



DOWNTOWN MANAGEMENT BOARD

April 19, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, April 19, 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
Jennifer Shorter
Drew Smith
Mayor John Murphy

Absent: Joe Keedy

Also in attendance were Downtown Director Becky Goodman and Executive Assistant Sarah Bek.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the March 15, 2022 regular meeting minutes; acknowledgement of bills since March 15, 2022 that totaled \$45,449.78; and March expense and income reports as prepared by the Downtown Director. Shorter moved that and seconded by Bennett to approve the consent agenda.

The Downtown Director reviewed that there was an error in the parking revenue due to an excel error and that the total parking revenue should be \$198,671.15.

Ms. Shorter motioned and seconded by Bennett to approve the consent agenda as amended including parking revenue adjustments. All in favor.

Approve Downtown Strategic Plan Proposal

The Downtown Director reviewed that \$15,000 was included as part of the 2022 budget for the purpose of contracting with a consultant to assist the Board in writing their 2022-2027 Strategic Plan; that previous plans had been written and conceived in-house with no funds being expended on this item since 2004; that an RFP was approved by the Board and issued in February 2022 with a deadline for proposal submission of March 20; that the bidder is innovative and unique; that the bidder will be able to stay on-time with proposed schedule; and that the Organization Task Force recommended that the Board accept the proposal from the team of Redevelopment Resources and Allyson Brunette Consulting at a cost not to exceed \$8,425.

Upon motion made by Shorter and seconded by Bennett to approve the proposal from Redevelopment Resources and Allyson Brunette Consulting at a cost not to exceed \$8,425 for the 2022-2027 Downtown Strategic Plan. All in favor.

Reports by Downtown Committees

Marketing Committee – The Downtown Director reviewed status of shopping map and that all business categories will be included in the map as they are included on the website, that the categories are being condensed; and that the downtown website needs revamping and could be moving from square space to word press, but that the business listing is the biggest problem.

Events Committee – The Downtown Director reviewed the summer celebration event and that Keep It Real Social is creating posters and promotional materials.

Design Committee – The Downtown Director reviewed that all façade grant recipients were notified; that Quiet Moose may not accept grant because not willing to meet with committee for the purpose of discussing changes required by the grant guidelines; that City Council passed dining deck resolution and is unsure if there is enough interest for a permanent ordinance; and that Bouisann Boutique is opening on June 30.

The Downtown Director further reported on the trolley and reviewed that there is interest from two individuals to drive the trolley; that drivers need to have a CDL license and if no CDL then have to attend a training; reviewed the challenges of training costs, drivers, maintenance issues after not using it for two years; and reviewed compensation schedule of potential seasonal drivers.

Board members discussed different options of attracting individuals that may already have CDL licenses such as Char-Em ISD; discussed training costs and possible program to incentivize drivers to stay or how to reimburse the DMB of costs if quit after a period of time; inquired how much maintenance work is needed after two years of not operating; and that the trolley is an asset and hate not to use it during the summer season.

Report from City Staff

Mayor Murphy reviewed that City Council heard a proclamation proclaiming April as Sexual Assault Awareness Month as requested by the Women’s Resource Center; adopted a floodplain ordinance; approved dining deck resolution for the 2022 summer season; and approved a grant with the State on electric vehicle (EV) charging stations and authorized purchase and installation of EV chargers.

Miscellaneous Comments

The Downtown Director reviewed that there could potentially be a special joint meeting of City Council and DMB at 6:00 P.M., Tuesday, May 17, prior to the regular scheduled DMB meeting to hear from Walker Parking Consultants concerning the Darling Lot study.

Mayor Murphy commented that he had attended a housing session online; that he has met with City staff and is interested in a city-wide public art plan; that potentially a board or commission could be formed for public art; and thanked all parties involved on the Ukraine flag installation at the Crooked Tree Arts Center.

Ms. Shorter reported that she was honored to be selected to the Department of Public Safety’s interview panel, as a community member, for hiring of a new Public Safety Officer and that five candidates were interviewed.

There being no further business to come before the Downtown Management Board, this April 19, 2022, meeting adjourned at 8:03 P.M.