



## DOWNTOWN MANAGEMENT BOARD

September 20, 2022

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of August 16, 2022 and special minutes of August 30, 2022
  - (b) Payment of August bills
  - (c) Acceptance of August expense and income reports
3. Public Comments
4. Old Business
  - (a) Consider and approve the proposed 2023 Parking Budget
  - (b) Consider and approve the proposed 2023 Downtown Programs and Services Budget
5. New Business:
  - (a) Request for the City Manager to recommend that the City Council levy special assessments, on behalf of the Downtown Management Board, to finance Management Board programs and services for 2023 through the Downtown Development and Management Fund
  - (b) Reports by Downtown Management Board Committees
  - (c) Report by City staff
6. Miscellaneous
7. Adjournment

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

<https://us02web.zoom.us/j/83072680552>

Meeting ID: 830 7268 0552

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

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

Persons interested in addressing the Downtown Management Board during the meeting under public comment period can press the "raise hand" button or send a chat message in Zoom or by phone press \*9.

Public meetings are being monitored and violations of statutes will be prosecuted.



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** September 20, 2022      **PREPARED:** September 16, 2022

**AGENDA SUBJECT:** Consent Agenda

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

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The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of August 16, 2022 and special minutes of August 30, 2022; (2) Acknowledgement of bills since August 16, 2022; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



# Minutes

## DOWNTOWN MANAGEMENT BOARD

August 16, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, August 16, 2022. The meeting was called to order at 7:00 P.M., and the following were

Present: Ben Slocum, Chairperson  
Gary Albert  
Robin Bennett, Vice Chairperson  
Megan DeWindt  
Joe Keedy  
Jennifer Shorter  
Drew Smith  
Mayor John Murphy

Absent: Marnie Duse

Also in attendance were Downtown Director Becky Goodman and City Manager Shane Horn.

### **Approve Consent Agenda Items**

Downtown Management Board members discussed the first item of routine business, the July 19, 2022 regular meeting minutes; acknowledgement of bills since July 19, 2022 that totaled \$36,865.74; and July 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.

### **Hear Public Comments**

Chairperson Slocum asked for public comments and there were no comments.

### **Receive and File 2023-2027 Downtown Strategic Plan**

Consultant Allyson Brunette presented the final report of the strategic plan her firm had prepared for the DMB. Ms. Brunette gave an overview of the plan and answered questions. The plan was received and filed with no action taken.

### **Reports by Downtown Committees**

The Marketing, Design, and Events Committees did not meet in July. As the Parking Committee report was included in the packet and the Downtown Director was attending by zoom due to illness, no committee reports were given.

### **Hear City Staff Report**

The City Manager reviewed that City Council confirmed the City Manager's appointment of Audrey Plath to Director of Finance/Treasurer effective October 1, 2022; approved recreational marihuana initiative petition ballot language to submit the proposal to voters at the November 8, 2022 General Election; supported Northmen Oaks Drive Street transfer acceptance once the project is completed by Petoskey Grand LLC; and confirmed the City Manager's appointment of Sarah Bek to City Clerk effective September 1, 2022.

There being no further business to come before the Downtown Management Board, this August 16, 2022, meeting adjourned at 8:45 P.M.



## DOWNTOWN MANAGEMENT BOARD

August 30, 2022

A special meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, August 30, 2022. The meeting was called to order at 7:00 P.M., and the following were

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

Absent: Megan DeWindt

Also in attendance was Downtown Director Becky Goodman.

### **Hear Public Comments**

Chairperson Slocum asked for public comments and there were no comments.

### **Discuss Proposed 2023 Parking Budget**

The Downtown Director reviewed that this was the first draft of the proposed 2023 Parking Budget and that most new suggested expenses came from the strategic plan; that staff and members of the Organization Task Force met briefly since the plan was presented at the August 16 meeting and concur with the recommendations included in the budget; that specific projected 2022 revenue numbers have not yet been calculated, but the totals are based on year-to-date information that is running slightly ahead of 2022 budget; expense numbers are estimates, based on current year-to-date figures; and Downtown Office line item shows an increase based on hiring the Parking Chief and new Marketing and Promotions Director that were recommended in the strategic plan and general wage increases.

Board members discussed that there seemed to be no funds listed for snow removal; that the \$150,000 included for a new parking construction project should be included as it is money spent on adding parking which is the intention of the fund; that the \$35,000 proposed to develop the gateway be increased to \$50,000, both because the estimate was dated and to show the importance of that project to the Downtown; that the Downtown Operations increase that included salaries for a new Marketing and Events Director and a Chief Parking Ambassador should be included; and that if the budget showed a deficit that would be acceptable as funds being spent were for the creation of new parking. Staff said that the snow removal amount had been left out unintentionally and \$100,000 would need to be added back into the final draft.

