



### **DOWNTOWN MANAGEMENT BOARD**

September 21, 2021

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of August 17, 2021
  - (b) Payment of August bills
  - (c) Acceptance of August expense and income reports
3. Old Business
  - (a) Consider and approve the proposed 2022 Downtown Programs and Services Budget
  - (b) Consider and approve the proposed 2022 Parking Budget
4. New Business:
  - (a) Request for the City Manager to recommend that the City Council levy special assessments, on behalf of the Downtown Management Board, to finance Management Board programs and services for 2022 through the Downtown Development and Management Fund
  - (b) Discuss formation of an Organization Task Force
  - (c) Discuss fall events and marketing schedule
  - (d) Reports by Downtown Management Board Committees
  - (e) Report by City staff
5. Miscellaneous
6. Adjournment

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Meeting ID: 894 4119 0662

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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:** September 21, 2021      **PREPARED:** September 17, 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 August 17, 2021; (2) Acknowledgement of bills since August 17, 2021; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



# Minutes

## DOWNTOWN MANAGEMENT BOARD

August 16, 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: Vice Chair Robin Bennett  
Gary Albert  
Joe Keedy  
Jennifer Shorter  
Mayor John Murphy

Absent: Chair Ben Slocum, Noah Marshall-Rashid, Dan Harris  
and 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 July 20, 2021 regular meeting minutes; acknowledgement of bills since July 20, 2021 that totaled \$28,969.08; and July expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by Keedy the consent agenda was approved. All in favor.

### **Discuss the Proposed 2022 Programs and Services Budget**

Goodman reviewed that the proposed budget was based on plans to provide programs and services in a year free of COVID restrictions and that highlights included the customary 2% increase; the elimination of a weekly summer evening concert event; Winter Carnival to continue to be held as a placemaking event to include ice sculptures; no drink tent revenue or expenses; a pared down amount for Presenting Sponsors; and a potential inclusion of a Summer Celebration event. She also stated that she had discussed receiving additional funding for community focused events with Parks and Rec and had been told those funds were likely not available but that in kind services would continue.

Board members had supportive comments regarding the elimination of the weekly summer concert series and posed questions regarding the upcoming Summer Celebration. No major changes were presented.

### **Discuss the Proposed 2022 Parking Budget**

Goodman then began discussion of the proposed 2022 Parking Fund budget stating that she included identical numbers for proposed revenue in 2022 to those proposed in 2020 and 2021 due to the fact that COVID has skewed revenue amounts and no more accurate estimates are available. The exception to this was that proposed fine revenue had been due to the fact that the Parking Committee had decided to end the practice of issuing courtesy tickets which could potentially increase fine revenue by 50 to 60%. Other highlights of the proposed budget included an expenditure for bike racks of \$10,000; a refurbishing of the wayfinding sign system for \$25,000; a placeholder amount in the CIP for a possible engineering study, co-funded with the County, for a deck platform at the corner of Division and Lake of \$150,000; a feasibility study for a parking platform to be constructed on the Darling Lot of \$15,000; an increase in allotted expenses for snow removal of \$30,000; an entryway redesign for the corner of Mitchell and the highway recommended by the Design Committee and to be included in the soon to be finalized streetscape study of \$25,000; and a placeholder for partnership with the MEDC if a Winter Cities grant is received of \$30,000.

Staff also included that the final draft proposal may include costs for the purchase of the Chamber building if an arrangement could be worked out between the two organizations and costs for the sharing of an ordinance officer if requested by the City.

Board member questions were posed regarding what services the additional snow removal would include and what kind of MEDC grant might be available. Staff responded that the Board had indicated over the past year that a higher level of snow removal service was desired and that she had spoken with the contractor about being available more often and putting in more hours to provide cleaner sidewalks and that the extra funds would also help with the removal of snow from the curbs and the parking lots; and that the MEDC grants had just been announced with the application having been mailed the previous day and that the projects would be designed from a technical service visit from MEDC that would be based on projects outlined in their Winter Cities study that had been shared with the Board last winter.

Further questions arose from the plan to increase fine revenue with the elimination of courtesy tickets. Acting Chair Bennett asked for input on the courtesy ticket decision. Dissenting comments included the fact that courtesy tickets were a long standing tradition of hospitality, that there were marketing dollars well spent, and that we needed to remember that we are in the business of managing parking and not in the business of selling parking which takes away from the theory that we are “giving away our inventory” as had been stated by the Parking Committee. Bennett spoke as a Parking Committee member, enforcing the fact that the public had been told three years ago that we were raising the parking rates in order to create revenue in order to build a structure and that additional revenue is needed to make that structure a reality. She compared the courtesy sunset to the also proposed tactic of enforcing in the evening hours and stated that the committee believed that eliminating the courtesy ticket would be less offensive to the public than extending enforcement hours. She also said that the committee had briefly discussed changing its name to the Accessibility Committee in order to focus more on all pedestrian, bicycle, and vehicular issues. Goodman supplied the data that in July of this year 610 money tickets were issued out of a total of 1874 tickets and offered the opinion that ending courtesy notices could be compared to ending not charging for handicapped parking in that both were policies overseen by the Parking Committee that could be managed as times evolve, even to the point of being reinstated if need be. Other questions were posed regarding whether or not the perceived marketing expense was worth the revenue being lost and if there was truly consensus on whether parking funds should be used or even increased for the purpose of building a deck.

There was a brief discussion on extending enforcement into evening hours, with the City Manager encouraging the dissolution of the courtesy ticket the extension of enforcement hours for the purpose of expanding parking and building a deck, stating the DMB also needs the money for other projects. The Mayor supported his comments and also spoke in favor of a deck at the Darling Lot that would utilize the grade of the property.

There being no further comments on the proposed 2022 budgets, staff determined to tweak and finalize some numbers before bringing it back for final review and approval at the September meeting.

