

Traverse City Downtown Development Authority Regular Meeting Zoom Meeting

**Friday, September 18, 2020
8:00 am**



The Downtown Development Authority Meeting Will Not
Be Held At the Governmental Center.

The Downtown Development Authority Meeting Will Be
Conducted Remotely Via Zoom Webinar
Quick Highlights for Viewing and Participating
(Finer Details Below)

The Downtown Development Authority Meeting will be
broadcast live on Cable Channel 191 and streamed at:
<https://www.tacm.tv/govtvnow.asp>

Anyone wishing to give public comment will need to call
in and wait in a "virtual waiting room" where their
microphones will be muted until they are called upon:

Dial: 312-626-6799

Meeting ID: 857 2037 1897

Participant ID: # (yes just #)

Posted and Published

The DDA recognizes the importance of not bringing people together unnecessarily in an effort to stop the spread of COVID-19. The Governmental Center has been closed to walk-in traffic and will be closed for DDA meetings for the foreseeable future. Members of the DDA will not be present in the Governmental Center for official DDA meetings.

For the foreseeable future, the DDA does not intend to convene other committees of the DDA unless there is critical action to be taken; meetings that do not need to be held will not be held. The meeting is being conducted remotely to assist in stopping the spread of COVID-19. Individuals with disabilities may participate in the meeting by calling-in to the number as though they were going to be giving public comments as outlined below or by calling the TDD#. Individual members of the DDA may be contacted via email. Member email addresses can found at the DDA website: dda.downtowntc.com

DDA meetings will continue to be broadcast live on Cable Channel

191 and will be streamed live at: <https://www.tacm.tv/govtvnow.asp>.

For members of the DDA and key staff, their name will appear on screen when they are speaking. For individuals who may wish to give public comment, the method for providing public comment during these remote-participation meetings is to call: 312-626-6799 and enter the Meeting and Participant ID.

Callers wishing to give public comment may call in before the meeting starts and wait in a "virtual waiting room." Going forward, these instructions will be included in every published agenda of the DDA. Those calling in will be able to hear the audio of the DDA meeting, yet their microphone will be muted.

When the DDA accepts public comment, in the order calls were received, the meeting facilitator will identify the caller by the last four digits of their telephone number and ask them if they would like to make a comment. While not required, but so we do not have to go through an unnecessarily long list of callers, we ask, if possible, that those who do not wish to give public comment refrain from calling in and instead listen to the meeting online at: <https://www.tacm.tv/govtvnow.asp> or on Cable Channel 191.

The DDA CEO has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA Office

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Jean Derenzy, CEO
(231) 922-2050
Web: www.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting!

Agenda

Page

1. CALL TO ORDER

2. ROLL CALL

3. ELECTION OF OFFICERS

A. [CEO Memo](#)

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4. CONSENT CALENDAR

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

A. Consideration of approving the August 21, 2020 DDA Board Minutes (approval recommended)

9 -
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[Downtown Development Authority Regular Meeting - 21 Aug 2020 - Minutes - PDF](#)

B. Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for August 2020 (approval recommended)

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[DDA, TIF 97, and Old Town TIF Financials August 2020 - PDF](#)
[TC Arts Commission Financials August 2020 - PDF](#)
[TC Parking Services Financials August 2020 - PDF](#)

C. Parking - Consideration of approving a service order with Northern Lightning Wash for parking garage washdown maintenance (approval recommended)

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[Service Order for Parking Garage Washdown Maintenance - Memo](#)

D. Parking - Service Order for Luke II Pay Station Software (approval recommended)

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[Service Order for Luke II Pay Station Software - Memo](#)

5.	ITEMS REMOVED FROM CONSENT CALENDAR	
6.	CEO REPORT	
A.	Healthy Drinking Culture Contract (approval recommended) Healthy Drinking Culture Contract Memo DDA/Statecraft Contract	29 - 33
B.	Overview of Draft Engagement Plan for Healthy Drinking Culture Healthy Drinking Culture Program - Community Engagement Memo	35
C.	Project Overview(s) Project Overview(s) Memo	37 - 38
7.	OLD BUSINESS	
A.	TDM Managed Parking Systems Approach and Rate Study (approval recommended) Managed Systems Approach and Rate Study Attachment B Attachment A City Commission Packet: Managed Parking Systems - Memo City Commission Packet: Managed Parking Systems Presentation - PDF	39 - 58
8.	BOARD MEMBER UPDATES	
A.	Arts Commission (Hershey) Board Report Arts Commission - Memo	59
B.	Parking Subcommittee (Hardy) Board Report Parking Subcommittee - Memo	61
C.	Lower Boardman (Kirkwood) Board Report Lower Boardman - Memo	63
9.	STAFF REPORTS	
A.	Community Police Update (Officer Culver)	
B.	Parking Update (VanNess) Staff Update Parking Services September 2020 - Memo	65
C.	Community Development Update (McCain) Community Development Update Memo	67 - 68
10.	RECEIVE AND FILE	
A.	DTCA August 2020 Minutes (no quorum - no minutes)	

B.	Marketing Report	69 -
	Lake Effect Social Media Report for August	104
C.	Parking Subcommittee September 2020 Minutes	105 -
	Parking Subcommittee September 3, 2020 Minutes DRAFT - PDF	107

11. PUBLIC COMMENT

12. ADJOURNMENT



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: DDA Board
From: Jean Derenzy, CEO
For Meeting Date: September 18, 2020
SUBJECT: Election of Officers

The September DDA Board Meeting is the meeting whereby the election of officers is required. A motion is needed for Chair, Vice-Chair, Secretary and Treasurer.

Our current officers are:
Leah Bagdon-McCallum, Chair
Gabe Schneider, Vice-Chair
Scott Hardy, Treasurer
Steve Constantin, Secretary

Motion is required from the Board for nominations for each office or can be combined in a slate of officers.



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, August 21, 2020**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 8 a.m.

The following Board Members were in attendance: Mayor Jim Carruthers, Board Vice Chair Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Secretary Stephen Constantin, Board Treasurer Scott Hardy, Board Member Debbie Hershey, Board Member Collette Champagne, Board Member T. Michael Jackson, Board Chair Leah Bagdon-McCallum, Board Member Jeff Joubran, and Board Member Richard Lewis

The following Board Members were absent: None

Chairperson Bagdon-McCallum presided at the meeting.

(a) **CALL TO ORDER**

The meeting was called to order by Leah Bagdon-McCallum at 08:00 a.m.

(b) **ROLL CALL**

(c) **OPENING PUBLIC COMMENT**

- (1) • Mayor Carruthers - reiterated that callers must dial *6 on zoom now when providing public comment

(d) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in

parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

- (1) Approval of Minutes for the Regular Meeting of July 17, 2020
- (2) Approval of the financial report and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for July 2020
- (3) Approval of the Development Agreement EGLE Grant
- (4) Approval of the change order with Elmer's to add a meter district to Randolph Street

Motion to approve consent calendar as presented

Moved by T. Michael Jackson, Seconded by Gabe Schneider

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, Collette Champagne, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

(e) **OLD BUSINESS**

- (1) Governance Committee

No comments from the board on this item

[Motion amended to] Appointment of Richard Lewis and Debbie Hershey, pending her reappointment, to the Governance Committee.

Moved by Gabe Schneider, Seconded by Stephen Constantin

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, Collette Champagne, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Taxing Partners Information Overview Pursuant to Michigan Public Act 57 of 2018

- Mayor Carruthers - expressed concern about the lack of representation of

taxing jurisdictions at this meeting and proposed a meeting dedicated just to the taxing jurisdictions

(g) **CEO REPORT**

(1) COVID Update

No comments from the board on this item

(2) Appointment to Lot G Surplus Property Committee

- Richard Lewis - supported the appointment of Bagdon-McCallum & Schneider to the Lot G Surplus Property Committee

(3) Downtown Tree Development Plan

- Gabe Schneider - Inquired about the deficiencies of the UCAM study
- T. Michael Jackson - Expressed interest in having Hannah Park being included in this plan
- Mayor Carruthers - Encouraged the DDA to team up with the City Commission and their efforts to hire an urban forester for the entire City

That the DDA Board authorize the DDA CEO to develop and issue an RFP and solicit bids for a Downtown Tree Management Plan

Moved by Richard Lewis, Seconded by Stephen Constantin

Yes: Richard Lewis, Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, Collette Champagne, T. Michael Jackson, and Leah Bagdon-McCallum

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

(4) Strategic Plan

- Steve Constantin - Reiterated that this will be one of the first items that the Governance Committee

(h) **BOARD MEMBER REPORTS**

(1) Arts Commission (Hershey)

No comments from the board on this item

(i) **STAFF REPORTS**

- (1) Introduction of Katy McCain, the DDA's new Director of Community Development (Derenzy & McCain)

- Leah Bagdon-McCallum - Expressed excitement of having McCain join the team

- (2) Community Police Update (Officer Culver)

Culver did not attend and this report did not occur.

- (3) Front Street Closure Update (Burkholder & Viox)

- Mayor Carruthers - Mostly heard positive feedback regarding the Front Street modifications. Curious about the number of percentage engaged in the feedback process and about the survival rate of our Downtown businesses. Also expressed concern about handicap accessibility and how these modifications will be translated in the coming years. Personally enjoyed State Street as a two-way street and would recommend it extend to Boardman.
- Leah Bagdon-McCallum - Curious about the timeline and need of consistency on the State Street two-way. Inquired the future of outdoor dining after Front Street reopens to vehicular traffic and if they have to pay for their permit.

- (4) Parking Services Update (VanNess)

No comments from the board on this item

(j) **RECEIVE AND FILE**

- (1) DTCA July 2020 Minutes
(2) Marketing Update

(k) **CLOSING PUBLIC COMMENT**

- (1) No public comment

(l) **CLOSED SESSION MCL 15.268(a)**

- (1) CEO Evaluation

Motion to go into closed session 9:21am

Moved by Gabe Schneider, Seconded by Steve Nance

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Stephen Constantin, Collette Champagne, and Jeff Joubran

CARRIED. 9-0-3 on a recorded vote

(2) Adjourn closed session

Motion to adjourn closed session 10:21am.

Moved by T. Michael Jackson, Seconded by Richard Lewis

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, Collette Champagne, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

(m) **ADJOURNMENT**

(1) The meeting was adjourned at 10:2 a.m.

Motion to adjourn meeting.

Moved by Richard Lewis, Seconded by Steve Nance

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Collette Champagne and Jeff Joubran

CARRIED. 10-0-2 on a recorded vote

Benjamin Marentette, City Clerk

2:01 PM

09/14/20

Accrual Basis

Downtown Development Authority
Balance Sheet
As of August 31, 2020

	Aug 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	2,505,828.13
Fifth Third Savings - 6740	202,369.33
Petty Cash	548.19
Total Checking/Savings	2,708,745.65
Accounts Receivable	
Accounts Receivable	269,669.41
Total Accounts Receivable	269,669.41
Other Current Assets	
Due From APS	-641.56
Due From Arts Council	352.00
Due From DTCA	620.51
Payroll Advance	2,001.86
Total Other Current Assets	2,332.81
Total Current Assets	2,980,747.87
Other Assets	
Due From Other Funds	51,790.00
Pre-Paid Expense	6,920.00
Total Other Assets	58,710.00
TOTAL ASSETS	3,039,457.87
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	26,993.24
Total Accounts Payable	26,993.24
Credit Cards	
First National - 8689	53.99
Total Credit Cards	53.99
Other Current Liabilities	
Accrued Payroll Liabilities	2,025.55
Accrued Salaries	14,169.22
Buy Local Give Local Campaign	1,000.00
Deferred Income	2,000,000.00
Deposits Payable	
Double Up Food Bucks	-450.39
EBT Bridge Card	6,776.85
NCF Reimbursements	346.00
Prescriptions for Health	2,396.64
Project Fresh	4,696.00
Senior Project Fresh	-6,929.00
Deposits Payable - Other	2,288.00
Total Deposits Payable	9,124.10
Direct Deposit Liabilities	-66.96
Due to Other Funds	385,993.65
GRANTS	
EGLE -- Cornwell Development	-1,237.50
Lower Boardman	-20,750.00
Match on Main MEDC Grant	-47,209.00
Total GRANTS	-69,196.50

2:01 PM

09/14/20

Accrual Basis

Downtown Development Authority
Balance Sheet
As of August 31, 2020

	Aug 31, 20
Payroll Liabilities	
457k Payable	-3,564.36
Health Insurance Payable	2,599.31
Life Insurance Payable	2,605.71
State Income Tax Payable	1,848.97
State Unemployment Tax Payable	-740.58
Total Payroll Liabilities	2,749.05
Total Other Current Liabilities	2,345,798.11
Total Current Liabilities	2,372,845.34
Total Liabilities	2,372,845.34
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	632,859.88
Net Income	-73,853.62
Total Equity	666,612.53
TOTAL LIABILITIES & EQUITY	3,039,457.87

2:06 PM

09/14/20

Accrual Basis

DDA - TIF97
Balance Sheet
As of August 31, 2020

	<u>Aug 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	2,750,284.05
Total Checking/Savings	2,750,284.05
Accounts Receivable	
Accounts Receivable	672,248.19
Total Accounts Receivable	672,248.19
Total Current Assets	3,422,532.24
Other Assets	
Due From Other Funds	292,933.23
Total Other Assets	292,933.23
TOTAL ASSETS	<u>3,715,465.47</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	28,178.04
Total Accounts Payable	28,178.04
Other Current Liabilities	
Deferred Revenue	672,248.19
Due To Other Funds	48,290.00
Total Other Current Liabilities	720,538.19
Total Current Liabilities	748,716.23
Total Liabilities	748,716.23
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	2,998,900.29
Net Income	-10,951.05
Total Equity	2,966,749.24
TOTAL LIABILITIES & EQUITY	<u>3,715,465.47</u>

2:06 PM

09/14/20

Accrual Basis

**DDA Old Town TIF
Balance Sheet
As of August 31, 2020**

	Aug 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0650	141,288.79
Total Checking/Savings	141,288.79
Total Current Assets	141,288.79
Other Assets	
Due From Other Funds	93,060.42
Total Other Assets	93,060.42
TOTAL ASSETS	234,349.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	11,472.00
Total Accounts Payable	11,472.00
Other Current Liabilities	
Due To Other Funds	3,500.00
Total Other Current Liabilities	3,500.00
Total Current Liabilities	14,972.00
Total Liabilities	14,972.00
Equity	
Retained Earnings	219,377.21
Total Equity	219,377.21
TOTAL LIABILITIES & EQUITY	234,349.21

