

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

**Friday, October 21, 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 September 16, 2022 Downtown Development Authority Board meeting (Approval Recommended) (Jean Derenzy)<br><a href="#">Downtown Development Authority Regular Meeting - 16 Sep 2022 - Minutes - PDF</a>                                                                                                                                                                           | 7 -<br>12  |
| B. | Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for September 2022 (Approval Recommended) (Jean Derenzy)<br><a href="#">DDA General, TIF 97, Old Town TIF September 2022 Financials - PDF</a><br><a href="#">TC Parking Services Financials September 2022 - PDF</a><br><a href="#">TC Arts Commission Financials September 2022 - PDF</a> | 13 -<br>21 |
| C. | Consideration of entering into a 5-year agreement for Parking Management Software (Approval Recommended) (Jean Derenzy, Nicole VanNess)<br><a href="#">Parking Management Software Contract Memo (Jean Derenzy, Nicole VanNess) - PDF</a>                                                                                                                                                                                     | 23 -<br>24 |
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## 5. ITEMS REMOVED FROM CONSENT CALENDAR

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### 6. NEW BUSINESS

- |    |                                                                                                                                                                                                                                                                                        |            |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| A. | Consideration of approving new parking permit rates as recommended by the Parking Advisory Board (Approval Recommended) (Jean Derenzy, Nicole VanNess)<br><a href="#">Parking Permit Fees Memo (Jean Derenzy, Nicole VanNess) - PDF</a>                                                | 25 -<br>26 |
| B. | Consideration of approving the purchase of parking permits with the DDA funds as recommended by the Parking Advisory Board (Approval Recommended) (Jean Derenzy, Nicole VanNess)<br><a href="#">Downtown Employee Survey Memo (Jean Derenzy, Nicole VanNess) - PDF</a>                 | 27 -<br>28 |
| C. | Consideration of approving purchase of our current Xerox Machines (Approval Recommended) (Jean Derenzy, Molly Norville)<br><a href="#">Xerox Cover Memo (Jean Derenzy) - PDF</a><br><a href="#">Xerox Machine Purchase Memo (Molly Norville) - PDF</a>                                 | 29 -<br>33 |
| D. | Consideration to approve contract with the City of Traverse City for use of ARPA funds for \$500 payment to all full-time DDA employees using State Local Fiscal Recovery Funds (Approval Recommended) (Jean Derenzy)<br><a href="#">ARPA Recovery Funds Memo (Jean Derenzy) - PDF</a> | 35         |
| E. | Consideration for Platform Cafes (Jean Derenzy)<br><a href="#">Platform Cafes Memo (Jean Derenzy) - PDF</a>                                                                                                                                                                            | 37 -<br>38 |
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### 7. CEO REPORT

- |    |                                                                                             |            |
|----|---------------------------------------------------------------------------------------------|------------|
| A. | Project Updates (Jean Derenzy)<br><a href="#">Project Updates Memo (Jean Derenzy) - PDF</a> | 39 -<br>40 |
|----|---------------------------------------------------------------------------------------------|------------|
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### 8. BOARD MEMBER REPORTS

- |    |                                                                                                                                                                             |            |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| A. | 2022/2023 CEO Performance Goals and Salary Adjustment (Approval Recommended) (Gabe Schneider)<br><a href="#">2022/2023 CEO Goals and Salary Memo (Gabe Schneider) - PDF</a> | 41 -<br>42 |
| B. | Arts Commission Update (Steve Nance)<br><a href="#">Arts Commission Update (Steve Nance) - PDF</a>                                                                          | 43         |
| C. | Parking Advisory Board Update (Scott Hardy)<br><a href="#">Parking Advisory Board Update (Scott Hardy) - PDF</a>                                                            | 45         |
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### 9. STAFF REPORTS

- |    |                                                          |            |
|----|----------------------------------------------------------|------------|
| A. | Transportation Mobility Director Report (Nicole VanNess) | 47 -<br>49 |
|----|----------------------------------------------------------|------------|
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	<a href="#">Transportation Mobility Director Report (Nicole VanNess) - PDF</a>	
B.	Communications and Outreach Director Report (Art Bukowski) <a href="#">Communications and Outreach Director Report (Art Bukowski) - PDF</a>	51
C.	Downtown Experience Coordinator Report (Abby Taylor) <a href="#">Downtown Experience Coordinator Report (Abby Taylor) - PDF</a>	53 - 55
<hr/>		
<b>10.</b>	<b>RECEIVE AND FILE</b>	
A.	Traverse Connect 3rd Quarter Report <a href="#">Traverse Connect Q3 Results + Quarterly Accomplishments - PDF</a>	57 - 59
B.	Parking Advisory Board September 2022 Meeting Minutes <a href="#">September 7, 2022 Parking Advisory Board Meeting Minutes - PDF</a>	61 - 62
C.	DTCA Board September 2022 Meeting Minutes <a href="#">September 8, 2022 DTCA Board Meeting Minutes - PDF</a>	63 - 65
D.	Arts Commission July 2022 Meeting Minutes <a href="#">July 20, 2022 Arts Commission Meeting Minutes - PDF</a>	67 - 69
E.	Farmers Market Advisory Board March 2022 Meeting Minutes <a href="#">March 21, 2022 Farmers Market Advisory Board Meeting Minutes - PDF</a>	71 - 72
<hr/>		
<b>11.</b>	<b>PUBLIC COMMENT</b>	
<hr/>		
<b>12.</b>	<b>ADJOURNMENT</b>	





## 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, September 16, 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, and Board Member Michael Brodsky

The following Board Members were absent: Student Liaison Will Unger

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:32AM.

(b) **ROLL CALL**

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

- (1) Consideration of approving the agenda as presented.  
Approval of the agenda.

Moved by Jeff Joubran, Seconded by Damian Lockhart

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

**Absent:** Will Unger

**CARRIED. 12-0-1 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 August 19, 2022 Downtown Development Authority meeting (Approval Recommended) (Jean Derenzy)
- (2) 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)  
That the DDA Board approve the consent calendar as presented.

Moved by Scott Hardy, Seconded by Todd McMillen

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

**Absent:** Will Unger

**CARRIED. 12-0-1 on a recorded vote**

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

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Presentation: Moving Downtown Forward Project Update (Brad Segal - PUMA)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Brad Segal, PUMA  
Amanda Kennard, PUMA  
Megan Motil, Parallel Solutions  
Gabe Schneider  
Richard Lewis  
Scott Hardy  
Pete Kirkwood  
Pam Marsh  
Katy Bertodatto  
Steve Nance

**(2) Presentation: Transportation Demand Management (TDM) Study (Nelson/Nygaard)**

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Nicole VanNess, Transportation Mobility Director  
Thomas Brown, Nelson/Nygaard  
Pam Marsh  
Gabe Schneider  
Scott Hardy  
Richard Lewis

**(g) OLD BUSINESS**

**(1) Old Town Parking Garage Paver Project (Approval Recommended) (Nicole VanNess, Jean Derenzy)**

The Following Addressed the Board:

Nicole VanNess, Transportation Mobility Director  
Richard Lewis  
Pete Kirkwood

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.

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.

Moved by Richard Lewis, 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, and Michael Brodsky

**Absent:** Will Unger

**CARRIED. 12-0-1 on a recorded vote**

**(h) NEW BUSINESS**

**(1) Acceptance of MEDC RAP Grant (Approval Recommended) (Jean Derenzy)**

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Amended 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 subject to approval by the DDA CEO and sustenance 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, and Michael Brodsky

**Absent:** Will Unger

**CARRIED. 12-0-1 on a recorded vote**

- (2) East Front Street Gateway RFP Approval (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider

Pam Marsh

Scott Hardy

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

Moved by Katy Bertodatto, 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, and Michael Brodsky

**Absent:** Will Unger

**CARRIED. 12-0-1 on a recorded vote**

(i) **CEO REPORT**

- (1) Project Update (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

(j) **BOARD MEMBER REPORTS**

- (1) Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Steve Nance

- (2) Parking Advisory Board Update (Scott Hardy)

The Following Addressed the Board:

Scott Hardy  
Katy Bertodatto

(k) **STAFF REPORTS**

- (1) Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess  
Michael Brodsky  
Pam Marsh

(l) **RECEIVE AND FILE**

- (1) Communications and Outreach Director Report (Art Bukowski)  
(2) Downtown Experience Coordinator Report (Abby Taylor)  
(3) Finance Committee August 2022 Meeting Minutes  
(4) DTCA July 2022 Meeting Minutes  
(5) Parking Advisory Board July 2022 Meeting Minutes

(m) **PUBLIC COMMENT**

No Public Comment.

