



DOWNTOWN MANAGEMENT BOARD

August 17, 2021

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of July 20, 2021
 - (b) Payment of July bills
 - (c) Acceptance of July expense and income reports
3. New Business:
 - (a) Discuss the proposed 2022 Downtown Programs and Services Budget
 - (b) Discuss the proposed 2022 Parking Budget
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by City staff
4. Miscellaneous
5. Adjournment

You may also join remotely

Join Zoom Meeting: <https://us02web.zoom.us/j/86845721963>

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

Meeting ID: 868 4572 1963

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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: August 17, 2021 **PREPARED:** August 13, 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 July 20, 2021; (2) Acknowledgement of bills since July 20, 2021; and (3) Acceptance of the July expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

July 20, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, July 20, 2021. The meeting was called to order at 7:00 P.M., and the following were

Present: Chair Ben Slocum
Gary Albert
Marnie Duse
Noah Marshall-Rashid
Robin Bennett
Dan Harris
Joe Keedy
Mayor John Murphy

Absent: Jennifer Shorter

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 June 15, 2021 regular meeting minutes; acknowledgement of bills since June 15, 2021 that totaled \$31,766.03; and June expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by Bennett the consent agenda was approved. All in favor.

Approve End of Summer Event as Recommended by Downtown Staff and Downtown Events Committee

Goodman reviewed that the Board had discussed at previous meetings an end of summer event to replace the events that had been cancelled in the last 18 months due to COVID. She further stated that the merchants had been surveyed and there was support for holding the event and that the Events Committee and staff were now recommending that it be held on August 27 and 28. Symonds further reported on comments from the Events Committee, stating that although some merchants expressed interest in a "huge, festival type event" staff is recommending a simple event that could be organized in the short time available and that would celebrate summer and somewhat compensate for the events that have been cancelled over the past two seasons due to COVID restrictions. Staff recommended that the event could be supported with funds in the Downtown Live line item as that event was cancelled after the budget was approved, not to exceed \$5,000, and that it be held August 27 and 28.

A question was asked about whether Gallery Walk would be a part of the event and staff responded that the galleries had been consulted but that there was no interest from them in holding the event this year.

Board discussion centered on a desire to close the streets in order to create a feeling of safety for pedestrians or whether they should be left open as there were no plans to fill them with activities.

Marshall-Rashid moved to hold the event with the streets closed pending review by Public Safety. Bennett seconded. Further discussion focused on which streets to close or if all should be closed. The proposed two-day length of the event was also discussed. Motion was amended to make the event a one-day event on Saturday, August 28. Motion passed. All in favor.

Approve and Recommend a Redevelopment Liquor License for Clurichaun Enterprises LLC dba The Underground Bar, 406 East Lake Street

Goodman reviewed her memo stating the City had recently received a redevelopment liquor license application from Marjorie and Scott Neal, prospective owners of a new business planning to open at 406 East Lake Street. The Neals were present at the meeting and described their concept as a “Bartique”, a combination of a bar and a boutique.

A motion was made by Duse and seconded by Marshall-Rashid to recommend that the license be approved. Board members Slocum and Harris abstained due to a conflict of interest. All voting were in favor 6-0.

Hear Presentation and Discussion Regarding Alternative Uses for Parking Fund Revenue

Goodman reviewed her memo that included background information on how the Parking Fund had been managed in the past and the current status of the fund, stating that the Parking Committee had requested a presentation outlining potential alternative uses for the fund due to the fact that the fund has not grown relative to the costs of building a structure.

Mayor Murphy commented at the beginning of the presentation that City Council had agreed to raise fees and fines in 2018 based on the fact that the money would be used for the sole purpose of creating additional parking. Goodman responded that the presentation was conceptual only and that any changes in direction would need to be fully vetted and would require the approval of Council. Slocum stated that it was the responsibility of the Board to consider alternative uses for the fund as building a structure continues to be an unrealistic goal.

