

# Traverse City Downtown Development Authority Regular Meeting (Zoom)

June 18, 2021

8:30 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: 810 2283 6015**

**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 be 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.dda.downtowntc.com](http://www.dda.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

### 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 minutes for the Regular Meeting of May 21, 2021 (approval recommended) (Jean Derenzy) 7 - 12

[Downtown Development Authority Regular Meeting May 21, 2021 Meeting Minutes - PDF](#)

- B. Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for May 2021 (approval recommended) (Jean Derenzy, Harry Burkholder, Nicole VanNess) 13 - 21

[DDA Financials May 2021- PDF](#)

[TC Parking Services Financials May 2021 - DPF](#)

[TC Arts Commission Financials May 2021 - PDF](#)

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### 5. ITEMS REMOVED FROM CONSENT CALENDAR

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### 6. OLD BUSINESS

- A. East Front Street Streetscape Design Project Update (Jean Derenzy, Harry Burkholder) 23 - 28

[East Front Street Streetscape Design Project Update Memorandum - PDF](#)

[Progressive AE Memorandum \(Suzanne Schulz\) - PDF](#)  
[Proposed East Front Street Public Engagement Schedule \(Progressive AE\) - PDF](#)

- B. Approval of 2021/2022 Budget for DDA General, DDA TIF, DDA Old Town (approval recommended) (Jean Derenzy) 29 - 37  
[Budget Memorandum \(Derenzy\) - PDF](#)  
[2021 - 2022 Proposed Budget - PDF](#)
- 

## **7. NEW BUSINESS**

- A. Parking Subcommittee Appointment (approval recommended) (Jean Derenzy, Scott Hardy, Pam Marsh) 39  
[Parking Subcommittee Appointment Memorandum \(Derenzy, Hardy, Marsh\) - PDF](#)
- B. Employee Handbook Modifications (approval recommended) (Jean Derenzy, Harry Burkholder) 41 - 60  
[Employee Handbook Modification Memorandum \(Derenzy\) - PDF](#)  
[Final Handbook - PDF](#)
- C. CEO Contract Consideration (approval recommended) (Schneider, Hardy) 61 - 77  
[CEO Contract Memorandum \(Schneider, Hardy\) - PDF](#)  
[DDA CEO Employment Agreement - PDF](#)  
[Executive Compensation Final Report - PDF](#)
- 

## **8. CEO REPORT**

- A. Project Update (Jean Derenzy, Harry Burkholder) 79 - 94  
[CEO Report - Project Update Memorandum \(Derenzy\) - PDF](#)  
[City of Traverse City Lot O RFP - PDF](#)  
[City of Traverse City Lot O RFP Addendum #1 - PDF](#)
- B. Lower Boardman Unified Plan Update (Jean Derenzy, Harry Burkholder) 95 - 99  
[CEO Report - Lower Boardman Unified Plan Update Memorandum \(Burkholder\) - PDF](#)  
[Lower Boardman Working Civic Engagement Plan - PDF](#)
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## **9.**

CLOSED SESSION FOR POSSIBLE PROPERTY PURCHASE MCL 15.268(D)  
(Motion Required)

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## **10.**

CLOSED SESSION FOR CEO EVALUATION MCL15.268(A)

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(Motion Required)		
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<b>11.</b>	<b>BOARD MEMBER UPDATES</b>	
A.	Arts Commission (Steve Nance) <a href="#">Arts Commission Board Member Update Memo (Nance) - PDF</a>	101
<hr/>		
<b>12.</b>	<b>STAFF REPORTS</b>	
A.	Community Development Director/Downtown Experience Coordinator Report (Katy McCain) <a href="#">Community Development Director June Report (McCain) - PDF</a>	103 - 104
B.	Mobility Director Report (Nicole VanNess) <a href="#">Mobility Director June 2021 Report (VanNess) - PDF</a>	105
<hr/>		
<b>13.</b>	<b>RECEIVE AND FILE</b>	
A.	DTCA June 2021 Meeting Minutes <a href="#">DTCA June 10, 2021, Board Meeting Minutes - PDF</a>	107 - 108
B.	Lower Boardman Leadership Team June Meeting Minutes <a href="#">Lower Boardman Leadership Team June 9, 2021 Special Meeting Minutes - PDF</a>	109 - 110
C.	Arts Commission May Meeting Minutes <a href="#">Arts Commission May 26, 2021 Special Meeting Minutes - PDF</a>	111 - 115
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<b>14.</b>	<b>CLOSING PUBLIC COMMENT</b>	
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<b>15.</b>	<b>ADJOURNMENT</b>	





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, May 21, 2021**

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 Chair Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Treasurer Stephen Constantin, Board Member Damian Lockhart, Board Member T. Michael Jackson, Board Member Leah Bagdon-McCallum, Board Member Jeff Joubran, Board Secretary Richard Lewis, and Board Member Pam Marsh

The following Board Members were absent: Board Vice Chair Scott Hardy

Chairperson Bagdon-McCallum presided at the meeting.

- (a) **CALL TO ORDER**
- (b) **ROLL CALL**
- (c) **REVIEW AND APPROVAL OF AGENDA**
  - (1) Remove item 9C from agenda.

Consideration of entering into a Closed Session to consider a possible purchase of real property and an attorney-client communication as authorized by MCXL 15.268(d) and MCL 15.268(h) (7 affirmative votes required and roll call vote)

that the Board approve the agenda as amended.

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

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh  
**Absent:** Scott Hardy

**CARRIED. 11-0-1 on a recorded vote**

(d) **OPENING PUBLIC COMMENT**

- (1) No public comment.

(e) **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) Removed from consent calendar.  
(2) Consideration of approving Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for April 2021. (approval recommended)

That the Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for April 2021 be approved.

- (3) Consideration of minutes for the Governance Committee of April 2021 (approval recommended) (Jean Derenzy)  
(4) Consideration of Establishing a Progressive Rate Structure (approval recommended by Parking Subcommittee) (Jean Derenzy, Nicole VanNess)

That the DDA Board of Directors concur with the Parking Subcommittee to establish a progressive rate structure for parking meters.

- (5) Pay Station Modem Upgrade (approval recommended) (Approved by City Commission 5/3/2021) (Jean Derenzy, Nicole VanNess)

That the DDA Board of Directors concur with the City Commission approval to issue a service order in the amount of \$30,300 to Traffic & Safety for the purchase and installation of 26 LTE modem with funds available in the Auto Parking Fund.

that the amended Consent Calendar portion of the agenda be approved.

Moved by Steve Nance, Seconded by Richard Lewis

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh  
**Absent:** Scott Hardy

**CARRIED. 11-0-1 on a recorded vote**

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

- (1) Consideration of approving the minutes for the Regular Meeting of April 16, 2021 (approval recommended) (Jean Derenzy)

that the minutes of the April 16, 2021 Regular Meeting be approved.

Moved by Jeff Joubran, Seconded by T. Michael Jackson

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh  
**No:** Jim Carruthers  
**Absent:** Scott Hardy

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

(g) **PUBLIC HEARING**

- (1) 2021/2022 Budget (Jean Derenzy)

Derenzy presented an overview of the 2021/2022 budget.

Schneider Opened Budget Public hearing at 8:41

No public comment received.

Public hearing closed at 8:43

The following address the Board:

Jean Derenzy, DDA CEO

(h) **NEW BUSINESS**

- (1) Opera House Generator Bid Summary (approval recommended) (Jean Derenzy, Gerald Moeggenberg)

The following addressed the Board:

Jean Derenzy, DDA CEO

that the DDA Board approve to enter into a contract with 45th Property and Power for generator replacement at the City Opera House for a cost not to exceed \$40,166, subject to approval and substance by the DDA CEO and form by the DDA Attorney.

Moved by Richard Lewis, Seconded by Steve Nance

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh

**Absent:** Scott Hardy

**CARRIED. 11-0-1 on a recorded vote**

- (2) License Agreement with TCLP for EV Charging Stations (approval recommended by Parking Subcommittee) (Jean Derenzy, Nicole VanNess)

The following address the Board:

Jean Derenzy, DDA CEO

Nicole VanNess, Transportation Mobility Director

that the DDA Board of Directors concur with the Parking Subcommittee to approve moving forward with an EV Charging Station License Agreement with Traverse City Light & Power for the use of public parking spaces subject to substance approval by DDA CEO and content approval by the City Attorney.

Moved by Stephen Constantin, Seconded by Leah Bagdon-McCallum

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh

**Absent:** Scott Hardy

**CARRIED. 11-0-1 on a recorded vote**

- (3) Removed from agenda.

(i) **CEO REPORT**

- (1) Project Updates

The following address the Board:

Jean Derenzy, DDA CEO

- (2) East Front Street Report (approval recommended) (Jean Derenzy, Harry Burkholder)

that the DDA board approve to enter into a contract with Progressive AE for the East Front Street Streetscaping Design Plan for a not-to-exceed cost of \$319,930 and Engineering Services not-to-exceed \$99,800, subject to approval and substance by the DDA CEO and form by the DDA Attorney.

Moved by Richard Lewis, Seconded by Peter Kirkwood

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh

**Absent:** Scott Hardy

**CARRIED. 11-0-1 on a recorded vote**

- (3) Overview of proposed 2021/2022 contract with Traverse Connect

The following address the Board:

Warren Call, Traverse Connect CEO

(j) **OLD BUSINESS**

- (1) Lower Boardman Unified Plan Update (Jean Derenzy, Harry Burkholder)

The following addressed the Board:

Harry Burkholder, DDA COO

(k) **STAFF REPORTS**

- (1) Downtown Experience Coordinator (Viox)  
(2) Parking Transportation Mobility Director (VanNess)

The following addressed the Board:

Nicole VanNess, Transportation Mobility Director

- (3) Community Development Director (McCain)

The following addressed the Board:

Katy McCain, Community Development Director

(l) **BOARD MEMBER REPORTS**

- (1) Parking Subcommittee Board Member Report (Hardy)

(2) Arts Commission Board Member Report (Nance)

(m) **RECEIVE AND FILE**

- (1) Arts Commission April 21, 2021 Meeting Minutes
- (2) DTCA April 8, 2021 Meeting Minutes
- (3) Lower Boardman Leadership Team April 21, 2021 Meeting Minutes
- (4) Parking Subcommittee April 2021 Minutes
- (5) Farmers Market Advisory Board Meeting Minutes

(n) **CLOSING PUBLIC COMMENT**

- (1) No public comment.

(o) **ADJOURNMENT**

- (1) The meeting adjourned at 10:00 a.m.

that the Board adjourn the meeting.

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

**Yes:** Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood,  
Stephen Constantin, Damian Lockhart, T. Michael Jackson, Leah  
Bagdon-McCallum, Jeff Joubran, Richard Lewis, and Pam Marsh

**Absent:** Scott Hardy

**CARRIED. 11-0-1 on a recorded vote**

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Jean Derenzy, Traverse City DDA  
CEO



# Traverse City DDA - General

Budget vs. Actuals: FY\_2020\_2021

July 2020 - May 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
4100 TAXES			
4101 Property Taxes	135,597.36	137,500.00	-1,902.64
<b>Total 4100 TAXES</b>	<b>135,597.36</b>	<b>137,500.00</b>	<b>-1,902.64</b>
4200 GRANTS & CONTRIBUTIONS			
4204 Grants - EGLE cornwell	40,198.78	3,450,000.00	-3,409,801.22
<b>Total 4200 GRANTS &amp; CONTRIBUTIONS</b>	<b>40,198.78</b>	<b>3,450,000.00</b>	<b>-3,409,801.22</b>
4300 REIMBURSEMENTS			
4302 Administrative Services	1,261,287.88	1,358,204.00	-96,916.12
4303 Miscellaneous Revenue	305.00		305.00
4304 Winter Projects	2,500.00		2,500.00
4305 Farmers Market online Revenue	129,704.30		129,704.30
4306 Use of Fund Balance		17,296.00	-17,296.00
Miscellaneous	5,000.00		5,000.00
<b>Total 4300 REIMBURSEMENTS</b>	<b>1,398,797.18</b>	<b>1,375,500.00</b>	<b>23,297.18</b>
4401 Rents	34,887.02	42,000.00	-7,112.98
4501 Interest & Dividends	2,618.03	500.00	2,118.03
4999 Uncategorized Income	110,236.25		110,236.25
<b>Total Income</b>	<b>\$1,722,334.62</b>	<b>\$5,005,500.00</b>	<b>\$ -3,283,165.38</b>
<b>GROSS PROFIT</b>	<b>\$1,722,334.62</b>	<b>\$5,005,500.00</b>	<b>\$ -3,283,165.38</b>
Expenses			
5100 SALARIES		917,593.00	-917,593.00
5101 Salaries & Wages	351,684.47		351,684.47
5102 Hourly Wage Expense	235,448.08		235,448.08
<b>Total 5100 SALARIES</b>	<b>587,132.55</b>	<b>917,593.00</b>	<b>-330,460.45</b>
5200 FRINGE BENEFITS	4,701.00	308,878.00	-304,177.00
5201 Health Insurance	96,936.37		96,936.37
5202 Disability Insurance Benefits	21,573.11		21,573.11
5203 Life Insurance Expense	262.47		262.47
5204 457 Company Matching	51,933.54		51,933.54
5208 Social Security Tax Expense	52,657.98		52,657.98
5209 Medicare Tax Expense	9,227.84		9,227.84
5210 SUTA Tax Expense	1,366.94		1,366.94
5211 Workers Compensation	5,854.00		5,854.00
5213 Payroll Expenses	7,665.64		7,665.64
<b>Total 5200 FRINGE BENEFITS</b>	<b>252,178.89</b>	<b>308,878.00</b>	<b>-56,699.11</b>
5300 OFFICE SUPPLIES AND UTILITIES			
5301 Office Supplies	16,728.11	13,000.00	3,728.11
5302 Utilities	7,896.26	9,000.00	-1,103.74
5303 Operation Supplies	1,603.73		1,603.73
5304 Equipment		438,000.00	-438,000.00

## Traverse City DDA - General

Budget vs. Actuals: FY\_2020\_2021

July 2020 - May 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
5305 Dues and Memberships	3,421.91		3,421.91
5306 Printing & Publishing	7,574.92	6,000.00	1,574.92
5307 Communications	58,585.93	50,000.00	8,585.93
5308 Miscellaneous Expense	65.70	2,000.00	-1,934.30
Civic Square		3,000,000.00	-3,000,000.00
<b>Total 5300 OFFICE SUPPLIES AND UTILITIES</b>	<b>95,876.56</b>	<b>3,518,000.00</b>	<b>-3,422,123.44</b>
5400 PROFESSIONAL SERVICES	2,460.00		2,460.00
5401 Contract Services	21,830.00	31,000.00	-9,170.00
5402 Legal	5,325.00	5,000.00	325.00
5403 Professional/Contractual	102,611.18	110,000.00	-7,388.82
5404 Insurance & Bonds		1,800.00	-1,800.00
5405 Community Promotion	8,617.30	20,000.00	-11,382.70
5406 Grant Exp Buy Local Give Local	-2,000.00		-2,000.00
5409 Grant exp EGLE cornwell bldg	35,258.35		35,258.35
5415 Online Farmers Market Expense	133,045.79	53,000.00	80,045.79
<b>Total 5400 PROFESSIONAL SERVICES</b>	<b>307,147.62</b>	<b>220,800.00</b>	<b>86,347.62</b>
5500 TRAVEL AND CONFERENCES	1,250.00		1,250.00
5501 Lodging, meals	1,056.85	10,000.00	-8,943.15
5502 Transportation		5,000.00	-5,000.00
5503 Training	290.00	10,000.00	-9,710.00
<b>Total 5500 TRAVEL AND CONFERENCES</b>	<b>2,596.85</b>	<b>25,000.00</b>	<b>-22,403.15</b>
5600 REPAIRS AND MAINTENANCE			
5601 Repairs & Maintenance		3,000.00	-3,000.00
<b>Total 5600 REPAIRS AND MAINTENANCE</b>		<b>3,000.00</b>	<b>-3,000.00</b>
5700 RENTAL EXPENSE			
5701 Rentals	7,384.75	9,000.00	-1,615.25
<b>Total 5700 RENTAL EXPENSE</b>	<b>7,384.75</b>	<b>9,000.00</b>	<b>-1,615.25</b>
Uncategorized Expenditure	442.22		442.22
<b>Total Expenses</b>	<b>\$1,252,759.44</b>	<b>\$5,002,271.00</b>	<b>\$ -3,749,511.56</b>
NET OPERATING INCOME	<b>\$469,575.18</b>	<b>\$3,229.00</b>	<b>\$466,346.18</b>
Other Expenses			
Ask Jean	41,998.87		41,998.87
<b>Total Other Expenses</b>	<b>\$41,998.87</b>	<b>\$0.00</b>	<b>\$41,998.87</b>
NET OTHER INCOME	<b>\$ -41,998.87</b>	<b>\$0.00</b>	<b>\$ -41,998.87</b>
NET INCOME	<b>\$427,576.31</b>	<b>\$3,229.00</b>	<b>\$424,347.31</b>

## Traverse City DDA - TIF 97

Budget vs. Actuals: FY\_2020\_2021 - FY21 P&L

July 2020 - May 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
4100 TAXES			
4101 Property Taxes	2,763,560.80	2,837,500.00	-73,939.20
<b>Total 4100 TAXES</b>	<b>2,763,560.80</b>	<b>2,837,500.00</b>	<b>-73,939.20</b>
4300 REIMBURSEMENTS	17,412.39	130,000.00	-112,587.61
4500 INTEREST INCOME	1,577.96	4,500.00	-2,922.04
<b>Total Income</b>	<b>\$2,782,551.15</b>	<b>\$2,972,000.00</b>	<b>\$ -189,448.85</b>
GROSS PROFIT	<b>\$2,782,551.15</b>	<b>\$2,972,000.00</b>	<b>\$ -189,448.85</b>
Expenses			
5400 PROFESSIONAL SERVICES	76,373.91	774,569.00	-698,195.09
5401 Contract Services	10,960.00		10,960.00
5402 Legal	10,650.00		10,650.00
5403 Professional/Contractual	5,921.00		5,921.00
5404 Insurance & Bonds	222.55		222.55
5405 Administrative	505,946.44	254,229.00	251,717.44
5406 Public Restrooms	4,350.00		4,350.00
<b>Total 5400 PROFESSIONAL SERVICES</b>	<b>614,423.90</b>	<b>1,028,798.00</b>	<b>-414,374.10</b>
5500 CONTRIBUTIONS TO DISTRICT CONSTRUCTION PROJECTS	310,161.56	1,275,601.00	-965,439.44
Bank Charges	1,469.87		1,469.87
Capital Outlay	18,065.50	61,750.00	-43,684.50
Interest Expense	7,583.44		7,583.44
Printing & Publishing		200.00	-200.00
Repairs and Maintenance	5,296.27	15,000.00	-9,703.73
Transfer Out to Bond Fund	892,922.38	893,586.00	-663.62
<b>Total Expenses</b>	<b>\$1,849,922.92</b>	<b>\$3,274,935.00</b>	<b>\$ -1,425,012.08</b>
NET OPERATING INCOME	<b>\$932,628.23</b>	<b>\$ -302,935.00</b>	<b>\$1,235,563.23</b>
NET INCOME	<b>\$932,628.23</b>	<b>\$ -302,935.00</b>	<b>\$1,235,563.23</b>