09/09/2020 04:00 PM
 User: nvanness
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 08/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 08/31/20	YTD BALANCE 08/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	10,500.00	0.00	0.00	0.00	10,500.00	0.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	14,895.00	0.00	(14,895.00)	100.00
282-000-695.000	TRANSFERS IN	35,000.00	0.00	0.00	0.00	35,000.00	0.00
282-000-699.000	PRIOR YEARS' SURPLUS	37,700.00	0.00	0.00	0.00	37,700.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	0.00	0.00	2,200.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	19,000.00	0.00	0.00	14,895.00	4,105.00	78.39
282-282-930.000	REPAIRS AND MAINTENANCE	20,000.00	0.00	0.00	0.00	20,000.00	0.00
282-282-970.000	CAPITAL OUTLAY	72,000.00	0.00	0.00	0.00	72,000.00	0.00
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		113,200.00	0.00	0.00	14,895.00	98,305.00	13.16
TOTAL EXPENDITURES		113,200.00	0.00	0.00	14,895.00	98,305.00	13.16
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL EXPENDITURES		113,200.00	0.00	0.00	14,895.00	98,305.00	13.16
NET OF REVENUES & EXPENDITURES		0.00	0.00	14,895.00	(14,895.00)	0.00	0.00

09/09/2020 03:52 PM
 User: nvanness
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

Page: 1/3

PERIOD ENDING 08/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 08/31/20	YTD BALANCE 08/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	0.00	67.50	0.00	(67.50)	100.00
585-000-502.000	FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-651.000	PARKING DECK PROCEEDS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-652.000	PARKING FEES-COIN	800,000.00	183,319.43	299,449.16	0.00	500,550.84	37.43
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	9,144.00	17,042.00	0.00	132,958.00	11.36
585-000-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	280.00	560.00	0.00	(560.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	200.00	0.00	0.00	0.00	200.00	0.00
585-000-656.010	PARKING FINES	50,000.00	18,213.81	34,782.31	0.00	15,217.69	69.56
585-000-656.020	PARKING FINES-AIRPORT	0.00	0.00	0.00	0.00	0.00	0.00
585-000-656.030	PARKING FINES-COLLEGE	0.00	0.00	0.00	0.00	0.00	0.00
585-000-664.000	INTEREST & DIVIDEND EARNINGS	40,000.00	0.74	0.74	0.00	39,999.26	0.00
585-000-668.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-673.000	SALE OF FIXED ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-677.000	REIMBURSEMENTS	0.00	(384.00)	(158.21)	0.00	158.21	100.00
585-000-683.000	RECOVERY OF BAD DEBTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-686.000	MISCELLANEOUS INCOME	0.00	0.00	218.06	0.00	(218.06)	100.00
585-000-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-000-699.000	PRIOR YEARS' SURPLUS	1,455,500.00	0.00	0.00	0.00	1,455,500.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,495,700.00	210,573.98	351,961.56	0.00	2,143,738.44	14.10
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		0.00	0.00	0.00	0.00	0.00	0.00
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	100,000.00	28,092.15	54,463.60	0.00	45,536.40	54.46
585-586-653.000	PERMITS-SURFACE LOTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-653.005	PERMITS-PARKING DECK	175,000.00	4,324.00	11,031.00	0.00	163,969.00	6.30
585-586-668.000	RENTS AND ROYALTIES	26,300.00	3,586.00	7,172.00	0.00	19,128.00	27.27
585-586-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-586-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 586 - HARDY DECK		301,300.00	36,002.15	72,666.60	0.00	228,633.40	24.12
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	25,000.00	7,874.25	14,089.00	0.00	10,911.00	56.36
585-587-653.005	PERMITS-PARKING DECK	325,000.00	100,326.00	106,086.00	0.00	218,914.00	32.64
585-587-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
585-587-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-587-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 587 - OLD TOWN DECK		350,000.00	108,200.25	120,175.00	0.00	229,825.00	34.34

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 08/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 08/31/20	YTD BALANCE 08/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,147,000.00	354,776.38	544,803.16	0.00	2,602,196.84	17.31
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	17,800.00	180.95	355.74	0.00	17,444.26	2.00
585-585-704.000	EMPLOYEE OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	(0.58)	33.84	0.00	(33.84)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	1,400.00	13.33	26.19	0.00	1,373.81	1.87
585-585-716.000	EMPLOYEE HEALTH INSURANCE	200.00	10.65	21.29	0.00	178.71	10.65
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	2.60	5.20	0.00	94.80	5.20
585-585-718.000	RETIREMENT FUND CONTRIBUTION	200.00	0.00	15.38	0.00	184.62	7.69
585-585-719.000	RETIRES HOSPITALIZATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-720.000	UNEMPLOYMENT COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
585-585-721.000	WORKERS COMPENSATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-727.000	OFFICE SUPPLIES	6,000.00	139.04	351.59	0.00	5,648.41	5.86
585-585-740.000	OPERATION SUPPLIES	37,000.00	165.20	3,872.34	0.00	33,127.66	10.47
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,232,500.00	15,496.59	27,143.58	0.00	1,205,356.42	2.20
585-585-810.000	COLLECTION COSTS	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-850.000	COMMUNICATIONS	25,000.00	256.00	1,406.91	0.00	23,593.09	5.63
585-585-854.000	CITY FEE	169,200.00	0.00	0.00	0.00	169,200.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	113.08	299.46	0.00	4,700.54	5.99
585-585-862.000	PROFESSIONAL DEVELOPMENT	8,000.00	0.00	0.00	0.00	8,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	66,000.00	0.00	8,580.00	0.00	57,420.00	13.00
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	0.00	0.00	0.00	14,000.00	0.00
585-585-910.000	INSURANCE AND BONDS	9,000.00	0.00	1,740.05	0.00	7,259.95	19.33
585-585-920.000	PUBLIC UTILITIES	20,000.00	850.58	1,762.58	0.00	18,237.42	8.81
585-585-930.000	REPAIRS AND MAINTENANCE	121,000.00	0.00	5,100.00	0.00	115,900.00	4.21
585-585-930.005	RAMSDELL GATE REPAIR & MAINT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-585-940.000	RENTAL EXPENSE	90,000.00	7,026.87	13,783.87	0.00	76,216.13	15.32
585-585-956.000	MISCELLANEOUS	600.00	0.00	6,100.33	0.00	(5,500.33)	1,016.72
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00	0.00
585-585-964.000	TRANSFERS OUT	0.00	0.00	0.00	0.00	0.00	0.00
585-585-977.000	EQUIPMENT	149,000.00	0.00	2,013.12	0.00	146,986.88	1.35
585-585-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,112,000.00	24,254.31	72,611.47	0.00	2,039,388.53	3.44
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	9,000.00	1,047.03	1,047.03	6,047.80	1,905.17	78.83
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	89,000.00	638.00	12,163.21	9,500.00	67,336.79	24.34
585-586-850.000	COMMUNICATIONS	3,500.00	256.00	512.00	0.00	2,988.00	14.63
585-586-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-586-910.000	INSURANCE AND BONDS	7,000.00	0.00	678.15	0.00	6,321.85	9.69
585-586-920.000	PUBLIC UTILITIES	55,000.00	1,792.24	3,698.07	0.00	51,301.93	6.72
585-586-930.000	REPAIRS AND MAINTENANCE	117,000.00	9,782.69	13,557.16	2,739.00	100,703.84	13.93
585-586-940.000	RENTAL EXPENSE	13,000.00	0.00	0.00	0.00	13,000.00	0.00
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.00
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	0.00	0.00	0.00	220,000.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 586 - HARDY DECK		529,500.00	13,515.96	31,655.62	18,286.80	479,557.58	9.43

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
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GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 08/31/20	YTD BALANCE 08/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
585-587-740.000	OPERATION SUPPLIES	8,000.00	225.91	225.91	0.00	7,774.09	2.82
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	69,500.00	142.03	7,113.83	0.00	62,386.17	10.24
585-587-850.000	COMMUNICATIONS	6,000.00	256.00	707.12	0.00	5,292.88	11.79
585-587-863.000	TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-910.000	INSURANCE AND BONDS	6,000.00	0.00	605.18	0.00	5,394.82	10.09
585-587-920.000	PUBLIC UTILITIES	50,000.00	2,432.16	3,685.49	0.00	46,314.51	7.37
585-587-930.000	REPAIRS AND MAINTENANCE	167,000.00	4,041.47	4,402.67	322.00	162,275.33	2.83
585-587-940.000	RENTAL EXPENSE	13,000.00	0.00	0.00	0.00	13,000.00	0.00
585-587-956.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
585-587-959.000	DEPRECIATION EXPENSE	181,000.00	0.00	0.00	0.00	181,000.00	0.00
585-587-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 587 - OLD TOWN DECK		505,500.00	7,097.57	16,740.20	322.00	488,437.80	3.38
TOTAL EXPENDITURES		3,147,000.00	44,867.84	121,007.29	18,608.80	3,007,383.91	4.44
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,147,000.00	354,776.38	544,803.16	0.00	2,602,196.84	17.31
TOTAL EXPENDITURES		3,147,000.00	44,867.84	121,007.29	18,608.80	3,007,383.91	4.44
NET OF REVENUES & EXPENDITURES		0.00	309,908.54	423,795.87	(18,608.80)	(405,187.07)	100.00



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
CC: Gerald Moeggenberg, Facilities Supervisor
Date: September 1, 2020
Re: Service Order for Parking Garage Washdown Maintenance

Twice a year, all levels of the parking garages are washed down in the fall and spring. The purpose of the washdown is to clean the concrete of any contaminants that could cause deterioration. The fall washdown is specific to oil spots and settled exhaust dust while the spring washdown removes salt and sand brought in throughout the winter. The washdowns are an important part of reducing the breakdown of seals, caulking and rusting.

In the past, we have obtained quotes for each garage for each washdown. In order to reduce administrative time and ensure scheduling can be done in a timely manner, we have obtained quotes for the fiscal year. Three companies who have the tools available to complete the job were provided the bid specifications. Out of the three, only one company provided a quote.

Bidder	Fall Wash (each parking garage)	Spring Wash (each parking garage)	Fiscal Year Total (both parking garages)
Northern Lightning Wash	\$4,800.00	\$4,000.00	\$17,600.00
Sparkle Wash	\$0.00	\$0.00	\$0.00
Streamline Pressure Washing	\$0.00	\$0.00	\$0.00

Northern Lightning Wash has provided this service for us in the past. We are familiar with their work and recommend moving forward with a service order for the current fiscal year.

Recommendation: The DDA Board recommends the City Commission approve a service order to Northern Lightning Wash in an amount more or less of \$17,600 for the purposes of annual washdown maintenance at the Hardy and Old Town Parking Garages with budgeted funds available in the Repairs and Maintenance line item of the Hardy Parking Fund and the Old Town Parking Fund.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Re: September 1, 2020
Date: Luke II Pay Station Software Update

Our Luke II pay station software warranty is due for renewal. Unlike our other operating systems where we have multi-year contracts, the pay station software is renewed annually as the price may vary each year. The software extension is an annual expense, and a budgeted item for all 26 devices. The expenditure covers all upgrades to ensure the operating software is current. The approval will extend the warranty another year through October 28, 2021.

RECOMMENDED MOTION: The DDA Board recommend the City Commission approve the request to issue a service order to Traffic and Safety Control Systems in an amount more or less of \$18,372 for the software update of 29 Luke II pay stations with funds available in the Auto Parking Fund and Old Town Fund.



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority

From: Jean Derenzy, DDA CEO

Date: September 18, 2020

Subject: Approval of Contract – Healthy Drinking Culture

In April, the DDA approved a \$100,000 grant from Northern Michigan Regional Entity (NMRE) to establish an interactive program that would study, educate and provide recommendations and best-practices to promote a healthy drinking culture in Traverse City.

In support of this effort, a Leadership Team (consisting of Police Chief Jeff O'Brien, City Clerk Benjamin Marentette, City HR Director, Kristine Bosley and myself) interviewed several candidates to lead the program. The Leadership Team recommends that Elise Crafts of *Starecraft* (a local planning and project management firm) work with the DDA to lead this effort.

Elise brings a formidable team to this effort that includes Brett Sinclair who will conduct research/analysis and Megan Olds, who will conduct facilitated discussions with stakeholders.

Starecraft will serve as the Project Manager and facilitate the development of Phase I., a comprehensive Strategic Plan. The Strategic Plan will include immediate, short-term, and long-term recommendations and will be inclusive and representative of the needs and ideas of the Traverse City community, including residents, business owners, visitors, and other community stakeholders. The Strategic Plan will also outline future phases of this program (as envisioned by the DDA) which could include continued stakeholder engagement, harm-reduction modelling and implementation, public health campaigns, and/or community education.

All costs for this effort will be covered from the NMRE grant. Elise will be in attendance at the meeting to answer any questions the Board may have relating to this contract.

RECOMMENDATION: Approval to enter of contract with Starecraft to oversee the development of a comprehensive Strategic Plan of the Traverse City Healthy Drinking Culture, with authorization for the Chair to execute said contract subject to approval as to substance from the DDA CEO and as to form by DDA Attorney.

PROFESSIONAL SERVICES CONTRACT

Between the Traverse City Downtown Development Authority and Statecraft, LLC.

THIS AGREEMENT is entered into this 13th day of August, 2020, by and between the Traverse City Downtown Development Authority, hereinafter referred to as the "DDA" and Statecraft, LLC, a private consulting company qualified to do business in the State of Michigan, hereinafter referred to as "Statecraft".

1. The Parties Agree on the following scope of services:

- A. Statecraft shall serve as Project Manager to facilitate and oversee the development of a comprehensive Strategic Plan as Phase 1 of the Traverse City Healthy Drinking Culture Program. The Strategic Plan will be inclusive and representative of the needs and ideas of the Traverse City community—including residents, business owners, visitors, and other stakeholders—concerning how to improve the health of the community's drinking culture.

The Strategic Plan will include immediate, short-term, and long-term recommendations, including regarding future phases of this program as envisioned by the DDA, which could include continued stakeholder engagement, harm-reduction modelling and implementation, public health campaigns, and/or community education.

As Project Manager, Statecraft will be responsible for the following tasks:

- Responsible for overall project, team, and deliverable development and management, including project schedule/timeline, planning, team meetings and communications, task/budget tracking, and final deliverables.
- Responsible for client/leadership team communications. Serve as client/leadership team primary point of contact from project team and provide regular reports to client/leadership team on project progress and next steps.
- Responsible for facilitating client/leadership team meetings and discussions.
- Responsible for grant documentation, administration, and communication, including regular reports to client/leadership team and attendance at NMRE board meetings as necessary.
- Responsible for development of Phase 1 Strategic Plan and long-range plan for Phase 2 based on client, leadership team, and community engagement process.

