



DOWNTOWN MANAGEMENT BOARD

October 18, 2016

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, October 18, 2016. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Craig Bell
Robin Bennett
Doug Buck
S. Reginald Smith, Vice Chairperson

Absent: David Carlson, Daniel Harris and William J. Fraser, Mayor

Also in attendance was the Downtown Director Becky Goodman.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the September 20, 2016 regular session meeting minutes; acknowledgement of bills since September 20, 2016; and acceptance of the September expense and income reports as prepared by the Downtown Director.

Upon motion made by Mr. Smith, and seconded by Ms. Bennett, the September 20, 2016 regular session meeting minutes were approved; acknowledgement of bills since September 20, 2016 that totaled \$57,936.11; and expense and income reports for September were approved. Said motion was unanimously approved as submitted.

Approve Committee Appointment The Downtown Director reported that Stacey Kinney, owner of Talulu Beauty Lounge, volunteered to be on the Downtown Events Committee; reviewed that as a business owner, Stacey meets membership criteria; and that membership is limited to 10 and there are currently 8 members serving.

Ms. Bennet moved that, seconded by Mr. Buck, to appoint Stacey Kinney, to the Downtown Events Committee. Said motion was unanimously approved as submitted.

Hear Committee Reports The Downtown Director reported on behalf of the Parking Committee that the Walker Parking plans for the Darling Lot will need to be revised due to the fact that it was discovered that the deck would be built on parkland and approximately 50 parking spaces could potentially be lost; and that at the request of the Library for managed parking, three-hour parking meters were installed on Woodland Avenue.

The Downtown Director reported on behalf of the Events Committee that 30 people attended the Shopping Scramble and that the sales generated from the event were close to

\$14,000 which is average for the event when there are more shoppers; that the Hemingway Harvest Festival was cancelled and that the Committee may request to use those funds for Winter Carnival; that Downtown Trick or Treat is scheduled for October 28 with the new City 100' ladder truck on display; that tickets are on sale for the Haunted Halloween Progressive Dinner; that Ladies Opening Night is November 11; that the Holiday parade is November 26 with Chandler Symons serving as the Grand Marshall in honor of Symons' 60th anniversary; and that Christmas Open House is December 2.

The Downtown Director reported on behalf of the Marketing Committee and that the Shop Downtown Contest is running until November 30; that the Holiday Catalog work is underway and will be distributed and live on the website for Thanksgiving week; that the Committee is working on updating the marketing plan with a much larger focus on digital marketing, social media and blogging; and that two Committee members attended the MDA Conference and received some good ideas.

In downtown beautification, the Downtown Director reported that the scarecrow contest is live with under ten participating stores and that holiday decorations will go up November 7.

In economic enhancement, the Downtown Director reported that in response to complaints heard this summer from merchants who were unable to staff enough help, staff started working on some ideas to alleviate the housing issues; that Gattle's building is under contract and Mettler's will be the new tenant; that The Bistro on Michigan Street is moving to the old Olsen's Plaza; that two serious applicants inquired about redevelopment liquor licenses; that several people have approached staff inquiring if any buildings are for sale; that Chandler Symons bought Mitchell Street Pub; and that Robin Bennett, Sunglass Shoppe, was the top seller of Maui Jims in the United States and received a trip to Hawaii.

The Downtown Director also reported that the MDA Conference in Traverse City was on marketing and promotions and was superb; and that she was grateful that the Promotions Coordinator and Board members Bennet and Bell were able to attend. She also reported that after serving as the Vice Chairperson of the MDA for the past four years, she was elected President at the annual meeting and is honored to hold the position for the statewide organization.

Hear City Staff Report

The City Manager was not present, but the Downtown Director reported that there were no objections received from the public or from Council to the Programs and Services budget and that she expected that it will be approved in overall budget process at future Council meetings; and that Council discussed the Gift and Donation Policy.

Miscellaneous Comments

Chairperson Rochon welcomed new Board member Craig Bell and thanked him for volunteering. Mr. Smith reported that City Council approved new Board member Jessica Stubbs and reappointed him to the Board at last night's Council meeting. The Downtown Director reported that Dave Carlson's term expires at the end of the year and he wishes to continue to serve.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:44 P.M.