



DOWNTOWN MANAGEMENT BOARD

April 19, 2022

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of March 15, 2022
 - (b) Payment of March bills
 - (c) Acceptance of March expense and income reports
3. New Business:
 - (a) Consider approving proposal from Redevelopment Resources and Allyson Brunette Consulting at a cost not to exceed \$8,425 for the 2022-2027 Downtown Strategic Plan as recommended by the Organization Task Force
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by City staff
4. Miscellaneous
5. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/88583244118>

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

Meeting ID: 885 8324 4118

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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: April 19, 2022

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

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Enclosures



DOWNTOWN MANAGEMENT BOARD

March 15, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, March 15, 2022. The meeting was called to order at 7:00 P.M., and the following were

Present: Ben Slocum, Chairperson
Robin Bennett, Vice Chairperson
Gary Albert
Marnie Duse
Drew Smith
Mayor John Murphy

Absent: Joe Keedy and Jennifer Shorter

Also in attendance were Downtown Director Becky Goodman and Administrative Assistant Lisa Denoyer.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the February 15, 2022 regular meeting minutes; acknowledgement of bills since February 15, 2022 that totaled \$50,899.64; and February expense and income reports as prepared by the Downtown Director. Upon motion made by Albert and seconded by Bennett the consent agenda was approved. All in favor.

Discuss Parking Enforcement Hours from Memorial Day through Labor Day

The Downtown Director reviewed that the Parking Committee has been considering a plan to extend evening enforcement hours in an effort to manage parking more efficiently, to increase revenue and to distribute the user fees being charged more equitably throughout the downtown's customer base; that the meters would be enforced from 9am to 9pm, six days a week between Memorial Day and Labor Day to create vitality; that meter fees would not be increased; reviewed proposed staffing changes; and that both the Parking Committee and staff is recommending that the Board approve and recommend to the City Manager that this change be implemented for the 2022 summer season.

Board members inquired on who can increase parking fees and expand hours; heard concerns that expanding hours could upset community members similar to what Harbor Springs is experiencing now; heard from those opposed to expanding hours; that recommendation should go to City Council for final approval; heard that the Parking Committee's concern is that the Board's goal is to build a parking deck and managing parking is part of long-term goal and that retail customers have to feed the meter and restaurant customers do not; inquired how other communities enforce; heard a concern why daytime parkers have to pay and nighttime parkers do not; inquired on the cost of a part-time parking ambassador; inquired on the percentage of evening cars who are tourists vs. residents and those that receive tickets; heard from those that would like more information to make a decision; and discussed enforcement on street metered parking, but not in parking lots.

The Downtown Director responded that the decision can be made by the City Manager; that she spoke with the Acting City Manager and reported that it is time to have a discussion on a potential parking deck and identify the responsible parties to fund such a deck; that a part-time parking ambassador would cost \$15 per hour during the summer months; that data is unknown on the percentage of evening cars and tickets of tourists vs. residents; that a large amount of revenue is generated from meters; and that it is unknown who is feeding meters, but most tickets are issued to locals.

Upon motion made by Duse and seconded by Bennett to change parking enforcement hours to 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.

Chairperson Slocum asked for public comments and heard from those opposed to increase in enforcement hours; heard that parking is a struggle due to cost of permits doubling; that a consultant should be used for parking structure and heard suggestions on a three layer parking ramp; citizens thanked the Board for their work on this matter; heard from those in favor of increasing hours during the summer months to help offset financing a parking structure; heard that increased hours will require more management, upset visitors and downtown residents and that parking fines will force residents out of town; inquired if there were free parking spots available downtown for downtown residents; that this is a divisive issue; and that the Darling Lot has had two studies already done and neither were approved by City Council and heard concerns with the synergy between previous studies and this potential third study.

The Downtown Director responded that rates were increased prior to the pandemic, but there was decreased total revenue in 2020 due to COVID and revenue did not increase again in 2021; and that the most recent approved study with Walker Parking is more affordable and elements of a parking deck could be more achievable.

Board members were in favor of taking matter back to the Parking Committee to get more detail and data.

Chairperson Slocum then did a roll call vote and the motion failed by the following vote:

AYES: Duse, Slocum (2)

NAYS: Albert, Bennett, Murphy, Smith (4)

Approve 2022 Façade Grant Requests

The Downtown Director reviewed that seven façade improvement grant applications were received; that almost all of the projects evaluated this year could be described as primarily maintenance projects which the Design Committee does not normally prioritize highly; that 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 should be structured for the future of the program; and that funding increased from \$15,000 to \$20,000 in the Parking Fund to cover this program.

Upon motion made by Bennett and seconded by Albert to approve the following 2022 façade grants:

1. Judith and Richard Hitz	319 East Lake Street/HarborWear	\$4,500
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The proposed work to be done 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.

5. The Quiet Moose Annex 303-305 East Mitchell Street \$7,700
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.

6. Stafford's Perry Hotel Corner Rose & Lewis \$2,000
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.

Said motion was adopted by the following vote:

AYES: Albert, Bennett, Murphy, Slocum (4)

NAYS: None (0)

ABSTAIN: Duse, Smith (2)

Approve Dining Decks in Parking Spaces and Recommend to City Council

The Downtown Director reviewed that 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; that staff has been working concurrently on a resolution for 2022 and contents of a proposed ordinance with the Design and Parking Committees; that due to timing an ordinance is not possible, and staff recommended that the dining decks be allowed once again by resolution for the upcoming summer season; reviewed slight changes for 2022 compared to previous years; and that dining decks became popular due to the pandemic, but that discussions had occurred for 4-5 years prior to COVID.

A motion was made by Albert and seconded by Smith to allow dining decks in parking spaces in 2022 and recommend to City Council for approval.

Chairperson Slocum asked for public comments and heard a concern with City Park Grill dining deck on East Lake Street and the main issue of going beyond one parking space, that there is a lot going on with sidewalk dining, truck deliveries, evening crowds with bands, blight and waste receptacles and the inability to go in and out of neighboring businesses with people waiting for tables; heard that not all decks are the same and need to be looked at individually; heard from those that do not see a need for dining decks in 2022; that the resolution is causing harm to tenants and property owners; that decks cause parking issues by taking up spaces; reviewed statistics in other communities; and heard concerns that some feel there are liquor license and ADA violations.

