

DOWNTOWN MANAGEMENT BOARD

April 21, 2009

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, April 21, 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
Jennifer Shorter
Michael Teska
H. Ted Pall, Jr., M.D., Mayor

Absent: David Marvin
Rodney Phillips
William Takalo

Also in attendance was Petoskey Regional Chamber of Commerce Downtown Director Becky Goodman.

Approve Consent Agenda Items

Management Board were approved as submitted; acknowledgement of payment of bills since March 17, 2009, that totaled \$35,833.87; and acceptance of the April, 2009, expense and income reports, including an amended parking monthly report were approved as submitted.

As the first item of routine business, upon motions made and seconded, draft minutes of the March 17, 2009, meeting of the Downtown

Hear Committee Reports

problems with the Elks Lot meter visibility that had been proposed by the Director of Parks and Recreation was approved by a vote of 5-1 at a cost of \$4,925.44; and that the Committee would be meeting shortly to determine the final candidate for the new part-time parking ambassador.

The Downtown Director next reported on behalf of the Downtown Management Board's Parking Committee that a solution to the

The Downtown Director also reported on behalf of the Design Committee that an informational meeting for the Façade Improvement Grant Program had been held at Stafford's Perry Hotel with Richard A. Neumann and the Downtown Director presenting; that approximately 15 people had attended with several worthy projects in mind; that grant applications were due by May 11, followed by Design Committee review on May 13, and a report to the Downtown Management Board at its May 19, 2009, meeting; that the Committee had begun intensive review of various aspects of the City's Sign Ordinance as it related to downtown; and that, following discussion of a proposed Pedicab business in the downtown, the Board directed the Downtown Director to communicate with the Pedicab business owners to determine how much advertising revenue they needed and to

investigate how sponsorship from the Downtown Management Board or the Petoskey Regional Chamber of Commerce might be handled.

The Downtown Director also reported on behalf of the Events Committee that, after surveying downtown businesses, a decision had been made to continue to hold the Winter Blues Festival, but change the date to the third week in February; and that they were currently planning for Spring Open House to be held on Friday, June 5, 2009;

The Downtown Director also reported on behalf of the Marketing Events Committee that it was working with Richard Hartwell on a new website video and with Roger Tallman on a summer television commercial; that the Spring Open House raffle tickets were now on sale; that the Treasure Petoskey contest was already generating sales with at least ten entries having been received; that customers were required to save their receipts until they reached a total of \$500 and were then entered to win \$1,000 worth of new downtown "Treasure Certificates" that would be launched in June; and that this award would be announced at the Spring Open House.

The Downtown Director also reported on behalf of the Economic Enhancement Committee that the Traverse City based Fustini's Oil and Vinegar Tasting Room would be opening a second location in Petoskey this summer at the former location of the Mole Hole. That Chamber staff had worked closely with the owners as they made their decisions and had been impressed with their business and professionalism; that Bay Harbor's Threads would be moving into the Mole Hole building; that prospective business owners were looking at all of the upper East Mitchell Street locations, but that no one had signed a lease to date; that she was not aware of any prospects for the former Gaslight Gallery, Feast Market and Café, and Glick's locations; and that Mackinac Trails Winery was working toward proper licensing to open a tasting room in the former Petoskey Gallery location.

Hear Chamber Report;
Negotiate Office Space Lease

Staff provided updates for the Chamber, including the Gallery Walk planning, the Farmer's Market and Concerts in the Park were organized for another summer in downtown.

After receiving direction to proceed with a Building Facilities Committee at the March Board meeting, Chairperson Rochon reported that he and Vice Chairperson Reid had been working to seek a solution to the inadequate office space accommodations for the Downtown Management Board administrative and parking staff. The Chairperson reported said that no solution for more space could be found at the Chamber of Commerce building, but that a space was available at 216 Park Avenue for \$500 per month for a three-year lease. The Chairperson estimated that, with a reduced contract payment to the Chamber, a satellite office could be funded with a slightly higher cost than the Downtown Management Board was currently paying for the current contract (\$128,000). Upon motion made and seconded to authorize the Chairperson to move ahead with negotiating the lease and start up for the new space at a cost not to exceed \$9,000 per year and to enter into a new one-year contract with the Chamber for an annual \$9,000 administrative fee. Said motion carried unanimously.

Hear Comments: Petoskey Pointe Update Board members then voiced concerns to Mayor Pall about Council action to cancel the agreement with Lake Street Petoskey Associates, LLC, Farmington Hills, the developers of Petoskey Pointe, as the Downtown Management Board had twice gone on record in support of the agreement to provide additional parking in that particular quadrant of downtown. Board member comments included further concerns about loss of leverage with future developers and the surprise timing of the action. Mayor Pall explained that he no longer believed that any development at the site would occur by Lake Street Petoskey Associates as February deadlines had not been met. The Mayor reported that he believed that the City Council's decision to withdraw from the agreement in order to be in line for reimbursement was in the best interest of the City and that a similar agreement could be worked out with any future developers.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 8:50 P.M.

Downtown Management Board Staff