



### DOWNTOWN MANAGEMENT BOARD

July 20, 2021

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of June 15, 2021
  - (b) Payment of June bills
  - (c) Acceptance of June expense and income reports
3. Old Business – Discuss potential end of summer event as recommended by Downtown staff and Downtown Events Committee
4. New Business:
  - (a) Discuss and possible recommendation of a Redevelopment Liquor License for Clurichaun Enterprises LLC dba The Underground Bar, 406 East Lake Street
  - (b) Hear presentation and discussion regarding alternative uses for Parking Fund revenue
  - (c) Reports by Downtown Management Board Committees
  - (d) Report by City staff
5. Miscellaneous
6. Adjournment

You may also join remotely

Join Zoom Meeting: <https://us02web.zoom.us/j/83493357291>

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

Meeting ID: 834 9335 7291

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](mailto: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.



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** July 20, 2021

**PREPARED:** July 16, 2021

**AGENDA SUBJECT:** Consent Agenda

**RECOMMENDATION:** That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

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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 June 15, 2021; (2) Acknowledgement of bills since June 15, 2021; and (3) Acceptance of the June expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



## DOWNTOWN MANAGEMENT BOARD

June 15, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall conducted through Zoom, on Tuesday, June 15, 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  
Noah Marshall-Rashid, Petoskey, Emmet County, MI  
Robin Bennett, Saugatuck, Allegan County, MI  
Dan Harris, Petoskey, Emmet County, MI  
Joe Keedy, Petoskey, Emmet County, MI  
Mayor John Murphy, Petoskey, Emmet County, MI

Absent: Marnie Duse

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 April 20, 2021 regular meeting minutes; acknowledgement of bills since April 20, 2021 that totaled \$26,686.17; the April expense and income reports; acknowledgement of bills since May 18 that totaled \$38,769.59; the May expense and income reports as prepared by the Downtown Director. Upon motion made by Harris and seconded by Shorter the consent agenda was approved. All in favor.

### **Discuss and Determine 2021 Sidewalk Sales**

Goodman reviewed that COVID restrictions had been lifted and that the City had approved the application to hold Sidewalk Sales. It was the recommendation of staff that the 55-year-old event be held again this year. Motion to hold Sidewalk Sales on the last weekend of July was made by Marshall-Rashid. Seconded by Albert. All in favor.

### **Discuss Potential Zoning Ordinance Amendments to Ground Floor uses in the Central Business District Requested by the Planning Commission**

Goodman reviewed her memo stating that this agenda item was for discussion and recommendation only as requested by the Planning Commission.

Board member comments were questions regarding prior denial of residential on the first floor at the 200 East Lake Street development site; what potential restrictions the Planning Commission would place on the final ordinance amendment; what the details of the amendment to the ordinance might be; and that the Board would be open to this concept in spirit but would want to see the details before approval. There was a strong desire to maintain commercial on all street fronts. The Board concurred that the concept was solid, but that they would like have an opportunity for final review.

### **Consider Appointment to the Design Committee**

Goodman reviewed that there were openings on the Design Committee and that one criteria was that a member of the committee should be a DMB member. Gary Albert had volunteered and showed a strong interest in committee work. His interest in committee work has been demonstrated. Motion by Harris and seconded by Shorter to appoint Albert to the committee. All in favor.

### **Discuss and Possibly Approve Downtown Lighting Project Requested by the Design Committee**

Goodman reviewed that the Design Committee had met and chosen improved lighting of the Gazebo as their first project. Tim Knutsen, Beckett and Raeder, gave a short presentation of the gazebo lighting project, stating the project would consist of three elements, including foundation lighting, interior lighting and downward cast lighting. Board members questioned if there were final pictures of what the lighting would look like; how mowing and snow removal would be affected; what the costs would be; and if the allocated \$15,000 would be enough to complete the project. It was moved by Marshall-Rashid and seconded by Harris that the gazebo project be completed at a cost not to exceed \$20,000. All in favor.

### **Discuss and Possible Approval of The Big Art Show hosted by Big Brothers Big Sisters in Pennsylvania Park**

Goodman reviewed that the Big Brothers Big Sisters had applied to the City for permission to hold their annual art and crafts fair in Pennsylvania Park on Saturday, August 21 of this summer, explaining that the normal course of action for application to use City parks for an event is for the application to be approved by the Parks and Rec Department, the DPW, Public Safety, and the Downtown Office. She explained that all City staff required to approve had signed off on holding The Big Art Show, however she, as Downtown staff, had not, due to the number of complaints she had heard from merchants about the show over the years. The City Manager, who has final approval of holding any event on public property, is asking for DMB input before he makes a final decision to approve or not approve holding this craft show. Goodman asked the Board to consider the following points in their discussion and decision making:

- This event was held for many years by the JayCees who coordinated it through the Chamber as a part of Festival on the Bay. During those years, the event was not juried and many of the vendors were selling low quality or “flea market” type merchandise. Several complaints were made over the years that the event did not reflect Downtown’s upscale image and reputation for high end shops that provided unique and rare merchandise. That stigma still exists and today. Much of the merchandise currently sold at the fair is not hand crafted, but is commercially produced. Last year it was observed that there were some items being sold at the event that were identical or similar to items being sold in our own stores which sets up a competitive situation.
- Over all of the years the event has been held in Pennsylvania Park there have been problems with the vendors obeying the parking rules set forward by the event organizers who state on the application that they have made arrangements for them and require them to park in the News Review parking lot. The problem is that they do not enforce their own regulations. Staff has monitored the News Review lot on the day of the event and found only two or three cars parked there, indicating that the vendors for the craft fair are not parking there. Last year, staff noted that vendors were loading and unloading their cars from spaces surrounding the park. If those cars were left there all day, which appeared to be the case, this took away valuable parking spaces from Downtown businesses. The vendors also park at three hour meters for the entire day. Since the majority of them come here only once a year, they receive a courtesy notice and do not even pay for the parking that they use.

- With the elimination of Festival on the Bay from the Chamber schedule, staff had requested that this event no longer be held in Downtown on a busy, summer Saturday but that has not happened. Over the years, staff has received numerous complaints from merchants who believe that the vendors do not respect the parking ordinance and that the customers they attract do not visit Downtown shops and restaurants, but merely come to the event, take up parking spaces that could have been used by shoppers, and then leave. (staff noted that she has even received complaints about Art in the Park, a very prestigious art fair, being held on a summer Saturday when shopping needs are high.) A better day for the craft show to be held, if it were to benefit Downtown by bringing in additional shoppers, would be a Sunday when the parking system is traditionally not as taxed.
- In summary, staff supports the rights of merchants who have complained about the BBBS Big Art Show over the years to have their thoughts considered. Many report that the extra chaos created by this event is a detriment to their sales. There is no doubt that the BBBS organization does excellent work and deserves support, but perhaps a park by the waterfront would be a better location for the event to be held.

