

# **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](http://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](http://www.downtowntc.com)  
303 East State Street, Suite C  
Traverse City, MI 49684

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# Welcome to the Traverse City Downtown Development Authority meeting!

## Agenda

Page

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### 1. CALL TO ORDER

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### 2. ROLL CALL

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### 3. OPENING PUBLIC COMMENT

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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 September 18, 2020 regular meeting minutes (approval recommended)   | 7 -<br>13  |
|    | <a href="#"><u>Downtown Development Authority Regular Meeting 18 Sep 2020 Minutes</u></a>  |            |
| 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 -<br>23 |
|    | <a href="#"><u>DDA, TIF97, Old Town Financials September 2020</u></a>  |            |
|    | <a href="#"><u>TC Parking Services Financials September 2020</u></a>   |            |
|    | <a href="#"><u>TC Arts Commission Financials September 2020</u></a>  |            |
| C. | Governance Committee Minutes   | 25 -<br>28 |
|    | <a href="#"><u>Governance Committee 24 Sept. 2020 Minutes.</u></a>   |            |
|    | <a href="#"><u>Governance Committee 08 Oct. 2020 Minutes</u></a>   |            |
| D. | Finance Committee Minutes  | 29 -<br>30 |
|    | <a href="#"><u>Finance Committee Minutes 28 Sept. 2020 Minutes</u></a>   |            |
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### 5. ITEMS REMOVED FROM CONSENT CALENDAR

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### 6. SPECIAL ORDER OF BUSINESS

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



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## 9. STAFF REPORTS

- |    |  |       |
|----|--|-------|
| A. | COO Report   | 83    |
|    | <a href="#">State Street Two-Way Investigation Memo</a>          |       |
| B. | Transportation and Mobility Director Report                      | 85    |
|    | <a href="#">Transportation and Mobility Director Update Memo</a> |       |
| C. | Community Development Director Report                            | 87 -  |
|    | <a href="#">Community Development Director Update Memo</a>       | 140   |
|    | <a href="#">Parking Communications Plan</a>                      |       |
|    | <a href="#">Relief Fund Summary</a>                              |       |
|    | <a href="#">Social Media Results September Report</a>            |       |
| D. | Downtown Experience Coordinator                                  | 141 - |
|    | <a href="#">DTCA Events Update Memo</a>                          | 147   |
|    | <a href="#">Light Parade Materials</a>                           |       |
- 

## 10. BOARD MEMBER UPDATES

- |    |  |     |
|----|--|-----|
| A. | Arts Commission (Hershey)                          | 149 |
|    | <a href="#">Arts Commission Board Report Memo</a>  |     |
| B. | Lower Boardman (Kirkwood)                          | 151 |
|    | <a href="#">Lower Boardman Board Report Memo</a>   |     |
| C. | Parking Subcommittee (Hardy)                       | 153 |
|    | <a href="#">Board Report: Parking Subcommittee</a> |     |
- 

## 11. RECEIVE AND FILE

- |    |  |       |
|----|--|-------|
| A. | DTCA September 2020 Minutes  | 155 - |
|    | <a href="#">DTCA Board 10 Sep 2020 - Minutes</a>                   | 156   |
| B. | Parking Subcommittee October 2020 Minutes                          | 157 - |
|    | <a href="#">Parking Subcommittee - 01 Oct 2020 - Minutes - Pdf</a> | 159   |
| C. | Arts Commission September 2020 Minutes                             | 161 - |
|    | <a href="#">Arts Commission - 16 Sep 2020 - Minutes</a>            | 166   |
|    | <a href="#">Arts Commission - 29 Sep 2020 - Minutes</a>            |       |
| D. | Lower Boardman September 2020 Minutes                              | 167 - |
|    | <a href="#">Lower Boardman 16 Sep 2020 - Minutes</a>               | 168   |
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## 12. CLOSING PUBLIC COMMENT

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## 13. ADJOURNMENT

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**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, September 18, 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 Treasurer Scott Hardy, Board Member Debbie Hershey, 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: Board Secretary Stephen Constantin  
Chairperson Bagdon-McCallum presided at the meeting.

(a) **CALL TO ORDER**

(1)

The meeting was called to order by Leah Bagdon-McCallum at 08:03 a.m.

(b) **ROLL CALL**

(c) **ELECTION OF OFFICERS**

(1) Motion to appoint Gabe Schneider as Chair of the DDA Board.

Moved by Scott Hardy, Seconded by Steve Nance

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

Motion to appoint Scott Hardy as Vice Chair of the DDA Board.

Moved by Debbie Hershey, Seconded by Gabe Schneider

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

Motion to appoint as Steve Constantin Treasurer of the DDA Board.

Moved by Gabe Schneider, Seconded by Leah Bagdon-McCallum

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

**Absent:** Stephen Constantin

**CARRIED. 9-0-1 on a recorded vote**

Motion to appoint Debbie Hershey as Secretary of the DDA Board.

Moved by Debbie Hershey, Seconded by Scott Hardy

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

(d) **AGENDA AMENDMENT**

**(1)** Motion to amend the agenda to include Opening Public Comment.

Moved by Gabe Schneider, Seconded by Jeff Joubran

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

(e) **OPENING PUBLIC COMMENT**

No opening public comment.

(f) **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 the August 21, 2020 DDA Board Minutes
- (2) Approval of the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for August 2020
- (3) Parking - Approval of a service order with Northern Lightning Wash for parking garage washdown maintenance
- (4) Parking - Approval of a Service Order for Luke II Pay Station Software

Amendment by Derenzy, the real cost is of the Luke II Pay Station Software is \$8,120

Motion to approve the consent calendar as presented.

Moved by Leah Bagdon-McCallum, Seconded by Debbie Hershey

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

(g) **ITEMS REMOVED FROM CONSENT CALENDAR**

(h) **CEO REPORT**

- (1) Healthy Drinking Culture Contract

Comments from Presenter, Elise Crafts -

- Emphasized that we are in the first phase of a multiphase project which is to identify the goals of our community's Better Drinking Culture
- Statecraft is currently identifying stakeholders: residents to service providers (i.e. addiction treatment and public safety providers)
- Introduction of Megan Olds with Parallel Solutions, who will be working with Statecraft on the implementation of Phase I of this project. Parallel Solutions will be doing survey work of and connecting with identified stakeholders on how best to create a Better Drinking Culture together.

Comments from Community Police Officer, Officer Culver -

- Expressed that he would like this process to engage the community and how to replicate the businesses and environments within Traverse City that are embodying a Better Drinking Culture. Believes this process will give establishments the tools to move forward and will limit the City's liability.

Comments from the Board -

- Jackson - enthusiastic about the culture, but questioned the name of "Better Drinking Culture"
- Carruthers - questioned on the start date of the contract, which reflects a month earlier than this meeting. Expressed concerns about the outcomes of this survey and the implementation of them.
- Schneider - expressed from his professional experience, start dates of contracts often predate approval to ensure the full scope is captured
- Kirkwood - Expressed that one can drink and have a healthy culture. Suggested that this process presupposes that we have "a problem" in Traverse City. Questioned the cost of this contract and who pays for the later phases of this project.
- Derenzy - responded to questions regarding funding/grant sources and the timing of the contract

Motion to enter into a contract with Statecraft 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.

Moved by Scott Hardy, Seconded by Steve Nance

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

**(2) Overview of Draft Engagement Plan for Healthy Drinking Culture**

Comments from Presenters, Elise Crafts & Megan Olds -

- Created space to capture thoughts from the Board about the current drinking culture in Traverse City and how you would best define a Better Drinking Culture

Comments from Board

- Question 1: What is the current drinking culture in Traverse City?
  - Schneider - Stated the current drinking culture is social
  - Carruthers - After reaching out to some people Downtown, expressed that there is concern about being one of the largest party towns in Michigan and concerned about the number of active liquor licenses
  - Jackson - Expressed identifying and targeting specific areas to make a Better Drinking Culture
  - Joubran - Stated that the current drinking culture is obsolete, so we should be mindful of that. Doesn't want to place all blame on serving as many make trips to the City after drinking at home.
  - Hardy - Stated the current drinking culture is younger that may be outside the City or even County and would like to reach out to them within the survey work

- Nance - Better Drinking Culture expands beyond the businesses of Downtown and into the nearby neighborhoods.
  - Kirkwood - Expressed that the current drinking culture is varied and this governing body should rely on models of a Better Drinking Culture, like Sonoma rather than Bourbon Street. Although some may lose revenue, believes it's in the best interest of the community.
  - Hershey - Seconded many of Pete's sentiments and reminded the Board of the entertainment factor of our bars and restaurants that is currently suffering that the Board should be mindful of moving forward.
- Question 2: In a few words, describe a Better Drinking Culture
    - Schneider - communication, public education, public transportation
    - Carruthers - modern, intelligent, aware, proactive, informed, educated
    - Jackson - a community that emphasizes everything else about the healthiness of a community
    - Hardy - drinking should be secondary to a primary activity
    - Hershey - respectful, especially from her experience as a Downtown resident

**(3) Project Overview(s)**

**(i) OLD BUSINESS**

**(1) TDM Managed Parking Systems Approach and Rate Study**

- Carruthers - Questioned if we will still have the 30 minute free buttons on the meters. Added comments from the City Commission review of the TDM approach and study regarding new Downtown residents and any grandfathering
- Schneider - Asked for potential revenue projections for the Parking Systems. Expressed that this plan is not an automatic rate increase, but rather a flexible, transparent and measured systems to make the best decisions on parking rates. Regarding Motion 3, asked about the timeline rollout of 2021 changes.
- Jackson - Expressed interest in raising the rates to be more in line with other communities and stated that residents do not own the streets, but do maintain the grassy areas between the sidewalks and the street.
- Hardy - Liked the flexibility of this plan, given the current circumstances and unsure future of parking and parking needs in our Downtown.
- Kirkwood - Expressed a need for a communication plan and talking points for Board members when discussing this plan with the community.

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

Moved by Debbie Hershey, Seconded by Scott Hardy

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood,

Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

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

Moved by T. Michael Jackson, Seconded by Jeff Joubran

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

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.

Moved by Debbie Hershey, Seconded by Scott Hardy

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

(j) **BOARD MEMBER UPDATES**

**(1)** Arts Commission (Hershey)

Reported that Charlotte Smith is the new Chair of the Arts Commission and that the Commission will be moving forward with the Art on the TART project.

**(2)** Parking Subcommittee (Hardy)

**(3)** Lower Boardman (Kirkwood)

(k) **STAFF REPORTS**

**(1)** Community Police Update (Officer Culver)

- Carruthers - Updated the Board that MDOT will be doing a reconstruction of Front Street and Grandview Parkway near Garfield in 2023. Would like the Board to consider this construction when planning for future street closures.

**(2)** Parking Update (VanNess)

**(3)** Community Development Update (McCain)



- Carruthers - Inquired about the social media performance summary and how best to read that

(l) **RECEIVE AND FILE**

- (1) DTCA August 2020 Minutes (no quorum - no minutes)
- (2) Marketing Report
- (3) Parking Subcommittee September 2020 Minutes

(m) **CLOSING PUBLIC COMMENT**

No closing public comment.

(n) **ADJOURNMENT**

- (1) Motion to adjourn meeting.

Moved by T. Michael Jackson, Seconded by Leah Bagdon-McCallum

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

**Absent:** Stephen Constantin

**CARRIED. 10-0-1 on a recorded vote**

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Benjamin Marentette, City Clerk



2:19 PM  
10/12/20  
Accrual Basis

**Downtown Development Authority**  
**Balance Sheet**  
**As of September 30, 2020**

	Sep 30, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	2,610,359.08
Fifth Third Savings - 6740	202,369.33
Petty Cash	548.19
Total Checking/Savings	2,813,276.60
Accounts Receivable	
Accounts Receivable	378,238.95
Total Accounts Receivable	378,238.95
Other Current Assets	
Due From APS	-491.56
Due From Arts Council	352.00
Due From DTCA	770.51
Payroll Advance	2,001.86
Total Other Current Assets	2,632.81
Total Current Assets	3,194,148.36
Other Assets	
Due From Other Funds	51,790.00
Pre-Paid Expense	6,920.00
Total Other Assets	58,710.00
<b>TOTAL ASSETS</b>	<b>3,252,858.36</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-7,000.00
Total Accounts Payable	-7,000.00
Credit Cards	
First National - 8689	-525.36
Total Credit Cards	-525.36
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	-3,227.39
EBT Bridge Card	3,369.16
NCF Reimbursements	346.00
Prescriptions for Health	2,345.64
Project Fresh	4,386.00
Senior Project Fresh	-7,501.00
Deposits Payable - Other	2,288.00
Total Deposits Payable	2,006.41
Direct Deposit Liabilities	-66.96
Due to Other Funds	385,993.65
GRANTS	
EGLE -- Cornwell Development	-1,237.50
Lower Boardman	-23,750.00
Match on Main MEDC Grant	-49,986.00
Total GRANTS	-74,973.50

2:19 PM

10/12/20

Accrual Basis

**Downtown Development Authority**

**Balance Sheet**

**As of September 30, 2020**

	Sep 30, 20
<b>Payroll Liabilities</b>	
457k Payable	-7,975.79
Health Insurance Payable	1,362.69
Life Insurance Payable	2,686.29
State Income Tax Payable	1,914.31
State Unemployment Tax Payable	-716.13
<b>Total Payroll Liabilities</b>	<b>-2,728.63</b>
<b>Total Other Current Liabilities</b>	<b>2,327,425.74</b>
<b>Total Current Liabilities</b>	<b>2,319,900.38</b>
<b>Total Liabilities</b>	<b>2,319,900.38</b>
<b>Equity</b>	
Opening Bal Equity	107,606.27
Retained Earnings	632,859.88
Net Income	192,491.83
<b>Total Equity</b>	<b>932,957.98</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>3,252,858.36</b>

2:18 PM  
10/12/20  
Accrual Basis

**DDA - TIF97**  
**Balance Sheet**  
**As of September 30, 2020**

	Sep 30, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	3,015,179.49
Total Checking/Savings	3,015,179.49
Accounts Receivable	
Accounts Receivable	672,248.19
Total Accounts Receivable	672,248.19
Total Current Assets	3,687,427.68
Other Assets	
Due From Other Funds	292,933.23
Total Other Assets	292,933.23
<b>TOTAL ASSETS</b>	<b>3,980,360.91</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	60,862.79
Total Accounts Payable	60,862.79
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	781,400.98
Total Liabilities	781,400.98
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	2,995,400.29
Net Income	224,759.64
Total Equity	3,198,959.93
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>3,980,360.91</b>

2:21 PM  
10/12/20  
Accrual Basis

**DDA Old Town TIF  
Balance Sheet  
As of September 30, 2020**

	Sep 30, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0650	186,512.54
Total Checking/Savings	186,512.54
Total Current Assets	186,512.54
Other Assets	
Due From Other Funds	93,060.42
Total Other Assets	93,060.42
<b>TOTAL ASSETS</b>	<b>279,572.96</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Due To Other Funds	3,500.00
Total Other Current Liabilities	3,500.00
Total Current Liabilities	3,500.00
Total Liabilities	3,500.00
Equity	
Retained Earnings	219,377.21
Net Income	56,695.75
Total Equity	276,072.96
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>279,572.96</b>

10/07/2020 02:12 PM  
 User: nvanness  
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

Page: 1/3

PERIOD ENDING 09/30/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/20	YTD BALANCE 09/30/2020	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	89,242.86	388,692.02	0.00	411,307.98	48.59
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	13,014.00	30,056.00	0.00	119,944.00	20.04
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	1,948.15	2,508.15	0.00	(2,508.15)	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	16,316.72	51,099.03	0.00	(1,099.03)	102.20
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	11,441.67	19,454.43	0.00	20,545.57	48.64
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	513.45	355.24	0.00	(355.24)	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	200.00	418.06	0.00	(418.06)	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	132,676.85	492,650.43	0.00	2,003,049.57	19.74
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	19,271.35	73,734.95	0.00	26,265.05	73.73
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	6,936.00	17,967.00	0.00	157,033.00	10.27
585-586-668.000	RENTS AND ROYALTIES	26,300.00	3,586.00	10,758.00	0.00	15,542.00	40.90
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	29,793.35	102,459.95	0.00	198,840.05	34.01
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	25,000.00	5,378.00	19,467.00	0.00	5,533.00	77.87
585-587-653.005	PERMITS-PARKING DECK	325,000.00	100,326.00	206,412.00	0.00	118,588.00	63.51
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	105,704.00	225,879.00	0.00	124,121.00	64.54

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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 09/30/20	YTD BALANCE 09/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,147,000.00	268,174.20	820,989.38	0.00	2,326,010.62	26.09
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	17,800.00	180.98	536.72	0.00	17,263.28	3.02
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)	33.26	0.00	(33.26)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	1,400.00	13.34	39.53	0.00	1,360.47	2.82
585-585-716.000	EMPLOYEE HEALTH INSURANCE	200.00	10.65	31.94	0.00	168.06	15.97
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	2.61	7.81	0.00	92.19	7.81
585-585-718.000	RETIREMENT FUND CONTRIBUTION	200.00	15.92	47.22	0.00	152.78	23.61
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	116.50	468.09	0.00	5,531.91	7.80
585-585-740.000	OPERATION SUPPLIES	37,000.00	2,049.70	7,042.04	117.40	29,840.56	19.35
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,232,500.00	213,405.91	242,574.49	136.00	989,789.51	19.69
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	443.59	3,080.69	0.00	21,919.31	12.32
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	112.16	411.62	0.00	4,588.38	8.23
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	2,269.37	0.00	11,730.63	16.21
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	861.18	2,623.76	0.00	17,376.24	13.12
585-585-930.000	REPAIRS AND MAINTENANCE	121,000.00	257.32	5,357.32	0.00	115,642.68	4.43
585-585-930.005	RAMSDELL GATE REPAIR & MAINT	1,000.00	0.00	848.00	0.00	152.00	84.80
585-585-940.000	RENTAL EXPENSE	90,000.00	2,932.00	16,715.87	0.00	73,284.13	18.57
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	220,401.28	300,521.23	253.40	1,811,225.37	14.24
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	845.74	7,232.77	0.00	1,767.23	80.36
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	89,000.00	11,812.69	24,995.90	7,680.00	56,324.10	36.71
585-586-850.000	COMMUNICATIONS	3,500.00	256.00	768.00	0.00	2,732.00	21.94
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	2,097.60	5,795.67	0.00	49,204.33	10.54
585-586-930.000	REPAIRS AND MAINTENANCE	117,000.00	3,136.55	18,759.28	11,539.00	86,701.72	25.90
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	18,148.58	58,229.77	19,219.00	452,051.23	14.63



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GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 09/30/20	YTD BALANCE 09/30/2020	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	23.70	249.61	0.00	7,750.39	3.12
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	69,500.00	1,073.41	8,297.24	0.00	61,202.76	11.94
585-587-850.000	COMMUNICATIONS	6,000.00	256.00	1,341.53	0.00	4,658.47	22.36
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	1,296.45	4,981.94	0.00	45,018.06	9.96
585-587-930.000	REPAIRS AND MAINTENANCE	167,000.00	206.19	5,207.27	9,122.00	152,670.73	8.58
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	2,855.75	20,682.77	9,122.00	475,695.23	5.90
TOTAL EXPENDITURES		3,147,000.00	241,405.61	379,433.77	28,594.40	2,738,971.83	12.97
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,147,000.00	268,174.20	820,989.38	0.00	2,326,010.62	26.09
TOTAL EXPENDITURES		3,147,000.00	241,405.61	379,433.77	28,594.40	2,738,971.83	12.97
NET OF REVENUES & EXPENDITURES		0.00	26,768.59	441,555.61	(28,594.40)	(412,961.21)	100.00



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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 09/30/20	YTD BALANCE 09/30/2020	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	578.83	578.83	14,895.00	3,526.17	81.44
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	578.83	578.83	14,895.00	97,726.17	13.67
TOTAL EXPENDITURES		113,200.00	578.83	578.83	14,895.00	97,726.17	13.67
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	578.83	578.83	14,895.00	97,726.17	13.67
NET OF REVENUES & EXPENDITURES		0.00	(578.83)	14,316.17	(14,895.00)	578.83	100.00



**Minutes**  
**Traverse City Downtown Development Authority**  
**Governance Committee**  
9:00am  
September 24, 2020  
Virtual Zoom Meeting

Present: T. Michael Jackson, Debbie Hershey, Richard Lewis. Steve Constantin

Absent: None

Attendees: Jean Derenzy

Derenzy asked for nominations of Chair:

**MOVED** by Constantin seconded by Jackson to nominate Richard Lewis as Chair. No further nominations received. Vote for motion on Floor for Lewis as Chair. **APPROVED unanimously.**

**MOVED** by Constantin seconded by Jackson to nominate Debbie Hershey as Vice-Chair. No further nominations received. Vote for motion on Floor for Hershey as Vice-Chair. **APPROVED unanimously.**

Public Comment: No public comment.

**Review of Items to be Completed:** Review of items to be completed by the Governance Committee along with the Roles and Responsibilities.

**Considerations to Issue RFP/RFQ for Legal Counsel:** Board members requested that a process be identified as to review of proposals received and interview process. Hershey and Lewis identified some typographical changes that they would suggest. Committee requested that a special meeting be scheduled for October 8<sup>th</sup> to review the final RFP with an identified process put in place. This approach will allow for the Committee to review and recommend to the full DDA Board.

**Board membership Grid:** Constantin indicated that he suggests that a membership overview be provided to help the Mayor in identifying needs of the DDA Board, whereby an overall review of the make-up of the Board. Lewis indicated there are statutory requirements in place as well that identifies that the majority of the board must be individuals with an ownership or business interest in property in the district and one member must reside in the district if there are more than 100 residents in the district.

Committee members asked that Constantin and Lewis work on a grid to bring back to Committee at the October 8<sup>th</sup> meeting for consideration by the full DDA Board at the October meeting.

**Salary range for CEO:** Recommendation is to have Kate Green provide data points, comparison pieces that would be recommended as well as a contract to complete such a study.

