



DOWNTOWN MANAGEMENT BOARD

July 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 June 21, 2022
 - (b) Payment of June bills
 - (c) Acceptance of June expense and income reports
3. New Business:
 - (a) Reports by Downtown Management Board Committees
 - (b) Report by City staff
4. Miscellaneous
5. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/87251242470>

Meeting ID: 872 5124 2470

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: July 19, 2022

PREPARED: July 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 June 21, 2022; (2) Acknowledgement of bills since June 21, 2022; and (3) Acceptance of the June expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

June 21, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, June 21, 2022. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Robin Bennett, Vice Chairperson

Also in attendance were Downtown Director Becky Goodman, City Manager Shane Horn and Executive Assistant Sarah Bek.

Chair Slocum welcomed new Board member Megan DeWindt.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the May 17, 2022 special joint and regular meeting minutes; acknowledgement of bills since May 17, 2022 that totaled \$84,233.06; and May expense and income reports as prepared by the Downtown Director. Shorter moved that and seconded by Albert to approve the consent agenda. All in favor.

Strategic Plan Mission and Vision Workshop

The Downtown Director reviewed that the consultants conducted surveys and stakeholder interviews, as well as studied several documents and data and will be on-site June 21-23 to continue analysis.

The consultants conducted a mission and vision workshop with Board members looking at core values, hurdles, broad purpose and the Board's specific mission. The consultants gathered information from Board participation and will further their insight in to the downtown community to help them develop a five-year strategic plan that is tailed to Petoskey.

Discuss Darling Lot Parking Deck and Provide Direction to Walker Parking Consultants

The Downtown Director reviewed that the DMB and City Council had 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. At that meeting, Walker had 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 that included: whether a diagonal or perpendicular parking pattern was preferred; if a roof option should be included in the final design and if so, should it contain "green" features and, should the architectural design be basic, traditional, or high end.

The Downtown Director further reported that City Council had discussed the study and the request for recommendations at their June 6 regular meeting and that there had been comments from Council regarding dissatisfaction with the process and a need to develop the Darling Lot as a mixed-use project that would include housing. In response, staff had explained that this study is part of a research project to determine the most feasible and desirable plan for the Darling Lot; that the site is still listed as a Redevelopment Ready Site on the MEDC website and other types of projects could happen there; and that the Walker study was included in the DMB budget as part of a process that would assist in planning efforts. Council had then moved 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.

Staff concluded that she is now requesting that the DMB discuss and review these same questions and make their recommendations that would be forwarded to Walker Parking Consultants in order for them to complete the study.

DMB comments included affirmation that a solar component would be costly and symbolic; confirmation that the study was needed as a part of a plan for how to move ahead with development of the lot; and that covered parking is desirable for future Downtown success.

It was moved by Smith and seconded by Keedy that the DMB instruct Walker Parking to proceed with the study including the same recommendations made by City Council which included a perpendicular parking pattern, an option for a roof (not necessarily green), and a traditional architecture design. All in favor.

Reports by Downtown Committees

Marketing Committee – The Downtown Director reviewed that the committee decided to coordinate and print a Downtown Petoskey wall calendar which could be sold as a fundraiser; that the website redevelopment project was on schedule; and that no errors had been reported in the shopping map to the current date.

Events Committee – The Downtown Director reviewed that there were favorable comments on the Summer Celebration and Back to the Bricks Car Show; that preparation for Sidewalk Sales including shorter hours; and the beginning of the prep work for Summer Send Off was occurring. The Downtown Director shared with the Board that she was relying on the committee for support, but that, without an assistant, she was making decisions in the essence of time.

Parking Committee – The Downtown Director reviewed that a QR code had been placed on the actual ticket to encourage direct payments through the website and that it was working; that only one of the two applicants she had hired had actually shown up; that she had hired another ambassador who would be starting in the coming days; and that she had been contacted by a Wisconsin developer who was interested in presenting a mixed-use project for the Darling Lot.

