



**DOWNTOWN MANAGEMENT BOARD**

July 18, 2017

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of May 16, 2017
  - (b) Payment of bills – May and June
  - (c) Acceptance of expense and income reports – May and June
3. New Business:
  - (a) Hear presentation on Downtown Strategic Plan update
  - (b) Reports by Downtown Management Board Committees
  - (c) Report by City staff
4. Miscellaneous
5. Adjournment

MISSION STATEMENT

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*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 Downtown Master Plan as adopted by the City of Petoskey in 1987; (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:** July 18, 2017

**PREPARED:** July 14, 2017

**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 May 16, 2017; (2) Acknowledgement of bills since May 16, 2017; and (3) Acceptance of the May and June expense and income reports as prepared by the Downtown Director.

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Enclosures



**DOWNTOWN MANAGEMENT BOARD**

May 16, 2017

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, May 16, 2017. The meeting was called to order at 7:00 P.M., and the following were

Present:

S. Reginald Smith, Vice Chairperson  
Craig Bell  
Robin Bennett  
Doug Buck  
Daniel Harris  
Edward Karmann  
Jessica Stubbs

Absent: Lawrence Rochon, Chairperson and John Murphy, Mayor

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

Approve Consent Agenda Items

Downtown Management Board members discussed the first item of routine business, the April 18, 2017 regular session meeting minutes; acknowledgement of bills since April 18, 2017; and acceptance of the April expense and income reports as prepared by the Downtown Director.

Upon motion made and seconded, the April 18, 2017 regular session meeting minutes were approved; acknowledgement of bills since April 18, 2017 that totaled \$29,511.09; and expense and income reports for April were approved. Said motion was unanimously approved as submitted.

Approve Coin Counter Purchase

The Downtown Director reviewed that the Parking Office currently owns a coin sorter that is approximately four years old. The coin sorter is used for the sole purpose of separating tokens from the coin collection before the collection is taken to the bank to be counted. The Downtown Director reviewed that there has been some repairs, but the machine keeps jamming and a part inside of the sorter is broken and cannot be replaced. The reason the sorter was jamming is because the machine is not intended to be used in the existing manner; tokens actually should not even go into it, but one of the slots has been altered to allow this use which is not recommended or warranted by the manufacturer.

Research of various products reveals that there is not a machine that is designed to separate tokens from coins. An actual coin counter can do this work, and after researching various options, a coin counter on loan from ABM is now being tested in the office with preliminary results seeming very promising. The machine is on loan until May 21.

The Downtown Director further reviewed that an advantage of this coin counter is that it will not only sort out the tokens, it will also count the coins; that the office will have an extra check and

balance when deposits are made since currently the amount is unknown when dropped off at the bank; and that an alternative solution of discontinuing the use of tokens is not viable, as there are thousands of tokens currently in circulation and will continue to be circulated as long as the meters accept them.

The Parking Committee recommended the purchase of a new coin counter not to exceed the price of \$5,000 be approved. Staff will evaluate the exact model pending the results of the trial period of the current loaner model and further research of the market. Funds will come from the Capital Outlay line item of the Parking Fund.

Board members inquired if the new pay stations accepted tokens; if it was feasible to eliminate tokens altogether; if meters can be reprogrammed to not receive tokens; the longevity and warranty of new counter; why dimes couldn't be handed out vs. tokens; and that if tokens are eliminated then have to validate program and give proper notice.

The Downtown Director responded that the new pay stations at the Elks Lot do not accept tokens, but accept credit cards; that it would take many years to eliminate and collect tokens; that the current sorter has lasted 4-5 years and the new coin counter will approximately last 7-10 years; that the counter does have a warranty and staff would like to purchase the one on loan; that a \$5 bag of tokens provides \$8 worth of parking; that tokens are more of a gesture and hospitable since merchant can't pay for customer's parking.

Vice Chairperson Smith asked for public comments and heard from those in support of tokens; concerns with turning money over to bank if there is no machine to count first; and that it is a benefit to using tokens and getting people to expend in downtown.

Upon motion made by Mr. Karmann and seconded by Mr. Buck, to accept the request from the Parking Committee to purchase a new coin sorter not to exceed \$5,000. Said motion was unanimously approved as submitted.

#### Hear Committee Reports

The Downtown Director reported on behalf of the Parking Committee and that there is a meeting scheduled with County Commissioners for June 12 to discuss collaboration on the County lots and the City lot; and that staff is expected to meet with Petoskey Plastics management early June regarding concerns with parking regulations for the Saville Lot, constrictions for the proposed expansion of the company and concerns over safety of the loading zone near their front door on Petoskey Street.

The Downtown Director reported on behalf of the Events Committee and that the Gallery Walk Committee is working on the event and that all promotional materials are ready; that the Summer Open House is being planned for June 2; and reviewed that the Petoskey Rocks line up is set.