Meeting adjourned at 10:10am

---

Richard Lewis, Chair



**Minutes**  
**Traverse City Downtown Development Authority**  
**Governance Committee**  
9:00am  
October 8, 2020  
Virtual Zoom Meeting

Present: T. Michael Jackson, Debbie Hershey, Richard Lewis. Steve Constantin

Absent: None

Attendees: Jean Derenzy

Chair Lewis called meeting to order at 9:10am

Public Comment: No public comment.

**Considerations to Issue RFP/RFQ for Legal Counsel:** Derenzy indicated the RFP incorporated Committee members comments and is ready for approval. Process outlined recommended that the Chair of Governance, Lewis, Chair of the DDA, Schneider, Treasurer of the DDA, Constantin, Derenzy and the City Attorney be on the evaluation team as well as the interview team. Derenzy indicated that City Attorney recommended that she not be on the interview team only evaluate the proposals received.

**MOVED** by Jackson seconded by Hershey that the RFP for Legal Counsel be recommended for approval to the full Board. **APPROVED unanimously.**

**Board Grid:** Overview of grid presented within packet was drafted by Constantin and Lewis. This provides an overview of the requirements (statute) and recommended background professional expertise desired for the Board. Board members suggested that resident be changed to resident inside the DDA and commercial property owner.

**MOVED** by Hershey seconded by Constantin to approve outline for membership and qualifications to be presented to the DDA Board for consideration. **APPROVED unanimously.**

Public Comment: None

**Other Business:** Lewis recommended that the Governance Committee meet the last Thursday of each month at 9:00am. Further that the November and December meeting be a combined meeting to occur on December 3<sup>rd</sup> at 9:00am.

Board members requested that a process be identified as to review of proposals received and interview process. Hershey and Lewis identified some typographical changes that they would suggest. Committee requested that a special meeting be scheduled for October 8<sup>th</sup> to review the final RFP with an identified process put in place. This approach will allow for the Committee to review and recommend to the full DDA Board.

**Board membership Grid:** Constantin indicated that he suggests that a membership overview be provided to help the Mayor in identifying needs of the DDA Board, whereby an overall review of the make-up of the Board. Lewis indicated there are statutory requirements in place as well that identifies that the majority of the board must be individuals with an ownership or business interest in property in the district and one member must reside in the district if there are more than 100 residents in the district.

Committee members asked that Constantin and Lewis work on a grid to bring back to Committee at the October 8<sup>th</sup> meeting for consideration by the full DDA Board at the October meeting.

**Salary range for CEO:** Recommendation is to have Kate Green provide data points, comparison pieces that would be recommended as well as a contract to complete such a study.

Meeting adjourned at 10:10am

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Richard Lewis, Chair



**Minutes**  
**Traverse City Downtown Development Authority**  
**Finance Committee**  
9:30am  
September 28, 2020  
Virtual Zoom Meeting

Scott Hardy called the meeting to order at 9:30am

Present: Scott Hardy, Debbie Hershey, Richard Lewis. Gabe Schneider

Absent: None

Attendees: Jean Derenzy

Opening Public Comment: None

**Minutes of April 29, 2020:** **MOVED** by Hershey seconded by Schneider to approve minutes of April 20, 2020. **Approved unanimously.**

**Review of Budget and proposal for Lower Boardman:** Derenzy provided overview of the lower boardman additional work proposed for the 100 and 200 block alleyways between Park and Union Street. Bob Doyle from Smith Group provided details on the study and breakdown of each line item. Study will determine the best way to stabilize the soil behind the River wall while protecting the infrastructure as well as determine long-term approaches/changes to this stretch of the River to become more accessible.

Discussion relating to the City's participation. Derenzy indicated Director of Utilities and City Engineer have been part of the discussion from the beginning. Discussion with the City Manager has been occurring on the cost sharing approach.

Derenzy indicated that the cost sharing approach provides for the DDA to pay one-half of the costs for each line item except the hydraulic modelling of alternatives which the DDA will pay 100%. Derenzy indicated that the cost would come from the TIF 97 budget from contingency.

**MOVED** by Hershey seconded by Schneider to approve the additional assessment for the 100 and 200 blocks of the alleyway contingent upon the City of Traverse City's participation in the study. **APPROVED unanimously.**

**2020/2021 Budget:** Derenzy provided the year end budget for the two TIF budgets, and General Budget. Overview of the current budget provided.

Schneider requested that a year-to-date comparison of where the DDA is at for each budget would be helpful and easy identifiable for Board members. Schneider will work with Derenzy on approaches for the Finance Commission. Lewis also volunteered to help create a spreadsheet which identifies, revenues and expenditures for the Board.

Finance Committee  
September 28, 2020/Page 2

**Consideration of Capital improvements:** Derenzy indicated that the Capital Improvement Plan (CIP) will begin shortly for the 2021/2022 budget. She will bring to the Finance Committee an overview of projects so the Committee can help build the budget.

**Calendar for 2021/2022 Budget:** Derenzy will provide for the October meeting.

Other Business: None.

Public Comment: None

Meeting adjourned at 10:35

---

Scott Hardy, Chair



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

Date: October 8, 2020

SUBJECT: Presentation on Work Completed to Date from Traverse Connect

Warren Call, CEO of Traverse Connect will present an overview of the work completed to date and the findings from surveys and focus group interviews. Based on the findings, next steps will be presented to the Board for input.

As a reminder to the Board the contract with Traverse Connect includes the following pieces:

- A. Employ a Comprehensive Business Retention and Expansion (BRE) Program to targeted employers within the DDA District. This effort will include:
  - i. Surveys
  - ii. Focus Groups
  - iii. Site Visits
  - iv. Report outlining findings
- B. Develop a marketing program to feature parcels that are available and suitable for commercial and retail occupancy.
- C. Feature the DDA District and specific district businesses in a new placemaking, marketing, and branding program – the “creative coast” branding initiative.
- D. Services shall be made available to businesses within the DDA District, including chamber professional development and networking and Venture North funding and technical assistance.
- E. Written annual report on all activities conducted and successful outcomes and achieved.

In an effort to track the success of the partnership and our efforts, a matrix/dashboard will be created that factors job creation, job sustainability, business growth, retention rates, parcels marketed and redeveloped, and customer satisfaction. This matrix will put various emphasis on qualitative versus quantitative measurement metrics.

RECOMMENDATION: Information only.

# **TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY BUSINESS RECOVERY PROJECT**



- **Business Surveys**
- **Focus Group Discussions**
- **Next Steps**

## KEY POINTS

# BUSINESS SURVEY SCOPE

400 Recipients: Retail, Large Employers, Nonprofits

17% Response Rate: Majority Retail & Restaurant

14 Questions: Urgent Issues, Key Barriers, Needs

## **BUSINESS SURVEY HIGHLIGHTS**

- 73% expect depressed operations > 6 months
- 52% say current staff concerns are a key barrier
- 27% list financial concerns as primary issue
- 43% of small business have current job openings
- 24% plan to continue remote work indefinitely
- 46% want help pivoting to new markets/products
- 40% plan to invest in technology/online sales
- 31% need to modernize marketing/social media



# FOCUS GROUP DISCUSSIONS

## ➤ Business Continuity

Staffing, Recruiting, Financial & Technical Resources

## ➤ Logistics & Seasonal Planning

Cold Weather Capacity, Focus Beyond Front Street

## ➤ Growth & Investment

Improve Digital Efforts, Expand Markets & Products

# INITIAL FOCUS GROUP RESPONSE

1. Funding & Capacity: Government Advocacy
2. Technology & Marketing: Provide Resources
3. Staffing Challenges: Shared Systemic Issues

## NEXT STEPS

1. Virtual Business Visits

2. Site Selector Promotion Materials

3. Report & Recommendations



# QUESTIONS & FEEDBACK



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  
**Date:** October 7, 2020  
**SUBJECT:** Subcommittee Appointment

As you are aware, DDA Board members serve on subcommittees related to specific DDA initiatives.

**Arts Commission:** Debbie Hersey, who has served as the DDA appointment to the Traverse City Arts Commission for the last several years, has indicated that she would like to step down from the Commission. DDA Board Member Leah Bagdon-McCallum, has indicated interest in serving as the DDA appointment.

**Lower Boardman River:** Pete Kirkwood sits on this ad hoc committee and has indicated his willingness to continue to serve.

A motion is required from the Board for nominations for each appointment, with the suggested motion as follows:

**RECOMMENDATION:**

Appointment of Leah Bagdon-McCallum to the Traverse City Arts Commission.  
Appointment of Peter Kirkwood to the Lower Boardman River Ad Hoc Committee.





Downtown Development Authority  
303 E. State Street  
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231-922-2050

## Memorandum

---

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: October 8, 2020

SUBJECT: Riverwalk Settlement Agreement

As the Board is aware, design and construction of the boardwalk (often referred to as the "Riverwalk") along the Boardman River from the Union Street Bridge to the Uptown Development was jointly funded by the DDA and City. Unfortunately, several components of the boardwalk (e.g., the stairs at the Union Street Bridge and the ramp leading from the parking lot) did not meet American with Disability Act (ADA) requirements.

The DDA and the City has been working on a *Settlement Agreement* with several contractors (Gourdie Fraser on the Engineering; Elmers to correct the work; and Spence Brothers on the construction) to reconstruct the boardwalk to meet ADA requirements.

The terms of the Settlement Agreement are stated below:

1. The DDA nor the City will incur any additional costs for this corrective work.
2. The revised plans for the corrective work have been reviewed by Construction Code and have been issued a permit.
3. The City and DDA may hire an independent consultant, at our own expense, to monitor the corrective work and report to the City and DDA.
4. The DDA has a past due balance of \$9,101 and a balance remaining within the contract of \$10,831 due to Gourdie Fraser. The DDA will pay the past due balance at the time of signature of the Settlement Agreement. The remaining balance due will be paid upon completion of the corrective work.
5. Parties, upon execution of the Settlement Agreement and payment to Gourdie Fraser, shall release the parties from and against any and all liabilities, losses, damages, actions, suits, costs, interest, attorney fees and expenses related to the design and construction deficiencies alleged. Any deficiencies associated with the corrective work are not being released.
6. All parties agree that any issues arising during implementation of the corrective work or construction oversight are not included in the releases.
7. The Settlement Agreement will be signed by all parties.

It has taken several months of discussion to reach a Settlement Agreement that has been agreed to by all parties.

**RECOMMENDATION** That the DDA approves the Settlement Agreement and Mutual Release for the Boardman Riverwalk Phase 1 and authorize the Chair and Secretary to execute the agreement subject to approval as to substance by the DDA CEO and as to form by DDA Attorney.





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## Memorandum

---

To: Downtown Development Authority

From: Jean Derenzy, DDA CEO

Date: October 9, 2020

SUBJECT: Consideration of RFP for East Front Street

East Front Street serves as a gateway into Downtown Traverse City. However, for far too long, investment in streetscape infrastructure along this prominent corridor has been lacking.

The DDA is prepared to develop and release an RFP for design/engineering services for new streetscapes for East Front Street (Grandview Parkway to Park Street), as approved within the 2020/2021 budget. The new streetscape design elements will include a reconstructed street, new curbs and sidewalks and light poles as well as trees, benches and bike racks.

Implementation for the streetscaping project is listed in our Capital Improvement Plan for 2022/2023 to coincide with MDOT reconstruction efforts at the intersection of Grandview Parkway and Front Street. However, should the design/engineering services be completed and we are able to secure a comprehensive funding approach, the DDA may have the opportunity to implement this project in 2021/2022 to alleviate traffic congestion while Grandview Parkway is under construction. Coordination with MDOT will be critical for this project.

Funding for the design and engineering work would come out of TIF 97 and the remaining revenue from the Hardy Parking Garage bond.

**RECOMMENDATION** That the DDA Board approves the development and release of a RFP for streetscape improvements for East Front Street.





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Traverse City, MI 49684  
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231-922-2050

## Memorandum

---

To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 9, 2020  
SUBJECT: Development Updates

### **Development Projects**

There are a number of development projects in Downtown Traverse City which are currently underway or about to be underway:

#### **305 West Front Street (the new Four Front Building)**

Work is completed for the streetscaping features, including a snowmelt system at 305 West Front Street. The Board previously approved (within the budget as well as the agreement) for one-half of the streetscaping costs. Certificate of Occupancy is anticipated in February 2021.

A walkthrough of the new building will be organized for the Board in the next few weeks.

#### **160 East State Street (Old City Hall Building - Corner of Cass and State)**

This project continues to move forward and I expect to have a contract for streetscaping ready to present to you at our November 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.

#### **156 East Front (The Former Franklin - Corner of Cass and Front)**

Work continues on the redevelopment of this prominent corner. The owners anticipate re-opening the ground floor by the end of the year. Work on the second floor is contingent on a few incentives that I am working on with the property-owner and the State of Michigan.

#### **124 West Front Street**

I am working with the County Brownfield Authority, State of Michigan and the new property owner on a mixed-use development that includes rental apartments. This will be a significant boost for the west end of Front Street. I will be working with the

Finance Committee on a possible Neighborhood Enterprise Zone for the rental apartment piece over the next several months.

**Hannah Lay Building**

Thom Darga continues to work on the build-out of the Hannah Lay Building. The first floor will continue to be occupied by Boyne Country Sports. The second floor is currently being renovated for new office space and the third and fourth floors for condominiums; with only two condominiums still available.

**Honor State Bank:**

This project is moving along very nicely. The framework structure is complete and the roof is now on. Recently, the storm and water connections were completed as well as a new Aqua Swirl for the treatment of stormwater – a great environmental benefit to the City and the Boardman River. Masonry work is now underway and the building is expected to be enclosed before the winter weather hits. Completion is expected in the spring of 2021.



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## Memorandum

To: Downtown Development Authority Board

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

Date: October 8, 2020

SUBJECT: Project Updates

### **Downtown Tree Management Plan**

The RFP for a Downtown Tree Management Plan was released on October 6<sup>th</sup>, with a response deadline scheduled for October 23<sup>rd</sup>.

### **Holiday Lights**

The contract with Christmas Décor for holiday lights was executed on October 5<sup>th</sup>. The contract covers the installation of holiday lights for the next two years. Installation will begin in October.

### **Civic Square – Lot G**

As you may recall, in June, the DDA Board passed a motion to execute a Letter of Intent that allowed the DDA to enter into a purchase and sale agreement with TCF National Bank for 203 South Union Street (the former Chemical Bank property) to pursue the development of a new civic square.

As identified within the terms of the Letter of Intent, the purchase price for the .45 acre parcel is \$1,750,000. In addition, the purchase and sale is contingent upon TCF's ability to locate the existing branch office across the street into Lot G and that the new branch be open for business no less than one day after it closes the existing branch – that is, the existing branch cannot be raised until the new branch is open.

Under the terms of the Letter of Intent, the DDA has 240 days to secure plans to build the new bank branch after the execution of the Purchase Agreement. However, the due diligence period can be extended. In addition, the DDA agreed to work with the City of Traverse City to build a mixed-use infill development in Lot G. The first floor of the development project would house the new TCF bank branch and the upper floors would include apartments. Parking will likely also be a component of the infill development.

In August, the City Commission passed a motion declaring Lot G as “surplus”. A committee to oversee a Request for Qualifications (RFQ) process was also identified, with Commissioners Minervini and Werner named to the committee. The Committee to oversee the RFQ will also include the City Manager, City Treasurer, City Planner, the DDA CEO and DDA Board members Bagdon-McCallum and Schneider.

The Committee held their first meeting on September 25<sup>th</sup>. During the meeting, the Committee discussed elements and details related to its two primary tasks, which include:

1. Develop the scope of the project which provides the framework for the Request for Qualifications.
  - Identify the Desired Use(s)
  - Identify the “givens” – the requirements of the development
  - Limitations/Opportunities/Requirements of TCF
  - Building Height
  - Architectural Features
  - Public Amenities
  - Other?
2. Develop the (components) for Request For Qualifications.

Preliminary RFQ Outline:

  - Project Overview
  - Context/Area Summary
  - The Desired Development
  - Property Description
  - Photographs (aerial/site)
  - Possible Financial Incentives
  - Submittal Requirements/Format
  - Timetable
  - Selection Process/Criteria

The DDA is hoping to schedule the second meeting of this committee by the end of October.

#### **Capital Improvement Planning**

DDA staff has begun work to develop our CIP Plan for the 2021/2022 year.

#### **Micro-Mobility Devices**

DDA staff is actively working with City staff to develop a new ordinance for micro-mobility devices (e.g., electric bicycle, scooter, skate board or other compact device designed) for personal micro-mobility either privately owned or part of a shared micro-mobility service. We anticipate a micro-mobility provider will be ready for a proposal for such uses in the spring.



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231-922-2050

## Memorandum

---

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: October 8, 2020

SUBJECT: Retail Response Program

DDA staff continues to work on the first phase of a Retail Response Program. This effort includes aggregating current information/data (a "downtown retail census") on the Downtown retail market. To that end, staff is working with the City's GIS and assessing departments to create and populate a retail database. Other information will be aggregated by DDA staff through interviews with business and property owners. A full working list of the data points is attached.

Phase Two of this effort will include developing market data, customer and community profile cut sheets as well as a full database of available properties.

Phase Three of this effort will include a full market study of Downtown.





**Retail Response Program**  
**Draft Retail Data Collection Components**

**Property & Building Data Base**

- Parcel Number
- Street Address
- Owner Name
- Owner Contact
- Building Size
- Number of Stories
- Number of Square Feet
- Year Built
- Parcel Size
- Taxable Value
- SEV Value
- Most recent sale date
- Most recent sale price
- Currently for Sale & Price

**Activity & Use Data Base**

- Parcel Number
- Street Address
- Number of Stories
- Current Use
- Previous Use
- Available for Sale or Lease
- Lease rate/rent
- Housing Units (and Number)
- Owner Occupied

**Business and Jobs Database**

- Street Address
- Building
- Business Name
- Business Type
- Owner Contact
- Local Contact
- Number of Square Feet
- Year Established
- Previous Location
- Year at Current Location
- Business Hours
- Number of Full-Time Jobs
- Number of Part-Time Jobs
- Estimated Annual Sales
- Rent Per Month

- Rent Per Year
- Rent Previous Year

#### **Property Cut Sheet**

- Real Estate Property Information
- Recent Photograph (two additional downtown photographs)
- Square feet available
- Parcel size
- Lease or sale price
- Age
- Amenities
- Exterior Type
- Zoning
- Description
- Map of Location (w/proximity to other assets)
- Contact Information

#### **Downtown Cut Sheet**

- Downtown Profile (some stats could include “within a 30-min drive”\_
- Interesting Picture(s)
- Map
- Downtown Summary
- Interesting Community Awards
- Community Development Entities (DDA, Chamber, Etc...)
- Tools: 2 mills and TIF
- Population
- Income
- Day-Time Population
- Number of Downtown Businesses (and type)
- Major employers
- % of businesses with less than 10 employees
- Number of employees
- Number of businesses opened since 2015
- Downtown Occupancy Rate
- New Buildings
- Amount of Public Investment, for the last year
- Private Investment, for the last year
- Major Employers
- Median price per square foot
- Property Owner or developer pic/quote
- Merchant pic/quote
- Trail Network
- Proximity to Nat. Park
- Number of Bike Shops and Breweries

**Other Items**

- Anchor Stores
- Corner parcels





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## Memorandum

---

To: Downtown Development Authority

From: Jean Derenzy, CEO  
Finance Committee

Date: October 8, 2020

Subject: Lower Boardman – Additional Study and Analysis Scope of Work

On Monday, September 28, the DDA Finance Committee met to consider costs associated with additional work on the Lower Boardman; specifically, the south edge of the Boardman River between Park and Union Streets (the 100 and 200 block alleys).

This past June, an engineer from Smith Group (the project consultant) conducted a visual inspection of the retaining wall and the area around the retaining wall. Based on this field inspection, as well as 2019 dive inspection, it appears the retaining wall structure is in stable condition.

However, the field inspection did observe significance subsidence and settling along the back of the retaining wall (evidenced by sloped parking areas, cracked sidewalks and reoccurring sink holes). The subsidence and settling is likely due to a loss of soil material (i.e. backfill) within about a 10-foot zone from the wall through a gap below the footing and through the wall at locations of penetrations. The loss of soil is due to continuous scouring and undermining of the wall footing by the river.

The soil material loss is exacerbated by the high water level of the Great Lakes, which causes soil saturation and loss of consolidation of the backfill soils. Due to a lack of consolidation, the loss of soils will likely continue even if water levels go down.

The continued subsidence of the backfill soil south of the retaining wall could have serious implications for the structural integrity of critical infrastructure in this area, including a large sewer main that resides just south of the retaining wall (see attachment of illustration cross-section). In addition, the sewer connections (into the sewer main) from businesses along the 100 and 200 blocks could be become damaged or compromised.

Given the situation, the recommendation is that the City and DDA take action(s) to stabilize the soil behind the retaining wall. Smith Group believes a stabilization effort will mitigate any potential compromise to the sewer main **and** set the foundation for “what could be” on the Lower Boardman (i.e. the extent of pedestrian and placemaking elements).

In order to determine the best way to stabilize the soil (and associated infrastructure) the recommendation is to conduct additional assessment of the site. A description of the assessment activities is listed below.

1. **SITE SURVEY:** Complete a property and topographic survey of the area between the existing buildings and the northern edge of the river floodway. This survey will provide critical data to understand the underground utilities near the wall, property ownership issues which may exist, the hydraulic flow characteristics of this reach of river, and the relative potential to remove the wall on the 100 block.
2. **GEOTECHNICAL ASSESSMENT:** Conduct site borings (in addition to existing data) and geotechnical analysis of the project area to assess soil conditions. We need to understand the soil characteristics and cross section of the geologic conditions in order to develop wall, soil, and utility stabilization strategies with confidence, and to assess the cost of the design approach.
3. **COORDINATION WITH CITY ENGINEER and DEPARTMENT OF MUNICIPAL UTILITIES:** Engage City staff throughout the design process to ensure they are included in the design, decision making, and assessment.
4. **DEVELOPMENT of ALTERNATIVE CONCEPTS:** Develop alternative concepts for stabilizing the river bank, addressing opportunities for wall stabilization, including wall removal and sewer relocation, and/or in-situ wall stabilization and sewer protection. The alternatives will also consider potential long term goals of improving the pedestrian and natural environment along the river front consistent with the values and goals of the Unified Plan.
5. **HYDRAULIC MODELLING:** Using existing data and the site survey, prepare a hydraulic model of each Alternative Concepts to understand feasibility issues, permitting requirements, impacts to flood water levels, and the need for modifications to the north river bank to manage river flow.
6. **OPINION OF PROBABLE CONSTRUCTION COSTS:** Evaluate the costs of each alternative and assess the cost/benefit of each approach so that the stabilization strategy is cost effective, feasible, and long lasting.
7. **SELECTION OF A PREFERRED APPROACH and DOCUMENTATION OF WORK:** Based on the input from the DDA and city staff, prepare a schematic design plan for the preferred approach and improvements, including plans, cross sections, permitting strategy, potential funding opportunities, and implementation schedule.