Comments from Board members included questions about what the organization paid to the City; that opening up to one group means opening up to everyone; concurrence that commercial activity in the park should not be allowed; and that the cause of the organization is admirable but the fit is not good for the Downtown community.

Motion to deny the Big Brothers Big Sisters application for the Big Art Show was made by Harris, seconded by Marshall-Rashid. All in favor.

### **Reports by Downtown Committees**

**Marketing and Events Committees** – Symonds reviewed the committee notes that were included in the packet stating that there was interest from the Events Committee in holding an event at the end of the summer that would be a composite of the events that had been cancelled so far in the summer. This event could be funded with money in line items that were not spent. Staff asked if there were objections from the Board for staff to work on the event. There were no objections and staff agreed to come back with a final plan at the July meeting.

**Parking Committee** – Goodman reported that the notes were in the packet but that since the meeting, she had heard feedback from the merchants that the curbside bags were becoming obsolete and that the spaces would be more valuable as parking spaces than pick up spaces. She announced that she had determined to eliminate them July 1 if there were no objections from the Board. Goodman went on to further explain that the Parking Committee had decided to move away from plans for collaborating with the County at this time; and that two new employees had been hired in the parking office, that one of them was a relative of an employee, that raises and incentives have given. Parking revenue is up again.

**Downtown Economic Enhancement** – Goodman announced that there is a new mortgage company moving into the former Trillium location that will be doing a complete façade renovation; Thunder Bay Winery will be moving in on upper Mitchell shortly; there will be a vacancy at 410 Lake Street that could last several months due to a landlord dispute; Big Red Nutritional Sports Drinks has moved in the former La Dolce Vita space; Northern Michigan Axe Throwing Company will be moving in an Upper Mitchell location soon; and that two dining decks are in operation this summer. Business owners are reporting good sales and high foot traffic.

**Other News** – Goodman introduced Joe Keedy, Wineguys, as a newly appointed Board member replacing Brittany Brubaker. She then informed the committee that the Parking Services Office is now fully staffed between 8 and 6 daily and that she and Andi and in the office on a regular basis but are continuing to do some of their work remotely.

### **Report from City Staff**

City Manager Straebel reported that City Council will be considering the partial funding of the hiring a housing coordinator; Council had approved their new Action Plan; Council passed a resolution in opposition to a house bill that would impact the City's ability to locally control short term rentals; Little Traverse Wheelway detour plans are moving ahead; the Fourth of July festivities have been approved; a new bridge is being completed at the Bear River Sports complex; and a \$175,000 grant has been obtained from the Waterway Council to replace fuel tanks this fall.

#### **Other Miscellaneous Comments**

Board member Shorter asked if there was a way to promote which restaurants are open on which days so that the retail community could help guests find places to eat.

Chair Slocum reminded the Board that the July meeting would be held in person and encouraged board members to arrive on time.

#### **Adjourn**

The meeting was adjourned at 8:15 PM.

DRAFT

**Downtown Management  
Monthly Bills - June 2021**

July 12, 2021

**PROGRAMS AND SERVICES**

|                                      |                                   |               |                    |
|--------------------------------------|-----------------------------------|---------------|--------------------|
| DT Marketing                         | Adobe/Creative Cloud              | DT Assessment | \$ 21.19           |
| DT Marketing                         | MailChimp/contract                | DT Assessment | \$ 62.99           |
| DT Marketing                         | WooBox/monthly plan               | DT Assessment | \$ 37.00           |
| 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 | \$ 11.99           |
| DT Marketing                         | Tom Renkes/blog                   | DT Assessment | \$ 150.00          |
| DT Marketing                         | Canva for Work/monthly plan       | DT Assessment | \$ 12.95           |
| DT Marketing                         | Crystal Media/social media day    | DT Assessment | \$ 97.00           |
| DT Marketing                         | Later/plan                        | DT Assessment | \$ 9.00            |
| DT Marketing                         | Mitchell Graphics/DT map printing | DT Assessment | \$ 7,270.09        |
| Flowers                              | Gordon's/juice boxes              | DT Assessment | \$ 65.94           |
| <b>Total Programs &amp; Services</b> |                                   |               | <b>\$ 7,797.48</b> |

**PARKING FUND**

|                     |  |              |                  |
|---------------------|--|--------------|------------------|
| Bank Charges        | Bank Charges                             | Parking Fund | NA               |
| Contracted Services | Traffic & Safety/M2M Verizon             | Parking Fund | \$ 81.00         |
| Contracted Services | T2/Digital Iris Services                 | Parking Fund | \$ 165.00        |
| Contracted Services | LexisNexis/contract                      | Parking Fund | \$ 150.00        |
| Contracted Services | Van's/contract                           | Parking Fund | \$ 145.68        |
| Contracted Services | USIO/cc fees                             | Parking Fund | \$ 28.28         |
| Contracted Services | Omnipark/annual fee                      | Parking Fund | \$ 2,760.00      |
| DT Office           | Zoom/monthly fee                         | Parking Fund | \$ 15.69         |
| DT Office           | Spectrum/phones, internet                | Parking Fund | \$ 123.15        |
| DT Office           | DTE/utilities                            | Parking Fund | \$ 58.62         |
| DT Office           | Wm Thompson/rent                         | Parking Fund | \$ 850.00        |
| DT Office           | McCardel/water                           | Parking Fund | \$ 41.00         |
| DT Office           | City of Petoskey/utilities               | Parking Fund | \$ 48.21         |
| DT Office           | ThruGlass/window cleaning                | Parking Fund | \$ 25.00         |
| DT Office           | Meyer ACE/supplies                       | Parking Fund | \$ 10.29         |
| DT Office           | Integrity/supplies                       | Parking Fund | \$ 20.54         |
| DT Office           | Office Max/desk                          | Parking Fund | \$ 211.99        |
| DT Office           | Bill and Carol's/trash bags              | Parking Fund | \$ 32.00         |
| DT Office           | Trophy Case/name tags                    | Parking Fund | \$ 32.00         |
| DT Office           | Wages                                    | Parking Fund | \$ 18,000.00 est |
| Uniforms            | Personal Graphics/shirts, summer jackets | Parking Fund | \$ 441.81        |
| Utilities           | City of Petoskey/EVC station             | Parking Fund | \$ 44.16         |
| Utilities           | City of Petoskey/Petrie Lot water        | Parking Fund | \$ 31.68         |
| Utilities           | City of Petoskey/Clifton Lot irrigation  | Parking Fund | \$ 13.86         |
| Utilities           | City of Petoskey/Livery Lot irrigation   | Parking Fund | \$ 71.27         |
| Utilities           | AT&T/cell phone upgrade                  | Parking Fund | \$ 171.99        |
| Utilities           | AT&T/cell phones                         | Parking Fund | \$ 395.33        |

