



DOWNTOWN MANAGEMENT BOARD

April 18, 2023

1. Call to Order – 6:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of March 21, 2023
 - (b) Payment of March bills
 - (c) Acceptance of March expense and income reports
3. Public Comments
4. New Business:
 - (a) Reports by Downtown Management Board Committees
 - (b) 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)

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



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: April 18, 2023 **PREPARED:** April 14, 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 March 21, 2023; (2) Acknowledgement of bills since March 21, 2023; and (3) Acceptance of the March expense and income reports as prepared by the Downtown Director.

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Enclosures



DOWNTOWN MANAGEMENT BOARD

March 21, 2023

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

Present: Ben Slocum, Chairperson
Robin Bennett, Vice Chairperson
Gary Albert (arrived at 6:09pm)
Marnie Duse
Joe Keedy
Jennifer Shorter
Drew Smith
John Murphy, Mayor

Absent: Megan DeWindt

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 February 21, 2023 regular meeting minutes; acknowledgement of bills since February 21, 2023 that totaled \$74,136.09; and February expense and income reports as prepared by the Downtown Director. Shorter 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.

Recommend Redevelopment Liquor License for 316 East Mitchell Street

Melissa Hundey-Leverett, prospective owner of Malted Vinyl, located at 316 East Mitchell Street, gave a brief overview of the business; that music is trending; and that the business will provide customers an experience in downtown where they can relax and listen to vinyl's along with a cocktail or spiritless cocktail.

Board members praised the idea and inquired how the vinyl collection came about; inquired on the large space and how it was considered in the business plan; asked for clarity on soft openings and fully open tentative dates; and inquired if applicant meets all requirements.

Ms. Hundey-Leverett responded that the vinyl started with her husband's collection and has since been added with all genres; that she chose the space since it was previously a restaurant and that there would not need a change of use; that the plan is to install a dividing wall to give an intimate feel and expand in further years; and opening dates would be contingent on liquor license and construction approval.

Duse moved and seconded by Bennett to recommend to City Council a redevelopment liquor license for Malted Vinyl, 316 East Lake Street. All in favor.

Approve 2023 Façade Improvement Grants

The Downtown Director reviewed that the Design Committee received and evaluated 11 applications, but only recommended 10 due to one of them not benefiting the entire downtown and reviewed in brief detail each applicant's project for a total grant funding of \$50,000.

Chair Slocum commented that three board members applied for a grant and asked how the projects should be approved. Board members discussed process and concurred to vote on 7 all at once and to remove projects #4 (Stafford's Perry Hotel), #6 (Beards Brewery), and #10 (The Circus Shop) and vote on those separately.

Shorter moved and seconded by Albert to approve all 7 grant requests as presented from Meyer Ace Hardware (\$16,500), The Carnegie Building (\$6,200), Cutler's (\$6,000), Mike Lambert (\$5,000), Great Lakes Orthodontics (\$3,000), Dave Russell (\$1,500) and Tillie's Tafel (\$1,500). All in favor.

#4 Stafford's Perry Hotel – Board member Smith reported that he will abstain from the motion.

Albert moved and seconded by Shorter to approve Stafford's Perry Hotel (\$6,000) grant request.

Said motion was adopted by the following vote:

AYES: Slocum, Bennett, Albert, Duse, Keedy, Shorter, Murphy (7)

NAYS: None (0)

ABSTAIN: Smith (1)

#6 Beards Brewery – Chair Slocum reported that he will abstain from the motion.

Bennett moved and seconded by Albert to approve Beards Brewery's (\$4,000) grant request.

Said motion was adopted by the following vote:

AYES: Bennett, Albert, Duse, Keedy, Shorter, Smith, Murphy (7)

NAYS: None (0)

ABSTAIN: Slocum (1)

#10 The Circus Shop – Board member Duse reported that she will abstain from the motion.

