



DOWNTOWN MANAGEMENT BOARD

January 18, 2022

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Organization of Board – Elections of a Chairperson and Vice Chairperson and adoption of a schedule of regular meetings for 2022
3. Consent Agenda:
 - (a) Approval of the regular meeting minutes of December 21, 2021
 - (b) Payment of December bills
 - (c) Acceptance of December expense and income reports
4. Old Business
 - (a) Report on Downtown Director 2021 evaluation
 - (b) Review 2018-2022 Strategic Plan Workplan
5. New Business:
 - (a) Discuss draft RFP for Strategic Planning Consultant
 - (b) Consider proposed 2022 event partnership with Beards Brewery
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by City staff
6. Miscellaneous
7. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/82279976480>

Dial by Phone: +1 646 558 8656 US (New York)

Meeting ID: 822 7997 6480

Persons with disabilities who require assistance in order to participate in the electronic public meeting should contact the City Clerk at the earliest opportunity by emailing aterry@petoskey.us or by calling 231-347-2500 to request assistance.

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: January 18, 2022

DATE PREPARED: January 14, 2022

AGENDA SUBJECT: Organization of Board

RECOMMENDATION: That the Downtown Management Board elect officers and adopt a schedule of regular meetings for 2022

To meet bylaws provisions, the Downtown Management Board must conduct an annual meeting at which the Downtown Management Board must elect from its members, for one-year terms, a Chairperson and a Vice Chairperson and set its meeting schedule for that year. The Downtown Management Board Chairperson and Vice Chairperson must be the same persons who serve as Downtown Development Authority Board Officers; and meeting schedules in the past year have established Downtown Management Board sessions for 7:00 P.M., on the third Tuesday of each month, or as necessary, at the City Hall, immediately following meetings of the Downtown Development Authority Board, if such Downtown Development Authority Board meetings were required.

sb



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 18, 2022

PREPARED: January 14, 2022

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 December 21, 2021; (2) Acknowledgement of bills since December 21, 2021; and (3) Acceptance of the December expense and income reports as prepared by the Downtown Director.

sb
Enclosures



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.

Downtown Management
Monthly Bills - December 2021

January 12, 2022

PROGRAMS AND SERVICES

| | | | |
|----------------------|---|---------------|-------------|
| Business Retention | Goodman/reimbursement | DT Assessment | \$ 34.48 |
| DT Halloween | DT Dollar account/jackolantern prize | DT Assessment | \$ 200.00 |
| DT Marketing | Lite 96/Holiday shopping | DT Assessment | \$ 760.00 |
| DT Marketing | Tom Renkes/blog | DT Assessment | \$ 150.00 |
| DT Marketing | KHQ/Holiday shopping | DT Assessment | \$ 760.00 |
| DT Marketing | North Country Pub/Holiday shopping ads | DT Assessment | \$ 190.00 |
| DT Marketing | Northern Copy Express/DT Dollars printing | DT Assessment | \$ 456.90 |
| DT Marketing | Northern Copy Express/DT Dollars printing | DT Assessment | \$ 493.90 |
| DT Marketing | Northern Express/Shopping ad | DT Assessment | \$ 924.00 |
| DT Marketing | DT Dollar account/Small Bus. Sat. winners | DT Assessment | \$ 500.00 |
| Holiday Decorations | Meyer ACE/Tree lights | DT Assessment | \$ 23.38 |
| Holiday Decorations | Meyer ACE/lights for 2022 | DT Assessment | \$ 3,832.00 |
| Holiday Open House | Snowmobile Club/bean soup | DT Assessment | \$ 488.88 |
| Ladies Opening Night | DT Dollar account/prizes | DT Assessment | \$ 2,500.00 |

Total Programs & Services **\$ 11,324.13**

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 | Duncan/2021 smartmeter annual fees | Parking Fund | \$ 26,406.00 |
| Contracted Services | Duncan/January 2022 smartmeter fees | Parking Fund | \$ 2,200.50 |
| Contracted Services | Van's/contract | Parking Fund | \$ 85.55 |
| Contracted Services | USIO/credit card fees | Parking Fund | \$ 173.36 |
| Contracted Services | Up North Services/SW snow removal | Parking Fund | \$ 3,710.13 |
| Contracted Services | Up North Services/SW snow removal | Parking Fund | \$ 2,675.00 |
| 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 | \$ 40.00 |
| DT Office | Meyer ACE/supplies | Parking Fund | \$ 13.49 |
| DT Office | Meyer ACE/supplies | Parking Fund | \$ 21.21 |
| DT Office | Integrity/supplies | Parking Fund | \$ 38.91 |
| DT Office | City of Petoskey/utilities | Parking Fund | \$ 56.24 |
| 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 | Mettler/grant reimbursement | Parking Fund | \$ 750.00 |
| Materials & Supplies | USPS/postage | Parking Fund | \$ 116.00 |
| Materials & Supplies | Biller Press/orange envelopes | Parking Fund | \$ 577.56 |
| Materials & Supplies | Meyer ACE/snow melt | Parking Fund | \$ 7,929.18 |
| Utilities | City of Petoskey/Livery Lot irrigation | Parking Fund | \$ 60.73 |
| Utilities | AT&T/cell phones | Parking Fund | \$ 377.82 |

