



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

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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.