



DOWNTOWN MANAGEMENT BOARD

March 21, 2023

1. Call to Order – 6:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of February 21, 2023
 - (b) Payment of February bills
 - (c) Acceptance of February expense and income reports
3. Public Comments
4. New Business:
 - (a) Discuss and possible recommendation of a Redevelopment Liquor License for Malted Vinyl, 316 East Mitchell Street
 - (b) Consider approving 2023 Façade Improvement Grants requested by the Design Committee
 - (c) Consider approval of parking lot sign refurbishment requested by staff
 - (d) Consider approval of a pop up event RFP
 - (e) Reports by Downtown Management Board Committees
 - (f) Reports by City staff
5. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/88043228853>

Meeting ID: 880 4322 8853

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: March 21, 2023

PREPARED: March 11, 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 February 21, 2023; (2) Acknowledgement of bills since February 21, 2023; and (3) Acceptance of the February expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

February 21, 2023

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, February 21, 2023. The meeting was called to order at 6:00 P.M., and the following were

Present: Ben Slocum, Chairperson
Gary Albert
Robin Bennett, Vice Chairperson
Joe Keedy
Drew Smith

Absent: Megan DeWindt, Jennifer Shorter, Marnie Duse and John Murphy, Mayor

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 January 17, 2023 regular meeting minutes; acknowledgement of bills since January 17, 2023 that totaled \$48,251.38; and January expense and income reports as prepared by the Downtown Director. Bennett moved and seconded by Keedy to approve the consent agenda. All in favor.

Hear Public Comments

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

Discuss Letter of Support for Upcoming City Projects

The Downtown Director reviewed that the City Planner attended the Parking Committee last week and informally discussed upcoming projects including 1420 Standish Avenue project, former Michigan Maple Block Property, and a plan to condense City zoning; that the proposal for 1420 Standish Avenue is to construct 216 residential apartment units across six buildings on the 11-acre site which would be a significant increase in much needed housing in the City; that proposed zoning changes are designed to promote neighborhood community and also locations for businesses and housing that provide a wide variety of both housing and commercial options at an array of different price points; and that the City Planner requested that the DMB support the projects by approving formal letters of support written and sent by staff.

Board members inquired if there were any negative impacts; heard concerns on population decreasing due to sprawl in to townships; heard concerns that there would be a lot more density; discussed market rate vs. affordable since market rates tend to skew high and would these developments provide for a downtown worker; heard concerns on "not in my back yard" and certain types of developments including, but not limited to ADU's, multifamily homes, etc.; and discussed if it was appropriate as a board to support this request.

Chair Slocum did a straw poll and Board members were generally in support of condensed zoning and 1420 Standish Avenue development project, formerly the Michigan Maple Block property, and provided direction to the Downtown Director to proceed with letters of support.

Reports by Downtown Committees

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

Marketing Committee – The annual meeting is scheduled for 5:30pm, March 2, and the theme is “Downtown by the Number” which will give attendees a better scope of what downtown does and aligns with the downtown strategic plan. The Board commended Jennifer Shorter and the rest of the Committee on the calendar project and gave kudos for all of their efforts.

Parking Committee – City Council approved dining deck resolution at last night’s meeting and Beckett and Raeder is working on design specifications and standards that all applicants will have to use in the future if ordinance is approved. Board members inquired on increased costs for businesses and if decks will need to be covered.

The City Manager responded that it is in the preliminary stages and will report back once more information is provided to staff from Beckett and Raeder.

The Downtown Director further reported that signs have been ordered for trash enclosure issue and that Lindsey Walker cleaned up the cardboard as a volunteer and thanked her for her efforts; that she is investigating use of a camera; MEDC announced grant opportunities and staff sent out Match on Main Grants and received two applicants which will be moved forward to the State; reviewed statistics of Winter Weekend event; and that she is in final negotiations with a new employee for Marketing and Events Director

Reports by City Staff

The City Manager reviewed the proposed 1420 Standish Avenue, former Michigan Maple Block project, including 216 residential workforce housing units; that Lofts at Lumber Square development and reimbursement agreement was approved last night; that an OPRA for 424 Emmet Street was approved last night and is excited to think about additional development in the community; announced yesterday former Lt. Adrian Karr was promoted to Public Safety Director and that there were two highly qualified internal candidates which speaks volumes to former Director Breed and the culture he created within the department; and that Mitchell Street entrance project will begin over spring break.

There being no further business to come before the Downtown Management Board, this February 21, 2023, meeting adjourned at 6:40 P.M.

**Downtown Management Board
Monthly Bills - February 2023**

March 12, 2023

PROGRAMS AND SERVICES

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/January Billboard	DT Assessment	\$ 935.00
DT Marketing	Lamar/January Billboard art	DT Assessment	\$ 175.00
DT Marketing	Writing Dailey/blog	DT Assessment	\$ 125.00
DT Marketing	Keep it Real Social/billboard design	DT Assessment	\$ 250.00
DT Marketing	Parking Permit/Toast to DT Door Prize	DT Assessment	\$ 120.00
DT Marketing	Northern Copy Express/DT Dollar printing	DT Assessment	\$ 243.54
DT Marketing	Stafford's Perry Hotel/Toast to DT meeting	DT Assessment	\$ 2,155.74
Winter Wonderland	Meyer ACE/shims for sculpture stands	DT Assessment	\$ 10.76
Winter Wonderland	N Country Pub/ad	DT Assessment	\$ 250.00
Winter Wonderland	Goodman/reimburse for plastic frames	DT Assessment	\$ 423.39
Winter Wonderland	SkyNova/balance for carvers	DT Assessment	\$ 17,000.00
Winter Wonderland	Keep it Real Social/posters	DT Assessment	\$ 250.00
Winter Wonderland	Lite 96/Ad campaign	DT Assessment	\$ 700.00
Winter Wonderland	Meyer ACE/anti slip tape for sculpture stands	DT Assessment	\$ 168.02
Winter Wonderland	Holiday Inn Express/ice carver lodging	DT Assessment	\$ 1,723.05
Total Programs & Services			\$ 24,740.77

PARKING FUND

Conf. & Membrshps	Goodman/reimburse hotel MDA workshop	Parking Fund	\$ 419.34
Conf. & Membrshps	Goodman/reimburse meals MDA workshop	Parking Fund	\$ 109.18
Conf. & Membrshps	MDA/workshop registration	Parking Fund	\$ 210.00
Conf. & Membrshps	Goodman/reimburse MDA mileage	Parking Fund	\$ 327.50
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/Sidewalk snow removal	Parking Fund	\$ 3,596.00
Contracted Services	Up North Services/Sidewalk snow removal	Parking Fund	\$ 4,464.00
Contracted Services	Up North Services/Sidewalk snow removal	Parking Fund	\$ 5,498.90
Contracted Services	Duncan/smartmeter fees	Parking Fund	\$ 2,200.50
Contracted Services	Van's/contract	Parking Fund	\$ 98.08
Contracted Services	Emmet County/recycling annual fee	Parking Fund	\$ 75.00
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	\$ 138.22
DT Office	DTE/utilities	Parking Fund	\$ 188.01
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 40.00
DT Office	McCardel/water	Parking Fund	\$ 10.00
DT Office	City of Petoskey/utilities	Parking Fund	NA
DT Office	Keep it Real Social/services	Parking Fund	\$ 2,100.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 17.09
DT Office	Wages	Parking Fund	\$ 20,000.00 est
DT Office	Trophy Case/DMB name tags	Parking Fund	\$ 81.00
DT Office	Ballards/service call	Parking Fund	\$ 266.68
DT Office	Julienne Tomatoes/staff appreciation lunch	Parking Fund	\$ 83.64
Equipment Repair	Duncan/smart meter parts	Parking Fund	\$ 3,004.20
Materials & Supplies	Meyer ACE/ice melt	Parking Fund	\$ 4,405.10
Materials & Supplies	Decka Digital/Window envelopes	Parking Fund	\$ 120.84
Materials & Supplies	Meyer ACE/key chain retriever and safety chain	Parking Fund	\$ 37.40
Materials & Supplies	Meyer ACE/blow off duster	Parking Fund	\$ 30.08
Materials & Supplies	Meyer ACE/canned air	Parking Fund	\$ 32.38
Materials & Supplies	Meyer ACE/de-icer	Parking Fund	\$ 11.21
Trolley	Northland Self-Storage/storage fee	Parking Fund	\$ 131.00
Utilities	City of Petoskey/ Livery Lot	Parking Fund	\$ 60.76
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82
TOTAL			\$ 49,395.32