The Downtown Director reported on behalf of the Marketing Committee and that the shopping map is still on target for distribution before Memorial weekend; that 30,000 maps were ordered; that the Committee discussed a fundraiser that would involve sale of a tote bag; and that future projects include further development of Small Business Saturday, and revisiting the Holiday Window decorating contest concept.

In beautification, the Downtown Director reported that marigolds will be planted by the students at St. Francis on May 25; and that the new bed at the Lake Street entrances to the Elks Lot is being renovated.

In economic enhancement, the Downtown Director reported on several new businesses coming to downtown and their locations; reviewed vacancies; reviewed the Shop for your Summer Job Downtown Campaign including Survey Monkey results and advertising.

The Downtown Director also reported that the trolley will be painted green on the bottom with gold decals; that the old trolley was sold this morning for \$5,000 cash; and that the recognition from Bob Gibbs in the USA Today article was a wonderful gift and will bring more visitors than any advertisement ever would.

Hear City Staff Report

The City Manager reviewed approved TIFA projects including engineering for Sunset Park Stair Tower and new playground equipment at Magnus Park; that the Bayfront Park water main project is completed; that 109 trees were planted around the community; that the City received a \$99,000 grant for electrical upgrades at the Marina; and that City staff would be meeting with the County on June 12 regarding parking.

The Downtown Director also reported that City Council discussed sustainability measures and zoning ordinance amendments concerning boarding houses at their meeting last night.

There was a public comment that financing discussions on parking deck needs to happen and that staff include and accept public input.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:05 P.M.

DRAFT

**Downtown Management  
Monthly Bills - May2017**

June 10, 2017

**PROGRAMS AND SERVICES**

Business Retention	Stafford's Perry/Wake Up Downtown	DT Assessment	\$ 195.91
DT Marketing	Tom Renkes/Blog	DT Assessment	\$ 150.00
DT Marketing	North Country Pub/Welcome North ad	DT Assessment	\$ 225.00
DT Marketing	Harbor House/PRCC Visitor Guide Ad	DT Assessment	\$ 600.00
DT Marketing	Mitchell Graphics/Downtown Shopping Map	DT Assessment	\$ 6,982.64
DT Marketing	Tom Renkes/Blog	DT Assessment	\$ 150.00
DT Marketing	Tom Renkes/Blog	DT Assessment	\$ 150.00
DT Marketing	Print Shop/MHPN Pub Crawl brochures	DT Assessment	\$ 400.00
DT Marketing	Adobe/Creative Cloud	DT Assessment	\$ 21.19
DT Marketing	Adobe/Creative Cloud	DT Assessment	\$ 21.19
DT Marketing	Adobe/photography plan	DT Assessment	\$ 10.59
Flowers	Meyer ACE/trowels	DT Assessment	\$ 13.96
Flowers	AR Pontius/summer flower pots	DT Assessment	\$ 121.90
Flowers	David Hoffman/Plantings for Elks Lot entrance	DT Assessment	\$ 438.00
Flowers	Meyer ACE/trowels	DT Assessment	\$ 17.99
Gallery Walk	Mitchell Graphics/Postcard mailing	DT Assessment	\$ 1,266.91
Gallery Walk	Mitchell Graphics/Brochure	DT Assessment	\$ 839.49
Summer Open House	Twisted Olive/Taste of Downtown	DT Assessment	\$ 254.50
Summer Open House	Jania/Magician Services	DT Assessment	\$ 150.00
Summer Open House	Lite 96/Ads	DT Assessment	\$ 1,500.00
Summer Open House	Marsh-Mellow/Drink tent musician	DT Assessment	\$ 500.00
Summer Open House	Personal Graphics/Banner	DT Assessment	\$ 108.00
Summer Open House	Tim Nixon/Fashion Show Emcee	DT Assessment	\$ 150.00
Summer Open House	Stafford's/Taste of Downtown	DT Assessment	\$ 206.50
Winter Carnival	Facebook/boosts	DT Assessment	\$ 59.64
			<b>\$ 14,533.41</b>

**PARKING FUND**

Conferences & Memb	NCMC/MHPN lunch	Parking Fund	\$ 10.00
Conferences & Memb	MHPN/conference registration	Parking Fund	\$ 280.00
Contracted Services	5H Irrigation/Elks lot bed underground sprinkler	Parking Fund	\$ 432.00
Contracted Services	Traffic & Safety/contract May	Parking Fund	\$ 81.00
Contracted Services	T2/Digital Iris fees	Parking Fund	\$ 165.00
Contracted Services	Traffic & Safety/contract	Parking Fund	\$ 81.00
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Meijer/coffee	Parking Fund	\$ 23.96
DT Office	McCardel/water	Parking Fund	\$ 31.50
DT Office	Meyer ACE/supplies	Parking Fund	\$ 11.31
DT Office	Thru Glass/window cleaning - May	Parking Fund	\$ 25.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 50.05
DT Office	Van's/Ink, toner	Parking Fund	\$ 91.75
DT Office	Thru Glass/window cleaning - February	Parking Fund	\$ 25.00
DT Office	Thru Glass/window cleaning - March	Parking Fund	\$ 25.00
DT Office	Thru Glass/window cleaning - April	Parking Fund	\$ 25.00
DT Office	Goodman/garbage reimbursement	Parking Fund	\$ 25.00
DT Office	Spectrum/phone, internet	Parking Fund	\$ 104.51
DT Office	DTE Energy/utilities	Parking Fund	\$ 249.60