## DDA Old Town TIF

Budget vs. Actuals: FY\_2020\_2021 - FY21 P&L

July 2020 - May 2021

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Income			
4100 TAXES			
4101 Property Taxes	462,494.74	431,800.00	30,694.74
<b>Total 4100 TAXES</b>	<b>462,494.74</b>	<b>431,800.00</b>	<b>30,694.74</b>
4500 INTEREST INCOME			
4501 INTEREST & DIVIDENDS	167.48	100.00	67.48
<b>Total 4500 INTEREST INCOME</b>	<b>167.48</b>	<b>100.00</b>	<b>67.48</b>
Use of Fund Balance		100,000.00	-100,000.00
<b>Total Income</b>	<b>\$462,662.22</b>	<b>\$531,900.00</b>	<b>\$ -69,237.78</b>
GROSS PROFIT	<b>\$462,662.22</b>	<b>\$531,900.00</b>	<b>\$ -69,237.78</b>
Expenses			
5400 PROFESSIONAL SERVICES			
5403 Professional/Contractual	192,239.00	228,972.96	-36,733.96
<b>Total 5400 PROFESSIONAL SERVICES</b>	<b>192,239.00</b>	<b>228,972.96</b>	<b>-36,733.96</b>
Capital Outlay		9,927.00	-9,927.00
District Construction Project		282,900.00	-282,900.00
Printing & Publishing		100.00	-100.00
<b>Total Expenses</b>	<b>\$192,239.00</b>	<b>\$521,899.96</b>	<b>\$ -329,660.96</b>
NET OPERATING INCOME	<b>\$270,423.22</b>	<b>\$10,000.04</b>	<b>\$260,423.18</b>
NET INCOME	<b>\$270,423.22</b>	<b>\$10,000.04</b>	<b>\$260,423.18</b>

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

Page: 1/3

PERIOD ENDING 05/31/2020

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 05/31/20	YTD BALANCE 05/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	0.00	0.00	0.00	0.00	0.00
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	1,500,000.00	16,461.80	1,200,701.44	0.00	299,298.56	80.05
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	8,426.00	224,526.90	0.00	(24,526.90)	112.26
585-000-653.005	PERMITS-PARKING DECK	0.00	0.00	48.00	0.00	(48.00)	100.00
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	80.00	880.00	0.00	(880.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	0.00	415.00	0.00	(415.00)	100.00
585-000-656.010	PARKING FINES	300,000.00	5,375.00	243,983.01	0.00	56,016.99	81.33
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	25,000.00	6,999.98	91,409.15	0.00	(66,409.15)	365.64
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	1,410.87	8,156.84	0.00	(8,156.84)	100.00
585-000-683.000	RECOVERY OF BAD DEBTS	0.00	0.00	349.00	0.00	(349.00)	100.00
585-000-686.000	MISCELLANEOUS INCOME	79,800.00	0.00	1,922.38	0.00	77,877.62	2.41
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	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,104,800.00	38,753.65	1,772,391.72	0.00	332,408.28	84.21
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	325,000.00	1,145.00	252,100.50	0.00	72,899.50	77.57
585-586-653.000	PERMITS-SURFACE LOTS	0.00	0.00	324.00	0.00	(324.00)	100.00
585-586-653.005	PERMITS-PARKING DECK	250,000.00	5,208.00	254,316.00	0.00	(4,316.00)	101.73
585-586-668.000	RENTS AND ROYALTIES	26,300.00	1,530.00	22,998.00	0.00	3,302.00	87.44
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		601,300.00	7,883.00	529,738.50	0.00	71,561.50	88.10
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	50,000.00	481.50	48,703.46	0.00	1,296.54	97.41
585-587-653.005	PERMITS-PARKING DECK	400,000.00	2,016.00	467,748.00	0.00	(67,748.00)	116.94
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	75.00	0.00	(75.00)	100.00
585-587-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 587 - OLD TOWN DECK		450,000.00	2,497.50	516,526.46	0.00	(66,526.46)	114.78

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

Page: 2/3

PERIOD ENDING 05/31/2020

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 05/31/20	YTD BALANCE 05/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,156,100.00	49,134.15	2,818,656.68	0.00	337,443.32	89.31
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	23,200.00	320.67	13,573.05	0.00	9,626.95	58.50
585-585-704.000	EMPLOYEE OVERTIME	4,000.00	0.00	0.00	0.00	4,000.00	0.00
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	(0.56)	27.59	0.00	(27.59)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	2,100.00	18.56	490.39	0.00	1,609.61	23.35
585-585-716.000	EMPLOYEE HEALTH INSURANCE	100.00	10.12	111.37	0.00	(11.37)	111.37
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	2.61	28.36	0.00	71.64	28.36
585-585-718.000	RETIREMENT FUND CONTRIBUTION	200.00	22.38	183.52	0.00	16.48	91.76
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	398.54	3,860.64	0.00	2,139.36	64.34
585-585-740.000	OPERATION SUPPLIES	37,000.00	3,410.49	41,123.84	11,612.72	(15,736.56)	142.53
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,200,000.00	3,934.23	1,027,814.48	37,137.55	135,047.97	88.75
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	41,000.00	1,024.14	16,258.65	0.00	24,741.35	39.66
585-585-854.000	CITY FEE	307,600.00	0.00	0.00	0.00	307,600.00	0.00
585-585-860.000	TRANSPORTATION	8,000.00	50.04	2,563.68	0.00	5,436.32	32.05
585-585-862.000	PROFESSIONAL DEVELOPMENT	8,000.00	0.00	40.00	0.00	7,960.00	0.50
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	3,050.00	23,670.62	0.00	42,329.38	35.86
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	175.00	5,083.34	0.00	8,916.66	36.31
585-585-910.000	INSURANCE AND BONDS	9,000.00	1,060.97	11,670.67	0.00	(2,670.67)	129.67
585-585-920.000	PUBLIC UTILITIES	30,000.00	711.66	10,631.76	0.00	19,368.24	35.44
585-585-930.000	REPAIRS AND MAINTENANCE	65,000.00	366.70	12,385.37	372.50	52,242.13	19.63
585-585-930.005	RAMSDELL GATE REPAIR & MAINT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-585-940.000	RENTAL EXPENSE	93,000.00	6,983.81	107,295.72	0.00	(14,295.72)	115.37
585-585-956.000	MISCELLANEOUS	500.00	0.00	6,541.53	0.00	(6,041.53)	1,308.31
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	4,780.43	87,597.24	0.00	47,402.76	64.89
585-585-964.000	TRANSFERS OUT	0.00	0.00	0.00	0.00	0.00	0.00
585-585-977.000	EQUIPMENT	50,000.00	0.00	17,589.99	2,513.00	29,897.01	40.21
585-585-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,104,800.00	26,319.79	1,388,541.81	51,635.77	664,622.42	68.42
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	6.29	0.00	993.71	0.63
585-586-740.000	OPERATION SUPPLIES	5,000.00	86.24	9,552.46	5,156.00	(9,708.46)	294.17
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	143,800.00	505.18	48,386.97	11,433.00	83,980.03	41.60
585-586-850.000	COMMUNICATIONS	3,500.00	256.00	3,005.11	0.00	494.89	85.86
585-586-900.000	PRINTING AND PUBLISHING	4,000.00	0.00	0.00	0.00	4,000.00	0.00
585-586-910.000	INSURANCE AND BONDS	7,000.00	618.00	6,798.00	0.00	202.00	97.11
585-586-920.000	PUBLIC UTILITIES	55,000.00	1,988.32	53,818.00	0.00	1,182.00	97.85
585-586-930.000	REPAIRS AND MAINTENANCE	50,000.00	1,685.06	149,315.67	14,349.33	(113,665.00)	327.33
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	8,198.06	0.00	1,801.94	81.98
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	16,096.41	177,060.51	0.00	42,939.49	80.48
585-586-977.000	EQUIPMENT	89,000.00	0.00	0.00	(228.80)	89,228.80	(0.26)
Total Dept 586 - HARDY DECK		601,300.00	21,235.21	456,141.07	30,709.53	114,449.40	80.97

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 05/31/2020

Page: 3/3

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 05/31/20	YTD BALANCE 05/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
585-587-740.000	OPERATION SUPPLIES	4,000.00	846.14	12,276.04	3,923.40	(12,199.44)	404.99
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	100,000.00	4,899.80	32,929.62	12,640.00	54,430.38	45.57
585-587-850.000	COMMUNICATIONS	6,000.00	445.86	4,736.04	0.00	1,263.96	78.93
585-587-863.000	TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-900.000	PRINTING AND PUBLISHING	4,000.00	0.00	0.00	0.00	4,000.00	0.00
585-587-910.000	INSURANCE AND BONDS	6,000.00	551.57	6,067.27	0.00	(67.27)	101.12
585-587-920.000	PUBLIC UTILITIES	50,000.00	2,365.46	25,719.90	0.00	24,280.10	51.44
585-587-930.000	REPAIRS AND MAINTENANCE	75,000.00	154.44	52,731.07	7,349.84	14,919.09	80.11
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	171,000.00	14,212.14	156,333.54	0.00	14,666.46	91.42
585-587-977.000	EQUIPMENT	21,000.00	0.00	414.06	0.00	20,585.94	1.97
Total Dept 587 - OLD TOWN DECK		450,000.00	23,475.41	291,207.54	23,913.24	134,879.22	70.03
TOTAL EXPENDITURES		3,156,100.00	71,030.41	2,135,890.42	106,258.54	913,951.04	71.04
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,156,100.00	49,134.15	2,818,656.68	0.00	337,443.32	89.31
TOTAL EXPENDITURES		3,156,100.00	71,030.41	2,135,890.42	106,258.54	913,951.04	71.04
NET OF REVENUES & EXPENDITURES		0.00	(21,896.26)	682,766.26	(106,258.54)	(576,507.72)	100.00





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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

Page: 1/1

PERIOD ENDING 05/31/2020

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 05/31/20	YTD BALANCE 05/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	15,000.00	0.00	0.00	0.00	15,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	35,000.00	0.00	6,686.35	0.00	28,313.65	19.10
282-000-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-000-699.000	PRIOR YEARS' SURPLUS	32,900.00	0.00	0.00	0.00	32,900.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		112,900.00	0.00	6,686.35	0.00	106,213.65	5.92
TOTAL REVENUES		112,900.00	0.00	6,686.35	0.00	106,213.65	5.92
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	164.00	0.00	2,036.00	7.45
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	35,700.00	0.00	8,934.61	7,689.50	19,075.89	46.57
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00	0.00
282-282-970.000	CAPITAL OUTLAY	75,000.00	0.00	53,679.14	0.00	21,320.86	71.57
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		112,900.00	0.00	62,777.75	7,689.50	42,432.75	62.42
TOTAL EXPENDITURES		112,900.00	0.00	62,777.75	7,689.50	42,432.75	62.42
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		112,900.00	0.00	6,686.35	0.00	106,213.65	5.92
TOTAL EXPENDITURES		112,900.00	0.00	62,777.75	7,689.50	42,432.75	62.42
NET OF REVENUES & EXPENDITURES		0.00	0.00	(56,091.40)	(7,689.50)	63,780.90	100.00





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 Board

From: Jean Derenzy, DDA CEO

Date: June 14, 2021

Subject: East Front Street

As you recall, last month the DDA Board of Directors approved to enter into a contract with Progressive AE for the East Front Street Streetscaping Design Plan for a not-to-exceed cost of \$319,930 and Engineering Services not-to-exceed \$99,800. As was discussed, funding for this project will come from two sources: the remaining funds from the Hardy Deck Bond Proceeds (\$209,058) and TIF 97 (\$210,672).

This project, along with the allocation of funds, was approved by the City Commission at their June 7<sup>th</sup> meeting.

As a reminder, in addition to new streetscaping plans for East Front Street, this project will include:

- Design plans for substantial improvements to the existing sewer and water infrastructure along the corridor.
- Streetscape plans for Park Street (between Front Street and Grandview Parkway) to better align the pedestrian infrastructure with the new Park Street bridge design as well as previous streetscaping from State Street to Union Street (completed in 2017)
- A comprehensive downtown circulation traffic study

Due to the pending reconstruction of Grandview Parkway by MDOT in 2023, we will also look at the feasibility of targeting construction for 2022. This will be depend on several moving pieces, but we are making you aware of the possibility as we work through possible scenarios.

Representatives from the Progressive AE team will be on hand at our meeting to introduce themselves, discuss the scope of work, and answer any questions.





## **TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM**

**TO:** Jean Derenzy, CEO  
Traverse City Downtown Development Authority  
**FROM:** Suzanne Schulz, AICP  
Urban Planning Practice Leader  
**DATE:** June 14, 2021  
**SUBJECT:** **EAST FRONT STREET AND DOWNTOWN CIRCULATION STUDY PROJECT INTRODUCTION**

At its meeting on May 21, 2021, the Downtown Development Authority Board approved a resolution to contract with Progressive AE for design and engineering services for the planned reconstruction of East Front Street between Grandview Parkway and Park Street as well as a Downtown Circulation Study to examine the possibility of 1-way street conversions to 2-way operations in the downtown. Our first Project Team meeting was held this past Friday, June 11<sup>th</sup>. There is great excitement about both projects and the opportunities they might provide to support development in downtown Traverse City. The meeting minutes have been attached so that the Board might become familiar with some of the topics of discussion.

Following the Project Team meeting, two additional meetings were held:

- Engineers Tim Bradshaw and Chris Zull, of PAE, met with Dan Wagner. Mr. Wagner is MDOT's Traverse City Transportation Service Center (TSC) Manager. In 2023, it is planned that Grandview Parkway will be reconstructed. The area where Grandview Parkway and East Front Street merge is of particular importance and concern given that this serves as a gateway into the downtown. Ensuring safe pedestrian crossings from downtown to the waterfront is also an important priority.
- Lake Effect met with Suzanne Schulz of PAE, Jean Derenzy, and Harry Burkholder to discuss project branding and community outreach expectations. It is currently planned that the project landing page will go "live" on July 19<sup>th</sup> followed by community survey and workshop opportunities. A list of key stakeholders is in the process of being developed. If there are individuals or groups that DDA Board members would like to see be involved during the engagement process, please feel free to send this information to Suzanne at [schulzs@progressiveae.com](mailto:schulzs@progressiveae.com).

Please find in your packet the draft community engagement process. Regular DDA updates are anticipated as part of the schedule. It is also desired to provide the City Commission with regular information concerning project progress, which will be coordinated with the City Manager.

### **BOARD ACTION**

The Downtown Development Authority is not being asked for any action at this time.



**PROPOSED** ENGAGEMENT SCHEDULE FOR EAST FRONT STREET AND CIRCULATION STUDY

MEETINGS		TASKS		MDOT
DDA	Community	E Front Street	Circulation Study	MDOT/Parkway
Tasks 1 & 2: Prior work, vision/values, goals/objectives, opportunities				
JUNE				
		Review of past studies, data collection	Review of past studies, data collection	
		Identify stakeholders	Identify stakeholders	
		Identify values and vision/s, goals and objectives	Identify values and vision/s, goals and objectives	
		Benchmarking existing TC streetscapes, ideas for concepts	Benchmarking and best practices (45 <sup>th</sup> parallel, tourism, snow maintenance)	
	June 18 (v) Intro	Share engagement process		
				June 24 <sup>th</sup> at 2pm stakeholder mtg
JULY				
	July 3-10 Cherry Festival			
		July 6 - 31	Traffic data collection	
		July 12	Website up for testing	
	July 16 Update		Review survey questions, corridor walk, priorities and opportunities workshop dates	Public meeting?
		July 16 tentative	Project Team workshop	
		July 19	Website goes live, press release with survey information advertised, Survey #1 is live	
		July 19 - 30	Validate vision/values – QR survey	
AUGUST				
		August 9	Priorities and opportunities workshop (AM)	Priorities and opportunities workshop (PM)
		August 10	Stakeholder meeting: discuss funding and “must haves”/priorities	Stakeholder meeting: ranking & mapping
			Alignment on project goals and outcomes	
Task 3A: Alternative Design Concepts				
		August 16 - 31	Validate priorities and opportunities – QR Survey	Validate priorities and opportunities – QR Survey
			Traffic analysis and initial findings	
	August 20 Update		Share input from community workshop and townhalls	
SEPTEMBER				
		Sept 13 Workshop	Alternatives (3) workshop <ul style="list-style-type: none"><li>Trade-offs</li><li>ID preferred theme</li></ul>	Scenarios workshop <ul style="list-style-type: none"><li>Trade-offs</li><li>Recommendations</li></ul>
		Sept 13	Stakeholder meeting: identify preferred elements in project with estimated costs	Stakeholder meeting: parking management (on-street, ramps, loading), wayfinding, events and amenities
		Sept 15 and 16	Virtual townhalls	Virtual townhalls
	Sept 17 Update		Share input from community workshop and townhalls	

MEETINGS			TASKS		MDOT
	DDA	Community	E Front Street	Circulation Study	MDOT/Parkway
		Sept 13 – 29	Traffic analysis report (responds to input)	Traffic analysis report (responds to input)	
		Sept 20 – Oct 4	Validate preferred theme and elements – QR Survey	Validate study findings	
Task 3B: Preferred Design					
OCTOBER					
		October 11	Preferred design open house <ul style="list-style-type: none"><li>Design rationale</li><li>ID missing elements</li><li>Prioritize for costing/ implementation</li></ul>	Preferred scenario open house <ul style="list-style-type: none"><li>Desired outcomes</li><li>Study findings</li><li>Recommendations</li></ul>	
			Stakeholder open house	Stakeholder open house	
	Oct 15 Update		Share input from community open houses		
		Oct 20 and 21	Virtual townhall presentations w/ QR	Virtual townhall presentations w/ QR	
Task 4: Final Plan and Report					
		October 25	Final design presentation		
		October 25	Stakeholder meeting about special assessment	Stakeholder meeting about implementation (assuming findings support 2-way)	
Adoption and Implementation					
NOVEMBER					
	November 19		Recognize/adopt plan, begin special assessment process	Recognize/adopt plan, incorporate into Capital Improvement Plan	

- Process coordination with DDA staff; Project decisions with Project Team
- DDA meets the 3<sup>rd</sup> Friday of each month at 10am
- City Commission meets the 1<sup>st</sup> and 3<sup>rd</sup> Mondays of each month at 7pm (if on a holiday, mtg is the next day)





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

## Memorandum

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To: DDA Board  
From: Jean Derenzy – DDA, CEO  
Date: June 14, 2021  
Subject: 2021/2022 Budget

Attached are the three budgets for the DDA's consideration for approval. The City Commission approved our three budgets at their meeting on June 7, 2021, the last step in the process is the DDA's Board's approval.