2. Compensation:

The DDA shall pay Statecraft Ninety thousand dollars (\$90,000) to conduct the services described above, payable in monthly installments upon submission of invoice from

Statecraft to the DDA, beginning in the month of August 2020. Further, the DDA shall only reimburse upon the receipt of NMRE funds. Statecraft shall be responsible for its expenses, including out of pocket expenses, in providing services to the DDA.

3. Term:

The term of this Professional Services Agreement shall be for the period of August 1, 2020 through May 31, 2021.

4. Independent Contractor Status:

The relationship of Statecraft to the DDA is that of an independent contractor and in accordance therewith, Statecraft agrees to conduct itself consistent with such status and that neither it nor its employees, officers or agents will claim to be an officer, employee or agent of the DDA or make any claim, demand or application to or for any rights or privileges applicable to any officer or employee of same, including but not limited to worker's compensation coverage, unemployment insurance benefits, social security coverage, or retirement membership or credit. The parties do not intend the services provided by Statecraft to be a joint venture. Statecraft shall be deemed to be an independent contractor with full control over the manner and method of its performance hereunder.

5. Written Amendment Required:

No amendment, modification, or waiver of any condition, provision or term shall be valid or of any effect unless made in writing signed by the party or parties to be bound, or a duly authorized representative, and specifying with particularity the extent and nature of such amendment, modification or waiver. Any waiver by any party of any default of another party shall not affect or impair any right arising from any subsequent default. Except as expressly and specifically stated otherwise, nothing herein shall limit the remedies and rights of the parties thereto under and pursuant to this Agreement.

6. Severability Clause:

Each provision, section, sentence, clause, phrase, and word of this Agreement is intended to be severable. If any provision, section, sentence, clause, phrase, and word hereof is held by a court with jurisdiction to be illegal or invalid for any reason whatsoever, such illegality or invalidity shall not affect the validity of the remainder of this Agreement.

7. Agreement Binding on Successors:

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective personal representatives, successors and assigns.

8. Michigan law Applies:

This Agreement shall be controlled by the laws of the State of Michigan, and any action brought as a result of any claim, demand or cause of action arising under the terms of this Agreement shall be brought in an appropriate venue in the State of Michigan.

9. Dispute Resolution: If any party has a dispute with another regarding the meaning, operation, or enforcement of any provision of this Agreement, the disputing parties agree to meet and confer to negotiate a resolution of the dispute. All meetings, hearings and actions to resolve the dispute shall be in Grand Traverse County. They further agree if they are unable to resolve the dispute themselves and before formally instituting any other dispute mechanism, they shall utilize the services of a mutually acceptable neutral mediator, who meets the qualifications of MCR 2.411, to bring them together in at least one mediation session.

10. Termination: Either party may terminate this Contract, with or without cause or for reasonable cause, effective immediately by giving written notice of termination to the other party. If either party terminates the Contract, Statecraft shall provide a written invoice for any unpaid time spent performing tasks and services under this Contract up to the date of termination. The DDA shall pay the invoice within 14 business days of the receipt of invoice.

11. Non-Discrimination: The parties agree not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of their actual or perceived race, color, religion, national origin, sex, age, height, weight, marital status, physical or mental disability, family status, sexual orientation, or gender identity. Breach of this covenant may be regarded as a material breach of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Professional Services Contract as of the day and year first above written.

TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

Jean Derenzy, Chief Executive Officer
Traverse City DDA

STATECRAFT

Elise Crafts, Principal
Statecraft



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority

From: Jean Derenzy, DDA CEO

Date: September 18, 2020

Subject: Healthy Drinking Culture – Draft Engagement Plan

A large part of the Healthy Drinking Culture Strategic Plan includes community engagement. As previously mentioned, Megan Olds, in partnership with Statecraft, will be leading the community engagement activities.

The community engagement process will require the team to meet with several community stakeholders. Stakeholders will include local businesses, liquor license holders' event and promotional entities, hotel and accommodation providers, public and private transportation providers, public safety officials, emergency and health care service providers, neighborhood residents, and the general public. The City of Traverse City's elected and appointed officials and staff also are key stakeholders in this effort.

Megan Olds will be in attendance and will be sharing a high-level overview about the process and invites Board members to reflect and share their thoughts on two questions:

1. *What words or phrases would you use to describe the drinking culture today in our community?*
2. *What words or phrases would you use to describe a community with a healthy drinking culture?*

RECOMMENDATION: For information and input only.



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO
Harry Burkholder, DDA COO

Date: September 14, 2020

SUBJECT: Project Updates

Front Street

Due to weather conditions and contractor availability, the reopening of Front Street to vehicles has been pushed up to end of day (5:00 pm) Tuesday, September 15th. A parallel effort to convert State Street back to a one-way street is also scheduled to be completed by Tuesday, September 15th.

As you are aware, we hosted three Zoom meetings (and received numerous emails) with downtown stakeholders throughout the summer to better understand what was and was not working regarding the Front Street pedestrian zone and State Street traffic realignment.

We are now working on a second phase of feedback. Last week we hosted a retail group discussion with downtown merchants and restauraners. Roughly 15 merchants participated. In addition, we are working with Woody Smith of Avenue ISR to conduct a robust online survey, targeting downtown businesses (retail, restaurants and office), tourist and residents. We expect the survey to be launched later this month, with results to be tabulated by mid-October. More detail on the survey can be found in the Community Development Report.

State Street

Over the next several months, we will be working with city staff to study and determine how to permanently convert State Street (from Boardman to Front) to a two-way street. There are a number of factors that we will need to discuss and consider including: snow removal; intersection configuration; traffic signals; the removal of vegetative islands; traffic direction of Front Street; and egress/ingress to the Hardy Parking Garage. To that end, we have initiated discussions with WGI (a design and engineering firm) on the potential costs to reconfigure the entrance and exit of the Hardy Parking Garage to accommodate two-way traffic.

Downtown Tree Plan

Based on comments from City staff, we are working on a final draft of an RFP for the Downtown Tree Development Plan. We anticipate the RFP will be issued by next week.

Downtown East Front Street

We are working to develop a Request for Proposals (RFP) to develop a streetscaping plan for the first two blocks of East Front Street (our entrance into Downtown). In addition to landscape design services, the RFP will include engineering services. This effort will require significant engagement with the DDA as well as property owners along this stretch of Front Street.

Streetscaping

There are a number of streetscaping projects which are underway or about to be underway:

305 West Front Street (the new Four Front Building). Work has begun to install streetscaping features, including a snowmelt system.

160 East State Street (the Old Women's Library). This project is moving forward and I expect to have a contract for streetscaping ready to present to you at our October meeting. Streetscaping elements for this site will also include a snowmelt system, of which the maintenance and operation will be the responsibility of the private developer.

Projects

There are a number of projects which are underway or about to be underway:

156 East Front (the old Franklin Restaurant). Work has started on the redevelopment of this prime corner. The owners anticipate re-opening the ground floor by the end of the year. Work on the second floor is contingent on few incentives that I am working on with the property owner and the State of Michigan.

State Theatre. As you are aware, the State Theatre has been closed since March and there are now plywood board covering the front doors. I have been talking with Micheal Moore about the plywood boards as well as other efforts to reopen the theatre. We anticipate pictures will be placed on the plywood boards shortly and we are working with Mr. Moore to fulfill his intention to reopen the theatre in the spring of 2021, given it is safe to do so.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Re: September 11, 2020
Date: TDM Managed Parking Systems Approach and Rate Study

The Managed Parking Systems Approach was presented to the DDA Board at their July meeting. After introducing this new management approach, additional details were developed and presented to the Parking Subcommittee at their September meeting. Their feedback was included in the materials for the City Commission Study Session on Monday, September 14, 2020. I have attached the update memo and presentation from the Study Session for the DDA Board packet. I will provide a verbal update and overview of the City Commission meeting at the DDA Board meeting Friday. In order to continue with our proposed timeline, the DDA Board will consider three recommendations as outlined below.

The first step in planning is to move forward with the Managed Parking Systems Approach. This will align changes to be implemented in conjunction with interdependent items. The TDM 3 Year Plan will continue to be updated and serve as a working document with objectives presented and approved annually.

RECOMMENDED MOTION 1: The DDA Board recommends the City Commission approve the Managed Parking Systems Approach as presented.

Rate Maximum Table

(Please refer to Attachment B) The purpose of the rate maximum table is to seek approval on a maximum rate increase. This will allow us to develop rate increases, and make adjustments without having to seek one off approval. Approval of the maximum schedule does not mean that we will increase rates to the maximum limit. Instead, approval will allow us to plan and publish a rate schedule that may be implemented over the course of the coming years. Any and all rate increase schedules will be published well in advance of increases taking effect.

RECOMMENDED MOTION 2: The DDA Board recommends the City Commission approve parking fees as identified in the Rate Maximum table.

Implementation Timeline for 2020

(Please refer to Attachment A) Rate increases are not planned for the remainder of 2020. The focus will be on internal policy changes and ordinance changes.

Internal policy changes

- Permits by location
- Handicap placards

Ordinance changes

- Requirement of meter activation for electric vehicles
- Rescind same day meter violation discount

RECOMMENDED MOTION 3: The DDA Board recommends the City Commission approve the ordinance amendments for meter activation for electric vehicles and to rescind the same day meter violation discount.

Attachment B: Proposed Rate Maximums

	Current Rate	Rate Maximum
Metered Parking		
2-4 hour	\$1.00/Hr	\$2.50/Hr
10 hour	\$0.60/Hr	\$2.50/Hr
Parking Garage		
*Transient	\$1.00/Hr	\$2.50/Hr
*Transient Daily Max	\$10.00/Day	\$25.00/Day
Lost Ticket	\$10.00/Flat	Up to \$25.00 Flat
*New day starts at 7 AM		
Permit Parking		
Surface Permit	\$36.00/Mo, \$432.00/Yr	\$75.00/Mo, \$900.00/Yr
Garage Permit**	\$48.00/Mo, \$576.00/Yr	\$100.00/Mo, \$1,200/Yr
**Proximity Card	\$6.00/card	\$10.00/card
Violations		
Expired Meter	\$10.00 Base/\$30.00 Max	\$75.00 Max
Overnight Parking	\$15.00 Base/\$45.00 Max	\$90.00 Max
Past Time Limit	\$10.00 Base/\$30.00 Max	\$60.00 Max
Without Permit/Failure to Display	\$10.00 Base/\$30.00 Max	\$75.00 Max
Improper Parking/Where Prohibited	\$15.00 Base/\$45.00 Max	\$75.00 Max
Handicap	\$100.00 Base/\$200.00 Max	\$300.00 Max
Event Parking		
Meters	Up to \$15.00/Day	Up to \$25.00/Day
Parking Garage	Up to \$15.00/Entry	Up to \$25.00/Entry
High/Low Impact For Profit (City Permit)	Up to \$7.50/Day	Up to \$12.50/Day
High/Low Impact Events Non-Profit (City Permit)	Up to \$3.25/Day	Up to \$6.25/Day
Commuter		
Bike Locker	\$10.00/Mo, \$100.00/Yr	\$25.00/Mo, \$300.00/Yr
Destination Downtown Program Fees	\$25.00-\$100.00/Yr	
Destination Downtown Pass	\$5.00/pass	\$10.00/pass
Services		
Meter Bag w/ROW	\$12.00/Day	\$24.00/Day
Meter Bag w/o ROW	\$15.00/Day	\$30.00/Day
Construction Project Parking	Rate based on actual block revenues	
Cones	\$2.50/Day	
Barricades	\$25.00/Day	
Platform Café	\$10.00/Day	
Validations	Free printing, billed on actual use	\$5.00 Setup Fee
Residential		
Resident Parking Permit	\$0.00/Permit	
Construction ROW/Land Use - Day (City Permit)	\$5.00/Day	
Construction ROW/Land Use - Month (City Permit)	\$40.00/Month	
Incochee Woods - Access Device	\$32.50/device	
Incochee Woods - Activation Fee	\$35.00/one-time fee	

Attachment A: Parking Rate and Policy Changes Timeline

Timeline is based on the following approval:

- September 14th – City Commission Study Session
- September 18th – DDA Board Approval
- October 5th – City Commission Approval

Timeline for implementation in 2020:

- October 1, 2020 – Permits by location (Phase 1) Policy Change
- October 5, 2020 – City Commission approval of Rate Maximums
- October 19, 2020 – City Commission Introduction of ordinance change – Electric Vehicles
- October 19, 2020 – City Commission Introduction of ordinance change – Remove Same Day Meter Violation Discount
- November 2, 2020 – City Commission Enactment of ordinance change – Electric Vehicles
- November 2, 2020 – City Commission Enactment of ordinance change – Same day meter violation discount
- November 2, 2020 – Handicap Placard Policy Change
- January 1, 2021 – Implement 1/1/21 Rate Increases

October 1, 2020 – Permits by location (Phase 1) Policy Change

Current policy – Garage permit holders are able to use their garage permits to park in surface parking lots.

New policy - Effective October 1, 2020 permits will be required to park in the location of their purchase. Those who purchased a surface permit will be required to park in surface and those who purchased a garage permit will be required to park in either of the two parking garages.

Purpose of policy change – This is a process that has been followed since the first parking garage was built and garage permits were made available for sale. Allowing individuals to park in the surface lots with a garage permit reduces the number of available spaces for surface permit holders. When this occurs, we increase surface permit lot spaces by allowing permits at meters which reduces metered parking. In order to understand utilization and occupancy of permits sold, we need to ensure permits are being used by location.

Challenges – We will need to create a waitlist and add a waitlist policy. By requiring permit holders to park in their designated locations, we may see occupancy increase and no longer be able to sell permits for surface, garage or both. Additionally, garage capacity may be filled by permits only and not allow for transient use. When this occurs, we will need to determine the permit sale threshold if we would like to offer transient parking.

October 5, 2020 – City Commission approval of Rate Maximums

Rate Maximum table is adopted and 2021 Rate Increases are published.

*Rates may not be decreased if utilization indicates the spaces are not turning over.

	1/1/2021		5/1/2021		*11/1/2021	
Metered Parking	Base	Premium	Base	Premium	Base	Premium
DDA District	\$1.00	\$1.25	\$1.00	\$1.50	\$1.00	\$1.25
Outside DDA District	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00

Parking Garage	Non-Peak	Peak	Non-Peak	Peak	Non-Peak	Peak
Hardy	\$1.00	\$1.50	\$1.50	\$2.00	\$1.25	\$1.50
Old Town	\$1.00	\$1.25	\$1.25	\$1.75	\$1.00	\$1.25
Daily Max		\$15.00		\$20.00		\$15.00
Lost		\$15.00		\$15.00		\$15.00
Peak is 10 AM-2 PM						

Permit Parking	Monthly
Surface Permit	\$38.00
Garage Permit**	\$50.00
**Proximity Card	\$6.00 each

Violations	Base / 1st Esc / 2nd Esc
Expired Meter	10 20 30
Past Limit on Sign	15/30/45
Without Permit/Failure to Display	15/30/45

Event Parking	Per Day or Per Entry
Meters	\$20.00
Garage	\$20.00

October 19, 2020 – Introduction of ordinance change – Electric Vehicles

Current ordinance – 484.04(a) has an exception that fully electric vehicles are not required to activate parking meters.

