



**DOWNTOWN MANAGEMENT BOARD**

June 21, 2022

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of May 17, 2022
  - (b) Payment of May bills
  - (c) Acceptance of May expense and income reports
3. New Business:
  - (a) 2023-2028 Strategic Plan Mission and Vision Workshop
  - (b) Discuss Darling Lot Parking Deck Study and provide direction to Walker Parking Consultants
  - (c) Reports by Downtown Management Board Committees
  - (d) Report by City staff
4. Miscellaneous
5. Adjournment

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

<https://us02web.zoom.us/j/82138129285>

Meeting ID: 821 3812 9285

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

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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:** June 21, 2022

**PREPARED:** June 17, 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 and special joint meeting minutes of May 17, 2022; (2) Acknowledgement of bills since May 17, 2022; and (3) Acceptance of the May expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



**CITY COUNCIL  
AND  
DOWNTOWN MANAGEMENT BOARD**

May 17, 2022

A special joint meeting of the City of Petoskey City Council and Downtown Management Board was held in the City Hall Council Chambers, Petoskey, Michigan, on Tuesday, May 17, 2022. This meeting was called to order at 6:00 P.M.; then, after a recitation of the Pledge of Allegiance to the Flag of the United States of America, a roll call then determined that the following were

Present: John Murphy, Mayor  
Tina DeMoore, City Councilmember  
Derek Shiels, City Councilmember  
Brian Wagner, City Councilmember  
Lindsey Walker, City Councilmember

Gary Albert  
Robin Bennett  
Marnie Duse  
Joe Keedy  
Jennifer Shorter  
Ben Slocum  
Drew Smith

Absent: None

Also in attendance were Interim City Manager/Clerk-Treasurer Alan Terry, City Planner Zach Sompels, Downtown Director Becky Goodman and Executive Assistant Sarah Bek.

**Hear Darling Lot Presentation**

Representatives from Walker Parking Consultants gave a brief presentation on the Darling Lot and potential platform deck. The consultants reviewed initial design objectives including additional downtown parking spaces, covered parking, structure height, exterior appearance, sustainable design and repurposing design for potential future redevelopment; reviewed two conceptual parking layouts including angled one-way parking or 90-degree two-way parking; reviewed design elements including a steel roof, sustainable green roof, solar panel array and exterior appearance; and reviewed next steps for both the City and consultants and that a final conceptual design feasibility report would be delivered.

City Council and DMB members inquired on the net increase of parking spaces; inquired if green roofs were practical in the Northern Michigan weather environment; the life span of membrane; if costs included extra preparation for footings; lifespan of parking deck; and inquired on maintenance costs.

The consultants responded that there would be a net gain of 62-65 spaces depending on design; that life span of membrane is typically 25 years in the industry; that costs do include extra preparation for footings; that the lifespan of a parking deck is estimated at 75 years; and approximate maintenance costs are 10 cents per square foot for approximately 10 years and estimated at \$25,000/space for above ground parking platform.

There being no further business to come before the City Council and Downtown Management Board, this May 17, 2022, special joint meeting adjourned at 7:03 P.M.



## DOWNTOWN MANAGEMENT BOARD

May 17, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, May 17, 2022. The meeting was called to order at 7:10 P.M., and the following were

Present: Ben Slocum, Chairperson  
Robin Bennett, Vice Chairperson  
Gary Albert  
Marnie Duse  
Joe Keedy  
Jennifer Shorter  
Drew Smith

Absent: Mayor John Murphy

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 April 19, 2022 regular meeting minutes; acknowledgement of bills since April 19, 2022 that totaled \$41,884; and April expense and income reports as prepared by the Downtown Director. Shorter moved that and seconded by Smith to approve the consent agenda. All in favor.

### **Reports by Downtown Committees**

Marketing Committee – The Downtown Director reviewed that the shopping map was at the printer and that the committee is working with the web consultant on moving the website from Squarespace to Word Press with the goal of making it more functional for visitors.

Events Committee – The Downtown Director reviewed the summer celebration event and that Bliss Fest is taking over Saturday night music concerts, that there would be no street closure and staff is anticipating not as many Back to the Bricks cars.

Parking Committee – The Downtown Director reviewed that there was a parking meter software malfunction, but the issue is fixed and two new parking ambassadors have been hired.