### **Discuss Proposed 2023 Programs and Services Budget**

The Downtown Director reviewed that this was the first draft of the proposed 2023 Programs and Services Budget; reviewed explanations for individual line items including a 7% increase in downtown assessments which reflects less than cost of living and consumer price index; and reviewed proposed and elimination of events and organizations involved with each event.

Board members discussed that the proposed 7% increase in the assessment was reasonable given that the cost of living is actually much higher than that; that Summer Open House and Movies in the Park should be eliminated; that the Summer Send Off should be allowed to grow as long as a sponsor could be obtained; that another pop up type event should be included if a sponsor were obtained; that Wonderful Winter Weekend should be continued at least at the level it was provided last year with the intention of growing it with new staff; that a partnership be formed with Blissfest to provide summer concerts with a \$10,000 cap; and that a shoulder season concert series produced by Blissfest and CTAC be supported with a \$2,500 pledge.

There being no further comments on the proposed 2023 budgets, staff determined to tweak and finalize some numbers before bringing it back for final review and approval at the September meeting.

There being no further business to come before the Downtown Management Board, this August 30, 2022, meeting adjourned at 8:50 P.M.

**Downtown Management  
Monthly Bills - August 2022**

September 13, 2022

**PROGRAMS AND SERVICES**

Capital Outlay	Pro Image Design/waterfront wayfinding sign	DT Assessment	\$ -
Concerts in the Park	CTAC/Pledge	DT Assessment	\$ 2,500.00
DT Marketing	Mailchimp/contract	DT Assessment	\$ 69.99
DT Marketing	North Country Pub/ad	DT Assessment	\$ 275.00
DT Marketing	JC Whelan LLC/website work	DT Assessment	\$ 760.00
DT Marketing	Joshua Hoteling/website photography	DT Assessment	\$ 500.00
DT Marketing	USPS/postage-DT Dollars	DT Assessment	\$ 16.00
DT Marketing	Squarespace/contract	DT Assessment	\$ 26.00
DT Marketing	Meta/contract	DT Assessment	\$ 67.27
Movies in the Park	Swank/movie rental-Addams Family 2	DT Assessment	\$ 380.00
Movies in the Park	Swank/movie rental-LUCA	DT Assessment	\$ 380.00
Movies in the Park	Swank/movie rental-Clifford the Big Red Dog	DT Assessment	\$ 380.00
Movies in the Park	Swank/movie rental-The Bad Guys	DT Assessment	\$ 380.00
Movies in the Park	Swank/movie rental-Peter Rabbit 2	DT Assessment	\$ 380.00
Movies in the Park	Swank/movie rental-Paw Patrol: The Movie	DT Assessment	\$ 380.00
Sidewalk Sales	MacDonald Garber/radio ads	DT Assessment	\$ 1,500.00
Sidewalk Sales	Mitchell Graphics/banners	DT Assessment	\$ 250.00
Sidewalk Sales	North Country Pub/ad	DT Assessment	\$ 360.00
Summer Celebration	Blissfest/music	DT Assessment	\$ 4,385.37
Summer Send Off	Keep it Real Social/Grahpic design	DT Assessment	\$ 550.00
Summer Send Off	UTA/Michigan Rattlers	DT Assessment	\$ 3,500.00
Summer Send Off	Grams Security/security personnel	DT Assessment	\$ 237.50
Summer Send Off	Brian McCoskey/musician	DT Assessment	\$ 500.00
Summer Send Off	Beervangelist LLC/musicians	DT Assessment	\$ 1,500.00
Summer Send Off	MacDonald Garber/radio ads	DT Assessment	\$ 1,000.00
<b>Total Programs &amp; Services</b>			<b>\$ 20,277.13</b>

**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	\$ 105.26
Contracted Services	USIO/credit card fees	Parking Fund	NA est
Contracted Services	Walker Parking/parking study	Parking Fund	\$ 4,200.00
Contracted Services	Beckett&Raeder/gateway design work	Parking Fund	\$ 1,000.00
Contracted Services	Allyson Brunette/consultant strategic plan	Parking Fund	\$ 6,491.52
Contracted Services	Stafford's Hospitality/consultant lodging	Parking Fund	\$ 99.00
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	\$ 42.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 49.25
DT Office	Meyer ACE/supplies	Parking Fund	\$ 3.58
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,000.00
DT Office	Chef Sarah's/lunch	Parking Fund	\$ 73.94
DT Office	Wages	Parking Fund	\$ 20,000.00 est
Façade Grants	CTAC/grant reimbursement	Parking Fund	\$ 1,600.00
Materials & Supplies	Meyer ACE/key	Parking Fund	\$ 2.69
Materials & Supplies	Omnipark/ticket printer	Parking Fund	\$ 825.00
Materials & Supplies	Decka Digital/parking pases	Parking Fund	\$ 263.94
Materials & Supplies	USPS/stamps	Parking Fund	\$ 175.00
Materials & Supplies	Meyer ACE/hammer	Parking Fund	\$ 16.19
Materials & Supplies	Meyer ACE/cable ties	Parking Fund	\$ 13.49
Unifroms	Personal Graphics/shirts	Parking Fund	\$ 111.09