**Downtown Management  
Monthly Bills - May2017**

June 10, 2017

DT Office	Emmet County/Recycling	Parking Fund	\$ 40.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 23.72
DT Office	Meyer ACE/supplies	Parking Fund	\$ 10.59
DT Office	Wages	Parking Fund	\$ 14,311.71
Façade Grants	Dana Andrews/grant	Parking Fund	\$ 1,000.00
Materials & Supplies	Meyer ACE/supplies	Parking Fund	\$ 26.53
Materials & Supplies	Print Shop/envelopes	Parking Fund	\$ 54.00
Trolley	Derrer Oil/fuel	Parking Fund	\$ 84.09
Trolley	ULINE/Poster frames	Parking Fund	\$ 37.58
Uniforms	Personal Graphics/cap	Parking Fund	\$ 18.16
Utilities	AT&T/cell phones	Parking Fund	\$ 321.95
			<b>\$ 18,376.01</b>
	<b>TOTAL BILLS</b>		<b>\$ 32,909.42</b>

**PROGRAMS SERVICES  
MONTHLY REPORT  
May 2017**

May 12, 2017

Carry Over \$53,000

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	500.00	0.00	887.59	1,691.74	(387.59)
INTEREST INCOME	3,000.00	0.00	0.00	0.00	3,000.00
CARRY OVER	10,000.00	0.00	10,000.00		
HOLIDAY PARADE SPONSORS	4,000.00	0.00	250.00	0.00	3,750.00
PETOSKEY ROCKS SPONSORS/income	14,650.00	1,000.00	3,000.00	0.00	11,650.00
Petoskey Plastics/sponsor \$1000					
WINTER CARNIVAL	11,400.00	1,800.00	3,643.75	6,283.00	7,756.25
Reid Furniture/ice sculpture \$200					
Reusch/ice sculpture \$200					
Symons/3 ice sculptures \$600					
Cutler's/ice sculpture \$200					
Library/ice sculpture \$200					
Wine Guys/ice sculpture \$200					
Craig Ryan/ice sculpture \$200					
MOVEABLE FEAST	-	0.00	0.00	0.00	-
TROLLEY	3,500.00	0.00	0.00	0.00	3,500.00
MARKETING & PROMOTIONS					-
Shop Map Ads	8,500.00	0.00	500.00	0.00	8,000.00
Gallery Walk	4,000.00	0.00	0.00	0.00	4,000.00
Ornaments	-	0.00	0.00	0.00	-
Haunted Halloween	500.00	-	0.00	0.00	500.00
Shopping Scramble	5,000.00	0.00	50.00	0.00	4,950.00
Holiday Catalog	6,250.00	0.00	672.50	250.00	5,577.50
Historic Markers	-	0.00	525.00	0.00	(525.00)
SUMMER OPEN HOUSE	5,000.00	0.00	0.00	300.00	5,000.00
	<b>167,700.00</b>	<b>2,800.00</b>	<b>110,928.84</b>	<b>99,924.74</b>	<b>56,771.16</b>

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
HOLIDAY PARADE	9,000.00	0.00	0.00	1,550.00	9,000.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	0.00	1,000.00
SUMMER OPEN HOUSE	11,925.00	2,869.00	2,869.00	300.00	9,056.00
Stafford's /Taste of Downtown \$206.50					
Twisted Olive/Taste of Downtown \$254.50					
Jania/Magician Services \$150					
Lite 96/Ads \$1,500					
Marsh-Mellow/Drink tent musician \$500					
Personal Graphics/Banner \$108					
Tim Nixon/Fashion Show Emcee \$150					
SIDEWALK SALES	4,000.00	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS	24,300.00	0.00	2,799.00	0.00	21,501.00
DT TRICK OR TREAT	500.00	0.00	0.00	0.00	500.00
WINTER CARNIVAL	23,900.00	59.41	18,897.07	15,002.07	5,002.93
Facebook/boosts \$59.41					
HARVEST FESTIVAL	-	0.00	0.00	455.00	-
<b>Collaborating Events</b>					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	0.00	-
FOURTH OF JULY	1,000.00	0.00	0.00	800.00	1,000.00
FARMERS MARKET	500.00	0.00	0.00	0.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	0.00	0.00	1,500.00
RESTAURANT WEEK PLEDGE	500.00	0.00	500.00	0.00	-



