



## DOWNTOWN MANAGEMENT BOARD

March 15, 2022

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of February 15, 2022
  - (b) Payment of February bills
  - (c) Acceptance of February expense and income reports
3. New Business:
  - (a) Consider changing parking enforcement hours from 9am to 9pm, Memorial Day through Labor Day, as recommended by the Parking Committee and recommend to the City Manager that this change be implemented for the 2022 summer season
  - (b) Consider approving 2022 Façade Improvement Grants requested by the Design Committee
  - (c) Consider proposed resolution that would allow dining decks in parking spaces in 2022 and recommend to City Council
  - (d) Consider supporting the Summer Celebration Event plan as requested by the Events Committee
  - (e) Consider two appointments to the Downtown Events Committee
  - (f) Reports by Downtown Management Board Committees
  - (g) Report by City staff
4. Miscellaneous
5. Adjournment

**Alternatively, join the meeting via the Zoom platform**

<https://us02web.zoom.us/j/87519048637>

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

Meeting ID: 875 1904 8637

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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:** March 15, 2022

**PREPARED:** March 11, 2022

**AGENDA SUBJECT:** Consent Agenda

**RECOMMENDATION:** That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

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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 February 15, 2022; (2) Acknowledgement of bills since February 15, 2022; and (3) Acceptance of the February expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



## DOWNTOWN MANAGEMENT BOARD

February 15, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, February 15, 2022. The meeting was called to order at 7:14 P.M., and the following were

Present: Ben Slocum, Chairperson  
Gary Albert  
Marnie Duse  
Joe Keedy  
Jennifer Shorter  
Drew Smith  
Mayor John Murphy

Absent: Robin Bennett, Vice Chairperson

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 January 18, 2022 regular meeting minutes; acknowledgement of bills since January 18, 2022 that totaled \$42,356.15; and January expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by Keedy the consent agenda was approved. All in favor.

### **Review and Accept Final Streetscape Study**

The Downtown Director reviewed that the final draft of the streetscape study was prepared by Beckett and Raeder and that the study will be used as a guideline for future streetscape improvements in downtown.

Tim Knutsen, Beckett and Raeder representative, gave an overview of the streetscape study and reviewed design and beautification actions, economic enhancement actions, and additional focus of streetscape assessment on accessibility, mobility and alternative transportation; reviewed outdoor dining and public spaces; reviewed pedestrian walking surfaces and to maintain existing paving patterns which serve as an accessibility enhancement and aesthetic benefit; maintain downtown furnishings; replace raised planters as they continue to weather; reviewed landscape materials and to maintain honey locust as downtown tree standard with a selection of alternative options; maintain wayfinding and historic signs; maintain existing downtown waste and recycling system; consider improvements such as additional enclosures for individual waste totes or grease recycling facilities in order to allow improved aesthetics; establish a recycling facility close to downtown; support the proposed Pennsylvania Park improvements included in the City's MDNR grant application; consider addition of QR codes to wayfinding signs; indicate the designated downtown bike route and downtown bicycle facilities in the downtown wayfinding system; promote satellite parking and shuttles to downtown at peak tourist season; install additional bike corrals and hoops; continue to focus on the option of a downtown parking structure to provide additional parking options; establish dimensional, aesthetic and material standards for outdoor dining platforms; prioritize Pennsylvania Park gazebo lighting as an initial decorative lighting enhancement; and that the Board study results examining construction and operational costs between electric and hydronic snowmelt systems.

Board members inquired if concrete could be stamped; commented that the City completed a tree study to try and eliminate diseased trees and that it might be best to have 2-5 tree alternatives; discussed City entrances and edges on Mitchell Street and screening for new proposed development at former Family Video property; inquired if snowmelt system would overtax the electrical grid; discussed use of downtown streets in regards to bicycle parking; discussed the need for new bike racks and inventory current locations and focus on central spine of Howard Street; that DMB or other committees have not been approached by Parks and Recreation Director or Commission and would like to see that happen.

Mr. Knutsen responded that stamped concrete is hard to get identical if have to be removed and replaced; that the hydronic snowmelt system would be under electric service for entire downtown; and that the electric provider might not be able to provide a line to all of downtown.

The Downtown Director reported that the railroad tracks and public art will be discussed, that discussions will begin at the end of summer concerning the updated Parks and Recreation Master Plan and that she has commented to the Parks and Recreation Director that the DMB wants to have a presence and be involved in the plan.

### **Amend 2022 Event Schedule**

The Downtown Director reviewed that the Organizational Task Force discussed the 2022 Downtown Event Schedule and each event was discussed on its own merits; that there is no event planner currently on staff; that the DMB is operating in a pre-post COVID era; and that the DMB is contracting with a consultant who will help review future event schedule strategy.

Board members discussed the proposed event schedule and commented that the Strategic Plan RFP will help with determining events in the future. Upon motion made by Shorter and seconded by Smith to approve the amended 2022 event schedule as recommended by the Organizational Task Force and Events Committee. All in favor.

### **Approve Walker Parking Proposal for Darling Lot**

The Downtown Director reviewed that the DMB included in the 2022 budget funds to contract for a feasibility study/plan on the placement of a parking platform on the Darling Lot; that staff communicated with Jake Jeppesen, Walker Parking, on proposed scope of work; ; that green space and sustainability components were included; that decks might be going out of style and could be utilized as something else; that there are new trends in parking including electric vehicles and drop offs; that there will be data analysis on how deck could be used; that it would be approximately 6-8 weeks until final plan is produced; and that staff is recommending the Board review proposal and if desired approve expense of \$21,000 which is \$6,000 over budgeted amount, and the extra expense would come from the proposed net revenue amount expected at the end of 2023.

