

Traverse City Downtown Development Authority Regular Meeting

Friday, June 16, 2023

9:00 am

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



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

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

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

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

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

Page

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **REVIEW AND APPROVAL OF AGENDA**

- A. Consideration of approving the agenda as presented.

4. **PUBLIC COMMENT**

5. **CONSENT CALENDAR**

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

- A. Approval of the minutes of May 19, 2023 and June 2, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy) 6 -
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13. RECEIVE AND FILE

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14. PUBLIC COMMENT

15. ADJOURNMENT



CITY COMMISSION

GOALS & OBJECTIVES

2022-2023



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, May 19, 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 Peter Kirkwood, Board Vice Chair Scott Hardy, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Katy Bertodatto, Board Member Michael Brodsky and Student Liaison Will Unger

The following Board Members were absent: Board Member Steve Nance and Board Member Jeff Joubran (unexcused)

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 9:03AM.

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

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

Moved by Scott Hardy, Seconded by Katy Bertodatto

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

Absent: Steve Nance, Jeff Joubran, and Pam Marsh

CARRIED. 8-0-3 on a recorded vote

(d) **PUBLIC COMMENT**

The Following Addressed the Board:

Tm Werner

(e) **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 the minutes of April 21, 2023 and May 5, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy)

(2) Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for April 2023 (Approval Recommended) (Jean Derenzy)

That the DDA Board approve the consent calendar as presented.

Moved by Katy Bertodatto, Seconded by Michael Brodsky

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

(f) **SPECIAL ORDER OF BUSINESS**

(1) Enter into public hearing.
Motion to enter into Public Hearing at 9:05AM.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

(2) Public Hearing: 2023/2023 Annual Budget (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis
Pam Marsh
Peter Kirkwood
Scott Hardy
Michael Brodsky
Katy Bertodatto
Pam DeMerle
Paige Paul
Jackie Anderson
Michael Caughran
Addison Cook
Emilia Curet
James Wade
Ty Schmidt
Tim Werner
Will Unger

(3) Public Hearing closed at 10:13am.

(g) **OLD BUSINESS**

(1) Two-Way Update (Chris Zull, Jean Derenzy)

The Following Addressed the Board:

Chris Zull
Jean Derenzy, DDA CEO
Gabe Schneider
Pam Marsh
Scott Hardy
Nicole VanNess
Harry Burkholder
Katy Bertodatto
Richard Lewis

(h) **NEW BUSINESS**

(1) 2022/2023 Budget Adjustment (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider

That the DDA Board of Directors approve a budget adjustment for DDA General of \$1,010,000 and TIF 97 of \$5,755,900.

Moved by Richard Lewis, Seconded by Todd McMillen

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

(2) Moving Downtown Forward Timeline (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider

Richard Lewis

Katy Bertodatto

Peter Kirkwood

Scott Hardy

Pam Marsh

(i) CEO REPORT

(1) Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider

(j) BOARD MEMBER REPORTS

(1) Arts Commission Update (Steve Nance, Harry Burkholder)

The Following Addressed the Board:

Harry Burkholder

Gabe Schneider

(k) STAFF REPORTS

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

The Following Addressed the Board:

Nicole VanNess

- (2) Communications & Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski

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

(l) **RECEIVE AND FILE**

- (1) DTCA April 2023 Meeting Minutes
- (2) Arts Commission March 2023 Meeting Minutes

(m) **PUBLIC COMMENT**

The Following Addressed the Board:

Katy Bertodatto
Jean Derenzy, DDA CEO
Pam Marsh

- (1) The following emails were received regarding the 2023/2024 budget.

[Luke Farella DDA Email - PDF](#)
[Nora Madion DDA Email - PDF](#)
[Natalie Bourdo DDA Email - PDF](#)
[Addy Cook DDA Email - PDF](#)
[Gwyneth Schmitz DDA Email - PDF](#)
[Aidan Schleuder DDA Email - PDF](#)
[Reese Cummins DDA Email - PDF](#)
[Anderson Farmer DDA Email - PDF](#)
[Phoebe Humphrey DDA Email - PDF](#)
[Collin Benedict DDA Email - PDF](#)
[Travis Walters DDA Email - PDF](#)
[Emilia Curet DDA Email - PDF](#)
[Lucille Phillips DDA Email - PDF](#)
[Posie Lettinga DDA Email - PDF](#)
[Drew Johnsen DDA Email - PDF](#)
[Colleen Madion DDA Email - PDF](#)
[Griffin Mawson DDA Email - PDF](#)

[James Wade DDA Email - PDF](#)
[Michael Caughran DDA Email - PDF](#)
[David Russell DDA Email - PDF](#)

(n) **ADJOURNMENT**

- (1)** Motion to adjourn the meeting.
That the DDA Board adjourn the meeting at 10:13AM.