TOTAL **\$ 68,665.16**

TOTAL BILLS **\$ 79,989.29**

PROGRAMS SERVICES
MONTHLY REPORT
December 2021

January 12, 2022

| 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 | 625.00 | 625.00 | 0.00 | 775.00 |
| Ghost Walk \$625 | | | | | |
| 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 | 6,000.00 | 7,600.00 | 0.00 | 4,400.00 |
| Sungass Shoppe #500 | | | | | |
| Grandpa Shorter \$2,000 | | | | | |
| Bearcubb \$500 | | | | | |
| Stafford's \$,1000 | | | | | |
| Jimmy John's \$500 | | | | | |
| Pecado \$500 | | | | | |
| CTAC \$500 | | | | | |
| Arlington \$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 | 6,625.00 | 112,532.00 | 113,424.69 | 66,950.00 |
| EXPENSES | | | | | |
| Events | | | | | |
| HOLIDAY PARADE | 7,000.00 | 0.00 | 3,052.42 | 0.00 | 3,947.58 |
| HOLIDAY OPEN HOUSE | 2,000.00 | 488.88 | 488.38 | 0.00 | 1,511.62 |
| Snowmobile Club/bean soup \$488.88 | | | | | |
| 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 | 200.00 | 1,242.49 | | 5,757.51 |
| T Dollar account/jackolantern prize winner \$200 | | | | | |
| 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 | 4,245.42 | 9,507.15 | 23,597.26 | 20,492.85 |
| Lite 96 Holiday Shopping \$760 | | | | | |
| KHQ/Holiday shopping \$760 | | | | | |
| North Country Pub/holiday shopping ads \$190 | | | | | |
| Northern Copy Express/DT Dollars printing \$950.80 | | | | | |
| Northern Express/shopping ad \$924 | | | | | |
| DT Dollar account/Small Bus Sat \$ 500 | | | | | |
| 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 | 8,515.00 | 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 | 2,500.00 | 2,500.00 | 0.00 | 1,500.00 |
| DT Dollar account/prizes \$2,500 | | | | | |

PROGRAMS SERVICES
MONTHLY REPORT
December 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 | 34.48 | 534.48 | 150.00 | 465.52 |
| Goodman/reimbursement \$34.48 | | | | | |
| Beautification | | | | | |
| HOLIDAY DECORATIONS | 11,500.00 | 3,855.38 | 7,783.20 | 8,666.09 | 3,716.80 |
| Meyer ACE/tree lights \$23.38 | | | | | |
| Meter ACE/lights for 2022 \$3,832 | | | | | |
| FALL DECORATIONS | 500.00 | 0.00 | 800.00 | 680.00 | (300.00) |
| FLOWERS | 9,000.00 | 0.00 | 729.47 | 658.00 | 8,270.53 |
| 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 | 11,324.16 | 49,129.13 | 64,524.32 | 127,070.87 |
| Excess of Revenues Over Expenses | 3,282.00 | -4,699.16 | 63,402.87 | 48,900.37 | (60,120.87) |

