



DOWNTOWN MANAGEMENT BOARD

August 16, 2016

1. Call to Order – 7:00 P.M. – City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of July 19, 2016
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. New Business:
 - (a) Discussion on possible road trolley
 - (a) Discussion of the proposed 2017 Downtown Programs and Services Budget
 - (b) Discussion of the proposed 2017 Downtown Parking Fund Budget
 - (b) Reports by Downtown Management Board Committees
 - (c) Report by the City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

A self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural and service activities located within the defined downtown area.

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the current Downtown plan; (2) Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations; (3) Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and (4) coordinate appropriate downtown programs and services.



BOARD: Downtown Management Board

MEETING DATE: August 16, 2016 **PREPARED:** August 12, 2016

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 July 19, 2016; (2) Acknowledgement of bills since July 19, 2016; and (3) Acceptance of the July expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

July 19, 2016

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, July 19, 2016. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Doug Buck
David Carlson
William J. Fraser, Mayor
S. Reginald Smith, Vice Chairperson

Absent: Robin Bennett

Also in attendance were the Downtown Director Becky Goodman, City Manager Robert Straebel, City Planner Amy Tweeten and Promotions Coordinator Andi Symonds.

Hear Walker Parking Presentation
Concerning the Darling Lot

Jake Jeppeson and Rick Klein, Walker Parking Consultants, gave a brief presentation regarding the study for the Darling Lot. They reviewed two concepts including parking only and parking with mixed uses; that 100 additional spaces would be gained for a total of 230 spaces; displayed a conceptual for both types of decks; that estimated costs for only a parking deck is \$5M with increased costs if mixed-use; that people will migrate to downtown core so have to make sure a walkway is available; and reviewed numerous parking decks from other communities that may fit in Petoskey.

Board members inquired on costs for both uses; if mixed-uses were more leased or sold in other communities; and if residential would have to be on top.

In response to questions, Mr. Jeppeson commented that communities both lease and sell and that residential would have to be on top per zoning regulations.

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the April 19, 2016 and June 21, 2016 regular session, and June 15, 2016 special session meeting minutes; acknowledgement of bills since March 15, 2016; and acceptance of the April, May and June expense and income reports as prepared by the Downtown Director.

The Downtown Director reported that Brinks Security is still picking up coins and that accounts were behind in coin deposits and weren't accurately reflected.

Board members commented on year-to-date parking fund permits and that revenue has increased; that the banks have had poor performance handling coins; and that coin service should be bid out and reviewed by City staff.

Upon motion made by Mr. Carlson, and seconded by Mayor Fraser, the April 19, 2016 and June 21, 2016 regular session and June 15, 2016 special session meeting minutes were

approved; acknowledgement of bills since March 15, 2016, that totaled \$193,985.96; and expense and income reports for April, May and June were approved. Said motion was unanimously approved as submitted.

Table Rail Trolley Operation

The Downtown Director reviewed that the City purchased a rail trolley in 1999 for \$37,000 and has been safely stored in a City garage since that time. The intention has always been that the trolley would be used to bring people into downtown from parking lots located at either end of the railway at such time as the railroad right-of-way was purchased. The purchase was finalized in 2010 with the DMB supporting it with an \$80,000 contribution.

In preparing the current CIP, City Council determined that there would be no City managed funds available to operate the trolley, citing needs and priorities of public safety equipment and pension responsibilities. Council deferred the trolley project to the DMB if it were to be realized. The DMB determined to investigate the trolley project at its meeting in February 2016 with the understanding that consideration would be given and a determination of whether or not to pursue the rail trolley project be made within one year. In March of 2016, Council approved revisions to the Greenway Corridor Master Plan that did not include parking along the corridor.

The Downtown Director reviewed that at the June meeting, members present discussed the study and the option of a trial program for trolley operations that would include simply running the trolley back and forth on the track on the north end of the section of rail that would not cross any streets. The reason for doing this would be to first determine if the trolley is truly “road worthy” and will stand up to daily use without repairs. The general consensus was that it was too late in the summer to begin this trial.

A crowdfunding grant from the State of Michigan was also discussed as a way to fund this trial run. Since the June meeting, staff further researched the CrowdGranting program and the trolley project would meet the criteria for this program and the funds that have been spent to this point on the trolley purchase and feasibility study would be considered the community’s “stake”, meaning no more DMB funds would need to be invested. However, a one year trial period would not be approved by Patronicity for funding, the CrowdGranting program only applies to permanent projects.

