

# **Traverse City Downtown Development Authority Regular Meeting**

**September 16, 2022**

**8:30 am**

Commission Chambers, Governmental Center  
400 Boardman Avenue  
Traverse City, Michigan 49684



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

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# Welcome to the Traverse City Downtown Development Authority meeting

## Agenda

Page

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### 1. CALL TO ORDER

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### 2. ROLL CALL

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### 3. REVIEW AND APPROVAL OF AGENDA

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### 4. CONSENT CALENDAR

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

- |    |   |            |
|----|---|------------|
| A. | Consideration of approving the minutes of the August 19, 2022 Downtown Development Authority meeting (Approval Recommended) (Jean Derenzy)<br><a href="#">Downtown Development Authority Regular Meeting - 19 Aug 2022 - Minutes - PDF</a>  | 7 -<br>13  |
| B. | Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and the Arts Commission for August 2022 (Approval Recommended) (Jean Derenzy)<br><a href="#">DDA General, TIF 97, Old Town TIF August 2022 - PDF</a><br><a href="#">TC Parking Services Financials August 2022 - PDF</a><br><a href="#">TC Arts Commission Financials August 2022 - PDF</a> | 15 -<br>21 |

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### 5. ITEMS REMOVED FROM CONSENT CALENDAR

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### 6. SPECIAL ORDER OF BUSINESS

- |    |  |            |
|----|--|------------|
| A. | Presentation: Moving Downtown Forward Project Update (Brad Segal - PUMA) | 23 -<br>58 |
|----|--|------------|

[Moving Downtown Forward Project Update Memo \(Jean Derenzy\) - PDF](#)

[Moving Downtown Forward Presentation - PDF](#)

- B. Presentation: Transportation Demand Management (TDM) Study (Nelson/Nygaard) 59 - 79

[Revised TDM Plan Recommendations Memo \(Nicole VanNess\) - PDF](#)

[Revised TDM Plan Recommendations \(DRAFT\) - PDF](#)

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## 7. OLD BUSINESS

- A. Old Town Parking Garage Paver Project (Approval Recommended) (Nicole VanNess, Jean Derenzy) 81 - 82

[Old Town PG Paver Project Memo \(Nicole VanNess, Jean Derenzy\) - PDF](#)

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## 8. NEW BUSINESS

- A. Acceptance of MEDC RAP Grant (Approval Recommended) (Jean Derenzy) 83

[RAP Grant \(Jean Derenzy\) - PDF](#)

- B. East Front Street Gateway RFP Approval (Approval Recommended) (Jean Derenzy) 85 - 86

[East Front Street RFP Memo \(Jean Derenzy\) - PDF](#)

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## 9. CEO REPORT

- A. Project Update (Jean Derenzy) 87 - 88

[Project Update \(Jean Derenzy\) - PDF](#)

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## 10. BOARD MEMBER REPORTS

- A. Arts Commission Update (Steve Nance) 89

[Arts Commission Update \(Steve Nance\) - PDF](#)

- B. Parking Advisory Board Update (Scott Hardy) 91

[Parking Advisory Board Update \(Scott Hardy\) - PDF](#)

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## 11. STAFF REPORTS

- A. Transportation Mobility Director Report (Nicole VanNess) 93 - 95

[Transportation Mobility Director Report \(Nicole VanNess\) - PDF](#)

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## 12. RECEIVE AND FILE

- A. Communications and Outreach Director Report (Art Bukowski) 97 - 98

[Communications and Outreach Director Report \(Art Bukowski\) - PDF](#)

- |    |   |       |
|----|---|-------|
| B. | Downtown Experience Coordinator Report (Abby Taylor)                              | 99 -  |
|    | <a href="#"><u>Downtown Experience Coordinator Report (Abby Taylor) - PDF</u></a> | 100   |
| C. | Finance Committee August 2022 Meeting Minutes                                     | 101 - |
|    | <a href="#"><u>August 8, 2022 Finance Committee Meeting Minutes - PDF</u></a>     | 103   |
| D. | DTCA July 2022 Meeting Minutes  | 105 - |
|    | <a href="#"><u>July 14, 2022 DTCA Board Meeting Minutes - PDF</u></a>             | 106   |
| E. | Parking Advisory Board July 2022 Meeting Minutes                                  | 107 - |
|    | <a href="#"><u>6 July, 2022 Parking Advisory Board Meeting Minutes - PDF</u></a>  | 109   |

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**13. PUBLIC COMMENT**

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**14. ADJOURNMENT**





## CITY COMMISSION

# GOALS & OBJECTIVES

### 2022-2023

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#### **HOUSING & HOMELESSNESS**

Increase opportunities for more diverse housing through public and private options.



#### **ACCESS & MOBILITY**

Invest in multi-modal mobility strategies and existing and future infrastructure so that individuals of all ages, abilities and income have a network of complete, barrier free, safe, year round access to our community's amenities and basic needs.



#### **CONNECTING PEOPLE WITH EACH OTHER AND NATURE**

Invest in facilities and amenities in order to create vibrant City spaces that connect all people to nature and to each other.



#### **ECONOMIC DEVELOPMENT**

The City will foster economic development by adopting a growth mentality and by conserving and maintaining natural resources. It will work with partners to invest in and maintain amenities that support a wide variety of industries, build the workforce, and attract well-paying jobs with the region's future in mind.



#### **WATER SYSTEMS**

Proactively and consistently maintain, conserve, and manage water and water systems to reduce harm to the systems themselves as well as public health and safety.



#### **CLIMATE CHANGE**

Address climate within all of our City priorities, goals, policies, and actions.





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, August 19, 2022**

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 8:30 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Damian Lockhart, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, and Student Liaison Audrey Michael

The following Board Members were absent: Board Member Steve Nance, Board Member Jeff Joubran, Board Member Katy Bertodatto, and Board Member Michael Brodsky

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:30AM.

(b) **ROLL CALL**

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

(1)

Consideration of approving the agenda as presented.

Approval of the agenda as presented.

Moved by Peter Kirkwood, Seconded by Pam Marsh

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

**Absent:** Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

**CARRIED. 8-0-5 on a recorded vote**

(d) **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)

Consideration of approving the minutes of July 15, 2022 Downtown Development Authority Board of Directors meeting (Approval Recommended) (Jean Derenzy)

(2)

Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for July 2022 (Approval Recommended) (Jean Derenzy)

That the DDA approve the consent calendar as presented.

Moved by Scott Hardy, Seconded by Pam Marsh

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

**Absent:** Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

**CARRIED. 8-0-5 on a recorded vote**

(e) **SPECIAL ORDER OF BUSINESS**

(1)

Certificate of Recognition for Student Liaison (Gabe Schneider)

The Following Addressed the Board:

Gabe Schneider  
Damian Lockhart  
Audrey Michael

(f) **OLD BUSINESS**

(1)

NEZ Update (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Scott Hardy

(2)

Wayfinding Signage (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Peter Kirkwood

That the DDA Board approve a contract with Valley City Sign not-to-exceed \$34,373 for fabrication and installation of wayfinding signs throughout the downtown district, with contingency funds to replace the top of the recently damaged pedestrian kiosk.

Moved by Todd McMillen, Seconded by Pam Marsh

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael  
**Absent:** Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

**CARRIED. 8-0-5 on a recorded vote**

(g) **NEW BUSINESS**

(1)

Acceptance of Grant - MEDC Façade Improvement (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider

That the DDA Board approve a grant agreement with MEDC for \$400,000 for façade improvement within the DDA District, with a term expiring on September 30, 2024.

Moved by Peter Kirkwood, Seconded by Pam DeMerle

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael  
**Absent:** Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

**CARRIED. 8-0-5 on a recorded vote**

- (2) Retail Incubator Update (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Peter Kirkwood  
Pam Marsh  
Scott Hardy

- (3) Brownfield Assessment Grant (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider

That the DDA Board approve to enter into a contract with the County Brownfield Redevelopment Authority work along the 100 and 200 block alleys, subject to approval as to substance by the DDA CEO and form by DDA Attorney.

Moved by Damian Lockhart, Seconded by Pam Marsh

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael  
**Absent:** Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

**CARRIED. 8-0-5 on a recorded vote**

- (4) Appointment to the Governance Committee (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider

That the DDA Board appoint Michael Brodsky to the DDA Governance Committee.

Moved by Pam DeMerle, Seconded by Peter Kirkwood

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

**Absent:** Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

**CARRIED. 8-0-5 on a recorded vote**

(h) **CEO REPORT**

**(1)**

Public Projects 2022/2023 and 2023/2024 (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Pam Marsh  
Peter Kirkwood  
Scott Hardy  
Audrey Michael

Richard Lewis arrived at 9:12am.

**(2)**

Appointment to Mobility Planning Committee (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Richard Lewis

That the DDA Board appoint Michal Brodsky to the Mobility and Bike Action Plan Leadership Team.

Moved by Peter Kirkwood, Seconded by Damian Lockhart

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

**Absent:** Steve Nance, Jeff Joubran, Katy Bertodatto, and Michael Brodsky

**CARRIED. 9-0-4 on a recorded vote**

**(3)**

Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

**(i) BOARD MEMBER REPORTS**

**(1)**

Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Gabe Schneider

**(j) STAFF REPORTS**

**(1)**

Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess  
Gabe Schneider  
Scott Hardy

**(2)**

Communications and Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski  
Gabe Schneider  
Peter Kirkwood  
Nicole VanNess  
Jean Derenzy, DDA CEO



(k) **RECEIVE AND FILE**

(1)

Downtown Experience Coordinator Report (Abby Taylor)

(2)

Arts Commission June 2022 Meeting Minutes

(3)

Finance Committee May 2022 Meeting Minutes

(4)

DTCA Board June Meeting Minutes

(5)

Traverse Connect Q2 Results + Quarterly Accomplishments

(6)

Master Plan Memo (Jean Derenzy)

(l) **PUBLIC COMMENT**

The Following Addressed the Board:

Jason Allen

(m) **ADJOURNMENT**

(1)

Chairperson Schneider adjourn the meeting at 9:44AM

Motion to adjourn the meeting.

Moved by Peter Kirkwood, Seconded by Scott Hardy

**Yes:**

Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

**Absent:**

Steve Nance, Jeff Joubran, Katy Bertodatto, and Michael Brodsky

**CARRIED. 9-0-4 on a recorded vote**

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Jean Derenzy, Traverse City DDA  
CEO



# Traverse City DDA - General

## Adjusted Trial Balance

As of August 31, 2022

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 Fifth Third Checking - 3112	609,465.35				609,465.35	
1072 Bill.com Money Out Clearing	99.69				99.69	
Fifth Third Savings - 6740	202,517.92				202,517.92	
Petty Cash	548.19				548.19	
1200 Accounts Receivable	247,264.91				247,264.91	
Due From DTCA		9,689.87				9,689.87
Due From Other Funds	513.04				513.04	
Pre-Paid Expense	3,112.00				3,112.00	
2000 Accounts Payable		17,134.56				17,134.56
2200 Payroll Liabilities	99.80				99.80	
2215 Payroll Liabilities:Health, Dental, Vision Insurance Payable		4,599.81				4,599.81
2220 Payroll Liabilities:Life & Disability Insurance Payable		1,461.37				1,461.37
2408 GRANTS:Professional Development	2,000.00				2,000.00	
Accrued Payroll Liabilities		8,206.78				8,206.78
Accrued Salaries		32,327.61				32,327.61
Deferred Income		213,815.97				213,815.97
Deposits Payable:Double Up Food Bucks	3,117.39				3,117.39	
Deposits Payable:EBT Bridge Card	24,416.91				24,416.91	
Deposits Payable:NCF Reimbursements	1,980.00				1,980.00	
Deposits Payable:Prescriptions for Health		2,153.64				2,153.64
Deposits Payable:Project Fresh		5,069.00				5,069.00
Deposits Payable:Senior Project Fresh	11,728.00				11,728.00	
Due to TIF 97		4,328.39				4,328.39
3000 Opening Bal Equity		107,606.27				107,606.27
3900 Retained Earnings		684,247.55				684,247.55
4302 REIMBURSEMENTS:Administrative Services		98,898.25				98,898.25
4303 REIMBURSEMENTS:Parking Services		136,000.00				136,000.00
4305 REIMBURSEMENTS:Farmers Market online Revenue		15,946.28				15,946.28
4501 Interest & Dividends		17.83				17.83
5101 SALARIES:Salaries & Wages	92,198.70				92,198.70	
5102 SALARIES:Hourly Wage Expense	57,691.08				57,691.08	
5201 FRINGE BENEFITS:Health Insurance	10,116.09				10,116.09	
5202 FRINGE BENEFITS:Disability Insurance Benefits	838.25				838.25	
5203 FRINGE BENEFITS:Life Insurance Expense	399.56				399.56	
5204 FRINGE BENEFITS:457 Company Matching	12,311.55				12,311.55	
5208 FRINGE BENEFITS:Social Security Tax Expense	9,817.58				9,817.58	
5209 FRINGE BENEFITS:Medicare Tax Expense	2,296.04				2,296.04	
5210 FRINGE BENEFITS:SUTA Tax Expense	144.99				144.99	
5212 FRINGE BENEFITS:Employee Medical Expenses	430.74				430.74	
5301 OFFICE SUPPLIES AND UTILITIES:Office	4,313.17				4,313.17	

## Traverse City DDA - General

### Adjusted Trial Balance

As of August 31, 2022

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
Supplies						
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	1,017.30				1,017.30	
5305 OFFICE SUPPLIES AND UTILITIES:Dues and Memberships	913.38				913.38	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	1,919.55				1,919.55	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	25.00				25.00	
5402 PROFESSIONAL SERVICES:Legal	5,325.00				5,325.00	
5403 PROFESSIONAL SERVICES:Professional/Contractual	30,055.95				30,055.95	
5405 PROFESSIONAL SERVICES:Community Promotion	2,219.28				2,219.28	
5415 PROFESSIONAL SERVICES:Online Farmers Market Expense	1,238.26				1,238.26	
5501 TRAVEL AND CONFERENCES:Lodging, meals	1,368.51				1,368.51	
<b>TOTAL</b>	<b>\$1,341,503.18</b>	<b>\$1,341,503.18</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,341,503.18</b>	<b>\$1,341,503.18</b>

## Traverse City DDA - TIF 97

### Adjusted Trial Balance

As of August 31, 2022

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 CASH AND CASH EQUIVALENTS:1001 Fifth Third Checking - 8026	4,776,201.80				4,776,201.80	
1200 ACCOUNTS RECEIVABLE	382,490.69				382,490.69	
1100 OTHER CURRENT ASSETS:1104 Due From DDA	4,328.39				4,328.39	
2000 ACCOUNTS PAYABLE		162,120.39				162,120.39
2100 DUE TO OTHER FUNDS		384.63				384.63
2200 DEFERRED REVENUE		245,237.86				245,237.86
Opening Bal Equity	21,200.00				21,200.00	
Retained Earnings		4,984,954.52				4,984,954.52
5400 PROFESSIONAL SERVICES	40,262.96				40,262.96	
5400 PROFESSIONAL SERVICES:5401 Contract Services	42,881.10				42,881.10	
5400 PROFESSIONAL SERVICES:5403 Professional/Contractual	40,522.48				40,522.48	
5400 PROFESSIONAL SERVICES:5406 Public Restrooms	12,600.00				12,600.00	
5400 PROFESSIONAL SERVICES:5407 Grant Expense MEDC Match on Main	20,000.00				20,000.00	
5500 CONTRIBUTIONS TO DISTRICT CONSTRUCTION PROJECTS	2,842.86				2,842.86	
Bank Charges	356.77				356.77	
Repairs and Maintenance	8.97				8.97	
Taxes Paid	49,001.38				49,001.38	
<b>TOTAL</b>	<b>\$5,392,697.40</b>	<b>\$5,392,697.40</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$5,392,697.40</b>	<b>\$5,392,697.40</b>