An overview of each budget is outlined below for your review and consideration.

### DDA General Fund

**Revenue:** Property taxes of \$137,475 is the millage rate for all property owners. Reimbursement figures are comprised of administrative fees from TIF 97 and Old Town TIF (.02%), the DTCA Management Agreement and the Parking Management Agreement. Rental Income is from the Farmers Market, with expenses contained within the professional services line item.

### Expenditures:

- Continuing with the Traverse Connect contract, as they are the organization leading Economic Diversity in Traverse City (and the region) and it is important to ensure that we are at the table for discussion. This remains a critical piece for the future success of Downtown, including efforts to:
  - Bring office workers back to the Downtown
  - Assisting with Retail Incubator policy, procedures and guidelines.
- Planning for the future. For 2021/2022 I am recommending that the Board and staff work to determine a possible new administrative and funding structure for the DDA, which includes different funding mechanisms/tools (including TIF), which is supported by a comprehensive business plan, market analysis, and

trend analysis. Part of this effort will include analyzing best practices from throughout the United States and what the DDA could improve and implement to create a downtown ready to complete in the 21<sup>st</sup> century.

- **Conferences and Membership.** The newest membership I am recommending to be part of is the International Downtown Association (IDA), which will help us connect with international expertise and best practices. This is also the year that we connect with other communities through conferences to network; if it is determined safe.

## **TIF 97**

### **Revenue**

There has been steady growth within the TIF 97 District, with significant projects completed in 2020. The taxable value of TIF 97 District is projected to be \$155,687,150 - bringing in \$3,108,422 of revenue for TIF 97.

### **Recommended in TIF 97 Expenditures:**

#### **Under Professional Services:**

- A. I am proposing to budget for a retail start-up program. This type of program is available with the DDA legislation to help start-up businesses in the Downtown area. As discussed at our last meeting, other communities that have established a retail incubator that I have looked at in Michigan include: Grand Rapids, Ann Arbor, and Sparta. Outside of Michigan, I have investigated similar programs in Portland Oregon and Miamisburg, Ohio.

As we begin to cautiously exit the pandemic, it is important to provide the opportunity for people wanting to start or expand their business, and to assist them in getting off to a good start and become self-sufficient and successful within our Downtown. I am suggesting the DDA work with Traverse Connect, Creative Coast, and SCORE to look at outreach, policy, guidelines etc. This would certainly take time to organize, but the key is to start the investigation on feasibility.

- B. Continuing with our community police officer remains high for me and the Chief of Police. Currently there are two years left on the current contract and we will continue working on the "matrix of success" for the Board.
- C. **Maintenance and Repair:** The recommendation is to increase this line item, as staff reviews the needs of on-going repairing and cleaning of infrastructure (e.g. cracked sidewalks, new benches, etc.). It is important to put the more heavily utilized infrastructure at the top of the needs list for cleaning and repairs to keep our Downtown looking fresh, clean and cared for.

Under “professional services” there will be a 2% administrative fee for: the DDA and 1% for the City of Traverse City; Legal Services; restroom stipend; and WIFI payment to Light and Power which has another 3 years remaining on the debt.

**Public Infrastructure:**

This will be a busy year for construction for public infrastructure.

- A. Bids have been received to begin identifying costs associated with the bridges. Costs are higher than originally identified and staff will be working to bring back a full budget on each bridge as soon as feasible.
- B. The tree management plan is moving forward with anticipated tree plantings occurring next budget year. As previously reported, there are a significant number of trees that need to be replaced and we will work with the Davey Group report that is forthcoming on implementation next year.
- C. I anticipate that the Lower Boardman River Leadership Team will have a unified plan for the Lower Boardman ready for approval (by DDA, City Planning and City Commission) in the Fall of 2021. Therefore, I anticipate being able to implement components of the Unified Plan this upcoming fiscal year.

This remains a high priority for the Board and I anticipate that the stormwater line-item of \$100,000 could be utilized for projects related to the Lower Boardman for stormwater improvements.

- D. The Farmer’s Market is a line item that I am recommending that we work to identify within the Lower Boardman River Plan. This would be an added component of the work that SmithGroup is doing currently for the Lower Boardman Unified Plan. This project is one that needs to be identified (once the costs have been identified with this study) as a project to be implemented *after* the study is completed.
- E. State Street: This is a study that I am recommending based on the success of having State Street two-way, slowing the traffic and being utilized as a downtown street and one that is pedestrian friendly and retail/business friendly. This is only a study to determine the feasibility and costs associated with such a conversation.
- F. Streetscapes will remain important as new development continues within the District leading to the overall connected network of sidewalks (which is paramount for walkability), space for sidewalk cafes and the larger dynamic of a healthy thriving Downtown.
- G. It is also important to look at the future long-term goals (and financing options) of the West End Parking Structure. The timing, coordination with other projects, and anticipated needs need to be clearly identified and discussed to determine the best approaches.

## **Old Town TIF**

### **Revenue**

This District continues to see steady growth and opportunity. The taxable value is \$68,412,780 with projected revenue of \$565,959.

### **Public Infrastructure**

- A. Bridges continues to be the focus in the Old Town TIF, with the 8<sup>th</sup> Street and South Cass Street Bridges. As previously indicated, the costs have increased, and staff will bring back the full cost analysis as soon as feasible.
- B. The Midtown Riverwalk, which was put in over 20 years ago, is due for replacement. The cost listed is conservative and we will work to determine with the Lower Boardman Unified Plan and with the public to determine best approaches for this Riverwalk.

### **RECOMMENDATION:**

Three separate motions are needed.

1. That the DDA Board of Directors approves the DDA General Fund budget of \$2,307,800 for 2021/2022.
2. That the DDA Board of Directors approves the TIF 97 budget of \$3,394,050 for 2021/2022.
3. That the DDA Board of Directors approves the Old Town TIF budget of \$777,850 for 2021/2022.

City of Traverse City, Michigan  
DDA COMPONENT UNIT  
TAX INCREMENT FINANCING 97 FUND  
For the Budget Year 2021-22 (April 12, 2021 Draft - Finance Committee Review)

	FY 18/19 Actual	FY 19/20 Actual	FY20/21 Budget	FY 20/21 Prioritized Projected	FY 21/22 Requested
<b>REVENUES</b>					
Property Taxes	\$2,224,531	\$2,534,458	\$2,872,538	\$2,740,598	\$3,106,550
Grant and Reimbursements	0	0	0	0	0
Reimbursements	182,877	187,752	130,000	130,000	130,000
Interest Income	7,832	5,179	4,500	4,500	4,500
<b>TOTAL REVENUES</b>	<b>2,415,240</b>	<b>2,727,389</b>	<b>3,007,038</b>	<b>2,875,098</b>	<b>3,241,050</b>
<b>EXPENDITURES</b>					
Professional Services	488,583	592,863	725,863	603,711	739,300
Printing and Publishing	184	401	200	200	200
Repair & Maintenance	0	0	15,000	15,000	15,000
Contribution to District Construction Project	420,671	40,390	1,275,601	635,600	1,708,000
Contribution to City - Debt Service	828,719	858,819	893,586	893,586	931,550
Capital Outlay/Engineering Costs for Public Projects	120,756	0	61,750	0	0
<b>TOTAL EXPENDITURES</b>	<b>1,858,913</b>	<b>1,492,473</b>	<b>2,972,000</b>	<b>2,148,097</b>	<b>3,394,050</b>
<b>EXCESS OF REVENUES OVER/UNDER EXPENDITURES</b>	<b>556,327</b>	<b>1,234,916</b>	<b>35,038</b>	<b>727,001</b>	<b>(153,000)</b>
<b>OTHER FINANCING SOURCES (USES)</b>					
Operating Transfer	0	0	0	0	0
<b>NET CHANGE IN FUND BALANCE</b>	<b>556,327</b>	<b>1,234,916</b>	<b>35,038</b>	<b>727,001</b>	<b>(153,000)</b>
Beginning Fund Balance	1,182,958	1,739,285	2,974,201	2,974,201	3,701,202
Ending Fund Balance	\$1,739,285	\$2,974,201	\$3,009,239	\$3,701,202	\$3,548,202

Note: All Construction Projects include estimated Engineering cost either to the City or consultants.

<b>Property Taxes:</b>		
Property Taxes	3,156,529	
Less Allowance for Tribunal Refund	(50,000)	3,106,529

DDA Administration	311,174	
City Administration	155,587	
Legal	20,000	
Community Police	52,531	
Arts Commission	15,000	
Downtown WIFI	65,000	
Downtown Restrooms	20,000	
Retail Startup Program	50,000	
Contingencies/Miscellaneous	50,000	739,292
<b>Capital Projects: includes Engineering Cost</b>		
Park Street Bridge Repair	150,000	
South Cass Street Bridge Repair	66,000	
West Front Street Bridge Replacement	220,000	
Civic Square	25,000	
Farmer's Market	25,000	
Lower Boardman River Unified Plan	300,000	
Stormwater Management	100,000	
State/Boardman/Pine St Two Way Conversion	25,000	
Front St Streetscape/Snowmelt Projects	336,000	
State St Streetscape/Snowmelt Projects	336,000	
Tree Replacement	25,000	
Contingencies/Miscellaneous	100,000	1,708,000

# CITY OF TRAVERSE CITY Six Year Capital Improvement Plan (DRAFT)

Budget Year 2021-2022 by Fund

All Projects Submitted for 2021-2022 (as of Dec 18, 2020 DDA Approved)

Bold - indicates projects occurring in the first year of the Plan.

\* - indicates projects with multiple funding sources

Project ID		Cat	Fiscal Year Previous	Fiscal Year 2021-2022	Fiscal Year 2022-2023	Fiscal Year 2023-2024	Fiscal Year 2024-2025	Fiscal Year 2025-2026	Fiscal Year 2026-2027	Fiscal Year Future	Project Cost	City Funds	Non-City Funds
<b>TIF 97 FUND</b>													
<b>BRIDGES</b>													
* 885-21-CIP	North Cass Street Bridge Rehabilitation	M	45,000		201,500						1,343,000	246,500	913,500
* 586-21-CIP	Park Street Bridge Repair	M		150,000							640,965	150,000	807,500
* 187-21-CIP	South Cass Street Bridge Repair	M		66,000							939,500	132,000	807,500
* 186-21-CIP	South Union Street Bridge Repair	M			93,000						1,323,000	260,500	1,057,500
* 535-21-CIP	West Front Street Bridge Replacement	M		220,000							1,829,550	220,000	1,181,500
<b>CIVIC</b>													
* 870-21-CIP	Civic Square	V		25,000		1,000,000					6,025,000	1,025,000	5,000,000
* 781-21-CIP	Farmers Market	V		25,000							TBD	100,000	TBD
* 82-21-CIP	Lower Boardman River Unified Plan	V		300,000							TBD	300,000	TBD
* 1141-21-CIP	Stormwater Management	V		100,000		56,000	56,000				TBD	268,000	TBD
* 1158-21-CIP	Workforce Housing	V			200,000						200,000	200,000	TBD
<b>PARKING</b>													
645-21-CIP	West Front Parking Structure	V				21,715,600					21,715,600	21,715,600	-
<b>STREETS</b>													
1157-21-CIP	East Front Street Improvements	C					4,200,000				4,200,000	TBD	TBD
New	State/Boardman/Pine Street Two-way Conversion	V		25,000	400,000						400,000	25,000	425,000
1087-20-CIP	Front Street Streetscapes/Snow Melt Projects	M		336,000	280,000						1,232,000	616,000	616,000
713-21-CIP	Grandview Parkway Pedestrian Crossing	V			560,000						TBD	560,000	TBD
1088-21-CIP	State Street Streetscapes/Snow Melt Projects	M		336,000	280,000						1,232,000	616,000	616,000
1089-21-CIP	Tree Replacement	M		25,000	25,000	25,000	25,000	25,000	25,000		-	150,000	-
<b>Total TIF 97 FUND</b>			<b>45,000</b>	<b>1,608,000</b>	<b>2,095,500</b>	<b>22,796,600</b>	<b>4,281,000</b>	<b>25,000</b>	<b>25,000</b>		<b>41,080,815</b>	<b>26,584,600</b>	<b>11,424,500</b>

Note: Hardy Parking Structure (Debt Service)

931,504 973,160 953,440 913,720 874,459 825,656 782,541

While the Hardy Parking Structure line item is not considered a Capital Improvement Project, it has been noted to highlight the yearly debt service payments required from TIF 97 in order to cover the General Obligation Bonds issued by the City of Traverse City.

CIP Project Breakdown - Informational	Project Cost			TIF 97 Allocation		
	Construction	Engineering	Total	Construction	Engineering	Total
North Cass Street Bndge Rehabilitation	1,160,000	183,000	1,343,000	63,500	183,000	246,500
Park Street Bndge Repair	616,260	24,705	640,965	125,295	24,705	150,000
South Cass Street Bndge Repair	744,142	62,578	806,720	34,711	31,289	66,000
South Union Street Bndge Repair	1,134,000	189,000	1,323,000	4,170	88,830	93,000
West Front Street Bndge Replacement	1,791,133	38,405	1,829,538	181,595	38,405	220,000
Civic Square	5,880,000	120,000	6,000,000	880,000	120,000	1,000,000
Farmers Market	TBD	25,000	TBD	TBD	25,000	TBD
Lower Boardman River Unified Plan	TBD	TBD	TBD	TBD	300,000	TBD
Stormwater Management	238,000	30,000	268,000	238,000	30,000	268,000
Workforce Housing	200,000	-	200,000	200,000	-	200,000
West Front Parking Structure	21,715,600	1,258,750	20,400,000	19,200,000	1,258,750	20,400,000
East Front Street Improvements	3,696,000	504,000	4,200,000	TBD	TBD	TBD
State/Boardman/Pine Street Two-Way Conversion	TBD	TBD	TBD	400,000	25,000	425,000
Front Street Streetscapes/Snow Melt Projects	1,100,000	132,000	1,232,000	550,000	66,000	616,000
Grandview Parkway Pedestrian Crossing Enhancement	TBD	TBD	TBD	500,000	60,000	560,000
State Street Streetscapes/Snow Melt Projects	1,100,000	132,000	1,232,000	550,000	66,000	616,000
Tree Replacement	150,000	-	150,000	150,000	-	150,000
Total	38,365,135	2,516,438	38,282,223	23,013,771	2,133,979	24,764,000

City of Traverse City, Michigan  
DDA COMPONENT UNIT  
OLD TOWN TAX INCREMENT FINANCING FUND  
For the Budget Year 2021-22 (April 12, 2021 Draft - Finance Committee Review)

	FY 18/19 Actual	FY 19/20 Actual	FY 20/21 Budget	FY 20/21 Projected	FY 21/22 Requested
<b>REVENUES</b>					
Property Taxes	\$260,732	\$406,555	\$447,800	\$479,197	\$555,000
Reimbursements	0	0	0	0	0
Interest Income	186	138	100	100	100
<b>TOTAL REVENUES</b>	<b>260,918</b>	<b>406,693</b>	<b>447,900</b>	<b>479,297</b>	<b>555,100</b>
<b>EXPENDITURES</b>					
Professional Services	83,784	187,316	238,973	200,700	215,750
Printing and Publishing	0	0	100	100	100
Contribution to District Construction Project	356,065	0	282,900	0	562,000
Capital Outlay/Engineering Cost for Public Projects			9,927	0	0
<b>TOTAL EXPENDITURES</b>	<b>439,849</b>	<b>187,316</b>	<b>531,900</b>	<b>200,800</b>	<b>777,850</b>
<b>EXCESS OF REVENUES OVER/UNDER EXPENDITURES</b>	<b>(178,931)</b>	<b>219,377</b>	<b>(84,000)</b>	<b>278,497</b>	<b>(222,750)</b>
<b>OTHER FINANCING SOURCES (USES)</b>					
Operating Transfer	0	0	0	0	0
<b>NET CHANGE IN FUND BALANCE</b>	<b>(178,931)</b>	<b>219,377</b>	<b>(84,000)</b>	<b>278,497</b>	<b>(222,750)</b>
Beginning Fund Balance	178,931	0	219,377	219,377	497,874
Ending Fund Balance	\$0	\$219,377	\$135,377	\$497,874	\$275,124

**Property Taxes:**

Property Taxes	569,999	
Less Allowance for Tribunal Refund	(15,000)	554,999

**Professional Services:**

DDA Administration	136,825	
City Administration	68,413	
Legal	10,000	
Contingencies/Miscellaneous	500	215,738
<b>Capital Projects: includes Engineering Cost</b>		
Eighth Street Bridge Repair	150,000	
South Cass Street Bridge Repair	66,000	
Midtown Riverwalk	338,000	
Contingencies/Miscellaneous	10,000	562,000

Note: All Construction Projects include estimated Engineering cost either to the City or consultants.

# CITY OF TRAVERSE CITY Six Year Capital Improvement Plan (DRAFT)

Budget Year 2021-2022 by Fund

All Projects Submitted for 2021-2022 (as of Dec 18, 2020 - DDA Approved)

Bold - indicates projects occurring in the first year of the Plan.

