



City of Petoskey

DOWNTOWN MANAGEMENT BOARD

September 22, 2009

A replacement meeting of the City of Petoskey Downtown Management Board for its rescheduled September 15, 2009, meeting was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, September 22, 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
Rodney Phillips
Jennifer Shorter
Michael Teska

Absent: H. Ted Pall, Jr., M.D., Mayor
David Marvin

Also in attendance was City Manager Dan Ralley, and 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 August 18, 2009, that totaled \$25,724.99; and acceptance of the September, 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 August 18, 2009, meeting of the Downtown

Approve 2009 Budget for Downtown Development and Management Fund

Downtown Management Board's programs-and-services budget for 2010 as part of agenda materials for the Board's August 18, 2009, meeting that had been deferred to this September 22 meeting of the Downtown Management Board; that funding for this proposed budget could be derived from proceeds through a proposed annual special assessment, the consideration of which also was part of the September 22 meeting agenda; and that revised September 22 budget documents had been prepared as a follow-up to August 18 Board meeting discussions.

The Downtown Director next reported that, following the Downtown Management Board's routine, annual procedure, she had provided information concerning recommendations for the

The Downtown Director then reviewed proposed 2010 Downtown Development and Management Fund line items that projected revenues at \$65,500 and expenditures at \$67,100, and that included a projected carryover from 2009 of \$49,000

Chairperson Rochon reported that due to the proposed 2010 budget deficit amount, he suggested an alternative of sidewalk snow removal costs being provided from the Downtown Parking Operations Fund budget instead of the Downtown Development and Management Fund. Board members also discussed the alternative of using 2009 carryover funds to balance the budget, as well as other options that included further reductions in programs and services line items or an increase in the special-assessment formula method.

Mr. Phillips then moved approval of a 2010 balanced Downtown Development and Management Fund budget as submitted with revenues of \$65,500 and expenses of \$67,100, with consideration by the Downtown Director during the 2010 fiscal year to further reduce costs of programs and services to not exceed revenues, or alternatively, using carryover monies to balance the budget if expenses do exceed revenues during the 2010 fiscal year. Said motion was seconded by Mr. Teska. Motion carried unanimously.

Recommend Annual Assessment Levy

The Chairperson next reported that the Downtown Management Board routinely asks the City Manager each year to recommend that the City Council levy special assessments on the Downtown Management Board's behalf against eligible, non-residential properties within the Downtown Management Board's jurisdictional territory, with the proceeds from such levies then used to finance downtown-area programs and services through the City's Downtown Development and Management Fund.

Board members concurred that it was not desired to raise assessment amounts due to current economic conditions, and Mr. Teska then moved that, seconded by Mr. Phillips, the Downtown Management Board request the City Manager to recommend to the City Council that the City Council levy on behalf of the Downtown Management Board a square-footage assessment of all eligible properties within the Downtown Management Board's territory at the same levels that had been assessed during 2009, the proceeds from which would be used to finance proposed 2010 programs and services that had been listed within the Downtown Development and Management Fund. Said motion was unanimously adopted.

Defer 2010 Budget for Downtown Parking Operations Fund

The Downtown Director next reported that, following the Downtown Management Board's August 18, 2009, meeting consideration of a proposed budget for the Downtown Parking Operations Fund for 2010 had been deferred to the September 22 meeting of the Board, and that Board members had received a revised 2010 Downtown Parking Operations budget based upon the August 18, 2009, meeting discussions.

The Downtown Director then reviewed the proposed 2010 Downtown Parking Operations Fund that projected revenues at \$385,100 and recommended expenditures of \$351,400, with a projected 2010 carryover of \$415,300, and reported about proposed line item format changes within the Fund. The Chairperson reported that approval of this Fund could be deferred until the October meeting when amended line item formats could be presented to the Board.

Following discussion, that included the Marketing Services line item, Mr. Phillips moved that the 2010 Marketing Services line item within the Downtown Parking Operations Fund be decreased by \$5,000. Said motion died due to lack of support.

The Chairperson then recommended that the Downtown Management Board defer further consideration of this matter until the Board's October meeting and that he hoped the Design Committee could give input concerning the 2010 marketing services line item.

Mr. Teska then moved that, seconded by Ms. Shorter, that the 2010 Marketing Services line item be budgeted at \$60,000.

Said motion was adopted by the following vote:

AYES: Carlson, Teska, Reid, Shorter (4)

NAYS: Phillips, Rochon (2)

Further consideration of the Downtown Parking Operations Fund was deferred until the October 20, 2009, regular monthly meeting of the Downtown Management Board.

Adjourn to Closed Session

Chairperson Rochon then reported that, at the request of the Downtown Director, the Downtown Management Board was being asked to adjourn to a closed session to discuss the performance evaluation of the Downtown Director.

Mr. Phillips then moved that, seconded by Mr. Teska, the Downtown Management Board adjourn to closed session, at the request of the Downtown Director, to discuss the performance evaluation of the Downtown Director. Said motion was unanimously adopted.

The Chairperson then adjourned the meeting to closed session and reported that the meeting would be reconvened following the closed session.

Reconvene to Open Session;
Report About Evaluation

Chairperson Rochon then reconvened the meeting and reported that the Downtown Management Board had conducted the performance evaluation of the Downtown Director and that the Board concurred that they were extremely pleased with the performance of the Downtown Director and thanked her for her service to the Board.

Hear Committee Reports

The Downtown Director then reported for the Promotions Committee that had been working on Christmas holiday events and Halloween program; that the Business Retention and Recruitment Committee had been working on a Mackinaw City business opening a second location in Petoskey; the Design Committee continued its review of the City's sign ordinance concerning the downtown area and were close to making a recommendation to the Downtown Management Board; and the Parking Committee would be meeting this month and would be working on streamlining parking operations. The Chairperson reported on behalf of the Parking Committee and advised that delinquent collections had been increasing and that the Committee would be reviewing ways to collect such delinquent amounts; and that Parking Ambassador Tom Rigg would be retiring at the end of September and that he wished to thank Mr. Rigg for his groundwork efforts in organizing the parking system operations.

Hear City Staff Report

The City Manager reported that he had been reviewing City issues as part of his orientation to Petoskey; that he had met with Chairperson Rochon, the Downtown Director and Petoskey Regional Chamber of Commerce Executive Director, to review downtown matters; that he hoped to learn of current issues and past issues of the Downtown Management Board; that he would continue to attend Downtown Management Board meetings as appropriate; that he had been most impressed with the unique operation of the downtown parking system; and reported about his impression of downtown Petoskey as being a vibrant shopping destination.

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