TOTAL BILLS \$ 74,136.09

PROGRAMS SERVICES
MONTHLY REPORT
February 2023

March 12, 2023

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	113,070.00	0.00	113,070.00	103,632.00	-
PENALTIES & INTEREST	4,000.00	0.00	0.00	0.00	4,000.00
TRANSFER FROM FUND BALANCE	20,000.00	0.00	20,000.00 -		-
INTEREST INCOME	2,000.00	0.00	0.00	0.00	2,000.00
FRIDAY NIGHT AT THE MOVIES	1,600.00	0.00	0.00	0.00	1,600.00
WINTER WONDERLAND WEEKEND	5,500.00	2,000.00	3,000.00	4,800.00	2,500.00
PAVB sponsor \$2,000					
TROLLEY	3,000.00	0.00	0.00	0.00	3,000.00
MARKETING & PROMOTIONS					-
Annual Toast to DT Meeting	1,000.00			0.00	1,000.00
Shop Map Ads	12,000.00	0.00	1,500.00	8,100.00	10,500.00
Holiday Catalog	7,500.00	0.00	0.00	0.00	7,500.00
May Getaway	2,000.00		0.00	0.00	2,000.00
NEW POP UP EVENT	5,000.00		0.00	0.00	5,000.00
SUMMER SEND OFF POP UP EVENT	5,000.00	0.00	0.00	0.00	5,000.00
	181,670.00	2,000.00	137,570.00	116,532.00	44,100.00
EXPENSES					
<u>Events</u>					
HOLIDAY OPEN HOUSE	2,000.00	0.00	857.10	488.38	1,142.90
LADIES OPENING NIGHT	3,000.00	0.00	2,500.00	0.00	500.00
NEW POP UP EVENT	10,000.00	0.00	0.00	0.00	10,000.00
SIDEWALK SALES	5,000.00	0.00	0.00	0.00	5,000.00
MOVIES IN THE PARK AT DARK	1,600.00	0.00	0.00	0.00	1,600.00
SUMMER SEND OFF	10,000.00	0.00	0.00	0.00	10,000.00
DOWNTOWN TRICK OR TREAT	1,000.00	0.00	0.00	0.00	1,000.00
WINTER WONDERLAND WEEKEND	25,000.00	20,525.20	26,525.20	17,461.10	(1,525.20)
Meyer ACE/shims for sculpture stands \$10.76					
N Country Pub/ad \$250					
Goodman/reimburse for plastic frames \$423.39					
SkyNova/ice sculpture balance \$17,000					
Keep it Real Social/posters \$250					
Lite 96/radio campaign \$700					
ACE/antislip tape for sculpture stands \$168.02					
Holiday Inn Express/ice carver lodging \$1,723.05					
<u>Collaborating Events</u>					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	0.00	-
FOURTH OF JULY	1,000.00	0.00	0.00	0.00	1,000.00
FARMERS MARKET	1,000.00	0.00	0.00	1,000.00	1,000.00
HOLIDAY PARADE	3,000.00	0.00	0.00	3,052.42	3,000.00
GALLERY WALK	1,000.00	0.00	0.00	0.00	1,000.00
JACK-O-LANTERN WALK	1,000.00	0.00	0.00	0.00	1,000.00
DOWNTOWN SOUND	2,500.00	0.00	2,500.00	-	-
BLISS CONCERTS	10,000.00	0.00	0.00	0.00	10,000.00
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	0.00	500.00
<u>Marketing and Promotions</u>					
IMAGE CAMPAIGN	28,000.00	1,939.83	3,411.08	10,644.35	24,588.92
Mailchimp/contract \$115					
Squarespace/contract \$29					
Meta/contract \$67.27					
Writing Dailey/blog \$125					
Lamar/January billboard \$935					
Lamar/January billboard art \$175					
Keep it Real Social/Billboard Design \$250					
Perry Hotel/Toast to DT meeting \$2,155.74					
COP Parking/parkig permit for Toast to DT \$120					
N Copy Express/DT Dollar printing \$243.54					
SHOP MAP	7,500.00	0.00	0.00	0.00	7,500.00
ANNUAL TOAST TO DT MEETING	3,000.00	2,275.74	0.00	0.00	3,000.00
Perry Hotel/Toast to DT meeting \$2,155.74					
COP Parking/parkig permit for Toast to DT \$120					
HOLIDAY CATALOG	12,000.00	0.00	0.00	0.00	12,000.00
STAYCATION	5,000.00	0.00	0.00	0.00	5,000.00
MAY GETAWAY	3,000.00	0.00	0.00	0.00	3,000.00
<u>Economic Enhancement</u>					
BUSINESS RECRUITMENT	2,500.00	0.00	0.00	33.92	2,500.00
BUSINESS RETENTION	1,000.00	0.00	0.00	0.00	1,000.00
<u>Beautification</u>					
HOLIDAY DECORATIONS	12,000.00	0.00	0.00	0.00	12,000.00
FALL DECORATIONS	2,500.00	0.00	0.00	0.00	2,500.00
FLOWERS	10,000.00	0.00	0.00	0.00	10,000.00
PETOSKEY PUBLIC ART PROJECT	10,000.00				
<u>Administrative</u>					
INSURANCE AND BONDS	200.00	0.00	0.00	0.00	200.00
OTHER	100.00	0.00	0.00	0.00	100.00
TOTAL	176,900.00	24,740.77	0.00	32,680.17	176,900.00
Excess of Revenues Over Expenses	4,770.00	-22,740.77	137,570.00	83,851.83	(132,800.00)

PROGRAMS SERVICES
MONTHLY REPORT
February 2023

March 12, 2023

Excess of Revenues Over Expenses	4,770.00	-22,740.77	137,570.00	83,851.83	(132,800.00)
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**Downtown Parking Fund
February 2023**

