



## DOWNTOWN MANAGEMENT BOARD

December 21, 2021

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, December 21, 2021. The meeting was called to order at 7:09 P.M., and the following were

Present: Chair Ben Slocum  
Vice Chair Robin Bennett  
Gary Albert  
Marnie Duse  
Drew Smith  
Jennifer Shorter  
Mayor John Murphy

Absent: Joe Keedy

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

### **Approve Consent Agenda Items**

Downtown Management Board members discussed the first item of routine business, the November 16, 2021 regular meeting minutes; acknowledgement of bills since November 16, 2021 that totaled \$35,815.26; and November expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by Shorter the consent agenda was approved. All in favor.

Chairperson Slocum welcomed new member Drew Smith to the Board.

### **Approve Winter Weekends Concept**

The Downtown Director reviewed that President's Day weekend is February 18-20 and the 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 promoted on the downtown website as being held February 11-14; that the decision was also made because of the fact that the ice sculptures remained frozen and upright last year for as long as two weeks; that the Board has expressed moving this event from a community event to a placemaking event and efforts should be made to draw the public and visitors to downtown over a number of days at this time of year; reviewed long range weather predictions between February 11-22 and that sculptures should have a good chance of lasting for the week preceding into President's Weekend; reviewed 2022 revenues and expenses for the proposed event; and reviewed proposed Winter Weekends date of February 11-20, proposed concepts and budget.

Board members discussed proposed concept; inquired on the number of sculptures sponsored last year; heard comments that this type of event seems manageable and if it has to be canceled due to new variant and ongoing pandemic there would not be a huge loss; that it is a favorable and safe event since it would be outside; discussed allowing sponsors from outside of downtown and there is support to change events in to community placemaking events rather than just downtown events; discussed event title and the idea to change winter event back to winter carnival similar to the past and help transition and tie event with the Parks and Recreation Department; discussed how sculptures will be advertised; discussed what type of businesses could sponsor a sculpture and regulating design; concurred that sculptures should not have any visual of a businesses product such as drugs, alcohol, weapons or pornography; the Mayor offered making a snowman in Pennsylvania Park for the event; and board members concurred event name to be Wonderful Winter Week.

## **Reports by Downtown Committees**

**Marketing Committee** – The Downtown Director reviewed that the committee will begin meeting regularly in January; that the focus will be on placemaking items; that social media is being kept up and increasing; that annual sales of downtown dollars increases every year; that surveys were not sent out regarding holiday parade time; and that it was nice to see Board participation in holiday window contest.

**Events Committee** – The Downtown Director reported that the committee has not met this month; that there was positive feedback for Ladies Opening Night; that open house was busy, but less refreshments; and that the holiday parade was charming, proposed to Rotary if they might want to take over the event and thanked Rotary for organizing the event.

**Design Committee** – The Downtown Director reported that the committee reviewed final streetscape study with Beckett and Raeder and the gazebo lighting project costs will be available in January and the Pennsylvania Park grant will begin and be completed in 2023.

**Parking Committee** – The Downtown Director reviewed that committee notes were in the packet and that the committee needs two new Board member volunteers.

### **Report from City Staff**

Mayor Murphy reviewed that City Council approved 2021 budget amendments; approved revised virtual meeting procedures and that Board members can only participate remotely if active military; approved a grant for Solanus Mission Beach improvements; reappointed Ben Slocum and appointed Drew Smith to the DMB; thanked Councilmember Kate Marshall for her service to the City and her seat will be replaced by Tina DeMoore; that 26 applications have been received to-date for the City Planner; and that John Iacoangeli will be contracted to help with planning and zoning matters until a City Planner is hired.

### **Other Miscellaneous Comments**

Chairperson Slocum reviewed that he received a comment from Larry Rochon, past Board member, that he is very happy with the current Board and their work.

The Downtown Director further reviewed that beginning January 1, 2022 Board members can only participate in meetings remotely if active military duty.

### **Adjourn to Closed Session – Downtown Director Evaluation**

Upon motion by Shorter, seconded by Bennett to 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. Said motion was unanimously approved.

There being no further business to come before the Downtown Management Board, this December 21, 2021, meeting adjourned at 8:11 P.M.