Costs for this site assessment would be split between the City and DDA, as this work will both identify how we can protect the large sewer main (and connecting lines) and determine the cost associated with a solution to the problem that will provide an opportunity to implement new pedestrian and placemaking elements. The DDA costs for this additional assessment would come from the TIF 97 budget.

**Total Cost for Site Assessment: \$79,190**

**DDA Portion: \$46,255**

**City Portion: \$32,935**

The assessment will take approximately three months to complete, after which we will evaluate the recommendations and secure permits from EGLE as needed.

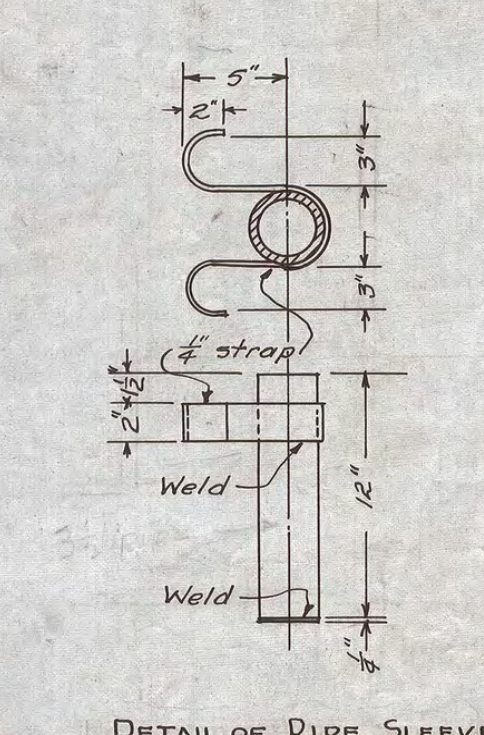
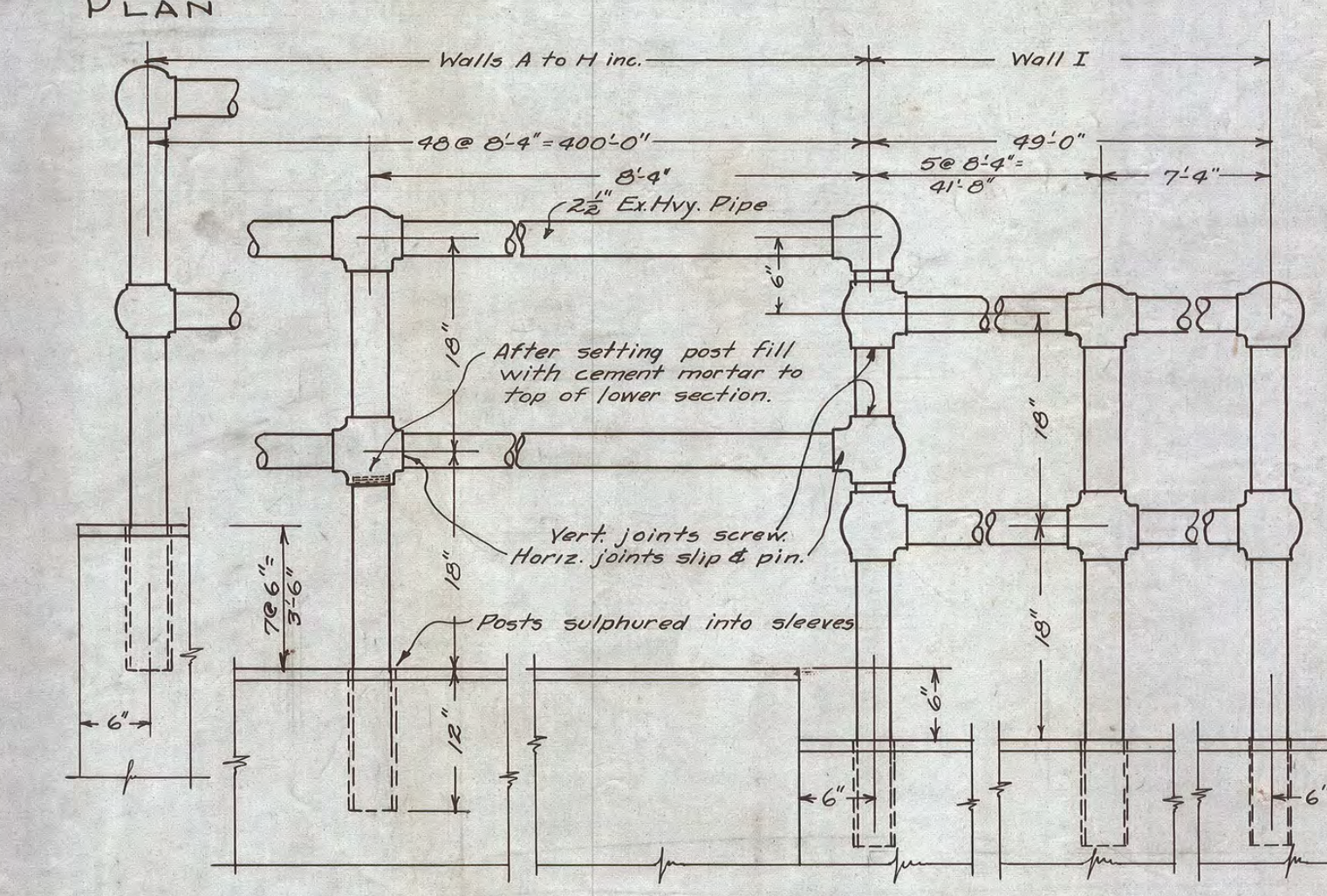
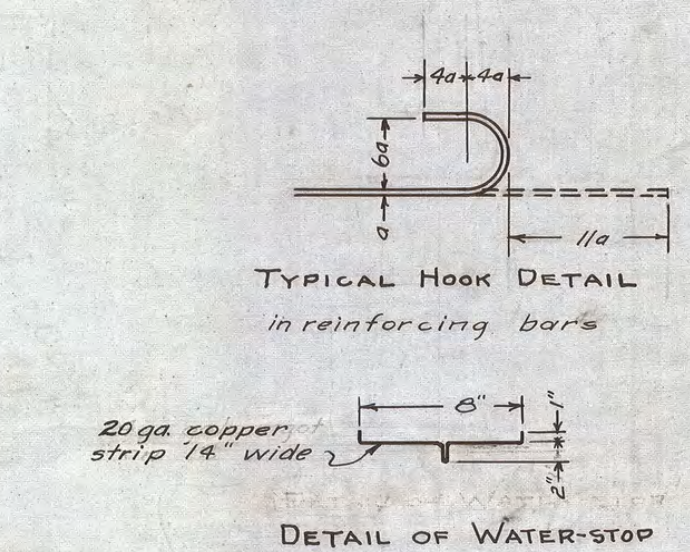
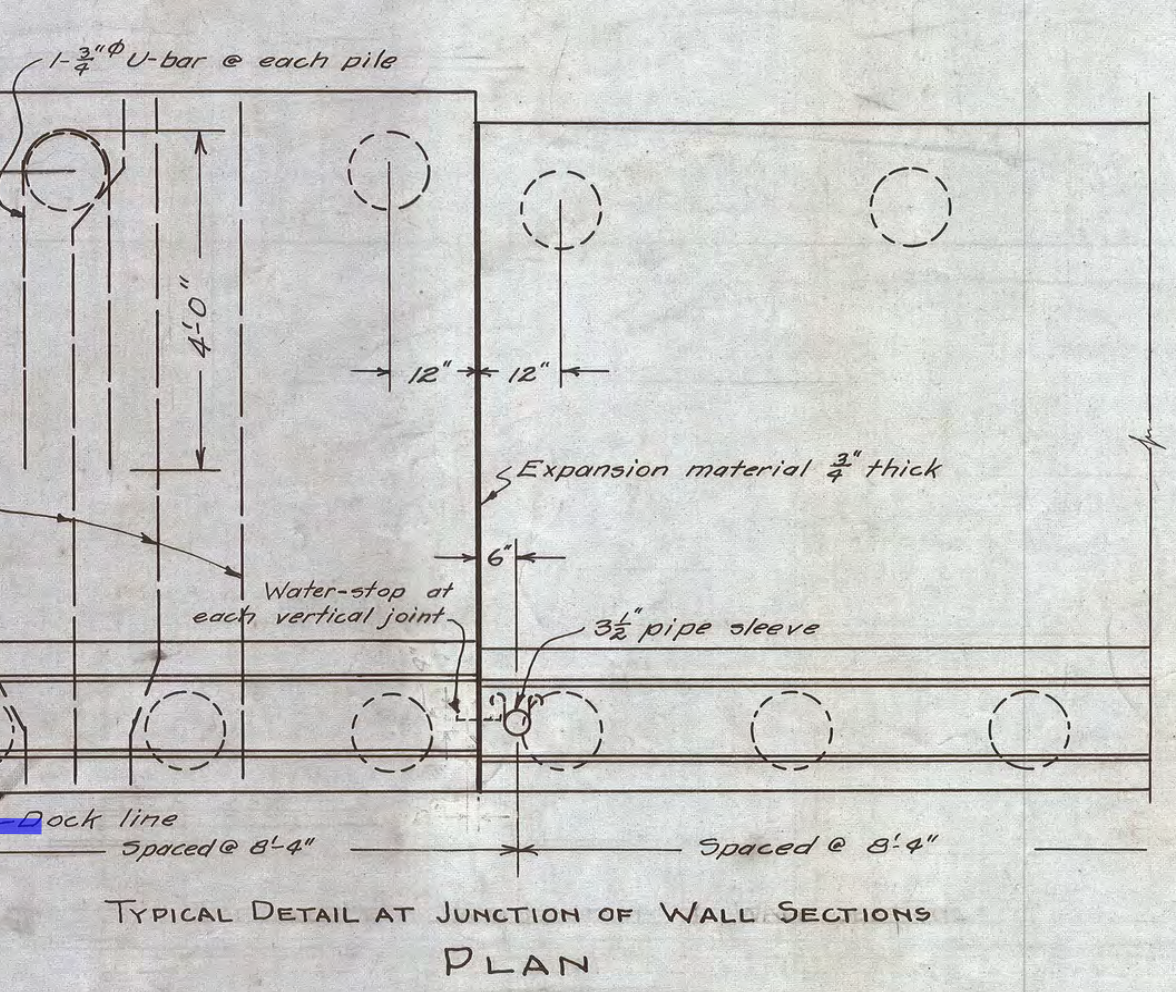
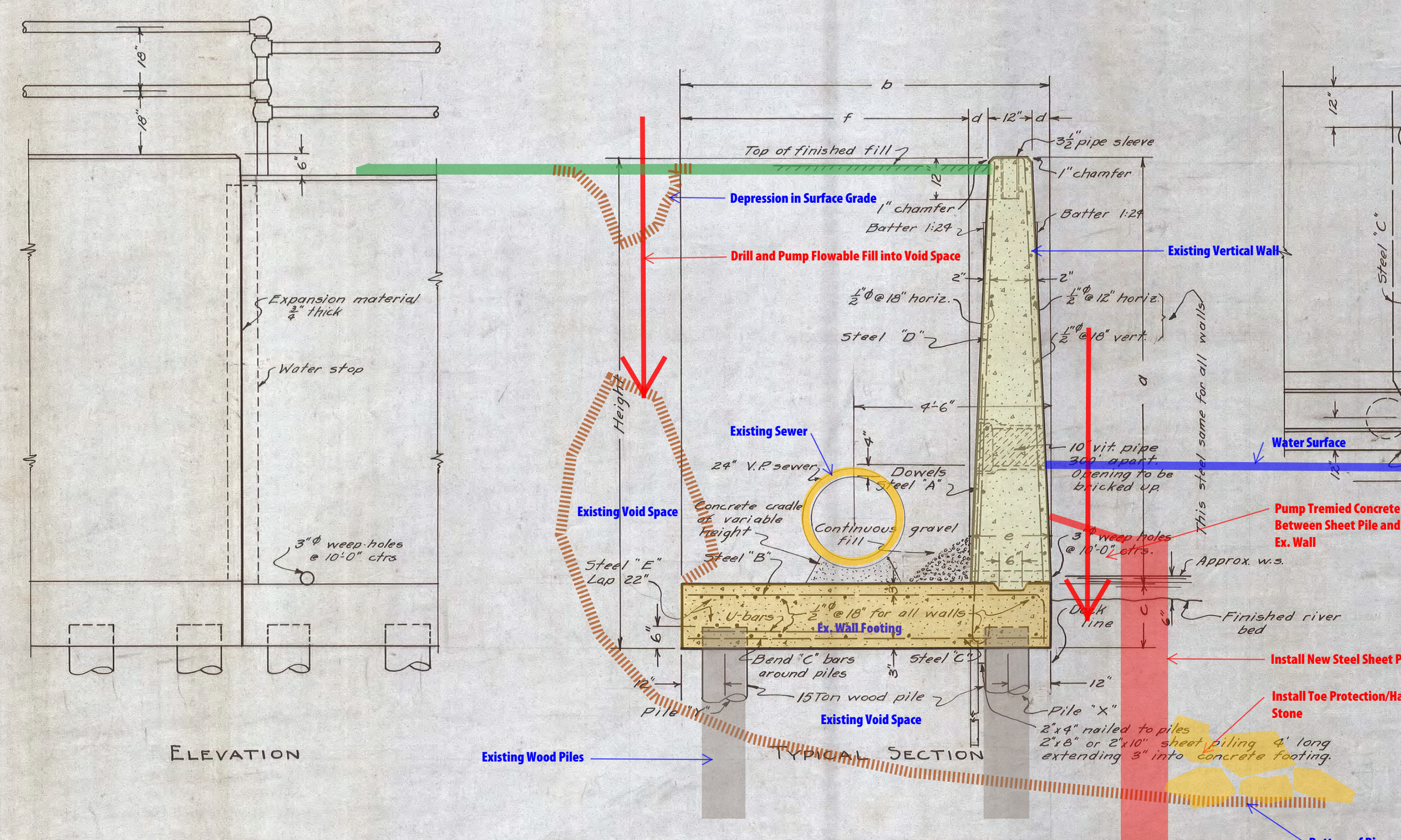
Smith Group, will be attended our meeting and can provide an overview and the reasoning/importance of this assessment.

The Finance Committee was provided a detailed report and briefing for this additional work, and have approved the following recommendation to the DDA Board.

**RECOMMENDATION** That the DDA Board approve additional site assessment along the Boardman River by Smith Group for a not to exceed amount of \$79,190, contingent upon the City of Traverse City's participation in the amount of \$32,935 and the DDA's participation of \$46,255.







DETAIL OF PIPE RAILING  
Scale: 1"=1'-0"

### RETAINING WALL STABILIZATION CONCEPT

TABLE OF DIMENSIONS										PILE SPACING		STEEL REINFORCING											
Wall	Height	a	b	c	d	e	f	"X"	"Y"	"A"			"B"			"C"			"D"			"E"	
										Size	Spac.	Length	Size	Spac.	Length	Size	Spac.	Length	Size	Spac.	Length	Size	Number
A	11'-6"	10'-0"	8'-6"	18"	5"	22"	6'-8"	2'-6"	3'-9"	3/8"	7 1/2"	7'-0"	3/8"	8"	8'-0"	3/8"	12"	8'-0"	3/8"	15"	9'-10"	1 1/2"	4
B	11'-0"	9'-6 1/2"	8'-2 1/4"	17 1/2"	4 3/4"	21 1/2"	6'-4 3/8"	2'-9"	4'-3"	3/8"	8"	6'-9"	3/8"	6"	8'-7"	3/8"	12"	7'-8"	3/8"	16"	9'-4"	1 1/2"	4
C	10'-6"	9'-1"	7'-10 1/2"	17"	4 1/2"	21"	6'-1 1/2"	3'-0"	4'-6"	3/8"	9"	6'-5"	3/8"	7 1/2"	8'-3"	3/8"	12"	7'-4"	3/8"	18"	8'-11"	1 1/2"	4
D	10'-0"	8'-7 1/2"	7'-6 3/8"	16 1/2"	4 1/4"	20 1/2"	5'-10 3/4"	3'-3"	5'-0"	3/8"	10"	6'-2"	3/8"	8"	7'-11"	3/8"	11"	7'-0"	3/8"	20"	8'-5"	1 1/2"	4
E	9'-6"	8'-2"	7'-3"	16"	4"	20"	5'-7"	3'-6"	5'-6"	3/8"	12"	5'-11"	3/8"	9"	7'-7"	3/8"	11"	6'-9"	3/8"	24"	8'-0"	1 1/2"	5
F	9'-0"	7'-8 1/2"	6'-11 1/4"	15 1/2"	3 3/4"	19 1/2"	5'-3 3/8"	3'-9"	6'-0"	5/8"	9"	5'-6"	5/8"	8"	7'-3"	5/8"	12"	6'-5"	5/8"	18"	7'-6"	1 1/2"	5
G	8'-6"	7'-3"	6'-7 1/2"	15"	3 1/2"	19"	5'-0 1/2"	4'-3"	6'-9"	5/8"	10"	5'-3"	5/8"	10"	6'-10"	5/8"	12"	6'-1"	5/8"	20"	7'-1"	1 1/2"	5
H	8'-0"	6'-9 1/2"	6'-3 3/8"	14 1/2"	3 1/4"	18 1/2"	4'-9 1/2"	4'-9"	7'-3"	5/8"	12"	5'-0"	5/8"	9"	6'-6"	5/8"	10"	5'-9"	5/8"	24"	6'-7"	1 1/2"	5
I	7'-6"	6'-4"	6'-0"	14"	3"	18"	4'-6"	5'-3"	8'-3"	5/8"	12"	4'-9"	5/8"	9"	6'-2"	5/8"	12"	5'-6"	5/8"	24"	6'-2"	1 1/2"	6

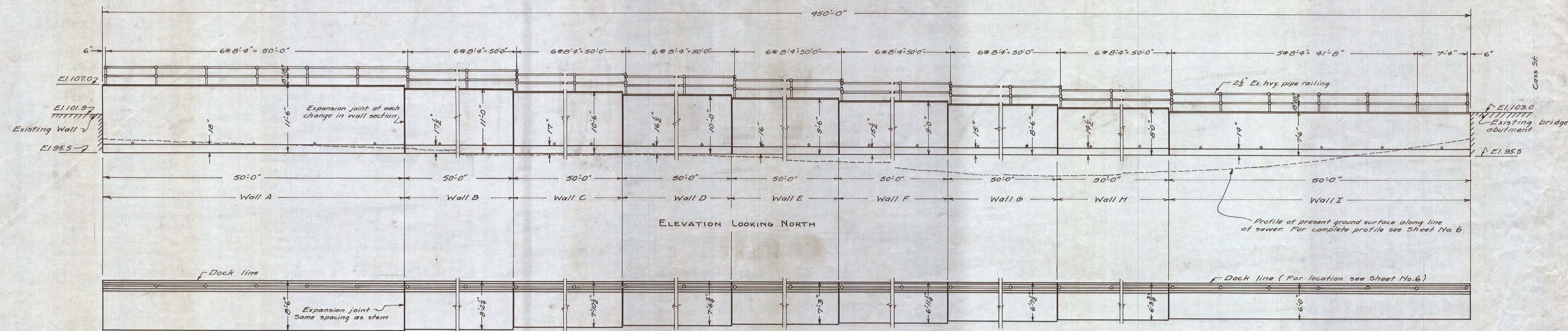
DETAIL OF RIVER WALL  
Scale: 1/2"=1'-0"

TRAVERSE CITY, MICHIGAN  
SEWAGE DISPOSAL SYSTEM  
MAIN INTERCEPTING SEWER  
RIVER WALL DETAILS

C.E. SAWYER, CITY ENGINEER  
HOAD, DECKER, SHOGRAFT AND DRURY  
CONSULTING ENGINEERS

SCALES AS INDICATED  
NOVEMBER 1931

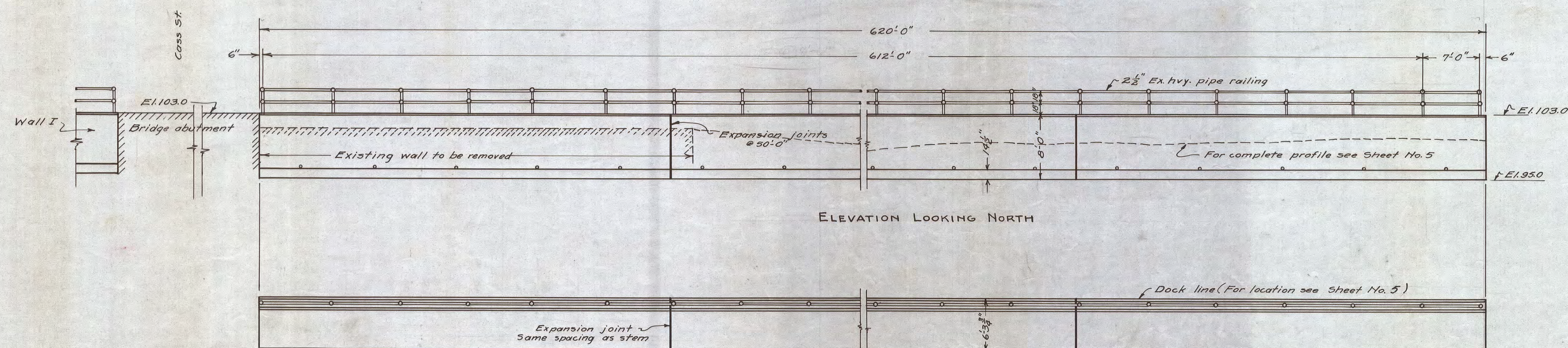




PLAN

RIVER WALL WEST OF CASS STREET

*Note: For dimensions and structural details see Sheet No.11*



PLAN

RIVER WALL EAST OF CASS STREET

*Note: For dimensions and structural details see Wall H, Sheet No. 11*

TRAVERSE CITY, MICHIGAN  
SEWAGE DISPOSAL SYSTEM  
MAIN INTERCEPTING SEWER  
GENERAL LAYOUT OF RIVER WALL

C.E. SAWYER, CITY ENGINEER  
HOAD, DECKER, SHOECHRAFT AND DRURY  
CONSULTING ENGINEERS

SCALE:  $\frac{1}{8}'' = 1'-0''$   
NOVEMBER 1931





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

## Memorandum

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To: Downtown Development Authority

From: Jean Derenzy, DDA CEO

Date: October 9, 2020

SUBJECT: DDA Legal Council RFP

Currently, the DDA utilizes (and pays for) legal services provided by the City Attorney. However, due to the increased work load of the City Attorney and in conjunction with the increased needs of the DDA, the Board requested a process for hiring outside counsel.

