

Traverse City Downtown Development Authority Regular Meeting

Friday, August 19, 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
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

Page

1. CALL TO ORDER

2. ROLL CALL

3. REVIEW AND APPROVAL OF AGENDA

A.

Consideration of approving the agenda as presented.

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

[Downtown Development Authority Regular Meeting - 15 Jul 2022 - Minutes - Pdf](#)

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B.

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)

[DDA General, TIF 97, Old Town TIF July 2022 - PDF](#)
[TC Parking Services Financials July 2022 - PDF](#)
[TC Arts Commission Financials July 2022 - PDF](#)

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5. SPECIAL ORDER OF BUSINESS

A.

Certificate of Recognition for Student Liaison (Gabe Schneider)

6. OLD BUSINESS

- | | | |
|----|--|---------|
| A. | | 25 |
| | NEZ Update (Jean Derenzy) | |
| | NEZ Update Memo (Jean Derenzy) - PDF | |
| B. | | 27 - 29 |
| | Wayfinding Signage (Approval Recommended) (Jean Derenzy) | |
| | Wayfinding Signage Memo (Jean Derenzy) - PDF | |
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7. NEW BUSINESS

- | | | |
|----|---|---------|
| A. | | 31 |
| | Acceptance of Grant - MEDC Façade Improvement (Approval Recommended) (Jean Derenzy) | |
| | Facade Improvement Grant Memo (Jean Derenzy) - PDF | |
| B. | | 33 |
| | Retail Incubator Update (Jean Derenzy) | |
| | Retail Incubator Memo (Jean Derenzy) - PDF | |
| C. | | 35 - 36 |
| | Brownfield Assessment Grant (Approval Recommended) (Jean Derenzy) | |
| | Brownfield Assessment Grant Memo (Jean Derenzy) - PDF | |
| D. | | 37 |
| | Appointment to the Governance Committee (Approval Recommended) (Jean Derenzy) | |
| | Governance Committee Appointment Memo (Jean Derenzy) - PDF | |
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8. CEO REPORT

- | | | |
|----|---|---------|
| A. | | 39 - 45 |
| | Public Projects 2022/2023 and 2023/2024 (Jean Derenzy) | |
| | Overview of Public Projects Memo (Jean Derenzy) - PDF | |
| | Project Map - PDF | |
| | Project Budget - PDF | |
| B. | | 47 |
| | Appointment to Mobility Planning Committee (Approval Recommended) (Jean Derenzy) | |
| | Mobility Planning Committee Appointment Memo (Jean Derenzy) - PDF | |
| C. | | 49 - 50 |
| | Project Updates (Jean Derenzy) | |
-

9. BOARD MEMBER REPORTS

- A. 51
Arts Commission Update (Steve Nance)
[Arts Commission Update Memo \(Steve Nance\) - PDF](#)
-

10. STAFF REPORTS

- A. 53 -
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Transportation Mobility Director Report (Nicole VanNess)
[Transportation Mobility Director Report \(Nicole VanNess\) - PDF](#)
- B. 55
Communications and Outreach Director Report (Art Bukowski)
[Communications and Outreach Director Report \(Art Bukowski\) - PDF](#)
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11. RECEIVE AND FILE

- A. 57 -
58
Downtown Experience Coordinator Report (Abby Taylor)
[Downtown Experience Coordinator Report \(Abby Taylor\) - PDF](#)
- B. 59 -
60
Arts Commission June 2022 Meeting Minutes
[15 June, 2022 Arts Commission Meeting Minutes - PDF](#)
- C. 61 -
64
Finance Committee May 2022 Meeting Minutes
[9 May, 2022 Finance Committee Meeting Minutes - PDF](#)
- D. 65 -
66
DTCA Board June Meeting Minutes
[9 June, 2022 DTCA Board Meeting Minutes - PDF](#)
- E. 67 -
69
Traverse Connect Q2 Results + Quarterly Accomplishments
[Traverse Connect Q2 Results + Quarterly Accomplishments - PDF](#)
- F. 71
Master Plan Memo (Jean Derenzy)
[Master Plan Memo \(Jean Derenzy\) - PDF](#)
-

12. PUBLIC COMMENT

13. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, July 15, 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 Steve Nance, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Damian Lockhart, Board Member Jeff Joubran, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Katy Bertodatto, Board Member Michael Brodsky, and Student Liaison Audrey Michael

The following Board Members were absent: None

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 Scott Hardy, Seconded by Steve Nance

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

Absent: None

CARRIED. 13-0-0 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 the June 17, 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 June 2022 (Approval Recommended) (Jean Derenzy)

(3)

Consideration of approving a parking lease with CommonGrounds (Approval Recommended) (Parking Advisory Board, Nicole VanNess)

Peter Kirkwood requested item 3 be removed from consent.

That the DDA Board approve the amended consent calendar.

Moved by Jeff Joubran, Seconded by Katy Bertodatto

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

Absent: None

CARRIED. 13-0-0 on a recorded vote

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

(1)

Commongrounds Lease Item C removed from the consent calendar.

The Following Addressed the Board:

Peter Kirkwood

Jean Derenzy
Richard Lewis
Scott Hardy

That the DDA Board enter into a lease agreement with Commongrounds for metered parking operations subject to substance and approval by the DDA Attorney.

Moved by Peter Kirkwood, Seconded by Steve Nance

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

Absent: None

CARRIED. 13-0-0 on a recorded vote

That the DDA Board recommend the City Commission approve a purchase order with CivicSmart (Duncan Parking Technologies) for the purchase of smart meters and increase the service order for the monthly recurring software and communication fees to be renewed annually for the life of the equipment.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

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

Absent: None

CARRIED. 13-0-0 on a recorded vote

(f) **SPECIAL ORDER OF BUSINESS**

(1)

Community Development Coalition - ARPA Funds (Dave Mengebier)

The Following Addressed the Board:

Dave Mengebier
Gabe Schneider
Scott Hardy
Steve Nance
Jean Derenzy, DDA CEO

(g) **NEW BUSINESS**

(1)

Consideration of approving Wayfinding Repair and Maintenance (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Pam Marsh
Peter Kirkwood
Gabe Schneider
Steve Nance
Harry Burkholder
Katy Bertodatto
Richard Lewis

The DDA Board decided to delay decision on this motion until next month to consider local options for the Wayfinding signs.

(2)

Consideration of entering into a service agreement for downtown trash removal (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Katy Bertodatto
Pam Marsh
Peter Kirkwood
Richard Lewis
Jeff Joubran
Scott Hardy
Steve Nance

That the DDA Board enter into a service agreement with the City of traverse City in the amount of \$68,000 for the transportation, collection and disposal of trash within the DDA District for a term of one year.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, Michael Brodsky, and Audrey Michael
No: Scott Hardy
Absent: None

CARRIED. 12-1-0 on a recorded vote

(3)

Review of Neighborhood Enterprise Zoning; 124 West Front Street

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis
Katy Bertodatto
Steve Nance
Scott Hardy
Peter Kirkwood
Michael Brodsky
Damian Lockhart
Pam DeMerle

Gabe Schneider recommended the issue be referred to Finance Committee.

Gabe Schneider opened the floor to public comment.

The Following Addressed the Board:

Liz Lancashire
Karen Hilt

(h) **CEO REPORT**

(1)

Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

(2)

Moving Downtown Forward Update (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

(i) **BOARD MEMBER REPORTS**

(1)

Arts Commission Update (Steve Nance, Harry Burkholder)

The Following Addressed the Board:

Steve Nance

(2)

Parking Advisory Board Update (Scott Hardy, Nicole VanNess)

The Following Addressed the Board:

Scott Hardy
Steve Nance

(j) **STAFF REPORTS**

(1)

Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess

Jeff Joubran and Todd McMillen departed at 10:23am.

(2)

Downtown Experience Coordinator Report (Abby Taylor)

The Following Addressed the Board:

Abby Taylor

(k) **RECEIVE AND FILE**

(1)

Communications and Outreach Director Report (Art Bukowski)

(2)

Arts Commission April 2022 Meeting Minutes

(3)

Arts Commission May 2022 Special Meeting Minutes

(4)

Parking Advisory Board April 2022 Meeting Minutes

(l)

PUBLIC COMMENT

No Public Comment.