Board members discussed current Darling Lot parking conditions and that the lot is typically not full; inquired how the lot will be marketed to get people to park there; inquired if it would be free parking; that Darling Lot is not in the most desirable spot for visitors; discussed the possibility of asking City Council to fund part of the study; heard comments that DMB manages parking and that Petoskey is a walkable community; that employees and residents park for 8 hours per day in parking spots; that the Board should identify stakeholders and what is important when evaluating a parking deck including employees, tourists, residents, etc.; inquired on cost of previous study; that parking fines and fees were increased to pay for a future parking deck; that there is no covered parking in downtown; that if a deck is built then more people may want to live in downtown and future developers will be in favor of building downtown due to available parking; and that there is a demand for parking.

The Downtown Director responded that a parking deck would be added to inventory; that it could satisfy downtown residential; that larger businesses with a lot of permits such as OHM could be encouraged to park in deck; and the previous study was estimated at \$9-11M to build a deck.

Mr. Smith moved that, seconded by Mr. Keedy to approve the proposal from Walker Parking for a parking platform feasibility study on the Darling Lot in the amount of \$21,000. Said motion was unanimously approved as submitted.

### **Reports by Downtown Committees**

**Events Committee** – The Downtown Director reviewed that Wonderful Winter Week begins this week with 39 sculptures, a winter ghost walk and 24 story boards for winter read around and marketing outlets have been heavily used to promote event.

**Design Committee** – The Downtown Director reported that the committee met yesterday and dining deck design aspects have been identified and will now combine ideas also from the Parking Committee and discuss with the Public Works Director and Public Safety Director; that there will be a draft resolution to be considered in March for allowing dining decks with City Council to finally approve with allowing only one space for businesses due to encroachment issues.

**Parking Committee** – The Downtown Director reviewed that the committee needs two new Board member volunteers. Ms. Shorter volunteered to serve on the committee.

### **Report from City Staff**

Mayor Murphy reviewed that City Council met in special session last night to discuss 24 applications for the City Manager position and that City Council will interview 6 candidates around the middle of March.

### **Miscellaneous Comments**

The Downtown Director reported that downtown business is good for this time of year; that the Organizational Task Force will not meet until RFP's are submitted for Strategic Plan; that parking enforcement during evening hours have minimal expenses and will be discussed at the next meeting; that all downtown employee evaluations were completed by the end of January; that she met with the new CVB Director who is collaboratively spirited; and that she and Board member Smith attended a workshop concerning micro climate of tourism which was a study of 7 regions depicting challenges and opportunities with main focus on short-term rentals, housing and employee retention.

There being no further business to come before the Downtown Management Board, this February 15, 2022, meeting adjourned at 9:09 P.M.

**Downtown Management  
Monthly Bills - February 2022**

March 9, 2022

**PROGRAMS AND SERVICES**

Business Recruitment	Goodman/reimbursement	DT Assessment	\$ 33.92
Business Retention	Goodman/reimbursement	DT Assessment	\$ 32.86
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Personal Graphics/Social District stickers	DT Assessment	\$ 488.09
DT Marketing	Petoskey Music Boosters/Program ad	DT Assessment	\$ 400.00
DT Marketing	Mailchimp/contract	DT Assessment	\$ 69.99
DT Marketing	Squarespace/contract	DT Assessment	\$ 26.00
DT Marketing	USPS/postage	DT Assessment	\$ 3.12
Ghost Walk	C. Struble/25@\$15	DT Assessment	\$ 375.00
Holiday Decorations	Meyer ACE/ceramic tree lights	DT Assessment	\$ 844.35
Wonderful Winter	Home Depot/plywood	DT Assessment	\$ 111.16
Wonderful Winter	Hobby Lobby/fabric	DT Assessment	\$ 245.56
Wonderful Winter	Walmart/ribbon	DT Assessment	\$ 75.81
Wonderful Winter	JoAnn/fabric	DT Assessment	\$ 104.87
Wonderful Winter	Hobby Lobby/gnome stands	DT Assessment	\$ 11.10
Wonderful Winter	Walmarat/cat litter	DT Assessment	\$ 13.73
Wonderful Winter	Meyer ACE/shims	DT Assessment	\$ 11.83
Wonderful Winter	Iconic Ice/second installment	DT Assessment	\$ 7,000.00
Wonderful Winter	Mitchell Graphicss/banners	DT assessment	\$ 140.00
Wonderful Winter	Iconic Ice/storefront sculptures	DT assessment	\$ 9,750.00
<b>Total Programs &amp; Services</b>			<b>\$ 19,887.39</b>

**PARKING FUND**

Bank Charges	Bank Charges	Parking Fund	NA
Conf. & Membshps	the Graduate/Workshop hotel	Parking Fund	\$ 380.40
Conf. & Membshps	Jolly Pumpkin/food	Parking Fund	\$ 28.62
Conf. & Membshps	Goodman/mileage	Parking Fund	\$ 225.72
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/February 2022 smartmeter fees	Parking Fund	\$ 2,200.50
Contracted Services	Van's/contract	Parking Fund	\$ 349.74
Contracted Services	USIO/credit card fees	Parking Fund	\$ 133.16
Contracted Services	Up North Services/SW snow removal	Parking Fund	\$ 3,684.01
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 114.98
DT Office	DTE/utilities	Parking Fund	NA
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	McCardel/water	Parking Fund	\$ 8.00
DT Office	Integrity/supplies	Parking Fund	\$ 155.02
DT Office	City of Petoskey/utilities	Parking Fund	\$ 67.89
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
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

