



## DOWNTOWN MANAGEMENT BOARD

November 15, 2022

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of October 18, 2022
  - (b) Payment of October bills
  - (c) Acceptance of October expense and income reports
3. Public Comments
4. New Business:
  - (a) Approve and adopt 2022-2027 Strategic Plan as recommended by staff and the Organization Task Force
  - (b) Reports by Downtown Management Board Committees
5. Miscellaneous
6. Adjournment

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

<https://us02web.zoom.us/j/88046806217>

Meeting ID: 880 4680 6217

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:** November 15, 2022

**PREPARED:** November 11, 2022

**AGENDA SUBJECT:** Consent Agenda

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

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The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of October 18, 2022; (2) Acknowledgement of bills since October 18, 2022; and (3) Acceptance of the October expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



**DOWNTOWN MANAGEMENT BOARD**

October 18, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, October 18, 2022. The meeting was called to order at 7:15 P.M., and the following were

Present: Robin Bennett, Vice Chairperson  
Marnie Duse  
Joe Keedy  
Jennifer Shorter  
Mayor John Murphy

Absent: Ben Slocum, Chairperson, Gary Albert, Megan DeWindt  
and Drew Smith

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 September 20, 2022 regular meeting; acknowledgement of bills since September 20, 2022 that totaled \$34,339.50; and September expense and income reports as prepared by the Downtown Director. Shorter moved that and seconded by Duse to approve the consent agenda. All in favor.

**Hear Public Comments**

Vice Chairperson Bennett asked for public comments and there were no comments.

**Approve 2020 Façade Grant Extension for 316 East Lake Street**

Staff reviewed that the DMB approved in 2020 a \$10,000 façade improvement grant to Mike Patullo, Shoreline Architecture, on behalf of Howard Property Partners, for an approximately \$90,000 renovation to the property at 316 East Lake Street; that an OPRA district was created and qualified the property to receive a grant from the MEDC to renovate the entire building; that in 2021, the Board approved an extension of the grant providing the work be completed by November 30 of that year, but again complications caused by the pandemic, including supply chain and other financial issues have made the project's completion impossible; and recommended the DMB approve the extension of the façade grant until the project is completed.

Motion by Mayor Murphy supported by Duse to approve the extension of the 2020 façade grant for 316 East Lake Street until the project is completed. All in favor.

**Accept Walker Parking Study for Darling Parking Lot**

Staff reviewed that the Board has discussed the Darling Lot and adding a parking structure for numerous years and several studies have been completed; that City Council may have lost some interest of development for parking only and may entertain a mixed-use project; that collaboration between the County and the City on a structure at the corner of Lake and Division Streets originally resulted in the concept of a two story structure that would take advantage of the natural slope in downtown and resulted in the design of a deck that could be entered off of one street to a lower level and off street to a higher level; that this style of construction would maximize the number of spaces because no ramping, stairs or elevator space would need to be provided; that a flat platform deck would provide 193 spaces; that the cost per space is \$37,400; that there would be a net of 66 spaces and cost approximately \$95,000; reviewed total cost of \$6M for parking structure;

that the City has been contacted by a private company that is interested in developing a mixed-use project on the site that would include affordable housing; and asked for board discussion, file the plan and be prepared to act in the future.

Board members commented that the enclosed articles are beneficial regarding parking and encouraged members to provide articles to individuals that question the parking system to help them better understand; and inquired on the revenue generated from the Darling Lot.

Motion by Keedy, supported by Shorter to receive and file the Walker Parking Study for Darling Lot. All in favor.

#### **Request City Staff to Create Ordinance for Dining Decks**

Staff reviewed that DMB informally discussed the concept of dining decks in downtown for many years; that the Design Committee and Parking Committee both collaborated on design and operational guidelines and recommended to move ahead with dining decks and an ordinance be created; that an ordinance could encourage existing and potential new businesses interested in operating in downtown; and the Board was being asked to recommend to City Manager that the City create an ordinance to allow dining decks permanently.

Board discussed that timeliness of ordinance is important to be able to start in spring; heard from those in favor of having an ordinance to better regulate decks; inquired on total hours and days required to be open; commented that being open noon to 10pm may be unattainable for businesses due to staffing issues; heard from those in favor of having the parking space filled with a car 7 days a week rather than an empty dining deck; reviewed businesses that could install a deck based on guidelines; and that dining decks contribute to a cool ambiance in downtown.