Board members inquired if property owners have contacted owners of City Park Grill to discuss blight issues; that the City Planner and Public Safety staff address code enforcement and advised property owners to call if any issues; suggested the Downtown Director meet with adjacent property owner and City Park Grill staff to address issues; and heard a comment that people like to dine outside regardless of reasons.

Said motion was adopted by the following vote:

AYES: Bennett, Duse, Murphy, Slocum, Smith (5)

NAYS: Albert (1)

Discuss Summer Celebration Event Plan

The Downtown Director reviewed that at its March meeting the Downtown Events Committee discussed a more detailed plan for the Summer Open House event and reviewed event details.

Board members commented that drink tents were allowed in the past, but some have concerns that tents compete with downtown businesses; that a tent does not always have to involve liquor; heard concerns with the Howard and Lake Street closure and the purpose for the closure; heard from those not in support of closures unless there are multiple events; heard concerns with all day street closure and empty streets; that this is the same weekend as graduation which could cause conflicts; that smaller, more impactful events should occur now vs. larger events in the past; and that there is not enough information for some to support the event.

The Downtown Director reviewed that a non-profit organization will want to generate money if using a tent; that legislation has changed and a tent is now legal; that the reason for the Howard and Lake Street closure is for a dance or concert in the street; that summer open house and send off details have changed since last year; and that the thought for street closure is to bring merchants to the street. The Downtown Director agreed to take the comments back to the committee and proceed with planning the event.

Approve Events Committee Appointments

The Downtown Director reviewed that two new volunteers agreed to serve on the Events Committee Nicole Schroeder with Grandpa Shorter's Gifts and Andi Symonds former Downtown Marketing and Promotions Coordinator and now represents Crooked Tree Arts Center.

Upon motion by Smith and seconded by Bennett to appoint both Nicole Schroeder and Andi Symonds to the Downtown Events Committee. All in favor.

Reports by Downtown Committees

The Downtown Director reviewed that ice sculptures were vandalized as part of the Wonderful Winter Week event and that a check had been received from the insurance company for reimbursement; that parking revenue is up over last year and looking more stable; that she had spoken with Mr. Redding and he indicated he has no new tenants for his vacant buildings; that the deadline for submission of proposals for the creation of the new strategic plan was March 20 and that she had had several inquiries from consultants; and that her second quarter workplan would include final planning and executing the Summer Celebration event, planning the Summer Send Off Event, scheduling the Movies in the Park, working with the Design Committee on a review of the Façade Grant program, working with the Organization Task Force to select the strategic planning consultant and beginning that work, Holding a Wake Up Downtown meeting, negotiating a new Parkmobile contract, working with Walker Consultants on their proposal for the Darling Lot, possible prep for evening enforcement, the annual reprint of the Shopping Map Guide, updates to the website, hiring trolley drivers and coordinating the route and season hours, hiring a part time parking ambassador, and a spring cleaning/organization of the office

The Downtown Director further reported that she attended a Michigan Downtown Association workshop last week and topics included downtown walkability, scooters and edible landscapes.

Report from City Staff

Mayor Murphy reviewed that City Council heard a presentation on Public Safety's annual honor board awards recognizing staff and meritorious citizens; heard Public Safety's 2021 annual report; that there is a City Manager meet and greet next Tuesday from 5pm to 7pm at Stafford's Perry Hotel Reycraft Room for an opportunity to meet the five candidates; that City Council will begin public interviews beginning at 9am on Wednesday, March 24; that candidate names will be published on the City's website this Friday; that the new City Planner begins work on March 21; and the next recruitment will be for a Finance Director.

There being no further business to come before the Downtown Management Board, this March 15, 2022, meeting adjourned at 9:28 P.M.

Downtown Management
Monthly Bills - March 2022

April 13, 2022

PROGRAMS AND SERVICES

DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Mitchell Graphics/DT Logo stickers	DT Assessment	\$ 265.00
DT Marketing	Mailchimp/contract	DT Assessment	\$ 69.99
DT Marketing	Squarespace/contract	DT Assessment	\$ 26.00
Wonderful Winter	Mitchell Graphics/Gnomes & storyboards	DT Assessment	\$ 995.00
Wonderful Winter	Emmet County Recycling/Bin rental	DT Assessment	\$ 40.00
Total Programs & Services			\$ 1,545.99

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/February 2022 smartmeter fees	Parking Fund	\$ 2,200.50
Contracted Services	Van's/contract	Parking Fund	\$ 189.55
Contracted Services	USIO/credit card fees	Parking Fund	\$ 133.16
Contracted Services	Up North Services/SW snow removal	Parking Fund	\$ 6,042.05
Contracted Services	Up North Services/SW snow removal	Parking Fund	\$ 3,058.50
Contracted Services	Up North Services/SW snow removal	Parking Fund	\$ 5,103.50
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 119.98
DT Office	DTE/utilities	Parking Fund	\$ 437.87 2 mos
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	McCardel/water	Parking Fund	\$ 21.00
DT Office	Emmet Co DPW/recycle fee	Parking Fund	\$ 75.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 57.29
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
Materials & Supplies	Parkmobile/stickers	Parking Fund	\$ 11.12
Materials & Supplies	Meyer ACE/ice melt	Parking Fund	\$ 2,790.06
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

TOTAL **\$ 43,903.79**

TOTAL BILLS **\$ 45,449.78**

PROGRAMS SERVICES
MONTHLY REPORT
March 2022

April 13, 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	-	7,500.00	11,675.00	0.00	(11,675.00)
Insurance Reimbursement \$7,500					
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	0.00	8,100.00	0.00	3,900.00
Gallery Walk	3,500.00	0.00	0.00	0.00	3,500.00
Ghost Walk	1,000.00	0.00	625.00	0.00	375.00
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	7,500.00	124,657.00	103,857.00	54,825.00
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	1,035.00	18,946.10	8,450.00	(13,546.10)
Emmet County recycling/bin rental \$40					
Mitchell Graphics/gnomes, storyboards \$995					
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	510.99	11,155.34	1,454.02	18,844.66
Mitchell Graphics/Logo stickers \$265					
Mailchimp/contract \$69.99					
Squarespace/contract \$26					
Tom Renkes/blog \$150					
SHOP MAP	9,000.00	0.00	7,770.09	0.00	1,229.91
GHOST WALK	300.00	0.00	375.00	0.00	(75.00)
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
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	221.80	0.00	278.20
BUSINESS RETENTION	1,000.00	0.00	567.34	0.00	432.66
Beautification					
HOLIDAY DECORATIONS	11,500.00	0.00	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
Administrative					
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	1,545.99	62,559.55	9,904.02	113,640.45
Excess of Revenues Over Expenses	3,282.00	5,954.01	62,097.45	93,952.98	(58,815.45)