March 16, 2023

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	521,000.00	25,838.08	54,907.88	44,010.80	466,092.12
finest	200,000.00	19,971.04	38,333.06	31,821.01	161,666.94
Permits	140,000.00	5,820.00	21,630.00	31,530.00	118,370.00
Bags	15,000.00	-	397.29	250.00	14,602.71
Tokens	1,500.00	65.00	255.00	165.00	1,245.00
Interest	2,000.00	1911.03	1911.03	0.00	88.97
Meter Sponsorships	5,000.00	400.00	1,200.00	400.00	3,800.00
ParkMobile	210,000.00	9,878.41	19,669.46	23,812.07	190,330.54
Total Parking Revenue		63,883.56	138,303.72	131,988.88	956,196.28
credit card sales		5,106.00	10,393.00	6,806.50	
ev charging station		-	-	83.40	
Total Revenue	1,094,500.00	63,883.56	138,303.72	131,988.88	956,196.28
	Budget	Month	YTD	Last YTD	Budget Balance
EXPENSES					
ADMINISTRATIVE FEES	23,500.00	0.00	0.00	0.00	23,500.00
BANK CHARGES	20,000.00	NA	0.00	0.00	20,000.00
CAPITAL OUTLAY	216,500.00	0.00	0.00	804.74	216,500.00
CONFERENCES & MEMBERSHIPS	10,000.00	1066.02	1,066.02	0.00	8933.98
Goodman/reimburse hotel MDA workshop \$419.34					
Goodman/reimburse meals MDA workshop \$109.18					
MDA/workshop registration \$210					
Goodman/reimburse MDA mileage \$327.50					
CONTRACTED SERVICES	115,000.00	16,328.48	26,764.43	12,303.84	88,235.57
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81		-			
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Van's/contract \$98.08					
Up North Services/sidewalk snow removal \$3,596					
Up North Services/sidewalk snow removal \$4,464					
Up North Services/sidewalk snow removal \$5,498.90					
Emmet County/recycling annual fee \$75					
USIO/credit card fees \$NA					
DOWNTOWN OFFICE	429,000.00	24,103.45	47,883.34	46,462.65	381,116.66
Zoom/monthly fee \$15.39					
Spectrum/phones, internet \$138.22					
City of Petoskey/utilities NA					
DTE/utilities \$188.01					
McCardel/water \$10					
Thru Glass/window cleaning \$40					
WmThompson/rent \$850					
Integrity/supplies \$163.52					
MML/job posting \$150					
Keep it Real Social/Services \$2,100					
Meyer ACE/supplies \$17.09					
Ballards/service call \$266.58					
Julienne Tomatoes/staff appreciation lunch \$83.64					
Trophy Case/board name tags \$81					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	3,004.20	3,004.20	0	
Duncan/Smart meter parts \$3,004.20					
FAÇADE GRANT	50,000.00	0.00	0.00	0.00	50,000.00
MATERIALS AND SUPPLIES	8,000.00	4,637.01	4,680.60	346.00	3,319.40
Meyer ACE/ice melt \$4,405.10					
Decka Digital/window envelopes \$120.84					
Meyer ACE/key chain retriever, safety chain \$37.40					
Meyer ACE/blow off duster \$30.08					
Meyer ACE/canned air \$32.38					
Meyer ACE/de-icer \$11.21					
PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
SIGNS	500.00	0.00	50.00	0.00	450.00
TROLLEY	15,000.00	131.00	131.00	0.00	14,869.00

**Downtown Parking Fund
February 2023**

March 16, 2023

UNIFORMS	2,000.00	0.00	0.00	0.00	2,000.00
UTILITIES	6,500.00	438.58	977.16	755.64	5,522.84
City of Petoskey/Livery Lot \$60.76					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
TOTAL EXPENSES	903,000.00	49,395.32	84,556.75	66,482.14	818,443.25
NET	191,500.00	14,488.24	53,746.97	65,506.74	137,753.03



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: March 16, 2023

RE: Request for Recommendation of Redevelopment Liquor License to City Council for 316 East Mitchell Street

The City has recently received an application from Jesse Leverett and Melissa Hundey-Leverett, prospective owners of a new business planning to open at 316 East Mitchell Street. A copy of their application and other pertinent information provided by them is attached. Staff has reviewed a copy of their signed lease agreement. They will also be attending the March DMB meeting to answer any further questions Board members may have.

The Leverett's are seeking review of their application and recommendation to City Council from the DMB. Upon approval from City Council, they will work with State officials to receive the final approvals and the license.

This will be the eighth license issued in Downtown per the State of Michigan Redevelopment Liquor License program. The City of Petoskey currently has a self-imposed limit of ten licenses to be issued. Past licenses have gone to Thai Orchid, Twisted Olive (now Beacon Bistro), Crooked Tree Arts Center, Ernesto's Cigar Bar, Sam's Graces, Tap Thirty, and Boutique Boisson.

Please call me if you have questions or concerns.

Attachment



City of Petoskey

101 East Lake Street, Petoskey, Michigan 49770 • 231 347-2500 • Fax 231 348-0350

RECEIVED

MAR 07 2023

CITY OF PETOSKEY
CITY MANAGER

SB

APPLICATION FOR REDEVELOPMENT LIQUOR LICENSE

Instructions to Applicants: If applying for a City of Petoskey Redevelopment Liquor License, within the Downtown Development Authority Area (Redevelopment Project Area), this form must be completed and submitted to the City of Petoskey pursuant to Public Act 501 of the Public Acts of 2006. All applicants must comply with Ordinance No. 760 (see attached).

APPLICANT INFORMATION	
Applicant Name:	Malted Vinyl Co.
<i>(Name of Individual, Partnership, Corporation or LLC who will hold the license)</i>	
Business Street Address:	316 Mitchell St
City, State, Zip Code:	Petoskey MI
Business Telephone Number:	231-489-5720 / 616-558-7116

CONTACT INFORMATION	
Contact Name:	Melissa Hundey-Leverett
Street Address:	1172 Winnell Ct
City, State, Zip Code:	Petoskey, MI 49770
Telephone Number:	616-558-7116
Email Address:	maltedvinyl@gmail.com

BUSINESS TYPE
Nature of Application – (Check all that apply)
<input type="radio"/> Dining
<input checked="" type="radio"/> Recreation
<input type="radio"/> Entertainment

REQUIREMENTS	
Please indicate, by checking YES or NO, if your establishment meets the following criteria:	
✓ 1. Will the licensed business engage in dining, entertainment or recreation?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
✓ 2. Will the licensed business be open to the general public at least five (5) days per week, ten (10) hours per day, with a seating capacity of at least 25 people?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
✓ 3. Applicants for Redevelopment Liquor Licenses must demonstrate to the satisfaction of the Liquor Control Commission (LCC) that they attempted to purchase an available on-premise escrowed license or quota license within the City of Petoskey, and that one was not readily available as defined in the Act?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

PROCEDURES

Please describe on an attached sheet how your business will do the following, if issued a license:

Applicants requesting a license must document that they have a real property interest within the Redevelopment project area defined by the City Council under separate resolution, also known as the "DDA District" by completing an application documenting the property interest to the satisfaction of the City Manager (deed, lease, contingent sale, contingent lease, or similar documentation). If the applicant is not the owner, applicant shall include written concurrence from the owner. Each application must be accompanied by an application fee in the amount established from time to time by the City Council.

The applicant shall include, as a part of an application, documentation showing that at least \$75,000 has been expended for the rehabilitation or restoration of the building that would house the licensed premises, or shall make a commitment for capital investment of at least \$75,000 which shall be expended prior to the issuance of the license.

The applicant shall document how the issuance of the license will benefit the DDA District and the City. (Such documentation may include a business plan, an architectural plan, and other information necessary to review the proposal).

Demonstrate how the issuance of a license would promote economic growth in a manner consistent with adopted goals, plans or policies of the DDA District, including, but not limited to, the Downtown Blueprint Masterplan.

AFFIDAVIT

I have read all of the above answers and they are true. I agree to provide all requested information and to fully cooperate with the City of Petoskey requesting any and all additional information provided in this application or any attachment thereto. Any changes that occur after the date of this application, I will notify the City Clerk, in writing, within 14-days of such change. I understand that the falsification of the information on this form or any false statements made during investigations may constitute grounds for denial of a license.