Motion by Shorter, supported by Duse to request City staff to create an ordinance allowing dining decks in downtown as presented with recommended guidelines. All in favor.

#### **Reports by Downtown Committees**

The Downtown Director reviewed that the Marketing, Parking, Design, and Organizational Task Force notes were in the packet; that the Marketing Committee is planning an annual meeting scheduled for January 19; that the Downtown Sound Series started last Saturday night; that the Events Committee did not meet this month; that Bliss Fest is working on a proposal for summer concert series to subcontract with the DMB and Friday night concerts to promote social district; that there is a petition circulating downtown on reform of Petoskey parking and people are determined to make some changes; reviewed what individuals are asking and looking to receive 300 signatures; that as part of economic development the Thirsty Thursday meetings will begin in November; and that the Organizational Task Force has huge undertakings to rewrite job descriptions for a marketing person, parking chief and downtown director.

The Downtown Director further commented that she attended a public art meeting today and the strategic plan submission and approval will be discussed at next month's meeting.

#### **Hear City Staff Report**

Mayor Murphy and the City Manager reviewed that City Council heard a presentation from NLEA, conducted a public hearing regarding programs and services as part of the assessment process and conducted a work session to discuss use of ARPA funds.

There being no further business to come before the Downtown Management Board, this October 18, 2022, meeting adjourned at 8:15 P.M.

**Downtown Management**  
**Monthly Bills - October 2022**

November 7, 2022

**PROGRAMS AND SERVICES**

DT Marketing	Mailchimp/contract	DT Assessment	\$ 69.99
DT Marketing	Squarespace/contract	DT Assessment	\$ 26.00
DT Marketing	Meta/contract	DT Assessment	\$ 67.27
DT Marketing	Pro-Signage/Podium Map Updates	DT Assessment	\$ 1,276.50
DT Marketing	New Moon Visions/Pedestrium podium design	DT Assessment	\$ 150.00
DT Marketing	Northern Copy Express/DT Dollar Printing	DT Assessment	\$ 393.35
DT Marketing	Writing Dailey/blog	DT Assessment	\$ 125.00
Holiday Decorations	Meyer ACE/Velvet Bows	DT Assessment	\$ 4,415.21
Holiday Decorations	Cable Ties Unlmtl./cable ties	DT Assessment	\$ 222.36
<b>Total Programs &amp; Services</b>			<b>\$ 6,745.68</b>

**PARKING FUND**

Conf.&Mbrshps.	MDA/Annual Conference Registration	Parking Fund	\$ 205.00
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	\$ 37.68
Contracted Services	USIO/credit card fees	Parking Fund	NA
Contracted Services	Up North Services/salt clean up and delivery	Parking Fund	\$ 124.00
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 119.98
DT Office	DTE/utilities	Parking Fund	\$ 43.65
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	\$ 53.19
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,000.00
DT Office	Integrity/paper	Parking Fund	\$ 56.29
DT Office	Integrity/paper	Parking Fund	\$ 112.58
DT Office	Meyer ACE/wireless doorbell	Parking Fund	\$ 50.79
DT Office	Meyer ACE/supplies	Parking Fund	\$ 20.12
DT Office	Meyer ACE/supplies	Parking Fund	\$ 24.43
DT Office	Wages	Parking Fund	\$ 20,000.00 est
FaçadeGrants	Stafford's Perry Hotel/grant	Parking Fund	\$ 3,600.00
Materials & Supplies	Meyer ACE/blow off duster	Parking Fund	\$ 40.46
Materials & Supplies	Meyer ACE/ice melt	Parking Fund	\$ 8,369.69
Uniforms	Personal Graphics/parkas	Parking Fund	\$ 409.92
Utilities	City of Petoskey/Petrie Lot	Parking Fund	\$ 14.35
Utilities	City of Petoskey/Clifton Lot	Parking Fund	\$ 14.35
Utilities	City of Petoskey/ Livery Lot	Parking Fund	\$ 153.80
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82
<b>TOTAL</b>			<b>\$ 39,329.99</b>