**TOTAL** **\$ 23,968.55**

**TOTAL BILLS** **\$ 31,766.03**

PROGRAMS SERVICES  
MONTHLY REPORT  
June 2021

| REVENUES                               | BUDGET     | CURRENT MONTH | YTD        | LAST YTD   | BUDGET BALANCE |
|--|------------|---------------|------------|------------|----------------|
| SPECIAL ASSESSMENTS                    | 103,632.00 | 0.00          | 103,632.00 | 101,600.00 | -              |
| PENALTIES & INTEREST                   | 3,000.00   | 0.00          | 0.00       | 415.97     | 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                        | -          | 0.00          | 675.00     | 4,825.00   | (675.00)       |
| 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       | 300.00     | 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       | 125.00     | 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 | 0.00          | 104,307.00 | 110,765.97 | 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       | 1,000.00   | 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          | 1,000.00   | 0.00       | -              |
| 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  | 461.45        | 2,826.15   | 12,109.18  | 27,173.85      |
| Adobe/Creative Cloud \$21.19           |            |               |            |            |                |
| MailChimp/contract \$62.99             |            |               |            |            |                |
| WooBox/monthly plan \$37               |            |               |            |            |                |
| Adobe/photoshop \$10.59                |            |               |            |            |                |
| Adobe/Acrobat \$26.49                  |            |               |            |            |                |
| Adobe InDesign \$22.25                 |            |               |            |            |                |
| Canva for Work/monthly plan \$12.95    |            |               |            |            |                |
| Crystal Media/social media day \$97    |            |               |            |            |                |
| Later/plan \$9                         |            |               |            |            |                |
| Dropbox/services \$11.99               |            |               |            |            |                |
| Tom Renkes/blog \$150                  |            |               |            |            |                |
| SHOP MAP                               | 9,000.00   | 7,270.09      | 7,770.09   | 0.00       | 1,229.91       |
| Mitchell Graphics/Print map \$7,270.09 |            |               |            |            |                |
| 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  
June 2021

July 13, 2021

| EXPENSES                         | BUDGET     | CURRENT<br>MONTH | YTD       | LAST YTD  | BUDGET<br>BALANCE |
|----------------------------------|------------|------------------|-----------|-----------|-------------------|
| <b>Economic Enhancement</b>      |            |                  |           |           |                   |
| BUSINESS RECRUITMENT             | 500.00     | 0.00             | 0.00      | 0.00      | 500.00            |
| BUSINESS RETENTION               | 1,000.00   | 0.00             | 500.00    | 0.00      | 500.00            |
| <b>Beautification</b>            |            |                  |           |           |                   |
| 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   | 65.94            | 316.90    | 291.00    | 8,683.10          |
| Gordon's/juice boxes \$65.94     |            |                  |           |           |                   |
| <b>Administrative</b>            |            |                  |           |           |                   |
| INSURANCE AND BONDS              | 200.00     | 0.00             | 0.00      | 0.00      | 200.00            |
| CAPITAL OUTLAY                   | 15,000.00  | 0.00             | 790.00    | 0.00      | 14,210.00         |
| OTHER                            | 100.00     | 0.00             | 0.00      | 0.00      | 100.00            |
|                                  | 176,200.00 | 7,797.48         | 21,653.14 | 25,391.86 | 154,546.86        |
| Excess of Revenues Over Expenses | 3,282.00   | -7,797.48        | 82,653.86 | 85,374.11 | (79,371.86)       |

**Downtown Parking Fund**  
**June 2021**

July 13, 2021

|   | Budget            | Current<br>Month | YTD               | Last<br>YTD       | Budget<br>Balance |
|---|-------------------|------------------|-------------------|-------------------|-------------------|
| <b>REVENUES</b>                                 |                   |                  |                   |                   |                   |
| Meters  | 609,500.00        | 50,239.15        | 150,141.21        | 112,572.07        | 459,358.79        |
| finer   | 130,000.00        | 8,459.01         | 31,600.00         | 33,030.46         | 98,400.00         |
| Permits   | 87,000.00         | 5,885.00         | 59,785.00         | 29,342.00         | 27,215.00         |
| Bags  | 8,000.00          | 1,640.00         | 4,375.00          | 5,745.00          | 3,625.00          |
| Tokens  | 3,000.00          | 120.00           | 405.00            | 515.00            | 2,595.00          |
| Interest  | 4,000.00          | 77.96            | 155.92            | 929.40            | 3,844.08          |
| Meter Sponsorships                              | 5,000.00          | 948.00           | 948.00            | 875.00            | 4,052.00          |
| ParkMobile                                      | 60,000.00         | 9,327.63         | 34,867.36         | 36,322.06         | 25,132.64         |
| <b>Total Parking Revenue</b>                    | <b>906,500.00</b> | <b>76,696.75</b> | <b>282,277.49</b> | <b>219,330.99</b> | <b>624,222.51</b> |
| Other   |                   | -                | 0.00              | 0.00              | 0.00              |
| Credit Card Meter Sales                         |                   | 8,373.50         | 23,855.00         | 7,014.50          |                   |
| EV Charging Station                             |                   | 8.00             | 22.80             | 15.40             |                   |
| <b>Total Revenue</b>                            | <b>906,500.00</b> | <b>76,696.75</b> | <b>282,277.49</b> | <b>219,330.99</b> | <b>624,222.51</b> |
| <b>EXPENSES</b>                                 |                   |                  |                   |                   |                   |
| ADMINISTRATIVE FEES                             | 21,000.00         | 0.00             | 22,800.00         | 69.68             | -1,800.00         |
| BANK CHARGES                                    | 10,000.00         | NA               | 3,315.19          | 4,664.38          | 6,684.81          |
| CAPITAL OUTLAY                                  | 155,000.00        | 0.00             | 0.00              | 5,387.17          | 155,000.00        |
| CONFERENCES & MEMBERSHIPS                       | 5,000.00          | 0.00             | 0.00              | 488.25            | 5000.00           |
| CONTRACTED SERVICES                             | 80,000.00         | 3,329.96         | 53,184.60         | 44,437.80         | 26,815.40         |
| T2/Digital Iris \$165                           |                   |                  |                   |                   |                   |
| Traffic & Safety/M2M Station \$81               |                   |                  |                   |                   |                   |
| LexisNexis/contract \$150                       |                   |                  |                   |                   |                   |
| Van's/contract \$145.68                         |                   |                  |                   |                   |                   |
| USIO/cc fees \$28.28                            |                   |                  |                   |                   |                   |
| OmniPark/annual contract \$2,760                |                   |                  |                   |                   |                   |
| DOWNTOWN OFFICE                                 | 249,000.00        | 19,468.49        | 111,152.48        | 123,160.17        | 137,847.52        |
| Spectrum/phones, internet \$123.15              |                   |                  |                   |                   |                   |
| City of Petoskey/utilities \$48.21              |                   |                  |                   |                   |                   |
| Zoom/monthly fee \$15.69                        |                   |                  |                   |                   |                   |
| DTE/utilities \$58.62                           |                   |                  |                   |                   |                   |
| McCardel/water \$41                             |                   |                  |                   |                   |                   |
| Thru Glass/window cleaning \$25                 |                   |                  |                   |                   |                   |
| WmThompson/rent \$850                           |                   |                  |                   |                   |                   |
| Integrity/supplies \$20.54                      |                   |                  |                   |                   |                   |
| Office Max/desk \$211.99                        |                   |                  |                   |                   |                   |
| Meyer ACE/supplies \$10.29                      |                   |                  |                   |                   |                   |
| Trophy Case/name tags 32                        |                   |                  |                   |                   |                   |
| Bill and Carol's/trash bags \$32                |                   |                  |                   |                   |                   |
| Wages \$18,000                                  |                   |                  |                   |                   |                   |
| EQUIPMENT REPAIR                                | 1,000.00          | 0.00             | 4279.27           | 127.00            | (3,279.27)        |
| FAÇADE GRANT                                    | 20,000.00         | 0.00             | 0.00              | 155.82            | 20,000.00         |
| MATERIALS AND SUPPLIES                          | 10,000.00         | 0.00             | 2,281.07          | 2,596.02          | 7,718.93          |
| 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          | 441.81           | 441.81            | 0.00              | 1,058.19          |
| Personal Graphics/shirts, jackets \$441.81      |                   |                  |                   |                   |                   |
| UTILITIES                                       | 6,200.00          | 728.29           | 2,661.65          | 2,928.24          | 3,538.35          |
| AT&T/cell phones \$395.33                       |                   |                  |                   |                   |                   |
| AT&T/ cell phone updrade\$171.99                |                   |                  |                   |                   |                   |
| City of Petoskey/charging station \$44.16       |                   |                  |                   |                   |                   |
| City of Petoskey/Livery lot irrataion \$71.27   |                   |                  |                   |                   |                   |
| City of Petoskey/Petrie Lot irrigation \$31.68  |                   |                  |                   |                   |                   |
| City of Petoskey/Clifton Lot irrigation \$13.86 |                   |                  |                   |                   |                   |
| OTHER   | -                 |                  | 0.00              | 0.00              | -                 |
| <b>TOTAL EXPENSES</b>                           | <b>563,700.00</b> | <b>23,968.55</b> | <b>201,700.07</b> | <b>185,214.53</b> | <b>361,999.93</b> |
| <b>NET</b>                                      | <b>342,800.00</b> | <b>52,728.20</b> | <b>80,577.42</b>  | <b>34,116.46</b>  | <b>262,222.58</b> |



**MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** July 15, 2021

**RE:** Recommendation from Staff and the Downtown Events Committee to Hold an End of Summer Event

Please see the attached memo from Andi Symonds, Downtown Events and Promotions Coordinator, regarding holding a special end of summer event that will celebrate summer and somewhat compensate for the events that have been cancelled over the past two seasons due to COVID restrictions.

This event could be supported with funds in the Downtown Live item as that event was cancelled after the budget was approved. It is the recommendation of staff that the Board approve holding this event with costs not to exceed \$5,000.

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



## **MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Andi Symonds

**DATE:** July 15, 2021

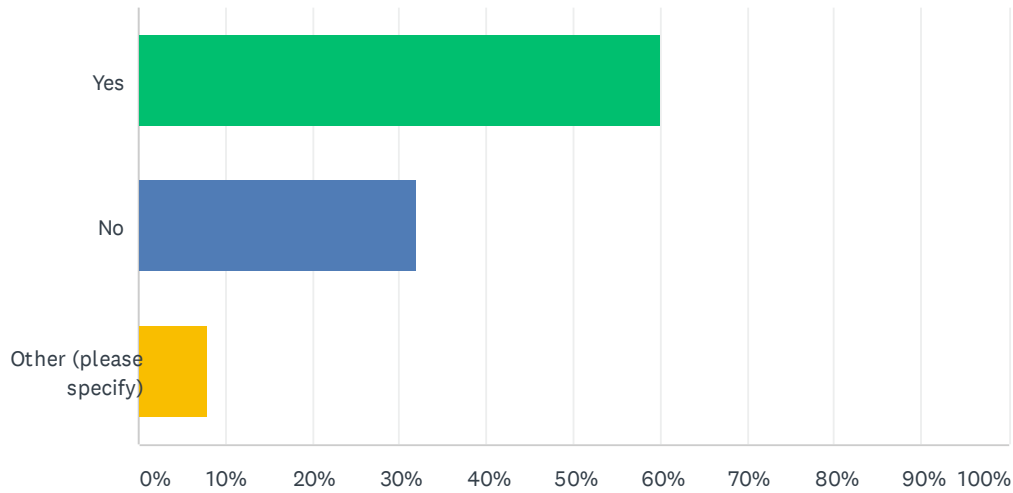
**RE:** Downtown Events Committee Request for Summer Event

As has been reported throughout this year, the Downtown Events Committee has had interest in having some sort of summer event in the late summer season if the COVID restrictions were lifted. With our current COVID standings, it seems as though we are back to some normalcy, so the events committee and I put together a concept for a simple, Celebrate Summer event. This event would feature a concert in the park and a movie in the park at dark on both evenings, have the trolley running for the weekend, some sort of scavenger hunt throughout the stores, and encourage our social district, shopping, and dining. The Downtown Galleries were consulted to see if they were interested in having their Gallery Walk on the Thursday of this event, but there was no interest received.

I have surveyed the downtown merchants to gauge their interest and support in having an event this summer. The survey responses are included in this memo. Based on the responses, it seems there is good support for having an event and the majority would like to see it during August 27-28. Taking into consideration the current date, the survey responses, the fact that this summer has been a record summer for many businesses, and that we do not want to burden businesses with added work for an event, it is my recommendation, on behalf of the Events Committee, that we create a simple event for people to enjoy Friday August 27 and Saturday August 28.