**PROGRAMS SERVICES  
MONTHLY REPORT  
May 2017**

May 12, 2017

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Marketing</b>					
IMAGE CAMPAIGN	32,500.00	1,728.20	7,534.32	10,333.90	24,965.68
Tom Renkes/Blogs \$450					
N Country Pub/Welcome North Ad \$225					
Harbor House/PRCC Visitor Guide Ad \$600					
Print Shop/MHPN Pub Crawl brochure \$400					
Adobe/Creative Clout \$21.10					
Adobe/Creative Clout \$21.10					
Adobe/Photography Plan \$10.59					
GALLERY WALK	2,500.00	2,106.40	2,106.40	0.00	393.60
Mitchell Graphics/postcard mailing \$1,266.91					
Mitchell Graphics/brochure \$839.49					
ORNAMENTS	-	0.00	0.00	0.00	-
SHOPPING SCRAMBLE	3,500.00	0.00	0.00	0.00	3,500.00
SHOP MAP	9,000.00	6,982.64	6,982.64	0.00	2,017.36
Mitchell Graphics/Shop Map \$6982.64					
HOLIDAY CATALOG	2,500.00	0.00	0.00	800.00	2,500.00
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00
OTHER	-	0.00	0.00	0.00	-
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	195.91	974.10	945.82	525.90
Stafford's Perry/Wake Up DT \$195.91					
TROLLEY	-	-	-	0.00	-
<b>Beautification</b>					
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	-	0.00	0.00	0.00	-
FLOWERS	10,000.00	591.85	1,962.85	84.50	8,037.15
Meyer ACE/trowels \$13.96					
David Hoffman/plantings Elks Lot entrance \$438					
Meyer ACE/trowels \$17.99					
AR Pontius/Summer flower pots \$121.90					
CAPITAL OUTLAY	-	0.00	0.00	0.00	-
<b>Administrative</b>					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	8,100.00	0.00	0.00	0.00	8,100.00
OTHER	100.00	0.00	15.99	0.00	84.01
<b>Total</b>	<b>164,125.00</b>	<b>14,533.41</b>	<b>47,141.37</b>	<b>30,271.29</b>	<b>116,983.63</b>
<b>Excess of Revenues Over Expenses</b>	<b>3,575.00</b>	<b>-11,733.41</b>	<b>63,787.47</b>	<b>69,653.45</b>	<b>(60,212.47)</b>

**Downtown Parking Fund  
May 2017**

June 10, 2017

CARRY OVER \$562,000

	<b>Budget</b>	<b>Current Month</b>	<b>YTD</b>	<b>Last YTD</b>	<b>Budget Balance</b>
<b>REVENUES</b>					
Meters	339,500.00	28,314.70	111,405.02	110,468.26	311,185.30
fines	85,000.00	5,674.95	25,695.69	50,366.81	59,304.31
Permits	40,000.00	2,849.00	19,776.00	20,604.32	20,224.00
Bags	6,000.00	2,250.00	6,353.05	2,338.00	(353.05)
Tokens	2,000.00	230.00	746.00	805.00	1,254.00
Interest	400.00	42.32	235.22	96.76	164.78
Meter Sponsorships	2,000.00	121.55	1704.56	200.00	295.44
Cell Phone Parking	20,000.00	1,953.79	7,286.62	5,712.65	12,713.38
<b>Total Parking Revenue</b>	<b>494,900.00</b>	<b>41,436.31</b>	<b>173,202.16</b>	<b>190,591.80</b>	<b>321,697.84</b>
Other					
<b>Total</b>	<b>494,900.00</b>	<b>41,436.31</b>	<b>173,202.16</b>	<b>190,591.80</b>	<b>321,697.84</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	18,000.00	0.00	19,800.00	18000.00	-1,800.00
BANK CHARGES	1,000.00	0.00	0.00	-	1000.00
CAPITAL OUTLAY	91,000.00	0.00	46,000.00	65665.00	45000.00
CONFERENCES & MEMBERSHIPS	5,000.00	290.00	1,146.06	829.24	3,853.94
NCMC/MHPN lunch \$10					
MHPN/Conference registration \$280					
CONTRACTED SERVICES	80,000.00	759.00	29,415.32	36,943.25	50,584.68
igatin/Elks Lot ben underground sprinkler \$432					
Traffic & Safety/contract May \$81					
T2/Digital Iris fees \$165					
Traffic & Safety/contract \$81					
DOWNTOWN OFFICE	230,000.00	15,784.69	78,023.70	83,798.27	151,976.30
Wm Thompson/rent \$711					
Meijer/coffee \$23.96					
McCardel/water \$31.50					
Meyer ACE/supplies \$11.31					
Thru Glass/windowncleaning - 4 months \$100					
City of Petoskey/utilities \$50.05					
Van's/lnk, toner \$91.75					
Goodman/garbage bag reimbursement					
Spectrum/phone, internet\$104.51					
DTE/utilities \$249.60					
Emmet County/Recycling \$40					
Meyer ACE/supplies \$23.72					
Meyer ACE/supplies \$10.59					
Wages \$14,311.71					
EQUIPMENT REPAIR	1,000.00	0.00	263.45	291.38	736.55
FAÇADE GRANT	20,000.00	1,000.00	1,112.50	95.08	18,887.50
Dana Andrews/grant \$1000					
MATERIALS AND SUPPLIES	10,000.00	80.53	2,483.51	8,057.23	7,516.49
Meyer ACE/supplies \$26.53					
Print Shop/envelopes \$54					
PROFESSIONAL SERVICES	500.00	0.00	0.00	47.04	500.00
SIGNS	500.00	0.00	0.00	188.35	500.00
TROLLEY	4,000.00	121.68	1,228.10	-	2,771.90
Derrer Oil/fuel \$84.09					
ULINE/Poster frames \$37.58					
UNIFORMS	1,500.00	18.16	789.01	0.00	710.99
Personal Graphics/cap \$18.16					
UTILITIES	3,600.00	321.95	1,586.95	1340.67	2,013.05
AT&T/cell phones \$321.95					
OTHER	1,000.00	0.00	1,000.00	15.99	-
<b>Total</b>	<b>466,100.00</b>	<b>18,376.01</b>	<b>182,895.64</b>	<b>215,623.13</b>	<b>283,204.36</b>
<b>TOTAL EXPENSES</b>					
<b>Total</b>	<b>28,800.00</b>	<b>23,060.30</b>	<b>-9,693.48</b>	<b>(25,031.33)</b>	<b>38,493.48</b>
<b>NET</b>					