**Downtown Management**  
**Monthly Bills - August 2022**

September 13, 2022

Utilities	City of Petoskey/Petrie Lot	Parking Fund	\$	21.54
Utilities	City of Petoskey/Clifton Lot	Parking Fund	\$	27.98
Utilities	City of Petoskey/ Livery Lot	Parking Fund	\$	161.78
Utilities	AT&T/cell phones	Parking Fund	\$	377.82
<b>TOTAL</b>			<b>\$</b>	<b><u>41,272.94</u></b>
<b>TOTAL BILLS</b>			<b>\$</b>	<b>61,550.07</b>

PROGRAMS SERVICES  
MONTHLY REPORT  
August 2022

September 11, 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
SUMMER SEND OFF		3,737.00			
Beards sposhorship \$3,737					
PRESENTING SPONSORS	25,000.00	0.00	0.00	0.00	
OTHER		0.00	0.00	0.00	
	179,482.00	3,737.00	130,894.00	104,307.00	48,588.00
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	0.00	6,100.00	0.00	7,900.00
SIDEWALK SALES	7,000.00	2,110.00	4,777.50	2,500.00	2,222.50
MacDonald Garber/radio ads \$1,500					
Mitchell Graphics/banners \$250					
North Country Pub/ad \$360					
MOVIES IN THE PARK AT DARK		2,280.00	2,280.00		
Swank/movie rental-Addams Family 2 \$380					
Swank/movie rental-Luca \$380					
wank/movie rental-Clifford the Big Red Dog \$380					
Swank/movie rental-The Bad Guys \$380					
Swank/movie rental -Peter Rabbit 2 \$380					
Swank/movie rental-Paw Patrol \$380					
DOWNTOWN LIVE/SUMMER CELEBRATION	20,000.00	4,385.37	6,228.94	1,700.00	13,771.06
Blissfest/music \$4,385.37					
SUMMER SEND OFF	10,000.00	7,287.50	7,287.50		2,712.50
Keep it Real Social \$550					
UTA/Michigan Rattlers \$3,500					
Grams Security/security personnel/237.50					
Brian McCoskey/musician \$500					
Beervangelist LLC/musicians \$1,500					
MacDonald Garber/radio ads \$1,000					
DOWNTOWN TRICK OR TREAT	7,000.00	0.00	1,242.49		5,757.51
WONDERFUL WINTER WEEKEND	5,400.00	0.00	20,254.10	8,450.00	(14,854.10)
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
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	2,500.00	2,500.00	0.00	-
CTAC/Pledge \$2,500					
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	1,714.26	15,725.50	3,830.65	14,274.50
Mailchimp/contract \$69.99					
Squarespace/contract \$26					
Meta/contract \$67.27					
USPS/postage \$16					
North Country Pub/ad \$275					
JC Whelan LLC/website work \$760					
Joshua Hoteling/website photography \$500					
SHOP MAP	9,000.00	0.00	7,616.72	7,770.09	1,383.28
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



PROGRAMS SERVICES  
MONTHLY REPORT  
August 2022

September 11, 2022

BUSINESS RETENTION	1,000.00	0.00	1,528.78	500.00	(528.78)
<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	0.00	10,834.80	316.90	(1,834.80)
<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	20,277.13	104,941.48	26,857.64	71,258.52
Excess of Revenues Over Expenses	3,282.00	-16,540.13	25,952.52	77,449.36	(22,670.52)

