be determined) until June 15 and make a final decision at the Board meeting scheduled for that date.
 - a. Advantages
 - i. There would still be time for staff to plan an event that has happened for over 50 years and has only one main component.
 - ii. There are many retailers who depend on this event and are determined to see it happen.
 - iii. The public could make tentative plans to attend.
 - iv. The possibility would be left open to hold the event at a later date, perhaps in conjunction with a summer concert weekend that also included a Gallery Walk and was held in coordination with other area events in mid-August as has been discussed. Labor Day weekend is the alternative date for the Fourth of July Celebration and the decision of when to have that celebration will have been determined by then. Labor Day has been determined to not be a suitable alternative date due to employee shortages, but maybe a scaled down version could be included.
 - b. Disadvantages
 - i. The public and retailers could still be disappointed if the event ultimately is cancelled.
2. Based on the fact that current regulations do not allow outdoor gatherings of this size, cancel Sidewalk Sales at the May meeting.
 - a. Advantages
 - i. The public would know now and could plan accordingly.
 - ii. Retailers would know now and plan accordingly.

- iii. There will be some level of relief among retailers as many of them are concerned about employee shortages and their ability to participate in the event at a high level.
- b. Disadvantages
 - i. The door would be closed to holding the event, even though ever developing COVID regulations may allow it.

As the COVID situation seems to be improving and as regulations are being relaxed around the country, it is the recommendation of staff that the Board change its direction and wait until the June meeting to make this decision. If the Board agrees, a last minute survey could be done prior to that meeting that would provide the most up to date opinions from the retailers and more up to date information regarding COVID regulations will be available.

Please feel free to contact me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: May 11, 2021

RE: Request from Planning Commission Regarding Potential Zoning Ordinance Amendments to Ground Floor Uses in the CBD

As staff reported at the April DMB meeting, City Council has added a new strategy to its Economic Development Plan that calls for a systematic approach to filling vacancies in the Central Business District. A strategy that Downtown staff had recommended Council put in that plan was to allow live/work spaces in buildings that are currently allowed to only be used for retail. Reasons for this considering this change include:

1. Most of the buildings on upper Mitchell Street (where the vacancy problem is most acute) are larger than the typical boutique and less attractive to tenants looking for the sweet spot of 1500 to 1800 square feet.
2. Entrepreneurs may be attracted to live/work space
 - a. for the economic benefits
 - b. for the convenience benefits
 - c. and because other housing in the regional is not plentiful or available
3. Creating additional housing in Downtown that allows more people to shop and dine here is beneficial to all of the other businesses in Downtown as well.

At the April Planning Commission meeting, commission members discussed various ordinance amendments that could help encourage housing development (memo enclosed). Specific to Downtown, the two changes discussed would allow ground floor, alley fronting residential use and lower level residential use.

The Commission discussed these two items and while there may be building code requirements that would have to be met, they were generally in favor of considering these changes to the B-2 Central Business District. However, they first wanted the input of the Downtown Management Board.

Staff is requesting that the DMB discuss this potential amendment and pass their comments and recommendations on to the Planning Commission. Please keep in mind that if a change is made, it will provide a choice for building owners and will not be a requirement.

Please feel free to contact me if you have questions or concerns.

Enclosure



BOARD: Planning Commission

MEETING DATE: May 6, 2021

DATE PREPARED: April 26, 2021

AGENDA SUBJECT: Zoning Ordinance Amendments to Address Housing Needs

RECOMMENDATION: Discussion/Direction

Due to the length of the April 15 agenda, the Planning Commission scheduled a special meeting to focus on potential zoning ordinance amendments. This memo is modified from what was previously included, but still has the format of possible ordinance change, pros and cons or issues previously raised with this change, and possible ways to move forward in the short and longer term for each item.

A. Make Changes to Density Calculations

Why? The density calculation for the RM-1 and RM-2 Districts are based on a formula that likely was part of the original 1974 Zoning Ordinance and is more suited to Greenfield than infill redevelopment sites. These calculations also carry through to any of the business or industrial districts that allow residential uses, making existing sites less feasible for multiple family construction.

Proposal: Change or eliminate density restrictions **on new construction** in multiple family, business and industrial districts. Rely on the lot coverage, setbacks and parking requirements to determine building size and number of units.

