



**DOWNTOWN MANAGEMENT BOARD**

December 15, 2009

1. Call to Order - 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
  - (a) Approval of the regular meeting minutes of November 17, 2009
  - (b) Payment of bills
  - (c) Acceptance of expense and income reports
3. New Business:
  - (a) Reports by Downtown Management Board committees
  - (b) Report by the Petoskey Regional Chamber of Commerce
  - (c) Report by the 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) Cooperate/coordinate appropriate downtown programs and projects with the Petoskey Gaslight-Downtown Association and the Petoskey Regional Chamber of Commerce.*



**BOARD:** Downtown Management Board

**MEETING DATE:** December 15, 2009      **PREPARED:** December 10, 2009

**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 December 15 consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board meeting of November 17, 2009; (2) Acknowledgement of bills since November 17; and (3) Acceptance of the December, 2009, expense and income reports as prepared by the Petoskey Regional Chamber of Commerce staff.

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Enclosures

## MINUTES



**DOWNTOWN MANAGEMENT BOARD**

November 17, 2009

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, November 17, 2009. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson  
James M. Reid, Jr., Vice Chairperson  
David Carlson  
Liz Gowans-Ahrens  
H. Ted Pall, Jr., M.D., Mayor

Absent: David Marvin  
Rodney Phillips  
Jennifer Shorter  
Michael Teska

Also in attendance was City Manager Dan Ralley, and Petoskey Regional Chamber of Commerce President Carlin Smith and Downtown Director Becky Goodman.

Approve Consent Agenda Items

the Downtown Management Board meeting were approved as submitted; and acknowledgement of payment of bills since October 20, 2009, that totaled \$23,156.92, and acceptance of the November, 2009, expense and income reports, were approved as submitted.

As the first item of routine business, upon motions made and seconded, draft minutes of the October 20, 2009, regular-session meeting of the Downtown Management Board meeting were approved as submitted; and acknowledgement of payment of bills since October 20, 2009, that totaled \$23,156.92, and acceptance of the November, 2009, expense and income reports, were approved as submitted.

Hear Committee Reports

delinquent parking fines; that the free-parking coupon would again be available that could be redeemed at the Chamber office; and that six businesses had signed up to participate in meter sponsorships to provide on-street free parking.

The Downtown Director then reported for the Parking Committee and advised that she had met with the City Attorney to help resolve collection of

The Downtown Director reported on behalf of the Marketing Committee that the Committee would be filming holiday commercials November 18; and that a mailer-piece had been prepared with funding by 12 ad sponsorships that had made this program self-sufficient.

The Downtown Director reported on behalf of the Design Committee that the Committee had completed its review of Design Guidelines and would be bringing this matter before the Downtown Management Board at its December 15 meeting; that the Downtown Director would have before-and-after pictures of façade grant building renovations; and that a Design Committee member, who is also a representative of Beckett and Raeder, Petoskey, had contacted the Design Committee and offered to assist with discussion of bike rack placements in the downtown.

The Downtown Director further reported that the Events Committee had conducted recent October 30 Ghost Walk and October 31 Halloween children's activities and had experienced inclement weather but that the events had been well attended; reported about upcoming Holiday Parade and Holiday Open House activities; and noted the change to a velvet bow on holiday street decorations.

The Downtown Director also reported for the Business Recruitment-Retention Committee that included the openings of a yarn store and a jewelry shop by the holiday season; and that a recent window-dressing seminar had been very successful and well attended.

Hear Chamber Report; and  
Approve \$25,000 Operational Account

The Petoskey Regional Chamber of Commerce President reported about the upcoming December 1 Breakfast of Champions program; and reviewed a November 13 memorandum that had been included as part of November 17 meeting-agenda materials that requested the Downtown Management Board consider establishing an operating account for the Chamber to accommodate administrative costs of the Downtown Management Board that exceeded cash-flow levels of the Chamber in awaiting reimbursement for these costs; asked that the Board consider a \$25,000 amount to establish this operating account that could be funded from Parking Fund carryover monies; and that a written agreement would be established to regulate this account.