To that end, over the last two months, the Governance Committee worked to develop a RFP for legal services (see attached). With your approval, the RFP would be issued on October 16<sup>th</sup>, with a response deadline scheduled for October 30<sup>th</sup>.

A review team consisting of Richard Lewis (Governance Committee Chair), Gabe Schneider (DDA Chair), Steve Constantin (DDA Board Member), and Jean Derenzy (DDA CEO) will compile and evaluate the proposals, conduct interviews and provide a formal recommendation to both the Governance Committee and DDA Board at their respective November meetings. Lauren Tribble Laucht, City Attorney, will also assist in reviewing the proposals that come in.

The Governance Committee has approved the following recommendation to the DDA Board.

**RECOMMENDATION** That the RFP for legal services, as provided in the packet, be issued with a recommendation to be brought back to the DDA Board at their November meeting.



TRAVERSE CITY  
DOWNTOWN DEVELOPMENT  
AUTHORITY

(DDA)

Request for Proposals  
DDA Attorney Legal Service

RFP Issue Date: October 16, 2020

Proposal Due Date:  
October 30, 2020 at 10:00am

## GENERAL INFORMATION

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The Traverse City Downtown Development Authority (DDA) is seeking proposals from qualified law firms and individual attorneys wishing to provide legal services to the DDA. The Legal Services sought include the specialized legal services needed by a Michigan Downtown Development Authority. The Attorney is a contract position.

The DDA, includes the DDA and two TIF Districts/Budgets, and contracts with Traverse City Parking Services (TCPS, Traverse City Arts Commission (TCAC) and the Downtown Traverse City Association (DTCA), and is unique in terms of organization and operational funding. The DDA is governed by a 12-member board and hires the CEO of the operation, and has 22 full-time employees and 6 seasonal part-time employees.

The DDA is a component unit of the City of Traverse City. The DDA was formed in 1979. The DDA comprises most of the City's commercial district and focuses on making improvements and investments in the City's downtown core.

## SCOPE OF SERVICES

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Legal services to be performed on behalf of the DDA include, but may not be limited to:

- Review, draft, and negotiate contracts and leases
- Advise on real estate, land use, Downtown Development Authority and Brownfield Redevelopment Authority legal issues, policies, and negotiations
- Attend Board of Directors and Committee meetings as necessary
- Other legal services as needed

## PROPOSAL CONTENT

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The DDA is pleased to invite qualified agents or firms to submit a written proposal for the activities outlined above. The amount of information submitted is not limited to a set number of pages, but we ask that you be concise and mindful of the review team. The proposal should include the following content:

1. **Legal Experience:** The respondent should describe its legal experience, especially in DDA matters including the names, addresses, contact persons, and telephone numbers of at least three clients.

- Provide details on experience representing similar boards or authorities
- Provide details on experience advising clients conducting similar programs and services’.

2. **Organization, Size, Structure, and Areas of Practice:** If the respondent is a firm, identify your firm, year of establishment, and key team members for this project. Please indicate complete listing of names, titles, addresses, emails, and phone numbers, as well as the primary contact person for this project.

3. **Attorney Qualifications:** The respondent should have experience in the following areas:

- Michigan Municipalities, Authorities, and similar tax- exempt organizations
- Real-estate development
- Tax increment financing
- Bond financing
- Grants and contracts

The respondent should describe the qualifications of each attorney to be assigned to this project. The description should include:

- Professional and education background of each attorney
- Prior experience of the individual attorneys with respect to the required experience listed above.
- Only include resumes of attorneys likely to be assigned to the representation. Education, position in firm, years and types of experience, and continuing professional education will be considered.

4. **Compensation:** The DDA will consider alternate methods of compensation for services depending on the nature and scope of the services provided. These include but are not necessarily limited to hourly rate compensation and flat fee compensation. Please provide your expected type of compensation including, as applicable, hourly rate or rates, flat fee rates. Note that any rates submitted remain subject to negotiation after submission as this is not a bid submittal since the scope of the work remains somewhat undefined.

## GENERAL INFORMATION

After evaluation of the responses, the DDA will make a selection based on the response which best meets the needs of the DDA, in the sole discretion of the DDA.

*The DDA reserves the right to reject or accept any and all proposals received, to modify the scope with one or more of the respondents, and to waive any/ all requirements which the DDA deems to be in its best interest. The public entities are not liable for any costs incurred by any agent or firm prior to the negotiation, approval, and execution of an*

***agreement. This RFQP should not be construed as creating a contractual relationship between the DDA and any agent or firm submitting a response to this RFP. The DDA shall have no obligation or liability to any agent or firm responding to this RFP***

## **SUBMITTAL PROCESS**

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Qualifications and proposals, along with inquiries, should be directed to:

Jean Derenzy, CEO  
Traverse City DDA  
303 State Street  
Traverse City, MI 49684  
[jean@downtowntc.com](mailto:jean@downtowntc.com)

Please submit all questions prior to October 23, 2020

Sealed statements of qualification and proposals will be accepted, and date/time stamped at the address above on or before 10am EST on Friday, \_\_. Late submissions will not be considered.

Each submission shall include the following:

1. Two (2) copies of the qualifications and proposal
2. One electronic copy of the qualifications and proposal
3. Cover letter signed by entity's authorized office(s)
4. All materials must be packaged in a box or envelope that is marked as follows:  
DDA Legal Services Proposal [Name of Submitting Organization]  
Attention: Jean Derenzy  
Due: 10:00am October 30, 2020





## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: October 7, 2020  
Re: 2021 Rate Increases

On Monday, October 5, 2020, the City Commission approved the Rate Ceiling table and the Managed Parking Systems Approach. In anticipation of their pending approval, the Parking Subcommittee reviewed and approved rate increases for 2021. The goal of their approval was to provide an opportunity to increase communication of upcoming changes by allowing additional time between the DDA Board approval and when the new rates will go into effect. The approval of the 2021 rate increases will allow for a minimum of two months to provide and share this information with the public.

Now that the City Commission has approved the Rate Ceiling, the DDA Board will adopt a rate maximum that is less than or equal to the rate ceiling. Staff will work within the adopted range when implementing processes using the systems approach and distribute demand. It is important to note that staff may not implement rates that meet the maximum rates adopted by the DDA Board. I will be working with Katy our Community Development Director to communicate current rate schedules and proposed rates schedules in order to ensure the public knows what rates are in effect and when/if they will change. In 2021, we will collect and review data before determining late in the year if an additional increase will be proposed in 2022. The eventual goal will be to publish a multi-year schedule to reflect nominal increases in a post-pandemic environment.

### **Attachment A: 2021 Rate Maximums**

This table outlines the recommended rate increases for 2021. All rates listed in the table are the maximum rates for each parking area. Given the rates have not been increased since 2015, a recommendation for 2021 increases are being proposed. 2022 increases and beyond will be reviewed with the Parking Subcommittee in future meetings before being brought back to the DDA Board. The Parking Subcommittee approved of these rates at their October 1, 2020 meeting.

### **Attachment B: Parking Rate and Policy Changes Timeline**

This will serve as a working document and will be updated on a regular basis to reflect all of the policy changes or considerations that are planned, and the tentative timeline for implementation. This document currently reflects the changes through the end of 2020 and the proposed changes

in 2021. Many of the changes proposed in 2021 will be communicated through the end of the year and become effective January 1, 2021.

**Attachment C: 2021 Rate Schedule**

The 2021 rate schedule reflects the changes that will become effective January 1, 2021. The schedule also reflects tentative seasonal rate increases in May 2021 and a seasonal decrease in November 2021. These seasonal rate changes are pending

**Recommendation: The DDA Board concur with the Parking Subcommittee to approve the 2021 rate increases as presented in Attachment A 2021 Rate Maximums.**

### Attachment A: 2021 Rate Maximums

<b>Metered Parking</b>	Base	Premium		
DDA District	\$1.00	\$1.50		
Outside DDA District	\$1.00	\$1.25		
<b>Parking Garage</b>	Non-Peak	Peak	Daily Max	Lost
Hardy	\$1.00	\$2.00	\$20.00	\$15.00
Old Town	\$1.00	\$1.75	\$20.00	\$15.00
<b>Permit Parking</b>	Per Month			
Surface Permit	\$38.00			
Garage Permit	\$50.00			
<b>Violations</b>	Base Amount	Escalation 1	Escalation 2	
Expired Meter	\$10.00	\$20.00	\$30.00	
Past Limit on Sign	\$15.00	\$30.00	\$45.00	
No Permit/Failure to Display	\$15.00	\$30.00	\$45.00	
<b>Event Parking</b>	Per Day Maximum	Per Entry		
Meters	\$20.00			
Garage		\$20.00		
<b>Services</b>				
Validations	\$5.00 Setup Fee			



## **Attachment B: Parking Rate and Policy Changes Timeline**

**Version 3**

**Last Updated: October 6, 2020**

### **Timelines are based on the following approval:**

- October 1<sup>st</sup> – Parking Subcommittee Approval of 2021 Rate Increase Schedule Recommendation to DDA Board
- October 5<sup>th</sup> – City Commission Approval of Parking Rate Maximums and Managed Parking Systems Approach
- October 16<sup>th</sup> – DDA Board Approval of 2021 Rate Increase Schedule

### **Timeline for implementation in 2020:**

- October 5, 2020 – City Commission Introduction of ordinance change
  - Rescind Free Parking for Electric Vehicles
  - Rescind Same Day Meter Violation Discount
- October 19, 2020 – City Commission Enactment of ordinance change
  - Rescind Free Parking for Electric Vehicles
  - Rescind Same day meter violation discount
- November 2, 2020 – Policy Changes (Phase 1)
  - Permits by Location (Surface or Garage)
  - Remove Permit Overflow Lots/Streets
  - Handicap Placards Require MISOS Issued Free Parking Sticker
- November 16, 2020 - City Commission Introduction of ordinance change
  - Past Limit on Sign
  - No Permit/Failure to Display
- December 7, 2020 – City Commission Enactment of ordinance change
  - Past Limit on Sign
  - No Permit/Failure to Display

### **October 5, 2020 – City Commission approval of Rate Maximums**

Rate Maximum table is adopted. (Reference Attachment B: Proposed Rate Maximums)

### **October 5, 2020 – Introduction of ordinance change – Rescind Free Parking for 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 5, 2020 - Introduction of ordinance change - Rescind 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.

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.

**October 19, 2020 – Enactment of ordinance change – Rescind Free Parking for Electric Vehicles**

**October 19, 2020 – Enactment of ordinance change – Rescind same day meter violation discount**

**November 2, 2020 – Permits by location (Surface or Garage) and Remove Overflow Permit Locations Lots and Streets Policy Change**

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

New policy - Effective November 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. All overflow locations would be reduced to move permit parkers back into designated permit locations.

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.

**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.

**November 16, 2020 - Introduction of ordinance change – Past Limit on Sign**

Current ordinance – Base amount is \$10, 1<sup>st</sup> escalation \$10 (\$20 balance), and 2<sup>nd</sup> escalation \$10 (\$30 balance).

Amend ordinance – Increase fine schedule: Base amount \$15, 1<sup>st</sup> escalation \$15 (\$30 balance), and 2<sup>nd</sup> escalation \$15 (\$45 balance).

Purpose of ordinance change – The rate in time parking locations; such as, neighborhoods would increase. The goal would be that those seeking free parking alternatives or avoiding rate increases at the meters would not move to all day parking in residential areas as the violation amount is more than the meter violation amount.

Challenges – Dissatisfaction of those who receive citations for parking past the posted limit.

**November 16, 2020 - Introduction of ordinance change – No Permit/Failure to Display**

Current ordinance – Base amount is \$10, 1<sup>st</sup> escalation \$10 (\$20 balance), and 2<sup>nd</sup> escalation \$10 (\$30 balance).

Amend ordinance – Increase fine schedule: Base amount \$15, 1<sup>st</sup> escalation \$15 (\$30 balance), and 2<sup>nd</sup> escalation \$15 (\$45 balance).

Purpose of ordinance change – The rate in permit lots would increase. The goal would be that those seeking free parking alternatives or avoiding rate increases at the meters would not move to permit lots and reduce the amount of available permit parking spaces as the violation amount is more than the meter violation amount.

Challenges – Dissatisfaction of those who receive citations for parking in permit areas without a permit.

**December 7, 2020 – Enactment of ordinance change – Past Limit on Sign**

**December 7, 2020 – Enactment of ordinance change – No Permit/Failure to Display**

**Timeline for implementation in 2021:**

- January 1, 2021 – Rate Increases
- May 1, 2021 – Meter and Garage Rate Increase (Seasonal Increase)
- November 1, 2021 – Meter and Garage Rate Decrease (Seasonal Decrease)

**January 1, 2021 - Rate Increases**

Reference Attachment C: 2021 Rate Increases

Rate increases for meters, parking garages, permits, specified parking violations and event parking are effective January 1, 2021. For meters, the rates will be based on zones.

**May 1, 2021 – Meter and Garage Rate Increase (Seasonal Increase) TENTATIVE**

This is the planned date for a rate increase based on current information. Both meter and hourly parking garage rates would increase to the maximum premium or maximum peak rates approved for 2021. These rates are subject to change based on availability and usage of the overall parking system.

**November 1, 2021 – Meter and Garage Rate Decrease (Seasonal Decrease) TENTATIVE**

This is the planned date for a rate decrease based on current information. Both meter and hourly parking garage rates would decrease back to the January 1, 2021 rates. These rates are subject to change based on availability and usage of the overall parking system.



### Attachment C: 2021 Rate Schedule

	January 1, 2021		May 1, 2021		November 1, 2021	
Metered Parking						
Zone 1	\$1.25		\$1.50		\$1.25	
Zone 2	\$1.00		\$1.25		\$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
Permit Parking	Per Month					
Surface Permit	\$38.00					
Garage Permit	\$50.00					
Violations	Base Amount/Esc 1/Esc 2					
Past Limit on Sign	\$15.00/\$30.00/\$45.00					
No Permit/Failure to Display	\$15.00/\$30.00/\$45.00					
Event Parking						
Meters (Per Day Maximum)	\$20.00					
Garage (Per Entry	\$20.00					
Services						
Validations	\$5.00 Setup Fee					





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

## Memorandum

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To: Downtown Development Authority

From: Jean Derenzy, DDA CEO  
Governance Committee

Date: October 9, 2020

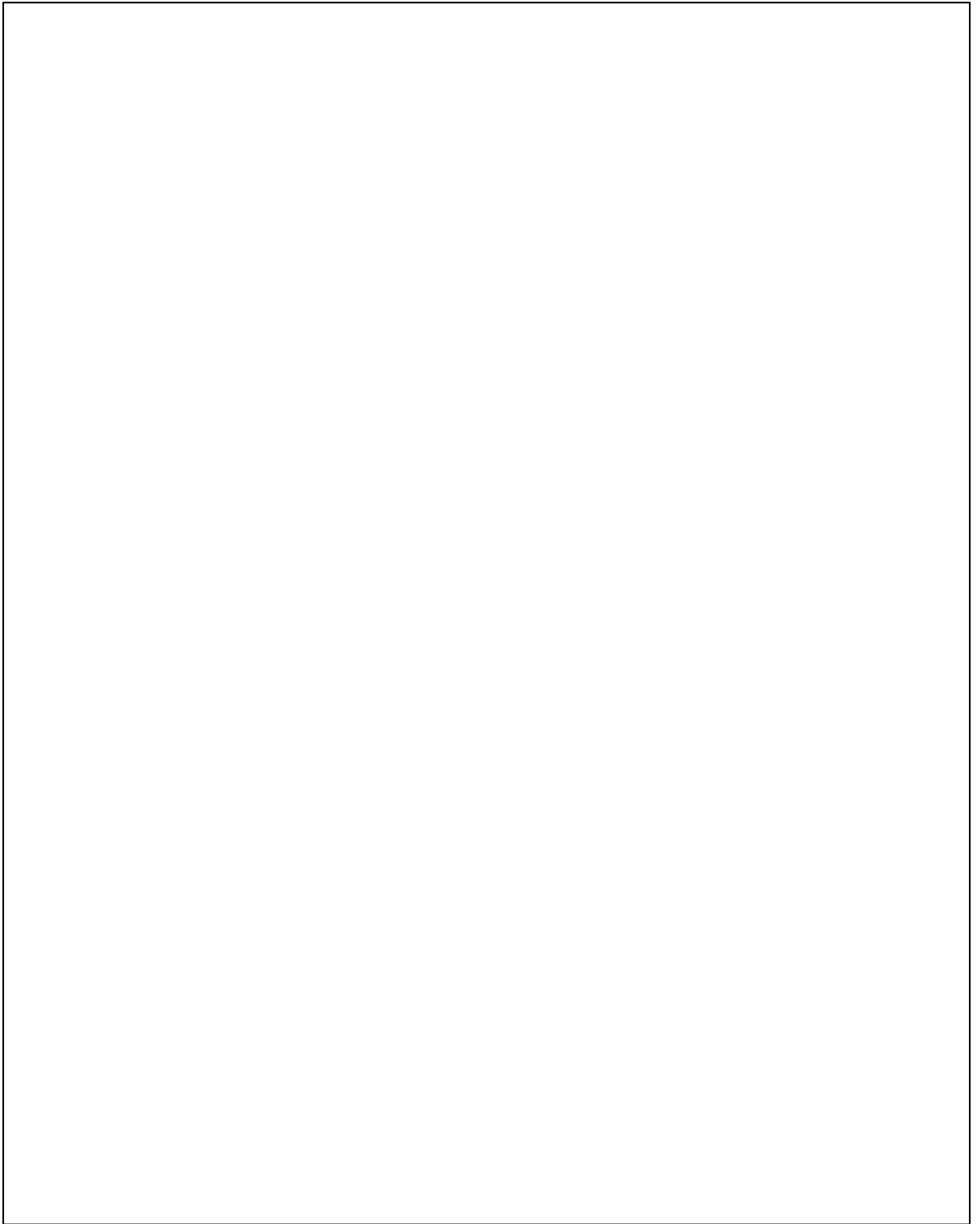
SUBJECT: Board Membership/Qualifications

Over the last two months, the Governance Committee has been working on a “board-grid” – a simple tool outlining the desired qualifications/characteristics for DDA board members. The board-grid (see draft attached) is designed to assist the Mayor and City Commission when Board appointments are considered.

The section identified as “Requirements” are from the state statute that dictates that the majority of the board must be individuals with an ownership or business interest in property in the district and one member must reside in the district if there are more than 100 residents in the district.

The Governance Committee has approved the following recommendation to the DDA Board. After discussion, and if appropriate, the following motion would be appropriate.

**RECOMMENDATION** That the DDA approve the overview of the attached board-grid to be used by the Mayor and City Commission for future appointments to the DDA Board



DDA Board Members Skills and Experience Grid

Board Member	Requirements					Skills & Experience					
	Commercial Property Owner	Business Owner in DDA	Resident	Resident w/l DDA Boundaries	Other	Finance/Account ing	Legal	Business	Human Resources	Board Experience	Public Relations / Communications
Leah Bagdon McCallum											
Jim Carruthers											
Steve Constantin				X					X		
Scott Hardy											
Debbie Hershey				X			X				X
T. Michael Jackson			X					X			X
Jeff Joubran											
Pete Kirkwood											
Richard Lewis			X			X			X	X	X
Steve Nance											
Gabe Schneider											
Vacant											





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

## Memorandum

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To: Downtown Development Authority Board

From: Harry Burkholder, DDA COO

Date: October 8, 2020

SUBJECT: State Street Two-Way Investigation

Due to the success of our efforts to change State Street from a one-way street to a two-way street this past summer, the DDA will be working with City staff to determine how we can make this traffic change permanent. Some of the considerations for such a conversion include the medians at Boardman and Pine/Front Streets, snow removal, turn-radius limitations at Park, Cass and Union Streets, traffic/pedestrian signals, bike-lanes and parking.

In addition, this committee will need to address the ingress/egress of the Hardy Parking Garage. To that end, Parking Services recently met with WGI (a national parking design and engineering firm) to discuss what modifications would be needed to reconfigure the parking structure to accommodate two-way traffic. We anticipate a report will be provided by WGI in November that provides a high-level overview of the impact and costs to garage operations when traffic is converted to two-way.

This discussion will also likely include similar considerations for a traffic shift on Front Street.

We plan to meet with city staff by the end of October.







## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: October 07, 2020  
Re: Staff Report: Parking Services – October 2020

### **Parkmobile Transition to Rate by Zone (RBZ)**

Staff has completed the transition to rate by zone. This effort involved re-stickering each meter or multi-space tombstone. This change has condensed each location into one zone number for each location (ex: Lot B previously had three zone numbers and now has one zone number). We had experienced a two-day disruption where zone numbers were not valid in the mobile application. Parkmobile has resolved this issue in the back-end configuration.

### **Park Street Public Restrooms**

The public restroom hours will reduce to 8 AM-6 PM Sunday through Saturday beginning October 15, 2020. Staff will winterize the drinking fountain which will remove it from service until the spring.





