



DOWNTOWN MANAGEMENT BOARD

November 16, 2021

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of September 21, 2021
 - (b) Payment of September and October bills
 - (c) Acceptance of September and October expense and income reports
3. New Business:
 - (a) Consider request to extend façade grant for 316-318 East Lake Street
 - (b) Consider request to extend façade grant for Palette Bistro
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by City staff
4. Miscellaneous
5. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/81881788171>

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

Meeting ID: 818 8178 8171

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Persons interested in addressing the Downtown Management Board during the meeting under public comment period can press the “raise hand” button or send a chat message in Zoom or by phone press *9.

Public meetings are being monitored and violations of statutes will be prosecuted.



BOARD: Downtown Management Board

MEETING DATE: November 16, 2021 **PREPARED:** November 12, 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 September 21, 2021; (2) Acknowledgement of bills since September 21, 2021; and (3) Acceptance of the September and October expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

September 21, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, September 21, 2021. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Dan Harris

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 August 17, 2021 regular meeting minutes; acknowledgement of bills since August 17, 2021 that totaled \$30,143.83; and August expense and income reports as prepared by the Downtown Director. Upon motion made by Shorter and seconded by Bennett the consent agenda was approved. All in favor.

Approve the 2022 Downtown Programs and Services Budget and Parking Budget – Staff reviewed her memo that outlined changes to the draft budget since the August meeting that included:

- Loss of revenue in the Programs and Services budget due to the termination of Stafford's title sponsorship, thanking Stafford's for their continued support over the years.
- A reduction of the \$5,000 expense for Back to the Bricks to \$2,000 expense, announcing that Downtown staff had received an official invitation to be a host community on Sunday, June 3, 2022 and approval of this expenditure would serve as acceptance of the invitation.
- An explanation that the Downtown Live series that was never initiated but intended to replace Petoskey Rocks was still listed as an option along with the experimental Summer Celebration that took place this year on August 28 and included an expense of \$10,000 to support either one of them, elaborating that a decision on moving forward with either event would need to come after more discussion from the Events Committee and perhaps even after a new staff person is hired to coordinate either event.
- No revenue increase in the Parking Fund that could result from an extension of evening hour enforcement as the Parking Committee did intend to move ahead to recommend the hours be extended in the spring of 2022, but that no formal plan had yet been developed or approvals from the full Board and City Council received.
- That the Downtown Office line item was boosted to support potential salary increases due to staff replacement.
- That the proposed budget for the entry way project at Mitchell Street had been increased to \$35,000 due to a revised projection from Beckett and Raeder.

Board member comments included questions about the redesign of the Mitchell Street entryway; would the costs requested be for implementation or more study; and a request from the Mayor that promotional materials about Downtown be sent to the Back to the Bricks participants before their arrival.

It was moved by Marshall-Rashid and supported by Shorter that the budgets be approved. All in favor.

Recommend that the City Council Levy Special Assessments on behalf of the DMB to Finance Programs and Services for 2022 – Staff reviewed that because the Downtown Management Board had approved the proposed 2022 programs-and-services-expenditures budget, the next step in the special assessment process would be for the Board to request that the City Council levy the special assessment which would reflect a 2% increase, on the Downtown Management Board's behalf.

Questions were asked regarding changing this from an annual process to a once in a two or five-year process. Staff responded that she believed it was possible and that she would do further research. Mayor Murphy cautioned against changing the standard procedure and it was decided that the need was to continue in the regular way at this time and to consider changes in the future.

It was moved by Marshall-Rashid and seconded by Shorter to request that the City Manager recommend to Council that it 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. All in favor.

Discuss Formation of an Organization Task Force – Staff reviewed that Chair Slocum had suggested a by-laws review in the fall at the beginning of the year and added that with the resignation of Andi Symonds there was a need to review staff structure and succession plans moving forward and that there was a need for a task force to do this work. Slocum then reiterated that work on policies regarding attendance at board and committee meetings needed to be included in the committee work.

Board member comments were in support; there was a suggestion to have the Board review these subjects prior to reviewing them to a task force. Slocum urged that the task force begin work immediately due to the immediate need to review staff roles with the by-laws review not being as urgent.

A motion was made by Shorter and supported by Marshall-Rashid to form an Organization Task Force for the DMB. All were in favor.