The Downtown Director further reviewed that since the June meeting, there has been some further discussion with the consultants regarding clarification of the accessibility of the tracks. City Council stated that they would like the DMB to decide on the direction they would like to take concerning the trolley within one year. It was also recommended that the DMB receive and file the trolley report and make further rail trolley plans at budget time.

Board members commented that there is no place for the rail trolley to go since tracks were removed in Bayview and parking was eliminated from the Greenway Corridor Plan; that a rubber-wheeled trolley should be purchased for downtown which would be more reliable; that a rubber-wheeled trolley would provide more opportunities for downtown and could solve some parking issues; that the trolley could still be stored, put on display or sold at a later date; and that the rail trolley be sold and put funds toward a new rubber-wheeled trolley.

Chairperson Rochon asked for public comments and heard that costs should be reviewed for an additional rubber-wheeled trolley before purchasing to see if cost effective; that a trolley would be a good attraction and a trial run should begin; that the trolley could be another advantage in making Petoskey a notable community; and heard from those concerned with costs regarding an additional rubber-wheeled trolley.

Mr. Buck moved that, seconded by Mr. Smith to table the rail trolley trial. Said motion was unanimously approved as submitted.

Approve Hosting 2017
Back to the Bricks Car Show

The Downtown Director reviewed that staff was approached by the Back to the Bricks Car Show organizers regarding hosting a car show on the evening of Monday, June 12, 2017. The Board discussed the opportunity in 2015 and decided that closing the streets for this event was not in the best interests of the merchant community. Since that time, there has been discussion from a number of merchants regarding their desire to have downtown host a car show.

The Back to the Bricks organizational committee will choose the host communities at their September meeting. The location for the show would be on the streets in the center of town and spreading outward. There is a total of 233 spaces on Howard, Lake, and Mitchell. The committee requested to reserve a minimum of 200 spaces for the car show.

Board members discussed the proposed car show and had concerns with the host city ensuring local hotel capacity for 200 cars and that hotel rooms are reserved six months in advance. The Downtown Director responded that staff would be in contact with the Petoskey Area Visitors Bureau to help with hotel accommodations.

Mayor Fraser moved that, seconded by Mr. Carlson to approve hosting the 2017 Back to the Bricks Car Show on Monday, June 12, 2017. Said motion was unanimously approved as submitted.

Discuss Revisions to
Downtown Events Schedule

The Downtown Director reviewed that per direction from the DMB, staff and the Events and Marketing Committees have worked on revisions to the Downtown Events Schedule that will likely affect the 2017 Programs and Services Budget. At the June meeting, the Downtown Director gave a brief presentation of a "wish list" budget that would require a combination of an increase in the special assessment, some limited sponsorship and use of carry over funds to support. The Downtown Director gave additional information regarding funding of events in other communities and some more affordable options and comments received will be considered as the 2017 budget is developed.

The Downtown Director reviewed what special assessments provide including brand marketing, events such as community and cash register events, business retention and hospitality training; reviewed rates and processes in other communities; and reviewed a conceptual budget.

Chairperson Rochon introduced new Promotions Coordinator Andi Symonds.

Board members commented that there is no trade-off and that events need to be prioritized before raising assessments; inquired why there was a \$6,000 increase in Sidewalk Sales and if it is necessary; inquiries on Winter Carnival and parade increases; heard from those concerned with dipping into carry over funds to fund events; that collaborative events should be cut and image campaign revisited; and heard from those that carry over funds should be spent before raising assessments.

Chairperson Rochon asked for public comments and heard from those suggesting staff and the DMB research and obtain outside sponsors; that there is no public opinion during these discussions; that there is no budgeting; and heard from those opposed to collaborative events and special assessment increases.

Board members concurred to further discuss events schedule at their next regular scheduled meeting.

Hear Committee Reports

The Downtown Director reported on behalf of the Marketing Committee and that the Committee

is on summer hiatus; that 9 historic plaques have been installed on Mitchell Street this spring; thanked Jerry Donnelly for his research and the Historical Society for fact checking; and that the goal is to create a brochure or walking tour when the plaques are completed.

The Downtown Director introduced the new Promotions Coordinator Andi Symonds. Ms. Symonds gave a brief presentation on her background and then reported on Petoskey Rocks! and upcoming Sidewalk Sales.

In economic enhancement, the Downtown Director reported that Dunworkin is opening in Life is Good space on Howard Street and Rugport opened in old Mackinaw Trails Winery space on Howard Street as well.