Downtown Management Board members concurred in establishing such an account with \$25,000, and asked that the Chamber President provide a written agreement for approval by the Downtown Management Board at the Board's December 15 meeting.

Hear City Staff Report

The City Manager reviewed status of the 2010 Annual Budget that included a December 7 public hearing to receive comments concerning the budget and property-tax millage rates proposed for 2010; reported that interviews of six potential candidates for the Director of Public Safety position would be held Friday and Saturday, November 20 and 21, by three separate interview panels - City Council, City Management Team, and a Community Leaders Team that included participation by the Downtown Management Board Chairperson; that special-assessment invoices for 2010 programs and services would be mailed within the next several days with the addition of a paragraph to explain its origin and process; that signs had been installed in the downtown that noted sidewalks were for pedestrian-use only and prohibited skateboards and bicycles; and briefly discussed entryway signs (the Downtown Director reported that she would be bringing this matter to the Downtown Management Board for direction at a later date).

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:15 P.M.

**PAYMENT OF BILLS**

# PETOSKEY DOWNTOWN MANAGEMENT BOARD

## BILLS PAID AS OF December 8, 2009

### 2009 BILLS

Petoskey Regional Chamber of Commerce	(Monthly Contract Agreement)	(Parking Fund)	\$	750.00
<b>DOWNTOWN MANAGEMENT BOARD - Programs &amp; Services</b>				
PRCC	(Holiday Parade)	(Kathy Bardins - Events Coordinator)	(Downtown Assessment)	\$ 2,000.00
PRCC	(Holiday Open House)	(Kathy Bardins - Events Coordinator)	(Downtown Assessment)	\$ 600.00
PRCC	(Holiday Decorations)	(Bill's Farm Market - Roping)	(Downtown Assessment)	\$ 1,771.25
PRCC	(Holiday Parade)	(Trophy Case - Silver Tags)	(Downtown Assessment)	\$ 156.25
PRCC	(Business Retention)	(Scott Day - Travel Expense)	(Downtown Assessment)	\$ 1,098.94
PRCC	(Business Retention)	(Goodman-Credit Card - Perry Hotel)	(Downtown Assessment)	\$ 30.00
PRCC	(Holiday Parade)	(WSTR - Radio - Inv. 2472-00087)	(Downtown Assessment)	\$ 107.24
PRCC	(Holiday Parade)	(WFDX - Radio - Inv. 2472-00086)	(Downtown Assessment)	\$ 107.24
PRCC	(Holiday Parade)	(WKLZ - Radio - Inv. 2472-00085)	(Downtown Assessment)	\$ 107.24
PRCC	(Holiday Parade)	(Personal Graphics - Banner - Inv. 9946)	(Downtown Assessment)	\$ 129.85
PRCC	(Fall Kids Fest)	(Goodman-Credit Card - Glens)	(Downtown Assessment)	\$ 50.74
PRCC	(Business Retention)	(Goodman-Credit Card-City Park/Perry)	(Downtown Assessment)	\$ 45.00
PRCC	(Holiday Parade)	(Personal Graphics - Sign - Inv. 9951)	(Downtown Assessment)	\$ 689.00
PRCC	(Contracted Services)	(Northwest Ser.-Snowplowing-Inv. 1933)	(Downtown Assessment)	\$ 4,220.00
