

Traverse City Downtown Development Authority Regular Meeting

March 19, 2021

10:00 am

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

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



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

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

Dial: 312-626-6799

Meeting ID: 810 2283 6015

Participant ID: # (yes just #)

Posted and Published

March 15, 2021

The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

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

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

Downtown Development Authority:

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

Welcome to the Traverse City Downtown Development Authority meeting!

Agenda

Page

1. CALL TO ORDER

2. ROLL CALL

3. REVIEW AND APPROVAL OF AGENDA

4. OPENING PUBLIC COMMENT

5. 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 approval of minutes for the Regular Meeting of February 19, 2021 (approval recommended)
Downtown Development Authority Regular Meeting - 19 Feb 2021 - Minutes - Pdf | 7 -
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| B. | Consideration of approval of the Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for February 2021 (approval recommended)
DDA, TIF 97 and Old Town TIF Financials February 2021
Parking Financials February 2021
Arts Commission Financials February 2021 | 15 -
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| C. | Consideration of approval of the minutes from the February 8, 2021 Governance Committee (approval recommended)
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| D. | Consideration of approval of the minutes for the February 8, 2021 Finance Committee (approval recommended)
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6.	SPECIAL PRESENTATIONS	
A.	Tree Management Plan Presentation - Davey Resource Group, Kerry Gray Tree Management Memo (Derenzy) - PDF Davey Group Presentation - PDF	43 - 76
B.	DDA Annual Report - Community Development Director, Katy McCain Downtown Annual Report 2020	77 - 96
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7.	ITEMS REMOVED FROM CONSENT CALENDAR	
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8.	OLD BUSINESS	
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9.	COMMITTEE BUSINESS	
A.	Governance Committee 1. Student Liaison Position - PDF (approval recommended) 2. Executive Compensation Policy - PDF (approval recommended)	99 - 108
B.	Finance Committee 1. Streetscape Participation with Honor State Bank - PDF (approval recommended)	109
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10.	CEO REPORT	
A.	Neighborhood Enterprise Zone (NEZ) - 309 W. Front Street NEZ CEO Report - PDF AMI Grand Traverse County Sheet - PDF Proposed NEZ District Map	111 - 115
B.	Uptown Riverwalk - Change Order (approval recommended) Uptown Riverwalk CEO Report - PDF Uptown Riverwalk Schematics	117 - 119
C.	Lower Boardman Leadership Team Appointments (approval recommended) Lower Boardman Appointment CEO Report - PDF	121 - 122
D.	2021/2022 Budget	123 - 129
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[2021/2022 Budget CEO Report - PDF](#)
[CIP Attachment - PDF](#)

- E. Project Updates 131
[Project Updates - CEO Report](#)
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11. RECEIVE AND FILE

- A. Board Member Reports 133 - 135
[1. Arts Commission Report \(Bagdon-McCallum\) - PDF](#)
[2. Lower Boardman Leadership Team Report \(Kirkwood\) - PDF](#)
- B. Staff Reports 137 - 151
[1. Community Development Director \(McCain\) - PDF](#)
[2. Downton Experience Coordinator \(Viox\) - PDF](#)
[3. Parking Services Report \(VanNess\) - PDF](#)
- C. DTCA February 2021 Meeting Minutes 153 - 156
[DTCA Board Meeting Minutes - 11 Feb 2021 - PDF](#)
- D. Arts Commission February 2021 Meeting Minutes 157 - 161
[Arts Commission Meeting Minutes - 17 Feb 2021 - PDF](#)
- E. Parking Subcommittee Meeting (no February Meeting)
- F. Lower Boardman Leadership Team (no February Meeting)
-

12. PUBLIC COMMENT

13. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, February 19, 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 Vice Chair Scott Hardy, Board Member Damian Lockhart, Board Member T. Michael Jackson, Board Member Jeff Joubran, Board Secretary Richard Lewis, and Board Member Pam Marsh

The following Board Members were absent: Board Member Leah Bagdon-McCallum

Chairperson Bagdon-McCallum presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

(c) **ELECTION OF OFFICER**

- (1) Election of Board Secretary
Nomination of Richard Lewis as Secretary of the DDA Board.

Moved by Scott Hardy, Seconded by Stephen Constantin

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Damian Lockhart, T. Michael Jackson, Jeff Joubran, and Richard Lewis

Absent: Leah Bagdon-McCallum and Pam Marsh

CARRIED. 10-0-2 on a recorded vote

(d) **REVIEW AND APPROVAL OF AGENDA**

- (1) Motion to approve the agenda as presented.

Moved by Richard Lewis, Seconded by T. Michael Jackson

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Damian Lockhart, T. Michael Jackson, Jeff Joubran, and Richard Lewis

Absent: Leah Bagdon-McCallum and Pam Marsh

CARRIED. 10-0-2 on a recorded vote

(e) **RECOGNITION OF OUTGOING BOARD MEMBERS**

- (1) Schneider recognized the outgoing members, Coco Champagne and Debbie Hershey for their continued support, advocacy, and work on the DDA Board.

(f) **INTRODUCTION OF NEW MEMBERS**

- (1) Schneider recognized new members Damian Lockhart & Pam Marsh.

(g) **OPENING PUBLIC COMMENT**

(1)

- Mitchell Treadwell - Expressed no surprise in the report of erosion on the Boardman River wall and would like to see a plan to remedy this. Suggested that the proposed slope in the report would be cumbersome to fishermen using the river, and proposed more favorable conditions for access to the river.

(h) **CONSENT CALENDAR**

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

- (1) Approval of minutes for the Regular Meeting of January 15, 2021
- (2) Approval of the minutes for the January 4, 2021 Finance Committee
- (3) Approval of the revised Transportation Demand Management 3 Year Plan
Motion to approve the consent calendar as amended, with the removal of the presented financials.

Moved by T. Michael Jackson, Seconded by Scott Hardy

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

Absent: Leah Bagdon-McCallum

CARRIED. 11-0-1 on a recorded vote

(i) **SPECIAL ORDER OF BUSINESS**

(1) Presentation by Warren Call: COVID-19 Economic Resiliency Report

- Call | Reviewed highlights from the Resiliency Report
- Kirkwood | Expressed that, from a business standpoint, the complications and confusion of aid support in the region is that there are too many channels and clearing houses for opportunities. Supports the idea of one business support specialist to help businesses to help clear up confusion. Indicated that a better partnership and communication between the City and County would be of great benefit to the businesses Downtown.
- Hardy | Supports the Business Support Specialist position to help small businesses navigate which aid opportunities are appropriate and which ones are not.
- Jackson | Provided information that a new development in Downtown, after conducting a survey of the community, for short term rentals over long term.
- Carruthers | Reminded the board that the DDA is responsible for a portion of the City, but not the City as a whole and expressed hope that this partnership with Traverse Connect can extend to businesses beyond the DDA District.
- Derenzy | Commented that this is a short term and long term implementation plan and will be coming back to the Board with action steps taken and planned by staff and partners.

(2) Presentation by Bob Doyle: Overview/Update of Lower Boardman River Wall Assessment

- Doyle | Reviewed highlights of the Lower Boardman River Wall Assessment.
- Schneider | Asked if the model scenarios reviewed something more catastrophic, such as a collapse. Asked how bridge construction is being considered in further evaluation of the river wall.
- Hardy | Inquire about the wood piling structure degradation, the current status of them, and their contribution to a possible catastrophic collapse. Questioned the key direct benefits to the property and business owners, such as the mitigation of lower level flooding, so that can be communicated to them. Inquired about excavating the river itself to make it deeper to handle the water that is there.
- Carruthers | Inquired about any ballpark figures for the cost of the work that would need to be done on this project.
- Jackson | Asked if this project would also include placemaking and beautification for pedestrians of this area in tandem with the wall reconstruction.
- Derenzy | Clarified what the presented cost of this project actually covered.

- Lewis | Explained that the final report will need to go through the DDA and City for final approval.

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

- (1) Approval of the Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for January 2021

- Carruthers | Expressed that, due to technical issues, he was unable to see these file and will not be voting on them.

Motion to approve the Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for January 2021.

Moved by Richard Lewis, Seconded by Scott Hardy

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Damian Lockhart, T. Michael Jackson, Jeff Joubran, Richard Lewis, and Pam Marsh

No: Jim Carruthers

Absent: Leah Bagdon-McCallum

CARRIED. 10-1-1 on a recorded vote

(k) **SUB-COMMITTEE REPORTS/CORRESPONDANTS**

- (1) Governance Committee Memo

- Lewis | Governance Chair, Lewis, reported out on their memorandum and recommendations.

(l) **OLD BUSINESS**

- (1) Contract for Legal Counsel

- Kirkwood | Offered a correction in section III of the proposed contract and clarified the language in the retainer. Inquired about a period in the termination clause.

Motion that the DDA Board of Directors authorizes the DDA CEO to enter into a retainer agreement with Olson, Bzdok and Howard for legal counsel.

Moved by T. Michael Jackson, Seconded by Stephen Constantin

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

Absent: Leah Bagdon-McCallum

CARRIED. 11-0-1 on a recorded vote

(2) 2019/2020 Audit

- Derenzy | Presented the audited financial statements to the Board.

Motion that the DDA Board approve the annual audited financial statements for the Traverse City Downtown Development Authority for the year ended June 30, 2020.

Moved by Richard Lewis, Seconded by Scott Hardy

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

Absent: Leah Bagdon-McCallum

CARRIED. 11-0-1 on a recorded vote

(m) NEW BUSINESS

(1) Committee Appointments (approval recommended)

Finance Committee

- Schneider inquired if we needed 5 members or if the board is ok with 4 members.
- No action taken and request to bring back at a later date.

Governance Committee

- Lewis recommended the motion to have 5 members with the Chair, Gabe, and past-chair, Leah, being appointed.
- Constantin reviewed the value of the past-chair serving on the committee.

Parking Subcommittee

- Constantine requested to be removed from Parking as he currently sits on Finance and Governance.
- Marsh expressed interest in being added to the committee.

Motion to appoint Schneider and Bagdon-McCallum to the Governance Committee.

Moved by Richard Lewis, Seconded by Jim Carruthers

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

Absent: Leah Bagdon-McCallum

CARRIED. 11-0-1 on a recorded vote

Motion to (1) add a third citizen-at-large, (2) appoint Marsh, and (3) accept the

resignation of Constantin for the Parking Subcommittee.

Moved by Richard Lewis, Seconded by Peter Kirkwood

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

Absent: Leah Bagdon-McCallum

CARRIED. 11-0-1 on a recorded vote

(n) **CEO REPORT**

(1) Project Updates

- Derenzy provided a verbal overview of the project updates as outlined in the memo.
- Jackson requested update on boardwalk. Purchase of TCF would proceed with development.
- Carruthers inquired on a housing report requested information on housing in the downtown area.

(o) **RECEIVE AND FILE**

- (1)** Board Member Reports
- (2)** Staff Reports
- (3)** Arts Commission January 2021 Minutes
- (4)** DTCA Board January 2021 Minutes
- (5)** Lower Boardman Leadership Team January 2021 Minutes - PDF
- (6)** Farmers Market Advisory January 2021 Minutes
- (7)** Parking Subcommittee January 2021 Minutes

(p) **CLOSING PUBLIC COMMENT**

- Mitch Treadwell thanked the board for the new meeting time.
- Carruthers suggested the meeting time be reviewed at the March meeting and asked that it be included on the next agenda.

(q) **ADJOURNMENT**

- (1)** Meeting adjourned at 12:22 PM
Motion to adjourn the meeting.

Moved by T. Michael Jackson, Seconded by Scott Hardy

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Damian Lockhart, T. Michael

Absent: Jackson, Jeff Joubran, Richard Lewis, and Pam Marsh
Leah Bagdon-McCallum

CARRIED. 11-0-1 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

Draft

Traverse City DDA - General

Balance Sheet Summary

As of February 28, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	3,151,811.15
Accounts Receivable	80,224.12
Other Current Assets	-66,761.05
Total Current Assets	\$3,165,274.22
Other Assets	58,710.00
TOTAL ASSETS	\$3,223,984.22
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	47,620.80
Credit Cards	-3,312.14
Other Current Liabilities	2,426,392.10
Total Current Liabilities	\$2,470,700.76
Total Liabilities	\$2,470,700.76
Equity	753,283.46
TOTAL LIABILITIES AND EQUITY	\$3,223,984.22

Traverse City DDA - TIF 97

Balance Sheet
As of February 28, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fifth Third Checking - 8026	5,180,478.69
Total Bank Accounts	\$5,180,478.69
Accounts Receivable	
Accounts Receivable	431,213.79
Total Accounts Receivable	\$431,213.79
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$5,611,692.48
Fixed Assets	
Land	0.00
Total Fixed Assets	\$0.00
Other Assets	
Accounts Rec - DO NOT USE	0.00
Due From Other Funds	292,933.23
Pre-Paid Expense	0.00
Work in Progress	0.00
Total Other Assets	\$292,933.23
TOTAL ASSETS	\$5,904,625.71
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	26,316.47
Due to City - Capital Projects	0.00
Total Accounts Payable	\$26,316.47
Other Current Liabilities	
Accounts Payable - DO NOT USE	0.00
Deferred Revenue	672,248.19
Due To Other Funds	48,290.00
Total Other Current Liabilities	\$720,538.19
Total Current Liabilities	\$746,854.66
Total Liabilities	\$746,854.66
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	2,995,400.29
Net Income	2,183,570.76
Total Equity	\$5,157,771.05
TOTAL LIABILITIES AND EQUITY	\$5,904,625.71

DDA Old Town TIF

Balance Sheet

As of February 28, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fifth Third Checking - 0650	532,674.92
Total Bank Accounts	\$532,674.92
Total Current Assets	\$532,674.92
Other Assets	
Due From Other Funds	93,060.42
Total Other Assets	\$93,060.42
TOTAL ASSETS	\$625,735.34
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	3,802.44
Total Accounts Payable	\$3,802.44
Other Current Liabilities	
Due To Other Funds	3,500.00
Total Other Current Liabilities	\$3,500.00
Total Current Liabilities	\$7,302.44
Total Liabilities	\$7,302.44
Equity	
Retained Earnings	219,377.21
Net Income	399,055.69
Total Equity	\$618,432.90
TOTAL LIABILITIES AND EQUITY	\$625,735.34

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 02/28/2021
% Fiscal Year Completed: 66.58

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*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE%	BDGT
		MENDED BUDGET	02/28/2021	MONTH 02/28/2021	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
585-000-451.073	RAMSDELL GATE FEES	0.00	167.50	0.00	(167.50)	100.00
585-000-652.000	PARKING FEES-COIN	800,000.00	783,535.06	26,021.11	16,464.94	97.94
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	162,510.00	44,858.00	(12,510.00)	108.34
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	1,160.00	0.00	(1,160.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	200.00	0.00	0.00	200.00	0.00
585-000-656.010	PARKING FINES	50,000.00	121,670.03	5,845.50	(71,670.03)	243.34
585-000-664.000	INTEREST & DIVIDEND EARNINGS	40,000.00	23,311.39	0.00	16,688.61	58.28
585-000-677.000	REIMBURSEMENTS	0.00	1,217.04	0.00	(1,217.04)	100.00
585-000-686.000	MISCELLANEOUS INCOME	0.00	1,178.06	0.00	(1,178.06)	100.00
585-000-699.000	PRIOR YEARS' SURPLUS	1,455,500.00	0.00	0.00	1,455,500.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,495,700.00	1,094,749.08	76,724.61	1,400,950.92	43.87
Dept 586 - HARDY DECK						
585-586-651.000	PARKING DECK PROCEEDS	100,000.00	100,506.35	1,124.25	(506.35)	100.51
585-586-653.005	PERMITS-PARKING DECK	175,000.00	121,245.00	1,054.00	53,755.00	69.28
585-586-668.000	RENTS AND ROYALTIES	26,300.00	15,960.00	918.00	10,340.00	60.68
Total Dept 586 - HARDY DECK		301,300.00	237,711.35	3,096.25	63,588.65	78.90
Dept 587 - OLD TOWN DECK						
585-587-651.000	PARKING DECK PROCEEDS	25,000.00	32,577.25	395.00	(7,577.25)	130.31
585-587-653.005	PERMITS-PARKING DECK	325,000.00	240,596.00	6,150.00	84,404.00	74.03
585-587-677.000	REIMBURSEMENTS	0.00	205.00	190.00	(205.00)	100.00
Total Dept 587 - OLD TOWN DECK		350,000.00	273,378.25	6,735.00	76,621.75	78.11
TOTAL REVENUES		3,147,000.00	1,605,838.68	86,555.86	1,541,161.32	51.03
Expenditures						
Dept 585 - AUTOMOBILE PARKING SYSTEM						
585-585-702.000	SALARIES AND WAGES	17,800.00	3,060.19	171.99	14,739.81	17.19
585-585-704.000	EMPLOYEE OVERTIME	0.00	552.44	0.00	(552.44)	100.00

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Page: 2/3

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GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE%	BDGT
		MENDED BUDGET	02/28/2021	MONTH 02/28/2021	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND						
Expenditures						
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	30.35	(0.58)	(30.35)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	1,400.00	109.56	12.66	1,290.44	7.83
585-585-716.000	EMPLOYEE HEALTH INSURANCE	200.00	85.16	10.64	114.84	42.58
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	20.86	2.62	79.14	20.86
585-585-718.000	RETIREMENT FUND CONTRIBUTIC	200.00	120.38	0.00	79.62	60.19
585-585-727.000	OFFICE SUPPLIES	6,000.00	2,083.32	194.32	3,916.68	34.72
585-585-740.000	OPERATION SUPPLIES	37,000.00	18,064.03	2,044.05	18,935.97	48.82
585-585-801.000	PROFESSIONAL AND CONTRACTU	1,232,500.00	728,499.45	364,846.12	504,000.55	59.11
585-585-810.000	COLLECTION COSTS	2,000.00	40.32	0.00	1,959.68	2.02
585-585-850.000	COMMUNICATIONS	25,000.00	10,610.88	570.00	14,389.12	42.44
585-585-854.000	CITY FEE	169,200.00	0.00	0.00	169,200.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	1,081.87	0.00	3,918.13	21.64
585-585-862.000	PROFESSIONAL DEVELOPMENT	8,000.00	0.00	0.00	8,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	66,000.00	8,719.50	0.00	57,280.50	13.21
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	3,551.97	0.00	10,448.03	25.37
585-585-910.000	INSURANCE AND BONDS	9,000.00	7,210.30	0.00	1,789.70	80.11
585-585-920.000	PUBLIC UTILITIES	20,000.00	6,189.73	685.40	13,810.27	30.95
585-585-930.000	REPAIRS AND MAINTENANCE	121,000.00	26,128.03	1,632.77	94,871.97	21.59
585-585-930.005	RAMSDELL GATE REPAIR & MAIN	1,000.00	848.00	0.00	152.00	84.80
585-585-940.000	RENTAL EXPENSE	90,000.00	74,943.90	24,502.26	15,056.10	83.27
585-585-956.000	MISCELLANEOUS	600.00	3,726.42	0.00	(3,126.42)	621.07
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	135,000.00	0.00
585-585-977.000	EQUIPMENT	149,000.00	49,238.12	47,225.00	99,761.88	33.05
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,112,000.00	944,914.78	441,897.25	1,167,085.22	44.74
Dept 586 - HARDY DECK						
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	9,000.00	8,480.07	0.00	519.93	94.22
585-586-801.000	PROFESSIONAL AND CONTRACTU	89,000.00	36,874.09	2,897.15	52,125.91	41.43
585-586-850.000	COMMUNICATIONS	3,500.00	1,792.00	0.00	1,708.00	51.20
585-586-910.000	INSURANCE AND BONDS	7,000.00	4,068.90	0.00	2,931.10	58.13
585-586-920.000	PUBLIC UTILITIES	55,000.00	20,898.78	3,908.19	34,101.22	38.00

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 02/28/2021
 % Fiscal Year Completed: 66.58

Page: 3/3

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE%	BDGT
		MENDED BUDGET	02/28/2021	MONTH 02/28/2021	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND						
Expenditures						
585-586-930.000	REPAIRS AND MAINTENANCE	117,000.00	55,899.32	4,658.04	61,100.68	47.78
585-586-940.000	RENTAL EXPENSE	13,000.00	664.09	0.00	12,335.91	5.11
585-586-956.000	MISCELLANEOUS	10,000.00	8,266.75	8,266.75	1,733.25	82.67
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	0.00	0.00	220,000.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	5,000.00	0.00
Total Dept 586 - HARDY DECK		529,500.00	136,944.00	19,730.13	392,556.00	25.86
Dept 587 - OLD TOWN DECK						
585-587-740.000	OPERATION SUPPLIES	8,000.00	1,777.59	371.85	6,222.41	22.22
585-587-801.000	PROFESSIONAL AND CONTRACTU	69,500.00	14,105.04	3,225.00	55,394.96	20.30
585-587-850.000	COMMUNICATIONS	6,000.00	2,365.53	0.00	3,634.47	39.43
585-587-910.000	INSURANCE AND BONDS	6,000.00	3,631.08	0.00	2,368.92	60.52
585-587-920.000	PUBLIC UTILITIES	50,000.00	19,933.14	4,509.01	30,066.86	39.87
585-587-930.000	REPAIRS AND MAINTENANCE	167,000.00	17,474.04	3,480.74	149,525.96	10.46
585-587-940.000	RENTAL EXPENSE	13,000.00	664.09	0.00	12,335.91	5.11
585-587-959.000	DEPRECIATION EXPENSE	181,000.00	0.00	0.00	181,000.00	0.00
585-587-977.000	EQUIPMENT	5,000.00	0.00	0.00	5,000.00	0.00
Total Dept 587 - OLD TOWN DECK		505,500.00	59,950.51	11,586.60	445,549.49	11.86
TOTAL EXPENDITURES		3,147,000.00	1,141,809.29	473,213.98	2,005,190.71	36.28
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:						
TOTAL REVENUES		3,147,000.00	1,605,838.68	86,555.86	1,541,161.32	51.03
TOTAL EXPENDITURES		3,147,000.00	1,141,809.29	473,213.98	2,005,190.71	36.28
NET OF REVENUES & EXPENDITURES		0.00	464,029.39	(386,658.12)	(464,029.39)	100.00
BEG. FUND BALANCE		24,177,192.74	24,177,192.74			
END FUND BALANCE		24,177,192.74	24,641,222.13			

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 02/28/2021
 % Fiscal Year Completed: 66.58

Page: 1/1

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE%	BDGT
		MENDED BUDGET	02/28/2021	MONTH 02/28/2021	BALANCE	USED
Fund 282 - PUBLIC ARTS COMMISSION FUND						
Expenditures						
Dept 282 - PUBLIC ARTS COMMISSION						
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	0.00	2,200.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTU	19,000.00	1,578.83	0.00	17,421.17	8.31
282-282-930.000	REPAIRS AND MAINTENANCE	20,000.00	0.00	0.00	20,000.00	0.00
282-282-970.000	CAPITAL OUTLAY	72,000.00	0.00	0.00	72,000.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		113,200.00	1,578.83	0.00	111,621.17	1.39
TOTAL EXPENDITURES		113,200.00	1,578.83	0.00	111,621.17	1.39
Fund 282 - PUBLIC ARTS COMMISSION FUND:						
TOTAL REVENUES		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		113,200.00	1,578.83	0.00	111,621.17	1.39
NET OF REVENUES & EXPENDITURES		(113,200.00)	(1,578.83)	0.00	(111,621.17)	1.39
TOTAL REVENUES - ALL FUNDS		0.00	0.00	0.00	0.00	100.00
TOTAL EXPENDITURES - ALL FUNDS		113,200.00	1,578.83	0.00	111,621.17	1.39
NET OF REVENUES & EXPENDITURES		(113,200.00)	(1,578.83)	0.00	(111,621.17)	1.39

**Minutes
Traverse City Downtown Development Authority
Governance Committee**

1:00pm
February 8, 2021
Virtual Zoom Meeting

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

Absent: None

Attendees: Jean Derenzy, Kate Greene, Dave Smith

Chair Lewis called meeting to order at 1:00pm

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

Public Comment: No public comment.

