



DOWNTOWN MANAGEMENT BOARD

December 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 November 16, 2021
 - (b) Payment of November bills
 - (c) Acceptance of November expense and income reports
3. New Business:
 - (a) Consider approval of Winter Weekends concept
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by City staff
4. Miscellaneous
5. Closed Session – Adjourn to closed session pursuant to Section 8(a) of the Michigan Open Meetings Act, to consider a periodic personnel evaluation of the Downtown Director
6. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/89687552297>

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

Meeting ID: 896 8755 2297

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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.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: December 21, 2021 **PREPARED:** December 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

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 November 16, 2021; (2) Acknowledgement of bills since November 16, 2021; and (3) Acceptance of the November expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

November 16, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, November 16, 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
Jennifer Shorter
Mayor John Murphy

Absent: Noah Marshall-Rashid

Also in attendance were Downtown Director Becky Goodman and Executive Assistant Sarah Bek.

Chairperson Slocum reported that Board member Dan Harris resigned from the Board.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the September 21, 2021 regular meeting minutes; acknowledgement of bills since September 21, 2021 that totaled \$57,481.20; and September and October expense and income reports as prepared by the Downtown Director. Upon motion made by Shorter and seconded by Albert the consent agenda was approved. All in favor.

Approve Façade Grant Extension for 316-318 East Lake Street

The Downtown Director reviewed that in March of 2020, the Board approved four façade grants as a part of its annual program at the request of the Design Committee; that the grant agreement stipulated that the work needed to be completed and inspected by November 30, 2020; that the uncertainties pertaining to COVID, the project at 316-318 East Lake Street, among other approved projects, was not completed in 2020; that City Council approved an OPRA district for these properties that will allow the entire scope of work for this project to receive MEDC grant funding; that 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; and that staff recommended the grant be extended one more year as it will enable a meaningful project to happen in a highly visible area of downtown.

Mike Pattullo, Shoreline Architecture, representing Howard Property Partners, owner of 316-318 East Lake Street, is working with MEDC on the grant implementation and gave a brief overview of the plans for the project and that City Council approved OPRA tax abatement and could receive up to \$984,000 in grant funding.

Board members inquired on the square footage of proposed storefronts and residential units and that City Council will be looking at a process for future grant opportunities.

Upon motion made by Bennett and seconded by Shorter to extend the façade grant for 316-318 East Lake Street. All in favor.

Approve Façade Grant Extension for Palette Bistro

The Downtown Director reviewed that in March of 2021 the Board approved several façade grants as part of its annual program at the request of the Design Committee; that the grant agreement stipulated that the work needed to be completed and inspected by November 30, 2021; that the 2021 construction season was challenging and many recipients and several projects still remain incomplete or were completed unsatisfactorily; that the application from Wineguys for Palette Bistro has been partially completed, but the concrete work will not be completed until the spring of 2022 and asked for an extension of the grant deadline; and that staff recommended the grant be extended one more year due to the difficulty in obtaining a contractor to complete the work.

Joe Keedy, Wineguys representative, reviewed that the stone walk was chipping and upper exterior deck is being replaced and that there are ongoing issues with products and labor.

Upon motion by Shorter and seconded by Albert, to extend the façade grant for Palette Bistro. All in favor. Board member Keedy abstained.

Reports by Downtown Committees

Marketing Committee – The Downtown Director reviewed that downtown social media has been contracted out for the next three months to Keep it Real Social; reviewed marketing strategy for 2022; and reviewed that Sunrise Rotary is organizing the holiday parade and is thankful for their efforts.

Parking Committee – The Downtown Director reviewed that committee notes were in the packet and that overnight commercial parking policy discussion has been tabled; that holiday meter bag season is in effect; that the committee continues to discuss evening hour enforcement; and that dining deck regulations are in discussion with the Design Committee.

Organization Task Force – The Downtown Director reviewed that committee notes were in the packet and reviewed task force responsibilities, and that the most pressing issue is how to handle staffing the position of the Downtown Marketing and Events Coordinator.

Chairperson Slocum reviewed that the task force is looking at a strategic plan and organizational structure of the downtown office.

