



DOWNTOWN MANAGEMENT BOARD

January 17, 2023

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Organization of Board – Elections of a Chairperson and Vice Chairperson and adoption of a schedule of regular meetings for 2023
3. Consent Agenda:
 - (a) Approval of the regular meeting minutes of November 15, 2022 and special joint meeting minutes of December 13, 2022
 - (b) Payment of November and December bills
 - (c) Acceptance of November and December expense and income reports
4. Public Comments
5. New Business:
 - (a) Appointment of Drew Smith to the Parking Committee as requested by staff
 - (b) Discussion to redirect the façade improvement grant program initiative as requested by the Design Committee
 - (c) Discussion on managing trash area located behind the Chamber building
 - (d) Reports by Downtown Management Board Committees
6. Miscellaneous
7. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/82422774862>

Meeting ID: 824 2277 4862

Dial by Phone: +1 646 558 8656 US (New York)

Persons with disabilities who require assistance in order to participate in the electronic public meeting should contact the City Clerk at the earliest opportunity by emailing sbek@petoskey.us or by calling 231-347-2500 to request assistance.

Persons interested in addressing the Downtown Management Board during the meeting under public comment period can press the "raise hand" button or send a chat message in Zoom or by phone press *9.

Public meetings are being monitored and violations of statutes will be prosecuted.



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 17, 2023

DATE PREPARED: January 13, 2023

AGENDA SUBJECT: Organization of Board

RECOMMENDATION: That the Downtown Management Board elect officers and adopt a schedule of regular meetings for 2023

To meet bylaws provisions, the Downtown Management Board must conduct an annual meeting at which the Downtown Management Board must elect from its members, for one-year terms, a Chairperson and a Vice Chairperson and set its meeting schedule for that year. The Downtown Management Board Chairperson and Vice Chairperson must be the same persons who serve as Downtown Development Authority Board Officers; and meeting schedules in the past year have established Downtown Management Board sessions for 7:00 P.M., on the third Tuesday of each month, or as necessary, at the City Hall, immediately following meetings of the Downtown Development Authority Board, if such Downtown Development Authority Board meetings were required.

sb



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: January 17, 2023

PREPARED: January 13, 2023

AGENDA SUBJECT: Consent Agenda

RECOMMENDATION: That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of November 15, 2022 and special joint meeting minutes of December 13, 2022; (2) Acknowledgement of bills since November 15, 2022; and (3) Acceptance of the November and December expense and income reports as prepared by the Downtown Director.

sb
Enclosures



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.



PLANNING COMMISSION / DOWNTOWN MANAGEMENT BOARD December 13, 2022

A Special Planning Commission / Downtown Management Board meeting was held in the City Council Chambers, Petoskey, Michigan, on Tuesday, December 13, 2022. Roll was called at 6:00 P.M. and the following were:

Present:

Cynthia Linn Robson, Chairperson
Betony Braddock
Doug Buck
Carolyn Dettmer
Richard Mooradian
Rick Neumann
Charles Willmott
Ted Pall

Ben Slocum
Robin Bennett
Joe Keedy
Drew Smith
Megan DeWindt
Gary Albert
Marnie Duse
Jennifer Shorter
John Murphy, Mayor

Absent:

Others: Justin Rashid
Tina DeMore

Staff: Zachary Sompels, City Planner
Becky Goodman, Downtown Director
Shane Horn, City Manager

Commission and Board members went around the room and introduced themselves.

Downtown First Floor Residential Discussion

Planning Chair Robson presented the memo asking to hear the thoughts of the DMB and their general attitude toward first floor residential downtown.

Board Chair Slocum spoke about how he is not opposed to first floor residential in the downtown and that concerns about accessibility inherently come with living downtown which is a choice known going in.

Commissioner Neumann spoke about his concerns with losing commercial space downtown as it is a scarce resource.

Board member Albert raised concerns about parking and safety.

Board member Dewindt asked if there was demand for first floor residential in the back of downtown properties. Staff stated they have heard that demand numerous times.

Board member Smith asked that if housing were to be allowed, it be to achieve the goal of housing and not increase short term rental problems.

Chair Robson stated that design concerns regarding the entire concept would have to be further hashed out and mitigated.

Commissioner Willmott stated that building permit limitation would make the option of first floor residential in the back of downtown a limiting factor. Commissioner Willmott also asked to hear from the DMB if in fact the commercial spaces were too big.

Mayor Murphy state that there are lots of housing opportunities on the horizon in and around the City and stated concern over losing commercial space downtown.

The overall sentiment was the housing in the rear of commercial spaces could be favorable depending on the stipulations attached to the proposal.

Downtown Possible Height Discussion

Chair Robson introduced the memo, asking for thoughts and comments on the possibility of increasing the height allowance of the downtown district.

Discussion and explanation on how to measure height began.

Questions and discussion on whether we are fielding inquiries and if so how many for a height increase.

Discussion about the human scale of the downtown began taking into consideration the amount of light received in the day currently and whether a height increase would be detrimental to this.

Discussion then revolved around number of stories. If four stories were reasonable should the overall height be at 45 feet, 55?

Board member Smith stated that 4 stories could be a viable option with only a small increase in height from the current 45 feet.

Board member Keedy agreed that a few feet in height allowance isn't going to exceed the threshold of comfort he has with maintaining downtown for what it is.

Discussion around the potential financial option an additional story could open up began.

The sentiment of the group was the four stories could be a viable option for height allowance even with a few foot increase, as long as the aesthetic of the downtown isn't dramatically altered.

Overall Future Development Thoughts / Barriers as seen by the DMB

Chair Robson introduced the memo, asking the DMB's opinion on what could be improved overall.

Discussion on lighting concerns, especially in the park downtown began. Part of this discussion included the viability of changing the lights back to gas.