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

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

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

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

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

Public Comment: None

Meeting adjourned at 2:20pm

Richard Lewis, Chair

Minutes
Traverse City Downtown Development Authority
Finance Committee
9:30am
February 8, 2021
Virtual Zoom Meeting

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

Present: Scott Hardy, Steve Constantin, Richard Lewis, Gabe Schneider

Absent: None

Attendees: Jean Derenzy, Doug Vredevelt

Opening Public Comment: None

Approval of January 4, 2021 Minutes: **MOVED** by Constantin, seconded by Lewis to approve minutes as presented. **APPROVED unanimously.**

Presentation on Audited Financial Statements for year ended June 30, 2020: Doug Vredevelt, of Vredevelt Haefner, Auditors preparing the annual audit for the DDA provided overview for Committee members. Haefner stated that an unqualified opinion on the financial statements. Authority's total net position increased by \$1,497,320 and all accounting principles have been met.

Questions from Committee members were answered relating to taxable value, fund balance and projects.

Review of 2020/2021 Financials: Information and Discussion.

Other Business: None.

MOVED by Lewis and seconded by Hardy to adjourn meeting. **APPROVED unanimously.**

Meeting adjourned at 10:17

Scott Hardy, Chair



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

Memorandum

To: DDA Board
Pc: Jean Derenzy, CEO

From: Nick Viox, Downtown Experience Coordinator

Date: March 15, 2021

Subject: Sara Hardy Downtown Farmer's Market 2021 Rules

Annually, the Farmers Market Advisory Board reviews the rules and regulations surrounding the Farmers Market. With the pandemic modifications to the market and the addition of an online market, a variety of the rules have been updated to align with the new face of the market.

These rules have been reviewed and approved by the Advisory Board with input from SEEDS and market staff. Highlights of the rule changes include the following:

- New market layout included, with new descriptions of booths available
 - Parking updates that meet these new layouts
- Addition of online market hours
- Price updates to reflect the dates of 2021

Attached are the full rules, with the identified changes from the previous year's. Please note that the application itself will include requirements regarding the safety surrounding the pandemic as these may change by our first physical market. At a minimum, booths will be spaced 6' apart and masks will be required by all vendors. We will also include a pricing fee for the online farmers market, after reviewing feedback from vendors that participated in the winter online market.

As this is the first year that the DDA attorney will be reviewing the Rules, the motion will be subject to approval from the Attorney.

RECOMMENDATION

That the DDA approve the Sara Hardy Farmer's 2021 Market Rules, subject to approval from the DDA CEO and DDA Attorney.

SARA HARDY DOWNTOWN FARMERS MARKET MARKET RULES 2021

I. MISSION

The Sara Hardy Downtown Farmers Market (the Market) is operated by the Traverse City Downtown Development Authority (DDA) and is managed by SEEDs (The Market Manager). The purpose of the Market is to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development in the Downtown area.

II. TIME & PLACE

The Market takes place on Wednesdays and Saturdays in season on dates established every year by the Downtown Development Authority. The Market begins by 7:30 a.m. on Saturdays, 8:00 a.m. on Wednesdays, and ends at 12 noon. Wednesday markets run June - October and Saturday Markets run May - October. The DDA shall set dates based upon recommendation by the Farmers Market Advisory Board.

The Market takes place in parking lot "B" at the southwest corner of Cass and Grandview Parkway in downtown Traverse City, though it may be temporarily moved to accommodate other events in that space.

The online market takes place Wednesday evenings, 4pm - 7:00pm. Drop off for this will be coordinated by The Market Manager based on the amount of orders.

III. WHO CAN SELL

Only Vendors registered and approved in accordance with these Rules may sell at the Market. Applications are available by contacting the DDA office and must be submitted by APRIL 1. Applications will be required annually.

All Vendors must be within the Historical 7 County Area (Grand Traverse, Antrim, Kalkaska, Wexford, Leelanau, Benzie, and Manistee Counties) with the exception of Limited Exemption Vendors

- If space is limited preference will be determined by the following four factors:

- Product Balance (or mix of product at market)
- Timing of Acceptance
- History with the Market
- Booth assignment process

The Market Manager and DDA Staff shall determine acceptance into the Market at their sole discretion. Any appeals of this decision may be brought to the Farmers Market Advisory Board. This Board will make any ultimate decision on these matters and its decision shall be final. The appeals process is defined later in the rules.

Those not accepted because of space limitations will be placed on a waiting list and will be made aware of any openings throughout the season.

IV. WHAT CAN BE SOLD

All of the products sold at the Market must be grown or produced by the Vendor offering them for sale. No reselling will be allowed. Reselling is defined as offering or sale of any product not grown or produced by the Vendor. All products and Vendors must be compliant with any applicable USDA, MDARD and Department of Health regulations. Vendors are defined by the following 3 categories:

CATEGORY 1: RAW AGRICULTURAL PRODUCTS

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be prior to the item being brought to Market. The Vendor must provide proof of planting stock purchase or equivalent documentation to have the amendment approved. Approval is at the discretion of the DDA Staff and the Market Manager.

- I. Fruits, Vegetables, Cultivated Mushrooms, & Grain: Must be grown 100% by that Vendor.
- II. Animal Agriculture: Includes meats, eggs, honey, and milk. 100% of the animals must be owned and cared for by that Vendor.

- III. Nursery Items: Nursery items include annuals, perennials, and cut flowers. These items may not be purchased by the Vendor ready for retail. No wholesaling is allowed. All nursery items must abide by the additional guidelines listed below:
- A. The nursery/greenhouse must have production facilities specifically for growing nursery/stock plants.
 - B. The nursery/greenhouse must produce plants from seed, cuttings, plugs, and/or bare root stock in small containers, which are then grown to the finished size for sale at market.
 - C. The nursery/greenhouse will have an annual production plan complete with order confirmations for seed, cuttings, liners/plugs, bare root, small containerized stock, and supplies such as soil, pots, fertilizers, etc., along with invoices on file.
 - D. Vendors selling winter-hardy nursery stock items, including trees, shrubs, perennials, mums, fruit trees, berry plants, rose bushes, vines, herbs and bulbs must produce both a Nursery Stock Growers License or a Small Scale Growers License as well as a Nursery Stock Dealer Market License. [These licenses can be found on MDARD's website.](#)

CATEGORY 2: VALUE ADDED AGRICULTURAL ITEMS

Priority in this category will be given to Vendors based on the following ranked criteria (NOTE: The DDA acknowledges the constraints of our local growing area when it comes to value-added products. This will be taken into account during the evaluation process.):

- I. Vendors that grow all of their ingredients
- II. Vendors that use their own grown ingredients along with locally farmed ingredients.
- III. Vendors that source all ingredients from locally farmed ingredients.

All Vendors in this category will be evaluated by the Farmers Market Advisory Board before acceptance to ensure the best Product Balance. Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be prior to the item being brought to Market. Approval is at the discretion of the DDA Staff and the Market Manager.

Value Added Agricultural Items Include:

- I. Baked Items: (Limit of 8 Vendors) Eligible bread products must be baked from dough made by the Vendor.
- II. Soap/Health & Beauty Care Products: (Limit of 4 Vendors)
- III. Value Added Fruits & Vegetables: This includes oils, vinegars, preserves, jams, dried fruits, juices, salsas, etc.
- IV. Cheese: Priority is given to those who own their own animals, then to those who source exclusively from local farmers.
- V. Small Wine Vendors (Maximum of 3 Vendors on Wednesdays, 2 Vendors on Saturdays)
 - I. Eligible wineries must:
 - A. Complete the Michigan Liquor Control Commission (MLCC) Application for Farmers' Market Permit
 1. Tastings and sales shall be limited to an exclusive area that is well defined and clearly marked and under the control of the permit holder. This perimeter must be approved by the Market Manager before the vendor attends market.
 2. Tastings to each customer shall not exceed 3 services of 2 ounces or less of wine in any period of 24 hours
 3. The Market Manager will sign the Permit upon acceptance for submission to the MLCC iv.
 4. Make fewer than 5,000 gallons of wine per year at all locations
 - B. Wineries shall provide a certificate of liquor liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City and the Traverse City Downtown Development Authority as additional insured. The certificate shall evidence dates of coverage that are inclusive of the dates alcohol is being sold or served.
 - C. Wineries shall submit copies of server training certification for each server who will be present sampling wines at the market. In the event that there are any substitutions, the Market Manager must be notified and be provided with certifications for new servers.
 - D. Wineries will check photo identification of ALL customers sampling or purchasing wine and will not serve wine to anyone under the age of 21 years old, in accordance with federal law.
 - E. Wine vendors are responsible for providing their own receptacles for tastes and must clean up their space after.
- VI. Coffee Vendor: (Limit of 1 Vendor)

- I. Eligible Coffee Vendors Guidelines:
 - A. Coffee Vendors are responsible for providing their own receptacles and must maintain their space in a neat and clean condition and clean up after the close of market.
 - B. Coffee Vendors are only allowed to sell coffee beans that they have roasted themselves and coffee or coffee drinks made from such beans.
 - C. The DDA will not provide any supplies to the Coffee Vendor such as a tent, extension cord, or water.
 - D. It is suggested that Coffee Vendors compost their grounds and use compostable containers and serveware.
- II. Evaluation of Coffee Vendors:
 - A. Two Criteria for Selection
 - 1. Applicant is preferred to be a downtown business
 - 2. Applicant's breadth of offerings
 - B. If more than one vendor applies, Advisory Board will make the final decision
 - 1. An agreement may be made amongst the multiple applicants to divide up the available dates provided that such agreement is in writing and is provided to the Market Manager in advance.
 - 2. A statement of intent may be required from each applicant for the Advisory Board to help with selection

CATEGORY 3: WILDCRAFTED/FORAGED ITEMS

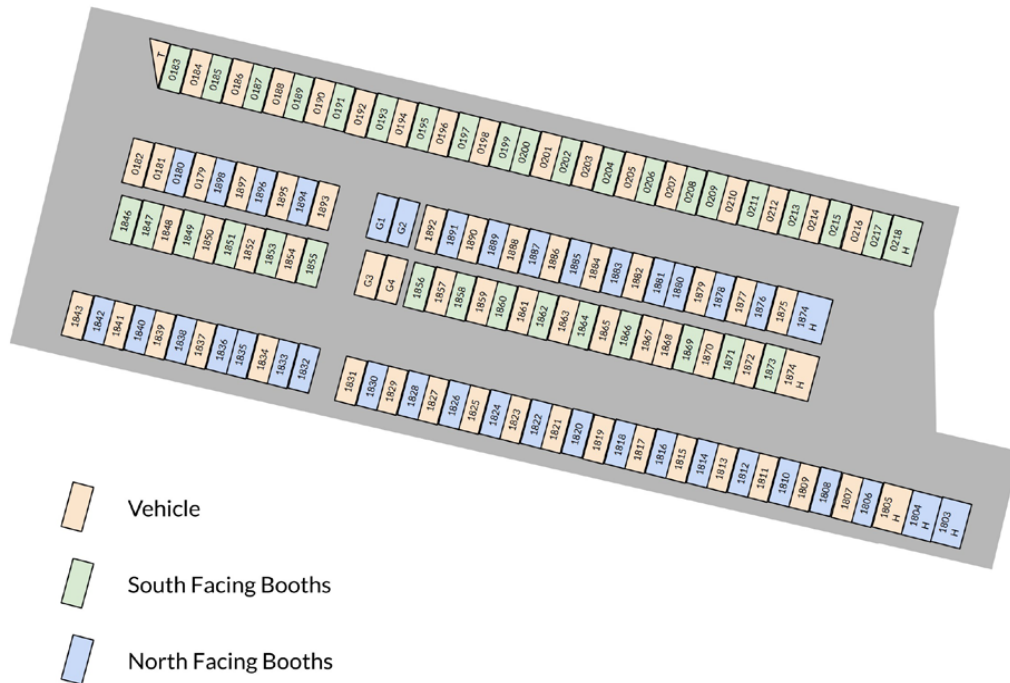
Because it is difficult to ascertain where items are foraged, it is required that the Vendor reside within the Historical 7 County Area.

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All wildcrafted/foraged items, whether fresh or dried, must be 100% gathered by the Vendor. Examples include wild mushrooms, fish, & wild leeks.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be prior to the item being brought to Market. Approval is at the discretion of the DDA Staff and the Market Manager.

V. BOOTH ASSIGNMENTS & RATES



Assigned spaces will be allocated based on duration of attendance, timing of application submission, and product balance. If the Vendor is unsure of their Market attendance at the time the application is submitted, they should contact the DDA office at least one week in advance to confirm attendance and duration of Market attendance. This will help ensure a space on the Vendor's desired Market dates.

If no such contact is made, spaces are not guaranteed and will be given out on a first come, first serve basis. If a Vendor is aware that they will not be able to attend a Market date that they had previously reserved, they must notify the DDA Office at least 1 week prior to nonparticipation by emailing nick@downtowntc.com or calling 231.922.2050. Failure to notify the DDA of an absence may result in the Vendor being billed for that date.

If all three steps are not completed, then a space is not guaranteed at Market. Booths that aren't reserved will be assigned by the Market Manager on the day of the Market on a first come, first serve basis.

Vendors' booth set up may not impede foot traffic and the walkway. The Market Manager shall monitor set up to ensure it is appropriate and/or if it needs to be altered.

Vendors are offered the following four options for Booths:

	BOOTH SPACE(S)	SPACE(S) FOR VEHICLE(S)
BRONZE	One 16X9' Parking Space	None provided, unless the vendor chooses to fit a small vehicle and display within the lines of their assigned space (Refer to Parking Map in Section VIII)
SILVER	Two 16X9' Parking Spaces, Either Side by Side or Opposite Sides of the Median in the Center Row	One of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use both spaces to display their product and park outside of Lot B and Lot T
GOLD	Three 16X9' Parking Spaces Side by Side	One or two of the assigned parking spaces may be used for a vehicle, or the vendor

		may choose to use all spaces to display their product and park outside of Lot B and Lot T
PLATINUM	Four 16X9' Parking Spaces Either Side by Side or Opposite Sides of the Median in the Center Row	One or two of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and park outside of Lot B and Lot T

The rates for the Market are listed in the tables below:

	DAILY RATE	
Booth Size	WEDNESDAYS	SATURDAYS
BRONZE	\$15	\$25
SILVER	\$20	\$30
GOLD	\$35	\$45
PLATINUM	\$55	\$75

	PREPAYMENT OPTION: Wednesdays & Saturdays		
Booth Size	May - June (due May 1)	July - August (due July 14)	Sept. - Oct. (due September 2)
BRONZE	\$260	\$240	\$320
SILVER	\$320	\$300	\$400
GOLD	\$420	\$480	\$640
PLATINUM	\$820	\$780	\$1,140

	PREPAYMENT OPTION: Wednesdays Only		
Booth Size	May - June (due June 3)	July - August (due July 15)	Sept. - Oct. (due September 2)
BRONZE	\$60	\$90	\$120
SILVER	\$80	\$120	\$160
GOLD	\$140	\$210	\$280
PLATINUM	\$220	\$330	\$440

	PREPAYMENT OPTION: SATURDAYS ONLY		
Booth Size	May - June (due May 2)	July - August (due July 18)	Sept. - Oct. (due September 5)
BRONZE	\$200	\$150	\$200
SILVER	\$240	\$180	\$240
GOLD	\$360	\$270	\$360
PLATINUM	\$600	\$450	\$600

FOR ANY DATES IN WHICH THE MARKET IS DISPLACED (CHERRY FESTIVAL), BOOTH FEES WILL REVERT TO THE 2013 SEASON STRUCTURE OF \$20 ON WEDNESDAYS & \$25 ON SATURDAYS. THE PREPAYMENT SCHEDULES REFLECT THIS & DO NOT INCLUDE PAYMENT FOR THESE DATES.

VI. MARKET DAY ACTIVITIES

Vendors must be parked and within their booth by the time requested on their acceptance letter. Vendors not parked by then forfeit their space for that Market day. Vendors may set up early but must cease sales at 12:00 p.m. Vendors may not remove their vehicle from their stall until 12:15 p.m. and must completely vacate their space by 1:00 p.m. on Wednesdays and 1:30 p.m. on Saturdays. Violators of these time frames lose their reserved spot at market. The

Vendor space must be left clean and free of debris. Any vehicles that do not fit in the vendors' assigned space must be parked in accordance with Section VIII of these Rules.

Payment will be picked up the day of the market by The Market Manager. If you select to prepay, your payment will be due the date indicated in the table in Section V.

VII. COMPLIANCE WITH THE RULES

Compliance with these Rules is essential to a successful Farmers Market. Honesty from all Vendors is expected and required. Any Vendor found in violation of these Rules by the Market Manager or by DDA Staff will be subject to further review, which may result in a citation, suspension, or expulsion from the Market.

The Farmers Market Advisory Board, or its designee, from time to time may make Vendor Visits. Based on such a Vendor Visit, the Board may request the Market Manager to issue a citation. The Vendor Visit Protocol is outlined in ATTACHMENT D.

Grievance/Complaint forms can be found at the SEEDs Office at the Farmers Market.

CITATIONS & APPEALS

If a Vendor is not satisfied with the outcome of their review or receive a citation, the Farmers Market Advisory Board will discuss details of the issued citation or review at the next monthly Farmers Market Advisory Board Meeting. During this meeting, Vendors are encouraged to participate in the Farmers Market Advisory Board reviews. The Farmers Market Advisory Board may make a decision involving disciplinary action in relation to the vendor's continued presence within the Sara Hardy Farmers Market . Vendors may reserve the ability to formally appeal that decision. Appeals must be submitted in writing within one week of the Farmers Market Advisory Board's decision to The Traverse City DDA, 303 E. State St., Ste. C, Traverse City, Michigan 49685 and indicate that they are a "letter of appeal" or similar language.

Upon receiving a letter of appeal, the Farmers Market Advisory Board will convene at the next Farmers Market Advisory Board meeting to consider the appeal. Any decisions made by the Farmers Market Advisory Board on the appeal are final. If a vendor is participating in the appeal process during a market season, their participation at market will be allowed until the board makes a final decision on the appeal.

VIII. PARKING

Accessible parking is crucial to serve customers of the Farmers Market. Parking is based upon booth selection. Booths are assigned by Parking Space number in Lot B. Parking Spaces are typically 16X9'. Booths and vehicles must remain within the lines of a vendor's assigned Parking Spaces. While a vendor may choose to use all of their space for their display and not park a vehicle in Lot B or Lot T, no more than one vehicle may be parked in a Bronze or Silver Booth, and no more than two vehicles may be parked in a Gold or Platinum Booth. Trailers are considered to be a vehicle.

Parking outside of one's assigned spaces in Lot B or Lot T is prohibited to maximize customer parking. Bronze booths and additional vehicles may park in any space in Downtown Traverse City subject to meter rates and any other restrictions posted in the lot. It is encouraged that vendors are mindful of limited customer parking and allow space for them to park. Vendor vehicles found in violation of this section will be subject to ticketing. 10 hour meters are outlined in the map below in purple. Permit lots, that are free on Saturdays, are outlined in brown. A nearby parking garage is outlined in blue. The Market's location is in yellow.



FOR AN INTERACTIVE MAP, [CLICK HERE](#).

TRAVERSE CITY DDA // 231.922.2050
303 E. State Street, Ste. C, Traverse City, MI 49684

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IX. ENTERTAINMENT VENDORS

Individuals or groups that wish to be Entertainment Vendors will be permitted to participate for one hour during each Market day. A maximum of four Entertainment Vendors may participate on any given Market day. One Entertainment Vendor may perform at any time.

Entertainment Vendors will be assigned a time slot and stall on a first come, first serve basis. Times and locations are provided by the Market Manager. The Market Manager reserves the right to deny any entertainer or entertainment group based on noise and space restrictions.

Entertainment Vendors must abide by the City of Traverse City's Street Performers Ordinance, Chapter 864. They will be allowed to display signage and receive tips. The performance will affect their chances for participation next year.

X. MISCELLANEOUS

- I. Fowl Feed: No duck feed or other food for fowl is allowed.
- II. Semi Trucks: No semi trucks are allowed.
- III. Peaceful Environment: in the spirit of a community event, any Vendor making a hostile or uncivil environment for other Vendors, customers, or market staff will be addressed and in some cases removed from market. In addition, all Vendors must abide by the City of Traverse City's Noise Ordinance, Chapter 652.
- IV. Food Establishment License: Vendors who sell processed foods must contact the Department of Agriculture regarding the need to obtain a Food Establishment License. The local MDA can be reached at (231) 922-5210.
- V. Trash receptacles are for customers, Vendors must remove all of their own trash.
- VI. Vendors are not permitted to bring pets to the Market.

The undersigned, declares and says he/she wishes to be permitted to participate in the Farmers Market as stated hereon and that the statements made above are true and correct to the best of his/her knowledge and belief, he/she will comply with all provisions of the ordinances of the City of Traverse City (hereafter "City") and policies of the Downtown Development Authority ("DDA") relative to the Farmers Market, and agrees to hold the City and DDA free and harmless from all liability which may be imposed upon them, to reimburse the City and DDA for all expenses of litigation in connection with the defense of claims as such liability and claims may arise because of negligence in its participation in the Farmers Market. The undersigned acknowledges that permission to participate in the Farmers Market may be revoked if it is determined any information regarding the applicant's participation was not accurately conveyed on this application document or if the City's or DDA's ordinances or policies are violated; and by signing, waives any claims of liability, financial or otherwise, against the City and DDA should permission be revoked. The applicant acknowledges that the City and DDA may be required from time to time to release records in their possession. The applicant hereby gives permission to the City and DDA to release any records or materials received by the city from the applicant as it may be requested to do so as permitted by the Freedom of Information Act, MCL 15.231 et seq.



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

Memorandum

To: DDA Board
From: Jean Derenzy – DDA, CEO
Date: March 12, 2021
Subject: Downtown Tree Management

Last November, the DDA entered into an agreement with the Davey Resource Group (DRG) to develop a Tree Management Plan for the Downtown District. Among other things, the Plan will include a complete digital inventory and assessment of all street trees within the DDA District, a priority planting plan for city-owned property and rights-of-way and directives for long-term maintenance and care. In addition, DRG will help facilitate public outreach activities to develop a long-term vision for the type of tree canopy we want in Downtown (or sub-areas of downtown).

Kerry Gray, the principle consultant with DRG, will provide a presentation (see attached) on the recent results of the inventory/assessment work and facilitate a brief exercise with the Board on tree canopy preferences.



Traverse City Downtown Tree Management Plan

DDA Board Meeting
03/19/2021

About the Project

Goal

To develop a unified tree canopy vision and plan to manage downtown Traverse City's trees as a sustainable and valued community asset.

Tasks

Task 1. Tree Inventory Update

Task 2. Downtown Tree Canopy Vision

Task 3. Tree Management Program



Photo: Traverse City DDA | Instagram

Why Plan?

The Benefits of Trees

Temperatures

- Trees **reduce peak summer temperatures by 2-9° F**

Air Pollution

- One 20" diameter **white oak tree can remove nearly 275 pounds of the carbon dioxide** (a greenhouse gas) from the air each year.

Water Quality and Flooding

- By intercepting and allowing rainwater to slowly soak into the ground trees **reduce stormwater runoff and pollutants by 20-60%**

Quality of Life

- Residents are **3 times more likely to be physically active** when they live in areas with high levels of **trees and vegetation**



Why Plan?

The Benefits of Trees

Local Economy

- Shoppers are willing **to pay 9% more for good and services in shopping districts with trees.**

Increase Property Value

- Mature, healthy trees can **increase property values** of residential and commercial properties **by an average of 10%.**

Energy Usage

- Properly placed trees can **reduce energy costs by up to \$250/year**



Photo: Traverse City DDA | Instagram

Why Plan?