A motion was then made by Albert and supported by Marshall-Rashid to appoint Chair Slocum, Vice Chair Bennett, and Board members Shorter and Keedy to the task force. All in favor.

Discuss Fall Events and Marketing Schedule – Staff reviewed her memo that stated COVID recommendations and regulations continued to be a consideration and that now there was the resignation of the Downtown Marketing and Events Coordinator to also consider, that there was a need to discuss the upcoming fall event schedule and marketing initiatives. She synopsized the following:

Social Media Campaign – Advances in this area were 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; the Downtown Director has managed this event on her own before and it is uncomplicated, though somewhat time consuming, to execute; that staff does not personally foresee difficulties receiving permission to hold this event due to COVID issues as long as the schools remain open; that 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 and there is also set up and take down on the day of the event to manage.

Ladies Opening Night – That this is a cash register ringing event that is becoming more and more popular with merchants although it was not held last year based on requests from merchants who do not want to host extra people in their stores during COVID; that this will be the first time the event would be held with our Social District being fully functional and promoted; that 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.; that 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 that the event 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; adding a suggestion that the afterglow prize drawing could be held virtually, although it would require technology skills and a “television” style personality.

Holiday Parade – The Downtown Director went on to say that this event had been hindered more than others this year from the recent relinquishment of the title sponsorship by Stafford's Hospitality; that 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 be more difficult than usual; that the lack of a staff person to oversee the parade would make it even more complicated; and that she would not be able to organize this large of an event on her own now that Symonds is leaving.

Holiday Open House – According to the Downtown Director, this event requires minimal preparation; that as this will be the first year it will be held with our Social District in place, it could change it in some subtle ways; and that we may want to rethink Santa hearing children's wishes in the gazebo in times of COVID.

Downtown Petoskey Holiday Catalog – Staff reviewed that 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; that 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.

Staff then outlined the following recommendations to move forward that took into considering the difficulties with delegating responsibilities to third parties on a short-term basis, it is the recommendation of staff to move forward in the following manor:

- That the Social Media campaign be contracted out to Keep it Real Social until the end of the year for a monthly charge of \$2,000 that would be charged to Downtown Office line item as the service would be replacing a salary.
- That Downtown Trick or Treat would be overseen by the Downtown Director.
- That the Jack O'Lantern Walk would either be overseen by the Downtown Director or that she would seek another organization to take it over or look to a contract person to manage it.
- That Ladies Opening Night would be managed by a contract person that the Downtown Director would supervise or that the event would be cancelled.
- That negotiations with the Sunrise Rotary to manage the Holiday Parade were running smoothly and that she believed they would take over management for this year for the \$3,000 amount that was in the budget.
- That the Downtown Director would oversee Holiday Open House.

- That the Downtown Director will oversee the publication of the Holiday Catalog with the assistance of the printer (Mitchell Graphics) as designer or that the catalog will not be issued this year.

Board member comments included reservations regarding the \$2,000 per month proposal from Keep it Real Social Media.

It was moved by Marshall-Rashid and seconded by Bennett to accept the Downtown Director's recommendations for moving ahead.

Reports by Downtown Committees

Marketing Committee – Did not meet

Events Committee – Symonds gave an overview of the Summer Celebration event highlighting some of the negative comments from the merchant survey, most of them objecting to having the streets closed.

Board member comments included a thank you to Andi for her work on the Summer Celebration and Shorter expounded on the success her business had with their birthday party celebration, stressing that merchants need to help events be successful and added that she hoped that the Board had learned from the recent attempt.

Symonds expounded on the problems with street closures as far as the public driving around the barricades and parking on the streets before and during the closure.

A discussion followed about the value of street closures and when that should happen with concurrence that the streets should be closed when the event becomes successful and the streets are either filled with activity or people.

Symonds spoke to the Board about the current situation of holding events in Downtown, stressing that there seems to be a high emphasis on growing events from the Board but there is not support from the merchant community and that, in reality, she is just one person and one person can only do so much; that the Board members could help by encouraging support with their business neighbors, attending meetings, and participating with each event. In response to a comment that merchants will always disagree, she responded that the events are the fun part of Downtown life and the elements that should draw people together. The Board thanked her for her parting comments and opinions and the information that she shared in her resignation letter and also for her five years of service.