Discussion centered on finding a healthy balance of year round and seasonal residents and catering to them appropriately. This includes changing the narrative of only being a residential community and being able to thrive year round.

Discussion on the realities of parking issues year round and the cost that comes with it began. Mayor Murphy was in favor of some sort of covered parking deck to help with winter snow on potential downtown customer cars.

Commissioner Neumann stated that Historic and State tax credit options already exist for many building owners downtown and they should be encouraged to utilize those.

Public Comments

Justin Rashid spoke about his concerns of the slow degradation of the town.

The meeting was then adjourned at 7:35 P.M.

DRAFT

Downtown Management
Monthly Bills - November 2022

December 10, 2022

PROGRAMS AND SERVICES

Business Retention	Goodman/reimbursement lunch	DT Assessment	\$ 28.62
Business Retention	Goodman/reimbursement lunch	DT Assessment	\$ 37.90
DT Marketing	Mailchimp/contract	DT Assessment	\$ 115.00
DT Marketing	Squarespace/contract	DT Assessment	\$ 29.00
DT Marketing	Meta/contract	DT Assessment	\$ 67.27
DT Marketing	Personal Graphics/Social District stickers	DT Assessment	\$ 350.57
DT Marketing	North Country Pub/Think Local ad	DT Assessment	\$ 95.00
DT Marketing	Mitchell Graphics/DT Map reorder	DT Assessment	\$ 2,624.44
DT Marketing	Writing Dailey/blog	DT Assessment	\$ 125.00
DT Trick or Treat	Goodman/reimbursement for candy	DT Assessment	\$ 88.98
Holiday Decorations	Bills Farm Market/Greenery	DT Assessment	\$ 2,575.80
Holiday Decorations	Coveyou/Green Wreaths	DT Assessment	\$ 4,625.00
Total Programs & Services			\$ 10,762.58

PARKING FUND

Conf.&Mbrshps.	Goodman/mileage for MDA conference	Parking Fund	\$ 116.00
Conf.&Mbrshps.	Goodman/hotel for MDA conference	Parking Fund	\$ 273.70
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$ 81.00
Contracted Services	T2/Digital Iris Services	Parking Fund	\$ 165.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 150.00
Contracted Services	Duncan/ smartmeter fees	Parking Fund	\$ 2,200.50
Contracted Services	Van's/contract	Parking Fund	\$ 448.67
Contracted Services	USIO/credit card fees	Parking Fund	NA
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 138.03
DT Office	DTE/utilities	Parking Fund	\$ 94.54
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 30.00
DT Office	McCardel/water	Parking Fund	\$ 10.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 52.48
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,000.00
DT Office	Integrity/envelopes	Parking Fund	\$ 107.18
DT Office	Ballards/Toilet repair	Parking Fund	\$ 119.56
DT Office	Wages	Parking Fund	\$ 20,000.00 est
Materials & Supplies	Biller Press/Orange envelopes and labels	Parking Fund	\$ 844.12
Trolley	Meyer ACE/pre-lit wreath	Parking Fund	\$ 39.99
Utilities	City of Petoskey/ Livery Lot	Parking Fund	\$ 52.13
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82
TOTAL			\$ 28,166.11

TOTAL BILLS \$ 38,928.69

PROGRAMS SERVICES
MONTHLY REPORT
November 2022

December 10, 2022

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	103,632.00	0.00	103,632.00	103,632.00	-
PENALTIES & INTEREST	3,000.00	0.00	2,349.49	0.00	650.51
INTEREST INCOME	1,000.00	0.00	0.00	0.00	1,000.00
HOLIDAY PARADE SPONSORS	7,000.00	0.00	0.00	0.00	7,000.00
DOWNTOWN LIVE	3,200.00	0.00	0.00	0.00	3,200.00
FRIDAY NIGHT AT THE MOVIES	1,200.00	0.00	0.00	0.00	1,200.00
DOWNTOWN TRICK OR TREAT	1,400.00	0.00	625.00	0.00	775.00
WINTER CARNIVAL	-	0.00	14,175.00	675.00	(14,175.00)
TROLLEY	8,000.00	0.00	0.00	0.00	8,000.00
MARKETING & PROMOTIONS					-
New Activity	-	0.00	0.00	0.00	-
Shop Map Ads	12,000.00	3,000.00	11,100.00	7,000.00	900.00
Grandpa Shorter's \$2,000					
Poetess and Stranger \$500					
Arlington Jewelers \$500					
Gallery Walk	3,500.00	0.00	0.00	0.00	3,500.00
Ghost Walk	1,000.00	0.00	625.00	0.00	375.00
Shopping Scramble	-	0.00	0.00	0.00	-
Holiday Catalog	7,250.00	0.00	0.00	0.00	7,250.00
Historic Markers	-	-	-	0.00	
SIDEWALK SALES	-	0.00	0.00	0.00	-
SUMMER OPEN HOUSE	2,300.00	0.00	0.00	0.00	2,300.00
SUMMER SEND OFF		0.00	3,737.00		
PRESENTING SPONSORS	25,000.00	0.00	0.00	0.00	
OTHER		0.00	0.00	0.00	
	179,482.00	3,000.00	130,894.00	111,307.00	48,588.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	3,000.00	3,052.42	4,000.00
HOLIDAY OPEN HOUSE	2,000.00	0.00	488.38	0.00	1,511.62
SUMMER CELEBRATION & Back2Bricks	14,000.00	0.00	6,100.00	300.00	7,900.00
SIDEWALK SALES	7,000.00	0.00	4,777.50	2,500.00	2,222.50
MOVIES IN THE PARK AT DARK		0.00	2,280.00		
DOWNTOWN LIVE/SUMMER CELEBRATION	20,000.00	0.00	6,228.94	1,793.57	13,771.06
SUMMER SEND OFF	10,000.00	0.00	0.00		10,000.00
DOWNTOWN TRICK OR TREAT	7,000.00	88.98	88.98	1,042.49	6,911.02
Goodman/reimbursement candy \$88.98					
WONDERFUL WINTER WEEKEND	5,400.00	0.00	20,254.10	8,450.00	(14,854.10)
MAY GETAWAY	5,000.00	0.00	0.00	-	5,000.00
TENT/SOUND SYSTEM EXPENSES	4,000.00	0.00	0.00	0.00	4,000.00
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	2,000.00	-
FOURTH OF JULY	1,000.00	0.00	1,000.00	0.00	-
FARMERS MARKET	1,000.00	0.00	1,000.00	1,000.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	-	0.00	0.00	0.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	500.00	0.00	-
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	3,406.28	21,239.80	5,261.73	8,760.20
Mailchimp/contract \$115					
Squarespace/contract \$29					
Meta/contract \$67.27					
Writing Dailey/blog \$125					
Personal Graphics/Social District Stickers \$350.57					
North Country Pub/Think Local ad \$95					
Mitchell Graphics/DT map reorder \$2,6244.44					
SHOP MAP	9,000.00	0.00	7,616.72	7,770.09	1,383.28
GHOST WALK	300.00	0.00	375.00	0.00	(75.00)
DT SOCIAL	1,500.00	0.00	0.00	0.00	1,500.00
HOLIDAY CATALOG	11,000.00	0.00	0.00	0.00	11,000.00
GALLERY WALK	3,000.00	0.00	1,000.00	0.00	2,000.00
STAYCATION	5,000.00	0.00	0.00	0.00	5,000.00
LADIES OPENING NIGHT	4,000.00	0.00	2,500.00	0.00	1,500.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	221.80	187.88	278.20
BUSINESS RETENTION	1,000.00	66.52	1,595.30	500.00	(595.30)
Goodman/lunch reimbursement \$28.62					
Goodman/lunch reimbursement \$37.90					
Beautification					
HOLIDAY DECORATIONS	11,500.00	7,200.80	20,465.90	3,951.20	(8,965.90)
Bill's Fram Market/Greenery \$2,575.80					
Coveyou Farms/Breen wreaths \$4,625					
FALL DECORATIONS	500.00	0.00	800.00	800.00	(300.00)
FLOWERS	9,000.00	0.00	10,834.80	10,792.47	(1,834.80)
Administrative					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	15,000.00	0.00	0.00	790.00	15,000.00