The Downtown Director further reported that staff contacted property owner and the Rugport sign will be coming down on the corner of Howard and Bay Streets; that Spice Merchants will be opening on Howard Street and a new business on Park Avenue; that the Organizational Task Force will meet to discuss expectations of the committee for the Strategic Planner; that Wake Up Downtown is scheduled for 8:30 A.M. this Thursday; that staff has received push back from Gypsy Vodka concerning dining deck resolution; that she is still having trouble finding trolley drivers, reviewed cost of storing trolley and that the Board could make money servicing events and weddings with the trolley; that staff is researching allowing tickets to be paid online; that visitors are back sooner this year; and that Sarah Ford with Petoskey-Harbor Springs Area Community Foundation contacted her today regarding a grant for Lofts at Lumber Square requesting a letter of support from the Board on the project with a June 3 deadline.

**Miscellaneous Comments**

Reg Smith commented that he appreciates discussion on parking deck and encouraged the Board to ask for the minimum to get the process started and let City Council decide on specific details.

The Downtown Director reviewed that there would not be another joint meeting on Darling Lot and that staff will get back with Walker Parking Consultants and then final report to City Council; and that the Strategic Planner will be at the June DMB meeting.

Board members discussed Darling Lot draft concept and questioned if parking is a problem or is the property a better resource for a different plan; discussed cost per space and price analysis of different options; inquired if the lot is in decent shape; and were in favor of 90-degree two-way parking, capability of full steel roof and/or solar panels, mid-tier architecture and no green roof.

There being no further business to come before the Downtown Management Board, this May 17, 2022, meeting adjourned at 8:17 P.M.

DRAFT

**Downtown Management  
Monthly Bills - May 2022**

May 10, 2022

**PROGRAMS AND SERVICES**

Business Retention	PRCC/Service Effect Training Sponsorship	DT Assessment	\$ 500.00
Business Retention	Stafford's/Wake Up DT hosting	DT Assessment	\$ 434.00
Business Retention	Stafford's/lunch	DT Assessment	\$ 34.98
Business Retention	Sam's Graces/lunch	DT Assessment	\$ 12.46
DT Marketing	Tom Renkes/blog	DT Assessment	\$ 150.00
DT Marketing	Dustin Cross/shop map delivery	DT Assessment	\$ 101.80
DT Marketing	Mailchimp/contract	DT Assessment	\$ 69.99
DT Marketing	Squarespace/contract	DT Assessment	\$ 26.00
DT Marketing	Meta/contract	DT Assessment	\$ 25.00
Farmers Market	PRCC/sponsorship	DT Assessment	\$ 1,000.00
Flowers	AR Pontius/urns	DT Assessment	\$ 177.32
Flowers	AR Pontius/urnreplanting	DT Assessment	\$ 81.58
Restaurant Week	PRCC/sponsorship	DT Assessment	\$ 500.00
Shopping Map	Mitchell Graphics/Printing	DT Assessment	\$ 6,966.72
Summer Celebration	Tim Nixon/DJ Back 2 Bricks	DT Assessment	\$ 300.00
Summer Celebration	Rivertown Jazz Band/Back 2 Bricks entertainme	DT Assessment	\$ 1,000.00
Summer Celebration	Jeff Pagel/Music in the Park	DT Assessment	\$ 200.00
Summer Celebration	Charlie Millard Band/Music in the Park	DT Assessment	\$ 2,000.00
Summer Celebration	Swank/movie rental	DT Assessment	\$ 760.00
<b>Total Programs &amp; Services</b>			<b>\$ 14,339.85</b>