## DDA Old Town TIF

### Adjusted Trial Balance

As of August 31, 2022

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 CASH AND CASH EQUIVILENTS:1001 Fifth Third Checking - 0650	756,573.68				756,573.68	
1200 ACCOUNTS RECEIVABLE	14,637.37				14,637.37	
2000 ACCOUNTS PAYABLE		68,383.00				68,383.00
Retained Earnings		716,879.80				716,879.80
5400 PROFESSIONAL SERVICES:5403 Professional/Contractual	14,051.75				14,051.75	
<b>TOTAL</b>	<b>\$785,262.80</b>	<b>\$785,262.80</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$785,262.80</b>	<b>\$785,262.80</b>

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
PERIOD ENDING 08/31/2022

		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	08/31/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				08/31/22	EAR-TO-DATE	USED	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-652.000	PARKING FEES-COIN	1,700,000.00	383,289.37	120,857.26	0.00	1,316,710.63	22.55
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	17,301.00	4,075.50	0.00	182,699.00	8.65
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	380.00	0.00	0.00	(380.00)	100.00
585-000-656.010	PARKING FINES	200,000.00	40,247.50	7,641.50	0.00	159,752.50	20.12
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	7,400.00	0.00	0.00	58,600.00	11.21
585-000-677.000	REIMBURSEMENTS	4,700.00	2,144.00	2,144.00	0.00	2,556.00	45.62
Total Dept 000 - NON-DEPARTMENTAL		2,170,700.00	450,761.87	134,718.26	0.00	1,719,938.13	20.77
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	100,927.00	18,562.80	0.00	149,073.00	40.37
585-586-653.005	PERMITS-PARKING DECK	180,000.00	12,542.00	1,392.00	0.00	167,458.00	6.97
Total Dept 586 - HARDY DECK		430,000.00	113,469.00	19,954.80	0.00	316,531.00	26.39
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	28,439.45	1,280.40	0.00	41,560.55	40.63
585-587-653.005	PERMITS-PARKING DECK	100,000.00	9,350.00	700.00	0.00	90,650.00	9.35
Total Dept 587 - OLD TOWN DECK		170,000.00	37,789.45	1,980.40	0.00	132,210.55	22.23
TOTAL REVENUES		2,770,700.00	602,020.32	156,653.46	0.00	2,168,679.68	21.73
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	9,700.00	368.53	184.22	0.00	9,331.47	3.80
585-585-704.000	EMPLOYEE OVERTIME	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	33.84	(0.58)	0.00	(33.84)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	27.19	13.59	0.00	172.81	13.60
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	19.58	9.79	0.00	80.42	19.58
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	4.65	2.41	0.00	(4.65)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	55.36	0.00	0.00	644.64	7.91
585-585-727.000	OFFICE SUPPLIES	6,000.00	903.36	630.51	0.00	5,096.64	15.06
585-585-740.000	OPERATION SUPPLIES	37,000.00	453.08	235.83	28,446.72	8,100.20	78.11
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	149,625.49	136,627.63	1,043,449.13	(187,074.62)	118.60
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	5,292.00	1,633.50	63,942.00	128,316.00	35.05
585-585-810.000	COLLECTION COSTS	500.00	0.00	0.00	0.00	500.00	0.00
585-585-850.000	COMMUNICATIONS	24,000.00	1,296.74	920.10	195,873.00	(173,169.74)	821.54
585-585-854.000	CITY FEE	278,100.00	0.00	0.00	0.00	278,100.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	594.51	0.00	0.00	4,405.49	11.89
585-585-862.000	PROFESSIONAL DEVELOPMENT	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	65,000.00	0.00	0.00	0.00	65,000.00	0.00
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	0.00	0.00	97.94	13,902.06	0.70
585-585-910.000	INSURANCE AND BONDS	13,000.00	646.00	0.00	0.00	12,354.00	4.97
585-585-920.000	PUBLIC UTILITIES	15,000.00	843.78	50.81	0.00	14,156.22	5.63
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	1,847.51	354.59	9,135.87	508,816.62	2.11
585-585-930.005	RAMSDELL GATE REPAIR & MA	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-585-940.000	RENTAL EXPENSE	80,900.00	7,486.02	211.32	76,405.60	(2,991.62)	103.70

DB: TRAVERSE CITY		ACTIVITY FOR				
GL NUMBER	DESCRIPTION	2022-23YTD NDED BUDGET	BALANCE 08/31/2022	MONTH ENCUMBERED 08/31/22	ENCUMBERED YEAR-TO-DATE	% BDTG BALANCE USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND						
Expenditures						
585-585-956.000	MISCELLANEOUS	3,800.00	20,557.97	7,918.48	0.00	(16,757.97) 541.00
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00 0.00
585-585-977.000	EQUIPMENT	165,000.00	0.00	0.00	93,813.00	71,187.00 56.86
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,583,350.00	190,055.61	148,792.20	1,511,163.26	882,131.13 65.85
Dept 586 - HARDY DECK						
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00 0.00
585-586-740.000	OPERATION SUPPLIES	7,000.00	1,964.32	0.00	4,181.37	854.31 87.80
585-586-801.000	PROFESSIONAL AND CONTRAC	131,000.00	67.15	0.00	27,774.15	103,158.70 21.25
585-586-850.000	COMMUNICATIONS	6,300.00	256.00	0.00	0.00	6,044.00 4.06
585-586-910.000	INSURANCE AND BONDS	8,000.00	0.00	0.00	0.00	8,000.00 0.00
585-586-920.000	PUBLIC UTILITIES	55,000.00	2,388.11	101.01	0.00	52,611.89 4.34
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	5,267.28	2,233.24	69,295.63	506,437.09 12.83
585-586-940.000	RENTAL EXPENSE	21,800.00	1,277.47	0.00	0.00	20,522.53 5.86
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00 0.00
585-586-959.000	DEPRECIATION EXPENSE	207,200.00	0.00	0.00	0.00	207,200.00 0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	(228.80)	5,228.80 (4.58)
Total Dept 586 - HARDY DECK		1,033,300.00	11,220.33	2,334.25	101,022.35	921,057.32 10.86
Dept 587 - OLD TOWN DECK						
585-587-740.000	OPERATION SUPPLIES	4,000.00	654.79	0.00	4,258.53	(913.32) 122.83
585-587-801.000	PROFESSIONAL AND CONTRAC	90,500.00	0.00	0.00	15,293.68	75,206.32 16.90
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	110.00	0.00	1,210.00	280.00 82.50
585-587-850.000	COMMUNICATIONS	5,800.00	661.02	135.41	62.90	5,076.08 12.48
585-587-910.000	INSURANCE AND BONDS	900.00	0.00	0.00	0.00	900.00 0.00
585-587-920.000	PUBLIC UTILITIES	50,000.00	2,152.81	1,079.58	0.00	47,847.19 4.31
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	6,902.86	141.30	101,368.24	(53,271.10) 196.86
585-587-940.000	RENTAL EXPENSE	16,250.00	1,115.07	0.00	0.00	15,134.93 6.86
585-587-959.000	DEPRECIATION EXPENSE	183,100.00	0.00	0.00	0.00	183,100.00 0.00
585-587-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00 0.00
Total Dept 587 - OLD TOWN DECK		412,150.00	11,596.55	1,356.29	122,193.35	278,360.10 32.46
TOTAL EXPENDITURES		4,028,800.00	212,872.49	152,482.74	1,734,378.96	2,081,548.55 48.33
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:						
TOTAL REVENUES		2,770,700.00	602,020.32	156,653.46	0.00	2,168,679.68 21.73
TOTAL EXPENDITURES		4,028,800.00	212,872.49	152,482.74	1,734,378.96	2,081,548.55 48.33
NET OF REVENUES & EXPENDITURES		(1,258,100.00)	389,147.83	4,170.72	(1,734,378.96)	87,131.13 106.93



09/12/2022 01:08 PM  
User: nvanness  
DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
PERIOD ENDING 08/31/2022

Page: 1/1

		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDDED BUDGET	08/31/2022	MONTH ENCUMBERED	08/31/22 YEAR-TO-DATE	ENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOUR	5,000.00	0.00	0.00	0.00	5,000.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	0.00	0.00	0.00	30,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		35,000.00	0.00	0.00	0.00	35,000.00	0.00
TOTAL REVENUES		35,000.00	0.00	0.00	0.00	35,000.00	0.00
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-801.000	PROFESSIONAL AND CONTRAC	35,000.00	0.00	0.00	14,395.78	20,604.22	41.13
Total Dept 282 - PUBLIC ARTS COMMISSION		35,000.00	0.00	0.00	14,395.78	20,604.22	41.13
TOTAL EXPENDITURES		35,000.00	0.00	0.00	14,395.78	20,604.22	41.13
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		35,000.00	0.00	0.00	0.00	35,000.00	0.00
TOTAL EXPENDITURES		35,000.00	0.00	0.00	14,395.78	20,604.22	41.13
NET OF REVENUES & EXPENDITURES		0.00	0.00	0.00	(14,395.78)	14,395.78	100.00





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

## Memorandum

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To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: September 12, 2022

Subject: *Moving Downtown Forward Update*

Brad Segal will update (remotely) the DDA Board at our Friday meeting on the results and themes generated from the survey and market assessment and discuss next steps for moving downtown forward (including, DDA priorities, funding options, core services, governance, accountability and implementation).

### **What's Next**

Over the next two months, we plan to solidify the recommendations, complete the report and facilitate a series of meetings with elected/appointed officials and the general public – culminating with a final report in November.

### **Proposed Meetings and Timeline**

#### **November 1<sup>st</sup>**

Special DDA Board Meeting – Brad Segal will present the draft report to the DDA Board.

#### **November 2<sup>nd</sup>**

- A. Public Open Houses – the DDA and PUMA teams will facilitate two public open houses to present and collect feedback on the draft report.
- B. Special Joint Meeting of the DDA Board and City Commission - Brad Segal will present the draft report to the DDA Board and City Commission and facilitate a joint discussion about next steps and implementation.

Based on the feedback received at each of the meetings, the PUMA Team will develop a final report for our November 18<sup>th</sup> DDA Board meeting.



An aerial photograph of downtown Traverse City, Michigan, featuring a large stadium and surrounding urban development. The image is overlaid with a semi-transparent teal color.

# MOVING DOWNTOWN FORWARD

Traverse City, MI

September 9th, 2022

# AGENDA

- What's next for Downtown?
  - Community Outreach Overview & Themes
  - Market Assessment Key Findings
  - Key Takeaways
- What's next for the DDA?
- Next Steps

Moving Downtown Forward | Traverse City, MI





An aerial photograph of a city, likely downtown, with a teal overlay. The image shows a mix of urban development, including buildings, roads, and green spaces. The text is centered over the image.

# WHAT'S NEXT FOR DOWNTOWN: COMMUNITY OUTREACH OVERVIEW & THEMES

# COMMUNITY OUTREACH - OVERVIEW

**Received over 1,200 inputs through various formats:**

- Downtown Stakeholder Engagement
  - Individual Interviews
  - Roundtable Meetings
  - Working Group Meeting
  - Engagement with DDA Board
- Online survey – **1,172 responses**





# DOWNTOWN STAKEHOLDER THEMES – STRENGTHS

- Storefront economy
- Character and charm
- Natural amenities
- Reasons to come Downtown
- Multi-modal options
- DDA stewardship of Downtown revitalization



Moving Downtown Forward | Traverse City, MI

# DOWNTOWN STAKEHOLDER THEMES – CHALLENGES

- Fear of change
- Affordability (residential and commercial)
- Improve the parking experience
- Seasonal nature of tourism
- Small business retention
- Traffic patterns



Moving Downtown Forward | Traverse City, MI



# DOWNTOWN STAKEHOLDER THEMES – PRIORITIES

## Physical Improvements:

- Improve the parking experience
- Enhance connections to the natural environment
- Improve the non-vehicular Downtown experience
- Enhance the public realm
- Spread energy throughout Downtown beyond Front Street



# DOWNTOWN STAKEHOLDER THEMES – PRIORITIES

## Services and programs:

- Make Downtown more inclusive and welcoming
- Ensure transit is convenient and accessible
- Support affordable housing in Downtown
- Support local, independent businesses and storefronts in
- Improve communication and marketing of Downtown
- Increase year-round activation of Downtown public spaces
- Become a precedent for sustainability and environmental resilience



# DOWNTOWN STAKEHOLDER THEMES – PRIORITIES

## Priorities for the DDA moving forward:

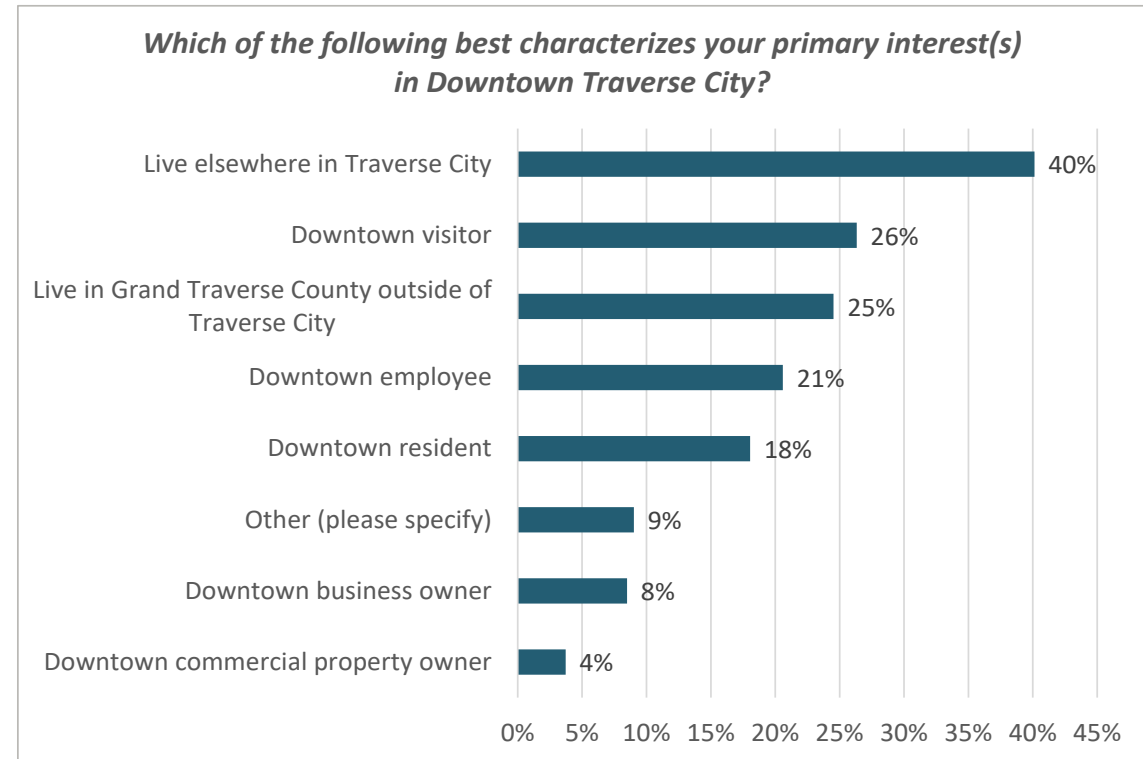
- Focus on implementation of priorities
- Continue championing Downtown
- Improve intentional communication
- *Reevaluate and diversify organizational structure*
- Cater to locals as well as tourists
- Support the storefront economy and small businesses





## WHO WE HEARD FROM – ONLINE SURVEY

- Survey respondents represented a cross-section of Traverse City stakeholders.
- Respondents were most commonly 35-64 years old (61%), white (96%), female (66%), and representing a range of household incomes.
- 83% of respondents identified as local residents, with 58% living in Traverse City and 25% elsewhere in Grand Traverse County.