### **Reports by Downtown Committees**

**Marketing and Events Committees** – Symonds reviewed plans for the upcoming Summer Celebration event, saying that there was a lot of difficulty getting activities arranged that would fill up the streets; that there would be two concerts in the park; Howard and Lake would be closed with some street games set up; the trolley would run on Mitchell street; stores have been encouraged to come out into the streets with their own activities; a movie in the park would be held; and scavenger hunts were being created.

She further reported that the Back to the Bricks car show had asked us to apply as a host location for 2022 and that she is working on an application for Sunday night, June 5 with our SOH scheduled on that Friday, June 3, and the entire weekend being soccer weekend. Comments were made that this is not a cash register ringing event, that it created a mess of our sidewalks and streets, and that in many ways it was a problem for businesses. Staff reminded the Board that it had been very popular with the public when it was held in 2018 and that the Board at that time had enthusiastically agreed to pursue having the event return and also that applying to be a host did not obligate the community to anything.

Marketing Committee will hold an in person meeting in September.

**Parking Committee** – Goodman reported that the notes were in the packet and that parking revenue is up again and noted that discussion about the sunseting of the courtesy notice policy had taken place earlier in the meeting.

**Design Committee** – Goodman reported that, per the enclosed notes, the committee had held a special meeting to consider allowing the furniture on the dining deck of High Five Spirits to be used for the summer despite the fact that it did not conform with established guidelines and that the committee had agreed to recommend that it be allowed to remain and be used for the rest of the current season.

**Downtown Economic Enhancement** – Goodman announced that City Council had approved an OPRA district for 316-318 East Lake Street which would enable the use of MEDC grant dollars for the renovation of the property. She also noted that the façade grant that had been previously approved for the property may be coming forward for an extension request to as part of enabling the project to proceed.

She further commented that consultant Robert Gibbs had visited with her recently and they had talked about the use of new market analysis technology that can track extreme details of customer movement patterns; and that he had once again pointed out that targeting diverse segments of the population with destination marketing is important and that, in his opinion, he does not see that we excel in this area; and that he is predicting that experience shopping will continue to be boon at least for the next three years.

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** – Streetscape study is nearly finished and will be going back to the Design Committee for final review before it comes back to the Board.

#### **Report from City Staff**

The City Manager reported that City Council had passed a zoning district for the college; that the Council had adopted a letter of support to be sent to Emmet County Commissioners supporting a regional, comprehensive transportation system; that they had approved a redevelopment liquor license for 406 East Lake at the recommendation of the DMB; that they had approved the OPRA district for 316-318 East Lake Street which will amount to an annual abatement of \$14,000 for 8 years; and that a ribbon cutting ceremony was held for the Iron Bell Bridge.

#### **Other Miscellaneous Comments**

Joe Keedy expressed the need for more data regarding where people come from and what their needs are before we commit to construction of a deck. He also inquired what was the status of hiring a housing coordinator and the City Manager responded that interviews are underway for the position with a one to two year contract available and that the City would be contributing a total of \$10,000 to that person's compensation, adding that the Housing Summit will be held on August 26.

Mayor Murphy commented NCMC has ribbon cutting ceremony coming up and that LTHS has a corn roast scheduled for August 20.

Keedy asked about timeline for bike path funding and the City Manager responded that schematic drawings are being undertaken and expected to be completed by the end of September with grant opportunities to be explored at that point.

**Adjourn**

The meeting was adjourned at 8:35 P.M.

DRAFT

**Downtown Management**  
**Monthly Bills - August 2021**

September 12, 2021

**PROGRAMS AND SERVICES**

Business Recruitment	Goodman/mileage reimbursement	DT Assessment	\$ 187.88
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
Flowers	Siegrist Farm	DT Assessment	\$ 4,526.00
Summer Celebration	Swank/movie rental	DT Assessment	\$ 350.00
Summer Celebration	Dane Tollas/performer	DT Assessment	\$ 300.00
Summer Celebration	Dean Smith/gas for trolley	DT Assessment	\$ 150.00
Summer Celebration	Cowboy Killers/performers	DT Assessment	\$ 900.00
Winter Carnival	Apple Tree Inn/room rental	DT Assessment	\$ 144.90

**Total Programs & Services** **\$ 7,020.23**

**PARKING FUND**

Bank Charges	Bank Charges	Parking Fund	NA
Conf. & Membrshp	MDA/dues	Parking Fund	\$ 300.00
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$ 81.00
Contracted Services	T2/Digital Iris Services	Parking Fund	\$ 165.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 150.00
Contracted Services	Van's/contract	Parking Fund	\$ 81.37
Contracted Services	USIO/credit card fees	Parking Fund	\$ 79.33
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 114.98
DT Office	DTE/utilities	Parking Fund	\$ 29.16
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	McCardel/water	Parking Fund	\$ 24.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 13.29
DT Office	Integrity/suppliec	Parking Fund	\$ 46.79
DT Office	City of Petoskey/utilities	Parking Fund	\$ 40.00 est
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Integrity/supplies	Parking Fund	\$ 38.91
DT Office	Emmet County/recycling fee	Parking Fund	\$ 50.00
DT Office	Wages	Parking Fund	\$ 20,000.00 est
Materials & Supplies	Omnipark/thermal paper	Parking Fund	\$ 89.00
Materials & Supplies	Biller Press/orange envelopes	Parking Fund	\$ 552.56
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