**TOTAL** **\$ 31,012.25**

**TOTAL BILLS** **\$ 50,899.64**

PROGRAMS SERVICES  
MONTHLY REPORT  
February 2022

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	103,632.00	0.00	103,632.00	103,632.00	-
PENALTIES & INTEREST	3,000.00	0.00	0.00	0.00	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	0.00	3,200.00
FRIDAY NIGHT AT THE MOVIES	1,200.00	0.00	0.00	0.00	1,200.00
DOWNTOWN TRICK OR TREAT	1,400.00	0.00	625.00	225.00	775.00
WINTER CARNIVAL	-	3,500.00	4,175.00	0.00	(4,175.00)
Storefront credit Card payments \$2000					
Storefront prepayments \$1500					
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	500.00	8,100.00	0.00	3,900.00
Arlington Jewelers \$500					
Gallery Walk	3,500.00	0.00	0.00	0.00	3,500.00
Ghost Walk	1,000.00	625.00	625.00	0.00	375.00
WWW Ghost Walk \$625					
Shopping Scramble	-	0.00	0.00	0.00	-
Holiday Catalog	7,250.00	0.00	0.00	0.00	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	0.00	
OTHER		0.00	0.00	0.00	
	179,482.00	4,625.00	117,157.00	103,857.00	62,325.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	3,052.42	0.00	3,947.58
HOLIDAY OPEN HOUSE	2,000.00	0.00	488.38	0.00	1,511.62
SUMMER OPEN HOUSE	12,000.00	0.00	0.00	0.00	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	0.00	1,242.49		5,757.51
WINTER CARNIVAL	5,400.00	17,461.10	17,461.10	8,450.00	(12,061.10)
Home Depot/plywood \$111.16					
Hobby Lobby/fabric \$245.56					
Walmart/ribbon \$75.81					
JoAnn Fabric/fabric \$104.87					
Hobby Lobby/gnome stands \$11.10					
Walmart/cat litter \$13.73					
Meyer Ace/shims \$11.83					
Iconic Ice/second installment \$7,000					
Mitchell Graphics/banners \$140					
Iconic Ice/storefront sculptures \$9,750					
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	0.00	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	0.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	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	1,137.20	10,644.35	729.56	19,355.65
Personal Graphics/Social District Stickers \$488.09					
Petoskey Music Boosters/program ad \$400					
Mailchimp/contract \$69.99					
Squarespace/contract \$26					
USPS/postage \$3.12					
Tom Renkes/blog \$150					
SHOP MAP	9,000.00	0.00	7,770.09	0.00	1,229.91
GHOST WALK	300.00	375.00	375.00	0.00	(75.00)
C.Struble/guide \$375					
DT SOCIAL	1,500.00	0.00	0.00	0.00	1,500.00
HOLIDAY CATALOG	11,000.00	0.00	0.00	0.00	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	2,500.00	0.00	1,500.00

PROGRAMS SERVICES  
MONTHLY REPORT  
February 2022

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	33.92	221.80	0.00	278.20
Goodman/reimbursement \$33.92					
BUSINESS RETENTION	1,000.00	32.86	567.34	0.00	432.66
Goodman/reimbursement \$32.86					
<b>Beautification</b>					
HOLIDAY DECORATIONS	11,500.00	844.35	8,627.55	0.00	2,872.45
Meyer ACE/tree lights \$844.35					
FALL DECORATIONS	500.00	0.00	800.00	0.00	(300.00)
FLOWERS	9,000.00	0.00	729.47	0.00	8,270.53
<b>Administrative</b>					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	15,000.00	0.00	790.00	0.00	14,210.00
OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	19,887.39	60,563.56	9,179.56	115,636.44
Excess of Revenues Over Expenses	3,282.00	-15,262.39	56,593.44	94,677.44	(53,311.44)