(m)

ADJOURNMENT

Chairperson Schneider adjourned the meeting at 10:29AM.

(1)

Motion to adjourn the meeting.

That the DDA Board adjourn the meeting.

Moved by Gabe Schneider, Seconded by Richard Lewis

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

Absent: Jeff Joubran and Todd McMillen

CARRIED. 11-0-2 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

Traverse City DDA - General

Balance Sheet
As of July 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Fifth Third Checking - 3112	762,721.36
1072 Bill.com Money Out Clearing	0.00
Fifth Third Savings - 6740	202,517.92
Petty Cash	548.19
Total Bank Accounts	\$965,787.47
Accounts Receivable	
1200 Accounts Receivable	178,014.91
Total Accounts Receivable	\$178,014.91
Other Current Assets	
1220 Grants Receivable	0.00
1480 Payroll Advance	0.00
1499 Undeposited Funds	0.00
Deposits in Transit	0.00
Due From APS	0.00
Due From Arts Council	0.00
Due From DTCA	-12,061.43
Total Other Current Assets	\$ -12,061.43
Total Current Assets	\$1,131,740.95
Other Assets	
Due From Other Funds	0.00
Pre-Paid Expense	4,701.00
Work in Progress	0.00
Total Other Assets	\$4,701.00
TOTAL ASSETS	\$1,136,441.95

Traverse City DDA - General

Balance Sheet
As of July 31, 2022

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	24,408.42
Total Accounts Payable	\$24,408.42
Credit Cards	
2150 First National Bank Card	
2153 First National - 8689	0.00
Total 2150 First National Bank Card	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
2110 Direct Deposit Liabilities	0.00
2200 Payroll Liabilities	-99.80
2205 457b Payable	3,597.82
2210 Federal Income Tax Payable	0.00
2215 Health Insurance Payable	6,028.96
2220 Life Insurance Payable	5,862.49
2225 Medicare Tax Payable	0.00
2230 Social Security Tax Payable	0.00
2235 State Income Tax Payable	-1,843.66
2240 State Unemployment Tax Payable	196.28
2245 Wage Garnishment Payable	0.00
Total 2200 Payroll Liabilities	13,742.09
2400 GRANTS	
2401 Coastal Zone Management	0.00
2402 Destination Downtown	0.00
2403 EGLE -- Cornwell Development	0.00
2404 Healthy Drinking Culture Grant	0.00
2405 Lower Boardman	0.00
2406 Match on Main MEDC Grant	0.00
2407 MEDC (Civic Square)	0.00
2408 Professional Development	0.00
2409 Rotary Charities	0.00
2410 Seed Grant	0.00
2411 Tech Incubator Fund	0.00

Traverse City DDA - General

Balance Sheet
As of July 31, 2022

	TOTAL
Total 2400 GRANTS	0.00
Accrued Payroll Liabilities	5,957.53
Accrued Salaries	25,907.43
Bryan Crough Memorial Fund	0.00
Bumpout Project Funds Collected	0.00
Buy Local Give Local Campaign	0.00
Deferred Income	214,592.81
Deposits Payable	0.00
Double Up Food Bucks	-1,978.39
EBT Bridge Card	-20,912.91
Ironman	0.00
NCF Reimbursements	-1,980.00
Prescriptions for Health	2,283.64
Project Fresh	5,294.00
Senior Project Fresh	-11,643.00
Total Deposits Payable	-28,936.66
Due to Oldtown TIF	0.00
Due to Other Funds	0.00
Due to TIF 97	4,328.39
Suspense	-18,248.71
Total Other Current Liabilities	\$217,342.88
Total Current Liabilities	\$241,751.30
Total Liabilities	\$241,751.30
Equity	
3000 Opening Bal Equity	107,606.27
3900 Retained Earnings	747,507.06
Net Income	39,577.32
Total Equity	\$894,690.65
TOTAL LIABILITIES AND EQUITY	\$1,136,441.95

Traverse City DDA - TIF 97

Balance Sheet
As of July 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVALENTS	
1001 Fifth Third Checking - 8026	4,926,730.06
Total 1000 CASH AND CASH EQUIVALENTS	4,926,730.06
Total Bank Accounts	\$4,926,730.06
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	382,490.69
Total Accounts Receivable	\$382,490.69
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	4,328.39
Total 1100 OTHER CURRENT ASSETS	4,328.39
Undeposited Funds	0.00
Total Other Current Assets	\$4,328.39
Total Current Assets	\$5,313,549.14
Fixed Assets	
Land	0.00
Total Fixed Assets	\$0.00
Other Assets	
Accounts Rec - DO NOT USE	0.00
Pre-Paid Expense	0.00
Work in Progress	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$5,313,549.14
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	3,400.04
Due to City - Capital Projects	0.00
Total Accounts Payable	\$3,400.04
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
2200 DEFERRED REVENUE	245,237.86
Accounts Payable - DO NOT USE	0.00
Total Other Current Liabilities	\$245,237.86
Total Current Liabilities	\$248,637.90
Total Liabilities	\$248,637.90
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	5,254,317.29
Net Income	-168,206.05
Total Equity	\$5,064,911.24
TOTAL LIABILITIES AND EQUITY	\$5,313,549.14

DDA Old Town TIF

Balance Sheet
As of July 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVILENTS	
1001 Fifth Third Checking - 0650	770,625.43
Total 1000 CASH AND CASH EQUIVILENTS	770,625.43
Total Bank Accounts	\$770,625.43
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	14,637.37
Total Accounts Receivable	\$14,637.37
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	0.00
Total 1100 OTHER CURRENT ASSETS	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$785,262.80
TOTAL ASSETS	\$785,262.80
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	14,051.75
Total Accounts Payable	\$14,051.75
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$14,051.75
Total Liabilities	\$14,051.75
Equity	
Retained Earnings	785,583.90
Net Income	-14,372.85
Total Equity	\$771,211.05
TOTAL LIABILITIES AND EQUITY	\$785,262.80

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 07/31/2022

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		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	07/31/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				07/31/22	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	94,964.25	94,964.25	0.00	1,605,035.75	5.59
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	5,549.50	5,549.50	0.00	194,450.50	2.77
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	150.00	150.00	0.00	(150.00)	100.00
585-000-656.010	PARKING FINES	200,000.00	7,879.00	7,879.00	0.00	192,121.00	3.94
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	7,400.00	7,400.00	0.00	58,600.00	11.21
585-000-677.000	REIMBURSEMENTS	4,700.00	0.00	0.00	0.00	4,700.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,170,700.00	115,942.75	115,942.75	0.00	2,054,757.25	5.34
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	37,112.75	37,112.75	0.00	212,887.25	14.85
585-586-653.005	PERMITS-PARKING DECK	180,000.00	2,566.00	2,566.00	0.00	177,434.00	1.43
Total Dept 586 - HARDY DECK		430,000.00	39,678.75	39,678.75	0.00	390,321.25	9.23
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	9,535.15	9,535.15	0.00	60,464.85	13.62
585-587-653.005	PERMITS-PARKING DECK	100,000.00	750.00	750.00	0.00	99,250.00	0.75
Total Dept 587 - OLD TOWN DECK		170,000.00	10,285.15	10,285.15	0.00	159,714.85	6.05
TOTAL REVENUES		2,770,700.00	165,906.65	165,906.65	0.00	2,604,793.35	5.99
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	9,700.00	184.31	184.31	0.00	9,515.69	1.90
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	34.42	34.42	0.00	(34.42)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	13.60	13.60	0.00	186.40	6.80
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	9.79	9.79	0.00	90.21	9.79
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	2.24	2.24	0.00	(2.24)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	0.00	0.00	0.00	700.00	0.00
585-585-727.000	OFFICE SUPPLIES	6,000.00	272.85	272.85	0.00	5,727.15	4.55
585-585-740.000	OPERATION SUPPLIES	37,000.00	217.25	217.25	27,556.81	9,225.94	75.07
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	435.25	435.25	1,181,845.18	(176,280.43)	117.52
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	3,658.50	3,658.50	65,575.50	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	376.64	376.64	195,873.00	(172,249.64)	817.71
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	594.51	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	646.00	0.00	12,354.00	4.97
585-585-920.000	PUBLIC UTILITIES	15,000.00	792.97	792.97	0.00	14,207.03	5.29
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	1,492.92	1,492.92	8,985.87	509,321.21	2.02
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	7,100.70	7,100.70	76,405.60	(2,606.30)	103.22