+ - indicates projects with multiple funding sources

Project ID	Cat	Fiscal Year Previous	Fiscal Year 2021-2022	Fiscal Year 2022-2023	Fiscal Year 2023-2024	Fiscal Year 2024-2025	Fiscal Year 2025-2026	Fiscal Year 2026-2027	Fiscal Year Future	Project Cost	City Funds	Non-City Funds
<b>Old Town TIF FUND</b>												
<b>BRIDGES</b>												
+ 58-21-CIP	M		150,000							1,520,426	644,717	712,500
+ 187-21-CIP	M		66,000							806,720	132,000	807,500
+ 186-21-CIP	M			93,000						1,323,000	260,500	1,057,500
<b>PARKS</b>												
1195-21-CIP	V		336,000	336,000						672,000	672,000	
1196-21-CIP	V					392,000	392,000			784,000	784,000	
1194-21-CIP	V				336,000					336,000	336,000	
<b>STREETS</b>												
1197-21-CIP	V							369,600	369,000	1,478,400	739,200	
<b>WALKWAYS</b>												
1025-21-CIP	M			119,700						119,700	119,700	
<b>Total Old Town TIF FUND</b>			552,000	548,700	336,000	392,000	392,000	369,600	369,000	7,040,246	3,688,117	2,577,500

CIP Project Breakdown - Informational	Project Cost			Old Town TIF Allocation		
	Construction	Engineering	Total	Construction	Engineering	Total
Eighth Street Bridge Project	\$ 1,484,920	\$ 35,506	\$ 1,520,426	\$ 122,305	\$ 27,695	\$ 150,000
South Cass Street Bridge Repair	744,142	62,578	806,720	34,711	31,289	66,000
South Union Street Bridge Repair	1,134,000	189,000	1,323,000	4,170	88,830	93,000
Midtown Riverwalk	600,000	72,000	672,000	600,000	72,000	672,000
Riverne Riverwalk	700,000	84,000	784,000	700,000	84,000	784,000
Hannah Park Improvements	300,000	36,000	336,000	300,000	36,000	336,000
Union Street Streetscapes	1,320,000	158,400	1,478,400	660,000	79,200	739,200
Rivers Edge Riverwalk Decking Replacement	106,869	12,824	119,693	106,900	12,800	119,700
<b>Total</b>	6,283,062	637,484	6,920,546	2,421,186	419,014	2,840,200



City of Traverse City, Michigan  
DDA COMPONENT UNIT  
DDA GENERAL FUND  
For the Budget Year 2021-22 (April 12, 2021 Draft - Finance Committee Review)

	FY 18/19 Actual	FY 19/20 Actual	FY 20/21 Budget	FY 20/21 Projected	FY 21/22 Requested
<b>REVENUES</b>					
Taxes	\$134,996	\$129,391	\$137,500	\$133,400	\$137,500
Grants and Reimbursements	117,200	134,243	3,450,000	2,100,000	438,000
Reimbursements	957,343	1,318,204	1,358,204	1,317,450	1,321,000
Rental Income	56,175	43,910	42,000	125,000	90,000
Interest Income	732	948	500	13,000	600
Miscellaneous	0	0	0	0	0
<b>TOTAL REVENUES</b>	<b>1,266,446</b>	<b>1,626,696</b>	<b>4,988,204</b>	<b>3,688,850</b>	<b>1,987,100</b>
<b>EXPENDITURES</b>					
Salaries and Wages	695,358	767,555	917,593	890,065	858,000
Fringe Benefits	242,177	265,388	308,878	299,600	310,000
Office Supplies and Utilities	29,052	40,111	81,800	79,350	81,800
Professional Services	222,216	362,933	657,000	55,000	836,000
Travel and Conferences	6,637	10,475	25,000	17,000	35,000
Repairs and Maintenance	3,011	3,910	3,000	3,500	3,000
Rentals	8,626	12,222	9,000	125,000	80,000
Civic Square	0	0	3,000,000	2,000,000	100,000
<b>TOTAL EXPENDITURES</b>	<b>1,207,077</b>	<b>1,462,594</b>	<b>5,002,271</b>	<b>3,469,515</b>	<b>2,303,800</b>
<b>EXCESS OF REVENUES OVER/UNDER EXPENDITURES</b>	<b>59,369</b>	<b>164,102</b>	<b>(14,067)</b>	<b>219,335</b>	<b>(316,700)</b>
Beginning Fund Balance	551,359	610,728	774,830	744,830	964,165
Ending Fund Balance	\$610,728	\$774,830	\$760,763	\$964,165	\$647,465

Note:

<b>Reimbursements:</b>	
TIF 97 Fund	311,175
Old Town TIF Fund	136,825
Auto Parking System Fund	800,000
Downtown Traverse City Association	73,000 1,321,000

<b>Office Supplies and Utilities:</b>	
Dues & Membership	4,000
Office/Operating Supplies	13,000
Communications	50,000
Printing & Publishing	6,000
Insurance & Bonds	1,800
Utilities	9,000
Contingencies/Miscellaneous	2,000 81,800

<b>Professional Services:</b>	
Professional Services	172,000
Contract Services	31,000
Legal Services	35,000
Farmer's Market	90,000
Community Promotions	20,000
Capital Outlay	438,000
Contingencies/Miscellaneous	50,000 836,000

<b>Travel and Conferences:</b>	
Transportation	5,000
Lodging/Meals	10,000
Training	20,000 35,000





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

## Memorandum

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To: DDA Board

From: Scott Hardy and Pam Marsh

Date: June 14, 2021

Subject: Appointment to Parking Subcommittee --- Citizen at Large

Interviews were conducted on Friday, June 11<sup>th</sup> with three individuals interested in serving on the Parking Subcommittee. We are recommending that Michelle Jones be appointed to the Parking Subcommittee. Michelle is the new owner of Green House Café and is anxious to participate and work with the DDA on parking solutions.

A consistent theme that was heard throughout the interview process was a need (and desire) to address and identify parking alternatives for downtown employees. As Board members are aware, the DDA continues to promote alternative transportation opportunities that service downtown employees, including Destination Downtown and the Bayline. In addition, we are currently exploring a shuttle service for downtown.

Despite these alternatives, employee parking continues to be an issues for many downtown businesses. After discussing this with staff, we are recommending that an advisory committee be established to look specifically at employee parking options.

This advisory committee would be considered a “working committee” – charged with better understanding the issues, researching and identifying alternatives and providing clear communication on new initiatives and alternatives. We anticipate this committee will also provide a forum for business owners to discuss parking issues and alternatives with each other. To that end, we are recommending two motions by the DDA Board.

### RECOMMENDATION

1. That the DDA Board of Directors appoint Michelle Jones to the Parking Subcommittee.
2. That the DDA Board of Directors establish an Employee Parking Advisory Committee, consisting of five (5) members, appointed for one year to research, investigate and recommend employee parking solutions.





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

## Memorandum

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To: DDA Board

From: Jean Derenzy – DDA, CEO

Date: June 14, 2021

Subject: Employee Handbook

Attached is the 2021 DDA Employee Handbook. I have made one change (see below) from the previous Handbook. This policy would become effective July 1, 2021.

**Change:**

Page 14 of handbook now reads the employee can carry over 120 hours of Paid Time Off (PTO), instead of only 40. After discussing this policy with staff, I believe this change is more balanced and provides employees the opportunity to take time off for longer periods.

**RECOMMENDATION:**

That the DDA Board of Directors approves 2021 Employee Handbook to be effective on July 1, 2021.



# **Downtown Development Authority Employment Handbook**

## **Welcome!**

Welcome to the Traverse City Downtown Development Authority (DDA). We are excited to have you join our team. The work of the DDA has a great impact on the culture of our community through the work that we do by providing infrastructure support to the downtown districts, supporting our merchants through our work with the Downtown Traverse City Association (DTCA), and providing parking enforcement in the city.

This Employee Handbook is provided as a guide and is not to be considered a contract. The Handbook will help you understand what you can expect from the DDA and what we expect from you.

The DDA reserves the right to make changes to the policies, procedures, and other statements made in this Employee Handbook. Business conditions, federal and state laws, and DDA needs change and may require that portions of the handbook be amended as necessary to successfully provide the appropriate employment relationship and to obtain the goals of the DDA.

## **I. Employment Policies**

### **Employment At-Will**

The DDA is an “At-will” employer and operates under the provision that employees have the right to resign their position with or without notice and with or without cause at any time. The DDA has similar rights to terminate the employment relationship with or without notice and with or without cause at any time.

### **Equal Employment Opportunity**

Our policy is to select, place, train and promote the best-qualified individuals based upon relevant factors such as work quality, attitude and experience, so as to provide equal employment opportunity for all our employees. This will be in compliance with applicable local, state and federal laws. This will be done without regard to non-work related factors such as to race, color, religion, sex, national origin, age, disability, genetic information, marital status, height, weight, familial status, sexual orientation, status as a covered veteran, or any other status protected by applicable law. This equal opportunity policy applies to all terms and conditions of employment, including, but not limited to recruiting, hiring, training, transfers, compensation, leave of absence, promotions and benefits.

### **Disability Accommodation**

The DDA is committed to complying fully with all applicable provisions of the Americans with Disabilities Act (ADA) and related state law. Those laws prohibit discrimination against a qualified employee or applicant with a disability who can perform the essential functions of his or her job, with or without a reasonable accommodation.

An employee requiring an accommodation must notify the as soon as the need for accommodation becomes known. The DDA will engage in the interactive process with the employee in good faith in order to determine what, if any, reasonable accommodation would allow the employee to perform the essential functions of his or her job. Documentation from a medical provider may be necessary to verify the presence of a disability or to assist in developing a reasonable accommodation. The DDA will accommodate the disabilities of qualified employees and applicants who are able to perform the essential functions of their position with or without a reasonable accommodation unless undue hardship or a direct threat to safety of the employee, co-workers, or others would result.

Under state law, an employee must notify the employer in writing of the need for an accommodation within 182 days of when the employee knew or reasonably should have known that an accommodation was needed.

### **Anti-Harassment Policy**

The DDA is committed to a work environment in which all individuals, including employees, vendors, consultants, clients and the general public in our work areas are treated with respect and dignity. DDA expects that all relationships among individuals in the workplace will be professional and free of bias, prejudice and harassment. Each employee has the right to work in an environment free from harassment and discrimination. Conduct prohibited by these policies is unacceptable in the workplace and in any work-related setting including events outside the workplace, such as during business trips, business meetings and business-related social events.

Conduct or communications based on an individual's race, color, religion, sex, national origin, age, disability, genetic information, marital status, height, weight, familial status, sexual orientation, status as a covered veteran, or any other status protected by applicable law will not be tolerated.

Harassment is any unwelcome or unsolicited verbal, non-verbal, physical or sexual conduct that has the purpose or effect of unreasonably interfering with an employee's job performance or creating an intimidating, hostile or offensive work environment. Discriminating or harassing conduct is not allowed in the workplace, on Organization time, and using Organization equipment like phones, computers, via e-mail, text and voice messages, tweets, blogs, social networking sites or other means.

Examples of harassing conduct include but are not limited to:

- Negative stereotyping;
- Threatening, intimidating or hostile acts;



- Denigrating jokes, disparaging remarks, and the use of degrading nicknames and slurs;
- Unwelcome or unsolicited touches or threats of physical harm;
- Written or graphic material that denigrates or shows hostility or aversion toward an individual or group

Sexual harassment is defined as unwanted verbal or non-verbal sexual conduct or communications that are intended to or do in fact substantially interfere with an employee's employment or create and intimidating, hostile, or offensive work environment. This definition includes many forms of offensive behavior and includes gender-based harassment of a person of the same sex as the harasser. Examples of conduct or communications that constitute sexual harassment include but are not limited to, unwanted sexual advances, offering employment benefits in exchange for sexual favors, threatening reprisals after a negative response to sexual advances, leering, making sexual gestures, displaying sexually suggestive objects, pictures, or cartoons, derogatory comments or jokes, use of sexually degrading words to describe an individual, suggestive or obscene letters, notes, or invitations, sexual touching or assaults, and the impeding or blocking of movements.

Unwelcome sexual conduct or communications constitute sexual harassment when: submission to the conduct is made either implicitly or explicitly a condition of an individual's employment; submission to or rejection of the conduct is used as the basis for an employment decision affecting the employee; or the harassment has the purpose or effect of substantially interfering with the employee's work performance or creating an environment that is intimidating, hostile, or offensive to the employee.

#### **Discrimination / Harassment Complaint Process**

If an employee experiences or is a witness to sexual or other unlawful discrimination or harassment in the workplace, they should immediately report it to your supervisor or the CEO of the DDA.

DDA will promptly and thoroughly investigate all reports of discrimination and/or harassment and appropriate remedial action will be taken on a timely basis. Complaints will be kept confidential to the extent possible, but confidentiality cannot be guaranteed. When the investigation is completed the individual making the complaint will be informed of the outcome of the investigation. Any employee found to be engaging in unlawful discrimination or harassment will be subject to disciplinary action up to and including termination of employment.

Supervisors and members of management shall be responsible for the enforcement of this policy. Any manager or supervisor who becomes aware of possible illegal harassment or discrimination must immediately report such conduct so it can be properly investigated, and appropriate remedial action can be taken.

**Retaliation**

DDA prohibits retaliation against any employee who, in good faith, reports discrimination or harassment, files a complaint, or who participates in a complaint investigation. Any employee who, after investigation, has been determined to have retaliated against any employee will be subject to disciplinary action up to and including termination of employment.

An employee who believes they have been retaliated against should immediately notify your supervisor or the CEO. Employees who make false and malicious complaints of harassment, discrimination or retaliation that are not made in good faith will be subject to disciplinary action up to and including termination of employment.

**Workplace Violence/Bullying**

It is expected that all employees will always be treated with respect and courtesy. Behavior that is dangerous, intimidating or offensive to others is not allowed.

In addition, weapons, firearms, explosives or other hazardous substances or devices are not allowed on Organization property including the parking lot.

Conduct that may reasonably be perceived as threatening, intimidating, bullying or which coerces another employee, a customer, or any person, including during work and/or non-work time, will not be tolerated and will be subject to Performance Improvement up to and including termination of employment.

**Health Information Privacy (HIPAA) Compliance**

It is our intent to protect the privacy of your health information. While the organization's exposure to your health information is limited, we have implemented a Privacy Program to protect our employee's private health information that is in compliance with the Health Insurance Portability and Accountability Act (HIPAA).

- The Organization will not release Protected Health Information (PHI) without your authorization.
- Employees should respect the privacy of others and refrain from discussing or asking other employees about their health. (don't ask/don't tell).
- Employees who choose to share their health information should do it on a need to know basis (for example, letting a supervisor know why you are absent).

If you have any questions or feel your privacy has been compromised, please contact the CEO.

**Tobacco and Vape-free Workplace**

Tobacco use and vaping on organization premises or in organization owned vehicles is prohibited. Use of these products is permitted during unpaid breaks (lunch) while off premises and not in organization vehicles.

## Attendance

Your attendance is important. The organization recognizes that employees are ill from time to time and need time away from work. If you must be absent from work because of an illness, injury or emergency, please notify your manager as soon as possible.

Full time employees who are absent are required to use available Paid Time Off (see the PTO Policy) while they are absent. If you are absent for more than three (3) days or your injury or illness was serious, a written statement from your physician and/or evaluation by the organization's physician may be required before you return to work.

It is important that you are at your work space promptly at the start of your scheduled shift. Frequent tardiness and excessive time away from work that is not scheduled is harmful to the business.

Excessive absenteeism is defined as more than four (4) unscheduled absences in a 12-month period. Consecutive days of absence would be treated as one occurrence (counted as one absence only). An unscheduled absence is an absence with less than 24 hours' notice. This does not include Military or other qualifying leaves.

Each situation will be evaluated, but with general attendance issues, the following steps may be taken by supervisors.

No. of Absences (unscheduled)	<u>Action</u>
4	Supervisor brings to employee's attention
5	Counseling discussion with documentation
6	Written Warning
7	Termination

Note: There may be other instances of absenteeism or tardiness which may require disciplinary action up to and including termination. This guideline does not alter the "at-will" status of employment.

## Dress Code

Although no formal dress code exists employees are asked to wear articles of clothing suitable to the type of work they do and the environment in which they work. Articles of clothing should be neat, clean, in good taste, and not constitute a safety hazard. Interpretation of this code will be left to the DDA CEO.

## Traverse City Parking Services (TCPS) Uniforms

The employer shall furnish at no expense to employees, short-sleeved and long-sleeved shirts that have the TCPS logo. Employees in all TCPS operational areas shall wear them

during their scheduled shifts. Employees are not permitted to wear open-toed footwear in any of the operational areas. In addition to shirts, overalls and winter coats may be provided based on job functions. All furnished uniforms shall remain the property of the employer. Some employees will be provided uniform reimbursement up to a maximum of one hundred fifty dollars (\$150.00) per fiscal year toward the purchase of approved safety shoes or footwear that is used as work-related clothing. Reimbursable uniform items shall remain the property of the employee.

### **Gifts**

Employees and administrators are prohibited from accepting gifts of a value in excess of \$25, or gratuities from individuals and firms with which the employer does business. We believe that acceptance of such gifts is unprofessional, unbusinesslike, and places administrators and employees in compromising positions which are not in the best interests of the employer, its employees, or the citizens. It is also against policy to give gifts to those with whom the employer does business.

### **Drug-Free Workplace Policy**

We recognize alcohol and drug abuse as potential health, safety and security problems. It is expected that all employees will assist in maintaining a work environment free from the effects of alcohol, drugs or other intoxicating substances. Compliance with this Drug-Free Workplace Policy is made a condition of employment.

Employees are prohibited from the following when reporting for work, while on the job, on Organization or customer premises or surrounding areas including the parking lot, or in any vehicle used for DDA business:

- The unlawful use, possession, transportation, manufacture, sale, dispensation or other distribution of an illegal or controlled substance or drug paraphernalia. "Illegal drug" includes a drug not legally obtained and a drug not being used for its intended purpose or in its prescribed quantity.
- The unauthorized use, possession, transportation, manufacture, sale, dispensation or other distribution of alcohol or marijuana.
- Being under the influence of alcohol having a detectable amount of an illegal or controlled substance in the blood or urine without a valid medical explanation ("controlled substance" means a drug or other substance as defined in applicable federal laws on drug abuse prevention).
- Possession or use of marijuana during work hours is not permitted.

The DDA reserves the right to require any employee to immediately submit to a drug and/or alcohol screen upon reasonable suspicion that the employee is under the influence or has otherwise violated this policy. Employees involved in a work-related injury or accident or safety violation may be required to submit to a drug and/or alcohol test provided there is a reasonable possibility that drug or alcohol use by the employee could have been a contributing factor to the injury, accident, or violation. Employees who test positive for drugs shall be offered the opportunity to take a second confirmatory test.

Any employee who refuses to comply with the DDA's requirements for drug testing, who tampers with a test sample, or otherwise violates this policy shall be subject to discipline up to and including termination of employment. Drug and alcohol testing will be carried out in compliance with any applicable state and federal laws.

Any employee convicted under any criminal drug statute for a violation occurring while on the job, on Organization or customer premises, in a Organization vehicle at any time, or in any vehicle used for Organization business must notify the DDA no later than five days after such a conviction. A conviction includes any finding of guilt or plea of no contest and/or imposition of a fine, jail sentence or other penalty. Employees with such convictions will be subject to Performance Improvement up to and including termination of employment, regardless of whether they happened during working hours or on an employee's own time.

### **Personal and Company Property**

Your personal property is your responsibility. Because many people enter, and leave work areas daily, do not leave valuables where they could be easily picked up. The DDA assumes no responsibility/liability for your personal belongings.

The DDA reserves its right of access to organization property, equipment, facilities (including desks) and Organization vehicles at all times. Any search of Organization facilities or vehicles does not have to be based on reasonable suspicion.

### **Social Security Privacy**

It is the policy of the DDA to protect the confidentiality of social security numbers obtained in the ordinary course of business from employees, clients, vendors, contractors, or others. No employee shall knowingly obtain, store, transfer, use, disclose, or dispose of a social security number that the DDA obtains or possesses except in accordance with the Social Security Number Privacy Act and this policy.

Social security numbers obtained in the ordinary course of business must be held confidential to the extent practical and will be maintained in a secure location. Access to social security numbers will be limited to those with a legitimate business "need to know." Any employee accessing the social security number of another individual without the express authorization of the CEO will be subject to discipline and could be subject to criminal prosecution.