**Downtown Parking Fund
December 2021**

January 12, 2022

| | Budget | Current Month | YTD | Last YTD | Budget Balance |
|--|-------------------|--------------------|-------------------|-------------------|--------------------|
| REVENUES | | | | | |
| Meters | 609,500.00 | 25,528.35 | 424,528.02 | 337,622.26 | 184,971.98 |
| finest | 130,000.00 | 14,403.00 | 107,646.51 | 73,806.75 | 22,353.49 |
| Permits | 87,000.00 | 12,000.00 | 92,192.50 | 51,842.00 | (5,192.50) |
| Bags | 8,000.00 | 3,305.00 | 9,105.00 | 7,620.00 | (1,105.00) |
| Tokens | 3,000.00 | 30.00 | 1,280.00 | 810.00 | 1,720.00 |
| Interest | 4,000.00 | 77.96 | 623.68 | 987.96 | 3,376.32 |
| Meter Sponsorships | 5,000.00 | 1,200.00 | 5,148.00 | 3,835.00 | (148.00) |
| ParkMobile | 60,000.00 | | 103,955.78 | 84,009.54 | (43,955.78) |
| Total Parking Revenue | 906,500.00 | 56,544.31 | 744,479.49 | 560,533.51 | 162,020.51 |
| Other | | - | 0.00 | 0.00 | 0.00 |
| Credit Card Meter Sales | | 4,268.00 | 67,338.00 | 52,103.50 | |
| EV Charging Station | | 600.00 | 78.00 | 98.95 | |
| | | | | 21,069.58 | |
| Total Revenue | 906,500.00 | 56,544.31 | 744,479.49 | 560,533.51 | 162,020.51 |
| EXPENSES | | | | | |
| | Budget | 0 Month | YTD | Last YTD | Budget Balance |
| 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 | 0.00 | 1,326.63 | 957.25 | 3673.37 |
| CONTRACTED SERVICES | 80,000.00 | 35,646.54 | 97,025.38 | 54,364.50 | (17,025.38) |
| T2/Digital Iris \$165 | | | | | |
| Traffic & Safety/M2M Station \$81 | | | | | |
| Duncan/2021 smart meter annual fees \$26,406 | | | | | |
| ncan/January 2022 smart meter fees \$2,200.50 | | | | | |
| LexisNexis/contract \$150 | | | | | |
| Van's/contract \$85.55 | | | | | |
| USIO/credit card fees \$173.36 | | | | | |
| Up North Services/snow removal \$2,675 | | | | | |
| Up North Services/ snow removal \$3,710.13 | | | | | |
| DOWNTOWN OFFICE | 249,000.00 | 23,207.33 | 200,794.20 | 202,821.65 | 48,205.80 |
| Spectrum/phones, internet \$114.98 | | | | | |
| City of Petoskey/utilities \$56.24 | | | | | |
| Zoom/monthly fee \$15.39 | | | | | |
| DTE/utilities \$32.11 | | | | | |
| McCardel/water \$40 | | | | | |
| Thru Glass/window cleaning \$25 | | | | | |
| WmThompson/rent \$850 | | | | | |
| Integrity/supplies \$38.91 | | | | | |
| Meyer ACE/supplies \$13.49 | | | | | |
| Meyer ACE/supplies \$21.21 | | | | | |
| Keep it Real Social/Services \$2,000 | | | | | |
| Wages \$20,000 est | | | | | |
| EQUIPMENT REPAIR | 1,000.00 | 0.00 | 5809.27 | 610.00 | (4,809.27) |
| FAÇADE GRANT | 20,000.00 | 750.00 | 1609.00 | 155.82 | 18,391.00 |
| Mettler's/reimbursement \$750 | | | | | |
| MATERIALS AND SUPPLIES | 10,000.00 | 8,622.74 | 9,044.00 | 13,628.76 | 956.00 |
| Biller Press/Orange envelopes \$577.56 | | | | | |
| Meyer ACE/snow melt \$7,929.18 | | | | | |
| USPS/psotage \$116 | | | | | |
| PROFESSIONAL SERVICES | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 |
| SIGNS | 500.00 | 0.00 | 250.00 | 1,734.88 | 250.00 |
| TROLLEY | 3,500.00 | 0.00 | 1,584.00 | 1,200.00 | 1,916.00 |
| UNIFORMS | 1,500.00 | 0.00 | 958.77 | 0.00 | 541.23 |
| UTILITIES | 6,200.00 | 438.55 | 4,858.65 | 5,811.34 | 1,341.35 |
| City of Petoskey/Livery Lot irrigation \$60.73 | | | | | |
| AT&T/cell phones \$377.82 | | | | | |
| OTHER | - | 0.00 | 0.00 | 0.00 | - |
| TOTAL EXPENSES | 563,700.00 | 68,665.16 | 349,375.09 | 338,217.62 | 214,324.91 |
| NET | 342,800.00 | (12,120.85) | 395,104.40 | 222,315.89 | (52,304.40) |



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 18, 2022 **DATE PREPARED:** January 14, 2022

AGENDA SUBJECT: 2021 Downtown Director Evaluation

RECOMMENDATION: That the Downtown Management Board hear report

At the December DMB meeting, Board members met in closed session to discuss Downtown Director Goodman's 2021 performance evaluation. Chairperson Slocum will report on the status of the evaluation.

sb



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 12, 2022

RE: 2018-2022 Strategic Plan Workplan Update

When the current strategic plan was completed and approved a workplan was developed that would track the projects listed in the written plan. In preparation for the preparation of a new strategic plan, staff is requesting that the Board spend some time reviewing the status of the current plan projects and the prognosis for their completion. This current plan was written before COVID was even a concept and several items in the plan have been affected by the arrival of the virus. Nonetheless, some progress has been made and the current plan will provide food for thought as we move ahead in new directions.

A copy of the complete strategic plan is available at this link if you need to review.

<https://cms3files.revize.com/petoskeymi/DMB/Documents/Downtown%20Strategic%20Plan%202018-2022%20-%20final%20adopted%20by%20Council%20-%20088-06-18.pdf>