PRCC	(Holiday Decorations)	(Meyer Ace - Lites)	(Downtown Assessment)	\$ 585.75
PRCC	(Business Retention)	(Stafford's Hospitality - Window Dressing)	(Parking Fund)	\$ 20.60
PRCC	(Holiday Decorations)	(Standard Electric-Locking-Inv. 868633-02)	(Parking Fund)	\$ 89.76
PRCC	(Holiday Decorations)	(Standard Electric-Locking-Inv. 868633-01)	(Parking Fund)	\$ 801.04
ScottDay	(Economic Enhancement)	(Scott Day - Urban Development Services)	(Downtown Assessment)	\$ 2,500.00
<b>DOWNTOWN MANAGEMENT BOARD - Parking Expenses</b>				
PRCC	(Marketing Services)	(The 45th - 1/3 Page - Inv. T4563791)	(Parking Fund)	\$ 810.00
PRCC	(Marketing Services)	(Creative I - TV Ads - Inv. L072308)	(Parking Fund)	\$ 3,000.00
PRCC	(Marketing Services)	(Goodman-Credit Card-Elsie's Hallmark)	(Parking Fund)	\$ 14.38
PRCC	(Materials & Supplies)	(Print Shop - Tickets - Inv. 8298)	(Parking Fund)	\$ 164.30
PRCC	(Materials & Supplies)	(Complete Paint-Paint-Inv. P103018)	(Parking Fund)	\$ 229.00
PRCC	(Materials & Supplies)	(Culligan - Water - Inv. 800186474/186475)	(Parking Fund)	\$ 33.50
PRCC	(Equipment Repair)	(Goodman-Credit Card - USPS)	(Parking Fund)	\$ 15.84
PRCC	(Office Supplies)	(PRCC - Postage & Copies)	(Parking Fund)	\$ 46.96
PRCC	(Office Supplies)	(Meyer Ace - Ties - Inv. 348555)	(Parking Fund)	\$ 10.28
PRCC	(Office Supplies)	(Goodman-Credit Card-City/K-Mart)	(Parking Fund)	\$ 246.49
PRCC	(Conference)	(Goodman-Credit Card-Alpen/Haworth)	(Parking Fund)	\$ 140.07
PRCC	(Contracted Services)	(Salaries & Taxes - Nov 23rd)	(Parking Fund)	\$ 2,690.57
PRCC	(Contracted Services)	(401(k) Plan - Nov 23rd)	(Parking Fund)	\$ 159.24
PRCC	(Contracted Services)	(401(k) Plan - Nov 13th)	(Parking Fund)	\$ 106.16
PRCC	(Contracted Services)	(Barry Cole - Auto Allowance)	(Parking Fund)	\$ 25.00
PRCC	(Contracted Services)	(BC-BS - Dec thru Jan)	(Parking Fund)	\$ 504.25
PRCC	(Contracted Services)	(William Thompson - Rent - December)	(Parking Fund)	\$ 500.00
PRCC	(Contracted Services)	(Sunshine Window Cleaning - Inv. 18859)	(Parking Fund)	\$ 80.00
PRCC	(Contracted Services)	(Hog Wyld - Office Cleaning - November)	(Parking Fund)	\$ 92.00
PRCC	(Capital Outlay)	(Goodman-Credit Card-Bed Bath & Beyond)	(Parking Fund)	\$ 183.33
PRCC	(Other)	(Goodman-Credit Card-City of Petoskey)	(Parking Fund)	\$ 150.00
PRCC	(Utilities)	(DTE Energy - Natural Gas)	(Parking Fund)	\$ 178.09
PRCC	(Utilities)	(Charter Business-Telephone/Internet-Dec)	(Parking Fund)	\$ 224.32
PRCC	(Utilities)	(City of Petoskey-October)	(Parking Fund)	\$ 38.65
Complete	(Parking Meter Maintenance)	(Complete Paint-Paint-Inv. P103422)	(Parking Fund)	\$ 77.00
AT&T	(Utilities)	(AT&T-Cell Phones-Oct-Nov)	(Parking Fund)	\$ 183.53
Russell	(Façade Improvement)	(Dave Russell- Façade Improvement Grant)	(Parking Fund)	\$ 4,000.00
R Smith	(Façade Improvement)	(Richard Smith-Façade Improvement Grant)	(Parking Fund)	\$ 4,000.00
Total Bills Due:			\$	33,762.86