Design Committee – The Downtown Director reviewed that the committee had not met but she had met with Tim Knutsen about the status of plans for the Mitchell Street entryway and the gazebo lighting projects; that she had met with the City Planner about moving ahead with allowing rooftop dining in the CBD; and had also discussed with the City Planner allowing first floor residential in the backs of buildings in the commercial district. Board members were supportive of the rooftop dining concept and had expressed support of combined first floor use of residential and commercial in the past.

In the area of Economic Development, the Downtown Director stated that the Rugport Sign had still not been taken down; that Spice Merchants and Apre's by Threads had opened on Howard Street; and that there were two new stores ready to sign leases on Park Avenue.

The Organization Task Force had not been required or asked to meet, but that staff had organized paperwork and expectations with consultant, reviewed surveys that are going out this week, scheduled meetings with many of the stakeholders, and set up a schedule for the consultant visit in June.

The Downtown Director further reported:

- The downtown office had supplied parking tokens to Julianne Tomatoes who were giving them as a courtesy to customers who were upset because they had paid the meter only to find that the restaurant was not open and that offers of other assistance had been made to them, but there did not seem more that could be done to help them in their sewer line clean-up effort. Staff will definitely promote the reopening of the restaurant as much as possible.
- Regarding the dining deck resolution that had been contested by Gypsy Vodka, staff clarified that, as board members, all should know that the dining decks are controversial among the public because they take up parking spaces; some think they don't look nice; others question why if restaurants can have them everyone should be able to have one; they add congestion to the streets; and that the restrictions put on for full service dining that included table side service were meant to be inclusive of restaurants that would help keep visitors in downtown after they had a meal. They were not meant to exclude anyone.
- Trolley – Still no serious trolley driver candidates. Staff believes that the problem is not the wages, but that it is the training required and the seasonality of the work.
- The downtown office is still very busy. Record numbers of tickets are being written, staff is trying especially hard to target excessive parkers, especially when there are complaints. Administrative work is taking more time than usual; answering complaints, tracking late payments, and even just recording paid tickets are all taking up limited staff time.
- Staff is receiving more and more anecdotal comments regarding courtesy tickets. People tell us they never put money in the meter until they get their courtesy ticket, knowing that they will be able to park several times for free before they are caught and given a warning. One person said that he has been getting new plates every year because he relied on the courtesy ticket warning and this was cheaper than paying tickets.
- Thanks to Jennifer Shorter who made a last-minute appearance on 9&10 News to talk about summer in Downtown Petoskey when staff was not available.

Hear City Staff Report

Mayor Murphy reported that the preceding evening's City Council meeting had adjourned very late in the evening, but that Council had heard a presentation by Beckett and Raeder concerning the Little Traverse Wheelway Westside Connector schematic design; approved allowing accessory dwelling units on a limited basis; had agreed on recommendations to Walker Parking Consultants for the completion of their study on the Darling Lot; and had discussions on the Director of Finance and Clerk-Treasurer positions.

There being no further business to come before the Downtown Management Board, this June 21, 2022, meeting adjourned at 9:10 P.M.

**Downtown Management
Monthly Bills - June 2022**

July 12, 2022

PROGRAMS AND SERVICES

DT Marketing	Tom Renkes/blog	DT Assessment	\$	150.00
DT Marketing	JC Whelan, LLC/website development	DT Assessment	\$	1,140.00
DT Marketing	Mailchimp/contract	DT Assessment	\$	69.99
DT Marketing	Squarespace/contract	DT Assessment	\$	26.00
DT Marketing	Meta/contract	DT Assessment	\$	67.27
Shopping Map	New Moon Visions/shp map updates	DT Assessment	\$	650.00
Summer Celebration	Mitchell Graphics/banner printing	DT Assessment	\$	140.00
Summer Celebration	Lite 96/radio ads	DT Assessment	\$	1,700.00
Winter Weekend	Apple Tree/Ice Carver hotel rooms	DT Assessment	\$	1,000.00
Total Programs & Services				\$ 4,943.26