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

## Memorandum

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To: Downtown Development Authority

From: Katy McCain, DDA Director of Community Development

Date: October 9, 2020

Re: Community Development Update

### **Front Street Feedback Survey**

The DDA Front Street Feedback Survey was live from Friday, September 25 through Sunday, October 4. We received a total of 1,272 responses. It was promoted on the DDA website, Ticker, MyNorth, social media, DDA Newsletter and Traverse Connect Newsletter. Participant breakdown as follows:

#### **152 owners or managers of businesses within the City of Traverse City**

- 75% of these are owners
- 38% are located on Front Street between Park and Union
- 20% are located elsewhere in Downtown

#### **145 Downtown employees (work for but not an owner or manager)**

- 48% work on Front St between Park and Union
- 21% on a side street adjoining Front Street between Park and Union

#### **482 city residents**

#### **449 visitors (includes those who live in GT County but not in city limits)**

#### **44 other respondents (not in any of the groups above but wanted to provide feedback)**

We will be meeting with Woody Smith from Avenue ISR to go over the results and will have a more thorough report at the November board meeting.

### **Relief Fund**

We have established a partnership between our newly formed Downtown Relief Fund and Venture North's Resiliency Fund. DDA staff is in the process of collaborating with the Resiliency Fund team on the grant application to be filled out by Downtown businesses seeking rental assistance in early 2021. The Relief Fund fundraising will kickoff with Shop Your Community Days and continue from there. The DTCA has committed to a match of Shop Your Community Days funds raised to benefit the Relief Fund, with a minimum donation of \$30,000 not to exceed \$45,000. The collaboration with Venture North will help both the Relief Fund and Resiliency Fund effectively provide aid and assistance to Downtown Businesses in need by cutting down on

application process and the sharing of resources. Additional information on the Relief Fund can be found in the packet.

#### **Parking Management System Communications Plan**

A complete communications plan has been established based on the timeline of parking changes being implemented within the coming months. Please refer to the Parking Communications Plan attachment located in the packet to view the full plan effective through Q1 of 2021. As mentioned in the attachment, two news conferences have been held to further explain the changes that were voted on during the October 5 City Commission meeting. The news conferences resulted in media coverage from The Ticker, Record-Eagle, and 9&10 News.

The overarching goal of the communications plan is to be fully transparent with the public on all of the parking modifications that will be occurring. The information will be effectively communicated by being released in a clear and concise manner that the average Downtown employee and visitor looking to park will understand. The plan balances the timely release of information that is pertinent to those using Downtown parking services while not overcomplicating the communication by releasing too much technical information. The parking portion of the DDA's website will have a two-prong approach, a complete "rules and ordinances" page that provides ceiling information and links to info on all infractions, ordinances and parking options, as well as a simple "rates" page with ONLY current information. Thus, remaining transparent and communicating all of the changes being implemented while also having an easily accessible and up-to-date rate page, for those just needing to know when/where and how to park Downtown.

#### **Website Change**

On top of the parking website changes that were mentioned, we are also updating the DDA site. The website will now be much cleaner and more visually appealing by adding drop-downs from the header to separate information more clearly by topic and not bog down pages with too much content. We will also be keeping a concise list of current projects that are upcoming and underway. We are in the beginning stages of collecting data to add a "Doing Business" tab that will provide statistics on available retail space including: square footage, ownership information, price, occupancy history, etc.

#### **Social Media**

Our social media has been more effectively managed to bring more visibility to our downtown businesses. See attached social media reports to see how our pages are performing.

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## Traverse City DDA

303 E State Street  
Traverse City, MI 49684  
231-313-3993

# Parking Communications Plan

**Original: September 23, 2020**

Last Edit: October 12, 2020

## OVERVIEW

Over the next few months, the Downtown Development Authority and Traverse City Parking Services will be implementing a new systems approach to parking. The new model is an all-inclusive parking plan that allows for flexibility on demand. The policy is not an automatic rate increase; rather a flexible, transparent and measured system to make the best decision possible on parking rates.

## GOALS

1. To inform the public of the changes being implemented in the most simple way possible as to not create confusion or controversy.
2. To ensure that the DDA Board and City Commission are well versed on all changes and provided with talking points each step of the way, as the community will look to them for answers as well.

## MILESTONE/COMMUNICATION ACTION

- October 5: City Commission to vote on adoption of Managed Systems Parking Approach, Rate Maximum Table and Ordinance Amendments
  - Communication Plan:
    - Provide talking points to DDA board members **(Friday, September 25) -Katy**
    - Zone map creation/revision **(Wednesday, September 23) -Katy to get to Nicole COMPLETED**
    - Press release to media outlining the Managed Systems Parking Approach with a timeline of all to come (to prepare prior to Commission Meeting and ready to send immediately following) -

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**Katy/LE collaboration COMPLETED W/ADDITION OF MEDIA CONFERENCES**

- November 1: First phase of parking changes goes into effect:
  - Separation of surface and deck permits
  - Removal of overflow parking
    - Signage to begin coming down w/o 10/5
- Communication Plan:
  - Email to all passholders notifying them of upcoming changes **(First week of October) -Lake Effect to create and send via DTCA Mail Chimp account**
    - Emphasize that the communication needs to be sent on to the actual passholders if the email address holder manages multiple passes for a company
  - Website to be updated with upcoming changes **(Beginning October 5)**
  - Mailing to pass holders **(mid October) -Lake Effect/Katy**
    - Lake Effect will create
    - Katy to label and mail via addresses provided by LE
  - Social media post on DDA Facebook shared to DTCA page (to occur **twice in October**, once in the first week and then again right before the change takes effect) - **Lake Effect**
  - Print out to be placed on windshield of cars not following parking separation changes **(Begin 11/1/20) – PS to create and print. Courtesy notices through 12/31/20.**
  - Sandwich boards for surface lots (place in lots **week of 10/19. Order ASAP**)
- January 1: Second phase of parking changes goes into effect
  - Introduction of permit waitlist concept
    - Most likely will not be utilized at this point
  - Parking Zones with price variance introduced
  - Removal of same day meter discount
  - Meters no longer free for handicap passes/electric cars
    - PS to create courtesy reminders for handicap
- Communication Plan:
  - Handicap courtesy reminder print outs
  - Talking points to DDA and City Commission **(early December)-Katy**
    - Exact content TBD but hit mostly on the following:
      - 2021 Rate Increases
      - Zones

- 
- Possibility of waitlist implementation
  - Affordable alternatives
    - Promotion of multi-modal transportation options
    - Surface if you cannot afford deck
  - Proper handicap parking stickers are obtainable
  - Reasons for revoking same day ticket discount
  - Add Phase 2 changes to website **(Completed by the end of October)-Katy**
    - Include interactive Zone maps
  - Email reminder for pass renewal **(December) -LE via Mail Chimp**
    - Refresher press release to media going over all changes (similar to the once sent in October to be sent **mid December) -Katy/LE collaboration**
  - Release to go into more details of the following **(December)**:
    - Link to State site that administers the handicap licenses
    - Parking zone maps
    - Details on pass renewal
    - Info on how waitlist will work so it is not sprung on the public if it suddenly needs to be administered
    - Multi-modal options
  - Weekly social posts beginning in **December**, each touching on an upcoming change **-LE**
    - Multi-modal
      - Bayline
      - Destination Downtown
    - Parking zones
    - Pass policy/renewal
  - Paid promotion all to be done by **Katy**:
    - Pass renewal ads:
      - All ads guide people to our website to see the policy changes and understand the new system. Will describe renewal grace period and other policies
      - Ticker button **(first and second week in December)**
      - TCBN ad for **(December)**
      - Midwestern ads for pass renewal **(December)**

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Marketing Approach Timeline \*\*

- 10/5/2020 Introduction of the Following:
- City Commission Parking Rate Ceilings Approved
  - Ordinance Introduction: Rescind \$5 Meter Discount
  - Ordinance Introduction: Rescind Free Parking for Fully-Electric Vehicles
  - Parking Services Remove Overflow Signage in Surface Lots
  - Separation of Permit Lots
  - Handicap Ordinance

*10/3 and 10/7 News Conferences Held to Answer Questions Before and After City Commission Vote*

- *Ticker and Record-Eagle Articles Generated from First Conference*

- 10/12/20 Email to All Passholders on Upcoming Changes
- What is Managed Parking Systems Approach
  - Importance of Having All Passholder Emails for Communication
  - Separation of Passes (Surface & Deck)
  - Importance of On-Time Renewal for 2021

- 10/12/20 Begin Creation of Managed Parking Systems Page
- Timeline
  - Descriptions where needed
    - Rates
    - Zones
    - Ordinance Changes
  - Carousel on DDA and DTCA Pages

Talking Points on Rate Increases to DDA Board for 10/16 Meeting

- 10/19/20 Sandwich Boards for Lots
- Surface Lots with Message that Garage Pass Holders Need to Park in Garage Beginning 11/1

- 11/1/20 Mailing on all January 1 changes to passholders
- Courtesy Reminders Begin
- Garage Pass Holders Parking in Surface
  - Surface/Garage Parking in Formerly Overflow
  - Handicap (Without the Proper Sticker)

- 12/1/20 Email Reminder to Passholders



- 
- Parking Pass Renewal
    - Rates
    - Separation Info
    - Waitlist Explanation to Create Renewal Urgency

Purchased Media Campaign Begins

- December TCBN
  - Pass Renewal
  - Separation Reiteration
- Sunday Record-Eagle
  - Same Info as Above
- Ticker Button
  - Link to Pass Renewal Page

Provide Talking Points to DDA Board on Changes

- 2021 Rate Increases and Why
- Zones
- Affordable Alternatives
  - Multi-modal, Destination Downtown
- How to Obtain Proper Handicap Credentials
- Reasons for Revoking Same Day Discount

Press Release with the Same Information as Above

- Add Permit Renewal Reminder

1/1/20

Continued Communication on Rate and Zone Changes

- Reevaluation on communication plan and amendments for continued promotion to occur after all changes enacted

**\*\*Complete Social Media Plan to Follow**

Please note: communication timeline subject to change based on implantation of ordinance and rate modifications and feedback throughout the Managed Systems Parking Approach.





## ABOUT THE FUND

After discussions with local business owners, we have realized that much of Downtown will be under financial strain heading into 2021 due to the effects of the Covid Pandemic. The Relief Fund was established to alleviate some of the financial obligation, more specifically the high cost of rent. The DDA recognizes the importance of small businesses to our community and sees them as the heartbeat of Downtown Traverse City. We have established this fund to keep them sustainable in hopes that they can once again be thriving.

## FUNDING MECHANISMS

The Relief Fund will be a multifaceted initiative to keep it diversified and engaging for our community. The DDA plans to use modifications to favorite community events, like Shop Your Community Day and Santa's Arrival to not only keep those events alive - but to increase awareness of the Relief Fund and the needs of our businesses. We also hope to nurture partnerships with community organizations & foundations to create "giving matches" throughout the fundraising campaign. The DDA will be holding an online auction/raffle that will showcase not only fund sponsors and the amazing items our local businesses have to offer, but also as incentivize donations. Finally, we have identified and are actively pursuing grant funding through the MEDC and will continue to research other potential grant opportunities.



**COMMUNITY**GIVING  
**ORGANIZATION**MATCHES  
**BUSINESSES**APPLY  
**FUNDING**RECEIVED  
**DOWNTOWN**THRIVES

## HOW THE FUND WORKS

Downtown businesses will have to complete an application process in order to receive these funds. If approved, rent checks will be cut and paid directly to the landlord, thus assuring that the relief was used properly, while also allowing for transparency between the DDA and our Downtown property owners. This application will be created in collaboration with community stakeholders.

To learn more about the fund and to get involved please contact [katy@downtowntc.com](mailto:katy@downtowntc.com)





## WHY IS RENT A HIGH CONCERN?



**- Misha Neidorfler,**  
***Co-owner of Morsels Espresso & Eatables***

The first quarter of any year in Downtown Traverse City is usually the slowest one for most businesses. Monthly rent is one of the largest expenses that Downtown businesses have. Unlike staffing or inventory, the dollar amount of rent does not change when the months are busy or slow. Whether there is a line out the door or customers trickling in through a snowstorm, the monthly rent cost is the same. Having access to the Downtown Relief Fund to help with one of retailers' largest monthly expenses will be lifesaving for many small businesses. 2020 has been an incredibly challenging year, and we are so grateful to have an opportunity to start 2021 with some piece of mind that we will have assistance with the burden of rent thanks to the Downtown Relief Fund. That allows us to put our energy into creative business solutions to keep our customers happy and engaged, and our business continuing into the more prosperous second quarter of 2021.

## CAN'T PROPERTY OWNERS DO MORE?

The need to help Downtown businesses with high rent costs is critical. With summer traffic slowing, the Downtown Relief Fund will be essential to many. Both as a Front St. property owner and store owner, I feel the continuous pull of wanting to provide grace with rent payments to my own business and to my other tenant, while also meeting the financial demands to which I am committed. It is a delicate balance requiring understanding and communication among building owners, tenants, financial institutions and the City's taxing authority.

AS A RETAILER, it has been a constant struggle to redefine ourselves to stay fresh, alive and relevant to our customers, while continuing normal business operations amid uncertainty and the added costs of the Covid-mandated changes.

AS A LANDLORD, monthly mortgage payments, escalating property taxes, insurance premiums, maintenance and repairs all prevent delaying or reducing rent payments. The Downtown Relief Fund will assist Downtown businesses in meeting their rent payments, ultimately helping property owners and Downtown in general. Please donate to the Downtown Relief Fund to help keep open the doors of our small Downtown businesses.



**- Amanda Walton,**  
***Property Owner & Owner of Toy Harbor***

## WHAT HAVE LANDLORDS DONE TO HELP THEIR TENANTS?

Helping our Downtown business owners survive a crisis like COVID-19 should be near the top of Traverse City's priority list! Let's face it, it's going to take a collaborative and creative effort by shop owners, property owners as well as community leaders and our local government to emerge from this very dark valley.

The establishment of the Downtown Relief Fund is a positive step in the right direction. My business partners and I have owned property in Downtown Traverse City for 20+ years. Together with the hardworking and dedicated mom-and-pop shop owners, we have weathered many difficult economic challenges -- none that can match the far reaching impact of this recent pandemic shutdown.

Forced almost overnight to close their doors, tenants naturally turned first to their landlords for help. Realizing that the landlord/tenant relationship is indeed a partnership in the truest sense of the word, we were quick to make rental accommodations. Depending on the specific need, we offered a deferral to any business that asked for relief and in some cases, provided full rent abatements. My confidence that Downtown Traverse City will survive this pandemic and once again thrive is absolute!

We are family and we support each other in times of need. Our community will rise to the occasion and contribute generously to DOWNTOWN RELIEF FUND.

- **Terry Beia,**  
**Downtown Property Owner**



### OCT. 2020

- **Application Created & Review Committee Formed**

*Application to be drafted by a four person committee made up of community stakeholders and reviewed by staff*

- **Public Announcement of Fund**

### NOV. 2020

- **Shop Your Community Days**

- **Downtown Relief Fund Launch**

- **Downtown Light Parade**

*Online and in person donations being accepted in conjunction with voting on parade entries*

- **Applications Available to Downtown Business Owners**

- **Kickoff of Online Auction**

*Auctioning of Downtown Baskets for six weeks through the holidays*

### DEC. 2020

- **Online Auction (cont.)**

- **Men's Night & Ladies' Night**

- **MEDC Grant Application Due**

- **Round I of Applications Closes**

*Grants will be distributed on a rolling bases quarterly*

### JAN. 2021

- **First Round of Grants Distributed**

- **Round II of Applications Opens**
















# Facebook Competitors Report

September 2020




The Facebook Competitor report lets you keep tabs on your Facebook Page's performance compared to competitors or other company Pages using proprietary metrics based on publicly available Page data.

## Included in this Report

- |  |  |  |
|--|--|--|
|  Downtown TC (Official)       |  Traverse City DDA  |  Downtown Charlevoix        |
|  Downtown Detroit Partnership |  Downtown Ferndale  |  Downtown Grand Rapids Inc. |
|  Downtown Holland             |  Downtown Kalamazoo |  Downtown Ludington         |
|  Downtown Petoskey            |  Lansing Downtown   |  |

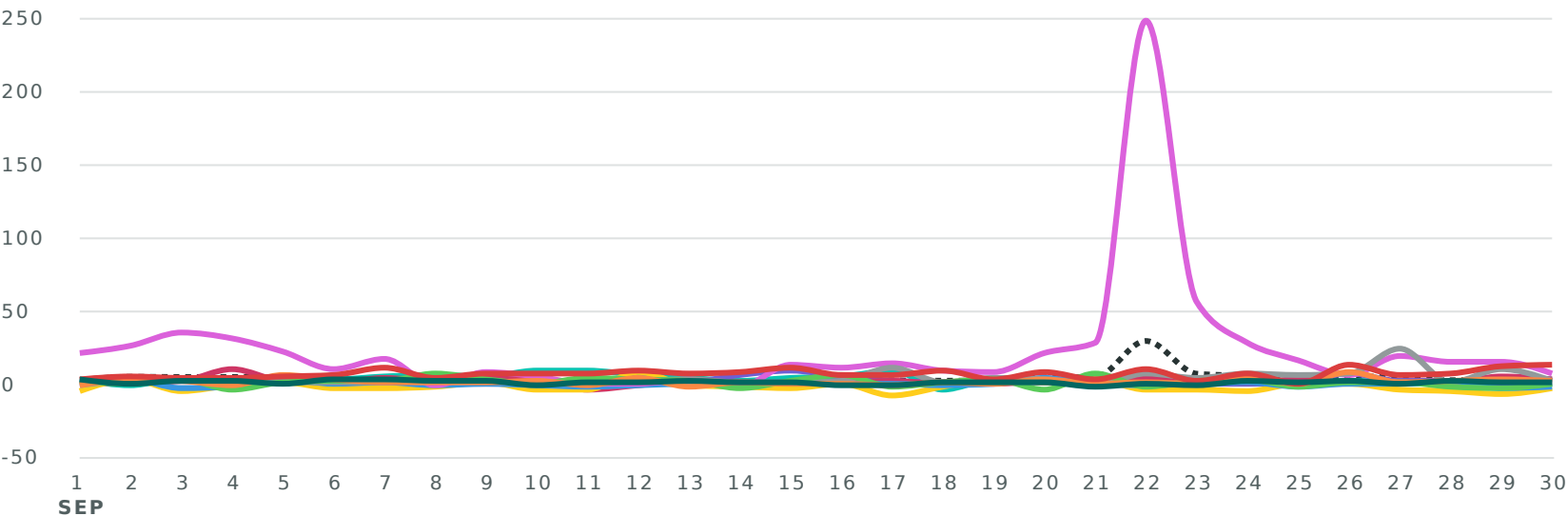


Activity Overview

<div>Your Fans</div> <div> <b>23.9k</b></div>	<div>Top Competitor (Downtown Detroit Partnership)</div> <div> <b>61k</b></div>	<div>Competitor Avg. Fans</div> <div> <b>22.9k</b></div>
--	--	---

Audience Growth









Net Fan Growth, By Day



Toggle Profiles

- |   |  |  |   |
|---|--|--|---|
| <input checked="" type="checkbox"/> Competitor Average ✓          | <input checked="" type="checkbox"/> Downtown TC (Official) ✓ | <input checked="" type="checkbox"/> Traverse City DDA ✓          | <input checked="" type="checkbox"/> Downtown Charlevoix ✓ |
| <input checked="" type="checkbox"/> Downtown Detroit Partner... ✓ | <input checked="" type="checkbox"/> Downtown Ferndale ✓      | <input checked="" type="checkbox"/> Downtown Grand Rapids I... ✓ | <input checked="" type="checkbox"/> Downtown Holland ✓    |
| <input checked="" type="checkbox"/> Downtown Kalamazoo ✓          | <input checked="" type="checkbox"/> Downtown Ludington ✓     | <input checked="" type="checkbox"/> Downtown Petoskey ✓          | <input checked="" type="checkbox"/> Lansing Downtown ✓    |

## Audience Growth by Profile

Facebook Page	Fans	Net Fan Growth	% Change
 <b>Owned Average</b>	11,964	73.5	<span>↗ 0.6%</span>
 <b>Competitor Average</b>	22,888	122.67	<span>↗ 0.5%</span>
 <b>Downtown TC (Official)</b> Business Page	22,560	99	<span>↗ 0.4%</span>
 <b>Traverse City DDA</b> Business Page	1,368	48	<span>↗ 3.6%</span>
 <b>Downtown Charlevoix</b> Business Page	9,510	57	<span>↗ 0.6%</span>
 <b>Downtown Detroit Partnership</b> Business Page	60,990	-55	<span>↘ 0.1%</span>
 <b>Downtown Ferndale</b> Business Page	10,845	-4	<span>↘ 0%</span>
 <b>Downtown Grand Rapids Inc.</b> Business Page	29,961	689	<span>↗ 2.4%</span>