Albert moved and seconded by Shorter to approve The Circus Shop's (\$300) grant request.

AYES: Slocum, Bennett, Albert, Keedy, Shorter, Smith, Murphy (7)

NAYS: None (0)

ABSTAIN: Duse (1)

Approve Parking Lot Sign Refurbishment

The Downtown Director reviewed that \$25,000 was in last year's budget for refurbishing signs, but was unable to complete the work last year; that Pro Image Design provided a rough estimate last year, but now provided a more accurate estimate of \$46,213.76; that funds were included as a place holder again this year; that there has been no work on these signs since they were installed unless there were issues; and recommended contracting with a local firm on refurbishment.

Board members echoed the Director's comments that the community spent a lot of time and effort years ago on signs; inquired on the difference between copper and nickel; and that further discussion should be in the future on allocating the budgeted funds to committees to decide on specifications. The Downtown Director responded that nickel does not match signs and takes away from the overall quality.

Shorter moved and seconded by Keedy to approve \$46,213.76 for parking lot sign refurbishment. All in favor.

Approve Pop-Up Event RFP

The Downtown Director reviewed that \$20,000 was budgeted for pop-up events similar to last year's event sponsored by Beards Brewery; that Board members requested that there be a policy; and provided a draft RFP for pop-up events which the DMB would administer 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 and social media and website support.

Board members discussed not limiting to one pop-up event, but rather limited by budgeted funds; heard the importance to have a form of medium for applicants to submit; heard concerns on matching funds and other contributions, and if things needed to be stated what the downtown will not support or leave it open-ended; discussed that staff time is not identified and that the idea is to limit downtown and City staff's efforts on these events; inquired on openness of event and if it has to be open to the public; inquired what constitutes commercial activity; discussed type of event should be identified in application such as entertainment vs. sale in public right-of-way; discussed that there should be an entertainment portion to an event; and discussed adding that the event has to provide a public benefit at the discretion of the DMB.

The Downtown Director will revise the policy based on board comments.

Reports by Downtown Committees

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

The Downtown Director further reported that Andi Symonds has been hired to come back as the Downtown Marketing and Promotions Director and will begin on April 3; that the Marketing Committee is working on the downtown calendar and that ad space is still available and that they are working on Staycation packages.

Board members inquired on the downtown shopping map deadline and the Downtown Director responded that the map usually is distributed by Memorial Weekend so deadlines would be around the second week of May.

Reports by City Staff

The City Manager reviewed that at last night's City Council meeting deer management was discussed during a work session presentation; that a draft Ethics Ordinance is being considered for all elected officials, appointed officials and City staff; that there is no meeting the first week of April due to spring break; that the 2023-2025 Action Plan was approved; that the City received a \$20,000 grant from EGLE for Winter Sports Park improvements; that staff will be submitting a Brownfield Grant and Loan Proposal to EGLE for Michigan Maple Block project; and discussed with City Park Grill owners on support from the City for the rental rehabilitation project which will be identified in an agreement; and that improvements at the entrance to downtown will begin next week at the Mitchell Street/US-31 intersection.

There being no further business to come before the Downtown Management Board, this March 21, 2023, meeting adjourned at 7:06 P.M.

**DOWNTOWN MANAGEMENT BOARD
MONTHLY BILLS - MARCH 2023**

4/10/2023

PROGRAMS & SERVICES

DT Marketing	Writing Dailey/Blog	DT Assessment	\$ 125.00
DT Marketing	Mailchimp/newsletters	DT Assessment	\$ 135.00
DT Marketing	Squarespace/subscription	DT Assessment	\$ 29.00
DT Marketing	Meta/ads	DT Assessment	\$ 29.00
DT Marketing	Lamar/billboard	DT Assessment	\$ 935.00