**Downtown Parking Fund  
February 2022**

**March 9, 2022**

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	536,900.00	21,649.60	44,010.14	26,051.98	492,889.86
finest	200,000.00	12,933.50	31,821.01	7,316.86	168,178.99
Permits	87,000.00	6,600.00	31,530.00	30,435.00	55,470.00
Bags	8,000.00	190.00	250.00	540.00	7,750.00
Tokens	3,000.00	60.00	165.00	40.00	2,835.00
Interest	4,000.00	77.96	155.92	34.56	3,844.08
Meter Sponsorships	5,000.00	0.00	400.00	328.00	4,600.00
ParkMobile	60,000.00	-	13,644.23	10,200.98	46,355.77
<b>Total Parking Revenue</b>	<b>903,900.00</b>	<b>41,511.06</b>	<b>121,976.30</b>	<b>74,947.38</b>	<b>781,923.70</b>
Other		-	0.00	0.00	0.00
Credit Card Meter Sales					
EV Charging Station					
<b>Total Revenue</b>	<b>903,900.00</b>	<b>41,511.06</b>	<b>121,976.30</b>	<b>74,947.38</b>	<b>781,923.70</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	23,500.00	0.00	0.00	0.00	23,500.00
BANK CHARGES	20,000.00	NA	1.00	1,613.16	19,999.00
CAPITAL OUTLAY	185,000.00	0.00	0.00	0.00	185,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	634.74	804.74	0.00	4195.26
The Graduate/workshop hotel \$380.40					
Jolly Pumpkin/food \$28.62					
Goodman/mileage \$225.72					
CONTRACTED SERVICES	195,000.00	6,763.41	12,303.84	27,588.09	182,696.16
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
nca/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$349.74					
USIO/credit card fees \$133.16					
Up North Services/snow removal \$3684.01					
DOWNTOWN OFFICE	270,000.00	23,236.28	46,462.65	36,013.37	223,537.35
Spectrum/phones, internet \$114.98					
City of Petoskey/utilities \$67.89					
Zoom/monthly fee \$15.39					
DTE/utilities NA					
McCardel/water \$8					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Integrity/supplies \$155.02					
Keep it Real Social/Services \$2,000					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	0.00	0.00	2,858.22	3,000.00
FAÇADE GRANT	20,000.00	0.00	0.00	0.00	20,000.00
MATERIALS AND SUPPLIES	10,000.00	0.00	346.00	110.90	9,654.00
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	0.00	500.00
TROLLEY	3,500.00	0.00	0.00	1,584.00	3,500.00
UNIFORMS	2,000.00	0.00	0.00	0.00	2,000.00
UTILITIES	6,200.00	377.82	755.64	877.51	5,444.36
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
<b>TOTAL EXPENSES</b>	<b>744,700.00</b>	<b>31,012.25</b>	<b>60,673.87</b>	<b>70,646.15</b>	<b>684,026.13</b>
<b>NET</b>	<b>159,200.00</b>	<b>10,498.81</b>	<b>61,302.43</b>	<b>4,301.23</b>	<b>97,897.57</b>



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** March 8, 2022

**RE:** Recommendation to Change Parking Enforcement Hours from 9:00 A.M. to 9:00 P.M., Memorial Day through Labor Day Beginning May 2022

The Downtown Parking Committee has been considering a plan to extend evening enforcement hours in an effort to:

1. Manage parking more efficiently;
2. To increase revenue; and
3. To distribute the user fees being charged more equitably throughout Downtown's customer base.

Over the past several months, as has been reported to the Board in committee reports, the committee has worked through details in order to devise a plan to implement the extended hours.

Under this plan:

- Meters would be enforced from 9am through 9pm six days a week, between Memorial Day and Labor Day, as these are the busiest evenings in Downtown and the ones most in need of parking management.
- Meters would be enforced from 9am through 6pm, six days a week, from Labor Day to Memorial Day which does not reflect a change.
- Meter fees would not be increased.
- One part-time ambassador would be added to staff during the summer season to handle the enforcement.
- Notice would be available to the public by changing the electronic messaging on the new smart meters, changing the electronic messaging on the pay stations in the Elks Lot, and purchasing new stickers for the remaining battery-operated meters.
- No reliable revenue data is established, but estimates are that extending the evening hours of enforcement could potentially increase parking revenue by \$27,000 annually.

The Parking Committee did not include year around extended evening enforcement in the plan at this time because:

1. It has not been demonstrated, requested, or claimed that management is needed in the winter months;
2. That vehicle activity on the streets in winter months is good for the look of vitality in Downtown; and
3. Because of points one and two, out of consideration for restaurant workers and the local consumer.

It is the recommendation of the Parking Committee and staff that the full Board move to recommend to the City Manager that this change be implemented for the 2022 summer season.



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** March 10, 2022

**RE:** 2022 Façade Grant Approval Request

The Design Committee has met and reviewed seven façade improvement grant applications. Almost all of the projects evaluated this year could be described as primarily maintenance projects which the committee does not normally prioritize highly. Due to the effects of COVID, the committee agreed that these types of projects should be considered once again this year but that a new direction, which they will begin working on this spring, should be structured for the future of the program. They are recommending that the following grants be approved for 2022.

**1. Judith and Richard Hitz                      319 East Lake Street/HarborWear                      \$4,500**

The proposed work to be done here is replacing high energy loss, single pane window glass and rebuild the failing storefront supporting structure. The grant will be contingent on the property owner meeting with staff and a representative of the Design Committee to finalize the materials to be used, and proof of property lines. The grant is being recommended because of value of the historic property to the downtown and also because of the need for maintenance and renovation. Total investment dollars will be nearly \$26,000.

**2. Marnie Duse                                      323 East Mitchell Street/Circus Shop                      \$2,000**

The proposed work to this site will primarily be painting, including the window boxes, windows, rounded fascia at the top of the building, the awning, soffit, and storefront. The grant is being recommended because of the high visibility of the building on Mitchell Street and the desirability of the maintenance of the block. Total investment dollars being spent on this project are estimated to be \$13,000.

**3. Jutta Cutler                                      Corner Howard & Lake/Cutler's                      \$2,500**

Although renovations planned for this building in 2022 include new awnings and total repaint, no bids were yet to be secured for paint by the grant application deadline. The work being proposed for the grant purpose is for new awnings. The awnings will be identical to the existing awnings. The grant is being recommended because of the integrity and importance of the historic structure of the building and its prominent placement in the heart of Downtown. Total investment of dollars being spent on this project is \$17,490.