**PARKING FUND**

Administrative	City of Petoskey/administrative services	Parking Fund	\$ 23,400.00
Bank Charges	Bank Charges	Parking Fund	NA
Conf & Memberships	Hotel Earl/MDA workshop	Parking Fund	\$ 231.09
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	\$ 51.74
Contracted Services	USIO/credit card fees	Parking Fund	\$ 133.00 est
Contracted Services	Performance Painting/meter poles & meters	Parking Fund	\$ 4,680.00
Contracted Services	Walker Parking/consulting contract installment	Parking Fund	\$ 3,150.00
Contracted Services	Quality Seal Coating/parking line striping	Parking Fund	\$ 8,000.00
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 119.98
DT Office	DTE/utilities	Parking Fund	NA
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 30.00
DT Office	McCardel/water	Parking Fund	\$ 52.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 51.17
DT Office	Integrity/supplies	Parking Fund	\$ 153.90
DT Office	Meyer ACE/supplies	Parking Fund	\$ 8.09
DT Office	Meyer ACE/supplies	Parking Fund	\$ 40.49
DT Office	Meyer ACE/supplies	Parking Fund	\$ 7.18
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,000.00
DT Office	Wages	Parking Fund	\$ 20,000.00 est
Equipment Repair	Traffic & Safety/receipt paper	Parking Fund	\$ 394.00
Façade Grants	Duffy's/Grant	Parking Fund	\$ 2,000.00
Materials & Supplies	Meyer ACE/tire pump for wagon	Parking Fund	\$ 16.25
Trolley	Northland Storage/annual rental	Parking Fund	\$ 1,488.00
Utilities	City of Petoskey/Livery Lot	Parking Fund	\$ 46.61
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82
<b>TOTAL</b>			<b>\$ 69,893.21</b>

**TOTAL BILLS \$ 84,233.06**

PROGRAMS SERVICES  
MONTHLY REPORT  
May 2022

June 15, 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	0.00	775.00
WINTER CARNIVAL	-	2,500.00	14,175.00	675.00	(14,175.00)
First Community/Sculpture \$250					
Thai Orchid/sculpture \$250					
DMB/sculpture \$259					
N Harbor Real Estate/sculpture \$250					
Maple Leaf Millworks/sculpture \$250					
American Spoon /sculpture \$260					
Meyer ACE/sculpture \$250					
Bearcub/sculpture \$250					
Ruff Life/sculpture \$250					
Kidd & Leavy/sculpture \$250					
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	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	
	<b>179,482.00</b>	<b>2,500.00</b>	<b>127,157.00</b>	<b>104,307.00</b>	<b>52,325.00</b>
<b>EXPENSES</b>					
<b>Events</b>					
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 CELEBRATION & Back2Bricks	14,000.00	4,260.00	4,260.00	0.00	9,740.00
Tim Nixon/Back2Bricks DJ \$300					
town Jazz Band/Back2Bricks entertainment \$1,000					
Jeff Pagel/Music in the Park \$200					
Charlie Millard Band/Music in the Park \$2,000					
SWANK/movie rental \$760					
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
WONDERFUL WINTER WEEKEND	5,400.00	0.00	19,254.10	8,450.00	(13,854.10)
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
<b>Collaborating Events</b>					
CONCERTS IN THE PARK	2,500.00	0.00	0.00	0.00	2,500.00
FOURTH OF JULY	1,000.00	0.00	1,000.00	0.00	-
FARMERS MARKET	1,000.00	1,000.00	1,000.00	1,000.00	-
PRCC/Pledge \$1,000					
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	500.00	500.00	0.00	-
PRCC/pledge \$500					
<b>Marketing and Promotions</b>					
IMAGE CAMPAIGN	30,000.00	372.79	12,394.71	2,364.70	17,605.29
Dustin Cross/shop map delivery \$101.80					
Mailchimp/contract \$69.99					
Squarespace/contract \$26					
Meta Contract/\$25					
Tom Renkes/blog \$150					
SHOP MAP	9,000.00	6,966.72	6,966.72	500.00	2,033.28
Mitchell Graphics/printing \$6,966.72					
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
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	0.00	221.80	0.00	278.20
BUSINESS RETENTION	1,000.00	961.44	1,528.78	500.00	(528.78)
PRCC/Service Effect training Sponsor \$500					
Stafford's/Wake up DT hosting \$434					
Stafford's/lunch \$34.98					
Sam's Graces/lunch \$12.46					

**PROGRAMS SERVICES  
MONTHLY REPORT  
May 2022**

June 15, 2022

<b>Beautification</b>					
HOLIDAY DECORATIONS	11,500.00	0.00	8,627.55	0.00	2,872.45
FALL DECORATIONS	500.00	0.00	800.00	0.00	(300.00)
FLOWERS	9,000.00	258.90	1,148.73	250.96	7,851.27
AR Pontius/urns \$177.32					
AR Pontius/urn replanting \$81.58					
<b>Administrative</b>					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	15,000.00	0.00	0.00	790.00	15,000.00
OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	14,319.85	69,654.25	13,855.66	106,545.75
Excess of Revenues Over Expenses	3,282.00	-11,819.85	57,502.75	90,451.34	(54,220.75)