I warrant that I am not disqualified to receive a liquor license under the ordinances of the City of Petoskey or the laws of the State of Michigan. If granted a liquor license, I will not violate any federal or state laws or any ordinance of the City of Petoskey in the conduct of business.

3/7/2023
Date

Melissa L. Hendry-Lewett
Signature of Applicant
(if applicant is a corporation,
Include title of signor)

Melissa L. Hendry-Lewett
Name of person completing this
form if not the applicant

CITY USE ONLY

☐ Approved
License No.: _____

☐ Denied

☒ \$500 Fee Paid
Date: *pd. \$500.00*
ck # 1500 3/7/23
gs

Authorized Signature



MALTED VINYL

Redevelopment Spending Plan

Malted Vinyl is planning to spend a total \$130K - \$175K in capital before opening. (This included the current \$75 planned to the building specific updates as well). Although the site was a restaurant, it is not in condition to open as-is. Below outlines the planned spend:

Exterior Updates

\$15,000 - \$20,000 (current target \$20K)

This would include painting of front (or new siding), updated, or removed awning, and updated signage (on building &/or windows). These updates will help rehabilitate this building to better fit within the downtown area.

Kitchen & Bar Updates –

\$30,000 - \$40,000 (current target \$40K, *Building Updates specifically targeting \$35k, this included plumbed taps, updated built in bar costs & updated/relocated plumbing.*)

This would include setting up a working kitchen including new appliances, updated layout and labor costs (including plumbing).

Interior Updates

\$40,000-\$50,000 (current target \$44K – targeting \$20k toward building updated (flooring, painting & updated lightening (including electrician))).

This would include updating the bath, full interior painting, fixing/painting the ceiling, updated flooring, improvement of sound dampening, interior signage, updated lighting & building costs for new built-ins including bar, counters, etc.

Furnishings & Supplies – NOT inventory

\$30,000 - \$40,000 (current target \$40K)

This would include the point of sales hardware, barware, sound system & furnishings – including barstools, chairs, tables & sofa vignettes.

Liquor License

\$20,000

In addition to the planned capital, we will be paying roughly an additional \$15K+ to cover inventory before we open for business.

Business Plan

Prepared by Melissa (Missy) Hundey-Leverett

I. Executive Summary

Malted Vinyl Co. is intended to be established as a S-Corporation with its physical location at **316 Mitchell St, Petoskey, Michigan 49770** with the expectation to launch Petoskey's first concept vinyl lounge in 2023.

Business Description

Malted Vinyl Co. shall be formed as S-Corporation under Michigan state laws and headed by Jesse Leverett & Melissa Hundey-Leverett.

Jesse has over 25 years of experience in new business development and customer discovery working globally.

Missy retired in 2021 after working 25 years in global brand & product management.

The Leverett's re-located full time to Petoskey March 2020 with their daughter, Clover, who attends Petoskey Middle School. They had previously been part time residents & vacationers of Emmet County for almost 20 years.

They are passionate about traveling, family, music & optimizing the customer experience along all touch points.

Business Mission

Much more than a bar – a Concept Listening Lounge.

Malted Vinyl Co.'s mission is to become a northern Michigan destination that inspires curiosity and builds community through the language of music. Our goal is to become YOUR retro place for Hi-Fi cocktails & music.

Benefit to DDA

Malted Vinyl plans to be a music/listening lounge enabling patrons to discover, share and experience music. While secondarily offering drinks to meet anyone's taste – from traditional cocktails, to low & no-alcohol options. This concept will appeal to both locals & visitors thus helping create a vibrant downtown.

Product

Malted Vinyl Co.'s primary product will be Malted Vinyl Lounge – Petoskey's only vinyl lounge - born out of our passion of great music & great drinks.

Having enjoyed music for years - from 1970's Funk to New Indi Rock and everything in between - and consuming music in a variety of ways – we (like thousands of others) continue to go back to the tried & true vinyl LP that offer uncompromised richness.

This passion of music – partnered with an obsession at finding great drinks comes together to create the Malted Vinyl experience. A comfortable, relaxing, vintage inspired environment to

discover new music and great drinks reinvented for the new millennium (from fully loaded to zero-proof options).

We cannot wait to open & invite the community to come in and **Kick-up** (your feet to relax), **Sip** (your choice of Hi-Fi handcrafted cocktail) & **Listen** (to your picks and others on our Hi-Fi Stereo system).

Supporting DDA Goals

The number 1 goal in the on-line public facing 2018-2022 downtown strategic plan is **Economic Enhancement** – with a concern pointed out for Work Force. The proposed business model of Malted Vinyl would support growth in 2 few keyways:

1 – We would provide an **updated, welcoming open storefront** to a building that has been unoccupied for years. This updated, open storefront will benefit the entire surrounding by reinforcing that the Petoskey downtown is a vibrant area with lots to do.

2 – We would support other businesses by providing a comfortable environment that **encourages people to spend more time downtown** – i.e. *location to relax downtown while waiting for their dinner reservations & providing a place to sip a traditional or zero-proof cocktail for people (adults & kids) to stay while others in their party shop and explore the downtown.*

Please note – the choice to not offer food service within the business was strategic, in part due to well documented work-force concerns. We plan to offer a concept that can be supported with minimal well-paying positions, while also knowing that our offering and staffing plan can evolve to meet our community needs.

II. Business Summary

Industry Overview

The vinyl renaissance is underway.

The global Vinyl Market is growing at a compound annual growth rate (CARG) of 15% (2021-2028). *(Digital Journal via Express Wire Oct 13, 2022)*

In 2021 Vinyl Album Sales surpasses BOTH digital and CD sales. *(Statistica Jan 2022 – The Vinyl Comeback Continues)*

Yet in the USA 76% of the population still have never had the OPPORTUNITY to listen to music from a physical media – driven primarily from initial investment (money & space). *(Statistica Aug 17, 2022)*

Additionally, 79% of customers agree that the experience a company provides is as important as the product. *(Contentserv Jun 24, 2021)*

Listening lounges have begun to open all over the USA withing the last 2 years. These concept lounges have been prevalent in Japan since the 1950's yet since the pandemic there have been dozens of these lounges opening all over the USA – they provide a comfortable listening area that is both reminiscent of mom & dad's / grandma & grandpa's while also being audiophile quality. The current US lounges are mostly in larger cities throughout NY, California & Colorado. These bars have as much 'ear candy' as 'eye candy' allowing for a fully immersive experience (**Appendix C** draft

look, feel & sound of Malted Vinyl Co.). Patrons can choose the music, experience full albums, and learn from other's musical choices all while enjoying a drink in a relaxing, retro family room like atmosphere.

Being an artistic community – Petoskey is the ideal location to open Michigan's first concept vinyl lounge.

A new rise in sober-curious consumers.

