

Traverse City Downtown Development Authority Governance Committee

Thursday, April 29, 2021

9:30 AM

GOVERNANCE COMMITTEE

(Zoom) Meeting

THURSDAY, APRIL 29, 2021

9:30am

The Governance Committee will not be held at the
Governmental Center.

The Governance Committee Meeting will be conducted
remotely via Zoom webinar

Quick Highlights for Viewing and Participating
(Finer Details Below)

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: 301 715 8592

Meeting ID: 853 1345 4700

Participant ID: # (yes just #)

Posted and Published: Tuesday, April 27, 2021



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 the
Governance Committee meetings for the foreseeable
future. Members of the Committee will not be present in
the Governmental Center for official Committee
meetings.

The DDA has determined that all Committee meetings
may be 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 Committee may be contacted via email
through presiding CEO Jean Derenzy,
jean@downtowntc.com.

For members of the committee 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 Governance Committee. Those calling in will be able to hear the audio of the Governance Committee meeting, yet their microphone will be muted.

When the Committee 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.

The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, 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 ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

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

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



**Welcome to the Traverse City Downtown Development Authority
meeting!**

Agenda

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1. CALL TO ORDER	
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2. ROLL CALL	
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3. FIRST PUBLIC COMMENT	
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4. APPROVAL OF MINUTES	
A. Approval of February 8, 2021 DDA Governance Committee Meeting Minutes (approval recommended)	5
Feb. 8, 2021 Governance Committee Meeting Minutes	
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5. NEW BUSINESS	
A. Overview of CEO Job Evaluation	7 - 9
CEO Memo (Derenzy) - PDF	
2021 CEO Performance Evaluation Survey Criteria	
<hr/>	
6. OTHER BUSINESS	
A. CEO Updates	11 - 13
CEO Memo (Derenzy) - PDF	
DDA Board Member Welcome Packet Outline	
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7. PUBLIC COMMENT	
<hr/>	
8. ADJOURNMENT	

Minutes
Traverse City Downtown Development Authority
Governance Committee
1:00pm
February 8, 2021
Virtual Zoom Meeting

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

Absent: None

Attendees: Jean Derenzy, Kate Greene, Dave Smith

Chair Lewis called meeting to order at 1:00pm

Approval of December 3, 2020 Minutes: **MOVED** by Jackson seconded by Constantin to approve minutes as presented. **APPROVED** unanimously.

Public Comment: No public comment.

Review Report for Compensation Report Completed by HSP: Kate Greene, owner of Human Resource Partners, and Dave Smith, Vice-President of Compensation Services, provided outline of report. Report provided outline of salaries for direct reports to Derenzy. Greene and Smith indicated that salaries of direct reports are in line and commends Derenzy for her approach of salaries for her direct reports.

Derenzy excused herself from meeting at 1:20pm for Greene, Smith and Committee members to review CEO compensation findings within the report.

Discussion of report on the findings of the CEO compensation. Committee members recommend that Derenzy be put at policy level. Further, that CEO annual review process start in March. Discussion relating to annual review tied to salary. Lewis indicated that review is separate and apart from salary. Constantin and Jackson agreed.

Committee will present overview of the report in a memorandum to the full DDA Board, as well as the request to start the process for the annual review.

Members requested that consideration that the Chair sit on the Governance Committee and that five members also be on the Governance Committee. This request will be presented and asked to the full DDA Board at their February meeting.

Public Comment: None

Meeting adjourned at 2:20pm

Richard Lewis, Chair



Downtown Development Authority
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Memorandum

To: Governance Committee
From: Jean Derenzy, DDA CEO
Date: April 26, 2021
SUBJECT: CEO Job Evaluation

Per the Committee's request: Gabe, Leah and I worked with Kate Greene to develop a job evaluation that benefits both the Board as well as the CEO.

Prior to Kate going out to the full DDA Board with the evaluation, a request has been made for the Governance Committee to review, comment and authorize Ms. Greene to begin working on the CEO's performance evaluation.