Report from City Staff

Mayor Murphy reviewed that City Council appointed Al Terry as the Interim City Manager and that an MML recruiter is working on an advertisement for the vacant City Manager position; that the City Manager position will be filled first and then the Director of Finance position; and that City Council approved special assessment roll for downtown properties, approved the 2022 budget, that leaf pickup ends this week and that the marina fuel tank replacement project was approved.

Other Miscellaneous Comments

The Downtown Director reviewed that there is a new business at 410 East Lake Street, that the Electric Department installed holiday decorations downtown and that she gave a façade grant presentation at the MDA Conference in Detroit.

Chairperson Slocum reviewed that the Downtown Director annual performance review will be sent out soon with discussion at the next regular board meeting in December.

The Downtown Director further reviewed that the second required DDA TIF meeting will be scheduled for their December 21 meeting with the potential to also discuss the streetscape study.

There being no further business to come before the Downtown Management Board, this November 16, 2021, meeting adjourned at 8:21 P.M.

Downtown Management
Monthly Bills - November 2021

December 14, 2021

PROGRAMS AND SERVICES

Business Retention	Goodman/reimbursement	DT Assessment	\$ 34.48
DT Marketing	WooBox/monthly plan	DT Assessment	\$ 37.00
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Canva for Work/monthly plan	DT Assessment	\$ 12.95
DT Marketing	PAVB/Hemingway Brochure	DT Assessment	\$ 150.00
DT Trick or Treat	Meyer ACE/pumpkin lights	DT Assessment	\$ 122.25
Flowers	AR Pontius/winter urns	DT Assessment	\$ 292.57
Holiday Decorations	Coveyou Farms/lamppost wreaths	DT Assessment	\$ 3,700.00
Holiday Decorations	Bill's Farm Market/garland	DT Assessment	\$ 2,249.60
Holiday Decorations	Lowe's/lights	DT Assessment	\$ 2,798.78
Holiday Open House	Charlie Millard/tree lighting entertainment	DT Assessment	\$ 300.00
Holiday Parade	Goodman/parade candy	DT Assessment	\$ 52.42
Holiday Parade	Petoskey Sunrise Rotary/parade management	DT Assessment	\$ 3,000.00
Total Programs & Services			\$ 6,401.12

PARKING FUND

Bank Charges	Bank Charges	Parking Fund	NA
Conf & Memberships	Goodman/meal MDA conference	Parking Fund	\$ 21.00
Conf & Memberships	MDA/Conference Room	Parking Fund	\$ 547.95
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	\$ 380.53
Contracted Services	USIO/credit card fees	Parking Fund	\$ 164.73
Contracted Services	Up North Services/SW snow removal	Parking Fund	\$ 1,487.00
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	Meyer ACE/supplies	Parking Fund	\$ 19.55
DT Office	Meyer ACE/supplies	Parking Fund	\$ 45.82
DT Office	Integrity/supplies	Parking Fund	\$ 39.48
DT Office	Integrity/paper	Parking Fund	\$ 102.00
DT Office	Integrity/lamnating pouches	Parking Fund	\$ 58.56
DT Office	City of Petoskey/utilities	Parking Fund	\$ 45.70
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
Equipment Repair	Traffic & Safety	Parking Fund	\$ 1,530.00
Materials & Supplies	USPS/postage	Parking Fund	\$ 116.00
Materials & Supplies	Trophy Case/name tags	Parking Fund	\$ 36.00
Signs	Sign & Design/meter sponsor signs	Parking Fund	\$ 250.00
Uniforms	Personal Graphics/jackets	Parking Fund	\$ 516.96
Utilities	City of Petoskey/Livery Lot irrigation	Parking Fund	\$ 45.59
Utilities	City of Petoskey/Petrie Lot irrigation	Parking Fund	\$ 5.94
Utilities	City of Petoskey/EI Car chg station	Parking Fund	\$ 152.84
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

TOTAL **\$ 29,414.14**

TOTAL BILLS **\$ 35,815.26**

PROGRAMS SERVICES
MONTHLY REPORT
November 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	449.69	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	7,000.00	0.00	5,000.00
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	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	0.00	111,307.00	113,424.69	68,175.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	3,052.42	3,052.42	0.00	3,947.58
Goodman/parade candy \$52.42					
Sunruse Rotary/parade management \$3,000					
HOLIDAY OPEN HOUSE	2,000.00	300.00	300.00	0.00	1,700.00
Charlie Millard/entertainment \$300					
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	122.25	1,042.49		5,957.51
Meyer ACE \$122.25					
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	10.76	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	359.95	5,261.73	20,683.63	24,738.27
WooBox/monthly plan \$37					
Canva for Work/monthly plan \$12.95					
PAVB/Hemingway brochure \$150					
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
November 2021