These consumers are happy to switch between sober nights & drinking occasions – with a 58% drinking more non-alcoholic & lower ABV cocktails than 1 year ago. *(2021 Bacardi Cocktail Trend Report)*

This segment – no & low ABV beverages – has grown by as much as 506% since 2015 – and is expected to grow over 7% year-on-year until 2025. *(Forbes, Jan 10, 2021 – Non-Alcoholic Spirits are popping up everywhere)*

Business Goals

Short Term:

- S-Corp (Malted Vinyl Co) formed Jan 2023
- Confirm location March 2023/Lease signed.
- Send documents to City w/o March 7, 2023
- Begin Site Updates March 2023
- Approval at Downtown Board Meeting March 21, 2023
- Approval at City Board Meeting April 17, 2023
- April 2023 – apply to state for Liquor License
- All orders for capital goods completed by June 2023
- Complete site updates by June 2023
- Obtain Liquor License by May/June 2023
- Place initial POs for inventory – May/June 2023
- Hire & Train Staff early June 2023 (target 3 full time & 2 part time people)
- Tent Soft Opening – Tent early June 28
- Grand Opening July 1
- Tent Fully open July 4
- Meet summer weekend forecast (150 people spending \$20pp) by Sept 2023
- Meet or exceed winter weekend forecasts by Jan 2024 (~75 people spending \$15pp)
- Host 1 event within first 3 months of opening
- Participate in Petoskey ladies' night our and open house Q4 2023

Long Term:

- Determine correct mix of products (sellable) & vinyl (experiential)
- Upgrade total experience (music & menu) and grow music collection to be the undisputed largest single public collection within Northern Michigan/throughout all of Michigan
- Develop relationships with local business to cross promote with Malted Vinyl Co. (i.e., food vendors for events/larger forecasted weekends, vinyl vendors, etc.)
- Create event cadence to help optimize attendance.

Legal

Malted Vinyl Co. affirms that it will be working through the state liquor board & local health department for the needed business licenses.

III. Marketing Summary

Target Market

Malted Vinyl Co. primary target market is as follows:

Targeting music lovers of all ages – both within our community & those visiting our community – that would like to experience an audiophile music experience with a retro cocktail (zero-proof or fully loaded), or other refreshment, in a comfortable retro living room atmosphere that harkens to a simpler time (no TVs).

The estimated number of potential daily drink purchases ranges from 60 - 300 (seasonal & daily ranges - which would represent 50 -200+ customers daily) assuming we would develop a strong community of music lovers that visit regularly.

Pricing Strategy

We have done a review of the local market pricing. Keeping in mind competition, and the cost of customer acquisition, we believe we could offer Cocktails (traditional, low and no alcohol options) ranging from \$10-\$15, beers ranging from \$5-\$8 & pop at \$2.50. We believe this could keep our business positive while also minimizing the cost barrier for our prospective patrons.

Proposed menu attached in **Appendix A**.

Promotional Strategy

Malted Vinyl Co. will promote sales through a comprehensive marketing plan & calendar being developed. Such tactics being evaluated include:

- Optimization of Physical Presence – the store front and store windows should be inviting to optimize foot traffic to the Company.
- Web Presence & Search Engine Optimization – we plan to have a web presence that will be optimized for search to help new patrons find us and be able to find out pertinent information (including special events calendar).
- Social Media – both organic and paid will be utilized.
- Direct Mailings – we will be reviewing the opportunity to use Every Door Direct mailing to get the word out once we are open.
- Special Event Calendar – we believe that events could be an on-going opportunity for Malted Vinyl Co. Music can change the feel of a venue and therefore we will be looking at opportunities to host a variety of events to appeal to a variety of possible patrons including happy hours, themed events (Jazz nights, Local's nights, James Bond night, etc.) & holiday specials (German Tap Takeover for Oktoberfest, New Year's Eve, Dry January Specials etc.).

SWOT Analysis

Strengths

- Hitting on the trend of vinyl while creating a listening space in our community for anyone living or visiting here.
- One of the only low to no ABV cocktail drink menus in Petoskey to appeal to possible larger segment for happy hours & night outs.

- Comprehensive vinyl collection that will appeal to a range of possible patrons. *(Albeit no explicit lyrics albums will be played).*
- Physical presence – location in gas light district will encourage easy customer discovery.

Weakness

- Minimal retail experience.
- Forecasting of local needs which will need to be dynamic to meet the patron's needs.

Opportunities

- Have reviewed competitive menus of other Petoskey establishments. Many current establishments offer wonderful craft cocktails and microbrews. Therefore, we see an opportunity to offer sophisticated low & no ABV cocktails in addition to traditional cocktails & other common beverages – beers, NA beer, pop & coffee. Thus, allowing a unique offering to the downtown area).
- Possible future partnerships with other local business for expanded food services or partner with merchants for record sales.

Threat

- Liquor license – without a license this opportunity will not be financially viable – to meet our numbers we need both Zero Proof & traditional cocktails.
- Seasonality of customer base – hours may need to flex to balance sales with revenue (for proposed operating hours see **Appendix B**).
- Local worker shortage – our goal is to hire 3-5 part time employees to open. We have budgeted a highly competitive wage, yet without additional help our business may suffer.

IV. Financial Plan

Simplified 12-Month Profit & Loss Projection

Projected **Average Monthly Expense** for salaries & overhead:

(overhead = rent, licenses, permits, insurances, utilities, web site, accounting & legal services)

\$[REDACTED]

Projected **Revenue & Sales** for Year 1 (full 12 months once open / estimated less product costs):

\$[REDACTED] sales / \$[REDACTED] less product costs

Projected **Net Profit** for Year 1 (first full 12 months):

\$[REDACTED]

Projected **Capital**:

\$[REDACTED] + \$[REDACTED] inventory

Appendix A – DRAFT MENU



MALTED
VINYL

Brews

Micro

- Bier De Mac American Wheat Ale, ABV 5.4%
8
- Bier De Mac Belgium Blonde Ale, ABV 6.4%
8
- Bier De Mac French Farmhouse Ale, ABV 8.5%
8

Retro

- x, ABV%
7
- Bud Light, ABV 4%
consider miller lite
5
- Budweiser, ABV 5%
Consider Stroh's ABV 4.5
5
- PBR, ABV 4.7%
5

Non-Alcoholic

- x, ABV%
6
- x, ABV%
6
- x, ABV%
6

Hi-Fi Cocktails

Fully Loaded

ABV over 20%

- Sidecar
Remy Martin XO Cognac - Cointreau - Lemon - Orange 15
- Zipper
Haku Vodka - Chambord - Lime - Soda
- Old Fashioned
Woodford Reserve - Cherry - Angostura Bitters
- Vespers Martini
Hendrick's Gin - Grey Goose Vodka - Lillet Blanc - Bitters - Olive
- El Diablo
Patron Tequila - Creme De Cassis - Lime Juice - Ginger Beer
- Kingston Negroni
Zacapa No. 23 Rum - Campari - Sweet Vermouth - Orange Peel

Low Octane

ABV below 20%

- Italian Spritz
Lyre's Italian Spritz - Sparkling Wine - Orange - Soda 12
- Elderberry Collins
Lyre's Pink London Spirit - Lemon - St. Germain - Soda
- Craft Setzler
Ciroc Vodka + Sparkling Water + your choice of natural flavor:
Lavendar, Orange Vanilla, or Strawberry Mint
- Adonis
Fino Sherry + Sweet Vermouth

Zero Proof

ABV below 0.5%

- Monday Margarita
Monday Mescal - Agave - Lime 10
- Monday Maria
Monday Mescal - Tomato - Spice
- Lying Clover
Lyre's Dry London Spirit - Raspberry - Lemon - Egg White
- Ginger Spice Highball
Seedlip Citrus - Ginger - Lemon
- Mr. Howard
Seedlip Spice - Grapefruit - Lemon
- Cos-Nope
Seedlip Citrus - Cranberry - Lime
- Ameretti Sour
Lyre's Amaretti - Simple Syrup - Egg White - Aromatic Bitters

Appendix B

Proposed Operating Hours

High Season/Summer + Fall Hours (June– Oct)

Tue, W, Th,	12:00 – 10:00 (3 people 2 servers/bar tenders – 1 am (12-8) , 1 pm (3-11), 1 busser/DJ (2-10))
F & Sat	12:00 – 11:00 (4 people – 1 am (12-8), 2 pm (3:30-11:30) + 1 DJ/busser 1-10))
Sun & Mon	Closed

Low Season/Winter + Spring Hours (November – May)

T, W & Th	12:00 – 10:00
F & Sat	01:00 – 11:00
Sun & Mon	Closed

Hours may be evaluated at open for a few months to meet both community, patron & staffing needs.