**4. Crooked Tree Arts Center                      461 East Mitchell Street                      \$1,300**

The Arts Center is planning to replace entryway lighting, repair the concrete wall on the south side of the building, repainting of the entryway, and adding a gutter system to the west and alley sides of the building. The grant is being recommended because of its landmark status of this cornerstone building and the value of CTAC as a placemaking center that brings people to Downtown. Total investment dollars are anticipated to be approximately \$8,000.

<b>5. The Quiet Moose Annex</b>	<b>303-305 East Mitchell Street</b>	<b>\$7,700</b>
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The Quiet Moose is planning an expansion into the building across the street from them at the corner of East Mitchell and Petoskey Streets. Their plan for the new location includes a renovation that will brand the building to match their existing location. Work will include taking down the mansard awnings, replacing windows and entry ways and adding the stucco material to the building front. This grant is being awarded based on the highly visible corner location and the opportunity to break up the façade of the existing building into individual storefronts. The grant will be contingent on a meeting with staff and a member of the Design Committee to discuss elements desired by the committee, including an extended transom and a knee wall. The total amount proposed to be spent on the project is nearly \$60,000.

<b>6. Stafford's Perry Hotel</b>	<b>Corner Rose &amp; Lewis</b>	<b>\$2,000</b>
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The work proposed to be done to the Perry in 2022 is replacement of the primary windows in the Reycraft Room which is the dining/meeting room located on the south side of the building on the floor above the Noggin Room. The current windows are not original to the building; however, they are consistent with appropriate historic design. The new windows are proposed to look identical to the current design. The grant is being recommended because of the high visibility of the building to all of Downtown and the historic integrity it adds to the community. Total dollars expected to be invested are approximately \$15,000.

A seventh application from Stephen Smith, SSI LLC, for paint at 434 West Lake was denied as it was incomplete: it did not include a quote for the cost of the project, due to difficulty engaging a contractor.

The request from staff and the Design Committee is for the DMB to review and approve these 2022 façade grants. Please contact me if you have questions or concerns.



## **MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** March 10, 2022

**RE:** Request to Approve Recommendation of Resolution to Council to Allow Dining Decks in Parking Spaces in 2022

At the December 2020 Board meeting, the DMB approved a plan for moving ahead to allow dining decks in parking spaces both by Council resolution in 2021 and by ordinance in 2022. Staff has been working concurrently on a resolution for 2022 and contents of a proposed ordinance with the Design and Parking Committees. Both committees have moved purposefully and thoughtfully on their input to this project. Because the timing of having an ordinance approved and ready for implementation during the 2022 summer season is not now possible, staff is recommending that the dining decks be allowed once again by resolution for the upcoming summer season.

Staff has prepared a draft resolution that is enclosed with this memo. Approval of the resolution will allow the process to move forward with the resolution being recommended to City Council by the DMB and, with Council's approval, to be in place for the summer season. In the meantime, staff will be working on remaining ordinance issues with DPW and Public Safety and also with the City Attorney on ordinance language. When that work is completed, the proposed ordinance will come back to the DMB for approval and final recommendation to Council.

As stated above, in preparation of this draft resolution, staff has worked with both the Design and Parking Committees for their input and guidance. Committee reports have been included in your packets in the last few months and staff has also reported on progress at Board meetings. The newly completed Streetscape Recommendation Study also has been received and study input is included as well. In all of the decisions, every effort has been made to be sensitive to the needs and wants of all sectors of the Downtown community with the goals of economic enhancement and overall vitality and vibrancy in mind. All of these recommendations are based on permission by resolution to allow dining decks in a transition from COVID period. When the ordinance language is recommended, changes can and may be made.

Staff is now recommending that the Board discuss the proposed resolution and approve the draft to be recommended to Council with or without changes at its March meeting. This timeline will allow those who wish to participate adequate time to prepare for their projects.



## City of Petoskey

## Resolution

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION ALLOWING FOR 2022 SEASONAL USE OF PARKING SPACES TO BE USED FOR OUTDOOR DINING DECKS AS A TEMPORARY MEASURE TO ASSIST DOWNTOWN RESTAURANTS WITH SOCIAL DISTANCING STRATEGIES THAT MAY OR MAY NOT BE MANDATED; TO SATISFY THE PUBLIC DESIRE FOR OUTDOOR DINING, REGARDLESS OF PANDEMIC ISSUES; TO INCREASE THE DINING SEATING CAPACITY IN DOWNTOWN DURING THE SUMMER SEASON; AND TO INCREASE THE VIBRANCY OF DOWNTOWN STREETS.

WHEREAS, the novel coronavirus (COVID-19) is a respiratory disease that caused temporary shut downs and restricted dining capacities in local restaurants and contributed to economic hardship for them and their employees during 2020 and 2021; and

WHEREAS, the Downtown is transitioning out of the economic hardship of COVID-19 due to public health initiatives into a pre-post COVID era where CDC guidance and possible mandates regarding indoor dining still or may exist, changing sometimes weekly; and

WHEREAS, as evidenced by the success of the decks installed throughout the summers of 2020 and 2021, the DMB is currently working on a recommendation for City Council's consideration to change the City ordinance in an effort to allow dining decks to be permitted on the streets permanently on a seasonal basis beginning in 2023; and

WHEREAS, the decks were found to be popular, manageable, and profitable during the summers of 2020 and 2021; and

WHEREAS, the concerns of retailers regarding the parking supply, as well as the overall vitality of all of Downtown have been considered and the Downtown Management Board has determined that all segments of Downtown need to work shoulder to shoulder to ensure vibrancy and vitality for all; and