(n) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 10:33 AM.

- (1) Motion to adjourn the meeting.  
That the DDA Board of Directors adjourn the meeting.

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Jean Derenzy, Traverse City DDA  
CEO

Draft



# Traverse City DDA - General

Balance Sheet  
As of September 30, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Fifth Third Checking - 3112	4,078,937.10
1072 Bill.com Money Out Clearing	0.00
Fifth Third Savings - 6740	202,612.20
Petty Cash	0.00
<b>Total Bank Accounts</b>	<b>\$4,281,549.30</b>
Accounts Receivable	
1200 Accounts Receivable	166,047.79
<b>Total Accounts Receivable</b>	<b>\$166,047.79</b>
Other Current Assets	
1220 Grants Receivable	17,343.50
1480 Payroll Advance	0.00
1499 Undeposited Funds	0.00
Deposits in Transit	0.00
Due From APS (City of TC)	0.00
Due From Arts Council	0.00
Due From DTCA	-9,007.81
<b>Total Other Current Assets</b>	<b>\$8,335.69</b>
<b>Total Current Assets</b>	<b>\$4,455,932.78</b>
Other Assets	
Due From Other Funds	128.41
Pre-Paid Expense	3,112.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$3,240.41</b>
<b>TOTAL ASSETS</b>	<b>\$4,459,173.19</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	3,471,578.40
<b>Total Accounts Payable</b>	<b>\$3,471,578.40</b>
Credit Cards	
2150 First National Bank Card	
2153 First National - 8689	0.00
<b>Total 2150 First National Bank Card</b>	<b>0.00</b>

# Traverse City DDA - General

## Balance Sheet

As of September 30, 2022

	TOTAL
<b>Total Credit Cards</b>	<b>\$0.00</b>
Other Current Liabilities	
2050 Other Accrued Liabilities	0.00
2110 Direct Deposit Liabilities	0.00
2200 Payroll Liabilities	-99.80
2205 457b Payable	0.00
2210 Federal Income Tax Payable	0.00
2215 Health, Dental, Vision Insurance Payable	21,587.82
2220 Life & Disability Insurance Payable	2,539.36
2225 Medicare Tax Payable	0.00
2230 Social Security Tax Payable	0.00
2235 State Income Tax Payable	0.00
2240 State Unemployment Tax Payable	0.00
2245 Wage Garnishment Payable	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>24,027.38</b>
2400 GRANTS	
2401 Coastal Zone Management	0.00
2402 Destination Downtown	0.00
2403 EGLE -- Cornwell Development	0.00
2404 Heathy 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	-2,000.00
2409 Rotary Charities	0.00
2410 Seed Grant	0.00
2411 Tech Incubator Fund	0.00
<b>Total 2400 GRANTS</b>	<b>-2,000.00</b>
Accrued Payroll Liabilities	8,206.78
Accrued Salaries	32,327.61
Bryan Crough Memorial Fund	0.00
Bumpout Project Funds Collected	0.00
Buy Local Give Local Campaign	0.00
Deferred Income	213,815.97
Deposits Payable	0.00
Double Up Food Bucks	-4,259.39
EBT Bridge Card	-28,012.91
Ironman	0.00
NCF Reimbursements	-1,980.00
Prescriptions for Health	1,975.64
Project Fresh	4,913.00
Senior Project Fresh	-5,034.00

## Traverse City DDA - General

Balance Sheet  
As of September 30, 2022

	TOTAL
<b>Total Deposits Payable</b>	<b>-32,397.66</b>
Due to Oldtown TIF	0.00
Due to Other Funds	0.00
Due to TIF 97	0.00
Suspense	0.00
<b>Total Other Current Liabilities</b>	<b>\$243,980.08</b>
<b>Total Current Liabilities</b>	<b>\$3,715,558.48</b>
<b>Total Liabilities</b>	<b>\$3,715,558.48</b>
Equity	
3000 Opening Bal Equity	107,606.27
3900 Retained Earnings	674,541.33
Net Income	-38,532.89
<b>Total Equity</b>	<b>\$743,614.71</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$4,459,173.19</b>

# Traverse City DDA - TIF 97

Balance Sheet  
As of September 30, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVALENTS	
1001 Fifth Third Checking - 8026	4,646,394.40
<b>Total 1000 CASH AND CASH EQUIVALENTS</b>	<b>4,646,394.40</b>
<b>Total Bank Accounts</b>	<b>\$4,646,394.40</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	3,166,272.20
<b>Total Accounts Receivable</b>	<b>\$3,166,272.20</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	0.00
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>0.00</b>
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$7,812,666.60</b>
Fixed Assets	
Land	0.00
<b>Total Fixed Assets</b>	<b>\$0.00</b>
Other Assets	
Accounts Rec - DO NOT USE	0.00
Pre-Paid Expense	0.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$7,812,666.60</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	384.67
Due to City - Capital Projects	0.00
<b>Total Accounts Payable</b>	<b>\$384.67</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
2200 DEFERRED REVENUE	245,237.86
Accounts Payable - DO NOT USE	0.00
<b>Total Other Current Liabilities</b>	<b>\$245,237.86</b>

## Traverse City DDA - TIF 97

### Balance Sheet

As of September 30, 2022

	TOTAL
<b>Total Current Liabilities</b>	<b>\$245,622.53</b>
<b>Total Liabilities</b>	<b>\$245,622.53</b>
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	4,833,620.97
Net Income	2,754,623.10
<b>Total Equity</b>	<b>\$7,567,044.07</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$7,812,666.60</b>

# DDA Old Town TIF

## Balance Sheet

As of September 30, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVILENTS	
1001 Fifth Third Checking - 0650	700,335.05
<b>Total 1000 CASH AND CASH EQUIVILENTS</b>	<b>700,335.05</b>
<b>Total Bank Accounts</b>	<b>\$700,335.05</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	587,295.98
<b>Total Accounts Receivable</b>	<b>\$587,295.98</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	0.00
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>0.00</b>
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$1,287,631.03</b>
<b>TOTAL ASSETS</b>	<b>\$1,287,631.03</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$0.00</b>
Equity	
Retained Earnings	714,386.80
Net Income	573,244.23
<b>Total Equity</b>	<b>\$1,287,631.03</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,287,631.03</b>

10/03/2022 04:18 PM  
User: nvanness  
DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
PERIOD ENDING 09/30/2022