## Q1 Do you think an event like this is needed this year?

Answered: 25   Skipped: 0

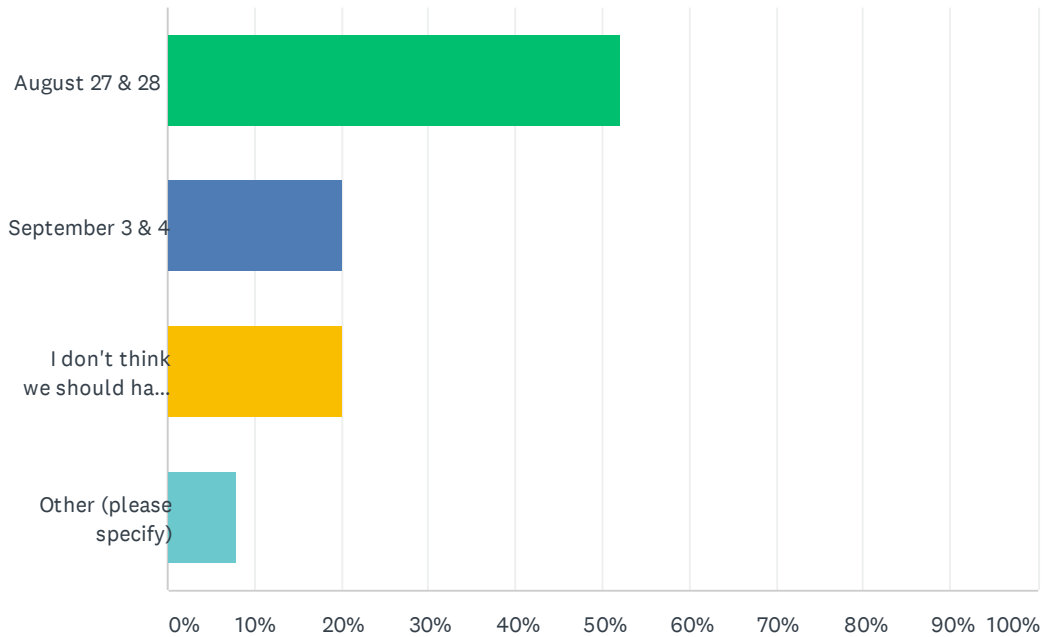


| ANSWER CHOICES         | RESPONSES |    |
|------------------------|-----------|----|
| Yes                    | 60.00%    | 15 |
| No                     | 32.00%    | 8  |
| Other (please specify) | 8.00%     | 2  |
| TOTAL                  |           | 25 |

| # | OTHER (PLEASE SPECIFY)           | DATE              |
|---|----------------------------------|-------------------|
| 1 | Ambivalent on the idea.          | 7/13/2021 7:48 AM |
| 2 | Needed? No, but it would be fun! | 7/12/2021 6:20 PM |

## Q2 When would you prefer the event take place?

Answered: 25 Skipped: 0

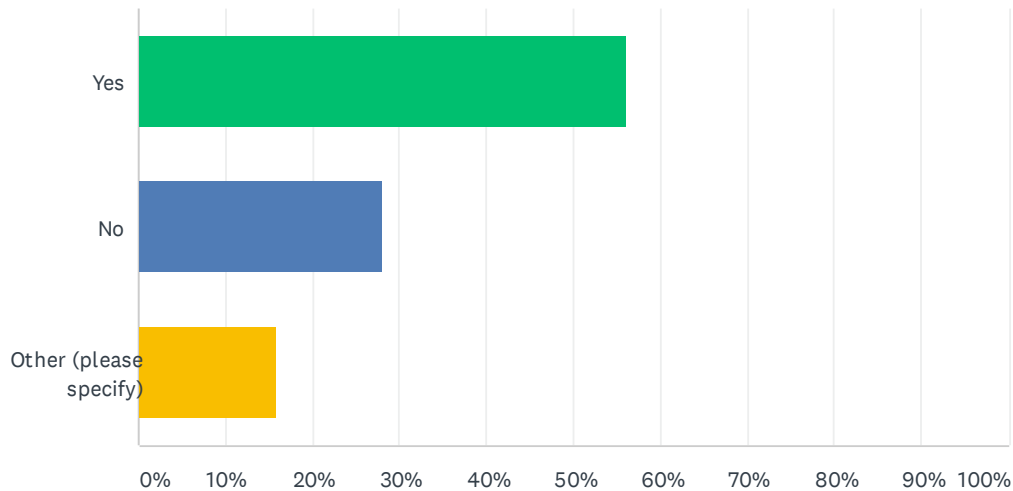


| ANSWER CHOICES                          |  | RESPONSES |    |
|---|--|-----------|----|
| August 27 & 28                          |  | 52.00%    | 13 |
| September 3 & 4                         |  | 20.00%    | 5  |
| I don't think we should have this event |  | 20.00%    | 5  |
| Other (please specify)                  |  | 8.00%     | 2  |
| TOTAL                                   |  |           | 25 |

| # | OTHER (PLEASE SPECIFY)                           | DATE              |
|---|--|-------------------|
| 1 | Any is fine                                      | 7/12/2021 4:15 PM |
| 2 | town already so busy and everyone so shortanded! | 7/12/2021 3:40 PM |

### Q3 Would you be willing to participate in this event by staying open later, until 8 pm on Friday and Saturday?

Answered: 25 Skipped: 0



| ANSWER CHOICES         | RESPONSES |    |
|------------------------|-----------|----|
| Yes                    | 56.00%    | 14 |
| No                     | 28.00%    | 7  |
| Other (please specify) | 16.00%    | 4  |
| TOTAL                  |           | 25 |

| # | OTHER (PLEASE SPECIFY)                         | DATE               |
|---|--|--------------------|
| 1 | Already open                                   | 7/14/2021 11:08 AM |
| 2 | It depends on my staffing. If available - yes  | 7/14/2021 8:15 AM  |
| 3 | Our office is Edward Jones and does not apply. | 7/13/2021 7:48 AM  |
| 4 | Friday   | 7/12/2021 3:45 PM  |

## Q4 Do you have any ideas for added activities for this event?

Answered: 10   Skipped: 15

| #  | RESPONSES   | DATE               |
|----|---|--------------------|
| 1  | We need to do a big g event, we need live music, beer tents and make it fun.  | 7/13/2021 10:09 AM |
| 2  | Some type of cookoff contest, whether that is fruit pies, hamburgers, chili, etc.   | 7/13/2021 7:48 AM  |
| 3  | Fun things in the park for families so other family members can shop  | 7/12/2021 6:20 PM  |
| 4  | Great idea What about car/bike show during the day on side street. Need a local draw to make it work. Otherwise it's just an event for the people already downtown. Parade or contest ?? The tug of war between harbor and petoskey fire Dept used to be a ton of fun. Throw back events ?? | 7/12/2021 5:50 PM  |
| 5  | .   | 7/12/2021 4:42 PM  |
| 6  | live music in the park!   | 7/12/2021 4:15 PM  |
| 7  | -   | 7/12/2021 4:15 PM  |
| 8  | Food trucks   | 7/12/2021 4:04 PM  |
| 9  | No  | 7/12/2021 3:56 PM  |
| 10 | I think it is very busy downtown and the event is not needed but it could still be a lot of fun and another opportunity to advertise and engage locals and visitors.  | 7/12/2021 3:48 PM  |