Parking Committee – Goodman reported that she had posted on the Closed Downtown Facebook page that the courtesy ticket policy was no longer in effect and that there was a lot of pushback and that she was quite disappointed in the level of negativity displayed; that she had responded by putting out some cold facts and offering parking education but that she had stopped responding and was not going to participate in a Facebook war. Chair Slocum spoke about the fact that we are growing and dealing with the same problems Traverse City dealt with in the past and Traverse City is dealing with what Ann Arbor dealt with the past.

Downtown Economic Enhancement – Goodman reported that she is working with two very promising entrepreneurs who are actively looking for space in the Downtown. There was a question about the old Spencer Drug building on Mitchell Street and if it had been sold or not and staff responded that the deal had fallen through.

Report from City Staff

The City Manager reported that City Council has reviewed the first draft of the new Capital Improvement Plan and provided an overview of the projects included in it, one of them being electric car charging stations, two of which will replace the stations in Downtown, and an expenditure for final engineering drawings for the combined County/Lake Street Lot as well as an expenditure for a preliminary design drawing of a single story platform on the Darling Lot; that the search for finding a new Finance Director to replace Al Terry is continuing and difficult; that an Economic Development Incentive Policy is being developed for Council's approval; that he sees Council as taking a more active role in economic development and business friendliness; and that \$100,000 will be spent on the repair and maintenance of the Little Traverse Wheelway this fall.

Other Miscellaneous Comments – There were no miscellaneous comments to be added.

Adjourn

The meeting was adjourned at 8:20 P.M.

DRAFT

**Downtown Management
Monthly Bills - September 2021**

October 11, 2021

PROGRAMS AND SERVICES

DT Marketing	Adobe/Creative Cloud	DT Assessment	\$	21.19
DT Marketing	MailChimp/contract	DT Assessment	\$	62.99
DT Marketing	WooBox/monthly plan	DT Assessment	\$	37.00
DT Marketing	Adobe/photoshop	DT Assessment	\$	10.59
DT Marketing	Adobe/Acrobat	DT Assessment	\$	26.49
DT Marketing	Adobe/InDesign	DT Assessment	\$	22.25
DT Marketing	Dropbox/services	DT Assessment	\$	11.99
DT Marketing	Tom Renkes/blog	DT Assessment	\$	150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$	12.95
DT Marketing	Crystal Media/social media day	DT Assessment	\$	97.00
DT Marketing	Later/plan	DT Assessment	\$	9.00
Summer Celebration	Office Max/Poster	DT Assessment	\$	29.99
Summer Celebration	Office Max/Poster	DT Assessment	\$	63.58
Total Programs & Services			\$	555.02

PARKING FUND

Bank Charges	Bank Charges	Parking Fund	NA	
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$	81.00
Contracted Services	T2/Digital Iris Services	Parking Fund	\$	165.00
Contracted Services	LexisNexis/contract	Parking Fund	\$	150.00
Contracted Services	Van's/contract	Parking Fund	\$	97.36
Contracted Services	USIO/credit card fees	Parking Fund	\$	82.19
DT Office	Zoom/monthly fee	Parking Fund	\$	15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$	114.98
DT Office	DTE/utilities	Parking Fund	\$	32.11
DT Office	Wm Thompson/rent	Parking Fund	\$	850.00
DT Office	McCardel/water	Parking Fund	\$	8.00
DT Office	Meyer ACE/supplies	Parking Fund	\$	29.19
DT Office	Integrity/supplies	Parking Fund	\$	87.87
DT Office	Bill and Carol's/garbage bags	Parking Fund	\$	32.00
DT Office	WalMart/supplies	Parking Fund	\$	59.92
DT Office	City of Petoskey/utilities	Parking Fund	\$	40.00 est
DT Office	ThruGlass/window cleaning	Parking Fund	\$	25.00
DT Office	Wages	Parking Fund	\$	22,000.00 est
Materials & Supplies	USPS/postage	Parking Fund	\$	116.00
Utilities	AT&T/cell phones	Parking Fund	\$	377.82

TOTAL **\$ 24,363.83**

TOTAL BILLS **\$ 24,918.85**

**PROGRAMS SERVICES
MONTHLY REPORT
September 2021**

October 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					-
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	0.00	2,500.00	0.00	4,500.00
DOWNTOWN LIVE/SUMMER CELEBRATION	20,000.00	93.57	1,793.57	0.00	18,206.43
Office Max/poster \$29.99					
Office Max/poster \$63.58					
DOWNTOWN TRICK OR TREAT	7,000.00	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	2,000.00	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	1,000.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	-	0.00	0.00	0.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	461.45	4,292.10	18,505.70	25,707.90
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	7,770.09	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
September 2021