**TOTAL** **\$ 23,123.60**

**TOTAL BILLS** **\$ 30,143.83**



PROGRAMS SERVICES  
MONTHLY REPORT  
August 2021

September 13, 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	5,000.00	
OTHER		0.00	0.00	0.00	
	179,482.00	0.00	104,307.00	113,265.97	75,175.00
<b>EXPENSES</b>					
<b>Events</b>					
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	2,500.00	0.00	4,500.00
DOWNTOWN LIVE	20,000.00	1,700.00	0.00	0.00	20,000.00
Jane Tollas/Performer Summer Celebration \$300					
Swank/movie Summer Celebration \$350					
Dean Smith/gas for trolley \$150					
Jury Killers/performers Summer Celebration \$900					
DOWNTOWN TRICK OR TREAT	7,000.00	0.00	0.00		7,000.00
WINTER CARNIVAL	5,400.00	144.90	8,450.00	11,991.68	(3,050.00)
Apple Tree Inn/room rental \$144.90					
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
<b>Collaborating Events</b>					
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
<b>Marketing and Promotions</b>					
IMAGE CAMPAIGN	30,000.00	461.45	3,830.65	18,505.70	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					
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  
August 2021

September 13, 2021

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	187.88	0.00	0.00	500.00
Goodman/mileage \$187.88					
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	4,526.00	316.90	291.00	8,683.10
Siegrist Farms \$4,526					
<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	200.00	14,210.00
OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	7,020.23	25,157.64	37,999.92	151,042.36
Excess of Revenues Over Expenses	3,282.00	-7,020.23	79,149.36	75,266.05	(75,867.36)

**Downtown Parking Fund  
August 2021**

**September 12, 2021**

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	609,500.00	62,146.07	280,280.76	223,084.00	329,219.24
finest	130,000.00	10,406.50	51,315.01	51,081.88	78,684.99
Permits	87,000.00	5,160.00	66,760.00	36,512.00	20,240.00
Bags	8,000.00	180.00	5,035.00	5,885.00	2,965.00
Tokens	3,000.00	150.00	695.00	620.00	2,305.00
Interest	4,000.00	77.96	311.84	934.64	3,688.16
Meter Sponsorships	5,000.00	0.00	948.00	875.00	4,052.00
ParkMobile	60,000.00	14,613.59	60,663.88	4,640.72	(663.88)
<b>Total Parking Revenue</b>	<b>906,500.00</b>	<b>92,734.12</b>	<b>466,009.49</b>	<b>323,633.24</b>	<b>440,490.51</b>
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		11,445.50	48,284.50	32,823.00	
EV Charging Station		25.45	51.20	28.25	
				21,069.58	
<b>Total Revenue</b>	<b>906,500.00</b>	<b>92,734.12</b>	<b>466,009.49</b>	<b>323,633.24</b>	<b>440,490.51</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	21,000.00	0.00	22,800.00	21,069.38	-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	300.00	0.00		5000.00
MDA dues/ \$300					
CONTRACTED SERVICES	80,000.00	556.70	58,528.91	45,393.34	21,471.09
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$81.37					
USIO/credit card fees \$79.33					
DOWNTOWN OFFICE	249,000.00	21,258.53	130,920.19	165,544.27	118,079.81
Spectrum/phones, nternet \$114.98					
City of Petoskey/utilities \$40.00					
Zoom/monthly fee \$15.69					
DTE/utilities \$29.16					
McCardel/water \$24					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Integrity/supplies \$38.91					
Integrity/supplies \$46.79					
Meyer ACE/supplies \$24					
Emmet Co/recycling fee \$50					
Wages \$20,000					
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	641.56	2,547.26	5,647.95	7,452.74
Omnipark/thermal paper \$89					
Biller Oress/Orange envelopes \$552.56					
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	377.82	3,247.93	4,783.44	2,952.07
AT&T/cell phones \$377.82					
OTHER	-		0.00	0.00	-
<b>TOTAL EXPENSES</b>	<b>563,700.00</b>	<b>23,123.60</b>	<b>227,664.56</b>	<b>255,403.30</b>	<b>336,035.44</b>
<b>NET</b>	<b>342,800.00</b>	<b>69,610.52</b>	<b>238,344.93</b>	<b>68,229.94</b>	<b>104,455.07</b>



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** September 16, 2021

**RE:** 2022 Proposed Draft Budgets Final Review

The enclosed budgets are the second drafts for 2022. Staff is recommending these budgets be approved at the September DMB meeting. If they are not approved in September, it will be necessary to schedule a special meeting in order to stay on a timeline that will coordinate with the City budget process. Points to note that have been revised since the first review of each fund are listed below.

### Programs and Services

- The title sponsor revenue of \$3,000 for the Holiday Parade has been eliminated due to the termination of the sponsorship agreement with Stafford's.
- There is a \$2,000 expense listed for the Back to the Bricks car show which is a revised number from the \$5,000 originally presented. Downtown staff has now received an official invitation to be a host community on Sunday, June 3, 2022 and approval of this expenditure will serve as acceptance of the invitation.
- The Downtown Live series that was never initiated but intended to replace Petoskey Rocks is still listed as an option along with the experimental Summer Celebration that took place this year on August 28 and includes an expense of \$10,000 to support either one of them. A decision on moving forward with either event will need to come after more discussion from the Events Committee and perhaps even after a new staff person is hired to coordinate either event.

### Parking Fund

- Revenue projections have not changed since the first draft. The \$200,000 projected for fines is just shy of 60% of past projections of \$130,000 in fine revenue and is estimated because of the elimination of the courtesy ticket as was discussed last month.
- No revenue was included as a result of the extension of evening hour enforcement. The Parking Committee does intend to move ahead to recommend the hours be extended in the spring of 2022, but no formal plan has yet been developed or approvals from the full Board and City Council received.
- Under expenses, the Downtown Office line item was boosted to support potential salary increases due to staff replacement.

Staff is recommending that the Board review, discuss, and move to approve these draft budgets with or without adjustments so that a final draft of the budget may be prepared and adopted at the September meeting.