Pros: The current calculation results in suburban form residential development. Removing the current calculation based on lot size could result in the ability to create more units, which improves project economic viability and therefore such projects are more likely to occur.

Cons/Issues Raised:

- How to prevent this change from encouraging building teardowns and larger buildings being built in areas zoned multiple family, have multiple units, yet are the scale of large single family dwellings (i.e., West Side neighborhood, Old Town Emmet); and
- How to ensure new units created meet current building and property maintenance codes.

➤ Possible ways to move forward

Short Term

- Eliminate density calculation only in business and industrial districts for new construction.

- Eliminate density restrictions in multiple family districts for existing buildings only, subject to compliance with administrative zoning and building approval for addition of units in an existing building.

Longer Term

- Create form standards for multiple family buildings in multiple family districts.
- Downzone properties currently in the RM-2 District, but allow 4-6 unit buildings in the single family zoning districts subject to special condition use approval (and include form standards).

B. Changes to Parking Requirements

Why? Parking requirements take up a large amount of a redevelopment site. While parking is necessary, reducing the required amount of parking allows more of a site to be used for housing.

Proposal: Reduce parking requirements in all residential districts and/or create parking maximums in place of parking minimums.

Currently, off-street parking requirements are as follows:

- Single and two family residential – 2 spaces per unit;
- Multiple family residential – 1.5 spaces per unit;
- B-2A and B-2B District allows for reduction of 75% full requirement ; and
- Allowance for Planning Commission to approve up to 20% of requirement to be on-street parking, not to exceed six (6) spaces within 300 feet of property.

Pros:

- Prioritize housing over vehicle storage;
- Petoskey is mostly built out and houses have driveways and garages, so this would not have a large impact on existing neighborhoods; and
- On-street parking is an effective traffic calming method.

Cons/Issues Raised:

- Neighborhood concerns about on-street parking, particularly in winter; and
- Need to move cars for snow removal and street sweeping.

➤ Possible ways to move forward

Short Term

- Realize that our current requirements are minimums and most property owners have or want more than the minimum (which creates an impervious area issue and why communities put in parking maximums).
 - A change to one (1) space per unit for single and two family units will not greatly impact currently built-out neighborhoods.
 - Consider the allowance of no less than 75 percent of full requirement in additional zoning districts (currently B-2A and B-2B), subject to site plan review and demonstrated availability of nearby on-street parking.
- Increase the percent allowed on-street from 20 percent to 50 percent, keeping the maximum number at six (6) spaces.

- Change allowance to an administrative zoning permit approval for changes to existing structures that increase units.
- Allow use of stacking in driveway to meet requirement in single family districts.
- Change requirement for new multiple family construction to a minimum of one (1) space per dwelling unit plus X number of visitor parking spaces and maximum of 1.5 spaces per unit.
- Allow increased lot coverage of buildings if parking provided under-ground or under the building.

Longer Term

- Educate the public on the benefits of on-street parking in neighborhoods as a traffic calming method. Most of our streets are more than wide enough to handle parking and traffic flow.
- Require parking under the building.

C. Changes to Building Height Calculation/Allowance

Why? Numerous developers have commented that you cannot build a market-rate multiple family building in 3 stories, 33 feet due to requirements of the current building code. If we actually want development, our ordinances should allow for three-story buildings with ceiling heights of more than eight (8) feet.

Proposals:

1. Increase the height allowance in any zoning district that allows three (3) stories to 3 stories, 40 feet. This is currently the height limit of the Central Business District, while other districts allow 3 stories, 33 feet, which is difficult to meet with current building codes;
2. Change how flat-roof building heights are measured. Change the 40 foot height limit to the surface of the roof (vs. top of parapet), with an allowance of no more than 3 feet for a parapet to help screen mechanical units and stairwells, but these should not be included in building height; and
3. Consider incentive zoning in the Central Business District that could allow four stories if a certain percent of units are restricted to 80-120% AMI.

Pros:

- Having height regulations that allow for useable residential and/or commercial space based on current building code requirements and more than 8 feet floor to ceiling heights; and
- Allowing height in the CBD to accomplish an established priority for development (attainable housing).

Cons/Issues Raised:

- Ensuring that allowing more height does not incentivize removal of existing historic downtown buildings;
- Keeping community scale; and
- How to regulate rooftop decks.