October 13, 2021

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
<i>Goodman/mileage \$187.88</i>					
BUSINESS RETENTION	1,000.00	0.00	500.00	150.00	500.00
Beautification					
HOLIDAY DECORATIONS	11,500.00	0.00	0.00	3,274.70	11,500.00
FALL DECORATIONS	500.00	0.00	0.00	0.00	500.00
FLOWERS	9,000.00	0.00	316.90	407.00	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	555.02	27,412.66	46,299.17	148,787.34
Excess of Revenues Over Expenses	3,282.00	-555.02	76,894.34	66,966.80	(73,612.34)

**Downtown Parking Fund
September 2021**

October 12, 2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	45,091.33	325,573.91	268,863.52	283,926.09
fines	130,000.00	13,913.50	65,228.51	57,314.21	64,771.49
Permits	87,000.00	2,992.50	69,752.50	43,922.00	17,247.50
Bags	8,000.00	535.00	5,570.00	6,465.00	2,430.00
Tokens	3,000.00	145.00	840.00	710.00	2,160.00
Interest	4,000.00	77.96	389.80	944.40	3,610.20
Meter Sponsorships	5,000.00	0.00	948.00	875.00	4,052.00
ParkMobile	60,000.00	10,000.00	83,571.33	65,392.69	(23,571.33)
Total Parking Revenue	906,500.00	72,755.29	551,874.05	444,486.82	354,625.95
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		8,045.00	56,329.50		
EV Charging Station		9.37	60.57	29.20	
Total Revenue	906,500.00	72,755.29	551,874.05	444,486.82	354,625.95
EXPENSES					
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	0.00	0.00		5000.00
CONTRACTED SERVICES	80,000.00	575.55	58,528.91	48,886.85	21,471.09
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$97.36					
USIO/credit card fees \$82.19					
DOWNTOWN OFFICE	249,000.00	23,294.46	130,920.19	166,878.12	118,079.81
Spectrum/phones, internet \$114.98					
City of Petoskey/utilities \$40.00 est					
Zoom/monthly fee \$15.39					
DTE/utilities \$32.11					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Integrity/supplies \$87.87					
Meyer ACE/supplies \$29.19					
Bill and Carol's/garbage bags \$32					
WalMart/supplies \$59.92					
Wages \$22,000 est					
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	116.00	2,547.26	13,444.47	7,452.74
USPS/psotage \$116					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	1,635.88	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	4,859.92	2,952.07
AT&T/cell phones \$377.82					
OTHER	-		0.00	0.00	-
TOTAL EXPENSES	563,700.00	24,363.83	227,664.56	268,791.99	336,035.44
NET	342,800.00	48,391.46	324,209.49	175,694.83	18,590.51

**Downtown Management
Monthly Bills - October 2021**

November 11, 2021

PROGRAMS AND SERVICES

DT Marketing	WooBox/monthly plan	DT Assessment	\$ 37.00
DT Marketing	Adobe/photoshop	DT Assessment	\$ 10.59
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$ 12.95
DT Marketing	Later/plan	DT Assessment	\$ 9.00
DT Marketing	N Copy Express/DT Dollar printing	DT Assessment	\$ 390.14
DT Trick or Treat	C. Struble/Ghost Walk	DT Assessment	\$ 780.00
DT Trick or Treat	Meijer/candy	DT Assessment	\$ 140.24
Fall Decorations	Bill's Farm Market/cornstalks	DT Assessment	\$ 800.00
Flowers	AR Pontius/fall urns	DT Assessment	\$ 120.00
Holiday Decorations	Cable Ties Unlimited/cable ties	DT Assessment	\$ 231.84
Holiday Decorations	Meyer ACE/lights	DT Assessment	\$ 892.06
Holiday Decorations	Meyer ACE/Bows	DT Assessment	\$ 2,827.30
Total Programs & Services			\$ 6,401.12