**Downtown Parking Fund
March 2022**

April 13, 2022

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	536,900.00	24,287.77	68,298.57	49,358.59	468,601.43
finest	200,000.00	18,730.00	50,551.01	12,735.44	149,448.99
Permits	87,000.00	11,370.00	42,900.00	45,905.00	44,100.00
Bags	8,000.00	200.00	450.00	940.00	7,550.00
Tokens	3,000.00	330.00	330.00	110.00	2,670.00
Interest	4,000.00	233.88	233.88	50.11	3,766.12
Meter Sponsorships	5,000.00	0.00	400.00	948.00	4,600.00
ParkMobile	60,000.00	11,695.62	35,507.69	17,829.90	24,492.31
Total Parking Revenue	903,900.00	66,847.27	198,671.15	127,877.04	705,228.85
Other		-	0.00	0.00	0.00
Credit Card Meter Sales					
EV Charging Station					
Total Revenue	903,900.00	66,847.27	121,976.30	127,877.04	705,228.85
EXPENSES					
ADMINISTRATIVE FEES	23,500.00	0.00	0.00	22,800.00	23,500.00
BANK CHARGES	20,000.00	NA	1.00	3,315.19	19,999.00
CAPITAL OUTLAY	185,000.00	0.00	0.00	0.00	185,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	0.00	804.74	0.00	4195.26
CONTRACTED SERVICES	195,000.00	17,122.46	29,226.30	33,214.28	165,773.70
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
nca/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$189.55					
USIO/credit card fees \$133.16					
Up North Services/snow removal \$6042.05					
Up North Services/snow removal \$3,058.50					
Up North Services/snow removal \$5,103.50					
DOWNTOWN OFFICE	270,000.00	23,602.33	70,064.98	54,377.69	199,935.02
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$119.98					
City of Petoskey/utilities \$57.29					
Zoom/monthly fee \$15.39					
DTE/utilities \$437.87					
McCardel/water \$21					
Thru Glass/window cleaning \$25					
WmThompson/rent \$850					
Emmet Co/recycle fee \$75					
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	2,801.18	3,147.18	325.00	6,852.82
Parkmobile stickers \$11.12					
Meyer ACE/ice melt \$2,790.06					
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	1,133.46	877.51	5,066.54
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	744,700.00	43,903.79	104,377.66	119,351.89	640,322.34
NET	159,200.00	22,943.48	17,598.64	8,525.15	64,906.51



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: April 13, 2022

RE: Recommendation from Organization Task Force to Accept Proposal for Downtown Strategic Plan

As discussed at budget time in 2021, a \$15,000 line item was included for the purpose of contracting with a consultant to assist the Board in writing their 2022-2027 Strategic Plan. Previous plans had been written and conceived in-house with no funds being expended on this item since 2004. In the fall of 2021, the Board formed an Organizational Task Force for the purpose of overseeing the strategic plan development and also to review all current operational practices and policies, including by-laws review, job description updates, meeting policies, etc. An RFP for the accomplishment of this work was approved by the Board and issued in February of this year with a deadline for proposal submission of March 20.

The Organization Task Force is now recommending that the Board accept the proposal from the team of Redevelopment Resources and Allyson Brunette Consulting at the not to exceed cost of \$8,425.00. The proposal is enclosed for your review. The recommendation of staff is that the Board move to accept this proposal.

Enclosure

DOWNTOWN PETOSKEY LIGHT OF THE NORTH



Photo credit: Downtown Petoskey Facebook page & Petoskey Area Chamber

STRATEGIC PLANNING

DOWNTOWN PETOSKEY MANAGEMENT BOARD
PETOSKEY, MI

| Proposal

Prepared for:
Becky Goodman, Director

Proposal issued:
03/20/2022

March 20, 2022

Becky Goodman, Director
Downtown Petoskey Management Board
216 Park Ave
Petoskey, MI 49770

Dear Ms. Goodman,

Redevelopment Resources along with Allyson Brunette Consulting are excited about the prospect of working with the Downtown Petoskey Management Board and local stakeholders to create a Strategic Plan for the community. Creating and implementing a strategic plan is a wonderful way to insure progress towards common goals and measurable outcomes.

The board has shown tremendous leadership in pursuing a vision to secure a plan that will provide a shared organizational vision and mission, identify project priorities, establish key success indicators, and continue to foster a strong local business community. We look forward to partnering with you to build on this framework.

Our team will offer you the best of our experience so that we arrive at the most appropriate, realistic, and sustainable 5-year strategic plan for the community. We understand the intersection between downtown revitalization and municipal government well, including the highs and lows that can impact a community via decisions made at every level. We have organized our expertise and approach to focus on your objectives for this important project, while taking into account the board structure and budgetary capacity of Petoskey.

In order to be successful, we believe this Strategic Plan must be:

Authentic: Our inclusive engagement process will yield a Plan that is uniquely yours; honoring Petoskey's past yet incorporating thoughtful visions for the future.

Flexible + Adaptable: No one can predict the issues, challenges, and successes Petoskey will face in the next five years, but with a flexible plan created by the stakeholders who will have a vested interest in its success, the community will be in prime position to pivot if necessary.

Performance Driven: We will look holistically at the community and how to apply sustainable and measurable solutions that are focused on continuing to allow for good policy which sets Petoskey up for high level success well into the future.

Our team forms partnerships with our clients and stakeholders to build consensus and craft a shared vision that translates into an implementable plan. We work with our clients to forge new approaches that help leverage their investments, while crafting a community-driven plan. We pride ourselves that, due to our collaborative stakeholder and community input process, final plans are embraced, endorsed, and ultimately owned by the community.

We feel our knowledge, experience and approach are essential to help you craft a bold vision. We are excited to introduce you to our team and look forward to the opportunity to assist you with creating your next Strategic Plan.