WHEREAS, the Downtown Management Board and the City of Petoskey is committed to encouraging economic activity and assisting downtown businesses to flourish and thrive, including restaurants that, by their nature, may require additional seating and square footage to accommodate the visiting public in the busy summer season, and furthering that point; and

WHEREAS, restaurant capacity in the summer months is less than required by the visiting public and there is a need for seating capacity to be flexible with the goal in mind that keeping visitors in Downtown when they want to dine so that they can continue to shop after their dining experience is an economic driver; and

WHEREAS, the City of Petoskey regulates use of its streets, sidewalks, and other public places through Chapter 18 of the Code of Ordinances, and allows outdoor dining and mobile food vending pursuant to Chapter 8 of the Petoskey Code of Ordinances Businesses and Business Regulations:

NOW THEREFORE BE IT RESOLVED, that restaurants will be permitted to operate dining decks in public parking spaces during 2022 according to the following temporary measures:

- Dining deck permits will be available on all Downtown streets 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. For purposes of the resolution, a storefront will be defined as a publicly recognized entity.
- Decks must fit in the parking space most proximate to the storefront, unless there are two dining platforms located in close proximity that are requested by City staff to be located adjacent to each other in an effort to maximize parking and eliminate the need for a car to parallel park between two dining platforms.
- Businesses that also have sidewalk dining may have a deck if ADA regulations can be satisfied.
- 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 deck rental fee will be \$350 monthly. (After an analysis of several methods of pricing, the price is based on the revenue that would be lost from the Parking Fund if the space were fully occupied by parkers during all enforcement hours, plus a small upcharge.)
- An Open-Air Food-Beverage Service/Outdoor Dining Application and fee must be submitted to City staff and a license obtained before commencing construction of a dining deck.
- Decks that are newly constructed in 2022 must conform to the City of Petoskey Outdoor Design Guidelines document and also to specific dining deck design standards that include:
  - The dining deck structure must be made of quality materials and the floor of the deck must be wood or a composite material colored in grey shades to match concrete. No plastic or vinyl will be allowed.
  - The dining deck railings must be constructed of wrought iron, aluminum, steel, or cable systems in the color of black or to match the Petoskey Green color in the streetscape furnishings. No plastic or vinyl will be allowed.
  - All elements of the dining deck must be in compliance with the building code.
  - No lighting will be allowed on the decks other than table top lighting.
  - Dining furniture must be manufactured of wrought iron, cast aluminum, steel, or other substantial metal material. No plastic or vinyl will be allowed. The color may be black, Petoskey Green, silver or a color compatible with the front storefront façade.
  - Umbrellas must be constructed of canvas material, contain no logos or advertising, and must be aesthetically compatible with the color scheme of the front building façade.

State of Michigan       )  
 County of Emmet       ) ss.  
 City of Petoskey       )

I, Alan Terry, Clerk of the City of Petoskey, do hereby certify that the foregoing is a true copy of a resolution adopted by the City Council of the City of Petoskey in regular session assembled on the \_\_\_\_ day of \_\_\_\_\_, 2022, and of the whole thereof.

In witness whereof, I have hereunto set my hand and affixed the corporate seal of said City of Petoskey this \_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
 Alan Terry, City Clerk



## **MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** March 10, 2022

**RE:** Request from Events Committee to Support Plan for Summer Celebration Event

At its March meeting the Downtown Events Committee discussed a more detailed plan for the Summer Open House event that the Board outlined and amended the budget to include in their 2022 event schedule at their February meeting. Per the meeting notes found elsewhere in your packet, the Committee recommends the following:

- The event should be named Summer Celebration to coordinate with the Summer Send Off event scheduled for August
- A main concert in Penn Park on Friday night
- A Movie in the Park on Friday night
- Howard and Lake will be closed on Saturday and Sunday
- Merchants will be invited to have outdoor sidewalk/street or instore activities on Saturday
- The Steel Drum Band will be invited to perform early afternoon on Saturday
- A street dance be held late Saturday afternoon, perhaps in coordination with a local radio station
- There will be a second concert in the Park on Saturday night
- There will be a second Movie in the Park on Saturday night
- All of the streets will be closed on Sunday for the Back to the Bricks Car Show to be held on Sunday evening

The committee is asking for Board comments and approval of this plan so that staff can move ahead with arrangements.





**MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** March 10, 2022

**RE:** New Committee Appointments

Two new volunteers have agreed to serve on the Downtown Events Committee. Both volunteers meet the requirements for serving on this committee.

Nicole Schroeder is an employee of Grandpa Shorter's Gifts and has worked on events for the store. She is anxious to help with the Downtown events and has some experience in this area.

Andi Symonds is, of course, the former Downtown Marketing and Promotions Coordinator, and would now be representing Crooked Tree Arts Center on the committee.

It is the request of staff that both of these appointments be approved.



