



## DOWNTOWN MANAGEMENT BOARD

May 16, 2023

1. Call to Order – 6:00 P.M. – City Hall Council Chambers
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of April 18, 2023
  - (b) Payment of April bills
  - (c) Acceptance of April expense and income reports
3. Public Comments
4. New Business:
  - (a) Consider approval of pop-up event application as requested by Beards Brewery
  - (b) Reports by Downtown Management Board Committees
  - (c) 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](mailto: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:** May 16, 2023

**PREPARED:** May 12, 2023

**AGENDA SUBJECT:** Consent Agenda

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

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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 April 18, 2023; (2) Acknowledgement of bills since April 18, 2023; and (3) Acceptance of the April expense and income reports as prepared by the Downtown Director.

sb  
Enclosures



**DOWNTOWN MANAGEMENT BOARD**

April 18, 2023

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers on Tuesday, April 18, 2023. The meeting was called to order at 6:00 P.M., and the following were

Present: Robin Bennett, Vice Chairperson  
Gary Albert  
Megan DeWindt  
Marnie Duse  
Joe Keedy  
Drew Smith  
John Murphy, Mayor

Absent: Ben Slocum, Chairperson and Jennifer Shorter

Also in attendance were Downtown Director Becky Goodman and Downtown Marketing and Promotions Director Andi Symonds.

**Approve Consent Agenda Items**

Downtown Management Board members discussed the first item of routine business, the March 21, 2023 regular meeting minutes; acknowledgement of bills since March 21, 2023 that totaled \$38,216.26; and March expense and income reports as prepared by the Downtown Director. Smith moved and seconded by Keedy to approve the consent agenda. All in favor.

**Hear Public Comments**

Vice Chairperson Bennett asked for public comments and there were no comments.

**Reports by Downtown Committees**

The Downtown Director reviewed that the Organization Task Force notes were in the packet.

The Downtown Director further reported that she is still searching for space for the Marketing Director who is currently working at co-op space and working remotely; reviewed that Malted Vinyl is not pursuing redevelopment liquor license, but purchased a liquor license; that the electric vehicle (EV) charging stations have been removed from downtown and two new stations will be installed in the Elks Lot; that she met with Parks and Recreation staff on Livery Lot to complete landscaping improvements; reviewed Mitchell Street/US-31 gateway improvement project; that she informed merchants that Match on Main grants were available; and that the deadline for pop-up events and movies in the park sponsorships is May 8.

Ms. Symonds introduced herself as the new Marketing and Promotions Director and has walked around downtown meeting the merchants; that the shopping map is being developed and will be delivered before Memorial Day weekend; and is working with consultant on website updates.

**Reports by City Staff**

Mayor Murphy reviewed that at last night's meeting, Council heard a presentation on the former Michigan Maple Block property; discussed a proposed Ethics Ordinance that would apply to all elected, appointed and City employees; and reviewed that a proposed Art Committee could be formed in the near future.

There being no further business to come before the Downtown Management Board, this April 18, 2023, meeting adjourned at 6:40 P.M.

DRAFT

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

5/9/2023

**PROGRAMS & SERVICES**

Business Retention	PRCC/The Service Effect Program	DT Assessment	\$ 1,000.00
DT Marketing	Writing Dailey/Blog	DT Assessment	\$ 125.00
DT Marketing	Survey Monkey/annual fee	DT Assessment	\$ 468.00
DT Marketing	Mailchimp/newsletters	DT Assessment	\$ 135.00
DT Marketing	Squarespace/subscription	DT Assessment	\$ 29.00
DT Marketing	Canva/contract	DT Assessment	\$ 119.99
DT Marketing	Meta/ads	DT Assessment	\$ 27.17
DT Marketing	Adobe/Acrobat Pro	DT Assessment	\$ 21.19
DT Marketing	Lamar/billboard	DT Assessment	\$ 935.00
DT Marketing	Lamar/billboard	DT Assessment	\$ 935.00
Farmers Market	PRCC/sponsorshp	DT Assessment	\$ 1,000.00
July 4 Celebration	Petoskey Rotary	DT Assessment	\$ 1,000.00