Goodman proceeded with her presentation and outlined that all alternative spending concepts fall into the four point style of downtown management. Included in the presentation were the following alternative concepts:

Design

- Financially support the sidewalk snow melt system that we have been talking about when the feasibility study is complete or pay more for snow removal so that merchants do not have to provide any snow removal services.
- Become a financial partner with Parks and Recreation to develop a master plan for Pennsylvania Park.
- Pay for the lighting improvements that will be recommended from the Lighting Study.
- Develop the entrance to Downtown per the Gateway Study.
- Fund the streetscape improvement study.

Organization

- Reorganize job descriptions to include more staff and more specialized staff members, separating parking management from marketing.
- Become the official Downtown welcome center by relocating to the Chamber building and taking over the visitor center

Promotions and Marketing

- Build a Farmers Market pavilion that could also be used for other events.
- Create a signature event like the Cherry Festival or Venetian

Economic Enhancement and Parking

- With a partner, make an investment in affordable housing, perhaps dormitory style, that could be used to house summer employees and alleviate some to the employment crisis.
- Establish a co-working space – perhaps one that included affordable housing and childcare.

- Create an innovative CIP for parking that would include the most modern and cutting edge innovations – stacked cars, scooter parking, EVC considerations, driverless cars, cell phone apps to identify empty spaces, etc.
- Purchase a shuttle to run back and forth from an out lot that could be used for free by employees and visitors.
- Establish and manage a valet parking operation.
- Purchase under utilized properties and redevelop them or resell to developers.
- Implement the movie feasibility study by managing and operating a theater.
- Continue maintenance and repair of existing lots.

The Downtown Director concluded by reminding the Board that situations change with the times and that the concepts presented were meant to start discussion with the understanding that construction costs are rising more quickly than parking revenue. She also reminded the Board that \$150,000 had been contributed to the restroom construction, \$80,000 had been contributed to the purchase of the rail corridor, and \$50,000 was now pledged to the development of Park Avenue through Pennsylvania Park at the request of Council, indicating that it was possible to allocate parking funds for a variety of reasons.

Chairman Slocum suggested that Downtown may also be past the tipping point in regard to parking in the light of a changing economy and technology. He also said that parking management is about accessibility and if funds are diverted they should be diverted to accessibility issues. Marshall-Rashid stated that the presentation was valuable, especially for new board members and that it was the responsibility of the Board to consider these issues as they plan for future years.

There was a question regarding investing the funds to make them grow more quickly. Staff responded that she had been told by City staff that the City is in the business of protecting the funds, not risking them in any way.

Staff was directed to develop numbers for added revenue if enforcement continued into the evening hours and also to report on how many courtesy tickets are written annually.

Reports by Downtown Committees

Marketing and Events Committees – Symonds reviewed that the social media campaign is continuing to grow and merchants are showing appreciation of the current spotlight campaign. Events Committee did not meet officially but consulted through email regarding the end of summer event. The committee will begin regular meetings again in August. Symonds also thanked the Board for their direction on the end of summer event and added that the Back to the Bricks organization had been in contact and requested Petoskey to apply for 2022. She concluded with a comment about Sidewalk Sales being held the following week and that this is the first major event being held in almost two years.

Parking Committee – Goodman reported that the notes were in the packet and that parking revenue is up again.

Design Committee – Goodman reported that the committee has met twice this month to work on review of the Beckett & Raeder streetscape plan.

Downtown Economic Enhancement – Goodman reported that there have been no new openings or closings of businesses. Business owners are reporting good sales and high foot traffic.

Other News – Goodman said that she had spoken to Kiwanis and that there had been enough questions and comments from the membership to keep her talking well past the allotted time.

Report from City Staff

The City Manager reported that City Council is partnering with Housing North to hire a full-time housing coordinator and will be chipping in a total of \$10,000 over two years for the salary; that an RFP has been issued for the purpose of increasing housing inventory on obsolete City properties; that City Council has scheduled a public hearing on an OPRA district for 316 and 318 East Lake Street that will provide a tax abatement of about \$14,000 per year which will be used as a local match for an MEDC grant; that a new zoning district is under consideration for the College; that EVC units are being discussed and plans are underway to have them installed on City property; that staff is working with NCSA on a capital needs assessment for all city buildings, parks, trails, and waterfront properties; that the Bear River Bridge is complete and a ribbon cutting ceremony is planned on August 5; that the Greenwood Road reconstruct has started and a \$350,000 grant from the LTBB is being implemented.