**BOARD:** Downtown Management Board

**MEETING DATE:** March 15, 2022      **DATE PREPARED:** March 11, 2022

**AGENDA SUBJECT:** Downtown Management Board Committee Reports

**RECOMMENDATION:** That the Downtown Management Board hear these reports

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Reports could be received from Downtown Management Board committees.

sb



**Downtown  
Design Committee  
MEETING  
NOTES**

Monday, February 14, 2022  
**Upstairs Board Room  
Petoskey District Library**

- I. Welcome – All members were present, including Neumann, Rashid, Albert, Presley, and Knutsen. Staff present was Goodman
- II. Consideration of 2022 Façade Grant Applications – The group addressed its sole order of business: design standards for dining decks. Documents from other communities and the City's current Outdoor Dining Guidelines were submitted for review. After discussion, the committee agreed to recommend to the DMB that the following be included in the language that would allow dining decks to be located in parking spaces, both by resolution in 2022 and by ordinance moving forward.
  - Dining deck permits will be available on all Downtown streets 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. For purposes of the resolution, a storefront will be defined as a publicly recognized entity.
  - Decks must fit in the parking space most proximate to the storefront, unless there are two dining platforms located in close proximity that are requested by City staff to be located adjacent to each other in an effort to maximize parking and eliminate the need for a car to parallel park between two dining platforms.
  - Businesses that also have sidewalk dining may have a deck if ADA regulations can be satisfied.
  - 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 deck rental fee will be \$350 monthly. (After and analysis of several methods of pricing it was to the price is based on the revenue that would be lost from the Parking Fund if the space were fully occupied by parkers during all enforcement hours, plus a small upcharge.)

- An Open-Air Food-Beverage Service/Outdoor Dining Application and fee must be submitted to City staff and a license obtained before commencing construction of a dining deck.
- Decks that are newly constructed in 2022 must conform to the City of Petoskey Outdoor Design Guidelines document and also to specific dining deck design standards that include:
  - The dining deck structure must be made of quality materials and the floor of the deck must be wood or a composite material colored in grey shades to match concrete. No plastic or vinyl will be allowed.
  - The dining deck railings must be constructed of wrought iron, aluminum, steel, or cable systems in the color of black or to match the Petoskey Green color in the streetscape furnishings. No plastic or vinyl will be allowed.
  - All elements of the dining deck must be in compliance with the building code.
  - No lighting will be allowed on the decks other than table top lighting.
  - Dining furniture must be manufactured of wrought iron, cast aluminum, steel, or other substantial metal material. No plastic or vinyl be allowed. The color may be black, Petoskey Green, silver or a color compatible with the front storefront façade.
  - Umbrellas must be constructed of canvas material, contain no logos or advertising, and must be aesthetically compatible with the color scheme of the front building façade.

*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.*



## **Downtown Design Committee**

# **MEETING NOTES**

**Tuesday, March 8, 2022  
Council Chambers**

- I. Welcome – All members were present, including Neumann, Rashid, Albert, Presley, and Knutsen. Staff present was Goodman
- II. Consideration of 2022 Façade Grant Applications – Staff reviewed that the committee had determined to review the criteria for grant distribution and also its process and procedures for future years at its spring meeting and that they had agreed at their February meeting to award the 2022 grants with a pre-post Covid, business assistance lens. The committee then reviewed seven applications and concurred to recommend the following six applicants to the DMB. A seventh application received from SSI, LLC for their property occupied by Raymond James at 434 E. Lake was deemed incomplete and eliminated as it did not include a required quote from the contractor.

The total amount of the grants being recommended is \$20,000 which is the amount budgeted by the DMB for 2022. Some of the grants will be recommended with contingencies that will be managed by the Downtown Director through the committee chair and various committee members.

Judith Hitz, Harbor Wear, 319 E. Lake Street	\$4,500
Marnie Duse, Circus Shop, 323 E. Mitchell Street	\$2,000
Jutta Cutler, corner Howard and Lake	\$2,500
Crooked Tree Arts Center, Mitchell Street	\$1,300
Quiet Moose, 303-5 Mitchell Street	\$7,700
Stafford's Perry Hotel, Bay and Lewis Street	\$2,000

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Downtown Petoskey  
Marketing Committee Meeting  
Petoskey Downtown Office  
**MEETING NOTES**  
4:00 March 1, 2022  
Sunglass Shoppe

1. Welcome – Members present were Bennett, Shorter, Poquette, and Bell. Staff present was Goodman.
2. Keep it Real Social Update – Sommer reported that we had received 977 submissions for the gnome hunt, and that 234 were unique, concluding that people were engaged by looking for the gnomes and entering via the Q.R. code and that we increased our newsletter subscribers by 234 people. She also reported that Instagram has grown by 143 new followers this month and that in the last 90 days, the numbers on Instagram had been really exceptional.
3. Wonderful Winter Weekend Recap – Goodman said that she had not yet sent out the survey and Sommer volunteered to help with it. There was discussion regarding the high number of participants in the ice sculpture sponsorship and also the high participation in the Gnome Hunt and the Winter Read Around. Goodman reported that McLean & Eakin had sold 17 copies of the “Winter, You Wonder” book that these events were based on and that she believed they would have sold many more except for delivery problems with the book distributor. There was also much speculation about the vandalism of the sculptures in the Park. Goodman said that the City was pursuing damages through the insurance company under the malicious destruction clause.
4. Staycation – Next marketing initiative coming up is Staycation. Members discussed the success of the matching DT Dollar to store purchased gift certificates presented during COVID and agreed that the expense and staff time were excessive. All agreed that a goody bag and \$25 DT Dollars should be given away with packages purchased for Stafford’s Perry DT Staycation week. Dates of the event are March 27- April 9. Staff will coordinate goody bag solicitation and stuffing.
5. Website – There was a sort discussion on the website situation with the group agreeing that a new format was needed. Sommer will work on pricing and report back.

6. Are we over marketed? - This subject was discussed further and in the fresh context of new media information. Becky has communicated with Jim Lowell, new PAVB Executive Director, who brings experience in community surveys on the subject, to the next meeting to talk about opportunities.