TOTAL PROGRAMS & SERVICES \$ 1,253.00

PARKING FUND

Capital Outlay	Pro-Image/Mitchell Entryway signs	Parking Fund	\$ 4,276.39
Contracted Services	Lexis Nexis/contract	Parking Fund	\$ 150.00
Contracted Services	T2/Digital Iris	Parking Fund	\$ 165.00
Contracted Services	Duncan Parking/PEMS fee	Parking Fund	\$ 2,000.50
Contracted Services	Traffic & Safety/Paystation Contract	Parking Fund	\$ 81.00
Contracted Services	Up North Services/SW snow removal	Parking Fund	\$ 4,118.00
DT Office	Dell Technologies/laptop	Parking Fund	\$ 1,043.98
DT Office	Wages	Parking Fund	\$ 20,000.00
DT Office	COP/Utilities	Parking Fund	\$ 52.63
DT Office	DTE/Office utilities	Parking Fund	\$ 182.00
DT Office	Van's/copy machine contract	Parking Fund	\$ 146.49
DT Office	Thru Glass/window cleaning	Parking Fund	\$ 40.00
DT Office	Spectrum/phones, internet	Parking Fund	\$ 138.22
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	McCardel/water cooler	Parking Fund	\$ 10.00
DT Office	Keep it Real Social/Marketing Contract	Parking Fund	\$ 2,200.00
Materials & Supplies	Meyer ACE/padlock	Parking Fund	\$ 10.79
Materials & Supplies	Biller Press/Orange Envelopes	Parking Fund	\$ 919.26
Trolley	Northland/storage	Parking Fund	\$ 150.00
Utilities	COP/Livery Lot	Parking Fund	\$ 51.18
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

TOTAL PARKING FUND \$ 36,963.26

TOTAL BILLS \$ 38,216.26

PROGRAMS & SERVICES

12-Apr-23

Monthly Report
March 2023

REVENUE	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	\$ 113,070.00	\$ -	\$ 113,070.00	\$ 103,632.00	\$ -
PENALTIES & INTEREST	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 4,000.00
TRANSFER FROM FUND BALANCE	\$ 20,000.00	\$ -	\$ 20,000.00	\$ -	\$ -
INTEREST INCOME	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00
FRIDAY NIGHT AT THE MOVIES	\$ 1,600.00	\$ -	\$ -	\$ -	\$ 1,600.00
WINTER WONDERLAND	\$ 5,500.00	\$ -	\$ 3,000.00	\$ 11,675.00	\$ 2,500.00
TROLLEY	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00
MARKETING & PROMOTIONS					
Annual Toast to DT	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
Shop Map Ads	\$ 12,000.00	\$ -	\$ 1,500.00	\$ 8,100.00	\$ 10,500.00
Holiday Catalog	\$ 7,500.00	\$ -	\$ -	\$ -	\$ 7,500.00
Ghost Walk				\$ 1,250.00	
May Getaway	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00
POP UP EVENT	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
POP UP EVENT	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
TOTAL	\$ 181,670.00		\$ 137,570.00	\$ 124,657.00	\$ 44,100.00
EXPENSES					
<u>Events</u>					
HOLIDAY OPEN HOUSE	\$ 2,000.00	\$ -	\$ 857.10	\$ 488.38	\$ 1,142.90
LADIES OPENING NIGHT	\$ 3,000.00	\$ -	\$ -	\$ 2,500.00	\$ 3,000.00
POP UP EVENTS	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00
SIDEWALK SALES	\$ 5,000.00	\$ -	\$ -	\$ 2,500.00	\$ 5,000.00
FRIDAY NIGHT AT THE MOVIES	\$ 1,600.00	\$ -	\$ -	\$ -	\$ 1,600.00
SUMMER CELEBRATION				\$ 1,793.57	
SUMMER SEND OFF	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00
DOWNTOWN TRICK OR TREAT	\$ 1,000.00	\$ -	\$ -	\$ 1,242.49	\$ 1,000.00
MAY GETAWAY	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00
WINTER WONDERLAND	\$ 25,000.00	\$ -	\$ 26,525.00	\$ 18,946.10	\$ (1,525.00)
<u>Collaborating Events</u>					
CONCERTS IN THE PARK	\$ 2,500.00	\$ -	\$ 2,500.00	\$ -	\$ -
FOURTH OF JULY	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
FARMERS MARKET	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00
HOLIDAY PARADE	\$ 3,000.00	\$ -	\$ -	\$ 3,052.42	\$ 3,000.00
GALLERY WALK	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
JACK-O-LANTERN WALK	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
DOWNTOWN SOUND	\$ 2,500.00	\$ -	\$ 2,500.00	\$ -	\$ -
BLISS CONCERT SERIES	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00
RESTAURANT WEEK PLEDGE	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
<u>Marketing and Promotions</u>					
IMAGE CAMPAIGN	\$ 28,000.00	\$ 1,253.00	\$ 4,664.08	\$ 11,155.34	\$ 23,335.92
Mailchimp/contract \$135					
Squarespace/contract \$29					
Meta/ads \$29					
Lamar/January Billboard \$935					
Writing Daily/Blog \$125					
SHOP MAP	\$ 7,500.00	\$ -	\$ -	\$ 7,770.09	\$ 7,500.00
ANNUAL TOAST TO DT MEETING	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00