APPENDIX A

Performance Criteria

Chief Executive Officer, Traverse City Downtown Development Authority

(Updated April 14, 2021)

Overall:

1. On a scale of 1 to 7, overall how satisfied are you with the CEO's job performance?
(1= Highly Dissatisfied, 4= Neutral, 7= Highly Satisfied)

Competencies & Goals (Scale : 1= Disagree Strongly, 2= Disagree, 3= Neutral, 4= Agree, 5= Agree Strongly)

2. Leadership – The CEO demonstrates good leadership in the community and with staff.
3. Knowledge of Industry –The CEO stays up to date on local and current developments and trends in the field.
4. Communication – The CEO is effective at written and spoken communication, and represents the organization well.
5. Board Governance – The CEO keeps the board informed, is accessible and responsive.
6. Administration and Finance– The CEO manages consistent administrative processes and maintains sound financial practices.
7. Vision - The CEO has laid out a clear path of how to move forward to achieve priorities of the strategic plan and has made appropriate progress.
8. Clarity - The CEO provides a clear and cohesive message to key partnerships and community members about the strategic plan, priorities and goals.
9. Execution - The CEO harnesses correct resources, plans well and achieves results in accordance with the strategic plan.
10. Board Governance Goal: The CEO keeps the board informed and fosters open communication outside of board meetings. This includes emailing a CEO update between board meetings, and reaching out to individual board members and responding to calls/emails from board members promptly.
11. Staff Development Goal: The CEO has developed staff to better support operations. She has worked to get the right skills/people in the right positions, identify expectations and hold them accountable. This increase in skill sets is allowing the CEO to shift day-to-day operations items to staff.
12. Strategic Focus Goal: The CEO has allocated more of her focus toward strategic long-term goals. This includes moving projects such as Civic Square, TIF, East Front St., Lower Boardman and Diversity initiatives forward.

Open-ended questions:

13. How would you describe the CEO's strengths?
14. What areas (large or small) could the CEO focus on to become more effective in her role as CEO?
 - a. How would you know she was more effective?
15. What tools or support do you feel the CEO could use to accomplish the goals and priorities of the DDA?
16. Is there anything you would like to comment on regarding the CEO's performance?



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Memorandum

To: Governance Committee
From: Jean Derenzy, DDA CEO
Date: April 26, 2021
SUBJECT: Other Business

Board Membership Orientation Approach

Attached is an overview of the orientation booklet/google document that was assembled for all new Board members. Should any Board member have suggestions to improve upon the overview, please let me know.

DDA Strategic Planning

This is a reminder that Chairman Lewis and I will be working on an approach for a Strategic Plan for the DDA sometime in 2021.



DDA WELCOME PACKET

- A. [Board Member Information](#)
 - a. Contact Info
 - b. Meeting Dates
- B. [Staff Information](#)
 - a. Overview of staff responsibilities
 - b. Organizational Chart
- C. [Financial Info](#)
 - a. Budget & Budget Timeline
 - b. Audit
 - c. Capital Improvement Plan
- D. [Bylaws](#)
- E. [Committees & Subcommittees](#)
 - a. Standing Committees
 - i. Governance
 - ii. Finance
 - b. Parking Subcommittee
 - c. Lower Boardman Leadership Team
- F. [DTCA](#)
 - a. DTCA Board Contact Information
 - b. Contract & Events Overview
- G. [Arts Commission](#)
 - a. [Arts Commission Board and how they are appointed](#)
 - b. Contract overview and what we do for the Arts Commission
 - i. [Contract Overview](#)
 - ii. [Contract](#)
 - c. [Projects](#)
- H. [Plans](#)
 - a. TIF Plans
 - i. TIF 97
 - ii. Old Town TIF
 - b. Strategic Plan
 - c. Transportation Demand Management Plan
- I. [Communications](#)
 - a. [Website\(s\)](#)
 - b. [Social Media Platforms](#)
 - c. [Newsletter](#)
 - i. [February Newsletter PDF](#)
 - d. [Annual Report](#)
 - i. [2019 Annual Report](#)