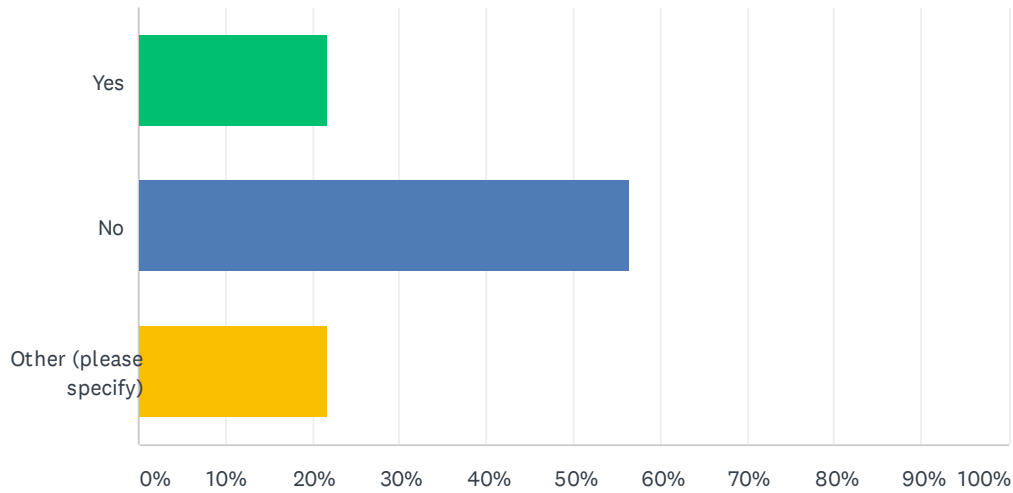
## Q5 Can you think of a cool name for the event?

Answered: 9   Skipped: 16

| # | RESPONSES  | DATE               |
|---|--|--------------------|
| 1 | I will think about it                                      | 7/14/2021 8:15 AM  |
| 2 | Summer spectacular   | 7/13/2021 10:09 AM |
| 3 | Fudgies farewell   | 7/12/2021 5:50 PM  |
| 4 | .  | 7/12/2021 4:42 PM  |
| 5 | Summer Sendoff Bash  | 7/12/2021 4:15 PM  |
| 6 | -  | 7/12/2021 4:15 PM  |
| 7 | Summer wind down, Petoskey summer fun, sun's out fun's out | 7/12/2021 4:04 PM  |
| 8 | No   | 7/12/2021 3:56 PM  |
| 9 | Petoskey Summer Wrap Up Celebration                        | 7/12/2021 3:45 PM  |

## Q6 Should the event include “end of season sales” in the promotion?

Answered: 23   Skipped: 2



| ANSWER CHOICES         | RESPONSES |    |
|------------------------|-----------|----|
| Yes                    | 21.74%    | 5  |
| No                     | 56.52%    | 13 |
| Other (please specify) | 21.74%    | 5  |
| TOTAL                  |           | 23 |

| # | OTHER (PLEASE SPECIFY)                     | DATE              |
|---|--|-------------------|
| 1 | It would be fine.                          | 7/14/2021 8:15 AM |
| 2 | Does not apply to our office.              | 7/13/2021 7:48 AM |
| 3 | If desired by merchants                    | 7/12/2021 5:50 PM |
| 4 | No, but encourage retailers to offer them. | 7/12/2021 4:53 PM |
| 5 | Possibly—indifferent about that            | 7/12/2021 3:45 PM |

## Q7 Other comments/ideas:

Answered: 8   Skipped: 17

| # | RESPONSES  | DATE               |
|---|--|--------------------|
| 1 | Hitting record numbers in sales, and low numbers in staff, there's just no way to stay open for these events right now. They also aren't needed. Our store is shoulder-to-shoulder and packed every day of the week. The only day this would be conceivable for us is a Wednesday if it's not raining!   | 7/13/2021 2:37 PM  |
| 2 | Make it big!!!!!!!!  | 7/13/2021 10:09 AM |
| 3 | Different events or fundraising opportunities for the local schools organizations. Something community can get behind and help promote. Also good PR for downtown  | 7/12/2021 5:50 PM  |
| 4 | We're barely staying open with shorter than usual hours as it is. Longer hours aren't an option unless we closed another day.  | 7/12/2021 4:42 PM  |
| 5 | Would be great to have this event since the summer open house was canceled!! Please let's do it! It would be great for exposure and a wonderful way to send off this beautiful Northern Mi Summer! The downtown businesses must be hurting from covid and now with things returning to normal it would be a great idea to have this. Even if you don't receive a large response we should still have the event and those who wish to participate can. It was sad that everything was canceled for everyone because some people didn't respond to the survey. - North Harbor Christie's International Real Estate | 7/12/2021 4:15 PM  |
| 6 | We can barely keep normal hours with our limited staff   | 7/12/2021 3:56 PM  |
| 7 | I'm not sure I am in favor of the stone scavenger hunt. But I'm guessing stores can choose which events they want to take part in?   | 7/12/2021 3:45 PM  |
| 8 | Please don't make this a sale. Make it a fun time like Open House.   | 7/12/2021 3:36 PM  |



## **MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** July 15, 2021

**RE:** Request for Recommendation of Redevelopment Liquor License to City Council for 406 East Lake Street

The City has recently received an application from Marjorie and Scott Neal, prospective owners of a new business planning to open at 406 East Lake Street. A copy of their application and other pertinent information provided by them is attached. They will also be attending the July DMB meeting to answer any further questions.

The Neal's are seeking review of their application and recommendation to City Council from the DMB. Upon approval of City Council, they will work with State officials to receive the final approvals and the license.

This will be the seventh license issued in Downtown per the State of Michigan Redevelopment Liquor License program. The City of Petoskey currently has a self-imposed limit of ten licenses to be issued. Past licenses have gone to Thai Orchid, Twisted Olive (now Beacon Bistro), Crooked Tree Arts Center, Ernesto's Cigar Bar, Sam's Graces, and Tap Thirty.

Please call me if you have questions or concerns.

Attachment



# City of Petoskey

101 East Lake Street, Petoskey, Michigan 49770 • 231 347-2500 • Fax 231 348-0350

**RECEIVED**

JUL 15 2021

**CITY OF PETOSKEY  
CLERK - TREASURER**

CB

## APPLICATION FOR REDEVELOPMENT LIQUOR LICENSE

**Instructions to Applicants:** If applying for a City of Petoskey Redevelopment Liquor License, within the Downtown Development Authority Area (Redevelopment Project Area), this form must be completed and submitted to the City of Petoskey pursuant to Public Act 501 of the Public Acts of 2006. All applicants must comply with Ordinance No. 760 (see attached).