PARKING FUND

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/ smartmeter fees	Parking Fund	\$	2,200.50
Contracted Services	Van's/contract	Parking Fund	\$	118.12
Contracted Services	USIO/credit card fees	Parking Fund	NA	est
Contracted Services	Allyson Brunette/Consulting	Parking Fund	\$	4,606.74
Contracted Services	Perry Hotel/consultant rooms	Parking Fund	\$	750.36
DT Office	Zoom/monthly fee	Parking Fund	\$	15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$	119.98
DT Office	DTE/utilities	Parking Fund	\$	53.21
DT Office	Wm Thompson/rent	Parking Fund	\$	850.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$	30.00
DT Office	McCardel/water	Parking Fund	\$	10.00
DT Office	City of Petoskey/utilities	Parking Fund	\$	49.80
DT Office	Meyer ACE/supplies	Parking Fund	\$	16.89
DT Office	Meyer ACE/supplies	Parking Fund	\$	19.41
DT Office	Integrity/envelopes	Parking Fund	\$	82.58
DT Office	Keep it Real Social/services	Parking Fund	\$	2,000.00
DT Office	Wages	Parking Fund	\$	20,000.00 est
Materials & Supplies	Meyer ACE/padlocks	Parking Fund	\$	26.98
Materials & Supplies	Meyer ACE/key	Parking Fund	\$	2.99
Materials & Supplies	Biller Press/Orange Envelopes	Parking Fund	\$	834.04
Trolley	Dean Smith/cleaning and driving services	Parking Fund	\$	420.00
Uniforms	Personal Graphics/shirts, jackdts	Parking Fund	\$	366.68
Utilities	City of Petoskey/Petrie Lot	Parking Fund	\$	28.70
Utilities	City of Petoskey/Clifton Lot	Parking Fund	\$	32.29
Utilities	City of Petoskey/ Livery Lot	Parking Fund	\$	64.83
Utilities	AT&T/cell phones	Parking Fund	\$	377.82
TOTAL				\$ 33,473.31

TOTAL BILLS \$ 38,416.57

PROGRAMS SERVICES
MONTHLY REPORT
June 2022

July 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	0.00	775.00
WINTER CARNIVAL	-	0.00	14,175.00	675.00	(14,175.00)
TROLLEY	8,000.00	0.00	0.00	0.00	8,000.00
MARKETING & PROMOTIONS					-
New Activity	-	0.00	0.00	0.00	-
Shop Map Ads	12,000.00	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	0.00	127,157.00	104,307.00	52,325.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	3,052.42	0.00	3,947.58
HOLIDAY OPEN HOUSE	2,000.00	0.00	488.38	0.00	1,511.62
SUMMER CELEBRATION & Back2Bricks	14,000.00	1,840.00	6,100.00	0.00	7,900.00
Lite 96/radio ads \$1,700					
Mitchell Graphics/banner printing \$140					
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	1,000.00	20,254.10	8,450.00	(14,854.10)
Apple Tree Inn/Ice carver rooms \$1,000					
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	1,000.00	0.00	-
FARMERS MARKET	1,000.00	0.00	1,000.00	1,000.00	-
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	500.00	0.00	-
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	1,453.26	13,847.97	2,826.15	16,152.03
Tom Renkes/blog \$150					
JC Whelan,LLC/website development \$1,140					
Mailchimp/contract \$69.99					
Squarespace/contract \$26					
Meta/contract \$67.27					
SHOP MAP	9,000.00	650.00	7,616.72	7,770.09	1,383.28
New Moon Visions/shop map updates \$650					
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	1,528.78	500.00	(528.78)
Beautification					
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	0.00	1,148.73	316.90	7,851.27
Administrative					
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	4,943.26	74,597.51	21,653.14	101,602.49
Excess of Revenues Over Expenses	3,282.00	-4,943.26	52,559.49	82,653.86	(49,277.49)