Moved by Pam Marsh, Seconded by Katy Bertodatto

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: DDA Meeting
Date: Wednesday, May 17, 2023 5:22:44 AM

Jean Derenzy

Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685

O [231.922.2050](tel:231.922.2050)

C: 231-342-7849

W www.downtowntc.com



----- Forwarded message -----

From: **Luke Farella** <farellaluk16@tcapsstudent.net>

Date: Tue, May 16, 2023 at 6:36 PM

Subject: DDA Meeting

To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear Traverse Cities Downtown Development Authority,

My name is Luke Farella, and I am a Traverse City Central High School student. Originally from Clarkston Michigan, it wasn't until 24 hours before the first day of senior year when my family and I finally moved up north. I remember being blown away by Traverse City's sheer beauty. The turquoise blue lakes along with thousands of acres of vineyards and orchards was not something I was used to coming from a small bedroom community outside of Detroit. The streets of downtown were filled with thriving small businesses and hard workers. Evening walks with my dog along Front Street and the water became my new favorite part of the day. And because my parents were fortunate to get their hands on The Breakwater apartments located right across from Clinch Marina, I was immediately connected within the downtown community. Although, this step was not as easy as it may seem. It actually took months of keeping an eye on the housing market in the area before making our temporary decision to lease an apartment. We noticed how there weren't many affordable options available for houses within the downtown area. This got me thinking, 'how would any young low to middle income people be able to afford a place to live within downtown Traverse City?' The answer is short and sweet, they simply

cannot. This results in many people being forced to move outside of city limits; ultimately destroying their sense of community. After doing some research, I came across a recent article published to *Bridge Michigan*. Within the Article, Lindsay VanHulle interviewed a Traverse City local, Sally Rath. After living in the Slabtown neighborhood, she was forced to move because of rent costs being raised \$300 more per month; a price she could no longer afford. According to VanHulle, "Rath said her daughter encouraged her to try to buy a home, and she did, though she had to move about a dozen miles outside town to find one in her price range. Her job as an enforcement specialist at 13th Circuit Court, which serves three northern counties, remained in Traverse City, along with her friends and her sense of community. And her commute got longer, especially during the winter." This is just one example that shows the effect that comes with moving outside city limits. Sally Rath belongs in Traverse City with her friends and family. Unfortunately, with no affordable housing options she was left with no choice but to leave it all behind. Traverse City is a place where I know I want to live after college, but with the current housing situation I know I would not be able to afford anywhere to live within the downtown area. Bringing housing for young, hard working people will improve many aspects of the city and I believe this should be a major priority. Thank you for your time and consideration.

Sincerely,
Luke Farella

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Protecting Local Businesses in Traverse City
Date: Wednesday, May 17, 2023 5:22:59 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Nora Madion** <madionnor24@tcapsstudent.net>
Date: Tue, May 16, 2023 at 9:22 PM
Subject: Protecting Local Businesses in Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hi, my name is Nora Madion, and I am currently a Junior at Central High School. I was born in Traverse City, so I have watched the city develop each year as I have grown older. Some of the things that I love about living in Traverse City are the local restaurants, such as Amical and Sorellina, and also local activities, such as going to movies at the State Theater and watching movies during the Film Festival in August. I'd love to have the chance to live here after completing college, either part-time or full-time because of the beauty in this area and the ability to live close to all of my relatives that are here.

One guiding principle that I resonate with from your development board is the protection of small local independent businesses. My very first ice cream cone that I ever ate was at Bardon's, a popular ice cream shop destination in town. I've had countless, fun memories at Bardon's with friends and family which have formed a great part of my summer memories throughout my childhood. When a RiteAid Pharmacy was built in the lot next to Bardon's a couple years ago, I was worried that the construction would force Bardon's. However, Bardon's was able to push through and stay in business for its customers. This example highlights that local businesses should be protected against the expansion of bigger companies, such as Starbucks, fast-food chains, or department stores. For many people that have grown up in

Traverse City, locally owned businesses are important to them. For me, I always looked forward to each new school year because my mom would take my siblings and I to Golden Shoes store, a locally, family owned business, to pick out a new pair of school shoes. These places are what make our town Traverse City. I believe the DDA should work to focus on providing security for these shops. Also, The TC Moving Forward Project is a substantive step in continuing the success of local businesses by encouraging the DDA to offer “a variety of promotions, investments, and incentives” for local businesses. For the local businesses that may be experiencing some setbacks, the DDA could keep their business afloat with their support. Therefore, even though the expansion of business through popular stores, such as food chains, is inevitable, residents in Traverse City can’t forget to support all of the great local businesses who willingly provide us service.

I want to thank you for all of the great work and time that you dedicate into improving our city, from improving climate conditions to offering more affordable housing for citizens. With your work, our city can hopefully continue to positively grow in the future and be inclusive of all people and business.