**TOTAL PROGRAMS & SERVICES** \$ 5,795.35

**PARKING FUND**

Capital Outlay	Prolmage Design/Parking Lot signs dp	Parking Fund	\$ 22,482.00
Conf & Mmbrshp	MDA/Workshop registrations	Parking Fund	\$ 300.00
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	\$ 2,200.50
Contracted Services	Traffic & Safety/Paystation Contract	Parking Fund	\$ 81.00
DT Office	Wages	Parking Fund	\$ 20,000.00
DT Office	Bill and Carol's/trash bags	Parking Fund	\$ 88.00
DT Office	COP/Utilities	Parking Fund	\$ 54.19
DT Office	DTE/Office utilities	Parking Fund	\$ 161.87
DT Office	Van's/copy machine contract	Parking Fund	\$ 224.44
DT Office	Thru Glass/window cleaning	Parking Fund	\$ 40.00
DT Office	Spectrum/phones, internet	Parking Fund	\$ 136.57
DT Office	Wm Thompson/rent	Parking Fund	\$ 850.00
DT Office	McCardel/water cooler	Parking Fund	\$ 30.00
DT Office	Mitchell Graphics/business cards	Parking Fund	\$ 132.33
DT Office	A Symonds/cell reimbursement	Parking Fund	\$ 113.31
DT Office	Keep it Real Social/Marketing Contract	Parking Fund	\$ 2,200.00
Equipment Repair	Traffic & Safety/replace bill validator	Parking Fund	\$ 1,435.00
Materials & Supplies	Integrity/laminating pouches	Parking Fund	\$ 99.98
Materials & Supplies	USPS/postage	Parking Fund	\$ 791.00
Trolley	Northland/storage	Parking Fund	\$ 150.00
Utilities	COP/Livery Lot	Parking Fund	\$ 52.00
Utilities	AT&T/cell phones	Parking Fund	\$ 377.82

**TOTAL PARKING FUND** \$ 52,315.01

**TOTAL BILLS** \$ 58,110.36

**PROGRAMS & SERVICES**  
**Monthly Report**  
April 2023

11-May-23

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	\$ 2,000.00	\$ 5,000.00	\$ 11,675.00	\$ 500.00
COP DMB DT Dollar reimbursement \$2,000					
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	
Petoskey Calendar		\$ 150.00	\$ 150.00		
Parkside Deli /\$150					
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
<b>TOTAL</b>	<b>\$ 181,670.00</b>	<b>\$ 2,150.00</b>	<b>\$ 139,720.00</b>	<b>\$ 124,657.00</b>	<b>\$ 42,100.00</b>
<b>EXPENSES</b>					
<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	\$ 19,344.10	\$ (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	\$ 1,000.00	\$ -	\$ -
Petoskey Rotary/sponsorship \$1000					
FARMERS MARKET	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -
PRCC/sponsorship \$1000					
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	\$ 2,795.05	\$ 7,459.13	\$ 11,155.34	\$ 20,540.87
Mailchimp/contract \$135					
Squarespace/contract \$29					
Meta/ads \$27.17					
Adobe/acrobat pro \$21.19					
Lamar/billboard \$935					
Lamar/January Billboard \$935					
Survey Monkey/annual fee \$468					
Canva/contract \$119.99					
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

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	\$ 1,000.00	\$ 1,000.00	\$ 567.34	\$ -
PRCC/Service Effect \$1,000					
<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
<b>TOTAL</b>	<b>\$ 176,900.00</b>	<b>\$ 5,795.05</b>	<b>\$ 42,841.23</b>	<b>\$ 62,957.55</b>	<b>\$ 134,058.77</b>