PROGRAMS SERVICES
MONTHLY REPORT
November 2022

December 10, 2022

OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	10,762.58	114,867.22	50,191.85	61,332.78
Excess of Revenues Over Expenses	3,282.00	-7,762.58	16,026.78	61,115.15	(12,744.78)

**Downtown Parking Fund
November 2022**

December 10, 2022

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	536,900.00	29,265.21	426,955.92	398,999.67	109,944.08
finest	200,000.00	17,497.00	197,643.23	93,243.51	2,356.77
Permits	87,000.00	5,940.00	91,660.00	80,192.50	(4,660.00)
Bags	8,000.00	330.00	8,715.00	5,800.00	(715.00)
Tokens	3,000.00	75.00	1,055.00	1,250.00	1,945.00
Interest	4,000.00	0.00	0.00	77.96	4,000.00
Meter Sponsorships	5,000.00	2,000.00	2,400.00	3,948.00	2,600.00
ParkMobile	60,000.00	9,653.00	135,633.98	103,955.78	(75,633.98)
Total Parking Revenue	903,900.00	64,760.21	864,063.13	687,467.42	39,836.87
credit card sales		5,097.00	87,506.00	67,338.00	
ev charging station		-	309.13	77.52	
Total Revenue	903,900.00	64,760.21	864,063.13	687,467.42	39,836.87
	Budget	Month	YTD	Last YTD	Budget Balance
EXPENSES					
ADMINISTRATIVE FEES	23,500.00	0.00	23,400.00	22,800.00	100.00
BANK CHARGES	20,000.00	NA	0.00	3,315.19	20,000.00
CAPITAL OUTLAY	185,000.00	0.00	0.00	0.00	185,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	389.70	1,035.83	1,326.63	3964.17
Goodman/mileage for MDA conf. \$116					
Goodman/hotel for MDA conf. \$273.70					
CONTRACTED SERVICES	195,000.00	3,045.17	99,129.69	61,738.84	95,870.31
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81		-			
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$448.67					
USIO/credit card fees \$NA					
DOWNTOWN OFFICE	270,000.00	23,417.18	255,880.04	177,626.87	14,119.96
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$138.03					
City of Petoskey/utilities \$52.48					
DTE/utilities \$94.54					
McCardel/water \$10					
Thru Glass/window cleaning \$30					
WmThompson/rent \$850					
Integrity/envelopes \$107.18					
Ballards/toilet repair \$119.56					
Keep it Real Social/Services \$2,000					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	0.00	0.00	5,809.27	3,000.00
FAÇADE GRANT	20,000.00	0.00	11600.00	859.00	8,400.00
MATERIALS AND SUPPLIES	10,000.00	844.12	15,351.02	2,669.26	(5,351.02)
Biller Press/orange envelopes and labels \$844.12					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	0.00	250.00	500.00
TROLLEY	3,500.00	39.99	1,947.99	1,584.00	1,552.01
Meyer ACE/preight wreath \$39.99					
UNIFORMS	2,000.00	0.00	913.74	958.77	1,086.26
UTILITIES	6,200.00	429.95	5,673.99	4,420.10	526.01
City of Petoskey/Livery Lot \$52.13					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	744,700.00	28,166.11	414,932.30	283,357.93	329,767.70
NET	159,200.00	36,594.10	449,130.83	404,109.49	(289,930.83)