## EXPENSE AND INCOME REPORTS

**Programs Services  
Monthly Expense Report**

**CARRY OVER FROM 2008 = \$65,000**

**Bills Paid as of December 10, 2009**

**EXPENSES**

	Budget	Current Month	YTD	YTD 2008	Budget Balance
<b><u>Events</u></b>					
Concerts in the Park Pledge	4000	0.00	4,000.00	4,000.00	0.00
Gallery Walk Pledge	500	0.00	500.00	500.00	0.00
Fourth of July Pledge	500	0.00	500.00	500.00	0.00
Sidewalk Sales	5000	0.00	5,629.50	3,659.48	-629.50
Fall Festival	2000	50.74	50.74	40.00	1,949.26
Goodman CC/Glen's \$50.74					
Holiday Parade	3000	1,296.82	2,196.82	5,809.90	803.18
Trophy Case/Silver tags \$156.25					
WSTR Radio/Ads \$107.24					
WFDX Radio/Ads \$107.24					
WKLZ Radio \$107.24					
Personal Graphics/Banner \$129.85					
Personal Graphics/Signs \$689					
Holiday Open House	2000	0.00	0.00	359.53	2,000.00
Santa's Visit	700	0.00	0.00	500.00	700.00
New Events	3000	0.00	3,004.93		-4.93
Festival on the Bay Pledge	2500	0.00	2,500.00	2,500.00	0.00
Farmers Market Pledge	500	0.00	500.00	500.00	0.00
Wonder Weekend	3000	0.00	2,549.00	3,334.50	451.00
Spring Open House	2500	0.00	4,226.71	2,489.70	-1,726.71
Shopping Scramble Pledge	500	0.00	500.00	0.00	0.00
<b><u>Economic Enhancement</u></b>					
Design Guidelines	0	2,500.00	10,092.24	550.52	-10,092.24
Scott Day/Design Guidelines \$2,500					
Business Recruitment/Retention	4000	1,194.54	1,772.05	86.28	2,227.95
Scott Day/Seminar \$1098.94					
Goodman/CC Perry \$30.00					
Stafford's/Window Dressing \$20.60					
Goodman/CC City Park\$Perry \$45					
<b><u>Beautification</u></b>					
Flowers	4000	0.00	3,188.65	3,180.55	811.35
Holiday Decorations	8000	3,247.80	9,752.20	4,779.20	-1,752.20
Bill's Farm Market/Roping \$1,771.25				6,084.62	
Meyer ACE/Lights \$585.75					
Standard Electric/locking \$89.76					
Standard Electric/locking \$801.04					
Capital Outlay	5000	0.00	0.00	0.00	5,000.00
<b><u>Administrative</u></b>					
Contracted Labor	12000	4,220.00	12,295.79	14,264.05	-295.79
thwest Services/Snowplowing \$4,220					
Events Coordinator	7000	2,600.00	7,000.00		0.00
Kathy Bardins/Holiday Parade \$2,000					
thy Bardins/Hoiday Open House \$600					
Equipment Repairs	1500	0.00	0.00	0.00	1,500.00

**Programs Services  
Monthly Expense Report**

Materials & Supplies	6000	0.00	6,023.90	4,389.15	-23.90
Educ., Mbshps., Sbscrt.	3700	0.00	3,915.15	3,225.64	-215.15
Insurance & Bonds	1000	0.00	0.00	130.90	1,000.00
Other	500	0.00	189.71	100.90	310.29

<b>TOTAL EXPENSES</b>	<b>82400</b>	<b>15,109.90</b>	<b>80,387.39</b>	<b>60,984.92</b>	<b>2,012.61</b>
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<b>Total Advertising Costs to Date</b>	BLUES	1727.00
	WW	2519.00
	SOH	3003.00
	SWS	5074.00
	PARADE	322.00
	HOH	0.00
	SANTA'S VISIT	0.00

<b>Total Income from Events to Date</b>	WW	210.00
	SOH	950.00
	GHOST WALK	470.00
	PARADE	3450.00
	SEMINAR	400.00

## Parking Monthly Report

**CARRY OVER FROM 2008 = \$405,000**

**Bills Paid as of December 10, 2009**

### REVENUE

	Budget	Current Month	YTD	YTD 2008
Meters	300,000.00	18,082.07	274,654.73	273,701.05
Fines	60,000.00	4,157.05	43,709.27	50,521.23
Permits	38,000.00	760.00	20,635.00	28,538.50
Bags	1,000.00	385.00	3,735.00	1,022.50
Tokens	1,200.00	83.00	1,327.20	1,748.25
Interest	6,500.00	0.00	5,152.46	7,720.87
Meter Sponsorships	1,000.00	900.00	1,500.00	1,800.00
Cell Phone Parking		193.35	2,506.65	505.30
<b>Total Revenue</b>	<b>407,700.00</b>	<b>24,560.47</b>	<b>353,220.31</b>	<b>365,557.70</b>