**TOTAL BILLS \$ 46,075.67**

PROGRAMS SERVICES  
MONTHLY REPORT  
October 2022

November 9, 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	2,349.49	0.00	650.51
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		0.00	3,737.00		
PRESENTING SPONSORS	25,000.00	0.00	0.00	0.00	
OTHER		0.00	0.00	0.00	
	179,482.00	0.00	130,894.00	111,307.00	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	0.00	4,777.50	2,500.00	2,222.50
MOVIES IN THE PARK AT DARK		0.00	2,280.00		
DOWNTOWN LIVE/SUMMER CELEBRATION	20,000.00	0.00	6,228.94	1,793.57	13,771.06
SUMMER SEND OFF	10,000.00	0.00	0.00		10,000.00
DOWNTOWN TRICK OR TREAT	7,000.00	0.00	0.00		7,000.00
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	0.00	2,500.00	0.00	-
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	2,108.11	17,833.50	4,901.78	12,166.50
Mailchimp/contract \$69.99					
Squarespace/contract \$26					
Meta/contract \$67.27					
Writing Dailey/blog \$125					
Northern Copy Express/DT Dollar Printing \$393.35					
Moon Visions/Pedestrian Pdlum Map design \$150					
Pro-Signage/Podium Map Updates \$1,276.50					
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	1,000.00	0.00	2,000.00
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	187.88	278.20
BUSINESS RETENTION	1,000.00	0.00	1,528.78	500.00	(528.78)
Beautification					
HOLIDAY DECORATIONS	11,500.00	4,637.57	13,265.10	3,951.20	(1,765.10)
Cable ties Unlimited/cable ties \$222.36					
Meyer ACE/velvet bows \$4,415.21					
FALL DECORATIONS	500.00	0.00	800.00	800.00	(300.00)
FLOWERS	9,000.00	0.00	10,834.80	436.90	(1,834.80)
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	6,745.68	104,157.04	33,081.42	72,042.96
Excess of Revenues Over Expenses	3,282.00	-6,745.68	26,736.96	78,225.58	(23,454.96)

**Downtown Parking Fund  
October 2022**

November 9, 2022

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	536,900.00	43,197.88	397,690.71	370,685.65	139,209.29
finest	200,000.00	17,537.00	180,146.23	78,644.51	19,853.77
Permits	87,000.00	3,240.00	85,620.00	73,532.50	1,380.00
Bags	8,000.00	90.00	8,385.00	5,590.00	(385.00)
Tokens	3,000.00	85.00	980.00	1,065.00	2,020.00
Interest	4,000.00	0.00	0.00	389.80	4,000.00
Meter Sponsorships	5,000.00	0.00	400.00	948.00	4,600.00
ParkMobile	60,000.00	10,526.25	125,980.98	95,385.59	(65,980.98)
<b>Total Parking Revenue</b>	<b>903,900.00</b>	<b>74,676.13</b>	<b>799,202.92</b>	<b>626,241.05</b>	<b>104,697.08</b>
credit card sales		9,056.00	82,409.00	56,329.30	
ev charging station		2.30	309.13	60.57	
<b>Total Revenue</b>	<b>903,900.00</b>	<b>74,676.13</b>	<b>799,202.92</b>	<b>626,241.05</b>	<b>104,697.08</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	205.00	1,035.83	757.68	3964.17
MDA? Annual Conference Registration \$205					
CONTRACTED SERVICES	195,000.00	2,758.18	96,084.52	59,310.58	98,915.48
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81					
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$37.68					
USIO/credit card fees \$NA					
Up North Services/salt clean up and delivery \$124					
DOWNTOWN OFFICE	270,000.00	23,210.48	232,462.86	154,241.09	37,537.14
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$119.98					
City of Petoskey/utilities \$53.19					
DTE/utilities \$43.65					
McCardel/water \$10					
Thru Glass/window cleaning \$30					
WmThompson/rent \$850					
Integrity/paper \$112.58					
Integrity/papter56.29					
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	3,600.00	11600.00	859.00	8,400.00
Stafford's Perry Hotel/grant \$3,600					
MATERIALS AND SUPPLIES	10,000.00	8,369.69	14,506.90	2,669.26	(4,506.90)
Meyer ACE/ ice melt \$8,369.69					
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	409.97	913.74	441.81	1,086.26
Personal Graphics/parkas \$409.97					
UTILITIES	6,200.00	776.67	5,244.04	3,837.91	955.96
City of Petoskey/Livery Lot \$225.97					
City of Petoskey/Petrie Lot \$34.85					
City of Petoskey/Clifton Lot \$38.95					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
<b>TOTAL EXPENSES</b>	<b>744,700.00</b>	<b>39,329.99</b>	<b>387,155.89</b>	<b>254,095.79</b>	<b>357,544.11</b>
<b>NET</b>	<b>159,200.00</b>	<b>35,346.14</b>	<b>412,047.03</b>	<b>372,145.26</b>	<b>(252,847.03)</b>