**Downtown Management  
Monthly Bills - June 2017**

July 12, 2017

**PROGRAMS AND SERVICES**

Business Retention	Stafford's Perry/Strategic Plan meeting room	DT Assessment	\$ 388.00
Business Retention	Goodman/lunch reimbursement	DT Assessment	\$ 113.70
Business Retention	Roast and Toast/coffee, muffins, HLTW meeting	DT Assessment	\$ 51.58
Business Retention	PRCC/HLTW	DT Assessment	\$ 250.00
DT Marketing	N Country Pub/Welcome Back Resorter Ad	DT Assessment	\$ 423.00
DT Marketing	Kevin Barton/Holiday Catalog Art	DT Assessment	\$ 400.00
DT Marketing	Sign and Design/refurbish SW board sign	DT Assessment	\$ 225.00
DT Marketing	N MI Review/ banner ad	DT Assessment	\$ 180.00
DT Marketing	New Moon Visions/Shop map updates	DT Assessment	\$ 500.00
DT Marketing	Sungem/tech assistance	DT Assessment	\$ 112.50
DT Marketing	Adobe Photography	DT Assessment	\$ 10.59
DT Marketing	Adobe Creative Cloud	DT Assessment	\$ 21.19
DT Marketing	Mail Chimp/contract	DT Assessment	\$ 30.00
DT Marketing	Discount mugs/logo coffee mugs	DT Assessment	\$ 182.30
DT Marketing	Tom Renkes/5 blogs	DT Assessment	\$ 750.00
July 4th Celebration	Stars and Stripes/ pledge	DT Assessment	\$ 1,000.00
Festival on the Bay	PRCC/Pledge	DT Assessment	\$ 1,500.00
Flowers	Wilson's/petunias	DT Assessment	\$ 50.00
Flowers	Wilson's/marigolds	DT Assessment	\$ 1,275.00
Flowers	SiteOne/irrigation supply	DT Assessment	\$ 26.98
Gallery Walk	WCMU/Underwriting	DT Assessment	\$ 1,000.00
Gallery Walk	Jeff Pagel/musician	DT Assessment	\$ 300.00
Gallery Walk	Mitchell Graphics/post card	DT Assessment	\$ 2,108.91
Petoskey Rocks	May Erlewine/musician	DT Assessment	\$ 1,500.00
Petoskey Rocks	Personal Graphics/sponsor banner	DT Assessment	\$ 162.00
Petoskey Rocks	Playtown/AV equipment	DT Assessment	\$ 1,000.00
Petoskey Rocks	Michigan Rattlers/musicians	DT Assessment	\$ 2,500.00
Summer Open House	N Mi Review/FB ads	DT Assessment	\$ 35.00
Summer Open House	N Mi Review/ad	DT Assessment	\$ 637.20
Summer Open House	N MI Review/banner ad	DT Assessment	\$ 175.00
Summer Open House	N MI Review/ banner ad	DT Assessment	\$ 180.00
Summer Open House	N MI Review/banner ad	DT Assessment	\$ 180.00
Summer Open House	N MI Review/banner ad	DT Assessment	\$ 180.00
Summer Open House	LTBHS/Drink tent sponsorship	DT Assessment	\$ 1,250.00
Summer Open House	K and J Septic/porta pots	DT Assessment	\$ 180.00
Summer Open House	Monique Devitt/Ghost Walk	DT Assessment	\$ 60.00
Summer Open House	N Mi Review/ad	DT Assessment	\$ 250.00
			<b>\$ 19,187.95</b>