The Downtown Director reported on behalf of Parking and that the Luke pay stations were installed in the Elks Lot and seem to be working great with no major complaints.

The Downtown Director also reported that the Michigan Historic Preservation Network Annual Conference will be held in Petoskey in May, 2017 and that she is on the Planning Committee, and passed out Jennifer Shorter's resignation letter from the Board.

Hear City Staff Report

The City Manager reported on the status of current city-wide projects.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 9:30 P.M.

**Downtown Management
Monthly Bills - July 2016**

August 10, 2016

PROGRAMS AND SERVICES

Business Retention	PRCC/HLTW Training	DT Assessment	\$ 250.00
DT Marketing	North Country Pub/Welcome Back Ad	DT Assessment	\$ 432.00
DT Marketing	My North/Display Ad	DT Assessment	\$ 525.00
DT Marketing	New Moon Visions/Shop Map lay out	DT Assessment	\$ 800.00
DT Marketing	Sign and Design/Historic Plaque Installation	DT Assessment	\$ 765.00
DT Marketing	Traverse/Ad	DT Assessment	\$ 745.00
Petoskey Rocks!	Struble/Ghost Walk, 8/5	DT Assessment	\$ 75.00
Petoskey Rocks!	Jelly Roll Blues Band/music	DT Assessment	\$ 1,000.00
Petoskey Rocks!	Northern Express/ads	DT Assessment	\$ 599.40
Petoskey Rocks!	Taylor Rental/Chairs	DT Assessment	\$ 55.20
Petoskey Rocks!	Struble/Ghost Walk, 7/22	DT Assessment	\$ 322.50
Petoskey Rocks!	Struble/Ghost Walk, 7-1	DT Assessment	\$ 187.50
Petoskey Rocks!	Pistol Whips/Music	DT Assessment	\$ 300.00
Petoskey Rocks!	Up North Big Band/Music	DT Assessment	\$ 1,300.00
Petoskey Rocks!	Playtown Sound & Video/Accidentals equipmen	DT Assessment	\$ 1,250.00
Petoskey Rocks!	Struble/Ghost Walk, 7/8	DT Assessment	\$ 150.00
Sidewalk Sales	North Country Pub/Ad	DT Assessment	\$ 191.25
Sidewalk Sales	WTCM/Ads	DT Assessment	\$ 240.00
Sidewalk Sales	Northern Express/ads	DT Assessment	\$ 599.40
Sidewalk Sales	Personal Graphics/yard signs	DT Assessment	\$ 230.00
TOTAL			\$ 10,017.25

PARKING FUND

Contracted Services	LexisNexis/July contract	Parking Fund	\$ 50.00
Contracted Services	Traffic & Safety/Verizon Paystation fees July	Parking Fund	\$ 81.00
Contracted Services	Traffic & Safety/Verizon Paystation fees June	Parking Fund	\$ 81.00
Contracted Services	Traffic & Safety/Verizon Paystation fees, August	Parking Fund	\$ 81.00
Contracted Services	Stafford's Perry/Consultant lodging	Parking Fund	\$ 440.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 12.57
DT Office	McCardel/water	Parking Fund	\$ 42.00
DT Office	Thru Glass/Window Cleaning	Parking Fund	\$ 25.00
DT Office	City of Petoskey/Utilities	Parking Fund	\$ 66.37
DT Office	DTE/Utilities	Parking Fund	\$ 91.42
DT Office	Van's/service call	Parking Fund	\$ 65.00
DT Office	Dynamic Cleaning/Office cleaning	Parking Fund	\$ 100.00
DT Office	Mitchell Graphics/Business Cards	Parking Fund	\$ 115.00
DT Office	Wm Thompson/Rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 18,120.52
Materials & Supplies	Biller Press/Orange envelopes	Parking Fund	\$ 491.50
Materials & Supplies	Duncan/meter keys	Parking Fund	\$ 115.44
Materials & Supplies	Trophy Case/name tag	Parking Fund	\$ 9.00
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 6.59
Materials & Supplies	The Print Shop/Parking Permits	Parking Fund	\$ 68.00
Trolley	Derrer Oil/fuel	Parking Fund	\$ 249.83
Utilities	AT&T/cell phones	Parking Fund	\$ 315.95
TOTAL			\$ 21,338.19

TOTAL BILLS			\$ 31,355.44
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**PROGRAMS SERVICES
MONTHLY REPORT
July 2016**