**Downtown Parking Fund  
August 2022**

September 11, 2022

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	536,900.00	65,049.93	305,407.67	280,482.58	231,492.33
finest	200,000.00	23,848.20	135,403.72	51,315.01	64,596.28
Permits	87,000.00	9,360.00	76,950.00	66,760.00	10,050.00
Bags	8,000.00	170.00	8,235.00	5,035.00	(235.00)
Tokens	3,000.00	105.00	825.00	695.00	2,175.00
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	14,823.43	89,614.66	73,571.33	(29,614.66)
<b>Total Parking Revenue</b>	<b>903,900.00</b>	<b>113,356.56</b>	<b>616,836.05</b>	<b>478,884.88</b>	<b>287,063.95</b>
Credit card sales		14,509.50	63,538.00	48,284.50	
EV Charging station		53.03	287.88	51.20	
<b>Total Revenue</b>	<b>903,900.00</b>	<b>113,356.56</b>	<b>616,836.05</b>	<b>478,884.88</b>	<b>287,063.95</b>
<b>EXPENSES</b>					
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	300.00	3964.17
CONTRACTED SERVICES	195,000.00	14,592.28	73,622.26	58,528.91	121,377.74
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$105.26					
USIO/credit card fees \$NA					
Walker Parking/parking study \$4,200					
Beckett & Raeder/gateway design work \$1,000					
Allyson Brunette/consultant strategic plan \$6,491.52					
Stafford's Hospitality/consultant lodging \$99					
DOWNTOWN OFFICE	270,000.00	23,183.24	162,896.08	130,920.19	107,103.92
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$119.98					
City of Petoskey/utilities \$49.25					
DTE/utilities NA					
McCardel/water \$42					
Thru Glass/window cleaning \$30					
WmThompson/rent \$850					
Meyer ACE/supplies \$3.58					
Chef Sarah's/lunch \$73.94					
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	1,600.00	2000.00	0.00	18,000.00
MATERIALS AND SUPPLIES	10,000.00	1,296.31	5,718.75	2,547.26	4,281.25
Meyer ACE/key \$2.69					
Omnipark/ticket printer \$825					
Decka Digital/parking passes \$263.94					
USPS/stamps \$175					
Meyer ACE/hammer \$16.19					
Meyer ACE/cable ties \$13.49					
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	1,908.00	1,584.00	1,592.00
UNIFORMS	2,000.00	11.09	503.77	441.81	1,496.23
Personal Graphics/shirts \$110.09					
UTILITIES	6,200.00	590.02	3,211.27	3,247.93	2,988.73
City of Petoskey/Livery Lot \$161.78					
City of Petoskey/Petrie Lot \$21.54					
City of Petoskey/Clifton Lot \$27.98					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
<b>TOTAL EXPENSES</b>	<b>744,700.00</b>	<b>41,272.94</b>	<b>274,295.96</b>	<b>227,964.56</b>	<b>470,404.04</b>
<b>NET</b>	<b>159,200.00</b>	<b>72,083.62</b>	<b>342,540.09</b>	<b>250,920.32</b>	<b>(183,340.09)</b>



## **MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** September 14, 2022

**RE:** 2023 Draft Budget

Enclosed are the second drafts of the 2023 Programs and Services and Parking Fund Budgets. The numbers reflect input given by the Board at the August 30, 2022 special meeting.

Highlight of the budgets include:

### **Parking Fund**

- Specific projected 2022 revenue numbers have been calculated.
- Increases in projections for cell phone parking and permit sales push total projected revenues up nearly \$200,000 more than budget.
- Projected expense numbers are estimates, based on current year to date figures.
- The Contracted Services line item shows an extra \$100,000 for snow removal and other expenses were inadvertently left out of the first draft.
- The Downtown Office line item shows an increase over 2022 based on hiring the Parking Chief and new Marketing and Promotions Director that were recommended in the strategic plan.
- A new expense of \$6,500 for landscaping in the Petrie and Livery lots has been added by the request of the Parks and Rec Director. Plans for this project have been discussed with staff.
- The potential end of 2023 deficit that was discussed at the special budget meeting has been eliminated by the increases in 2023 projected revenue.

### **Programs and Services Budget**

- Explanations for individual line items are included in the document.

Staff is asking for discussion and a motion to approve or approve with changes to these budgets.

CITY OF PETOSKEY  
Downtown Management Board  
2023 Parking Fund Budget  
9/20/22 Second Draft