Supporting Initiatives

DDA STRATEGIC PLAN (2019-2024)

- **Vision Benchmarks**

- Increase public/greenspace by 10%
- Continue to manage and maintain critical infrastructure investments
- Increase connectivity and enhance the relationship with the Boardman River

- **Areas of Focus**

- Real Estate and Placemaking; Business Recruitment & Retention; Partnership & Collaboration

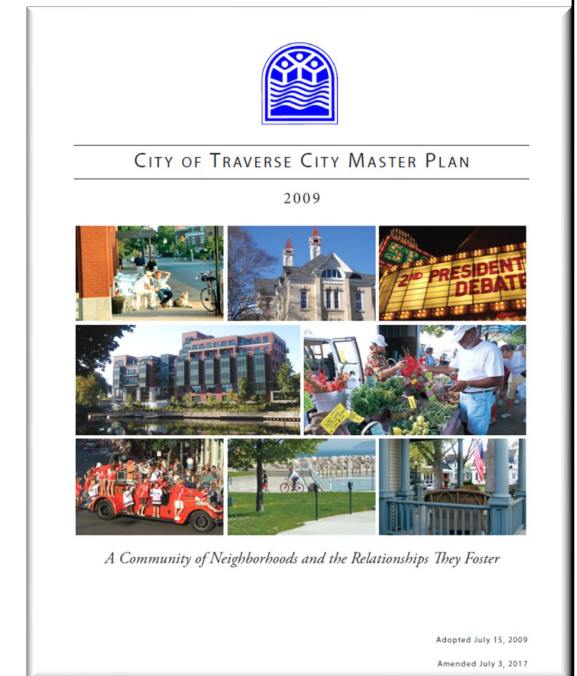
Traverse City Master Plan (2009)

- **Core Principles**

- Natural and historic resources are limited and need to be protected
- Maintaining a healthy and vibrant City is important to the region

- **Goals**

- Become pedestrian friendly and encourage more energy efficient, environmentally friendly transportation choices.
- Protect, conserve and preserve the natural and historic resources of our region



Why Plan?

Supporting Initiatives

Traverse City Street Design Manual (2018)

- **Downtown Street Type**

- “Trees are desired on downtown streets to provide shade and enhance the streetscape”
- Utilizing green infrastructure to help manage stormwater



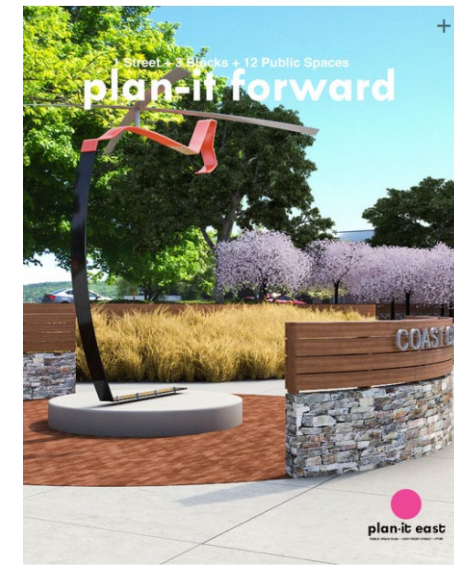
Plan-It East (2018) – East Front Streetscape

- **Recommendations:**

- Develop a life-cycle analysis and eco-balance program for the existing wood decks, trees and other assets identified.

- **Tasks**

- When trees are removed use them for a City project, or offer them to local businesses, including restaurants or art centers for reuse of reclamation.
- Establish criteria and develop guidance for purchasing building materials and planting trees and other vegetation on City-owned properties.



Planning Process

What Do We Have?

- Tree Inventory Update - Downtown
- Review Urban Tree Canopy Assessment
- Plan and Document Review

What Do We Want?

- Stakeholder Meetings
- Public Survey

How Do We Get There?

- Downtown Tree Management Plan & Canopy Vision



What Do We Have?

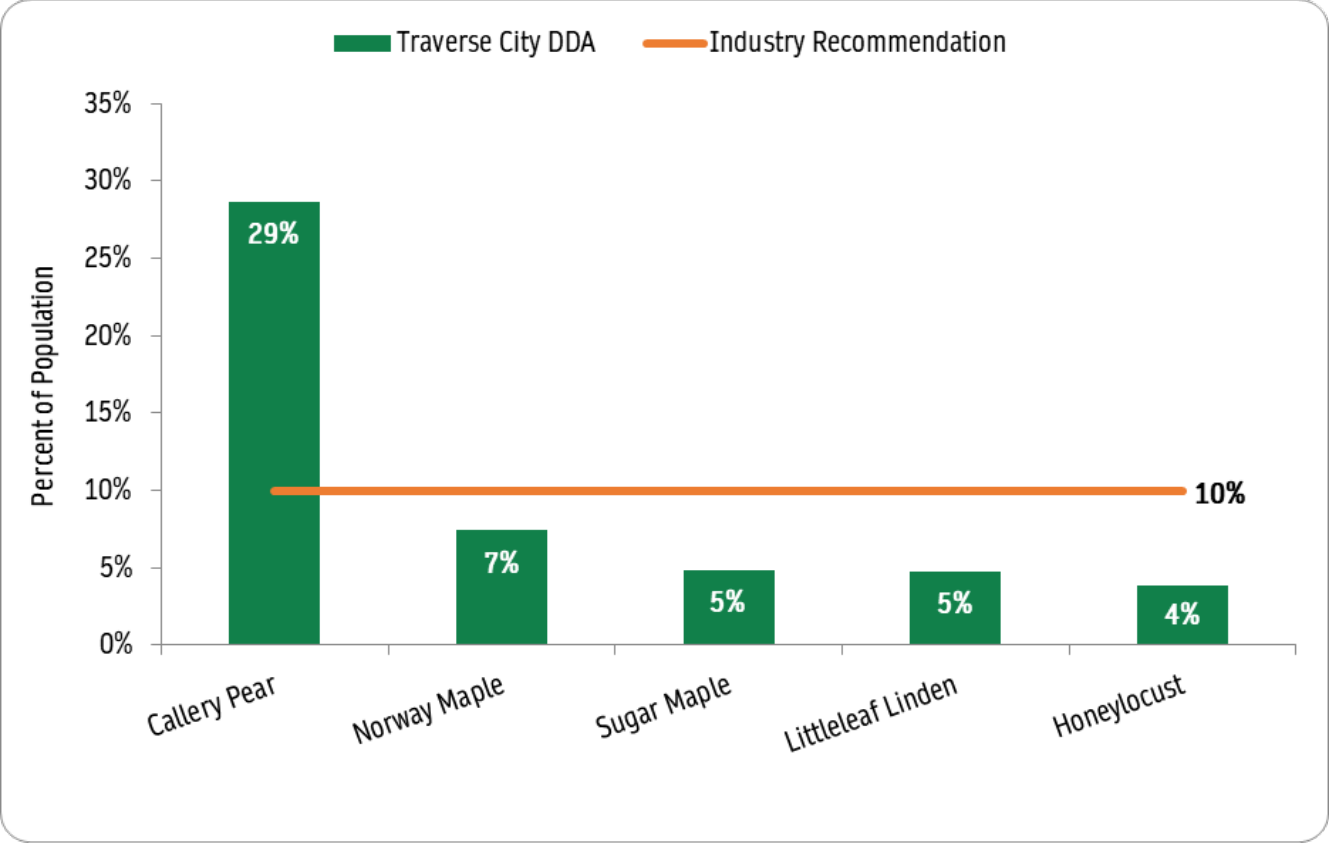
Trees & Tree Canopy



What Do We Have?

DDA Trees – Tree Inventory Summary

Species: Street & Park Trees

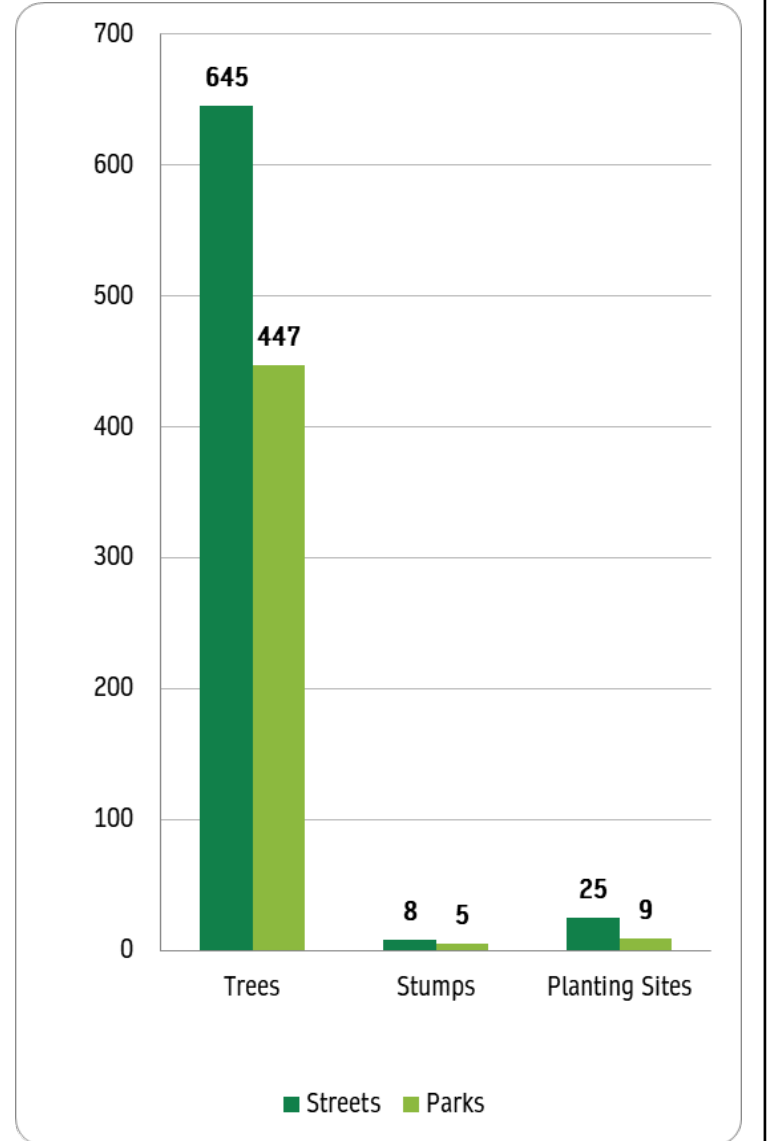
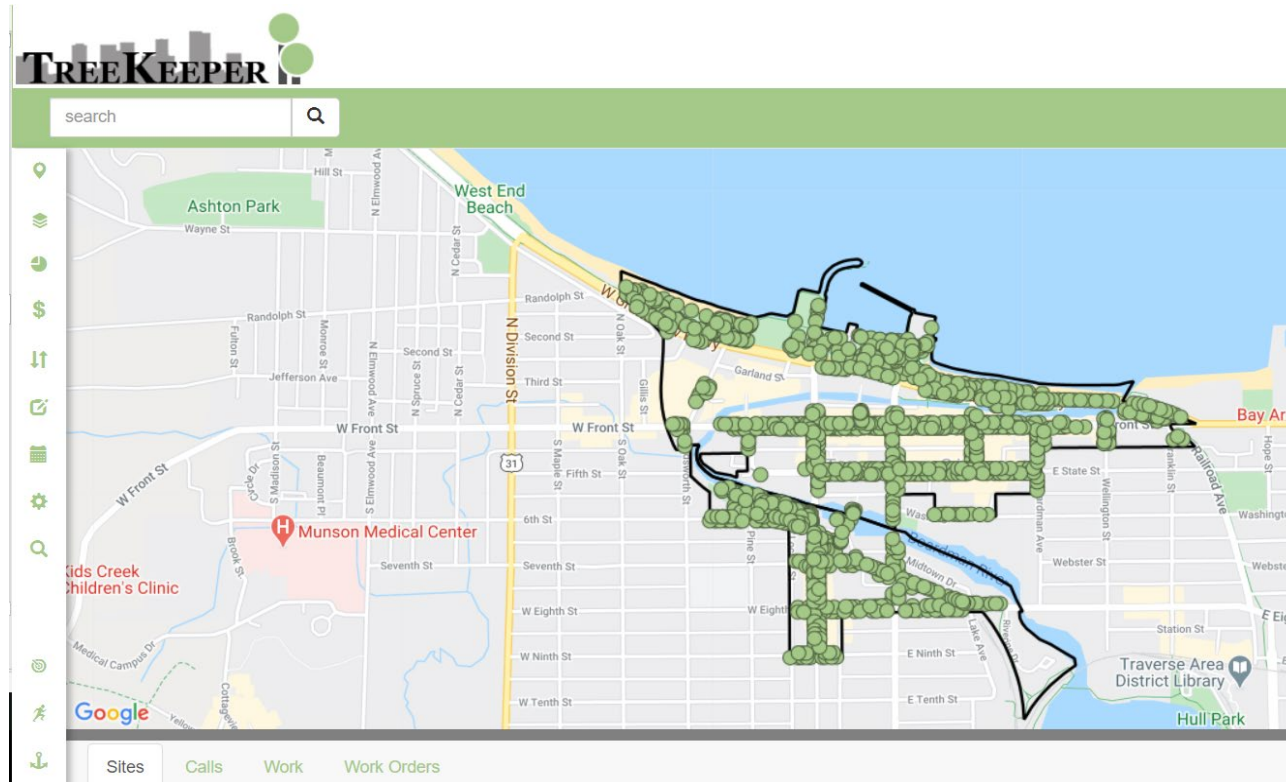


Top 10 Street & Park Tree Species	
Common Name	# of Trees
Pear, Callery	313
Maple, Norway	81
Maple, Sugar	53
Linden, Littleleaf	52
Honeylocust, Thornless	42
Pine, Red	38
Lilac, Japanese Tree	37
Apple	34
Aspen, Quaking	29
Chokecherry, Common	26

What Do We Have?

DDA Trees – Tree Inventory Summary

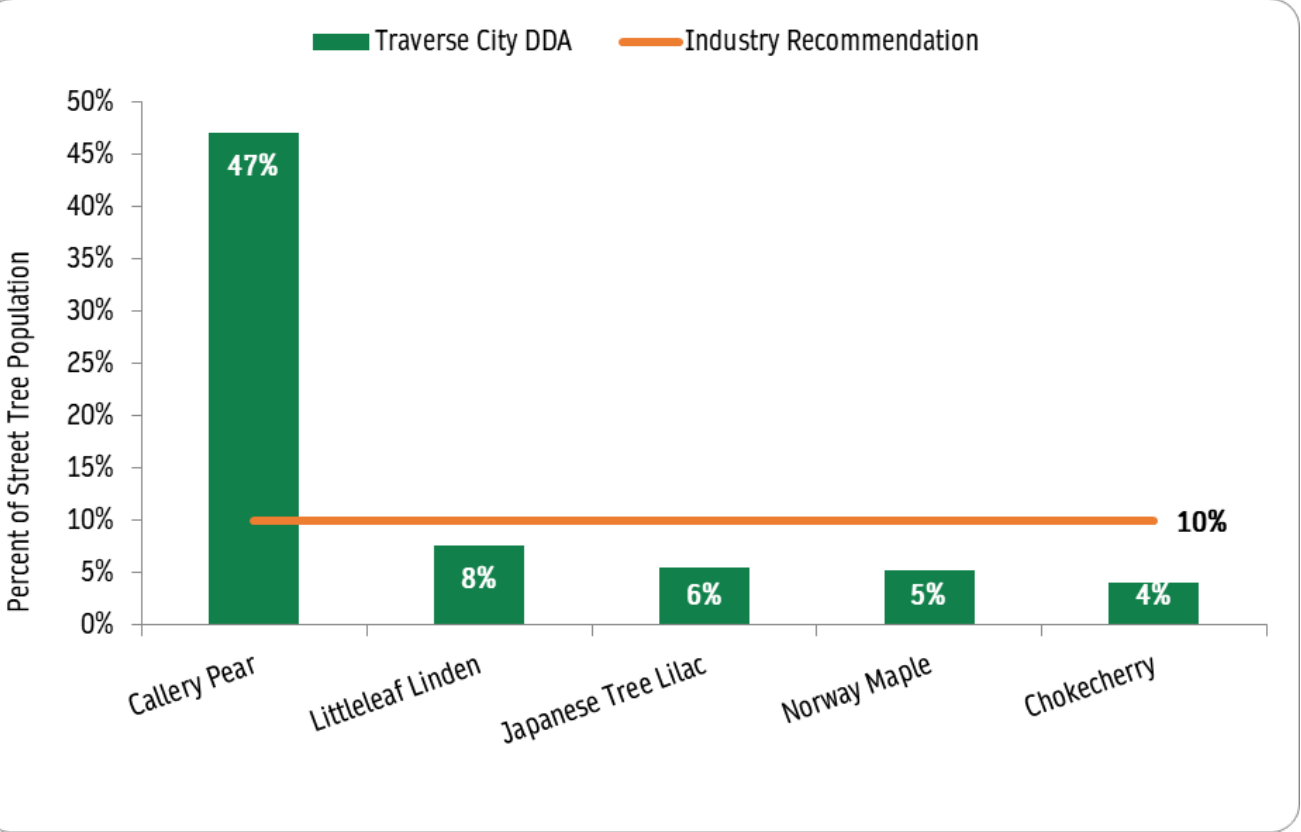
Street & Park Trees



What Do We Have?

DDA Trees – Tree Inventory Summary

Species: Street Trees

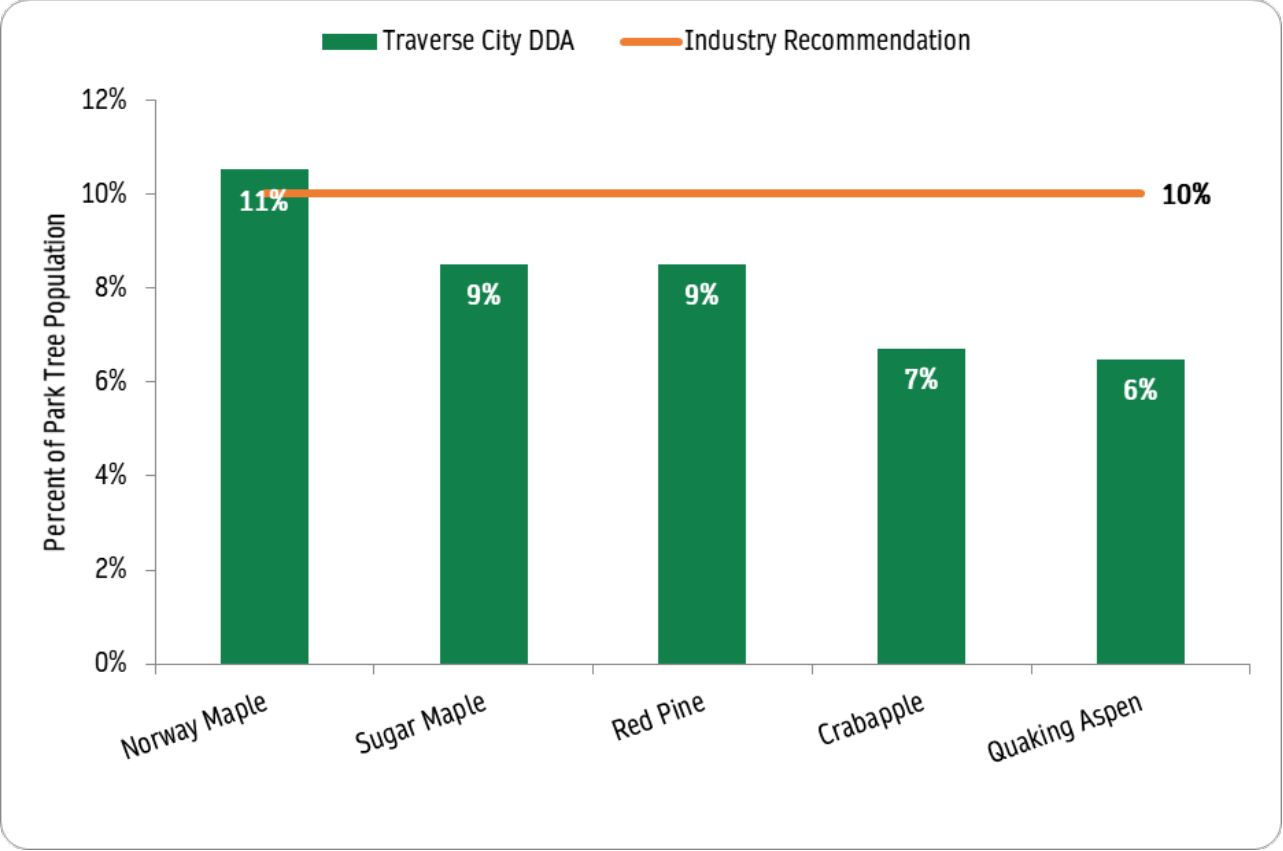


Top 10 Street Tree Species	
Common Name	# of Trees
Pear, Callery	303
Linden, Littleleaf	49
Lilac, Japanese Tree	36
Maple, Norway	34
Chokecherry, Common	26
Honeylocust, Thornless	23
Goldenrain Tree	16
Cherry, 'Canada Red Selected'	15
Maple, Sugar	15
Hackberry, 'Magnifica'	10

What Do We Have?

DDA Trees – Tree Inventory Summary

Species: Park Trees

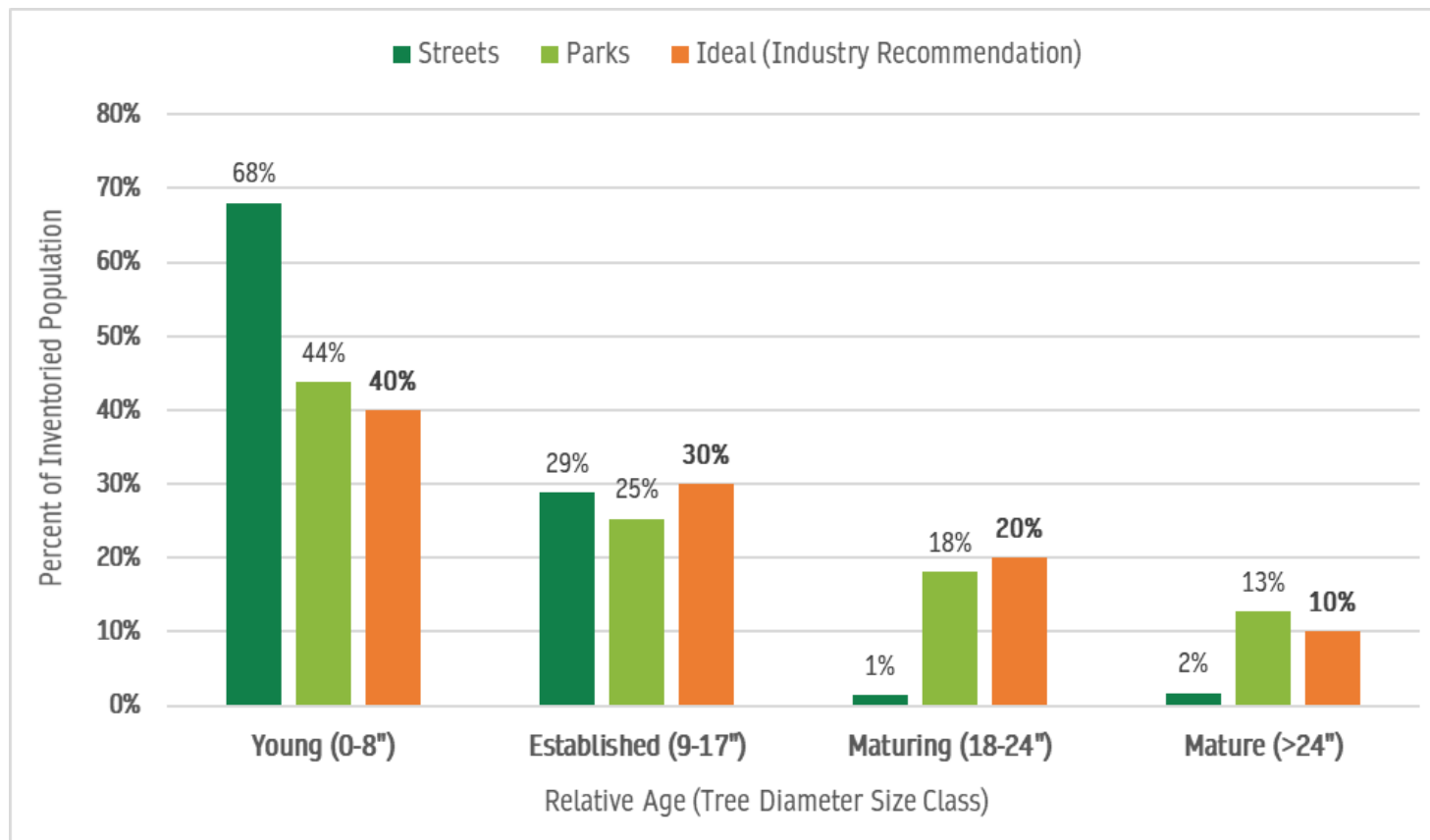


Top 10 Park Tree Species	
Common Name	# of Trees
Maple, Norway	47
Maple, Sugar	38
Pine, Red	38
Apple	30
Aspen, Quaking	29
Pine, White	22
Honeylocust, Thornless	19
Oak, Red	12
Oak, White	12
Maple, Red	11

What Do We Have?