March Programs & Services

REVENUE	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
GHOST WALK				\$ 375.00	
HOLIDAY CATALOG	\$ 12,000.00	\$ -	\$ -		\$ 12,000.00
STAYCATION	\$ 5,000.00	\$ -	\$ -		\$ 5,000.00
<u>Economic Enhancement</u>					
BUSINESS RECRUITMENT	\$ 2,500.00	\$ -	\$ -	\$ 221.80	\$ 2,500.00
BUSINESS RETENTION	\$ 1,000.00	\$ -	\$ -	\$ 567.34	\$ 1,000.00
<u>Beautification</u>					
HOLIDAY DECORATIONS	\$ 12,000.00	\$ -	\$ -	\$ 8,627.55	\$ 12,000.00
FALL DECORATIONS	\$ 2,500.00	\$ -	\$ -	\$ 800.00	\$ 2,500.00
FLOWERS	\$ 10,000.00	\$ -	\$ -	\$ 729.47	\$ 10,000.00
PETOSKEY PUBLIC ART PROJECT	\$ 10,000.00	\$ -	\$ -		\$ 10,000.00
<u>Administrative</u>					
INSURANCE AND BONDS	\$ 200.00	\$ -	\$ -		\$ 200.00
CAPITAL OUTLAY				\$ 790.00	
OTHER	\$ 100.00	\$ -	\$ -		\$ 100.00
TOTAL	\$ 176,900.00	\$ 1,253.00	\$ 37,046.18	\$ 62,559.55	\$ 139,853.82