| APPLICANT INFORMATION  |  |
|--|--|
| <b>Applicant Name:</b>   | Clurichaun Enterprises LLC dba The Underground Bar |
| <i>(Name of Individual, Partnership, Corporation or LLC who will hold the license)</i> |  |
| <b>Business Street Address:</b>  | 406 E. Lake St.                                    |
| <b>City, State, Zip Code:</b>  | Petoskey, MI 49770                                 |
| <b>Business Telephone Number:</b>  | 317-201-7665                                       |

marji@nealzone.com  
Marji: 317.523.4699

| CONTACT INFORMATION           |                        |
|-------------------------------|------------------------|
| <b>Contact Name:</b>          | Scott Neal             |
| <b>Street Address:</b>        | 918 Howard St.         |
| <b>City, State, Zip Code:</b> | Petoskey, MI 49770     |
| <b>Telephone Number:</b>      | 317-201-7665           |
| <b>Email Address:</b>         | scottneal@nealzone.com |

| BUSINESS TYPE   |
|---|
| <b>Nature of Application – (Check all that apply)</b> |
| <input type="radio"/> Dining                          |
| <input type="radio"/> Recreation                      |
| <input checked="" type="radio"/> Entertainment        |

| REQUIREMENTS   |   |
|--|---|
| Please indicate, by checking YES or NO, if your establishment meets the following criteria:  |   |
| 1. Will the licensed business engage in dining, entertainment or recreation?   | <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO |
| 2. Will the licensed business be open to the general public at least five (5) days per week, ten (10) hours per day, with a seating capacity of at least 25 people?  | <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO |
| 3. Applicants for Redevelopment Liquor Licenses must demonstrate to the satisfaction of the Liquor Control Commission (LCC) that they attempted to purchase an available on-premise escrowed license or quota license within the City of Petoskey, and that one was not readily available as defined in the Act? | <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO |



### PROCEDURES

Please describe on an attached sheet how your business will do the following, if issued a license:

1. Applicants requesting a license must document that they have a real property interest within the Redevelopment project area defined by the City Council under separate resolution, also known as the "DDA District" by completing an application documenting the property interest to the satisfaction of the City Manager (deed, lease, contingent sale, contingent lease, or similar documentation). If the applicant is not the owner, applicant shall include written concurrence from the owner. Each application must be accompanied by an application fee in the amount established from time to time by the City Council. ✓
2. The applicant shall include, as a part of an application, documentation showing that at least \$75,000 has been expended for the rehabilitation or restoration of the building that would house the licensed premises, or shall make a commitment for capital investment of at least \$75,000 which shall be expended prior to the issuance of the license.
3. The applicant shall document how the issuance of the license will benefit the DDA District and the City. (Such documentation may include a business plan, an architectural plan, and other information necessary to review the proposal).
4. Demonstrate how the issuance of a license would promote economic growth in a manner consistent with adopted goals, plans or policies of the DDA District, including, but not limited to, the Downtown Blueprint Masterplan.

### AFFIDAVIT

I have read all of the above answers and they are true. I agree to provide all requested information and to fully cooperate with the City of Petoskey requesting any and all additional information provided in this application or any attachment thereto. Any changes that occur after the date of this application, I will notify the City Clerk, in writing, within 14-days of such change. I understand that the falsification of the information on this form or any false statements made during investigations may constitute grounds for denial of a license.

I warrant that I am not disqualified to receive a liquor license under the ordinances of the City of Petoskey or the laws of the State of Michigan. If granted a liquor license, I will not violate any federal or state laws or any ordinance of the City of Petoskey in the conduct of business.

7/15/2021

Date

*[Signature]*

Signature of Applicant  
(if applicant is a corporation,  
Include title of signor)

*Majorie S. Neal*

Name of person completing this  
form if not the applicant

### CITY USE ONLY

☐ Approved  
License No.: \_\_\_\_\_

☐ Denied

☒ \$500 Fee Paid  
Date: \_\_\_\_\_

*pd. ch # 3641*  
*\$500.00*

*CS*

\_\_\_\_\_  
Authorized Signature

Clurichaun Enterprises LLC dba The Underground Bar  
YDB Enterprises LLC dba Yes Dear! Bartique

1) We are currently in lease negotiations with Second Edition Investment Company LLC, the owner of 406 E. Lake St. As soon as we have a signed lease, I will forward a copy to you.

2) When a lease is signed, we will request information from Second Edition Investment Company LLC documenting any and all investment in the property over the past 5 years. In addition to that, Clurichaun Enterprises LLC and YDB Enterprises LLC will commit to improving said property to bring the total of all improvements up to at least \$75,000.

3 & 4) Clurichaun Enterprises LLC and YDB Enterprises LLC believe the issuance of a DDA Alcohol license at 406 E. Lake St. will benefit the DDA District and the city by offering an additional location on the 400 block of E. Lake St. where locals and tourists can congregate to enjoy pool and darts along with their favorite beverages. Our plan also calls for the sale of alcohol to people shopping at the Yes Dear! Bartique. By staying open late, The Underground Bar will also cater to local workers who get off late and are looking for a place to relax with a drink before going home. Both the Bar and Bartique should add nicely to the local economy through increased sales tax revenues.

**Sarah Bek**

---

**From:** marj nealzone.com <marj@nealzone.com>  
**Sent:** Friday, July 16, 2021 5:58 PM  
**To:** Becky Goodman; Sarah Bek  
**Subject:** Fwd: Premises Use

**RECEIVED**

JUL 19 2021

CITY OF PETOSKEY  
CITY MANAGER

CB

Sarah & Becky,

It was great meeting you both in person today. Scott and I thank you for all your hard work to assist us in obtaining our liquor license.

Please see our email to Dan and his response back to us regarding our liquor license application that you requested for Tuesday's meeting.

We are trying to make contact with Dr. Jeffrey Wilder about his liquor license that he has in escrow. We have reached out to him today and are awaiting his response. Once his response has been received we will forward it to both of you.

Enjoy this beautiful weekend weather and we look forward to seeing you both on Tuesday at 7pm.

Kind Regards,  
Marj & Scott Neal  
Get [Outlook for iOS](#)

---

**From:** Daniel Harris <dan@nmilawyers.com>  
**Sent:** Friday, July 16, 2021 4:41 PM  
**To:** scottneal nealzone.com  
**Cc:** marj nealzone.com  
**Subject:** Re: Premises Use

Sounds wonderful. Approved.

Dan

Sent from my iPhone

> On Jul 16, 2021, at 4:10 PM, scottneal nealzone.com <scottneal@nealzone.com> wrote:

>

>

> Dan,

>

> I am emailing you to formally ask for your approval for our planned business uses of your property located at 406 E. Lake St. in Petoskey.

>

> It is our intention to utilize the main and mezzanine levels as a retail boutique, and the basement level as a bar and distillery tasting room. Also, customers of the boutique will have the opportunity to order drinks from the basement bar while they are shopping. The basement bar and distillery tasting room will be accessible to patrons after normal business hours via the sidewalk entry door.

>

> We believe our business plan will be highly successful and we look forward to a mutually beneficial business



relationship with you.

>

> Sincerely,

> Scott & Marjorie Neal



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** July 15, 2021

**RE:** Presentation and Discussion Regarding Alternative Uses for Parking Fund Revenue

### **Background**

2005 The DMB was under contract with the Chamber of Commerce for operations. Current balance in the fund was under \$150,000. Staff consisted of one full time Downtown Director and two part time parking ambassadors. The Parking Committee at that time expressed a desire to tighten up enforcement policies and followed a directive from the City to preserve all reserve funds for the purpose of building a structure.

2007 Petoskey Pointe development presented the opportunity to create parking at 200 East Lake Street with the advantage of using TIF funds to achieve that goal. The development seemed to be a reality and the need for cash participation on the part of the DMB was deemed unnecessary. Money was diverted from the Parking Fund for the newly developed image marketing campaign and for other Programs and Services desired by merchants that had not been affordable without raising the special assessment.