**Downtown Parking Fund  
May 2022**

June 16, 2022

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	536,900.00	34,182.36	127,005.34	99,902.06	409,894.66
fines	200,000.00	14,464.00	79,008.51	23,140.99	120,991.49
Permits	87,000.00	7,320.00	55,260.00	53,930.00	31,740.00
Bags	8,000.00	180.00	1,035.00	2,735.00	6,965.00
Tokens	3,000.00	520.00	520.00	285.00	2,480.00
Interest	4,000.00	0.00	0.00	77.96	4,000.00
Meter Sponsorships	5,000.00	0.00	400.00	948.00	4,600.00
ParkMobile	60,000.00	12,284.03	59,343.02	34,867.36	656.98
<b>Total Parking Revenue</b>	<b>903,900.00</b>	<b>68,950.39</b>	<b>322,571.87</b>	<b>215,886.37</b>	<b>581,328.13</b>
Credit card sales		6,635.50	15,567.50	10,629.00	
EV Charging station		26.80	123.00	12.55	
<b>Total Revenue</b>	<b>903,900.00</b>	<b>68,950.39</b>	<b>322,571.87</b>	<b>215,886.37</b>	<b>581,328.13</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	23,500.00	23,400.00	23,400.00	22,800.00	100.00
BANK CHARGES	20,000.00	NA	0.00	3,315.19	20,000.00
CAPITAL OUTLAY	185,000.00	0.00	0.00	0.00	185,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	231.09	1,035.83	0.00	3964.17
Hotel Earl/MDA workshop \$231.09					
CONTRACTED SERVICES	195,000.00	18,611.24	47,838.54	49,854.64	147,161.46
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$51.74					
USIO/credit card fees \$133					
Performance Painting/meter poles & meters\$4,680					
Walker Parking/Consulting fee \$3150					
Quality Sealcoating/parking line striping \$8,000					
DOWNTOWN OFFICE	270,000.00	23,328.19	93,393.17	91,683.99	176,606.83
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$119.98					
City of Petoskey/utilities \$51.17					
integrity/supplies \$153.90					
DTE/utilities NA					
McCardel/water \$52					
Thru Glass/window cleaning \$30					
WmThompson/rent \$850					
Meyer ACE/supplies \$8.09					
Meyer ACE/mailbox \$40.49					
Meyer ACE/supplies \$7.18					
Keep it Real Social/Services \$2,000					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	0.00	0.00	4,279.27	3,000.00
FAÇADE GRANT	20,000.00	2,000.00	2000.00	0.00	18,000.00
Duffy's/Grant \$2,000					
MATERIALS AND SUPPLIES	10,000.00	410.25	3,558.43	2,281.07	6,441.57
Meyer ACE/tire pump for wagon \$16.25					
Traffic & Safety/receipt paper \$394					
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	1,488.00	1,488.00	1,584.00	2,012.00
Northland Storage/annual rental \$1,488					
UNIFORMS	2,000.00	0.00	0.00	0.00	2,000.00
UTILITIES	6,200.00	424.44	1,557.86	1,933.36	4,642.14
City of Petoskey/Livery Lot \$46.62					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
<b>TOTAL EXPENSES</b>	<b>744,700.00</b>	<b>69,893.21</b>	<b>174,271.83</b>	<b>177,731.52</b>	<b>570,428.17</b>
<b>NET</b>	<b>159,200.00</b>	<b>(942.82)</b>	<b>148,300.04</b>	<b>38,154.85</b>	<b>10,899.96</b>



**MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** June 16, 2022

**RE:** Mission and Vision Workshop Pertaining to Five Year Strategic Plan

Work on the 2023-2028 Strategic Plan has commenced. The consultants have conducted surveys and stakeholder interviews, as well as studied several documents and data. An on-site visit is planned for June 21-23, 2022. They will be present at the June DMB meeting to conduct a mission and visioning workshop with Board members that will further their insight into the Downtown community and also help them develop a plan that is tailored to our needs. Please be prepared for the workshop to last approximately ninety minutes and come prepared to share your thoughts and suggestions that will contribute to the future policies and activities of the DMB.

Thank you.