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 07/31/2022

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		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	07/31/2022	MONTH ENCUMBERED 07/31/22	ENCUMBERED EAR-TO-DATE	ENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-956.000	MISCELLANEOUS	3,800.00	12,639.49	12,639.49	0.00	(8,839.49)	332.62
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	28,471.44	28,471.44	1,650,152.90	904,725.66	64.98
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	1,964.32	4,181.37	854.31	87.80
585-586-801.000	PROFESSIONAL AND CONTRAC'	131,000.00	67.15	67.15	27,774.15	103,158.70	21.25
585-586-850.000	COMMUNICATIONS	6,300.00	256.00	256.00	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	2,287.10	2,287.10	0.00	52,712.90	4.16
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	3,034.04	3,034.04	68,295.63	509,670.33	12.28
585-586-940.000	RENTAL EXPENSE	21,800.00	1,219.47	1,219.47	0.00	20,580.53	5.59
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	8,828.08	8,828.08	100,022.35	924,449.57	10.53
Dept 587 - OLD TOWN DECK							
585-587-740.000	OPERATION SUPPLIES	4,000.00	654.79	654.79	4,258.53	(913.32)	122.83
585-587-801.000	PROFESSIONAL AND CONTRAC'	90,500.00	0.00	0.00	14,993.68	75,506.32	16.57
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	110.00	110.00	1,210.00	280.00	82.50
585-587-850.000	COMMUNICATIONS	5,800.00	525.61	525.61	62.90	5,211.49	10.15
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	1,073.23	1,073.23	0.00	48,926.77	2.15
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	6,620.26	6,620.26	99,968.24	(51,588.50)	193.80
585-587-940.000	RENTAL EXPENSE	16,250.00	1,057.07	1,057.07	0.00	15,192.93	6.51
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	10,040.96	10,040.96	120,493.35	281,615.69	31.67
TOTAL EXPENDITURES		4,028,800.00	47,340.48	47,340.48	1,870,668.60	2,110,790.92	47.61
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		2,770,700.00	165,906.65	165,906.65	0.00	2,604,793.35	5.99
TOTAL EXPENDITURES		4,028,800.00	47,340.48	47,340.48	1,870,668.60	2,110,790.92	47.61
NET OF REVENUES & EXPENDITURES		(1,258,100.00)	118,566.17	118,566.17	(1,870,668.60)	494,002.43	139.27

08/15/2022 01:00 PM
User: nvanness
DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 07/31/2022

Page: 1/1

		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDDED BUDGET	07/31/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				07/31/22	EAR-TO-DATE	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

To: DDA Board of Directors

From: Jean Derenzy, DDA CEO

Date: August 11, 2022

Subject: Neighborhood Enterprise Zone within DDA District

At our July meeting, the board recommended to refer the establishment of a Neighborhood Enterprise Zone (NEZ) to the Finance Committee. The Finance Committee met on August 8th and reviewed possible proforma and the impact of an NEZ in obtaining 80% of the AMI for rental prices.

The Finance Committee will be working on this item again at their September meeting, with a request to look at if the 124 West Front Street Property has the required 10 platted parcels as defined within the NEZ legislation. Furthermore, the Finance Committee requested that I present the NEZ concept to the City Commission to determine whether there is support and a willingness to proceed. I will be writing a memorandum to the City Commission for consideration and input. In addition, Housing North will be asked to attend, provide input and assist in identifying the need for the tool to encourage private development.



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: July 12, 2022

SUBJECT: Wayfinding and Signage Updates

History of Wayfinding and Signage in Downtown

In 2008, the DDA hired the hometown firm of Corbin Design to design a comprehensive wayfinding and signage system for the DDA District. The system included a coordinated array of sign types to direct drivers, bikers and pedestrians to downtown destinations and public parking. Prior to that, the DDA worked with Corbin Design to design the pedestrian kiosks (map and merchant directories) that sit strategically throughout the downtown district.

With the design complete, the DDA hired Valley City Sign (located near Grand Rapids) in 2009 to fabricate and install the wayfinding and signage system.



Our design and fabrication effort with Corbin Design and Valley City Sign also included a multi-year maintenance contract, which allowed for regular (basic) maintenance to the wayfinding signs as well as updates to the pedestrian kiosk map and merchant directory.

Current Wayfinding and Signage Effort

Due to issues associated with the pandemic, the two maintenance agreements had expired. This past spring, DDA staff renewed conversations with Corbin Design and Valley City Sign about maintenance needs (i.e., seven of the large wayfinding signs had been severely damaged and removed) and updates to the pedestrian kiosk map and merchant directory.

In March, we signed a new three-year maintenance agreement for \$8,352 (\$2,784 per year) with Valley City Sign. Under the contract, representatives from Valley City Sign

conduct an annual on-site inspection and facilitate minor repairs (e.g., paint touch-up's to poles and signs and sticker removal) to all 70 wayfinding signs.

In May, we signed a contract with Corbin Design not to exceed \$2,500 to update the pedestrian kiosk map and merchant directory. The new map includes a few more graphics and the merchant directory includes a more comprehensive list of downtown businesses.

In addition, we signed a second contract with Corbin Design not to exceed \$4,000 to design a new wayfinding sign type to make people more aware of businesses on Park, Cass and Union Streets.

Current Needs and Costs

Based on the inspection of the wayfinding signs conducted this spring, Valley City Sign submitted a cost estimate to refurbish and replace seven large wayfinding signs as well as sign components (e.g., bases) totaling \$23,737.

In addition, we received a cost estimate of \$5,236 from Valley City Sign to replace the updated pedestrian kiosk map and merchant directory. The team from Corbin Design suggested a modified fabrication option that would allow the map and merchant directory to be more easily modified in the future - that is, the map and directory would be separate pieces. The modified fabrication would also be more durable (note: current kiosk directories are peeling).



Finally, we received a cost estimate of \$8,100 from Valley City Sign to fabricate and install 12 new specialized wayfinding signs (for Park, Cass and Union Streets).

At our July meeting, the DDA Board directed staff to secure two local cost estimates for the needed wayfinding improvements. Staff reached out to Image 360 and Signplicity and Image 360 – a cost comparison is listed below:

	Valley City	Image 360	Signplicity
1. Specialty Wayfinding Signs	\$8,100	\$8,773	\$9,540
2. Kiosk Panel Replacements	\$5,236	\$1,522	\$6,930
3. Large Sign Replacements (including base replacements)	\$23,737	\$36,391	\$26,915
Total	\$34,373	\$46,668	\$43,385

In addition to the cost breakdown for sign replacement, Image 360 noted their annual maintenance cost for all 70 way-finding signs would be \$3,500 annually.

Based on the cost comparison, I am recommending that the DDA contract with Valley City Sign to replace our damaged wayfinding signs. Costs for fabrication and installation will be covered by DDA TIF 97 (90%) and Old Town TIF (10%), from the professional services line item.

Note: Late last week, the top of one of the downtown Kiosks was severely damaged. I am still waiting for costs from each company for a replacement, but am anticipating it would likely cost around \$3,000. Therefore, the following motion includes language for contingency to replace the recently damaged kiosk.

RECOMMENDED MOTION

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



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

Memorandum

To: DDA Board of Directors
From: Jean Derenzy, DDA CEO
Date: August 12, 2022
Subject: Façade Grant

The Michigan Economic Development Corporation (MEDC) previously had a Façade Improvement Program, which was discontinued (or paused) in 2018. With the support of Senator Wayne Schmidt, the Downtown Development Authority was awarded a \$400,000 façade improvement grant. The term of the grant ends on September 30, 2024.