**Downtown Parking Fund  
April 2023**

**May 11, 2023**

	Budget	Current Month	YTD	Last YTD	Budget Balance
<b>REVENUES</b>					
Meters	521,000.00	28,710.44	110,855.66	92,822.48	410,144.34
finest	200,000.00	27,835.96	90,436.82	64,544.51	109,563.18
Permits	140,000.00	31,530.00	58,170.00	47,940.00	81,830.00
Bags	15,000.00	655.00	1,152.39	855.00	13,847.61
Tokens	1,500.00	35.00	390.00	440.00	1,110.00
Interest	2,000.00	1689.16	5302.69	0.00	(3,302.69)
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	47,058.99	180,020.14
<b>Total Parking Revenue</b>		<b>100,765.96</b>	<b>297,487.42</b>	<b>254,060.98</b>	<b>797,012.58</b>
credit card sales		21,545.00	15,367.50	6,806.50	
ev charging station		-	3.25	83.40	
<b>Total Revenue</b>	<b>1,094,500.00</b>	<b>100,765.96</b>	<b>297,487.42</b>	<b>254,060.98</b>	<b>797,012.58</b>
<b>EXPENSES</b>					
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	22,482.00	26,758.39	0.00	189,741.61
Pro-Image/Mitchell Parking Lot ID signs dp \$22,482					
CONFERENCES & MEMBERSHIPS	10,000.00	300.00	1,366.02	914.74	8633.98
MDA/Alpena workshop registrations \$300					
CONTRACTED SERVICES	115,000.00	2,596.40	36,075.33	41,960.98	78,924.67
T2/Digital Iris \$165					
Traffic & Safety/M2M Station \$81		-			
Duncan/January 2022 smart meter fees \$2,200.50					
LexisNexis/contract \$150					
DOWNTOWN OFFICE	429,000.00	24,030.71	96,330.88	95,456.74	332,669.12
Van's/copy machine contract \$224.44					
Spectrum/phones, internet \$136.57					
City of Petoskey/utilities \$54.19					
DTE/utilities \$161.87					
McCardel/water \$30					
Thru Glass/window cleaning \$40					
A Symonds/cell phone reimbursement \$113.31					
Mitchell Graphics/business cards \$132.33					
WmThompson/rent \$850					
Keep it Real Social/Services \$2,200					
Bill and Carol's/trash bags &88					
Wages \$20,000 est					
EQUIPMENT REPAIR	3,000.00	1,435.00	4,457.20	0	
Traffic \$ Safety/replace bill validator \$1,435					
FAÇADE GRANT	50,000.00	0.00	0.00	0.00	50,000.00
MATERIALS AND SUPPLIES	8,000.00	890.98	6,532.33	3,447.08	1,467.67
Integrity/lamnating ouches \$99.88					
USPS/postage \$791					
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	431.00	0.00	14,569.00
Northland/storage \$150					
UNIFORMS	2,000.00	0.00	0.00	0.00	2,000.00
UTILITIES	6,500.00	429.82	1,845.57	1,558.28	4,654.43
City of Petoskey/Livery Lot \$52					
AT&T/cell phones \$377.82					
OTHER	-	0.00	0.00	0.00	-
<b>TOTAL EXPENSES</b>	<b>903,000.00</b>	<b>52,315.01</b>	<b>173,846.72</b>	<b>149,147.09</b>	<b>729,153.28</b>
<b>NET</b>	<b>191,500.00</b>	<b>48,450.95</b>	<b>123,640.70</b>	<b>104,913.89</b>	<b>67,859.30</b>





## MEMORANDUM

**TO:** Downtown Management Board

**FROM:** Becky Goodman, Downtown Director

**DATE:** May 11, 2023

**RE:** Request for Approval of Pop Up Event Application

According to Board direction, an RFP was sent to all Downtown merchants that described the new Pop Up Event concept. The 2023 budget contains \$20,000 to support events that are proposed by merchants who submit for administrative support and matching funds. To review, 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. 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 matching funds.

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.

After promotion of the RFP process, that included reaching out personally to individual businesses that had expressed initial interest, the office received one application which is from Beards. Their proposal is attached.

Staff is recommending that the Board fund up to \$1,500 for this event. A concert from the Blissfest Summer Series will be held in Pennsylvania Park the evening before the Beards event, a Movie in the Park is scheduled for that Friday night, and there would be money in the budget to hire the Dixieland band that paraded around. Other Downtown merchant activities could be scheduled for Saturday that would create a nice package for a Summer Send Off event.