Downtown Management
Monthly Bills - December 2022

January 8, 2023

PROGRAMS AND SERVICES

Business Retention			
Business Retention			
DT Marketing	Mailchimp/contract	DT Assessment	\$ 115.00
DT Marketing	Squarespace/contract	DT Assessment	\$ 29.00
DT Marketing	Meta/contract	DT Assessment	\$ 67.27
DT Marketing	Lamar/December Billboard	DT Assessment	\$ 935.00
DT Marketing	North Country Pub/Free Parking Ad	DT Assessment	\$ 190.00
DT Marketing	Lite 96/Holiday ad campaigns	DT Assessment	\$ 719.00
DT Marketing	New Moon Visions/Billboard Design	DT Assessment	\$ 200.00
DT Marketing	Writing Dailey/blog	DT Assessment	\$ 125.00
Flowers	Pontius/fall urns	DT Assessment	\$ 128.56
Flowers	Pontius/winter urns	DT Assessment	\$ 271.77
Holiday Open House	Michelle Chenard/performance fee	DT Assessment	\$ 300.00
Total Programs & Services			\$ 3,080.60

PARKING FUND

Conf.&Mbrshps.	MDA/annual dues	Parking Fund	\$ 300.00
Conf.&Mbrshps.	PRCC/Celebrations of Champions	Parking Fund	\$ 40.00
Contracted Services	Traffic & Safety/M2M Verizon	Parking Fund	\$ 81.00
Contracted Services	T2/Digital Iris Services	Parking Fund	\$ 165.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 150.00
Contracted Services	Up North Services/Sidewal snow removal	Parking Fund	\$ 2,161.52
Contracted Services	Up North Services/Sidewal snow removal	Parking Fund	\$ 11,820.91
Contracted Services	Up North Services/Sidewal snow removal	Parking Fund	\$ 4,665.50
Contracted Services	Duncan/ smartmeter fees	Parking Fund	\$ 2,200.50
Contracted Services	Van's/contract	Parking Fund	\$ 45.11
Contracted Services	Omnipark/Annual Contract fee	Parking Fund	\$ 2,760.00
Contracted Services	USIO/credit card fees	Parking Fund	NA
DT Office	Zoom/monthly fee	Parking Fund	\$ 15.39
DT Office	Spectrum/phones, internet	Parking Fund	\$ 138.03
DT Office	DTE/utilities	Parking Fund	\$ 174.17
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 30.00
DT Office	McCardel/water	Parking Fund	\$ 30.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 49.22
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,200.00
DT Office	Dean Smith/trolley services	Parking Fund	\$ 340.00
DT Office	Integrity/supplies	Parking Fund	\$ 103.56
DT Office	Potter/reimbursement for desk furniture	Parking Fund	\$ 146.27
DT Office	Meyer ACE/ice melt	Parking Fund	\$ 25.16
DT Office	Meyer ACE/supplies	Parking Fund	\$ 57.70
DT Office	Meyer ACE/supplies	Parking Fund	\$ 22.48
DT Office	Wages	Parking Fund	\$ 20,000.00 est
Materials & Supplies	Omnipark/thermal paper	Parking Fund	\$ 89.00
Materials & Supplies	Meyer ACE/boot trax	Parking Fund	\$ 48.58
Materials & Supplies	Meyer ACE/snow shovels	Parking Fund	\$ 436.25
Signs	Pro Image/meter sponsor signs	Parking Fund	\$ 467.75
Utilities	City of Petoskey/ Livery Lot	Parking Fund	\$ 56.97
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82
TOTAL			\$ 50,047.89

