



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, September 15, 2023**

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 9:00 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 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 Board Member Ed Slosky

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 9:00AM.

(b) **ROLL CALL**

Pam Marsh arrived at 9:01am.

(c) **ELECTION OF OFFICERS**

(1) Election of Officers

Meeting turned to Jean Derenzy, DDA CEO, to call for nominations for chair of the DDA Board of Directors.

Richard Lewis nominated Gabe Schneider as Chair, Scott Hardy at Vice Chair, Jeff Joubran as Treasurer and Pam Marsh as Secretary.

That the DDA Board elect Gabe Schneider as Chair, Scott Hardy at Vice Chair, Jeff Joubran as Treasurer and Pam Marsh as Secretary.

Moved by Richard Lewis, Seconded by Jeff Joubran

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

(2) Committee Appointments

Jean Derenzy turned the meeting over to chair Gabe Schneider, to complete committee appointments.

That the DDA Board appoint Pete Kirkwood, Pam DeMerle, Michael Brodsky and Todd McMillen to the Governance Committee.

Moved by Katy Bertodatto, Seconded by Jeff Joubran

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

That the DDA Board appoint Ed Slosky, Pam Marsh and Jeff Joubran to the Finance Committee.

Moved by Pam Marsh, Seconded by Jeff Joubran

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

That the DDA Board appoint Katy Bertodatto, Scott Hardy and Pam Marsh to the Mobility & Parking Advisory Board.

Moved by Peter Kirkwood, Seconded by Pam DeMerle

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

That the DDA Board appoint Todd McMillen to the Arts Commission.

Moved by Steve Nance, Seconded by Pam Marsh

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

That the DDA Board appoint Michael Brodsky to the Farmers Market Advisory Board.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

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

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

Moved by Scott Hardy, Seconded by Pam DeMerle

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

(e) **PUBLIC COMMENT**

- (1) The Following Addressed the Board:

Fred Bimber

(f) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically

respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

- (1) Approval of minutes of the August 18, 2023 Downtown Development Authority Board of Directors meeting and Governance Training of September 5, 2023 (Approval Recommended) (Jean Derenzy)
- (2) Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for August 023 (Approval Recommended) (Jean Derenzy)
- (3) Hardy Parking Sign Replacement Contract (Approval Recommended) (Nicole VanNess)
- (4) Parking Professional Services Agreement 5 Year Conditions Assessment (Approval Recommended) (Nicole VanNess)
- (5) Hardy Parking Deck Elevator Report Contract (Approval Recommended) (Nicole VanNess)

That the DDA Board approve the consent calendar as presented.

Moved by Pam DeMerle, Seconded by Richard Lewis

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

(g) **SPECIAL ORDER OF BUSINESS**

- (1) West End Mixed Use Development Update from Consultants (Fishbeck, Jean Derenzy, Nicole VanNess)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
John Dancer
Greg Ehmke
Pete Kirkwood
Scott Hardy
Richard Lewis
Steve Nance
Pam Marsh
Gabe Schneider
Katy Bertodatto
Pam DeMerle
Ed Slosky

(h) **NEW BUSINESS**

- (1) Award of Contract for Communications RFP (Approval Recommended) (Jean Derenzy)

Jeff Joubran left the meeting at 9:55am.

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Pete Kirkwood
Scott Howard
Pam Marsh
Michael Brodsky
Ed Slosky
Scott Hardy
Katy Bertodatto
Pam DeMerle
Richard Lewis

That the DDA Board enter into contracts with Bright Sparks Strategies for a total cost of \$50,000 for the development of educational tools for TIF 97 and with Greenlight for \$90,000 for the development of communication for DDA general needs including branding initiatives, the Grandview Parkway reconstruction project and Park Once initiatives subject to approval by the CEO as to substance and by the DDA attorney as to form.

Moved by Katy Bertodatto, Seconded by Pam Marsh

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, Michael Brodsky, and Ed Slosky

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

(i) **CEO REPORT**

- (1) Moving Downtown Forward Financing Plan (Jean Derenzy, Scott Howard)

Richard Lewis left the meeting at 10:12am.

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Scott Howard

Gabe Schneider
Pete Kirkwood
Ed Slosky
Scott Hardy
Nicole VanNess
Michael Brodsky
Steve Nance
Pam Marsh
Katy Bertodatto

(2) Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Ed Slosky
Gabe Schneider
Scott Hardy

(j) **BOARD MEMBER REPORTS**

(1) Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Steve Nance
Todd McMillen
Gabe Schneider

(2) Mobility & Parking Advisory Board Update (Scott Hardy) (Verbal Update)

The Following Addressed the Board:

Scott Hardy
Katy Bertodatto
Gabe Schneider

(k) **STAFF REPORTS**

(1) COO Report (Harry Burkholder)

Harry Burkholder distributed a handout of the Cass/8th St intersection project pedestrian detour.

The Following Addressed the Board:

Harry Burkholder
Scott Hardy
Ed Slosky
Jean Derenzy
Pete Kirkwood
Pam DeMerle

[Cass/Eighth St Detour Pedestrian Detour Map - PDF](#)

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

The Following Addressed the Board:

Nicole VanNess
Pam Marsh
Gabe Schneider
Scott Hardy
Katy Bertodatto

- (3) Downtown Experience Coordinator Report (Abby Taylor)

(l) **RECEIVE AND FILE**

- (1) Arts Commission July 2023 Meeting Minutes
(2) DTCA July 2023 Meeting Minutes

(m) **PUBLIC COMMENT**

(1)

The Following Addressed the Board:

Benjamin Marentette

(n) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.
That the DDA Board adjourn the meeting at 10:49AM.

Moved by Peter Kirkwood, Seconded by Pam DeMerle

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, Michael Brodsky, and Ed Slosky

Absent: Jeff Joubran and Richard Lewis

CARRIED. 10-0-2 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO



Cass and Eighth St. Intersection Closure

Pedestrian Detour