| <u>TASK</u> | <u>PROCESS</u> | <u>COMPLETE</u> | <u>COST</u> | <u>PROGRESS</u> | |
|---|---------------------------------------|------------------|-------------|--|-------------|
| Economic Enhancement | | | | | |
| Eliminate the existing DDA TIF at 200 E. Lake to position the site for a Brownfield TIF | DMB/Staff, PC, Council | Spring 2019 | 0 | Discussed with City staff. Waiting for most appropriate time to coordinate with project | DONE |
| Recommend that City Council consider financial incentives for workforce housing and public parking in or near downtown. | Staff, Board, Council | | 0 | Ongoing | |
| Continue exploration of heated sidewalk feasibility while monitoring snow removal expenditures. | Staff | 1st quarter 2022 | 0 | Contracted with BRIA for Streetscape Study that includes this information | DONE |
| Initiate a committee to pursue a not-for-profit organization to develop and operate a theater. | Staff | | 0 | | |
| Review/Revisit the 2015 Parking Plan elements | Committee, Board, potentially Council | Ongoing | 0 | New rates approved by DMB 11/18 Adopted by Council 12/18 RFQ for smart meters out 2/1/19 Parking Info page on City website 2/10/19 Smart meters installed summer of 2019 | DONE |
| Share the business successes of Downtown, demonstrating the ease of doing business here. | Staff, Board | Ongoing | 0 | SM campaigns have done some of this | |
| Work with businesses to develop incentives for parking demand management (carpooling, walking, and biking). | Staff/Committee | Ongoing | 0 | | |
| Explore a car-share program to reduce parking needs of downtown residents | Staff | Ongoing | 0 | Discssed with Grain Train | |
| Build a parking structure through a public-private or public-public partnership (Emmet County). | Staff, Committee, Board, PC?, Council | Ongoing | \$2 million | Held serious discussions with the County Budgeted for RFP for deck at the Darling Lot Negotiated w/developer for Howard and Bay | |

| <u>TASK</u> | <u>PROCESS</u> | <u>COMPLETE</u> | <u>COST</u> | <u>PROGRESS</u> | |
|---|--|------------------|-------------|---|-------------|
| Design | | | | | |
| Expand seasonal decoration display through February | Committee, City Staff, Board | Fall 2019 | \$10,000 | Holiday décor is being left up through January | |
| Explore single-contract waste removal as well as receptacle areas | Staff, Board | 1st quarter 2022 | 0 | Included in the streetscape study | |
| Work with Department of Parks and Rec to ensure Penn Park improvements also enhance Park use for community events | Staff | Ongoing | 0 | Park Master planning to begin in 2022 | |
| Install tent stake sleeves in Penn Park | Staff | Summer 2019 | 0 | | DONE |
| Increase enforcement of property maintenance codes to keep problem properties from negatively impacting Downtown. | Staff, Committee, Board, PC, Council | Ongoing | 0 | Partnered with Public Safety on safety inspections. | |
| Begin discussions on possible streetscape updates before it becomes "dated" and maintenance costs increase. | Staff, Consultant, Committee, Board, PC, Council | 1st quarter 2022 | \$15,000 | Contracted with BRIA for study. | DONE |
| Review Downtown Gateway Plan implementation opportunities for possible partnership with future developer of 200 E. Lake Street. | Staff, Board, PC, Council | Ongoing | 0 | Plan was been given to new developers. DMB approved new landscaping plan for 2022. | |
| Advocate for creation of a DT Local Historic District and coordinate the process of creating the Design Review Board | Staff, Board, PC, Council | Ongoing | 0 | MHPN Staff presented to City Council. Council established an Historic District Study committee. Committee met regularly but disbanded due to COVID. Staff has followed up with meetings with State administrators | |

| <u>TASK</u> | <u>PROCESS</u> | <u>COMPLETE</u> | <u>COST</u> | <u>PROGRESS</u> | |
|--|-------------------------------------|-----------------|-------------|--|-------------|
| Events and Promotions | | | | | |
| Increase the number of events | Committees, Board | Ongoing | TBD | Committee considered Men's Night for 2020 Downtown Trick or Treat was expanded Board heard comprehensive Events Presentation COVID effect | |
| Continue work on a policy for event sponsorships by non-downtown entities. | Board | Spring 2019 | 0 | Board decision to accept these sponsorships occasionally at the discretion of staff | DONE |
| To maximize event funding, review the Special Assessment Role | Staff, Board, Council | Ongoing | 0 | Assessor continues to monitor COL increase has been made to assessment annually. | DONE |
| Enhance the community connection to Downtown history and architecture through the use of historically relevant activities and architectural guides or scavenger hunts. | Committees | ongoing | 0 | Continued the Ghost Walk for Winter Carnival. Explored Shaman Supper for Halloween. | |
| Explore possible mechanisms to allow business events to use public rights-of-way within reason, similar to the outdoor dining license process | Staff, PC, Council | Ongoing | 0 | Staff discussion | |
| Marketing | | | | | |
| Increase social media presence for Downtown image campaign. | Staff | Ongoing | 0 | Currently contracted with SM company Numbers have improved many fold SM is primary marketing initiative | DONE |
| Explore additional cooperative marketing activities such as gift bags and Downtown Dollars. | Staff | Ongoing | 0 | | |
| Update the 2007 Marketing Plan | Staff, Consultant, Committee, Board | Spring 2019 | \$15,000 | Met with consultant Committed to SM push and goal of eliminating printing, radio, and tv. | DONE |



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 12, 2022

RE: Discussion regarding Draft RFP for Strategic Planning Consultant

The current Downtown Strategic Plan will expire at the end of this year. The strategic plan is meant to be updated every five years and the past two plans have been written in house, as updates, under the direction of the City Planner. During the 2021 budget process, the Board determined that it was time to start fresh with a new plan created by an outside consultant. Preparing the request for proposals from consultants is the first step in that direction. Please see enclosed a draft of such a proposal. This document will be reviewed and finally approved by the Organization Task Force with a goal of getting it sent out by the first of February. As a first step in planning for an end product that will satisfy everyone and that will successfully guide the Board for the coming years, staff is requesting a review of this draft by the full Board so that all comments may be passed on to the Organization Task Force before their final review. Please come prepared to comment primarily on the goals suggested for each committee. If you would like to compare to the current plan and do not have a copy of it, it is available for review on the City website.

