



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
Megan DeWindt
Joe Keedy
Jennifer Shorter
Drew Smith
Mayor John Murphy

Absent: Marnie Duse

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.