Downtown Parking Fund
June 2022

July 14, 2022

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	536,900.00	50,929.42	177,934.76	150,121.21	358,965.24
finest	200,000.00	14,216.01	93,324.52	31,600.00	106,675.48
Permits	87,000.00	9,840.00	65,100.00	59,785.00	21,900.00
Bags	8,000.00	890.00	1,925.00	4,375.00	6,075.00
Tokens	3,000.00	85.00	605.00	405.00	2,395.00
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	-	59,343.02	46,050.29	656.98
Total Parking Revenue	903,900.00	75,960.43	398,632.30	293,362.46	505,267.70
Credit card sales		6,635.50	15,567.50	10,629.00	
EV Charging station		-	123.00	12.55	
Total Revenue	903,900.00	75,960.43	398,632.30	293,362.46	505,267.70
	Budget	Month	YTD	Last YTD	Budget Balance
EXPENSES					
ADMINISTRATIVE FEES	23,500.00	0.00	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	0.00	1,035.83	0.00	3964.17
CONTRACTED SERVICES	195,000.00	8,071.72	55,941.26	53,184.60	139,058.74
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$118.12					
USIO/credit card fees \$NA					
Alyson Brunette, Consulting/fee \$4,606.74					
Perry Hotel/consultant rooms \$750.36					
DOWNTOWN OFFICE	270,000.00	23,247.26	116,640.43	111,152.48	153,359.57
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$119.98					
City of Petoskey/utilities \$49.80					
DTE/utilities \$3.21					
McCardel/water \$10					
Thru Glass/window cleaning \$30					
WmThompson/rent \$850					
Meyer ACE/supplies \$16.89					
Meyer ACE/supplies\$19.41					
Integrity/envelopes \$82.58					
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	0.00	2000.00	0.00	18,000.00
MATERIALS AND SUPPLIES	10,000.00	864.01	4,422.44	2,281.07	5,577.56
Meyer ACE/padlocks \$26.98					
Meyer ACE/key \$2.99					
Biller Press/Orange Envelopes \$834.04					
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	420.00	1,908.00	1,584.00	1,592.00
Dean Smith/cleaning and driving services \$420					
UNIFORMS	2,000.00	366.68	366.68	441.81	1,633.32
Personal Graphics/shirts \$366.68					
UTILITIES	6,200.00	503.64	2,061.50	2,661.65	4,138.50
City of Petoskey/Livery Lot \$64.83					
City of Petoskey/Petrie Lot \$28.70					
City of Petoskey/Clifton Lot \$32.29					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	744,700.00	33,473.31	207,776.14	201,700.07	536,923.86
NET	159,200.00	42,487.12	190,856.16	91,662.39	(31,656.16)



Downtown Design Committee MEETING NOTES

Monday, July 11, 2022

- I. Welcome – Members Neumann, Rashid, Albert, and Knutsen were present. Staff present were Goodman and Sompels.
- II. Review of Current Façade Grant Program – Goodman ran through the façade grant presentation that she has been presenting on an annual basis to the Downtown community which informs them about the program and why it was created and how it is administered. Also including in the program are photos and details of all of the projects that have been completed since the inception of the program in 2009. The purpose of viewing the presentation was to determine if the program was fulfilling its purpose and if changes needed to be made moving forward.

Committee members discussed and commented that the goal was to offer a program that makes/allows things to happen; that, even though many projects completed over the years were maintenance based, maintenance helps preservation; that the committee is exerting some influence by educating and advising on project suitability; and that alley beautification could be added as a goal.

- III. Recommendations for Façade Grant Program Revisions - The committee recommended:
 - that staff move the promotion schedule of the program up and begin awareness before the end of the year instead of in January of the grant fiscal year;
 - that, with the addition of more time to plan ahead, a requirement for more detailed plans and bids be included in the application process;
 - that a strategy be developed to allow unused funds to remain in the grant program in order to increase the pot available in certain years;
 - that the amount of the annual, total grant award be increased to \$30,000 to account for inflation and make the program more attractive;
 - and that, in order to improve the quality of the projects being received for review, the program be promoted as a prize that was competitive, as in two \$15,000 grants going to the most impactful projects proposed, not as money to be split up between all the projects that applied and qualified.