### **Social Media**

For the purposes of this policy social media includes blogs, podcasts, social networks (like Facebook and Instagram), feeds, discussions and chat rooms and any other form of online activity which displays text and images. This policy applies to the use of social media while at work and when not at work.

Rude or unprofessional behavior toward a customer or anyone in contact with the DDA is not allowed. Employees must be courteous and respectful to customers and any member of the public while in the course and scope of the DDA's business. Employees may not

disclose any confidential information related to DDA or its vendors, customers or business partners.

Employees are expected to work in a professional manner with management, customers, and vendors. This includes abiding by our policies that prohibit harassment and discrimination both at work and away from work.

Employees are required to use good judgment when posting on-line and be mindful that on-line activity leaves a digital “footprint” which can be retrieved, even if it is deleted later. Social media can only be used if it is part of your duties while at work or the employee is on lunch or break. Improper use of social media according to this policy may result in disciplinary action.

### **Performance Evaluation/Goal Setting**

All DDA personnel will be appraised periodically, no less than annually, at the anniversary date of hire on their job performance. This evaluation is deemed necessary for goal setting purposes and all evaluations are confidential and performed for information and goal-setting purposes between supervisors and employee. The appraisals may be utilized when determining job performance or assessing personnel problems.

### **Separation of Employment**

If you decide to resign your position, the DDA requests you provide a minimum of two weeks’ notice in writing. This helps with scheduling and enables the employee to be eligible for rehire. Employees are required to return all keys, proximity cards, uniforms (other than those items purchased under the uniform allowance policy), and parking permits to CEO.

## **II. Wage and Salary Policies**

### **Anniversary Date**

The first date of your employment for which you are paid is your anniversary date. Certain benefits are based upon this date.

### **Employment Classifications**

All employees are classified as full-time, part-time or temporary. Unless otherwise specified, the employee benefits described in this manual only apply to full time employees. All other policies apply to all employees. Also, all employees are classified as either non-exempt or exempt.

***Full-time Employee.*** Any employee who is regularly scheduled to work at least 38 hours per week is considered a full-time employee.

***Part-time Employee.*** An employee who is normally scheduled to work less than 29 hours per week on a continuing basis is considered a part-time employee. Part-time employees

are not eligible for the benefits provided in this manual, unless indicated or except as granted on occasion or to the extent required by state or federal law.

**Temporary Employee.** The Organization may hire short-term employees for specific tasks or for summer employment. Temporary employees are not eligible for the benefits provided in this manual, except as granted on occasion or to the extent required by state or federal law.

**Non-exempt or Exempt Employees.** By law, employees in certain types of jobs are entitled to overtime pay for hours worked in excess of certain limits. These employees are referred to as “non-exempt”. This means they are not exempt from the overtime pay law. See Overtime Policies for a full explanation of overtime payment policies. If your position meets the rules for “Exempt status, your position is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

### **Pay Period**

The normal pay period begins at 12:00 a.m. on Sunday and ends at 11:59 p.m. on Saturday.

### **Payday and Paychecks**

Employees are responsible for recording their time worked and will be trained how to record time worked by their supervisor. If an employee makes an error in recording time, they need to alert their supervisor immediately so the error can be corrected.

Time sheets must be submitted every other Monday and payday is every other Friday.

Any deductions to your pay, including required taxes will be itemized on your paystub. Employees should review this information carefully each payday. If at anytime you have questions about the amount or calculations, or notice a potential error, please contact the CEO immediately.

### **Overtime Pay**

Occasionally, overtime may be required to meet the needs of the organization. Non-exempt employees who work more than 40 hours in a work week shall be compensated at a rate of one and one half (1.5) their hourly rate. Paid Time Off and Paid Holidays will not be counted toward hours worked for the purpose of calculating overtime.

Overtime must be approved by your supervisor in writing prior to working overtime. Employees who fail to obtain approval prior to working overtime hours, will be subject to disciplinary action.

### **Direct Deposit**

Full time and part-time regular employees are required to have their pay deposited directly into their account at a participating financial institution. Direct deposit should be established within 10 days of their start date.

### **Travel Time**

Travel time is considered work time when the following conditions are met:

- When an employee who normally works at one location is sent out of town on a single-day trip, time which is spent traveling is work time;
- an employee who travels away from home overnight is not working when they are a passenger on an airplane, train, boat, bus or automobile outside of the employee's regular work hours, however any time which the employee spends traveling as a passenger on a weekend will be counted as work time if the travel cuts across the hours which the employee would normally work during the week.

### **Work Schedule**

The DDA Offices are typically open from Monday through Friday from 8am to 5pm. Hours in Parking operations vary depending on your position. Please check with your supervisor for schedules.

If you are unable to report to work at your scheduled time, you are required to contact your supervisor promptly. Please leave a voicemail if you are unable to reach them.

### **Breaks and Lunches**

Non-exempt employees are required to punch out for a half hour (30 minute) lunch break.

### **On -Call Schedule and Call-In Pay**

Some positions require employees to be “on-call” and ready to report to work at a time other than the regular schedule. This is usually in response to an emergency, maintenance request or unexpected situation. Employees who are scheduled “on call” must:

- 1) be reachable by phone
- 2) be available to report to work within 30 minutes of a request
- 3) refrain from activities that might impair their ability to perform any assigned duties.

Employees who are scheduled to be “on-call” will receive a \$100 stipend for any weekend they are scheduled. Non-exempt employees who report to work for a call-in shall receive a minimum of two (2) hours’ pay. Call-in Pay does not apply to picking up a shift for an ill employee.

### **Remote Support Pay**

Remote support is a phone call that is taken when an employee is in need of assistance for an emergency or unexpected situation and the solution may be handled over the phone. Non-exempt employees who respond to remote support shall receive their current rate of pay. The call shall be rounded up in increments of five (5) minutes.

## **III. Benefits**



## **Insurance**

The DDA offers a benefit package for full-time employees, which are outlined below.

### **Medical Insurance**

*Eligibility: Full time employees, first of the month after date of hire*

Every benefits-eligible employee is encouraged to have medical insurance coverage either by participating in the DDA's plan or having coverage under another plan. The DDA offers medical insurance plans, which may change from time to time. Employees must pay part of the monthly premium, which is determined each year. These plans are described in their respective Summary Plan Descriptions.

Once an employee has elected coverage or opted out of coverage, changes will not be able to be made until the next open enrollment period unless there is a qualified change in status. Qualified change in status includes; marriage, divorce, legal separation, birth or adoption of a child, and change in a child's dependent status. For an extensive list please contact the City HR Department. Employees are required to contact the City HR Department within 20 days of a status change during the plan year.

The employee contribution is made by payroll deduction through a Cafeteria Plan. This plan deducts the contribution from taxable income, thereby saving taxes and reducing your net cost of coverage.

### **Opt-out Compensation**

The DDA agrees to compensate employees who have other health insurance coverage, three thousand six hundred dollars (\$3,600.00) per year. Opt-out compensation will be payable in the last pay in June for eligible employees. Eligible employees will be required to sign a Payment In Lieu of Insurance Waiver and Release form annually.

### **Dental Insurance**

*Eligibility: Full time employees, first of the month after date of hire*

The DDA provides dental insurance to the employee, spouse and dependents (up to age 26), at no cost to the employee.

### **Vision Insurance (optional)**

*Eligibility: Full time employees, first of the month after date of hire*

Employees have the option to purchase Vision Insurance through the group vision plan.

### **Short-term Disability Insurance (STD)**

*Eligibility: Full time employees, two months following the date of hire*

STD insurance provides for partial wage continuation for periods which eligible employees are unable to work in the event of a non-duty related disability. The DDA provides this coverage to employees at no cost to the employee.

Key benefits include:

- Up to 26 weeks of coverage
- Effective on the first day of an accident and the eighth day of illness
- A weekly benefit of up to 66 2/3% of the employee's wage.

### **Long Term Disability Insurance (LTD)**

*Eligibility: Full time employees, two months following the date of hire*

This benefit begins after the 180 day waiting period, and pays 60% of the first \$6,667 of monthly pre-disability earnings, reduced by deductible income, with a maximum of \$4,000 before reduction by deductible income. The DDA provides this coverage to employees at no cost to the employee.

### **Life Insurance**

*Eligibility: Full time employees, two months following the date of hire*

The benefit is two (2) times annual earnings, rounded to the next higher multiple of \$500, if not already a multiple of \$500. The maximum benefit amount is \$100,000. The DDA provides this coverage to employees at no cost to the employee.

***Life insurance amounts in excess of \$50,000 are subject to Federal tax. Tax deductions for life insurance are taken on the final paycheck at the end of the calendar year.***

### **Retirement Benefits**

The DDA will assist employees in saving for retirement and offers a 457 Deferred Compensation plan.

The DDA automatically contributes 4% of the employee's gross wages each pay period. The 457 Plan allows employees to make their own contributions pre or post-tax (Roth). If employees choose to participate via payroll deduction, the DDA will match the employee's deferral up to 6%. Employees can individually choose investment options offered through this program.

For more details, please consult the Summary Plan Description.

### **Paid Time Off (PTO)**

Paid Time Off (PTO) is an all-purpose time off policy for eligible regular full-time employees to use for vacation, illness or injury, and personal business. It combines traditional vacation, sick leave, and personal plans into one, flexible, paid time off policy.

Employees are accountable and responsible for managing their own PTO hours to allow for adequate reserves to cover vacation, illness or disability, appointments, emergencies or other personal business according to their own personal and family needs.

PTO is used to receive pay for absences that are either "scheduled" or "unscheduled." Please see the Attendance Policy for more information.

An employee is eligible to earn PTO as described in this policy if they are a regular full-time or part-time employee.

The chart below illustrates the rates at which PTO is accrued based on the years of service. PTO is accrued at the rate per hour worked. Employees can begin to use PTO after they have completed ninety (90) days of employment.

All regular full-time employees shall accrue PTO each pay period as follows:

Years of Service	Accrual rate
Zero to four years	0.06 hours/ regular hour worked
Five to fourteen years	0.08 hours/ regular hour worked
Fifteen years +	0.10 hours/ regular hour worked

For example, a full-time employee who works a regular 40 hour work schedule, will receive 15 (8-hour) days for the first four years, 20 (8-hour) days from years five to fourteen, and 25 (8-hour) days for 15 years or more.

Employees will be required to use available PTO in conjunction with “Unscheduled” absences and/or an FMLA and/or Leave of Absence. The Attendance Policy standards of “scheduled” and “unscheduled” absences apply to the use of PTO.

PTO can be used in minimum increments of one (1) hour. If an employee has an unexpected need to be absent from work, they should notify their supervisor before the scheduled start of the workday. The supervisor must also be contacted on each additional day of unscheduled absence.

To schedule planned PTO, please use the online request system for advance approval from your supervisor. Scheduled PTO must be requested at least 24 hours in advance. Requests will be reviewed based on several factors, including organization needs and staffing requirements and approval of time off is at the discretion of the supervisor.

PTO is paid at your base rate of pay at the time of absence. It does not include overtime or any special forms of compensation. PTO is also not considered “time worked” for overtime premium calculations.

The organization believes that using PTO is important to the health of the employee and the organization. It’s important that employees take occasional breaks from work for recreation and rest and employees do not come to work with an illness that can pass to other employees and customers. DDA encourages employees to use their PTO by the end of their anniversary date.

If PTO is not used before the anniversary date, a maximum of 120 hours are eligible for rollover into the next work year and accumulation in the PTO “bucket.” Unused PTO above 120 hours that remains on the anniversary date will be forfeited, unless approved by the CEO prior to anniversary date. Upon resignation, employees in good standing will receive payout of any unused balance of their PTO.

An employee who has exhausted the paid leave available to them under the provision of this policy may apply for STD, LTD, or leave of absence without pay.

### **Paid Sick Time (Legacy)**

Employees hired before June 30, 2020 may have accumulated Sick Leave time. As of July 1, 2020, Sick Leave time will no longer accumulate. Sick Leave balances will be accessible up to 480 hours until June 30, 2022. After June 30, 2022, Sick Leave pay banks and balances will be eliminated. The balance of Sick Leave time can be used for personal sick or to care for and care for a sick family member.

Upon resignation prior to June 30, 2020, employees in good standing will receive up to 480 hours of the balance of their sick pay, based on the rate of pay in the 2019/2020 budget.

### **Flex Time**

In certain positions, some non-exempt employees, during their normal workday, may be able to schedule time away from work to attend occasional, planned events without using Paid Time Off. (PTO)

Scheduling Flex Time needs to be clearly defined and all Flex Time must be communicated with co-workers and approved in advance by a supervisor. Flex time may not result in overtime in the workweek.

Flex Time off can be requested in no less than 30 minutes and no more than 4 hours. Flex Time cannot be consistently requested in a pattern or permanently change the employee’s regular hours of work.

Requested Flex Time off must be made up within the defined work week of Sunday through Saturday and cannot be made up in the next work week. If it is not possible to make up the Flex Time off in the same work week the employee must use PTO for the time off work. If PTO is not available, the time off will be unpaid.

A request for use of Flex Time should include the hours being moved and indicate where the hours will be made up within the same workweek. Flexible scheduling may not result in additional overtime.

In the event you schedule Flex Time with co-workers and then need to cancel or revise, you may be required to keep the approved Flex Time schedule if others are affected.

### **Leave of Absence**

All regular full-time team members employed for a minimum of ninety (90) days are eligible to apply for a Leave of Absence (LOA).

A Leave of Absence can be used to request an extended period of time away from work, usually for reasons such as the employee's own medical condition, to care for a dependent, or following the birth, adoption or placement of an employee's child.

A leave of absence (LOA) will be approved on a case-by-case basis taking the needs to the business into consideration. The DDA will not approve a leave for a personal reason such as travel. The employee must request the LOA in writing and submit it to their direct supervisor or the CEO. When foreseeable, employees should submit their request at least thirty (30) days in advance of the need of the leave.

A leave of absence may be approved in increments of up to thirty (30) days and the employee will be asked to provide documentation that verifies their need to be off work. Job performance, absenteeism and departmental requirements will all be taken into consideration before a request is approved. Leaves may be extended or renewed with certification from a qualified health professional and at the discretion of the CEO.

Employees must use any available/accumulated PTO (or unused sick time if applicable) while on an LOA. The employee is responsible for their portion of the benefits while out on a leave and time off work will not count towards benefit accruals and seniority. The DDA will make every attempt to hold the employee's job but cannot guarantee that the employee will be restored to their original position under this policy, unless otherwise required by law.

You will be asked to provide a Fitness for Duty from your health care provider before returning to work if your leave is for your own serious medical condition. You must return to work on the scheduled return date or the DDA will consider you to have voluntarily resigned from your employment. Extensions of leave will only be considered on a case-by-case basis. Please contact the CEO for more information on request procedures.

Employees who need leave as a reasonable accommodation for a disability that is longer than the 30 days of Leave under this policy will have their request addressed under the Disability Accommodation policy.

### **Bereavement Leave**

Bereavement leave shall be granted in case of the death of any relative living within the household of the employee, of for the death of a spouse, child, father, mother, sister, brother, father-in-law, mother-in-law, sister-in-law, brother-in-law, daughter-in-law, grandparents, or grandchildren. Leave will be granted from the date of death to the date of the funeral not-to-exceed three (3) working days. Employees may use PTO or request a leave of absence if additional time away is needed.

### **Holidays**

The DDA observes the following Holidays:

- New Year's Eve
- New Year's Day
- President's Day
- Good Friday
- Memorial Day
- 4<sup>th</sup> of July
- Labor Day
- Thanksgiving Day
- Day after Thanksgiving Day
- Christmas Eve Day
- Christmas Day

Employees who work their last scheduled shift prior to the holiday and their first scheduled shift after the holiday are eligible for Holiday Pay. Full time employees will receive eight (8) hours, and regular part-time employees will receive four (4) hours of Holiday Pay for the Holidays above. Employees on a Leave of Absence are not eligible for Holiday Pay.

Due to the needs of the organization, employees may be scheduled to work during the above holidays. Employees who work on the holidays listed above will receive their regular pay plus eight (8) hours of Holiday Pay. If they work on the Holiday they get 1.5 times the regular rate.

### **Jury Duty**

When an employee is absent from work because of being summoned, and/or serves on a jury, or because of being subpoenaed as a witness at court, the employee shall be paid the difference between his/her regular salary and the fees received as a juror or as a witness for time lost from the employee's regular scheduled workdays.

### **Parking Benefit**

Employees of the DDA have the option of receiving a parking permit at no cost. Employees should park at the Old Town Deck or Hardy Deck during the winter months, and Old Town Deck in the summer.

### **Cell Phone Reimbursement**

Depending on the needs of your position, you may be eligible for cell phone reimbursement. Your Supervisor and the CEO will make that determination.

## **IV. Information Security**

### **General**

Employees and contractors/agents of the DDA are able to access customers' personal information only in the course of conducting business for the DDA and Traverse City

Parking Services (TCPS). Any employee or contractor/agent found in violation of this policy is subject to disciplinary action up to and including termination and legal action.

### **Credit Card Data Handling**

Only employees and contractors/agents of the DDA explicitly authorized are permitted to process credit and debit cards provided it is done in compliance with this policy. Card numbers, security codes and other related data may be used only to run charges requested by the cardholder. Once the charge has been processed, all account numbers and security codes must be destroyed immediately, or must be fully blacked out on both sides of the page on retained forms. No credit card data are allowed to be transmitted via end-user messaging technologies. Employees and contractors/agents of the DDA may not use this data for any other purpose.

### **Driver, Vehicle and/or Related Data**

Driver, vehicle and/or related information obtained from the Michigan Secretary of State may only be used by employees in the conduct of enforcing or processing parking violations. Only employees explicitly authorized by the Parking Director may access this information.

## **V. Equipment, Accidents, Injury and Reports**

### **Department Vehicles**

All Traverse City Parking Services motorized vehicles (maintenance equipment, enforcement vehicles, golf cart, etc.) require the employee to maintain a valid state issued driver's license. The employee shall notify the employer if their driver's license validity has lapsed or been suspended. Motorized vehicles may be assigned to any employee as needed to complete job tasks, and may not be operated by non-employees.

### **Accident Reports**

Any employee involved in an accident shall report the accident, and the damage to their supervisor. The supervisor may assess the accident and request the employee to contact the Traverse City Police Department. When required by the Employer, the employee shall complete an accident report in writing to include available names and addresses of witnesses, and description of the accident and supporting details. The written report shall be submitted to the employer prior to the beginning of the employee's next shift following the accident.

### **Injury Reports**

Any employee involved in an injury shall report the injury to their supervisor. The supervisor may assess the severity of the injury and request the employee seek medical attention. If medical care is refused by employee, a form of refusal must be submitted and filed. For non-threatening injuries, the employee shall make the employer aware of their intent to seek medical attention. Employees are required to complete specific injury forms and seek medical attention at Munson Community Health Center at 550 Munson Avenue. For accidents that occur after regular business hours, employees should report to

the Munson Emergency room. For any and all injuries, the Employer requires the employee complete an accident report in writing to include available names and addresses of witnesses, and description of the accident and supporting details. The written report shall be submitted to the employer prior to seeking medical treatment and no later than the beginning of the employee's next shift following the injury.