PARKING FUND

Bank Charges	Bank Charges	Parking Fund	NA
Conf & Memberships	Goodman/mileage MDA conference	Parking Fund	\$ 292.68
Conf & Memberships	MDA/Conference Registration	Parking Fund	\$ 195.00
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	\$ 92.99
Contracted Services	USIO/credit card fees	Parking Fund	\$ 292.68
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 114.98
DT Office	DTE/utilities	Parking Fund	\$ 32.11
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 29.19
DT Office	Integrity/supplies	Parking Fund	\$ 74.48
DT Office	Integrity/supplies	Parking Fund	\$ 54.48
DT Office	Integrity/supplies	Parking Fund	\$ 39.48
DT Office	City of Petoskey/utilities	Parking Fund	\$ 47.79
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,000.00
DT Office	Wages	Parking Fund	\$ 20,000.00 est
Façade Grants	Russell/grant	Parking Fund	\$ 859.00
Materials & Supplies	USPS/postage	Parking Fund	\$ 116.00
Materials & Supplies	Trophy Case/name tags	Parking Fund	\$ 36.00
Utilities	City of Petoskey/Livery Lot irrigation	Parking Fund	\$ 53.38
Utilities	City of Petoskey/Petrie Lot irrigation	Parking Fund	\$ 5.94
Utilities	City of Petoskey/El Car chg station	Parking Fund	\$ 152.84
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

TOTAL **\$ 26,161.23**

TOTAL BILLS **\$ 32,562.35**

**PROGRAMS SERVICES
MONTHLY REPORT
October 2021**

November 11, 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	7,000.00	7,000.00	0.00	5,000.00
Meyer ACE \$500					
NorthGoods \$500					
Mighty Fine \$500					
Sunglass Shoppe \$500					
Grandpa Shorter's \$2,000					
Bearcub \$500					
Stafford's \$1,000					
Jimmy John's \$500					
Pecado \$500					
Crooked Tree Arts Center \$500					
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	250.00	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	7,000.00	111,307.00	113,390.97	68,175.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	0.00	0.00	7,000.00
HOLIDAY OPEN HOUSE	2,000.00	0.00	0.00	0.00	2,000.00
SUMMER OPEN HOUSE	12,000.00	0.00	0.00	1,000.00	12,000.00
SIDEWALK SALES	7,000.00	0.00	2,500.00	0.00	4,500.00
DOWNTOWN LIVE/SUMMER CELEBRATION	20,000.00	0.00	1,793.57	0.00	18,206.43
DOWNTOWN TRICK OR TREAT	7,000.00	920.24	920.24		6,079.76
Meijer/candy \$140.24					
C Struble/Ghost Walk \$780					
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	2,000.00	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	1,000.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	-	0.00	0.00	0.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	609.68	4,901.78	18,829.16	25,098.22
N Copy Express/DT Dollar Printing \$390.14					
WooBox/monthly plan \$37					
Adobe/photoshop \$10.59					
Canva for Work/monthly plan \$12.95					
Later/plan \$9					
Tom Renkes/blog \$150					
SHOP MAP	9,000.00	0.00	7,770.09	6,011.53	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	2,080.00	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
October 2021

November 11, 2021

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	187.88	0.00	312.12
BUSINESS RETENTION	1,000.00	0.00	500.00	150.00	500.00
Beautification					
HOLIDAY DECORATIONS	11,500.00	3,951.20	3,951.20	5,521.09	7,548.80
Meyer ACE/lights \$892.06					
Meyer ACE/bows 2,827.30					
Cableties Unlimited/cable ties \$231.84					
FALL DECORATIONS	500.00	800.00	800.00	680.00	(300.00)
Bill's Farm Market/cornstalks \$800					
FLOWERS	9,000.00	120.00	436.90	407.00	8,563.10
AR Pontius/fall urns \$120					
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	44.00	100.00
	176,200.00	6,401.12	34,001.66	49,914.46	142,198.34
Excess of Revenues Over Expenses	3,282.00	598.88	77,305.34	63,476.51	(74,023.34)