December 15, 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	0.00	3,951.20	5,521.09	7,548.80
Coveyou Farms/lamppost wreaths \$3700					
Bill's Farm Market/garland \$2,249.60					
Lowe's/lights \$2,798.78					
FALL DECORATIONS	500.00	0.00	800.00	680.00	(300.00)
Bill's Farm Market/cornstalks \$800					
FLOWERS	9,000.00	292.57	729.47	658.00	8,270.53
AR Pontius/winter urns \$292.57					
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	38,128.85	52,030.69	138,071.15
Excess of Revenues Over Expenses	3,282.00	-6,401.12	73,178.15	61,394.00	(69,896.15)

**Downtown Parking Fund
November 2021**

December 15, 2021

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	609,500.00	28,314.02	398,999.67	324,722.12	210,500.33
finest	130,000.00	14,599.00	93,243.51	69,794.75	36,756.49
Permits	87,000.00	6,660.00	80,192.50	47,462.00	6,807.50
Bags	8,000.00	210.00	5,800.00	7,395.00	2,200.00
Tokens	3,000.00	185.00	1,250.00	810.00	1,750.00
Interest	4,000.00	77.96	545.72	975.31	3,454.28
Meter Sponsorships	5,000.00	3,000.00	3,948.00	2,275.00	1,052.00
ParkMobile	60,000.00	8,569.85	103,955.78	80,240.64	(43,955.78)
Total Parking Revenue	906,500.00	61,615.83	687,935.18	533,674.82	218,564.82
Other		-	0.00	0.00	0.00
Credit Card Meter Sales		3,767.00	67,338.00	41,496.00	
EV Charging Station		4.80	78.00	29.20	
				21,069.58	
Total Revenue	906,500.00	61,615.83	687,935.18	533,674.82	218,564.82
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	18,676.87	6,684.81
CAPITAL OUTLAY	155,000.00	0.00	0.00	17,187.17	155,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	568.95	1,326.63	947.25	3673.37
Goodman/meal MDA conference \$21					
MDA/conference \$547.95					
CONTRACTED SERVICES	80,000.00	2,428.26	61,738.84	49,492.42	18,261.16
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
LexisNexis/contract \$150					
Van's/contract \$380.53					
USIO/credit card fees \$164.73					
Up North Services/ snow removal %1487					
DOWNTOWN OFFICE	249,000.00	23,385.78	177,626.87	184,654.33	71,373.13
Spectrum/phones, internet \$114.98					
City of Petoskey/utilities \$45.70					
Zoom/monthly fee \$15.39					
DTE/utilities \$32.11					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Integrity/supplies \$39.48					
Integrity/paper \$102					
Meyer ACE/supplies \$29.19					
Meyer ACE/supplies \$45.82					
Meyer ACE/supplies \$19.55					
Keep it Real Social/Services \$2,000					
Integrity/laminating pouches \$58.56					
Wages \$20,000 est					
EQUIPMENT REPAIR	1,000.00	1530.00	5809.27	610.00	(4,809.27)
Traffic & Safety /paystation reprogram \$1,530					
FAÇADE GRANT	20,000.00	0.00	859.00	155.82	19,141.00
MATERIALS AND SUPPLIES	10,000.00	152.00	421.26	13,469.08	9,578.74
Trophy Case/name tag \$36					
USPS/psotage \$116					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	250.00	250.00	1,634.88	250.00
Sign & Design/meter sponsor signs \$250					
TROLLEY	3,500.00	0.00	1,584.00	1,200.00	1,916.00
UNIFORMS	1,500.00	516.96	958.77	0.00	541.23
Personal Graphics/jacket \$516.96					
UTILITIES	6,200.00	582.19	4,420.10	5,347.25	1,779.90
City of Petoskey/Livery Lot irrigation \$45.59					
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	29,414.14	281,109.93	314,444.45	282,590.07
NET	342,800.00	32,201.69	406,825.25	219,230.37	(64,025.25)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: December 16, 2021

RE: Winter Weekends Concept Approval

Background

President's Day in 2022 is Monday, February 21 which means that President's Day weekend will be February 18-20. The Downtown Events Committee decided last year that promoting the preceding weekend as Winter Weekend would help to extend the seasonal traffic one more week and the event is now promoted on our website as being held February 11-14. This decision was also made because of the fact that the ice sculptures remained frozen and upright last year for as long as two weeks.

