



## 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.