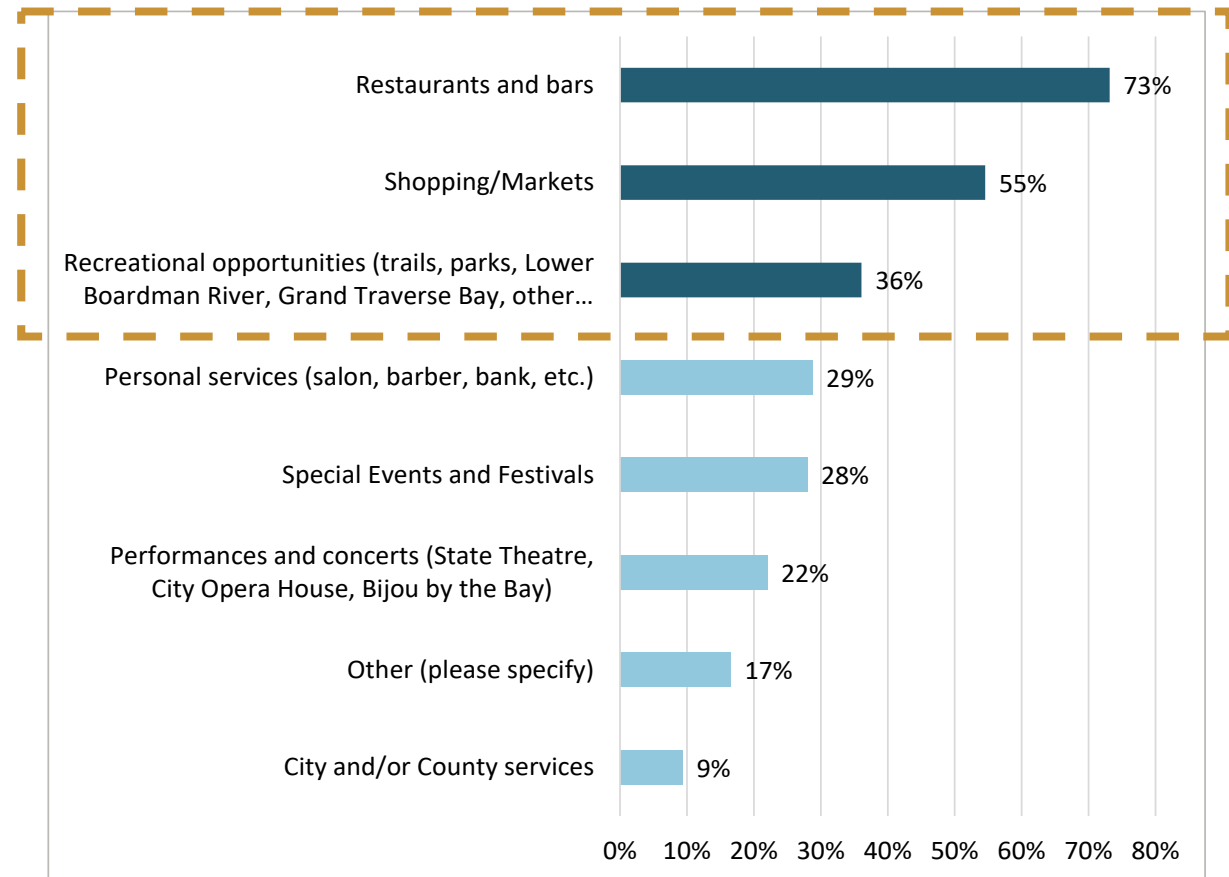


# COMMUNITY OUTREACH THEMES – ONLINE SURVEY

*Please select the top three things that bring you to Downtown.*

Top 3 responses:

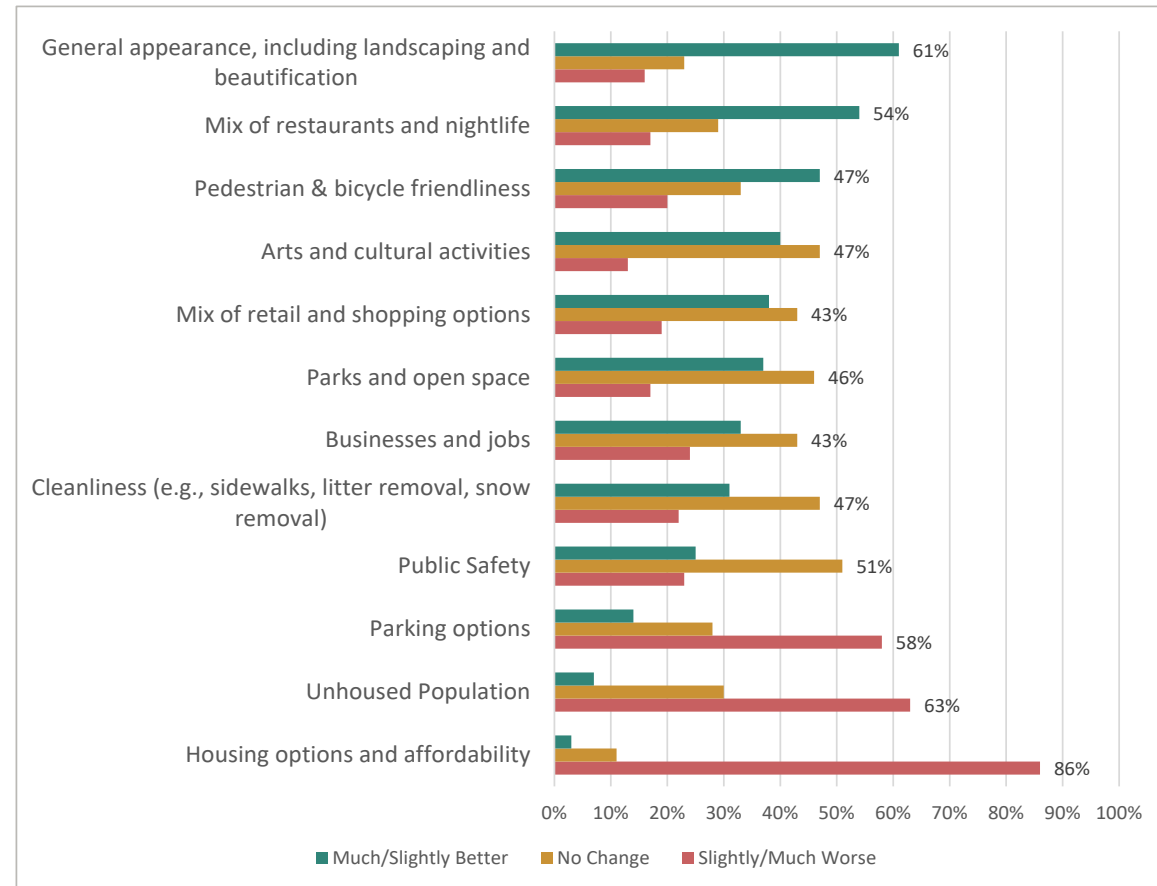
1. Restaurants and bars - **73%**
2. Shopping/markets - **55%**
3. Recreational opportunities - **36%**



# COMMUNITY OUTREACH THEMES – ONLINE SURVEY

*Do you think the following characteristics of Downtown have become better or worse in the past five years?*

- **Better:** general appearance, mix of restaurants and nightlife, and pedestrian & bicycle friendliness
- **No Change:** public safety, cleanliness, arts and cultural activities, parks and open space, mix of retail and shopping options, and businesses and jobs
- **Worse:** housing options and affordability, unhoused population, and parking options





# COMMUNITY OUTREACH THEMES – ONLINE SURVEY

*Looking to the future, what three words best capture your vision for Downtown in the year 2030?*

### Top responses:

- **Walkable** (138 responses)
- **Parking** *more/easier/free* (122 responses)
- **Affordable** (104 responses)
- **Clean** (86 responses)
- **Safe** (72 responses)

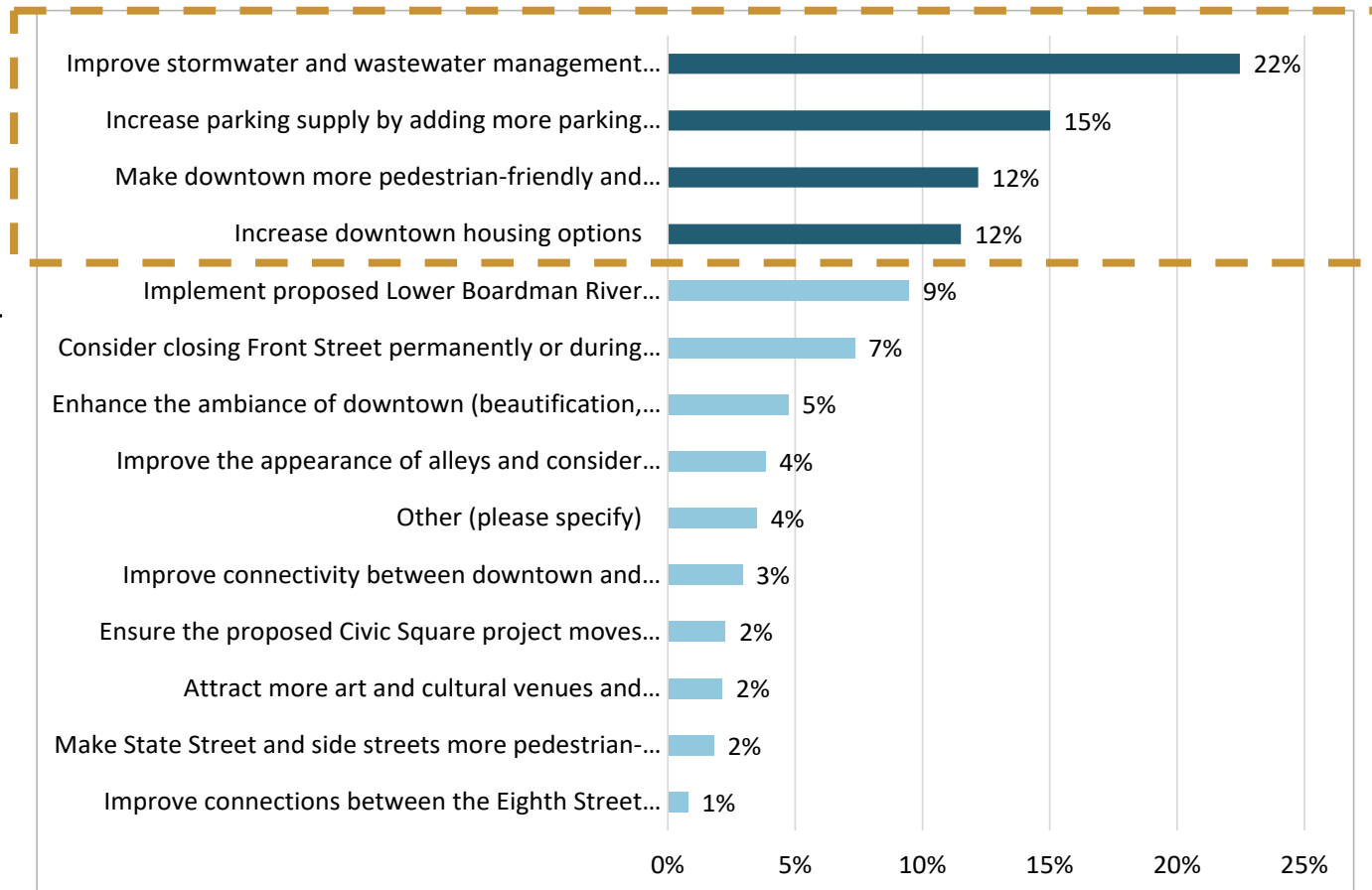


# COMMUNITY OUTREACH THEMES – ONLINE SURVEY

*Of the **physical improvements** listed, which **ONE** action will be **MOST** important?*

MOST important actions:

1. Improve stormwater & wastewater management - **22%**
2. Increase parking supply by adding more parking structure(s) - **15%**
3. Make Downtown more pedestrian-friendly and accessible - **12%**
4. Increase Downtown housing options - **12%**

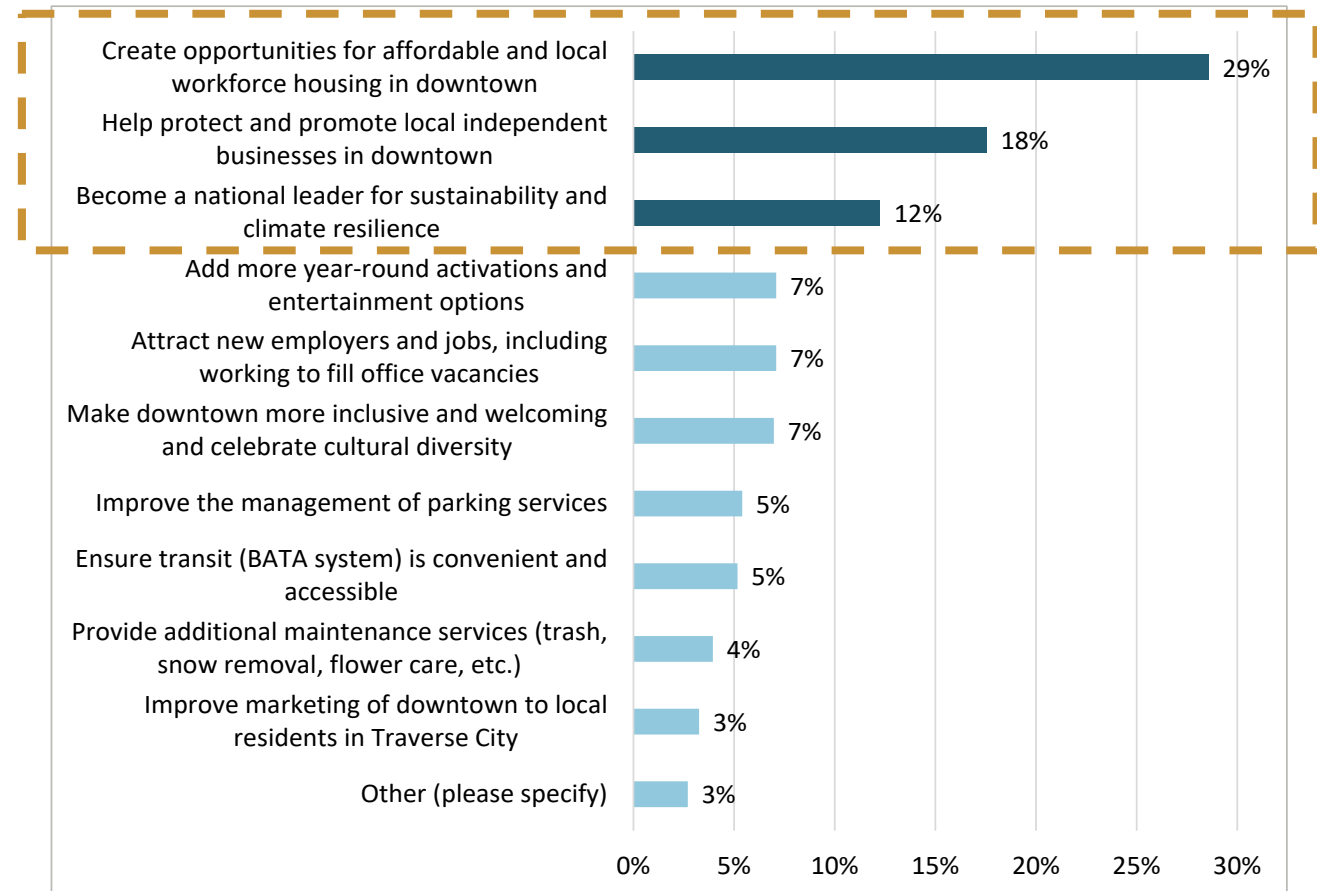


# COMMUNITY OUTREACH THEMES – ONLINE SURVEY

*Of the **services** listed, which **ONE** action will be **MOST** important?*

MOST important actions:

