



DOWNTOWN MANAGEMENT BOARD

September 20, 2016

1. Call to Order – 7:00 P.M. – City Hall Community Room
2. Presentation – Hear final presentation by Walker Parking consultants concerning the contracted parking study
3. Consent Agenda:
 - (a) Approval of the regular meeting minutes of August 16, 2016 and special meeting minutes of September 12, 2016
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
4. Old Business
 - (a) Consider and approve the proposed 2017 Downtown Programs and Services Budget
 - (b) Consider and approve the proposed 2017 Downtown Parking Budget
5. New Business:
 - (a) Consider and approve \$1,750 from Contracted Services toward the preliminary engineering for the Pennsylvania Park restrooms
 - (b) Request for the City Manager to recommend that the City Council levy special assessments, on behalf of the Downtown Management Board, to finance Management Board programs and services for 2017 through the Downtown Development and Management Fund
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by the City staff
6. Miscellaneous
7. 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.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: September 15, 2016

RE: Presentation from Walker Parking Consultants

Jake Jeppeson and Rick Klein from Walker Parking will be attending the September meeting. The reason for their visit is to give the final presentation for our contracted parking study. They will take any comments that are given and incorporate them into the final document which should arrive within another month.



BOARD: Downtown Management Board

MEETING DATE: September 20, 2016 **PREPARED:** September 16, 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 August 16, 2016 and special meeting minutes of September 12, 2016; (2) Acknowledgement of bills since August 16, 2016; and (3) Acceptance of the August expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

August 16, 2016

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, August 16, 2016. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Robin Bennett
Doug Buck
David Carlson
Daniel Harris
S. Reginald Smith, Vice Chairperson

Absent: William J. Fraser, Mayor

Also in attendance were the Downtown Director Becky Goodman and City Manager Robert Straebel.

Chairperson Rochon welcomed new Board member Dan Harris.

Approve Consent Agenda Items

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

Upon motion made by Mr. Carlson, and seconded by Mr. Smith, the July 19, 2016 regular session meeting minutes were approved; acknowledgement of bills since July 19, 2016, that totaled \$31,355.44; and expense and income reports for July were approved. Said motion was unanimously approved as submitted.

Discuss Road Trolley

The Downtown Director reviewed that 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 reviewed maintenance items that will need to be addressed on current trolley before next season; that ridership increases every year; that the trolley driver believes there is a demand for a new trolley; that the Mackinaw Trolley Company is for sale which the entire company can be purchased for approximately \$130,000 or road trolleys can also be purchased separately for prices between \$35,000 and \$50,000; and that Hometown Trolley Company, Crandon, Wisconsin, offers a municipal financing plan which is basically a lease to own with a \$1 buy out at the end, with the average cost of a new trolley being \$130,000 with annual payments of \$28,130.27, APR of 4.10%, and that the lease arrangement could be broken if no longer provide the service. The Downtown Director prepared a preliminary, potential, non-detailed scenario for a trolley route and expenses and recommended that if there is interest, to include funding in the 2017 Parking Fund and establish a committee that would work on a final project plan to be recommended to the Board for implementation in 2017.

Board members inquired what the cost would be to refurbish existing trolley; if Mackinaw trolleys could be purchased individually; if Board is paying a premium to look like a trolley vs. shuttle bus image; inquired how purchases would be funded; if Mackinaw Trolley Company had a lease option; that limiting investment risk is ideal by contracting with a similar company and doing a trial period; concurred to have a breakdown on purchases including sponsorship possibilities from outlying hotels and other miscellaneous items; heard comments that outlying hotels already have on-demand schedules, but a schedule in residential areas might be more viable; and heard concerns if the existing trolley will last another season.

The Downtown Director commented that the existing trolley is classified as an amusement and antique and does not have to be ADA compliant; that the project would be funded through the Parking Budget; that the Mackinaw Trolley Company does not have a lease option since the entire company is for sale; and that the trolley is successful and a nice asset to the community.

Chairperson Rochon asked for public comments and heard from those in favor of a trolley if cost effective and if money is set aside in 2017 budget; inquiries on how long the lease would be; if City Council could help with expenditures; and that riders could be charged a fee to ride to start generating revenue to cover some expenses.

Board members concurred to have the Downtown Director further research and tabled discussion for a future meeting.