## **Employee Handbook Acknowledgment Form**

I, \_\_\_\_\_, acknowledge that I have received the Traverse City Downtown Development Authority (DDA) Employment Handbook. I also understand it is my responsibility to read and understand the policies as outlined in the Employment Handbook.

I agree to conform to the rules and regulations of the DDA as described in the handbook which is intended as a guide to human resource policies and procedures. I understand that the DDA has the right to change the handbook without notice. It is understood that future changes in policies and procedures will supersede or eliminate those found in this book and that employees will be notified of such changes through normal communication channels.

I also understand and agree that the information contained in these materials does not constitute an employment contract between the DDA and me, and the either I or the DDA may terminate our employment relationship at any time, with or without cause. I understand that no supervisor or representative of the DDA, other than the CEO of the DDA, has any authority to enter into any agreement for employment for any specified period of time, or to make any agreement contrary to the foregoing.

I shall return this acknowledgment form within five (5) working days.

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Employee's Name (please print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness

Upon return of this acknowledgment form to your supervisor.



## MEMO

**To:** DDA Board  
**From:** Gabe Schneider, Chair  
Scott Hardy, Vice Chair  
**Date:** June 15, 2021  
**Subject:** DDA CEO Contract Renewal

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Due to several factors that have caused delay, the DDA CEO is currently working under an extension of the terms of the most recent contract, which was originally set to expire on March 1, 2021.

In May of this year, the DDA CEO asked the Chair and Vice-Chair of the Board to begin negotiations on a renewal of this contract and the following is a summary of that negotiation:

### DDA CEO Requests

- Sec. 3: Three-year renewal of contract, effective March 1, 2021 through March 1, 2024
- Sec. 5: Annual salary set at “policy range” of \$104,000 as identified by the February 5, 2021 Executive Compensation Report completed by Human Resource Partners (Attachment A)
- Sec. 11(b): The elimination of “Sick Leave” to align the CEO with DDA staff policy
- Sec. 11(c): The addition of a cell phone reimbursement

The DDA Chair and Vice-Chair agreed to the CEO’s requests based on the following:

- A three-year term is appropriate to provide the right balance of predictability for the CEO and flexibility for the Board.
- On March 16, 2021 the Board approved a policy to compensate all DDA staff in alignment with the ranges identified in the February 5, 2021 Human Resource Partners study.
  - The Report found that the current base pay for the CEO is within the market range for the position, though it is below the “policy” market-based rate of pay.
  - The Report identified a range of:
    - Low: \$78,000
    - Policy: \$104,000
    - High: \$130,000
- Additional context is as follows:
  - Initial DDA CEO Salary: \$85,000 (2018)
  - Cost of living adjustment along with performance increase resulted in an increased salary to \$90,100 (2019)
  - No salary increase was given in 2020

### Recommendation

That the DDA Board agree to extend the DDA CEO’s contract for a period of three years with a salary of \$104,000. Annual increases, if any, shall be based on a review of market data with a goal to compensate the DDA CEO at a median market-based rate.



LETTER OF AGREEMENT FOR  
CHIEF EXECUTIVE OFFICER (CEO)

THIS AGREEMENT is made this \_\_\_\_ day of June, 2021 by and between the DOWNTOWN DEVELOPMENT AUTHORITY (hereinafter referred to as the "DDA"), whose address is 303 East State Street, Suite C, Traverse City, MI 49684, and Jean Derenzy (hereinafter referred to as the "CEO"), who address is 11290 Elk Lake Road, Williamsburg, MI 49690.

WITNESSETH:

WHEREAS, for the purposes of this Agreement the term Chief Executive Officer ("CEO") shall mean the Chief Executive of the Downtown Development Authority, also known as the "director" as described in Section 5 of the Downtown Development Authority Act (Act 197 of 1975, MCL 125.1655); and

WHEREAS, the DDA wishes to retain the services of Jean Derenzy, as CEO; and WHEREAS, Jean Derenzy wishes to be employed by the DDA in the capacity of CEO; and

WHEREAS, it is to the advantage of both the DDA and the CEO to specify the conditions under which the CEO is to work and to be compensated.

NOW, THEREFORE, it is mutually agreed by the parties as follows:

1.     Employment.

The DDA hereby employs Jean Derenzy as the CEO, and Jean Derenzy hereby accepts such employment upon the terms and conditions set forth in this Agreement.

2.     Applicable Laws.

This agreement is subject to all applicable laws and administrative rules bearing upon the parties and the subject matter of this Agreement as such law may be in effect from time to time, including with limitation, Act 197 of 1975, as amended, and such law is incorporated herein by reference. In the event of conflict between the provisions of this Agreement and such applicable law, such applicable law shall control.

3.     Term.

This Agreement shall commence March 1, 2021 and shall continue for a term of three (3) years subject to satisfactory annual performance evaluations pursuant to Paragraph 4 below. At the conclusion of the third year the parties shall have the opportunity to renegotiate or extend the terms of this Agreement.

4. Performance Evaluation. A formal performance evaluation shall be conducted on or before June 30 of each year. The performance of the CEO shall be evaluated primarily upon the duties and functions listed in the job description (Attachment A) as well as the goals and plans expressed by the DDA Board during goal setting sessions, strategic planning and/or formal performance evaluation sessions as outlined in this Agreement.

5. Compensation.

For all services rendered by the CEO under this Agreement, the DDA shall pay the CEO an annual salary of one hundred four thousand dollars (\$104,000.00) effective March 1, 2021, to be paid biweekly. Annual increases, if any, shall be based on performance and a review of market data.

6. Termination.

Either party has the right to terminate the employment relationship at any time and in the sole discretion of the party terminating the relationship subject to the following provisions:

(a) In the event the CEO resigns from the position, sixty (60) days advance notice shall be given to the DDA Board of Directors.

(b) In the event the DDA Board of Directors terminates the services of the CEO, the equivalent of one hundred eighty (180) calendar days' advance notice of such termination shall be given to the CEO, or in the alternative, the equivalent of one hundred eighty (180) calendar days pay. In addition, the DOA shall also pay for one hundred eighty (180) days health, dental and eye premiums for policies in effect at the time of separation. The requirements of this subsection shall not apply in the event that the CEO is terminated because of conviction of a felony or any illegal act involving personal gain or removed by the DDA Board of Directors due to misfeasance, malfeasance or nonfeasance in the performance of her duties as CEO.

4. Performance Evaluation. A formal performance evaluation shall be conducted on or before June 30 of each year but these evaluations shall not be a renegotiation of the terms of this Agreement. The performance of the CEO shall be evaluated primarily upon the duties and functions listed in the job description (Attachment A) as well as the goals and plans expressed by the DDA Board during goal setting sessions, strategic planning and/or formal performance evaluation sessions as outlined in this Agreement.

7. Duties.

In addition to the duties established or contracted by the DDA, the CEO shall be the Chief Administrative Officer for the Downtown Traverse City Association (hereinafter referred to as the "DTCA") as per the terms of the contract between the DDA and the DTCA. The attached description of the CEO's responsibilities, attached hereto and incorporated herein as "Attachment A," is the present determination of the DDA Board of the CEO's responsibilities and may be relied

upon by the CEO. However, the ODA Board may from time to time, by resolution, alter this description of the CEO's responsibilities, provided that such alterations shall not be effective until a copy of such resolution shall be delivered to the CEO.

8. Extent of Services.

The CEO shall devote sufficient professional time, attention and energies to the business of the ODA. In order to discharge the functions of the office of CEO, early morning, luncheon and night-time meetings and activities may occur outside regular office hours that require the CEO's attendance. To the extent that it does not interfere with the fulfillment of her duties and responsibilities, as they may be altered from time to time, or cause a conflict of interest, the CEO may provide consulting services to other entities using her own time and resources. Prior to engaging in such consulting activities, the CEO shall notify the DDA Board of Directors in writing.

9. Professional Development.

The CEO shall be entitled to attend professional development activities relating to ODA affairs, such as seminars and conventions. The DDA shall pay for or reimburse the CEO for expenses in connection with such professional development activities as per DOA policy up to the amount authorized in the budget. The CEO shall take not more than fifteen (15) working days per fiscal year for professional development activities unless specifically authorized by the DDA. Days so expended shall be regarded as days worked.

10. Civic Organizations.

The DOA encourages membership of the CEO in local civic organizations and in executing civic responsibilities. The DDA agrees to reimburse the CEO for dues and reasonable expenses incurred in membership in one local recognized civic organization involved in public service.

11. Paid Time Off/Benefits.

(a) Paid Time Off (PTO). The CEO shall be entitled each year to PTO of five (5) weeks. During such vacation time the CEO's compensation will be paid in full. The CEO shall be paid for any unused PTO upon the end of employment pursuant to the DDA Employment Handbook.

(b) Other Benefits.

i. The CEO shall be reimbursed for travel in the conduct of business per the federal mileage reimbursement rate.

ii. The CEO is entitled to group health insurance, including dental & vision coverage, through the City of Traverse City Group Health Program, or its reasonable equivalent.

iii. The DDA offers a Section 457 Deferred Compensation Plan through ICMA Retirement Corporation. Participation in the plan is voluntary. If the CEO chooses to participate in the plan, the DDA provides a guaranteed 4% contribution (no employee contribution necessary). In addition to the guaranteed 4% contribution, the DOA will also contribute a dollar-for-dollar match up to 6% of the employee's gross pay (including regular hours, overtime, vacation pay, short term leave/sick pay and longevity). Annual benefit cash-outs and retirement cash-outs are not eligible to receive the DDA match.

iv. The CEO shall receive a monthly cell phone reimbursement in the amount of \$ 60.

12. Assignment.

This Agreement is not assignable by either party.

13. Waiver of Breach.

A waiver by the DDA of breach by the CEO of any provision of this Agreement shall not operate or be construed as a waiver of any subsequent breach by the CEO.

14. Non-Discrimination.

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

[Signatures on the following page]

DOWNTOWN DEVELOPMENT AUTHORITY

\_\_\_\_\_  
Gabriel Schneider, Chairman

Date \_\_\_\_\_

\_\_\_\_\_  
Jean Derenzy, CEO

Date \_\_\_\_\_

Approved as to form:

\_\_\_\_\_  
Scott W. Howard, DDA General Counsel

## **Attachment A**

### **TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY Job Description**

#### **CHIEF EXECUTIVE OFFICER (CEO)**

**Supervised By:** Traverse City Downtown Development Authority (DDA)  
Board of Directors  
**Supervises:** DDA Staff  
**Job Type:** Employment Agreement

#### **General Summary:**

The Chief Executive Officer (CEO) serves at the pleasure of the Traverse City Downtown Development Authority (DDA) Board of Directors. The CEO is the catalyst, promoter and keeper of the Traverse City downtown vision. CEO is responsible for the development, execution, implementation of the Downtown Development Authority (DDA) activities in the City of Traverse City. The CEO works with the Board, oversees all DDA staff to ensure successful implementation of the Board's strategic plan and annual operating plan for the DDA which may include contractual work for other entities and enjoys working with people and organizations.

#### **Position Responsibilities:**

The Chief Executive Officer is a champion, cheerleader and visionary for Traverse City's downtown. The CEO is a strong leader who invites and embraces engagement with all interests in fulfilling the annual goals and priorities of the DDA. The CEO builds and sustains relationships and provides services and programs that are valued by businesses and other organizations located within the DDA district. The CEO's work is driven by the future vision for Traverse City's downtown.

#### **Areas of Focus:**

1. Leadership
2. Development (Infrastructure, etc.)
3. Parking
4. Business Recruitment and Retention
5. Marketing and Promotion
6. Partnership and Collaboration



## **Chief Executive Officer (CEO)**

### **Job Description**

Page 2

#### **Essential Job Functions:**

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. The CEO has the authority to hire and manage DDA staff including those who may work under contract. Beginning in 2018, all staff will participate in "360" performance evaluations.
2. Implementing the DDA's strategic and developing and implementing operating plans;
3. Implementing Tax Increment Financing plans and strategies;
4. Leading, cultivating and promoting a thriving business environment; proactive communications and engagement with stakeholders, including businesses, downtown groups and organizations, neighboring communities and governments, funding sources and others;
5. Developing and participating with partnerships to achieve strategic goals operating plan priorities;
6. Overseeing the development and management of downtown parking facilities;
7. Achieving the goals of an annual capital improvement program;
8. Fulfilling contractual obligations with other entities; and others;
9. Handling all employee transactions, including employee training and evaluation;
10. Establishing annual goals, objectives and milestone measurement with the Executive Committee;
11. Additional responsibilities as directed by the Board of Directors.

#### **Required Knowledge, Skills, Abilities and Minimum Qualifications:**

The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job.

1. Bachelor's degree in an area of concentration related to the position.
2. At least 7 (seven) years of work experience with accomplishments that are relevant to this job description.
3. Understanding and working knowledge of purposes and roles of DDA's.
4. Successful management of community-based programs.

Revised January 2018

## **Chief Executive Officer (CEO)**

### **Job Description**

Page 3

5. Successful in leading and participating in outreach and community engagement processes, including use and application of multiple forms of media to reach and have two-way communications with stakeholders.
6. Successful planning, development and implementation of strategies and operating plans that address community priorities.
7. Familiarity with how to attain goals in communities of similar size and nature as Traverse City.
8. Well versed in general funding sources available for communities and how to help develop funding.
9. Experience in setting and attaining personal and organizational performance measures.
10. Demonstrated leadership, communication and team building skills
11. Demonstrated ability and interest in collaboration and collective impact and in developing common agendas for addressing complex needs, issues and priorities. A "connector" between businesses, people, governments and other organizations.
12. Outstanding communicator in all respects who demonstrate through example the positive influence of inclusiveness in attaining priorities. A "modern" thinker and communicator, adept in social media and modern communication methods. Capability and experience with educating various sectors on options and implications involving government programs.
13. Forward thinker and effective planner who deals with needs and priorities proactively.
14. Enjoys and comfortable dealing with concepts and large visions of the future.
15. Successful management of and coping with stressful conditions.
16. Enjoys working with people and can readily fit with and manage small staff unit.
17. Understanding of small town dynamics.
18. Prior experience in implementing Tax Increment Financing plans.
19. Can readily prioritize in short and long-term contexts.
20. Familiarity with work and jobs that have elected officials as primary stakeholders.
21. Experience with leveraging partnerships, affiliations, volunteers and staff to maximize productivity in ways that contain or reduce operation costs as a function of output.

Revised January 2018

## **Chief Executive Officer (CEO)**

Job Description

Page 4

### **Physical Demands and Work Environment:**

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is typically in an office setting where they are regularly required to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. In the course of inspecting public works projects, the employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move objects of moderate weight. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; observe and interpret situations; read and interpret data, information and documents; analyze and solve complex problems; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions; and interact with officials and the public.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment can range from quiet to loud.

### **Tools and Technology**

The DDA office uses a variety of software including Microsoft Office Suite, G Suite (google), Macintosh Pages, Numbers and Keynote, as well as Filemaker 15.

Revised January 2018



February 5, 2021

# Executive Compensation Report

Traverse City Downtown Development Authority

Prepared by Kate Greene, SHRM-SCP, GPHR, SPHR and  
Dave Smith, Vice President of Compensation Services



## **Executive Compensation Study**

### **Traverse City Downtown Development Authority (DDA)**

#### **Background**

In late 2020, the Governance Committee of the Traverse City DDA hired HR Partners to collect and analyze data to provide market compensation ranges for the Chief Executive Officer position. Positions were analyzed and grouped based on their impact to the successful operation of the organization and relevant compensation data was collected for all positions that directly report to the CEO (to help establish internal equity). This detail will be included in a separate report to the CEO to assist with internal organizational administration.

#### **Methodology**

DDA staff each completed Job Questionnaires detailing the job duties and requirements of their positions. After review with the CEO for accuracy, this information and the job descriptions were ranked using a 20- point-factor analysis to establish internal relative worth which determined “levels” or grades which could then be linked to market compensation. (See Appendix A).

Compensation ranges were developed by comparing the skills needed to successfully accomplish the duties required by each position to market pay data. HRP uses survey information from The Employers Association (TEA) database, which includes organizations from West Michigan, from Northwest Michigan and National data (depending on the position). Base compensation information from the following similar organizations (DDAs) were also included in the analysis.

- Boulder, CO
- Grand Rapids, MI
- Holland, MI
- Marquette, MI
- Birmingham, MI
- Grand Haven, MI
- Ann Arbor, MI
- Kalamazoo, MI
- Mt. Clemens, MI
- Ferndale, MI

Market pay ranges are based on skills needed to perform the duties. Comparable job pay rates (in industry) are an important data point, but are not more heavily weighted than any other data points. Market ranges illustrate what the market is paying for the skills and responsibility of the position. Geographic adjustments are also included in the market ranges, but differ depending on the location of the labor pool for the position. For example, an entry level position will be compared to wages within Grand Traverse County, where executive positions will include regional/state information. There are also adjustments for regional trends in pay.

## Results

The results for the CEO position are presented in the attached chart. The annual pay rates indicate base cash compensation amounts.

The current base pay for the CEO is within the market range for the position, though it is below the POLICY (market-based rate of pay for an individual fully proficient within the job). The compa-ratio for this position is 0.87.

Position	Range Spread	Low	Policy	High	Current	Compa-ratio
CEO	50 %	\$ 78,000	\$ 104,000	\$ 130,000	\$ 90,1000	0.87

**Low** – this represents the average lowest wage for the position and/or the typical “spread” for ranges at this level within an organization (+/- 25% from Policy).

**Policy** – this is the average rate of pay that an individual “proficient” within the job would be paid to perform the job. This is also the number used to establish the Compa-ratio or how far below or above a pay rate is from market.

**High** – this is the average of the highest paid similar positions in the market and/or the typical “spread” for ranges at this level within an organization (+/- 25%).

**Compa-ratio** – this number represents how close the current wage being paid is to the Market Policy. For example, 1.0 means the current pay is equal to the market; 0.75 means it is paying about 25% below the policy or average/median; 1.30 would indicate pay is 30% higher than policy.

**<1.0 Compa-ratio** – this is appropriate rates for staff who are less experienced or are not fully proficient in skills needed to successfully perform the job.

**1.0 Compa-ratio**- this is midpoint for the market, often the target for organizations who want to be competitive in the market.

**> 1.0 Compa-ratios**- appropriate rates for staff who demonstrate high proficiency of skill in their position, who routinely exceed expectations and/or who have longer tenure in the position.