- IV. 2022 Quiet Moose Grant – Goodman reviewed that Quiet Moose would not be accepting their \$7,700 grant this year due to the fact that they did not want to change their plans to qualify with the recommendations of the committee. Quiet Moose had responded that they were grateful for the opportunity, but that their plans were too advanced to change and stay on schedule and that they were satisfied with the design provided by their architect. The committee expressed consensus to allow staff to re-designate the \$7,700 to other approved projects that have committed to be completed in 2022 fiscal year.
- V. Report from Tim re: Mitchell Street Entrance – Tim Knutsen reported and showed plans of the Mitchell Street entrance to Downtown, stating that City staff intended to integrate the reconstruction of the entrance into the CIP for 2023. This project has already been approved by the DMB, however it was determined that DMB will have opportunity to comment before plans are implemented.
- VI. Report from Tim re: Gazebo Lighting Project - Tim reported that there is still not a contractor available to implement this project that has been included in the budget for the past two years. He will coordinate more intensely with Kendall Klingelsmith for leads.
- VII. What Else?
 - A. A concept to include Tivoli lighting along the soon to be newly constructed Park Avenue project was brought up by Knutsen. The committee had mixed reviews at best and also asked questions about the final plan for the sidewalk park project. Goodman said that the DMB had agreed to help fund that project with the understanding that the DMB and the Design Committee would have final review before construction.
 - B. Albert asked about the coordination with Parks and Rec for the master planning of Penn Park and was told by Knutsen that the planning would begin this fall. The DMB is expected to be included in this process.
 - C. Goodman reported that the Mayor had convened a group that had met on a Public Art Plan that would reach through the entire City and that he was quite passionate and positive about moving forward with it. Many members were happy to see this project take on new life after it had been dropped several years ago.

*The mission of the Downtown Design Committee is to
maintain a consistent, first-class, visual image of Downtown Petoskey
by preserving the area's historic integrity
and promoting a high-quality standard for design.*



Downtown Petoskey Events Committee

MEETING NOTES

9:00 AM July 7, 2022

Location - Beards New Pub Area

Enter in the Back off of Bay

1. Welcome – Members present were Adrian Sedestrom, Becky Phillip-Kranig, Stephen Mullen, and Drew Smith. Also present was Ben Slocum, DMB Chair. Staff present was Becky Goodman. It was announced that Katie McKenzie would be leaving the committee due to the fact that she is moving out of the area.
2. Sidewalk Sales – Becky said that hours had been announced for Sidewalk Sales as 9 to 6 on Friday, July 29 and 10 to 4 on Saturday, July 30. Questions were asked about the shorter hours and Goodman responded that she had already heard questions from Meyer Hardware; that past surveys had shown the desire for shorter hours; that no matter hours were announced, the merchants closed up shop when they wanted to; that it was not good for the Downtown's image to advertise an event for a timeframe that was not adhered to by the merchants; that this was the most classic case in existence of not being able to please everyone; and that she would take responsibility for the final decision after receiving input and after years of advertising hours for an event that were meaningless.

Discussion followed on promotion for the event and it was decided that radio ads would be purchased; a Northern Express ad would be purchased; two banners would be placed at 200 E. Lake and one at Beards; and that staff would follow up with permits and production of signs. Posters have already been distributed. Becky credited Bill Cutler for his many years of volunteer devotion to placing yard signs throughout the area.

3. Summer Send Off – Goodman announced that the event had officially been approved by the City; that it would be all hands-on deck with planning moving ahead and that she would be meeting with Ben directly after the meeting to polish up some details.

4. Halloween – Becky said that she felt confident about undertaking the organization of the parade and the trick or treat portions of the event, but that she did not feel she would have the time to organize the Jack-O-Lantern Walk and asked if there were committee members aware of other community groups that would like to undertake the management of it. Drew said that he had an idea and would get back to staff with details and to discuss possibilities.

The meeting was adjourned. Most committee members remained for a short while to discuss the general economy of Downtown and express opinions informally about the prospects for the remainder of the summer.