Discuss 2017 Downtown Programs & Services and Parking Fund Budgets

Board members then reviewed and discussed the proposed 2017 Downtown Programs and Services and Parking Fund budgets. Following the Downtown Management Board's routine procedure, the Downtown Director reviewed recommendations for the DMB's programs-and-services budget for 2017, which would be included in the City's proposed 2017 Annual Budget to be presented to the City Council in November.

The Downtown Director reviewed that in creation of the Programs and Services Budget, staff considered comments from the previous two Board meetings where the events schedule was discussed; reviewed items that were eliminated; that there will be three signature events, Petoskey Rocks!, Summer Open House and the Winter Carnival; that there was no support on raising special assessments; and that revenue includes \$15,000 from carry over funds, the usual sponsorships from Downtown business owners, ticket sales and two grants from the Petoskey Area Convention and Visitors Bureau.

Board members inquired on Petoskey Rocks! sponsorships and what sponsors receive in return; heard positive comments on increased attendance at both movies and bands in the park; and thanked the Downtown Director for her efforts in creating a balanced budget.

Chairperson Rochon asked for public comments and heard that the budget process is moving in a positive direction; that reserves need to be projected rather than keep taking money out; and that events are less effective if people don't come further into downtown shopping district.

The Downtown Director then reviewed the Parking Budget and that a strategic plan would need to be developed since the current one expires in 2017; that carry over in the past now is referred to as Reserve Funds to get a more realistic view of funds available for capital projects; that there is expected to be an increase in revenue due to increased revenue from the Elks Lot pay stations, chronic abuser fees, late fees and better and continued rates of past due collections; that approximately \$20,000 in expenses will be incurred to do spot repairs on the Park Garden Lot, which the CIP includes \$125,000 in 2019 for a total rehabilitation; that there is a new line item for bank charges which have been paid all along, but not listed in reports; that a \$15,000 expense is included for a pay station in the Park Garden Lot; and an increase in downtown office line item due to wages for extra hours of enforcement.

Board members inquired on what all is included in the Contracted Services line item and if pay stations for the Park Garden Lot could be deferred.

Chairperson Rochon asked for public comments and heard concerns that people don't know about pay by cell phone and that stickers should be bigger and more obvious; life of the new pay stations; and why the property lease line item was \$0.

The Downtown Director will bring the proposed budgets back to review at the September meeting.

Hear Committee Reports

The Downtown Director reported on behalf of the Marketing Committee and that the Committee is on summer hiatus.

The Downtown Director reported on behalf of the Downtown Events Committee and that Sidewalk Sales survey responses were mixed; that there was low attendance this year; no activity until 7:00 A.M.; and hours and days will be discussed for future events; that Petoskey Rocks! ended and the movie in the park was cancelled due to weather, but will be shown over Labor Day weekend; that Shopping Scramble is next and working on details; and that the Committee will formally meet in two weeks and begin fall and winter events.

In downtown beautification, the Downtown Director reported that marigolds and petunias looked pretty good throughout town despite the dry weather.

In economic enhancement, the Downtown Director reported that a new clothing store from Grand Haven is interested in finding available space; that North Perk Coffee is moving to Howard Street; and that Public Pour House opened on Mitchell Street next to Tap 30.

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 she would be attending the MDA workshop in Grand Haven at the end of the week and Festival on the Bay is this weekend and the Committee is in need of volunteers.

Hear City Staff Report

The City Manager reported on the status of the public art plan; that City Council requested a joint meeting with the DMB; and that the CIP was going to be reviewed by Planning Commission Thursday with City Council approval in September.

Board members inquired when downtown restrooms will be considered. The City Manager responded that they are scheduled for 2018.

Miscellaneous Comments

There was a public comment that the public art plan should be revisited and DMB still have the opportunity to approve temporary art.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:45 P.M.



DOWNTOWN MANAGEMENT BOARD

September 12, 2016

A special meeting of the City of Petoskey Downtown Management Board was held in the City Hall Council Chambers, Petoskey, Michigan, on Monday, September 12, 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
Daniel Harris
S. Reginald Smith, Vice Chairperson

Absent: Robin Bennett

Also in attendance were City Manager Robert Straebel, Downtown Director Becky Goodman and City Councilmembers.