Attachment



## 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 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
- Minimal DMB staff support during the event

Proposals from businesses should be for events that are open to the public, include entertainment value for the general public, and that provide public benefit. The DMB has a limited amount of funds to spend on Pop Up Events and reserves the right to choose the events to be funded. Due to the existing Social District in Downtown, no beer tents or alcohol tents will be allowed.

Beards Brewery LLC

Name of Business/es

215 E Lake Street, Petoskey, MI 49770

Address of Business/es

Stephen Struwve: [struwves@beardsbrewery.com](mailto:struwves@beardsbrewery.com) 763-464-2186

Contact email and phone

Downtown Petoskey's.....Summer Send-Off Community Celebration

Proposed Name of Pop Up Event

Proposed Date of Event 8.19.23

Proposed location of Event Bay St. Alley (In front of Beards Root Cellar- 200 Bay Street up to \$3,000 match Amount requested from DMB (no more than half of the total amount you will be spending)

Please provide below a complete description of the event you are proposing. Include a budget for the event, a map of the public space you are proposing to use, and plans for how you will support the event through volunteers and your own staff support. Use a separate page if necessary. Deadline for proposals is May 8, 2023. Contact Becky Goodman, Downtown Director if you have questions. [becky@petoskeydowntown.com](mailto:becky@petoskeydowntown.com).

### **Summer Send-Off Community Celebration (In collaboration with Beards Brewery)**

To raise a glass to another spectacular summer in Petoskey, Beards Brewery would like to host a 2023 Downtown Petoskey Summer Send-Off.

The theme: Craft Through Community.

Utilizing the Bay Street alley space, we'd like to close off all traffic and invite visitors and community members to join us for a day of activities, music, good drinks, and local arts. This will be a casual mingling of offerings, where people can wander in and out throughout the day in between shopping downtown Petoskey and exploring the Little Traverse Bay area.

#### **We will offer:**

- Lawn Games (cornhole, jenga, etc)
- Chalk Art
- Community Tie-Dying \*bring your own items or purchase specialty merch from the Beards Root Cellar to tie-dye
- Community Partner tent line: inviting our Beards Community Partners to setup info tables and tents to build awareness and answer questions- Top Of Michigan Mountain Bike Association bike clinic, Top Of Michigan Trails Council trail projects, Charlevoix Circle of Arts gallery, Tip of the MItt Watershed info booth, etc
- Local Music (outdoor stage)

#### **On the Beards Root Cellar Patio Property:**

- Grilling foods for purchase
  - Beer to go for purchase (following Social District Rules)
- The Beards Root Cellar will operate normally, but will keep the garage doors open so people can flow in and out throughout the day. We will serve out of Community/Social District cups all day to allow for ease of drinking and wandering. In case of inclement weather, we will also be able to move the music inside.*