TOTAL BILLS \$ 53,128.49

PROGRAMS SERVICES
MONTHLY REPORT
December 2022

December 10, 2022

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	103,632.00	0.00	103,632.00	103,632.00	-
PENALTIES & INTEREST	3,000.00	0.00	2,349.49	0.00	650.51
INTEREST INCOME	1,000.00	0.00	0.00	0.00	1,000.00
HOLIDAY PARADE SPONSORS	7,000.00	0.00	0.00	0.00	7,000.00
DOWNTOWN LIVE	3,200.00	0.00	0.00	0.00	3,200.00
FRIDAY NIGHT AT THE MOVIES	1,200.00	0.00	0.00	0.00	1,200.00
DOWNTOWN TRICK OR TREAT	1,400.00	0.00	0.00	625.00	1,400.00
WINTER CARNIVAL	-	0.00	14,175.00	675.00	(14,175.00)
TROLLEY	8,000.00	0.00	0.00	0.00	8,000.00
MARKETING & PROMOTIONS	-	-	-	-	-
New Activity	-	0.00	0.00	0.00	-
Shop Map Ads	12,000.00	0.00	11,100.00	7,600.00	900.00
Gallery Walk	3,500.00	0.00	0.00	0.00	3,500.00
Ghost Walk	1,000.00	0.00	625.00	0.00	375.00
Shopping Scramble	-	0.00	0.00	0.00	-
Holiday Catalog	7,250.00	0.00	0.00	0.00	7,250.00
Historic Markers	-	-	-	0.00	-
SIDEWALK SALES	-	0.00	0.00	0.00	-
SUMMER OPEN HOUSE	2,300.00	0.00	0.00	0.00	2,300.00
SUMMER SEND OFF	-	0.00	3,737.00	-	-
PRESENTING SPONSORS	25,000.00	0.00	0.00	0.00	-
OTHER	-	0.00	0.00	0.00	-
	179,482.00	0.00	130,894.00	111,307.00	48,588.00
EXPENSES					
Events					
HOLIDAY PARADE	7,000.00	0.00	3,000.00	3,052.42	4,000.00
HOLIDAY OPEN HOUSE	2,000.00	300.00	788.38	488.38	1,211.62
Michelle Chenard /performance \$300					
SUMMER CELEBRATION & Back2Bricks	14,000.00	0.00	6,100.00	1,793.57	7,900.00
SIDEWALK SALES	7,000.00	0.00	4,777.50	2,500.00	2,222.50
MOVIES IN THE PARK AT DARK	-	0.00	2,280.00	-	-
DOWNTOWN LIVE/SUMMER CELEBRATION	20,000.00	0.00	6,228.94	-	13,771.06
SUMMER SEND OFF	10,000.00	0.00	3,737.50	-	6,262.50
DOWNTOWN TRICK OR TREAT	7,000.00	0.00	88.98	1,242.49	6,911.02
WONDERFUL WINTER WEEKEND	5,400.00	0.00	20,254.10	8,450.00	(14,854.10)
MAY GETAWAY	5,000.00	0.00	0.00	-	5,000.00
TENT/SOUND SYSTEM EXPENSES	4,000.00	0.00	0.00	0.00	4,000.00
Collaborating Events					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	2,000.00	-
FOURTH OF JULY	1,000.00	0.00	1,000.00	0.00	-
FARMERS MARKET	1,000.00	0.00	1,000.00	1,000.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	-	0.00	0.00	0.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	500.00	0.00	-
Marketing and Promotions					
IMAGE CAMPAIGN	30,000.00	2,380.27	23,620.07	9,507.15	6,379.93
Mailchimp/contract \$115					
Squarespace/contract \$29					
Meta/contract \$67.27					
Writing Dailey/blog \$125					
Lamar/December billboard \$935					
New Moon Visions/billboard design \$200					
North Country Pub/Free parking ad \$190					
Lite 96/holiday ad campaigns \$719					
SHOP MAP	9,000.00	0.00	7,616.72	7,770.09	1,383.28
GHOST WALK	300.00	0.00	375.00	0.00	(75.00)
DT SOCIAL	1,500.00	0.00	0.00	0.00	1,500.00
HOLIDAY CATALOG	11,000.00	0.00	0.00	0.00	11,000.00
GALLERY WALK	3,000.00	0.00	1,000.00	0.00	2,000.00
STAYCATION	5,000.00	0.00	0.00	0.00	5,000.00
LADIES OPENING NIGHT	4,000.00	0.00	2,500.00	2,500.00	1,500.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	221.80	187.88	278.20
BUSINESS RETENTION	1,000.00	0.00	1,595.30	534.48	(595.30)
Beautification					
HOLIDAY DECORATIONS	11,500.00	0.00	20,465.90	7,783.20	(8,965.90)
FALL DECORATIONS	500.00	0.00	800.00	800.00	(300.00)
FLOWERS	9,000.00	400.33	11,235.13	10,792.47	(2,235.13)
Pontius/ fall urns \$128.56					
Pontius/winter urns \$271.77					
Administrative					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
CAPITAL OUTLAY	15,000.00	0.00	0.00	790.00	15,000.00
OTHER	100.00	0.00	0.00	0.00	100.00
	176,200.00	3,080.60	121,685.32	61,192.13	54,514.68
Excess of Revenues Over Expenses	3,282.00	-3,080.60	9,208.68	50,114.87	(5,926.68)

**Downtown Parking Fund
December 2022**

January 10, 2023

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	536,900.00	30,431.68	457,387.60	424,528.02	79,512.40
finest	200,000.00	19,862.05	217,505.28	107,646.51	(17,505.28)
Permits	87,000.00	9,240.00	100,800.00	92,192.50	(13,800.00)
Bags	8,000.00	172.30	8,887.30	5,800.00	(887.30)
Tokens	3,000.00	145.00	1,200.00	1,280.00	1,800.00
Interest	4,000.00	0.00	0.00	77.96	4,000.00
Meter Sponsorships	5,000.00	1,715.00	4,115.00	5,148.00	885.00
ParkMobile	60,000.00	9,653.00	145,286.98	111,657.65	(85,286.98)
Total Parking Revenue	903,900.00	71,219.03	935,182.16	748,330.64	(31,282.16)
credit card sales		6,077.40	87,506.00	67,338.00	
ev charging station		-	309.13	78.00	
Total Revenue	903,900.00	71,219.03	935,182.16	748,330.64	(31,282.16)
	Budget	Month	YTD	Last YTD	Budget Balance
EXPENSES					
ADMINISTRATIVE FEES	23,500.00	0.00	23,400.00	22,800.00	100.00
BANK CHARGES	20,000.00	NA	0.00	3,315.19	20,000.00
CAPITAL OUTLAY	185,000.00	0.00	0.00	0.00	185,000.00
CONFERENCES & MEMBERSHIPS	5,000.00	340.00	1,035.83	1,326.63	3964.17
MDA /annual dues \$300					
PRCC/Celebration of Champions Ticket \$40					
CONTRACTED SERVICES	195,000.00	24,050.54	99,129.69	97,025.38	95,870.31
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81		-			
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$45.11.					
Up North Services/sidewalk snow removal \$2,161.52					
Up North Services/sidewalk snow removal \$11,820.91					
Up North Services/sidewalk removal \$4,665.50					
OmniPark/annual contract fee \$2,760					
USIO/credit card fees \$NA					
DOWNTOWN OFFICE	270,000.00	24,181.98	255,880.04	200,794.20	14,119.96
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$138.03					
City of Petoskey/utilities \$49.22					
DTE/utilities \$174.17					
McCardel/water \$30					
Thru Glass/window cleaning \$30					
WmThompson/rent \$850					
Integrity/supplies \$103.56					
Dean Smith/trolley services \$340					
Keep it Real Social/Services \$2,200					
Potter/reimbursement for desk furniture \$146.27					
Meyer ACE/ice melt for office \$25.16					
Meyer ACE/supplies \$57.70					
Meyer ACE/supplies \$22.48					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	0.00	0.00	5809.72	
FAÇADE GRANT	20,000.00	0.00	11600.00	1,609.00	8,400.00
MATERIALS AND SUPPLIES	10,000.00	573.83	15,351.02	9,044.00	(5,351.02)
Omnipark/thermal paper \$89					
Meyer ACE/boot trax \$48.58					
Meyer ACE/snow shovels \$436.25					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	467.75	0.00	250.00	500.00
Pro Image/meter sponsor signs \$467.75					
TROLLEY	3,500.00	0.00	1,947.99	1,584.00	1,552.01
UNIFORMS	2,000.00	0.00	913.74	958.77	1,086.26
UTILITIES	6,200.00	433.79	5,673.99	4,858.65	526.01
City of Petoskey/Livery Lot \$56.97					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-