Discuss Various Topics

The City Manager reviewed that City Council and DMB were asked to identify discussion topics for the joint meeting. City Council and DMB members discussed various topics including DMB/DDA powers and authorities; Public Art Plan; DMB Budgets; and DMB Strategic Plan.

The City Manager reviewed that to fully define and clarify the roles and responsibilities of DMBs/DDAs as they related to City Councils, Rhonda Stowers, Attorney for Plunkett and Cooney, developed a memo summarizing the powers and authorities of DMBs/DDAs per State of Michigan statutes.

The City Manager noted that at the last City Council meeting, City Council directed staff to develop a Donation and Gift Acceptance Policy whereby individual gifts and donations to the City, including public art, would be vetted according to a number of established criteria addressed in the policy. The draft policy has yet to be discussed by City Council, but is anticipated to be on an agenda in October.

Another topic discussed was the DMB Budgets and how the two revenue sources, special assessments and parking revenues, relate to expenditures. The Downtown Director prepared a detailed list explaining how expenses are broken into several categories and how revenues are derived.

The City Manager further reviewed that the current 2013-2017 DMB Strategic Plan will be outdated next year. The DMB has discussed developing another five-year plan in 2017 either internally by DMB and City staff or with the help of a consultant for initial review by the DMB and if acceptable, to be recommended to City Council. All projects in the plan would be approved by City Council through the annual budget process.

There being no further business to come before the City Council, this September 12, 2016, meeting of the City Council adjourned at 9:05 P.M.

**Downtown Management
Monthly Bills - August 2016**

September 12, 2016

PROGRAMS AND SERVICES

DT Marketing	Meyer ACE/Festival on the Bay contest	DT Assessment	\$ 9.99
DT Marketing	N MI Review/ad	DT Assessment	\$ 180.00
DT Marketing	North Country Pub/Welcome North ad	DT Assessment	\$ 265.00
DT Marketing	Adobe/software July	DT Assessment	\$ 10.59
DT Marketing	Adobe/creative Cloud July	DT Assessment	\$ 21.19
DT Marketing	Mail Chimp, July	DT Assessment	\$ 35.00
DT Marketing	Mail Chimp, August	DT Assessment	\$ 35.00
DT Marketing	Café Press/Waldo hat	DT Assessment	\$ 31.49
DT Marketing	Simply Sweet/Waldo party cupcakes	DT Assessment	\$ 148.40
DT Marketing	Adobe/software August	DT Assessment	\$ 10.59
DT Marketing	Adobe/Creative Cloud, August	DT Assessment	\$ 21.19
Gallery Walk	N MI Review/ad	DT Assessment	\$ 556.15
Petoskey Rocks!	Chris Struble/Ghost Walk	DT Assessment	\$ 210.00
Petoskey Rocks!	Chris Struble/Ghost Walk	DT Assessment	\$ 37.50
Petoskey Rocks!	Grain Train/food for Accidentals	DT Assessment	\$ 43.24
Petoskey Rocks!	N MI Review/ad	DT Assessment	\$ 540.00
Petoskey Rocks!	Northern Express	DT Assessment	\$ 299.70
Petoskey Rocks!	N MI Review/ad	DT Assessment	\$ 360.00
Petoskey Rocks!	Horizon Books/bagels for Accidentals	DT Assessment	\$ 12.02
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 150.55
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 50.02
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 25.05
Petoskey Rocks!	Scott Ward/Carriage Rides	DT Assessment	\$ 1,625.00
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 171.41
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 44.45
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 22.34
Petoskey Rocks!	Facebook/post boost	DT Assessment	\$ 250.11
Sidewalk Sales	American Waste/Dumpster	DT Assessment	\$ 285.00
Sidewalk Sales	K&J Septic/port-a-pots	DT Assessment	\$ 420.00
Sidewalk Sales	Lite 96/ads	DT Assessment	\$ 1,200.00
Sidewalk Sales	McDonald Garber/ads	DT Assessment	\$ 2,160.00
Sidewalk Sales	N MI Review/ad	DT Assessment	\$ 1,260.00
Sidewalk Sales	N MI Review/ad	DT Assessment	\$ 180.00
Summer Open House	N MI Review/ad	DT Assessment	\$ 180.00
			\$ 10,850.98