I am working with MEDC to utilize the grant on several projects throughout the Downtown.

RECOMMENDED MOTION

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



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

Memorandum

To: DDA Board of Directors
From: Jean Derenzy, DDA CEO
Date: August 12, 2022
Subject: Retail Incubator - Information Only

As discussed at previous meetings, DDA staff is working on a retail incubator for Downtown Traverse City. Support for the incubator is being provided through \$50,000 within the TIF 97 budget as well as an \$80,000 grant from USDA. In addition, Traverse Connect completed a Retail Incubator Business Plan that identifying steps needed to begin putting in place a comprehensive Retail Incubator Program.

Based on the Business Plan, the location for the incubator should be situated in the heart of the city's downtown district given its significant high foot traffic (a key to the success of the project). In addition, the lease space would be between 1,500 to 3,000 square feet.

Taking into consideration the high volume of foot traffic, staff has worked to identify property owners that would be willing to work with us on locating such an activity. At this time, I am working with Steve Morse and Tim Pulliam to lease 1,954 square feet at 116 Cass Street/ The interior space would need to be renovated, including renovation of the restroom to be open to the public as well as new front door on Cass Street.

The location was selected based on:

- Property Owners willingness to work with the DDA
- Location of property being in a high foot traffic area year-round.



Downtown Development Authority
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231-922-2050

Memorandum

To: DDA Board of Directors
From: Jean Derenzy, DDA CEO
Date: August 12, 2022
Subject: Brownfield Assessment Grant

In December of 2021, the GT County Brownfield Authority provided a \$30,000 grant for environmental assessment activities in the 100 block (Front Street) alley. The assessment found that additional subsurface investigation was needed to further characterize/delineate soil and groundwater conditions prior to the commencement of the sewer relocation work and identify potential due care obligations for the pedestrian riverwalk.

A portion of the grant is also dedicated to assist with the private-lead hookup to the main sewer line. Following the additional subsurface investigation, there may be additional costs for the private building owner for soil disposal. If that does occur, the grant will cover those costs.

The additional investigation work will focus closer to the retaining wall to determine what, if any, environmental work would be needed to construct a pedestrian riverwalk.

For the 200 block (Front Street) portion of the riverwalk, there would likely be disturbance to the soil near the pedestrian bridge.

As identified by ECT (the consultant doing the assessment), the additional assessment work is anticipated to cost no more than \$77,950. At their July 28th meeting, the Brownfield Authority approved entering into a contract for \$77,950 with the DDA for this additional scope of work.

RECCOMENDED MOTION

That the DDA Board of Directors approve to enter into a contact with the

County Brownfield Redevelopment Authority for a grant of \$77,950 for additional assessment work along the 100 and 200 block alleys, subject to approval as to substance by the DDA CEO and form by DDA Attorney.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Jean Derenzy, CEO

Memo Date: August 15, 2022

Subject: DDA Governance Committee Appointment

Richard Lewis has indicated he will be stepping down from the DDA Governance Committee. The Governance Committee currently consists of Pam DeMerle, Steve Nance and Scott Hardy. The DDA by-laws state the Governance Committee shall have four members. Therefore, the Board needs to appoint a new board member to serve on the Committee. Micheal Brodsky has indicated his willingness to sit on the Governance Committee and I recommend his appointment.

RECOMMENDED MOTION

That the DDA Board of Directors appoint Micheal Brodsky to the DDA Governance Committee.



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

Memorandum

To: DDA Board of Directors
From: Jean Derenzy, DDA CEO
Date: August 12, 2022
Subject: Public Projects within the DDA District
Attachments: Map of Projects & Project Budgets

With the number of projects that are planned or underway throughout downtown, I have put together a collective map and budget for each project. My goal in creating the map and budget(s) is to help demonstrate the progress we make each quarter (or month, as the project gets underway), as well as to identify needs and opportunities to improve accessibility to downtown throughout the construction phases of each project.

Looking forward into September and beyond, I have prepared an overview of each upcoming project that poses an impediment to access downtown businesses.

September 2022

A. Repaving East Front Street.

The repaving of East Front Street (between Grandview Parkway and Boardman Ave.) will begin next month. The repaving of East Front Street is a temporary, but much needed, improvement with the understanding that reconstruction of the entire corridor will likely not occur for another five years. The cost for repaving the street is being split between the DDA and City. Communication will be sent to businesses along the corridor on the exact timing and logistics of the project.

October & November 2022

B. Sheet Pilling Between Park and Cass

As you may recall, part of the findings of the SmithGroup study of the Lower Boardman River called for new sheet pilling along the southern alley between Park and Cass Streets. The new sheet pilling will shore up the river bank and help mitigate any further subsidence. The alley will remain open during this project and should not impact accessibility to parking along the alley or deliveries (I will confirm

this with city staff). Communication will be sent to businesses along the 200 Block the exact timing and logistics of the project.

Spring 2023

C. North Cass Street Bridge

This project is scheduled to begin in the spring of 2023 and will continue into September. This project will include a full deck replacement. Therefore, vehicles and pedestrians will not have direct access to downtown. Access off Grandview Parkway will be maintained at Parking Lot B, with the pedestrian bridge serving as the primary pedestrian gateway into downtown.

D. South Union Street Bridge

This project is also scheduled to begin in the spring of 2023 and will continue into September. This project will also include a full deck replacement. Therefore, vehicles and pedestrians will not have direct access to downtown (heading north) or Old Town (heading south) via Union Street. All traffic will be routed along State and Cass Streets. Staff will be working to develop an extensive vehicular and pedestrian wayfinding system during construction.

E. Sewer Placement Between Union and Cass Street

This project will include the realignment (as well as new sewer leads) of the sewer main in the alley between Union and Cass Streets. The impact to the alley is anticipated to be minimal and access will be maintained. We will be working on construction logistics with city staff throughout the next few months.

F. Parking Lot B (Farmers Market Lot)

The reconstruction and re-pavement of Lot B will address drainage issues and potholes and also include the planting of several new trees (within the islands) and eliminate the curb-cut off Grandview Parkway. The goal is to complete this project *before* work begins on the Cass Street Bridge. Construction will likely impact transient parking for two months and will displace the Farmers Market for up to three weeks.

Spring 2024

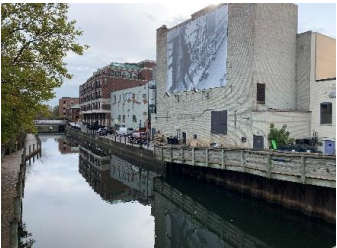
G. Grandview Parkway Reconstruction

This will be one of the largest and most disruptive projects for downtown. DDA staff is working on creative ways to direct and encourage vehicle and pedestrian traffic to downtown. I have requested a meeting with MDOT to talk about the proposed detour and signage plan. I will be providing the board with communication pieces about this project so you are better equipped to address concerns and/or answer questions.

Next month, I will bring forward the State Street two-way conversion. In addition to these upcoming project, DDA staff is also working on the Civic Square, West End Parking Garage and Pedestrian Plaza.



A.



B.



C.



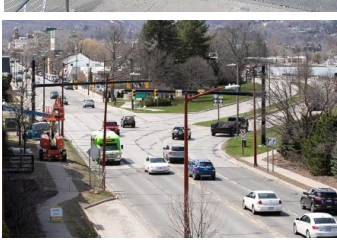
D.



E.



F.



G.