Page: 1/2

		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	09/30/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				09/30/22	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	637,873.15	101,389.54	0.00	1,062,126.85	37.52
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	26,849.00	1,076.00	0.00	173,151.00	13.42
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	1,160.00	0.00	0.00	(1,160.00)	100.00
585-000-656.010	PARKING FINES	200,000.00	70,382.50	6,695.00	0.00	129,617.50	35.19
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	7,418.88	0.00	0.00	58,581.12	11.24
585-000-677.000	REIMBURSEMENTS	4,700.00	2,173.67	0.00	0.00	2,526.33	46.25
585-000-686.000	MISCELLANEOUS INCOME	0.00	20.00	0.00	0.00	(20.00)	100.00
Total Dept 000 - NON-DEPARTMENTAL		2,170,700.00	745,877.20	109,160.54	0.00	1,424,822.80	34.36
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	133,369.55	5,243.55	0.00	116,630.45	53.35
585-586-653.005	PERMITS-PARKING DECK	180,000.00	19,953.00	1,117.00	0.00	160,047.00	11.09
Total Dept 586 - HARDY DECK		430,000.00	153,322.55	6,360.55	0.00	276,677.45	35.66
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	39,216.45	630.45	0.00	30,783.55	56.02
585-587-653.005	PERMITS-PARKING DECK	100,000.00	19,900.00	2,550.00	0.00	80,100.00	19.90
Total Dept 587 - OLD TOWN DECK		170,000.00	59,116.45	3,180.45	0.00	110,883.55	34.77
TOTAL REVENUES		2,770,700.00	958,316.20	118,701.54	0.00	1,812,383.80	34.59
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	9,700.00	574.27	276.29	0.00	9,125.73	5.92
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	33.26	(0.58)	0.00	(33.26)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	42.29	20.50	0.00	157.71	21.15
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	29.37	9.79	0.00	70.63	29.37
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	6.98	2.33	0.00	(6.98)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	110.71	0.00	0.00	589.29	15.82
585-585-727.000	OFFICE SUPPLIES	6,000.00	1,089.29	307.23	0.00	4,910.71	18.15
585-585-740.000	OPERATION SUPPLIES	37,000.00	1,624.44	0.00	27,349.72	8,025.84	78.31
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	185,718.54	15,783.19	1,025,144.71	(204,863.25)	120.36
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	7,472.00	2,180.00	108,303.00	81,775.00	58.61
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	2,421.59	0.00	195,873.00	(174,294.59)	826.23
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	1,093.93	0.00	0.00	3,906.07	21.88
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	1,594.80	40.00	0.00	13,405.20	10.63
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	6,061.37	3,561.41	9,320.87	504,417.76	2.96
585-585-930.005	RAMSDELL GATE REPAIR & MA	1,000.00	7.64	0.00	0.00	992.36	0.76

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
PERIOD ENDING 09/30/2022

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		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	09/30/2022	MONTH ENCUMBERED	09/30/22 YEAR-TO-DATE	ENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-940.000	RENTAL EXPENSE	80,900.00	11,922.72	0.00	73,567.60	(4,590.32)	105.67
585-585-956.000	MISCELLANEOUS	3,800.00	20,557.97	0.00	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	47,500.00	47,500.00	46,313.00	71,187.00	56.86
585-585-977.000-22-7	EQUIPMENT	0.00	0.00	0.00	7,399.80	(7,399.80)	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,583,350.00	288,507.17	69,680.16	1,493,369.64	801,473.19	68.98
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	0.00	5,081.37	(45.69)	100.65
585-586-801.000	PROFESSIONAL AND CONTRAC'	131,000.00	378.59	0.00	27,774.15	102,847.26	21.49
585-586-850.000	COMMUNICATIONS	6,300.00	512.00	0.00	0.00	5,788.00	8.13
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	4,247.03	0.00	0.00	50,752.97	7.72
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	7,347.05	1,886.23	69,184.17	504,468.78	13.17
585-586-940.000	RENTAL EXPENSE	21,800.00	2,554.94	0.00	0.00	19,245.06	11.72
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	17,003.93	1,886.23	101,810.89	914,485.18	11.50
Dept 587 - OLD TOWN DECK							
585-587-740.000	OPERATION SUPPLIES	4,000.00	855.71	200.92	5,158.53	(2,014.24)	150.36
585-587-801.000	PROFESSIONAL AND CONTRAC'	90,500.00	611.44	300.00	14,993.68	74,894.88	17.24
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	220.00	110.00	1,100.00	280.00	82.50
585-587-850.000	COMMUNICATIONS	5,800.00	1,053.26	136.24	62.90	4,683.84	19.24
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	3,445.92	1,293.11	0.00	46,554.08	6.89
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	21,406.15	14,225.28	97,126.78	(63,532.93)	215.51
585-587-940.000	RENTAL EXPENSE	16,250.00	2,230.14	0.00	0.00	14,019.86	13.72
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	29,822.62	16,265.55	118,441.89	263,885.49	35.97
TOTAL EXPENDITURES		4,028,800.00	335,333.72	87,831.94	1,713,622.42	1,979,843.86	50.86
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		2,770,700.00	958,316.20	118,701.54	0.00	1,812,383.80	34.59
TOTAL EXPENDITURES		4,028,800.00	335,333.72	87,831.94	1,713,622.42	1,979,843.86	50.86
NET OF REVENUES & EXPENDITURES		(1,258,100.00)	622,982.48	30,869.60	(1,713,622.42)	(167,460.06)	86.69



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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
PERIOD ENDING 09/30/2022

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		2022-23YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDDED BUDGET	09/30/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				09/30/22	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





## 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: Parking Management Software Contract

The five-year agreement with T2 Systems, Inc. for the Citation Management Software will end December 31, 2022. In September, we issued a RFP for the existing software and additional functionality we have added over the last three years. The purpose of the RFP is to comply with the City's purchasing policy by evaluating costs and services through the proposal process.

### Existing Functionality Prior to 2014

The software was bid and primarily used for citation management only. The functionality included: account management for delinquent parking citations, two handheld ticket writers for electronic issuance, real-time check payment integration with Parkmobile, online citation payment portal, MISOS retrieval of registered owner information, and the ability to manage an internal collection notice process.

### Functionality added 2014 to 2017

We expanded staff training to include implementing functionality that was available, but not being used. Changes over the three years include: appeal management, permit sales, online customer portal access to appeal citations, online customer portal access to purchase permits, meter bag management, seven mobile enforcement applications on cellular devices (four Traverse City Parking Services and three Traverse City Police Department), and real-time check payment integration with Luke II pay stations.

### Functionality added 2017 to 2022

We continued our focus on implementing functionality that was available, but not being used. These changes included: linking license plates to use virtual permits, residential permit sales, and asset management. Both the Board and City Commission approved amendments to the agreement to add license plate recognition (LPR), and field services applications.

Respondents were asked to bid on all functionality as it exists today. Additional requirements included increasing LPR hardware and software from one unit to two, and adding a testing database. We received four proposals. All proposals were equally compared for their responses

and pricing with the exception of data conversion costs which are not included. Overall, T2 Systems had the best value based on total cost. Final pricing could further be reduced by eliminating the purchase of equipment that is in use and does not need to be replaced. Remaining with T2 will eliminate the need for data conversion, staff training, and customer training.

The bid packages were reviewed by myself; James Henderson, City Treasurer; and Amy Russell, Parking Operations Supervisor. As you may recall and to continue to be transparent, I am a former employee of T2 Systems and my husband is a current employee in their IT Department as a Senior IT Administrator.

**Recommended Motion**

That the DDA Board of Directors recommend the City Commission execute a five-year agreement with T2 Systems, Inc. for parking management software services in a contract amount more or less of \$260,000, such agreement subject to approval and to its substance by the City Manager and its form by the City Attorney, with funds available in the Auto Parking System Fund.



## Memorandum

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To: DDA Board of Directors  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: October 5, 2022  
Re: Old Town Garage Permit

A Managed Parking Systems Approach (MPSA) provides for the flexibility to implement change through demand-based pricing. Based on the ebbs and flows of a dynamic system, rates increase or decrease at incremental levels based on utilization. These changes do not have definitive timeframes, and regularly evolve and change.

Over the past year, we have monitored the occupancy levels at Old Town Garage. We have seen an increase in transient use likely due to short-term rentals in the area, and the permit use remains low. Presentations by Planning Urban Management Agency (PUMA), Traverse Connect and other entities have indicated that employers will continue to offer a hybrid work environment reducing their needs for office space for the foreseeable future. With high office vacancy rates, we will continue to see available parking in both parking structures.

Reducing permit cost is an incentive to change parking and walking habits by encouraging the use of the less convenient spaces for all day parking in order to better utilize short-term high demand parking spaces more efficiently for all economic activities that are serviced in the downtown district. This can be achieved decreasing permit rates at the Old Town Parking Garage to encourage use of underutilized spaces.

The planned termination of Lot P (100 W State) will reduce surface permit spaces by 55, leaving a total of 243 permit spaces available between Lot T (corner Union/Grandview Parkway) and Lot V (corner W Front/Pine). The employees that park in surface lots are typically parking for a duration of 4 or more hours. We have already notified surface permit parkers that we will offer alternative parking at the Old Town Garage for the duration of the active permit.

In order to encourage the continuation of this change and a behavior shift, we are proposing a new permit option. An Old Town permit will only be allowed at the Old Town Parking Garage and the cost of \$30 per month is less than a surface permit.