#### **Proposed Budget:**

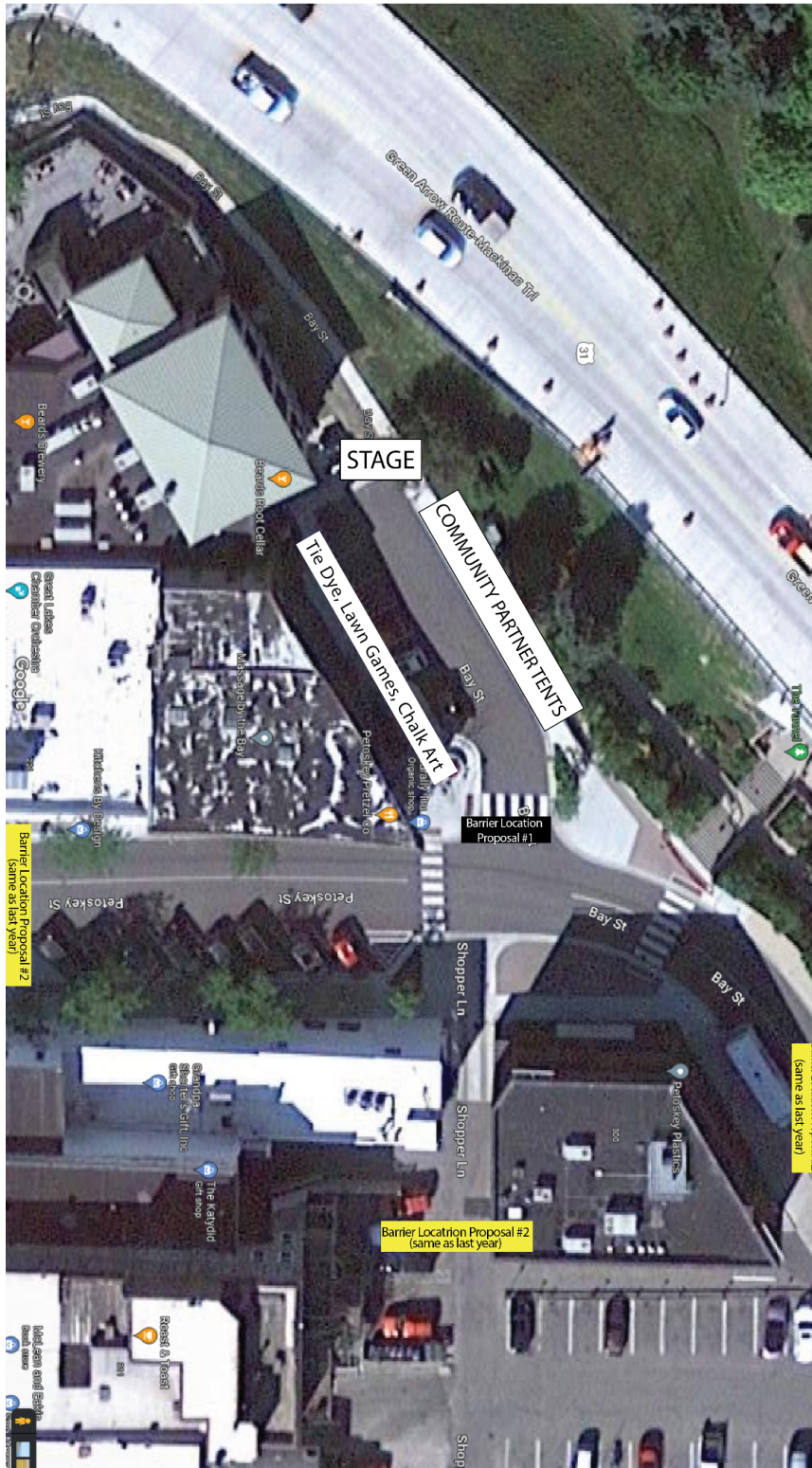
*Beards Expense:*

- \$2-2.5k for Musicians*
- \$500-1k for Lawn Games, Tie Dye supplies, equipment*

*If approved, and the city would like to contribute to additional musicians, Beards has a good connection with the Great Lakes Brass Band who participated in the Summer Send-Off last year and would recommend them to be added (Beards would be happy to book/set up).*

Thank you for your consideration.

We are proud to be Downtown Petoskey's brewery as well as one of its gathering places.  
Cheers to summer and cheers to Community!





# **Parking Committee AGENDA**

**Tuesday, May 9, 2023, 10:00 AM  
Community Room  
City Hall**

1. Welcome – Committee members Slocum, Bennett, Shorter, Smith, and Meikle were present. Staff present was Goodman and City Manager Horn.
2. Public Comment – There was no public present and no public comment.
3. Outstanding Issues
  - A. Past Due Collections – The committee discussed a request from the City Attorney that they determine the least amount that they would accept as settlement on a past due account that has been referred to him for collection action. There was extended discussion regarding the approach of discounting amounts that are legitimately owed and how installment payments should be managed. The committee's response to the attorney was that they would prefer stretching out the payments over a long term payment and collecting payment close to the full amount and that they would like to see a higher monthly payment than the offender is proposing. They would also support a sliding scale schedule of payments, i.e. a 50% reduction in fines if paid the first year, a 45% reduction in fines if paid in two years, a 40% reduction in fines if paid the third year, etc. Staff will communicate with the attorney regarding the committee's direction.
  - B. Request from Mighty Fine for 15 Minute Free space Reconsideration – City Manager Horn reported to the committee that he had had a request from the owner of Mighty Fine Pizza for a 15 minute free loading zone in front of or near their business. This request had been before the committee in the last year and was denied, but Horn had asked that the request deserved re-evaluation due to the hardships the owner had related to him. The committee heard the request and spent some time reviewing with the City Manager past discussions with the business owner and suggestions that had been given to her regarding solutions for delivery driver parking that she had been unwilling to implement.