Sincerely,



Kristen Fish-Peterson, CECD, EDFP
Principal/CEO
Redevelopment Resources



Allyson Brunette
Owner
Allyson Brunette Consulting

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1 FIRM(S) DESCRIPTIONS AND CONTACT INFORMATION

This project is a joint bid submitted by two firms: Allyson Brunette Consulting, LLC (Green Bay, WI) and Redevelopment Resources, LLC (Madison, WI). Allyson Brunette, owner of Allyson Brunette Consulting, LLC, will serve as the project lead and primary point of contact for this project.

ALLYSON BRUNETTE CONSULTING

Founder Allyson Brunette has worked in downtown revitalization and local government for nine years in Northeast Wisconsin. Allyson started her career off as a Wisconsin Main Street executive director and Business Improvement District manager (the Wisconsin equivalent of a Downtown Management Board). Following her time in the Main Street sector, Allyson continued her work in community development through the State Extension program, working with municipalities, downtown organizations, and non-profits on strategic planning, board facilitation and community-based research. Allyson served as a speaker at the 2018 National Main Street Conference in Kansas City, MO. In 2021, Allyson started her own boutique consulting firm to work with local governments and non-profits, as well as small-scale developers.

Project Lead, Allyson Brunette Consulting, LLC

1644 Glen Road
Green Bay, WI 54313
(920) 371-9797
Allyson Brunette, Owner, allysonwbrunette@gmail.com
www.allysonbrunette.com

REDEVELOPMENT RESOURCES

Established in 2009, our team provides development and redevelopment solutions and research services to public sector jurisdictions, businesses, and organizations. Our experience was gained primarily from active successful careers working in economic and community development, planning, and marketing fields. The team transitioned into consulting to share our vast experience with others. We are passionate about what we do. Our ability to assist communities transform their local economies for the better is what drives us. Relationship building is important to our work and we thoroughly enjoy meeting our clients' needs and watching them grow as a result. We work under a motto of "every challenge deserves a unique solution". We understand that there is a history to every community, and the leadership of each one has taken great care to craft the present day and future circumstances that exist. We encourage all our small-to mid sized-community clients to dream a bigger dream for their community and its future.

Redevelopment Resources, LLC

722 Traveler Lane
Madison, WI 53718
(608) 729-1802
Kristen Fish-Peterson, Principal, kristen@redevelopment-resources.com
www.redevelopment-resources.com

2 STRATEGIC PLANNING PROPOSAL & PROCESS

Our firms are excited at the prospect of helping to develop a 5-year strategic plan for the Petoskey Downtown Management Board (DMB). We aim to develop a strategic plan at a visionary level to paint a broad picture for the organization, but also to establish clearly defined success and performance indicators within the 5-year period. The strategic plan will also incorporate a review of the current funding models in place for the DMB. The strategic plan development will take place primarily through remote teleconferencing capabilities but will also incorporate one multi-day onsite visit over a 16-week period*.

*As noted in the Work Plan and Timeline section, this timeline can be adjusted to a shorter timeframe if desired by the client.



PHASE 1: MISSION / VISION STATEMENT REFRESH

Our team will facilitate a 1.5-hour mission/vision statement workshop that involves the Board of Directors and DMB staff. Through this process we will guide you toward unearthing your authentic mission and vision which your organization already embodies to reach a consensus-driven mission and vision statement.

Deliverables:

- 1, 1.5-hour wordsmith work session (in-person)
- Updated Mission and Vision Statement



PHASE 2: BOARD STRUCTURE REVIEW

Our firm will engage directly with board members and staff to evaluate the current board structure and offer insight on possible modifications through the use of questionnaires (for all board members and staff) and one-on-one interviews with the board president and downtown director. Our firms will develop and share a SWOC analysis (strengths, weaknesses, opportunities, and challenges) of the current structure. Phase 2 concludes with a report out on the board structure analysis to staff and, if desired, to the board via a follow-up teleconference meeting.

Deliverables:

- Questionnaire for staff and board members
- One-on-one interviews with board president and downtown director (in-person)
- Summary of feedback including SWOC analysis and structural recommendations
- Report out to staff / board via teleconference



PHASE 3: STRATEGIC PLAN DEVELOPMENT

The 5-year strategic planning process builds on the qualitative data analysis gathered. A business community survey will be developed and distributed. Once adequate survey data has been collected, the firms will have a remote meeting with staff to identify key themes in the survey results which will be used as a starting point for an in-person brainstorming session.

One 2-hour brainstorming session will be held with DMB staff and the organizational committee to hone in on specific goals, outcomes, programs, and challenges that the DMB will face within the key bucket areas established.

Our firms will develop a strategic framework that spell out the big picture goals for each key area, and specific action items under each goal. This framework will be reviewed with staff / organizational committee to rank order the prioritization of all goals, assign specific measurable tasks, define timeframes for completion, assign resource needs, and designate point persons or committees to lead on each action item. Using this information, our firm will develop a key performance indicator review sheet.

Deliverables:

- Survey for business community
- Summary of survey feedback for organizational committee
- One, 2-hour strategic plan work session for DMB staff and organizational committee (in-person)
- Strategic Framework Draft
- Performance Indicator Review Tool



PHASE 4: BUDGET CAPACITY REVIEW

Through a review of historical budget documentation and a follow-up session with staff (in-person), our firms will think strategically on how to prioritize projects and address funding gaps. A chapter on budget capacity and constraints will be included in the final strategic plan. Phase 4 will conclude with a presentation of the final strategic planning document to the DMB Board via a virtual meeting.

4 Deliverables:

- Budget analysis of existing and historical conditions, to be included as a chapter in final strategic plan
- One in-person meeting with staff to identify and evaluate budgetary challenges
- Final Strategic Plan document
- Presentation of final strategic plan (virtually) to Board of Directors

3 YOUR PROJECT TEAM

Our team consists of three team members across the two women-owned, Wisconsin-based firms. All team members have backgrounds in downtown revitalization and municipal government. This experience lends itself well to community-based strategic planning processes. We've been in your shoes and are well positioned to help you plan your path forward. Resumes for team members are on following pages.

