



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.