**Downtown Parking Fund
October 2021**

November 11, 2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	45,111.74	370,685.65	308,884.64	238,814.35
finest	130,000.00	13,416.00	78,644.51	62,770.79	51,355.49
Permits	87,000.00	3,780.00	73,532.50	46,682.00	13,467.50
Bags	8,000.00	20.00	5,590.00	7,205.00	2,410.00
Tokens	3,000.00	225.00	1,065.00	785.00	1,935.00
Interest	4,000.00	77.96	467.76	959.63	3,532.24
Meter Sponsorships	5,000.00	0.00	948.00	875.00	4,052.00
ParkMobile	60,000.00	10,968.79	84,540.12	74,618.71	(24,540.12)
Total Parking Revenue	906,500.00	73,599.49	615,473.54	502,780.77	291,026.46
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		NA	56,329.50	41,496.00	
EV Charging Station		NA	60.57	29.20	
				21,069.58	
Total Revenue	906,500.00	73,599.49	615,473.54	502,780.77	291,026.46
EXPENSES					
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	457.68	757.68	947.25	4242.32
Goodman/mileage MDA conference \$292.68					
MDA Conference registration \$195					
CONTRACTED SERVICES	80,000.00	781.67	59,310.58	48,886.85	20,689.42
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$92.99					
USIO/credit card fees \$292.68					
DOWNTOWN OFFICE	249,000.00	23,320.90	154,241.09	166,878.12	94,758.91
Spectrum/phones, internet \$114.98					
City of Petoskey/utiliteite \$47.79					
Zoom/monthly fee \$15.39					
DTE/utilities \$32.11					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Integrity/supplies \$74.48					
Integrity/supplies \$54.48					
Meyer ACE/supplies \$29.19					
Keep it Real Social/Services \$2,000					
Integrity/supplies \$39.48					
Wages \$20,000 est					
EQUIPMENT REPAIR	1,000.00	0.00	4279.27	610.00	(3,279.27)
FAÇADE GRANT	20,000.00	859.00	859.00	155.82	19,141.00
Dave Russell/grant 859					
MATERIALS AND SUPPLIES	10,000.00	152.00	2,699.26	13,444.47	7,300.74
Trophy Case/name tage \$36					
USPS/psotage \$116					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	1,635.88	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	589.98	3,837.91	4,859.92	2,362.09
City of Petoskey/Livery Lot irrigation \$53.38					
City of Petoskey/Petrie Lot irrigation \$5.94					
City of Petoskey/El car Chg station \$152.84					
AT&T/cell phones \$377.82					
OTHER	-		0.00	0.00	-
TOTAL EXPENSES	563,700.00	26,161.23	254,125.79	269,739.24	309,574.21
NET	342,800.00	47,438.26	361,347.75	233,041.53	(18,547.75)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: October 14, 2021

RE: Request to Extend Façade Grant for 316-318 East Lake Street

In March of 2020, the Board approved four façade grants as a part of its annual program at the request of the Downtown Design Committee. As always, the grant agreement stipulated that the work needed to be completed and inspected by November 30 of 2020 so that the reimbursement check could be issued during the current fiscal year.

As a result of the uncertainties pertaining to COVID, the project at 316-318 East Lake Street, among other approved projects, was not begun or completed in 2020. The grant deadline was extended by the DMB in November of 2020 with the stipulation that the work be completed by November 2021. Since that time, City Council has approved an OPRA district for these properties that will allow the entire scope of work for this project to receive MEDC grant funding. The \$10,000 façade grant that is being offered by the DMB is being counted as a part of the match for the MEDC grant. Because this kind of financing takes time and work cannot begin until all of the pieces are in place, the work on this project will again not be completed by November 30 of the current year, 2021.

Mike Patullo, Shoreline Architecture, who is working with the MEDC on their grant implementation, is expected to attend the meeting to give a brief overview of the plans for the project and to answer any questions board members may have. If the grant deadline were extended, a budget adjustment would be made to allow this check to be issued in 2022 instead of 2020.

Staff is recommending that this grant be extended one more year as it will enable a meaningful project to happen in a highly visible area of Downtown. An overview of the scope of work the DMB is expected to cover is below.

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

Mike Patullo – Shoreline Architecture 316-318 East Lake Street \$10,000

Work being proposed for the former National Hotel includes selective demolition of existing siding, trim, awning, storefront windows and doors, and the residential door; new lap siding and trim; new commercial and residential doors; a masonry stucco base; upgraded and relocated façade lighting; repair of the existing cornice; and paint for the entire façade including trim, siding, cornice, and stucco base. This grant is contingent on a meeting with the applicant to determine final details. The grant is being recommended because of the very high visibility of this building and its historic significance. Total dollars expected to be invested are \$91,450.