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

Attachments

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

	2020	2021	2021	2022
	Year End	Budget	Projected	Proposed
<b>REVENUE</b>				
Downtown Assessments	103,379	101,600	103,600	103,600
2% Increase		2,032		2,073
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		-
<b>Total Revenue</b>	<b>134,511</b>	<b>186,332</b>	<b>136,850</b>	<b>158,523</b>

<b>EXPENSES</b>				
<b><u>DMB Events</u></b>				
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
	<b>14,651</b>	<b>85,400</b>	<b>35,850</b>	<b>76,000</b>
<b><u>Collaborating Events</u></b>				
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
	<b>3,028</b>	<b>3,500</b>	<b>4,700</b>	<b>5,200</b>
<b><u>Economic Enhancement</u></b>				
Business Recruitment	-	500	200	1,000
Business Retention	203	1,000	500	1,000
	<b>203</b>	<b>1,500</b>	<b>700</b>	<b>2,000</b>
<b><u>Marketing &amp; Promotions</u></b>				
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
	<b>39,004</b>	<b>55,000</b>	<b>34,700</b>	<b>51,250</b>
<b><u>Beautification</u></b>				
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
	<b>18,789</b>	<b>21,000</b>	<b>22,500</b>	<b>23,000</b>
<b><u>Administrative</u></b>				
Insurance & Bonds	0	200	200	200
Other	8,536	100	100	100
Capital Outlay	3,408	19,000	30,000	
	<b>11,944</b>	<b>19,300</b>	<b>30,300</b>	<b>300</b>
<b>Total Expenses</b>	<b>87,416</b>	<b>185,700</b>	<b>128,750</b>	<b>157,750</b>
<b>Excess Revenue over Expenditures</b>	<b>47,095</b>	<b>632</b>	<b>8,100</b>	<b>773</b>

**CITY OF PETOSKEY**  
**Downtown Management Board**  
**2022 Parking Fund Budget**  
**DRAFT**

	2019 Year end	2020 Year End	2021 Budget	2021 Projected	2022 Budget
<b>REVENUE</b>					
<b><u>Streets</u></b>					
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>
<b>Total Streets</b>	<b>\$ 359,380</b>	<b>\$ 226,800</b>	<b>\$ 437,000</b>	<b>268,000</b>	<b>437,000</b>
<b><u>Lots</u></b>					
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
<b>Total Lots</b>	<b>\$ 127,044</b>	<b>\$ 89,332</b>	<b>\$ 99,900</b>	<b>\$ 112,800</b>	<b>\$ 99,900</b>
<b>Total Meters</b>	<b>\$ 486,424</b>	<b>\$ 316,132</b>	<b>\$ 536,900</b>	<b>\$ 380,800</b>	<b>\$ 536,900</b>
<b><u>Other Parking</u></b>					
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
<b>Total Other Parking</b>	<b>\$ 257,729</b>	<b>\$ 225,942</b>	<b>\$ 297,000</b>	<b>\$ 281,500</b>	<b>\$ 367,000</b>
<b>Total Revenue</b>	<b>\$ 693,062</b>	<b>\$ 542,074</b>	<b>\$ 833,900</b>	<b>\$ 662,300</b>	<b>\$ 903,900</b>
<b>Reserve Fund</b>	<b>840,827</b>	<b>711,382</b>	<b>828,399</b>	<b>828,399</b>	<b>1,078,099</b>
<b>Total Fund</b>	<b>\$ 1,533,889</b>	<b>\$ 1,253,456</b>	<b>\$ 1,662,299</b>	<b>\$ 1,490,699</b>	<b>\$ 1,981,999</b>

	2019 Year End	2020 Year End	2021 Budget	2021 Projected	2022 Budget
<b>EXPENSES</b>					
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
<b>Total Expenses</b>	<b>\$ 822,507</b>	<b>\$ 417,599</b>	<b>\$ 542,700</b>	<b>\$ 412,600</b>	<b>\$ 745,000</b>
<b>Net Operating Funds</b>	<b>\$ (129,445)</b>	<b>\$ 124,475</b>	<b>\$ 291,200</b>	<b>\$ 249,700</b>	<b>\$ 158,900</b>
<b>RESERVE FUND BALANCE</b>	<b>711,382</b>	<b>835,857</b>	<b>1,119,599</b>	<b>1,078,099</b>	<b>1,236,999</b>





## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** September 16, 2021

**RE:** Proposed 2022 Programs and Services Special Assessment

**Background** Each year since 1994 the Downtown Management Board has asked the City Manager to recommend that the City Council levy special assessments against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with proceeds from the levies of such assessments used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

**Formula** If requested for 2022, next year's downtown-area special-assessment levy would be the 28<sup>th</sup> such annual levy. The approved 2021 downtown-area programs-and-services special-assessment formula had included:

- \$0.1836 per square foot of useable, first-floor, non-residential building area
- \$0.0459 per square foot of useable, non-residential area on floors other than first floors
- \$0.0561 per square foot of unimproved lots that do not contain buildings

**Proposal** If the Downtown Management Board approves the proposed 2022 programs-and-services-expenditures budget, the Downtown Management Board could request that the City Council levy the following square-foot special assessments, being a 2% increase, on the Downtown Management Board's behalf:

- \$0.1873 per square foot of useable, first-floor, non-residential building area
- \$0.0468 per square foot of useable, non-residential area on floors other than first floors
- \$0.0572 per square foot of unimproved lots that do not contain buildings

Although not yet calculated, City staff believes that revenues next year would be \$105,450 an increase from \$103,379 actual in 2021.

**Process** Following regulations that are included within City Code special-assessment provisions, the Downtown Management Board will be asked to formally request that the City Manager consider this proposed 2022 programs-and-services special assessment and to recommend to the City Council, through a required written report, that this proposed special assessment be levied on behalf of the Downtown Management Board.

It is the recommendation of staff that the DMB move to request the City Manager to recommend that the City Council levy this proposed assessment.



**MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** September 13, 2021

**RE:** Formation of an Organization Task Force

It has recently been noted to staff that the DMB by-laws have not been reviewed since the formation of the original Board. The committee guidelines have not been reviewed since they were written in 2014. With the resignation of Downtown Marketing and Events Coordinator, Andi Symonds, staff also believes there is a need to review the current staff organizational structure and establish succession planning issues.

Chair Slocum is recommending that an Organization Task Force be formed to study and recommend potential changes for these subjects. The task force would be comprised of the Chair, the Vice Chair, and no more than three members at large; expected to meet at least monthly in September, October, November, and December; with a goal of reporting its findings to the full Board in January of 2022. Attendance at meetings will be mandatory.

It is the recommendation of staff that a motion be made to form this task force to include the Chair and the Vice Chair and that one to three members at large be appointed to serve on it at the September meeting.



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** September 12, 2021

**RE:** Discussion and Determination of Fall Event and Marketing Schedule

As COVID recommendations/regulations continue to be a consideration and now we have the resignation of the Downtown Marketing and Events Coordinator, there is a need to discuss the upcoming fall event schedule and marketing initiatives. At the time of this memo writing, staff has requested a proposal from a marketing company that would have the ability to continue our social media campaign and will have that information available at the Board meeting. Staff has also begun exploring opportunities to delegate events to other organizations and to contract with independent event planners. A review of the situation follows:

**Social Media Campaign** – Our advances in this area are too valuable to let slide. The work requires an individual or team of individuals with specific and advanced social media skills.

**Downtown Trick or Treat and Jack O' lantern Walk** – The Trick or Treat portion of this event is over twenty years old. Staff has managed this event on her own before and it is uncomplicated, though somewhat time consuming, to execute. Staff does not personally foresee difficulties receiving permission to hold this event because of COVID issues as long as the schools remain open.

The Jack O' lantern Walk portion is gaining popularity and shows promise for future development but is more complicated and time consuming, involving the enlistment of organizations and individual participants to organize. There is also set up and take down on the day of the event to manage.

**Ladies Opening Night** – This is a cash register ringing event that is becoming more and more popular with merchants. It was not held last year based on requests from merchants who do not want to host extra people in their stores. If it is held this year, it will be the first time it is held with our Social District being fully functional and promoted. The event requires a large amount of staff time and organization, including enlistment of the stores; program design, printing, and distribution; collection of afterglow donations; promotion, etc. The afterglow portion of the event is somewhat controversial as it involves a large gathering of people packed in the Rose Room at the Perry, at standing room only levels, in order to be present at the prize drawing. It also requires an intense amount of set up and take down on the day of the event and a strong and charming personality to host the prize awards. The afterglow prize drawing could be held virtually, although it will require technology skills and a "television" style personality.

**Holiday Parade** – This event has also been hindered more than others this year by the recent relinquishment of the title sponsorship by Stafford's Hospitality. An email regarding the termination is enclosed to this memo. Without Stafford's assistance in float building, Santa services, promotion, emceeing, and feet on the ground the day of the event, planning and execution would have been more difficult than usual. The lack of a staff person to oversee the parade makes it even more complicated. There is a long list of tasks associated with this event including recruitment and registration of entries combined with script writing and organization of parade order, not to mention a nearly endless list of details to manage, including day of event responsibilities.

**Holiday Open House** – This event requires very little preparation. This will be the first year it is held with our Social District in place which could change it in some subtle ways. We also may want to rethink Santa hearing children's wishes in the gazebo in times of COVID. There is a task list that goes with the event that can be managed by someone with experience.

**Downtown Petoskey Holiday Catalog** - The catalog could be seen as more popular than ever as it adds an online or mail order or even curbside shopping component to many who do not have means to promote this heavily on their own. It is time intensive as it requires enlisting people to participate, billing them, scheduling them with the photography, writing copy, and checking and double-checking copy, among other details.

Considering the difficulties with delegating on a short-term basis, it is the recommendation of staff to move forward in the following manor;

- Social media marketing campaign - An estimate of \$2,000 per month has been received to contract for this work to be done by a consultant. This expense would be charged to the Downtown Office line item as it would be in the place of wages.
- Downtown Trick or Treat – The Downtown Director will oversee this event.
- Jack O' lantern Walk – The Downtown Director will seek another organization to take this over or look to a contract person to manage it this year. A total amount of \$7,000 had been budgeted for Trick or Treat/Wicked Weekend this year. Trick or Treat expenses should not be over \$800. A portion of the remaining money could be spent on a contract person to organize the event as a contribution to organization that takes it on. Funding could also come from the Parking Fund Downtown Office line item in lieu of wages. If neither plan is not possible, the walk should be cancelled.
- Ladies Opening Night – Either the Downtown Director will negotiate with a contract person to manage this event with her supervision or the event will be cancelled. Funding for the contract person could come from the Downtown Office line item or from overflow in the Programs and Services budget as the \$4,000 budgeted to support the event will not also support a contract person.
- Holiday Parade – Either the Downtown Director will work with a local non-profit to manage the event or the event will be cancelled because the organization of it is too intensive to be done in addition to other staff responsibilities. The \$3,000 that is in the Programs and Services budget to support the parade could be contributed to the organization that takes it on.
- Holiday Open House – The Downtown Director will oversee this event.
- Holiday Catalog – The Downtown Director will oversee this event with the assistance of the printer (Mitchell Graphics) as designer or the catalog will not be issued this year.

It is the request of staff that the Board come to the meeting prepared to discuss the fall marketing and event situation and give direction regarding how they would like to proceed.