Downtown Parking Fund
December 2022

January 10, 2023

TOTAL EXPENSES	747,700.00	50,047.89	414,932.30	355,184.81	332,767.70
NET	156,200.00	21,171.14	520,249.86	393,145.83	(364,049.86)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 12, 2023

RE: Committee Appointment Request

According to DMB policy, the Parking Committee is to be composed of four Boardmembers and one member at large. There has been a Boardmember vacancy on the committee for several months. Board Chair, Ben Slocum has asked Drew Smith if he would fill that vacancy and serve on the committee. Drew agreed and has already begun that service by attending the January meeting. It is the request of staff that Drew be officially appointed to serve on the Parking Committee.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 12, 2023

RE: Request from Design Committee to Redirect the Façade Improvement Grant Program Initiative

The Downtown Design Committee has been working to revive its current Façade Grant Program through different promotional means and grant requirements. Their discussions have led them to determine that the applicant pool is not very deep currently and that there could be other ways for them to spend their funds that would benefit the character and look of Downtown. They are not necessarily abandoning the façade grant initiative, but simply suggesting to take a step back this year and potentially offer façade grants only in certain years.

The project that the Design Committee would like to work on this year is interpretive signage for the train tracks, an historical marker, and an identity sign for Pennsylvania Park. These projects are all called for in the new Parks and Recreation master plan and Kendall Klingelsmith has agreed that this work would be acceptable as long as his staff was involved in the planning. Tim Knutsen, Beckett and Raeder, volunteers on the Design Committee and Zach Sompels, City Planner, also serves as a committee member, which should provide a well-informed group with a collaborative perspective.

The Design Committee has \$50,000 in their budget for this coming year and is now asking approval for that amount to be used on this new project for Pennsylvania Park while putting the façade grant program on hold until a future date to be determined.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: January 12, 2023

RE: Request from Staff Regarding Direction to Manage Trash Area Located behind the Chamber Building

Background

Several years ago, a problem arose affecting the businesses on the three hundred block of Howard that backed up to Park Avenue regarding trash storage. The businesses were routinely storing their rollaways on the sidewalk in the rear of their businesses. Because the businesses had no private property whatsoever, they were faced with the reality of storing on the sidewalk or inside their buildings until their pick-up day. The choice of storing inside took up valuable floor space and even required keeping garbage inside of the building, which was highly detrimental in the case of a food service building. The City did not approve of storing trash in the public right of way and looked to the DMB for a solution.

Prior to the restroom renovations, a trash enclosure was built behind the Chamber building. The enclosure was locked and accessible only by a passcode combination. The enclosure was funded equally by the property owners who had property bordering the Park in that block and by the DMB. The intention was that only the businesses whose landlords contributed to the funding would be allowed to use the enclosure to store their rollaways until they would be put out to the curb on pick-up day. Holding a key to the enclosure entitled a business to store their rollaway inside the enclosure, although there were abuses even from the very beginning.

When the new restrooms were constructed, building boundaries were expanded and a new enclosure was built by the City that was funded as a part of the restroom improvements. This enclosure has a locked door, but is not entirely enclosed due to the City's needs to be able to enter and service the electrical equipment located there. Different businesses have opened and closed and also changed locations over the years, resulting in a situation where we currently have an enclosure that is being used by some who were not initially entitled and by many who do not follow the original rules set up for its operation.

Current Situation

The photo below shows the condition of the enclosure on the morning of January 12 of this year. As ugly as this is, it is not an unusual view. Staff has sent out notes and spoken to individual merchants several times over the years. It is obvious in the photo that cardboard collection has definitely become a problem, as has the dumping of various other items by unknown businesses. Not shown in the photo is a hall tree, some furniture parts, several pallets, as well as a food composting bin. City staff is frustrated by the appearance and is asking for enforcement of a set of rules. Downtown staff has used basic educational and informational strategies over the years but has no means to enforce cooperation.

Staff believes that this enclosure is critical to the overall quality of Downtown and to the ambience of Pennsylvania Park. It is also very important to the businesses that use it as it was intended and equally critical to the businesses that stretch the original rules.

Staff has recently spoken to Emmet County Recycling and several of the merchants who use the enclosure. It is the request of staff that the Board discuss this situation and give guidance that will help staff create a plan that will benefit all in the area who need places to store trash and benefit the overall look of Downtown in the process. Some solutions could include a strict set of rules for usage and a plan of enforcement or even funding a larger area in which to store more bins. Please come prepared to share your thoughts.





Downtown Design Committee MEETING NOTES

Wednesday, November 9, 2022

- I. Welcome – Members present were Rick Neumann, Justin Rashid, Gary Albert, Greg Presley, and Tim Knutsen. Staff present were Becky Goodman and Zach Sompels.
- II. Halo Lighting Signage Discussion and Recommendation – Goodman gave background that the Planning Commission had recently recommended to City Council that the ordinance be changed to allow halo style lighting to be used throughout the City, including in the Downtown district, and that City Council had requested the opinion of the Downtown Design Committee before they approved the ordinance change.

Sompels gave an overview of what constituted halo lighting and how it was somewhat different from signs that are backlit which is a signage style not allowed in Downtown, explaining that the lumens in the proposed ordinance were quite low with the intention of creating a look that was not glaring or neon-like.