PARKING FUND

Contracted Services	Traffic & Safety/Verizon pay station fees, Sept.	Parking Fund	\$ 81.00
Contracted Services	Perry Hotel/Walker Parking Room charge	Parking Fund	\$ 198.00
Contracted Services	Otwell Mawby/Geotechnical report, Darling Lot	Parking Fund	\$ 8,550.00
Contracted Services	OmniPark/annual contract	Parking Fund	\$ 2,760.00
Contracted Services	T-2/Iris service for paystations, May-July	Parking Fund	\$ 412.50
Contracted Services	T-2/Iris service for paystations, September	Parking Fund	\$ 165.00
Contracted Services	T-2/Iris service for paystations, August	Parking Fund	\$ 165.00
Contracted Services	Walker Parking/study deposit	Parking Fund	\$ 5,438.75
DT Office	City of Petoskey/utilities	Parking Fund	\$ 87.79
DT Office	Thru Glass/window cleaning, August	Parking Fund	\$ 25.00

Downtown Management
Monthly Bills - August 2016

September 12, 2016

DT Office	Julie Clark/office cleaning	Parking Fund	\$ 75.00
DT Office	Integrity/supplies	Parking Fund	\$ 14.99
DT Office	Integrity/supplies	Parking Fund	\$ 92.48
DT Office	Meyer ACE/supplies	Parking Fund	\$ 38.93
DT Office	DTE/utilities	Parking Fund	\$ 33.16
DT Office	Thru Glass/window cleaning, May	Parking Fund	\$ 25.00
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 17,109.28
DT Office	GT Pie/Pie	Parking Fund	\$ 19.17
DT Office	Meijer/supplies	Parking Fund	\$ 19.96
DT Office	GFS/supplies	Parking Fund	\$ 43.69
DT Office	D&W/trash bags	Parking Fund	\$ 61.65
Education & Training	Goodman/MDA workshop expense	Parking Fund	\$ 398.38
Education & Training	MDA/workshop registration	Parking Fund	\$ 85.00
Education & Training	Traffic & Safety/Receipt paper	Parking Fund	\$ 142.00
Materials & Supplies	USPS/postage	Parking Fund	\$ 141.00
Materials & Supplies	Print Shop/receipts	Parking Fund	\$ 162.00
Materials & Supplies	Meyer ACE/storage totes	Parking Fund	\$ 71.94
Materials & Supplies	Lowe's/wagon	Parking Fund	\$ 126.14
Utilities	AT&T/cell phones	Parking Fund	\$ 315.95
			<u>\$ 37,569.76</u>
	TOTAL BILLS		\$ 48,420.74

**PROGRAMS SERVICES
MONTHLY REPORT
August 2016**

September 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	500.00	4,000.00
PETOSKEY ROCKS SPONSORS/income	5,750.00	515.00	3,480.00	9,449.00	2,270.00
Ghost Walk \$15					
Stafford's \$500					
WINTER CARNIVAL	1,600.00	0.00	7,808.00	750.00	(6,208.00)
MOVEABLE FEAST	1,000.00	0.00	0.00	0.00	1,000.00
TROLLEY	4,000.00	0.00	3,000.00	1,500.00	1,000.00
MARKETING & PROMOTIONS					-
Shop Map Ads	8,600.00	4,000.00	7,500.00	4,500.00	1,100.00
Sturgeon River \$500					
Wineguys \$500					
Meyer ACE \$500					
Stafford's \$500					
Linda Michaels \$500					
Ruff Life \$500					
Monarch \$500					
Jimmy John's \$500					
Gallery Walk	4,500.00	600.00	1,800.00	1,200.00	2,700.00
Somebody's Gallery \$300					
Stafford's \$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	5,115.00	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	180.00	7,254.85	11,187.83	3,745.15
N MI Review/ad \$180					
SIDEWALK SALES	4,000.00	3,335.00	4,595.00	2,230.38	(595.00)
K & J Septic/port-a-pots \$420					
American Waste/Dumpsters \$285					
Lite 96/ads \$1,200					
N MI Review'ads \$1,250					
N MI Review/ad \$180					
EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE

