

Traverse City Downtown Development Authority (Zoom) Meeting

October 23, 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

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1. CALL TO ORDER	
2. ROLL CALL	
3. OPENING PUBLIC COMMENT	
4. CONSENT CALENDAR	
<i>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.</i>	
A. Consideration of approving the September 18, 2020 regular meeting minutes (approval recommended)	7 - 13
Downtown Development Authority Regular Meeting 18 Sep 2020 Minutes	
B. Consideration of approving the financial reports and disbursements for the DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for September 2020 (approval recommended)	15 - 23
DDA, TIF97, Old Town Financials September 2020 TC Parking Services Financials September 2020 TC Arts Commission Financials September 2020	
C. Governance Committee Minutes	25 - 28
Governance Committee 24 Sept. 2020 Minutes. Governance Committee 08 Oct. 2020 Minutes	
D. Finance Committee Minutes	29 - 30
Finance Committee Minutes 28 Sept. 2020 Minutes	
5. ITEMS REMOVED FROM CONSENT CALENDAR	
6. SPECIAL ORDER OF BUSINESS	

A.	Traverse Connect - Overview of Work and Results Traverse Connect Overview Memo Traverse Connect Update Presentation	31 - 40
B.	Sub-Committee Appointments Subcommittee Appointments Memo	41
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7.	CEO REPORT	
A.	Riverwalk Update (approval recommended) CEO Report Riverwalk Settlement Agreement Memo	43 - 44
B.	Consideration of RFP for East Front Street Streetscapes (approval recommended) CEO Report Consideration of RFP for East Front Street Memo	45
C.	New Development Updates CEO Report New Development Updates Memo	47 - 48
D.	Project Updates CEO Report Project Updates Memo	49 - 50
E.	Retail Study CEO Report Retail Study Update Working Retail Data Collection Points	51 - 55
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8.	COMMITTEE BUSINESS AND RECOMMENDATIONS	
A.	Overview of Lower Boardman Scope of Work (Finance Committee recommends approval) Finance Committee Lower Boardman Assessment Memo Lower Boardman Cross Section Graphic	57 - 62
B.	Legal Council RFP (Governance Committee recommends approval) Governance Committee Legal Council RFP Memo DDA Attorney Draft RFP	63 - 68
C.	2021 Rates and Violation Ordinance Changes (Parking Subcommittee recommends approval) 2021 Rate Increases and Ordinance Changes - Memo Attach A Rate Maximums Attach B Parking Rate and Policy Changes Timeline Attach C Rate Schedule	69 - 77
D.	Board Qualifications (Governance Committee recommends approval) Governance Committee Board Qualifications Grid Memo DDA Board Grid	79 - 81

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9.	STAFF REPORTS	
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	<u>State Street Two-Way Investigation Memo</u>	
B.	Transportation and Mobility Director Report	85
	<u>Transportation and Mobility Director Update Memo</u>	
C.	Community Development Director Report	87 -
	<u>Community Development Director Update Memo</u>	140
	<u>Parking Communications Plan</u>	
	<u>Relief Fund Summary</u>	
	<u>Social Media Results September Report</u>	
D.	Downtown Experience Coordinator	141 -
	<u>DTCA Events Update Memo</u>	147
	<u>Light Parade Materials</u>	
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10.	BOARD MEMBER UPDATES	
A.	Arts Commission (Hershey)	149
	<u>Arts Commission Board Report Memo</u>	
B.	Lower Boardman (Kirkwood)	151
	<u>Lower Boardman Board Report Memo</u>	
C.	Parking Subcommittee (Hardy)	153
	<u>Board Report: Parking Subcommittee</u>	
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11.	RECEIVE AND FILE	
A.	DTCA September 2020 Minutes	155 -
	<u>DTCA Board 10 Sep 2020 - Minutes</u>	156
B.	Parking Subcommittee October 2020 Minutes	157 -
	<u>Parking Subcommittee - 01 Oct 2020 - Minutes - Pdf</u>	159
C.	Arts Commission September 2020 Minutes	161 -
	<u>Arts Commission - 16 Sep 2020 - Minutes</u>	166
	<u>Arts Commission - 29 Sep 2020 - Minutes</u>	
D.	Lower Boardman September 2020 Minutes	167 -
	<u>Lower Boardman 16 Sep 2020 - Minutes</u>	168
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12.	CLOSING PUBLIC COMMENT	
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13.	ADJOURNMENT	
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