Committee members commented that they felt the halo lights looked generic; that they seemed fine for the rest of the City but that they did not fit the historic character of the Downtown; that certified historic districts did not usually allow this kind of lighting; that the quaintness of the Downtown needed to be preserved in order to protect its commercial vitality; that the current Master Plan speaks directly to preserving a historic, small town atmosphere; and that the reason for changing the ordinance appeared to be spot changing, not changing after a full review of lighting standards.

The unanimous recommendation of the committee was that halo lights not be allowed in the Downtown district. Goodman will report to the City Manager.

- III. New Façade Improvement Grant Program Brainstorm – The committee then resumed its discussion regarding changes to the Façade Improvement Grant Program. Ideas for a design project other than building façade improvement surfaced and the committee agreed that it would like to recommend that their funds be accounted for on a roll over basis from year to year and that they be used on a plan for Pennsylvania Park Signage, interpretative signage along the rail corridor, and a State marker. Goodman will discuss with Kendall Klingelsmith, Parks and Rec Director, and Audrey Plath, Chief Financial Officer, before presenting to the DMB.

*The mission of the Downtown Design Committee is to
maintain a consistent, first-class, visual image of Downtown Petoskey
by preserving the area's historic integrity
and promoting a high-quality standard for design.*



Organization Task Force MEETING NOTES

Tuesday, December 13, 2022

**4:30 PM
Beards**

1. Welcome – Members present were Ben Slocum, Robin Bennett, Jennifer Shorter, and Joe Keedy. Staff present was Becky Goodman.
2. Status of Marketing & Promotions Director Search – Becky reported that the job had been posted on the City of Petoskey website and advertised through the MDA and Indeed; that she had not placed a classified ad or yet posted with the MML both of which will charge a fee.
3. Workplace Location/s? – There was discussion of where the new person would work when they were hired as the current office space does not give the separation from the parking services as desired. Becky said that there was a new co-op work space opening on Howard in the former Big Red Nutrition space that could serve at least temporarily. Other possible “hole in the wall” locations were brainstormed. It was determined that space in Downtown was in short supply. A more intensive search will be necessary.
4. Next Steps.... – Becky will continue with interviews with the hope that more will apply/ candidates will be narrowed down to final contenders; she will seek the help of the Task Force in the final decision. Once this position is filled, concentration will be put toward a job description for a “parking chief”, set to be hired mid to late summer and a new “downtown director” set to be onboard by the end of 2023. The Task Force will also be reviewing and revising as necessary DMB policies and by-laws in 2023.



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
MEETING NOTES
4:00, December 6, 2022
Flora Bae Home Store

1. Welcome – Members present were Robin Bennett, Jennifer Shorter, Natalie Lauzon, and Sommer Poquette. Staff present was Becky Goodman.
1. Keep it Real Social Update – Sommer gave a brief report on social media data.
2. Website Update – Sommer reported that the website was completed and that she would be asking merchants to check their listings and descriptions for accuracy. Goodman discussed that there were some difficulties with the pay my ticket page and the Downtown Dollar purchase page. She will work with the designer to resolve.
3. Billboard Report – There was discussion regarding the subjects of the upcoming boards. Sommer volunteered to design a template and it was determined that the January board would feat Wonderful Winter Weekend and the February board would feature night life activity. Becky will work with Sommer and Kim Rivera to implement.
4. Calendar Report – The kick off of the photo contest for the Downtown Calendar was discussed. To date, entries have been coming in quite slowly. Several suggestions were made get the word spread further and increase excitement about the contest as there is time to do so before the contest ends. Sommer will implement.
5. Holiday Campaign – Goodman reported that the holiday ad campaign would include: the Window Decorating Contest, Parking Meter Sponsor ads, the December billboard, DT Dollar ads, Shop Small Saturday, two Lite 96 campaigns, an event ad in Northern Express, and a shopping ad in Northern Express – along with all of our social media efforts.
6. Annual Meeting – Goodman reported that she was working on the annual meeting presentation.

MISSION: *To promote the image and virtues of Downtown Petoskey
as a shopping, dining, lodging, and leisure time destination.*



Parking Committee MEETING NOTES

Tuesday, December 6, 2022, 10:00 AM
Community Room
City Hall

1. Welcome – Members present were Ben Slocum and Robin Bennett. David Meikle and Jennifer Shorter were absent.
2. Public Comment – There was no one attending from the public and no public comment
3. Outstanding Issues – No action has been requested or new developments occurred on the request to remove the parking meter in front of Beacon Bistro, the request from Mighty Fine for a loading zone in front of their business, the development of further restrictions on the use of meter bags, or feedback from the Reform Petoskey Parking Petition. It was determined to remove these items from the monthly agenda unless developments occurred.
4. Booting and Towing – Goodman reported that there had been no meeting with City and legal staff on this subject to date.
5. Committee Mission Discussion (see current mission statement below) – There was further discussion on the plan to recommend renaming the Parking Committee and revising its mission. Goodman noted that she was working on a session for the MDA that would address some of these thoughts and that she had recently learned that Traverse City had changed the title of its Parking Director to Transportation and Mobility Director, noting that there seems to be a trend toward broadening the scope of parking operations. Work on this subject will continue.

New Draft (from Jennifer, expanded on by Becky) - The mission of the Access Office and the Access Committee is to provide convenient access for guests in the core of the CBD and for employees, owners, and residents in the periphery of the CBD; to find new technologies and methods to encourage pedestrian enjoyment of Downtown while decreasing the need of automobile parking spots without decreasing accessibility; and to raise revenue for Downtown beautification projects, development of new parking areas, and the maintenance and snow removal of existing areas.