Rescinded ordinance - Rescind the exception that fully-electric vehicles do not need to activate the parking meter which would eliminate free parking for fully electric cars in chapter 484.04(a)

Purpose of ordinance change – The amendment to the ordinance was made in May of 2007 as a way to promote electric vehicles as they were fairly new at the time. Each space that we operate have a value and associated costs to operate. There are many more electric vehicles now than existed in 2007, and there should be a cost to park for each space regardless of who is using it.

Challenges – Dissatisfaction of those who have been parking for free at meters.

October 19, 2020 - Introduction of ordinance change to remove same day meter violation discount

Current ordinance – Provides a same day discount of ½ (\$5) the meter violation amount (\$10) when paid in person or online and prior to escalation.

Rescinded ordinance - Rescind the same day discount.

Managed Approach Attach A Parking Rate and Policy Changes Timeline

Page 2

Purpose of ordinance change – The rates will gradually increase to determine the base and premium amounts; the parking violations will not be adjusted until there is additional information available.

Challenges – Dissatisfaction of those who have taken advantage of the discount.

November 2, 2020 – Enactment of ordinance change – Electric Vehicles and Handicap Placard Policy Change

November 2, 2020 – Enactment of ordinance change – Remove same day meter violation discount

November 2, 2020 – Handicap Placard Policy Change

Current policy – Anyone displaying a state issued handicap placard does not have to pay the meter, but must abide by the posted time limit.

New policy - Effective November 3, 2020 those displaying a handicap placard will be required to activate the meter with the exception of those issued a state free parking sticker.

Purpose of policy change – This policy has been in effect for an unknown amount of time. A revised approach was implemented in May of 2015 to limit placard use to the posted time limits. Each space that we operate have a value and associated costs to operate, and there should be a cost to park for each space regardless of who is using it. The State of Michigan does offer an application process for free parking, and we should adhere to state guidelines.

Challenges – Dissatisfaction of those who have been parking for free at meters.



Memorandum

To: Martin Colburn, City Manager
From: Nicole VanNess, Transportation Mobility Director
CC: Jean Derenzy, DDA CEO
Re: September 3, 2020
Date: TDM Managed Parking Systems Approach and Rate Study

As you are aware, the DDA formed a Parking Subcommittee to review and establish a process to implement TDM objectives. The TDM serves as a guidance document to which we have developed a 3-year working plan that is revised each year. In order to make progress through planning, communication and implementation, the DDA Board reviewed the proposal to move forward with a managed systems approach combined with parking rate increases at their July meeting.

Current System vs. Managed System

The DDA is responsible for the overall parking budget and need to ensure we are properly maintaining the facilities and assets along with providing funding for transportation solutions. Continued discussions on how parking looks today, and how it may look in the future has resulted in the need to develop recommendations for implementing larger objectives. A managed systems approach will ensure the system is ready to adapt to the change of businesses and parker habits while incorporating multi-modal initiatives.

With the limited real estate in the downtown district, we have to be wise about how we achieve and promote smart growth. The DDA nor the City is building parking to ensure every anticipated employee or resident has a dedicated parking space. When we build a parking space for a car that is temporarily going to use the space, the time that it does not occupy the space results in the space being underutilized or vacant. The TDM blends parking rates and multi-modal transportation to balance the use of the spaces.

Current occupancy issues reside during traditional weekday business hours with peak occupancies occurring between 10 AM-2 PM. This is due to visitors seeking parking that is already occupied by employees. Park-once initiatives are needed to provide alternatives for employees that will reduce their demands for parking while establishing a balance of parking needs for visitors, residents and employees.

Many people currently use motorized vehicles to meet the vast majority of their transportation needs, and will likely continue to do so for the foreseeable future. We must simultaneously acknowledge the growing demand for other safe, convenient and comfortable travel choices. By default, motor vehicles have been prioritized at the expense of other modes in current practices. By recognizing that people are unlikely to use other modes of transportation unless we design, operate, and devise a plan to balance parking with all users in mind.

Managed Systems Approach

The Parking System needs to improve in order to continue to be self-sustaining. It is important to note that just by covering the operational costs of the parking system and parking structures, we are attributing to congested facilities. This does not allow us to plan on capital improvements, repairs or commit to TDM initiatives. Many of the objectives implemented in the TDM will be financed with revenues from parking fees. In addition to financing the objectives, we must plan to sustain them long-term.

In order to address the concerns and implement change, we need to have the flexibility to effectively manage the Parking System. Managing the system is not an approach that we have taken or been provided the opportunity to perform to the fullest extent. Past practice has always been to address one issue at a time and make accommodations where needed. This practice is not the best approach as parking is comprised of interdependent areas and each contribute to the performance of the other in the integrated system. The multimodal shift is the incentive to change parking habits to better utilize high demand parking spaces more efficiently and encourage the use of the less convenient spaces to ensure the spaces are used for all economic activities that are serviced in the downtown district. New objectives will be to fund alternative modes of transportation which will reduce traffic and congestion, increase rates to increase turnover while decreasing rates to encourage use of underutilized spaces.

It will be a challenge to embrace that parking is not going to be what we consider “rock star parking” for everyone, and shift our thinking to acknowledge our “walking problem” instead of parking problem. Managing the Parking System will be a more comprehensive approach that will take into account optimizing space usage by leveraging other modes of transportation to relieve pressure on the overall system. Along with parking rates, we will implement the best management practices for offering pedestrian, bicycle and transit options as an alternative to parking. This will not be an easy or painless task. This is a complete shift from how “we have always done parking” to managing parking as a systems approach.

Implementing a Managed Systems Process

(Refer to Attachment A) This is a paradigm shift from how parking has been managed in the past. The rate structure we recommended is for the approval of rate maximums which will allow flexibility of dynamic pricing structures. Many of our objectives are linked across parking areas or interdependent of one another, (i.e. on-street meters and garage hourly rates; hourly rates and violations) and will have a cause and effect outcome. In order to plan and communicate changes, we need to have the ability to form a rate increase plan that we can manage without having to seek approval for “one off” increases. As the plan is implemented, we will monitor and progress through our plan as identified by process changes or performance markers. The systems

approach is not a one-year plan or a five year plan, it is a new way of managing the overall parking system.

Example of Managed System Policy Change

(Refer to Attachment B) The recommendation is to approve parking rate maximums which will allow for a managed fee structure. Rather than requesting a rate increase for one area (meters or permits), we are requesting a maximum rate for all areas as they are interdependent of one another. Rate increases would be evaluated with other objectives and implemented in increments.

A managed fee structure provides for the flexibility to implement change based on ebbs and flows of a dynamic system. Rates will be increased at an incremental level and based on the overall plan. The plan will not have a definitive timeframe, and will regularly evolve and change. For example, in order to change the current permit process, we will need to: 1) establish a waitlist process, 2) decouple surface permits as a valid location for garage permits, 3) suspend selling new permits in order to capture due occupancy and utilization data, 4) raise permit rates based on new permit utilization 5) monitor occupancy 6) reduce/remove overflow locations, and 7) increment permit pricing until occupancy thresholds are met.

Challenges

There will be many challenges that accompany implementing new practices, changing past processes and increasing rates:

- Increased cost to Employees – Employees may have an increased expense if their employers are not subsidizing parking fees, but revenues will be used to increase multimodal amenities and alternative transportation for employees. (*Refer to Attachment B*)
- Reduced Patron Activity – Businesses may hear that patrons are choosing other shopping areas that provide free parking, but over time merchants should see a positive turn as there are more available spaces, increased use of the spaces, and shorter parking durations.
- Spillover – New parking behaviors may impact neighborhoods where there is no charge for parking, and may impact private lots that are unmonitored.
- Technology - For patrons, all areas of parking will expand to include coin, cash, credit and mobile payment options. For management, new devices will decrease maintenance, allow for flexible hour limits and rate configurations.
- Communication – Our challenge will be to communicate process changes, rate changes, post hour limits, identify rate zones, and commuter amenities or benefits.

Feedback & Next Steps

This may seem as though this is an unlikely time to implement change with many offices moving to work from home or reducing onsite staff. I look at this as an opportune time to make changes. Rather than making changes while we are dealing with capacity issues, we can implement changes that will go into effect and provide options for when people are ready to return to downtown.

Please provide feedback that may be reviewed and incorporated into the recommendation for the DDA Board September 18, 2020 meeting. A final recommendation will be prepared for your October 5, 2020 meeting.



A MANAGED APPROACH TO THE DOWNTOWN TRAVERSE CITY PARKING SYSTEM



CURRENT SYSTEM VS MANAGED SYSTEM





MANAGED SYSTEMS APPROACH

MAINTAIN A SELF-SUSTAINING
PARKING SYSTEM

FLEXIBILITY TO
MANAGE
INTERDEPENDENT
AREAS

REDUCE DEMAND
THROUGH MULTI-
MODAL
INITIATIVES

PHASED POLICY
CHANGES

PHASED RATE
CHANGES

IMPLEMENT
OBJECTIVES



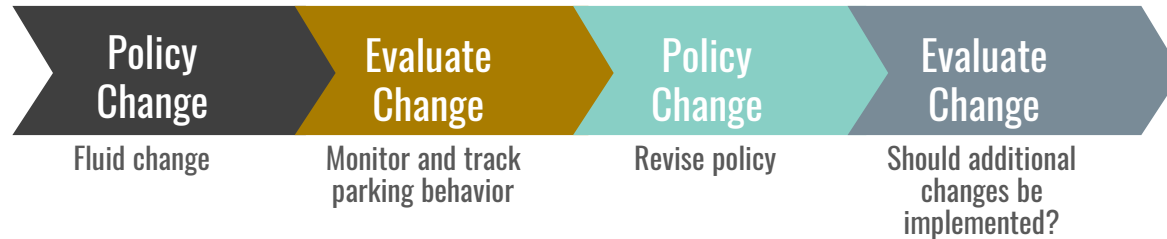
IMPLEMENTING A MANAGED SYSTEMS PROCESS

A managed approach will be a mix of policy changes and evaluation periods.

Future decisions and policies will be based on performance indicators.

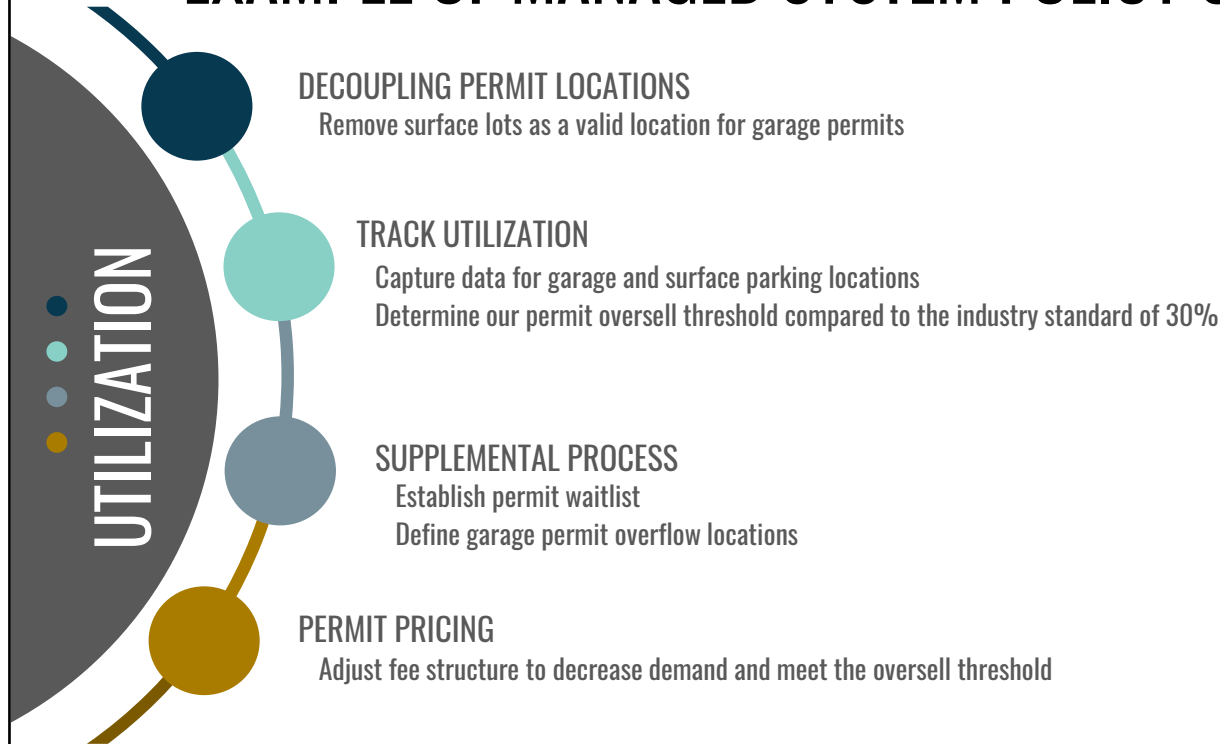
These indicators will determine how we operate going forward.