Appendix C

Proposed Look, Feel & Sound of Malted Vinyl

Our Curated Collection of Record Players

In the late midcentury – 1950's -1970's the hey-day of vinyl – the turntable gained massive popularity due to the release of models that provided stereo playback. This type of Hi-Fi sound hit the scene, resulting in thousands purchasing one for their own use at home. Subsequently, many 'kids' grew up in homes where parents & grandparents that had these cabinets in their family rooms & eventually in their basements.

The following provides information on our collection used to furnish Malted Vinyl in downtown Petoskey.

- #1. 1968/69 Magnavox Astro Sonic – Original home Alanson, MI – Turntable + AM/FM Radio – Donated in working condition
- #2. 1972 Sears Silvertone – Original home Rose City, MI – Turntable + AM/FM Radio – Procured in working condition
- #3. Mid-70's General Electric – Original home Escanaba, MI – Turntable + AM/FM Radio – played every Christmas – Donated in working condition
- #4. TBC

In recent years audiophiles have turned back to vinyl – as it provides the richest, most nuanced recordings compared to current digital counterparts. And thankfully musicians agree too with many current artists releasing on vinyl once again.

The equipment we use

Record Player - TBC

Amp - TBC

Speakers – an optimized mix of 2023 JBL Classics – exact models, number & layout yet TBC

Within the physical space we want to invoke the feeling of the mid-century when vinyl LPs were at their peak & not every family room was centered on a TV. Simple, comfortable furnishings will provide the backdrop for this music forward, vintage-inspired experience. Deep colors with lots of wood (Stereo Cabinets & Antique Speakers) will set the stage. Pops of color help provide a memorable unique experience.

Malted Vinyl Co. Mood Board



AFFIDAVIT

VERIFYING ATTEMPTS TO PURCHASE ESCROWED LIQUOR LICENSES

STATE OF MICHIGAN)
)^{ss}
COUNTY OF CHARLEVOIX)


The undersigned, David L. Campbell, being first duly sworn, deposes and says as follows:

1. That David L. Campbell is in fact the Attorney for Malted Vinyl Co. and has been retained to provide legal assistance to said entity in acquiring a Class C and SDM Development District (DDA) liquor license(s) under MCL 436.1521a(1)(b).
2. That Malted Vinyl Co. has made application with the City of Petoskey and is preparing an application for submission to the Michigan Liquor Control Commission for said Class C and SDM liquor license(s) to be located at 316 E. Mitchell Street, Petoskey, Michigan 49770.
3. That David L. Campbell makes this affidavit to verify the fact that there are no readily available On-Premise Emmet County escrowed liquor licenses.
4. That pursuant to MLCC records, as of this date, there are six (6) escrowed Class C and SDM liquor licensees in escrow with the MLCC, as identified in attached Exhibit "A."
5. That on March 9, 2023, Affiant caused to be sent to the six (6) licensees, as identified in attached Exhibit "A," via US Postal Service (certified return receipt requested), letters of inquiry as to the availability of their escrowed Class C and SDM liquor licenses. A copy of the proof of mailing and referenced letters are attached hereto.
6. That to date, your Affiant has failed to receive any response from the respective licensees.

Further Affiant sayeth not.


David L. Campbell

The named Affiant, personally known to me, signed in my presence the foregoing Affidavit on the 9th day of March, 2023.


Joan L. Miller, Notary Public
Charlevoix County, Michigan
Commission Expires: 7/22/2023

- 3. Cutler's** **Corner Howard & Lake** **\$6,000**
Paint on the first floor of this iconic building located on the iconic corner of Howard and Lake is currently in bad repair. The scope of work planned is to scrape, caulk, and repaint the first-floor exterior which fronts both Howard and Lake Streets with the same colors presently found, although the yellow will be tinted to more closely match the new awnings. The grant is being recommended because of the integrity and importance of the historic structure of the building and its prominent placement in the heart of Downtown. Total investment of dollars being spent on this project is over \$24,000.
- 4. Stafford's Perry Hotel** **Corner Bay and Lewis Streets** **\$6,000**
Stafford's is planning to repair and replace the Noggin Patio that is on the Bay Street façade of the building. Due to age and the elements, the original bricks and concrete blocks have failed and the rail was partially blown away in a storm this past winter. This grant will be contingent on a meeting with the Design Committee chair to determine the materials used for the concrete patio and the rail. The grant is being recommended because of the Perry's landmark status, the desirability for outdoor dining, and the value to Downtown of having a hotel that brings people to Downtown throughout the year to shop and dine. Total investment dollars are anticipated to be approximately \$16,000.
- 5. Mike Lambert** **Petoskey Street Building** **\$5,000**
The brick at the top of this building is in serious need of repair as it is crumbling and even falling off of the building. There is also a door on the second floor that opens to a deep drop off and needs to have a balcony and rail replacement. The Design Committee is proposing to assist in funding the restoration of the bricks at the roofline of the building. The grant is being recommended because of the historic value of the building, the high visibility of the façade from the highway, the retail spaces provided there, and also the upper story, affordable, workforce housing provided. Total investment dollars in the brick repair project are expected to exceed \$23,000.
- 6. Beards** **215 East Lake Street** **\$4,000**
The scope of work being proposed for Beards includes engineering and design fees, sail style shades over the outside area, painting the brick building, and installing operative windows on the Lake Street façade. With further design details not available at this time, at this phase of the project, the committee is recommending funding the sail shades only, but would entertain a petition to fund design costs instead. The committee is hesitant to fund painting of bricks when the bricks are in good condition, as painting needs to be routinely maintained. The grant for the sail style awnings is being recommended due to the support for outdoor dining and the attraction that sails will make to this main entrance to Downtown. The estimated cost of the sail shades is \$8,000 and the estimated total dollars to be spent on the exterior façade project is approximately \$100,000.
- 7. Great Lakes Orthodontics** **414 Petoskey Street** **\$3,000**
The scope of work proposed for this mid-century modern historic building involves the front façade and the alley side façade. The Design Committee is recommending the front façade work only and is proposing a match for a new front door. This grant will be contingent on a meeting with the Chair of the committee to determine that the style of the door is compatible with the mid-century modern design. The grant is being recommended because of the unique architecture of the building and its local clientele. Total dollars expected to be expended if the entire project is completed would approach \$100,000.

The work being proposed to these buildings is primarily paint, caulk, and some brick repair. The grant is being recommended because of the historic character of the buildings and their high visibility to all in Downtown. Total number of dollars proposed to spent on the project is \$5,600.

New signage and awning lettering are proposed for the front façade of this business, neither of which are fundable according to façade grant guidelines. Improvements including a sliding screen door and step and railing repairs that would total \$3,415 are proposed for the side façade of the building. This grant is being recommended because of the enhancements to outdoor dining activities. Total dollars expected to be spent on the project, including the non-fundable signage portions, are expected to exceed \$5,000.

This iconic building has suffered wind damage to the roof and is in need of repair. A very low estimate of \$630 has been received and submitted. The recommendation of the Design Committee is to fund the project at \$300. The grant is based on the historic building, the historic business that has been housed there, and the strong desire to assist the overall repair of the street and the marketability of the now empty building.