August 11, 2016

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	84,878.00	-
PENALTIES & INTEREST	500.00	0.00	1,691.74	2,275.11	(1,191.74)
INTEREST INCOME	3,000.00	0.00	38.15	0.00	2,961.85
HOLIDAY PARADE SPONSORS	4,000.00	0.00	0.00	500.00	4,000.00
PETOSKEY ROCKS SPONSORS/income	5,750.00	965.00	2,965.00	9,449.00	2,785.00
Grandpa Shorter/movie \$500					
Ghost Walk/tickets \$140					
Bearcub/Carriage \$325					
WINTER CARNIVAL	1,600.00	625.00	7,808.00	750.00	(6,208.00)
Sunglass Shoppe/Ice Sculpture \$200					
Twisted Olive/Ice Sculpture \$225					
Ruff Life/Ice Sculpture \$200					
MOVEABLE FEAST	1,000.00	0.00	0.00	0.00	1,000.00
TROLLEY	4,000.00	1,500.00	3,000.00	1,500.00	1,000.00
Bay View/Sponsorship \$1,500					
MARKETING & PROMOTIONS		0.00			-
Shop Map Ads	8,600.00	3,500.00	3,500.00	4,500.00	5,100.00
CTAC \$500					
Bearcub \$500					
Grandpa Shorter \$2,000					
Reid \$500					
Gallery Walk	4,500.00	900.00	1,200.00	1,200.00	3,300.00
NMAM \$300					
Ward & Eis \$300					
CTAC \$300					
Ornaments	1,500.00	0.00	0.00	0.00	1,500.00
Haunted Halloween	-	0.00	0.00	0.00	-
Shopping Scramble	5,000.00	0.00	0.00	50.00	5,000.00
Holiday Catalog	6,250.00	0.00	250.00	1,895.00	6,000.00
Historic Markers & Tour	-	0.00	0.00	0.00	-
Mardi Paddy Gras	-	0.00	0.00	1,889.70	-
SUMMER OPEN HOUSE	7,000.00	0.00	4,277.00	0.00	
TOTAL REVENUES	144,100.00	7,490.00	107,101.74	108,886.81	36,998.26
EXPENSES					
Events					
HOLIDAY PARADE	6,000.00	0.00	1,550.00	0.00	4,450.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	0.00	1,000.00
SUMMER OPEN HOUSE	11,000.00	0.00	7,074.85	11,187.83	3,925.15
SIDEWALK SALES	4,000.00	1,260.65	1,260.65	2,230.38	2,739.35
North Country Pub/Ad \$191.25					
WTCM/Ads \$240					
Northern Express/Ads \$599.40					
Personal Graphics/yard signs \$230					
PETOSKEY ROCKS	11,750.00	5,239.60	8,469.60	16,389.15	3,280.40
Struble/Ghost Walk 8/5 \$75					
Jelly Roll Blues Band/Music \$1000					
Northern Express/Ads \$599.40					
Taylor Rental/Chairs \$55.20					
Struble/Ghost Walk 7/22 \$322.50					
Struble/Ghost Walk 7/1 \$187.50					
Pistol Whips/Music \$300					
Up North Big Band/Music \$1,300					
Sound & Video/Accidentals equipment \$1,250					
Struble/Ghost Walk 7/8 \$150					