2022 - 2024 Projects	2022						2023												2024											
	First Quarter			Second Quarter			Third Quarter			Fourth Quarter			First Quarter			Second Quarter			Third Quarter			Fourth Quarter			First Quarter			Second Quarter		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
A. East Front Street Repaving																														
B. New Sheet Piling (200 Block Alley)																														
C. North Cass Street Bridge																														
D. South Union Street Bridge																														
E. Sewer Realignment (100 Block Alley)																														
F. Parking Lot B (Farmers Market Lot)																														
G. Grandview Parkway Reconstruction																														



PROJECT BUDGET							
FISCAL YEAR	FY 2022-2023	Costs Incurred	Costs Incurred	Costs Incurred	Costs Incurred	Costs Incurred	Costs Incurred
	FY 2022-2023						
A. East Front Street Improvements -	150,000	0					
C. North Cass Street Bridge Rehabilitation	201,500	0					
D. South Union Street Bridge Repair	93,000	0					
State/Boardman/Pine Street Two-Way Conversion	300,000	0					
G. Grandview Parkway							
TOTAL EXPENSE	744,500						



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Jean Derenzy, CEO

Memo Date: July 11, 2022

Subject: Bike and Mobility Action Plan Initiative

Later this month, the City and DDA will be launching an effort to develop a community-wide Bike and Mobility Action Plan. The Bike and Mobility Action Plan will add clarity and expectations for non-motorized infrastructure throughout the City (and Downtown) and address policy/expectations regarding scooters and other micro-mobility devices. One of the insights we gained during the East Front Street Design process was that the lack of a comprehensive, city-wide, non-motorized plan can undermine and complicate the merits of "one-off" design processes for downtown streets. That is, without clarity regarding future (and city-wide) non-motorized infrastructure, we will likely continue to have contentious road/streetscape design projects.

DDA COO Harry Burkholder and Mobility Director Nicole VanNess have been appointed to the 15 member Mobility and Bike Action Plan Leadership Team. However, given our financial commitment to this planning process, I am asking that a DDA Board Member also be appointed to the Leadership Team. Micheal Brodsky has indicated his willingness to sit on the Leadership Team. The DDA is contributing \$48,000 toward this planning effort (\$24,000 from Old Town TIF and \$24,000 from TIF 97).

The Mobility and Bike Action Plan Leadership Team will meet once a month and is charged with reviewing and providing input on the Plan as it is drafted as well as the planning process. The City and DDA have hired Progressive AE and Tool Design to facilitate community engagement and write the Mobility and Bike Action Plan. The planning process (including civic engagement) and the final document will be integrated into the Master Planning process and Plan.

RECOMMENDED MOTION

That the DDA Board of Directors appoint Micheal Brodsky to the Mobility and Bike Action Plan Leadership Team.



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

Memorandum

To: Downtown Development Authority Board
From: Jean Derenzy, DDA CEO
Date: July 8, 2022
Subject: Project Updates

100 and 200 Block Alley Riverwalk and Pedestrian Plaza Conceptual Design

The Inform Studio Team, in collaboration with the DDA team, is working to develop “3-takes” – three conceptual design options for the riverwalk/pedestrian plaza. The three options will be presented to the community at a second day-long open house on Wednesday, September 7th. The open house will provide an opportunity for the community to review the three conceptual design options and provide feedback on specific elements of each design (rather than choosing between take 1, 2 or 3).

Based on the feedback received, the Inform Studio Team will develop one final conceptual design. The 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.

The open house will be held under a large tent along the edge of the river (behind Kilwins) from 9:00 am to 6:30 pm.

2022 Summer Maintenance and Cleaning Downtown

We completed our last week working with Bill Watson and the YouthWorks team to clean and maintain downtown. As a reminder, we share the YouthWorks team with the city, with a focus on downtown on Mondays and Thursdays. This summer, their efforts have centered primarily around flower-watering, weed removal, trash overflow/removal, washing sidewalks/street furniture and graffiti removal. The YouthWorks team did an excellent job this summer and their work for was noticeable.

J Smith Walkway Fountain

DDA staff worked with city staff and the Youthworks team to demolish and remove the decorative fountain in the J Smith Walkway. The fountain served the downtown well for roughly 20 years but no longer worked properly and had fallen in disrepair. Large

planters have been placed in the space for the remainder of the summer. As a reminder, the conceptual design for 100 and 200 Block Alley Riverwalk and Pedestrian Plaza will include design recommendations for the J Smith Walkway.

Wellington Plaza

DDA staff worked with Team Elmer's to remove the metal gateway-arch at Wellington Plaza. The canvass of the gateway-arch had been ripped for quite some time. Any future replacement of the gateway-arch would be part of an aesthetic standard established for the entire Lower Boardman River. We anticipate the core elements of the aesthetic standard will come from the current riverwalk conceptual design process with Inform Studio.

Boardman River Fence/Railing System

Last year, a new riverwalk/deck was constructed along the Boardman River (adjacent to the Union Street Bridge) as part of the new Breakwater Development. A temporary fence/railing system was also installed until such time as a permanent fence/railing system was designed (see picture one below).

The DDA worked with designers from SmithGroup (our consultant team for the Lower Boardman Unified Plan) to design a functional, but more aesthetically-pleasing, fence/railing system that could be consistently utilized throughout the Lower Boardman corridor. Following a presentation of the draft fence/railing design to the DDA Board in July of 2021, we decided to continue working on alternative design concepts.

After looking at and considering several different design options, including boardwalk/railing design along the Boardman Lake Trail, we have decided to wait until our riverwalk conceptual design process is completed. As mentioned earlier in this memo, we anticipate the core elements of the aesthetic standard for the Lower Boardman River will come from the conceptual design process with Inform Studio.

Civic Square

Last week, Team Elmer's finished demolition of the bank building, leveled the space and completed installation of the irrigation system. On Monday, Team Elmer's will complete hydroseeding the space.

West Front Street Stairs

I am meeting with the adjacent property owner (309 East Front) and the city engineer to discuss conceptual designs, costs and logistics for the new staircase off the West Front Street Bridge. As a reminder, we are working to construct a staircase from the bridge down to the riverbank, and connecting to a public path in front of the new mixed use building at 309.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO & Steve Nance, DDA Board Member

Memo Date: August 12, 2022

Subject: Arts Commission Update

Art on the TART - 16th Street Art Installation RFP

At their July meeting, the Arts Commission selected sculptor Lois Teicher and her piece titled "Wind" for the 16th Street Art on the TART installation. DDA staff is working with city staff, the artist and TART on securing the installation and dedication.



Strategic Planning

The Arts Commission continues forward with its strategic planning process with Parallel Solutions. Over the last month, the consultant has identified and interviewed stakeholders and conducted a stakeholder survey.



Memorandum

To: DDA Board of Directors
CC: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: August 15, 2022
Re: Staff Report: Parking Services – August 2022

Transportation Demand Management Study

Consultants Nelson/Nygaard and MKSK conducted in-person workshops to meet with the TDM committee and Parking Advisory Board. The sessions included an overview of the initial study, gathered feedback and reviewed current conditions. Most of the discussions related to infill development and increased mobility options for all users in the downtown area. Additional emphasis was placed on overflow from downtown and other redevelopments into neighborhoods. N/N will attend the September DDA Board meeting to present their findings and recommendations.

Destination Downtown

The Cadillac studios of 9&10 News will air a Good Morning Northern Michigan series. Eric Linguar of Bay Area Transportation Authority and I will be meeting with them to film prior to an on-air segment to highlight the Destination Downtown program and public transportation. Tune in Thursday, September 15th to check it out.

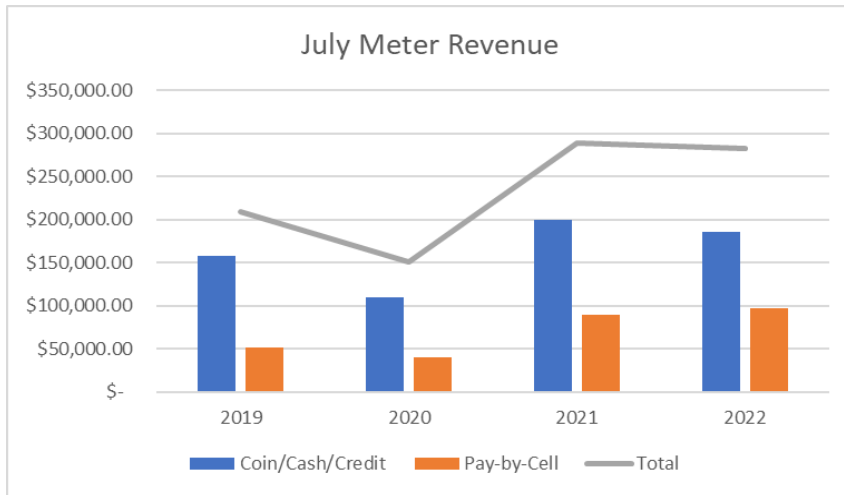
July Parking Revenue

Below are the July revenues compared to July 2019. Additional charts include four years of data to show pre and post-pandemic revenues.