	2021 Year End	2022 Budget	2022 Projected	2023 Proposed	
REVENUE					
<u>Streets</u>					
Michigan	19,702	34,000	28,000	27,000	
Mitchell	55,388	98,000	90,000	85,000	
Lake	72,007	102,000	110,000	100,000	
Bay	16,069	45,000	26,000	25,000	
Lewis/Rose	3,801	10,000	6,000	5,000	
Petoskey	20,885	45,000	30,000	29,000	
Howard	41,158	70,000	71,000	68,000	
Division	4,202	13,000	8,500	7,000	
Waukazoo	7,906	20,000	15,000	14,000	
Total Streets	241,118	437,000	384,500	360,000	
<u>Lots</u>					
Darling, Michigan 1	16,822	22,000	21,000	20,000	
Clifton Hotel, Michigan 2	15,340	11,500	30,000	29,000	
Livery, Michigan 3	8,835	7,700	13,000	12,000	
Elks, Lake 2	34,177	22,500	40,000	38,000	
Park Garden, Lake 3	8,709	7,100	13,000	12,000	
Saville, Bay	19,117	20,500	40,000	38,000	
Petrie, Mitchell	8,671	8,600	13,000	12,000	
Total Lots	\$ 111,671	\$ 99,900	\$ 170,000	\$ 161,000	
Total Meters	\$ 352,789	\$ 536,900	\$ 554,500	\$ 521,000	
<u>Other Parking</u>					
Fines	104,567	200,000	200,000	200,000	
Permits	92,288	87,000	140,000	140,000	
Bags	12,085	8,000	16,000	15,000	
Tokens	1,270	3,000	1,800	1,500	
Interest	1,400	4,000	2,000	2,000	
Meter Sponsorships	13,331	5,000	5,000	5,000	
Cell Phone Parking	96,542	60,000	200,000	210,000	
Total Other Parking	\$ 321,483	\$ 367,000	\$ 564,800	\$ 573,500	
Total Revenue	\$ 747,958	\$ 903,900	\$ 1,119,300	\$ 1,094,500	
Reserve Fund	838,048	1,095,612	1,254,512	1,940,112	
Total Fund	\$ 1,586,006	\$ 1,999,512	\$ 2,373,812	\$ 3,034,612	
	2021 Year End	2022 Budget	2022 Projected	2023 Proposed	
EXPENSES					
Administrative Fees	22,800	23,500	22,800	23,500	
Bank Charges	24,670	20,000	17,000	20,000	
Capital Outlay	0	185,000	10,000	216,500	
Bike Racks \$10,000					carry over from 2022
Livery & Petrie Lot landscaping \$6,500					new since first draft
Parking Lot Development Project \$150,000					carry over from 2022
Gateway Design Installation \$50,000					In CIP for 2023
Conferences, Memberships, Training	2,071	5,000	1,200	10,000	includes trolley driver training
Contracted Services	119,642	195,000	100,000	115,000	includes snow removal/various others
Market Analysis Study \$15,000					per consultant recommendation
DT Office Operations	289,583	270,000	250,000	429,000	new Marketing Director & Chief Ambassador
Equipment Repair	3,441	3,000	3,000	3,000	
Façade Grant Program	4,609	20,000	15,000	50,000	per request of committee, includes not spent for past three years
Materials/Supplies	12,766	10,000	5,000	8,000	
Other			0	0	
Professional Services	728	1,000	1,500	1,000	
Signs	250	500	0	500	
Trolley	1,705	3,500	2,000	15,000	includes driver wages
Uniforms	1,026	2,000	1,200	2,000	
Utilities	7,098	6,500	5,000	6,500	
Total Expenses	\$ 490,389	\$ 745,000	\$ 433,700	\$ 900,000	
Net Operating Funds	\$ 257,569	\$ 158,900	\$ 685,600	\$ 194,500	
RESERVE FUND BALANCE	1,095,612	1,254,512	1,940,112	2,134,612	