## Benefits

Per its charter the DDA offers a similar package of benefits that City of Traverse City provides to its non-contracted (ACT) group of employees. Thus, the DDA’s benefit plan is very comparable to other municipality levels in Michigan and were not significantly different. Compared to the private sector, these plans combined offer slightly better-than-average insurance coverage (health, life, long and short term disability), paid time off programs (holiday, vacation, sick, personal), and retirement savings contributions, than the private sector.

## Variable Pay

Variable pay information was also considered in this evaluation. The compensation for the CEO of the Traverse City DDA does not currently include any variable pay, incentive or “bonus” options. This is a very common practice in the private sector and it is most often tied to measurable outcomes such as profitability, meeting or exceeding revenue targets, or creating cost reductions. The range that a CEO is typically able to achieve through bonus is 5 -25% of annual pay. Variable pay is less common in public sectors, though quasi-government employers are beginning to adopt this strategy.

Using variable pay is most often used to:

- incentivize business results (and staff behaviors), and/or
- as a tool to offer higher compensation opportunities without the raising the base cash compensation rate.

Note: Grand Rapids and Boulder DDAs do have bonus plans in place for their CEO (though specific numbers were not given). Further, about 60% of non-profits within the West Michigan region are moving towards some kind of a “pay at risk” program.

## Recommendations

Our recommendations to the DDA Board are as follows:

1. **Create a compensation philosophy to guide decision making.** Determine what the strategic goals are for compensation – where the organization aims to pay when compared to market – then adjust the recommended “Policy” to that point in the range and compensate the CEO based on that position.
2. **Determine and communicate how future raises will be determined for the CEO.** Considering this now will make subsequent discussions easier and could increase retention.
3. **Update wage ranges annually using market data.** We recommend updating these annually so that employees can progress in the range relative to the market, which avoids large/costly adjustments in a single year and can improve employee retention.

Linking to market data recognizes difference in skill value and position requirements, vs using a broad one-size-fits all increases (like CPI or COLA). Making the same percentage adjustment for all positions each year can lead to over compensating average performers or under compensation for high-performers with in demand skills.

Thank you for allowing us to provide this information to you as you seek to support the efforts of the DDA’s staff who are working to make Traverse City a better place to live, work and visit.



## Appendix A

### Traverse City DDA- Analysis of Positions by Grade

POSITION TITLE	GRADE LEVEL
SUPPORT STAFF GRADE LEVEL	10
SUPPORT STAFF GRADE LEVEL	11
SUPPORT STAFF GRADE LEVEL	12
SUPPORT STAFF GRADE LEVEL	13
DOWNTOWN EXPERIENCE COORDINATOR	14
FACILITIES SUPERVISOR (similar to Coordinator roles)	15
DIRECTOR OF COMMUNITY DEVELOPMENT	16
TRANSPORTATION MOBILITY DIRECTOR	17
CHIEF OPERATIONS OFFICER	18
OPEN GRADE LEVEL	19
CHIEF EXECUTIVE OFFICER	20







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 Board

From: Jean Derenzy, DDA CEO

Date: June 14, 2021

Subject: Project Updates

### **Lot O, Corner of State and Cass**

The City of Traverse City has issued an RFP for a possible infill development for the publicly owned surface lot at the corner of State and Cass; 159 E. State Street. Responses are due by June 24, 2021. The proposal and addendum is attached for your information.

### **Tree Management Plan**

In partnership with the Davey-Group, we had a very productive meeting with city staff about possible collaborations related to tree-planting and maintenance. We will now be working with the Davey-Group to fine-tune the recommendations for the tree management plan and are anticipating a comprehensive fall planting initiative.

### **Outdoor Café Ordinance Amendments**

On June 7<sup>th</sup>, the City Commission approved amendments to the city's zoning ordinance that would allow up to 15 platform café's throughout the city as well as the prohibition of platform café's on the 100 and 200 blocks of Front Street. Additional amendments related to sidewalk cafes were also introduced and discussed and will be before the City Commission at their July 21<sup>st</sup> meeting.

### **In-Person Meetings**

The City of Traverse City had previously affirmed a Declaration to allow public bodies to meet remotely through July 31, 2021, with the caveat that it could be rescinded if necessary. At one of their upcoming meetings, the City Commission will be considering going back to in-person meetings starting in the month of July. Should that occur, I will be putting together the proper protocol for DDA meetings to meet in person, starting with our July 16, 2021 meeting. In addition, the Finance Committee and Governance Committee will also meet in person.

**Annual Informational Meeting**

Pursuant to Michigan Public Act 57 of 2018, we will hold the first of two required annual informational meetings at our July 21<sup>st</sup> meeting. The meeting will be held in conjunction with the regularly scheduled DDA Board meeting.

**Trash Removal**

Over the last two months, we had a very productive meeting with city staff about possible collaborations related to trash removal, including deploying a comprehensive system of “big-belly’s” (i.e. enclosed trash compacters) throughout the downtown district. We continue to explore how such a collaboration might work, but have targeted next spring as a possible launch.

**Clean and Green**

We are working with the Director of YouthWork Industries of Child and Family Services of Northwest Michigan to provide landscaping and cleaning services to downtown later this month. Activities likely will include trimming and clearing weeds from all the tree grates and power-washing the sidewalks. This service is greatly needed throughout downtown and will establish a precedent for formal “clean and green” services as the DDA begins to develop the components of its next strategic plan.





## Downtown Lot Available for Housing Development, Traverse City, Michigan

Request for Developer Proposals for **Lot O, 159 E. State Street**

May 22, 2021

## Contents

THE OPPORTUNITY .....	1
COMMUNITY PROFILE .....	2
PROPERTY DETAILS .....	3
DEVELOPMENT PROCESS .....	4
PROPOSAL REQUIREMENTS, CRITERIA, & PROCESS .....	5

May 22, 2021



## The Opportunity

The City of Traverse City is seeking qualifications-based proposals from developers interested in developing housing in downtown Traverse City. The City is looking for interest in purchasing City Parking Lot O, with the main theme of providing more housing options in the central business district. This property is well-positioned in the heart of downtown Traverse City's vibrant, walkable central business district.

## Project Goals

The City of Traverse City seeks to further key goals through this initiative. These goals are:

- Maximize the number of residential units,
- Minimize the carbon footprint and parking, and
- Create community through building design and by establishing first floor retail, a diversity of price points, and favoring long-term rentals over condominiums.

The City is entertaining proposals to develop Lot O at 159 East State Street at the intersection of East State and Cass Streets. The location of Lot O is shown on **Figure 1** below. **Figure 2**, on page 3, illustrates the boundaries of the lot. The City intends to move forward with the best proposal.

**Figure 1** - Location of Lot O in Downtown Traverse City



## Community Profile

Traverse City has become a highly desirable community for visitors, retirees, young families, and entrepreneurs. Its coastal location, near two viticultural regions, close to Sleeping Bear Dunes National Lakeshore, and close to all Northwest Michigan has to offer, has long made Traverse City a popular visitor and resort destination. Excellent health care, expanded commercial air service, improved connectivity, and an entrepreneurial culture have spurred new economic and population growth.

The area is growing. The City of Traverse City had a 2019 population of 15,570, an increase of 5.8% since 2010. Grand Traverse County, which makes up the majority of the metro area, had a population in 2019 of over 93,000 and has grown 8.2% since 2010. Income is growing more dramatically. Household income in Traverse City and Grand Traverse County has increased 36.0% and 25.5% respectively between 2010 and 2019. Traverse City's 2019 household income was \$57,076, and the county's \$63,575. This compares with Michigan's and the country's, which was \$57,144 and \$62,843, respectively<sup>1</sup>.



<sup>1</sup> 2019 American Community Survey, U.S. Census Bureau

## Property Details

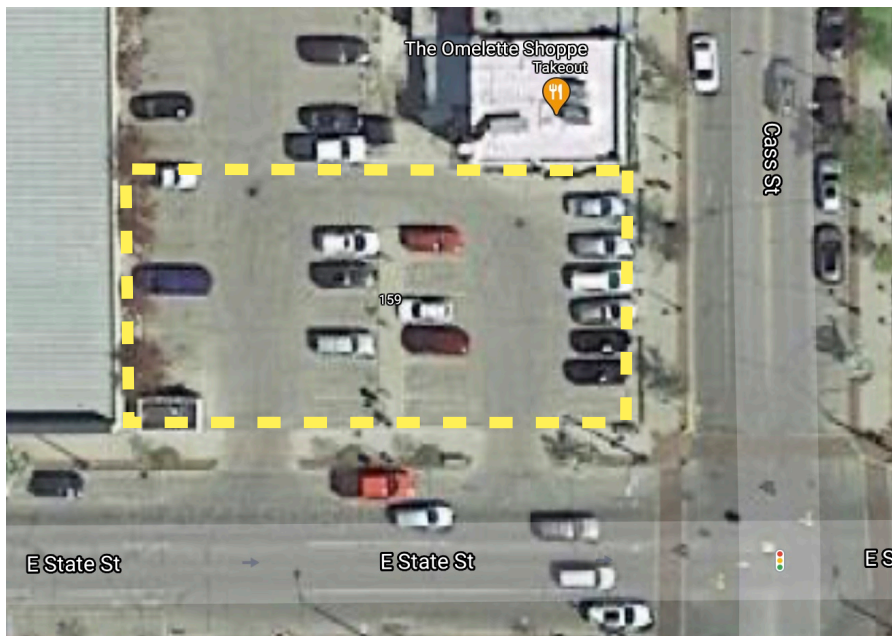
### Property Constraints Summary

	Lot O
Address	159 E. State
City Utilities	See Appendix A
TCLP Facilities	None
Public River Access	No

### Property Characteristics

	Lot O
Address	159 E. State
Parcel #	28-51-794-056-00
Lot Area (SF)	9,310
Zoning	C4-c
Appraised Value *	\$940,000
Appraised Value (\$/SF)	\$100.80

\* Appraised values provided for information only.



**Figure 2** - Approximate boundaries of Lot O



## Development Process

Upon selection of a qualified developer, the City anticipates entering into a letter of intent/predevelopment agreement allowing for due diligence and completion of a final development agreement.

The **City of Traverse City** offers **pre-submittal meetings** where developers can get initial feedback on their proposal and contact utility and permit providers. The meetings include representatives from the city Planning/Zoning, Municipal Utilities, Engineering, and Fire departments, and the Grand Traverse County Building Department. Contact Planning Assistant Leslie Bilbey at (231) 922-4778 for more information.

### Utilities

The site is well served by water, sewer, gas, and electricity. Traverse City Light and Power (TCLP) provides electricity and can offer fiber internet to all properties. TCLP offers a voluntary green rate as well as net metering to help reduce your project's carbon footprint. Inquiries about electrical service can be made by calling (231) 992-4431. The City provides water and sewer. Contact the Department of Municipal Utilities at (231) 922-4900 for more details. Gas service is provided by DTE Energy, who offers quotes for service by calling 1-800-533-6220. Finally, please note the City has a [stormwater ordinance](#) and will be looking for proposals that creatively mitigate site stormwater.

### Master Plan and Zoning

**Master Plan:** This property sits in the TC-5 Downtown Neighborhood as identified in the City of Traverse City Master Plan. This designation allows for the most intense land use in the city.

**Zoning:** The sites are all located in the C-4, Central Business District zone which allows mixed uses. Contact Shawn Winter, Planning Director, at (231) 922-4460 with any zoning or entitlement process questions.

**Other public outreach:** The developer should also be prepared to assist the City in efforts to solicit public feedback on the proposed development after the conceptual design has been established. All public outreach activities will be organized and facilitated by the City, not the developer.

## Proposal Requirements, Criteria, & Process

### Proposal Format

The City of Traverse City will review and evaluate all complete proposals in response to this request for proposals (RFP) to identify and engage with qualified developers interested in developing one of these lots. An initial response to this RFP must include the following information:

- **Letter of Interest:** Provide a letter of up to three pages identifying the development team and including a statement of the team's vision for the site, specifying how it meets the stated goals of the RFP.
- **Concept Plans and Renderings** of a vision for the site development.
- **Description of housing unit sizes and rents.** The City intends to enforce proposed rents with a deed restriction.
- **Purchase Price:** Provide a purchase price for the lot contained in the proposal.
- **Development Experience/Portfolio:** Provide a brief description of past projects of a similar nature completed by the development team. No more than 10 pages please. Include a description of the projects, cost, completion date, and references.
- **Earnest Deposit:** The selected purchaser will be expected to post earnest funds equal to 2% of the property purchase price as part of and at the time of an eventual predevelopment agreement.
- **Evidence of the development team's fiscal capacity** to undertake the proposed project.
- **Resumes** of the firm and lead team members.
- **Proposed Timeline** based on the suggested schedule below.

The City of Traverse City may seek additional information upon receipt of a development proposal. Additionally, The City reserves the right to accept or reject any or all proposals, waive irregularities and to accept the proposals either on an entire or individual basis that is in the best interest of the City. The City may run background reviews of the development team. The RFP and responses should not be considered a legally binding agreement. Upon selecting a qualified development team, the City will enter into a predevelopment agreement including purchase price, earnest deposit, due diligence period, and other terms. Questions regarding this request for proposals can be directed to Shawn Winter, Planning Director, at (231) 922-4460 or [swinter@traversecitymi.gov](mailto:swinter@traversecitymi.gov).

All proposals must be submitted by email in a PDF format to Kim Sheridan, at [ksheridan@traversecitymi.gov](mailto:ksheridan@traversecitymi.gov) by 11:59 p.m., Eastern Daylight Time, on June 24, 2021. Additionally, either a paper or digital copy on a USB drive shall be sent to the address below, postmarked no later than June 24, 2021:  
City of Traverse City ATTN: Kim Sheridan, Executive Assistant/Purchasing Agent, 400 Boardman Avenue, Traverse City, MI 49684

## Selection Criteria

The City will evaluate proposals based, in part, on the project goals which are restated and further described below:

1. Maximize the number of residential units.
2. Minimize the carbon footprint and parking. Special consideration will be given to proposals that:
  - a. Strive for net zero<sup>2</sup>, low carbon<sup>3</sup>, LEED<sup>4</sup>-qualified construction,
  - b. Support other transportation modes by offering, for example, bike storage on-site,
  - c. If parking is offered, unbundle it from leases and sales.
3. Create community through building design and by establishing first floor retail, a diversity of price points, and favoring long-term rentals over condominiums. Special consideration will be given to proposals that include a majority of rental units that fall within the range of 70% to 120% of the area median income (AMI) for Grand Traverse County.

In addition, the City will consider these factors in evaluating proposals:

- The overall vision for the property.
- Development team's experience and financial capacity.
- The proposal's creativity in addressing storm water management.

## Schedule for Review and Selection

RFP released:	May 22, 2021
RFP proposals due:	June 24, 2021
Finalist teams notified:	July 8, 2021
Finalist team's presentation:	July 2021
Finalist terms of development and purchase agreement:	August 16, 2021 (tentatively)

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<sup>2</sup> A Zero Energy Building (ZEB), also known as a Net Zero Energy (NZE) building, or a Zero Net Energy (ZNE) building, is a building with net zero energy consumption, meaning the total amount of energy used by the building on an annual basis is equal to the amount of renewable energy created on the site. source: Wikipedia

<sup>3</sup> Low-carbon development is a holistic approach to design and construction that comprises evolving, energy-efficient, and environmentally friendly practices used to make buildings and developments that emit less carbon than conventional development.

<sup>4</sup> Leadership in Energy and Environmental Design certification, offered by the U.S. Green Building Council, provides a means of rating a project's environmental and energy-saving attributes.









## Downtown Lot Available for Housing Development, Traverse City, Michigan

Request for Developer Proposals for **Lot O, 159 E. State Street**

### **Addendum #1**

May 25, 2021

## Access to Adjacent Properties

There has been historical vehicular access through Lot O to the adjacent private properties on its north side. The City will be looking to proposers to either maintain this access or gain agreement on a revised solution. The map at the end of the RFP illustrates how access to 122 and 124 Cass Street is currently provided through Lot O.

## Interviews

The City intends to conduct interviews in mid to late July 2021 for the top proposals. Scheduling for these interviews will take place on or just after July 8, 2021.

May 25, 2021



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

## MEMORANDUM

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**To:** DDA Board

**From:** Harry Burkholder, DDA COO

**Date:** June 14, 2021

**SUBJECT:** Lower Boardman Unified Planning Process

Last week, the Lower Boardman River Leadership Team agreed to move forward and release a draft of the Unified Plan (including recommendations and alternative development scenarios) in July – beginning a second round of community feedback and discussion.

Over the summer, the Leadership Team will host and facilitate a series of public and stakeholder meetings (both virtual and in-person), forum conversations and pop-up meetings to get feedback on the draft plan. The Leadership Team is also working on plans to “take the meeting to the people” and solicit feedback from school-aged kids and other groups who don’t normally participate in traditional civic engagement activities and meetings. A description of these activities and tentative dates are attached.

Based on the feedback we receive this summer, the Leadership Team will reconvene in August/September to make revisions to the recommendations and develop a final version of the Unified Plan. Once complete, we will be seeking adoption of the Unified Plan from the DDA Board, which will then be sent on to the City Commission, Planning Commission, and Parks and Recreation Commission for their approval.



## **Welcome Back Video Presentation**

**Tentative Shoot Date: June 15<sup>th</sup>**

*When: Release one/two weeks prior to Engagement Sessions*

We are working with *Two The Wolves Production Company* to develop a brief video presentation that will be posted on the DDA website and through social media in advance of the engagement sessions. The purpose of the video is to provide a base line of knowledge regarding the project to prepare residents for upcoming input sessions, and to build interest in attending the sessions.

The video will likely cover-

- Geographic area of study
- Purpose of the study
- The role of the Leadership Team
- The LT Values
- Results of public engagement in 2019
- Description of, and invitation to, upcoming workshops

This video will not exceed 2.5 minutes in length.

## **Project Updates for Elected and Appointed Officials and Staff**

*When: Downtown Development Authority (May 21<sup>st</sup>) – Finished*

*Planning Commission (June 1<sup>st</sup>) - Finished*

*Parks and Recreation Commission (June 3<sup>rd</sup>) - Finished*

*City Commission (June 28<sup>th</sup>) – Scheduled*

Provide a presentation to the City Commission, Planning Commission, Parks and Recreation Commission DDA Board, and City Department leaders on the project via web-based meeting platform, covering the same agenda as the video, and allowing for discussion and questions on the engagement process.

## **Stakeholder Outreach within the 100 and 200 Block**

Jean and Rick Korndorfer are spearheading this effort.

## Online Mechanism to Provide Feedback

- Story-Map with Assistance from Bob and his team

## In-Person (and on-line) Engagement Sessions

*When: Targeting – July 13<sup>th</sup> & 14<sup>th</sup>*

### **Focus Group Sessions: In Person at City Opera House**

*Possibility of Zooming people in as well TBD*

Attendees or organizations will be specifically invited, but each meeting will be open to the public. The focus groups will be organized into four meetings as follows (consistent with 2019 sessions):

- Meeting #1: Recreation Groups, Community Event organizers
- Meeting #2: Community and Economic Development, Business Focused Organizations
- Meeting #3: Business and Property Owners
- Meeting #4: Sustainability, Fisheries, and Natural Resource Focused Organization

These sessions will be scheduled to last 1-1.5 hrs. The four Focus Group sessions should be held over a two-day period. Typically Noon to 2 pm and 4 to 6 pm work well for a given day.