## **MEMORANDUM**

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** November 11, 2022

**RE:** Recommendation from Organization Task Force for 2023-2027 Strategic Plan Approval

### **Background**

Over the first nine months of this year, the Board, the Organization Task Force, and staff have worked with consultant Allyson Brunette on a new five-year strategic plan that will replace the 2018-2022 plan ending this year. The Organization Task Force has completed a final review of that plan. A draft copy of the plan was included for Board member review in the August DMB packet which can also be seen online at the following link: <https://cms3.revize.com/revize/petoskeymi/DMB/Agendas/2022/08-16-22.pdf>

### **Recommendation**

It is the recommendation of staff and the Organization Task Force that the Board approve and adopt the plan so that it can be implemented as a plan of work for the next five years, beginning officially in January 2023.





**BOARD:** Downtown Management Board

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

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

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

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Reports could be received from Downtown Management Board committees.

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Downtown Petoskey  
Marketing Committee Meeting  
**MEETING NOTES**  
4:00, November 1, 2022  
Conference Call

1. Welcome – Members present on the call were Shorter, Bennett, Lauzon, and Poquette. Staff present was Goodman
2. Keep it Real Social Update – Sommer provided monthly stats and activities on the social media platform.
3. Website Update – It was discussed that there had been no official announcement of the relaunch of the website. Staff has been working to get corrections made as they review and become aware of them. It was decided that a message should be sent to the business owners to review their listings in the business directory section and submit corrections or additions. Sommer will compose and manage this.
4. Calendar Report – Goodman reported that the legal language submitted to the City Attorney had been approved and that a model sign off sheet had also been created and approved. The group decided to launch the contest part of the project and Sommer will work on that aspect. The goal is to have 2024 calendars to sell next summer.
5. DT Blog – The November blog submission was discussed and found to be satisfactory. Members agreed to add a short closing paragraph.
6. Holiday Marketing Campaign – Concepts were discussed and a new “Our Favorite Things” promotion that would include a video was liked by all. There were, however, serious doubts around the ability to manage it in time for this year. Components that will definitely be included are: the Window Decorating Contest, Social Media campaign dedicated to experience shopping with a shop local lean, ads in Northern Express, some radio – perhaps Facebook Friday, a billboard if possible Small Business Saturday Dt Dollar Giveaway, Harbor Light ads, Downtown Dollar ads, special appearances by Santa Claus who will give away DT Dollars, and the Holiday Meter Sponsorship program. Goodman will package all of this and maybe a couple of other things and send it back to the committee.
7. What Else? – Due to the difficulty of communicating by conference call and individual scheduling commitments, the meeting was adjourned as all immediate business had been managed.

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



## **Parking Committee MEETING NOTES**

Tuesday, November 8, 2022, 10:00 AM  
**Community Room  
City Hall**

1. Welcome – Members present were Slocum, Meikle, and Shorter. Bennett was absent. Staff present was Goodman.
2. Public Comment – Ambre Flynn was present and spoke on behalf of Mighty Fine Pizza. Flynn had twice attended the committee meetings, asking for a reserved public parking space for her delivery drivers to use. Staff had notified her, per committee direction, that the committee could not grant this request, citing a review of the number of businesses that could legitimately request a reserved space for delivery drivers (or for other reasons) if a precedent were set and that a number of alternative suggestions regarding coping with her situation had been given to the business. Flynn re-established her argument that her business needed a reserved space adjacent to their front door in order to succeed. Committee members questioned her regarding the average time a driver would be parked in such a space if it were available and heard that it could be a few minutes or as much as an hour, depending on the delivery schedule. Many complaints were expressed by Flynn including the number of tickets given to drivers for no money in the meter and the difficulty of finding spaces for the drivers, especially in the summer months. Flynn stated that business models are changing in reaction to the pandemic and pushed the committee to react to those changes.