DDA Trees – Tree Inventory Summary

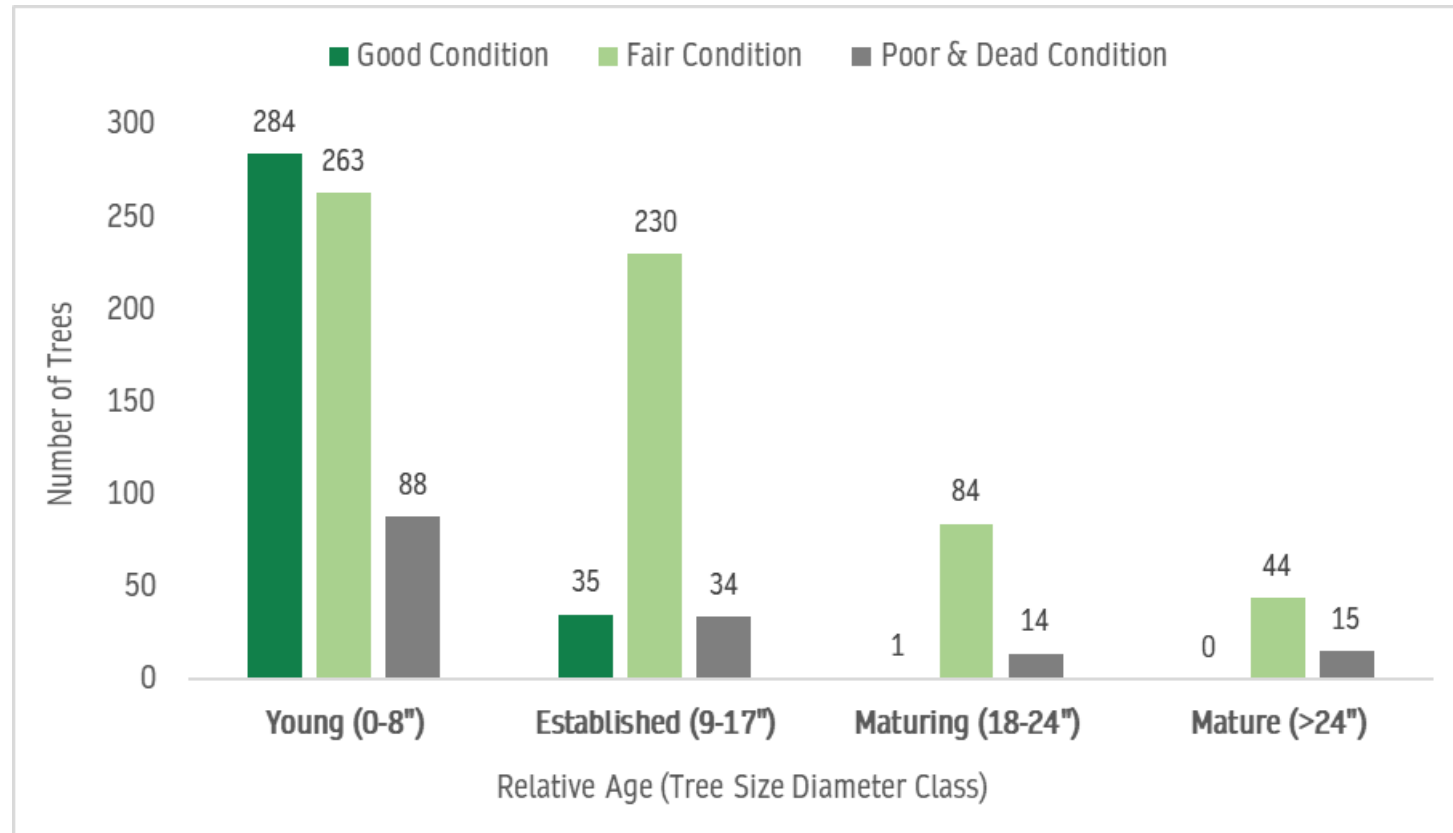
Size/Age Distribution: Street & Park Trees



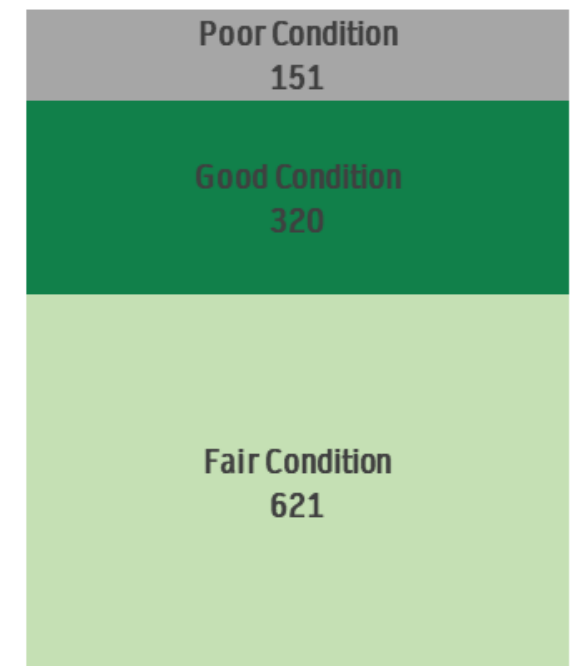
What Do We Have?

DDA Trees – Tree Inventory Summary

Condition: Street & Park Trees



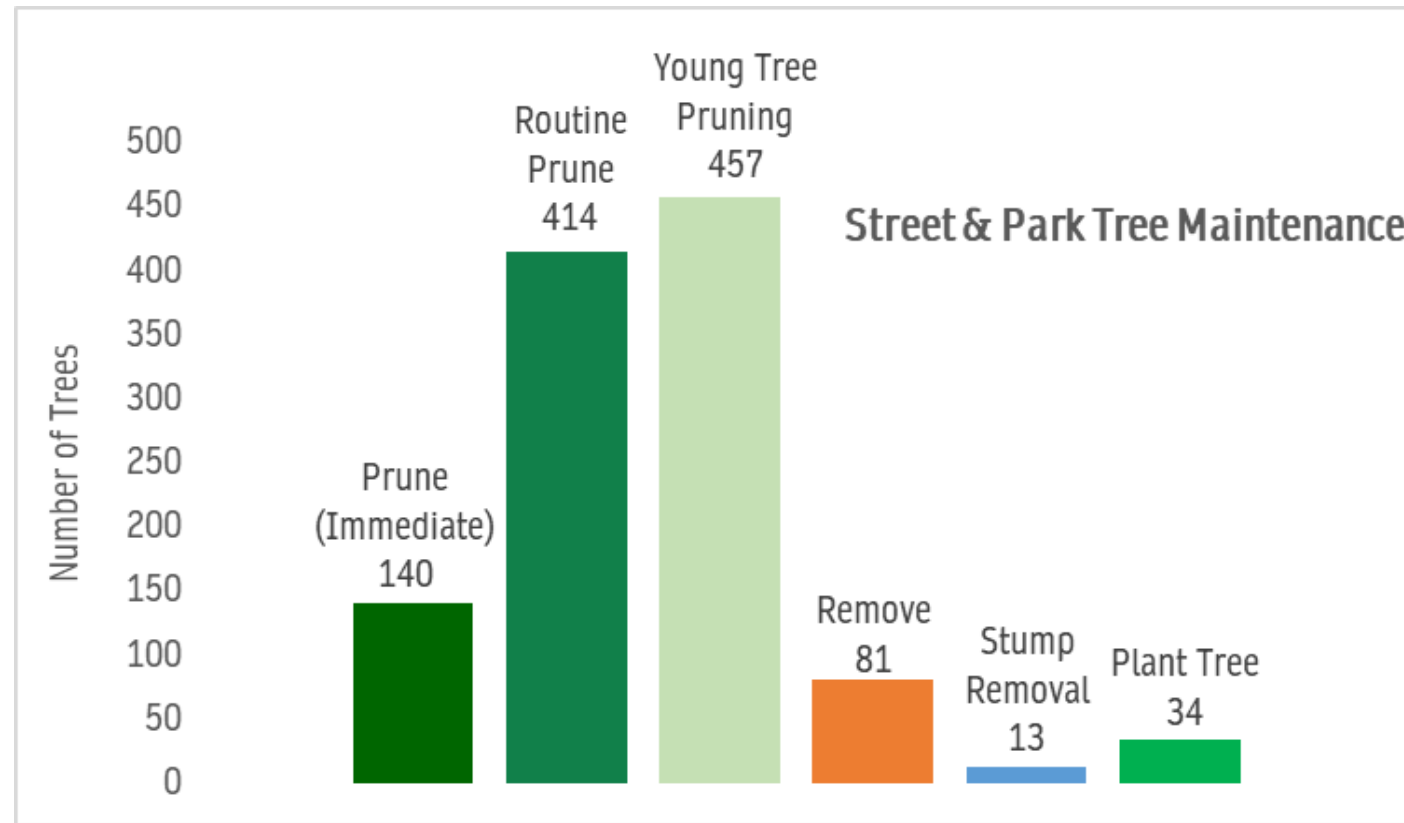
Total Number of Trees by Condition Class



What Do We Have?

DDA Trees – Tree Inventory Summary

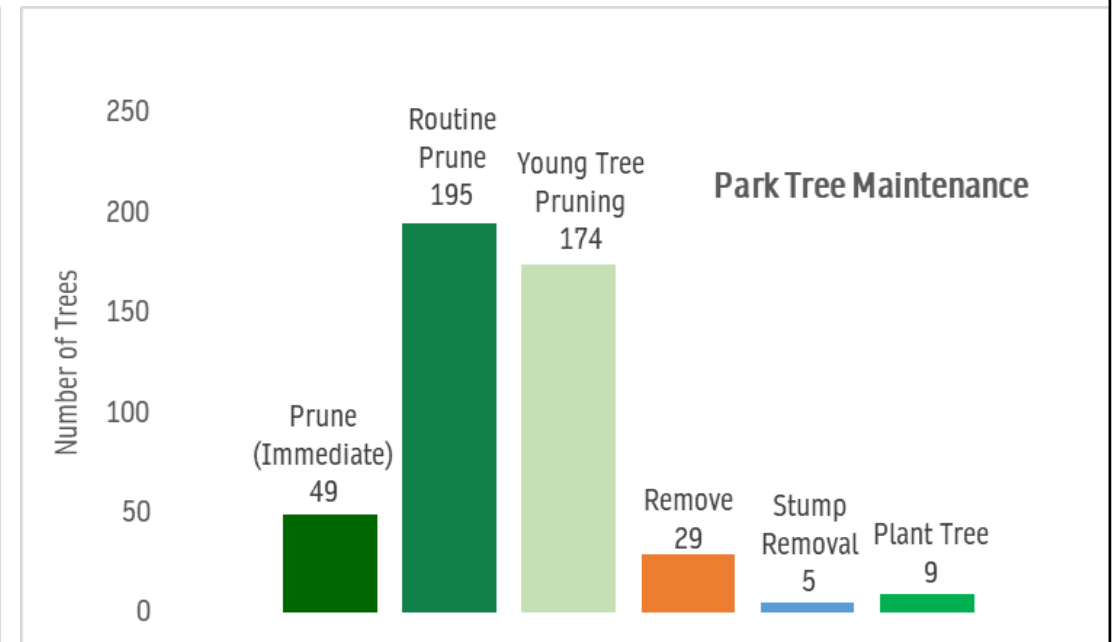
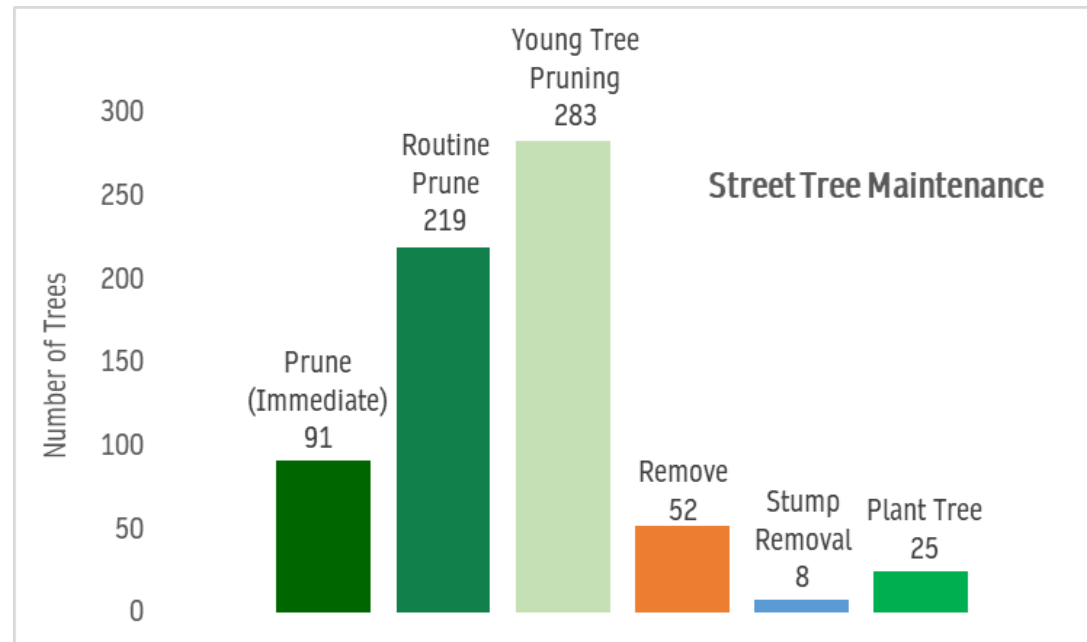
Maintenance: Street & Park Trees



What Do We Have?

DDA Trees – Tree Inventory Summary

Maintenance: Street & Park Trees



What Do We Have?

DDA Trees – Urban Tree Canopy

DDA Land Cover (2018)

66% Impervious Surfaces
(Roads, buildings, hard surfaces)

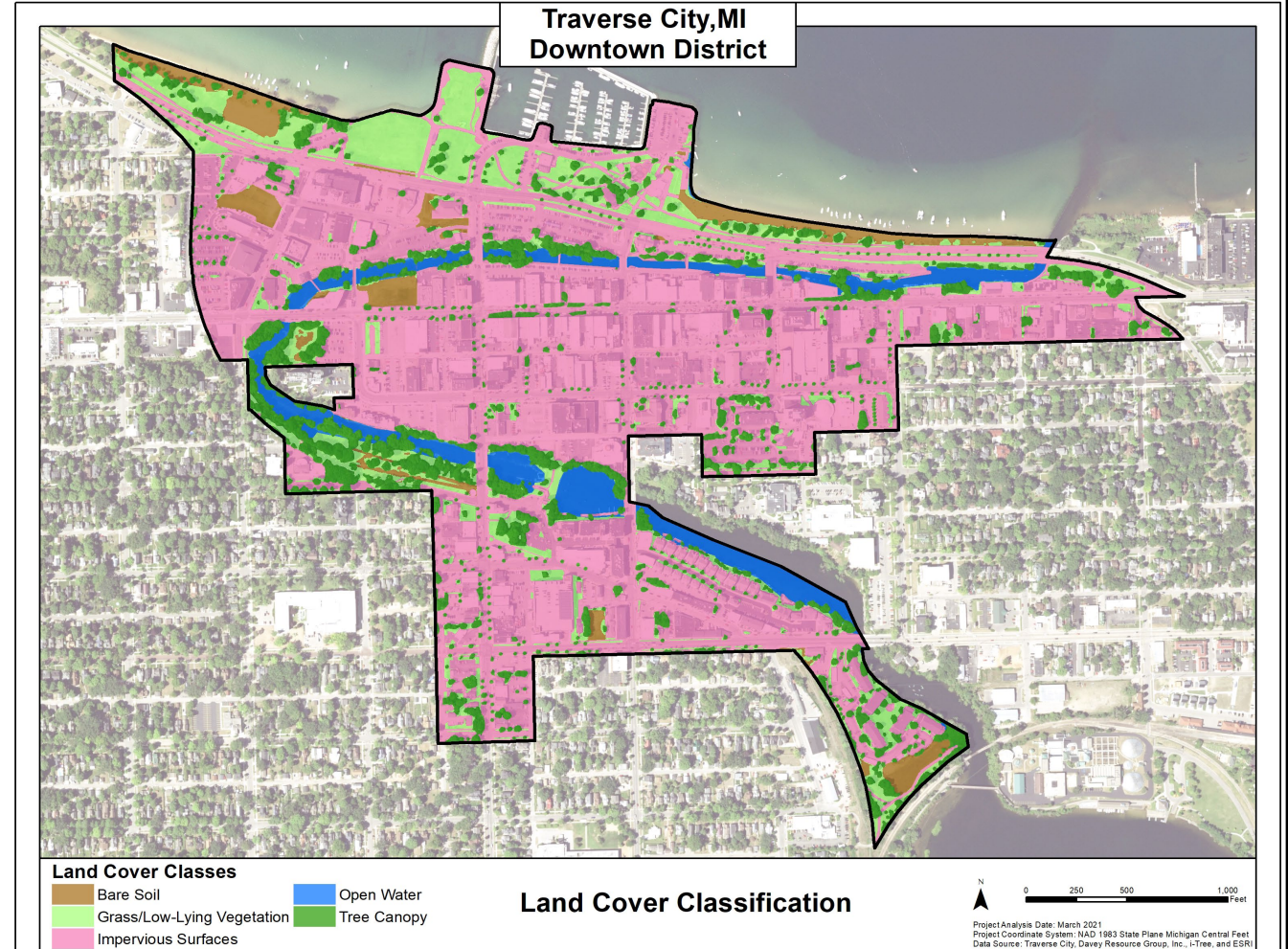
13% Tree Canopy

11% Pervious Surfaces
(Grass, open space)

6% Water

4% Bare Soil

**Maximum Tree Canopy Cover:
28.5%**



What Do We Have?

DDA Trees – Urban Tree Canopy

DDA Tree Canopy Benefits

Air Quality

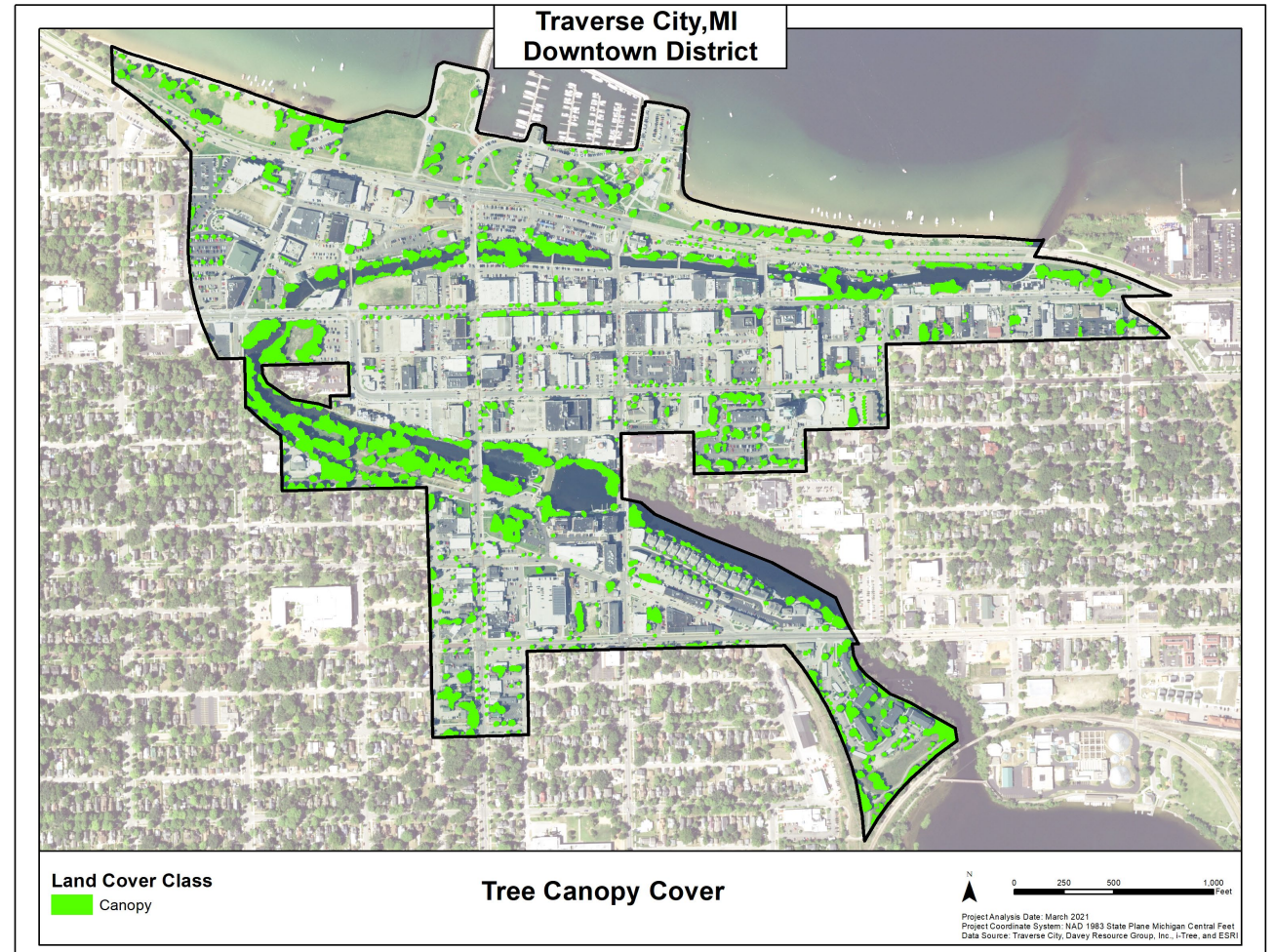
- Removes **1,536 pounds** of greenhouse gases and particulate matter each year.

Carbon

- Sequesters (absorbs) **90 tons of carbon** each year.

Stormwater

- Intercepts and absorbs **293,000 gallons of rainwater per year.**



What Do We Want?

Dialogue & Feedback



What Do We Want?

- Do you feel trees are an identifying characteristic of downtown? Do you want them to be?
- When you think about the trees within the DDA what is the first thing that comes to mind?
- Are there streetscapes/downtown areas with trees that you like and think Traverse City should look to for inspiration?



Streetscapes

What Do You Like/Don't Like?



Photos: Holland DDA

Downtown Holland, MI

Mature Tree Size: Medium/Large Shade Trees

What Do Like/Don't Like?



Clinton, TN

Mature Tree Size: Large Shade Trees

Photo: Biker Rags

What Do Like/Don't Like?



Photo: www.saveourgateways.com

Greenville, SC
Mature Tree Size: Large Shade Trees

What Do Like/Don't Like?



Knoxville, TN

Photo: Hedstrom Design

Mature Tree Size: Medium & Small Flowering

What Do You Like/Don't Like?