**PROGRAMS SERVICES
MONTHLY REPORT
August 2016**

September 11, 2016

PETOSKEY ROCKS	11,750.00	6,011.00	10,629.50	18,141.35	1,120.50
Chris Struble/Ghost Walk \$210					
Chris Struble/Ghost Walk \$37.50					
Grain Train/fruit for Accidentals \$43.24					
N MI Review/ad \$556.15					
Northern Express \$299.70					
McDonald Garber/ads \$2,160					
Horizon Books/Bagels for Accidentals \$12.02					
Facebook/post boost \$150.55					
Facebook/post boost \$50.02					
Facebook/post boost \$25.05					
Facebook/post boost \$171.41					
Facebook/post boost \$44.45					
Facebook/post boost \$22.34					
Facebook/post boost \$250.11					
N MI Review/ad \$360					
Scott Ward/Carriage Rides \$1,625					
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	41.74	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	768.83	24,774.43	22,762.27	15,225.57
Meyer ACE/Festival on the Bay Contest \$9.99					
N MI Review/ad \$180					
North Country Pub/Welcome North ad \$265					
Adobe/software July \$10.59					
Adobe/Creative Cloud July \$21.19					
Mail Chimp, July \$35					
Mail Chimp, August \$35					
Café Press/Waldo Hat \$31.49					
Simply Sweet/Waldo Party cupcakes \$148.40					
Adobe/software August \$10.59					
Adobe/Creative Cloud August \$21.19					
GALLERY WALK	2,500.00	556.15	2,842.51	4,691.82	(342.51)
N MI Review/ad \$556.15					

PROGRAMS SERVICES

September 11, 2016

MONTHLY REPORT

August 2016

Ornaments	900.00	0.00	0.00	0.00	900.00
Shopping Scramble	3,500.00	0.00	0.00	58.44	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	0.00	1,609.33	738.88	(109.33)
TROLLEY		0.00	-	783.62	
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	0.00		500.00
FLOWERS	12,000.00	0.00	1,780.38	5,946.42	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	67.41	100.00
TOTAL	140,650.00	10,850.98	85,361.22	94,789.34	55,288.78
Excess of Revenues Over Expenses	3,450.00	-5,735.98	21,740.52	14,097.47	(18,290.52)

**Downtown Parking Fund
August 2016**

September 11, 2016

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	315,500.00	55,914.99	243,618.81	211,403.67	71,881.19
fines	67,000.00	8,348.93	77,892.44	35,701.07	31,298.93
Permits	30,000.00	1,680.00	24,394.32	17,382.06	5,605.68
Bags	6,000.00	225.00	3,383.00	3,163.65	2,617.00
Tokens	2,800.00	95.00	1,278.75	2,196.00	1,521.25
Interest	400.00	55.46	245.18	19.03	154.82
Meter Sponsorships	2,000.00	0.00	305.00	700.00	1,695.00
Cell Phone Parking	32,000.00	1,818.81	12,305.90	19,432.91	19,694.10
Total Parking Revenue	455,700.00	68,138.19	363,423.40	289,998.39	134,467.97
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	17,770.25	72,951.50	53,512.90	2,048.50
ffic & Safety/Verizon pay station fees, Sept. \$81					
Walker Parking/study deposit \$5,438.75					
Perry Hotel/Walker Parking Room charge \$198					
Mawby/Geotechnical report, Darling Lot \$8,550					
OmniPark/annual contract \$2,760					
T-2/Iris service for paystations, September \$165					
T-2/Iris service for paystations, August \$165					
-2/Iris service for paystations, May-July \$412.50					
CONFERENCES AND MEMBERSHIPS	5,000.00	483.38	1312.62	5,064.80	3,687.38
Goodman/MDA workshop expense \$398.38					
MDA/workshop registration \$85					
DOWNTOWN OFFICE	198,000.00	18,356.10	148,966.28	129,631.18	49,033.72
City of Petoskey/utilities \$87.79					
Thru Glass/window cleaning, August \$25					
Julie Clark/office cleaning \$75					
Integrity/supplies\$14.99					
Integrity/supplies \$92.48					
Meyer ACE/supplies38.93					
DTE/utilities \$33.16					
Thru Glass/window cleaning, May \$25					
Wm Thompson/Rent \$711					
Wages \$17,109.28					
GT Pie/Pie \$19.17					
Meijer/supplies \$19.96					
GFS/supplies \$43.69					
D&W/trash bags \$61.65					
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	644.08	9,698.80	4,979.80	301.20
USPS/postage \$141					
Print Shop/receipts \$162					
Traffic & Safety/receipt paper \$142					
Meyer ACE/storage totes \$71.94					
Lowe's/wagon \$126.14					
PROFESSIONAL SERVICES	500.00	0.00	47.04	351.63	452.96
SIGNS	1,000.00	0.00	188.35	2,015.42	811.65
TROLLEY	5,000.00		417.70	-	4,582.30
UNIFORMS	1,500.00	0.00	192.84	388.84	1,307.16
UTILITIES	3,600.00	315.95	2288.42	1,128.85	1,311.58
AT&T/cell phones \$315.95					
OTHER	1,000.00	0.00	15.99	16.99	984.01
TOTAL EXPENSES	488,100.00	37,569.76	304,132.24	218,916.99	183,967.76
NET	(32,400.00)	30,568.43	59,291.16	71,081.40	(49,499.79)