- \$30 per month is equal to 24 hours of metered parking at \$1.25 per hour
- 4 hours of metered parking, 5 days a week is equal to \$25
- 6 hours of metered parking, 5 days a week is equal to \$37.50
- 8 hours of metered parking, 5 days a week is equal to \$50
- \$30 per month is less than 2 overnight stays (\$40) at the daily rate for the parking garage

Type	Area	Price
Old Town (NEW)	Old Town Garage	\$30.00
Hardy	Hardy and Old Town Garage	\$50.00
Surface	Lot T, Lot V, Temporary Old Town Garage	\$38.00

The City Commission approved the Managed Parking Systems Approach (MPSA) in 2020. The proposed recommendation is within the guidelines of the MPSA, and will not need City Commission approval. Following approval of this item, the new permit would be available November 1, 2022. These dates are reflected in the revised Parking Rate and Policy Changes Timeline Attachment A.

**Recommended Motion**

**That the DDA Board concur with the Parking Advisory Board to approve the revised parking permit rates as proposed.**



## Memorandum

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To: DDA Board of Directors  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: October 5, 2022  
Re: Downtown Employee Parking Survey

Following the TDM draft revision presentation from Nelson/Nygaard, the Parking Advisory Board suggested surveying employees on parking and mobility in the downtown district. The survey would identify where employees are parking, if employers are providing mobility incentives, and if reduced costs would encourage behavior changes.

In parking, we often refer to our parking problem as a walking problem. We have worked with our consultant Thomas Brown of Nelson/Nygaard to modify the employee survey to capture recent data related to employee parking and mobility. The survey is ready to be published and would be available online. In order to encourage employees to take part in the survey and to achieve our desired behavior change, the Advisory Board asked for consideration of offering free Old Town parking permits.

- 1) The survey will be offered to all employees within the DDA District.
- 2) The first 50 employees who participant will be offered permit paid for by the DDA.
- 3) Employees will be required to complete a survey in order to obtain a free one-month parking permit for the Old Town Garage.
- 4) Employees will be asked to complete a follow-up survey at the expiration of the permit.

The Auto Parking Fund is an enterprise fund with the purpose of being self-sustaining. Due to declined use in the area, the Old Town Fund expenses have exceeded the revenues the past two fiscal years. These expenses are covered by the Parking General Fund. There is a separate agenda item to recommend reducing the permit rates knowing that the expenses are likely to exceed the revenues, and the recommendation is to ask the DDA Board to cover the cost of permits using TIF Funds in order to provide the free permits.

Following approval, the survey would be available November 1, 2022, remain open through March 31, 2023. The Advisory Board expressed consideration to increase the budget should the incentive be successful.

**Recommended Motion**

**That the DDA Board concur with the Parking Advisory Board to approve an expenditure up to \$2,800 to purchase parking permits with TIF funds for employees who complete the downtown employee survey.**





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: October 17, 2022

Subject: Xerox Machine Purchase Approval

Currently, the DDA leases two copy machines (including a service agreement for both machines) for the DDA Office and the Auto Parking Services office from Michigan Office Solutions. Our lease for the two copiers is set to expire this coming spring. Molly Norville, the DDA Administrative Assistant, has worked to identify best approaches relating to continue to lease our copiers from Michigan Office Solutions or seek other options, including purchasing new copiers and/or seeking new service providers.

Based on the research completed, it is determined that it will be more cost effective if the DDA purchases our current copiers from Michigan Office Solutions for a total cost of \$1 and enter into a new service agreement with Kraft Business Solutions to maintain the two copiers. The new service agreement with Kraft Business Solutions will save the DDA \$218.38 per month. This purchase and service agreement costs will come out of the DDA General and Parking Services 2022/2023 budgets.

A full summary of our research and ROI for the copies is provided in a memo by Ms. Norville (see attached).

### **Recommended Motion**

That the DDA Board approve: (1) The termination of the lease and service agreement for the current copy machines with Michigan Office Solutions; (2) The purchase of the copy machines we currently lease through Michigan Office Solutions; and (3) Signing a contract with Kraft Business Solutions to service the current copy machines.





Downtown Development Authority  
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## Memorandum

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**To:** Jean Derenzy

**From:** Molly Norville

**Date:** October 12, 2022

**SUBJECT:** Xerox Machine Purchase

I have been in contact with our Xerox representative from Michigan Office Solutions as well as two local printer vendors to find the most cost-effective option for our office printers. In April, I looked into ways to cut costs with our MOS representative on supplies, service, etc. on the machines.

After speaking with local vendors, I have found the best option for us will be to purchase the Xerox machines once our lease is up. The costs we will save when we're not paying a lease agreement every month will make the purchase of the machines the best choice. I am recommending that we enter into a service agreement with Kraft Office Solutions (based out of Traverse City) to service and order supplies for our machines. It has come to my attention that we are paying for more services than we are current using (a higher print count, supplies, etc.). I am confident that Kraft Office Solutions will work with us and adjust our contract if and when our printing needs change.

I have listed below our options for the printer purchase. Our current lease with Michigan Office Solutions will expire in April of 2023 so we would've been looking at new options at that time. We cannot give notice of termination of the lease until 150 before the end of the lease, which is November 3, 2022. Termination notice must be given within 60 days of the lease end date. Proposed lease price is the price we will pay when our current lease is up in November if we don't purchase the machines.

**Michigan Office Solutions**

Current Lease price: \$1,078.52/month (includes service (\$216/month) and lease price for both DDA and Parking)

Proposed Lease price: \$1,498.46/month (includes service (\$216/month) and lease price for both DDA and Parking)

Proposed Purchase price: **\$21,736.61** (includes service (\$216/month) for both DDA and Parking)

Our Return on Investment is calculated below:

Current Monthly Spend (\$1,078.52) – New Monthly Spend (\$216) = Monthly Savings (\$862.52)

Purchase Price (\$21,736.61) / Monthly Savings (\$862.52) = **Return on Investment 25.20 Months**

**Netlink Business Solutions**

**DDA Office Printer:**

Proposed Purchase price1 (SHARP BP – 50C31 (31 Pages per minute)): \$2,842

Proposed Purchase price 2 (SHARP BP – 50C36 (36 Pages per minute)): \$3,811

**Parking Office Printer:**

Proposed Purchase price 1 (SHARP BP – 50C31 (24 Pages per minute)): \$6,155

Proposed Purchase price 2 (SHARP – BP 50C36 (27 Pages per minute)): \$7,188

The proposed parking services printer is a desktop printer. Their smaller size means a lower up front purchase price, however, the cost to maintain is slightly higher which is portrayed in the Maintenance Agreement part of the quote.

Our Return on Investment is calculated from the faster printer prices above:

Current Monthly Spend (\$1,078.52) – New Monthly Spend (\$1,812) = Monthly Savings (-\$733.48)

Purchase Price (\$10,999) / Monthly Savings (-\$733.48) = **Loss on Investment**

**Kraft Business Solutions**

Kraft Business Solutions is proposing TC DDA keep our current equipment and allow Kraft to contract the service for the period of at least 1 year to earn our trust moving forward. Our current lease states a dollar out to purchase the equipment, in which case we can own the equipment at the end of our lease for \$1.

**DDA Office Printer:**

Proposed Service Cost (monthly): \$148.32

**Parking Office Printer:**

Proposed Service Cost (monthly): \$70.06

Our Return on Investment is calculated below:

Current Monthly Spend (\$1,078.52) – New Monthly Spend (\$218.38) = Monthly Savings (\$860.14)

Purchase Price (\$1) / Monthly Savings (\$860.14) = **Return on Investment .001 Months (or within the first month)**





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: October 17, 2022

Subject: One-Time Employee Payment

At their October 3<sup>rd</sup> meeting, the City Commission approved a one-time salary payment of \$500 for all regular employees of the City using State and Local Fiscal Recovery Funds (SLFRF) under the American Rescue Plan Act (ARPA). This motion also included DDA employees.

As you are aware, the DDA is a component unit of the city and therefore not employees of the city. Therefore, the DDA Board would need to approve paying a one-time \$500 payment to each DDA employee, with reimbursement to come from the city allocated SLFRF funding.

Consideration to include DDA employees is greatly appreciated and I am recommending that the DDA Board approve this one-time payment and authorize the appropriate agreement between the DDA and City.