Slocum asked a question regarding a quote in the paper about strategies for filling vacant retail spaces. The Mayor responded that he is looking at a case currently being decided in San Francisco courts that assesses fines to owners of vacant buildings.

Harris commented on the performance of our current charging stations and urged that we opt for faster charging models in the future.

There was a short conversation about the details of the proposed OPRA and comments regarding why it would be good for all of Downtown. The Mayor made a point that all of Downtown will be informed about the upcoming public hearing. Downtown staff will help with the notification.

Other Miscellaneous Comments

Board member Marshall-Rashid asked for future information regarding the amount of revenue lost due to courtesy tickets and how much revenue could be gained if enforcement were extended into the evening hours.

Harris commented that the Darling Lot is always quite crowded but that there are usually spaces available there.

Dr. John Kazanowski questioned the decision made by the City to not allow the color of the furnishings at the High Five Dining Deck and was informed that the Design Committee would be meeting on this issue the next morning. He agreed that he would paint the furniture black. Kazanowski also expressed a desire to have lighting in the alleys and was informed that was being considered by the Design Committee as a part of the current lighting study. He also suggested that property owners with vacant buildings be fined for not contributing to parking revenue.

Adjourn

The meeting was adjourned at 8:50 P.M.

**PROGRAMS SERVICES
MONTHLY REPORT
July 2021**

August 12, 2013

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	5,000.00	
OTHER		0.00	0.00	0.00	
	179,482.00	0.00	104,307.00	113,265.97	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	2,500.00	2,500.00	0.00	4,500.00
MacDonald Garber/ads \$750					
MacDonald Garber/ads \$850					
North County Pub/ads \$675					
Tim Nixon/Talent Fee \$225					
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	1,004.50	3,830.65	17,357.04	26,169.35
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					
USPS/DT Dollar Potage \$10.55					
Personal Graphics/Social District Stickers \$297.59					
Norrh Country Pub/S \$235					
SHOP MAP	9,000.00	0.00	7,770.09	6,011.54	1,229.91
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
July 2021**

August 12, 2013

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	500.00	0.00	500.00
Beautification					
HOLIDAY DECORATIONS	11,500.00	0.00	0.00	0.00	11,500.00
FALL DECORATIONS	500.00	0.00	0.00	0.00	500.00
FLOWERS	9,000.00	0.00	316.90	291.00	8,683.10
Administrative					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	15,000.00	0.00	790.00	200.00	14,210.00
OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	3,504.50	25,157.64	36,851.26	151,042.36
Excess of Revenues Over Expenses	3,282.00	-3,504.50	79,149.36	76,414.71	(75,867.36)

