



**DOWNTOWN MANAGEMENT BOARD**

September 20, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, September 20, 2022. The meeting was called to order at 7:00 P.M., and the following were

Present: Ben Slocum, Chairperson  
Gary Albert  
Megan DeWindt  
Marnie Duse  
Joe Keedy  
Jennifer Shorter  
Drew Smith

Absent: Robin Bennett, Vice Chairperson  
Mayor John Murphy

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 August 16, 2022 regular meeting and August 30, 2022 special meeting minutes; acknowledgement of bills since August 16, 2022 that totaled \$61,550.07; and August expense and income reports as prepared by the Downtown Director. Shorter moved that and seconded by DeWindt to approve the consent agenda with revisions to absences on the minutes. All in favor.

**Hear Public Comments**

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

**Approve the 2023 Downtown Parking and Programs and Services Budgets**

Staff reviewed outlined changes to the draft budget since the August meeting that included:

- 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.

Board members commented that it is imperative to not remove any funds out of the Parking Fund unless it is for parking improvements and are excited to see a net balance compared to previous meeting.

Motion by Smith supported by Shorter to approve the Parking Budget. Unanimously approved. The Director reviewed changes to the Programs and Services Budget including the 7% special assessment increase; that a legal opinion is in the works on if a higher assessment can be implemented on vacant properties, but that it is too late to implement for this year; that \$20,000 from carry over fund has been used in the programs and services budget; recommended \$10,000 in funding from the Programs and Services carry over fund in capital outlay for a public art plan as seed money; and discussed that Movies in the Park has been removed, but if there were enough sponsorships the movies could be paid for without using DMB funds.

Board members recommended that funding for the public art plan come from the beautification line item; inquired on funding for Wonderful Winter Weekends and the Director responded that it was a placeholder for next year with similar funding compared to this year; and that movies in the park should be promoted better which might help with sponsorships.

Shorter moved and seconded by Duse to approve the 2023 Programs and Services Budget with an extra \$10,000 be put in to the beautification line item for potential public art plan and transfer monies from the fund balance. All in favor.

**Recommend that the City Council Levy Special Assessments on behalf of the DMB to Finance Programs and Services for 2023** – Staff reviewed that because the Downtown Management Board had approved the proposed 2023 programs-and-services-expenditures budget, the next step in the special assessment process would be for the Board to request that the City Council levy the special assessment which would reflect a 7% increase, on the Downtown Management Board's behalf; and reviewed proposed rates.

Shorter moved and seconded by Keedy to request that the City Manager recommend to Council to 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. All in favor.

### **Reports by Downtown Committees**

The Downtown Director reviewed that the Events, Marketing and Parking notes were in the packet.

Board members inquired if Keep it Real Social was paid for marketing services and the reason for her not being at the Marketing Committee meeting; that there may be a conflict of interest of her appointment to the committee now that she is a contracted service.

The Downtown Director further reviewed that the Design Committee will meet this month and Organization Task Force will meet to start looking at hiring new staff members; that the Planning Commission expressed interest in a joint work session meeting with DMB to discuss various items that could affect downtown; that cornstalks were up and thanked Parks & Rec and Harbor Hall for volunteering to install; that next month the Board will discuss dining deck ordinance, strategic plan needs to be adopted formally and received Walker Parking Report; and that a new sign has been installed as you walk up to downtown from the waterfront.

### **Hear City Staff Report**

The City Manager reviewed that City Council heard a proclamation for Domestic Abuse Awareness Month as requested by the Women's Resource Center; heard presentation by Peter Bucci, CEO of Harbor Hall, talking about the facility and improvements; reviewed appointments to Election Commission, Planning Commission and Zoning Board of Appeals; that there was a first discussion of the 2023-2028 Capital Improvement Plan highlighting next year's projects; approved continuing clean energy programs for 2023-2025 at existing customer rates; executed project agreement and funding for Park Avenue sidewalk expansion project; reviewed Solanus Mission Beach improvements; and that the clocktower is anticipated to be in operation late October early November.

There being no further business to come before the Downtown Management Board, this September 20, 2022, meeting adjourned at 7:50 P.M.