Allyson Brunette, Owner, Allyson Brunette Consulting: Project Lead and Strategic Planning Partner

Kristen Fish-Peterson, Principal, Redevelopment Resources: Co-Facilitator and Strategic Planning Partner

Dayna Sarver, Chief Research Officer, Redevelopment Resources: Lead Researcher and Strategic Plan Development

ALLYSON W. BRUNETTE OWNER

EDUCATION

Master of Public Administration

Marist College School of Management, Poughkeepsie, NY

Bachelor of Arts in Economics and Political Science

Rider University, Lawrenceville, NJ

EXPERIENCE

Facilitation and Strategic Planning

- Worked with Brown County, WI departments to facilitate the public input process for two long-range plans (2017–2026 Land and Water Conservation Plan, 2017–2022 Parks and Outdoor Recreation Plan)
- Authored three municipal short-range strategic plans (2016 and 2018 Town of Ledgeview Strategic Plan, 2019 City of Kaukauna Outdoor Space and Recreation Plan)

Stakeholder and Public Engagement

- Facilitated workshops for space needs and facility planning for the Village of Pulaski, Omro Library, and Brown County STEM Innovation Center.
- Facilitated community outreach efforts for the City of Kaukauna's \$1.1m community branding and wayfinding efforts, including outreach to the public, community leaders, elected officials, and City staff.

Downtown Revitalization

- Managed a \$1.25m revolving loan fund, including marketing the loan fund, soliciting applicants, and reviewing/funding applicable projects within the industrial and downtown areas.
- Led the process to develop a Business Improvement District in the City of De Pere in 2014 to secure more than \$150,000 in permanent, annual funding for downtown revitalization efforts.
- Awarded 5 state-level awards for the De Pere Main Street program reflecting outstanding work from the Wisconsin Economic Development Corporation / Wisconsin Main Street Program from 2012–2015.



TOWN OF LEDGEVIEW STRATEGIC PLANS

Allyson worked with the Town of Ledgeview, a fast-growing, community in the Green Bay, Wisconsin area on both their 2016 and 2018 strategic plans. Staff-level questionnaires and facilitated workshops with the Town Board ensured a consensus-driven process and a strong alignment with the community's mission, vision, and values.

The Town of Ledgeview residents pride themselves on maintaining a high quality of life with large lot subdivisions, ample parks and open space, and a competitive tax rate. As such, the Town has a tall order in terms of meeting resident expectations for services and on costs. Strong consensus between elected officials and staff were key to drive community-level support for internal organizational expansion and major capital investments for the community.

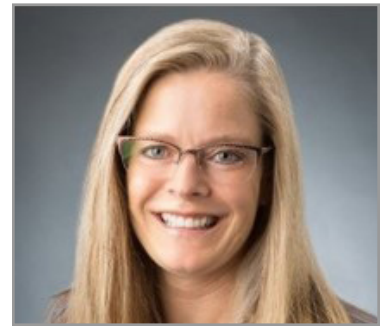
The two plans were implemented over the last 6 years during a period of major growth for the community. In this time, several contracted services have been brought in-house as the Town's small but mighty staff has expanded.

Additionally, the community made the major decision to construct new town facilities for administration, public works, and their fire department to fit their expanding staff and suite of services offered to a growing residential base. The strategic planning documents prepared for the client included performance indicators and a framework for measuring success which were incorporated into the Town's annual performance review process.

Reference: Sarah Burdette, Town Administrator, Town of Ledgeview, 920-336-3360 x108, sburdette@ledgeviewwisconsin.com

Kristen Fish-Peterson, CECD | EDFP
Principal & CEO

Ms. Peterson has over 30 years of direct experience in redevelopment, market analysis, planning, implementation, grant writing, brokerage, business development, media, manufacturing, and marketing. She has managed all aspects of strategic planning processes, business development and adaptive reuse programs including business recruitment, retention, entrepreneurial programming, loan fund management, deal structuring, blight elimination and policy/program development.



EDUCATION & PROFESSIONAL DEVELOPMENT

Certified Economic Developer (IEDC)

Economic Development Finance Professional
National Development Council

Master of Business Administration
University of Wisconsin, Oshkosh

Bachelor of Business Admin., Marketing
University of North Dakota

EXPERIENCE

Project Funding

- Written and implemented several TID plans
- Utilized multiple funding sources
- Successful grant proposals at all levels

**Redevelopment
Strategy And
Implementation**

- Developed economic strategies, created redevelopment strategies, and carried out implementation activities for dozens of clients throughout the Midwest.
- Wrote State Approved Relocation Plan, secured appraisals and acquired properties
- Secured and oversaw design services for public spaces

Market Analysis, Fiscal and Economic Impact Analysis

- Retail/commercial market analyses
- Fiscal and economic impact analysis
- Comprehensive program analysis on eight years of Erie County, NY's Adaptive Reuse Program
- Quantified key impacts and cumulative effects of two small incentives

Dayna Sarver
Chief Research Officer & Development Specialist

Prior to joining Redevelopment Resources, Dayna was the Economic Development Manager for a suburb of Madison, WI and the Economic Development Coordinator for the City of Janesville. Dayna desires to help others reach their full capacity and enjoys engaging with local and state stakeholders with a multi-disciplinary approach to the development of the community's natural, social and fixed assets.



EDUCATION

Master of Science, Urban Planning
University of Wisconsin-Madison

Bachelor of Arts, Economics
Central College, Pella, IA

EXPERIENCE

Market Analysis

- Authored City of Verona Housing Affordability Report.
- Analyzed WI downtown markets

Project Funding

- Written and implemented several Tax Increment District plans
- Utilized multiple funding sources for complete projects
- Successful grant writing at state level

**Redevelopment
Strategy and
Implementation**

- Assisted business community with the creation of a downtown redevelopment strategy and implementation in Janesville, WI.
- Secured appraisals and negotiated the sale of City owned property; hiring and overseeing environmental studies, and finding funding sources for redevelopment projects.

Stakeholder & Public Engagement

- Designed and administered online survey and organized stakeholder engagement meetings for the creation of a downtown Business Improvement District in Janesville, WI.
- Organized stakeholder engagement meetings for the redevelopment of a prominent downtown property as well as for business owners impacted by road improvements.

