



DOWNTOWN MANAGEMENT BOARD

April 19, 2016

A regular meeting of the City of Petoskey Downtown Management Board was first called to order at 6:30 P.M., at the Department of Public Works building, 110 West Sheridan, to hear a brief overview of the trolley; Board members asked questions; boarded the trolley; and rang the bell. Meeting adjourned at 6:50 P.M.

The regular meeting reconvened in the City Hall Main Lobby, Petoskey, Michigan, on Tuesday, April 19, 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
James M. Reid, Jr.
S. Reginald Smith, Vice Chairperson

Absent: William J. Fraser, Mayor, Jason Keiswetter and Jennifer Shorter

Also in attendance was the Downtown Director Becky Goodman, Director of Parks and Recreation Allen Hansen for the trolley presentation and Promotions Coordinator Kate Manthei.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the March 15, 2016 regular session meeting minutes; acknowledgement of bills since March 15, 2016; and acceptance of the March expense and income reports as prepared by the Downtown Director.

The Downtown Director reported that Winter Carnival expenses and revenue appear to be over budget, but money is still coming in; that the March coin collection could be higher as there is still a lapse in receiving deposit information due to the breakdown of the coin sorter at 5/3 Bank; and that the plan for Brinks to pick up the coins is moving along.

Upon motion made by Mr. Smith and seconded by Mr. Reid, the March 15, 2016 regular session meeting minutes were approved; acknowledgement of bills since March 15, that totaled \$52,038.54; and expense and income reports for March were approved. Said motion was unanimously approved as submitted.

Approve Parking Study Contract The Downtown Director reviewed that City Council included \$20,000 in the CIP for a parking study in 2016 with funds to come from the Parking Fund which was budgeted by the DMB last year. Walker Parking Consultants provided a proposal for the completion of a parking study on the Darling Lot including two conceptual plans: one for a basic parking structure, and another for a parking structure that includes mixed uses. The Downtown Director also reviewed that the cost of the study will be \$21,700, plus approximately \$900 in reimbursable expenses; costs associated with obtaining geotechnical and site survey information is estimated at \$5,400; and that staff reached out to Mac McClelland, Brownfield consultant, for information regarding what work would need to be done to officially determine if the Darling Lot qualifies as a Brownfield and is estimated to cost \$5,000 to complete.

Board members commented that both City Council and Planning Commission think a study is the first step; inquired on the process of the City Council budgeting for this out of the Parking Fund; heard praises of Benchmark Engineering and their work; inquired if the price had been or could be negotiated; if the consultant was aware that one of the objectives was to create more residential parking; and heard from those against the mixed use concept and that the proposal be revised to include only the basic structure; and heard from those in favor of both concepts.

Chairperson Rochon asked for public comments and heard that there had been no public input regarding whether the structure should be a deck or a combination of a deck and mixed use; and inquiries on using sole source contractors.

Mr. Smith moved that, seconded by Mr. Carlson to contract with Walker Parking at a cost of \$21,700 plus reimbursable expenses and approve contracting with Benchmark Engineering and Otwell Mawby to do the geotechnical, site survey and Brownfield testing at a total cost not to exceed \$32,000. Said motion was unanimously approved as submitted.

Approve Carry Over Funds for
Wayfinding Signs

The Downtown Director reported that there are 9 podium style maps mounted in parking lots and other locations around town as part of the Wayfinding system that was installed in 2004 and three of the signs are in need of serious refurbishment and repair. Sign and Design, Petoskey, provided an estimate for work and it is estimated to cost \$5,250. The Downtown Director recommended funds to pay for repairs to come from carry over in the Programs and Services Fund which is approximately \$77,000.

Board members discussed the fact that this expense was not included in the budget; that it would be a good idea to include a line in the annual budget for maintenance every year whether it is used or not; and heard from those in favor of using the carry over funds.

The Downtown Director reviewed that carry over funds were typically used for this sort of matter; that the signs were originally purchased from the Programs and Services fund; that if an expense of this kind were to be in the annual budget, some other regularly funded item would need to be cut; that the budget was not designed to have line item balances extend into the next year; that any excess went into carry over; and only the annual assessment was budgeted in any given fiscal year.

Chairperson Rochon asked for public comments and heard that the project should have been included in the budget.

Mr. Buck moved that, seconded by Mr. Carlson to use carry over funds to rehabilitate the wayfinding signs. Said motion was unanimously approved as submitted.

Approve Carry Over Funds for
2016 Petoskey Rocks!

The Downtown Director then reported that Petoskey Rocks! has been included in the Downtown Events schedule since 2011 and that the Event had its own committee the first year to support it and has since been assigned to the Downtown Events Committee. The focus of the event has always been on music. The Event and Marketing Committees are reviewing the entire event schedule in preparation for a potentially different approach in 2017 at the request of the DMB and forming a policy for accepting sponsorships to help fund downtown events.

The Parking Committee agreed with the Event Committee that to hold a consistent event needs to include the expensive component of good music on Friday nights during the summer; that \$6,500 should come from the Programs and Services carry-over to be used to fund this summer's series; that it would be a one-time expense and money will go to pay for bands; and \$10,000 which was previously approved for the Winter Carnival was not used.

Chairperson Rochon reviewed that the Parking Committee had discussed and agreed that this was an opportunity to see if a signature event could be created and that music and consistency were two ingredients they believed would help the event.

