



**DOWNTOWN MANAGEMENT BOARD**

November 15, 2022

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, November 15, 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 and 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 October 18, 2022 regular meeting minutes; acknowledgement of bills since October 18, 2022 that totaled \$46,075.67; and October 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**

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

**Approve and Adopt 2023-2027 Downtown Strategic Plan**

The Downtown Director reviewed that the Board, 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; and that the Organization Task Force completed its final review and recommended the Board approve and adopt the plan so that it can be implemented as a plan for the next five years, beginning January 2023.

Motion by DeWindt supported by Shorter to approve and adopt the 2023-2027 Downtown Strategic Plan. All in favor.

**Reports by Downtown Committees**

The Downtown Director reviewed that the Marketing, Parking and Organization Task Force notes were in the packet.

Marketing Committee – The Marketing Committee is planning an annual meeting report scheduled for January 19; that Small Business Saturday is approaching; that a billboard will be installed at US-31 & US-131 promoting the downtown; and that Sommer Poquette’s business is leaving downtown and relocating to Liberty Street and she no longer can be on Marketing Committee.

Events Committee – The Events Committee is on hiatus until a marketing and promotions person is hired; that Winter Weekend will occur this winter as a routine event with ice sculptures; that the Visitors Bureau donated \$2,000 to sponsor ice sculptures in the park; and that Ladies Opening Night is this Friday.

Parking Committee – The Parking Committee discussed mission statement and possibly changing name to Accessibility Committee and that the change will come before the Board to officially approve; that there has been no other work from the Reform Petoskey Parking group; and that holiday meter sponsorship has been distributed.

Design Committee – The Design Committee is scheduled to meet to discuss halo lighting and restructuring of façade grant program.

Organization Task Force – The Organization Task Force reviewed Marketing and Promotions Director job description and staff will post the job opening soon.

The Downtown Director further reported that she spoke with individuals at the MDA Conference regarding the open position and that there may be some interest; that the Planning Commission is requesting a joint meeting with the DMB on December 1 to discuss roof top decks on downtown buildings, height in downtown and use of first floor space for retail and residential to help with housing; and that speakers were great at the MDA Conference and focused on preservation and economic development.

Board members concurred that December 1 would not work for a joint meeting due to it being the night before Downtown Holiday Open House.

There being no further business to come before the Downtown Management Board, this November 15 , 2022, meeting adjourned at 7:30 P.M.