TWO RIVERS ECONOMIC & COMMUNITY DEVELOPMENT STRATEGIC PLAN

The City of Two Rivers, WI hired Redevelopment Resources to develop an Economic Development Strategic Plan. Data was gathered, community input sessions were held (and well-attended) and goals were set. A SWOT analysis was generated, which informed the recommendations. Specific recommendations to reach their goals over the next 5-10 years included:

1. Inventory “opportunity” property and maintain in a central database. Catalog ownership, value and any outstanding issues, particularly tax delinquency.
2. Map identified properties and seek larger redevelopment projects with contiguous or nearby properties.
3. Proactively seek developer interest for a property with the potential for high community impact.
4. Consider utilizing Tax Increment Financing (TIF) to support redevelopment of blighted property along the West Twin River and at the south end of Washington Street, and east to the pier.
5. Partner with a local carrier (NSight) to create a municipal telecommunications utility. Market the community’s many assets including this low-cost feature to attract the business person who would appreciate the setting in which to conduct business worldwide.
6. Consider using TIF or significant revolving loan fund participation to construct or incentivize construction of a speculative cold storage warehousing facility in the industrial park.
7. Leverage municipal utilities for economic and community redevelopment with dedicated fund identified for specific projects.

This project was completed on time and within budget, and the City has been actively implementing the recommendations since we completed the project.

Reference

Greg Buckley, City Manager
1717 E. Park Street
Two Rivers, WI 54241
920-793-5532
grebuc@two-rivers.org



GREATER BELOIT EDC ECONOMIC DEVELOPMENT STRATEGIC PLAN 2020-2025

Greater Beloit Economic Development Corporation (GBEDC) contracted with Redevelopment Resources to create their most recent Economic Development Strategic Plan 2020-2025. After doing primary and secondary research on their market our team organized the priorities as follows:

Strategies were divided into three priority categories which indicate GBEDC’s potential role in addressing a given challenge or opportunity. The three categories are:

Top Priorities and Opportunities to Lead: these strategies are where they will focus their attention and resources as they are areas in which a tangible impact can be made, giving GBEDC the role as leaders in the Greater Beloit area. Areas included business attraction, retention/expansion, marketing/image, and housing.

Support & Facilitate: the strategies listed in this category are for efforts where other organizations have stronger resources, authority, or relationships to make large strides but GBEDC wants to support their efforts by making connections and providing resources where appropriate. Areas included workforce, infrastructure, and their City Center.

Foundational Priorities: these strategies address needs of the organization so it can continue to operate efficiently and effectively. Areas included collaboration and organizational sustainability.

Project was completed on time and within budget.

Reference

Jerry Klobucar, President, Klobucar Construction Co., Inc.
3140 E. County Rd. S
Beloit, WI 53511
Phone: 608-346-7730
jeklobucar@klobucarconstruction.com

4 | PROJECT BUDGET



Estimated Cost Breakdown based on Discussed Scope of Project

Phase of Project	Estimated Hours (Low)	Estimated Hours (High)	Max Rate*	Travel**
1. Board Structure Review: Includes questionnaire for board members and staff, in-person interviews with board president and ED, SWOC analysis prep and internal presentation.	7.0	8.0	\$1,200.00	\$0.00
2. Budget Capacity Review: Includes budget history analysis, in-person review with DMB staff, budget analysis summary in final strategic plan	5.0	5.0	\$750.00	\$0.00
3. Strategic Plan Development: Includes survey development for business community and analysis of survey results, presentation of results to DMB staff via Zoom, 2-hour in-person affinity mapping workshop, plan framework development, KPI development and one-page summary development, as well as Zoom presentation of plan framework to Org Committee and Board as a whole. Includes one 2-day trip to the community by consultants.	18.0	20.0	\$3,000.00	\$1,100.00
4. Mission / Value Refresh: Includes summary of past mission/vision, and one joint staff/board session to workshop mission and value statements.	4.5	4.5	\$675.00	\$0.00
5. Document preparation and internal progress meetings: Includes weekly check-in meetings for internal team on project progress and developing final documents in Petoskey DMB brand standards.	5.0	10.0	\$1,500.00	\$0.00
6. Supplies: Includes flip chart paper, flip chart markers, post-its and permanent markers. If desired, includes printed copies of final strategic plan for Board and staff			\$200.00	
Low Range of Project Estimate	\$5,925.00			
High Range of Project Estimate	\$7,125.00			
Travel	\$1,100.00			
Supplies	\$200.00			
Total Project Not To Exceed Budget	\$8,425.00			