**Downtown Parking Fund
July 2021**

August 12, 2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	67,993.48	218,134.69	168,046.60	391,365.31
fines	130,000.00	9,308.51	40,908.51	41,375.00	89,091.49
Permits	87,000.00	1,815.00	61,600.00	35,342.00	25,400.00
Bags	8,000.00	480.00	4,855.00	5,795.00	3,145.00
Tokens	3,000.00	140.00	545.00	620.00	2,455.00
Interest	4,000.00	77.96	233.88	930.28	3,766.12
Meter Sponsorships	5,000.00	0.00	948.00	875.00	4,052.00
ParkMobile	60,000.00	11,182.93	46,050.29	36,322.06	13,949.71
Total Parking Revenue	906,500.00	90,997.88	373,275.37	289,305.94	533,224.63
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		8,373.50	36,839.00	22,141.50	
EV Charging Station		8.00	25.75	18.95	
Total Revenue	906,500.00	90,997.88	373,275.37	289,305.94	533,224.63
EXPENSES					
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	5,344.31	58,528.91	44,908.64	21,471.09
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$107.31					
Beckett & Raeder/study \$4,841					
DOWNTOWN OFFICE	249,000.00	19,267.71	130,920.19	144,594.27	118,079.81
Spectrum/phones, nternet \$121					
City of Petoskey/utilities \$45.91					
Zoom/monthly fee \$15.69					
DTE/utilities \$37.86					
McCardel/water \$41					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Meyer ACE/water \$13.90					
WalMart/supplies \$2.40					
Meyer ACE/supplies \$10.29					
Skip's/screen door repair \$115					
Wages \$18,000					
EQUIPMENT REPAIR	1,000.00	0.00	4279.27	610.00	(3,279.27)
FAÇADE GRANT	20,000.00	0.00	0.00	155.82	20,000.00
MATERIALS AND SUPPLIES	10,000.00	266.19	2,547.26	2,730.11	7,452.74
Mdyer ACE/blow off duster \$7.19					
Traffic & Safety/paper rolls \$259					
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	441.81	0.00	1,058.19
UTILITIES	6,200.00	586.28	3,247.93	3,901.78	2,952.07
AT&T/cell phones \$377.82					
City of Petoskey/charging station \$99.06					
City of Petoskey/Petrie Lot irrigation \$31.68					
City of Petoskey/Clifton Lot irrigation \$77.22					
OTHER	-		0.00	0.00	-
TOTAL EXPENSES	563,700.00	25,464.49	227,664.56	208,710.10	336,035.44
NET	342,800.00	65,533.39	145,610.81	80,595.84	197,189.19



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: August 12, 2021

RE: 2022 Proposed Draft Budgets

The enclosed budgets are the first drafts for 2022. Staff is recommending these budgets be approved at the September DMB meeting in order to stay on the timeline for the City budget approvals. Points to note in each fund are listed below.

Programs and Services

- A 2% increase that will generate a total amount of \$105,600 in the Special Assessment has been included per past direction of the Board to include this increase annually. This calculation has not yet been verified by City accounting staff and assessments per square foot will be finalized by the September meeting.
- Friday Night at the Movies has been listed as a stand alone event dependent on sponsorships of \$1,200 to offset expenses of \$2,000.
- Winter Carnival includes revenue of \$2,500 from individual merchants to pay for ice sculptures in front of their businesses. This amount will offset expenditures of \$15,000 to pay for other elements of Winter Carnival including ice sculptures in the park and in other potential public locations.
- Revenue for Summer Open House includes only a stage sponsor for entertainment. There will be no revenue from beverage sales due to the Social District implementation.
- \$10,000 of revenue is included for four presenting sponsors at \$2,500 each.
- There is a \$5,000 expense listed for Back to the Bricks car show based on potential acceptance of our application.
- The Downtown Live series that replaced Petoskey Rocks is listed as an option with the experimental Summer Celebration that will take place this year on August 28 with an expense of \$10,000 to support either one of them. Staff does not feel that there is enough revenue to support both or even to support a four to six week series of Downtown Live. Further discussion from the Board on this topic is welcome.
- The tent and sound system line item was reduced to \$1,000 as no beverage sales requiring tents are planned and no regular concert series is planned.

Parking Fund

- Revenue projections are once again identical to projections for 2020. As the Board is aware, the new fees and fines were implemented in July of 2019. Projections for 2020 were based on six months of increased revenue in 2019. COVID affected revenue in 2020 and 2021 revenue numbers were again based on what was projected for 2020. COVID again affected revenue in 2021. Without a baseline that includes a full year of parking enforcement under normal conditions, these projections are the most accurate that staff can provide.
- An exception to the above is Fine Revenue for 2022 which has been increased to \$200,000 to reflect the possible increase in ticket fines that will come with the sunset of the courtesy ticket policy recently approved by the Parking Committee.
- Capital Outlay line item includes: funding of \$150,000 for an engineering study that has been included in the City CIP for one final year before it is either accomplished or eliminated; \$25,000 to renovate the wayfinding signs in the parking lots that have not been refurbished since their installation; \$10,000 for additional bike racks.
- Contracted Services line item includes: \$15,000 for a feasibility study of a parking platform on the Darling Lot; \$30,000 for a higher level of service in sidewalk snow removal; \$15,000 to contract with a consultant for the next revision of the DMB strategic plan; \$25,000 for development of the entrances to Downtown at Mitchell and Lake Street per the recommendation of the Design Committee; and \$30,000 as a placeholder for a potential Winter Cities Strategies project that could be partially funded by the MEDC.
- The Downtown Office Operations line item was increased due to staff and salary increases.