PROCESS





EXAMPLE OF MANAGED SYSTEM POLICY CHANGE



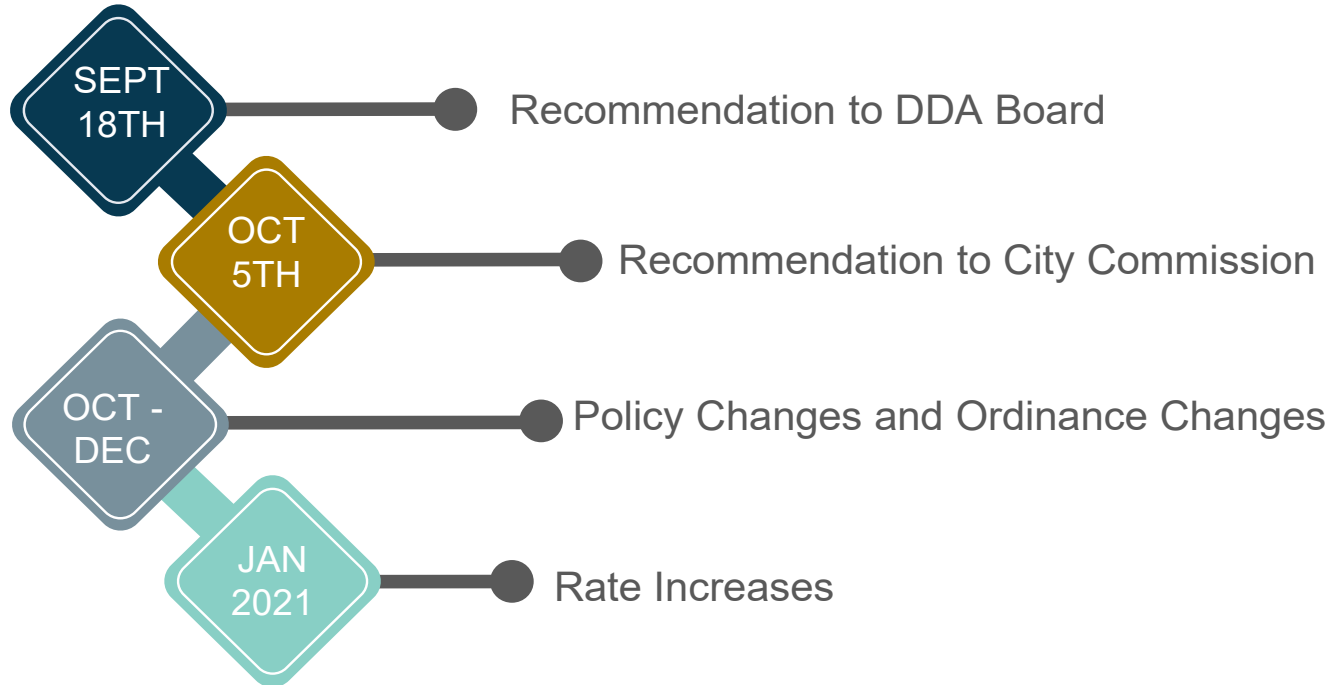
CHALLENGES



- Increased cost
- Concerns from businesses
- Neighborhoods
- Signage and devices
- Effective communication



FEEDBACK & NEXT STEPS





THANK YOU



QUESTIONS



303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority

From: Harry Burkholder, DDA COO
Debbie Hersey, DDA Board Member

Date: September 14, 2020

Re: Arts Commission Update

After a six month pause because of COVID-19, the Arts Commission is scheduled to resume meetings again. The first meeting is scheduled for September 16th. Despite the break in meetings, the Arts Commission was able to move forward with two art installations this summer.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
CC: Scott Hardy, Parking Subcommittee Chair
Date: September 11, 2020
Re: Board Member Update: Parking Subcommittee – September 2020

September 3, 2020 was the first Parking Subcommittee meeting since February 2020. The subcommittee was brought up to speed on the recommendation to move forward with the Managed Parking Systems Approach. They reviewed the proposed rate maximums, and the implementation timeline for the remainder of 2020 that would be presented to the City Commission at their September 14th meeting.

The subcommittee asked that we consider the neighborhoods as we work through the implementation and how the changes may impact them. The residential permit program was implemented a year ago as a solution to help counterbalance future changes and should be sufficient. If the RPP does not provide the support needed, we will look into ways to revise the ordinance.

The subcommittee also discussed how the new plan meets multimodal objectives, consideration to readdress shared lots with property owners and consideration to incorporate parking plans for areas outside of downtown. Overall, the subcommittee was supportive of recommendations and moving forward.



303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority

From: Harry Burkholder, DDA COO
Pete Kirkwood, DDA Board Member

Date: September 14, 2020

Re: Lower Boardman Update

After a six month hiatus because of COVID-19, the Lower Boardman Leadership is scheduled to resume meetings – the first meeting is scheduled for September 16th. Although our work was paused because of the pandemic, moving forward, I believe the continued focus, effort and resolve of the Leadership Team (as well as staff) to develop a Unified Plan for the Lower Boardman River is stronger than ever.

As you may recall, in February the Lower Boardman Leadership Team established two working subcommittees: (1) Unified Plan Subcommittee; and (2) Zoning Overlay Subcommittee. The purpose of the two subcommittees was to allow a smaller set of the Leadership Team to more closely review, discuss and formulate recommendations on important elements of the Unified Plan. Each subcommittee was then charged with presenting their findings/recommendations to the full Leadership Team at the next meeting which was scheduled (and then canceled) for March 18th.

For the September 16th meeting, the Leadership Team is picking up where they left off and reviewing the results/findings of the two subcommittee's. In addition, the Leadership Team will walk through a brief review of the planning process, discuss next steps and options/opportunities/methods for civic engagement within the context of the pandemic.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: September 11, 2020
Re: Staff Report: Parking Services – September 2020

August Parking Revenue

We have completed our August revenue reports. Throughout the month, we continued to see consistency with revenue similar in June and July. Compared to August 2019, meter revenues were at 71% from the year prior with a breakdown of 66% meter and 84% ParkMobile. Hardy admissions increased to 51%, and Old Town admissions increased to 79% from prior months compared to last year's revenue. These numbers continue to be in line with what we had projected back in March.

Randolph Street Meters

The City Commission approved the change order to install parking meters on Randolph between Division and Bay at their September 8th meeting. The meters were installed on September 11th and are ready for the street to open. We are working with ParkMobile to create a contactless payment zone and will install the stickers as soon as they are delivered.

Maintenance Technician

Please join me in welcoming Jaylen Shively to the team. He has filled the vacancy of the full-time maintenance technician position.



303 E. State Street
Traverse City, MI 49684
katy@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority

From: Katy McCain, DDA Director of Community Development

Date: September 14, 2020

Re: Community Development Update

Survey Input:

The DDA is currently under contract with Woody Smith of Avenue ISR to conduct two online surveys that will provide feedback on the Front Street Pedestrian Zone, as well as how Downtown businesses fared during the summer months in the midst of the COVID pandemic. One survey will focus on community/Downtown visitors and the other on our Downtown retailers/professional office tenants.

We hope to gain understanding on how Downtown businesses (retail, restaurant and professional offices) perceived the opening of Front Street to pedestrians as well as how COVID impacted their summer. The community survey will also touch on the comfort level of downtown visitors during the COVID pandemic.

The surveys will launch on September 22nd and be live until October 4th. The surveys will be promoted through the Ticker Bench, on the DDA/DTCA website and social media, and via our current marketing partners. Results will help the DDA determine how to move forward with the use of Front Street next summer as well as business/merchant confidence entering the winter months.

Connection to Neighborhoods:

I will be reaching out to the Neighborhood Associations on behalf of the DDA to establish and strengthen relationships between city residents and our office. Part of this outreach will include questions on what residents would like to see from us and how our partnership can grow.

In addition, the DDA is exploring the possibility of implementing a Neighborhood Ambassador program. Each neighborhood within the city will have a local "Ambassador" or spokesperson who is well versed on the DDA's current and upcoming projects and act as liaison to their neighbors in communicating the happenings of the DDA.

Fall/Winter:

Due to the uncertainty of the the COVID pandemic, the DDA and DTCA understands that the upcoming fall and winter seasons will be hard on our Downtown businesses. We are in the process of developing a "Relief Fund" to provide assistance to our merchants during early 2021. This program will be launched in conjunction with Shop Your Community Day(s) and continue on throughout the season. We are in the process of presenting the program to local organizations and stakeholders as well as securing funding and developing an application/approval process. We are also exploring the possibility of a MEDC grant match, as well as matches from other organizations.

In addition, staff will be organizing a meeting with our restaurants to try to develop a plan on how we can help them through the winter months assuming that restaurant capacity will still be at 50%. The survey results should also provide information on this.

Website:

The DDA website will undergo structure changes to make it more user friendly and easier to navigate. We have been told that there are not enough drop-down menus and too much information all in one place, making it cumbersome. The new format (while not much different to the eye) will make it much easier to find information, as well as more visually appealing.



303 E. State Street
Traverse City, MI 49684
katy@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority Board of Directors

From: Katy McCain, DDA Director of Community Development

Date: September 18, 2020

Re: Marketing Update

Social Media Update

Social media activity reports from the month of August are attached for the following:

- DDA Facebook
- DTCA Facebook
- DTCA Instagram



Facebook Pages for **Traverse City DDA**

August 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

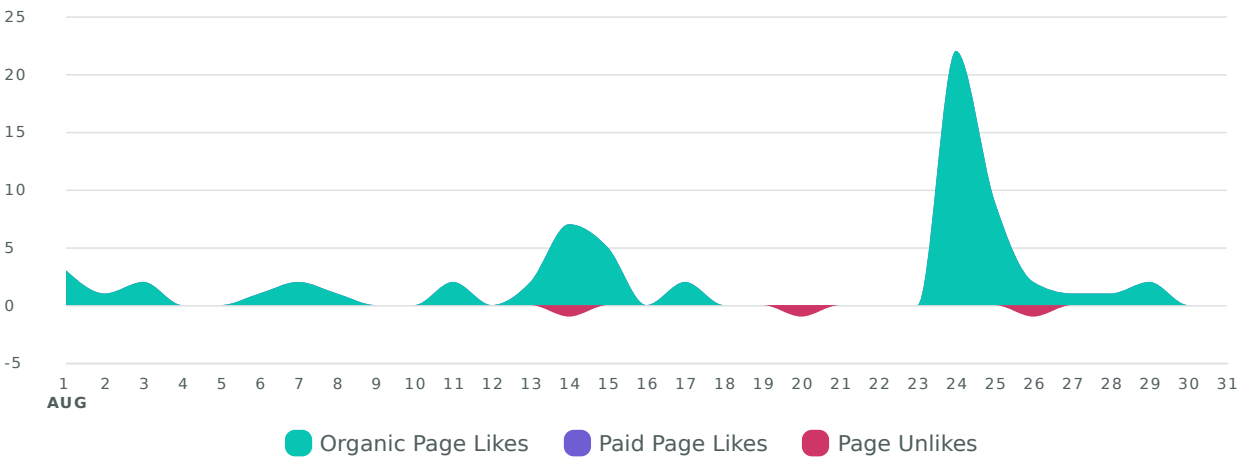
View your key profile performance metrics from the reporting period.

Impressions 43,557 ↘40.6%	Engagements 4,329 ↘60.4%	Post Link Clicks 41 ↗46.4%
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	1,320	↗4.85%
Net Page Likes	62	↘63.95%
Organic Page Likes	65	↘63.48%
Paid Page Likes	0	→0.00%
Page Unlikes	3	↘50.00%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day









Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	15	↘ 44.4%
Published Videos	0	↘ 100%
Published Photos	9	↘ 52.6%
Published Links	6	↗ 200%
Published Text	0	↘ 100%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

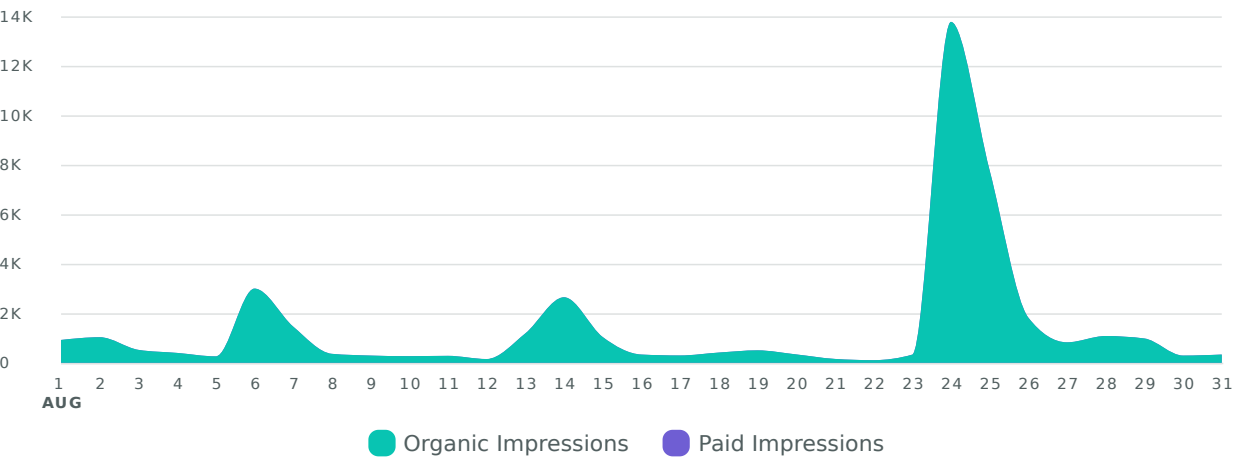
By Lifetime Engagements

 Traverse City D... Fri 8/14/2020 2:09 pm PDT	 Traverse City D... Mon 8/24/2020 12:09 p...	 Traverse City D... Thu 8/6/2020 12:09 pm ...
<p>We're excited to welcome our new Director of Community Development, Katy McCain to the team.</p> 	<p>The Front Street pedestrian zone will be open for an additional week after Labor Day.</p> 	<p>Presenting the Traverse City Arts Commission's newest addition to our public art.</p> 
Total Engagements 1,712	Total Engagements 1,652	Total Engagements 348
Reactions 692	Reactions 173	Reactions 96
Comments 151	Comments 47	Comments 4
Shares 4	Shares 65	Shares 14
Post Link Clicks -	Post Link Clicks -	Post Link Clicks -
Other Post Clicks 865	Other Post Clicks 1,367	Other Post Clicks 234

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

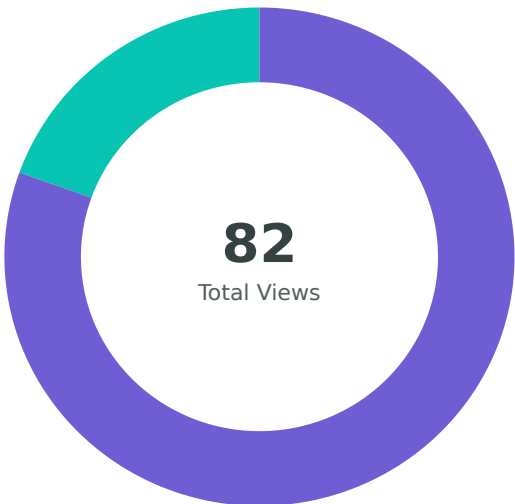


Impression Metrics	Totals	% Change
Total Impressions	43,557	↘ 40.58%
Organic Impressions	43,197	↘ 40.41%
Paid Impressions	0	→ 0.00%
Average Daily Impressions per Page	1,405.06	↘ 40.58%
Average Daily Reach per Page	1,228.9	↘ 36.22%