6. Stats – The monthly financial stats were reviewed and found to be satisfactory.

7. What else – The need to expand the committee was discussed. Current Board policy states that the committee should be made up of four Boardmembers and one member at large. One of the goals of the Organization Task Force is to review these policies, as well as the by-laws, but until that happened it is desired that a fourth Boardmember will be requested to serve. Ben will approach Drew Smith to see if he is willing.

The mission of the Parking Services Office and the Parking Committee is to provide convenient parking for customers in the core of the CBD and for employees, owners, and residents in the periphery of the CBD; to raise revenue for Downtown beautification projects, development of new parking areas, and the maintenance and snow removal of existing areas.



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
MEETING NOTES
4:00, January 10, 2023
Community Room, City Hall

1. Welcome – Members present were Jennifer Shorter, Robin Bennett, Natalie Lauzon, and Sommer Poquette. Staff present was Becky Goodman.
2. Keep it Real Social Update – Sommer reviewed the numbers she had previously sent to the committee, commenting that January was a quieter time of the year as should be expected and that the lack of snow had been an issue for photography.
3. Website Update – Becky reported that there were still some issues with the Downtown Dollars online sales, but that the site was at least functional and work on the problems was progressing.
4. Billboard Discussion – Becky updated that Sommer had created a template for billboard designs and that, since she had access to our photos, it would be easier to move ahead with her overseeing this monthly project. The upcoming billboard will for Wonderful Winter Week and the March billboard will be for Staycation.
5. Calendar Report and Next Steps – The photo contest ended at the end of December. Jennifer graciously printed all of the entries that included photos from 101 contestants. They were organized by seasons. Members selected their favorites from each stack and then placed them with the month that they thought appropriate. There was then discussion on each month to determine which photo would be most appropriate. There was an effort to limit the number of sunsets, Chief Petosegas, etc. that would be included in order to add variety to the calendar. Sommer will create a mock up and printing will commence with the goal of selling this 2024 edition beginning in the summer of 2023. The next photo contest will begin in July.
6. Annual Meeting – Becky had previously notified the committee that she would not be able to make the deadline of January 17 for this meeting due to workload. She has announced it through FB and newsletter that is on the calendar for February 26.

7. Blog Topics – The group discussed a question from the blogger regarding perspective for the blog, suggesting that a first-person perspective might be tried on the subject of new beginnings and that hyperlinks to individual businesses should not be used as they direct the reader away from the website. A general directive to visit the website for the shopping directory will be included in future editions. Notes from Craig Bell were included in the discussion. Becky will work with the blogger on these notes.
8. Wonderful Winter Week Promotion – Promotion for the upcoming Wonderful Winter Week event was discussed. The committee agreed to an ad in Northern Express, will consider a radio proposal, has plans to install the above-mentioned billboard, posters will be designed, and social media efforts will be stepped up.
9. Staycation – Plans for this event were briefly reviewed.
 - Stafford's Perry Hotel will offer their package 3/26 to 4/3.
 - We will provide a limit of 100 \$20 DT Dollars Perry guests – One \$20 per room.
 - Businesses will be asked to supply goody bag coupons
 - Promotion will be through social media and posters.

MISSION: *To promote the image and virtues of Downtown Petoskey as a shopping, dining, lodging, and leisure time destination.*



Parking Committee MEETING NOTES

Tuesday, January 10 2023, 10:00 AM

Community Room

City Hall

1. Welcome – Members Ben Slocum, Robin Bennett, Jennifer Shorter, and David Meikle were present. Prospective new member Drew Smith was also present. Staff present was Becky Goodman.
2. Public Comment – There was no one from the public attending.
3. Outstanding Issues – Goodman said that she would be checking on the status of both the recommended dining deck ordinance and the status of towing cars with outstanding fines at the staff meeting coming up later in the week.
4. Mission Discussion – The committee continued their discussion of the proposed changes in the Parking Committee mission statement. A strong focus on efforts to increase accessibility and mobility was determined important, with Slocum stating that, going forward, the DMB should be at the table whenever issues are discussed by the City that involve getting people in and out of and around the CBD. All agreed that the Organization Task Force should become involved in the next steps as they are group that will be developing the job description for new parking chief/accessibility and mobility director. The concepts of having this person oversee sidewalk snow removal and trolley operations will be formulated by that group. The current draft language for the draft mission statement follows:

New Draft – The mission of the Access and Mobility Committee and Office is to provide convenient access and mobility for guests, employees, owners, and residents.

- To develop parking strategies that will enable guests to park in the core of the CBD and for employees, owners, and residents in the periphery of the CBD;
- To find new technologies and methods to encourage pedestrian enjoyment of Downtown while decreasing the need of automobile parking spots without decreasing accessibility;
- And to raise revenue for Downtown beautification projects, development of new parking areas, and the maintenance and snow removal of existing areas.

5. Conversation regarding the Darling Lot – Becky informed the group that the Planning Commission and City Council had scheduled a joint meeting to discuss two issues and that one of them was the Darling Parking Lot. She will also be attending the meeting and asked committee members about their current thoughts regarding the development of the lot. There was consensus that members were still interested in creating new parking spaces, but that cost per space, not necessarily cost per net space was an important consideration to them. Mixed uses, especially those that would offer housing would also be desired.
6. End of Year Revenue Report – There was a brief review of the end of year revenue for 2022. Preliminary final numbers show revenue at \$935,182.16, up from \$748,330.64 in 2021 and up from the 2022 budget projection which had been \$833,900.00
7. What else? Meikle cited a program in Traverse City where a merchant gave financial incentives to employees that did not drive a car to work. The committee will discuss this concept at a future meeting.

The mission of the Parking Services Office and the Parking Committee is to provide convenient parking for customers in the core of the CBD and for employees, owners, and residents in the periphery of the CBD; to raise revenue for Downtown beautification projects, development of new parking areas, and the maintenance and snow removal of existing areas.