<https://cms3files.revize.com/petoskeymi/DMB/Documents/Downtown%20Strategic%20Plan%202018-2022%20-%20final%20adopted%20by%20Council%20-%20088-06-18.pdf>.



RFP for Strategic Planning Services Summary January 2022

The Petoskey Downtown Management Board (DMB) is seeking a consultant to support them and their staff in a strategic planning process to create a five-year strategic plan to guide the future direction of the organization. The consultant will work with the Organizational Task Force of the Board and with staff to craft the plan, and then with the Board to finalize the plan. The consultant should have experience with non-profit business associations interacting with government entities and other stakeholders. The target is to have the strategic plan finalized no later than the end of July 2022.

Organizational Background

The Petoskey DMB was formed for the purpose of overseeing a special assessment district that was formed in 1997 according to State enabling act. The special assessment revenue is used to provide programs and services to businesses in the district including events, marketing, economic enhancement, beautification, and parking management.

The activities of the DMB are funded through a special assessment that is levied on downtown property owners and calculated on a square foot basis. Operational costs such as salaries, office rent, and other expenses come from parking revenue. The DMB is required to have its annual budget approved by City Council as a part of Council's annual budget approval process.

A separate DDA district with identical boundaries was established at the same time as the DMB was established. No TIF plan was ever developed and no capture is collected from the district. The DDA meets biannually as required by State law, elects officers, sets meeting dates, and adjourns, leaving the oversight of the district to the DMB.

In 1997, when the organization was first formed, a contract was crafted between the City of Petoskey and the Chamber of Commerce for oversight of the Downtown and the DMB. According to the contract, for a flat annual fee, the Chamber of Commerce employed a Downtown Director and parking enforcement staff and was the entity responsible for management and oversight of operations. Since that time, the DMB has separated from the Chamber and become an official arm of City government. The Board currently employs a director, a marketing manager, a chief parking officer, a number of part time enforcement people, and three part-time trolley drivers, all of whom are City employees.

Goals of Strategic Planning

The mission of the DMB states that it is a self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural, and service activities located within the defined downtown area. It states further that the purposes of the DMB are to:

1. Provide leadership for the implementation of improvements as outlined in the current Downtown Plan;
2. Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations;
3. Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and
4. Coordinate appropriate downtown programs and services.

All strategic planning since the inception of the DMB have been based on this mission statement and all strategic plans have been basic updates of former plans.

With respect to future goals, the DMB wishes to develop a strategic plan to cover 2023 through 2027 that is fresh and relevant and that addresses the growth of the organization.

Key goals for the planning effort include:

- Review and as necessary, update mission, vision, and values.
- Identify priority areas for the DMB to best serve its constituents.
- Create a prioritized list of goals, and develop strategies to achieve those goals.
- Review the current board structure and determine if any changes are needed.
- Develop metrics and tracking methodologies for tracking DMB effectiveness.
- Review ability of current funding model to implement desired goals and strategies.

Scope of Consultant Work

The DMB is seeking a consultant who will lead the organization in focusing on the above goals to develop a five-year strategic plan that is actionable and can be easily communicated to the DMB's constituents and municipal partners and that will also include addressing the goals listed by the DMB committees. The consultant should be comfortable with including stakeholders in the strategic planning process.

Project Budget

The anticipated budget is not to exceed \$15,000.

Proposal Process and How to Submit

Complete proposals should be submitted by email to Becky Goodman at becky@petoskeydowntown.com by March 1, 2021. Proposals will be reviewed the following week, and proposers may be invited to participate in a Zoom interview with the DMB Executive Committee. The proposal submission must include:

- Cover letter, resume, and relevant work samples;
- Proposal including proposed approach to the planning process, general proposed steps and timeline, deliverables, a detailed budget reflecting that the majority of discussions/meetings will be using Zoom, a description of previous work involving similar organizations; and
- References from previous clients of similar organizations. The proposal submission should be 10 or less pages in length. If any questions, contact Becky Goodman at the above email or by telephone at 231.622.8501.