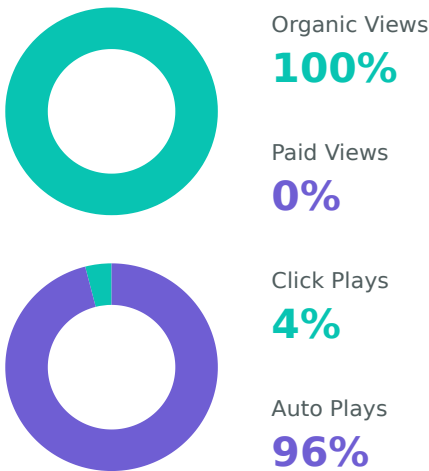
Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



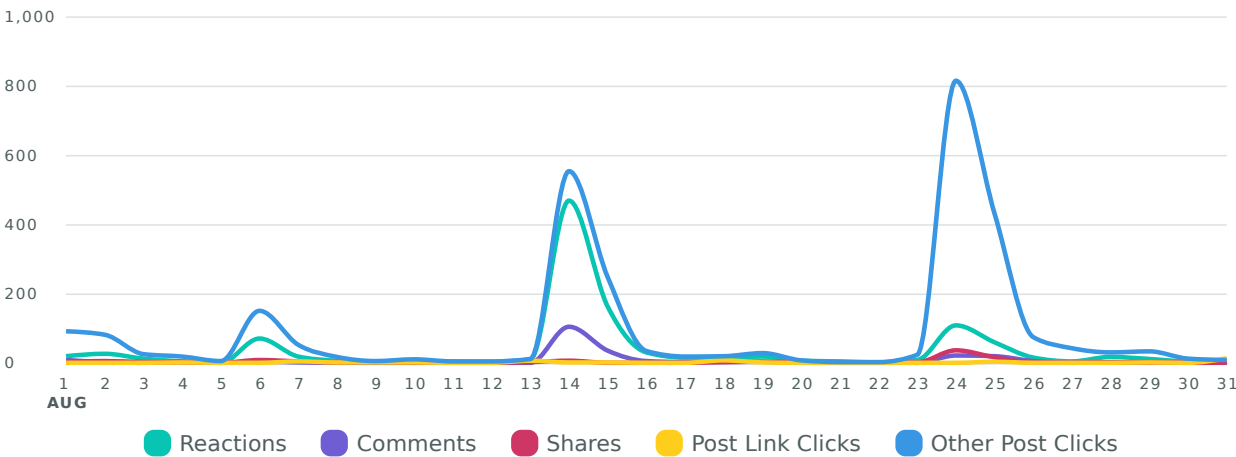
Viewing Breakdown



Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

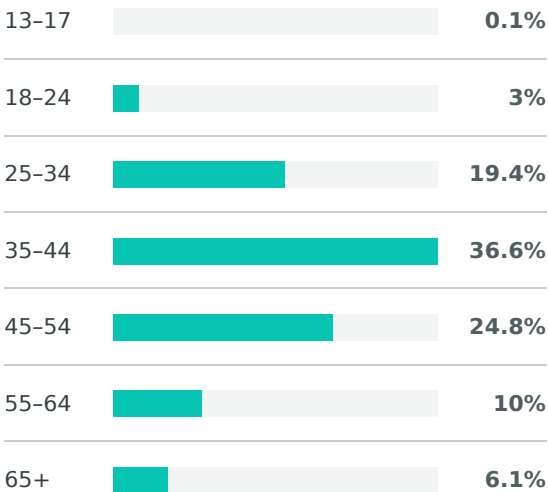


Engagement Metrics	Totals	% Change
Total Engagements	4,329	↘ 60.43%
Reactions	1,125	↘ 62.50%
Comments	216	↘ 39.66%
Shares	98	↘ 59.84%
Post Link Clicks	41	↗ 46.43%
Other Post Clicks	2,849	↘ 61.03%
Engagement Rate (per Impression)	9.9%	↘ 33.41%

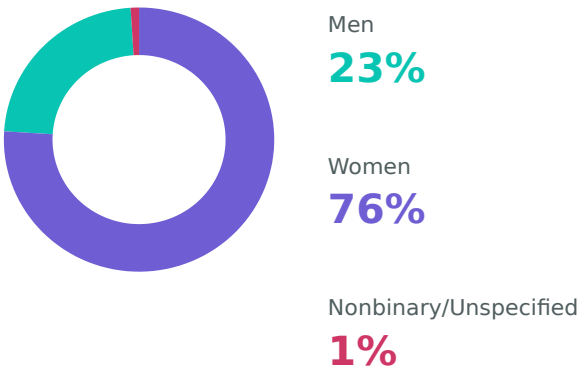
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ








Audience by Gender ⓘ



Women between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

 United States	1,310
 Nigeria	3
 Algeria	1
 Egypt	1
 Finland	1

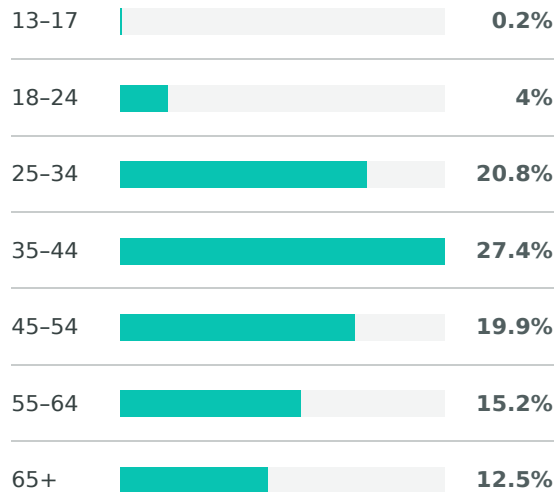
Audience Top Cities

Traverse City, MI	819
Interlochen, MI	16
Kalkaska, MI	14
Grand Rapids, MI	12
Elk Rapids, MI	11

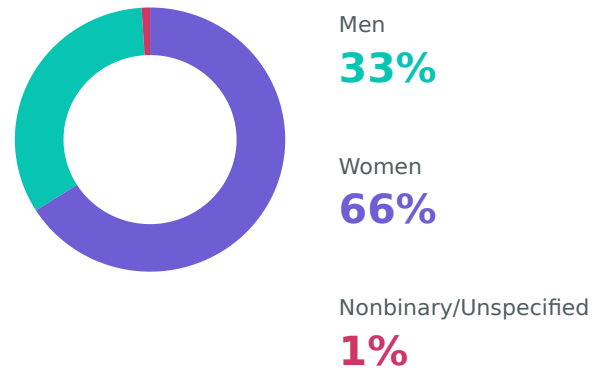
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries

	Daily Average
United States	1,320.21
Canada	2.43
Germany	1.43
United Kingdom	1.11
Australia	0.54

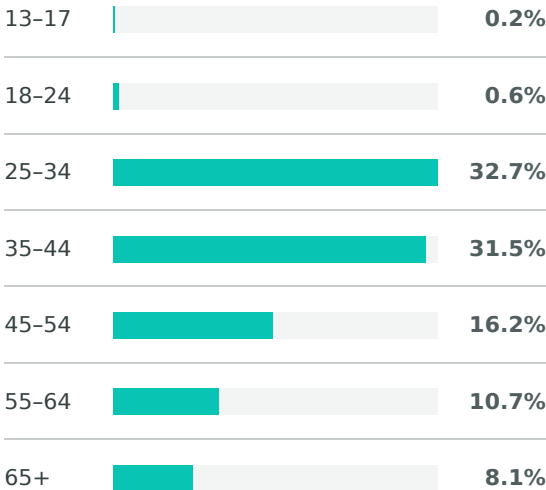
People Reached Top Cities

	Daily Average
Traverse City, MI	609.93
Kingsley, MI	21.36
Grand Rapids, MI	19.11
Interlochen, MI	17.61
Kalkaska, MI	13.43

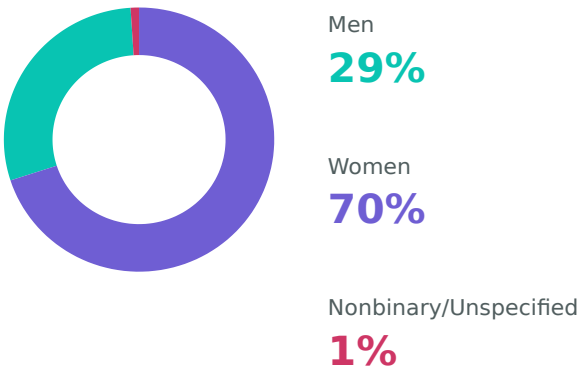
Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

People Engaged by Age ⓘ



People Engaged by Gender ⓘ




Women between the ages of **25-34** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	241.33
Bangladesh	0.33
Ireland	0.33
Norway	0.33

People Engaged Top Cities	Daily Average
Traverse City, MI	145.67
Grand Rapids, MI	4.67
Chicago, IL	3.33
Royal Oak, MI	3.33
East Lansing, MI	2.67

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ▲	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	1,320	62	15	43,557	4,329	41
Aug 1, 2020 – Aug 31, 2020	↗ 4.8%	↘ 64%	↘ 44.4%	↘ 40.6%	↘ 60.4%	↗ 46.4%
Compare to	1,259	172	27	73,303	10,941	28
Jul 1, 2020 – Jul 31, 2020						
 Traverse City DDA	1,320	62	15	43,557	4,329	41



Facebook Pages for **Downtown TC (Official)**

August 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

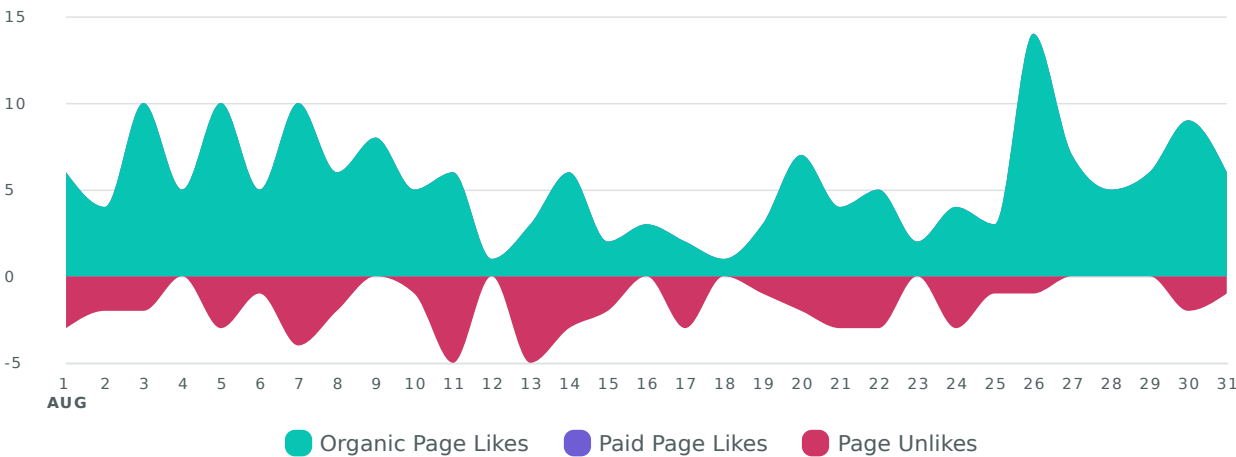
View your key profile performance metrics from the reporting period.

Impressions 143,391 ↘45.2%	Engagements 7,329 ↘53.9%	Post Link Clicks 358 ↗131%
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	22,467	↗0.51%
Net Page Likes	115	↘39.47%
Organic Page Likes	168	↘32.53%
Paid Page Likes	0	→0.00%
Page Unlikes	53	↘10.17%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day









Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	25	↘ 19.4%
Published Videos	0	↘ 100%
Published Photos	17	↘ 39.3%
Published Links	8	↗ 700%
Published Text	0	→ 0%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

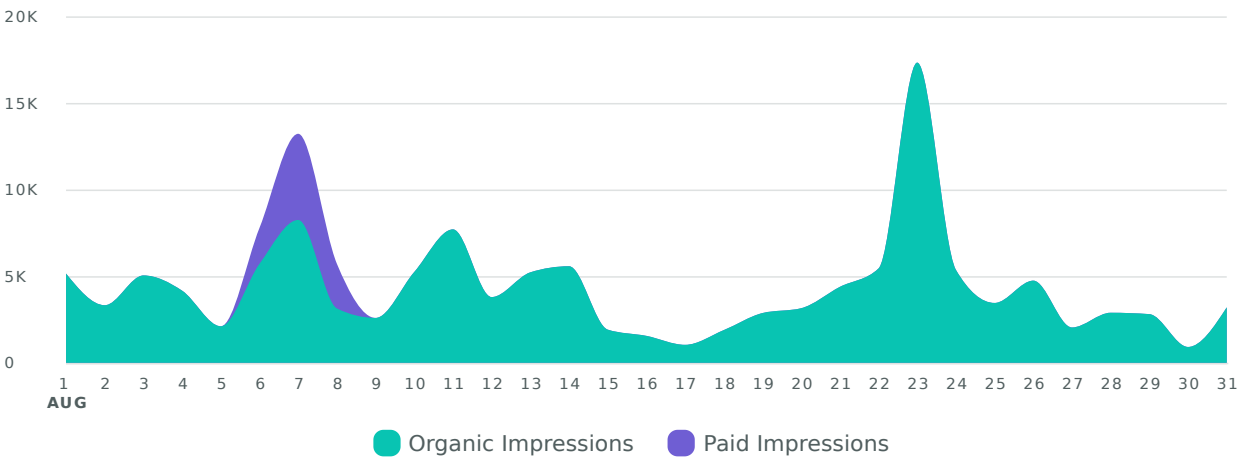
By Lifetime Engagements

 Downtown TC (...) Mon 8/10/2020 9:13 am ...	 Downtown TC (...) Mon 8/10/2020 9:13 am ...	 Downtown TC (...) Fri 8/14/2020 2:32 pm PDT
<p>Thank you to everyone who continued to support local during this year's reimaginee</p> 	<p>Photo credit: Madi Taylor Photo Emoji: Purple heart ❤️</p> 	<p>This week, we're highlighting some outdoor dining options on West Front Street and in</p> 
Total Engagements 837	Total Engagements 735	Total Engagements 611
Reactions 43	Reactions 39	Reactions 49
Comments 87	Comments 82	Comments 7
Shares 4	Shares 4	Shares 4
Post Link Clicks -	Post Link Clicks -	Post Link Clicks -
Other Post Clicks 703	Other Post Clicks 610	Other Post Clicks 551