Staff is recommending that the Board review, discuss, and make recommendations so that a final draft of the budget may be prepared and adopted at the September meeting. No other action is necessary at this time.

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

Enclosures

CITY OF PETOSKEY
Downtown Management Board
2022 Programs & Services Budget
DRAFT

	2020	2021	2021	2022
	Year End	Budget	Projected	Proposed
REVENUE				
Downtown Assessments	103,379	101,600	103,600	103,600
2% Increase		2,032		2,060
Interest Income	1,097	1,000	100	1,000
Penalties & Interest	1,989	3,000	6,500	4,000
Holiday Parade Sponsors	4,075	7,000	5,000	5,000
Petoskey Rocks/Downtown Live	0	3,200	-	
Friday Night at the Movies		1,200	-	1,200
Winter Carnival Income/sponsors	6,521	6,800	2,250	2,500
DT Trick or Treat/Wicked Weekend	0	1,400	150	150
Summer Open House	0	2,300	-	1,000
Trolley ads & sponsorship	0	8,000	-	5,000
Gallery Walk	1,500	3,500	-	3,000
May Getaway	0	0	-	
Friday the 13th Ghost Walks	300	1,000	-	500
Shop Map Ads	9,250	12,000	12,000	12,000
New Marketing Activities	0	0	-	-
Holiday Catalog	1,400	7,300	7,250	7,500
Sidewalk Sales		0	0	-
Presenting sponsors	5,000	25,000	-	10,000
Other	0	0		-
Total Revenue	134,511	186,332	136,850	158,510

EXPENSES**DMB Events**

Back to the Bricks				5,000
Summer Open House	-	12,000	-	12,000
Sidewalk Sales	-	7,000	5,000	5,000
DT Trick or Treat/Wicked Weekend	239	7,000	2,000	2,000
Holiday Parade	162	7,000	7,000	7,000
Christmas Open House	555	2,000	2,000	2,000
Winter Carnival	13,695	11,400	8,850	15,000
Petoskey Rocks/DT Live/Summer Celeb	-	20,000	5,000	10,000
Friday Night at the Movies	-	2,000	-	2,000
Gallery Walk	-	3,000	-	3,000
Ladies Opening Night	-	5,000	6,000	6,000
May Getaway	-	5,000	-	6,000
Tent/Sound System Expenses	-	4,000	-	1,000
	14,651	85,400	35,850	76,000

Collaborating Events

Concerts in the Park Pledge	2,000	2,500	2,500	2,500
Fourth of July Pledge	-	0	1,000	1,000
Santa's Visit	28	0	200	200
Restaurant Week Pledge	-	0	-	500
Festival on the Bay Pledge	-	0	-	-
Farmers Market Pledge	1,000	1,000	1,000	1,000
	3,028	3,500	4,700	5,200

Economic Enhancement

Business Recruitment	-	500	200	1,000
Business Retention	203	1,000	500	1,000
	203	1,500	700	2,000

Marketing & Promotions

Image Campaign	25,550	31,000	10,000	25,000
Shop Map	6,916	8,000	7,200	7,500
Friday 13th Ghost Walks	300	0	-	250
New Marketing Activities/DT Social	-	0	1,500	1,500
Staycation		5,000	5,000	5,000
Holiday Catalog	6,238	11,000	11,000	12,000
	39,004	55,000	34,700	51,250

Beautification

Flowers	7,096	9,000	9,000	9,500
Holiday Decorations	11,693	11,500	11,500	11,500
Fall Decorations	-	500	2,000	2,000
	18,789	21,000	22,500	23,000