Due to the fact that she understood that a precedent would be set by allowing her business to have a private street space, she again offered the solution of providing a space on each block that would be reserved for delivery drivers. Committee members expressed concern to this solution based on the fact that many businesses did not want spaces reserved for delivery drivers as they would take spaces out of the general inventory, that enforcement would be complicated, that experiments along these lines (curbside pick up spaces, etc.) had proven that the public would just park there despite signage indicating that they could not.

There was discussion regarding a 15 minute free parking space that could be used by anyone. Neither committee members or Flynn were overly enthusiastic about this solution with Flynn stating that she needed it to be adjacent to her storefront and reserved specifically for her business and the committee members citing enforcement issues, loss of a three hour space for shoppers and diners, and also as a precedent. Flynn left the meeting stating that she would purchase a parking permit for her driver that could be used on Mitchell Street, across the street from her business and that she would continue to work on the issue, both with her employees and with the committee.

Conversation among committee members regarding the 15 minutes free parking space solution continued. It was agreed that Downtown should be assessed/surveyed regarding the need for this solution. A test run of two 15 minute free meters that had camera capability was suggested. It was agreed that more discussion would ensue at future meetings.

3. Outstanding Issues – As time was running short, Goodman quickly reviewed the following outstanding issues:
  - a. Beacon Bistro Driveway – no movement
  - b. Meter Bag Restrictions – no final plan resolved
  - c. Dining Decks – DMB had passed a motion to request the City Manager to draft an ordinance that would allow the decks annually and that the City Manager had requested assistance from the Parking and Design Committees to help City staff with the project.
4. Booting and Towing – Goodman reported that a meeting with City staff and the City attorney would be scheduled soon.
5. Reform Petoskey Parking Petition – Goodman presented that, although this group had not contacted staff or committee members to this date, she would like direction regarding what response, if any, might appropriate at this point. Committee members suggested that positive messaging regarding the parking management system be continued and initiated. The new annual report will have information and a fact sheet could be developed. Goodman will check and update if necessary some of the parking management information on the City website. There was a strong opinion that all of the information that is being questioned is readily available, along with a strong desire to find ways to make that fact known to those who have questions.
6. Parking Committee Mission Discussion – There was time for a short discussion on this subject, with all quite enthusiastic about the slight change in focus for the committee. More discussion needs to happen in future meetings before a recommendation is made to the full board.
7. Stats –The monthly stats were quickly reviewed.

***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.***



# **Organization Task Force MEETING NOTES**

**Thursday, October 27, 2022**

**3:30 PM  
The Katydid**

1. Welcome – Members Slocum, Bennett, Shorter, and Keedy were present. Staff present was Goodman.
2. Recommendation to DMB to Adopt Strategic Plan – The plan, which had been sent out previously, was briefly discussed. Committee members were satisfied with the content and agreed to forward it to the full Board for approval. Upon Board approval the committee would like to provide it the Planning Commission and to City Council for their information.
3. Review of Current Staff Job Descriptions – Staff had provided the current job descriptions for Downtown staff members in advance and there was discussion relating to the changes that would need to be made to them, especially in regard to the Marketing and Promotions Director as this is the most critical position to fill at this time.
4. Hire Marketing and Promotions Person – The following issues that need to be resolved before a final job description is written for this person were discussed.
  - A. Contract or Employee; One person or two – Due to the diverse skillset required for the position, the committee favored hiring one person and giving that person the flexibility of determining whether additional staff was needed.
  - B. Title – There was consensus that the title for this person would come into focus better as the job description developed.
  - C. Job Description – Based on the conversation on notes provided by Shorter, Goodman will write a draft to be refined at the next meeting.
  - D. Compensation – This subject was discussed intensively. All committee members are experiencing the need to pay their people more than in the past; there needs to be a definite difference between the people at the top of office management and the part time people and the part time people have been boosted to higher hourly wages due to the need to hire and keep responsible individuals; a large portion of revenue is going to support payroll and there is concern about the threshold for that; and there is a strong desire to attract a talented individual that will develop over time. The MDA is currently conducting a salary survey that will give information from around the State that will be helpful when it is published.

There was also discussion about reformatting the budget to include a Marketing Department that has a total fund with line items beneath it. This is a subtle but important difference from the current structure. From these remarks came ideas about totally separating Parking and Programs & Services funds by taking Programs & Services wages out of the Parking Fund and raising the assessment to an amount that would pay the wages from that revenue stream. There was also discussion that the General Fund should support Downtown with actual money, in addition to the services it provides.