Over the past couple of years, the Board has expressed a desire to move this event from a community event to a placemaking event. Board member comments have included that there is no longer a need for a drink tent, entertainment, or other time specific activities that would be attended by the public, but that efforts should be made to draw the public and our visitors to Downtown over a number of days at this time of year.

Proposal

The uncertainty of weather, as always, complicates planning for this event. For what it is worth, long range predictions on WeatherTAB are that temperatures will range from 12 to 28 degrees between the dates of February 11 and February 22, meaning that sculptures will have a good chance of lasting for the week preceding into President's Weekend.

The 2022 budget includes \$2,500 in revenue for Winter Weekend and \$15,000 in expenses. Taking into consideration that there is currently no event planner on staff to assist with the event, staff is proposing the following concept.

- That the name should be changed from Winter Weekend to Winter Weekends and the dates should be February 11-20.
- That merchants be encouraged to sponsor ice sculptures to be placed in front of their businesses at the price of \$250 each with the sculptures to be placed on Thursday, February 10.
- That the ice sculptor will do large piece carving in the park over the first weekend as needed.
- That sponsorship opportunities for large sculptures be offered to all area businesses, in and outside of Downtown, to be placed in Penn Park.

- That the Downtown Office coordinate with the Library for a Winter Read Around for the month of February to be promoted during the entire month.
- That a scavenger hunt similar to Where's Waldo be held to entice shoppers inside of stores.
- That a window walk be promoted for merchants who would like to sign up for it.
- That a budget for the event be as follows:

WINTER WEEKEND BUDGET

Revenue

DMB	15,000
Sponsors	7,000
10 @ \$250	
5 @ \$500	
<u>2 @ \$1,000</u>	

TOTAL	\$22,000
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Expenses

Sculptor	20,000
10 @ \$250=\$2,500	
5 @ \$500=\$2,500	
2 @ \$1,000=\$2,000	
Additional sculptures \$13,000	
Promotion	375
Northern Express \$375	
Social Media	

TOTAL	\$20,375
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It is the request of staff that the Board discuss and comment on this concept and its budget and give approval so that staff may begin planning.



BOARD: Downtown Management Board

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

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Joint Parking & Design Committee Meeting Notes

Monday, November 15, 2021

1:00 to 4 PM

Council Chambers

City Hall

1. Welcome – Parking Committee members present were Slocum, Bennett, Marshall-Rashid, and Meikle. Design Committee members present were Neumann, Rashid, Presley, Knutsen, and Albert. There were no absences. Staff present were Tweeten and Goodman.
2. Discussion – Members discussed information provided by staff regarding dining decks and what information should be included in a possible ordinance. Specific issues included who should be allowed to have them, the size that should be allowed, where they should be allowed to be located, what the fees for having a deck would be, which specific issues should be recommended by Public Safety, whether there should be a uniform look required, if umbrellas and heaters would be allowed, if specific colors or materials would be mandated, if the style of furniture would be specified, if public art would be allowed to be incorporated, and whether or not building in “green” features would be a requirement.
3. Action – After joint discussion of all of the above topics and other related issues, it was decided that both committees would meet to refine answers to the above questions as they applied to their committee work before reconvening as a joint group again. The joint committee will then forward a recommendation to the full DMB who will recommend the points be included in an ordinance written by the City Attorney and approved by City Council. If this work is not completed in time to be implemented for the coming summer season, it is understood that the DMB will recommend decks again be allowed by resolution, using the work of the joint committee as guidelines so that staff may have a firm checklist for approval.