An eleventh grant was received for repairs to the flooring of a porch in a residential turned commercial building. It was determined by the committee that the porch floor was not a façade, and, although the building is historic, that a restoration (especially as proposed with non-historic materials) in a non-retail location did little to benefit the greater good of the entire commercial district. This application is not being recommended for funding.

The request from staff and the Design Committee is for the DMB to review and approve these 2023 façade grants that total \$50,000, the amount allocated in the 2023 Parking Fund budget. Please contact me if you have questions or concerns.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: March 13, 2023

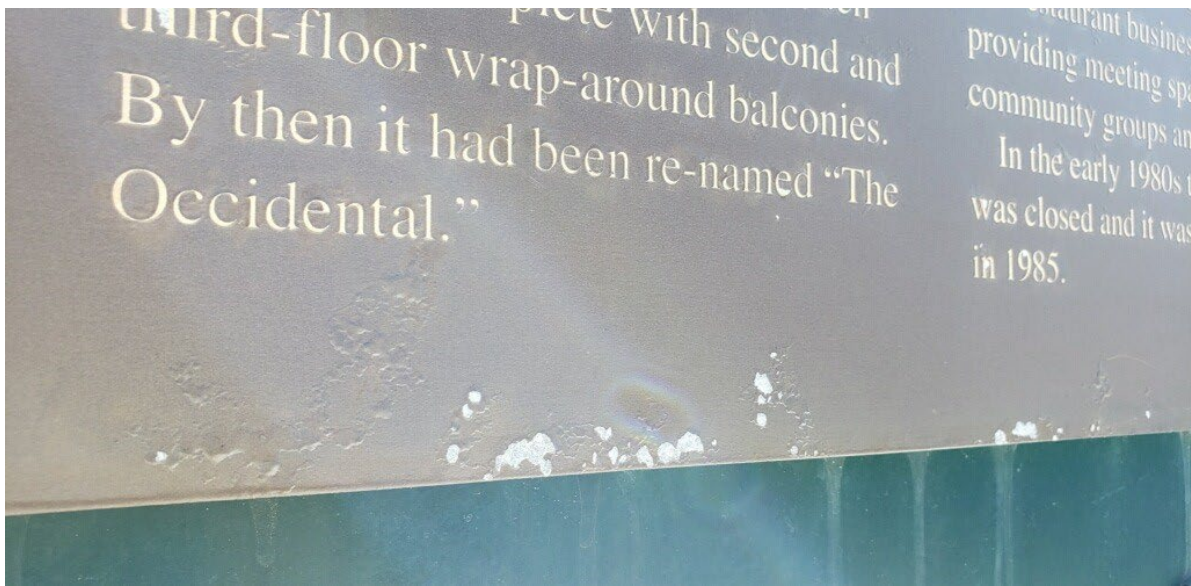
RE: Request for Approval of Parking Lot Sign Refurbishment Funding

The 2022 DMB Parking Fund Budget included funds to refurbish the signs in the Downtown parking lots, with a placeholder amount of \$25,000. Unfortunately, due to supply chain and workforce issues, the work was not able to be completed last year and the money was not spent. The signs (pictured below) have not had maintenance work performed on them since they were installed in 2000 and they are showing their age.

The history of the parking lot identification signs is that they were part of a comprehensive wayfinding program that was done for the entire Downtown. The Design Committee, the DMB, City staff, the Chamber, and City Council all collaborated on the project which incorporated the brand that is still being used today. The designer of the wayfinding system was Corbin Engineering, at the time one of the most premier sign companies in the United States, and the fabricator of the actual signs was Valley City Sign Company from Grand Rapids. Occasional repairs have been made to the signs by Valley City Sign Company when they were damaged by vehicles or plow trucks in the early years. These repairs necessitated pick up and delivery by Valley City and the charges for this added up noticeably. Several years ago, staff started contracting with a local company, Sign and Design (now Pro-Image Design), for repair work and has received responsible and impeccable service at a much-reduced rate.

Staff has now received an estimate from Pro-Image Design for the refurbishment of the signs, with the work to be completed prior to the summer season, in the amount of \$46,213.76. Some \$28,000 of this price is for the copper etched plaques. This cost could be reduced by replacing the plaques with nickel. The Parking and Design Committees have discussed this with neither recommending to change the materials. The Design Committee specifically cited the immense collaborative effort that went into the original design, the continuity of the brand, the fact that the plaques have held up as well as they have for well over twenty years, and the established reputation that Downtown Petoskey has for premier attention to detail in their decision to not recommend changing materials.

Because the sign refurbishment was included in the 2022 budget, no new action needs to be taken to move ahead on the project. Staff is bringing this forward and looking for support because of the increase in the cost of the project. The increase can be handled by a simple budget adjustment at the end of the year. It is the request of staff that the Board authorize staff to move ahead with this project with the current estimate of \$46,213.76.





MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: March 13, 2023

RE: Request for Approval of Pop Up Event RFP

The 2023 budget contains \$20,000 for what the Board has named “Pop Up” Events. Pop Up Events are meant to be created in a similar way that last year’s Summer Send Off was created, which was that it was led by an individual business and held on public property in a part of Downtown where events are not traditionally held. Beards, the title sponsor of last year’s Summer Send Off, provided the concept, funding, and feet on the ground volunteer support. The DMB provided fiscal and administrative management of the event and spent matching funds on other activities related to the event in other parts of Downtown.

Pop Up Events could be one-time only events or could be developed into annual events. Board direction was that, moving forward in this area, an RFP should be developed that would specifically outline what would be expected of the business/es applying and what would be provided by the DMB in exchange. Although the Pop Up Event concept has not yet been promoted, there has been interest from two different businesses to make this application in 2023.

Staff is proposing the following be discussed and adopted or adopted with changes at the March meeting so that the RFP can be issued and plans can commence.

Attachments

DRAFT Request for Proposals for Downtown Pop Up Events

The Downtown Management Board is seeking proposals from Downtown businesses that would like to create and hold events on public property (such as closed streets, parking lots, alleys, or IN Pennsylvania Park). As commercial activity in public rights of way is prohibited by ordinance in the City of Petoskey, these types of events would require the sanction of the DMB that would serve as the host and title sponsor of the event, administering oversight and support including:

- Up to 50% matching funds
- Receiving permission and event insurance from the City to hold the event
- Management of financials
- Printing and design consultation for all printed materials
- Social media and website support

Name of Business/es

Address of Business/es

Contact email and phone

Downtown Petoskey's.....

Proposed Name of Pop Up Event

Proposed Date of Event _____

Proposed location of Event _____

_____ Amount requested from DMB (no more than half of the total amount you will be spending)

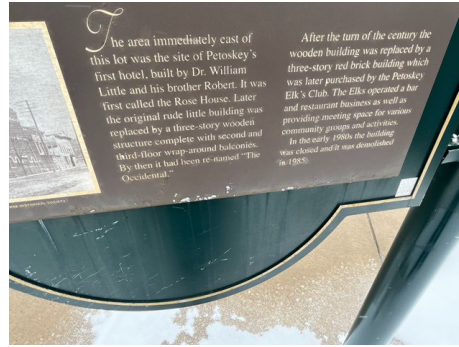
On a separate sheet of paper, please include a complete description of the event you are proposing. Include a budget for the event and plans for how you will support the event through volunteers and your own staff support. Proposal deadline is May 8, 2023.