**Downtown Parking Fund
March 2023**

April 12, 2023

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	521,000.00	27,237.44	82,145.32	44,010.80	438,854.68
fines	200,000.00	24,267.80	62,600.86	31,821.01	137,399.14
Permits	140,000.00	5,010.00	26,640.00	31,530.00	113,360.00
Bags	15,000.00	100.00	497.29	250.00	14,502.71
Tokens	1,500.00	100.00	355.00	165.00	1,145.00
Interest	2,000.00	1702.50	3613.53	0.00	(1,613.53)
Meter Sponsorships	5,000.00	0.00	1,200.00	400.00	3,800.00
ParkMobile	210,000.00	10,310.40	29,979.86	23,812.07	180,020.14
Total Parking Revenue		68,728.14	207,031.86	131,988.88	887,468.14
credit card sales		15,680.00	11,695.62	6,806.50	
ev charging station		-	-	83.40	
Total Revenue	1,094,500.00	68,728.14	207,031.86	131,988.88	887,468.14
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	4,276.39	4,276.39	804.74	212,223.61
Pro-Image/Mitchell Entryway signs \$4,276.39					
CONFERENCES & MEMBERSHIPS	10,000.00	0.00	1,066.02	0.00	8933.98
CONTRACTED SERVICES	115,000.00	6,714.50	33,478.93	29,226.30	81,521.07
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81		-			
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
Up North Services/sidewalk snow removal \$4,118.00					
DOWNTOWN OFFICE	429,000.00	24,416.83	72,300.17	70,064.98	356,699.83
Dell Technologies/laptop \$1,043.98					
Spectrum/phones, internet \$138.22					
City of Petoskey/utilities \$52.63					
DTE/utilities \$182					
McCardel/water \$10					
Thru Glass/window cleaning \$40					
WmThompson/rent \$850					
Keep it Real Social/Services \$2,100					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	0.00	3,004.20	0	
FAÇADE GRANT	50,000.00	0.00	0.00	0.00	50,000.00
MATERIALS AND SUPPLIES	8,000.00	1,050.89	5,641.25	3,147.18	2,358.75
Meyer ACE/padlock \$10.79					
Decka Digital/window envelopes \$120.84					
Biller Press/orange envelopes \$919.26					
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	150.00	281.00	0.00	14,719.00
Northland/storage \$150					
UNIFORMS	2,000.00	0.00	0.00	0.00	2,000.00
UTILITIES	6,500.00	438.58	1,415.75	1,133.46	5,084.25
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	36,963.26	121,513.71	110,185.93	781,486.29
NET	191,500.00	31,764.88	85,518.15	21,802.95	105,981.85



**Organization Task Force
MEETING NOTES
Wednesday, April 5, 2023
Palette Bistro**

1. Welcome – Members present were Ben Slocum, Jennifer Shorter, and Joe Keedy. Robin Bennett attended by phone. Staff present was Becky Goodman.
2. Hiring of Marketing & Promotions Director – Becky reviewed that Andi Symonds had been hired and had begun work on April 3, currently working partially remotely but primarily out of the new North Coast co-op working space. The rent for this space is \$325 per month and we will receive one week free. All of the paperwork at the City has been completed but there were some questions regarding the benefit package offered as there is a history of DT employees not receiving benefits comparable to other City employees. Becky has resolved to solve these differences officially in the next few months and as it was intended for Andi to receive regular and full City benefits, Ben will sign a memo to that effect.
3. Permanent Workplace Locations – The group next discussed two potential locations for the new DT Marketing and Promotions Office.

The first one is on the second floor of a Lake Street building; has very gradual and accessible stairs a private entrance; is very attractive and has inspiring views of all of Downtown; has room for two desk spaces and a conference table; and the rental price seemed high to all present.

The second space is too large for the Marketing and Promotions Office but would be an excellent location for Parking Services which would leave the current office space available for marketing office. The rent for this space was more affordable; it was three separate rooms with about 1300 square feet; location is near a parking lot and is not prime retail space; and there would be a large sum of money that would need to be spent to moving parking operations to the new location.

During the discussion, a move to the Chamber building was once again addressed. The committee decided to take it off of the immediate table, but to leave the possibility in long term plans.

Staff was given direction to look into further negotiation with the upstairs space; to keep both options on the table; and to continue to look for other options.

4. Next Steps – Becky reviewed that the next steps for the committee were as follows and that the last two were somewhat tied together.
 - A. Review Parking Committee re-organization
 - B. Review By-Laws and other Policies
 - C. Update job description and Hire Parking Chief
 - D. Update job description and hire new director

5. Finances – The final discussion of the meeting centered on finances, including how much the DMB would be willing to pay for operations from the Parking Fund; if operation expenses for Marketing should be switched to the Programs & Services budget which would require a large increase in the special assessment. A possible solution to lower operations somewhat would be to share the Executive Director job description with a City of Petoskey position. Goodman will discuss options with the City Manager.