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

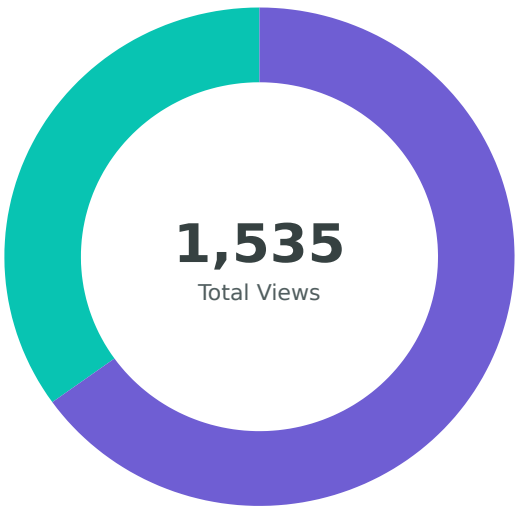


Impression Metrics	Totals	% Change
Total Impressions	143,391	↘ 45.22%
Organic Impressions	131,996	↘ 49.19%
Paid Impressions	9,632	↗ 100.00%
Average Daily Impressions per Page	4,625.52	↘ 45.22%
Average Daily Reach per Page	2,936.42	↘ 40.85%

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics

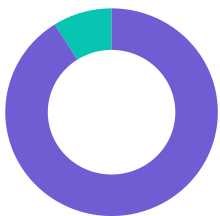


Viewing Breakdown



Organic Views
100%

Paid Views
0%



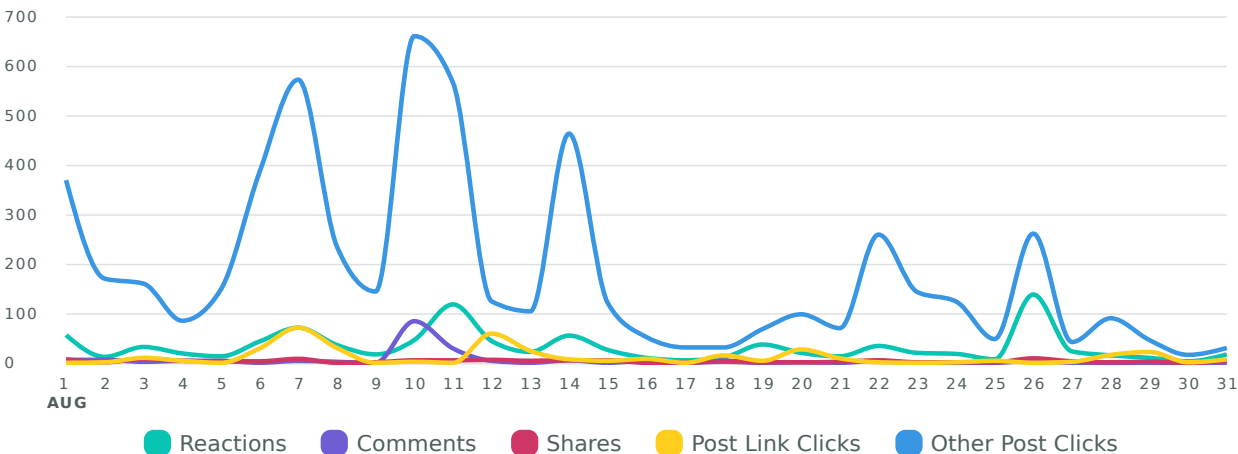
Click Plays
9%

Auto Plays
91%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

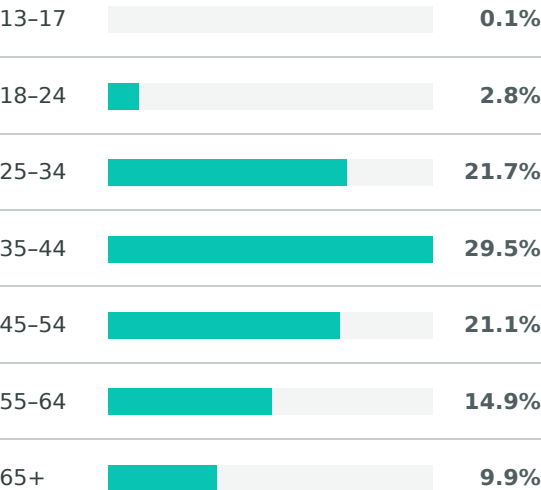


Engagement Metrics	Totals	% Change
Total Engagements	7,329	↘ 53.94%
Reactions	991	↘ 44.94%
Comments	165	↘ 6.78%
Shares	100	↘ 29.08%
Post Link Clicks	358	↗ 130.97%
Other Post Clicks	5,715	↘ 58.10%
Engagement Rate (per Impression)	5.1%	↘ 15.93%

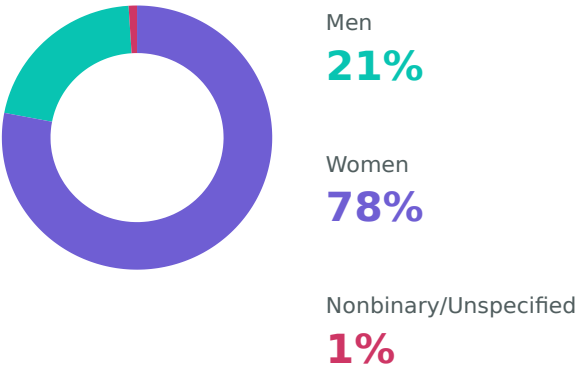
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ






Audience by Gender ⓘ



Women between the ages of 35-44 appear to be the leading force among your fans.

Audience Top Countries

 United States	22,192
 Canada	49
 Germany	18
 India	13
 United Kingdom	12

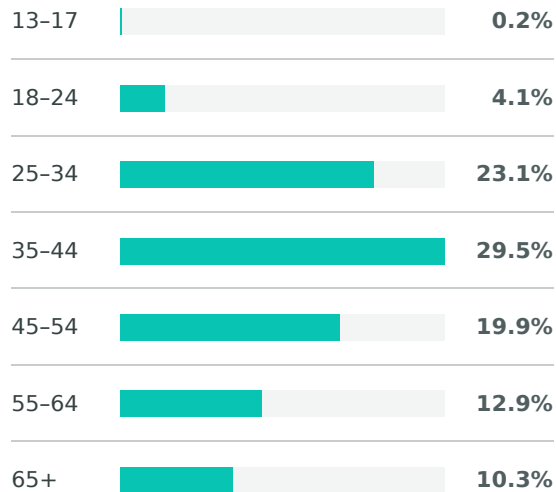
Audience Top Cities

Traverse City, MI	7,791
Grand Rapids, MI	473
Kingsley, MI	282
Kalkaska, MI	265
Interlochen, MI	264

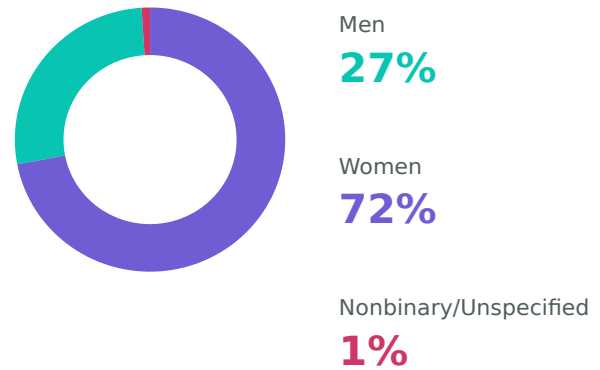
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries

	Daily Average
United States	2,869.28
Canada	11.34
United Kingdom	3.34
Germany	2.76
Albania	2.66

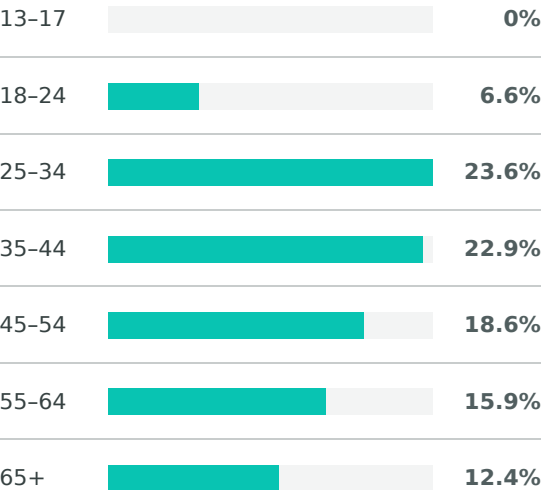
People Reached Top Cities

	Daily Average
Traverse City, MI	1,110.31
Grand Rapids, MI	46.34
Cadillac, MI	39.03
Kingsley, MI	34.14
Chicago, IL	32.17

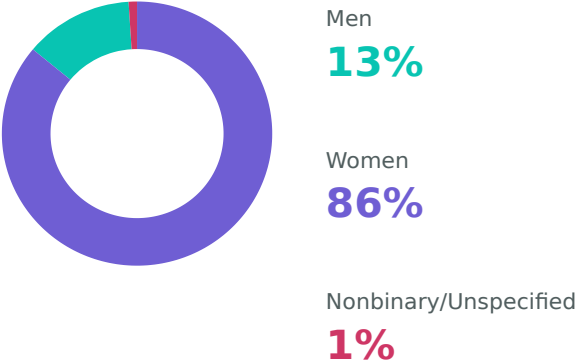
Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

People Engaged by Age ⓘ



People Engaged by Gender ⓘ




Women between the ages of 25-34 are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	128.5
Brazil	0.5

People Engaged Top Cities	Daily Average
Traverse City, MI	62.5
Bay City, MI	4.5
Gaylord, MI	2
Manton, MI	2
Keswick, MI	1.5

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ▲	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	22,467	115	25	143,391	7,329	358
Aug 1, 2020 – Aug 31, 2020	↗ 0.5%	↘ 39.5%	↘ 19.4%	↘ 45.2%	↘ 53.9%	↗ 131%
Compare to	22,353	190	31	261,736	15,913	155
Jul 1, 2020 – Jul 31, 2020						
 Downtown TC (Offi...	22,467	115	25	143,391	7,329	358



Instagram Business Profiles for **Downtown Traverse City**

August 2020

Determine the impact of Instagram content by analyzing your activity.

Instagram Performance Summary

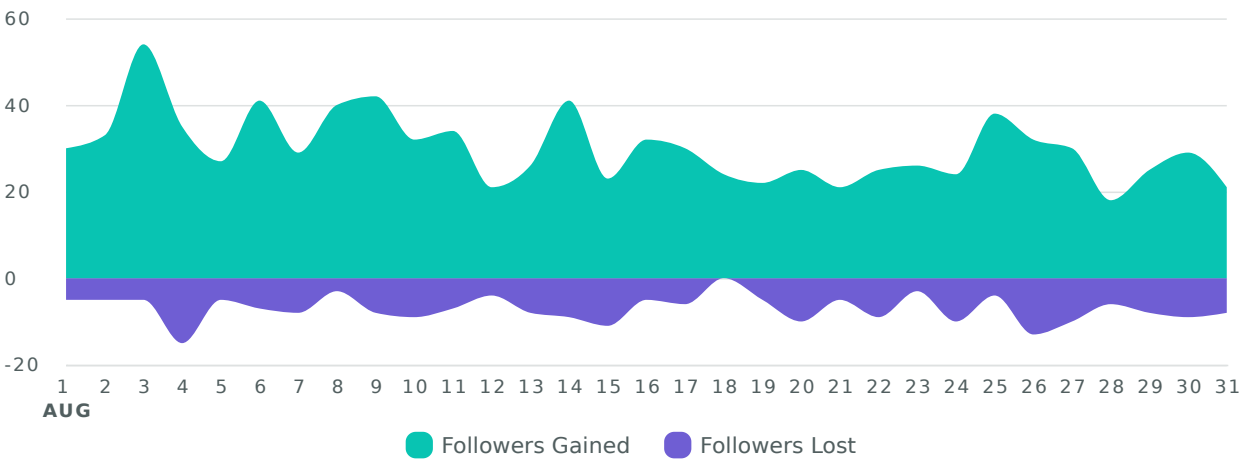
View your key profile performance metrics from the reporting period.

Impressions 257,034 ↗5.9%	Engagements 5,347 ↘52.4%	Profile Actions 35 ↗2.9%
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Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

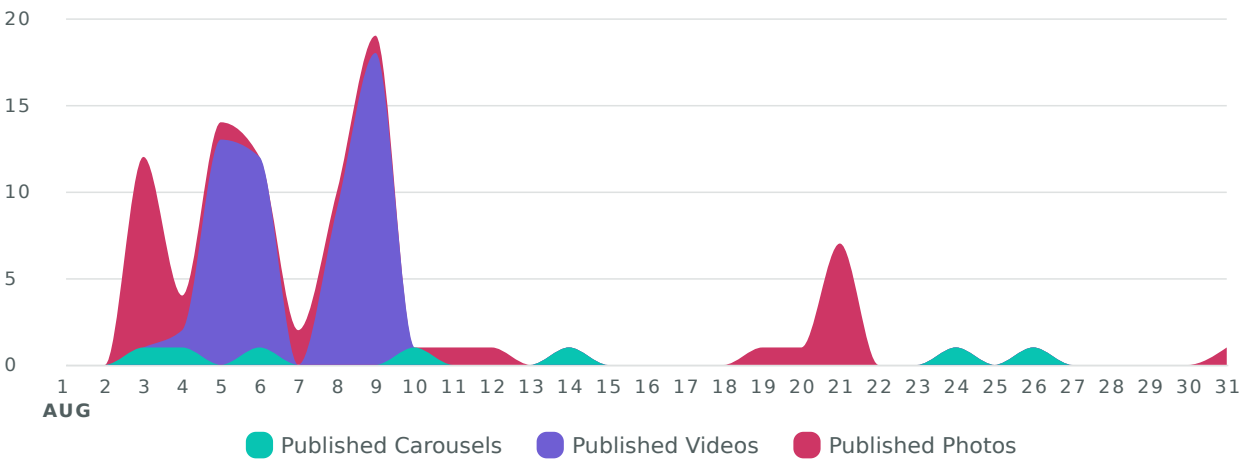


Audience Metrics	Totals	% Change
Followers	27,624	↗2.64%
Net Follower Growth	710	↘1.53%
Followers Gained	930	↗4.73%
Followers Lost	220	↗31.74%

Instagram Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Day







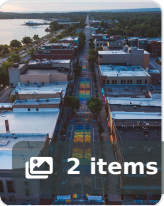

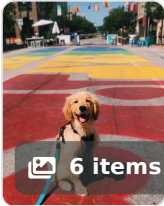
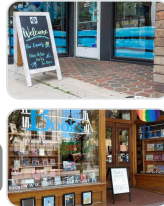
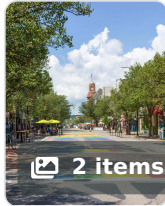



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	89	↗12.7%
Published Carousels	7	↘41.7%
Published Videos	52	↗23.8%
Published Photos	30	↗20%

Instagram Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's life...