PROGRAMS SERVICES
MONTHLY REPORT
July 2016

August 11, 2016

	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
DT TRICK OR TREAT	500.00	0.00	0.00	0.00	500.00
WINTER CARNIVAL	7,600.00	0.00	15,002.07	5,123.24	(7,402.07)
MOVEABLE FEAST	5,000.00	0.00	455.00	0.00	4,545.00
Collaborating Events					
CONCERTS IN THE PARK	4,000.00	0.00	4,000.00	4,000.00	-
FOURTH OF JULY	1,000.00	0.00	800.00	800.00	200.00
FARMERS MARKET	500.00	0.00	500.00	0.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	1,500.00	1,500.00	-
RESTAURANT WEEK PLEDGE	500.00	0.00	0.00	500.00	500.00
MARKETING					
Image Campaign	40,000.00	3,267.00	24,005.60	21,814.27	15,994.40
North Country Pub/Welcome Back Ad \$432					
My North/Display Ad \$525					
New Moon Visions/Shop Map lay out \$800					
Sign & Design/ Historic plaque installation \$765					
Traverse Ad \$745					
Gallery Walk	2,500.00	0.00	2,286.36	4,691.82	213.64
Ornaments	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	3,500.00	0.00	0.00	0.00	3,500.00
Shop Map	9,000.00	0.00	6,998.15	0.00	2,001.85
Holiday Catalog	2,500.00	0.00	800.00	0.00	1,700.00
Haunted Halloween	-	0.00	0.00	0.00	-
Ladies Opening Night	4,000.00	0.00	0.00	0.00	4,000.00
Mardi Paddy Gras	-	-	0.00	3,245.94	-
Other	-	0.00	270.00	0.00	(270.00)
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	250.00	1,609.33	666.47	(109.33)
PRCC/HLTW Training \$250					
TROLLEY			-	783.42	
Beautification					
HOLIDAY DECORATIONS	8,000.00	0.00	0.00	0.00	8,000.00
FALL DECORATIONS	600.00	0.00	0.00	0.00	600.00
PUBLIC ART	500.00	0.00			500.00
FLOWERS	12,000.00	0.00	1,780.38	6,427.02	10,219.62
CAPITAL OUTLAY	-	0.00	0.00	12,970.00	-
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
OTHER	100.00	0.00	0.00	0.00	100.00
TOTAL	140,650.00	10,017.25	78,361.99	92,329.54	62,288.01
Excess of Revenues Over Expenses	3,450.00	-2,527.25	28,739.75	16,557.27	(25,289.75)

**Downtown Parking Fund
July 2016**

August 11, 2016

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	315,500.00	59,801.85	187,703.82	171,888.27	127,796.18
fines	67,000.00	8,135.20	69,543.51	30,114.53	36,885.47
Permits	30,000.00	1,440.00	22,714.32	14,709.53	7,285.68
Bags	6,000.00	705.00	3,158.00	2,971.28	2,842.00
Tokens	2,800.00	248.75	1,183.75	1,884.00	1,616.25
Interest	400.00	48.55	189.72	19.03	210.28
Meter Sponsorships	2,000.00	105.00	305.00	700.00	1,695.00
Cell Phone Parking	32,000.00	1,672.69	10,487.09	16,411.78	21,512.91
Total Parking Revenue	455,700.00	72,157.04	295,285.21	238,698.42	199,843.77
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	0.00	0.00	18,000.00
CAPITAL OUTLAY	148,500.00	0.00	66,837.00	16,258.98	81,663.00
CONTRACTED SERVICES	75,000.00	733.00	55,181.25	53,294.91	19,818.75
LexisNexis/July contract \$50					
Traffic&Safety/Verizon paystation fees July \$81					
Traffic&Safety/Verizon paystation fees June \$81					
Traffic&Safety/Verizon paystation fees August \$81					
Stafford's Perry/Consultant lodging \$440					
CONFERENCES AND MEMBERSHIPS	5,000.00	0.00	829.24	4,836.00	4,170.76
DOWNTOWN OFFICE	198,000.00	19,349.08	130,610.18	112,143.50	67,389.82
Meyer ACE/supplies \$12.57					
McCardel/water \$42					
ThruGlass/Window Cleaning \$25					
City of Petoskey/Utilities \$66.37					
DTE/Utilities \$91.42					
Van's/service call \$65					
Dynamic Cleaning/Office Cleaning \$100					
Mitchell Graphics/business cards \$115					
Wm Thompson/rent \$711.20					
Wages \$18,120.52					
EQUIPMENT REPAIR	1,000.00	0.00	291.38	482.71	708.62
FAÇADE GRANT	20,000.00	0.00	95.08	969.50	19,904.92
MATERIALS AND SUPPLIES	10,000.00	690.53	9,054.72	4,294.53	945.28
Biller Press/Orange envelopes \$491.50					
Duncan/meter keys \$115.44					
Trophy Case/name tag \$9					
Meyer ACE/supplies \$6.59					
The Print Shop/Parking Permits \$68					
PROFESSIONAL SERVICES	500.00	0.00	47.04	0.00	452.96
SIGNS	1,000.00	0.00	188.35	1,118.05	811.65
TROLLEY	5,000.00	249.83	417.70	-	4,582.30
Derrer Oil/gas \$249.83					
UNIFORMS	1,500.00	0.00	192.84	388.84	1,307.16
UTILITIES	3,600.00	315.95	1972.47	1,118.05	1,627.53
At&T/cell phones \$315.95					
OTHER	1,000.00	0.00	15.99	0.00	984.01
TOTAL EXPENSES	488,100.00	21,338.39	266,562.48	199,020.46	221,537.52
NET	(32,400.00)	50,818.65	28,722.73	39,677.96	(21,693.75)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: August 11, 2016

RE: Discussion and Possible Action to Include Purchase of Road Trolley in 2017 Budget

At the July meeting there was extensive discussion about the possibility of purchasing a road trolley and extending trolley service to the outlying hotels and also shuttling employees from a parking lot outside of town. Staff has researched the potential and offers the following report.