➤ Possible ways to move forward

Short Term

- Only increase the height measurement of 40 feet to address current building code issues and make new buildings – or building additions - more consistent with existing buildings downtown.
- Allow in-fill buildings downtown to be within 10% of the height of adjacent buildings.
- Change measurement of buildings in multiple family districts, and increase height at a minimum to what needed for buildings with 9 feet of floor to ceiling height.
- Change height in O-S Office Service to 2 stories, 30 feet (currently 3 stories, 33 feet which cannot be built).

Schematic drawings provided by Commissioner Neumann and Elaine Keiser previously, as well as existing downtown building heights and suggest language change enclosed.

- Draft roof deck language based on examples (enclosed).

D. Changes to Private Street Standards

Why? The current subdivision ordinance requires private streets serving more than eight (8) units to be 32 feet of paved width. This is wider than many of our public streets.

Proposal:

1. Amend private street standards in the Subdivision Ordinance

Pros:

- Decreases amount of impervious surface to what is absolutely needed;
- Decreases cost of development infrastructure; and
- Increases area available for home sites

Cons/Issues Raised:

- Must meet access needs of DPS vehicles

➤ Possible ways to move forward

- Maintain the requirement for 20 feet of pavement and an emergency turnaround for any street more than 300 feet. Department of Public Safety Director Breed feels this is sufficient for access.

E. Changes to Single Family Districts

Why? The following suggestions are ways to allow for infill development that is compatible with the predominately single family character of our neighborhoods – many of which already have houses divided into multiple uses.

Proposals:

1. Allow two-family dwellings by right in all zoning districts – staff approval through a zoning permit that will review parking sufficiency (currently allowed as a special condition use requiring a public hearing at the Planning Commission).

Pros:

- Creates units at neighborhood scale rather than large scale multiple family buildings; and
- They exist in the community and with minimal restrictions, could fit well into existing neighborhood form.

Cons/Issues Raised:

- Concerns about how they will impact community character, crowding, and neighbor privacy (setbacks);
- Concerns will be used as short term rentals and not housing (enforcement/state law superseding local regulations); and
- Concerns about houses being divided and not meet building codes.

➤ Possible ways to move forward

- Move two-family dwellings into permitted uses in the R-1, R-2 and R-3 Districts and keep existing language about meeting Section 1600, parking requirements and garages not protruding beyond the front building plane (Section 402(9)).

2. Allow Accessory Dwelling Units (ADUs) in all single family districts by right – staff approval through a zoning permit.

Pros:

- Allows for units that meet the needs of the average household size;
- Allows for extended family or caregiver living space;
- Efficient use of existing infrastructure for new housing units – streets, sidewalks, utilities. Not extending infrastructure to a new subdivision;
- Creates units at neighborhood scale rather than large scale multiple family buildings;
- Many communities that are allowing them have not experienced problems and have decreased regulations; and
- These were historically allowed. Some already have several that exist that have not created issues (see enclosed map).

Cons/Issues Raised: (these are not stated as facts or opinions, but have been previously brought up)

- Concerns about how they will impact community character, crowding, and neighbor privacy (setbacks);
- Concerns about how they will impact homestead exemption;
- Concerns will be used as short term rentals and not housing (enforcement/state law superseding local regulations);
- Concerns they will not be affordable housing due to the cost of construction; and
- Concerns they will overburden utilities.

➤ Possible ways to move forward

- Review data from Traverse City – they have had approximately 10 ADUs approved per year for the past 6 years.
- Review/amend the draft ordinance language previously discussed.
- Clarify how units are tied into utilities and how homestead exemptions could be impacted.
- Do a test period of two years, limit the number allowed annually.

3. Consider eliminating one single family residential district (R-1) and allow all single family districts to have side yard setbacks of a minimum of 15 feet – one setback no less than 5 feet- as is currently allowed in the R-2 and R-3 Districts.

Pros:

- One less zoning district; and
- The permitted uses are all the same in the R-1 and R-2 Districts

Con/Issues Raised:

- Concern that property is being down-zoned; and
- Allowing less than 10 feet of side-yard setback in all single-family districts will simply allow larger, more expensive homes.