BOARD: Downtown Management Board

MEETING DATE: November 16, 2021 **DATE PREPARED:** November 12, 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



Organization Task Force NOTES

Friday, October 1, 2021

1:00 PM

**Community Room
City Hall**

1. Welcome – Slocum, Bennett, Shorter, and Keedy present
2. Overview of Task Force Responsibilities – The group reviewed the following list for the purpose of preparing for the work set before them. No additions were made, but there were comments about timeline and the fact that membership of the group could change if it goes past the first of the year.
 - A. Current Situation Resolution
 - B. Succession Plan
 - C. Bylaws Review
 - D. Policy Review, including board member requirements as they relate to the state enabling act and local control, committee structure and responsibilities, and board member responsibilities
 - E. A review of the DMB Mission Statement
3. Topic A-Current Situation Resolution -The group next discussed the most pressing issue before them and that was how to handle the staffing the position of the Downtown Marketing and Events Coordinator. Conversation included a review of the job descriptions of the Downtown Director and Downtown Marketing and Events Coordinator, compensation for these positions, and possible changes to the staff organizational structure. Mixed into the conversation were the subjects of a succession plan for the future retirement of the Downtown Director and where the physical office should be located. The committee considered changing to a department style structure that included a chief parking ambassador and a marketing and events person. No decisions were made. Current staff will move ahead to take on as much of the responsibilities of marketing and events as she is able. No hiring effort will begin at this time.
4. Next Meeting Date – The next meeting date was set for October 28 at 5:00 pm.



Parking Committee NOTES

Wednesday, October 13, 2021

10:00 AM

**Community Room
City Hall**

1. Welcome – Members present were Bennett and Meikle. Members absent were Slocum (excused), Marshall-Rashid, and Harris. Staff present was Goodman
2. Overnight Commercial Parking Policy Discussion – This subject will be tabled until there is a full committee present.
3. Suttons Bay Ticker Article (attached) – Requested by Noah. This subject will be tabled until Noah is at the meeting to discuss.
4. Holiday Meter Bag Season – Staff reviewed that the meter bag sponsorship program would move ahead as normal unless the committee saw issues that needed to be changed. No concerns were addressed and staff will follow up.
5. Parade Meter Bags – Staff discussed that Sunrise Rotary would be organizing the Holiday Parade this year and that it was scheduled to be an evening event; and that the time would mean that streets would need to be closed at the end of the day. Because that day is Small Business Saturday, the committee recommended that the meter bags be put on the meters on Saturday morning and that there would be free parking that day with all cars required to be off of the parade route by 5:00 pm.
6. Evening Hour Enforcement continued discussion – As a first step in the conversation regarding proposed evening hour enforcement, staff reported that enforcing seasonally in the evenings would require scraping off and removing stickers from the parking meters – something that would take a tremendous of staff time and would be very tedious work to perform; a seemingly small task but one that could be difficult to overcome. Staff also said that if a recommendation were to be made to change the ordinance regarding enforcement times, the recommendation should go to the full board by the end of the year and a recommendation from them should go to Council by January in order to initiate the project by the first of June.

7. Dining Deck Regulations – Committee members were asked to review information that had also been provided to the Design Committee that included information about dining deck regulations in other communities. There was some general discussion about the need to get the ordinance revision project underway. Staff outlined a timeline that included a joint meeting with the Design Committee, a recommendation to the DMB by December, and a recommendation to Council by January or February of 2022 so that the ordinance could be in place in time for restaurants to plan for the summer 2022 season.
8. Stats – The stats were reviewed and found to be satisfactory. Fine revenue in particular was up due to the sunset of the courtesy ticket policy.
9. The meeting was adjourned at 10:50.

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



Downtown Petoskey
Marketing Committee Meeting
MEETING NOTES
4:00, November 2, 2021
Community Room, City Hall

1. Welcome – Members present were Bennett, Shorter, Bell, and Poquette. Members absent were Marshall-Rashid and Harris.
2. Real Social Update – As Sommer’s company, Keep it Real Social, has contracted for the next three months to manage our social media, Sommer gave a quick overview of the progress made in this area. The numbers were very impressive and the committee thanked her for jumping in so quickly and effectively.
3. Marketing Strategy for 2022 - Goodman asked the group to consider some soft marketing events, similar to the holiday window decorating contest and scarecrow contest, that would translate well to social media, as well as draw customers to Downtown. Two that were discussed were a Snowman Stroll and a Winter Read About. Goodman will follow up on the Winter Read About development and the committee will continue to think of other marketing events that will serve in this way. Jennifer compared the goal to the blue ice phenomenon in Mackinac City, expounding that the buzz around the ice turning blue in the late winter weeks has become an attraction that creates business for all of the local merchants.
4. Are we over marketed? – Goodman provided an article from The Ticker that talked about the fact that Traverse City is dealing with the issues of too much tourism and too many people using a downtown that is not designed to handle such large amounts of people – especially in times of housing and employee shortages. The committee will discuss further in future meetings.