Administrative

Insurance & Bonds	0	200	200	200
Other	8,536	100	100	100
Capital Outlay	3,408	19,000	30,000	
	11,944	19,300	30,300	300

Total Expenses **87,416** **185,700** **128,750** **157,750**

Excess Revenue over Expenditures **47,095** **632** **8,100** **760**

CITY OF PETOSKEY
Downtown Management Board
2022 Parking Fund Budget
DRAFT

	2019 Year end	2020 Year End	2021 Budget	2021 Projected	2022 Budget
REVENUE					
<u>Streets</u>					
Michigan	\$ 23,057	\$ 17,005	\$ 34,000	20,000	34,000
Mitchell	64,331	61,543	98,000	62,000	98,000
Lake	53,594	74,396	102,000	80,500	102,000
Bay	84,845	9,156	45,000	16,000	45,000
Lewis/Rose	24,674	3,413	10,000	3,500	10,000
Petoskey	64,331	21,011	45,000	24,000	45,000
Howard	26,925	29,714	70,000	50,000	70,000
Division	4,057	3,104	13,000	4,000	13,000
Waukazoo	13,566	<u>\$ 7,458</u>	20,000	<u>8,000</u>	<u>20,000</u>
Total Streets	\$ 359,380	\$ 226,800	\$ 437,000	268,000	437,000
<u>Lots</u>					
Darling, Michigan 1	17,255	14,662	22,000	16,000	22,000
Clifton Hotel, Michigan 2	26,141	13,989	11,500	18,000	11,500
Livery, Michigan 3	29,524	7,248	7,700	8,500	7,700
Elks, Lake 2	9,598	22,226	22,500	30,000	22,500
Park Garden, Lake 3	10,123	6,660	7,100	8,500	7,100
Saville, Bay	9,215	17,069	20,500	23,000	20,500
Petrie, Mitchell	25,188	7,478	8,600	8,800	8,600
Total Lots	\$ 127,044	\$ 89,332	\$ 99,900	\$ 112,800	99,900
Total Meters	\$ 486,424	\$ 316,132	\$ 536,900	380,800	536,900
<u>Other Parking</u>					
Fines	95,024	76,247	130,000	75,000	200,000
Permits	87,678	52,442	87,000	100,000	87,000
Bags	7,537	7,710	8,000	10,000	8,000
Tokens	2,323	810	3,000	1,000	3,000
Interest	3,206	4,267	4,000	500	4,000
Meter Sponsorships	3,709	7,896	5,000	5,000	5,000
Cell Phone Parking	58,252	76,570	60,000	90,000	60,000
Total Other Parking	\$ 257,729	\$ 225,942	\$ 297,000	\$ 281,500	\$ 367,000
Total Revenue	\$ 693,062	\$ 542,074	\$ 833,900	\$ 662,300	\$ 903,900
Reserve Fund	840,827	711,382	828,399	828,399	1,078,099
Total Fund	\$ 1,533,889	\$ 1,253,456	\$ 1,662,299	\$ 1,490,699	\$ 1,981,999

	2019 Year End	2020 Year End	2021 Budget	2021 Projected	2022 Budget
EXPENSES					
Administrative Fees	\$ 21,100	\$ 22,300	\$ 21,000	22,800	23,500
Bank Charges	14,903	20,264	10,000	18,000	20,000
Capital Outlay	225,271	22,768	155,000	5,000	185,000
Bike Racks \$10,000					
Parking lot ID signs restoration/\$25,000					
Division/Lake Lot Engineering Study \$150,000					
Conferences & Memberships	7,041	1,590	5,000	2,500	5,000
Contracted Services	128,236	62,338	80,000	80,000	195,000
Darling Lot Deck Feasibility Study \$15,000					
Improved SW Snow Removal \$110,000					
Strategic Plan Consultant \$15,000					
Gateway Development \$25,000					
Inter Cities Strategies Implementation \$30,000					
DT Office Operations	257,670	259,860	249,000	245,000	270,000
Equipment Repair	1,406	3,393	1,000	3,000	3,000
Façade Grant Program	14,661	168	20,000	20,000	20,000
Materials/Supplies	23,802	13,438	10,000	6,000	10,000
Other	112,033				
Professional Services	864	849	1,000	1,000	1,000
Signs	781	1,735	500	500	500
Trolley	6,395	1,200	3,500	1,800	3,500
Uniforms	1,637	345	1,500	1,000	2,000
Utilities	6,707	7,351	6,200	6,000	6,500
Total Expenses	\$ 822,507	\$ 417,599	\$ 542,700	\$ 412,600	\$ 745,000
Net Operating Funds	\$ (129,445)	\$ 124,475	\$ 291,200	\$ 249,700	\$ 158,900
RESERVE FUND BALANCE	711,382	835,857	1,119,599	1,078,099	1,236,999