The committee also reviewed the pitfalls of 15 minute free parking spaces in general: they are difficult to enforce, their intent is easily abused by parkers who simply continue to push the button and get as much free parking as they need, and that there was an overall desire to get rid of all of them, as is being done in Traverse City, not add more. The committee also talked about the precedent that adding a 15 minute free space by request would set as there are many businesses in Downtown who could create a case for needing one. In the end, the committee held up its original recommendation to not grant the request for a 15 minute free space to be located in front of Mighty Fine or in that immediate area. Horn will take the matter from this point.

4. Scooter/moped Parking Spaces – Goodman cited a possible solution to the management of parking for these vehicles could be allowing them to park in the hash marked spaces at corners and at alleys, stating that she had spoken to the Directors of Public Safety and Public Works about doing that and they had agreed that it could be done with proper signage. Objections to the plan included the general messy chaos on the street that this would create and reluctance to group different types of motorized vehicles in one space with members saying they wanted bicycles to be stored separately from motorized two wheelers. The continuing problem of bicycle storage was discussed and members decided that the most effective way of solving these problems was to do a walkaround. As there were attendance conflicts for the June meeting, the group decided to cancel that meeting and schedule a walkaround for May 30 at 4 pm.
5. Body Cameras for Ambassadors – Goodman said the parking ambassadors had suggested that body cameras be purchased and used when they were on the street. In the past couple of years, incidents of verbal abuse have grown and the thought was that if a body camera were visible, members of the public would be more likely to hold their tempers. She added that, in a recent conversation with the Public Safety Director, he had agreed and would recommend that this would be a good idea. The committee discussed and agreed that, as times have changed, everything possible should be done to make the employees feel safe. A webcam for the front office door was also suggested. Goodman will investigate feasibility and costs. During the discussion, the fact that the office front door is locked with a hook and eye latch came up and the friendliness of that fact was discussed. Goodman explained that the practice had begun during COVID and had not been suspended because it had been determined that those with complaints were less verbal if they remained on the sidewalk. Incidents of people standing in the office and screaming or yelling had decreased. She also explained that for any transaction other than a quick ticket payment, people were invited in. The matter of continuing to keep the door locked will be monitored and reviewed.
6. Trolley Update – Goodman reviewed that she had hired four people to drive the trolley and had one more interview to go and that she expected to be able to have the trolley on the road at least five days a week beginning July 1. Sponsorship opportunities are available.

7. Employee Status – Goodman said that she had hired one temporary part time person who may be interested in becoming permanent part time and that she had another interview for the permanent part time opening. Several interviews had been scheduled when the applicant did not show up for appointment.
8. Stats – The stats were found to be satisfactory. Permit sales were up and so were fines, due to a recent late notice mailing.
9. What else?  
The committee asked if it would be possible to include the number of tickets written in the monthly stats report and Goodman said she thought it would be possible to do and will follow up.

A suggestion was also made to add parking permit information to the ticket payment page on the website in an effort to help repeat offenders who may not know about the permit system.

There was also a request to know the number of parking permits currently issued.

As a result of general discussion, Goodman will include an agenda item relating to exploring some kind of special or discounted permit for locals at the next 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.*



Downtown Petoskey  
Marketing Committee Meeting  
Petoskey Downtown Office  
Minutes  
4:00pm, May 9, 2023  
Community Room, City Hall