**PARKING FUND**

Capital Outlay	ABM/coin counter	Parking Fund	\$ 4,044.00
Contracted Services	T2/digital Iris	Parking Fund	\$ 165.00
Contracted Services	LexisNexis/contract	Parking Fund	\$ 50.00
DT Office	ThruGlass/window cleaning	Parking Fund	\$ 25.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 11.32
DT Office	Meyer ACE/supplies	Parking Fund	\$ 28.79
DT Office	Meyer ACE/supplies	Parking Fund	\$ 8.96

**Downtown Management  
Monthly Bills - June 2017**

July 12, 2017

DT Office	McCardel/water	Parking Fund	\$ 31.50
DT Office	A Symonds/cleaning	Parking Fund	\$ 40.00
DT Office	City of Petoskey/utilities	Parking Fund	\$ 51.83
DT Office	Barry Cole/contract fee	Parking Fund	\$ 140.00
DT Office	Meyer ACE/supplies	Parking Fund	\$ 2.69
DT Office	Meyer ACE/supplies	Parking Fund	\$ 4.13
DT Office	Meyer ACE/supplies	Parking Fund	\$ 3.22
DT Office	Wm Thompson/rent	Parking Fund	\$ 711.00
DT Office	Wages	Parking Fund	\$ 24,483.14
Façade Grants	NorthGoods/grant	Parking Fund	\$ 500.00
Materials & Supplies	USPS/postage	Parking Fund	\$ 245.00
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 52.18
Materials & Supplies	Meyer ACE/batteries	Parking Fund	\$ 104.36
Materials & Supplies	Trophy Case/name tag	Parking Fund	\$ 9.00
Materials & Supplies	Trophy Case/name tag	Parking Fund	\$ 9.00
Trolley	Derrer Oil/fuel	Parking Fund	\$ 207.39
Trolley	Meyer ACE/bunting	Parking Fund	\$ 89.96
Trolley	Sign and Design/wrap and lettering	Parking Fund	\$ 1,789.76
Utilities	AT&T/cell phones	Parking Fund	\$ 398.52
			<b>\$ 33,205.75</b>
	<b>TOTAL BILLS</b>		<b>\$ 52,393.70</b>

**PROGRAMS SERVICES  
MONTHLY REPORT  
June 2017**

July 12, 2017

Carry Over \$53,000

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	91,400.00	0.00	91,400.00	91,400.00	-
PENALTIES & INTEREST	500.00	0.00	887.59	1,691.74	(387.59)
INTEREST INCOME	3,000.00	0.00	0.00	38.15	3,000.00
CARRY OVER	10,000.00	0.00	10,000.00		
HOLIDAY PARADE SPONSORS	4,000.00	0.00	250.00	0.00	3,750.00
PETOSKEY ROCKS SPONSORS/income	14,650.00	0.00	3,000.00	2,000.00	11,650.00
WINTER CARNIVAL	11,400.00	400.00	4,043.75	7,183.00	7,356.25
Tap 30/ice sculpture \$200					
GT Pie Co/ice sculpture \$200					
MOVEABLE FEAST	-	0.00	0.00	0.00	-
TROLLEY	3,500.00	0.00	0.00	1,500.00	3,500.00
MARKETING & PROMOTIONS					-
Shop Map Ads	8,500.00	0.00	500.00	0.00	8,000.00
Gallery Walk	4,000.00	400.00	400.00	300.00	3,600.00
Shadetree Studio/entry fee \$400					
Ornaments	-	0.00	0.00	0.00	-
Haunted Halloween	500.00	-	0.00	0.00	500.00
Shopping Scramble	5,000.00	0.00	50.00	0.00	4,950.00
Holiday Catalog	6,250.00	0.00	672.50	250.00	5,577.50
Historic Markers	-	0.00	525.00	0.00	(525.00)
SUMMER OPEN HOUSE	5,000.00	2,815.00	2,815.00	4,277.00	2,185.00
Cash/drink tent \$2,815					
	<b>167,700.00</b>	<b>3,615.00</b>	<b>114,543.84</b>	<b>99,924.74</b>	<b>53,156.16</b>