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: September 15, 2016
RE: 2017 Draft Budget

Enclosed is a draft Programs and Services Budget and a draft Parking Fund Budget.

Changes to the Parking Fund made since the last review include:

- Updated projected 2016 Income and Expense numbers.
- Removal of \$3,500 for a preliminary design study for restrooms in Pennsylvania Park from Contracted Services in 2017.
- Addition of \$1,750 for the shared cost of a preliminary design study for restrooms in 2016.
- A placeholder expenditure of \$50,000 for the purchase of a used trolley, a lease agreement for a new trolley, or the rehabilitation of the current trolley.
- A placeholder expenditure of \$10,000 for the purchase of an electronic car charger station.

(Because of the amount of the expenses, both placeholder expenditures would need to come before the Board before purchases were made.)

Changes to the Programs and Services Budget include:

- Some revised projected figures based on more up to date information.
- A reduction in the amount of carry over used in 2016 from \$10,000 to \$5,000.
- A reduction in the amount of carry over needed in 2017 from \$15,000 to \$10,000.

The action before the Board is to review and approve with or without changes this draft of the 2017 Budget. The Budget will then go to City Council for final approval as a part of its regular budget process.

Please contact me if you have questions or concerns.

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

	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	5,000	10,000
Holiday Parade Sponsors	4,000	4,000	4,000
Petoskey Rocks! Sponsors	5,750	4,000	14,650
Winter Carnival Income/sponsors	1,600	7,800	11,400
Moveable Feast Income	1,000	3,300	0
Summer Open House	7,000	4,300	5,000
Trolley ads & sponsorship	4,000	3,000	3,500
Gallery Walk	4,500	2,700	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	8,500	8,500
New Marketing Activities	0	1,500	0
Holiday Catalog	6,250	6,250	6,250
Total Revenue	144,100	150,250	167,200
DMB Events			
Summer Open House	11,000	7,300	11,925
Sidewalk Sales	4,000	4,600	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
Petoskey Rocks!	11,750	12,000	24,300
Gallery Walk	2,500	3,000	2,500
Shopping Scramble	3,500	3,500	3,500
Ladies Opening Night	4,000	4,000	4,000
Moveable Feast/Hemingway Harvest Fe	5,000	5,000	0
	56,850	61,900	84,625
Collaborating Events			
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
Economic Enhancement			
Business Recruitment	500	300	500
Business Retention	1,500	1,500	1,500
Trolley	0	0	0
	2,000	1,800	2,000
Marketing & Promotions			
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	3,000	0
Holiday Catalog	2,500	2,500	2,500
	52,400	54,500	44,000
Beautification			
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
Administrative			
Insurance & Bonds	500	500	500
Other	100	100	100
Capital Outlay	0	5,250	7,500
	600	5,850	8,100
Total Expenses	140,650	150,150	163,525
Excess Revenue over Expenditures	3,450	100	3,675