1. Create opportunities for affordable and local workforce housing in Downtown - **29%**
2. Help protect and promote local independent businesses - **18%**
3. Become a national leader for sustainability and climate resilience - **12%**

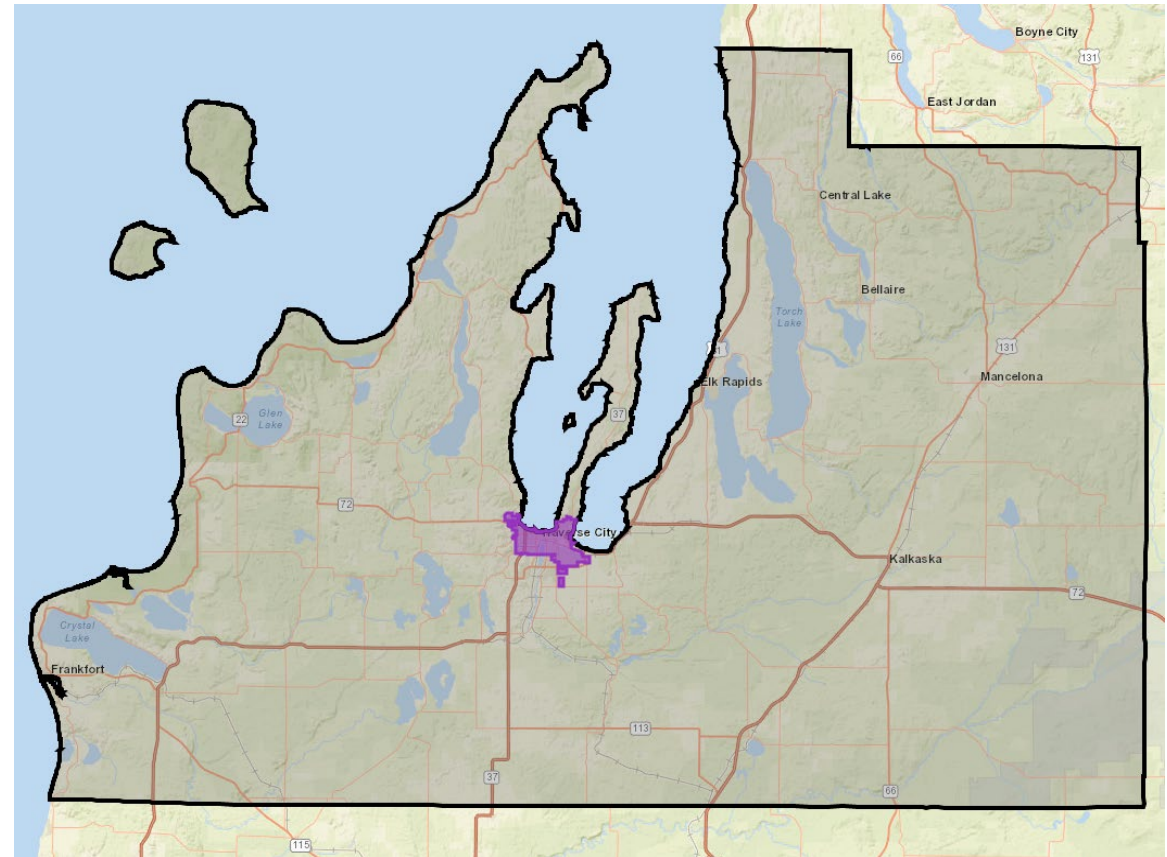


An aerial photograph of a city, likely downtown, with a teal overlay. The image shows a mix of urban development, including buildings, roads, and green spaces. The text is centered over the image.

# WHAT'S NEXT FOR DOWNTOWN: MARKET ASSESSMENT KEY FINDINGS

# MARKET ASSESSMENT

- **Three main market areas:**  
Downtown (DDA), City, 5-County Region
- **Peer cities:** national, similar size metros and market dynamics, outdoor meccas, seasonal tourism
  - Burlington, Bend, Bozeman, Rapid City
- **Structure:**
  - Live
  - Work
  - Shop & Dine
  - Visit & Stay



# MARKET ASSESSMENT – LIVE

- Steady, but modest, pop. growth since 2000
- Older (and aging) population
- Below avg. household size – large proportion of one-person HHs (49% downtown, 41% city)

## HOUSING

- Strongest real estate sector; unprecedented prices
- Traverse City median home value: \$425,000  
→ ***a 48% increase since June 2020***
- Downtown housing carries a premium
  - Avg. sale price (2021-22): \$594,000

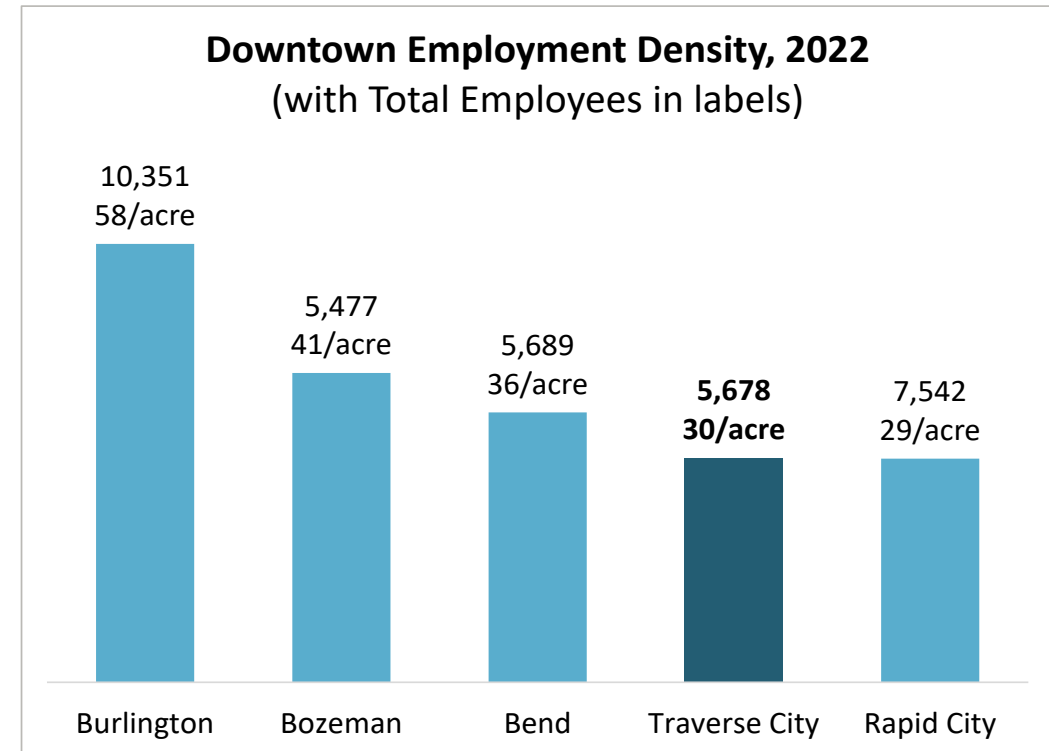
Median Age (Region)		
	2010	2022
Bozeman	32.6	35.0
Rapid City	36.6	38.1
Burlington	37.3	39.6
Bend	40.2	42.8
Traverse City	44.2	46.8

Source: Esri Community Profile



# MARKET ASSESSMENT – WORK

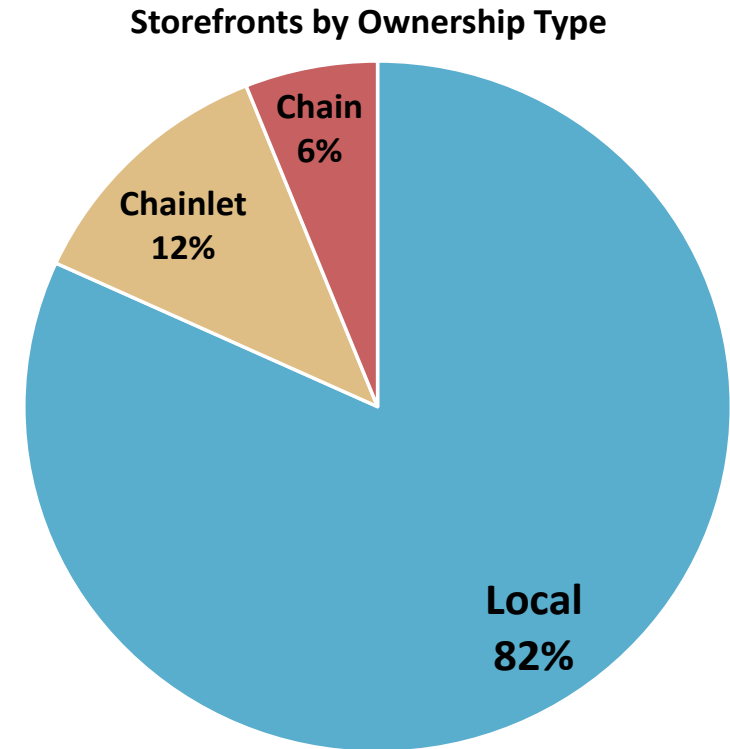
- Economic hub of northern Michigan; anchored by tourism
- **Region's largest sectors:** (1) healthcare, (2) retail, (3) accommodation/food service
- **Downtown's largest sectors:** (1) accommodation/food service, (2) finance & insurance, (3) public admin
- Office sector facing uncertainty (locally & nationally)





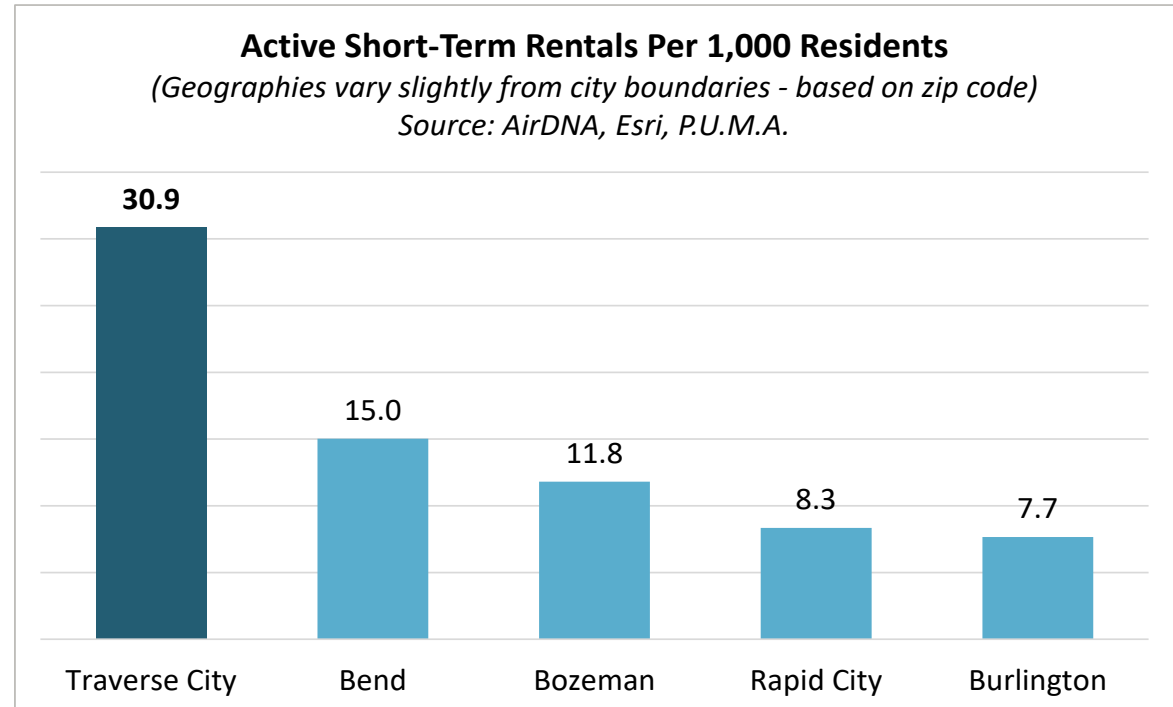
# MARKET ASSESSMENT – SHOP & DINE

- **Strong, varied mix** of predominately local independent storefronts
- **146 storefronts** in Downtown
- Retail outnumbers food/beverage (*an anomaly nationally as storefronts trend towards dining*)
- A variety of **‘sub-districts’** within Downtown → creates dynamism and surprise
- **Lease rates** on Front St. (increase of +\$8-10/sf over former rates) → displacement potential; chain interest



# MARKET ASSESSMENT – VISIT & STAY

- **Tourism** – key economic engine, but remains seasonal
- Strong visitor numbers throughout Covid, coupled with workforce shortages
- **A booming short-term rental market**
  - 1,500+ active rentals in greater TC
  - 53% increase since 2019
  - Avg. daily rate: \$297 (past 12 mo.)
  - Med. monthly revenue: \$4,500 (past 12 mo.)
  - *Bringing visitors, but straining housing market (and service businesses)*



# MARKET ASSESSMENT – KEY CONCLUSIONS

- **Converging trends will be a challenge** (aging pop. + increasing housing costs + tourism growth + boom in short-term rentals/second homes)
  - *Lack of affordability and housing for service industry and working families*
- **Strong mix of local, independent storefronts key to Downtown's identity** – but increase in lease rates, tourism, interest from chains, and staffing shortages will challenge this sector
  - Mix may transition more towards food/beverage
  - Expanding Downtown footprint (Warehouse, West End, East Eighth)
- **Finding additional anchor employers in growth industries remains priority** – remain heavily reliant on Hagerty
  - Lack of four-year university hinders private sector growth – recent initiatives with Michigan Tech, etc. working to address this challenge
  - Fundamentals and differentiators in place to be an appealing workplace location in today's economy

An aerial photograph of a city, likely downtown, with a teal overlay. The image shows a mix of urban development, including buildings, roads, and green spaces. The text is centered over the image.

# WHAT'S NEXT FOR DOWNTOWN: KEY TAKEAWAYS

## KEY TAKEAWAYS --

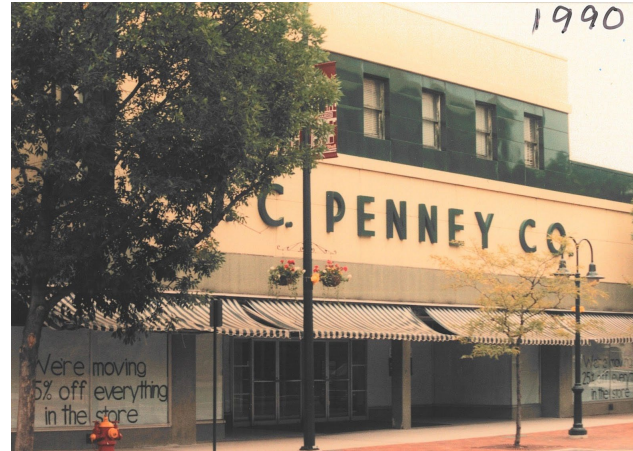
1. Downtown Traverse City has emerged as a strong economic engine and gathering place for the region.
2. Despite its vitality, Downtown has vulnerabilities.
3. Priorities for new improvements are clear.
4. Priorities for new services are clear.
5. The DDA's mission continues.