Meter Revenues

Meter revenues were down 2% from 2021.

	2021	2022
Total Revenue	39%	36%
Coin/Cash/Credit	27%	18%
Pay-by-Cell	74%	89%

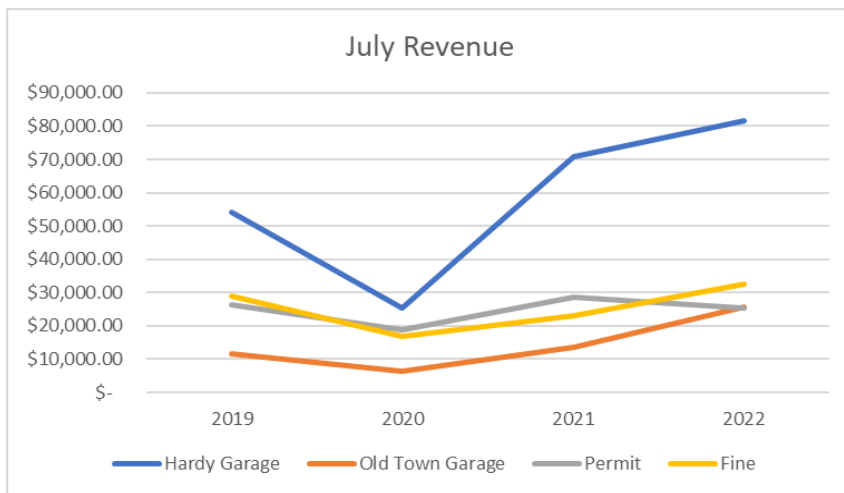


Hourly Admissions

Hardy and Old Town transient revenues were the highest they have been since opening in 2003 and exceeded the highest single month revenue previously set in July 2017 for Hardy and July 2016 for Old Town.

Permits & Fines

Fine revenues exceeded pre-pandemic revenues. Permit revenues are down 11% from last year and 5% from 2019.





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

Memorandum

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

From: Art Bukowski, Communications and Outreach Director

Date: Aug. 9, 2022

Re: Communications

Boardman/Ottaway Downtown Riverfront

Thorough promotion resulted in excellent attendance at the July 13 open house, with at least 150 people stopping by at some point in the day. Now, we turn our attention to a Sept. 7 event in which the INFORM team will present three “takes” on a conceptual design. Those takes will have been formed in part from public input gathered in July. Stay tuned for specifics regarding this open house.

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.

Destination Downtown

We continue to heavily promote this program, which provides downtown employees free rides to work on BATA routes. A primary goal of the program is alleviating downtown congestion and freeing up more parking spaces. Multiple employers have expressed interest and we hope to see some enroll soon.

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.



303 E. State Street
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231-922-2050

Memorandum

To: Downtown Development Authority Board of Directors

From: Abby Taylor, Downtown Experience Coordinator

Date: August 19, 2022

Re: Events Update

Street Sale

The 65th Annual Street Sale took place on Friday, August 5, 2022. The event was a success and felt like "normal" again this year. We loved seeing people excited to be part of this event. A survey has gone out to the merchants who participated to get their input, especially on the timing of the event. The DDA team provided more signage for public restrooms this year and it was nice to have Cass blocked off! We will look into having tent restrictions for next year and bringing back an energetic evening with the street closed.

Last Slice of Summer

The Last Slice of Summer will take place on Friday, August 20. This new event will be in the Open Space and in conjunction with the Downtown Art Fair. The event will be a community family-friendly event that will be held from 10am-7pm. Dharamsala TC will be leading an all-level yoga class at 10am to kick off the day. We will have food from Barrio, GT Pie, Zest, and The Good Bowl. Not only will we have local food, but fifteen local nonprofits. Bands will be playing music throughout the day, while kids can enjoy lawn activities. Last Slice of Summer is sponsored by TBA Credit Union.

Downtown Art Fair Series

The Downtown Art Fair will be taking place on Saturday, August 20 from 10am-5pm in the eastern quadrant of the Open Space. Fine art, jewelry, pottery, and other crafts will be on sale from 50 local and regional vendors. The Downtown Art Fair is sponsored by Fusion Fine Art Framing and Gallery. This is the last art fair of Downtown Traverse City's three show summer series. This will be in the Open Space again this year. Golf carts have been rented to help transport vendors with mobility limitations. We have also included more signage such as yard signs and banners. The Downtown Art Fair is sponsored this year by Fusion Fine Art Framing and Gallery.

Remaining Events

The remaining events are as follows. We look forward to having some of our community favorites as well as adding a new event- "Game Day Tailgate" in the mix to kick off the Civic Square space. This will be the MSU/ MI game and a place for families to enjoy the game and be downtown together! The DTCA board will also be bringing an exciting event in February 2023.

- i. Last Slice of Summer
- ii. Toast to Downtown
- iii. Halloween Walk
- iv. Game Day Tailgate
- v. Shop Your Community Day
- vi. Black Friday & Small Business Saturday
- vii. Tree Lighting, Light Parade & Santa's Arrival
- viii. Ladies Night, Men's Night, Alliday



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
June 15, 2022**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:40 p.m.

The following Commissioners were in attendance: Commissioner Chelsie Niemi, Commissioner Caitlyn Early, Commissioner Steve Nance, Commissioner Roger Amundson

The following Commissioners were absent: Commissioner Ashlea Walter, Commissioner Mi Stanley, Commissioner Joshua Hoisington

Chairperson Amundson presided at the meeting.

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

(b) **CONSENT CALENDAR**

- (1) A. Consideration of approving the April 20, 2022 Arts Commission Meeting Minutes (approval recommended) (Burkholder)
- (2) Consideration of approving the May 4, 2022 Arts Commission Special Meeting Minutes (approval recommended) (Burkholder)
- (3) Consideration of approving the May 2022 Arts Commission Financials (approval recommended) (Burkholder)
- (4) Motion to approve the consent calendar as presented

Moved by Steve Nance, Seconded by Chelsie Niemi

Yes: Chelsie Niemi, Roger Amundsen, Caitlin Early, and Steve Nance

Absent: Ashlea Walter, Mi Stanley, and Joshua Hoisington

CARRIED. 4-0-3 on a recorded vote

(c) **OLD BUSINESS**

- (1) Art on the TART Project Update & Proposal Review (approval recommended) (Burkholder)

After a lengthy discussion, the Arts Commission decided to ask artists Coy and Teicher to clarify some questions and consider re-submitting a final proposal

(2) West Front Street Banner Initiative and RFP

Arts Commissioners agreed to extend the RFP and work on different ways to get notice out about the project and RFP

(d) NEW BUSINESS

(1) Grant Update

Mr. Burkholder noted the submission of a grant to the MACC.

(2) Strategic Planning Project Update (Burkholder & Motil)

Ms. Motil provided a brief summary of the planning process and led a brainstorming exercise on potential interview candidates

(e) PUBLIC COMMENT

(1) General

(2) Commissioners

(f) ADJOURNMENT

(1)

Motion to adjourn

Motion to adjourn the meeting.