ATTACHMENTS

Draft Notes for Strategic Plan Economic Enhancement Section

Background – In the past twenty years, the occupancy level in Downtown Petoskey has always been over 90%. The number has varied primarily on the basis of how many tenants one particular property owner has at any given time. This property owner owns fourteen storefronts in Downtown, most of which are clustered on Upper Mitchell Street. A fledgling economic enhancement committee was disbanded in 2008 due to the difficulty of working with this landlord who, at that time did not list his properties with a commercial broker, and also to the unwillingness of volunteers willing to get involved in hands on projects at that time. Other vacancies are filled in reasonable amounts of time with most listing being filled by private realtors or property owners.

Current Status

Economic enhancement activities are now primarily managed by staff and standing activities include:

- A Business Recruitment Packet
- A Welcome New Business Packet
- A New Employee Packet
- An annual spring merchant meeting (Wake Up! Downtown)
- An annual instructional seminar/speaker for merchants
- Hospitality Training
- Occasional Thirsty Thursday networking meetings
- One on one March Meetings set up by appointment with individual merchants

Very little active outreach for business recruitment is currently taking place. The downtown director seeks to be the contact for potential new businesses for the purpose of directing them to locations and contacts and giving them information about doing business in Downtown. The goal is helping to close the deal for professional realtors when they have a tenant for an available space.

The DMB has also established a redevelopment district that has enabled them to issue seven redevelopment liquor licenses and has set up a social district that includes six permitted licensees selling into the district.

The City of Petoskey is certified as a Redevelopment Ready Community and the redevelopment site at 200 E. Lake Street that has languished for years has primarily been promoted by the City through RRC. The City is also the major contact for developers who approach independently, although the downtown director is usually involved in the conversation and the DMB has been involved when there are parking issues on the table.

Goals for the 2023 Plan

- A strategy for the revitalization of the Upper Mitchell Street corridor.
- Strategies for business recruitment that will maintain the strength of our retail base.
-

Draft Notes for Strategic Plan Marketing Committee Section

Background

Northern Lower Michigan is a well-known tourist and resort destination. Marketing efforts begin with the State of Michigan Pure Michigan campaign that is designed to attract people from the Midwest and beyond to the entire state. The Petoskey Area Visitors Bureau works with regional hoteliers to attract visitors to the region, marketing all of the amazing area attributes, with the goal of getting heads in beds. The standing Marketing Committee of the DMB has a goal of getting people into Downtown once they have arrived in the region. The committee is, by current policy, made up of stakeholders who are DT business owners with successful reputations and experience in placing and purchasing advertising; prior career experience or advanced education is desirable. Membership is limited to seven members. The mission of the committee is to promote the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination.

In 2012 a major marketing study and analysis was professionally contracted and completed. The plan that came out of that work was based on an annual budget expense of \$60,000 and included radio, print, and television. The committee worked successfully within the parameters of the plan for several years, adding a fledgling social media effort as time allowed. For the past four years, the plan has been abandoned in favor of a complete social media campaign conducted at times by staff and also by a consultant. Print, radio, and television were eliminated and replaced by the more interactive and less expensive platforms.

Current Status

The Marketing Committee currently meets monthly and works with the Downtown Director and a social media consultant contracted for that purpose. Activities supported by the committee include:

- creation and maintenance of a website
- a Downtown Dollar program
- publication of an annual shopping map and biannual updating of wayfinding sign/maps
- an annual Staycation promotion
- Small Business Saturday recognition
- promotion of various events held in Downtown
- a holiday window decorating contest

- a seasonal scarecrow building contest
- occasional goody bag promotions
- occasional scavenger hunt type events
- and an annual holiday catalog that is available online and in print.

Goals for the 2023 Plan:

- Strategies for marketing to our three customer bases – locals, seasonal visitors, and resorters.
- Strategies for attracting businesses that support our reputation for unique and rare quality and function.
-

Draft Notes for Strategic Plan Organization Task Force Section

Background

Since the creation of the Downtown Management Board, the Board, itself, has served as the organizational arm with no official executive committee established. The full board has reviewed and approved workplans and initiatives presented by its committees and budget plans submitted by staff.

Current Status

As a result of several very recent organizational occurrences, the Board created an Organizational Task Force in the last quarter of 2021 for the purpose of recommending ways forward for itself. Transition type issues factor into this decision which include:

- The recent resignation of the second Downtown Marketing and Events Coordinator in ten years, both times for reasons given of “burn out” and feeling undervalued
- An also recent turnover in senior staff at City Hall including the City Manager, the Finance Director, and the City Planner
- The inevitable retirement of the Downtown Director in the near future
- A significantly high turnover in long term board members
- The constraints of a physically small office space that is rented by the DMB
- Problems with the seemingly contradictory roles of downtown promotion and parking enforcement
- Disinvestment among many board members who do not attend or join committees

In the first months of 2022, the Organizational Task Force intends to:

- Review staff job descriptions
- Review by-laws and mission statement
- Review DMB policy regarding attendance, committee participation
- Review the role of events in Downtown promotion post COVID
-

Goals for the 2023 Plan

- Strategies for a clear path regarding growth of the organization
-

Draft Notes for Strategic Plan Events Committee Section

Background

Downtown Petoskey has a long established schedule of annual events, all funded primarily by the special assessment and designed for the enjoyment of the community with cash registering coming second. These mostly community style events include:

- Wonderful Winter Week
- Summer Open House
- Gallery Walk
- A summer, evening concert event...Petoskey Rocks
- Sidewalk Sales
- Downtown Trick or Treat
- Ladies Opening Night
- Holiday Parade
- Holiday Open House

The DMB also collaborates with Crooked Tree Arts Center for Concerts in the Park and the Chamber of Commerce for Farmers Market.