*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.*

*The mission of the Downtown Design Committee is to
maintain a consistent, first-class, visual image of Downtown Petoskey
by preserving the area's historic integrity
and promoting a high-quality standard for design.*



Parking Committee Meeting Notes

Wednesday, December 15, 2021

10:00 AM

**Community Room
City Hall**

1. Welcome – Members present were Slocum, Bennett, and Meikle. Staff present was Goodman.
2. Overnight Commercial Parking Policy Discussion – Goodman updated that she had not been able to find another community that charged a higher rate for commercial vehicle parking or permit parking per the committee's request. She also reviewed that the Parking Services office is only authorized to enforce from 9 am to 6 pm, Monday through Saturday, but that she will pursue contacting the commercial vehicle owner in question to let them know about the issue.
3. Holiday Meter Sponsorship – As an update, Goodman reported that the number of meter sponsorships was down this year by about one third and that she was not certain why that would be. She also commented that more complaints than ever before had been received from the public who stated that they were confused by the signs and believed that parking was free everywhere because of the signs on specific meters; that this has never happened in previous year and no process had been changed; and that staff would be looking at a different implementation or program in the coming year.
4. Parking Ticket Complaints – Staff reported that more complaints from people receiving tickets had been received in recent weeks and that she would attribute this to the fact that more tickets were being written because of the discontinuation of the courtesy ticket. Committee members felt that post-Covid attitudes in the public realm could also be likely to blame. Staff noted that she responds to each complaint individually and that it is time consuming, as is posting all of the tickets that are being actually written and not written off as courtesy tickets, just as general information that staff time is part of the price being paid for the additional revenue generated by the discontinuation of the courtesy ticket.
5. Evening Hour Enforcement continued discussion – Staff provided a list of enforcement hours in other communities to use for basic information. Further discussion on this subject revealed a strong desire to extend evening enforcement only in the summer months, based on maintaining the tie between parking management and revenue generation and also as a concession to the local population. As it is not feasible to change meter stickers at the beginning and end of every season, staff will pursue software updates and other forms of signage that would communicate the seasonal change.

6. Dining Deck Regulations – In order to keep the discussion regarding the establishment of an ordinance that would allow dining decks on the streets on a permanent basis moving forward, staff reviewed the points that had been discussed at the joint Parking and Design Committee meeting held in November. Committee members then worked on solidifying language and reached the following conclusions:
- Dining deck permits will be available to full service restaurants that are open ten hours a day, six days a week between Memorial and Labor Day and five days a week before and after those dates. A full service restaurant will be defined as having at least 50% of sales coming from food and wait service being provided.
 - One space will be allowed per storefront. **(The definition of a storefront still needs to be defined in a way that indicates it is a single business with a kitchen.)**
 - Decks must fit in the parking space most proximate to the storefront.
 - One space will be allowed per business.
 - Businesses with sidewalk dining may have a deck if ADA regulations can be satisfied.
 - **Encroachment in front of other businesses has yet to be determined.** However, limiting the decks to one parking space per business should eliminate most of these issues.
 - Decks will be allowed on all streets.
 - Hours of operation will be consistent with the restaurant's regular hours and correspond to seasonally appropriate fair weather. In other words, the decks should be open when the restaurant is open as long as the weather is reasonable.
 - **The price to charge for a space is still under consideration. Staff will prepare a price based on the price per square foot special assessment, the taxable value of the property, the \$200 amount that would be received in revenue if the space were used for parking, and a monthly rental fee based on \$15 per square feet. The committee will then begin calculating a final price.**

Committee members are aware that time is running short to develop an ordinance and get it through an approval process before the summer season begins, but take the need to get this job done correctly very seriously. There is consensus that, if necessary, a request can be made to approve the decks by resolution once again in 2022 that has been tightened up by using the decisions that they are currently making. The process they would like to follow is to work independently within their committee on the parking regulations while the Design Committee works on the design regulations; then to hold another joint meeting to put together a final recommendation to be sent to the DMB for approval; then forwarded to the City Attorney for actual ordinance language before it goes to the City Council for a final approval.

7. Stats – The stats for the month of November were reviewed and found to be satisfactory.
8. As there were no further comments, the meeting was adjourned

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



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: December 21, 2021 **DATE PREPARED:** December 17, 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



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: December 17, 2021

RE: Closed Session for Personnel Discussion: Evaluation of Downtown Director

At the close of the meeting the Downtown Director has requested that the Board motion to adjourn to a closed session pursuant to Section 8(a) of the Michigan Open Meetings Act, to consider a periodic personnel evaluation of the Downtown Director.