**Downtown
Design Committee
MEETING
NOTES**

Wednesday, March 15, 2023
Council Chambers, City Hall

- I. Welcome – Members Rashid, Albert, and Knutsen attended in person. Presley attended by Zoom. Neumann sent a detailed report of his review of the applications as he was unable to attend. Staff present was Goodman.
- II. Review and Recommendation of 2023 Façade Grant Applications – Members reviewed eleven applications for façade grants. All but one was funded to some degree. Criteria given status were the historic importance of the building, if the improvement was on the front façade, if the building was a retail location, if the improvement was not a maintenance project, and the overall importance to the look of Downtown. Grants being recommended to the DMB are:
 - Meyer Ace Hardware - \$16,500 for opening up an original window on the Penn Park side of the building that had been boarded over
 - Tillie's Tafel - \$1,500 for improvements to an outdoor dining area
 - Stafford's Perry Hotel - \$6,000 for improvements to an outdoor dining area
 - The Carnegie Building – \$6,200 for deteriorating front façade work
 - The Circus Shop - \$300 for historic awning/roof reconstruction
 - Beards - \$4,000 for sale style shades
 - Dave's Boots - \$1,500 for front façade painting
 - Cutler's - \$6,000 for front façade painting
 - Lambert - \$5,000 for highway facing façade brick reconstruction
 - Great Lakes Orthodontics - \$3,000 for front door replacement
- III. Discussion regarding Parking Lot Wayfinding Signs – Goodman reviewed that these signs had been installed as part of a Downtown wide wayfinding project approximately 25 years ago and had not had any maintenance performed on them since that time; that they were designed through a collaborative effort with the Design Committee and City staff and several focus groups; that the DMB had approved \$25,000 three years ago to have them refurbished; that (due mostly to COVID) that work had not happened; that she had received a new bid for \$46,000; and that she would be recommending to the DMB that this amount be spent on their refurbishment. Half of the increased price is due to the cost of the brass and copper signage. Nickel signage would be cheaper but it does not match the brand and the design that had been agreed upon in the planning process. The committee supported the decision to move ahead with the original materials and did not want to recommend changing to a different material.



- IV. Mitchell Street Entrance Report – Goodman updated the committee that the Mitchell Street Entrance Project would begin during spring break with the removal of the overgrown pine trees; that the maple clump would be able to stay which would give the area a seasoned look; that the Downtown sign will be lit by gooseneck lamps; and that the Garden Club would be helping with the flower plantings. Knutsen added that the project is being designed somewhat onsite and that the variety of hardwood tree that will line Mitchell Street has not yet been selected.

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.



Downtown Petoskey
Marketing Committee Meeting
Petoskey Downtown Office
AGENDA
4:00, March 14, 2023
Community Room, City Hall

1. Welcome – Members present were Robin Bennett, Natalie Lauzon, and Sommer Poquette. Staff present was Goodman.
2. Keep it Real Social Update – Sommer reported that the social media data had been included in the information for the Toast to Downtown report. She commented that it was normal for stats to drop this time of year as there was not happening that could be mentioned in posts.
3. Annual Meeting Wrap Up – There was general consensus that the meeting had gone well, that 70 people attending was considered successful, and that this was something that needed to be included in the annual schedule for years to come.
4. Billboard – The group suggested several subjects for the billboard with the thought that it would be great to be working ahead of deadlines. Subjects under consideration are a Welcome Back theme, a Social District theme, Sidewalk Sales, and possibly a summer concert theme. There was discussion about using original artwork on the billboards instead of photography. The concept is unusual and would be distinctive, although maybe difficult to interpret on a billboard where there is a very quick drive by time. More discussion to follow.
5. Calendar Report – Sommer reported that ad sales were somewhat slow and offered the idea of promoting DT events in some of the open spaces. There will be one more push for ads and the project will move ahead with the event promotions.
6. N MI Y Collaboration – Becky offered that she had received an offer from the N MI Y to coordinate an art walk inside of the stores with the art coming from the children in their programs. The group was generally in favor but debated about when this should happen. In the end there was agreement that this could easily be incorporated into the Winter Wonderland event, with the theme being “love” which would celebrate the month of February. Becky will get back with the Y for their thoughts.
7. Blog Topics – Time was running short, but topics mentioned for upcoming blogs were the social district and summer events.
8. Staycation – All present committed to participating in Staycation by providing a coupon for the goody bag.

9. New Marketing and Promotions Director – There was discussion about priorities for the new person who will be taking over the management of the committee. Development of an annual workplan, visits to businesses, and publicity related to the definition of the Marketing and Parking Divisions of the DT Office were prioritized.

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



Parking Committee MEETING NOTES

Tuesday, March 14, 2023, 10:00 AM

Community Room

City Hall

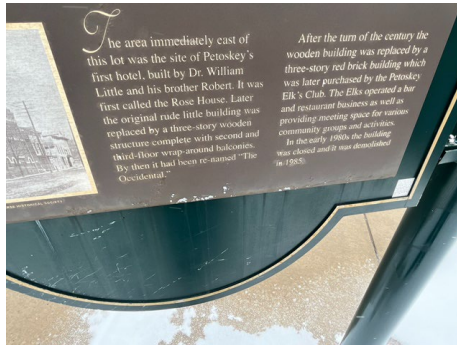
1. Welcome – Members present were Slocum and Smith. Staff present was Goodman.
2. Public Comment – No one from the public was present.
3. Outstanding Issues
 - A. Past Due Collections – Goodman reported that the City attorney was working with staff on this issue.
 - B. Mission Discussion – Goodman reported that the Organization Task Force had not met but would be taking this up when a meeting was able to be scheduled.
4. St. Francis Parent Request – At the request of staff, who was asking on behalf of a concerned parent, there was a discussion regarding policy for parking enforcement in front of St. Francis School. Staff shared that there had been several complaints from St. Francis parents recently, as well as incidents of harassment of parking ambassadors, regarding parking enforcement in the area of the school. Current and longtime policy is to not enforce on the school side of Michigan State between 10:45 and 11:15 am, 11:45 and 12:13 pm, and 2:45 and 3:15 pm. This is a courtesy offered to parents who are picking up their children during these times.

Parents are complaining that this is not enough time, that they do not have a specified pick up and drop off area at the school, that Central School parents are not ticketed and do not have to pay to park at any time of day, that they do not always have change with them for the meters, that people attending school should not have to pay to park, and that they do not want to deal with meters as they feel they are a nuisance. Goodman had offered to purchase a bag of tokens for one parent if they would agree to use them as an experiment and let her know if they felt the tokens could be a good solution to their problems, but the parent has not yet picked up the tokens.

Goodman shared that the position that she has taken over the years when this subject has come up is to explain that if there were no meters and no enforcement in front of the school, the St. Francis parents would be even more disadvantaged as there would never be space in front of their school available because the spaces would be filled with DT employees looking for convenient, free parking. In other words, parking management in that area is actually a service to the school and to the parents.

There was some discussion among committee members, but no inclination to change the current policy in any way.

5. Parking Lot Sign Renovation – Goodman shared the photos below and explained that the signs in the parking lots are in need of refurbishment, as they had received no maintenance since the time of their installation which was over 20 years ago. This project had been included in a prior year's budget but had not been accomplished due to product supply and worker shortages. Pro-Image (Sign and Design) has given a final estimate of \$46,213 which is higher than originally proposed. The committee discussed options and the need for having the work done. Goodman will be preparing an agenda item for the March DMB meeting and the committee will be prepared to discuss with the full Board.



6. Stats - The monthly stats were reviewed and found to be satisfactory, running slightly ahead of last year.
7. What else? Goodman reminded the committee that she needed to include some planning for summer bicycle and “scooter” type vehicles as the summer months on the next agenda.

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.