Moved by Chelsie Niemi, Seconded by Caitlin Early

Yes: Chelsie Niemi, Roger Amundsen, Caitlin Early, and Steve Nance

Absent: Ashlea Walter, Mi Stanley, and Joshua Hoisington

CARRIED. 4-0-3 on a recorded vote

Roger Amundson



**Minutes of the
Downtown Development Authority for the City of Traverse City
Finance Committee
Monday, May 9, 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, Board Member Damian Lockhart, Mayor Richard Lewis, and Board Member Jeff Joubran

The following Board Members were absent: None

Chairperson Joubran presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

(c) **APPROVAL OF MINUTES**

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 the regular Finance Committee meeting of April 11, 2022 (Approval recommended) (Jean Derenzy)

That the Finance Committee approve the minutes of the regular Finance Committee meeting of April 11, 2022.

Moved by Richard Lewis, Seconded by Gabe Schneider

Yes: Gabe Schneider, Scott Hardy, Damian Lockhart, Richard Lewis, and Jeff Joubran

Absent: None

CARRIED. 5-0-0 on a recorded vote

(d) **UPTOWN DEVELOPMENT**

(1)

Consideration of participating through payment of public infrastructure associated with the Uptown Brownfield Project (Approval Recommended) (Jean Derenzy)

The Following Addressed the Committee:

Jean Derenzy, DDA CEO
Richard Lewis
Michael Wills
Gabe Schneider
Scott Howard
Jeff Joubran
Scott Hardy
Damian Lockhart

That the Finance Committee approve to pay \$321,887 from TIF 97 for eligible public infrastructure activities for the Uptown Brownfield Project.

Richard Lewis amended the motion.

That the Finance Committee approve to pay \$321,887 from TIF 97 for eligible public infrastructure activities for the Uptown Brownfield Project payment to be made to the Grand Traverse County Brownfield Authority subject to the approval of funds by the full DDA Board.

Moved by Scott Hardy, Seconded by Richard Lewis

Yes: Gabe Schneider, Scott Hardy, Damian Lockhart, Richard Lewis, and Jeff Joubran

Absent: None

CARRIED. 5-0-0 on a recorded vote

That the Finance Committee rescind their motion to pay \$321,887 from TIF 97 for eligible public infrastructure activities for the Uptown Brownfield Project payment to

be made to the Grand Traverse County Brownfield Authority subject to the approval of funds by the full DDA Board.

Moved by Richard Lewis, Seconded by Gabe Schneider

Yes: Gabe Schneider, Scott Hardy, Damian Lockhart, Richard Lewis, and Jeff Joubran

Absent: None

CARRIED. 5-0-0 on a recorded vote

(e) **BUDGETS**

(1)

Additions to TIF 97 2022/2023 Budget (Approval Recommended) (Jean Derenzy)

The Following Addressed the Committee:

Jean Derenzy, DDA CEO
Jeff Joubran
Richard Lewis
Gabe Schneider
Damian Lockhart
Scott Hardy

That the Finance Committee approve to add two additional line items within the TIF 97 budget being East Front Street and Engineering and Trail Design for a total of \$300,000.

Richard Lewis amended the motion.

That the Finance Committee approve to add two additional capitol line items within the TIF 97 budget being East Front Street Mill and Fill and Engineering and Trail Design for the TART trail for a total of \$300,000.

Moved by Richard Lewis, Seconded by Gabe Schneider

Yes: Gabe Schneider, Scott Hardy, Damian Lockhart, Richard Lewis, and Jeff Joubran

Absent: None

CARRIED. 5-0-0 on a recorded vote

(f) **PUBLIC COMMENT**

No public comment.

(g) **ADJOURNMENT**

(1)

Motion to adjourn the meeting.

That the Finance Committee adjourn the meeting at 10:32AM.

Moved by Jeff Joubran, Seconded by Gabe Schneider

Yes: Gabe Schneider, Scott Hardy, Damian Lockhart, Richard Lewis, and
Jeff Joubran

Absent: None

CARRIED. 5-0-0 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, June 9, 2022
8:30 AM – Hotel Indigo

MINUTES

1. Call to Order (*Gildersleeve*)

The meeting was called to order at 8:34am

- a. Present: Liz Lancashire, Margaret Morse, Amanda Walton, Karen Hilt, Dawn Gildersleeve, Blythe Skarshaug*
- b. Absent: Jeff Joubran, Jeffrey Libman, Libby Barnes*

2. Approval of [Minutes of the Board Meeting of May 12, 2022](#)

- a. Motion by Lancashire to approve minutes as presented; second by Skarshaug. All in favor.*

3. Board Follow Up (Derenzy)

a. DTCA Membership

i. Fee Schedule/Structure

Discussion of schedule and process; some Board members have not been invoiced.

ii. Employee Benefits

Discussion of the benefits of membership overall; brainstormed potential employee benefits (most of which centered on parking).

Communication of benefits – whatever they are! – is key.

4. CEO Report (Derenzy)

- i. Progressive Urban Management Associates (PUMA) and Parallel Solutions are facilitating a thorough examination and evaluation of the current and future needs of downtown, as well as the organizational and funding structure of the Downtown Development Authority (DDA). There are a pair of Open Houses June 22nd for public input.
- ii. DDA focus on maintaining 'clean'; YouthWorks are out 4 days a week. Garbage collection currently 3 x week in parks; need daily.

5. Events Report (Derenzy for Taylor)

a. Arts & Crafts Fairs

- i. National Cherry Festival Arts & Crafts Fair
Sunday, July 3rd 2022 9am-5pm at The Commons
- ii. Downtown Art Fair
Saturday, August 20th 2022 10am-5pm at The Open Space

b. Comedy Festival

- i. DTCA event February 2-5, 2023

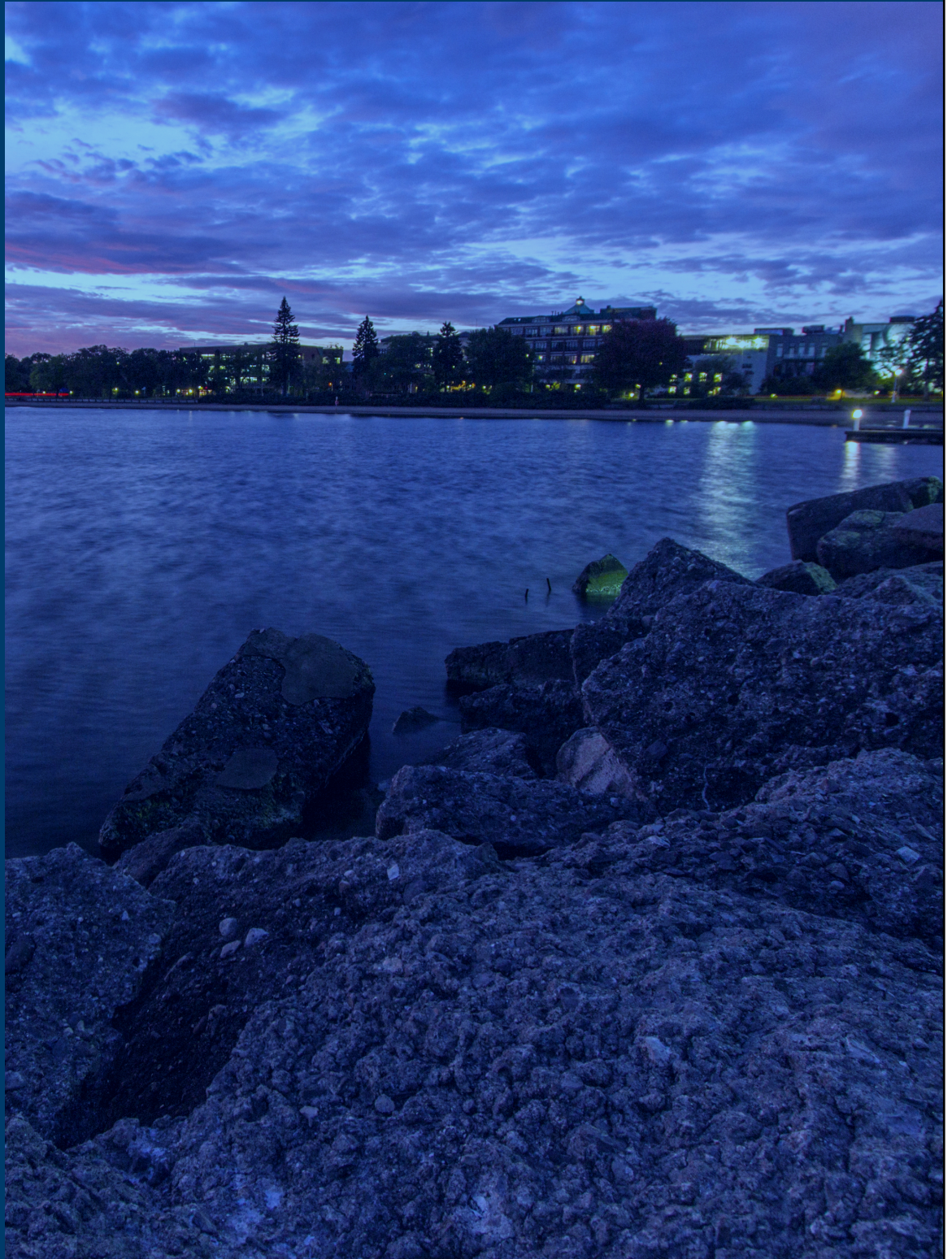
6. Adjourn (Gildersleeve)