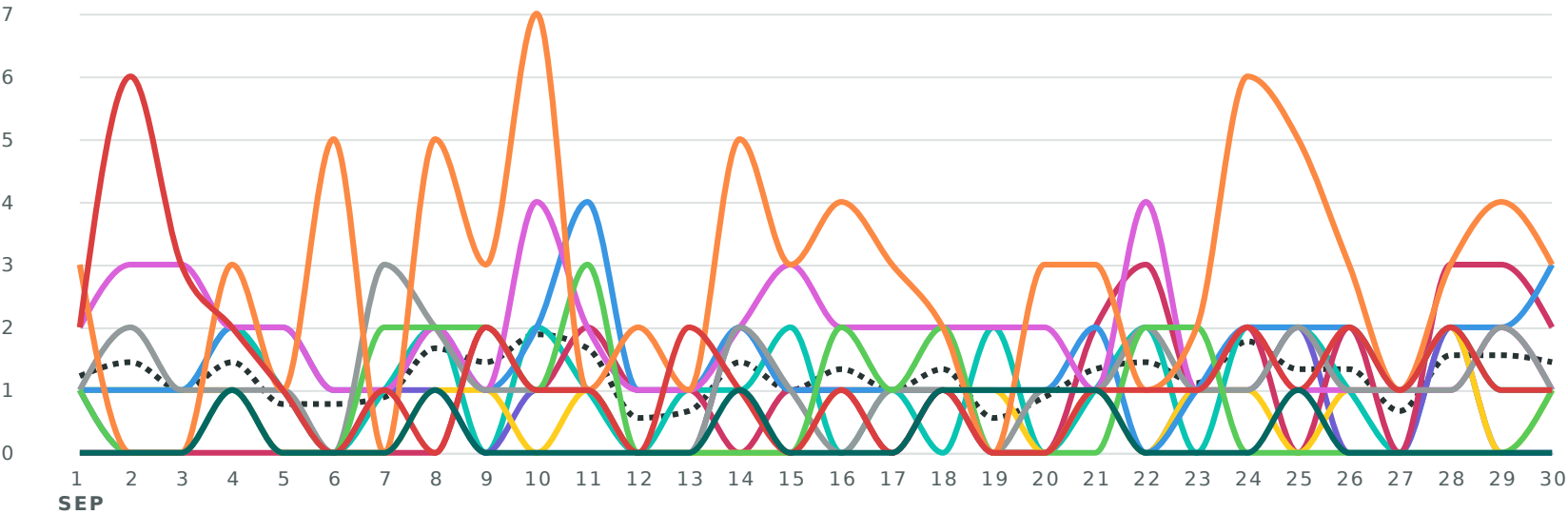
**Audience Growth by Profile**

Facebook Page	Fans	Net Fan Growth	% Change
 <b>Downtown Holland</b> Business Page	22,896	109	↗0.5%
 <b>Downtown Kalamazoo</b> Business Page	30,032	33	↗0.1%
 <b>Downtown Ludington</b> Business Page	14,375	43	↗0.3%
 <b>Downtown Petoskey</b> Business Page	14,755	203	↗1.4%
 <b>Lansing Downtown</b> Business Page	12,632	29	↗0.2%

Message Volumes

Published Posts   Received Messages





























Published Posts, by Day





















Toggle Profiles

<input checked="" type="checkbox"/> Competitor Average ✓	<input checked="" type="checkbox"/> Downtown TC (Official) ✓	<input checked="" type="checkbox"/> Traverse City DDA ✓	<input checked="" type="checkbox"/> Downtown Charlevoix ✓
<input checked="" type="checkbox"/> Downtown Detroit Partner... ✓	<input checked="" type="checkbox"/> Downtown Ferndale ✓	<input checked="" type="checkbox"/> Downtown Grand Rapids I... ✓	<input checked="" type="checkbox"/> Downtown Holland ✓
<input checked="" type="checkbox"/> Downtown Kalamazoo ✓	<input checked="" type="checkbox"/> Downtown Ludington ✓	<input checked="" type="checkbox"/> Downtown Petoskey ✓	<input checked="" type="checkbox"/> Lansing Downtown ✓

## Stats by Page

Facebook Page	Published Posts	Received Messages	Post Breakdown	Public Engagements	Public Engagements per Post
 <b>Owned Average</b>	25	11.5	7.5  16.5  1 	910.5	36.44
 <b>Competitor Average</b>	36.56	0.33	5.22  27.44  3.89 	1,511	40.84
 <b>Downtown TC (Official)</b> Business Page	31	15	8  22  1 	869	28.03
 <b>Traverse City DDA</b> Business Page	19	8	7  11  1 	952	50.11
 <b>Downtown Charlevoix</b> Business Page	28	0	4  22  2 	1,087	38.82
 <b>Downtown Detroit Partnership</b> Business Page	19	0	7  11  1 	274	14.42
 <b>Downtown Ferndale</b> Business Page	45	1	6  31  8 	800	17.78

## Stats by Page

Facebook Page	Published Posts	Received Messages	Post Breakdown	Public Engagements	Public Engagements per Post
 <b>Downtown Grand Rapids Inc.</b> Business Page	55	0	3 <b>A</b> 46  6 	6,028	109.6
 <b>Downtown Holland</b> Business Page	33	1	8 <b>A</b> 21  4 	1,723	52.21
 <b>Downtown Kalamazoo</b> Business Page	22	0	4 <b>A</b> 17  1 	284	12.91
 <b>Downtown Ludington</b> Business Page	82	0	8 <b>A</b> 63  11 	1,285	15.67
 <b>Downtown Petoskey</b> Business Page	37	1	4 <b>A</b> 31  2 	1,984	53.62
 <b>Lansing Downtown</b> Business Page	8	0	3 <b>A</b> 5  0 	133	16.63



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

September 2020

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



Facebook Performance Summary

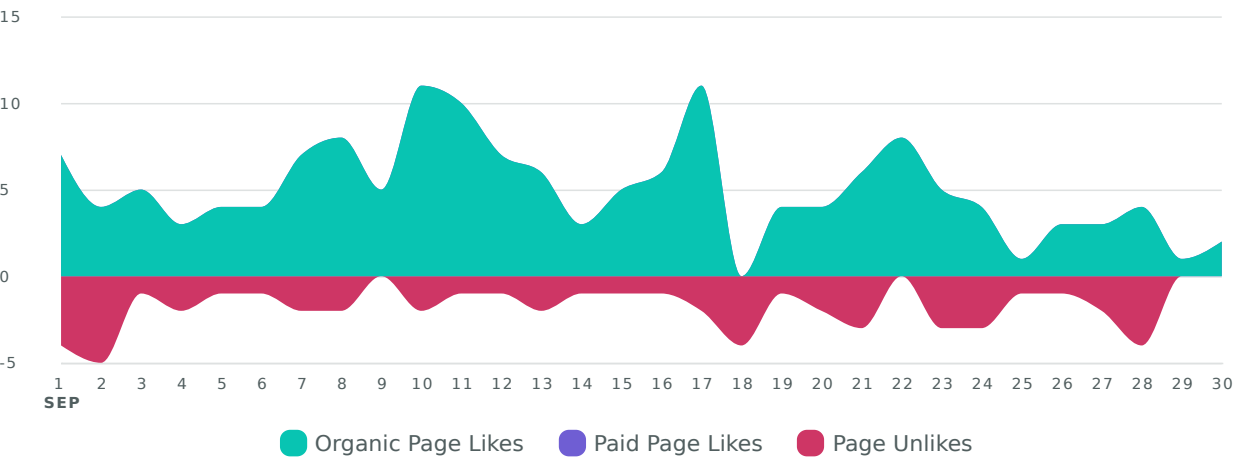
View your key profile performance metrics from the reporting period.

Impressions <b>137,229</b> ↘ 4.3%	Engagements <b>5,971</b> ↘ 18.5%	Post Link Clicks <b>324</b> ↘ 9.5%
--------------------------------------	-------------------------------------	---------------------------------------

Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	22,568	↗0.45%
Net Page Likes	98	↘14.78%
Organic Page Likes	151	↘10.12%
Paid Page Likes	0	→0.00%
Page Unlikes	53	→0.00%

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
<b>Total Published Posts</b>	<b>31</b>	<b>↗ 24%</b>
Published Videos	1	↗ -
Published Photos	22	↗ 29.4%
Published Links	8	→ 0%
Published Text	0	→ 0%

## Facebook Top Posts

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

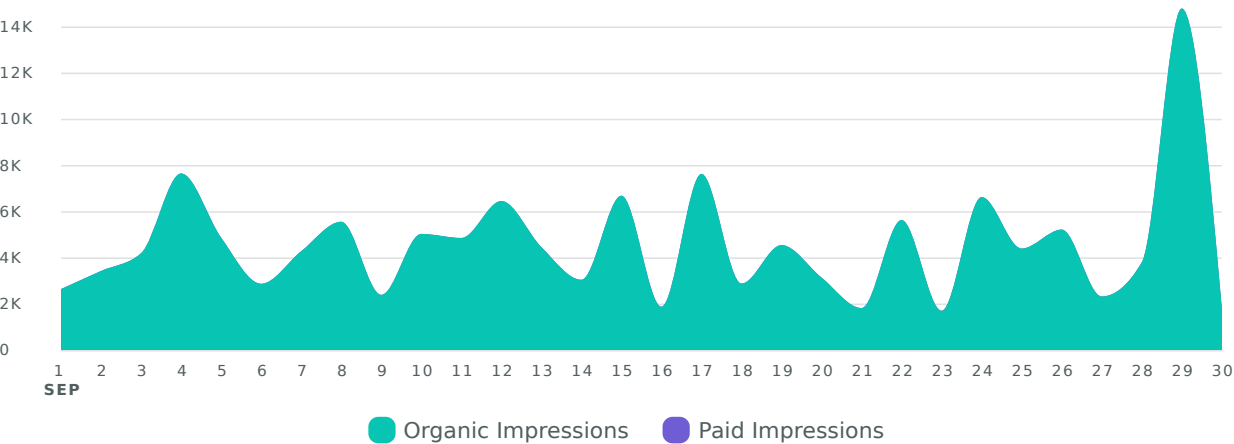
By Lifetime Engagements

 <b>Downtown TC (...)</b> Thu 9/10/2020 1:06 pm ...	 <b>Downtown TC (...)</b> Thu 9/24/2020 2:21 pm ...	 <b>Downtown TC (...)</b> Thu 9/17/2020 2:09 pm ...
<p>It's the last weekend to take advantage of the many outdoor dining options on the</p> 	<p>The outdoor dining options are endless this fall season! Our local restaurants are</p> 	<p>Next up in our Behind the Mask series is Hotel Indigo Traverse City! 📍 Located in</p> 
<b>Total Engagements</b> 724	<b>Total Engagements</b> 589	<b>Total Engagements</b> 510
Reactions 82	Reactions 69	Reactions 44
Comments 17	Comments 2	Comments 4
Shares 16	Shares 9	Shares 3
Post Link Clicks -	Post Link Clicks -	Post Link Clicks -
Other Post Clicks 609	Other Post Clicks 509	Other Post Clicks 459

Facebook Impressions

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

Impressions Breakdown, by Day

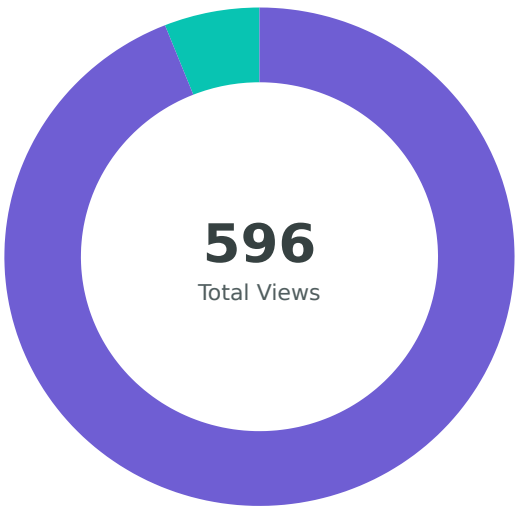


Impression Metrics	Totals	% Change
Total Impressions	137,229	↘4.30%
Organic Impressions	136,240	↗3.22%
Paid Impressions	0	↘100.00%
Average Daily Impressions per Page	4,574.3	↘1.11%
Average Daily Reach per Page	2,832.87	↘3.53%

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



Organic Full

36

Organic Partial

560

Viewing Breakdown

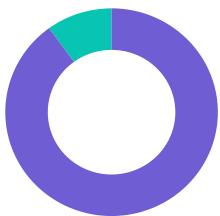


Organic Views

100%

Paid Views

0%



Click Plays

10%

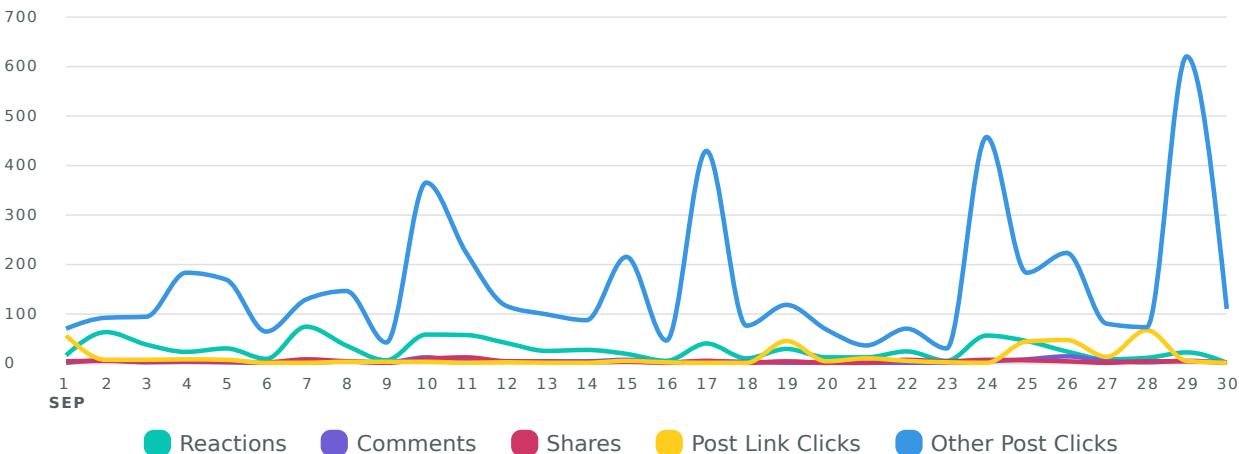
Auto Plays

90%

Facebook Engagement

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

Engagements Comparison, by Day

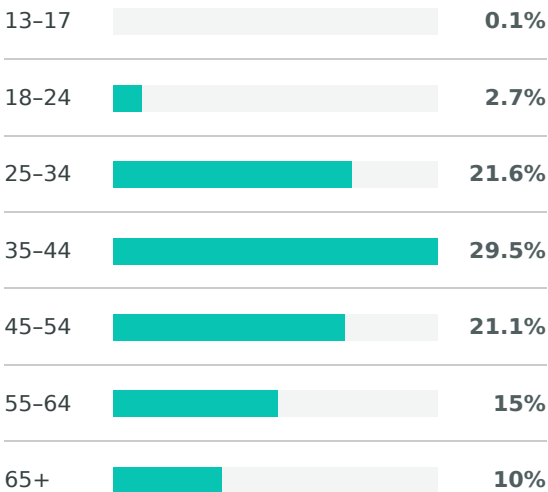


Engagement Metrics	Totals	% Change
Total Engagements	5,971	↘ 18.53%
Reactions	796	↘ 19.68%
Comments	80	↘ 51.52%
Shares	88	↘ 12.00%
Post Link Clicks	324	↘ 9.50%
Other Post Clicks	4,683	↘ 18.06%
Engagement Rate (per Impression)	4.4%	↘ 14.87%

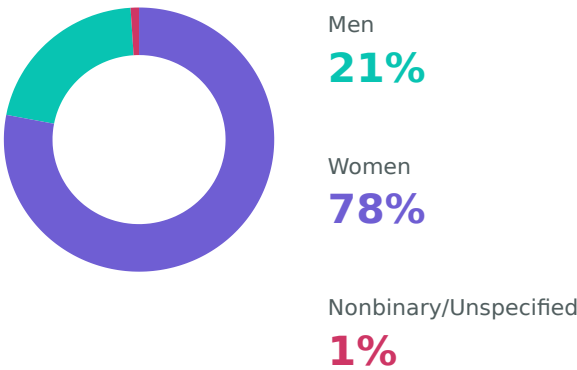
Facebook Page Fan Demographics

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

 <b>United States</b>	<b>22,288</b>
 Canada	49
 Germany	17
 India	13
 United Kingdom	12

Audience Top Cities

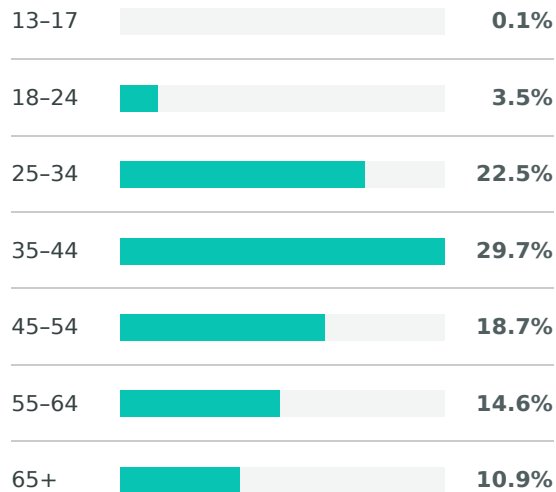
<b>Traverse City, MI</b>	<b>7,816</b>
Grand Rapids, MI	484
Kingsley, MI	283
Interlochen, MI	270
Kalkaska, MI	261



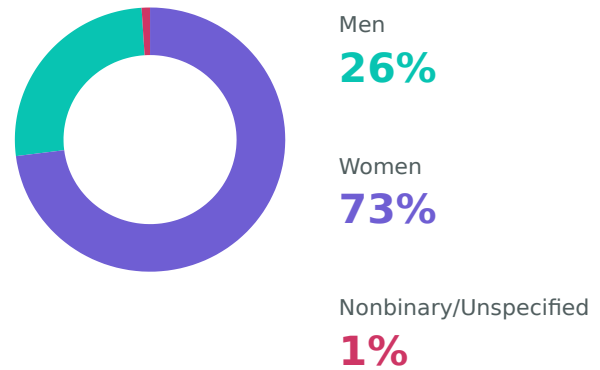
## Facebook People Reached Demographics

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
<b>United States</b>	<b>2,538.39</b>
Canada	7.96
Germany	2.96
United Kingdom	2.5
Mexico	1.21

### People Reached Top Cities

	Daily Average
<b>Traverse City, MI</b>	<b>992.68</b>
Grand Rapids, MI	52.04
Interlochen, MI	26.68
Kingsley, MI	25.61
Saginaw, MI	22.61

Facebook People Engaged Demographics

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





Data Unavailable

We are unable to retrieve all of your data at this time.

Learn More

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ^	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
<b>Reporting Period</b>	<b>22,568</b>	<b>98</b>	<b>31</b>	<b>137,229</b>	<b>5,971</b>	<b>324</b>
Sep 1, 2020 – Sep 30, 2020	↗ 0.5%	↘ 14.8%	↗ 24%	↘ 4.3%	↘ 18.5%	↘ 9.5%
<b>Compare to</b>	<b>22,466</b>	<b>115</b>	<b>25</b>	<b>143,391</b>	<b>7,329</b>	<b>358</b>
Aug 1, 2020 – Aug 31, 2020						
  <b>Downtown TC (Offi...</b>	22,568	98	31	137,229	5,971	324



# Instagram Business Profiles for **Downtown Traverse City**

September 2020

Determine the impact of Instagram content by analyzing your activity.

Instagram Performance Summary

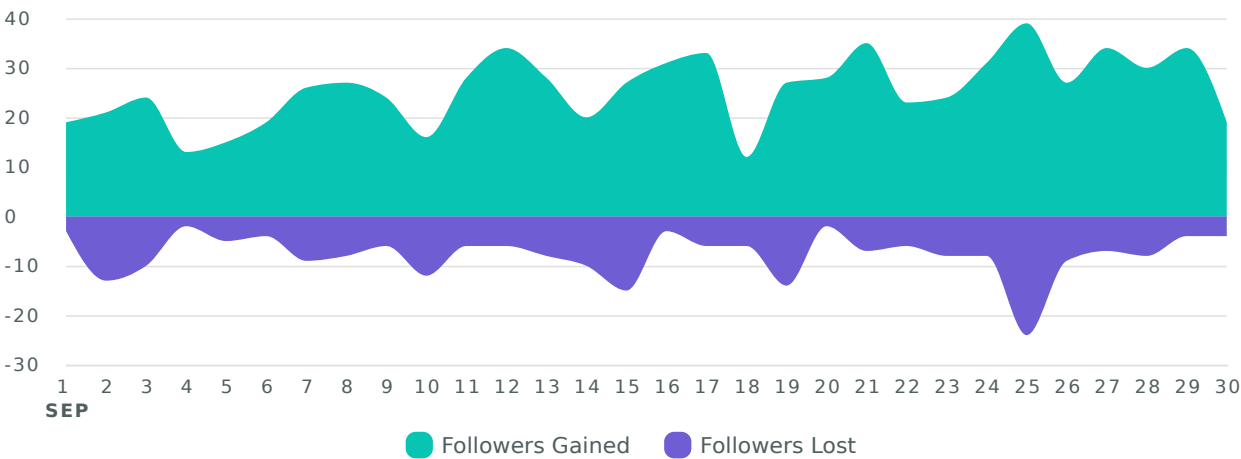
View your key profile performance metrics from the reporting period.