# 1. Downtown Traverse City has emerged as a strong economic engine and gathering place for the region.

- Just 25 years ago Downtown Traverse City suffered from a lack of private investment, job loss, empty storefronts, crumbling infrastructure, polluted properties, and underutilized parcels
- The DDA's leadership, services and strategic use of TIF has been instrumental in creating the Downtown that the region enjoys today



## 2. Despite its vitality, Downtown has vulnerabilities.

Despite its vitality, Downtown's vulnerabilities include:

- Retaining and supporting small, independent and distinctive businesses
- Availability of housing affordable to the workforce and younger populations
- How new infrastructure and investment in Downtown can support sustainability in all of its dimensions –economic, environmental, and equity
- Protecting and preserving a vital Downtown in the uncertain times ahead





### 3. Priorities for new physical improvements are clear.

- The priorities of Downtown stakeholders, community members, and the City around desired physical improvements moving forward continue to align with DDA Board priorities
- The top priorities that were identified by the DDA Board, City Commission AND stakeholders:
  - Pedestrian-friendly and accessible
  - Environmental Stewardship (focus to implement stormwater and wastewater management w/i public projects)
  - Increase parking supply
  - Increase Downtown housing options



## 4. Priorities for new services are clear.

- The priorities of Downtown stakeholders, community members, and the City around desired physical improvements moving forward continue to align with DDA Board priorities
- Top priorities:
  - Create opportunities for affordable and local workforce housing
  - Help protect and promote local independent businesses
  - Become a national leader for sustainability and climate resilience
  - Clearly define responsibilities for services



## 5. The DDA's mission continues.

- Downtown Traverse City serves as the economic anchor not only for the City, but for the region
- Downtown isn't 'done' - the community has clear priorities for Downtown moving forward
- Downtown continues to need a champion to implement and finance these shared priorities
- If the DDA and TIF go away, City of Traverse City taxpayers will bear 100% of the financial burden of implementing the region's priority improvements for Downtown

### **DDA Mission Statement:**

*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.*

An aerial photograph of a city, likely San Francisco, showing a mix of urban development and green spaces. A prominent cable car line is visible in the upper left. The entire image is covered with a semi-transparent teal filter. Centered over the image is the text "WHAT'S NEXT FOR THE DDA?" in a white, bold, sans-serif font.

# WHAT'S NEXT FOR THE DDA?



# WHAT'S NEXT FOR THE DDA?

- Priorities for the DDA Moving Forward
  - Capital projects
  - Services
- Funding Options: *TIF Cost Sharing*
  - Capital projects
  - Services
- Services beyond the DDA's Core Mission
  - Base Level Service Agreement with City
  - Parking services
- Governance and Accountability
- Implementation
  - Sequencing
  - Responsibility Centers
  - Benchmarks



An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is overlaid with a semi-transparent teal color. In the center of the image, the words "NEXT STEPS" are written in a large, white, sans-serif font.

# NEXT STEPS

## NEXT STEPS

- DDA Board Update
- DDA/City Commission Joint Meeting
- Community Open House
- Final Draft of Moving Downtown Forward Plan





An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is overlaid with a semi-transparent teal color. In the center of the image, the words "THANK YOU!" are written in a large, white, sans-serif font.

THANK YOU!



## Memorandum

---

To: DDA Board of Directors  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Re: September 12, 2022  
Date: Revised Transportation Demand Management Study Report

Thomas Brown of Nelson/Nygaard will present the initial draft of the revised Transportation Demand Management study to the DDA Board. A copy of the draft has been included in the packet and will be highlighted in the presentation. The discussion will focus modifications to 2017 recommendations or new recommendations based on changes that have occurred in the downtown area.

The goal of the revised TDM study is to identify areas where we can decrease demand in high impact areas and use underutilized areas to meet the needs for future infill development and increase mobility options for all users in the downtown area.

We will adopt the final report in an upcoming meeting and revise our 3 year work plan to begin working towards implementing some of the quick win objectives.





## INTRODUCTION

This document presents a revised TDM Plan consisting of updated TDM recommendations for improved parking management and multimodal access in downtown Traverse City. The memo organizes these recommendations by proposed implementation timeline, as follows:

**Quick Win Opportunities** – Recommendations that can be implemented with minimal cost, logistical, or policy/political barriers, and thus should be considered for implementation within the next two years.

**Short Term Priorities** – Recommendations that are likely to require some time to align funding, logistics, or policy/political support sufficient for effective implementation, and thus should be considered for implementation within the next five years.

**Recommendations for Further Study** – Recommendations that will take more time to develop, including, for most, some additional study and analysis, to determine the right implementation approach and timeline.

For each recommendation, a description is provided along with a high-level **Implementation Action Plan**, outlining the basic sequence of recommended implementation steps. Many recommendations are also accompanied by **Examples in Action** – descriptions of how the strategy has been implemented in other

cities. For those with direct links to recommendations in the 2017 TDM Study, a **2017 Recommendation Spotlight** on the related recommendation/s is also provided to underscore consistency with the findings and outcomes of the original TDM study.



## QUICK WIN OPPORTUNITIES (1 – 2 YEARS)

### Create Flex-Use Loading Zones in Key Locations

Key blocks of Cass and Union Streets have been identified for conversion to flex zones, with loading zone schedules more closely aligned with patterns of loading activity, and remaining hours used to provide more short-term parking.



Flex Zone in Athens, OH – After 2pm, Loading and Parking Share the Zone.

### Examples in Action

#### Seattle

Most loading zones are reserved for commercial activity between 7 AM and 6 PM, with some exceptions, after which the space is available for personal vehicle parking. This can apply to both passenger and commercial vehicle loading zones. This regulation allows priority access for loading and unloading during peak business hours and creates more space for on-street parking in the evenings when demand is likely to be higher.

Passenger vehicles parked in after-hours load zones are subject to the time limits and/or paid parking rates posted in the vicinity. Parking is permitted in signed loading zones all day on Sundays and holidays.

#### Los Angeles

Yellow painted curbs are reserved for both passenger and commercial vehicles during the day, from 7 AM – 6 PM Monday through Saturday in most cases. After hours, the space is available for personal vehicle parking, subject to posted duration-of-stay and fee regulations. Yellow curbs are available for personal vehicle parking all day on Sundays.

#### Spokane, Washington

Spokane reserves space at the curb between the hours of 8 AM and 6 PM, for commercial vehicle loading activity. Loading is limited to 30 minutes. Outside of posted hours, personal vehicle parking is permitted.

## 2017 Recommendation Spotlight

### Create short-term parking in off-hour loading zones.

On prime commercial streets, set loading-zone regulations to hours that balance the morning/afternoon peak in loading activity, with evening/weekend peaks in short-term parking demand.

- Adjust the schedule of loading-zone restrictions, as negotiated with nearby commercial uses who rely upon these spaces for delivery of goods and services, to expand curbside-parking capacities during evening and weekend periods, when demand for such high-convenience parking is at its peak, and when loading zones attract little to no activity

### Create early morning loading zones to encourage more activity at these times.

Generous early-morning loading zones on secondary streets, or on alternate sides on prime streets, can encourage more truck deliveries during these times of modest short-term parking demand.

- Set aside entire blocks for commercial loading/unloading between 6AM and 10AM, when short-term parking demand is modest.
- Pilot this on side streets, perhaps alternating sides of the street to moderate the impact on parking supplies, and expand to primary streets if results are positive.

- Concentrate enforcement efforts during the pilot to further incentivize use of these loading zones, and reduce the current rate of loading from within travel lanes.

## Implementation Action Plan

**Step 1** – Identify locations where this change should first be applied, and confirm that the change is appropriate by observing level and frequency of commercial loading activity during evenings and weekend afternoons – note that this activity would continue to be allowed alongside personal vehicle parking, so some activity should not preclude making the change.

**Step 2** – Change the regulations in these zones to allow personal vehicle parking after 6 PM.

**Step 3** – Observe activity when these spaces are reserved for loading, and when parking is allowed, and adjust the extent of these Flex Zones, as may be necessary, to balance activity with demand.

- If significant loading activity continues into the times when personal vehicle parking is allowed, consider reducing the length of the Flex Zone to provide more dedicated loading space at these times, or returning the full space to previous regulations.



## Expand Employee Parking Options



Make use of underutilized locations to offer low-cost options.

Using the Performance-Based Pricing approach defined in the 2017 recommendations, create new parking options for employees to find their right-fit balance between cost and convenience, leveraging reduced demand at the Old Town deck to create new permit types at a lower cost.

### 2017 Recommendation Spotlight

#### Performance-Based Pricing

Link parking rates to demand, measured as utilization/availability conditions during peak-demand periods, to underscore the standing policy that pricing is the most effective, and intuitive management tool for maintaining demand/supply equilibrium

across the downtown and across times of varying levels of demand.

- Review rates annually to determine if adjustments are warranted, raising or lowering rates to address any meaningful gaps between targeted and actual availability measures.
- Provide transparency by providing data, analysis, and findings used to make management/pricing adjustments

### Implementation Action Plan

**Step 1** – Create an All Deck permit, priced at the current rate for both decks, and an Old Town Deck permit that is offered at a reduced rate.

- This should be promoted to help address the impact of the redevelopment of Lot P
- The Old Town Deck permit should be monthly only
- Offer current annual permit holders the option to apply the remaining value of their permit toward monthly Old Town permits

**Step 2** – When demand between the two decks achieves greater parity, create a Hardy Deck permit, priced relative to the balance of demand between the two garages.

- Both deck-specific permits should be monthly only

**Step 3** – Phase out annual permit purchases to provide greater flexibility to align rates with variable demand across the year.



## Vary Monthly Permit Rates by Season



As monthly permit purchase become the norm, and annual purchases are phased out, this recommendation from 2017 should become a central strategy for reducing cost barriers to downtown

employment, and employee recruitment and retention – leveraging the fact parking costs can be lowest during months when driving alternatives are the least appealing/viable, and that parking costs are highest for just a few months when high-visitor demand must be prioritized and when seasonal conditions make options like transit, biking, and walking from peripheral lots more acceptable to more commuters.

### 2017 Recommendation Spotlight

#### Vary parking rates by season.

To maintain more-consistent availability during high-demand seasons, without overpricing parking during lower-demand, off-season months, establish a calendar of rate adjustments that closely track seasonal demand patterns. Collecting occupancy/availability data will be essential to make any necessary adjustments to these rates and the schedule of adjustments over time.

#### Implementation Action Plan

**Step 1** – While commuter demand remains below pre-COVID norms, reduce parking rates for off-season months.

**Step 2** – Monitor utilization to ensure that availability remains within the targeted range, in all seasons.

**Step 3** – Adjust pricing as necessary, as commuter demand continues to recover.

## Create Digital Validation Program

Leverage investments in new meter and pay-by-phone technology to offer a modern, digital validation program that would allow downtown businesses to reimburse or pay for the parking costs of their customers.

### Examples in Action

#### Atlanta, GA

Ponce City Market, located in downtown Atlanta, is a multipurpose redevelopment with restaurants, retail, offices, residences, and a dedicated parking garage. Regular parking costs \$1 for 1-30 minutes, \$1 for each additional 30 minutes after the first 30 minutes, \$10 for 4-8 hours and \$15 for 8-24 hours. Utilizing ParkMobile parking systems, Ponce City Market management provides special codes that restaurants, merchants, offices, and residence managers can purchase to allow their special guests and patrons to park at a discounted rate.<sup>1</sup>

#### Oakland, CA

Montclair Village is a neighborhood shopping area in Oakland, California with retail shops, service providers, restaurants, and financial services. Parking for Montclair Village predominantly occurs in a city-owned garage, and the rate is \$2 per hour Monday through Saturday. Through the ParkMobile App, customers are able validate their parking with a code provided by Montclair

Village vendors. The code provides \$2 off, the equivalent of 1 hour of free parking.

### Implementation Action Plan

**Step 1** – Coordinate with representatives from the current downtown meters and pay-by-phone service providers to define options for creating a seamless validation program that would work at meters or via mobile pay.

**Step 2** – Work with downtown business owners to discuss options and define preferred options for creating and marketing a program.

**Step 3** – Work with payment-service vendor to establish processes and procedures for activity tracking and repayment collections.

**Step 4** – Track revenue collected and coordinate with participating downtown businesses to assess the value-add benefits provided by this option.

**Step 5** – Make adjustments to address underperformance and expand upon successes – including by marketing benefits, focusing on businesses similar to early adopters who have found the program beneficial.

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<sup>1</sup> Discussion with ParkMobile on March 2, 2016.

## **Continue to Update the Performance-Based Management approach.**

TCPS uses pricing as a primary means of distributing parking demand more broadly and efficiently across the full downtown parking system, using lower rates to increase parking activity outside the high-demand core. Following is a series of recommendations to formalize this approach, to create more transparency, clarity, and understanding regarding how, why, and when parking rates, regulations, and restrictions are established and adjusted.

### **Step 1 - Formally define Availability as the primary performance measure for parking management in downtown.**

- For visitor parking, define Availability as the number of empty parking spaces available, at any given time, along individual block faces and within individual off-street parking facilities.
- For commuter/resident parking, define Availability as the number of long-term parking permits (daily or monthly) available for off-street parking facilities.

### **Step 2 - Monitor Performance.**

Track occupancy/availability conditions across the TCPS parking system, using data-tracking technologies, as may be available, as well as field surveys.

- This should include all off-street facilities, all metered on-street blocks, and residential blocks known to attract significant parking demand (which is likely to change, seasonally).
- Take measures monthly, or more frequently as may be viable.
- Track findings against defined performance targets

### **Step 3 - Define performance targets.**

Targeted availability conditions:

- On-street parking: 15% of spaces are available, or about 1-2 spaces on each block-face
- Off-street, hourly parking: 10% of spaces are available
- Off-street, long-term parking: 5% of spaces are available, with no wait list for monthly permits.

### **Step 4 - Define thresholds for management change.**

#### Thresholds for rate increases

- On-street parking: Availability averages less than 10%, over three months of measures during peak-demand periods
- Off-street, hourly parking: Availability averages less than 5%, over three months of measures during peak-demand periods
- Off-street, long-term parking: Wait lists are established, with applicant wait-times lasting more than three months.

#### Threshold for rate decreases

- For all types of parking: Peak-period availability averages less than 50%



## Continue to Emphasize Mobility Investments as a Key to Effective Parking Management

This is the key to providing effective “carrots” in reducing/managing parking demand – those strategies that make driving alternatives better, as opposed to the “sticks” of discouraging driving/parking.



**Step 1** – Build on the success of the Destination Downtown program

**Step 2** – Continue to partner with BATA to provide more/better bus shelters

**Step 1** – Look for new opportunities coming out of the Mobility Action Plan, particularly mobility improvements that realize and expand Park Once opportunities (mobility hubs, shared bikes/scooters, wayfinding, etc.) and those that improve peak-season driving alternatives more viable/attractive for more downtown employees (bike buddy programs, promotional rides/challenges, pedal-and-ride, etc.).