5. Workplace Location/s – Because of the strong recommendation in the new strategic plan that the Marketing person not be connected to parking management in the eye of the public, the committee spent time considering office space possibilities. Different locations were listed, and again, funding the space will be an issue. Goodman will investigate some possibilities.
6. Role of the Events Committee – Goodman asked for direction in this area citing that the Events Committee has been meeting, but because she is not reinventing any events at this time, simply trying to keep up with making them happen, that it was difficult to keep the committee involved. It was decided to notify the Events Committee that they could be on hiatus until the new person was hired and that we should allow that person to structure the committee the way they saw fit and to breathe new life into it. Goodman will notify the Events Committee members.

<b>Job Title</b>	<i>Downtown Marketing and Promotions Coordinator</i> <b>August 2020</b>
<b>Classification</b>	<i>Full time, exempt</i>
<b>Salary Range</b>	<i>\$42,000 to \$49,500 annually, health, ICMA-RC, and disability benefits</i>
<b>Reports to</b>	<i>Downtown Director</i>

## **JOB DESCRIPTION**

### **Summary/Objective**

Friendly, outgoing, and professional individual possessing computer and organizational skills, knowledge of retail concepts, proficient marketing and social media skills, and experience in event planning for Downtown events and promotions.

### **Essential Functions**

- Manage and attend monthly Events Committee and Marketing Committee Meetings, take and distribute meeting notes.
- In conjunction with Events Committee, design, coordinate and execute an annual events schedule.
- In conjunction with Marketing Committee, coordinate, plan, and implement marketing campaigns and strategies.
- Staff and attend all events and promotions. Ensure the acquisition of all necessary permits, coordinate, and secure necessary support services from the City of Petoskey.
- Serve as key staff liaison (including spending time on the streets) with the merchant community regarding Downtown events, promotions, and marketing.
- Develop and design all promotional materials including all digital marketing materials for Downtown events and Downtown Petoskey. Create monthly blogs, all online promotion, print advertising, and website material.
- Manage all Downtown social networks: Facebook, Instagram, Twitter, Pinterest, Google Business, etc.
- Management of database including tracking online and social media growth and email contacts.
- Design, manage and update Downtown website as needed.
- Execute annual Holiday Catalog
- Serve as a resource to the downtown merchants, offering support in social media, website building, etc.
- Answer phones, greet the public, and answer very basic Parking Services questions.
- Attend Monthly Downtown Management Board meetings and provide committee reports for Events and Marketing Committees.
- Work with Downtown Director to manage budgets to ensure no overspending.
- Serve as basic technical support for Downtown Office employees.
- Other duties as assigned.

### **Competency**

- Excellent oral and written communication skills.
- Proficient in desktop publishing software and programs (InDesign, Photoshop, Microsoft programs, Adobe Systems), including website hosting platforms.
- Event planning experience.
- Advanced Social media experience and capability.
- Ability to increase skill sets, keep up with and evaluate trends, and achieve competency in a demanding and quickly changing field of work.
- Hospitality industry experience or knowledge is a plus and customer friendly attitude a necessity.
- Must possess the ability to work independently and sometimes remotely, a creative sense, strong organizational skills, and an energetic and positive attitude.
- Must be available to work occasional evenings and weekends.

### **Supervisory Responsibilities**

- Volunteer supervision only

### **Work Environment**

- Office and remote

### **Physical Demands**

- Ability to sit at computer for long periods of time
- Ability to work extended hours walking and standing during events
- Ability to carry equipment and set up tents, etc. required for events

### **Position Type and Expected Hours of Work**

- Program Coordinator
- 40 hour week with additional hours during events or as required
- Attendance at some evening meetings as required

### **Travel**

- To conferences and workshops

### **Required Education and Experience**

- Bachelor's Degree in Marketing, Public Relations, Communications, or a related field.
- A minimum of two years of experience in marketing, promotions, or a related field.

### **Preferred Education and Experience**

- Experience in community or downtown development

### **Additional Eligibility Qualifications**

- Michigan Driver's License

### **Affirmative Action Plan/Equal Employer Opportunity (AAP/EEO) Statement**

The City of Petoskey is an Equal Opportunity Employer.

### **Disclaimer**

The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

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