➤ Possible ways to move forward

- Allow for expansion of existing structures only.
- Allow for reconstruction if existing structure is non-conforming.
- Allow for lots less than a certain square footage (7,200 square feet).

4. Decrease the required minimum lot sizes in single family districts to be consistent with originally platted lots (50'x150' or 145' versus current widths of 60' and 70')

Pros:

- This will not create a rush to split existing lots as most are not large enough, would not meet other requirements, or property owners chose larger lot for a reason; and
- It could make existing vacant properties more viable for single-family development.

Cons/Issues Raised:

- This will not create a lot of new building sites.

➤ Possible ways to move forward

- Identify lots that could potentially be further divided for additional housing units, if 50 feet of width and 7,200 square feet the minimum required.

F. Changes to Ground Floor Uses in the CBD

Why? The downtown is our densest zoning district. While it is important to have commercial ground floor uses fronting the street, there may be the ability to accomplish this while also allowing creation of residential uses.

Proposals:

1. Consider allowing the back half of downtown storefronts to be converted to residential use if located on an alley (require a minimum amount of first floor, street fronting commercial space).

Pros:

- Could potentially help fill vacant storefronts; and
- Creates in-demand downtown units.

Cons/Issues Raised:

- Need to ensure that the storefront commercial space remains and that it is not used to only provide the residential space while leaving street-fronting commercial space vacant;
- Potential building code issues; and
- They could become short-term rentals unless requirement that business owner also lives there.

➤ Possible ways to move forward

- Get input from the Downtown Management Board.
 - Check with building department on possible code issues that make it infeasible.
2. Allow lower level space that fronts an alley to be converted to residential space. Current language only allows upper stories to be used for residential.

Pros:

- Does not take away from street-fronting commercial uses; and
- Creates in-demand downtown units.

Cons/Issues Raised:

- Potential building code issues.



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman, Downtown Director
DATE: May 11, 2021
RE: Request for Appointment to the Design Committee

The approved committee structure for membership on DMB committees states the following regarding the Downtown Design Committee:

Design Committee – The mission of this committee is to maintain a consistent, first-class visual image of Downtown Petoskey by preserving the area’s historic integrity and promoting a high-quality standard for built environment design. A primary role of this committee is to oversee the Façade Improvement Grant Program. This committee should be limited to six voting members, including at least one DMB representative, and the City Planner as liaison. This committee is expected to meet as needed. Members of the committee should possess:

- a financial or professional interest in Downtown Petoskey;
- and a background in planning or architecture or possession of a well-developed knowledge of the history of Downtown Petoskey’s design and character;
- and a respect and understanding of the economic benefits of historic preservation.

Current Committee Members are:

- | | |
|------------------------|--------------------|
| 1. Rick Neumann, Chair | Architect |
| 2. Justin Rashid | American Spoon |
| 3. Tim Knutsen | Beckett & Raeder |
| 4. Greg Presley | Presley Architects |
| 5. Amy Tweeten | City Planner |

Currently, there is no representative from the DMB. Board member Gary Albert has volunteered to join the committee and would qualify by virtue of being a Board member. He also has a financial interest in Downtown and a well-developed knowledge of the history of Downtown’s design and character. Especially during the time that the committee is working on the streetscape and lighting studies, it is important that the DMB be represented. It is the recommendation of staff that Albert be appointed to the committee.

Please feel free to contact me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: May 18, 2021 **DATE PREPARED:** May 14, 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

May 11, 2021
10:00 AM
Conference Call

1. Welcome – Members present were Slocum and Meikle. Members absent were Marshall-Rashid, Bennet, and Harris. Staff present was Goodman
2. County Parking Lot – Goodman reported that a meeting was held with County Administrator Reaves, Al Terry, Rob Straebel, and herself regarding the possibilities of creative financing on a financial partnership to build a deck at the corner of Lake and Division Streets. The County once again made it clear that they were willing to consider participation in the project but that they had no ability to contribute financially, either now or in the future. The most they could consider would be to request that the County Commissioners consider an arrangement where the County provided rights to their property in exchange for 75 dedicated spaces (they now have 50 on their own property). City staff does not believe that this is equitable, considering the financial burden the total cost would put on the Parking Fund and Downtown merchants and landlords who would have to pay special assessments and talks are now stalled. In addition, parking revenues have been down as a result of COVID and there is hesitancy on the part of Downtown staff to commit to this large project when the future is uncertain. Committee members directed staff to prepare an agenda item for the full Board that gives consideration to all options available and will ask the Board to commit to a direction moving forward.
3. Office Updates – Staff reported that she is continuing attempts to hire additional staff but has been unsuccessful. She has recently developed an incentive program that will pay benefits at the end of the summer and plans to apply it to all Downtown staff in an effort to be fair. This benefit will be absorbed by the salary line item that will not include a trolley driver this year and that will not include payroll expenses for at least two, annual part time people. Running this low on employees will increase the workload of the current employees and also be reflected in parking fine revenue.
4. Stats – The stats were reviewed and found to be somewhat comparable to last YTD and, again, affected by COVID.