## SHORT-TERM PRIORITIES (2-5 YEARS)

### Refine Resident Permit Parking Program



Incorporate a parking-benefit element to the current program, to provide a process for offering daytime permits, and/or incorporate metering, to meet employee/business parking needs in several growth areas and emerging mixed-use districts along the downtown periphery.

### Examples in Action

#### Columbus, OH

Columbus' Short North benefit district was created to generate revenue for reinvestment in the neighborhood, reduce parking demand, and increase mobility options. Parking regulations are actively enforced 7:30AM – 3 AM Monday through Saturday. 100% of revenue from the program, less administration costs, are used for parking and mobility improvements within the parking area boundaries, including but not limited to:

- Management of existing parking infrastructure
- Improved mobility information like signage and marketing
- Parking related technology improvements, like pay-by-phone, pay-by-plate, and license plate reader (LPR) for enforcement.
- Promotion of alternative travel modes like walking, biking, and riding transit

Permits are available to both employers and employees and residents. Employers are eligible for up to 10 employee permits, 4 of which are valid 24/7 and 6 of which are valid 6 AM – 8 PM. The first 4 permits are \$100 each, after which the cost of each additional permit increases by \$100. Residents are eligible for up to 1 permit per driver, up to 2 permits per address. There is a \$25 annual permit fee, and residents may also purchase a \$25 guest parking pass. Low-income individuals qualify for a reduced fee of \$10 per permit. Short term rentals qualify for the program under the residential provisions.

## **Arlington, VA RPP Program**

The RPP is a program established to make it easier for residents to park on public streets near their homes. RPP is an opt-in program, and each block of neighbors can choose whether to have permit parking or not. Residences with off-street parking are eligible for up to 2 permits; residences without off-street parking are eligible for up to 4 permits.

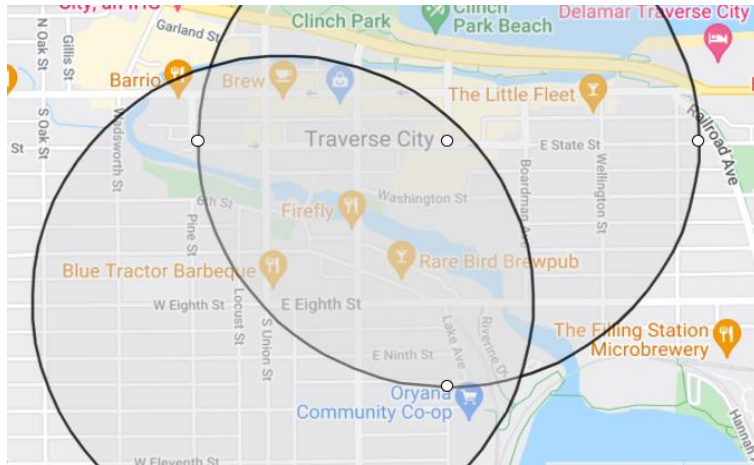
- Residents may purchase one of two passes:
  - Vehicle-specific permits: stickers placed on the driver's-side bumper of the vehicle. The vehicles must be registered with the Arlington County Commissioner of Revenue at the zoned address.
  - FlexPass (\$40): a dashboard placard that can be used in either a resident or guest's vehicle.
- The FlexPass is specific to the household and displays the zone number and household address.
- Other passes include:
  - Short-Term Visitor Pass (1st book, \$5; 2nd-5th book, \$10): a paper pass to be displayed on the dashboard valid for up to three consecutive days. Short-term visitor passes are sold in books of 20 and each household may obtain up to five books per year.
  - Landlord Pass (\$40): People who own real estate on street with RPP restrictions, but don't live there may apply for one Landlord Pass each year. The pass should be displayed dashboard and the owner to park at the

zoned address for the purpose of conducting business concerning the property.

- Contractor Passes: a zone-specific temporary dashboard placard valid for three months
- School Staff Permit (\$40): One annual permit may be issued to employees of elementary, middle, or high schools when 50% or more of the streets Permits will be issued on a first-come-first-served basis. When applying for the permit, employees must provide a signed employer confirmation form as proof of eligibility.
- Group Home Staff Permit (\$40): One annual permit may be issued to employees of group homes within an RPP zone. When applying for the permit, employees must provide a signed employer confirmation form as proof of eligibility.
- Good In All Zones (\$40): A permit issued to eligible health care workers and social workers who conduct multiple site visits to multiple homes in the County. The permits enable the workers to park on permit parking restricted blocks while serving residents on those blocks. When applying for the permit, employees must provide a signed employer confirmation form as proof of eligibility.



## Implementation Action Plan



**Step 1** – Identify current and likely districts where RPP implementation is likely to become desirable, as follows:

- Define Zones for these new areas, based on anticipated expansion of commercial activity beyond the downtown periphery.
- When restrictions are applied within these zones, households should become eligible for permit parking, if they have vehicles registered to an address on an affected block

**Step 2** – Identify preferred policies and practices for offering access to non-residents at key times when there is significant non-residential demand, and moderate residential demand, for resident-street curb parking.

- This should focus on strategies that support a Parking Benefit approach that uses paid parking to manage non-resident demand while also generating revenue that can be dedicated to local investment in the neighborhood.
- This can include any combination of:
  - Business permits, offered to nearby businesses to accommodate employee or commercial-vehicle parking needs.
  - Hourly parking rates, using meters and/or pay-by-phone technology to facilitate public parking while exempting vehicles with resident permits from having to pay.

**Step 3** – Define benchmarks for determining whether a Parking Benefit component is warranted, this being determined at the discretion of the City, based on proximity to:

- Commercial uses with employee parking needs at times suitable for accommodating on RPP blocks.
- Parks and open space with significant visitor parking demand at times suitable for accommodating on RPP blocks.
- Other similar circumstances where a specific form of parking demand that advances community needs or development goals could be accommodated on RPP blocks without undue impact to resident parking needs.

**Step 4** – Create a dedicated budget line for revenues collected in each RPP district, to accrue all revenues above program costs, and to be spent on local benefits, to be determined in consultation with neighborhood representatives.

## Adjust Meter-Enforcement Schedules



On-street utilization patterns support the shifting of parking-meter enforcement schedules, as follows:

- Starting enforcement later in the mornings, as availability remains ample until at least 10am on most downtown blocks, even during the summer season.
- Requiring meter payments later into the evenings, as demand currently constrains availability along most core-downtown blocks after 6pm, when parking currently becomes free and time limits no longer enforced.

Such a shift will provide hundreds of spaces of free parking during early morning hours, incentivizing visits to coffee shops, bakeries, cleaners, and other businesses that typically have an early-morning, pre-work rush of customer visits. These spaces will also become more convenient for business owners to use for early-morning loading/unloading activity as part of opening their businesses for the day.

By contrast, metered spaces in downtown cores that transition to free parking too early in the evening tend to become popular parking options for evening-shift employees – consuming the most valuable customer parking spaces for several hours just during critical demand peaks for downtown restaurants and other evening-focused businesses.

### Implementation Action Plan

- **Step 1** – Shift meter-enforcement schedules to start no earlier than 10am across downtown.
- **Step 2** – Within the downtown-core (where meters currently charge a premium rate reflective of higher demand) enforcement meter payments until 10pm during the summer season, and until 8pm during “shoulder” seasons.
- **Step 3** – Communicate these changes to incentivize drivers to both seek out the free parking options created/maintained, and to look for increased availability during new hours of meter enforcement.
- **Step 4** – Monitor utilization periodically to document shifts in behavior – and adjust hours and locations of the new schedules to seek targeted levels of availability.

## Develop a Plan for Supporting Future of Consolidated Parking

City Council has formally embraced a vision of a downtown parking supply that is largely consolidated into three parking structures – the two current structures, plus the planned West Front Street parking structure.



## Implementation Action Plan

**Step 1** – Quantify the capacity of existing, public surface parking lots likely to be redeveloped, including timeline benchmarks for when redevelopment is likely to occur.

**Step 2** – Update projected net capacity increase of proposed West Front Street structure.

**Step 3** – Quantify gaps between the net capacity increase of the 3<sup>rd</sup> structure and the capacity lost, including the timeline benchmarks of Step 1 and Step 2.

**Step 4** – Outline capacity expansion strategies to develop in anticipation of these gaps, including phase implementation to align with timeline benchmarks.

## Complete a First/Last-Mile Alternatives Analysis

Study the viability and cost/benefit potential of a downtown circulator that connects all three public parking decks as part of an Alternatives Analysis of other means of providing first/last-mile connections between these parking locations and key downtown destinations, including:

- Expanding BATA service
- Specialized/Branded BATA service
- Micro-mobility – shared, public bikes and e-scooters

## Examples in Action

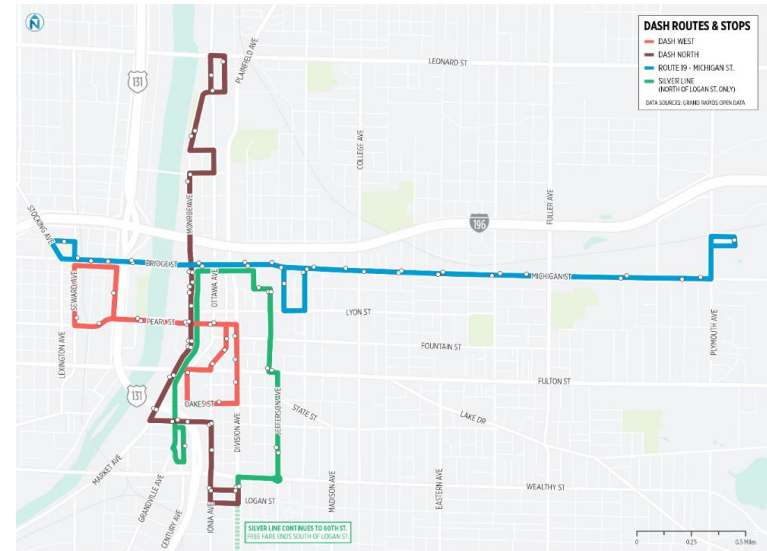
### Hilton Head Breeze

The Breeze is a tourist focused trolley operated by Low County Transit Authority. The Breeze is branded as a distinct, circulator service covering just the six-square miles of Hilton Head Island. The fare-free service runs on 30-minute frequencies, serving fixed-route stops that focus on hotels, resorts, major shopping centers, beaches, and other key tourist destinations. The service is funded by the Tourism Bureau, with member hotels and resorts paying ridership-based dues.

### Grand Rapids DASH

The City of Grand Rapids, through the Mobile GR Department, operates the Downtown Area Shuttle (DASH), a system of free buses that connects key Downtown locations and provides access to multiple off-street parking locations. DASH service was

expanded in 2018 to include later operating hours and weekend service. DASH is solely funded by the City of Grand Rapids.



### Service Characteristics of DASH Shuttles

Frequency	Span of Service			
	Monday - Wednesday	Thursday - Friday	Saturday	Sunday
8 Minutes	6:30am - 10:30pm	6:30am - 1:00am	10:00am - 1:00am	10:00am - 8:00pm



## **Implementation Action Plan**

**Step 1** – Coordinate with the City’s ongoing **Mobility Action Plan** to ensure that development of micromobility/microtransit and mobility-hub concepts include a focus on extending the effective range of existing and future off-street public parking facilities.

**Step 2** – Continue to explore case studies of parking circulator services, and compile a list of key components linked to successful programs.

**Step 3** – Use this list to inform an Alternatives Analysis feasibility study that anticipates a future in which most public parking is consolidated into three City-controlled structures – the two existing and the planned structure. The analysis should focus on comparing the viability of replicating success from case studies explored during Step 2, and the potential value-add that a circulator might provide as a complement to existing/anticipated first/last-mile micromobility/microtransit options and mobility hubs recommended in the Bike and Mobility Plan.

- The study should focus on circulator options that include a BATA-operated circulator as well as a 3<sup>rd</sup>-party operated service
- It should also identify a financial model for a potential service, including likely funding partners.
- It must also identify essential components of a successful service – minimum frequency, supportive information technology such as vehicle tracker mobile apps, route simplicity and efficiency, and fareless rides – to ensure that

funding partners are aligned with these service plan parameters.

**Step 4** – If a circulator is supported by the Step 3 study work with BATA staff to determine whether such a circulator would be best provided as an extension of its services, or via contracting to a third-party operator – based on the technologies, operational models, and service providers available at the time.

## RECOMMENDATIONS FOR FURTHER STUDY

These recommendations will take more time to develop, including for most some additional study and analysis, to determine the right implementation approach and timeline.

### Secure an LPR-Data Collection Package

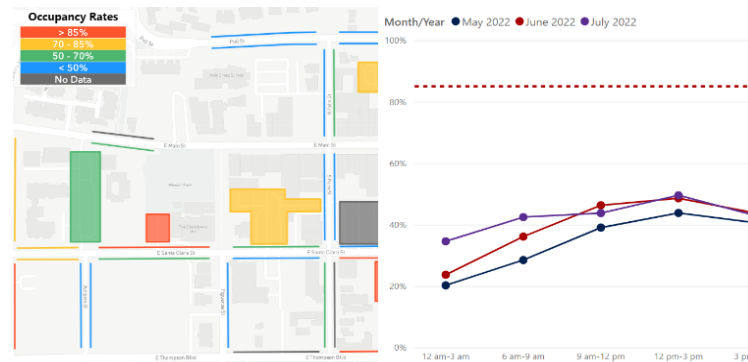


Image Source: <https://dixonresourcesunlimited.com/rapid-lpr-report/>

License Plate Readers (LPR) generate a data stream that can be used to document occupancy conditions along downtown streets. Most LPR vendors pair their hardware with analytical software that aggregates, analyzes, and synthesizes the data collected by the cameras. Data is presented in a dashboard that can be scaled anywhere from the blockface to a regional level. This can include software that translates plate-read data points into parking-

occupancy data points, which can be referenced to supply, to track utilization.

This data would greatly enhance a demand-based approach to pricing downtown parking options, providing a robust set of data from which patterns of high and low demand can be more clearly identified – including by time of day, day of week, and seasonal variations.

### Example in Action

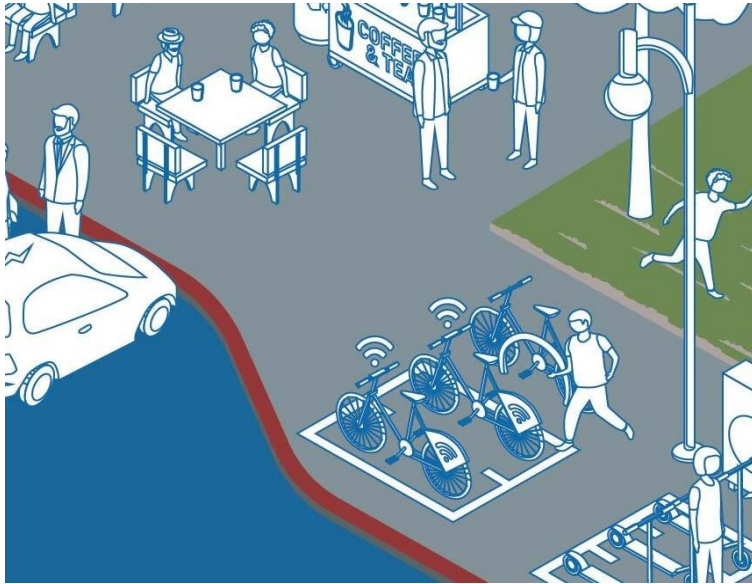
#### Rapid LPR Tool

Dixon Resources Unlimited offers a software package, branded as the Rapid LPR Tool, which leverages the data being collected by LPR devices used for parking compliance monitoring. With the tool, data that is collected during routine monitoring activity is transformed into parking analytics that can include:

- Occupancy – Percentage of parking spaces occupied.
- Length of Stay – Duration and turnover results.
- Repeat Plates – Identification of re-parking on the same day or across days.
- Timestamped and Geocoded Collection Details – Overview where data is collected, when it was collected, and by which data collector and system data were obtained.