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
HOLIDAY PARADE	9,000.00	0.00	0.00	1,550.00	9,000.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	0.00	1,000.00
SUMMER OPEN HOUSE	11,925.00	3,162.20	6,031.20	7,074.85	5,893.80
N MI Review/banner ads \$750					
N MI Review/FB ads \$35					
N MI Review/ad \$637.20					
LTBHS/Drink tent sponsorship \$1250					
K and J Septic/porta pots \$180					
Monique Devitt/Ghost Walk \$60					
N MI Review/Ad \$250					
SIDEWALK SALES	4,000.00	0.00	0.00	0.00	4,000.00
PETOSKEY ROCKS	24,300.00	5,162.00	8,061.00	4,230.00	16,239.00
May Erlewine/musician \$1,500					
Personal Graphics/sponsor banner \$162					
Playtown/AV equipment \$1,000					
Michigan Rattlers/musician \$2,500					
DT TRICK OR TREAT	500.00	0.00	0.00	0.00	500.00
WINTER CARNIVAL	23,900.00	0.00	18,897.07	15,002.07	5,002.93
HARVEST FESTIVAL	-	0.00	0.00	455.00	-
<b>Collaborating Events</b>					
CONCERTS IN THE PARK	2,500.00	0.00	2,500.00	4,000.00	-
FOURTH OF JULY	1,000.00	1,000.00	1,000.00	800.00	-
Stars and Stripes/Pledge \$1000					
FARMERS MARKET	500.00	0.00	0.00	500.00	500.00
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	1,500.00	1,500.00	1,500.00	-
PRCC/Pledge \$1,500					
RESTAURANT WEEK PLEDGE	500.00	0.00	500.00	0.00	-

**PROGRAMS SERVICES**  
**MONTHLY REPORT**  
 June 2017

July 12, 2017

EXPENSES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
<b>Marketing</b>					
IMAGE CAMPAIGN	32,500.00	1,934.58	9,468.90	20,738.60	23,031.10
<i>N Country Pub/Welcome Back Resorter Ad \$423</i>					
<i>Sign and Design/SW Board refurbish \$225</i>					
<i>N MI Review/banner ad \$180</i>					
<i>SunGem/tech assistance \$112.50</i>					
<i>Adobe Photography/contract \$10.59</i>					
<i>Adobe Creative Cloud/contract \$21.19</i>					
<i>Mail Chimp/contract \$30</i>					
<i>Discount mugs/logo coffee mugs \$182.30</i>					
<i>Tom Renkes/5 blogs \$750</i>					
GALLERY WALK	2,500.00	3,408.91	5,515.31	2,286.36	(3,015.31)
<i>WCMU/underwriting \$1,000</i>					
<i>Jeff Pagel/musician \$300</i>					
<i>Mitchell Graphics/postcard \$2,108.91</i>					
ORNAMENTS	-	0.00	0.00	0.00	-
SHOPPING SCRAMBLE	3,500.00	0.00	0.00	0.00	3,500.00
SHOP MAP	9,000.00	500.00	7,482.64	6,998.15	1,517.36
<i>New Moon/Shopping map updates \$500</i>					
HOLIDAY CATALOG	2,500.00	400.00	400.00	800.00	2,100.00
<i>Kevin Barton/Holiday Catalog Cover Art \$400</i>					
LADIES OPENING NIGHT	4,000.00	0.00	0.00	0.00	4,000.00
OTHER	-	0.00	0.00	270.00	-
<b>Economic Enhancement</b>					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	803.08	1,777.18	1,359.33	(277.18)
<i>Stafford's Perry/Strategic Plan Meeting \$388</i>					
<i>Goodman/lunch reimbursement \$113.70</i>					
<i>Roast and Toast /coffee, muffins HLTW \$51.38</i>					
<i>PRCC/HLTW \$250</i>					
TROLLEY	-	-	-	0.00	-
<b>Beautification</b>					
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	-	0.00	0.00	0.00	-
FLOWERS	10,000.00	1,351.98	3,314.83	1,780.38	6,685.17
<i>Wilson's/petunias \$50</i>					
<i>Wilson's/marigolds \$1275</i>					
<i>SiteOne/irrigation supply \$26.98</i>					
CAPITAL OUTLAY	-	0.00	0.00	0.00	-
<b>Administrative</b>					
INSURANCE AND BONDS	500.00	0.00	0.00	0.00	500.00
CAPITAL OUTLAY	8,100.00	0.00	0.00	0.00	8,100.00
OTHER	100.00	0.00	15.99	0.00	84.01
<b>Total</b>	164,125.00	19,187.95	66,464.12	69,344.74	97,660.88
<b>Excess of Revenues Over Expenses</b>	3,575.00	-15,572.95	48,079.72	30,580.00	(44,504.72)