By Lifetime Engagements

  downtown_tc Mon 8/24/2020 1:50 pm ...	  downtown_tc Wed 8/26/2020 12:18 p...	  downtown_tc Mon 8/3/2020 7:49 am P...
<p>What a summer! The 100 and 200 blocks of Front Street will be reopened to vehicular</p> <div>   </div> <p>2 items</p>	<p>It's National Dog Day everyday in Downtown TC! 🐕 We're proud to have a pet-</p> <div>   </div> <p>6 items</p>	<p>The Downtown Street Sale kicks off today! With a week full of sales at over 50</p> <div>   </div> <p>2 items</p>
<p>Total Engagements 1,162</p> <hr/> <p>Likes 1,117</p> <hr/> <p>Comments 26</p> <hr/> <p>Saves 19</p>	<p>Total Engagements 847</p> <hr/> <p>Likes 837</p> <hr/> <p>Comments 4</p> <hr/> <p>Saves 6</p>	<p>Total Engagements 539</p> <hr/> <p>Likes 524</p> <hr/> <p>Comments 8</p> <hr/> <p>Saves 7</p>

Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most ...

Most Used Hashtags

#downtowntc	10
#traversecity	9
#supportlocal	6
#communitytradition	3
#tcstreetsale	3
#DowntownTC	2
#photocompetition	2
#staysafetostayopen	2
#arthousecinema	1
#communityartwork	1

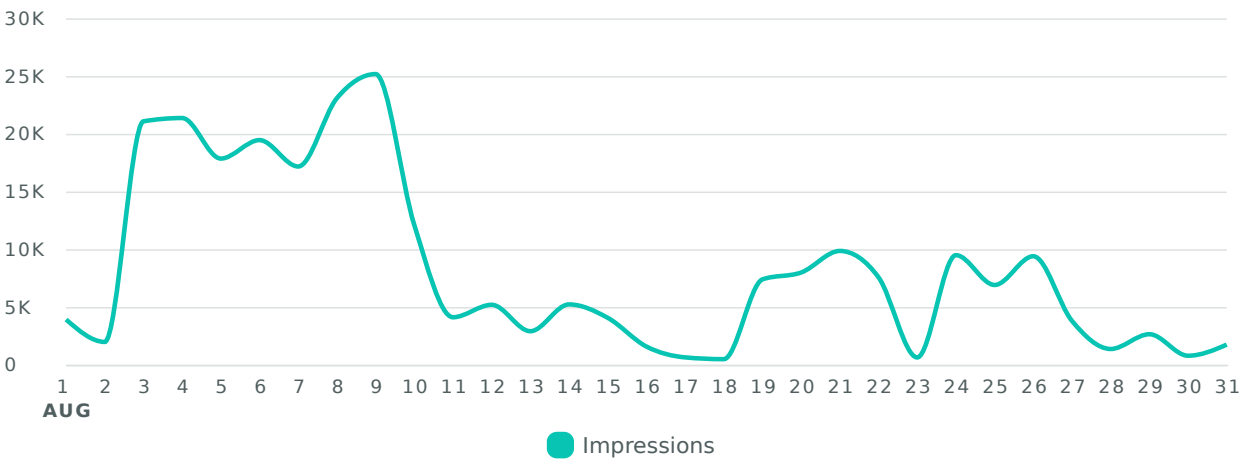
Top Hashtags by Lifetime Engagements

#downtowntc	4,578
#traversecity	4,283
#supportlocal	2,877
#staysafetostayopen	1,438
#communitytradition	1,227
#tcstreetsale	1,227
#summer2020	1,162
#dogday2020	847
#dogsofinstagram	847
#nationaldogday	847

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day

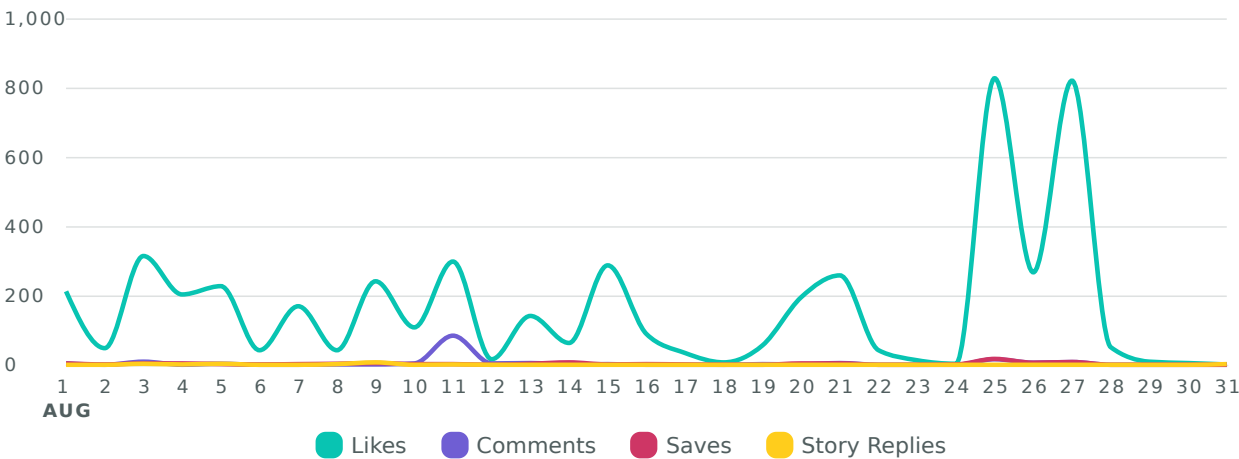


Impression Metrics	Totals	% Change
Impressions	257,034	↗5.9%
Average Daily Impressions per Profile	8,291.42	↗5.9%
Average Daily Reach per Profile	3,317.87	↘13.1%

Instagram Engagement

See how people are engaging with your posts and stories during the reporting period.

Engagements Comparison, by Day

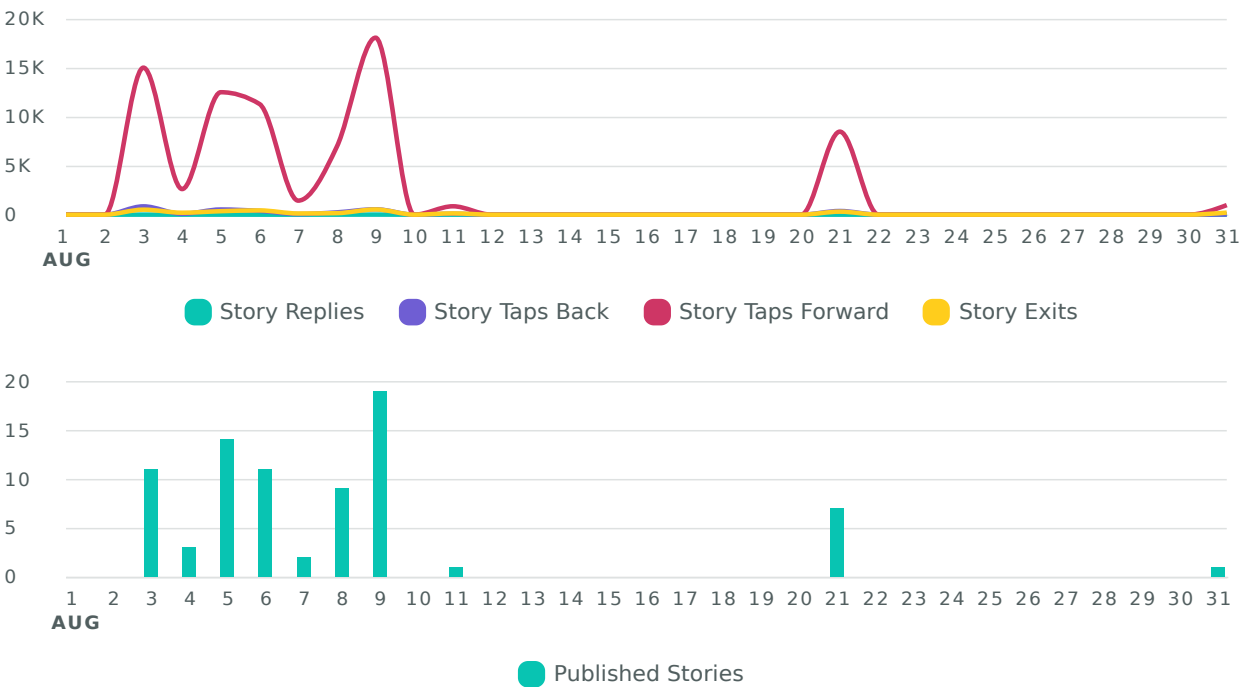


Engagement Metrics	Totals	% Change
Total Engagements	5,347	↘ 52.40%
Likes	5,088	↘ 53.58%
Comments	156	↗ 28.93%
Saves	84	↘ 38.24%
Story Replies	19	↗ 18.75%
Engagement Rate (per Impression)	2.1%	↘ 55.04%

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date r...

Published Stories, by Day

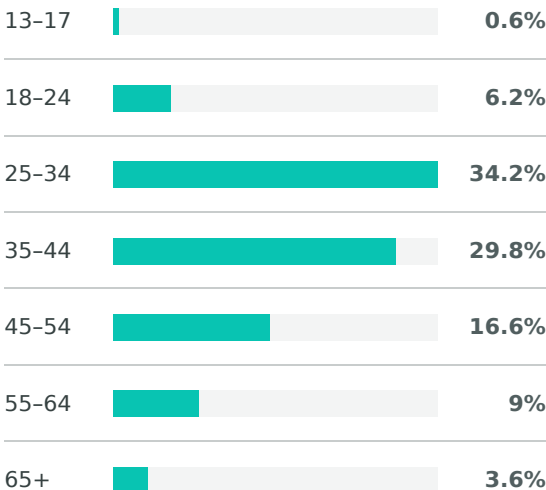


Story Metrics	Totals	% Change
Published Stories	78	↗25.8%
Story Replies	19	↗18.8%
Story Taps Back	3,180	↗102%
Story Taps Forward	78,215	↗55.4%
Story Exits	2,959	↗44.4%
Story Impressions	99,185	↗61.1%
Average Reach per Story	1,173	↗26.7%

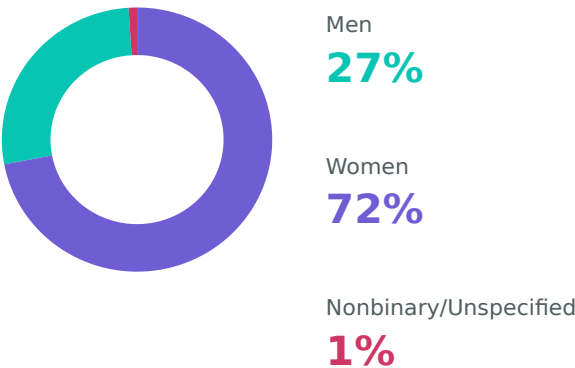
Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ








Audience by Gender ⓘ



Women between the ages of **25-34** appear to be the leading force among your followers.

Audience Top Countries



 United States	25,012
 Canada	118
 United Kingdom	49
 Germany	31
 Brazil	25

Audience Top Cities

Traverse City, Michigan	6,255
Grand Rapids, Michigan	951
Detroit, Michigan	420
Chicago, Illinois	376
Ann Arbor, Michigan	254

Instagram Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Aug 1, 2020 - Aug 31, 2020	27,624 ↗ 2.6%	710 ↘ 1.5%	89 ↗ 12.7%	257,034 ↗ 5.9%	5,347 ↘ 52.4%	2.1% ↘ 55%
Compare to Jul 1, 2020 - Jul 31, 2020	26,914	721	79	242,763	11,233	4.6%
  Downtown Travers... downtown_tc	27,624	710	89	257,034	5,347	2.1%



**Minutes of the
Parking Subcommittee for the Downtown Development Authority
Regular Meeting
Thursday, September 3, 2020**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Treasurer Scott Hardy, Commissioner Rick Brown, Board Member Debbie Hershey, Board Secretary Stephen Constantin, Board Member T. Michael Jackson, and Committee Member Todd Knaus

The following Members were absent: Board Member Jeff Joubran

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

Hardy called the meeting to order at 11:03 AM.

(c) **CONSIDERATION OF MINUTES**

- (1) Consideration of approving the minutes of the February 6, 2020 meeting (approval recommended)

Approval of the Minutes of the February 6, 2020 Subcommittee Meeting.

Motion to approve the consent calendar as presented.

Moved by Rick Brown, Seconded by Todd Knaus

Yes: Scott Hardy, Rick Brown, Debbie Hershey, Stephen Constantin, and Todd Knaus

Absent: Jeff Joubran and T. Michael Jackson

CARRIED. 5-0-2 on a recorded vote

(d) **NEW BUSINESS**

T Michael Jackson joined the meeting at 11:10 AM.

(1) Managed Parking Systems Approach (TDM)

Comments from the Subcommittee:

- Constantin asked for consideration related to residents of downtown and surrounding neighborhoods.
- Jackson asked that we consider recommending the Planning Commission hold off at the risk of destroying neighborhood ambiance and have them hold off until the managed system is in place.
- Brown asked that we consider partnering with downtown property owners to use their underutilized parking lots.
- Hardy asked if the we intend to incorporate 8th street in to the overall plan for parking.
- Hershey asked how we are incorporating multi-modal into the overall plan.
- Hardy would like us to consider the relationship between revenue and expenses.
- Hardy inquired if the shift from office to home is going to be a continued trend of reduced office space.
- Knaus commented that those returning to the office will probably do so at a reduced percentage.
- Constantin, Jackson and Hardy all commented that they support the proposed approach.

Comments from Staff

- Derenzy informed the Subcommittee that staff would work with the Clerk's Office on the use of parking lots as requested by the National Cherry Festival for their 2022-2023 agreement.

(e) **TRAFFIC COMMITTEE UPDATE**

(1) Randolph Street Meters

(f) **RECEIVE AND FILE**

- (1) COVID Update
- (2) Clinch Park Marina Parking 2020
- (3) Adopted TDM Guiding Principles
- (4) Article: Self-driving Shuttle Pilot in Grand Rapids
- (5) Articles on Accessibility - Provided by Brown

(g) **PUBLIC COMMENT**

(h) **ADJOURNMENT**

- (1) Meeting adjourned at 11:58 AM
Motion to adjourn the meeting

Moved by T. Michael Jackson, Seconded by Debbie Hershey

Yes: Scott Hardy, Rick Brown, Debbie Hershey, Stephen Constantin, T.
Michael Jackson, and Todd Knaus

Absent: Jeff Joubran

CARRIED. 6-0-1 on a recorded vote

Scott Hardy, Chairperson