## Sarah Bek

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**From:** Becky Goodman  
**Sent:** Saturday, September 11, 2021 2:24 PM  
**To:** S. Reginald Smith; Andi Symonds  
**Cc:** Drew Smith; brian@staffords.com; butchp@staffords.com; Rick Thompson; Angie Whitener; xainaj@staffords.com  
**Subject:** RE: Holiday Parade sponsorship

Hello Reg –

This was disappointing news to hear, but I definitely understand and respect the reasons you put forth. Times have changed and we will change with them. I will personally miss the collaboration as it has gone on since the year I arrived in Petoskey and began working for the downtown. On behalf of the DMB and everyone in Downtown, I would like to thank you extensively for the partnership and support that began in 2005 and continued for all those many years. This was a remarkable contribution to the community. We are all grateful for your commitment.

Thank you,

Becky Goodman

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**From:** S. Reginald Smith <regs@staffords.com>  
**Sent:** Thursday, September 9, 2021 3:14 PM  
**To:** Becky Goodman <becky@petoskeydowntown.com>; Andi Symonds <andi@petoskeydowntown.com>  
**Cc:** Drew Smith <drews@staffords.com>; brian@staffords.com; butchp@staffords.com; Rick Thompson <rickt@staffords.com>; Angie Whitener <angiew@staffords.com>; xainaj@staffords.com  
**Subject:** Holiday Parade sponsorship

Hello Becky and Andi

Unfortunately I must communicate to you that Stafford's will no longer be the title sponsor for the downtown holiday parade. We have found this to be taxing on our staff members at a time when most would prefer to spend time with family members. I cannot say for sure if we will have a parade entry but I wanted to pass along our decision well in advance.

Reg Smith

**S. Reginald  
Smith**  
Chairman of the Board  
Stafford's Hospitality



PO Box 657 • Petoskey, MI 49770

☎ 231-347-5397  
✉ [regs@staffords.com](mailto:regs@staffords.com)  
🖱 [www.staffords.com](http://www.staffords.com)





**BOARD:** Downtown Management Board

**MEETING DATE:** September 21, 2021    **DATE PREPARED:** September 17, 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.

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# **Parking Committee AGENDA**

Wednesday, September 8, 2021

10:00 AM

**Community Room  
City Hall**

1. Welcome – Members present were Slocum, Bennett, and Meikle (by telephone). Members absent were Marshall-Rashid and Harris.
2. Boardmember Comments re Courtesy Ticket Sunset – As no Committee members other than Bennett had been at the August DMB meeting, Goodman reviewed that she had reported to the DMB that the Committee had ended the courtesy notice policy at their August meeting and that there were several comments from Boardmembers objecting to the ending of the policy. Comments included the belief that issuing courtesy notices was a very powerful marketing initiative. Some on the Board had asked whether it would be possible to leave the courtesy notice in place as a once in a lifetime notice instead of a once a year reminder. Committee members considered this strategy, but believed that the revenue generated by ending the policy would be of greater benefit, comparing issuing courtesy notices to merchants giving away merchandise. They also reiterated that ending the policy is more fair to locals and does not necessarily generate bad or critical comments.
3. Requested HC Parking ticketing data – Goodman presented data regarding the issuance of tickets in handicapped spaces. She also stated that the ambassadors tell her that they see very little abuse of this ordinance since the policy of free parking for handicapped stickers or placards was discontinued.
4. Evening Hour Enforcement Data – The committee continued their discussion regarding recommending that parking be enforced into the evening hours. Consensus was that this practice should start at the beginning of the summer in 2022. Goodman will bring more information regarding signage and the possibility of seasonality to the September meeting.

5. License Plate Data Collection Possibilities – Goodman discussed possibilities for collecting data regarding where our customers come from that had been requested by a DMB member, citing that Omnipark could provide a list of plates that received tickets, that Parkmobile could provide a list of plates belonging to people who used the Parkmobile app, that digital Iris could provide a list of plates used by people that parked in the Elks Lot and used a pay station. Consensus was that this kind of analysis could be included in a market analysis that may or may not be included in our next strategic plan.
6. Use of Parking Spaces for Charity Event – Goodman reviewed the High Five Spirits had requested the use of up to 5 parking spaces near their storefront to be used as their sponsored stop for a toy run held by the Salvation Army and the Northern Knights. The spaces would be needed for a three hour period during a week day. The Committee decided to not participate in this activity by providing reserved spaces due to the fact that the approved use for a meter bag is for moving in and out of a location or construction projects, that although the activity was connected to a charity it was still a commercial activity in the public right of way, and because new State legislation involving this kind of sponsorship could interfere with Downtown’s status as a Social District.
7. Suttons Bay Ticker Article – This discussion was tabled until the October meeting as it was requested to be put on the agenda by Marshall-Rashid who was not in attendance.
8. Stats – The monthly statistics were discussed and found to be satisfactory. Meter revenue for the month of August is just short of July revenue and that is a good indication of a strong summer season.

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



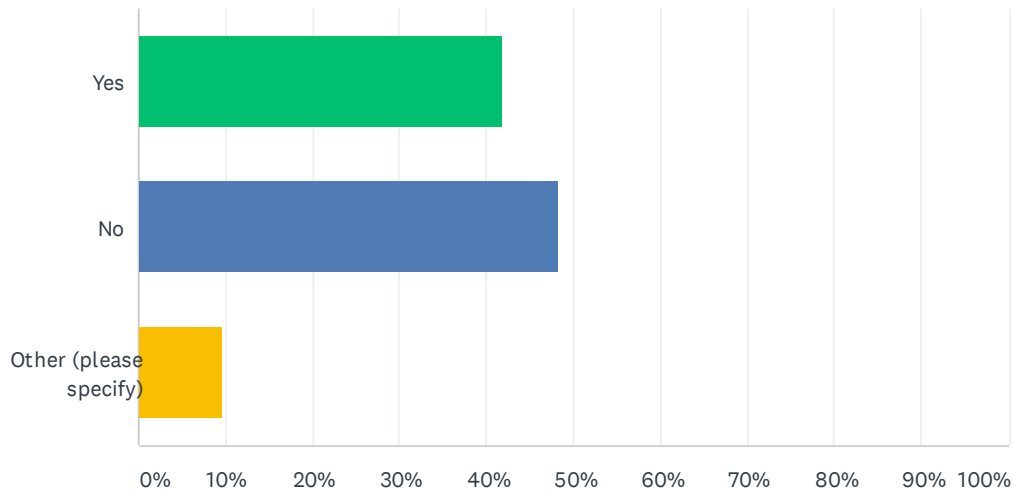
Committee Members: Angie Whitner, Becky Philipp-Kranig, Julie Stoppel, Stephen Mullen, Valerie Meyerson, Sarah Biskup, Katie Mackenzie, Kathleen Chimko, Stephen Struwve, Drew Smith, Mikayla Whitcomb, Adrian Sedestrom (Becky & Andi)