*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, July 12, 2022, 10:00 AM
**Community Room
City Hall**

1. Welcome – Members Slocum, Bennett (through conference call), Shorter, and Meikle were in attendance. Staff present was Goodman.
2. Darling Lot Update – Goodman shared that Walker Parking Consultants had been advised of the direction to them that was jointly agreed upon by Council and the DMB and that their final report should be ready by the end of July. She also noted that she has been communicating with a developer interested in developing a small-scale mixed-use project on the property that could provide some affordable housing and that she and the City Planner and City Manager would be meeting personally with them very soon.
3. Parkmobile Contract Update – There is yet to meaningful dialog with Parkmobile representatives regarding resolving some undesirable quirks in the Parkmobile system. Goodman will continue to pursue and committee members offered possible strategies. She also let the group know that Passport has contacted her and would like to present to them. The committee is open to hearing their information and Goodman will schedule with them for early fall.
4. SmartMeter Status – Staff reported that ongoing problems with the smart meters accepting pennies are random but consistent and that they could be related to their similarities in weight and calibration to tokens. Staff is continuing to test and evaluate.
5. Outstanding Collection Report – A list of parking accounts that are past due with a balance over \$300 was distributed. There is concern at the staff level that this list is growing and not only is this a receivables issue, it is an enforcement issue. Committee members agreed. Ongoing issues with collection agency effectiveness were discussed, as were options that include more stringent court action and booting. Committee comments included that parking fees were user fees and not optional for users; that they could be avoided by a parker taking a brief walk; that parkers who racked up fees with no intention of paying them were taking advantage of the system to the detriment of others; and that repeat offenders on the list show that harsh tactics need to be initiated in order to affect compliance. Goodman will pursue a meeting with County Court officials (that will also include talk about our policies regarding jury duty interviews and jury trials and suggestions for parking enforcement in the County owned lot).

Board Chair Slocum volunteered to attend this meeting with her. Goodman will also follow up with Public Safety, City staff, and the City Attorney regarding a booting policy.

6. Howard Street Issues – Goodman outlined some problems that continue to present on Howard Street regarding merchants needing HC parking accommodations, excessive merchant parking habits, parking in hash marked no parking spaces, and merchant complaints with enforcement tactics. The committee was supportive of staff efforts to enforce the ordinance as supported by City code and Public Safety and commented on the necessity of fairness and consistency. Goodman will move ahead with regular enforcement.
7. Bay Street Driveway Curb Cut - No further action has been reported on this issue by attorneys.
8. Revised Meter Bag Policy – Staff is continuing to work on this project in the limited time available. The need for revisions to the current policy stems from continued abuse of the policy by both the public and contractors renting the bags.
9. Employee Status – Goodman reported that current staffing reflected a diverse group of people with a variety of strengths.
10. Stats – The monthly stats were reviewed and found to be satisfactory. Noted was that June meter revenue from 2021 was within a few dollars of June 2022, however, fines were nearly double when compared from June to June. Staff attributes this to efficient ambassador enforcement and also to placing a QR code on the ticket that allows people to click on it and pay effortlessly and also to a sticker that was designed for the ticket envelope that includes a direct line to the office directing them to call and pay. These initiatives seem to indicate that people are looking for user friendliness in their payment transactions and that the fine is not the problem for most.
11. Committee Concerns – There was a question regarding Airbnb properties in Downtown and the parking policies they promote to their guests. Goodman cited good examples of Airbnb participation and not satisfactory examples. She will follow up and try to educate those who are not conforming.

The mission of the Parking Services Office and the Parking Committee 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; to 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
AGENDA
4:00 July 5, 2022
Community Room, City Hall

1. Welcome – Members present were Jennifer Shorter, Robin Bennett, and Sommer Poquette. Craig Bell has resigned. Staff present was Becky Goodman.
2. Keep it Real Social Update – Sommer provided a brief report on social media data. She will email specific numbers in a few days.
3. Discussion Regarding Committee Mission and Policy – Becky explained that there had been some criticism of the committee's work, especially related to social media, from a downtown merchant. Member Craig Bell had also recently expressed some non-specific requests for change. The points in contention were a perception of equal representation on social media platforms for all merchants and a proposed shift to more emphasis on local and resort market segments and less emphasis on visitor market segments. The committee spent some time reviewing the mission statement and Marketing Committee policies. They will refine their language over email in the next few days and Becky will use the information in meetings with merchants. A draft of the document is attached.
4. Website Consultant Update – Sommer gave an update about the website update; explained that tags had been developed Jennifer, with her assistance, for all businesses; and that the contractor should be giving further updates in the coming days.
5. Blog – Becky told the group that that she had interviewed a new blogger who had been recommended by the former blogger and a past employer; that she would be forwarding writing a resume and writing samples to the committee; that the blogger had agreed to a more commercial tone than previously and also to editorial approval and will accept a list of blog topics from the committee. Assuming all is well with the resume and the writing samples, the blogger will be on board with the launch of the updated website.