1. Welcome – Members present were Robin Bennett, Sommer Poquette and Natalie Lauzon. Staff present were Becky Goodman and Andi Symonds.
2. Report from Andi on first priorities and Social Media Transfer – Andi reviewed that she has been working with Sommer and Keep it Real Social to transfer social media and website responsibilities and as beginning of May, that has been completed.
3. Staycation – Committee comments.....Do we need a survey? The committee briefly discussed staycation and the need for a survey. Since the committee didn't meet in March, the thought that it is now too late to survey the merchants about the event. Notes for next year are to start promoting both to merchants and the public earlier and to follow up with the Perry after the event to see how many staycation packages were sold.
4. Shopping Map – updates & delivery help and ads on website – Andi updated the committee that the shopping map is currently being printed and will be in stores before Memorial Day weekend. Andi was contacted by a downtown merchant who said they would like to see the shopping map ads listed on the website. They believe it would be an added perk for the advertisers and another visual incentive for guests to visit the stores. The committee discussed this and all agreed they do not want the website to be filled with ads, but maybe Kim can add the ads on the side of the downtown map/visitor information. The committee decided they will keep this in mind and review for next year, as it is too late to do it this year as ads will need to be resized and they would like to inform advertisers that this is another incentive for advertising in the shopping map.
5. Calendar Report
  - A. Sommer reviewed the calendar project, noting that just an updated downtown map was needed from Andi. The goal is to get the calendars printed in June and beginning to sell to merchants and downtown stores right after that. Hoping to have the calendar in stores the beginning of July. It will also be available to order on our website.
6. Dog friendly store stickers – Andi informed the committee about Ruff Life's dog friendly sticker project. Discussed possibly adding this to the shopping map next year. Committee agreed we should add a dog friendly category on the business directory, and visitors can filter by dog friendly stores. Andi will work with the website developer to add this.



7. Graduation events? Briefly discussed graduation events that downtown can do. There has been previous discussion about downtown participating in window decorating and the graduation car parade traveling throughout downtown. Sommer has contacted Ken Mainland, who is facilitating the senior car parade this year, to see if they wanted to extend the parade down to Lake Street as well. She will keep the committee updated with his response. Graduation looks to be at 7pm on Sunday, June 4. The late parade time might not drum up as much downtown excitement as we thought, because many stores are closed at that time. It might be too late to do any graduation events this year, but we are going to keep in mind for next year.
8. Becky parking question – Becky asked the committee thoughts on a press release about downtown parking renewed emphasis on past due accounts. The committee was not in favor of a press release like this. The feelings were that it would be a PR nightmare.
9. What Else? The committee briefly discussed the need for new professional marketing images. The last time we worked with a photographer for marketing images was in 2016. The committee would like to look into this further and put together a shot list for a local photographer.

Committee also discussed individual store events and how to promote them. The thought of a Downtown Community Calendar on our website seemed to be a good idea. Similar to the PAVB calendar, a community calendar where downtown businesses can submit their individual events, trunk shows, etc., on. Andi will get with the website developer to see if we can add this. It will be up to the business to submit their event on the calendar.

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



# **Organization Task Force AGENDA**

**Wednesday, May 10, 2023  
Kilborn Room, City Hall**

1. Welcome – Members present were Slocum, Bennett, Shorter, and Keedy. Staff present was Goodman
2. Permanent Workplace Locations – Goodman reported that she had obtained comps for upper story space in Downtown from a reliable source and that she had also contacted several Downtown property owners and realtors in order to find office space for the DT Marketing and Promotions Department. With very little to choose from, the committee agreed on a location and directed her to follow up with legal and financial paperwork.
3. Coordination with the City re Management Services – Goodman reported that she had had a preliminary meeting with the City Manager regarding the role of the Downtown Director and the possibility of combining some responsibilities. She said that Horn was open and responsive to the idea; that he agreed that if changes were to be made, this would be a good time to explore them; that he would begin some discussion with Council members; and that the meeting was productive in other general areas.
4. Parking Chief and Executive Director Job Descriptions – The next task for the committee had been determined to be hiring for both of these positions. As the responsibilities for each are dependent on each other and the direction for coordinating any responsibilities with the City has not been determined and may take a significant amount of time, Goodman will proceed with developing job descriptions based on the premise that two strong department heads would be hired (marketing/done, and parking) and that an executive director position would include only supervision of the two Downtown departments.
5. The meeting concluded with a review of the tasks remaining for the Task Force which include:
  - A. Restructure Parking Committee structure to include mobility and accessibility
  - B. Review By-Laws and other Policies
  - C. A 2024 Budget Review