**Downtown Parking Fund  
June 2017**

July 12, 2017

CARRY OVER \$562,000

	<b>Budget</b>	<b>Current Month</b>	<b>YTD</b>	<b>Last YTD</b>	<b>Budget Balance</b>
<b>REVENUES</b>					
Meters	339,500.00	30,354.67	139,742.69	127,901.97	309,145.33
fines	85,000.00	6,701.50	32,397.19	61,408.31	52,602.81
Permits	40,000.00	2,355.00	22,131.00	21,274.32	17,869.00
Bags	6,000.00	7,190.55	7,190.55	2,453.00	(1,190.55)
Tokens	2,000.00	206.00	952.00	935.00	1,048.00
Interest	400.00	34.83	270.05	141.17	129.95
Meter Sponsorships	2,000.00	0.00	1704.56	200.00	295.44
Cell Phone Parking	20,000.00	224.09	11,464.50	8,814.40	8,535.50
<b>Total Parking Revenue</b>	<b>494,900.00</b>	<b>47,066.64</b>	<b>215,852.54</b>	<b>223,128.17</b>	<b>279,047.46</b>
Other					
<b>Total</b>	<b>494,900.00</b>	<b>47,066.64</b>	<b>215,852.54</b>	<b>223,128.17</b>	<b>279,047.46</b>
<b>EXPENSES</b>					
ADMINISTRATIVE FEES	18,000.00	0.00	19,800.00	18000.00	-1,800.00
BANK CHARGES	1,000.00	0.00	0.00	-	1000.00
CAPITAL OUTLAY	91,000.00	4,044.00	50,044.00	66837.00	40956.00
ABM/coin counter \$4,044					
CONFERENCES & MEMBERSHIPS	5,000.00	0.00	1,146.06	829.24	3,853.94
CONTRACTED SERVICES	80,000.00	215.00	29,630.32	54,448.25	50,369.68
T2/Digital Iris \$165					
LexisNexis/contract \$50					
DOWNTOWN OFFICE	230,000.00	25,541.58	133,195.60	111,261.10	96,804.40
ThruGlass/window cleaning \$25					
Meyer ACE/supplies \$11.32					
Meyer ACE/supplies \$28.79					
Meyer ACE/supplies \$8.96					
McCardel/water \$31.50					
A Symonds/cleaning \$40					
City of Petoskey/Utilities \$51.83					
Barry Cole/contract fee \$140					
Meyer ACE/supplies \$2.69					
Meyer ACE/supplies \$4.13					
Meyer ACE/supplies \$3.22					
Wm Thompson/rent \$711					
Wages \$24,483.14					
EQUIPMENT REPAIR	1,000.00	0.00	263.45	291.38	736.55
FAÇADE GRANT	20,000.00	500.00	1,612.50	95.08	18,387.50
NorthGoods/grant \$500					
MATERIALS AND SUPPLIES	10,000.00	419.54	2,483.51	8,364.19	7,516.49
USPS/postage \$245					
Meyer ACE/batteries \$52.18					
Meyer ACE/batteries \$104.36					
Trophy Case/name tag \$9					
Trophy Case/name tag \$9					
PROFESSIONAL SERVICES	500.00	0.00	0.00	47.04	500.00
SIGNS	500.00	0.00	0.00	188.35	500.00
TROLLEY	1,500.00	2,087.11	3,315.21	167.87	(1,815.21)
Derrrer Oil/fuel \$207.39					
Meyer ACE/bunting \$89.96					
Sign and Design/wrap and lettering\$1.789.76					
UTILITIES	3,600.00	398.52	1,586.95	1340.67	2,013.05
AT&T/cell phones \$398.52					
OTHER	1,000.00	0.00	1,000.00	15.99	-
<b>TOTAL EXPENSES</b>	<b>466,100.00</b>	<b>33,205.75</b>	<b>246,939.69</b>	<b>263,625.50</b>	<b>219,160.31</b>
<b>Total</b>					
<b>NET</b>	<b>28,800.00</b>	<b>13,860.89</b>	<b>-31,087.15</b>	<b>(40,497.33)</b>	<b>59,887.15</b>



**MEMORANDUM**

**TO:** Downtown Management Board  
**FROM:** Becky Goodman  
**DATE:** July 12, 2017  
**RE:** Presentation on Downtown Strategic Plan Update

City Planner, Amy Tweeten will give a short presentation of the status of the Downtown Strategic Plan Update. There will be no action requested.





**BOARD:** Downtown Management Board

**MEETING DATE:** July 18, 2017                      **DATE PREPARED:** July 14, 2017

**AGENDA SUBJECT:** Downtown Management Board Committee Reports

**RECOMMENDATION:** That the Downtown Management Board hear these reports

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Reports could be received from Downtown Management Board committees.

sb



**BOARD:** Downtown Management Board

**MEETING DATE:** July 18, 2017

**DATE PREPARED:** July 14, 2017

**AGENDA SUBJECT:** City Staff Report

**RECOMMENDATION:** That the Downtown Management Board hear this report

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

sb