## Leverage Mobility Hubs and Microtransit to Enhance & Expand Park Once



Mobility hubs are multimodal transportation connection points designed to integrate independent mobility networks and services to make these resources more viable as primary and connected means of transportation. Mobility hubs commonly address “first-mile/last-mile” gaps, including by providing immediate access to shared and public mobility options at key parking facilities.

Hubs can include a variety of multimodal such as:

- Bus Stops: sheltered waiting area for circulators and buses
- Bike Parking: secure bike racks or public lockers
- Micro-Transit Stations: shared bikes and scooters, including e-assist options
- Ride-Share: dedicated pickup/dropoff zones for local taxi services, Uber, and Lyft rides
- Charging infrastructure for private and shared electric mobility devices

### Example in Action

#### Ann Arbor, MI



Bike racks, car-share, and bike-share are co-located with a below-grade parking structure, which is also adjacent to a downtown transit center and library branch.

## Explore Options to Re-Introduce Public Valet

The primary challenge faced by the Public Valet program, as recommended by and implemented following the 2017 Study, was funding – with no sustainable source of sufficient subsidy identified to maintain the program. However, the funding gap might have been greatly reduced if the program had included user fees for the service. This is a common component of public valet programs, generating significant revenue, though often not enough to cover all program costs.

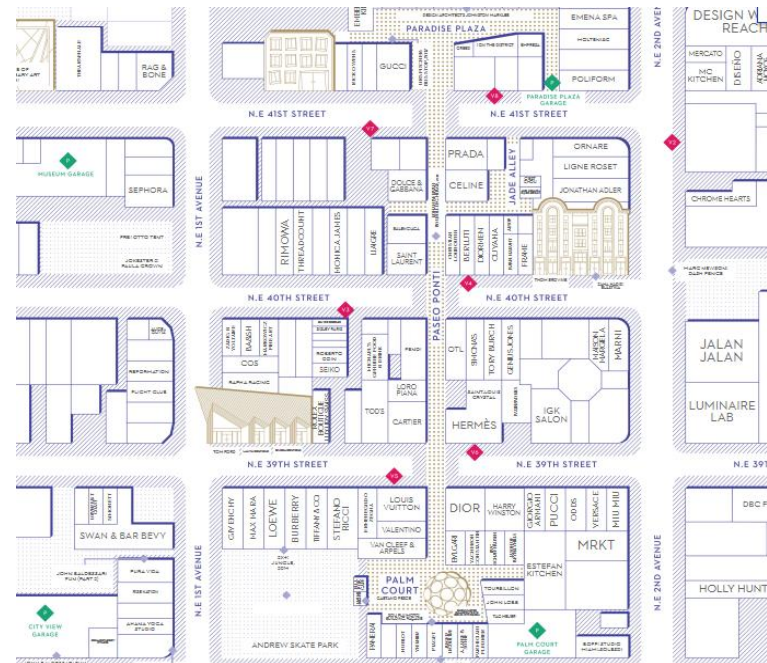
### Example in Action

#### Miami, FL

Located just under three miles north of downtown, the Miami Design District is a master-planned redevelopment of a historic commercial district, based on the new-urbanist model of mixed-use retail centers. In January 2019, its owners secured an agreement with the City of Miami's Parking Authority, paying it \$10 per day to use 29 on-street spaces in seven distinct locations to operate a public valet program. The five-year deal is renewable at a rate of \$15 per space, per day. The 29 spaces are used to provide seven valet stations across the district, allowing drivers to choose the location of greatest convenience, for both dropoff and pickup – which need not be the same station.<sup>2</sup>

<sup>2</sup> John Charles Robbins, Miami Today, January 1, 2019

Parking Decks (green) and Valet Stations (red).



### **Key Elements of Successful Implementation**

- Public valet, broadly available and marketed as a Park Once option for all downtown
- Must be strategically located, close to key destinations, but also centrally located enough to function well as a Park Once solution
- User fees – this is a premium parking option, leveraging high-demand curbside spaces, and should be priced accordingly
- Will likely still require subsidy to cover costs -- this must be a sustainable source of subsidy
- Potential operators with capacity to provide attractive, effective service
- Digital validation component





## Memorandum

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To: DDA Board of Directors  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: September 12, 2022  
Re: Old Business: Old Town Parking Garage Paver Project

The DDA Board approved a contract with Northern Michigan Hardscapes, LLC (NMH) to reset the pavers at the Old Town Parking Garage. The pavers allow for natural filtration of rainfall and other runoff by allowing water to seep into the ground rather than pooling or funneling into the stormwater system. The scope included removing all existing pavers without disrupting or damaging the snow melt system, adding crushed stone to level the base and reinstalling the existing pavers.

NMH started the project in May on the east side in order to not disrupt access or use of the parking structure. The pavers were removed and the snow melt tubing was exposed. It was determined that the foam board used to secure the wire mesh was likely the cause of water pooling under the pavers. The board acted as a barrier and redirected water causing uneven drainage. Additional work would be needed to repair ruts below the board in order to reduce the need for a similar future repair. The vendor became unreachable and failed to report back to the site to complete the work. Staff attempted to place plywood over the snowmelt tubing to protect it. The plywood failed, and the snowmelt system was damaged. Due to no response from NMH and extensive damage, the contract was terminated. Staff aligned vendors to provide a temporary fix in order to obtain information for a new contract.

Unfortunately, the project is no longer to reset or level the pavers, and includes additional scope due to damage. Northern QMS has reviewed the requirements to repair the sub-base, install new snowmelt tubing and lay the pavers. The work will include encasing the snowmelt tubing in permeable concrete, installation of all new snowmelt tubing, and installation of pavers. The original project was estimated and budgeted for \$50,000. All work needed to complete the project and restore to working order is \$206,000. The excess expense of \$156,000 is recommended to come from the Auto Parking surplus funds with the intent to file a claim with NMH to reimburse the parking fund for all damages incurred to provide a temporary solution and unplanned expenses to repair the system due to negligence.

**Recommended Motion 1:** That the DDA Board of Directors recommend the City Commission approve a new contract and agreement in an amount more-or-less of \$206,000 to Northern QMS for the restoration of pavers and repairs to the snowmelt system at the Old Town Garage with funds from the Old Town Parking Funds and Surplus Funds.

**Recommended Motion 2:** That the DDA Board of Directors recommend the City Commission approve pursuing a claim with Northern Michigan Hardscapes to recover expenses related to damages to the Old Town Parking Garage snow melt system.





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

## Memorandum

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To: DDA Board of Directors  
From: Jean Derenzy, DDA CEO  
Date: September 12, 2022  
Subject: MEDC RAP Grant

Last week, the Downtown Development Authority was awarded a \$1,000,000 grant from MEDC through their Revitalization and Placemaking (RAP) Program to implement a Downtown Riverwalk and Pedestrian Plaza along the Boardman/Ottaway river. The grant award is part of an effort by the State of Michigan to deploy \$100 million in federal American Rescue Plan funds to address the impacts of COVID-19 in Michigan communities.

Under the RAP Program, grants were awarded to communities for a variety of purposes, including repurposing vacant and underutilized historic buildings, supporting investments that create an environment to attract and retain workers and enhance downtown vitality. The \$1 million grant is the maximum award for public space/place-based infrastructure projects

### **Recommended Motion**

That the DDA Board of Directors approve a grant agreement with MEDC for \$1,000,000 for the riverwalk/pedestrian plaza, with a term expiring in September 30, 2026.





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: September 12, 2022

Subject: East Front Street Gateway

As you may recall, part of the reconstruction of Grandview Parkway will include a reconfiguration of the intersection with East Front Street (see image below). The new configuration will include significant improvements for pedestrian access/movement into downtown. In addition, the new configuration will provide an opportunity to include a more aesthetically pleasing “gateway experience” (e.g., signage, landscaping, lighting, etc.) into downtown. The reconstruction of Grandview Parkway is scheduled to begin in the spring of 2024. In an effort to better sync reconstruction efforts and the “gateway experience” at this intersection, I am requesting consideration by the DDA Board to release an RFP for conceptual landscaping design services.

The RFP will provide the DDA with a project cost to put into the budget as well as provide time to begin designing the entryway options.

### Grandview Parkway & East Front Street Intersection Design



**Recommended Motion:**

That the DDA Board approve the release of an RFP for a gateway design for the East Front Street/Grandview Parkway intersection.



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

## Memorandum

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To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: September 12, 2022

Subject: Project Updates

### **100 and 200 Block Alley Riverwalk and Pedestrian Plaza Conceptual Design**

The Inform Studio Team, in collaboration with the DDA, facilitated a public open house on September 7<sup>th</sup> to solicit feedback on the “3-takes” – three conceptual design options for the riverwalk/pedestrian plaza. Images of the three conceptual designs, as well as an on-line survey where people can provide additional feedback can be found on the DDA’s website: <https://dda.downtowntc.com/boardman-riverwalk/>. We are also working with a downtown property owner to place the three conceptual designs (on boards) in their window.

Based on the feedback we receive on the three design concepts, the Inform Studio Team will develop a final conceptual design (by October). The final conceptual design will provide a vision for the riverwalk/pedestrian plaza (i.e., how it looks and how it functions) as well as a cost estimate for implementation. Once the conceptual design is completed, the next step for the DDA will be to determine the best approach for funding/implementation. As you may have heard, last week, the DDA was awarded a \$1 million grant from the MEDC to help implement this transformational project

### **Two-Way Circulation**

DDA staff and members of the DDA Downtown Circulation Sub-Committee are scheduled to introduce the two-way circulation pilot project (and recommendation) to the City Commission on Monday night. I look forward to discussing the results of the City Commission discussion with the DDA board.

### **Wayfinding Signage**

DDA staff has formalized the contracts with Valley Hill Sign for the three way-finding packages that were approved by the DDA at your August meeting. I expect installation of the new signs to be completed by November or early December.

**Civic Square**

As you may have noticed, the installation of the irrigation system and hydroseeding of the civic square space has been completed and grass has taken hold. We are planning to hold our first event on the space on October 29<sup>th</sup> – the “Downtown Gameday Tailgate” for the UofM/MSU football game.

In addition, we plan to release an RFP for conceptual design of the civic square space in November.

**Community Planning Initiatives**

As you may recall, the DDA (in partnership with the city) recently kicked off a comprehensive planning process to develop a Mobility Action Plan for the city. This planning effort is linked to another comprehensive planning process to develop a new Master Plan for the city. The first round of civic engagement activities for both planning efforts will commence this fall. Information on how to participate as well as overall information on the two planning efforts can be found on their project websites:

**Master Plan:** <https://tcmasterplan-bria2.hub.arcgis.com/>

**Mobility Action Plan:** <https://tcmobility-pae.hub.arcgis.com/>

**TART Trail Widening and Extension**

As you may recall, the DDA (in partnership with the city and TART), released an RFP for design and engineering services for the widening and extension of the TART Trail between West End Beach and Garfield Road. We received proposals from two firms in response to the RFP and will be conducting interviews with the two firms on September 14<sup>th</sup> and 15<sup>th</sup>.





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

## Memorandum

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To: Downtown Development Authority Board of Directors  
From: Harry Burkholder, DDA COO & Steve Nance, DDA Board Member  
Memo Date: September 12, 2022  
Subject: Arts Commission Update

### **Meeting Schedule**

The Arts Commission did not meet in August. Their next meeting is scheduled for September 21<sup>st</sup>.

### **Art on the TART - 16<sup>th</sup> Street Art Installation RFP**

The City Commission approved an appropriation of funds for the 16<sup>th</sup> Street Art on the TART installation at their September 6<sup>th</sup> meeting. Staff has secured preliminary costs for installation and will be working with a contractor (and artist) to complete the installation.





## Memorandum

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To: Scott Hardy, Parking Advisory Board Chair  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: September 12, 2022  
Re: Board Member Report: Parking Advisory Board – September 2022

This month the Parking Advisory Board viewed the initial delivery of the revised Transportation Demand Management (TDM) study provided by consultants Nelson/Nygaard and MKSK.

The Board provided general feedback on the recommendations, but identified employee parking and a transit circulator as priorities. 1) Employee parking is anecdotally the greatest prohibitor to attract and retain employees. 2) Resident accessibility of getting downtown may be hindered by construction or other factors and not worth the trip. The Board identified a need to determine a funding source to provide free parking to downtown employees and operate a circulator that would benefit both employees and residents. Solutions included providing free permits to downtown employees and residents of Grand Traverse County after completing a survey.

Based on recommendations and best practices, the underutilization of the Old Town Parking Garage meet the objective of decreasing rates and shifting demand to this location. We are working on a recommendation to provide a reduced fee for parking permits at the Old Town Parking Garage that the Advisory Board will review at their October meeting ahead of the final report delivery.





## Memorandum

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To: DDA Board of Directors  
CC: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: September 12, 2022  
Re: Staff Report: Parking Services – September 2022

### **Lot P Lease Termination**

Parking Lot P (located at 128 W State Street) is a privately owned lot that the city has leased for permit parking for several years. Recently, the DDA received notice from the property owner that the lease for this lot will be terminated. The east portion of the lot containing 2 rows and 24 spaces will close October 3, 2022, and the west portion containing 3 rows and remaining 32 spaces will close October 31, 2022. On November 1, 2022, all public parking signs indicating parking by surface permit will be removed.

There is adequate parking for permit holders within the parking system. The following locations are available for permit parking:

1. Surface permits will retain access to both City owned surface permit parking lots:
  - a. Lot T - 100 East Grandview Parkway corner of N Union/Grandview Parkway
  - b. Lot V - 100 W Front corner of W Front/Pine
2. All surface permit holders will be offered a free proximity card to park at the Old Town Parking Garage for the remaining duration of their surface parking permit effective time.
3. All surface permit holders may upgrade their permit to park at the Hardy Parking Garage for the remaining duration of time, and proximity card fees will be waived.

### **Permit Waitlist**

We anticipate that we will reach full capacity of surface parking lots T and V once lot P is closed. At that time, we will no longer allow for surface permits to be purchased. All surface permit parkers who would like to retain access to their surface permits, must renew their permits on or before their expiration date to remain permit eligible. A courtesy reminder permit renewal notification is sent via email two weeks prior to expiration. Failure to renew will result in the parker forfeiting their right to renew their permit. All new surface permit requests will be placed on the waitlist. The view or download the waitlist policy and guidelines please visit our website:

<https://parking.downtowntc.com/wp-content/uploads/sites/3/2021/01/Waitlist-Policy-2021.pdf>

**Seasonal Meter Rate Decrease**

A meter rate decrease for fall 2022 is scheduled for October 1. The seasonal rate decrease will consist of the Premium Zone decreasing from \$1.50 per hour to \$1.25 per hour and the Non-premium Zone remaining at \$1.25 per hour. Both parking garages will remain at an hourly rate of \$1.25 and \$1.50 per hour with a \$20.00 daily maximum. The off-seasonal rate will continue through April 30, 2023.