***MISSION:** To promote the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination.*



**Organization Task Force
MEETING NOTES
Tuesday, November 9, 2021**

**5:00 PM
Sunglass Shoppe**

1. Welcome

Members Slocum, Bennett, Shorter, and Keedy were all in attendance. Staff in attendance was Goodman.

2. Scope of Work

At the request of Slocum, the task force reviewed the scope of work planned to be undertaken by the group.

Part one of the scope includes several inter-related topics and consideration needs to be given to how the task force work would relate to the new strategic plan; whether the DMB should expand its role/responsibility/workload, stay the same, or shrink it; the organizational structure of the DT Office, including job descriptions and event planning responsibility; and the location of the office in the near and short term.

Part two is more straight forward and includes document and policy review; documents and policies to be reviewed are the DMB Mission Statement, the bylaws, board requirements as impacted by the State Enabling Act, committee structure and attendance, board member responsibilities (including attendance), and job description reviews.

3. Timeline

A timeline for this work was set to be completed as it coordinated with the strategic plan and the document review would not begin until after the first of the new year.

4. Brainstorming – Members then spent time talking about a variety of subjects and how they affect Downtown currently and in the future. This was helpful because of the relationship between all of the subjects in the first phase of the scope of work. Goodman mentioned that City Council had talked about the possible need for an Economic Development person and suggested that although the concept needed to be ironed out, it could be a shared position. She also brought up the possibility of sharing an events person with Parks and Rec. This led to a discussion of the events schedule and the possible separation of community events from marketing events.



Parking Committee Meeting Notes

Wednesday, November 10, 2021

10:00 AM

**Community Room
City Hall**

1. Welcome – Members present were Slocum, Bennett, and Meikle. Members absent were Marshall-Rashid and Harris. Staff present was Goodman.
2. Overnight Commercial Parking Policy Resolution
Following up on the previous discussion regarding the issue of commercial vehicles parking in lots with a permit for days and weeks at a time and essentially using the parking lot as a storage unit for the vehicles Goodman stated that staff had only observed two or maybe three businesses doing this. She further noted that since Parking Services staff have no authority to enforce after the hour of 6 pm, there was no remedy available to them to ticket these vehicles. Direction was given to discuss the issue with the vehicle owners and to begin investigating an escalating fee for commercial vehicle permits.
3. Suttons Bay Ticker Article
This agenda item had been on the agenda for the past three months at the request of Marshall-Rashid. It was removed until further notice and was requested to be discussed by Marshall-Rashid. It was removed.
4. County Parking Lot Partnership
Goodman reported that she had received information on a Federal loan and grant program that could be used for parking deck construction from the County Administrator. She is concerned that the median income requirements may eliminate the City of Petoskey. The committee agreed that a limited amount of staff time should be spent on researching the possibility of the program.
5. Evening Hour Enforcement Continued Discussion
The committee had previously discussed that enforcing during the evening hours seasonally would be very difficult because of the need to constantly be changing informational stickers on the meters. At this meeting they discussed the issue of community perception if evening enforcement hours were extended. No recommendation to the Board was formed. In the case that a recommendation could be forthcoming, Goodman will discuss potential timing issues with the Interim City Manager.

6. Dining Deck Regulations

Goodman briefly reviewed the discussion topics that the Parking Committee would be asked to comment on at the upcoming joint meeting between the Parking and Design Committees. These topics included the number of spaces that would be used per restaurant, where they could be located, the price that would be charged, among other things. A letter of objection from a property owner who has objections to the dining decks was also discussed.

7. Stats and Projections

The stats for October were reviewed and the numbers were found to be on track with projections made for 2021, except for the revenue lost due to COVID non-enforcement.

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City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: November 16, 2021 **DATE PREPARED:** November 12, 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