In Attendance: Drew, Mikayla, Sarah, Stephen, Adrian

1. End of Summer Celebration update
  - **Andi went over the survey responses from Merchants about the Summer Celebration and the committee discussed the comments and possible improvements including; not closing the streets, having it after Labor Day for more locals, have signs at the street closures that say what event is happening to better inform the public and drivers as to why the streets are closed (and hoping they don't drive through them)**
  - **Survey responses are attached**
2. Back to the Bricks
  - **Andi updated that we have sent in our BTTB application for Sunday, June 5<sup>th</sup> and will know if we are chosen later in September.**
3. Halloween 10/30
  - **Committee discussed the Halloween Event coming up including the DT Trick or Treat, the Jack O Lantern Walk and the Costume Parade. Discussed possibly closing the streets for the morning trick or treat to ensure safety, look into purchasing large Styrofoam, carveable pumpkins and giving them to local clubs/groups/schools to decorate/carve and bring back down to the park for the jack o lantern walk and then have some sort of social media contest and the pumpkin with the most photos wins something! Work with Adrian to facilitate this idea.**
  - Potential clubs
    - i. Zonta
    - ii. LTBHS
    - iii. Rotary's
    - iv. Kiwanis
    - v. Community Foundation
    - vi. Tip of Mitt Watershed
    - vii. YMCA
    - viii. Library
    - ix. Local Businesses
    - x. Elementary schools
    - xi. Sports teams
4. Ladies Opening Night 11/19
  - **Committee briefly discussed this event and the need to have some online option for women who don't feel comfortable shopping in person and have the prize drawing online also because people may not be comfortable meeting in a large group for the event.**
5. Stafford's Downtown Petoskey Holiday Parade 11/26
  - **Committee briefly discussed this event and the potential Grand Marshals of Shorter's 75 years, Circus Shop 75 years, Stafford's 60 years, CTAC 50 years. Possibly have two emcees during the parade, one set up near JCP and one by Chandlers?**
6. Adjourn 9:55 am

## Q1 Do you like the idea of having an annual Summer Celebration at the end of Summer?

Answered: 31 Skipped: 0

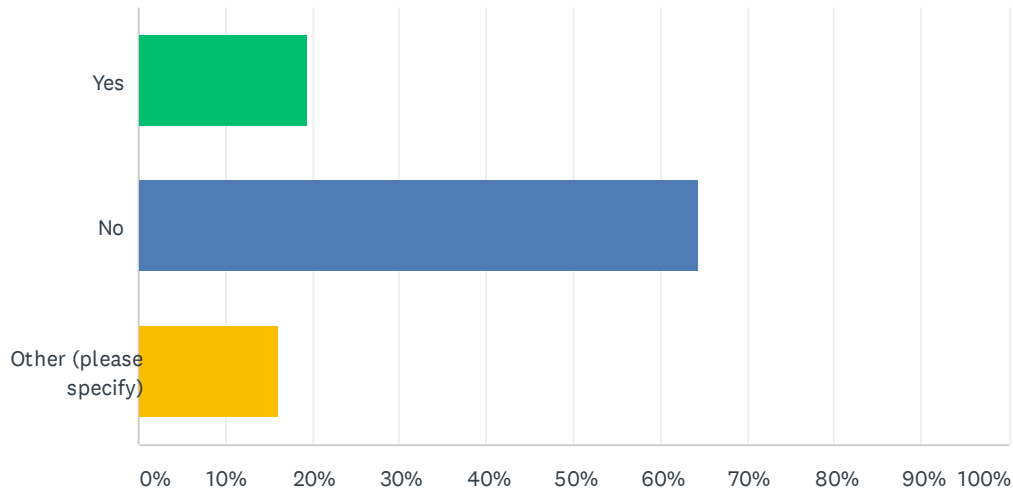


ANSWER CHOICES	RESPONSES	
Yes	41.94%	13
No	48.39%	15
Other (please specify)	9.68%	3
TOTAL		31

#	OTHER (PLEASE SPECIFY)	DATE
1	Unless you plan to promote it heavily and have more "there" there, don't do it. It was embarrassing to have to explain to customers that it was a "celebration" event.	9/2/2021 11:27 AM
2	Not during a pandemic.	9/1/2021 7:59 PM
3	Yes but I think it could be planned to better include shops.	9/1/2021 7:43 PM

## Q2 Do you like the streets closed for this event?

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	19.35%	6
No	64.52%	20
Other (please specify)	16.13%	5
TOTAL		31

#	OTHER (PLEASE SPECIFY)	DATE
1	Didn't really result in any foot traffic. There was not one person in the street at 6 pm.	9/14/2021 9:34 PM
2	If we can have more activity in the streets. Hard for stores who are short staffed to keep them looking busy.	9/2/2021 2:14 PM
3	only if they're filled with music and activities	9/2/2021 1:28 PM
4	Need more activity in the streets. Food stands, more games, entertainment, etc.	9/2/2021 9:51 AM
5	If there is more going on in the streets.	9/1/2021 4:41 PM