Impressions <b>316,626</b> ↗23.2%	Engagements <b>4,903</b> ↘8.3%	Profile Actions <b>471</b> ↗1,246%
--------------------------------------	-----------------------------------	---------------------------------------

Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

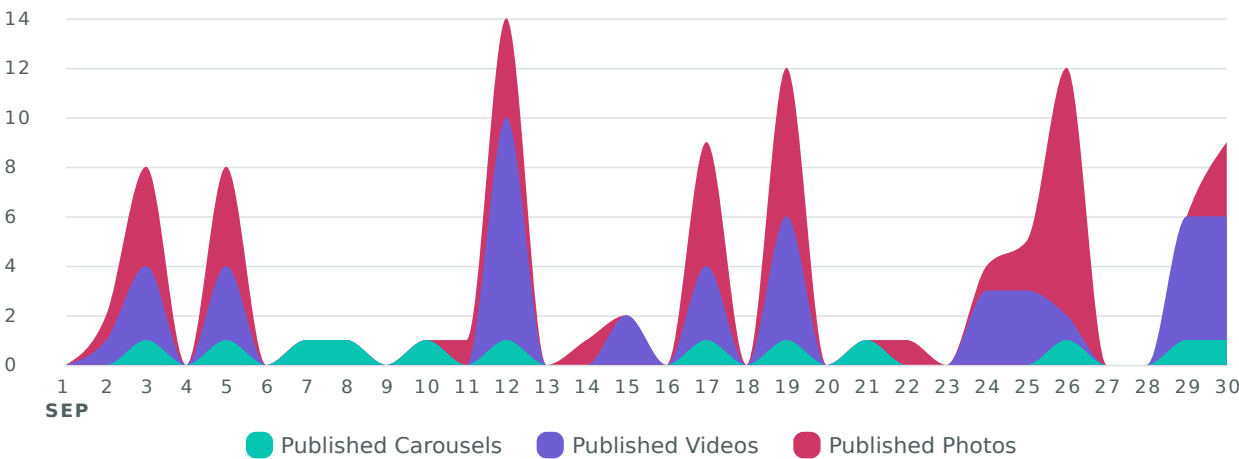


Audience Metrics	Totals	% Change
<b>Followers</b>	<b>28,159</b>	<b>↗1.94%</b>
<b>Net Follower Growth</b>	<b>535</b>	<b>↘24.65%</b>
Followers Gained	<b>768</b>	<b>↘17.42%</b>
Followers Lost	<b>233</b>	<b>↗5.91%</b>

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









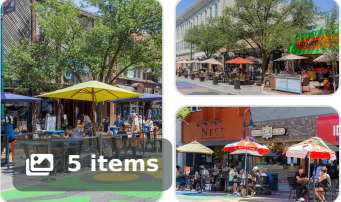


Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	98	↗10.1%
Published Carousels	12	↗71.4%
Published Videos	43	↘17.3%
Published Photos	43	↗43.3%

## 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

  <b>downtown_tc</b> Fri 9/25/2020 12:04 pm ...	  <b>downtown_tc</b> Mon 9/7/2020 8:41 am P...	  <b>downtown_tc</b> Thu 9/10/2020 2:10 pm ...
<p>Help decide the future of our Downtown! Share your experience with this summer</p> 	<p>Wishing you and your family a safe and relaxing Labor Day! ☀️ Whether you're shopping</p> 	<p>It's the last weekend to take advantage of the many outdoor dining options on the</p> 
<p><b>Total Engagements</b> <b>828</b></p> <hr/> <p>Likes <b>780</b></p> <hr/> <p>Comments <b>27</b></p> <hr/> <p>Saves <b>21</b></p>	<p><b>Total Engagements</b> <b>469</b></p> <hr/> <p>Likes <b>464</b></p> <hr/> <p>Comments <b>0</b></p> <hr/> <p>Saves <b>5</b></p>	<p><b>Total Engagements</b> <b>464</b></p> <hr/> <p>Likes <b>445</b></p> <hr/> <p>Comments <b>17</b></p> <hr/> <p>Saves <b>2</b></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

#downtownc	17
#traversecity	12
#supportlocal	6
#redhotbest	4
#redhotbest2020	4
#behindthemask	3
#tcmi	3
#eatlocal	2
#livemusic	2
#outdoordining	2

### Top Hashtags by Lifetime Engagements

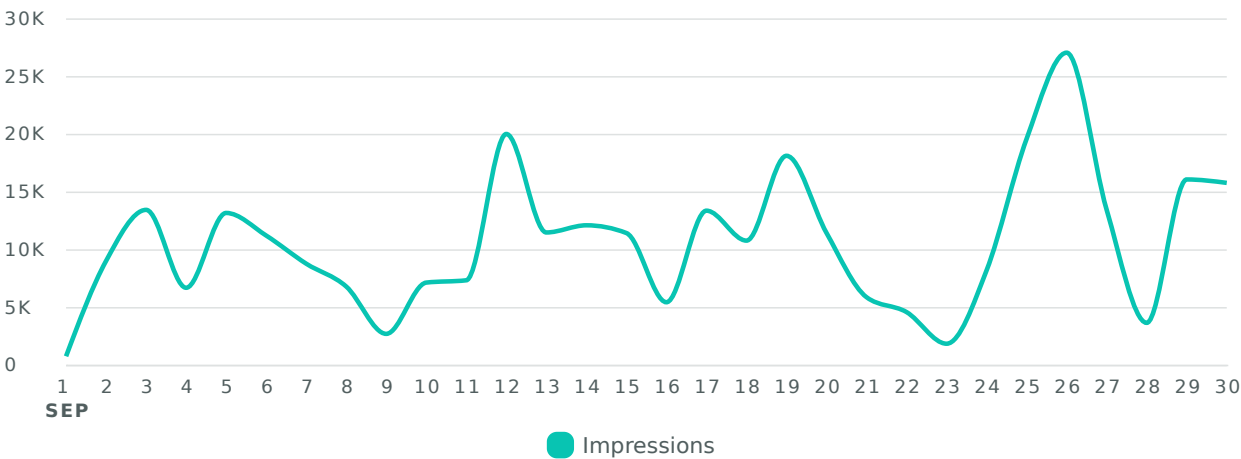
#downtownc	4,994
#traversecity	3,376
#supportlocal	2,190
#tcmi	1,299
#summer2020	1,092
#redhotbest	1,065
#redhotbest2020	1,065
#communitysurvey	828
#outdoordining	741
#traversecityfood	734



Instagram Impressions

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

Impressions, by Day

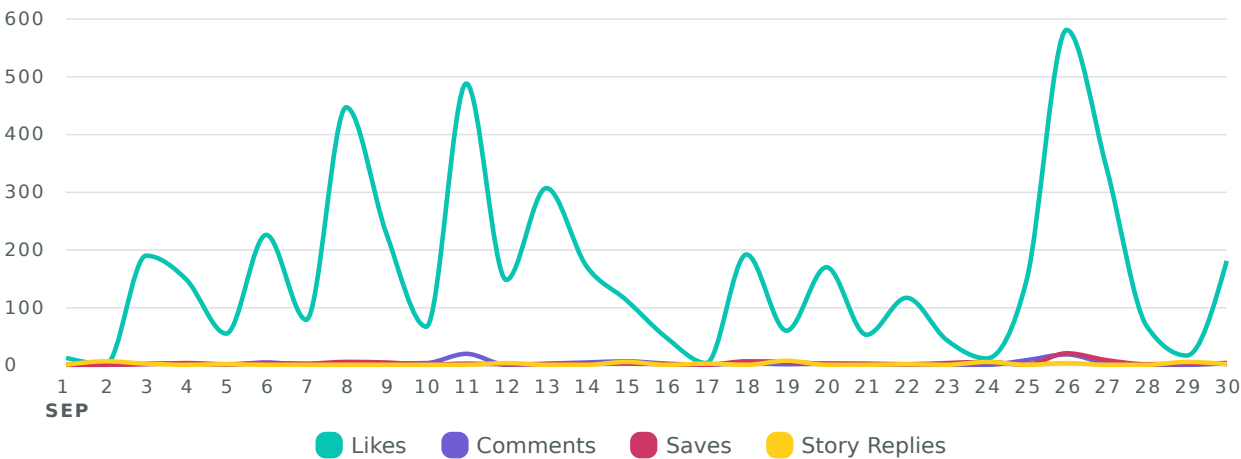


Impression Metrics	Totals	% Change
Impressions	316,626	↗23.2%
Average Daily Impressions per Profile	10,554.20	↗27.3%
Average Daily Reach per Profile	4,739.70	↗42.8%

Instagram Engagement

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

Engagements Comparison, by Day

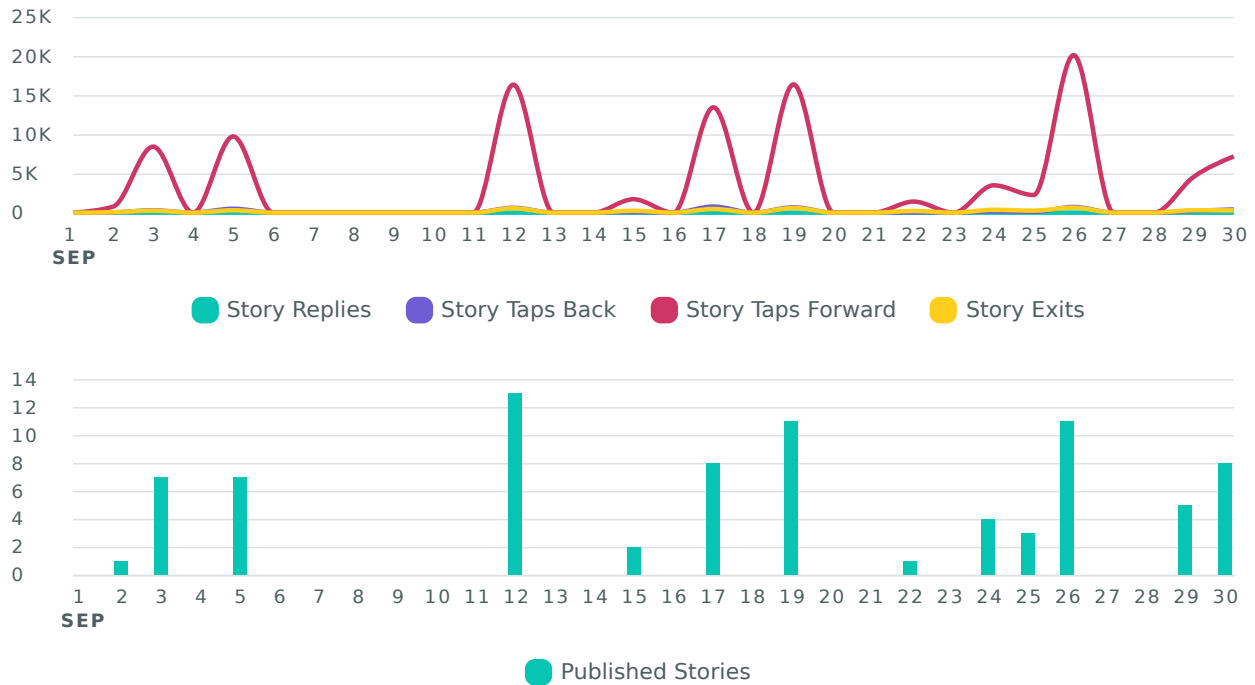


Engagement Metrics	Totals	% Change
Total Engagements	4,903	↘ 8.30%
Likes	4,691	↘ 7.80%
Comments	85	↘ 45.51%
Saves	86	↗ 2.38%
Story Replies	41	↗ 115.79%
Engagement Rate (per Impression)	1.5%	↘ 25.56%

## 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

**81****↗ 3.8%**

#### Story Replies

**41****↗ 116%**

#### Story Taps Back

**4,676****↗ 46.9%**

#### Story Taps Forward

**105,846****↗ 35.2%**

#### Story Exits

**4,546****↗ 51.9%**

#### Story Impressions

**136,245****↗ 37%**

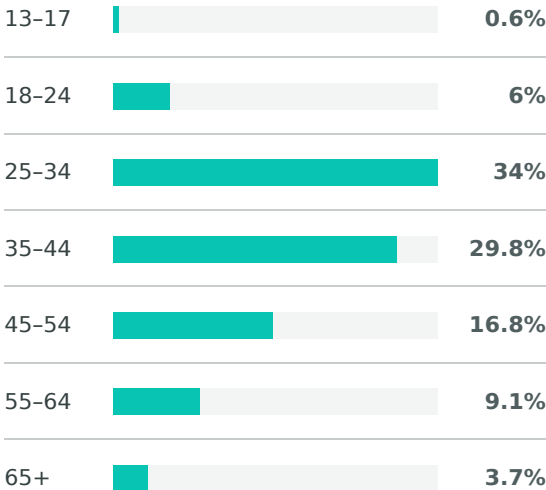
#### Average Reach per Story

**1,500****↗ 27.6%**

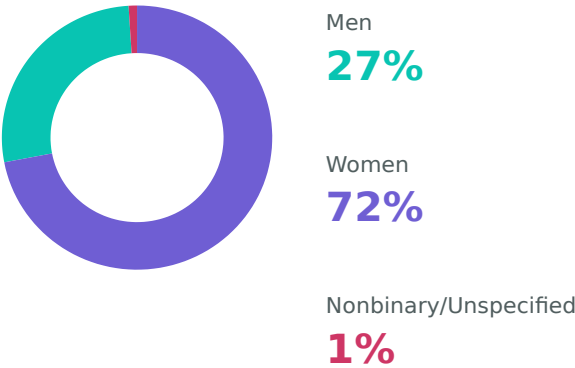
Instagram Audience Demographics

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



 <b>United States</b>	<b>25,450</b>
 Canada	121
 United Kingdom	45
 Germany	31
 Brazil	24

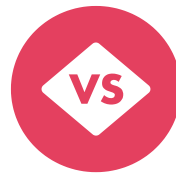
Audience Top Cities

<b>Traverse City, Michigan</b>	<b>6,342</b>
Grand Rapids, Michigan	969
Chicago, Illinois	389
Detroit, Michigan	349
Ann Arbor, Michigan	259

## 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)
<b>Reporting Period</b>	<b>28,159</b>	<b>535</b>	<b>98</b>	<b>316,626</b>	<b>4,903</b>	<b>1.5%</b>
Sep 1, 2020 – Sep 30, 2020	↗ 1.9%	↘ 24.6%	↗ 10.1%	↗ 23.2%	↘ 8.3%	↘ 25.6%
<b>Compare to</b>	<b>27,624</b>	<b>710</b>	<b>89</b>	<b>257,037</b>	<b>5,347</b>	<b>2.1%</b>
Aug 1, 2020 – Aug 31, 2020						
  <b>Downtown Travers...</b>	28,159	535	98	316,626	4,903	1.5%
downtown_tc						



# Instagram Competitors Report

September 2020

The Instagram Competitor report lets you keep tabs on your Instagram Profile's performance compared to competitors or other Profiles using proprietary metrics based on publicly available Profile data.

**Included in this Report**

@downtown\_tc

@downtowndet

@downtownholland

@downtownpetoskey

@downtown.lansing

@downtownferndale




@downtownkalamazoo

@downtown\_charlevoix

@downtowngrinc

@downtownludington

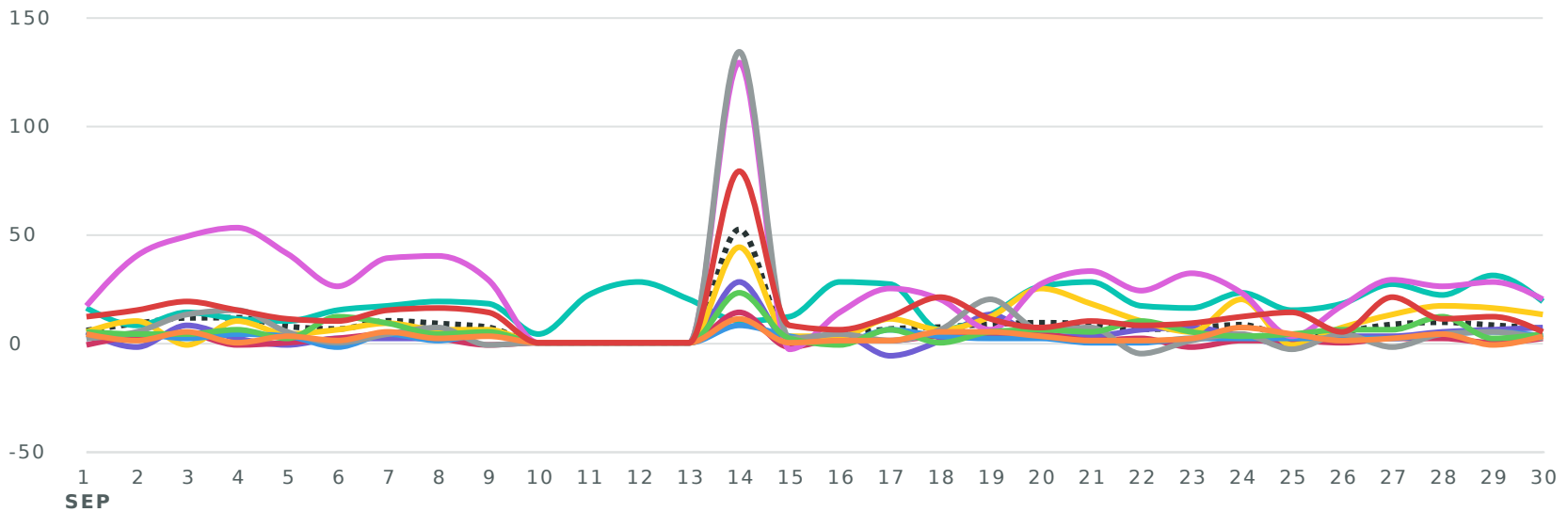
Activity Overview

<div>Your Followers</div> <div> <b>28.2k</b></div>	<div>Top Competitor (downtowndet)</div> <div> <b>22k</b></div>	<div>Competitor Avg. Followers</div> <div> <b>10.7k</b></div>
---	---	--



## Audience Growth



















Net Follower Growth, By Day







Toggle Profiles

<input checked="" type="checkbox"/> Competitor Average	<input checked="" type="checkbox"/> downtown_tc	<input checked="" type="checkbox"/> downtown.lansing	<input checked="" type="checkbox"/> downtown_charlevoix
<input checked="" type="checkbox"/> downtowndet	<input checked="" type="checkbox"/> downtownferndale	<input checked="" type="checkbox"/> downtowngrinc	<input checked="" type="checkbox"/> downtownholland
<input checked="" type="checkbox"/> downtownkalamazoo	<input checked="" type="checkbox"/> downtownludington	<input checked="" type="checkbox"/> downtownpetoskey	

## Audience Growth by Profile

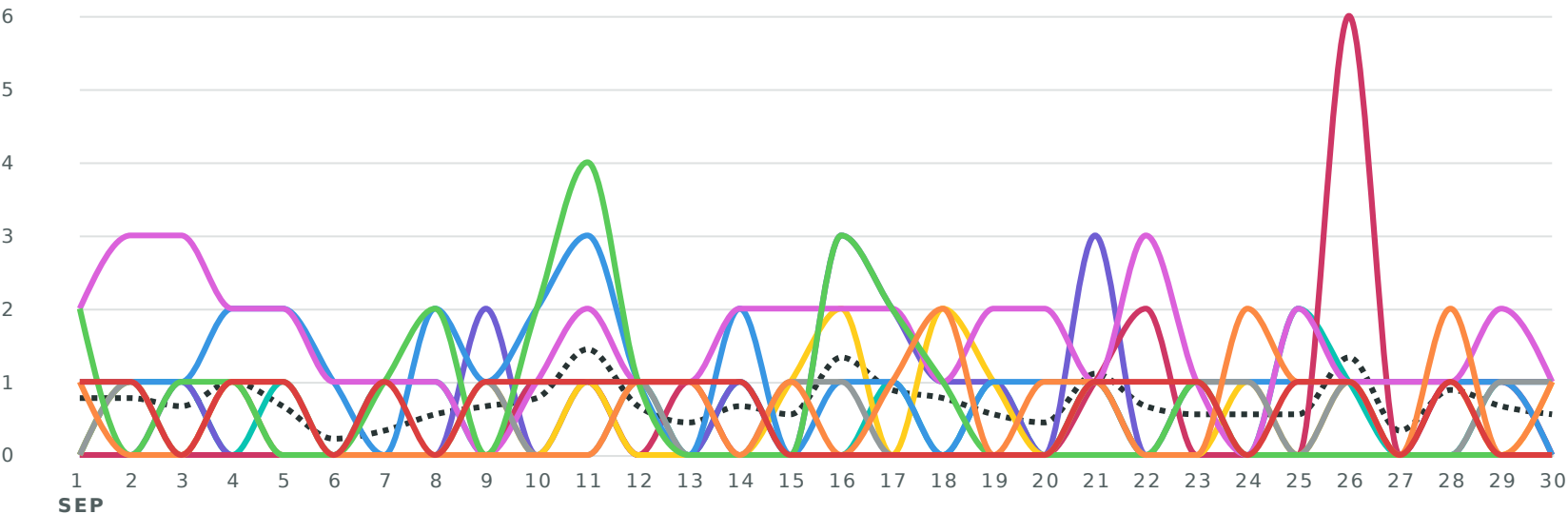
Instagram Profile	Followers	Net Follower Growth	% Change
  <b>Competitor Average</b>	<b>10,661</b>	<b>236.44</b>	<b>2.3%</b>
  <b>downtown_tc</b> downtown_tc	28,164	540	1.9%
  <b>downtown.lansing</b> downtown.lansing	9,469	109	1.2%
  <b>downtown_charlevoix</b> downtown_charlevoix	2,243	46	2.1%
  <b>downtowndet</b> downtowndet	22,014	277	1.3%
  <b>downtownferndale</b> downtownferndale	3,432	68	2%
  <b>downtowngrinc</b> downtowngrinc	19,143	787	4.3%
  <b>downtownholland</b> downtownholland	18,681	240	1.3%
  <b>downtownkalamazoo</b> downtownkalamazoo	10,781	149	1.4%

Audience Growth by Profile

Instagram Profile	Followers	Net Follower Growth	% Change
  <b>downtownludington</b> downtownludington	3,093	74	2.5%
  <b>downtownpetoskey</b> downtownpetoskey	7,097	378	5.6%

Publishing Behavior



















Published Posts, by Day







Toggle Profiles

<input checked="" type="checkbox"/> Competitor Average	<input checked="" type="checkbox"/> downtown_tc	<input checked="" type="checkbox"/> downtown.lansing	<input checked="" type="checkbox"/> downtown_charlevoix
<input checked="" type="checkbox"/> downtowndet	<input checked="" type="checkbox"/> downtownferndale	<input checked="" type="checkbox"/> downtowngrinc	<input checked="" type="checkbox"/> downtownholland
<input checked="" type="checkbox"/> downtownkalamazoo	<input checked="" type="checkbox"/> downtownludington	<input checked="" type="checkbox"/> downtownpetoskey	










## Publishing Behavior by Profile

Instagram Profile	Published Posts	Photos	Videos	Other
  <b>Competitor Average</b>	<b>21.44</b>	<b>10.89</b>	<b>1.44</b>	<b>9.11</b>
  <b>downtown_tc</b> downtown_tc	17	5	0	12
  <b>downtown.lansing</b> downtown.lansing	18	2	7	9
  <b>downtown_charlevoix</b> downtown_charlevoix	14	9	1	4
  <b>downtowndet</b> downtowndet	16	10	2	4
  <b>downtownferndale</b> downtownferndale	31	16	1	14
  <b>downtowngrinc</b> downtowngrinc	46	7	0	39
  <b>downtownholland</b> downtownholland	12	12	0	0
  <b>downtownkalamazoo</b> downtownkalamazoo	21	19	1	1





Publishing Behavior by Profile

Instagram Profile		Published Posts	Photos	Videos	Other
	 <b>downtownludington</b> downtownludington	18	9	1	8
	 <b>downtownpetoskey</b> downtownpetoskey	17	14	0	3

## Stats by Profile

Instagram Profile	Published Posts	Most Used Hashtags	Likes	Comments	Public Engagements	Public Engagements per Post
 <b>Competitor Average</b>	<b>21.44</b>		<b>2,838</b>	<b>59.78</b>	<b>2,898</b>	<b>138</b>
 <b>downtown_tc</b> downtown_tc	17	#downtowntc #traversecity #supportlocal	4,885	101	4,986	293.29
 <b>downtown.lansing</b> downtown.lansing	18	#liftuplocal #grublansing #supportlansing	802	41	843	46.83
 <b>downtown_charlevoix</b> downtown_charlevoix	14	#midowntownday #localartist #treatyoself	887	5	892	63.71
 <b>downtowndet</b> downtowndet	16	#downtowndetroit #CapitolPark #Detroit	2,916	69	2,985	186.56
 <b>downtownferndale</b> downtownferndale	31	#openinferndale #MIDOWNTOWN DAYS #supportlocalferndale	2,543	44	2,587	83.45
 <b>downtowngrinc</b> downtowngrinc	46	#DowntownGR #RelaxAtRosa #ChalkItUpGR	9,984	211	10,195	221.63
 <b>downtownholland</b> downtownholland	12	#downtownholland #influencerson8th #wednesday	2,334	53	2,387	198.92
 <b>downtownkalamazoo</b> downtownkalamazoo	21	#kalamazoorestaurantweek #KalamazooRestaurantWeek #TacoTuesday	1,403	40	1,443	68.71

Stats by Profile

Instagram Profile	Published Posts	Most Used Hashtags	Likes	Comments	Public Engagements	Public Engagements per Post
  <b>downtownludington</b> downtownludington	18	#DowntownLudington #downtownludington #loveludington	1,053	23	1,076	59.78
  <b>downtownpetoskey</b> downtownpetoskey	17	#upnorth #DowntownPetoskey #LightoftheNorth	3,623	52	3,675	216.18





## Memorandum

---

To: Jean Derenzy  
From: Nick Viox  
Re: DTCA Events Update  
Date: October 8, 2020

At the October 8 DTCA Board Meeting, the merchant association board reviewed the upcoming events calendar and would like to share these updates with the DTCA Board. Below are some of the modifications/changes to the Downtown events for the Holiday Season:

### **Happy Apple Days**

On October 3, over 20 bushels were in shops throughout Downtown for our annual Happy Apple Days. This is the smallest number of participants I have seen in my time here, but it was a charming event regardless. Online invoicing through square was done for this event which has seemed to work very well.