2010 Annual parking revenue continued to grow, however the Petoskey Pointe development failed and parking surplus funds were again determined to be kept in reserve for future construction of a structure.

2011 – 2018 Reserves accumulated; several other developer plans for the 200 E. Lake Street site emerged and failed; the DMB remained ready to partner with a developer to create additional parking at the 200 E. Lake site.

2014 The DMB became impatient with waiting for a partnership and, wanting to “control what it had the power to control”, began to consider other options. An update of a 2004 study for a structure on the combined lots of the Park Garden Lot and the Emmet County Lot was done and the costs were found to have doubled in ten years. Another study done for a mixed use project on the Darling Lot had a price tag of over nine million dollars.

2019            The DMB petitioned the City to raise fees and fines with the intent of increasing reserves so that the goal of constructing a deck can be realized. The new fees and fines were approved and implemented in July of 2019.

                  Serious discussions with Emmet County Administration occurred regarding a partnership for developing County and City lots at Division and Lake Streets.

2020 - 2021   COVID shutdowns affected revenue. Enforcement was suspended entirely or partially for months at a time. Difficulty in hiring staff also had an impact. Customer visits to Downtown were less frequent and many Downtown employees worked remotely.

### **Current Situation**

- Talks with the County have not produced viable options.
- No solid revenue stream from the increased fees and fines that would help obtain bonds for deck construction or even increase cash flow has yet been established.
- Construction prices continue to rise faster than cash accumulates.
- Total fund equity is nearly \$900,000.
- Although the need for additional parking continues to exist, especially in the summer months and especially to support prospective Downtown residential and also to provide for employees looking for inexpensive options, changes in the economy and technology have occurred.

The Parking Committee has requested that staff prepare a presentation that would outline alternative uses for Parking Revenue that will be made at the July meeting. No action is requested to be taken at the meeting. Board input will be considered and potentially incorporated into budgeting for 2022. Please keep in mind that fees and fines were raised by Council with the intention of saving all reserves to create additional parking and that City Council will need to support any major diversion of funds, at a minimum, through the budget approval process.

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



**BOARD:** Downtown Management Board

**MEETING DATE:** July 20, 2021    **DATE PREPARED:** July 16, 2021

**AGENDA SUBJECT:** Downtown Management Board Committee Reports

**RECOMMENDATION:** That the Downtown Management Board hear these reports

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Reports could be received from Downtown Management Board committees.

sb



## **Downtown Design Committee**

### **N O T E S**

**June 30, 2021  
Council Chambers, City Hall**

- I. Welcome – Members present were Neumann, Rashid, Presley, Albert, and Tweeten. Staff present was Goodman. Also present was Tim Knutsen, committee member and Consultant, Beckett & Raeder.
  
- II. Streetscape Update Study – Goodman reviewed that the DMB had referred the task of working with Beckett & Raeder on input for the streetscape update had been referred to the Design Committee. Tim Knutsen led discussion that covered:
  - i. Additional lighting improvements – alleyways and entrances to Downtown
  - ii. Recommendations for key public spaces in the streetscape including the Mitchell Street Boulevard, building facades, entrances to Downtown
  - iii. Outdoor Dining recommendations for use of public spaces
  - iv. Parklets – size, location, and design
  - v. Parking and Mobility issues concerning bicycles, scooters, EVs

The group was especially interested in solutions for the highlighting the entryways to Downtown at Mitchell and Lake Streets. Mitchell Street, in particular, was cited as a problem due to the curve in the highway and the existing planting of pine trees that obscures the Downtown wayfinding sign.

A special meeting was scheduled for the following week to further discuss solutions for the entryways.

*The mission of the Downtown Design 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 design.*



## **Downtown Design Committee**

### **N O T E S**

**July 6, 2021  
Council Chambers, City Hall**

- I. Welcome – Members present were Neumann, Rashid, Presley, Albert, and Tweeten. Staff present was Goodman. Also present was Tim Knutsen, committee member and Consultant, Beckett & Raeder.
  
- II. Review of 2014 Gateway Plan – Knutsen reviewed the details of the plan that had been contracted to be done by Beckett & Raeder in 2014. No real progress has ever been made on implementation due to the fact that the development of 200 E. Lake Street has been in limbo. Goodman commented that all prospective developers had been given the plan to review and knew that it was the intention of the City to incorporate elements of the plan into the streetscape when plans for the development site were finalized.

Committee members agreed that the elements included in the plan were still relevant and desirable. There was also consensus that the entrances at Lake and Mitchell Streets should be developed sooner rather than later. Knutsen will prepare approximate costs for these areas, including removal of the existing pine trees and replacement of new landscaping for staff so that they may be included in the budget for 2022 as a first step in implementing the streetscape update.

*The mission of the Downtown Design 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 design.*



## **Parking Committee NOTES**

July 13, 2021  
10:00 AM  
Community Room, City Hall

1. Welcome – Members present were Slocum, Bennet and Meikle. Members absent were Marshall-Rashid and Harris. Staff present was Goodman
2. Discussion regarding Alternative Uses for the Parking Fund – Goodman reviewed that, based on the fact that the construction of a deck is seeming to be unrealistic due to the fact that increased revenue is not keeping pace with rising costs, the committee had asked for a report from her regarding different ways that parking revenue could be spent. She then shared a list of several possibilities for the committee's consideration. The list included:
  - Invest in Housing
  - Establish a co-working space
  - Expand the office space/visitors center/possibly in the place of the Chamber
  - Continue repair of existing lots
  - Financially support sidewalk snow melt system
  - Restructure job descriptions. Hire a professional chief parking ambassador to manage all aspects of parking and to free up and separate the DT Director from parking management
  - Create an innovative CIP that does not include deck construction
  - Work with Parks and Rec on Penn Park with financial support
  - Pay for lighting Improvements per study
  - Fund the Gateway Study
  - Support a Movie Theater
  - Build a Farmers Market permanent location/pavilion
  - Pay for street scape improvements when the study is finished
  - Contribute to P&S – create our own Cherry Festival or Venetian
  - Get in the landlord business – buy properties that are underutilized and control their development

The committee discussed each initiative and approved with some more than others. Slocum suggested that the initiatives be consolidated and organized under different topics. Bennet cautioned that we keep in mind that we convinced the community that the increased parking fees and fines were intended to create more parking. Goodman will take comments into account and present to the DMB at their July meeting.

3. Stats – The stats were reviewed and found to be have surpassed last year. Goodman believes that there is hope for achieving projected budget numbers.

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





# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** July 20, 2021 **DATE PREPARED:** July 16, 2021

**AGENDA SUBJECT:** City Staff Report

**RECOMMENDATION:** That the Downtown Management Board hear this report

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The City Manager will provide status reports concerning downtown-area projects.

sb