Board members inquired if the amount requested would be enough to make the event remarkable and that funds could easily be doubled, but heard concerns that it had not been in the budget.

Chairperson Rochon asked for public comments and heard criticism regarding the budgeting process. The member became belligerent and would not give up the floor when requested. Mr. Reid called for Sargent of Arms. Chairperson Rochon told the member that he would be taken out of the meeting by force if he did not give up the floor. After several requests, the member stopped his harassment. Chairperson Rochon told the member that he had already received a letter from an attorney regarding his behavior at meetings and that he would be reviewing by-laws and policies to find ways to limit his public comment. Mr. Carlson suggested that public comment only be heard at the beginning and the end of the meetings in the future and not with each agenda item.

Upon motion made by Mr. Smith and supported by Mr. Carlson, to use the \$10,000 that had been approved for Winter Carnival on Petoskey Rocks! and any other events held in 2016 if necessary. Said motion was unanimously approved as submitted.

Approve Historic Trolley Consultant Funding The Downtown Director reviewed that the City purchased a rail trolley in 1999 for \$37,000 and has been stored in a city garage. The intention was 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 DMB supporting it with an \$80,000 contribution. The Downtown Director also reviewed that 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 and 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 whether or not to pursue the rail trolley project be made within one year. In March, City Council approved revisions to the Greenway Corridor Master Plan which did not include parking along the corridor.

The Downtown Director prepared and sent out an RFP for a consultant that would determine the feasibility and process for running the trolley at the request of the DMB. Proposals were sent to three consultants and one bid was received from Stone Consulting in the amount of \$14,995. The Downtown Director recommended that the Board approve the proposal with funds to come from the Parking Fund carry over.

The Downtown Director reviewed that Director of Parks and Recreation Al Hansen reviewed proposal and found it reasonable and that the sections on the track inspection and ADA might be negotiable; and that without the parking that had originally been included in the Greenway Corridor Plan that the Board approach the trolley project as placemaking and not parking management.

Board members expressed concern that if feasible the costs would be very high and the disruption to traffic would be a nuisance; opposed that City Council removed parking from the plan and that Council gave project to DMB with no support which puts the DMB in a bad situation; that it is now time to receive solid information from a consultant on feasibility of trolley; that DMB was deceived by City Council to contribute the \$80,000 since the original deal included parking; heard from those favoring to pass the project onto another organization since the town's heritage was the railroad and trains, not the trolley.

Upon motion made by Mr. Carlson, and seconded by Mr. Smith, to hire Stone Consulting to complete the trolley feasibility study. Said motion was approved by the following vote:

AYES: Bennett, Carlson, Reid, Rochon, Smith (5)

NAYS: Buck (1)

Approve Committee Appointment

The Downtown Director reported that Stephen Mullins, manager of Craig Ryan's Fine Clothing, expressed an interest in joining the Downtown Events Committee. Mr. Reid moved that, seconded by Mr. Smith, to appoint Stephen Mullins to the Events Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee and that surveys on revising the event schedule had been distributed and an article was written for the downtown newsletter; that the April Thirsty Thursday is scheduled to be an open discussion; and that she plans to have a recommendation to the Board by the June meeting for consideration in the budget process which begins in August.

The Promotions Coordinator reported that the Events Committee had two meetings to discuss the "wish list" budget and schedule for 2017; that the Committee is working on Summer Open House; that the Jaycees, who run the 4th of July celebration in Petoskey, reported that Harbor Springs requested the game that determines who shoots the fireworks off first be played in Harbor Springs this year; and that the Petoskey Rocks! schedule is almost finalized.

The Downtown Director reported on behalf of the Marketing Committee and that all ads were sold in the shopping map; that the Committee decided to leave map layout the same and updated the new brand; and that the Committee has been reviewing the event schedule.

In economic enhancement, the Downtown Director reported that Mottify Consulting is hosting a business retention seminar at 10:00 A.M., Tuesday, April 26; that Leo's sold and new owners are from Charlevoix; that a new tenant signed for Spice Merchants location on Lake Street; that MacProfessionals signed a new lease next to J Phillips; Lake Life signed a new lease on Lake Street next to Items; Craig Bell purchased the Scattergood building and is opening Ciao Bella! Patio; 7-11 is now the Mitchell Street Market; Tap 30 purchased the private parking lot and the office and Bistro buildings; Dana Andrews purchased the Northwestern Bank building at the corner of Lake and Howard; and commented on various buildings which are still for sale including anchor buildings on some streets.

The Downtown Director reported on behalf of Parking and that reconstruction in the Elks Lot is beginning; that the Committee discussed signage for pay stations; that revisions to the meter bag policy, load and unloading policies were in process; that there are some ambassador routes and enforcement issues; that dates for permits to expire are changing; looking at Parkmobile and the relocation of a HC space; and that the new Chief Ambassador has made great progress with software and sending out late notices on a regular basis.

The Downtown Director also reported that two car shows have contacted her for 2017 and will provide more details at a later date; that she participated on a panel speaking about parking at the Plymouth MDA workshop; that the public art plan is tentatively planned to be discussed at the May 16 City Council meeting; the newly formatted downtown newsletter will be going out to merchants monthly instead of bi-monthly; and that she had been to the April 18 City Council meeting and that a revised Brownfield plan for Bay Harbor had been discussed.

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