* Based on hourly rate of \$150/hour or actual product costs

** Based on federal mileage rate of \$0.585/mile including Mileage and Lodging

5 | WORK PLAN & TIMELINE

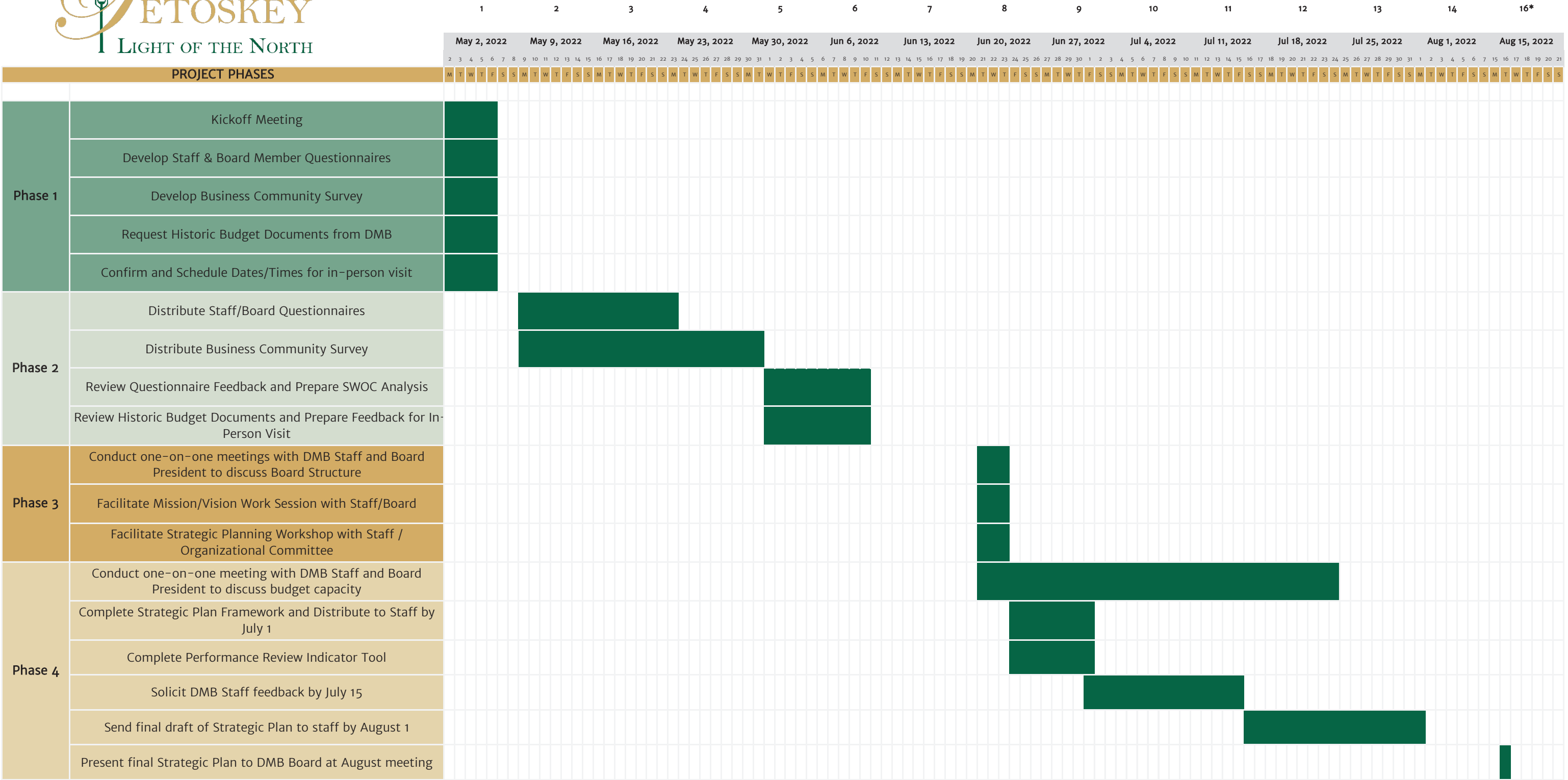
The development of the Petoskey Downtown Management Board Strategic Plan will take place over an a 16-week timeline from early May – early August. Please note that this timeline can be shortened if needed but has been scheduled in this fashion to coincide with DMB Board meeting dates on June 21st and August 16th. Deliverables will be phased over that timeframe as indicated in the enclosed Gantt chart. Our firms are assuming that the project will be awarded in the month of April 2022.

A Gantt chart demonstrating this timeline is included on the following page.

- **Phase 1: Strategic Plan Kickoff (May 2nd-May 6th, 2022)**
- **Phase 2: Remote Data Gathering and Analysis (May 9th-June 10th, 2022)**
- **Phase 3: In-person visit to Petoskey for Facilitated Workshops (June 21st-June 23rd, 2022)**
- **Phase 4: Budget Review and Development of Final Plan (June 21st-August 16th, 2022)**



Proposed Project Schedule



*Note that week 15 is skipped for space constraints



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: April 19, 2022 **DATE PREPARED:** April 15, 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 Events Committee

MEETING NOTES

9:00 AM April 7, 2022

Beards Brewery

1. Welcome – Committee members present were Becky Philip-Kranig, Adrian Sedestrom, Nicole Schroeder, and Andi Symonds. Board Chair Ben Slocum and staff Becky Goodman were also present.
2. Summer Celebration – Goodman reported on the work that had been done by her office on this upcoming event so far that included a decision from the DMB to not close the streets until Sunday for the Back to the Bricks car show, conversation with Lite 96 about a DJ and music combined with a sponsorship for the street dance and possibly the car show, conversation with the Steel Drum Band regarding performance time available, and a commitment from Parks and Rec Department to have their intern run the Friday night movies.

Decisions made:

- Have a hometown theme for Friday night and a series of short concerts that would include Steel Drum, Charlie Millard, Jeff Pagel and the Real Ingredients. Goodman will schedule and negotiate. Jaws was mentioned as a possible movie because of its underlying, local, resort community theme.
- Work on closing the street between the two parks for a street dance on Saturday with a concert following. Several bands were recommended by committee members. Other movie titles (Encanto, Great Outdoors, Eternals, and Spiderman). Include buskers if possible.
- To continue to work with the Back to the Bricks committee on the organization of the Sunday night car show.

3. Movies in the Park at Dark

Decisions made:

- The preferred Friday dates for the movies were July 8 through August 19, but that the availability of the intern would determine the exact dates.
- Goodman will send out a link to possible movie titles and members will recommend choices.
- To move the movies to the upper park if possible as it is closer to businesses that the movie goers might patronize.

- To continue to offer the movie sponsorship to businesses that may want to do it.
 - That signage should be onsite to promote the Social District.
4. Summer Send Off - Ben Slocum reported on behalf of Beards that they would be sponsoring this event in honor of their 10 year anniversary, that the Michigan Rattlers were scheduled to play, and that the DMB had agreed to close the dead end street behind their building for the event instead of the usual street closings. Goodman added that other businesses would be allowed to public rights of way with approval from the Board if they wished to provide non-profit activities and that the DMB would also be providing a concert in the Park that would not compete with the Michigan Rattlers.

*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.*



Parking Committee MEETING NOTES

Tuesday, April, 12, 2022

10:00 AM

Community Room

City Hall

1. Welcome – Members present were Slocum, Bennett, Shorter, and Meikle. Staff present was Goodman.
2. Evening Hour Enforcement Update – Staff reviewed that the formerly agreed upon recommendation to the DMB to extend enforcement hours until 9 pm in the summer months had been tabled by the full DMB and referred back to committee for further discussion. Goodman asked if there was more information that the committee wanted staff to add in any requests for further conversation at the Board level. There being none, the committee discussed strategy and direction. A strong argument was voiced that since this would be the first summer that the courtesy notice policy was not in effect, which would surprise and possibly agitate visitors who had long been trained to expect to receive one, it might be especially aggravating to visitors to also surprise them with evening enforcement and this action would also create a marketing nightmare. Comments were made relating to finding ways to discourage chronic offenders; to wait to see what surrounding communities who are contemplating metering parking for the first time were doing; and the relatively small amount of revenue that would be generated. The committee was strongly divided on whether or not to move ahead with a second recommendation to the DMB. Based on time to implement for the coming season and the discontinuation of the courtesy notice, the committee concurred to keep the extended hours concept on their agenda and re-evaluate the issue in the fall for future recommendation. The committee will continue to consider under the lens of the following points:
 - a. manage parking more efficiently
 - b. to increase revenue
 - c. and to distribute the user fees being charged more equitably throughout Downtown's customer base.
3. Dining Deck Regulations Update – Staff reported that the dining deck resolution recently approved by the DMB would be going in front of Council for approval on Monday, April 18; that a meeting had been held with City Park Grill staff and Doug Brown, Raymond James, on public record with complaints about decks, to discuss past implementation issues that was attended by staff, the mayor, and DMB chair Slocum that had seemed to provide resolution to ongoing issues; that City staff had made comments on the proposed resolution, and that DMB staff would be at the meeting to present or answer questions.
4. Darling Lot Study Update – Goodman reported that Walker representatives will likely be at the May DMB meeting with a preliminary report and for comment from the Board.