**Reduced Parking Office Hours**

We are experiencing staffing shortages and will be reducing office hours. Given our staff size, we are not able to post reduced hours and will staff based on availability. At this time, the office hours are planned as follows, but subject to change without notice:

Sunday 10 AM-6 PM or closed  
Monday-Thursday 7 AM-10 PM  
Friday 7 AM-12 AM  
Saturday 8 AM-12 AM

**Parking Advisory Board Openings**

We will advertise in the October Newsletter that we are seeking two volunteers for the Parking Advisory Board to review strategies, advise, and provide recommendations. The primary purpose of the Advisory Board is to establish a Work Plan based on Transportation Demand Management (TDM) objectives. First round applications are due no later than November 2, 2022. Applicants may apply here: <https://forms.gle/vjryFjmbfyWLbX5y8>.

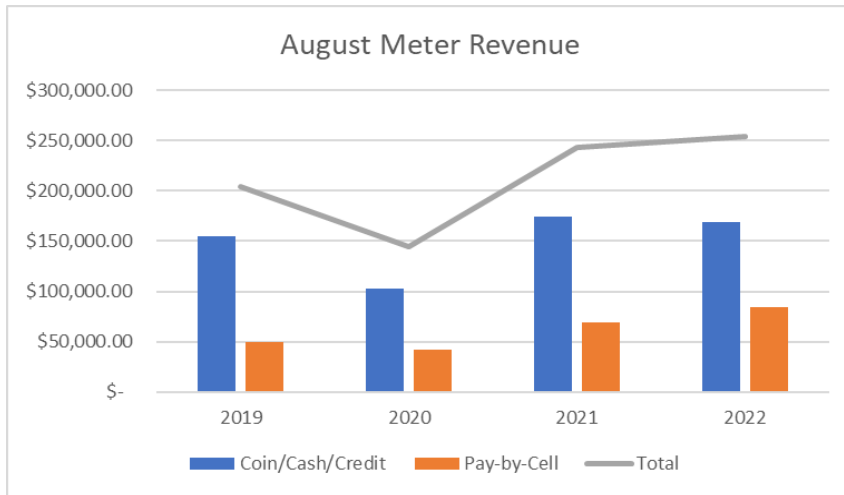
**August Parking Revenue**

Charts below reflect four years of data to show pre and post-pandemic revenues.

**Meter Revenues**

August meter revenues were up 4% from 2021. We continue to see a decrease in cash/coin/credit and an increase in pay-by-cell payments.



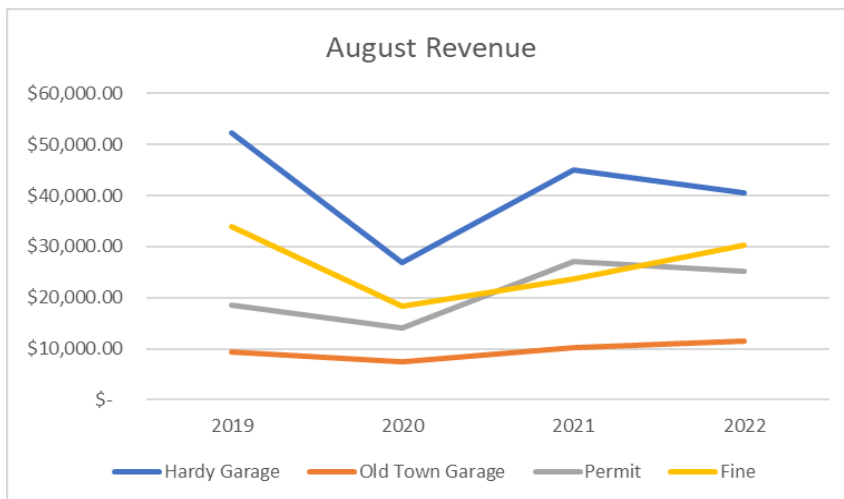


#### Hourly Admissions

Old Town transient revenues continue to increase. Increases may be attributed to requiring permits to be registered to a single license plate. Hardy transient revenues were down from July 2022 which is likely attributed to reduced tourism traffic.

#### Permits & Fines

Fine revenues exceeded pre-pandemic revenues. Permit revenues are down 7% from last year and increased 36% from 2019.







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231-922-2050

## Memorandum

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To: Downtown Development Authority Board of Directors  
Jean Derenzy, DDA CEO

From: Art Bukowski, Communications and Outreach Director

Date: Sept. 12, 2022

Re: Communications

### **Boardman/Ottaway Downtown Riverfront**

Tell your friends! Three “takes” on a conceptual design plan, along with a detailed survey in which you can provide input on these takes, is now live on the DDA website (look for the Boardman/Ottaway Downtown Riverfront page under the DDA Projects tab). Those takes were formed in part from public input gathered in July, and this second round of public input will help our consultant create a final conceptual design. We had great attendance at a Sept. 7 open house along the river in which these takes were unveiled for public input. Large boards with the takes are also posted in the windows of the Arcade Building on the 100 block of Front Street.

### **Save the Dates – Toast to Downtown and Farmers’ Lunch**

Communications are out and an RSVP system is up for Toast to Downtown, our Fabulous Annual Dinner at the City Opera House on Thursday, Oct. 27. You can RSVP or purchase tickets by clicking on the Toast to Downtown event in the events calendar on our website. The DDA is also catering lunch for the farmers of the Sara Hardy Downtown Farmers Market from 12:30 until 2 p.m. on Saturday, Oct. 1 as a way to say thanks for all of their hard work in making our market great. If you plan on attending, email me at [art@downtowntc.com](mailto:art@downtowntc.com).

### **Strategic Communications**

Megan Motil of Parallel Solutions is working with Jean, Harry, Nicole and myself on a strategic communications process intended to help improve communications with key stakeholders. The process will help us identify and prioritize these stakeholder groups and develop action plans to effectively and efficiently connect with them. This will be an especially valuable process considering what may be on the horizon for the DDA over the next 12-18 months.

### **General communications/event promotion**

As always, a large part of my time is spent with regular communications, including sourcing and posting social media content across multiple platforms (Facebook and

Instagram) and multiple brands (DTCA/DDA/Arts Commission/Farmers Market, etc.), as well as crafting and sending emails, press releases, regular newsletters and other communications as needed.



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

## **Memorandum**

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To: Downtown Development Authority Board

From: Abby Taylor, Downtown Experience Coordinator

Date: September 12, 2022

Subject: Event Updates

### **Happy Apple Days**

Happy Apple Days is scheduled for Saturday, October 8 and Sunday, October 9. Apples will once again be coming from Youker Farms and will be \$18 per bushel, which includes a \$5 basket deposit. All businesses must have their apples ordered by Friday, September 16. They will be available for pickup beginning on Wednesday, September 28. Merchants that are participating, will also send in any fall sales they have during this weekend.

### **DTCA Board Elections**

The next DTCA election will take place in October. The mailing for new candidates will be going out the second week of September. Both Karen Hilt and Amanda Walton will be running for the board again.

The following board members are at their term limit for 2022:

Karen Hilt  
Margaret Morse  
Blythe Skarshaug  
Amanda Walton

### **Toast to Downtown**

We have reserved the City Opera House for Thursday, October 27 for the Annual Dinner. Lyle DeYoung Award nomination information will be released shortly to merchants. We are in the process of reaching out to food vendors for the event and looking at having NMC culinary school be part of the event. The DTCA Board will once again assist in the gathering of items for the special silent auction and raffle. The dinner will also include music, food, a cash bar and camaraderie with our downtown neighbors.

**Halloween Walk**

The Halloween Walk is scheduled Saturday, October 29 from 10-11:30am. Families are encouraged to walk downtown to trick or treat at each downtown merchant store. We will have volunteers from Traverse City Young Professionals at our busiest intersections to make sure the event is safe for all! This event has always been highly successful for downtown!

**Downtown Game Day Tailgate**

On Saturday, October 29 we will be using the Civic Square space to host a tailgate and simulcast screening the MSU/ MI game. This will be a family-friendly free community event that includes local food trucks and beer vendors. There will be cornhole and a few other games. We expect around seventy-five to one hundred people to attend as this is our first year doing this event. Britten will be supplying a big box screen to watch the game as well as TentCraft providing fencing around the premises to ensure a safe environment. We will also have a couple fire pits to enjoy. Both Traverse City Central High School and Traverse City West High School drumlines will be in attendance to kick off the event. The Michigan and Michigan State alumni associations will each have a tent with merchandise and other goodies to hand out during that time. Spread the word!





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Finance Committee  
Monday, August 8, 2022**

A regular meeting of the Downtown Development Authority Finance Committee of the City of Traverse City was called to order at the Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:30 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Vice Chair Scott Hardy, and Mayor Richard Lewis

The following Board Members were absent: Board Member Damian Lockhart and Board Member Jeff Joubran

Temporary Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Hardy called the meeting to order at 9:30AM.

**(1)**

Election of temporary chair for the August 8, 2022 Regular Finance Committee Meeting.

Gabe Schneider nominated Scott Hardy to temporarily chair the meeting.

That the DDA Finance Committee approve the election of Scott Hardy for the regular meeting of August 8, 2022.

Moved by Gabe Schneider, Seconded by Richard Lewis

**Yes:** Gabe Schneider, Scott Hardy, and Richard Lewis

**Absent:** Damian Lockhart and Jeff Joubran

**CARRIED. 3-0-2 on a recorded vote**

(b) **ROLL CALL**

(c) **APPROVAL OF MEETING MINUTES**

- (1) Consideration of Approving May 9, 2022 DDA Finance Committee Meeting Minutes (approval recommended) (Jean Derenzy)

That the Finance Committee approves the minutes of the regular Finance Committee meeting of May 9, 2022.

Moved by Richard Lewis, Seconded by Gabe Schneider

**Yes:** Gabe Schneider, Scott Hardy, and Richard Lewis

**Absent:** Damian Lockhart and Jeff Joubran

**CARRIED. 3-0-2 on a recorded vote**

(d) **2021/2022 YEAR END PROJECTIONS**

- (1) 2021/2022 Year End Projections

The Following Addressed the Committee:

Jean Derenzy, DDA CEO  
Richard Lewis  
Gabe Schneider  
Scott Hardy

(e) **REFERRAL FROM JULY DDA BOARD MEETING - NEZ**

- (1) Referral from July DDA Board Meeting - NEZ

The Following Addressed the Committee:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Richard Lewis  
Scott Hardy

(f) **PUBLIC COMMENT**

No public comment.

(g) **ADJOURNMENT**

- (1) Motion to Adjourn the Meeting.

That the DDA Finance Committee adjourn the regular meeting of August 8, 2022 at 10:18AM.

Moved by Scott Hardy, Seconded by Gabe Schneider

**Yes:** Gabe Schneider, Scott Hardy, and Richard Lewis

**Absent:** Damian Lockhart and Jeff Joubran

**CARRIED. 3-0-2 on a recorded vote**

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Jean Derenzy, Traverse City DDA  
CEO



# DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, JULY 14, 2022  
8:30AM • Hotel Indigo

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## MINUTES

1. Call to order (*Libman*) 8:40am
  - a. Present: Jeff Libman, Jeff Joubran, Margaret Morse, Karen Hilt, Liz Lancashire, Blythe Skarshaug
  - b. Absent: Amanda Walton, Libby Barnes, Dawn Gildersleeve
2. Approval of Minutes of the Special Board Meeting of June 9, 2022 (*Libman*)
  - a. Motion to approve the minutes **motion by** Jeff Joubran, **seconded by** Blythe Skarshaug
3. CEO Report (*Derenzy*)
  - a. Project Update (memo attached in email with details)
    - Powerwasher will be coming in next week with city water truck by Youthworks
    - Jeff L brought up a circular attachment that you can buy off Amazon
    - Wayfinding signs on Cass and Park with additional dining (\$37,000)
    - Jeff J brings up the possibility of QR code to take away the large cost as he uses his phone as he travels to different cities
    - Karen H agrees that it can be changed to QR code
    - Margaret says that people do utilize these signs and not everyone has a smart phone
  - b. Comedy Festival (memo attached in email with details)
    - Margaret Morse **motioned** to approve \$10,000 for Derek and Mike to lead the Comedy Festival Karen Hilt **seconded** the motion, motion passed unanimously
    - A potential other venue could be Horizon Books basement
4. DTCA Invoicing Update (*Taylor*)
  - We have invoiced all DTCA members that were signed up last year and the new members for this year. I can have a full amount in dues for you next meeting
5. Events Review (*Taylor*)
  - a. Street Sale Sign Up Update
    - 52 signed up so far
  - b. Last Slice of Summer
    - i. Volunteers

- Jeff J available in morning
    - Blythe S available in morning
    - Jeff L tentative
  - ii. Schedule of events
    - Some times and dates have been changed on calendar including Light Parade which is now November 19 and Last Slice of Summer August 20
    -
  - c. Shop Your Community Day
    - i. Applications to be sent out in beginning of September
- 6. President's Report (*Libman*)
  - a. Elections
    - i. Motion to create a nominating committee **motion by** Jeff Libman and **seconded by** Margaret Morse
      - Committee includes: Jeff Joubran, Jeff Libman, Liz Lancashire , Libby Barnes and Abby Taylor
      - Bylaws to be changed and changed to October

Other Comments:

- Jeff Joubran- Annual dinner raffle is a large money maker
  - Karen Hilt- What about making event free
  - Nice nametags made once people sign up
7. Adjourn 9:44am





**Minutes of the  
Parking Advisory Board for the Downtown Development Authority  
Regular Meeting  
Wednesday, July 6, 2022**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Vice Chair Scott Hardy, Committee Member Todd Knaus, Commissioner Doug Hickman, Board Member Pam Marsh, and Board Member Katy Bertodatto

The following Members were absent: Michelle Jones

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

Chairperson Hardy called the meeting to order at 11:05 AM.

(c) **CONSIDERATION OF MINUTES**

- (1) Consideration of approving the minutes of the April 6, 2022 advisory board meeting (approval recommended)  
That the Parking Advisory Board approve the minutes as presented.

Moved by Doug Hickman, Seconded by Pam Marsh

**Yes:** Scott Hardy, Todd Knaus, Doug Hickman, Pam Marsh, and Katy Bertodatto

**Absent:** Michelle Jones

**CARRIED. 5-0-1 on a recorded vote**

(d) **NEW BUSINESS**

- (1) Lease with Commongrounds

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

That the Parking Advisory Board recommend the DDA Board of Directors enter into a lease agreement with Common Grounds and approve the purchase of smart meters with funds identified in the parking meter expansion capital improvement plan line item.

Moved by Katy Bertodatto, Seconded by Doug Hickman

**Yes:** Scott Hardy, Todd Knaus, Doug Hickman, Pam Marsh, and Katy Bertodatto

**Absent:** Michelle Jones

**CARRIED. 5-0-1 on a recorded vote**

- (2) Overview of new locations for 2022/2023 smart meters

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

- (3) Overview of 1st year credit card expenses on smart meters

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

(e) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) Revised TDM Kickoff Update

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

- (2) Destination Downtown Update

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director  
Eric Linguar, BATA Communications Director

(f) **TRAFFIC COMMITTEE UPDATE**

- (1) Traffic Committee Update

The following addressed the Board:

Nicole VanNess, Transportation Mobility Director

(g) **PUBLIC COMMENT**

No public comment

(h) **ADJOURNMENT**

**(1)**

Chairperson Hardy asked for a motion to adjourn the meeting.

Meeting adjourned at 11:56 AM.

That the meeting be adjourned.

Moved by Todd Knaus, Seconded by Pam Marsh

**Yes:** Scott Hardy, Todd Knaus, Doug Hickman, Pam Marsh, and Katy Bertodatto

**Absent:** Michelle Jones

**CARRIED. 5-0-1 on a recorded vote**

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Scott Hardy, Chairperson