**CITY OF PETOSKEY**  
**Downtown Management Board**  
**2023 Programs & Services Budget**  
**9/20/22 Second Draft**

	2021 Final	2022 Budget (revised)	2022 Projected	2023 Proposed	
<b>REVENUE</b>					
Downtown Assessments	105,402	103,600	105,673	105,673	
7% Increase		2,073		7,397	7%/reflects less than COL,CPI
Transfer from fund balance				10,000	
Penalties & Interest	10,120	4,000	3,000	4,000	
Interest	-	1,000	1,000	2,000	
Holiday Parade Sponsors		-	-	0	Event taken over by Rotary
Friday Night at the Movies		1,200	-	1,600	Sponsored or Eliminated
Winter Carnival Income/sponsors	835	9,750	10,000	5,500	Merchant sponsorships
Summer Send Off Pop Up Event		10,000	4,000	5,000	Sponsor
Other Pop Up Event			-	5,000	Sponsor
Trolley sponsorship		5,000	-	3,000	2 @ \$1,500
Gallery Walk		-	-	-	Taken over by CTAC
May Getaway		-	-	2,000	Tickets/sponsors
Friday the 13th Ghost Walks	50	500	-	-	Need new guide
Shop Map Ads	7,500	12,000	12,000	12,000	
Annual Toast to DT Meeting		-	-	1,000	100 tickets at \$10 each
Holiday Catalog		7,500	7,500	7,500	
Presenting sponsors		-	-	-	Eliminated
<b>Total Revenue</b>	<b>123,907</b>	<b>156,623</b>	<b>143,173</b>	<b>171,670</b>	
<b>EXPENSES</b>					
<b><u>DMB Events</u></b>					
Summer Open House/Back 2 Bricks	-	2,000	6,100	-	Eliminated
Downtown Live/Summer Celebration	1,793				Eliminated
Sidewalk Sales	4,544	5,000	3,000	5,000	
DT Trick or Treat	1,242	2,500	1,000	1,000	
Christmas Open House/Santa	789	2,000	2,000	2,000	
Wonderful Winter Weekend	8,996	25,000	20,000	25,000	\$10,000 for Park sculptures, \$5,500 for merchant sculptures
Summer Send Off		15,000	7,000	10,000	sponsor plus match
Other Pop Up Event				10,000	sponsor plus match
Friday Night Movie	-	2,000	3,000	1,600	Sponsored or Eliminated
Ladies Opening Night	2,500	6,000	3,000	3,000	
May Getaway	-	-		3,000	
		<b>59,500</b>	<b>45,100</b>	<b>60,600</b>	
<b><u>Collaborating Events</u></b>					
Bliss Concerts		12,000	-	10,000	Blissfest
Concerts in the Park Pledge	2,500	2,500	2,500	2,500	CTAC
Downtown Sound/Blissfest				2,500	Blissfest/CTAC
Fourth of July Pledge	1,000	1,000	1,000	1,000	July 4 Committee
Gallery Walk	-	1,000	1,000	1,000	CTAC
Jack-O-Lantern Walk				1,000	Needs a home
Holiday Parade	3,052	3,000	3,000	3,000	Rotary
Santa's Visit	-	200	200	0	combined with Open House
Restaurant Week Pledge	-	500	500	500	PRCC
Farmers Market Pledge	1,000	1,000	1,000	1,000	PRCC
		<b>9,200</b>	<b>9,200</b>	<b>22,500</b>	
<b><u>Economic Enhancement</u></b>					
Business Recruitment	502	1,000	300	2,500	per consultant recommendation
Business Retention	534	1,000	1,600	1,000	
		<b>2,000</b>	<b>1,900</b>	<b>3,500</b>	
<b><u>Marketing &amp; Promotions</u></b>					
Image Campaign	10,170	25,000	22,000	28,000	includes geofencing, billboards & tik tok
Shop Map	7,770	7,000	8,000	7,500	
Annual Toast to DT Meeting		1,500		3,000	
Staycation		5,000	5,000	5,000	
Holiday Catalog		12,000	12,000	12,000	
				<b>55,500</b>	
<b><u>Beautification</u></b>					
Flowers	9,194	9,500	10,000	10,000	
Holiday Decorations	10,405	11,500	10,000	12,000	
Fall Decorations	800	2,000	2,000	2,500	
		<b>23,000</b>	<b>22,000</b>	<b>24,500</b>	
<b><u>Administrative</u></b>					
Insurance & Bonds		200	200	200	
Other	21	100	100	100	
		<b>300</b>	<b>300</b>	<b>300</b>	
<b>Total Expenses</b>	<b>66,812</b>	<b>105,700</b>	<b>69,300</b>	<b>166,900</b>	
<b>Excess Revenue over Expenditures</b>	<b>57,095</b>	<b>50,923</b>	<b>73,873</b>	<b>4,770</b>	



## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** September 16, 2022

**RE:** Proposed 2023 Programs and Services Special Assessment

**Background** Each year since 1994 the Downtown Management Board has asked the City Manager to recommend that the City Council levy special assessments against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with proceeds from the levies of such assessments used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

**Formula** If requested for 2023, next year's downtown-area special-assessment levy would be the 29<sup>th</sup> such annual levy. The approved 2022 downtown-area programs-and-services special-assessment formula had included:

- \$0.1873 per square foot of useable, first-floor, non-residential building area
- \$0.0468 per square foot of useable, non-residential area on floors other than first floors
- \$0.0572 per square foot of unimproved lots that do not contain buildings

**Proposal** If the Downtown Management Board approves the proposed 2023 programs-and-services-expenditures budget, the Downtown Management Board could request that the City Council levy the following square-foot special assessments, being a 7% increase, on the Downtown Management Board's behalf:

- \$0.20 per square foot of useable, first-floor, non-residential building area
- \$0.05 per square foot of useable, non-residential area on floors other than first floors
- \$0.06 per square foot of unimproved lots that do not contain buildings

Although not yet calculated, City staff believes that revenues next year would be \$113,070 an increase from \$105,673 budgeted in 2022.