**CITY OF PETOSKEY
Downtown Management Board
2017 Draft Parking Budget**

	2016 Budget	2016 Projected	2017 Budget
REVENUE			
<u>Streets</u>			
Michigan	16,000.00	21,000.00	19,000.00
Mitchell	47,000.00	57,000.00	52,000.00
Lake	58,000.00	63,000.00	60,000.00
Bay	22,000.00	25,000.00	23,500.00
Lewis/Rose	5,000.00	6,300.00	5,500.00
Petoskey	24,000.00	25,500.00	25,000.00
Howard	40,000.00	43,000.00	42,000.00
Division	7,500.00	9,000.00	8,000.00
Waukazoo	10,000.00	12,000.00	11,000.00
Total Streets	229,500.00	261,800.00	246,000.00
<u>Lots</u>			
Darling, Michigan 1	21,000.00	23,500.00	22,000.00
Clifton Hotel, Michigan 2	9,500.00	10,500.00	10,000.00
Livery, Michigan 3	6,000.00	7,000.00	6,500.00
Elks, Lake 2	14,000.00	22,000.00	19,000.00
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	100,000.00	93,500.00
Total Meters	315,500.00	361,800.00	339,500.00
<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	16,000.00	20,000.00
Total Other Parking	140,200.00	181,400.00	155,400.00
Total Revenue	455,700.00	543,200.00	494,900.00
Reserve Funds*	636,000.00	636,000.00	651,650.00
Fund Total	1,091,700.00	1,179,200.00	1,146,550.00
*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	45,000.00
spot repairs to Park Garden Lot \$20,000			
Pay station for Park Garden Lot \$15,000			
Electric Car Charger Station \$10,000			
Conferences & Memberships	5,000.00	2,400.00	5,000.00
Contracted Services	75,000.00	86,750.00	80,000.00
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	11,000.00	10,000.00
Professional Services	500.00	500.00	500.00
Property Lease	1,000.00	0.00	0.00
Signs	1,000.00	300.00	500.00
Trolley	5,000.00	2,000.00	50,000.00
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	527,550.00	466,100.00
Excess Funds over Expenditures	603,600.00	651,650.00	680,450.00



MEMORANDUM

TO: Downtown Management Board
FROM: Becky Goodman
DATE: September 13, 2016
RE: Pennsylvania Park Restrooms

At the recent joint meeting with City Council there was discussion and consensus on the need for the restroom expansion in Pennsylvania Park. Both Council and DMB agreed that this project was a high priority and there was discussion regarding moving construction from 2018, as it is currently listed in the CIP, to 2017. The CIP already lists \$3,500 to pay for an engineering study in 2017.

As a result of this discussion, the City Manager is suggesting that the engineering study be moved to this year so that the potential for construction could be in 2017. Council will be discussing this at their meeting on Monday evening and voting on whether or not to contribute \$1,750 to the study yet this year.

If the study is completed in 2016 there would be the potential for actual construction in 2017. Funds for construction have not yet been identified. If a funding strategy is developed the project would come forward as a budget amendment in 2017.

It is the recommendation of staff that the DMB move to spend the other half of the \$3,500 which is \$1,750 in 2016. The funds would come from Contracted Services.

Please contact me if you have questions or concerns.



BOARD: Downtown Management Board

MEETING DATE: September 20, 2016 **PREPARED:** September 16, 2016

AGENDA SUBJECT: Proposed 2017 Programs-and-Services Special Assessment

RECOMMENDATION: That the Downtown Management Board request the City Manager to recommend that the City Council levy this proposed assessment

Background. Each year since 1994 the Downtown Management Board has asked the City Manager to recommend that the City Council levy special assessments against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with proceeds from the levies of such assessments used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

Formula. If requested for 2017, next year's downtown-area special-assessment levy would be the 23rd such annual levy. The approved 2016 downtown-area programs-and-services special-assessment formula had included:

- \$0.16 per square foot of useable, first-floor, non-residential building area
- \$0.04 per square foot of useable, non-residential area on floors other than first floors
- \$0.05 per square foot of unimproved lots that do not contain buildings

Proposal. If the Downtown Management Board approves the proposed 2017 programs-and-services-expenditures budget, the Downtown Management Board could request that the City Council levy these square-foot special assessments on the Downtown Management Board's behalf. Although not yet calculated, the City staff believes that revenues next year would be comparable to the \$92,000 that had been received in 2016.

Process. Following regulations that are included within City Code special-assessment provisions, the Downtown Management Board will be asked to formally request that the City Manager consider this proposed 2017 programs-and-services special assessment and to recommend to the City Council, through a required written report, that this proposed special assessment be levied on behalf of the Downtown Management Board.



BOARD: Downtown Management Board

MEETING DATE: September 20, 2016 **DATE PREPARED:** September 16, 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



City of Petoskey

Agenda Memo

BOARD: Downtown Management Board

MEETING DATE: September 20, 2016 **DATE PREPARED:** September 16, 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