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



# **Parking Committee MEETING NOTES**

Tuesday, March 8, 2022

10:00 AM

**Community Room**

**City Hall**

1. Welcome – Members Slocum and Meikle were present. Bennett and Shorter were excused due to conflicts. Staff Goodman was present.
2. Evening Hour Enforcement Update – Goodman reported that she had met with interim City Manager, Al Terry and discussed this decision. The decision to not include this on the February DMB agenda had been by staff because of inadequate prep time before the meeting. Staff has now had time to discuss and Terry understands the reasons for the extension and is ready to move ahead with consideration of the recommendation.
3. Dining Deck Regulations Update – Goodman reported that she had also talked with Al Terry about the dining deck resolution recommendation and that she believed he was comfortable with the plan for presenting a resolution recommended by the DMB to Council.
4. Darling Lot Study Update – Goodman reported that the proposal from Walker Parking had not yet been signed and sent to Walker; that she had sent the proposal to City staff for review and comments or additions and was waiting to hear back from them. As soon as that commentary is received, she will sign and send the proposal and that the work should take a minimum of six weeks to complete. She also reported that in her conversations with Terry, they had discussed City participation in funding a deck and that she had been told that was a viable option at this point time; that the DMB needed to propose a specific plan; and that there was a pathway to partnership with the City.
5. Parkmobile Contract – Goodman then presented that she had received last minute notification from Parkmobile that the current contract was expiring and needed to be renewed. The situation was exacerbated by new Parkmobile staff, a stiff increase in Parkmobile fees, new “bells and whistles” that Parkmobile was able to provide; and ease of use for the customer. She asked for direction as she negotiated the new contract and the committee supported that their main goal was an app that was customer friendly and was affordable to the end user. All expressed concern over raising the user fees by two and half times what was currently being charged.
6. Stats – The stats for the month of February were presented and found to be encouraging.



*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.*



Downtown Petoskey Events Committee

## MEETING NOTES

9:00 AM March 10, 2022

Stafford's Perry Hotel  
Resort Room

1. Welcome – Members present were Phillips-Kranig – Bearcub Outfitters, Sedestrom – Beacon Bistro, and Mullen – Craig Ryan. Staff present was Goodman.
2. Wonderful Winter Week Wrap Up – The committee discussed the weekend event. Goodman reported that there had been 40 storefront ice sculptures, that the Winter Read Around had been filled, and that there had been around 30 stores participating in the Winter Gnome Hunt. Issues of concern were the vandalism of the structures in the Park and a few problems with the QR code being blurry on some of the gnomes. Lesson was learned regarding the QR code which otherwise worked great. Goodman reported that the City insurance policy would cover the damages to the sculptures but that amount would not include the lost promotional opportunity. Committee members expressed general satisfaction with the event, but commented that the drink tent and party in the Park were missed.
3. 2022 Event Schedule Confirmed – Staff reported that the following event schedule with a coordinating budget had been adopted by the DMB in a change from the original plan for 2022 that had been approved in September of 2021. Reasons for the change revolved around COVID, staffing changes, and a reorganizational plan being undertaken by the Board.

**Gallery Walk** – Maybe CTAC will do this?

**Downtown Petoskey Farmers Market** – Friday mornings, May through September, managed by the Chamber

**Summer Celebration** – Friday, June 3 – 5

**July 4 Celebration** – Monday, July 4, managed by the JayCees

**Art in the Park** – Saturday July 16, managed by the Chamber

**Movies in the Park at Dark** – Fridays in July and August, possibility of working with Parks and Rec intern to run the movies for us

**Sidewalk Sales** – July 29 and 30

**Summer Send Off** – August 19 – 21?

**Downtown Trick or Treat & Jack-O-Lantern Walk** – Saturday, October 29

**Ladies Opening Night** – Friday, November 18

**Holiday Parade** – Saturday, November 26????, Sunrise Rotary will manage

**Holiday Open House** – Friday, December 2.

Committee members were told that they would be focusing on the Summer Celebration and the Summer Send Off events as the remaining events would either take place as normal and be coordinated by staff or be managed by other organizations.

4. Decisions for This Meeting – The committee focused their discussion on the Summer Celebration and concurred on the following:
  - A. The committee members present did not have great ideas for bands but agreed to reach out to others for suggestions.
  - B. That Howard and Lake Streets should be closed Saturday and Sunday and not Friday. All streets will need to be closed on Sunday for the Back to the Bricks Car Show.
  - C. That the schedule for the event should be:
    - Main concert in the Park on Friday night
    - Drink tent in the Park (managed by a non-profit) Saturday afternoon and evening
    - Merchants providing outdoor or instore activities on Saturday
    - Non-profits invited to have tables on Saturday
    - Street dance Saturday afternoon, possibly with radio station as a partner
    - Evening concert Saturday night
    - Back to the Bricks car show on Sunday evening

More details will need to be hammered out, but Goodman will move ahead by discussing this plan with the Board.

*The mission of the Downtown Events Committee is  
to create and coordinate events that lure residents and visitors into  
Downtown Petoskey,  
as well as promote the downtown as a community center.*



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** March 15, 2022 **DATE PREPARED:** March 11, 2022

**AGENDA SUBJECT:** City Staff Report

**RECOMMENDATION:** That the Downtown Management Board hear this report

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The City Manager will provide status reports concerning downtown-area projects.

sb