BOARD: Downtown Management Board

MEETING DATE: August 17, 2021 **DATE PREPARED:** August 13, 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

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: Julie, Sarah, Drew, Stephen, Katie, Andi & Becky

1. **End of Summer Celebration**

- **Andi updated the committee on the Summer Celebration event at the end of the month and encourage participation from the members, as well as any help they would be able to provide with finding activities/non profits to help fill the closed streets.**
- Saturday, August 28th
- All day event - Promoting the Social District and of course shopping and dining – encourage some restaurant deals
- Noon concert in the gazebo
- Evening concert on the stage in the park with Cowboy Killers 7-9pm
- Movie in the park at dark – **committee suggested movie “Luca” and Raya and the last dragon**
- Scavenger hunt throughout the stores
- Trolley running
- A few chances to win downtown dollars –
- Street activities: **Andi informed committee on potential activities**
 - i. Public safety – fire truck down
 - ii. YMCA kids activities
 - iii. Games (bags, bowling)
 - iv. JW shorter has big games
 - v. Encourage stores to set stuff up
 - vi. Face painting at northgoods?
 - vii. Buskers/tommy tropic
 - viii. Non profits: LTBHS
- **Committee comments: Sarah said the library would do a “pop up” library and come down near the park to do so, make sure to check in with CTAC to see if they wanted to do anything for their 50th anniversary, possibly reach out to blissfest for bands, reach out to steel drum band to play before the 7 pm band, northgoods will host face painting**

2. Back to the Bricks – **Andi informed the committee that we were contacted by Back to the Bricks car show to host the event again in June of 2022. After discussing with the committee, the preferred date to host this show would be Sunday, June 5th. This does not interfere with our summer Open House set for June 3rd, and actually gives us an opportunity to have a select group of cars at the open house to further promote the car show on the 5th. Andi is working on the application.**

- June 3-7, 2022

3. Fall: **Briefly discussed the fall event schedule and encouraged the committee to start thinking of these events and what we can do to improve.**

- Halloween
 - i. Jack o Lantern Walk
 - ii. DT Trick or Treat
 - iii. Costume Parade
- Ladies Opening Night
- Stafford’s Downtown Petoskey Holiday Parade
- Holiday Open House
- Winter Weekend – February

4. Adjourn



**Downtown
Design Committee
Special Meeting
NOTES
July 22, 2021**

- I. **Welcome** – Members present were Neumann, Presley, Rashid, Knutsen, and Tweeten. Staff present was Goodman. Albert was absent.

- II. **Request from Staff for Review of Implementation of Outdoor Dining Design Guidelines** – Goodman presented that a dining deck had been installed by High Five Spirits and that furniture was added to the deck after the installation and without City approval. The City requirements for having furniture on a dining deck state that they must conform to the guidelines established by this committee. The furnishings that were purchased for the deck conform to the guidelines, except for the fact that they are not appropriate in color. The guidelines clearly state that the furnishings must either match the building’s colors or the streetscape colors. Owners of High Five have offered the explanation that they saw the photos in the guidelines document that show some bright colors. These photos, however, the photos are intended to provide examples of quality and design of furnishings, not colors of furnishings. The written text clearly states differently. The applicants’ application for the dining deck came on a Thursday with a busy weekend coming up. Staff had signed off on their application for the weekend, but also stated that the furniture needed to be painted before it was reinstalled on the deck. High Five is petitioning the Design Committee to relax the regulations and allow them to replace the furniture without repainting it. Staff is now seeking a decision from the committee on whether or not staff is enforcing the too strictly.