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** June 16, 2022

**RE:** Request for Direction to Walker Parking Consultants Regarding their Work on the Parking Deck Feasibility Study for the Darling Lot

As you will recall, the DMB and City Council met jointly on May 17 to hear a presentation from Walker Parking Consultants regarding their progress on a parking deck design for the Darling Parking Lot. Walker reported on the work done on the project so far and asked that, before they completed their report, they be given direction in three different areas:

1. Whether a diagonal or perpendicular parking pattern was preferred;
2. If a roof option should be included in the final design and if so, should it contain "green" features;
3. And, should the architectural design be basic, traditional, or high end.

The Board discussed these questions briefly under Board Comments at the end of their regular meeting, also held May 17.

At its regular June 6 meeting, City Council considered these questions and agreed to recommend that a perpendicular parking pattern, an option for a roof (not necessarily green), and a traditional architecture design should be included in the final plan. As was noted to Council by DMB staff at their meeting, this study is part of a research project to determine the most feasible and desirable plan for the Darling Lot. The site is still listed as a Redevelopment Ready Site on the MEDC website and other types of projects could happen there. The Walker study was included in the DMB budget as part of a process that would assist in planning efforts.

Staff is now requesting that the DMB discuss and review these questions and make their recommendations. Staff will then forward the information on to Walker so that they may complete the study.



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** June 21, 2022      **DATE PREPARED:** June 17, 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.

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Downtown Petoskey Events Committee

## **MEETING NOTES**

9:00 AM June 9, 2022

Beards Brewery

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1. Welcome – Members present were Stephen Mullins – Craig Ryan and Katie MacKenzie – NorthGoods. Also present was Ben Slocum – DMB Chair and Becky Goodman – Staff.
  2. Summer Celebration Wrap Up  
Becky reported that the Back to the Bricks Car Show had brought as many as 200 fewer cars than expected; that the movies had each attracted around 50 people; and that the music was extremely professional and enjoyable and brought varying numbers of people depending on the group. Members said that they thought the car show was successful and brought people into Downtown, regardless that not many businesses were open; that the activities in the park were successful; and that it being graduation weekend and quite chilly hampered attendance.
  3. Quick Survey/Discussion Regarding Events – Becky reviewed that the strategic planning consultant had not heard a lot of feedback from the committee regarding Downtown events and asked the group present, after reviewing the Events Committee mission statement, to give quick answers to the following:
    - What event would you never give up? – Holiday Open House was a clear winner here, followed by Summer Open House. Upon further discussion that centered on the fact that events mean different things to different businesses, the group also added Sidewalk Sales and expressed hope for developing Winter Weekend and Halloween.
    - What event would you throw away – Immediate responses were Sidewalk Sales and Ladies Opening Night. Further discussion revealed that there were many that still depended on Sidewalk Sales and the health of those businesses was vital for all of Downtown. Ladies Opening Night also was discussed as being important to the retail sector and attracting more people than all had realized because most had not been able to attend the Doe Camp Party and had only seen portions of those attending at one time. Becky talked a bit about her efforts to distinguish community events from retail events and the responsibilities for each having been distributed between the Marketing and Events Committees over the years not being well understood or embraced.

- What would be your Dream Event? – All agreed immediately on music, closely followed by food and beverage. Sales and follow up sales were stressed. Street closures had high importance, if, and only if the streets were full of activities.
4. Summer Send Off – Becky reviewed the tentative plans for this event, including the Michigan Rattlers performance in the closed off section of Bay Street, roaming buskers, movies and concerts in the park. The committee encouraged the addition of a storefront storywalk and in-store hunt for a character from the book and a local author was suggested. The group encouraged a three day event approach with Sunday offering a Sunday Brunch in the Park featuring Downtown restaurants. Goodman will work on execution.

*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.*



Downtown Petoskey  
Marketing Committee Meeting  
Petoskey Downtown Office  
**MEETING NOTES**  
4:00 June 7, 2022  
Community Room, City Hall

1. Welcome – Members present were Jennifer Shorter, Robin Bennett, and Sommer Poquette. Staff present was Becky Goodman.
2. Keep it Real Social Update – Sommer gave an update on social media data including:
  - 144,498 people were reached in the last 28 days on Facebook.
  - 20,925 people engaged with our posts on Facebook.
  - Page likes increased by 114 this month
  - Shared 20 posts and 62 stories were shared on Instagram which increased our account likes by 48 people.
  - Our profile was viewed 609 times with 23 people visiting the website directly from IG
  - 76,601 impressions (eyeballs on our content)
  - 3,070 post interactions (likes, comments, saves, shares)
3. Website Consultant Update – Sommer reported that the website update was moving along; that the biggest effort was being made on the business directory which will be solved by limiting the number of tags allowed per business; that new pictures will be used. Jennifer volunteered to work with Sommer on the list of approved tags.