6. Billboards – Becky reviewed that she had had a conversation with a local non-profit that had reported good results with billboard advertising, a method of promotion that had been disregarded in the past due to its controversial acceptance from the public and because of its expense. Those on the committee were familiar with the marketplace and confirmed that prices had not changed in the past several years and that scheduling and location were just as difficult as ever to achieve. A decision was made to look into the possibilities of this near the end of the year and possibly purchase short occupancies on specific billboards for things like holiday shopping, Small Business Saturday, and Sidewalk Sales when purchase schedules are available in January.
7. Downtown Petoskey Calendar – Jennifer reported that she has sought pricing from Mitchell Graphics. Sommer said that she was working on a revision of the contract with Alex Childress Photography and suggested a photo contest for the pictures for the purpose of achieving diversity in the calendar’s look. A revised timeline for launch was agreed to be July of 2023 for a 2024 calendar. A suggestion was made by Robin to use the proposed annual meeting as an occasion to “vote” for the winning photos. There is much enthusiasm for this project and a high level of support from the committee.
8. What else? The committee discussed a merchant who they thought would be an exceptional asset to the committee and will pursue recruiting her.

Draft Marketing Committee Policy

Mission: To promote the experience and virtues of historic Downtown Petoskey as a shopping, dining, lodging, and leisure time destination for locals, resorters, and visitors to the area.

Plan of Work: The Marketing Committee’s target market is locals, resorters, and visitors who are already in the area. Although our social media platforms reach outside of NW Michigan, the strategy is to convince those who are in the region to come Downtown. We promote the entire central business district as a destination, using individual shops and restaurants, events, parks, and architecture to paint a desirable picture of the downtown. Some of our more iconic* businesses may receive more photo options or attention than others because they are attractions to the district – newer businesses benefit from these business’s reputations. The rising tide they provide helps everyone.

Merchants help to attract people to their own businesses through their own marketing initiatives. Strategies they may use are providing excellent service, keeping an attractive storefront, providing desirable merchandise, and developing their own social media/promotions programs. The committee also creates opportunities for business owners to attract customers inside of their stores through programs like Staycation, Ladies Opening Night, Where’s Waldo type scavenger hunts, and Downtown Dollars.

The Downtown Petoskey website, the shopping map guide, and our social media campaign are our major marketing efforts. A strong effort is made to share everything seen on social media from a downtown business. Businesses that have their own social media managers will have increased visibility and therefore may receive more shares from us. In other words, businesses must share to be shared. Through Instagram and Facebook stories, staff will do their best to share what Downtown Businesses are posting to their own social media channels.

Marketing efforts will do prioritize an effort to regularly incorporate businesses that do not have their own or minimal social media platforms. The committee believes it can help them most by upholding its mission statement. When merchants let staff know of in-store events or specials, staff promotes these on social media.

***iconic** – usually located on corners, sometimes generational but almost always open for more than ten years; usually represent specific architecture; buildings or businesses that people use for location reference.

Current Goals of the Committee and Staff are:

- Offer marketing support training to individual merchants, possibly in the form of a webinar series.
- Offer training to businesses on how to use the event support materials that we provide.
- Undertake select marketing activities on an annual basis. (the Downtown Calendar, the Downtown Annual Meeting, etc.)



Organization Task Force NOTES

Month of June 2022 and Moving Forward

As Board Members are aware, the consultant team of Allyson Brunette, LLC was in town during the month of June and conducted a strategic planning exercise with the Board at their meeting on June 21. The team was in town for two more days and oversaw activities with staff and the Task Force while they were here.

