



## DOWNTOWN MANAGEMENT BOARD

March 15, 2022

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

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

Absent: Joe Keedy and Jennifer Shorter

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

### **Approve Consent Agenda Items**

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

### **Discuss Parking Enforcement Hours from Memorial Day through Labor Day**

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

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

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

Upon motion made by Duse and seconded by Bennett to change parking enforcement hours to 9am to 9pm, Memorial Day through Labor Day, as recommended by the Parking Committee and recommend to the City Manager that this change be implemented for the 2022 summer season.

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

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

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

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

AYES: Duse, Slocum (2)

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

### **Approve 2022 Façade Grant Requests**

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

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

<u>1. Judith and Richard Hitz</u>	<u>319 East Lake Street/HarborWear</u>	<u>\$4,500</u>
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The proposed work to be done is replacing high energy loss, single pane window glass and rebuild the failing storefront supporting structure. The grant will be contingent on the property owner meeting with staff and a representative of the Design Committee to finalize the materials to be used, and proof of property lines. The grant is being recommended because of value of the historic property to the downtown and also because of the need for maintenance and renovation. Total investment dollars will be nearly \$26,000.

2. Marnie Duse 323 East Mitchell Street/Circus Shop \$2,000  
The proposed work to this site will primarily be painting, including the window boxes, windows, rounded fascia at the top of the building, the awning, soffit, and storefront. The grant is being recommended because of the high visibility of the building on Mitchell Street and the desirability of the maintenance of the block. Total investment dollars being spent on this project are estimated to be \$13,000.

3. Jutta Cutler Corner Howard & Lake/Cutler's \$2,500  
Although renovations planned for this building in 2022 include new awnings and total repaint, no bids were yet to be secured for paint by the grant application deadline. The work being proposed for the grant purpose is for new awnings. The awnings will be identical to the existing awnings. The grant is being recommended because of the integrity and importance of the historic structure of the building and its prominent placement in the heart of Downtown. Total investment of dollars being spent on this project is \$17,490.

4. Crooked Tree Arts Center 461 East Mitchell Street \$1,300  
The Arts Center is planning to replace entryway lighting, repair the concrete wall on the south side of the building, repainting of the entryway, and adding a gutter system to the west and alley sides of the building. The grant is being recommended because of its landmark status of this cornerstone building and the value of CTAC as a placemaking center that brings people to Downtown. Total investment dollars are anticipated to be approximately \$8,000.

5. The Quiet Moose Annex 303-305 East Mitchell Street \$7,700  
The Quiet Moose is planning an expansion into the building across the street from them at the corner of East Mitchell and Petoskey Streets. Their plan for the new location includes a renovation that will brand the building to match their existing location. Work will include taking down the mansard awnings, replacing windows and entry ways and adding the stucco material to the building front. This grant is being awarded based on the highly visible corner location and the opportunity to break up the façade of the existing building into individual storefronts. The grant will be contingent on a meeting with staff and a member of the Design Committee to discuss elements desired by the committee, including an extended transom and a knee wall. The total amount proposed to be spent on the project is nearly \$60,000.

6. Stafford's Perry Hotel Corner Rose & Lewis \$2,000  
The work proposed to be done to the Perry in 2022 is replacement of the primary windows in the Reycraft Room which is the dining/meeting room located on the south side of the building on the floor above the Noggin Room. The current windows are not original to the building; however, they are consistent with appropriate historic design. The new windows are proposed to look identical to the current design. The grant is being recommended because of the high visibility of the building to all of Downtown and the historic integrity it adds to the community. Total dollars expected to be invested are approximately \$15,000.

Said motion was adopted by the following vote:

AYES: Albert, Bennett, Murphy, Slocum (4)  
NAYS: None (0)  
ABSTAIN: Duse, Smith (2)

**Approve Dining Decks in Parking Spaces and Recommend to City Council**

The Downtown Director reviewed that at the December 2020 board meeting, the DMB approved a plan for moving ahead to allow dining decks in parking spaces both by Council resolution in 2021 and by ordinance in 2022; that staff has been working concurrently on a resolution for 2022 and contents of a proposed ordinance with the Design and Parking Committees; that due to timing an ordinance is not possible, and staff recommended that the dining decks be allowed once again by resolution for the upcoming summer season; reviewed slight changes for 2022 compared to previous years; and that dining decks became popular due to the pandemic, but that discussions had occurred for 4-5 years prior to COVID.

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

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

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

Said motion was adopted by the following vote:

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

NAYS: Albert (1)

#### **Discuss Summer Celebration Event Plan**

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

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

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

#### **Approve Events Committee Appointments**

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

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

### **Reports by Downtown Committees**

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

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

### **Report from City Staff**

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

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