### **Recommended Motion**

That the DDA approve a one-time, non-precedent setting salary premium payment of Five Hundred dollars (\$500.00) for regular full-time employees of the DDA, with funding for such one-time payment to be made from DDA General and reimbursed from City approved funding from SLFRF under ARPA.

Further that the DDA enter into agreement with the City of Traverse City for such usage of City identified SLFRF funding for this one-time payment of \$500.00 contingent upon approval as to substance of the DDA CEO and form by DDA Attorney.







Downtown Development Authority  
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231-922-2050

## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 17, 2022  
Subject: Potential Street Platform Initiative

At you may recall, last year we worked with the city to amend the zoning ordinance to allow for outdoor platform café's in on-street parking areas on the 100 and 200 blocks of Front Street (on-street café's were already allowed in other parts of downtown). The zoning ordinance amendment was intended to provide more opportunities for outside dining (while reducing pedestrian congestion along sidewalk café's on already fairly narrow sidewalks), create additional vibrancy and sense-of-place and provide new opportunities for restaurants to expand seating capacity.

Since that time, our office has received numerous questions from several restaurants regarding on-street platform cafes. However, only one restaurant has taken advantage of this opportunity. After talking to several restaurants, the largest obstacles include the costs of designing, fabricating and maintaining (i.e. assembly, removal and storage) an on-street platform café.

Noting the continued interest from local restaurants and our continued goal to create new opportunities for vibrant public spaces, DDA staff has explored an alternative approach – one in which the DDA purchases the on-street platform café and then leases the platform café to an individual restaurateur over a period of time. We believe this approach has several advantages, including:

- Taking the burden of cost, fabrication and maintenance away from the restaurant.
- Creating a uniform aesthetic and design/construction standard (i.e. materials, durability, etc.).
- DDA ownership, which allows us to use the platform for other events and activities, as needed.

Over the summer, the DDA had several discussions with *MODSTREET*, a company out of Durango Colorado that specializes in creating easy to assemble parklets, platforms, enclosures and barricades for municipalities, about product availability and costs.

Based on our discussions with *MODSTREET*, the DDA could purchase a 10x20 parklet (platform) with an ADA ramp, perforated metal panels and black powder coating for \$31,722.

We have reached out to a handful of restaurateurs about this approach (and product) and have received interest. The DDA would need to determine the appropriate lease (cost and duration) of an agreement with a downtown restaurateur as well as the ROI for such a purchase. In addition, the DDA would need to make sure the *MODSTREET* product would be approved by the City Planning Director, City Engineer, City Department of Public Services, City Fire, and Grand Traverse County Construction Code.

I am asking the DDA Board for their thoughts about this approach and provide direction on whether DDA staff should continue to pursue such an option.

#### Example MODSTREET Parklet products and features





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

## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: October 17, 2022  
Subject: Project Updates

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

As you recall, the Inform Studio Team, in collaboration with the DDA, facilitated a public open house last month to solicit feedback on the “3-takes” – three conceptual design options for the riverwalk/pedestrian plaza. The three conceptual designs were also placed on the DDA website and placed in the window of the Arcade building. Based on the feedback we received, and subsequent discussions, the Inform Studio Team is in the process of developing a final conceptual design, with a completion date anticipated for November or early December.

As a reminder, 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.

### **Two-Way Circulation**

The City Commission will make a determination on the proposed two-way circulation pilot project on Monday night (17<sup>th</sup>). DDA staff, city staff and members of the DDA Circulation Subcommittee (Steve Nance and Michael Brodsky) and our consultant team from Progressive AE made two presentations regarding the pilot project at separate City Commission study sessions in October.

If the City Commission approves the pilot project, the DDA (in cooperation with the city staff) is prepared to complete the change in operation of State Street, Pine Street and Boardman Avenue by mid-November.

### **Civic Square**

Over the last two weeks, we have added dog-bags and electric circuits to the civic square space. We continue to explore ideas on how to activate the space with events over the next year. On October 29<sup>th</sup>, we will be hosting a MSU/UofM football tailgate and in December the space will be home to Santa’s House (holiday lights will also be

hung on several of the trees on the site). We plan to release the RFP for conceptual design of the civic square space in November.

**Moving Downtown Forward**

Next month, 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. Upcoming meetings (and timeline), include:

**November 2<sup>ND</sup>**

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.

**November 3<sup>RD</sup>**

Public Open Houses – the DDA and PUMA teams will facilitate two public open houses to present and collect feedback on the draft report.

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.



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

## Memorandum

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**To:** Downtown Development Authority Board

**From:** Gabe Schneider, DDA Chair

**Date:** October 18, 2022

**SUBJECT:** DDA CEO 2022/23 Performance Goals and CEO Salary Adjustment

### **2022/23 Performance Goals**

Following the completion of the DDA CEO's Annual Performance Evaluation, the Chair and Vice Chair met with the CEO to discuss performance goals for 2022/23. Human Resource Partners (the consultant hired to assist with the evaluation process) had recommended that goals should be attainable and measurable in addition to being specific, relevant and time-framed. Human Resource Partners also suggested that the DDA CEO provide periodic communication to the Board around the individual goals to make evaluating progress easier.

### **Recommended Motion**

That the DDA Board set the following goals for the DDA CEO for the 2022/23 fiscal year

- **Goal 1**  
Develop DDA dashboard made up of specific metrics that can be tracked and compared against budget and last year.
- **Goal 2**  
Review and update staffing plan with job descriptions, compensation ranges and goals for future organizational structure (3 year time frame). Also update organizational structure with new organizational chart.
- **Goal 3**  
The DDA CEO will develop a plan for implementing the Moving Downtown Forward study that lays out specific timelines, goals and benchmarks for taking this roadmap from concept to reality and begin implementation.

**DDA CEO Salary Adjustment**

In March of 2021, the DDA Board approved a policy to compensate all DDA staff in alignment within the median range for similar positions as identified by a February 2021 Human Resource Partners study.

In addition, last year, when the DDA Board adopted the DDA CEO's contract and salary increase, the motion read in part: "annual increases, if any, shall be based on a review of market data with a goal to compensate the DDA CEO at a median market-based rate."

Further, the DDA CEO's contract states that "annual increases, if any, shall be based on performance and a review of market data" with the 2022/23 DDA CEO Performance Evaluation finding that 100% of the Board rated the DDA CEO's performance a 6 or 7 (7 is "Highly Satisfied").

Human Resource Partners has updated the CEO salary report and provided the following salary range for the DDA CEO

- Low: \$81,500
- Policy/Median \$108,680
- High: \$135,850

**Recommended Motion**

That the DDA Board amend the DDA CEO's current contract and increase the DDA CEO's annual salary to \$112,000 based on market data and the results of the 2022/23 Performance Evaluation.



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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: October 17, 2022

Subject: Arts Commission Update

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

The installation and ribbon-cutting of the 16<sup>th</sup> Street sculpture is scheduled for October 27<sup>th</sup>. As a reminder, this installation is a collaborative effort between the Arts Commission and TART, in support of TART's Art on the TART initiative.







## Memorandum

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To: Scott Hardy, Parking Advisory Board Chair  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: October 14, 2022  
Re: Board Member Report: Parking Advisory Board – October 2022

The Parking Advisory Board took action on reducing permit fees at Old Town ahead of the recommendation that will be included in the revised Transportation Demand Management (TDM) report. The Board further discussed the need to investigate a downtown circulator and their role in connecting partners to fund the operations.

In addition to the reduced parking fees that will hopefully draw employees to park and walk from Old Town, the Board is committed to getting employees to complete the survey in order to identify what would entice them to continue to modify their behavior of parking and walking. Surveys will be available online and in print.

The Board received a request to further explore overnight parking in residential areas. This item was first reviewed as part of the residential permit program and was not pursued as residents who spoke at City Commission were not in favor. There is no timeline on when this item would return to the Board to be included in their workplan.





## Memorandum

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To: DDA Board of Directors  
CC: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: October 14, 2022  
Re: Staff Report: Parking Services – October 2022

### **Project Updates**

#### **CivicSmart Meters**

Phase 2 of the new smart meters are scheduled to ship the middle of November. We anticipate the new meters will be installed and operational prior to the end of the year.