The development of a mobile app was discussed at the suggestion of a Downtown merchant. Members did not feel that the Downtown is large enough to be able to populate the app with content and felt that this might be a project better managed by the PAVB, perhaps with support from the DMB.

4. Blog – Becky reported that she had met with Tom Renkes, blog writer, who had told her that he would no longer be writing for the Downtown due to his wife's retirement and their commitment to travel. He recommended a former student of his to carry on. Becky will follow up and discuss assigned topics and editorial approval with the recommended person.

5. Shopping Map Guide - The shopping map guide was reviewed and committee members gave it favorable marks. Goodman said that no errors had been reported to her by merchants. It was determined that a QR code should be included next year and Goodman has made that note.

Additional methods of distribution of the 35,000 maps ordered was discussed.

6. Marketing Emphasis Shift – Craig Bell had asked for a discussion of this to be on the agenda but was unable to attend. Members discussed the subject and agreed with the three-legged stool concept – all businesses rely on visitors, resorters, and locals with some relying more on one leg than the other. More discussion will follow, but there was talk about finding ways to make DT events more locally driven, such as finding ways to boost the Graduation Ride, etc.
7. What Else? – Jennifer suggested creating a DT picture calendar as a fundraiser. The idea was an immediate hit with members and will move ahead with research on pricing, publishing, etc.

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





# **Parking Committee MEETING NOTES**

Tuesday, June 14, 2022

10:00 AM

**Community Room  
City Hall**

1. Welcome – Members Ben Slocum and David Meikle were present. Staff present was Goodman
2. Darling Lot Study Recommendation from City Council – Goodman reviewed that City Council had discussed answers to the questions posed by Walker Parking after their presentation at the May joint DMB/City Council meeting and that their consensus was perpendicular parking, a mid-range façade, and a metal roof. Council also had commented that they were not necessarily in favor of this purpose for the Darling Lot; that they would be more interested in a mixed-use development; and that she had clarified to them that this should be regarded as one more step of data collecting necessary before it would be determined how exactly to move ahead with development of the Darling Lot.
3. Parkmobile Contract Update – Goodman said that there had been no progress on working out a timing glitch with Parkmobile but that she would continue to pursue.
4. Dining Deck Update – Meikle expressed frustration with the process for getting his deck approved, stating that there were too many layers of government involved and that a way needed to be created to expedite the permission process. All agreed.
5. Outstanding Collection Report
  - A. QR Code – has been added to the actual parking ticket which directs people to the pay online section of the website and people are using it despite the \$2 convenience fee.
  - B. Booting – No more research has been done on this, but it remains a priority.
6. Yellow Sticker for HC – Goodman reported that the ambassadors are seeing more HC permits that have yellow stickers on them; that these stickers are given out by the State to those with severe handicaps and allow the driver to receive free parking. People with these stickers are also assuming that they can park in a three hour meter for as long as they want and there are a few employees who are doing this. The State said they do not regulate time at the meter with the yellow sticker, only whether payment is necessary.

More discussion needs to take place on this subject as staff suspects that at least one of these stickers is being used fraudulently and as the word is out that seem to be easier to get, we could have more than a few cars parking on the street, not only for free, but for many more than three hours at a time on a daily basis

7. Beacon Bistro Driveway – There was discussion about the parking space at the end of the driveway belonging to Beacon Bistro. The matter is under litigation and a decision regarding whether or not to remove it will be forthcoming.
8. Meter Bag Restrictions – Goodman noted that she had received a complaint call that too many meter bags were on the street at this time of year. She had explained that the bags had all been given out per the meter bag regulations, but the caller was asking the committee to review the policy of renting these bags in prime season. The group discussed changing the policy to make it more restrictive but generally believed that helping businesses open was more important to the overall health of the town. Staff will reconnect with the caller and will be certain that parking staff explain thoroughly the importance of getting the job done as quickly as possible while using as few spaces as possible for contractor vehicles.
9. Stats – The stats were reviewed and found satisfactory.

*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.*



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** June 21, 2022    **DATE PREPARED:** June 17, 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.

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