**Process** Following regulations that are included within City Code special-assessment provisions, the Downtown Management Board will be asked to formally request that the City Manager consider this proposed 2023 programs-and-services special assessment and to recommend to the City Council, through a required written report, that this proposed special assessment be levied on behalf of the Downtown Management Board.

It is the recommendation of staff that the DMB move to request the City Manager to recommend that the City Council levy this proposed assessment.



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** September 20, 2022 **DATE PREPARED:** September 16, 2022

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

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

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Reports could be received from Downtown Management Board committees.

sb



Downtown Petoskey Events Committee

## MEETING NOTES

9:00 AM September 8, 2022

Location

Beards

1. Welcome – Members present were Slocum, Philip-Kranig, Sedestrom, and Smith. Staff present was Goodman.
2. Movies in the Park Review – Goodman reviewed that attendance at the Movies in the Park after Dark had been disappointing this summer, despite some intense social media promotion. At one of the last movies, only four people were present. No sponsors had been secured this summer due partially to a lack of time to recruit them. The committee was somewhat disappointed to hear that the DMB was considering giving up the event in 2023 and suggested a more intense sponsorship campaign and a shorter season of movies. Goodman will communicate to the DMB.
3. Summer Send Off Review – Goodman told the committee that there had been 14 responses to the survey that was sent to all of Downtown. Most comments were civil and polite; it was unsettling that some said that they did not know about it; and that two businesses said that they would be interested in sponsoring their own pop up event next year. The general marketing campaign of the event to the public was discussed and the committee felt the effort had been worthwhile with opportunity to develop in future years. A suggestion was made for an RFP process to be used in future years.
4. 2023 Event Schedule and DMB Plan to Move Forward – Goodman took some time to bring the committee up to speed on the actions recommended in the newly received and filed strategic plan, outlining that there are plans to hire a new Marketing and Promotions Director at a somewhat higher wage with a revised description in 2023; that the event schedule would be somewhat condensed with events being taken over by other organizations when possible; and that the committee and staff would be working on a concept for sponsored pop up events.
5. Remainder of 2022.....
  - A. Downtown Trick or Treat – Staff is working on enhancing the parade part of the event and will report back to the committee.
  - B. Jack-O-Lantern Walk – Drew Smith has talked to the YMCA about taking over this event and the discussion seems promising.



- C. Ladies Opening Night – This event will be handled the same way as it was last year. The afterglow part of it is no longer viable.
  - D. Holiday Parade – Rotary is prepared to organize again this year.
  - E. Holiday Open House – This event will take place as planned.
6. Committee Comments included feedback on the hours for Sidewalk Sales with a member stating that the shorter hours at the end of the day had cost her as much as \$3,000 and that she had heard from others that they wanted the hours to extend into the early evening going forward.

Another committee member suggested adding a Pub Crawl accompanied by a renewed Ghost Walk in late winter to the event schedule.

*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 September 6, 2022  
Community Room, City Hall

1. Welcome – Members Shorter and Bennett were present. Poquette was absent. Staff present was Goodman.
2. Keep it Real Social Update – No report.
3. Website Update – No report from Sommer. Staff reported that there have been issues with the domain that are slowing down the launch of the renovated site. Sommer and the City IT contractor are working on it. There was a comment to be certain that the COVID related language on the first page of the site had been reworded.
4. Blog Topics – Topics and the fall blog will be Halloween and fall shopping.
5. Calendar Report – Jennifer is working on this and gave a detailed report of what is accomplished and next steps.
6. Marina Wayfinding Sign – Goodman reported that the wayfinding sign at the bottom of the steps coming up from the tunnel had failed suddenly over the summer and that, in an effort to make it quickly presentable, she had worked with Kim Rivera, New Moon Visions, who does the design of the shopping map. Kim had adapted the shopping map cover to a very nice replacement sign and ProImage signs is currently working on the replacement. A QR code will be added to it when the renovated website is up and running.

Members discussed ways to “modernize” this sign in the future and decided that the QR code would be adequate for now. They agreed with staff that removing the map, which goes off date with every new business opening and closure, was a good move.

7. Downtown Dollars – Goodman discussed the issues that continue to arise regarding businesses not accepting Downtown Dollars or accepting them and not giving change. Continued education and promotion issues were major solutions offered, along with laminating the instructions for acceptance and giving them to the merchants with the suggestion that they keep them next to their cash registers. There was also discussion about the Board block captains making door to door visits if that group gets implemented. Other ideas were discussed for assistance to merchants who were having issues with point of sale acceptance.