## Q3 If this did become an annual event, do you have any thoughts about what we can do to improve this event?

Answered: 20 Skipped: 11

#	RESPONSES	DATE
1	Don't have it after downstate schools start sports or actual school. This was a poor use of resources, if any resources were used.	9/14/2021 9:34 PM
2	Move to an area where the parking would not be taken up by festival goers.	9/3/2021 12:52 PM
3	With it being summer...just more activities for families. That way a parent(s) may shop while kids are preoccupied.	9/2/2021 2:14 PM
4	have some nonprofits do some demonstrations or activities. have a square-dance in the middle of howard/lake. put a band in the street or more than one band. Close the streets from 12-6 instead of the whole time.	9/2/2021 1:28 PM
5	advertise the event. a lot of stores weren't even aware. DO NOT close streets. saturday is typically better than what we did. similar event but add a car show on lake howard and mitchell.	9/2/2021 11:56 AM
6	The "event" was a bust - few people and confusion by most. Customers were crabby about the lack of parking and didn't know why streets were closed as there was really nothing going on in the streets. Even Shorters, celebrating their anniversary and giving away free cupcakes and ice cream didn't appear to have huge crowds. Our sales were less than the same Saturday last year - in the midst of COVID.	9/2/2021 11:27 AM
7	Do not close the street and move the games to the park.	9/2/2021 10:32 AM
8	See answer on question 2.	9/2/2021 9:51 AM
9	Do not close the streets!	9/1/2021 7:49 PM
10	Either everyone has stuff/activities/attractions out in the street, or we don't close off the streets!!! Only a few businesses participated out side so there wasn't any impact or oomf created. We would have been better off to have the parking.	9/1/2021 6:12 PM
11	Poorly planned customers complaining about lack of things to do. Music started too late to benefit the stores.	9/1/2021 6:03 PM
12	Have it earlier in the season or do a fall themed event instead.	9/1/2021 5:32 PM
13	C-o-m-m-u-n-i-c-a-t-i-o-n	9/1/2021 5:29 PM
14	didn't attend as it was the last weekend of "summer" before Labor Day and we had guests in from out of town who wanted to do other things. Wish there was a way to get the year round residents more involved to have an event. Harbor Springs just had Jelly Roll play in the marina park, and it was almost all full time residents who attended. Maybe team up with the local bars/restaurants to entice their regulars to come down for an event? Couple bands? Social district? Retailers could take it or leave it...	9/1/2021 5:11 PM
15	If the streets are to be closed, there should be more going on within them. More activities and on every street	9/1/2021 4:52 PM
16	Take advantage of the street being closed and try to usher people to the street not the park. Have business sponsor musicians to play around the street and a bug performance at night.	9/1/2021 4:43 PM
17	Include more local activity. Would be nice to have activities like the fair.	9/1/2021 4:41 PM
18	Putting signs up at local business, music on the street, food vendors	9/1/2021 4:41 PM
19	Advertise earlier. Have stores participate in a scavenger hunt or something similar.	9/1/2021 4:32 PM
20	Don't have it Fair weekend.	9/1/2021 4:29 PM

## Q4 Additional feedback/comments (remember the survey is anonymous, if you want us to know who your comment belongs to, please include your name)

Answered: 10   Skipped: 21

#	RESPONSES	DATE
1	Customers that are not interested in the Festivals will not shop Downtown. For every Festival goer we loose a non Festival customer. They do not enjoy the confusion or the lack of being able to park.	9/3/2021 12:52 PM
2	For a first-time event, it was ok. Not sure if we should do it again, but I like the idea of a summer open house in June and the end of summer event in August.	9/2/2021 2:14 PM
3	The weather didn't help but the sidewalks were completely empty at 5.	9/2/2021 1:28 PM
4	If you're going to close the streets to parking, make sure it's worth it - for customers and businesses. It can't all be about music/movies/activities in the park. Bring street activities all through the downtown area - (where most of the businesses are located) - buskers, other live music, games, whatever. We all look silly when an event is so poorly promoted and attended.	9/2/2021 11:27 AM
5	I applaud the committee for trying some thing new but with a new event you will never have the draw necessary for a closing of the streets. This event turned what would have been a busy day into the slowest day in 6 months. Part of that was weather dependent as if it was nice all day there 'may' have been more guests around but the simple fact was there was no parking anywhere near wear there needed to be. Music in the park? Great idea. 2 hula hoops in the street by the corners? Nope, hard pass. This committee needs to focus on one thing and one thing only, make great events that look and feel busy. They do not need to force people into my store, that's my job.	9/1/2021 7:49 PM
6	Perhaps have bands all day long I'm the park. Or, move Summer Open to the end of June or beginning of July and do this event then.	9/1/2021 6:12 PM
7	There should be better enforcement about the street being blocked off. I witnessed multiple people; including downtown store owners and employees; moving the barricade to drive in and out.	9/1/2021 4:52 PM
8	Thank you so much for putting this event on!	9/1/2021 4:43 PM
9	I really like the idea of an end of summer celebration. Maybe do it a bit later after Labor Day to make it more friendly for locals, almost a welcome back	9/1/2021 4:41 PM
10	I think it was a great last minute effort. Personally I think just Howard between lake and Mitchell should be shut down and try to make it a fun event.	9/1/2021 4:41 PM



## **Downtown Petoskey Marketing Committee Meeting**

4 pm, Tuesday, September 7, 2021

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

Members present: Bennett, Shorter

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**Due to the attendance of only two committee members, we did not have a meeting.**

1. Tracking Update
2. Marketing within Downtown
3. Downtown Social
4. Adjourn



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** September 21, 2021 **DATE PREPARED:** September 17, 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.

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