The Mackinaw Trolley Company is for sale. The entire company can be purchased for approximately \$130,000. The purchase would include the company, future bookings, and three road trolleys. The road trolleys can also be purchased separately for prices between \$35,000 and \$50,000. According to the owner of the company, there has been interest from communities around the state.

Hometown Trolley Company, Crandon, WI, offers a municipal financing plan which is basically a lease to own with a \$1 buy out at the end. The average cost of a new trolley could be \$130,000. Annual payments would be \$28,130.27, APR of 4.10%. Staff was told that the lease arrangement could be broken if we decided to no longer provide the service.

The attached worksheet describes a preliminary, potential, non-detailed scenario for a trolley route and expenses. If there is interest in pursuing a road trolley project, staff recommends including funding in the 2017 Parking Fund and establishing a committee that would work on a final project plan to be recommended to the full Board for implementation in 2017.

Requested action is for the Board to discuss the potential of developing a road trolley project and give staff direction.

Proposed Road Trolley Plan

Trolley Route

7:30 to 10 AM Shuttle from college to Howard and Lake
10 AM Leave DT out 131 to Holiday Inn Express – stop at hotels along the way
11 AM Leave DT for Bay Harbor – stop at hotels along the way
Noon Leave DT out 131 to Holiday Inn Express – stop at hotels along the way
1 PM Leave DT for Bay Harbor – stop at hotels along the way
2 PM Leave DT out 131 to Holiday Inn Express – stop at hotels along the way
3 PM Leave DT for Bay Harbor – stop at hotels along the way
4 PM Leave DT out 131 to Holiday Inn Express – stop at hotels along the way
5 to 6 PM Shuttle from Howard and Lake to college
6 PM Leave DT for Bay Harbor – stop at hotels along the way
7 PM Leave DT out 131 to Holiday Inn Express – stop at hotels along the way
8 PM Leave DT for Bay Harbor – stop at hotels along the way

Old trolley runs current route – Thursday, Friday, Saturday – stops in Bay View, Magnus Park, Marina

Expenses

Wages

7:30 AM to 8:30 PM, M-S	13 hours @ \$20/hour=\$260 per day = \$1560 per week	
11 to 7 on Sunday	8 hours @ \$20/hour=\$160 per day =	<u>160</u> per week
		\$1720 per week
		<u>x 10 weeks</u>
		\$17,200 per summer
Old trolley	30 hours a week	\$600 per week
		<u>\$6000</u> per summer
		\$23,200 annual payroll

Fuel costs? Could be lowered if we ran by radio call only

Uniforms?



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: August 4, 2016
RE: 2017 Draft Budget

The attached is a draft Programs and Services Budget and a draft Parking Fund Budget.

Changes to the Parking Fund include:

- A change in format that includes what we have referred to as carry over in the past as Reserve Funds. This format will give a more realistic view of funds available as the Board moves forward with more capital projects.
- An increase in revenue based on
 - increased revenue from the Elks Lot pay stations
 - increased chronic abuser fees
 - increased late fees
 - better and continued rates of past due collections
- An expense of \$20,000 which is the estimate that it will take to do spot repairs on the Park Garden Lot. The CIP includes \$125,000 in 2019 for a total rehab.
- An expense of \$3,500 for a restroom design study that is listed in the CIP for 2016.
- A line item for bank charges. We have been paying these all along, but they have not been listed in our reports.
- An expense of \$15,000 to pay for a pay station in the Park Garden Lot.
- An increase in the Downtown Office line item due to wages for extra hours of enforcement.

In the creation of the Programs and Services Budget, staff considered comments from the previous two Board meetings where the events schedule was discussed. Although there is a need for a fall shoulder season event, the Hemingway Harvest Festival has been eliminated as it is expensive and not yet well developed. Petoskey Rocks!, Summer Open House, and the Winter Carnival are funded at almost full "wish list" amounts with the intention of helping them grow into signature events.