Budget Review

The morning following the June 21, DMB meeting, staff met with the consultants to review the DMB budget and funding resources. Highlights of the conversation included:

- That no DDA TIF was being implemented in Downtown Petoskey which is an unusual policy throughout the State of Michigan and throughout the country in states where TIF is implemented;
- That all Downtown operations were funded by the Parking Fund, including salaries and, specifically, salaries related to Programs and Services, highlighting the concern that the Programs and Services Fund pays for programs and services but not their implementation;
- That administrative services applicable to audit, check writing, and fund balances were provided by City staff;
- That, in the opinion of the consultants, consideration should be given to the current separation of the Programs and Services fund and the Parking Fund as both funds provide programs and services to Downtown. The consultants advocated that if the funds were combined, the value to merchants and property owners of their special assessment and the fees implemented for parking management could better be promoted and demonstrated. For instance, snow removal and the painting of the lampposts is a service, but it is paid for out of the Parking Fund. The consultants also advocated that this combination of the funds could help the community, City staff, and Council understand the intricate need for parking management and its contribution to funding Downtown outside of the general fund.

Downtown Walk Around

- Staff accompanied the consultants on a tour of Downtown starting at Crooked Tree Arts Center and proceeding down Mitchell Street. The consultants discussed the issues with vacancies and tenant turnover on Upper Mitchell, the current revitalization of the mid-block area of Upper Mitchell, opportunities at the JC Penney building, potential for use of the Chamber of Commerce site, the current positive changes to the lower block of Mitchell and some of the threats to those changes, the challenges to the development of 200 East Lake Street; the differences in scale and design of Lake and Howard Streets which they consider to be the heart of Downtown Petoskey's Gaslight District, and the business mix of the entire district.

Meetings with City Staff and Stakeholders

- The consultants spent time meeting with property owners and other stakeholders in the Downtown in preparation of their final report.

“Deeper Dive” with Organizational Task Force

- A meeting of the Task Force was held at Beards on Wednesday afternoon. Members of the group were put through strategic planning exercises that included;
 - A Visioning Exercise that focused on visions of Downtown in five years from now and priorities for each vision based on if they were emergencies, important but not urgent, or need to be done but time is on our side.
 - Topics that had surfaced in surveys and stakeholder interviews -
 - Downtown Staff are the “Bad Guys”, based on the dual roles of supporting and promoting local businesses and overseeing parking management.
 - The Downtown Staff aren't viewed as part of the City, based on their continued identification as an arm of the Chamber of Commerce.
 - Petoskey has a reputation of not being business-friendly based, on lack of economic development staffing as a whole and anti-development/change patterns of behavior.
 - Non-Local Property Owner Issues, based on the fact that two property owners own a large number of downtown properties
 - A “Downtown Isn't for Me” attitude, perhaps contributed to by the fact that our market is divided between locals, visitors, and resorters.
 - Petoskey Needs Fresh Perspectives and Community Buy-In Impression, based on the fact that it is difficult to attract and engage volunteers to boards and committees.

Morning Breakfast Wrap Up Meeting

- Consultants met with staff to review the visit and talk about ideas for recommendations. The consultants discussed that their visit had been productive and they were eager to get back to work recording their impressions and ideas.

Next Steps

- Staff has had two follow up calls with Allyson Brunette since the visit, with the topics being collection of additional information and the subjects of marketing and events.
- The Organization Task Force will be meeting by Zoom with Allyson Brunette on Monday afternoon, July 18 for a final conference on marketing and events.
- A strategic framework of the plan should be provided by July 22.
- A data visual map will be provided by August 9.
- An organizational chart mock up for the future will be included in these documents.
- A formal presentation of the final plan is scheduled to be made to the DMB at its August 16 meeting by Zoom.
- Boardmembers will be asked to adopt the plan, adopt the plan with revisions, or to receive and file the plan at the September board meeting.
- Staff will attempt to include directives included in the plan as possible in the 2023 budget which will be first presented at the August meeting. A special meeting of the DMB may need to be scheduled in late summer/early fall in order to stay in step with the City budgeting process.