The Events Committee members are representatives of Downtown businesses who have an interest in event activities. It has been used by staff as a resource for ideas and as confirmation of staff planning. Very little of the actual work of the event operations is done by committee members. The group is limited to ten members and meets monthly with sometimes sporadic attendance.

Current Status

The Events Committee ceased holding meetings in the fall of 2021. The resignation of the Events and Marketing Director and the problems caused by COVID in regard to event planning required staff to take over operations for the fall season. The Organization Task Force is currently debating on how to move forward with event planning. The cancellation of many events due to COVID in 2019, 2020, and 2021 did not seem to have an adverse effect on the downtown economy and the need for events is being questioned on many levels.

Goals for the 2023 Plan

- Strategies for managing events that increase sales
- Strategies for moving ahead with established community events
-

Draft Notes for Strategic Plan Design Committee Section

Background

Downtown Petoskey takes a great deal of pride in the ambience and historic character by its built environment. The DMB works cooperatively and financially with the City Parks and Recreation Department on beautification efforts and with the DPW on maintenance programs. The Design Committee traditionally weighs in on matters referred to them by the Planning Commission and its Sign Committee. In 2008, the committee published a design guidelines document and have used it to provide an annual amount of \$20,000 in façade grants to qualifying property and businessowners. Membership on the Design Committee is limited to six and requires a background in architecture, respect for and understanding of the benefits of historic preservation, and a general knowledge of the history of the downtown district.

Current Status

The committee meets on an as needed basis, primarily during the winter months for the purpose of awarding façade grants. They are currently also working on regulations for an ordinance that would allow dining decks in parking spaces.

Goals for the 2023 Plan

- Strategies for integrating public art into an environment that it is already overflowing with natural beauty and classic architecture
- Strategies for updating their current façade grant program
- Strategies for further beautification and preservation of the CBD
-

Draft Notes for Strategic Plan Parking Committee Section

Background

The City of Petoskey has managed parking since the mid 1940's, coinciding with the invention of the parking meter. Parking Management philosophy has shifted somewhat over the years from a need to manage for the purpose of creating supply with the revenue as a by-product to a need for revenue that is intended to be used for additional parking with the turnover of spaces coming in a close second. For the past 30 years, parking has been managed by the DMB and not City public safety representatives for the purpose of presenting a hospitable appearance to our visitors and also so that the DMB would have access to parking revenue for its operations and for a parking improvement revenue source.

The Parking Committee is comprised of four DMB members and one member from the merchant community at large and meets once a month for the purpose of reviewing revenue and other data, oversight of office policies, and discussion and planning for future parking options. It is well known and frustrating to many that the committee has been planning for a parking deck for decades and that the goal of funding has not been reached. In spite of a growing fund balance, increases in construction costs have kept the dream at bay.

Current Status

The committee recently executed a fine and fee increase that was intended to help increase revenue, but that has not been fully realized due to COVID and the relaxation of parking enforcement. They also oversaw the purchase and implementation of a number of smart meters that were installed with the intention of being user friendly to a public wanting to use credit cards and that would also reduce reliance on coins.

Goals for the 2023 Plan

- Strategies for reaching the goal of parking deck construction
- Strategies for accessibility including bikes, scooters, etc.
- Strategies for coping with future directions in downtown parking management that may or may not involve the construction of additional spaces



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 8, 2022

RE: Proposed 2022 Event Partnership

Background Our current event 2022 schedule is flexible once again due to COVID and also to the fact that we are running our programs and services without an events coordinator. During this time, and as the Organization Task Force works through some reimagining regarding our mission and operations, now might be the time to try out new concepts.

There is \$10,000 in the budget to be used for Downtown Live and/or an end of summer event. With no event planner currently employed, scheduling and promoting a summer of Downtown Live concerts is possible, but will be difficult. There is also previous discussion of the difficulty of launching a new activity such as Downtown Live, the chosen date of Wednesday evening for the event, and the track record of previous weekly concert events for low attendance.

Proposal Staff has been approached by members of the Beards Brewery employment team regarding partnering with the DMB to hold a "Summer Send Off" event in August. Beards is celebrating its tenth anniversary in 2022 and is looking for ways to mark it with celebrations. A proposed date could be August 20, the third Saturday in August and the date of the former Festival on the Bay. This would replace the end of summer event that was trialed last year.

Beards is offering to provide a band to entertain for this event in a concert area that would be in the dead-end section of Bay Street behind their building. They will also market the event independently through their resources.

