



DOWNTOWN DEVELOPMENT AUTHORITY BOARD

March 16, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held through Zoom from virtual locations on Tuesday, March 16, 2021. The meeting was called to order at 7:05 P.M. and the following were:

Present: Vice Chairperson Robin Bennett
Gary Albert
Marnie Duse
Dan Harris
Noah Marshall-Rashid
Jennifer Shorter
John Murphy, Mayor

Absent: Chairperson Ben Slocum and Brittany McNeil

Also in attendance were Downtown Director Becky Goodman, City Manager Rob Straebel and Downtown Promotions Coordinator Andi Symonds.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the February 16, 2021 regular meeting minutes; acknowledgement of bills since February 16, 2021 that totaled \$52,844.15; the February expense and income reports as prepared by the Downtown Director. Upon motion made by Harris and seconded by Marshall-Rashid the consent agenda was approved. All in favor.

Hear Update from Beckett and Raeder on Streetscape Study including Downtown Lighting Schematic Design

Tim Knutsen, Beckett and Raeder, gave an overview of the work that had been done on the Streetscape Update Study that included findings of the physical and visual inventory taken and input from Department of Public Works, Parks and Recreation, and Planning departments. He also discussed inventory remaining to be gathered, which included a preliminary estimate of usage rate information for a downtown snowmelt system, and inventory of waste removal service providers, size of container and frequency of service.

Staff commented on the potential for unattractive looking boilers that could be located on the street. Board member comments included questions about why gas boilers were being used and not electric and how this would fit into the City's plan for sustainability. City Manager inquired if the installation and operational costs would be included in the study and also inquired about drainage and water flow issues from the melted snow.

Mr. Knutsen commented that electric boilers were more suited to small scale operations and not large urban installations but that he would come back with more information; that costs would be included; and that the gutters should function the same as they would during a rain event.

5. Hollywood Building 325 E. Lake Street \$2,500

The rear façade of this historic building is crumbling near the roofline. The grant will be contingent on a meeting with staff and a member of the Design Committee to determine the scope of the work as two alternative approaches are proposed. Although this is a rear façade, the building is highly valuable to our historic inventory and is highly visible from the alley behind it and from the Saville Parking Lot. The total amount proposed to be spent on the project could exceed \$32,000.

6. Duffy's Garage and Grille 317 E. Lake Street \$2,000

The work proposed to be done to this building in 2021 consists primarily of repainting the front exterior. The current tenant is in the process of purchasing the building and has future renovations planned. The back stairs will also be replaced this year. The grant will be contingent on a short meeting with staff and a representative of the Design Committee to discuss color schemes. The grant is being recommended because of the high visibility of the building to all of Downtown and as an incentive to a new business owner. Total dollars expected to be invested are \$14,500.

7. Palette Bistro 321 Bay Street \$1,000

This application is for hardscape repair of the walk through the front courtyard area of the restaurant and repair of the overhead covering in the outdoor dining area. The grant is not contingent upon meeting with the applicant and is being recommended because of the asset the courtyard is to the greater Downtown area and as support for a restaurant offering outdoor dining during these times. Total dollars expected to be spent on the project are \$13,000.

8. Hollywood Building 325 E Lake Street \$500

The work proposed for the front façade of this building is paint and repair of the storefront areas. There are no contingencies attached to the grant and it is being recommended as part of an effort to support preservation in difficult times. The total number of dollars expected to be spent on the work is approximately \$1,800.

9, 10&11. Dave Russell 218 Park Avenue, 405 & 407 E. Lake Street \$1,500

The remaining three grants are being recommended to go Dave Russell for the above listed three properties. The work proposed to be done is painting and \$500 is proposed to be applied to each project. There are no contingencies attached to this grant. The grant is being recommended because of the historic integrity and value of all three buildings to the Downtown streetscape and as an incentive for continued perseverance in their preservation. The total amount of of dollars expected to be spent on the three projects is nearly \$7,000.

Staff stated that the request from staff and the Design Committee was for the DMB to review and approve these 2021 façade grants that total \$20,000. It was moved by Shorter to approve the grants and seconded by Marshall-Rashid. All in favor.

Reports by Downtown Management Board Committees

Marketing and Events Committees – Symonds reported that the reports were in the packet and also stated that she was hopeful that summer events would be allowed to happen despite COVID; that she had compiled a memo to City staff requesting indications whether or not the City would allow them to happen.

Parking Committee – Goodman stated notes were in the packet, that the committee had met and there was limited discussion about the potential partnership with the County on a parking platform, that revenue was still down from pre-COVID, that she is interviewing for two new parking ambassadors, and that all indications were that a very busy summer was ahead and that revenue could be increased.

Downtown Economic Enhancement – Goodman reported that she is working with two businesses that are looking at the former Trillium location; Populace Coffee will be reopening; there is some talk still happening regarding the boutique hotel development at Howard and Bay; there is a new tenant for the former BJeweled location which is a business from Colorado that seems to have a nice fit for Downtown; that Talulu Beauty Lounge has vacated their Redding owned storefront to move into a lower rent location; that City Council talked about their Economic Development plan at their meeting last night; and that Tap 30 had applied for their social district license.

Other News

Goodman also reported that running the trolley this summer is becoming worrisome and may not be feasible due to cleaning and social distancing requirements; that the office will open up full time April 1 although meeting space will be an issue because of the small amount of space; that in a phone conversation with Bob Gibbs she learned that he believes that a good summer is coming and there will be a larger boom in the fall; and that March 26 is the MDA spring workshop, Jennifer Shorter will be a speaker, and since it is virtual and lower priced there are funds for anyone to attend who would like.

Report from City Staff

The City Manager reported that City Council approved an application for a Land and Water Conservation Fund Grant to pay for the widening of the sidewalk through Penn Park and that the final drawings for the design will come before the DMB; that conversations are continuing regarding the trail way bypass required due to erosion of the shoreline contributed to by water locations which have been predicted to continue to rise; that Council will maintain certain sites including the Darling Lot in the RRC listings and that they plan to include 316 and 318 East Lake Street on the new list; that a more proactive approach will be taken to property maintenance through the IPMC beginning this spring; and that the City is working with Verizon to help them locate about six small cell towers for their 4G roll out and that aesthetic considerations for the towers will be prioritized.

Other Miscellaneous Comments

Director Goodman commented that Vice Chairperson Bennett had been chairing the meeting on behalf of Ben Slocum, who was attending an important EMS training, from her new location in Saugatuck and congratulated her on the expansion.

Public Comments

As there were none, the meeting was adjourned at 8:40 P.M.