### EXPENSES

Administrative Fees	9,700.00	0.00	0.00	0.00
Capital Outlay	20,000.00	183.33	11,137.27	28,764.00
Bed,Bath,&Beyond \$183.33				
Contracted Services	150,000.00	4,907.22	156,615.30	161,983.47
PRCC/contract \$750				
salaries&Taxes/Nov.23 \$2,690.57				
401K Plan/Nov.23 \$159.24				
401K Plan/Nov.13 \$106.16				
Barry Cole/Auto Allowance \$25				
BC-BS/Dec-Jan \$504.25				
Wm Thompson/Rent \$500				
Sunshine Window/Cleaning \$80				
Hog Wyld/Office Cleaning \$92				
Equipment Repair	1,000.00	15.84	5,569.89	2,746.60
Goodman CC/USPS \$15.84				
Materials/Supplies	5,000.00	503.80	6,368.35	13,423.50
Print Shop/Tickets \$164.30				
Complete Paint/Paint \$229				
Culligan/Water \$33.50				
Complete Paint/Paint \$77				
Office Supplies	1,500.00	303.73	1,481.61	539.50
PRCC/Postage&Copies \$46.96				
Meyer ACE/Ties \$10.28				
Goodman CC/Kmart \$246.49				
Uniforms	1,000.00	0.00	415.24	968.10
Marketing Services	60,000.00	3,824.38	55,582.05	36,531.09
The 45th/Ad \$810				
i/TV & Radio Commercial \$3,000				
Goodman CC/Ad Props \$14.38				
Façade Grant Program	15,000.00	8,000.00	11,500.00	0.00
ive Russell/Façade Grant \$4,000				
hard Smith/Façade Grant \$4,000				
Professional Services	1,000.00	0.00	294.03	192.30
Utilities	500.00	624.59	4,114.12	135.92
DTE Energy/\$178.09				

## Parking Monthly Report

arter/phone and internet \$224.32

City of Petoskey/October \$38.65

AT&T/cell phones \$183.53

Property Lease	1,000.00	0.00	840.00	0.00
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Lot Lease Rental / Debt	80,000.00	0.00	0.00	0.00
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MPA Confs./Mmbshp	1,000.00	140.07	140.07	0.00
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oodman CC/MDA Conf. \$140.07

Signs	1,000.00	0.00	0.00	0.00
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Other	0.00	150.00	150.00	
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zman CC/City of Petoskey \$150

<b>Total Expenses</b>	<b>347,700.00</b>	<b>18,652.96</b>	<b>254,207.93</b>	<b>245,284.48</b>
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<b>Net</b>	<b>60,000.00</b>	<b>5,907.51</b>	<b>99,012.38</b>	<b>120,273.22</b>
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# Parking Monthly Report

Budget Balance

25,345.27

16,290.73

17,365.00

-2,735.00

-127.20

1,347.54

-500.00

0.00

54,479.69

9,700.00

8,862.73

-6,615.30

-4,569.89

-1,368.35

18.39

584.76

4,417.95

3,500.00

705.97

-3,614.12

## Parking Monthly Report

160.00  
80,000.00  
859.93

1,800.00

93,492.07

**-39,012.38**



# City of Petoskey

# Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** December 15, 2009      **DATE PREPARED:** December 10, 2009

**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.

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# City of Petoskey

## Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** December 15, 2009      **DATE PREPARED:** December 10, 2009

**AGENDA SUBJECT:** Regional Chamber of Commerce Report

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

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The Petoskey Regional Chamber of Commerce staff will report about downtown activities and status of a written agreement between the Chamber and Downtown Management Board for an operational \$25,000 account as had been approved at the Management Board's November 17 meeting.

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# City of Petoskey

# Agenda Memo

**BOARD:** Downtown Management Board

**MEETING DATE:** December 15, 2009      **DATE PREPARED:** December 10, 2009

**AGENDA SUBJECT:** City Staff Report

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

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

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