*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, May 4, 2020

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

Members present: Shorter, Bennett, Bell, Andi & Becky

1. Tracking Update – the committee reviewed the tracking sheet. Andi noted that our numbers are a little lower than last month, but later in the agenda, the committee will be asked to brainstorm a campaign for the summer, which I'm confident will increase our numbers on all platforms.
2. Shopping Map Update – Andi has been working on updating the shopping map for this year. The map will be distributed right before Memorial Day Weekend. The committee has previously discussed promoting our social district and the shopping map is a great place to feature this unique attribute of downtown Petoskey. We have a nice full page ad for the Social District in the map this year. Andi showed the committee the social district ad for the shopping map.
3. Shopping Map Cover Photo Contest – Andi informed members of the committee that were not present at the last meeting about the Cover Photo Contest that has been taking place for the last two weeks. We have received almost 60 photo submissions. The committee reviewed the top photos and decided on a winning photo by Alex Childress.
4. Social Media Marketing Campaigns
 - a. With the cancelations of our summer events, the committee brainstormed a great social media campaign for the summer. This campaign will feature a daily “theme” and will give Andi a consecutive plan to work with. The committee believes these “themes” are nice and broad and can easily be applied and highlight the variety of stores and businesses we have in downtown. The committee is confident this campaign will drive our engagement up by utilizing the trends of the social media platforms with using easy hastag-able themes for people to follow along with.
 - b. This campaign will begin Monday May 31st
 - i. Monday's – #MakerMonday
 - ii. Tuesday's - #TakeOverTuesday
 - iii. Wednesday's - #WelcomeWednesday
 - iv. Thursday's - #TakeaStrollThursday
 - v. Friday's - #FoodieFriday
 - c. These “themes” have been decided by the committee after taking into consideration comments from Merchants and after committee discussion. Based on what downtown businesses have going on, Andi can highlight them in the campaign accordingly. For example, say North Perk just came out with a new latte, they could be featured on #MakerMonday... or we could go behind the scenes with Monarch when they are making a floral arrangement. With this campaign and the broad themes, we can highlight things like milestone anniversary's (#TakeOverTuesday, the diverse restaurants and food-orientated businesses like Fustini's on #FoodieFriday)
5. Adjourn 5:15pm



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: Mikayla, Sarah, Andi & Becky

1. Update about Summer Open House and Movies in the Park

- Andi updated the committee on the decision the DMB made at the April meeting, deciding not to hold SOH and Movies in the park at dark this year. Explaining that SWS is still on the plate and will be discussed at the May DMB meeting. The committee was understanding of the decision and remains hopeful for Sidewalk Sales.

2. Going Forward....

- The committee discussed going forward and taking the summer off to regroup. Since we will not have our normal event schedule and Sidewalk Sales does not require a lot of the events committee's focus, and the employee shortage predicting a busy summer, we have decided to take the next two months off, and pick things back up in August when we will talk about the fall and winter events WHICH WE WILL HAVE! In the meantime, staff asked the committee to brainstorm ideas about how we can improve our fall and winter events (listed below).
- Halloween
 - i. Jack o Lantern Walk
 - ii. DT Trick or Treat
 - iii. Costume Parade
- Ladies Opening Night
- Stafford's Downtown Petoskey Holiday Parade
 - i. What great parade entries can we get??
 - ii. Do we want 2 emcee locations?
- Holiday Open House
- Winter Weekend
 - i. More ice sculptures

3. Adjourn



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: May 18, 2021 **DATE PREPARED:** May 14, 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