5. Parkmobile Contract Update – Goodman reported that Parkmobile had agreed to a five cent increase per transaction increase instead of the original \$.25 proposed; that the rep handling the account had gone on maternity leave and there was a new, temporary account manager scheduled to take her place; and that staff was investigating other charges in the new contract to be certain that they had not been affected.
6. Social Media Issues Related to Office Policies – Staff reviewed that this discussion had been placed on the agenda at the recommendation of a committee member in response to a Facebook post that had gained traction and had also motivated the committee member to look for clarity in office policy. Staff explained the reasons behind the upholding of the violation and reported that she had met with the poster in an informal setting and had explained the reason that she was ticketed; that the poster had volunteered to remove her post during their conversation; that she had also voluntarily posted later that she understood the reasons for the actions that had been taken, and that she took credit for posting her “rant” when she did not know the entire story. The poster received favorable comments from her audience on her revised post and no further derogatory remarks were made on Facebook in that thread.

In further conversation, staff reviewed that office policy involving ticket complaints was based on an invitation to fill out a complaint form and that decisions to waive, excuse, or uphold violations were made on the basis of the complaint and the parker’s record; that the complaint form, which is also online, had been an effective step in resolving issues as it gave all involved time to examine actions and also provided a platform for the parker to state their case and be heard; and that the parking office employees, while striving to provide services in an hospitable manner, were challenged by a public that has grown increasingly entitled and less responsible for their parking decisions, as well as has become confrontational on many occasions about receiving tickets for their violations. Staff stated that her emphasis on graciousness and hospitality is high and that she will continue to support “softened edges”, but that, in the end, the office was responsible for enforcing the ordinance, which involves giving something to the public that they do not want (tickets), not selling them something they desire to own. Comments were made regarding the structure of the Downtown Office that includes enforcement functions along with downtown development. More office policy discussions may follow.

7. Stats – There was not time for a detailed discussion of the stats, but staff reported that they are reflective and predictive of an on-budget year.
8. There were no other discussion items and the meeting was adjourned at 11:45 am.

*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
Marketing Committee Meeting
Petoskey Downtown Office
MEETING NOTES
4:00 April 5, 2022
Community Room, City Hall

1. Welcome – Members present were Bennett, Shorter, Bell, and Poquette. Staff present was Goodman. Also present was Jim Powell, new ED of PAVB.
2. Conversation with Jim Powell – Powell was introduced to the group and gave background on his career and how he ended up working in Petoskey. Follow up conversation revolved around collaboration, surveys, and sustainable tourism efforts. Jim agreed to return for further conversation in the future if invited and all members agreed that it was a beneficial conversation.
3. Keep it Real Social Update – Poquette shared a report that included the following:

Instagram highlights:

- Increased our followers by 30 this month
- Created 61 stories sharing D.T. business posts
- The top cities are Petoskey, Harbor, Boyne City, and T.C.
- 16 people directly visited the website from I.G.

The goal is to increase I.G. posts, tag more Downtown businesses, add more videos, and increase website traffic to events.

Facebook highlights:

- Numbers decreased because we had the push for the winter event and nothing in March, which is normal to see a dip after an event.
- 43 new Facebook likes
- Our posts reached 11,235 people in March.
- Facebook is the top source of traffic to the website.

The goal for April is to increase our engagement and reach through an increase in videos and maybe an email inviting followers to like us on Facebook and/or a giveaway.

Website highlights:

- We've had 4.9K visits in March and 10K pageviews. Most people visit on their mobile, making it more important to improve our website.
- Google and Facebook are the top sources of traffic to the site.
- Petoskey, Boyne City, Detroit, Southfield, Grand Rapids, and South Lyon are the top cities visiting the site.
- The event page and business directory are the top two pages—another reason to improve the website.
- We added 28 new subscribers to our newsletter this month from website visits.

4. Staycation Review – Goodman reported briefly that there had been some instances of Goody Bag abuse that included people securing more than one bag, probably by trading with friends, and redeeming gift certificates several times. This will be discussed and hopefully remedied for next year.
5. Website Update Report – Sommer presented a quote she had received from a vendor to perform the work of updating the website and moving it from a squarespace platform to a word press platform. Major issues with the current platform include problems with the business list sorting, the search function including Amazon sources, an awkward admin on the back end for events, and a less than perfect mobile experience. Members asked Sommer if she would be able to procure a few more quotes before they moved ahead.
6. Shopping Map Review – There was discussion about revising the business listing categories in the shopping map. Consensus was to combine several of the shopping listings together and have fewer categories. Goodman will use the suggestions provided to compile a final list of categories and send out to the committee for final review. Ad prices in the map were determined to remain the same. The Memorial Weekend deadline for the shopping maps will be met, barring difficulties with securing paper for printing.

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



Organization Task Force MEETING NOTES

Saturday, April 9, 2022

**4:00 PM
Palette Bistro**

1. Welcome – Members Slocum, Bennett, Shorter, and Keedy were present. Staff Goodman was also in attendance.
2. RFP Response – Goodman reviewed that the deadline for receiving the requests for proposals had passed; that she had communicated with a number of firms/consultants who had not replied because of staff shortages and inability to meet deadlines and some who assumed it would go to a local consultant.
3. Moving Ahead – The Task Force agreed to recommend a proposal from the team of Redevelopment Resources and Allyson Brunette Consulting to the DMB.
4. Other Concerns? – There was short conversation regarding housing, employee crisis, and the business climate in general. Members expressed general satisfaction with management of DMB projects since the beginning of the year. The meeting was adjourned shortly after 5 pm.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: April 19, 2022 **DATE PREPARED:** April 15, 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