Savannah, GA
Mature Tree Size: Large Shade Trees

Photo: www.exploringgeorgia.org

What Do You Like/Don't Like?



Photos: Visit Downtown Madison

Madison, WI
Mature Tree Size: Large Shade Trees

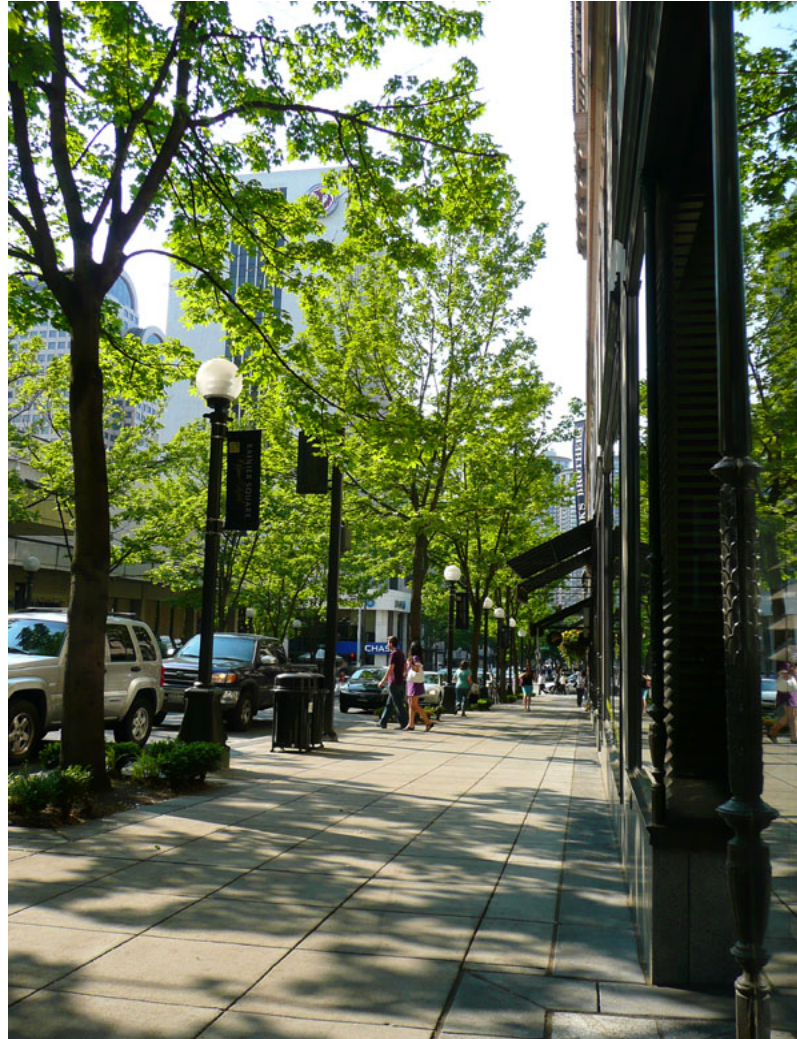
What Do You Like/Don't Like?



Fullerton, CA
Mature Tree Size: Small/Medium
Flowering Trees

Photo: Pinterest – no source cited

What Do You Like/Don't Like?



Seattle, WA

Mature Tree Size: Large Shade Trees

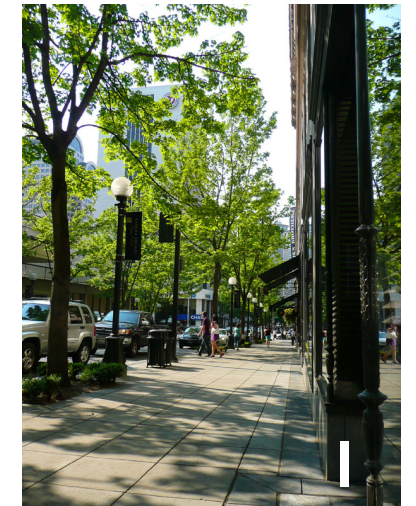
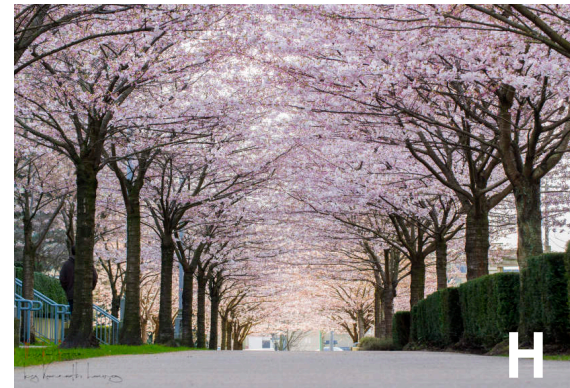
Photo: Dan Bertolet

What Do You Like/Don't Like?



Vancouver, BC
Mature Tree Size: Medium
Flowering (Cherry)

Photo: Kenneth Leung | Flickr



Which
streetscapes
would you
prefer for
downtown
Traverse City?

Choose Up to 3

Next Steps

April:

- Stakeholder Meetings
- Community Survey

May/June:

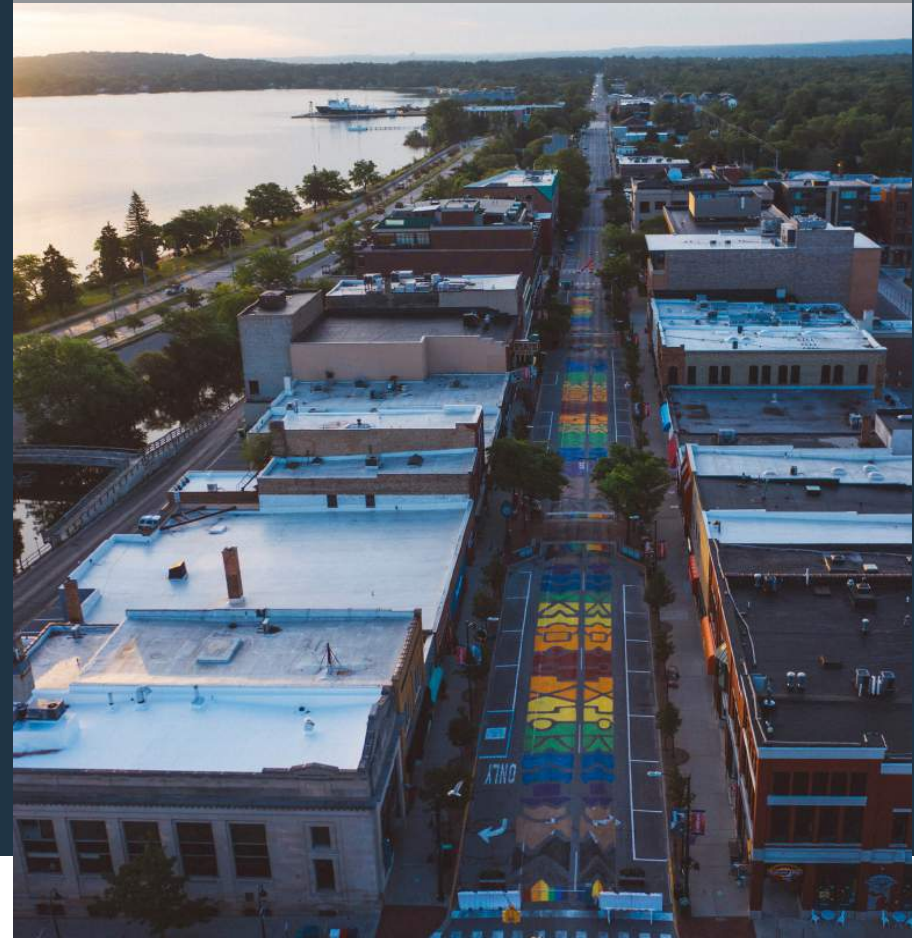
- Development of Tree Management Plan & Vision for Traverse City's downtown trees



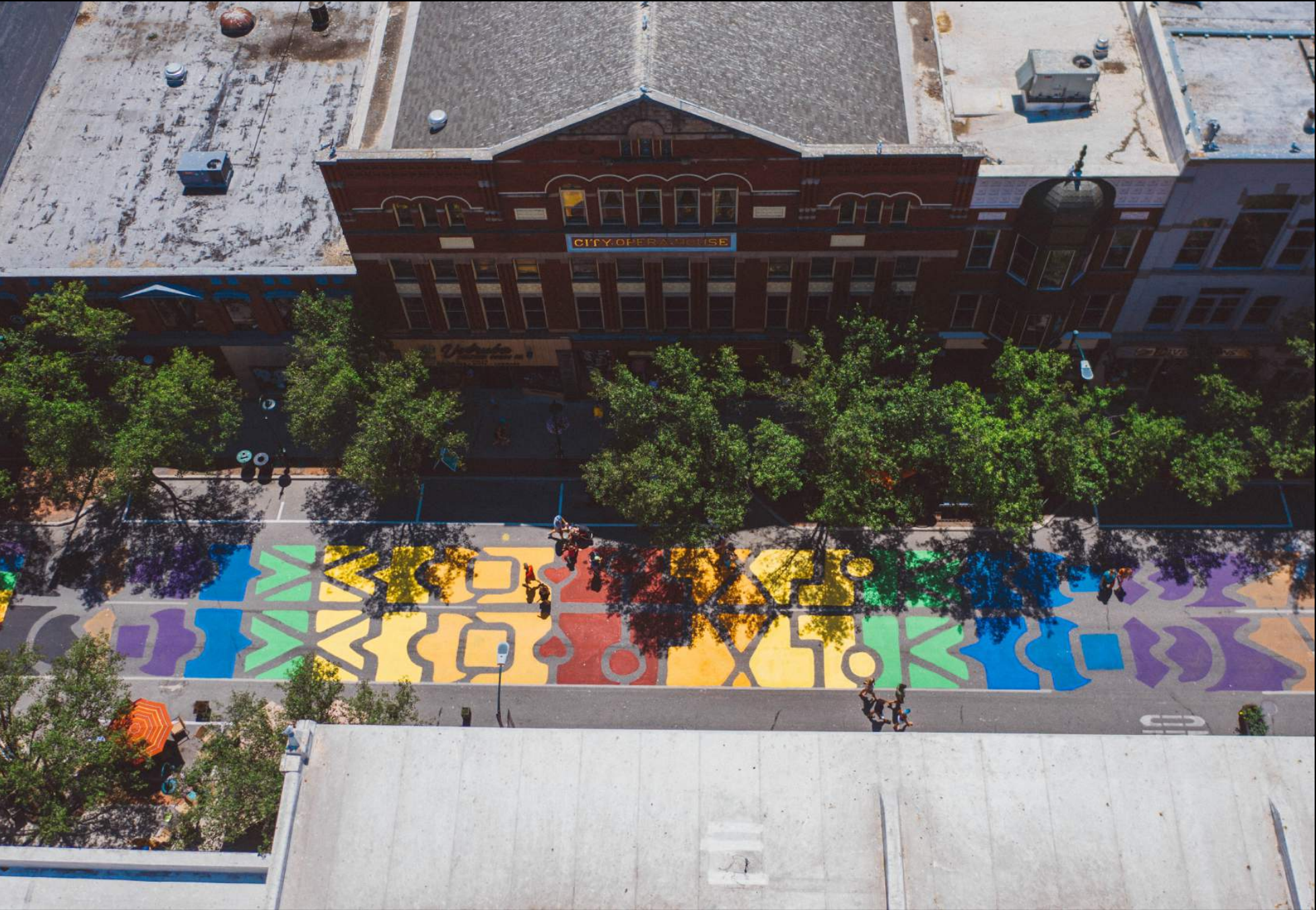
Photo: www.traversecity.com



Traverse City Downtown Development Authority



2020 ANNUAL REPORT



Welcome



With the COVID-19 pandemic defining 2020 for all of us, Downtown Traverse City has shown great resilience, fortitude and optimism. Not only have we come together to fight the pandemic, we have pivoted to new programs, reexamined the use of our built environment and found new ways to support businesses - all while continuing to look toward the future to ensure that our Downtown remains the economic engine for the region.


In the first few months of 2020, we were excited to host some of our most popular and successful events like the Downtown Chili Cook Off and Traverse City Restaurant Week. However with the pandemic upon us in March, we quickly pivoted from our normally scheduled events and daily operations to focus on the establishment of the Buy Local, Give Local and Giving Thanks Through Giving Meals programs, directly benefiting frontline workers, local businesses and the many employees who make our Downtown the incredible place that it is.


We have also found that the pandemic has given us an opportunity to look at our assets and consider new ways of utilizing our streets, sidewalks and built environment to better support a sense of place. The opening of Front Street to pedestrian only traffic was designed as a way to ensure the viability of our businesses and the safety of our Downtown employees and visitors and we are pleased to report that it was a success with business owners, employees, community members and visitors also praising this new use of an old asset.

We continue to look toward the future, knowing that we will move through and past this pandemic and what our downtown looks like on the other side will be determined by our actions now. We have invested in the work of Traverse Connect to support business recruitment and retention efforts and guide our economic development work. We have watched as new buildings have been built and renovated. We have also watched businesses relocate or open for the first time, all examples of how our downtown continues to be the resilient heart of northern Michigan and a destination where many will continue to work, live and play.

Now into 2021, the DDA remains committed to our Downtown community. Please join us in fostering a Downtown that attracts and retains vibrant, talented citizens that will keep Traverse City, and its economy, strong for generations to come.

See you Downtown!


Jean Derenzy
CEO, Traverse City DDA


Gabe Schneider
Board Chair, Traverse City
DDA

COVID-19 Response

The COVID-19 pandemic brought unprecedented challenges to Downtown Traverse City. However, the DDA quickly pivoted and has continued to respond—working to help our small businesses stay open and create a safe and welcoming environment for people to come Downtown. The DDA, along with business owners, city staff, and community stakeholders worked diligently to keep Downtown safe, sustainable and economically healthy in 2020.

These pages highlight the many responses the DDA made to help our Downtown and our community.

Established the Buy Local Give Local Fund. Funds were used to purchase merchandise from 100 Downtown businesses, putting much needed money into the hands of Downtown merchants that were forced to limit services or close. The items purchased were then donated to the Munson Healthcare Foundation, TCAPS, The Goodwill Inn & Street Outreach, and Traverse Bay Children's Advocacy Center. **TOTAL RAISED: \$60,775**

Created a Digital Farmers Market. A new website was developed to allow people to order and pick up fresh produce and other products while the physical market remained closed.

Implementation of Curbside Parking. Designated 29 curbside parking spaces throughout Downtown to allow for easy pick-up of merchandise and to-go orders.

Created a Recovery Team. Established a team of trusted business owners and professionals to help answer questions related to staffing, accounting, safety protocols, reopening plans and navigating state and federal financial programs.

Ongoing Communication. Sent daily/weekly emails to Downtown stakeholders on COVID updates, new safety protocols, executive orders, resources, and financial grants/programs. Maintained a running list of modified business operations/services (e.g., take-out, time of operation, etc.).

Secured MEDC Grant. Secured a **\$52,000 Match on Main** grant to provide financial aid to 19 Downtown salons, spas and fitness studios that temporarily closed due to the Executive Order.

Implementation of "Stay Safe to Stay Open." Placed "stay safe to stay open" signage and window decals throughout Downtown and deployed this message on social media outlets.

Created Additional Outdoor Seating. Partnered with area non-profits to place five parklets on streets throughout Downtown. These parklets included seating and areas to safely gather. They also served as entertainment zones, as the Traverse Symphony Orchestra performed a concert from the Cherry Republic Parklet.





GIVING THANKS THROUGH GIVING MEALS

Raised \$6,310 to provide 631 meals from eight Downtown restaurants to six local organizations, directly supporting our local dining establishments while also feeding those in need and on the frontlines. Organizations served: Traverse City Health Department, Addiction Treatment Services, Goodwill Inn, Munson Medical Center, Women's Resource Center, and Northwest Michigan Supportive Housing.

NEW SIGNAGE

Placed new "outside the blocks" signage/banners throughout Downtown to encourage shopping throughout the entire Downtown district.



OUTDOOR RESTAURANT SEATING

Worked to amend the existing zoning ordinance to allow dining establishments to place seating on the street. This provided an opportunity for restaurants to expand their capacity and stay open. 21 restaurants utilized the sidewalk or street cafes.

ART OUTSIDE THE BLOCKS

Created an "art walk" throughout Downtown to encourage visitors throughout the entire Downtown district. Eight local nonprofits created art pieces that were placed at various businesses throughout the district with markings on the street leading to each location.



OPENED FRONT STREET TO PEDESTRIANS ONLY

Closed two blocks of Front Street to provide an opportunity for people to safely social distance while enjoying Downtown. Worked with community non-profits to add colorful paint and parklets to attract people and became the hotspot for selfies.

HANDWASHING STATIONS

Placed 12 hand-washing stations throughout Downtown to provide and encourage proper sanitization.



STATE STREET CONVERSION

Worked with city staff to change portions of State Street from a one-way to a two-way street to help alleviate traffic congestion and encourage pedestrian activity.

DOWNTOWN RELIEF FUND

In partnership with the DTCA and Venture North, the DDA created the Downtown Relief Fund to provide pivotal grant dollars to Downtown businesses in need of financial support as a direct result of the pandemic. Funds have been raised from private donors, the DTCA (Shop your Community Days match), and the Downtown Holiday Auction. The first grants were awarded in mid-January, 2021, with additional rounds to follow.

DDA BOARD 2020

Leah Bagdon-McCallum *Chair*

Gabe Schneider *Vice-Chair*

Steve Constantin *Treasurer*

Debbie Hershey *Secretary*

Jim Carruthers *Mayor*

Coco Champagne

Scott Hardy

T. Michael Jackson

Jeff Joubran

Pete Kirkwood

Richard Lewis

Steve Nance

COMMUNITY PARTNERS

The DDA is proud to work with numerous community partners:

DTCA • Venture North • Traverse City Tourism • Norte • TART • BATA • SEEDS • Rotary Charities • National Cherry Festival • Traverse Connect • Taste the Local Difference • Traverse City Light and Power • Lake Effect • Consumers Energy • DTE • Regional Community Foundation • United Way of Northwest Michigan • Traverse City Film Festival • Groundwork Center for Resilient Communities • Britten Studios • Michigan Economic Development Corporation • 9&10 News • Serra Automotive • Midwestern Broadcasting • Bay Area Recycling for Charities • Cherry Republic • Hotel Indigo • Cintas • C.H. Robinson • Pepsi Beverages Company • Northwest Michigan Arts & Culture Network • Arts for All • Michigan Legacy Art Park • Up North Pride • Great Lakes Wine & Spirits • Hotel Indigo • MSU Master Gardeners



Arts Community Reimagined

Like small businesses, Traverse City's "Arts Scene" was also greatly impacted by the pandemic. Our Downtown Art Houses quickly came up with some well executed responses:

COH

Traverse City Area Public Schools, the **City Opera House**, and Newton's Road partnered to put on a series of shows that were available to students across the Grand Traverse region in late summer of 2020. "Live from the Opera House: It's Storytime!" broadcast each Wednesday at 9 a.m. Host Ben Whiting introduced viewers to 15 special guests over the series who read a book to the community.

OTP

As theatres closed across the nation, our local community theatre, the **Old Town Playhouse**, moved their volunteers and art to their adjacent parking lot! With over 20 shows ranging from musical reviews of cancelled shows, play readings, and variety shows, this inventive pivot provided our community with some bright spots of theatre during this year.

HART

Higher Art Gallery started doing Facebook gallery tours and boosted up their e-commerce business.

CTAC

Crooked Tree Arts Center of Traverse City began online classes and digital programming.



Small Business in Action

Arguably no one has been hit harder by the pandemic than our local small businesses. From restaurants to toy stores, merchants were tasked with developing unique ways to stay afloat during the shutdown. These pages highlight some of the entrepreneurial spirit and innovative approaches our merchants implemented.



MAMA LU'S

Mama Lu's shifted from to-go dining only, to a Downtown Supermarket, to in-person dining indoor and outdoors with limited capacity, and then back to to-go only (as of print date due to MDHHS order).

"There is never a guarantee when you go into business, especially a restaurant (80% of us go out of business before we reach 5 years), so pandemic or not, we are constantly faced with circumstances that require us to adapt. The pandemic was just a massive version of our every day "think out of the box" mindset. As an entrepreneur, you must be prepared to pivot, get creative, and find solutions because if you don't, you will fail. With this pandemic, we really just tried to be proactive in constantly asking ourselves the same question we've asked ourselves every day since opening... what do our guests (internal and external) need and want? And then we find a way to make it happen."

-Adrienne Brunette, owner of Mama Lu's

TOY HARBOR

Toy Harbor used various forms of technology to aid in sales.

"Toy Harbor adjusted to meet the needs of customers in 2020 by offering phone, text, email, FaceTime and personalized shopping experiences. We assembled gift baskets based on the age and specific interests of the child for Easter and other holidays, as well as birthdays. Toy Harbor offered curbside or delivery options. We continue to provide these services for customers that are unable or uncomfortable shopping in person. We also adjusted hours of operation and staffing to offset the decreased sales volume."

- Amanda Walton, owner of Toy Harbor



BRILLIANT BOOKS

Brilliant Books used their e-commerce knowledge and took it to the next level.

"For Brilliant Books, the transition from in-person retail to total lock-down to strictly regulated in-store shopping was made easier by a robust e-commerce platform and shipping infrastructure. This has been in place since the store opened in 2007 and has expanded and adapted as necessary in the time since. Our greatest aid in encouraging customers to shop small when shopping online for books was a daily email update. Added to these factors was the store's existing subscription service, Brilliant Books Monthly, which is currently enjoying its best year to date. The subscription has seen high levels of new subscribers and renewals across all age levels."

- Peter Makin, owner of Brilliant Books



HIGHER ART GALLERY

Higher Art Gallery started doing Facebook gallery tours and boosted up their e-commerce business.

"Hart (Higher Art Gallery) is a labor of love, & it is worth fighting to keep alive. Having some extra time now to build & grow our E-Commerce presence has been received enthusiastically by our clients who feel more comfortable viewing art from home. It has definitely paid off & is something we will continue to do even when life returns to normal. In the end, all the changes we made improved the gallery overall, pandemic or not. We tried to be proactive in constantly asking ourselves the same question we've asked ourselves every day since opening: what do our guests need and want? Then we find a way to make it happen."

- Shanny Brooke, owner of Higher Art Gallery



THE DISH CAFE

The Dish Cafe transformed the alley adjacent to their restaurant for outdoor dining.

"Being an owner operated business really gave us the opportunity to try many new things throughout this pandemic to see what 'sticks'. Our biggest success was turning our pothole-parking spots next to the building into extra outdoor seating complete with an extended outdoor service area permit from the MLCC. We plan on investing money to make this area permanent because it worked so well. We feel fortunate to have so much support from our customers, neighbors and our community and it's leaders"

Arts Commission

Despite not being able to meet, the Traverse City Arts Commission was able to install two public art pieces over the summer. The sculpture at Hull Park and mural near the Farmers Market add new life and color to ordinarily blank canvasses and contribute to the community's thriving arts scene and sense-of-place.



"PERTAINING TO WIND & WATER"

Daniel Roache

"Pertaining to Wind and Water," an art piece by Daniel Roache was installed on the Hull Park Boathouse structure. The large and colorful sculpture was funded directly by Denise Bowman, to honor the memory of her late brother.



"UNTITLED"

Em Randall

A mural from local artist Em Randall was painted on the side of the Birdhouse (next to Lot T near the Farmers Market). Miss Randall was the winner of the Pitch Night contest, held by the Arts Commission in March of 2020.

Farmers Market

ONLINE FARMERS MARKET

With the start of their Farmers Market season aligning with the start of the pandemic, creativity was a must! In collaboration with SEEDS and Taste the Local Difference, the DDA invested in a new website and logistics system to ensure access to local produce! An online ordering system was developed to allow people to order and pick up fresh produce and other products while the physical market remained closed.

The Online Farmers Market Yielded the following:

- Value of Sales this Year: \$164,750
- Vendors Served: 49
- Number of Customers Registered: 2860
- Value of Food purchased online with Food Assistance: \$10,000

With the success of the online market, in particular when the physical market wasn't an option, an online winter market was born.