Revenue includes \$15,000 from carry over funds, the usual sponsorships from Downtown business owners, ticket sales, and two grants from the PAVB.

The action before the Board is to review and comment on the draft 2017 Budget. A final budget will need to be approved at the September Board meeting in order to meet City budget process timelines.

Please contact me if you have questions or concerns.

CITY OF PETOSKEY
Downtown Management Board
2017 Draft Programs & Services Budget

	2016 Budget	2016 Projected	2017 Budget
REVENUE			
Downtown Assessments	91,400	91,400	91,400
Interest Income	500	500	500
Penalties & Interest	3,000	3,000	3,000
Carry Over	0	10,000	15,000
Holiday Parade Sponsors	4,000	4,000	4,000
Petoskey Rocks! Sponsors	5,750	3,000	14,650
6 Carriage Sponsors @\$325			
6 band sponsors@\$1,000			
4 movie sponsors @\$500			
Ghost Walk \$2,700			
PAVB \$2,000			
Winter Carnival Income/sponsors	1,600	2,000	11,400
Ice Sponsors \$6,000			
Wine and Dine Tickets \$1,600			
Carnival Party Revenue \$1,000			
Ghost Walk Tickets \$300			
Carriage Sponsor @ \$500			
PAVB \$2,000			
Moveable Feast Income	1,000	3,300	0 cancel
Summer Open House	7,000	4,300	5,000
Taste of DT Ticket Revenue \$3,000			
PAVB \$2,000			
Trolley ads & sponsorship	4,000	3,200	3,500
Gallery Walk	4,500	4,000	4,000
Ornaments	1,500	0	0
Shopping Scramble	5,000	5,000	5,000
Haunted Halloween Progressive Dinner	0	0	0
Shop Map Ads	8,600	8,600	
New Marketing Activities	0	0	0
Holiday Catalog	6,250	6,250	6,250
50 ads at \$125 each			
Total Revenue	144,100	148,550	163,700

EXPENSES			
<u>DMB Events</u>			
Summer Open House	11,000	8,000	11,925
Media Package #3 \$6,000			
Fashion Show Expense \$500			
Steel Drum Band \$500			
Ghost Walk \$150			
Taste of DT Expense \$4,425			
Sidewalk Sales	4,000	4,000	4,000
DT Trick or Treat	500	500	500
Holiday Parade	6,000	6,000	9,000
Christmas Open House	1,000	1,000	1,000
Winter Carnival	7,600	15,000	23,900
Media Package #3 \$6,000			
Ice Carving Expenses \$12,800			
Broom Ball \$300			
Fun Run \$300			
Carnival Party \$1,400			
Wine and Dine \$1,600			

	2016 Budget	2016 Projected	2017 Budget
Chocoholic Frolic \$100			
Ghot Walk \$300			
Carnival Day \$300			
Pub Crawl \$200			
Carriage Driver \$500			
Other \$100			
Petoskey Rocks!	11,750	12,000	24,300
Media Package #3 \$6,000			
Movies \$3,000			
Carriage Rides \$1,950			
Music \$12,000			
Ghost Walk \$1,350			
Gallery Walk	2,500	2,500	2,500
Shopping Scramble	3,500	3,500	3,500
Ladies Opening Night	4,000	4,000	4,000
Moveable Feast	5,000	5,000	0
	58,866	63,516	86,642
<u>Collaborating Events</u>			
Concerts in the Park Pledge	4,000	4,000	2,500
Fourth of July Pledge	1,000	800	1,000
Santa's Visit	200	200	200
Restaurant Week Pledge	500	500	500
Festival on the Bay Pledge	1,500	1,500	1,500
Farmers Market Pledge	500	500	500
	7,700	7,500	6,200
<u>Economic Enhancement</u>			
Business Recruitment	500	300	500
Business Retention	1,500	1,500	1,500
Trolley	0	2,000	0
	2,000	3,800	2,000
EXPENSES			
<u>Marketing & Promotions</u>			
Image Campaign	40,000	40,000	32,500
Ornaments	900	0	0
Shop Map	9,000	9,000	9,000
Ghost Walk/Haunted Halloween	0	0	0
New Marketing Activities	0	0	0
Holiday Catalog	2,500	2,500	2,500
	52,400	51,500	44,000
<u>Beautification</u>			
Flowers	12,000	10,000	10,000
Holiday Decorations	8,000	8,000	8,000
Fall Decorations	600	600	600
Public Art	500	0	0
	21,100	18,600	18,600
<u>Administrative</u>			
Insurance & Bonds	500	500	500
Other	100	100	100
Capital Outlay	0	5,250	7,500
	600	5,850	8,100
Total Expenses	142,666	150,766	165,542
Excess Revenue over Expenditures	1,434	-2,216	-1,842