### **Shop Your Community Days**

Shop Your Community Days is going to be November 12 - 14. We are working with Lake Effect to begin event promotions on social media for this flagship event. The last day for businesses to sign up is October 16th. This year, only 30 non-profits have been selected and are listed below:

- AAUW Traverse City
- AC PAW
- Big Brothers Big Sisters
- Boots For Kids
- Catholic Human Services- Foster Grandparent & Senior Companion Programs
- Cherryland Humane Society
- City Opera House
- Company Dance Traverse
- Crosshatch Center for Art & Ecology
- FLOW for Water
- Grand Traverse Area Catholic Schools
- Great Lakes Children's Museum
- Habitat for Humanity Grand Traverse Region

- Justice For Our Neighbors Michigan
- Michael's Place
- Munson Healthcare Foundations (Munson Medical Center)
- National Alliance on Mental Illness Grand Traverse
- Norte
- Old Town Playhouse
- Planned Parenthood of Michigan
- Pregnancy Care Center
- TART Trails, Inc
- TCAPS Student Support Network
- The Children's House
- The Father Fred Foundation
- The Pathfinder School
- Traverse Area Historical Society
- Traverse Bay Children's Advocacy Center
- Traverse Health Clinic
- Women's Resource Center for the Grand Traverse Area

In addition, per our October Newsletter, Shop Your Community Day will be happening this year with a few modifications. These changes were based on merchant feedback from Street Sale and input from the DTCA Board representatives.

First, Shop Your Community Day(s) will span November 12-14 this year, Thursday through Saturday. We are hoping this will not only increase awareness of the event and our partner non-profits, but we are hoping that a full weekend will allow your shoppers and the non-profits' constituents to spread out their shopping times and stay safe.

Secondly, to help our businesses with decreasing the amount of paperwork and to hopefully increase the impact of this day for our non-profits, we will only be selecting 35 non-profits this year. This is 10 less than previous years.

Lastly, as our merchants face difficult financial times, we are taking the donation of 15% of each sale down to 5% of sales. We hope that spanning this over 3 days will offer some comparable numbers for non-profits, but be financially easier for our businesses.

#### **Downtown Light Parade & Tree Lighting**

As we try and plan for future events, one of the largest ones to consider is Downtown Light Parade. Attached is an approved proposal of the event that we will be taking to sponsors and other community partners. In summary, the Light Parade will be a stationary parade that the community can walk to throughout Downtown.

The Tree Lighting ceremony will be held on a different night and we are working with our partners at 9&10 News to come up with a broadcast opportunity for the event to make it socially

distanced, safe, and accessible. The Tree Lighting Ceremony and the Light Parade are slated for November 20 and 21, respectively.

**Men's Night & Ladies' Night**

With a number of challenges we are facing in planning events, we have asked the DTCA board to conduct some "field research" by asking their neighbors what they would like to see with this event. Face to face conversations tend to be more fruitful in these decisions. Our office is diligently working on safe ways to promote our businesses during the Holiday season and these mainstay events are certainly at the top of mind.

303 E. State Street, Suite C  
Traverse City MI, 39684  
(231) 922-2050  
@downtowntc.com



# 2020 downtown strolling light parade

*+ tree lighting ceremony*

**same cheer.**

**different parade.**

**Supporting Sponsor | \$1,000**

- Logo on all social media, online, and print materials
- Logo on voting boxes at all 12 locations
- Sponsor mention in Midwestern Broadcasting radio ads
- Logo in Northern Express ad
- Logo on downtowntc.com.

**november 20 + 21**



# what's new?

2020 has been a tough year for us all. What better way to spread Holiday cheer than with the new and COVID safety improved Tree Lighting Ceremony and Downtown Light Parade?

The weekend festivities will kick off with the **Downtown Tree Lighting Ceremony** on Friday, November 20. Watch Santa light up Downtown from the comfort of your own living room LIVE during the 9&10 and Fox 33 6:00 news broadcasts.

The festivities continue on Saturday, November 21, 5pm - 9pm with the **Downtown Strolling Light Parade**. This season we are making it interactive - travel to the parade instead of it coming to you! Twelve non-profit organizations will be scattered throughout Downtown, each displaying their own rendition of the popular holiday song "Twelve Days of Christmas."

Vote for your favorite entry on-site and online. Proceeds will benefit the Downtown Relief Fund and participating nonprofits. Each vote will cost \$1 with the option of a larger donation. The winning entry will be the Honorary Grand Marshall of the 2021 Light Parade.

## how to sponsor?

Be a part of one of the most beloved Traverse City traditions in a very non-traditional way. Help underwrite the cost of the 2020 Downtown Strolling Light Parade and be a part of the magic of bringing joy to the community!

### Presenting Sponsor | \$10,000

- Logo on all social media, online, and print materials
- Logo on voting boxes at all 12 locations
- Option for on-site vehicle at one location TBD
- Presenting sponsor mention in Midwestern Broadcasting radio ads
- Logo in Northern Express ad
- Logo on downtowntc.com
- Logo on 9 & 10 promotional materials
- Vehicle with Santa's float
- Opportunity to be in 9 & 10 segment during Friday (Nov. 20) news broadcast. Time TBD.

### Supporting Sponsor | \$1,000

- Logo on all social media, online, and print materials
- Logo on voting boxes at all 12 locations
- Sponsor mention in Midwestern Broadcasting radio ads
- Logo in Northern Express ad
- Logo on downtowntc.com





## **locations in downtown**

- To promote social distancing & a healthy, active lifestyle, we will have 12 different locations spread throughout Downtown that spectators can reach by foot or by bike. In essence, you go to the parade, the parade doesn't come to you.

- Walking maps will be made available in print at each location & online

- The event will run November 21, 5pm - 9pm



## **entries lighting up downtown**

- Different community partners will decorate their corner of Downtown all within the theme of the "12 Days of Christmas"

- A minimum of 1,200 lights will be used at each display.



## **nonprofits earning**

- The community gets to vote for their favorite display. The highest vote earner will be the Grand Marshal for the 2021 Light Parade.

- Online voting will continue a full week after the parade. It is \$1 per vote.

- Proceeds from the votes will be split between the non-profits and the Downtown Relief Fund.







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  
Debbie Hersey, DDA Board Member

Date: October 9, 2020

Re: Arts Commission Update

At the regular September meeting of the Arts Commission, Charlotte Smith was named the new chair.

A special meeting was held on Tuesday, September 29<sup>th</sup> at the TART trailhead just behind Oryana. This site will include a new art piece (in addition to new landscaping) as part of the *Art on the TART* project. During the meeting, it was determined that an RFP will be created to find art that will correctly fit the aesthetic of the landscape being done by Inhabitect (the landscape consultant). Full meeting minutes for both the regular and special September meetings can be found in your packet.





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: October 7, 2020

Re: Lower Boardman Update

As you may recall, in February of last year, the Lower Boardman Leadership Team established two working subcommittees: (1) Unified Plan Subcommittee; and (2) Zoning 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.

The Unified Plan Subcommittee is charged with looking at physical (built and natural) recommendations to the Lower Boardman River Corridor and the Zoning Subcommittee is primarily focused on a Riparian Buffer Ordinance.

Over the last month, the Unified Plan Subcommittee met once and the Zoning Subcommittee met twice. Each subcommittee will presenting their findings/recommendations to the full Leadership Team at the next meeting scheduled for October 21<sup>st</sup>. These recommendations will establish the framework for a draft Unified Plan.

Once the draft Unified Plan is ready, the Leadership Team will initiate another comprehensive round of civic engagement. We hope to have a Draft Unified Plan ready by December.





## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
CC: Scott Hardy, Parking Subcommittee Chair  
Date: October 7, 2020  
Re: Board Member Update: Parking Subcommittee – October 2020

The Subcommittee continued their review of the Managed Parking Systems Approach and the proposed 2021 rate increase. The Subcommittee met prior to the City Commission meeting on the 5<sup>th</sup>. The discussion related to the term “maximum” on the rate table that City Communication would be approving. Once this was identified, discussions resulted in changing from “rate maximum” to “rate ceiling”. Emphasis was given to continued communications and ensuring that we are staying ahead of providing the information to the public so it is not perceived that we are increasing all parking rates to the ceiling rate.

Steve Constantin joined Katy and I in meeting with the media before and after the City Commission meeting in order to have a direct communication on the plans and changes and allow an opportunity for questions. The goal in having meetings with the media is to hopefully ensure accurate information is shared with the public. These proactive meetings will help our efforts going forward.



# DOWNTOWN TRAVERSE CITY ASSOCIATION

## BOARD MEETING

THURSDAY, SEPTEMBER 10, 2020  
8:30 AM • Sorellina

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### MINUTES

1. Call to Order (*Fisher*) (8:36am)
  - a. Present: Susan Fisher, Liz Lancashire, John McGee, Amanda Walton, Blythe Skarshaug, Misha Neidorfler (phone) & Margaret Morse (arrived at 8:37am)
  - b. Absent: Dawn Gildersleeve & Jake Kaberle
2. Approval of [Minutes of the Board Meeting of July 9, 2020](#) (*Fisher*)
  - a. Motion to approve the minutes, **motion by Skarshaug and seconded by Lancashire. Motion carried unanimously.**
3. CEO Report (*Derenzy*)
  - a. Front Street Update
    - i. Goal to get vehicles in by Thursday, Friday at the latest
    - ii. Survey will be going out with Avenue ISR within October asking how the Street closure went, and how can we use this summer to move forward in 2021, 2022, and beyond
      1. This is not saying that we will do it again, but will inform us on decision making
      2. Consider questions to include into the survey
  - b. DTCA Financials
    - i. Ann Bollinger from Independent Bank to come in to a future meeting to talk about how to equitize the over \$600,000 in the Gift Certificate Fund.
    - i. Motion to approve the end of year financials, **motion by McGee and seconded by Morse. Motion carried unanimously.**
4. [Events Review](#) (*Viox*)
5. President's Report (*Fisher*)
  - a. [Election Update](#)
    - i. Motion to approve the new election process as presented for this year, **motion by Morse and seconded by Walton. Motion carried unanimously.**
  - b. Downtown Checking Account Update

- i. Motion to add Jean Derenzy and Nick Viox to the DTCA Checking Account with Fifth Third and removing Colleen Paveglio and Nina Talarico, **motion by Skarshaug and seconded by Lancashire. Motion carried unanimously.**

8. Adjourn *(9:16am)*





**Minutes of the  
Parking Subcommittee for the Downtown Development Authority  
Regular Meeting  
Thursday, October 1, 2020**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order remotely via Zoom meeting.

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

The following Members were absent: Commissioner Rick Brown and 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) Approval of the minutes of the September 3, 2020 meeting.  
Motion to approve the minutes as presented.

Moved by T. Michael Jackson, Seconded by Debbie Hershey

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

**Absent:** Rick Brown and Jeff Joubran

**CARRIED. 5-0-2 on a recorded vote**

(d) **OLD BUSINESS**

- (1) TDM 2021 Parking Rate and Policy Changes

Comments from the Subcommittee:

- Constantin commented the that format of Attach A was fine to use for future updates.
- Constantin expressed Attach B needed to be communicated appropriately so it was not perceived the rates are too high or would be implemented at the maximum.
- Hershey suggested that we use Transportation Demand Management versus TDM.
- Hardy suggested we explain the benefit and understand the flexibility during COVID.
- Jackson inquired about the maximum rate definition.
- Subcommittee agreed with Jackson and requested a revision to the word "maximum" as the rates could change at a later date.

Comments from Staff:

- Derenzy identified the efforts of the DDA to increase communication.
- McCain provided an update on the communication plan that is being developed.

The Parking Subcommittee recommend the DDA Board approve the 2021 rate increases as presented.

Moved by Stephen Constantin, Seconded by Debbie Hershey

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

**Absent:** Rick Brown and Jeff Joubran

**CARRIED. 5-0-2 on a recorded vote**

(e) **NEW BUSINESS**

**(1)** Agreement with Traverse City Light & Power to Partner on EV Charging Stations

Comments from Staff:

- VanNess updated the subcommittee that there would be no vote and would like to gather feedback. A recommendation would go back to the subcommittee in November.

Comments from the Subcommittee:

- Hardy inquired on current EV charging opportunities offered.
- Knaus inquired about parking lots and loss of spaces due to reserved charging.
- The subcommittee shared support for a recommendation to be brought back at a later date.

The Parking Subcommittee recommend the DDA Board approve a budget

amendment to the Auto Parking Fund for the 1/3 public entity contribution needed for the EGLE grant subject to reimbursement from Traverse City Light & Power. The Parking Subcommittee recommend the DDA Board approve moving forward with an EV Charging Station Agreement with Traverse City Light & Power subject to content approval by the City Attorney.

(f) **RECEIVE AND FILE**

- (1) Article: Balancing long hikes with price hikes

(g) **PUBLIC COMMENT**

(h) **ADJOURNMENT**

- (1) Meeting adjourned at 11:48 AM.  
Motion to adjourn the meeting.

Moved by T. Michael Jackson, Seconded by Todd Knaus

**CARRIED.**

---

Scott Hardy, Chairperson





**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
Wednesday, September 16, 2020**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:30 p.m.

The following Commissioners were in attendance: Commissioner Ashlea Walter, Board Member Charlotte Smith, Board Member Debbie Hershey, Commissioner Matt Ross, Board Member Megan Kelto, Board Member Roger Amundsen, and Board Member Chelsie Niemi

The following Commissioners were absent: None

Chairperson Hershey presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS**

(1) Meeting called to order at 3:40pm by Chairperson, Hershey.

(b) **PUBLIC COMMENT**

(1) No public comment given.

(c) **APPROVAL OF MINUTES FOR FEBRUARY 19, 2020**

(1) Meeting Minutes  
Approval of March 2020 minutes.

Moved by Megan Kelto, Seconded by Charlotte Smith

**CARRIED.**

(d) **PROJECT UPDATE**

- (1)
  - Summer Art Installations  
Update by Burkholder on Birdhouse and Boathouse projects completed since last meeting.
- (2) Art on the TART
  - Harry turned meeting over to Caitlin Early from TART. She discussed progress on landscaping.

- Smith asked question on confirmation of location of 10th Street trailhead location
- Burkholder clarifies that the exact art piece has not yet been determined
- Hershey asks if Art on the TART subcommittee should meet or asks if it should be determined by the group as a whole
- Ross clarifies that the landscaping portion will be paid by TART
- Ross asks who will be in charge of maintenance
  - Early clarifies City will mow and TART/Oryana will plant and maintain
- Early states that Inhabitect has already started working on Concept 1 that was presented in the packet
- Smith urges to stay away from sculpture and suggests diversification of collection
  - Agreed upon by others
- Hershey proposes we give everyone time to brainstorm on type of art, especially now that the site plan (Concept 1) has been determined
  - Burkholder proposes a "fieldtrip" be taken by board and staff to the location
  - Board agrees
- Ross mentions that an open call should be done for piece determination

(e) **FINANCIALS**

- (1) Review of Financial Statements  
Approved including 20k for maintenance

(f) **OLD BUSINESS**

- (1) NONE

(g) **NEW BUSINESS**

- (1) Board Composition Review
- Discussion that Walter's term is technically up but staying on due to still being the City Commission rep
  - Hershey is still on as DDA representative

- (2) Election of Officers  
Motion to Elect Charlotte Smith Chair of Arts Commission

Moved by Charlotte Smith, Seconded by Debbie Hershey

**Yes:** Charlotte Smith, Debbie Hershey, Matt Ross, Megan Kelto, Roger Amundsen, and Chelsie Niemi

**Absent:** Ashlea Walter

**CARRIED. 6-0-1 on a recorded vote**

- (3) Mazinaadin Frames

- McCain and Burkholder to contact GT Band to see what frames they wanted
- Discussion to distribute to other community organization
  - Ross mentions Munson
  - Smith mentions reaching out to schools
- Question presented that they could possibly be sold
  - Ross recommends we look into copyright on them to see our options

(h) **PUBLIC COMMENT**

**(1)** General

- No public comment given

(i) **ADJOURNMENT**

**(1)** Motion to adjourn at 4:19pm

Moved by Megan Kelto, Seconded by Roger Amundsen

**Yes:** Megan Kelto, Roger Amundsen, Charlotte Smith, Debbie Hershey,  
Matt Ross, and Chelsie Niemi

**Absent:** Ashlea Walter

**CARRIED. 6-0-1 on a recorded vote**

---

Debbie Hershey, Chairperson







**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
Tuesday, September 29, 2020**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:30 p.m.

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Charlotte Smith, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, Commissioner Megan Kelto, and Commissioner Matt Ross

The following Commissioners were absent: Commissioner Debbie Hershey

Chairperson Smith presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS**

(b) **PUBLIC COMMENT**

- (1) No public comment given.

(c) **SITE TOUR AND PROJECT DISCUSSION**

- (1) Preliminary Site Plan Designs
- (2) Caitlin Early of TART walked the group through the proposed site concept (#1 in packet)
- Structure of art decision process
    - Niemi suggests open art call

(d) **PUBLIC COMMENT**

- (1) General
- No public comment given
- (2) Commissioners
- Topic of Mazinaadin Art piece donation to GTB brought forward
    - To be discussed at October meeting

(e) **ADJOURNMENT**

- (1)

---

Charlotte Smith, Chairperson

Draft

**Minutes of the  
Lower Boardman Leadership Team  
Regular Meeting  
Wednesday, September 16, 2020**

A regular meeting of the Lower Boardman Leadership Team was called to order via ZOOM on Wednesday, September 16.

The following members were in attendance: Elise Crafts, Christine Crissman, Jean Derenzy, Deni Scrudato, Russ Soyering, Tim Werner, Michael Vickery, Brett Fessell (Co-Chair), and Jennifer Jay (Co-Chair)

The following Members were absent: Frank Dituri, Rick Korndorfer, Pete Kirkwood and Sammie Dyal

Chairperson Jay presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS**

- (1) Meeting called to order at 5:31 by Chairperson, Jay.

(b) **PUBLIC COMMENT**

- (1) Tom Mair: Leave trees at Union Street Dam. Put any city parkland changes to a public vote.

Mitch Treadwell: Happy to see everyone meeting again. Thinks it is overdue that we have guidance on park maintenance.

(c) **APPROVAL OF MINUTES FOR FEBRUARY 19, 2020**

- (1) Meeting Minutes  
Approval of February 2020 minutes.

Moved by Crafts , Seconded by Scrudato

**Yes:** Elise Crafts, Christine Crissman, Jean Derenzy, Brett Fessell, Deni Scrudato, Russ Soyering, Tim Werner, Michael Vickery, Jennifer Jay

**Absent:** Frank Dituri, Rick Korndorfer, Pete Kirkwood, Sammie Dyal

**CARRIED 9-0-4.**

- (d) Jennifer Jay welcomes Sammie Dahl (GT Band) to Leadership Team

(e) **PROJECT UPDATE**

- (1) Fessell provides a FishPass update
- Ground Breaking will be held October 24. It will be by invite only and live streamed.
- (2) Bob Doyle provides project review
- Committee discussed zoning and capitol projects for unified plan

(f) **NEW BUSINESS**

- (1) Next Steps
- Jay Proposes sub committees meet and review

(h) **PUBLIC COMMENT**

- (1) General
- Thomas White comments that that river is a central aspect of the community. Proposes that personhood should be extended to the Boardman so it has its own legal rights
  - Marcella from Riverine was concerned with setbacks in regard to Riverine. 10-15 ft would be right inside the buildings. Walkway should balance with nature. Kayakers and nature need a happy medium.

(i) **ADJOURNMENT**

- (1) Meeting was adjourned at 7:43pm

Moved by Vickery, Seconded by Scrudato

**Yes:** Elise Crafts, Christine Crissman, Jean Derenzy, Brett Fessell, Deni Scrudato, Russ Soyering, Tim Werner, Michael Vickery, Jennifer Jay

**Absent:** Frank Dituri, Rick Korndorfer, Pete Kirkwood, Sammie Dyal

**CARRIED 9-0-4.**