\$36,688
in food assistance programs



IN PERSON MARKET

Although the start to the in-person market was delayed, we still had an excellent turnout. With nearly 100 vendors throughout the season, our market was a great way to support the local agricultural community. The COVID-19 pandemic prompted new layouts with more social distancing and mask requirements that we plan on continuing in the 2021 season.

"The Sara Hardy Farmers Market online played a vital role in the success of our farm in Summer 2020. The online market consistently had comparable sales to the in-person Wednesday market. This allowed us to save a significant amount in labor costs by not attending Wednesday, while distributing produce to our community."

In addition, we're thrilled to have a online Winter market now and think it will grow to become a significant source of sales and a new way to reach customers in the Winter months without having to attend a Saturday market year-round.

An online farmers market offers convenience to the customer and helps the grower expand their market. A win, win for everyone!"

- Bailey Samp and John Dindia, Lakeview Hill Farm

Private Investment & Growth

\$50 MILL
in new investments



5,000+
downtown employees



470+
existing downtown residential units



2020 Projects & Grants



Lower Boardman The DDA, in cooperation with a community-led Leadership Team, continues to make progress on a comprehensive plan for the 1.6 miles of Boardman River that meanders through Downtown. The leadership team has worked to complete a thorough inventory and understanding of the current conditions of the river corridor. They have also identified (through extensive civic engagement) guiding values and a general vision for the future of the river. The leadership team has developed preliminary recommendations around zoning regulations, the land use, public access, capital improvements, and habitat management. The plan is anticipated to be completed by the summer of 2021. It includes several transformative projects that will help Downtown better engage and celebrate the Boardman as a beautiful and natural asset to our region.

Civic Square The DDA was awarded a \$1,000,000 grant from Rotary Charities and a \$2,000,000 State appropriation to plan for a Civic Square in Downtown Traverse City. This year, the DDA reached an agreement with TCF Bank to locate the Civic Square on their parcel on the corner of Union and State Streets.

New Businessess

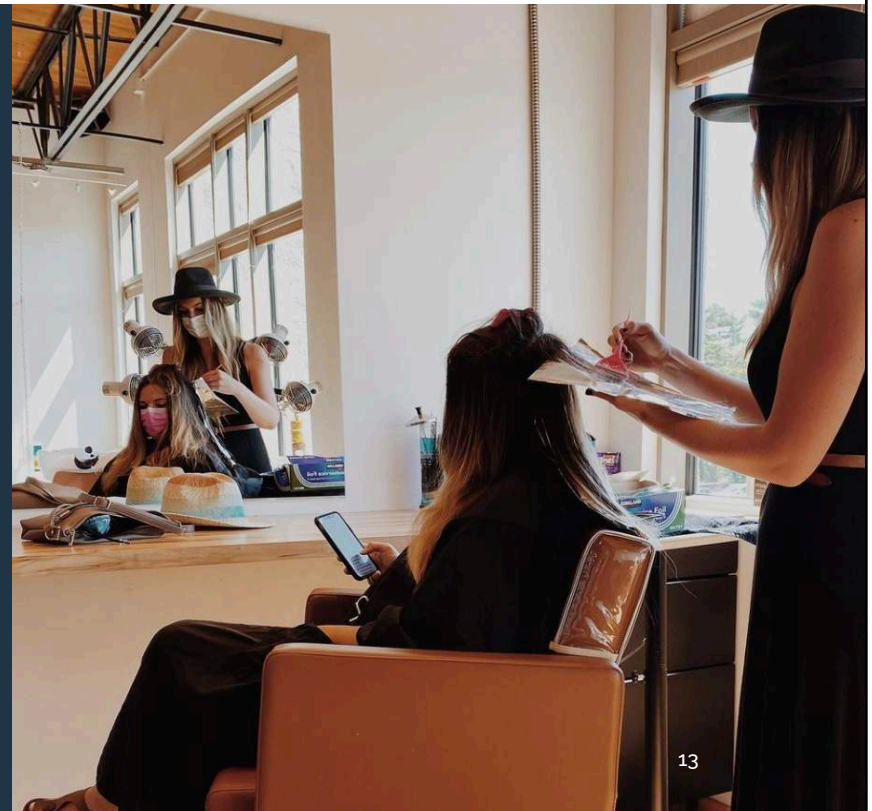
Starting a new business can be challenging under the best circumstances. But, opening a new business in the midst of a pandemic adds all sorts of additional challenges. Downtown Traverse City is proud to welcome the following businesses who bravely opened their doors in 2020.

Wild Pages • Sea Bags • Lululemon Popup • Brasserie Amie • Hexenbelle • Harbor Springs Mattress Company • Adore Boutique • Black Candle Tattoo • West Side Beverage • Flying Noodle • Happy's Tacos • Movement in Action • Good People Hair Collective • Thirsty Fish (remodel) • Front St. Liquor • Gitche Crisp (expansion to Gitche Gumees) • Glenwood Custom Builders



Streetscapes The DDA, in cooperation with 4Front Credit Union, installed new streetscaping (pavers, crosswalks and light fixtures) and heated sidewalks along Pine Street.

Grants \$100,000 - Northern Michigan Regional Entity, *Healthy Drinking Culture Initiative* • \$400,000 - EGLE, *Environmental abatement for 401 East Front Street (Honor Bank)* • \$50,000 - MEDC: Match and Main Grant, *Provided mini-grants to over 50 Downtown salons and spas* • \$15,000 - Rotary Charities, *Lower Boardman Unified Plan Initiative*



Parking & Mobility

MANAGED SYSTEMS APPROACH

The DDA Parking Subcommittee focused on two Transportation Demand Management (TDM) objectives; develop parking zones based on demand, and implement performed based pricing. These objectives led into a shift to a Managed Parking Systems Approach. This new approach will monitor and track occupancy data, and use rates to shift demand to underutilized areas throughout the parking system. By shifting demand, we are able to increase turnover on blocks with storefront retail and increase parking availability for patrons. Rates for the zones increased on January 1, 2021 with additional rates to increase and decrease throughout the year based on demand patterns.



Bus Shelters. The last bus shelter in the Downtown area has been installed on the southeast corner of Lake Avenue and Cass Street and will provide shelter from the elements for employees and visitors as they commute from Downtown.



New Meter District. In coordination with the street reconstruction of the 500 and 600 blocks of Randolph street, parking meters have been installed. These metrics will help ensure patron access to storefront retail as this area continues to grow.



SMU DataArts

Pub Club

Thrillist

Reader's Digest

Condé Nast Traveler

WalletHub

U.S. News

MSN Travel

Accolades

Most Vibrant Arts City

10 Best Social Distancing Travel Destinations In The USA

The Must-Visit Small Town in Every State

The Best Day Trips in Every State

The Prettiest Towns in the USA

2020's Best Beach Towns to Live In

Best Places to Visit in Michigan

The Most Charming Main Streets in America



84
walk score
85
bike score

Walk Score

90–100

Walker's Paradise | Daily errands do not require a car

70–89

Very Walkable | Most errands can be accomplished on foot

50–69

Somewhat Walkable | Some errands can be accomplished on foot

25–49

Car-Dependent | Most errands require a car

0–24

Car-Dependent | Almost all errands require a car

Bike Score

90–100

Biker's Paradise | Daily errands can be accomplished on a bike

70–89

Very Bikeable | Biking is convenient for most trips

50–69

Bikeable | Some bike infrastructure

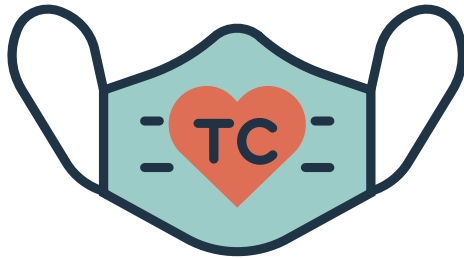
0–49

Somewhat Bikeable | Minimal bike infrastructure

Walkscore.com

DTCA & Events

It became apparent that the COVID-19 pandemic was going to continue to affect how events were to occur Downtown. The DDA and DTCA staff quickly put on their "thinking caps" to find ways to evolve some of the most loved events, so they could still be enjoyed in a safe and socially distanced manner.



SHOP YOUR COMMUNITY DAYS

Shop Your Community Day is traditionally held on the second Saturday each November. This year the DTCA altered it slightly by creating a three day version (ie. Shop Your Community Days). Participating Downtown merchants and restaurants donated 5% of their sales from November 12-14 to the shoppers charity of choice from one of 30 participating local nonprofits, **\$11,317** was raised. In addition to these funds, the DTCA also donated \$30,000 to the Downtown Relief Fund as part of Shop Your Community Days.

STREET SALE

The Annual Street Sale is always popular with merchants and shoppers alike. This year, we extended the day-long sale to a week and created both indoor and outdoor shopping. Pivoting to a weeklong event where people could shop with ease brought many people Downtown. Bargains were still found, merchants saw an increase in revenue, and social distancing measures were followed.



DOWNTOWN TREE LIGHTING

This year, we hosted the same Holiday cheer, but in a different way. Unable to close the street, we worked with 9&10 News—who will be opening a Downtown Traverse City location in 2021—to broadcast the tree lighting to homes all across the region, encouraging people to tune in with their loved ones at home to watch the tree lighting LIVE ala Dick Clark’s New Year’s Eve broadcasts. This event was made possible through a sponsorship from Serra Subaru of Traverse City.

SHOP LOCAL VIDEO

The DTCA, after having to cancel some favorite community events (including Ladies’ Night & Men’s Night) worked with Mane Content to create promotional videos of our Downtown. The video encouraged the community to shop and dine locally this Holiday season and to support a Downtown that supports this community.



SANTA VISITS NEIGHBORHOODS

Due to the pandemic, Santa Claus was unable to have children visit him at his Downtown house this past holiday season. However, we thought it was still important to still spread holiday cheer—this year more than ever. We partnered with the TC Fire Department to bring Santa to the kids. On four separate days in December, Santa rode through city neighborhoods on the antique fire engine, driven by volunteer off-duty firefighters. Santa stopped at schools and daycare facilities, waving and talking to the children, while the firefighters collected all of the letters the kids had written him. This provided a much needed morale boost to our Downtown community during a holiday season.

Social Media

In the spring of 2020 we began a partnership with Lake Effect—a local marketing firm—to assist in the management of our social media accounts. This collaboration has led to excellent growth for our accounts across both Facebook and Instagram.



DDA's Facebook

AUDIENCE NUMBERS

Total Fans: 1,576 Net Gain: +1,103

ENGAGEMENT NUMBERS

Total Engagements: 61,109
Net Gain: +50,828

DTCA's Facebook

AUDIENCE NUMBERS

Total Fans: 22,923 Net Gain: +2,034

ENGAGEMENT NUMBERS

Total Engagements: 114,820
Net Gain: +3,319

DTCA's Instagram

AUDIENCE NUMBERS

Total Fans: 29,588 Net Gain: +5,994

ENGAGEMENT NUMBERS

Total Engagements: 47,138
Net Gain: +25,599



THESE PARKING CHANGES GO INTO EFFECT JANUARY 1, 2021

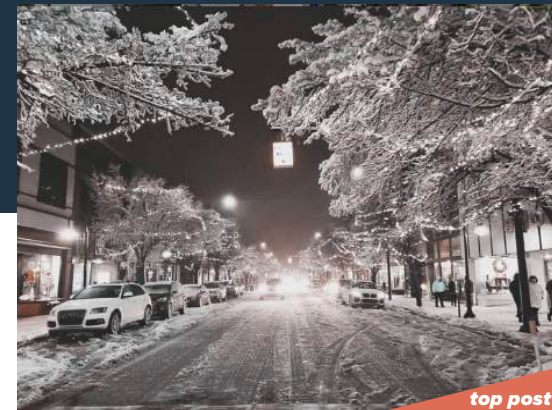
- **Parking rate increases and changes**
- **New meter rate zones (Zones 1 & 2)**
Rate maps available at parking.downtowntc.com
- **Affordable alternatives**
 - The Bayline
 - Destination Downtown
 - Surface Lots
- **Changes to handicap parking protocol**
Visit parking.downtowntc.com/services/handicap to learn more
- **No longer offering same day discount for parking meter violations (Effective as of 12/01)**

For all up-to-date parking information please visit parking.downtowntc.com

top post



top post



top post

Gift Certificate Sales

2020 was a record setting year for the Downtown Gift Certificate program, with \$1,023,180 certificates sold. It is evident that our community saw the importance of shopping local during the pandemic and our Downtown businesses are grateful for the support. When a Downtown Gift Certificate is redeemed, that money immediately goes into the hands of the business, adding to much needed cash flow during COVID-19 and the subsequent MDHHS pause/shutdown.

**OVER
ONE MILLION
DOLLARS**
sold in downtown gift certificates



Consumers Our Town Program

\$40,000 of the \$1,023,180 can be linked directly to a generous 1 to 1 gift certificate match from the Consumers Energy "Our Town" program. Consumers donated \$20,000 worth of certificates that served as a match for purchasers. Thank you to Consumers Energy for recognizing the importance of shopping local and for your generous contribution.



STAY SAFE TO STAY OPEN

DDA MISSION:

Collaborate with all stakeholders to provide a world class downtown that is active, thriving, and inclusive. Through investments in sound, sustainable infrastructure and civic amenities, the DDA corrects and prevents deterioration in the Downtown District to encourage historic preservation, to create and implement development plans and to promote economic growth.

231.922.2050

dda.downtowntc.com

info@downtowntc.com

303 E. State St., Ste. C
Traverse City, MI 49684





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

MEMORANDUM

To: DDA Board

From: Jean Derenzy, CEO

Date: March 12, 2021

Re: Consideration of Monthly Meeting Time

At the December 18, 2020 meeting, the DDA Board approved (unanimously) moving the start time of DDA meetings from 8:00 AM to 10:00 AM.

At February's Board meeting, Board members discussed the merits of re-evaluating the start time. A motion from the board would be needed to amend the start time of DDA Board meetings, if warranted. In addition, the by-laws will be changed accordingly.



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO
Governance Committee

Date: March 15, 2021

Subject: Student Involvement

The Governance Committee was provided an overview of a non-profit that was established by Liam Dreyer, a freshman at Charlevoix High School. This non-profit, called *Government for Tomorrow*, provides opportunities for organizations such as the Downtown Development Authority to have a Board liaison position for a student.

Liam provided an overview of the program to the Governance Committee, with the three-page overview attached.

I also talked to Liam about the process of selecting the student, the duration of service and the level of involvement of the student. The student liaison provides an opportunity for the DDA to get youth viewpoints regarding our vision, future projects and placemaking activities – something the DDA has been struggling with for years.

The Governance Committee recommended having a youth liaison position on the DDA Board. Should the Board approve of this recommendation the following motion is appropriate. Note: as this is a liaison position, the DDA Board would approve the position.

RECOMMENDATION:

That the Downtown Development Authority Board of Directors approve having one (1) youth student liaison position. Further, the liaison position will be recommended through the Government of Tomorrow youth-led non-profit process.



A youth-led Michigan nonprofit creating student board members in local government.

WHAT WE DO

Government for Tomorrow works with cities and schools to create student board positions in local government.

We believe the best way to involve youth in local communities is to have advisory student members on city boards. The student voice can drive and recommend city decisions that appeal to student peers; this ensures cities that their projects have the youth approval.

The student's role is to bring the youth consensus to agenda items. We help the newly appointed student member with peer communication and outreach, so when the board wants a student opinion, they're not just getting one.

We educate students on the importance of local government and provide them with an opportunity to get involved. After a student is approved and officially has a chair on the local board, Government for Tomorrow works with the new board member to educate, train, and instruct them to be most effective within their community.

We work with Parks and Recreations, Library Board of Trustees, Downtown Development Authorities, and Planning Commissions to incorporate youth into their communities. Our goal is to make the process of creating student positions easy, simple and straightforward for everyone.

Our process of implementing students in local government is moldable to any city, as we realize each Michigan community is unique.

Our program costs cities \$0. We want all communities to have the opportunity of student involvement in their local government.

OUR THREE STEP PROCESS

Developing

Our role is to educate and answer questions during the city's transition to student board members. Government for Tomorrow aids board directors, members, and chairs in whatever way they see fit. Our goal is to simplify the process of developing an We make sure to answer questions, work with board members, and convince cities of the benefits youth incorporation brings.

Finding

Through in-class and virtual presentations, we teach students the importance of community involvement and the differences they can make. Different avenues of contacting students include teacher recommendations, marketing, and media mentions. We work directly with the boards throughout the entire process.

We collaborate with schools to find student leaders who want to represent their peers in local government. Government for Tomorrow's selection committee is made up of Michigan community leaders; after they have reviewed applications and interviews, they make an objective decision on who Government for Tomorrow thinks should fill the open board position.

Implementing

After a student is approved and officially has a chair on the local board, Government for Tomorrow works with the new board member to educate, train, and instruct them to be most effective within their community. Student members can expect a breakdown of *Robert's Rules of Order*, issues pertaining to their board, representation of high school peers, and more.

Throughout the student's term, Government for Tomorrow would consistently check up and see if there were any questions or things they needed help with. The city would be receiving a new voice in their community and it's our job to make sure it's heard.

WHY WE DO IT

More opinions, better decisions

The youth perspective will give city boards a different and new point of view. When boards are discussing subjects, they'll have a student representative contributing ideas, questions, and opinions.

Everyone must be included and heard for a functioning and successful board. With a student member, cities can be assured their decisions appeal to all demographics.

Connection through engagement

Through student board engagement, ideas can be geared and designed for all age groups. Students will create a stronger connection to their community when they see that they haven't been forgotten.

The youth of our communities will have reason to come back and start families in the town they helped develop. With students on local government boards, a relationship will be built between the school, students, and city.

Local government appreciation

Local government is the most overlooked form of bureaucracy, but most influential on people's everyday lives. Elections without presidential positions at stake have extremely low turnout rates. With students serving on downtown boards, the next generation of leaders will be able to see the importance of local government and participate in the legislative body that affects them most.

The people you see on national television don't impact your life nearly as much as the people sitting on your city council. Students can be involved in that process now and will learn to be involved in it forever.

Learning democracy

There isn't a better way to learn the very voting ideology The United States was founded upon than to serve on a local government board. Students can get hands-on interaction with debate and resolution.

Students will get early experience with public speaking and leadership skills needed to be a successful leader to their peers and community.



Downtown Development Authority
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Memorandum

To: Downtown Development Board of Directors

Pc: Jean Derenzy, DDA CEO

From: Governance Committee

Date: March 15, 2021

SUBJECT: Executive Compensation Policy

As indicated last month, one of the roles and responsibilities of the Governance Committee the items listed is to review the "Board process and format for conducting an annual performance and compensation review of the CEO". Human Resource Partners (Kate Greene), with the services of Dave Smith, Vice President of Compensation Services, undertook an Executive Compensation Study of the CEO and the positions directly reporting to the CEO. The Study was provided last month and is again attached for your review.

The full Governance Committee (five members) reviewed the recommendations of the Study at the February 25, 2021 monthly meeting of the Committee. The following are recommendation from the Committee for consideration by the Board of Directors.

- 1) It is the recommendation of the Committee that all three recommendations (page 4) of the February 5, 2021 Executive Compensation Report adopted by the Board of Directors.
- 2) The Committee furthers recommends the following Executive Compensation Policy Statement be adopted by the Board Directors:

Executive Compensation Policy Statement

The Board of Directors of the Traverse City DDA believes that it is in the best interest of the organization to compensate our employees fairly for the value of the work provided, within our financial ability to do so.

It is our intention to use a competitive system to determine the current market value (Policy, also known as midpoint) of the CEO position based on the skills, knowledge, and behaviors required of a fully competent job incumbent. If the CEO has not reached the level of proficiency, the compensation may be less than Policy; if the CEO exceeds the level of proficiency, compensation

may be higher than Policy. The compensation plan will be objective and non-discriminatory. It will also be flexible enough to ensure that the organization is able to recruit and retain a highly qualified individual.

- 3) It shall be the responsibility of the Chair and Vice-Chair to provide a recommendation at the February Board Meeting of each year as to the level of proficiency and recommended compensation of the CEO. For the current year (2021), the recommendation would be provided at the April Board Meeting.
- 4) It shall be the sole responsibility of the CEO to create and administer a Salary Administration Plan for employees, evaluate their performance and compensate employees accordingly.
- 5) Finally, in November of each year, the Governance Committee will update and review the wage range for the executive based on market data.

We will be prepared to answer questions. The following motion is suggestion.

That the recommendations of the Governance Committee presented in the March 15, 2021 memorandum be approved.

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.

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. CEO bonus ranges vary widely (from 5 -50%). Variable pay is less common in public sectors, though quasi-government employers are beginning to adopt this strategy with ranges that are typically 3-25%.

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 more “pay at risk” programs.

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 overcompensating 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.



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

MEMORANDUM

To: DDA Board

From: Finance Committee
Jean Derenzy, CEO

Date: March 12, 2021

Re: Honor State Bank Public Infrastructure

Honor State Bank is investing over \$5 million and bringing new office workers to Downtown Traverse City (and East Front Street) with their new building. Honor State Bank has agreed to install heated sidewalks along their property to assist in our on-going efforts to connect heated sidewalks throughout downtown.

While the heated sidewalk system (and other streetscape improvements) will be installed now, we will work to incorporate these elements into the overall streetscaping and redevelopment approach determined under the East Front Street planning effort.

The total investment for this public infrastructure element by the DDA would be \$44,729, which is currently available within the TIF 97 Budget.

The Finance Committee was provided a detailed briefing regarding this work (and associated costs) at their March 8th meeting, and is recommending approval to the DDA Board.

RECOMMENDATION:

That the DDA Board enter into agreement with Honor State Bank to pay for half of the new streetscaping features, for a cost not to exceed \$44,729.



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231-922-2050

Memorandum

To: DDA Board

From: Jean Derenzy – DDA, CEO

Date: March 15, 2021

Subject: Neighborhood Enterprise Zone (NEZ) – 309 West Front Street

The new development at 309 W. Front Street (behind the new 4Front Credit Union) will include 91 rental apartments. Of the 91 apartments, the rental rate of roughly 12 apartments (14% of the total rental apartments) will be restricted to 80% of the Area Medium Income (AMI), as identified by the Michigan State Housing Development Authority (MSHDA). Please see the attached chart that identifies the AMI for Grand Traverse County.

The Neighborhood Enterprise Zone (NEZ) Act (PA 147 of 1992, as amended) provides a tax exemption for the development (or rehabilitation) of residential housing. The NEZ designation has been utilized by communities throughout Michigan to encourage and incentivize residential development in urban areas. In this instance, the designation will be used to bring much needed workforce housing to Downtown Traverse City.

It is important to note that for mixed-use developments (like the proposal for 309 W. Front), the NEZ designation provides a tax exemption of property for the residential portion of property only, not the land or any commercial property.

If this proposed NEZ District is designated, the 309 West Front Street property would be eligible for a fifteen (15) year tax exemption. However, the exact number of years will be determined by the City Commission.

The following table highlights the local and state millage rates with and without NEZ abatement.

Millage Rates Paid <u>without</u> NEZ Abatement		Millage Rate Paid <u>with</u> NEZ Abatement			
Calendar Year	2020	NEZ for New Construction Apartments			
	Millage Rate	Years 1-12	Year 13	Year 14	Year 15
Subtotal of Local Government Unit (LGU): Annual	16.5598	7.7872	12.0160	13.5306	15.0452
Subtotal of Non-LGU Local: Annual	16.1976	7.6169	14.3767	14.9837	15.5906
Total State & Local School: Annual	24.0000	11.2859	24.0000	24.0000	24.0000
TOTAL for Apartments (Non-Principal Residence Exemption-PRE/ Non-Homestead)	56.7574	26.6900	50.3927	52.5143	54.6358

The first step in this process is to identify the NEZ Zone (or District) which must include a minimum of ten (10) platted parcels. The attached map shows the proposed NEZ Zone for Down Town Traverse City. Once the NEZ Zone is agreed upon, an application for designation must be submitted and approved by the City Commission. Once approved by the City Commission, an application is submitted for review and approval by the State Tax Commission.