#### **Old Town Pavers**

The project is scheduled to begin the week of October 17<sup>th</sup>. During the reconstruction, traffic will be reduced to one lane for both entry and exit. Revenue will not be collected during this time. All permit holders will be allowed to park on the ground (ungated) level in order to avoid the construction area.

#### **Hardy Circulation RFPs**

Our budget includes and estimated \$400,000 to reconfigure the Hardy Parking Garage for the two-way traffic circulation of State Street. Included in this price is the replacement of all parking equipment. The equipment replacement is planned to replace aging equipment.

### **Parking Advisory Board Openings**

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>.

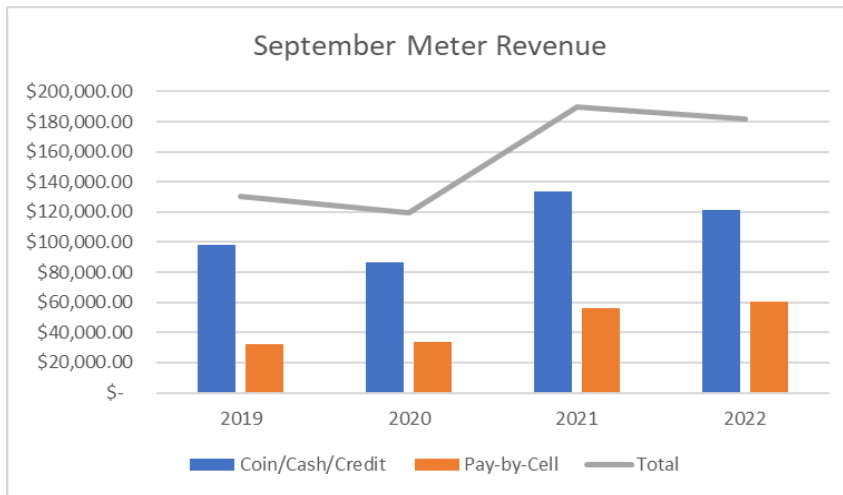
### **September Parking Revenue**

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

#### **Meter Revenues**

Meter revenues were down 4% from 2021.

	2021	2022
Total Revenue	45%	39%
Coin/Cash/Credit	35%	23%
Pay-by-Cell	74%	89%

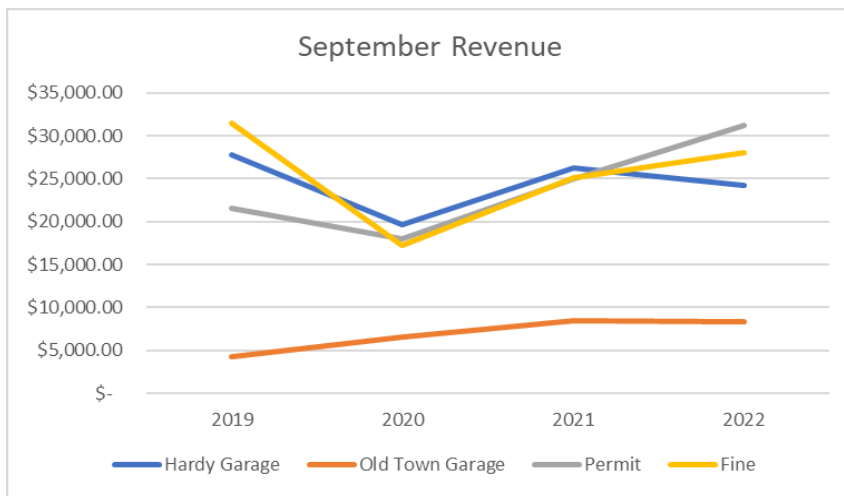


#### Hourly Admissions

Old Town transient revenues were down slightly compared to last year. Hardy transient revenues were down and likely attributed to reduced tourism traffic.

#### Permits & Fines

Fine revenues are less than pre-pandemic revenues, but increased 11% compared to 2021. Permit revenues were up 25% from last year and increased 45% from 2019.







303 E. State Street  
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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, Marketing and Outreach Director

Date: October 17, 2022

Re: Communications

### **Downtown Tailgate**

Now that the MSU-Michigan game time has been announced (7:30 p.m. on Oct. 29), we have kicked promotions for our Downtown Tailgate into high gear on social media, radio, print and more. The event starts at 5 p.m. with food, drink, games and more. See you there!

### **Comedy Fest**

MUCH work has gone into forming and beginning to promote the inaugural Traverse City Comedy Fest (distinct from the previous iterations hosted by the Traverse City Film Festival). I worked to pull together sponsorship information and am coordinating the process of building and launching a website with ticket sales.

### **Farmers Market**

After restructuring and reducing meeting frequency to three times a year, we had our first Sara Hardy Downtown Farmers Market advisory board meeting since March. The board discussed a variety of important issues and will be ready to vote on a variety of matters at their next meeting in January.

### **General Communications**

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: October 21, 2022

Subject: Event Updates

### **DTCA Board Elections**

The new DTCA board members were voted on based off of the entire merchant association and members. The results include the following board members:

Karen Hilt  
Amanda Walton  
Gary Jonas  
Sebastian Garbsch

With these new board members, we will be revisiting existing and new DTCA member benefits and discussing new and exciting ideas in future years.

### **A Toast to Downtown**

Please save the date! *A Toast to Downtown* will be held at City Opera House on Thursday, October 27<sup>th</sup>. The Lyle DeYoung Award nominating committee has met and determined the 2022 recipient. The event will also include the coveted Golden Shovel Award, food stations from Flying Noodle, Taproot, GT Pie Company, and The Cheese Lady, and the best raffle in town! There will also be an Interlochen student jazz band performing throughout the evening. Please join us for a toast to everything our downtown has accomplished TOGETHER these past 20 months. You can purchase tickets [here](#).

### **Halloween Walk**

The Halloween Walk, where participating merchants will be passing out candy to trick-or-treaters, will take place on Saturday, October 29, from 10-11:30am. This year we have Kultura Group and Lilies of the Alley participating which will be a great addition to Front street. The police and TCYP will be volunteering during this event to keep a safe environment for families.

### **Downtown Tailgate**

The new event is right around the corner! On Saturday, October 29 we will be using the Civic Square space to host a tailgate and simulcast screening the MSU/ UofM football game. This will be a family-friendly free community event including the Ludovikos taco truck and Chubby Unicorn panini truck. There will beer options provided by Fresh Coast beer works and served in the shipping container under the screen as well as nonalcoholic beverages. We will have volunteers checking each person's ID as they come into the tailgate and providing 21 and over with a wristband. A special alcohol permit has been submitted by SEEDS and all beer proceeds will go to them. Two bins from Father Fred will be placed by the entrance to encourage people to donate non-perishable food in their choice of green or blue. There will be volunteers from DDA, DTCA, tcyp, alumni associations, and Rotary. In addition, there will be a downtown officer to ensure a safe environment for all. We also welcome volunteers from this board to help.

Britten Banner is providing both the LED giant screen and shipping container with a fridge and serving surface. 9&10 news will be broadcasting the game out of a truck that will be placed in the alley parking lot. There will be cornhole, family friendly tailgate games, and four fire pits to keep people warm. The MSU and UofM alumni associations will provide pop up tents with merchandise along with our sponsor, MSU Federal Credit Union. Traverse City Central High School drumline will be in attendance to kick off the game.

### **Shop Your Community Day**

Shop Your Community Day is scheduled for Saturday, November 12<sup>th</sup>. We have narrowed it down to 31. We are excited to have some new organizations involved, like Pathfinder and Traverse Area Library. With over 36 participating merchants this year, you can get your holiday shopping done, while also supporting a local organization. 15% of sales will go to the non-profit of your choice from the 31 that were selected to participate. 2022 nonprofit organizations can be found at our website.

### **Light Parade/Tree Lighting/Santa's Arrival**

The light parade and tree lighting will be held on Saturday, November 19<sup>th</sup>. The parade will end with Santa's arrival. A \$5,000 sponsorship with Preston Feather Building Center was secured to help fund the parade. An additional sponsorship from Cherry Republic for \$1,000 was also given thanks to Dawn and Cherry Republic.