8. Holiday Catalog – Goodman asked for the group’s opinion on moving ahead with the annual holiday catalog, stating that she felt it was a very worthwhile project, but that it did take a good amount of staff time and that it was usually a hard sell to the merchants who regularly need reminders. The committee advised a serious conversation with Mitchell Graphics regarding their potential participation and timeline related to their staffing and workload issues and a survey of merchants regarding participation with the theory that if there is not healthy response to the survey, there will not be participation from them in the actual catalog.
9. Annual Meeting Date, Concept – This event that has been discussed in the past, was recommended in the new strategic plan, and is being included in the 2023 budget was discussed briefly with the following decisions:
  - a. Date will be January 19, 2023
  - b. Location will be the Perry Hotel Rose Room
  - c. Time will be 5:30 to 6:30 with the meeting to start at 6
  - d. Name tags will be available and printed ahead of time if possible
  - e. Content of the annual report will be on a rolling video
10. New Committee Members? – A suggestion invite Natalie from Flora Bae was made and received unanimous support.
11. There was talk about getting the cornstalks installed earlier this year. Goodman will administer.

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



## **Parking Committee MEETING NOTES**

Tuesday, September 13, 2022, 3:30 PM  
**Community Room  
City Hall**

1. Welcome – Members Slocum, Meikle attended. Bennett attended by telephone. Shorter was absent. Staff present was Goodman. Also attending were Amber Flynn, owner Mighty Fine Pizza, and Beth Flynn.
2. Mighty Fine Pizza Request for Loading Space Discussion – Amber Flynn again stated her request that a parking space be reserved for her delivery driver as she did not have a private space on her property. The committee asked her what success she had had with the advice given to her last month which was to try parking in the Petrie Lot and loading the car with a cart when there are heavy deliveries. Flynn objected to the distance from the Petrie Lot to her door and stated that the cart would not work in the winter months. Additionally, she said that putting money in the meter had proved to be wasteful, as many times the driver would leave before the meter ran out and her drivers were in low paying positions with this being an added burden on them. Beth Flynn stated that she saw inequities in the system as she knew of other businesses that had signage designating that spaces were intended only for their businesses, although none of the ones mentioned had placed signage on public property. Amber suggested a solution as she said she had researched to see how delivery drivers were accommodated in other communities and found a community that had designated delivery spaces on each block that could be used by drivers who had been issued an official permit to use them.

Committee members were not immediately drawn to that solution, citing enforcement issues, potential disagreements between delivery drivers, time allowed to park there, and the loss of the parking spaces for use by the general public. Again, they commented that the spaces in the right of way belonged to the public and could not be designated for private use; that there were alternatives that had been discussed, even if they were not as convenient as parking in front of the store; and that they did sympathize with the issues being experienced.

Flynn believes that there are others in Downtown experiencing the same problems. Staff will prepare a list of businesses that provide delivery services for the next meeting.

3. Outstanding Issues
  - a. Beacon Bistro Driveway – No information has come from the attorney on this yet.
  - b. Meter Bag Restrictions – Staff is still working on a plan to streamline.
  - c. Meet with the County – The County Administrator has been contacted recently and there was no response.
4. Holiday Meter Sponsorship – The committee concurred to go forward with the program as normal.
5. Council Action Plan Workshop re Parking Report – Goodman reported that City Council had met the evening before to discuss their action plan and that one of the actions listed in the plan pertained to the building of a parking deck in Downtown. The City Manager had asked them for discussion and direction on this endeavor as the City has been approached by a developer who is interested in a mixed use project on the Darling Lot that would require perhaps four stories and also include residential on the main floor that borders Michigan Street. He did not want to encourage the developer to spend additional funds on the project if, in the end, this would not be acceptable to Council as all they really wanted to see there was a one-story platform structure. She further reported that Council had seemed very interested in the mixed-use proposal and that they would consider a proposal of that type.
6. Darling Lot Update – The committee talked briefly about the recently received Darling Lot Feasibility report from Walker Consultants. In the report, Walker established the conceptual cost for building the platform parking structure at approximately \$6,248,000 with the conceptual per-parking-space cost to be approximately \$37,400. The net number of new parking spaces would be 66. Slocum asked to have the report include the cost per space of the net new spaces, as well as the already included cost per space of the total number of spaces. Goodman will request that number be added.
7. Stats – Stats were reviewed and found to be acceptable with revenue up year to date, notably in Parkmobile and fines.
8. What else? – Members again discussed changing the name of the committee to Parking and Accessibility Committee. Staff will investigate steps to move forward.

*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.*



# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** September 20, 2022    **DATE PREPARED:** September 16, 2022

**AGENDA SUBJECT:** City Staff Report

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

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

sb