The City Housing Commission has agreed to review the 309 W. Front Street application to ensure it adheres to fair housing standards and that the apartments meet the percentage and AMI requirements set forth in the application.

Bringing mixed-income, year-round rental apartments and workforce housing to Downtown meets the goals of both the DDA and City and is an important element in maintaining an active and vibrant downtown. The tax incentive encourages this future development will remain a high-density rental residential development (within a mixed-use building) for a period of not less than 10 years. **Note:** The new development must remain rental units, as the developer does not have the ability to convert any units to condominiums.

This project and the NEZ designation will be discussed at the March 22nd City Commission study session. The DDA Board's input on this project is welcome and appreciated. All input to be presented to the City Commission to help inform their deliberation.

80% to 120% Area Median Income (AMI)

Grand Traverse County

# in Household	1	2	3	4	5	6
80% of AMI for GT County	\$45,400	\$51,850	\$58,350	\$64,800	\$70,000	\$75,200
Monthly Housing Affordability @ 80% AMI	\$1,135	\$1,296	\$1,459	\$1,620	\$1,750	\$1,880
120% of AMI for GT County	\$68,100	\$77,775	\$87,525	\$97,200	\$105,000	\$112,800
Monthly Housing Affordability @ 120% AMI	\$1,703	\$1,944	\$2,188	\$2,430	\$2,625	\$2,820





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231-922-2050

Memorandum

To: DDA Board

From: Jean Derenzy – DDA, CEO

Date: March 15, 2021

Subject: Uptown Riverwalk Realignment

As the Board is aware, the Uptown Riverwalk needed to be redesigned for ADA compliance. The work on the redesign will begin on Monday March 15th and should be completed the week of May 2nd. As part of the work, a recommendation was made (because a large tree in the riverbank had fallen) to realign and widen the path in that area to make it safer. The cost of the realignment is \$22,775. There is cost savings for realignment of this section now versus correcting the Riverwalk at a later time.

Funding for the realignment is available within the TIF 97 budget. We will also work on lighting the trail and railings in future years budget.

RECOMMENDATION

That the DDA Board approves a change order for Elmer's for the Uptown Riverwalk realignment for a cost not to exceed \$22,775.

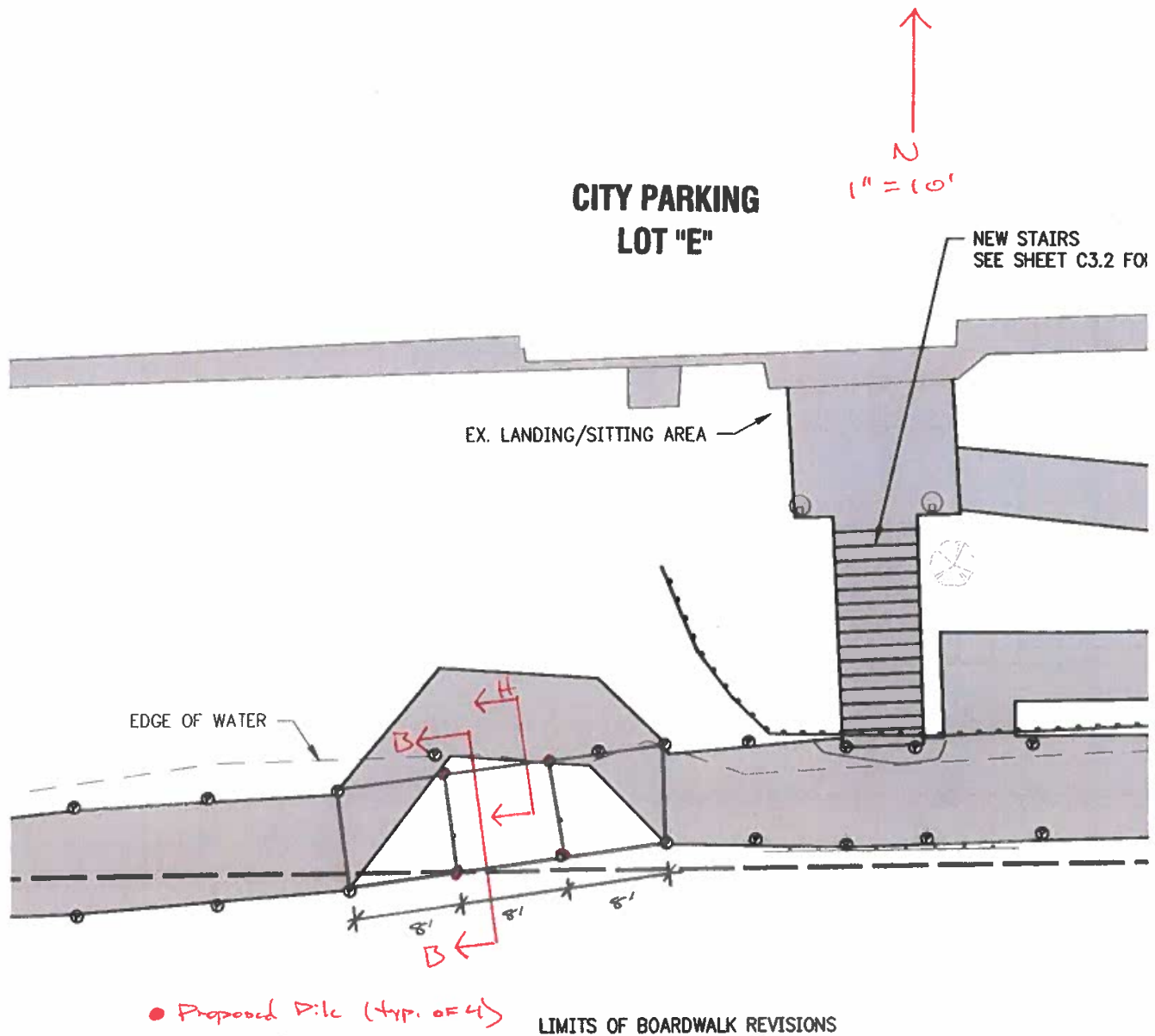


The City of Traverse City
Engineering Department

Page **1** of **5**

Job **BOARDMAN RIVER WALK:**
Description **PARTIAL REALIGNMENT PLAN**

Project No. _____ File _____
Computed by _____ Date **10/22/2020**
Checked by _____ Date _____





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

Memorandum

To: DDA Board

From: Jean Derenzy – DDA, CEO

Date: March 12, 2021

Subject: Lower Boardman Leadership Team/Appointment

The Lower Boardman Leadership Team (which is a sub-committee of the DDA) includes 13 members, made up of local officials (including the City Commission and DDA), government staff, a member of the Grand Traverse Band of Ottawa and Chippewa Indians, representatives from stakeholder organizations, businesses owners, residents and citizens.

Despite his recent retirement, Russ Soyring has indicated his interest in remaining on the Leadership Team as a citizen representative. In addition, Tim Werner was recently re-appointed to serve as the city commission representative for the Leadership Team.

We were recently informed by Elise Craft of her desire to step off the Leadership Team. At the same time, Shawn Winter (the new city planner) has expressed his interest in joining the Leadership Team. We believe Shawn is an ideal candidate for the Leadership Team and would aptly fill Elise's vacancy.

Recommendation

That the DDA Board appoint Shawn Winter to the Lower Boardman Leadership Team.



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

MEMORANDUM

To: Finance Committee
From: Jean Derenzy, CEO
Date: March 13, 2021
Re: Beginning 2021/2022 Budget Preparation

The 2021/2022 budget process begins this month and I have started working on an overview of work for each budget we are responsible for, including

- TIF 97
- Old Town TIF
- DDA General
- Parking
- Arts Commission (not available will discuss with Arts Commission in March)

As a reminder our budget process includes:

March: Introduction of budget
April: Overview of proposed budget and scheduling public hearing in May
April: Discussion with City Commission
June: Approval of 2021/2022 budget

For our March meeting, I want to provide a preliminary overview of approaches for each budget.

Attached is the Capital Improvement Plan that was approved by the DDA in December for both TIF Districts, and Parking. It is important to remember, the CIP primarily serves as a planning document and should be used only as a framework for the budget process.

The finance committee will be reviewing my draft budget recommendations prior to submission to the full Board. This agenda item is an introduction only.

TIF 97

Due to a number of new development in 2020, there has been significant growth within the TIF 97 District, with the taxable value **projected** to increase from \$140,818,072 to \$155,687,150. Projected revenue would be \$3,108,422. The final taxable value will be determined after Board of Review at the end of March.

There will be a significant number of projects that will be occurring next year within TIF 97 that the Board has been preparing for. These projects help achieve our vision for a vibrant, diverse and inclusive Downtown. Projects that I am asking to begin the discussion for this budget include:

Under Professional Services

I am looking at a number of approaches, including: creating retail incubator space with private property owners; efforts to bring office workers back downtown; providing assistance for businesses to work through various federal, state, and local programs; and conducting a retail and commercial market analysis to identify our gaps.

Continuing the community police officer remains a high priority for me, and I may consider increasing this eventually to a full-time cost.

In regards to *Maintenance and Repair*, I am recommending we increase this line item as staff continues to identify needs of repairing, cleaning and/or replacing some of our most heavily utilized public infrastructure.

Under Public Infrastructure

This will be a busy year for construction of public infrastructure, with the long-anticipated bridges scheduled to move forward this summer. Once the Tree Management Plan is completed, we will be moving forward with a number of new tree plantings (as well as tree maintenance).

The other public infrastructure projects that we need to discuss include significant improvements to the Lower Boardman River. I anticipate having a Unified Plan approved by the Fall, which will outline several projects for implementation. These projects will likely include or have ramifications for stormwater management and a west-end parking structure.

Streetscapes will remain incredibly important as new development continues within the District. This includes looking at new approaches to the public-realm (including wider sidewalks) and snow-melt.

Old Town TIF:

The Old Town TIF District continues to see growth and opportunity, with a **projected** increase from \$63,521,554 to \$68,412,780. Projected revenue would be \$565,959. Again, the final taxable value will be determined after Board of Review at the end of March.

For this District, the majority of the funding will be directed toward bridge improvements. Looking into the future, and as identified in the Capital Improvement Plan, we will be looking at implementing several public infrastructure and placemaking projects.

DDA General Fund

I will be recommending that we continue our partnership with Traverse Connect, which remains important as we look to provide resources and assistance to our existing businesses. It is very important that we continue to work with and have a seat at the table with the organization leading regional economic development activities. In addition, we will be working to bring our (pre-pandemic) office workers back and identify and attract new office workers to Downtown.

Planning for the Future. For 2021/2022, I am recommending that the Board and staff work to determine a new structure/model for the DDA. The time is right to start looking at different models and best practices - a model for the DDA that is able and capable of addressing the needs of a 21st Century downtown.

Conferences and Membership. The newest membership I am recommending we join is the International Downtown Association (IDA). This membership will allow us to better connect our Downtown with international best practices. This is also the year that we plan to connect and network with other communities through conferences, if it is determined safe.

I will also be working this week on salaries and insurance, with the understanding the insurance may have a significant increase this year.

Parking

The parking budget has experienced a significant reduction in revenue with the loss of office workers Downtown. Our projections are that in the fourth quarter of 2021, office workers will be back Downtown (hopefully with new offices as well).

Overall

Attached is the CIP, which we will begin working from to identify projects as it relates to revenue projections. There will be projects that will not be recommended in this upcoming fiscal year. At this time the CIP expenditures are approximately \$1,000,000 over the revenue projections.

Again, the finance committee will be reviewing my draft budget recommendations prior to submission to the full Board.

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	Chk	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
TIF 97 FUND											
BRIDGES											
865-21-CIP	M		201,500						1,343,000	246,500	913,500
596-21-CIP	M	150,000							640,965	150,000	807,500
187-21-CIP	M	66,000	50,000						939,500	132,000	807,500
186-21-CIP	M								1,323,000	280,500	1,057,500
535-21-CIP	M	220,000							1,829,550	220,000	1,181,500
CHIC											
870-21-CIP	V	25,000		1,000,000					6,025,000	1,025,000	5,000,000
781-21-CIP	V	25,000							TBD	100,000	TBD
82-21-CIP	V	300,000							TBD	300,000	TBD
1141-21-CIP	V	100,000	56,000	56,000	56,000				TBD	268,000	TBD
1158-21-CIP	V		200,000						200,000	200,000	TBD
PARKING											
645-21-CIP	V			21,715,600					21,715,600	21,715,600	
STREETS											
1157-21-CIP	C	25,000	400,000		4,200,000				4,200,000	TBD	TBD
1087-20-CIP	V	336,000	280,000						400,000	25,000	425,000
713-21-CIP	M		560,000						1,232,000	616,000	616,000
1089-21-CIP	M	336,000	280,000						TBD	560,000	TBD
1089-21-CIP	M	25,000	25,000	25,000	25,000	25,000	25,000		1,232,000	616,000	616,000
1089-21-CIP	M	25,000							-	150,000	-
Total TIF 97 FUND		1,608,000	2,095,500	22,796,600	4,281,000	25,000	25,000		41,080,615	26,584,600	11,424,500

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	Category	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
Old Town TIF FUND											
BRIDGES											
+ 58-21-CIP	Eighth Street Bridge Repair	M	150,000						1,520,426	644,717	712,500
+ 187-21-CIP	South Cass Street Bridge Repair	M	66,000						806,720	132,000	807,500
+ 186-21-CIP	South Union Street Bridge Repair	M		93,000					1,323,000	260,500	1,057,500
PARKS											
1195-21-CIP	Midtown Riverwalk	V	336,000						672,000	672,000	
1196-21-CIP	Riverline Riverwalk	V		336,000					784,000	784,000	
1194-21-CIP	Hannah Park Improvements	V			336,000				336,000	336,000	
STREETS											
1197-21-CIP	Union Street Streetscapes	V					369,600	369,000	1,478,400	739,200	
WALKWAYS											
1025-21-CIP	Rivers Edge Riverwalk Decking Replacement	M	552,000	119,700					119,700	119,700	
Total Old Town TIF FUND			548,700	336,000	392,000	392,000	369,600	369,000	7,040,246	3,688,117	2,577,500

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

Budget Year 2021-2022 by Fund

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

- - Indicates projects with multiple funding sources

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

Project ID	Project Description	Cost	Fiscal Year 2020-2021	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
AUTO PARKING													
1133-21-CIP	Bike Infrastructure Expansion	V	20,000	20,000	20,000	20,000	20,000	20,000	-	-	100,000	120,000	-
1209-21-CIP	Hardy Pedestrian Stair Tower Interior	M	-	100,000	100,000	100,000	100,000	-	-	-	400,000	400,000	-
1081-21-CIP	Hardy PTAC Units	M	-	-	-	-	30,000	-	-	-	30,000	30,000	-
1214-21-CIP	Hardy Traffic Circulation Conversion	V	-	50,000	400,000	-	-	-	-	-	450,000	450,000	-
545-21-CIP	Lot B Renab	V	-	400,000	-	-	-	-	-	-	400,000	400,000	-
979-21-CIP	Lot C Resurfacing	M	80,000	80,000	-	-	-	-	-	-	80,000	160,000	-
1198-21-CIP	Lot J - Parking Meters or Pay Stations	C	-	-	50,000	-	-	-	-	-	300,000	300,000	-
980-21-CIP	Lot J Resurfacing	M	50,000	-	-	-	-	-	-	-	50,000	50,000	-
981-21-CIP	Lot K Resurfacing	M	-	-	-	30,000	-	-	-	-	30,000	30,000	-
708-21-CIP	Lot O Remediation	M	-	-	430,000	-	-	-	-	-	430,000	430,000	-
982-21-CIP	Lot T Resurfacing	M	-	-	200,000	-	-	-	-	-	200,000	200,000	-
1134-21-CIP	Mobility Amenities	V	15,000	15,000	10,000	15,000	-	-	-	-	50,000	55,000	-
1136-21-CIP	Old Town ADA Door Operators	M	18,000	-	-	18,000	-	-	-	-	18,000	36,000	-
1092-21-CIP	Old Town Battery Backup Convert to Generator	M	50,000	50,000	-	-	-	-	-	-	50,000	100,000	-
1072-21-CIP	Old Town Boiler Replacement	M	65,000	65,000	15,000	-	-	-	-	-	80,000	145,000	-
1210-21-CIP	Old Town Pedestrian Stair Tower Interior	M	-	-	-	100,000	-	100,000	-	-	300,000	300,000	-
1092-21-CIP	Old Town PTAC Units	M	-	-	-	-	50,000	-	-	-	50,000	50,000	-
1211-21-CIP	Old Town Resel Egress Pavers	M	-	60,000	-	-	-	-	-	-	60,000	60,000	-
1137-21-CIP	Old Town Solar Panel/Inverters	V	-	-	-	-	-	30,000	-	-	30,000	30,000	-
1201-21-CIP	Park Street Restroom Boiler	M	-	-	-	-	-	-	15,000	-	15,000	15,000	-
1199-21-CIP	Pedestrian Tower Window Maintenance - Hardy	M	-	40,000	-	-	-	-	-	-	40,000	40,000	-
1200-21-CIP	Pedestrian Tower Window Maintenance - Old Town	M	-	25,000	25,000	-	-	-	-	-	40,000	40,000	-
1132-21-CIP	Single Space Meter Expansion	V	25,000	25,000	100,000	100,000	25,000	25,000	25,000	-	150,000	170,000	-
1131-21-CIP	Single Space Meter Replacement	C	100,000	100,000	100,000	100,000	100,000	-	-	-	500,000	500,000	-
1230-21-CIP	Camera (Old Town & Hardy)	C	50,000	150,000	50,000	-	-	100,000	-	-	200,000	200,000	-
1231-21-CIP	Signage and Wayfinding (Hardy, Old Town & General)	M	-	-	-	100,000	-	-	40,000	100,000	300,000	300,000	-
Total AUTO PARKING FUND			473,000	1,195,000	1,400,000	503,000	425,000	275,000	40,000	100,000	4,353,000	4,611,000	-



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

Memorandum

To: Downtown Development Authority Board
From: Jean Derenzy, DDA CEO
Date: March 12, 2021
Subject: Project Updates

East Front Street RFP

We received eight (8) bids in response to our Request for Proposals for the East Front Street Streetscape Design Plan. In addition to new streetscaping, the RFP includes substantial improvements to the existing sewer and water infrastructure along the corridor.

Each proposal will be reviewed and evaluated by DDA staff as well as the city's utilities director, city engineer, city planner and DPS director over the next week. Interviews will be conducted with two or three finalists in early-to-mid-April, with a goal of having a recommendation before the board at your April or May meeting.

Lot G

The RFI (see attachment) for Lot-G was released on Thursday, March 11, 2021. Prospective developers have until April 15th to respond. Based on the quality and potential of the responses and subsequent interviews with developers, the DDA will issue a formal RFP for Lot-G no later than June.



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

Memorandum

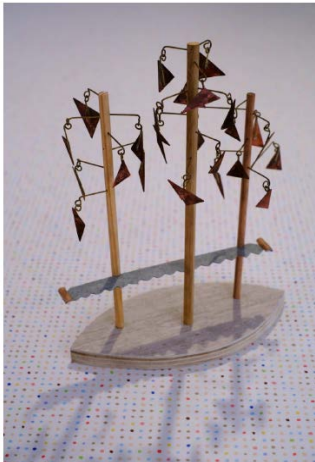
To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO
Katy McCain, Community Development Director
Leah McCallum

For Meeting Date: March 19, 2021

Memo Date: March 15, 2021

SUBJECT: Arts Commission Update



Art on the TART

A finalist was chosen by the Art Selection Panel and recommended on to the Arts Commission for the Tenth Street Trailhead. Brian Ferriby was the selected artist with a piece entitled, "Big Saw." Landscaping and preparation will begin on the site as soon as the ground permits.

Mural Project

An RFP for the 'Union' Mural Pilot Project will be going out on Monday, March 22. Due to its nature and size, this will be a smaller scale call, with the Arts Commission and Selection Panel doing outreach to artists they feel would fit the project well. Two sites have been identified along Union Street: the alley walls of The Dish Café and Pavlova, as well as the AT&T building's Cass St wall.



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

MEMORANDUM

To: DDA Board

From: Harry Burkholder, DDA COO
Pete Kirkwood

Date: March 12, 2021

SUBJECT: Review and Status of the Unified Planning Process

Plan Components

Our February meeting was canceled, but the Leadership Team is set to discuss the draft land use/zoning recommendations, including the working-draft Riparian Buffer Ordinance.

Outreach

We hope to have the draft Unified Plan complete and ready for community input/feedback in June. The Leadership Team will be working with our consultant to determine the best ways to move forward with public engagement, employing a number of different formats that will likely include both virtual and in-person activities. We have included (attached) a preliminary communications plan that is helping shape the discussion and actions.



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

Memorandum

To: Downtown Development Authority Board of Directors
From: Katy McCain, DDA Director of Community Development
Date: March 11, 2021
Re: Community Development Update

Annual Report

I will be presenting a summary of the 2020 DDA Annual Report during the March 19 board meeting

Social Media

The DDA Facebook page had a net growth of 24 followers in February. The top post was the announcement of the distillery going into the Breakwater complex. The DTCA Facebook page had a net growth of 26 followers in February. Top posts included a post announcing the new distillery going into the Breakwater complex (shared from the DDA page), as well as a Restaurant Week preview. The Instagram account saw a net growth of 250 followers. The top three posts all had a TCRW tie in, with the highest performer being the photo that actually ended up winning the Restaurant Week social media contest.

Lower Boardman Leadership Communication

The Lower Boardman communications plan is included in the packet. Most of the plan centers around outreach after the June release of the Unified Plan draft.

Lower Boardman Leadership Team Communications Plan

Currently, the overall communications plan for the Boardman River Leadership Team is twofold:

1. Regularly inform the community that the team is back to meeting monthly and working hard on the draft for the Lower Boardman Unified Plan
2. Develop a process for receiving community feedback/communication on the completed Unified Plan draft:
 - a. In-person if applicable
 - b. Online if needed
 - c. Hybrid of both

Implementation of Step 1: *Regularly inform the community that the team is back to meeting monthly and working hard on the draft for the Lower Boardman Unified Plan*

It is the goal of the Lower Boardman Leadership Team to have a draft of the Unified Plan available to the public by June, 2021. Prior to that date, it is important for the community to be aware of the meeting dates/times, as well as for them to be able to openly communicate with the Leadership Team. The more transparency and updates between the team and the public, the more they will be engaged in evaluating the Unified Plan's draft upon completion.

March/April: Communication with property owners in the 100 and 200 block

- Feedback on setback
- Where we are in the Unified Plan process
- Next steps

Implementation of Step Two: *Develop a process for receiving community feedback/communication on the completed Unified Plan draft...*

At this time, it is unknown when it will be safe to once again hold in-person meetings and focus groups. A hybrid communication plan that involves both online engagement and in-person involvement is the smartest way to move forward with promoting the Unified Plan draft and obtaining feedback from key stakeholders.

Communication after June 1, *or* post Unified Plan completion.

- **June 1:** Media/community blitz on the Plan draft
 - Press Release on draft completion
- **June 7:** Public meeting introducing the findings

- Can be held indoors/outdoors/via ZOOM depending on the state of COVID safety regulations
- Take preliminary public feedback at this time
- Introduce survey and email address where community can provide more public input
- **Throughout June:**
 - Continue gathering public input
 - Outreach by Leadership Team and DDA Staff to riverfront businesses on the 100-200 blocks of Front St
 - Possibly develop a separate survey or feedback source for these businesses
 - Work with the City of Traverse City on outreach to residential addresses bordering the Riparian Buffer Zone
 - Post graphics of the plan in various public places with a QR code to the survey and/or where the public can provide additional feedback
 - Encourage additional public feedback at the June Leadership meeting
- **June 16:** Engage in public comment and feedback in Leadership team monthly meeting
- **July 1:** Close the survey and gather results and feedback
- **July 21:** Present overall findings from public feedback to Leadership Team to complete final draft of the plan
- **August/September:** Present final plan to DDA, City Commission, Planning Commission, Parks and Recreation



Memorandum

To: DDA Board
From: Nick Viox, Downtown Experience Coordinator
Re: DTCA Events Update
Date: March 11, 2021

Traverse City Restaurant Week

2021 Restaurant Week had some notable changes this year. On Monday, March 8, we sent a survey out to all participating restaurants. [These results](#) are still being gathered and reviewed, however, most results indicate an increase in sales and general satisfaction scores (with all ratings at least a 4 out of 5) being high for most respondents. The DTCA Board is looking at ways to incorporate ways to provide more ways for the community to show their appreciation to restaurant workers following and during this event.