The committee discussed that the regulations had been enforced in the past, but that they had been tied to the outdoor dining ordinance, not the dining deck resolution which is temporary; that there was potential for misunderstanding the regulations because of the design photos that show bright colors; and that there was a desire to review the guidelines moving ahead as they would pertain to a potential dining deck ordinance. In conclusion they gave the opinion to staff that the furniture should be allowed to be replaced on the dining deck for the remainder of the 2021 season only.



Parking Committee AGENDA

Wednesday, August 11, 2021

10:00 AM

Community Room

City Hall

1. Welcome – Members present were Slocum, Bennet, Marshall-Rashid, and Meikle. Member absent was Harris. Also present was Goodman, staff.
2. Review of Draft 2021 Parking Fund Budget – Goodman reviewed a preview of the draft parking fund budget that she would be presenting to the DMB at their August meeting and asked for input on the proposed contract and capital services expense line items which included: substantial acquisition of bike racks, inclusion of \$150,000 in the CIP for a potential engineering study for the Division/Lake parking platform, a feasibility study for a parking platform on the Darling Lot, a substantial increase in funds for sidewalk snow removal, funds to hire a consultant to work on the new strategic plan update, funds for the Design Committee’s recommendation for the Mitchell Street entrance to Downtown, and funds for implementation of a potential Winter Cities grant project.

Questions for staff included the timeline for purchasing the Chamber building and moving there, if the arrangement that the DMB pays for sidewalk snow removal could be supplemented by the City, if the City could split a summer staff person with the DMB that would help with winter snow removal, and what the monthly expense differences might be if we occupied the Chamber building. Staff will research answers. There was also a suggestion that the Parking Committee should transition to being named the Downtown Accessibility Committee which would more directly reflect their work and also justify the inclusion of issues that were not strictly automotive parking related.

Board members were generally in favor of the expense related projects and agreed to support at the Board level.

3. Courtesy Ticket Data – Goodman reviewed the requested data regarding numbers of courtesy tickets issued which demonstrated that, in general, courtesy tickets total nearly 60% of the tickets written annually and that they can total two-thirds or more of the number of tickets written in the summer months. For instance, in July of 2021, a total of 1,874 tickets were written with 1,264 being courtesy tickets.

4. Committee members commented on the business decision of giving up 60% of revenue in this way and the costs of employee time and tracking to write the tickets and the need to add to the parking fund for additional parking. Stating in particular, that eliminating courtesy tickets would not be an overburdening issue for local people, the committee voted unanimously to sunset the Courtesy Notice policy beginning after Labor Day 2021. As this is policy and not an ordinance, it is understood that the decision can be made at the committee level.
5. Evening Hour Enforcement Data – Goodman reviewed some projections that she had compiled on how much revenue might be added annually if enforcement was continued until 9 pm in the evening. Exact numbers of usage are not known, but estimates indicated that enforcing until 9 pm could generate another \$180,000 annually. Committee members asked to discuss at another meeting before moving ahead with a recommendation. A decision to enforce additional hours would come before the Board and then be recommended to the City Manager.
6. Loading in the Hash Marks – Staff made the committee aware that, now that the office is fully staffed, there has been a higher level of enforcement, especially in the area of ticketing those who park in the hash marked areas of the street. These spaces are abused in particular by merchants who are tempted to use them for loading and unloading. The spaces have been designated as no parking spaces for safety reasons that involve visibility for vehicles and pedestrians. Staff went on to report that there have been issues with one certain business on Howard Street regarding ticketing for this reason and that there have been some heated arguments and that the situation may escalate. Parking staff will continue to enforce the ordinance.
7. Stats – The stats for the month of July were reviewed and found to be satisfactory and promising as well.

*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.*



BOARD: Downtown Management Board

MEETING DATE: August 17, 2021 **DATE PREPARED:** August 13, 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