We are bringing back Santa's House this year which will take place at the Civic Square space. We have hours up on our website and will hopefully have trees or wreaths for families to buy when they go visit Santa or hot cocoa. OTP might have some performances as well.



# Business Growth Barometer Survey Results & Quarterly Update

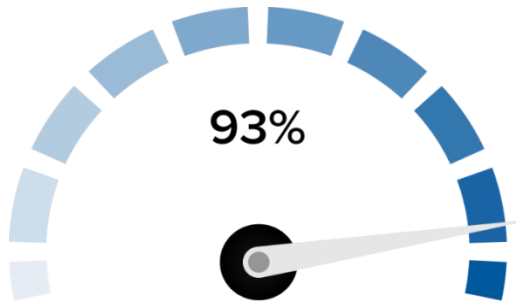
THIRD QUARTER 2022



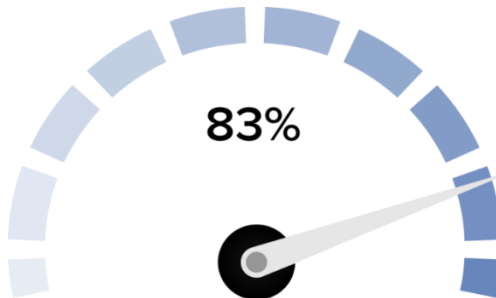
### Q3 2022 Investor Growth Barometer Survey Results

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.

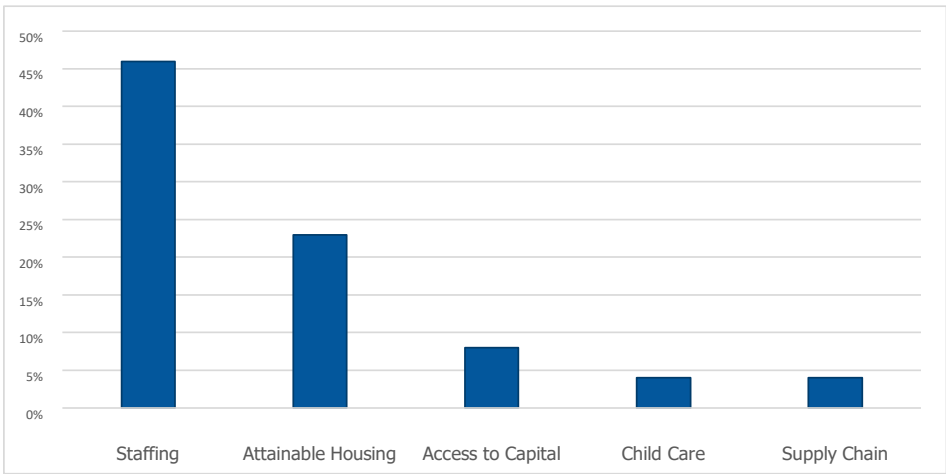
**IS OUR REGION A GOOD PLACE TO GROW YOUR BUSINESS?** (Net response)



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



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





## Q3 2022 Traverse Connect Update

### IMPROVING THE POLICY LANDSCAPE

- Traverse Connect and the Northern Michigan Chamber Alliance have published comprehensive election information to educate our region's business community on upcoming elections and the issues most important to small businesses and our rural communities. Information includes [comprehensive candidate questionnaires for Michigan Senate and House races across northern Michigan](#), questionnaires from [Grand Traverse County Commissioner candidates](#), a primary election guide, and a detailed breakdown of the new state house and senate districts.

### TELLING THE STORY OF OUR REGIONAL ECONOMY

- We have published our new [Economic Development landing page](#) on Traverse Connect's website, which emphasizes our Entrepreneurial Ecosystem Growth Model, reports the Scale Up Growth Barometer, and highlights key 'industry cluster' developments, including a webpage covering the growth of [Northern Michigan's Blue Economy](#) and how the Grand Traverse region is well positioned to be the global epicenter for freshwater innovation.

### ADDRESSING THE NEEDS OF GROWING FIRMS

- Our 'Manufacturing Resources Awareness Campaign' centered around developing and publishing a [Manufacturing Resource webpage](#) that provides Grand Traverse area manufacturers with the resources they need to grow and expand their businesses and improve the local manufacturing sector's sustainability and growth.

### CREATING INTERACTIONS FOR BUSINESSES

- The third quarter saw continued momentum with Traverse Connect's business engagement. We made 54 direct business referrals and welcomed 22 new member companies. We conducted over 140 business outreach and retention visits. We hosted 15 events with nearly 900 total attendees, providing an opportunity for business and community leaders across our region to engage with partners, discuss issues, and grow their businesses.

### BUILDING THE TALENT PIPELINE

- Traverse Connect is partnering with the Traverse Area Human Resources Association (TAHRA) to advance our shared goals, support small businesses, attract and retain talent, and increase economic investment in the region. Pending formal collaboration between our two organizations will not only strengthen our respective goals but will also raise the profile of the Grand Traverse region as a leader in providing a supportive environment for new and existing talent.

### FOSTERING A CULTURE OF OPENNESS AND CREATIVITY

- We are poised to roll out the new Michigan's Creative Coast Freelance & Independent Talent Directory showcasing the creative freelancers and independent entrepreneurs' "making it" in the Grand Traverse region. The directory will offer these entrepreneurs a microsite to showcase their resumes, portfolios, and services to businesses and employers looking for local talent while also creating business-to-business development among freelancers.







**Minutes of the  
Parking Advisory Board for the Downtown Development Authority  
Regular Meeting  
Wednesday, September 7, 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: None

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Hardy called the meeting to order at 11:01 AM.

(b) **ROLL CALL**

(c) **CONSIDERATION OF MINUTES**

- (1) Approval of the minutes of the July 6, 2022 advisory board meeting  
That the Parking Advisory Board approve the minutes as presented.

Moved by Doug Hickman, Seconded by Todd Knaus

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

**Absent:** Pam Marsh

**CARRIED. 4-0-1 on a recorded vote**

(d) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) TDM Presentation

Marsh joined the meeting at 11:06 AM

The following addressed the Board:  
Thomas Brown, Nelson/Nygaard  
Bradley Strader, MKSK

(e) **RECEIVE AND FILE**

- (1) Updates and Information 2022

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

(f) **PUBLIC COMMENT**

No public comment

(g) **ADJOURNMENT**

- (1) Motion to adjourn the meeting  
The meeting was adjourned at 12:26 PM

Moved by Todd Knaus, Seconded by Doug Hickman

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

**Absent:** None

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

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Scott Hardy, Chairperson

# DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, SEPTEMBER 8, 2022  
8:30AM

## AGENDA

1. Call to Order (*Gildersleeve*) 8:45am
  - a. Present: Dawn Gildersleeve, Karen Hilt, Jeff Libman, Amanda Walton, and Libby Hogan
  - b. Absent: Jeff Joubran, Margaret Morse, Blythe Skarshaug, and Liz Lancashire
2. Approval of [Minutes of the Board Meeting of July 14, 2022](#) (*Gildersleeve*)  
*Motion to approve, Jeff Libman and seconded by Karen Hilt*
3. CEO Report (*Derenzy*)
  - a. Comedy Festival Update- February 2-4
    - Mike Geeter and Ann Duke getting the talent and will know in the next couple of weeks
    - Met with Cherry Festival (said no on supporting at this point) and working on TCT with their support of \$30k-\$40k
    - Having weekly meetings with the group
    - Encore, Opera House, Workshop Brewing, Hotel Indigo, and TC Comedy Club
    - Working with Park Place and Delamar to put packages together
    - Karen- what about Hagerty? \$5k
    - Libby- what about Loom? Libby is going to make contact with the best person
    - Needing some volunteers
    - Launch in October
    - Amanda- QR code to put in bags with upcoming events
  - b. Monthly business get together
    - October 19 at the Children's House 8:30 am
    - November Park Place Hotel or North Bar
    - December Encore
4. [DTCA Invoicing Update](#) (*Taylor*)
5. *Letter from Todd McMillan*
6. Events Review (*Taylor*)