The meeting was adjourned at 9:33 am

*Respectfully submitted,
Margaret Morse
July 11, 2022*

SECOND QUARTER 2022

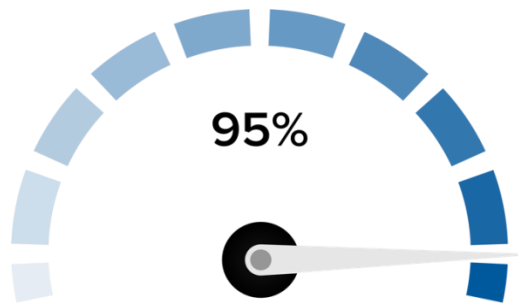
Business Growth Barometer Survey Results & Quarterly Update



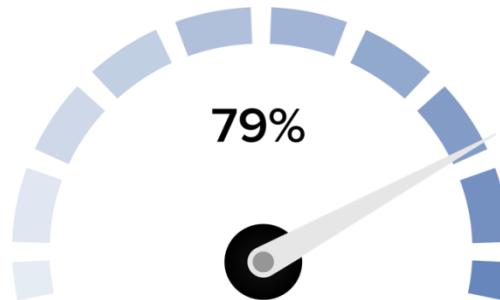
Q2 2022 Investor Growth Barometer Survey Results

The Traverse Connect Quarterly Growth Barometer provides a concise update on strategic initiatives, our economic development work on behalf of public sector partners, and metrics detailing the regional business sentiment, outlook, and current challenges.

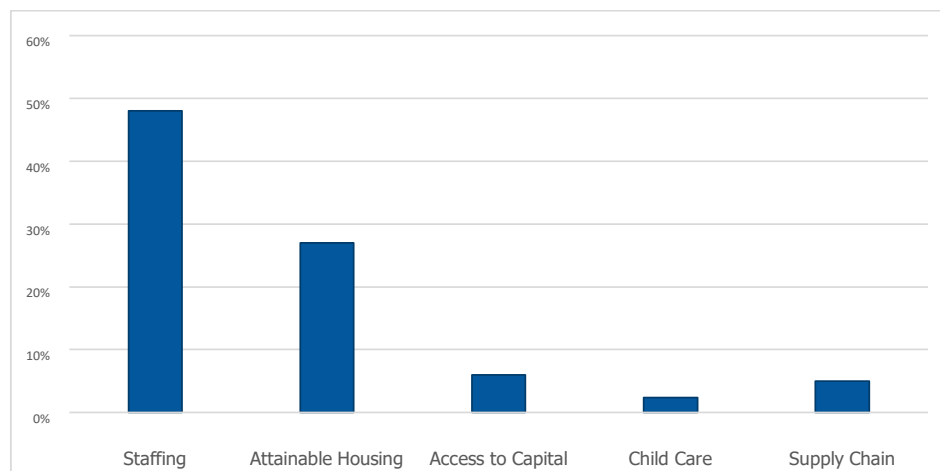
IS OUR REGION A GOOD PLACE TO GROW YOUR BUSINESS? (Net response)



IS OUR REGION IMPROVING AS A PLACE TO GROW YOUR BUSINESS? (Net response)



WHAT IS THE SINGLE-BIGGEST BARRIER TO GROWING YOUR BUSINESS?



IMPROVING THE POLICY LANDSCAPE

- Traverse Connect was instrumental in the planning, formation, and budget request leading to the creation of the new Office of Rural Development at the state level. The new office provides designated departmental staff to support rural Michigan communities and funding to implement a new rural grant program to support broadband, housing, infrastructure, education, workforce development, and other needs unique to rural areas of Michigan. In addition, we were instrumental in the passage of a package of childcare bills in Lansing that will help to increase availability and affordability of care options to support staffing needs.

TELLING THE STORY OF OUR REGIONAL ECONOMY

- We hosted the third annual Scale Up North Awards in May, with many great participant companies, including Oryana Community Cooperative as the winner of the Hagerty Scaling Business Award and FirstIgnite as the winner in the Emerging Business category. The program generated significant state-wide press highlighting the diversity and strength of our regional businesses.

ADDRESSING THE NEEDS OF GROWING FIRMS

- Traverse Connect has initiated a partnership with the Grand Traverse Area Manufacturing Council to strengthen the manufacturing industry and increase economic investment in the Grand Traverse region. Formal collaboration between our two organizations will enhance our respective efforts and help to raise the profile of the Grand Traverse region as a leader in providing a supportive environment for manufacturing companies to grow and prosper.

CREATING INTERACTIONS FOR BUSINESSES

- In the second quarter, Traverse Connect's business engagement included 125 direct business referrals and 22 new member companies. We conducted over 100 business outreach and retention visits and hosted a dozen events with well over 400 total attendees, providing an opportunity for business and community leaders across our region to reengage with customers, clients, and partners.

BUILDING THE TALENT PIPELINE

- We announced the next step in our region's growing partnership with Michigan Technological University. MTU will offer a new hybrid option of the TechMBA® program focused on business management skills in the manufacturing and technology sectors. The 30-credit degree program will begin in fall 2022 and include a cohort of students participating in person from the Michigan Tech Grand Traverse Research Office in the Traverse Connect building.

FOSTERING A CULTURE OF OPENNESS AND CREATIVITY

- Traverse Connect has been awarded a Michigan Enhancement Grant to continue successfully driving out-of-state web traffic to the Michigan's Creative Coast job board, relocation resources, and regional information. This talent attraction program has also added new resources, including detailed information on housing, community engagement, and childcare.



303 E. State Street
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jean@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority Board of Directors

From: Jean Derenzy, CEO

Memo Date: August 15, 2022

Subject: New Master Plan Initiative

As you may be aware, the City has recently launched a new Master Plan Initiative. The Master Plan is a community-driven policy document used by elected and appointed community leaders to guide decisions about land, people and structures within the city. The City's current Master Plan was adopted in 2009, and last updated/amended in 2017. The Michigan Planning Enabling Act requires that a Planning Commission review its Master Plan every five years, and decide whether to amend the existing document or adopt a new document.

While the final result of the planning process is a Master Plan document, the byproduct (and perhaps more meaningful result) of the planning process is the opportunity to have extensive conversations about the type of community we want Traverse City to be. To that end, I expect several topics will be addressed and discussed in the planning process that touch or have implications for downtown, including building height and density, housing and infrastructure.

DDA COO Harry Burkholder has been appointed to the 15 member Master Plan Leadership Team. The Leadership Team meets once a month and is charged with reviewing and providing input on the Master Plan as it is drafted and the planning process.

The City hired Becket & Raeder as the lead consultant to rewrite the Master Plan. Local consultants StateCraft and Blue Orange Consulting will help manage the community engagement portion of the project. The Master Planning process is scheduled to take 18 months to complete. More information about the Master Plan and opportunities to provide input can be found on the project website: <https://tcmasterplan-bria2.hub.arcgis.com/>