The DMB would provide organization of the event including application for the street closure at the end of Bay, promotion through social media that would include promotion of the entire social district concept, the potential of street performers, and coordination of any activities that would include other downtown businesses. The work would be accomplished through the Downtown Events committee and Beards staff. The DMB would also acknowledge the sponsorship of Beards by allowing the tagline, "Sponsored by Beards Brewery, celebrating 10 years in Downtown Petoskey", to be used with the event.

Action The action before the Board is to discuss and approve or not approve of this partnership and holding the event. Funds for the event would likely be limited to social media promotion. Staff is recommending approval of this event with an amount spent not to exceed the \$10,000 budgeted and that will also be used for amenities for and promotion of the entire event.

Board Chair Slocum will attend the meeting and answer questions as a representative from Beards but will be abstaining from voting. Please contact me if you have questions or concerns.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 18, 2022 **DATE PREPARED:** January 14, 2022

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



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
MEETING NOTES
4:00 January 4, 2002
Held by Conference Call

1. Welcome – Members Shorter, Bennett, and Poquette were present. Bell was excused. Goodman was present as staff.
2. Real Social Update – A short discussion was held on the results of the social media campaign and committee members were impressed with results.
3. First Quarter Strategies/Initiatives – Members were asked if they had ideas for social media campaigns that could be initiated in the first quarter of the year. All agreed that the winter event would provide good subject matter and that they would keep their minds open for further ideas.
4. Wonderful Winter Weekend – Despite the fact that it was more of an Events Committee topic, staff shared that she had learned that day that the ice carver that had been used by the DMB for the past several years had stopped doing any ice carving. The company, US Ice from Detroit, had struggled through COVID with a loss of events and added expenses due to making and storing ice and had determined to give up the carving part of their business as of the first of 2022. This left the event in a perilous position and in need of some fast decisions. After some discussion, the committee encouraged staff to determine January 7 as a final deadline to line up another carver before moving ahead with further planning for the event.

The committee also discussed some ancillary events more related to marketing that would be tied to the Wonderful Winter Weekend event. These events were a Window Walk, a Reading Walk About, a Where's Waldo style in-store hunt, among others. After receiving good feedback, staff agreed to follow up with a final plan to the committee before moving ahead.

5. Strategic Plan Goals for the Marketing Committee – The committee reviewed a draft of the marketing committee section of the proposed RFP for a consultant that would work with the DMB on a new five year strategic plan. The group agreed that two results they would like to see from the plan would be:

- A. Strategies for marketing to and expanding our three customer bases – locals, seasonal visitors, and resorters.
 - B. Strategies for attracting businesses that support our reputation for unique and rare quality and function.
6. Website – Time constraints prevented a review of the website.
7. Are we over marketed? TC Ticker article – This agenda item was also tabled until the next meeting, although there was discussion of sharing the article with the consultant selected to write the new strategic plan.

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



Downtown Design Committee

NOTES

Tuesday, January 11, 3 pm
Council Chambers, City Hall

- I. Welcome – Members Neumann, Rashid, Albert, Presley, and Knutsen were present. Staff present was Goodman.
- II. Review of Façade Grant Program – Goodman reviewed the guidelines of the façade grant program and talked about ways that the grants had diverged from the original intent of the program in the past couple of years. She spoke about the program's 2022 launch and asked the committee if they were comfortable moving forward with the program as it had been managed in the past two years. Member comments were that the pandemic had created a need for business assistance that might not always have been in line with the true spirit of preservation intended by the program and that the dollar amounts being offered may no longer be enough of an incentive to encourage people with larger projects to apply. The consensus was to continue with the program as is for 2022 and to revisit in late spring of this year in order to plan for next year.
- III. Review of Streetscape Study - Knutsen led the group through a review of a draft of the final streetscape plan from Beckett and Raeder (that does not yet include information on snowmelt systems). Members asked questions about why there was no inclusion of public art in the plan and staff responded that public art had been a controversial topic in the past and that a plan conceived by the DMB had not been approved by Council. There were also comments about the need to preserve the railroad tracks, at least in Pennsylvania Park, and also the need for a pathway to be constructed in Barbershop Park that would connect the Elks Lot to Park Avenue. Knutsen will incorporate language regarding these things into the plan before it is presented to the DMB. Goodman will distribute the previously developed public art plan to committee members.

IV. Dining Deck Design Regulations – Goodman reviewed the status of this project, saying that work on ordinance language would continue both at the Design Committee and Parking Committee levels, but that it was likely that the program would be approved by ordinance for at least one more summer due to timing. In the meantime, Goodman will distribute notes of the joint meeting with the Parking Committee and she asked the committee to be thinking about the following concepts that would be included in the ordinance recommendation:

- Uniform look? All the same materials? Same design?
- Railing materials? Flooring materials?
- Furniture? Words other than high quality and durable?
- Umbrellas allowed? All the same?
- Heaters allowed?
- Signage?? Will this help “trespassing”?
- Should “green” features be required?
- What about the idea raised of the City building them? Is that something to investigate?

*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.*



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 18, 2022 **DATE PREPARED:** January 14, 2022

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