CITY OF PETOSKEY
Downtown Management Board
2017 Draft Budget

	2016 Budget	2016 Projected	2017 Budget
REVENUE			
<u>Streets</u>			
Michigan	16,000.00	19,000.00	19,000.00
Mitchell	47,000.00	50,000.00	49,000.00
Lake	58,000.00	59,500.00	59,000.00
Bay	22,000.00	23,000.00	23,000.00
Lewis/Rose	5,000.00	5,000.00	5,000.00
Petoskey	24,000.00	24,500.00	24,000.00
Howard	40,000.00	41,500.00	41,000.00
Division	7,500.00	8,500.00	8,000.00
Waukazoo	10,000.00	11,000.00	10,500.00
Total Streets	229,500.00	242,000.00	238,500.00
<u>Lots</u>			
Darling, Michigan 1	21,000.00	21,500.00	21,000.00
Clifton Hotel, Michigan 2	9,500.00	10,500.00	10,000.00
Livery, Michigan 3	6,000.00	6,500.00	6,500.00
Elks, Lake 2	14,000.00	17,500.00	18,000.00
Park Garden, Lake 3	7,500.00	8,000.00	8,000.00
Saville, Bay	20,000.00	20,500.00	20,000.00
Petrie, Mitchell	8,000.00	8,500.00	8,000.00
Total Lots	86,000.00	93,000.00	91,500.00
Total Meters	315,500.00	335,000.00	330,000.00
<u>Other Parking</u>			
Fines	67,000.00	110,000.00	85,000.00
Permits	30,000.00	45,000.00	40,000.00
Bags	6,000.00	6,000.00	6,000.00
Tokens	2,800.00	2,000.00	2,000.00
Interest	400.00	400.00	400.00
Meter Sponsorships	2,000.00	2,000.00	2,000.00
Cell Phone Parking	32,000.00	24,000.00	20,000.00
Total Other Parking	140,200.00	189,400.00	155,400.00
Total Revenue	455,700.00	524,400.00	485,400.00
Reserve Funds*	636,000.00	636,000.00	825,900.00
Fund Total	1,231,900.00	1,349,800.00	1,311,300.00
*Acquisition and Maintenance of Lots			

	2016 Budget	2016 Projected	2017 Budget
EXPENSES			
Administrative Fees	18,000.00	18,000.00	18,000.00
Bank Charges			1,000.00
Capital Outlay	148,500.00	160,000.00	35,000.00
spot repairs to Park Garden Lot \$20,000			
Pay stations for Park Garden Lot \$15,000			
Conferences & Memberships	5,000.00	2,400.00	5,000.00
Contracted Services	75,000.00	85,000.00	83,500.00
Preliminary design for Public Restrooms \$3,500			
DT Office Operations	198,000.00	221,000.00	230,000.00
Equipment Repair	1,000.00	500.00	1,000.00
Façade Grant Program	20,000.00	20,000.00	20,000.00
Materials/Supplies	10,000.00	10,000.00	10,000.00
Professional Services	500.00	500.00	500.00
Property Lease	1,000.00	0.00	0.00
Signs	1,000.00	400.00	500.00
Trolley	5,000.00	1,000.00	1,000.00
Uniforms	1,500.00	1,500.00	1,500.00
Utilities	3,600.00	3,600.00	3,600.00
Total Expenses	488,100.00	523,900.00	410,600.00
Excess Funds over Expenditures	743,800.00	825,900.00	900,700.00



BOARD: Downtown Management Board

MEETING DATE: August 16, 2016 **DATE PREPARED:** August 12, 2016

AGENDA SUBJECT: Downtown Management Board Committee Reports

RECOMMENDATION: That the Downtown Management Board hear these reports

Reports could be received from Downtown Management Board committees.

sb



BOARD: Downtown Management Board

MEETING DATE: August 16, 2016

DATE PREPARED: August 12, 2016

AGENDA SUBJECT: City Staff Report

RECOMMENDATION: That the Downtown Management Board hear this report

The City Manager will provide status reports concerning downtown-area projects.

sb