- a. Remaining Events
  - i. Happy Apple Days- September 24-25
    - Changed to October 8-9 with the fall sale
  - ii. Toast to Downtown- October 27
  - iii. Halloween Walk- October 29
  - iv. Downtown Game Day Tailgate- October 29
  - v. Shop Your Community Day- November 12
  - vi. Tree Lighting, Light Parade & Santa's Arrival- November 19
    - \$50 entry free for businesses and a \$25 fee for non-profit organizations
    - No \$750 stipend
    - Porta potties at every corner
    - Spacing needs to be locked in
    - 30-35 is plenty for the amount of floats
  - vii. Black Friday & Small Business Saturday- November 25-26
  - viii. (Christmas Shopping themes)- December 8 and 15
    - There will be Men's Night and Ladies Night this year, it will be too much to rebrand this year
- b. Toast to Downtown
  - Live packages and silent auction
  - Each board member to get a special basket together
    - Tickets for Comedy Fest
    - TVC tickets
    - Downtown gift certificates
    - College football game tickets
    - Pitspitter baskets
    - Restaurant basket
    - Letter for nonprofits with tax id
    - 2 part workshop with design
    - Lyle Deyoung June of 93' 29th
- c. Christmas Shopping
  - Discussion about branding these events
  - Keeping the two nights, December 8 and 15
- d. Friday nights in August next year: Music theme nights with dancing and food

7. President's Report (*Gildersleeve*)

- a. Nominating Committee Update Jeff Joubran, Jeff Libman, Liz Lancashire , Libby Hogan
  - i. Election process

1. Election in October
2. Discuss election process and communicate to the board
3. Slate of Candidates

- Trish Wiltse, President TC Foods an Grandview Restaurants (Jean to contact)
- Sebastian Garbsch, Owner of Formative Fitness/ Blue Goat Wine (Jean to contact)
- Katie Grossnickel, Glitz and Spurs (Jeff Libman)
- Shanny Brooke, Higher Art Gallery (Liz Lancashire)
- Cat Richardson, M22/ West Bay Handmade (Libby Hogan)
- Alison Knowles, Calis (Libby Hogan)
- Karen Hilt, My Secret Stash re-running
- Amanda Walton, Toy Harbor re-running
- Dawn mailing it and sending out info on annual dinner having them drop off or

send it back

- Goal is to send next week (125 ballots) Voting for up to 4 of the 6
- Get your bios and photos for applicants into Abby by Wednesday, September 14

b. Member Benefits (subcommittee)

- i. Street Sale
- ii. Employee benefits
- iii. Changing fee structure

Subcommittee: Dawn Gildersleeve, Jeff Libman, Karen Hilt, Amanda Walton

8. Adjourn 10:32am





**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
July 20, 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 3:30 p.m.

The following Commissioners were in attendance: Commissioner Stanley, Commissioner Walter, Commissioner Niemi, Commissioner Nance, Commissioner Early, Commissioner Amundson

The following Commissioners were absent: Commissioner Hoisington

Chairperson Amundson presided at the meeting.

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

- (1) Motion to amend the agenda to move general public comment after the consent calendar

Moved by Roger Amundsen, Seconded by Steve Nance

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

**Absent:** Joshua Hoisington

**CARRIED. 6-0-1 on a recorded vote**

(b) **CONSENT CALENDAR**

- (1) Consideration of approving the June 15, 2022 Arts Commission Meeting Minutes (approval recommended) Burkholder
- (2) Consideration of approving the June 2022 Arts Commission Financials (approval recommended) (Burkholder)

- (3) Motion to approve the Consent Calendar  
Motion to approve the consent calendar

Moved by Ashlea Walter, Seconded by Caitlin Early

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

**Absent:** Joshua Hoisington

**CARRIED. 6-0-1 on a recorded vote**

(c) **PUBLIC COMMENT**

(1) General

Tim Keenan, from Veterans for Peace, provided a brief overview of their desired project

(2) Commissioners

(d) **OLD BUSINESS**

(1) Art on the TART Project Selection

That the Traverse City Arts Commission select Lois Teicher for the 16th Street Art on the TART project and enter into a contract of not more than \$16,400 with said artist subject to approval by the City Manager and City Commission.

Moved by Roger Amundsen, Seconded by Ashlea Walter

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

**Absent:** Joshua Hoisington

**CARRIED. 6-0-1 on a recorded vote**

(2) Banner Initiative and RFP

Burkholder noted the RFP for the Banner Installation Project was extended to August 14th

(3) Strategic Planning Update

Burkholder noted the update from Ms. Motil regarding the survey, which should be distributed the week of July 25th

(e) **NEW BUSINESS**

(1) Introduction of Jessica Kooiman Parker - Alluvian

(2) Commissioner Comment

Commissioners discussed the desire to review formal materials for the Mural Project.

Mr. Burkholder noted he would have those materials ready for review for the August meeting.



(f) **ADJOURNMENT**

**(1)**

Motion to adjourn

Motion to adjourn

Moved by Caitlin Early, Seconded by Roger Amundsen

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

**Absent:** Joshua Hoisington

**CARRIED. 6-0-1 on a recorded vote**

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Roger Amundson, Chairperson



**Meeting Minutes  
Farmers Market Advisory Board  
Regular Meeting  
Monday, March 21, 2022**

**1. CALL TO ORDER**

The Farmers Market Advisory Board was called to order at 9:02 on Monday, March 21, 2022 by Phelps.

**2. ROLL CALL**

The following Advisory Board members were in attendance: Courtney Lorenz, Tim Werner, Tricia Phelps, Michael Brodsky, Brenin Wertz-Roth, Lori Buchan, Joanne Brown, Meghan McDermott, Michael Brodsky

The following Advisory Board members were absent: Nic Welty, Gary Jonas

Also present: Art Bukowski (DDA) and Kyle Warner (SEEDS)

**3. APPROVAL OF MEETING MINUTES**

Minutes not in packet and could not be approved. Will be attached to October meeting packet for approval

**4. OLD BUSINESS**

Winter Market Updates

Warner provided an update on the winter market.

**5. NEW BUSINESS**

**A. APPROVAL OF UPDATED ADVISORY BOARD RULES**

Based on conversations at the last meeting and elsewhere regarding meeting frequency, Bukowski suggested moving to a three meeting per year schedule. After extensive discussion, the board voted to approve the new rules with additional language modifications that give the DDA/SEEDS the ability to approve Category 2 vendors at such time when the advisory board can't meet, along with modifications to the market rules to further stress the importance of sourcing local to give the DDA/SEEDS easier ability to approve/reject.

Moved by Buchan, seconded by Phelps

Yay: Lorenz, Werner, Phelps, Brodsky, Buchan, Brown, McDermott, Wertz-Roth

Nay: None

Carried: 8-0

**B. APPROVAL OF UPDATED MARKET RULES**

Warner had previously mentioned needing stronger language in the market rules to deter people from leaving early. That language was modified.

Moved by McDermott, seconded by Buchan

Yay: Lorenz, Werner, Phelps, Brodsky, Buchan, Brown, McDermott, Wertz-Roth  
Nay: None  
Carried: 8-0

**C. VENDOR APPROVALS FOR 2022 IN PERSON MARKET**

Warner presented the slate of applicants for the in-person Wednesday and Saturday markets. After some discussion, his recommendations were considered and approved.

Moved by Wertz-Roth, seconded by Lorenz

Yay: Lorenz, Werner, Phelps, Brodsky, Buchan, Brown, McDermott, Wertz-Roth  
Nay: None  
Carried: 8-0

**D. WEDNESDAY MARKET DISCUSSION**

Discussion was had regarding moving the Wednesday market to the evenings. The board was in agreeance that such a move would help the market. Bukowski to examine feasibility and bring a plan back to October meeting.

**E. COMMITTEE DISCUSSION**

Burkholder introduced Bukowski, who will be taking over as the DDA staff contact for the farmers market going forward. Bukowski introduced himself and provided his background.

**F. FARM VISIT DISCUSSION**

The board expressed a desire to continue farm visits to ensure compliance with market rules. Warner said he will continue those this year.

**6. PUBLIC COMMENT**

No public comment provided

**7. ADJOURNMENT**

Meeting was adjourned by unanimous vote