At the beginning of each session the moderator will review (very briefly)-

- The purpose of the meeting
- What we heard from public input on these subjects
- How the input from this session will be used

Each Session will be organized into three distinct discussions-

1. *Physical improvements south of Front Street*
2. *Physical improvements north of Front Street*
3. *Zoning and policy concepts*

Depending on the focus of each group we can spend more or less time on each subject area.

We will also use a Zoom based platform option that allows some moderation of the discussion. The moderator will use the *Mural* white board to show the participants what ideas are being considered for each study area and ask people to express their opinions on the alternatives being presented, ideas they like, concerns they have about the ideas, and how they would shape the plan with new ideas. Each session would have a note taker recording notes on the screen in real time. Depending on the size of the session, we could ask participants to unmute and/or put comments and questions in the chat.

Specific questions we can ask to promote discussion include-

1. *How would you change the river corridor to support your organization's existing or planned programs?*
2. *From the perspective of your organization, what are the advantages or disadvantages related to the alternative ideas being discussed?*
3. *Are we missing other opportunities that are critical to downtown and the community?*
4. *Are there important impediments to moving forward on any of these projects that we should be considering?*

5. *How would you like us to keep you informed as to the progress of the project moving forward?*

A member of the consultant team (and maybe Leadership Team members) will lead and facilitate the focus groups. However, all team members should feel free to participate in the discussion. People other than the facilitator should be assigned as the note taker and chat monitor. Another person would need to act as the behind-the-scenes manager of the Zoom Meeting.

### **Open Public Work Session**

On the second day of the same week, an Open Public session would be held to gain additional input. These sessions would be conducted in a similar manner to the Focus Groups, only each of the three topics (*Physical improvements south of Front Street, Physical Improvements north of Front Street, and Zoning and Policy Concepts*) will be discussed concurrently at three different meetings.

Following the conclusion of the engagement all comments will be posted on the DDA web page and through social media so residents can view the content and the comments and ideas expressed by the public.

## **Open House**

*When: Targeting July 29<sup>th</sup> .*

We will summarize the results of the Engagement Sessions and conduct an open house style meeting where participants can meet face to face with the team and-

1. Review the results of the engagement to date, including preferences for ideas, new thinking, and general trends and comments
2. Provide input where they believe that our conclusions are not in line with the public's thinking
3. Identify priority projects that they support.

This meeting might need to be held outdoors so that people are more comfortable with the face-to-face meeting.

## **Posting Results**

The results of the public engagement sessions will be summarized and posted online. We could set up the web page to continue to take comments, ideas, and related input if desired.

## **Pop-Up Meetings Concurrent with other outreach sessions**

- Chalkboards
- Boards on tripods at Farmers Market, FNL, Workshop Brewery
- Reaching out to groups that are not typically involved
  - High Schools Youth Corp







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

## Memorandum

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**To:** Downtown Development Authority Board of Directors

**From:** Harry Burkholder, DDA COO & Katy McCain, Comm. Dev. Director  
Steve Nance

**For Meeting Date:** June 18, 2021

**Memo Date:** June 16, 2021

**SUBJECT:** Arts Commission Update

### **10 Street Trailhead – Arts on the Tart**

An RFP is currently out to find an artist to complete a work to place at the 10<sup>th</sup> Street Trailhead. We had to issue a new RFP, as the artist who was initially chosen this spring backed out of the project due to the scope of the work.

### **Mural Project Update**

Two artist pairings were chosen for the Union Mural Pilot Project. The first team will begin their work on in early July, with the second team painting in early August. Permissions from the property owners have been secured for both sites, which include 427 S Union Street (AT&T) and 108 S Union St (Dish Café). The Dish Café building is being completely repainted, allowing for little to no prep work. The AT&T bricks are in great condition, with almost no prep work needed as well.





303 E. State Street  
Traverse City, MI 49684  
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231-922-2050

## Memorandum

---

To: Downtown Development Authority Board of Directors

From: Katy McCain, DDA Director of Community Development

Date: June 18, 2021

Re: Community Development & Events Update

### **Traverse City Neighborhood Celebration Month**

The DDA Neighborhood Celebration is underway. We have received great feedback from residents both in person, and in social media comments. Every Tuesday and Thursday we feature one of our neighborhoods with a “then and now post,” as well as, profiles on neighborhood residents. Many businesses throughout downtown are participating by offering unique sales and promotions honoring their neighbors including: Espresso Bay developed 9 unique coffee blends, one for each neighborhood; Ace Hardware has 9 specific sales, Oryana has a “decorate Perry Hannah” exhibit; among others. Visit [dda.downtowntc.com/neighborhoods](http://dda.downtowntc.com/neighborhoods) for a complete list of business participation. I hope to modify this celebration and do a yearly variation, as they have proven to be some of our most popular posts this year.

### **Neighborhood Communication and Outreach**

I attended the quarterly Traverse Heights Neighborhood Association meeting held at Traverse Heights on June 3<sup>rd</sup>. I was able to give a brief summary on everything happening within Downtown TC within the coming months including art fairs, bridge repair, East Front St., and the Lower Boardman-Ottaway Unified Plan. I also answered questions in regard to Front St. not being closed this summer, Healthier Drinking Culture and our Downtown Community Police Officer. This was their first in-person meeting since the pandemic began and was very well attended. I look forward to more in-person neighborhood engagement.

### **Social Media Update**

The DTCA Facebook account had a net loss of one like. Its most popular posts were Nick’s departure from the DDA and the Good Bowl “Behind the Mask” post. The Instagram account had a net gain of 273 followers. The most popular Instagram posts were TC’s 126th Birthday and Nick’s departure. The DDA Facebook account had a net gain of 54 page likes. The most popular post was on Traverse City’s Birthday.

**Downtown Art Fair Series**

We kicked off the Downtown Art Fair Series on Saturday, June 12. The next event will be the National Cherry Festival Arts and Crafts Fair on Sunday, July 4, which is being held on the front lawn of the Grand Traverse Commons. The series is completed by the Downtown Art Fair on Saturday, August 21. Both the Old Town and Downtown Fairs are sponsored by McMillen's Custom Framing. A special thanks to Todd McMillen for the generous sponsorship, as well as to Waters Edge Sweet Tooth on Union Street for supplying coffee and cookies for the Old Town vendors.

**Street Sale**

The DTCA Board voted to have the Annual Street Sale return to its normal format for 2021. With outdoor restrictions being lifted and COVID cases rapidly decreasing, they felt it would be safe to hold on Front Street as it has been in the past. Downtown Street Sale will occur on Friday, August 6.



## Memorandum

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To: DDA Board of Directors  
CC: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: June 14, 2021  
Re: Staff Report: Parking Services – June 2021

### **May Parking Revenue**

Increased usage is reflected in the May financials with meter revenues and Old Town admission exceeding May 2019. Hardy admissions were down to 73% compared to May 2019.

### **Smart Meter Implementation**

The smart meter installation is scheduled for the week of June 21, 2021. The 100 and 200 E Front will be temporarily closed for the sensor install: northside on Tuesday the 22<sup>nd</sup> and southside on Wednesday the 23<sup>rd</sup>.

### **Camera Project**

We received six proposals for the camera project that would add new cameras throughout the Hardy and Old Town Parking Garages. Interviews will be conducted on Thursday, June 17<sup>th</sup>.

### **Boiler Project**

The boiler replacement RFP has been issued and proposals are due Thursday, June 24, 2021. The project includes replacing the boiler #3 and upgrading the sensor in year 1; and boilers #1 & #2 in year 2. In order to take advantage of the summer months and favorable weather conditions, this project will go directly to the City Commission for approval in order to issue the Notice to Proceed in early July.



# DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, June 10, 2021  
8:30 AM • Zoom  
<https://us02web.zoom.us/j/2639464446>  
Meeting ID: 263 946 4446

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1. Call to Order  
*Present: Susan Fisher, Liz Lancashire, Dawn Gildersleeve, Amanda Walton, Blythe Skarshaug*  
*Absent: Margaret Morse, Jake Kaberle, Jeffrey Libman*
2. Approval of Minutes from the [May 13, 2021 Board Meeting](#) (Fisher)
  - a. Motion to approve the minutes as presented
    - i. *Motioned by Liz Lancashire, Seconded by Susan Fisher*
    - ii. *Motion Passes*
3. [CEO Report](#)
  - a. [DTCA Financials](#)
    - i. Motion to approve the financials as presented
      1. *Motioned by Amanda Walton, Seconded by Dawn Gildersleeve*
      2. *Motion Passes*
  - b. Downtown discount cards
    - i. *A survey will go out in regards to downtown discount cards and participatin*
  - c. [2021/2022 Budget](#)
    - i. *Approval of 21/22 budget motioned by Susan Fisher, Seconded by Dawn Gilderseeve*
    - ii. *Motion passes*
  - d. In person meetings
    - i. *Agreed to begin meeting in person again in July. McCain to reach out to Margaret Morse for use of Indigo*
4. [Events & Communications Review](#) (McCain)
  - a. Social Media Report
  - b. Art Fair Series
  - c. Friday Night Live Discussion

- i. Exploring the holding of Friday Night Live in parks or parking lots. 2-3 in August.
  - d. Street Sale
    - i. Motion to approve street sale
    - ii. Motioned by Dawn Gildersleeve, Seconded by Amanda Walton
    - iii. Motion Passes
5. Executive Committee Report (*Fisher*)
- a. Update on Gift Certificate Fund
  - b. Nominating Committee & Elections [Memo](#)
    - i. Nominating Committee: Approval Recommended for the following motion:
      - 1. To appoint (3 members) to the nominating committee for the 2021 DTCA board of directors.
        - a. Motion was put on hold until July so more board members could be present
6. Adjourn



**Meeting Minutes  
Lower Boardman Leadership Team  
Special Meeting  
Wednesday, June 9, 2021**

Co-chair Fessel presided over the meeting.

**A. CALL TO ORDER**

The regular meeting of the Lower Boardman Leadership Team was called to order, via Zoom on Wednesday, June 9, 2021 by chair Fessel at 4:03 PM

**B. ROLL CALL**

Burkholder conducted roll call

The following team members were in attendance: Jean Derenzy, Deni Scudato, Frank Dituri, Tim Werner, Micheal Vickery, Rick Korndorfer, Brett Fessel, Russ Soyring, and Shawn Winter

The following team members were absent: Sammie Dyal, Christine Crissman, Pete Kirkwood

**C. OPENING PUBLIC COMMENT**

Comment Submitted by Mr. Largent

**D. APPROVAL OF MINUTES FOR APRIL 21, 2021**

Motion to approve the April 21, 2021 Meeting Minutes.

Moved by Scudato, Seconded by Derenzy

Yes: Jean Derenzy, Deni Scudato, Frank Dituri, Tim Werner, Micheal Vickery, Rick Korndorfer, Brett Fessel, and Russ Soyring

Absent: Sammie Dyal, Christine Crissman, Pete Kirkwood

Abstain: Shawn Winter

Carried: 8-0-1

**E. Discussion of Presentation Materials for Public Engagement**

- Bob Doyle, from SmithGroup, walked the Leadership Team through the working MURAL boards taking comments and suggestions
- Mr. Werner expressed a desire to see “pedestrian-scale views” of areas along the Boardman west of the Union Street Bridge.
- Several Leadership Team members expressed a desire to include, within the context of the river corridor discussion, that most of the existing riverbanks along the Lower Boardman are not in a “pristine” natural state. That is, although there might be vegetation along the riverbank, it primarily sits on fill and does not represent a pre-Victorian landscape. We should note in presentations, what the river corridor resembled, pre-Victorian, what it is today and what the future could look like.

- Several Leadership Team members expressed a desire to note that if FishPass does not come to fruition, that we need to be prepared to say how we plan to address that in the future.

#### **F. TIMELINE, ACTIVITIES, AND MATERIALS FOR PUBLIC ENGAGEMENT**

- Mr. Doyle and Mr. Burkholder walked the Leadership Team through the civic engagement plan

#### **G. BRIEF FISHPASS UPDATE FROM FRANK AND BRETT**

Mr. Fessel and Mr. Dituri provided an update on the status of the FishPass Project, which is that the city filed an appeal to Judge Power's ruling - no decision has been reached.

#### **H. PUBLIC COMMENTS**

Comment Submitted by Mr. White

#### **I. ADJOURNMENT**

Motion to adjourn

Moved by Scrudato, Seconded by Soyring

Yes: Jean Derenzy, Deni Scrudato, Frank Dituri, Tim Werner, Micheal Vickery, Rick Korndorfer, Brett Fessel, and Russ Soyring

Absent: Sammie Dyal, Christine Crissman, Pete Kirkwood

Carried: 9-0



**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
Wednesday, May 26, 2021**

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 Chelsie Niemi, Commissioner Roger Amundsen, Board Member Steve Nance, Board Member Joshua Hoisington, Board Member Mi Stanley, and Board Member Caitlin Early

The following Commissioners were absent: None

Vice-Chairperson Amundsen presided at the meeting.

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

(b) **PUBLIC COMMENT**

(1) No public comment

(c) **WELCOME NEW COMMISSIONERS**

(1) Introduction of new and existing commissioners

(d) **ELECTION OF OFFICERS**

- (1) Election of Chair and Vice Chair (approval recommended) (Burkholder, McCain)  
That the Traverse City Arts Commission elect Commissioner Amundsen to serve as chair and Commissioner Niemi as vice-chair, for the term of one-year.

Moved by Ashlea Walter, Seconded by Steve Nance

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Steve Nance,  
Joshua Hoisington, Mi Stanley, and Caitlin Early

**Absent:** None

**CARRIED. 7-0-0 on a recorded vote**

(e) **APPROVAL OF MINUTES**

(1) Approval of Meeting Minutes (approval recommended) (Burkholder, McCain)

(f) **FINANCIALS**

(1) Approval of April Financials (approval recommended) (Burkholder, McCain)

(g) **PROJECT UPDATE**

(1) 'Union' Mural Pilot Project (approval recommended) (Burkholder and McCain)

- Chairperson Amundsen explains that artists were chosen had the strongest correlation to the project with their statements of interest
- Commissioner Niemi asked if all artists will be contact
  - McCain responds that all artists will be contact and encouraged to apply for future projects with the other top contenders receiving personal emails
  - Commissioner Walter emphasizes that this is a pilot and we hope to utilize these artists in the near future
- McCain updates the group that the Pavlova construction will most likely not be done in time, resulting in both murals for that specified pairing being painted on Terry Beia's building (The Dish Cafe)

Motion to approve the artist pairings of O'Hanlon/Howe and Castillo/Platte for the 'Union' Mural Pilot Project

Moved by Ashlea Walter, Seconded by Caitlin Early

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Steve Nance, Joshua Hoisington, Mi Stanley, and Caitlin Early

**Absent:** None

**CARRIED. 7-0-0 on a recorded vote**

(2) Art on the TART (approval recommended) (Burkholder, McCain)

- Burkholder explains the reasoning for sending a new RFP
  - Artist withdrew because of concerns with being able to ensure the initial integrity of his project after looking at the site and getting farther along in the process
- Commissioner Walter asked if artists who applied in the past will need to reapply
  - McCain explains that most received feedback when they applied and would most likely want to reapply with a tweaked plan, but we will consider their initial application
- McCain adds that on-site interviews with project partners and top 3 artist finalists will occur and add a lot of clarity to both the artists and commission (Commissioner Early emphasized this)
- Chairperson Amundsen mentions to change the phrasing to rfp instead of rfq
  - McCain agrees to make this change
- Commissioner Niemi questions the insurance policy portion of the rfp
  - McCain mentions that this is a requirement of all city public art contract

- Commissioner Walter questions if the timeline of the rfq is long enough
  - Commissioner Niemi asks if it could be pushed out if needed if not enough applications come in
  - Burkholder assures this could happen

That the Traverse City Arts Commission approves to issue a new RFP for the Art of the TART 10th Street Trailhead project

Moved by Roger Amundsen, Seconded by Chelsie Niemi

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Steve Nance, Joshua Hoisington, Mi Stanley, and Caitlin Early

**Absent:** None

**CARRIED. 7-0-0 on a recorded vote**

(h) **OLD BUSINESS**

**(1) Strategic Plan Update**

- Commissioner Walter asks for next steps
  - Burkholder says that he would like to and the RFP ready for review by the June meeting and out later that month
- Commissioner Nance asked if strategic plan discussion will occur during regular meetings
  - Burkholder says that special meetings or smaller focus groups might have to occur

**(2) Sestok Agreement**

- Commissioner Walter mentions subcommittee for rotating exhibit and would like to have this group meet in June
  - Commissioner Early volunteers to join the committee
  - Subcommittee comprised of Commissioners Walter, Early and Niemi with staff person McCain assisting
- Burkholder reminds the group that new projects do not need to stay within the parameters of the four cement pads currently on site
  - Commissioner Niemi recommends map with the pad location for the artists to be able to determine if they are needed
- Commissioner Walter asks if Selection Panel should be included
  - McCain reminds the group that the Master Plan states that the Arts Commission can determine when the Selection Panel is needed
- Commissioner Walter reiterates that the subcommittee will meet in June

**(3) Perry Hannah Statue Update**

- Chairperson Amundsen states that the only real option is to wait for a response from the GTB
  - Burkholder shares that the GTB just has not had a chance to respond to the Arts Commission on their opinions on the current verbiage

- Burkholder states that once we receive the edits from the GTB it will be easy to make the changes

(i) **NEW BUSINESS**

- (1) Addition of Consent Calendar (approval recommended) (Burkholder, McCain)  
To include the addition of a consent calendar to monthly Arts Commission meeting agendas.

Moved by Caitlin Early, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Steve Nance,  
Joshua Hoisington, Mi Stanley, and Caitlin Early

**Absent:** None

**CARRIED. 7-0-0 on a recorded vote**

- (2) 2021/2022 Budget

-Commissioner Walter questions a line item on pop-up projects, states they might be looking for funding

- (3) Mazinaadin Prints

(j) **PUBLIC COMMENT**

- (1) General

No Public Comment

- (2) Commissioners

Commissioner Neimi and Chairperson Amundsen reiterate the welcome to new commissioners

(k) **ADJOURNMENT**

- (1)

- (2) Meeting adjourned at 4:37.

Moved by Ashlea Walter, Seconded by Steve Nance

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Steve Nance,  
Joshua Hoisington, Mi Stanley, and Caitlin Early

**Absent:** None

**CARRIED. 7-0-0 on a recorded vote**

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Roger Amundsen, Chairperson

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