Events Committee Updates

The DTCA Events Committee has been meeting regularly to discuss new and modified events. Many of these events involve partnering with community organizations. Linked you will find event proposals for each of these events with details including dates, partners, and merchant involvement. These events include the following:

- [Make It Rain](#) (April 21 - 25)
- [Art Walk Jr.](#) (April 30 - May 2)
- [Art Walk](#) (May 7 - 8)
- [An E3 Event Collaboration](#)
 - *Please note: this event has not been proposed to the Events Committee but is currently being workshopped with the E3 Board.*

2021 Art Fair Series

Applications for the 2021 Art Fair Series have been published. Applications are due April 1st and the jury, with guidance from Events Committee member Karen Hilt, will review applications the month of April for responses by May 1st.

Art Walk Jr. | Event Proposal

As a way to provide some sunshine at the end of a long winter, get our younger community engaged in our Downtown, and to provide a fun weekend activity for children of all ages, the DTCA & Great Lakes Children's Museum are teaming up to bring you Art Walk Jr. Modeled after the community-favorite Art Walk event, this strolling event will provide opportunities for young artists to create works and to display and sell them within businesses throughout Downtown. Participating locations will host an artist/artists that will put their work on a mini display within the store. Between stops, shoppers can find fun, interactive, and educational activities provided by Great Lakes Children's Museum! Pick up maps at any participating location and check out a full weekend of fun!

Logistics/Notes

- Funding
 - Sponsorship Opportunities
 - Donation at each booth
- Dates
 - April 30 - May 2
 - Backup date, pending MDHHS orders for September/October
 - 4pm - 7pm, Friday (geared toward older kids)
 - 2pm - 5pm, Saturday - Sunday
- Business Involvement
 - Karen Hilt, My Secret Stash, offered a mini sales class/mentorship seminar if GLCM kids are interested
 - How to 30 second sales pitch, set up display, ideas for pricing, confidence building, role playing, or similar as needed - kid focused
- GLCM Responsibilities
 - Activities
 - Bike Art; possible collaboration with Norte (& Fire Department?)
 - Blindfolded Art; possible collaboration with Michael Sincic
 - Spray Art
 - Accessible Art: Possible collaboration with Arts for All
 - Mobile Museum
 - Color separation challenge
 - Marker chromatography
 - Tie Dye



GREAT LAKES
CHILDREN'S MUSEUM



- Gyotaku Fish
- Solar Painting
- Spin Paints
- Marker Scroll
- Artist Curation
 - Application/Communication of expectations
 - Scheduling & Setup
- DTCA Responsibilities
 - Marketing/Printed Materials
 - Business Sign Up
 - Application here: <https://forms.gle/PRXXY1QGsiL64KN6A>



Art Walk

The DTCA will be bringing back a community favorite event this spring with the Art Walk. The event will span over two days and will bring the focus back to our arts community. Join your Downtown Merchants as they host artists in their shops for two great evening May 7 & 8, 4pm - 7pm. Although no wine will be served between locations, participants can check out interactive community art activities from our partners at Crooked Tree Arts Center, Arts for All, & the Dennon Museum. Pick up a walking guide at all participating locations.

Logistics/Notes

- Funding
 - Sponsorship Opportunities
 - Donation at each booth
- Dates
 - May 7 - 8 4pm - 7pm
- Community Partner Responsibilities
 - Needs for Nick
 - Space Needs (including set up space, room for spectators/artists/volunteers/etc.)
 - Cost of Materials
 - Activities
 - Will be provided with a space (i.e. park, private parking lot, bumpout space, etc.) that would fit the interactive activity.
 - Goal of the activity would be to safely involve the public in engaging art pieces, creating art, etc.
 - There can be a donation to the organization to participate in the making of art
- DTCA Responsibilities
 - Marketing/Printed Materials
 - Business Sign Up
 - Sponsorship/fundraising



Make It Rain | Event Proposal



As a way to welcome a new tenant to Downtown and to support our local business community, the DTCA and Honor Bank are teaming up to “Make it Rain” for our businesses and patrons in Downtown Traverse City. During the last week of April, \$5,000 worth of Downtown TC Gift Certificates will be (rain)dropped around Downtown TC. Hidden in stores, in parks, in windows—all droplets will have at least \$10 in them. Clues on social media will lead you to where you can find them! You better act quickly though, because the rain will dry quickly! It’s everybody’s favorite kind of April Shower!

Logistics/Notes

- Funding
 - \$5,000 Donation/Sponsorship from Honor Bank
 - Possibility for people to make it rain harder by purchasing a drop online at downtowntc.com (\$10 per raindrop)
 - Participating businesses can also purchase more to hide in their store through the online platform
- Dates
 - 5 Days (Wednesday through Sunday)
 - April 21 - 25
- Material Cost
 - Printing Cost of envelopes to hold the droplets
- How are droplets distributed:
 - Website provides a simple list of all participating locations. When they are out for that day, they are out.
 - \$5,000 Held by Honor & Any additional purchased to be distributed by DDA
 - 20 hidden by Honor Bank & DDA Teams at 10am, Noon, 2pm, 3pm, & 5pm to equal 100 total
 - 80% - businesses
 - Business can sign up to have some hidden rain inside of their store
 - SIGN UP FORM: <https://forms.gle/xTom8FD9SJnZAbdg7>
 - Maximum number of droplets per business is 4



- One pager handed out to businesses with suggestions on where to hide
- Dates Assigned per business
 - Union Street Team to deliver these to business owners that sign up
 - Email reminders sent to businesses every day
- 20% - public spaces
- Social Media
 - Instagram & Facebook Stories to give clues of where they can be
 - Businesses can tag us so we can share on our social
 - Encourage participants, on the envelope, to take a picture of their droplet or their purchase, or pay it forward by purchasing another online.
- Additional Advertising
 - Record-Eagle ad(s) **Honor Bank Specs for RE ad 11 X 2 - April 18 placement**
 - Social media **DDA, DTCA and Honor Bank Social Accounts**
 - Ticker
 - WTCM interview?
 - IPR
 - Ads to be developed by DDA
 - Honor Bank to provide RE ad dimensions and due date



E3 Event Proposal 2021

In an effort to promote the education of inclusion of and diversity within Northern Michigan, E3, The Traverse City Downtown Development Authority (DDA), and the Downtown Traverse City Association (DTCA) plan to host weekly events that will help educate, elevate, and engage our community.

With guidance from Tony Vu (The Good Bowl), and Tricia Phelps (Taste the Local Difference), we have drafted a proposal for a phased series of events that will paramount in one large celebration around culture and diversity. The event concept is simple: let food tell the story.

"Food is a powerful vehicle for storytelling. This is true both for individuals and at the collective level. Food is who we are, where we come from, how we live, what we believe, and who we will become. Our biographies are condensed into dishes and bites, like memories garnishing our stories. Through the foods we consume and the foods we make—and don't—we stake claims in our identities and stories, as if announcing to the world, 'this is me and this is what I eat.' "

- Nicholas Williams, "Thinking Food"

Phase 1 - Pilot Program

Starting in May, we would like to celebrate our establishments that share their stories of diversity through cooking every day by making a (maximum) 6-week Diverse Food CSA [working title]. With each branded CSA box that highlights our local chefs of color, we will include stories of the meal, the chefs, and their businesses, as well as the login to a virtual moderated cooking class with this Chef. After ingredient and labor costs are covered for our chefs, all proceeds of the CSA will go to E3.

Phase 2 - Guest Chefs

After this 6-week pilot, we would like to diversify our voices and number of impacted local restaurants by providing "matchmaking" opportunities with Downstate/out-of-town Chefs that are willing to partner with local restaurants to tell their story through food. The duration of this CSA will be based on the number of interested matches.

Phase 3 & 4 - Data Gathering & Diversity Celebration

Following these first two rounds of CSA's, we will gather feedback about what meals/chefs/stories had the most impact, and work on compiling this data for a larger in-person celebration in Fall 2021. We want to make this a celebration of diversity and focus on the food and chefs from the CSA series.



The Downtown Page Turner Program | A Michael's Place Book Drive

Michael's Place is northern Michigan's grief support center serving children, teens, adults, and families after the death of a loved one. Recently, they experienced a large flood in their headquarters, completely destroying the basement and all of its contents. Michael's Place's twenty-year collection of books was an unfortunate casualty of the flooding. As we know, our community and Downtown are composed of many compassionate individuals and businesses who jump at the chance of helping others. The Downtown Page Turner Program will alleviate the cost of replacing their book collection—a pivotal tool they use in their grief counseling—as well as provide a safe and socially distanced activity for children who participate in their Robin's Nest group support programming.

Logistics/Notes

- Served Population/Existing Programs
 - Robin's Nest
 - 20 - 25 families
 - Serves children ages 3-18
- Event Format
 - Online platform opened for donations (2 weeks)
 - Organizing/allocating donations (1 week)
 - Event Day
 - Shopping at Horizon Books
 - Shopping at Brilliant Books
 - Picnic & Library Cards at TADL
- How donations work
 - Tiered pricing on the online website:
 - \$10 - A book for the Michael's Place library
 - \$25 - A book for the Michael's Place library & one for the child
 - \$50 - A book for the Michael's Place library & one for the child + a lunch for the child and guardian at the TADL picnic
 - How meals work:
 - After the donations have closed and all RSVPs are made by Michael's place, families will fill out a google form that will indicate their name, number of participants, and preferred restaurant along with any allergies/dietary restrictions.
 - Partnering restaurants will choose one \$10 boxed lunch option to provide.
 - How books work:
 - For every \$10 donation, that will go toward Michael's place purchasing selected books from Brilliant Books & Horizon Books.
 - For every additional \$15, that will go toward the shopping day Downtown.
- Michael's Place Responsibilities
 - List of books and book criteria to share with bookstores



- Donations promotions
 - Communication with families
 - Dates confirmed (avoid May 9)
- DTCA Responsibilities
 - Press release
 - Business relations
 - Online Platform
 - Marketing/Logo/Creative
 - Sponsorship asks and matches



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: March 15, 2021
Re: Staff Report: Parking Services – March 2021

February Parking Revenue

With the reopening of restaurants, we have seen an increase in all areas of parking system. Meter revenues increased by 20% from January, but are still down to 64% compared to February 2020. Hardy Admissions are 26% compared to last year's revenue while Old Town Admissions exceeded last year's revenue. These numbers are aligned with the March 2019 projections, and we anticipate they will continue to increase month over month.

Summer Meter Rate Increases and Smart Meter Installation

The Managed Parking Systems Approach allows for a meter rate increase based on seasonal usage. We are working on the summer rate increases and will finalized prior to April's meeting. The increase will be coordinated with the smart meter installation tentatively planned for the first week of May. Along with the smart meter installation, we will remove all parking meters with free-time buttons and discontinue offering the courtesy free time. Once finalized, I will work with Katy to communicate the upcoming increases and system-wide changes.

Managed Parking Systems Approach – Surface Permit Lot Occupancy

We continue to have an oversell of surface lot permits, and have not been able to offer any permits to individuals on the waitlist. At this time, we do not foresee any availability for surface permits in the near future. Permits are still available for both parking garages. We will continue to monitor usage vs oversell to see if we can increase the oversell ratio.

DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, FEBRUARY 11, 2021

8:30 AM • Zoom

<https://us02web.zoom.us/j/2639464446>

Meeting ID: 263 946 4446

MINUTES

1. Call to Order (Fisher) **Called to order at 8:31 am**
 - a. Present: Susan Fisher, Margaret Morse, Amanda Walton, Blythe Skarshaug, Jeffrey Libman, Dawn Gildersleeve & Liz Lancashire
 - b. Absent: Karen Hilt & Jake Kaberle
2. Approval of [Minutes of the Board Meeting of January 14, 2021](#) (Fisher)
 - a. Motion to approve the minutes as presented, **motion by Lancashire and seconded by Gildersleeve. Motion carried unanimously.**
3. 2021 Art Fair Series Update
 - a. Kat Paye, Executive Director of the National Cherry Festival
 - i. Paye: Festival still to occur at in some capacity
 - ii. Paye: Large scale events are under question
 - iii. Paye: Car show moved out of Old Town to the Commons
 - iv. Paye: Do we move the Arts and Crafts Show to the same location or revise?
 - v. Paye: Not trying to take the show and funds from the DTCA
 - vi. Viox points out that we have 150 vendors
 - vii. Viox says the decision does not need to be made today, applications can go out no matter what. Date is the most important.
 - viii. Tentative date is July 4
 - ix. Lancashire asks why the Open Space will not work?
 1. Paye points out that it is due to space
 2. Lancashire says that not everyone will always be happy but we can make it work
 - x. Fisher: Commons is not in DTCA District so it's not a "Downtown Fair" and also questions the July 4 date. Is the 4th of July crowd the correct audience?
 - xi. Viox: good idea to not close streets for the Fair bc there will already be so much closure with the bridge projects. Parks are a good option bc they offer an opportunity to unload the day prior/overnight

- xii. If we are changing the Old Town date, the Cherry Fest can be changed as well
- xiii. Gildersleeve: Should we just close the roads bc it is a holiday?
 - 1. Derenzy does not think that Fire/Police will go for that. Basing it on what happened with Ironman
- xiv. Walton: Location options? Bc it is labeled as Cherry Festival Art Fair maybe it doesn't need to be right Downtown?
- xv. Viox: are we open to the Commons if needed?
 - 1. Fisher emphasizes that in promoting still say it benefits Downtown TC
- xvi. Paye: Hagerty Center is out for a venue due to the vaccine clinic. That is what took them to the Commons. Cherry Festival will be much more spread out due to distancing.
- xvii. Bayline goes to the Commons so that will be a great benefit for travel logistics.
- xviii. Craft and car show guests are the same audience. So having them both at the Commons makes sense. More parking there.
- xix. Libman: This could be an interesting experiment
- xx. Lancashire: agrees it's good to have car show and craft show in the same place on the same day
- xxi. Viox: anyone fully opposed to Commons and this date.
 - 1. No one opposed

4. CEO Report (*Derenzy*)

a. DDA Activities

- i. Bump out heaters. Looking on Front and Garland
 - 1. Need sponsors
 - 2. Look like the pyramids at Park Street
 - 3. Sign off from TCPD
 - 4. Business partnership to turn on/off
- ii. East Front St
 - 1. Complete redo to entrance of Front
 - 2. Secured proposals
 - 3. Need streetscapes that allow for street cafes etc
 - 4. Community outreach will be done relative to the RFP and how we are going to fund it
 - a. Next 2-3 years are the perfect time for federal funding if plans in place
- iii. Two new DDA Board members
 - 1. Damian Lockhart
 - 2. Pam Marsh

- b. Relief Fund
 - i. Still working on securing funds
 - ii. Meeting with donors
 - iii. Venture North has reached out to all applicants asking if they need PPP assistance
 - iv. Need 700k, granted 57k so far
 - v. Working as hard as we can to get funds raised to help our businesses
- c. Parking Report
 - i. 100 and 200 blocks moving into 21st century with smart meters
 - ii. Currently 3 hr max
 - 1. Option to increase max with higher rate
 - 2. What works for the merchants?
 - a. Libman thinks 3-5 hours is a sweet spot for dining + shopping
 - b. Skarshaug and Fisher agree on the 5 hour
 - c. Derenzy: asks if what she is hearing is that 10 hours is too long
 - i. Everyone agrees
- d. 3 Year Tax Returns
 - i. We are current and future returns will happen automatically.
 - ii. Gift certificates balance is high for a non-profit organization
 - 1. No expiration date validates the larger balance on tax returns but a smaller balance would be better
- e. DTCA contract meeting in March
 - Let Jean know if any changes needed
- f. New developments coming to Downtown
 - Breaking ground in spring
 - 306 new apartments Downtown
 - Not luxury
 - This will be huge for housing Downtown

5. [Events & Communications Review](#) (McCain & Viox)

- a. Social Media Report
- b. Presidents Day Weekend Sale
- c. Traverse City Restaurant Week
 - i. **Gildersleeve asked if other merchants can provide gift cards**
 - 1. **Lancashire says that what is good for one is good for all and would be happy to donate**
- d. Events Committee Update

- i. Art Walks
- ii. Celebration for Young Children
- iii. Additional Events
- iv. Art Fair Series
- v. Motion to approve the event changes as presented, **motion by Fisher and seconded by Libman. Motion carried unanimously.**

6. Executive Committee Report (*Fisher*)

- a. [Update on Release of Excess Gift Certificate Funds](#)
- b. Motion to go forward with the disbursement of funds as proposed by the Executive Committee **motion by Skarshaug and seconded by Walton. Motion carried unanimously.**
- c. Motion to have an initial communication to businesses with a two week follow up and ninety day expiration day **motion by Libman and seconded by Gildersleeve. Motion carried unanimously.**

7. Adjourn (9:32am)



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
Wednesday, February 17, 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 Charlotte Smith, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, and Commissioner Megan Kelto

The following Commissioners were absent: Commissioner Matt Ross and Commissioner Leah Bagdon-McCallum

Chairperson Smith presided at the meeting.

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

(1)

Meeting called to order by Chairperson Smith at 3:35pm

(b) **PUBLIC COMMENT**

(1) No public comment

(c) **APPROVAL OF MINUTES**

(1) Approval of Minutes from the January 20, 2021 Regular Meeting.
Motion to approve the minutes from the January 20, 2021 Regular Meeting.

(d) **APPROVAL OF FINANCIALS**

(1) Approval of Financials from the January 2021 Arts Commission Budget.
Motion to approve the January 2021 Financials as presented.

(e) **OLD BUSINESS**

(1) Art on the TART

1. Petrakovitz's piece should still be considered even though it had already been fabricated (Walter)

2. Smith asks if the Commission can see the other info submitted by the artists
3. McCain emphasizes that Arts Commission can attend and give public comment at the next Selection Panel meeting

(2) Additional Project Updates

Mural Project

1. \$2000 received from MCACA towards project
2. Dish/Pavlova identified as first site
 - a. Walter asks next steps and states that the timeline needs to be drilled down
 - i. Viox mentions that staff will work on securing all buildings once determined
 - b. Niemi asks if there are enough finances budgeted to complete the pilot after only receiving half of the MCACA request
 - i. Smith states we had enough budgeted before applying for MCACA mini grant so project is good to go
3. Smith asks thoughts on who to ask to apply
 - a. Niemi mentions she approached a GR artist who has been known to collaborate with others on similar projects
4. Group discusses that a standard invite needs to be created for artists to apply and the they can begin to approach artists
 - a. Amundsen has also reached out to urban artists but agrees a standard invite would be helpful
5. Smith asks a question about mural sizing/project structure and Walter reminds group that we need to stick to the MCACA narrative to be eligible for our funding
 - a. McCain reminds the group that we created this first phase as a pilot for a reason. We can see what works and does not. After the pilot portion is over, we can reassess and change the project accordingly for next phase
6. Niemi emphasizes the importance for the standard invite
7. Site discussion for the second site commences
 - a. Group all agrees that heading more south on Union is the best option
 - i. AT&T store on Union and 8th (8th Street facing wall) designated as the front runner for site two
 - ii. McMillen's/MSUFCU walls is second choice
8. Next steps as follows:
 - a. Staff to create standardized invite and review with Arts Commission
 - b. Commissioners to determine who should be invited and spread the word
 - c. Staff to reach out to building owners

Sestok

1. Should there be a subcommittee to explore what should happen next
 - a. do we utilize the pads, figure out something different
 - b. should we accept donations like this? Was it a positive experience?

(Smith)

2. Subcommittee to report findings in April
 - a. Consists of Walter and Niemi
 - b. Work on a standardized approach to temporary works and exhibitions

(f) **NEW BUSINESS**

(1) Board Matrix

Viox asking for input on the matrix

1. Hoping to use this matrix as a tool for City Commissioners to use to help in appointing new Arts Commissioners (Viox)
2. Walter thankful to have a matrix. States it will need to be shared to the City Clerk's office to be used by the ad hoc.
3. Might need to encompass a scoring system into the matrix (Smith)
4. Viox suggests prioritizing the list or sending Clerk a memo with recommendations along with the matrix
5. Walter mentions asking Clerk about better staggering commission terms
6. Amundsen recommends putting it in prioritization order like Viox mentioned
 - a. Viox asks for feedback on prioritization
7. Should the Selection Panel have a matrix as well (Smith)
8. Modified version will be brought forth to the March meeting for review

(2) Selection Panel Reappointment

Motion to renew the existing selection panel members whose terms are expired to serve another three year term on the Arts Selection Panel. With these terms renewing upon their expiration date.

Moved by Ashlea Walter, Seconded by Megan Kelto

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen, and Megan Kelto

Absent: Matt Ross and Leah Bagdon-McCallum

CARRIED. 5-0-2 on a recorded vote

(3) DDA & Arts Commission Contract Discussion

1. Derenzy states that the DDA is here to help and is ready to move forward along with the Arts Commission. It is up to the Arts Commission if they would like the contract to continue
2. It has been identified that a strategic plan is necessary
 - a. What needs to be accomplished
 - b. What do you want accomplished
 - c. How are we going to get there
3. Roles and Responsibilities needed, as well as new member onboarding
 - a. Welcome packet for new board members will be created
4. Strategic plan is needed. Use masterplan and pieces the commission likes and develop them into the master plan

5. Amundsen agrees with Derenzy that a strategic plan will help with the path moving forward and layout clear roles
6. Smith asks how DDA relationship is going
 - a. Kelto things it is going positively. It is important to be roped into city gov like the DDA is
 - b. Walter thinks it has been positive but thinks that going from an independent contractor to the DDA a clear contract of responsibilities and roles has been lost. It needs to be in place for expectations on both sides. Metrix of success and expectations being spelled out in the contract will help the relationship and the Arts Commission moving forward
 - c. Smith asks how transparency will occur. DDA board member who sits on Arts Commission is the tie between the groups
7. Smith asks if the Arts Commission gets a say in who/how it is run
 - a. Derenzy explains the logistics of a city appointed board and that staff is not hired
8. Burkholder shares that the Arts Commission has a right to advise the City Commission on how they would like to move forward
9. Niemi states she thinks there is a lack of identity that needs to be cleared up. Would it be helpful for clarification once the new contract comes out and to be able to give recommendations and go from there? Doesn't think changing the structure again would be a benefit. Just more clarity needed.
10. Amundsen thinks a strategic plan will help illuminate what is needed in the contract and help to determine the correct path moving forward. We will not know the best way to continue without that strategic plan
11. Derenzy asks if the commission agrees that getting a strategic plan facilitator is the next step
 - a. Walter questions updating the master plan at the same time
 - b. Derenzy said both can be done in conjunction with one another
 - c. Amundsen asks the role that the commission will play in identifying the facilitator
 - d. Derenzy states that at least three facilitator resumes will be brought forward
 - e. Walter mentions a budget for it should be discussed
 - i. Derenzy mentions that we will look for facilitation grant dollars

(g) **PUBLIC COMMENT**

(1) General

No public comment given.

(2) Commissioners

Staff: Caitlin Early from TART will be at the March meeting to discuss the 16th Street project

(h) **ADJOURNMENT**

(1) Motion to adjourn at 5:16pm

Moved by Charlotte Smith, Seconded by Ashlea Walter

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen,
and Megan Kelto

Absent: Matt Ross and Leah Bagdon-McCallum

CARRIED. 5-0-2 on a recorded vote

Charlotte Smith, Chairperson