Sincerely,
Nora Madion

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: DDA Meeting- Natalie Bourdo
Date: Thursday, May 18, 2023 5:36:58 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O [231-922-2050](tel:231-922-2050)
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Natalie Bourdo** <bourdonat63@tcapsstudent.net>
Date: Wed, May 17, 2023 at 8:59 PM
Subject: DDA Meeting- Natalie Bourdo
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>
Cc: <paulpa@tcaps.net>

Hi, my name is Natalie Bourdo and I am a student at Traverse City Central. I have lived in Traverse City my whole life and am proud to be a part of this amazing city. I am very involved in the community and love spending time downtown, especially during summer. I would want to return to Traverse City when I am older as long as I can afford to live here after college and I especially want to return here if I am ever raising a family because this was such an amazing place to grow up in. I think that downtown Traverse City is a very fun place with lots of different restaurants and shops. There is always something to do whether it's going out for a fun dinner or finding a fun activity to do. We have a very beautiful downtown and it is the perfect size because it's not too large but still offers lots of variety and things to do. One of the guiding principles that resonates with me is designing a great place for all ages and future generations. Due to most of the citizens being 40+, sometimes the younger generations are overlooked a little but it is important to fill their wants in downtown just as much to try to get them to come back when they are older. Having fun activities that can be enjoyed by all ages is very important but especially things like access to beaches. Most teenagers nowadays enjoy spending time downtown at the beach and getting lunch somewhere not super expensive. Due to teenagers saving for college and usually not having lots of money, it is important to beg to have restaurants and places that are not as expensive so we can still enjoy eating out. The other

guiding principle I liked was to protect and preserve small local independent businesses. This is a big part of Traverse City and as a member of the community, I really enjoy having access to places that are local. It makes Traverse City a lot more special and different from other cities when we have different restaurants and stores that are run by people in Traverse City. It is also very important to protect those stores and continue to use them to keep them in business. These stores and places are what make Traverse City unique and such a great place to live. I am looking forward to attending your next government meeting and am thankful for all you do to help keep Traverse City's downtown such a great place.

- Natalie Bourdo
bourdonat63@tcapsstudent.net

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Youth Perspective on Traverse City
Date: Thursday, May 18, 2023 10:54:07 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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----- Forwarded message -----

From: Addison Cook <cookadd60@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:17 AM
Subject: Youth Perspective on Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>
Cc: Paige Paul <paulpa@tcaps.net>

I am Addy Cook. I am 16 years old, live in Traverse City, and visit downtown TC fairly often. Because I am young, my age group is often not proportionally represented in your surveys. Therefore, I would like to voice my opinion here.

If I wanted to live in Traverse City long term or return after University, I would like to see more year-round events. I love coming downtown during the summer because it is vibrant, lively, and there are things to do. However, in the winter, activities are often lacking. It seems that all there is to do downtown in the winter is go to a restaurant or see a show at the Opera House. Although this is not exactly the case, I am not alone in feeling that year-round entertainment is lacking. 54% of respondents in your survey said that it is either important or very important to them to add more year-round activities and entertainment options. One idea that could be fun is a family-friendly winter fair.

I also appreciate your principle of making sound investments in sustainable infrastructure and civic amenities. I am a big believer in being proactive instead of reactive, especially when it comes to sustainable infrastructure. I do hope though that this principle is acted upon and not just used as something to look good. Sustainability is always nice in theory, but it can often be pushed off because it is not

always convenient. An example of this is in private companies. According to Bain, 81% of companies dilute their sustainability promises, and only 2% achieve them. Again, please follow through with your principle—do not let it be an empty promise. It also might be helpful to make more of an effort to solicit youth input. Thank you for including a youth advisor position on your board, and that is a great start. Young people put our trust in you every day to make our downtown great, yet we often do not get our opinion heard easily. I do appreciate the work that you put into our community, and I do hope that you consider my opinions and concerns. Thank you.

Addy Cook
cookadd60@tcapsstudent.net

From: [Jean Derenz](#)
To: [Molly Norville](#)
Subject: Fwd: Downtown housing affordability
Date: Thursday, May 18, 2023 11:47:14 AM

----- Forwarded message -----

From: **Gwyneth Schmitz** <schmitzgw59@tcapsstudent.net>
Date: Thu, May 18, 2023, 11:39 AM
Subject: Downtown housing affordability
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

4532 Hampshire dr.
Williamsburg, Michigan 49690

18, May 2023

DDA Board of Directors
303 E. State St. Ste. C
Traverse City, Michigan 49684

Greetings Downtown Development Authority,
I would like to bring your attention to the issue of affordable housing in Traverse City. As I'm sure you all are aware based on the survey results you've conducted and your guiding principles, affordable housing, and homelessness is a huge issue in our area that the vast majority of citizens believe has been getting worse. Even without all of the recent upticks in prices due to inflation, our community is not set up to be livable when you don't make tons of money. If the goal is to continue growing the community and push it to be more accessible to younger generations, this is an area that will need work. I do not believe that after college I will be able to come and live back in my hometown without living in my parents' home with their financial help. Students freshly graduated from college are typically swarmed with debts. In Michigan over 50% of students deal with thousands of student loan debts and if you add that to the amount they would also have to pay to live in Traverse City they are looking at astronomical amounts to pay back. Recently, my father and I were discussing a house downtown that was for sale. For the location, it was slightly overpriced but not too unreasonable, but since my father would intend to buy it and then rent it out, the rent price he would have to ask for would honestly make it seem that you were better off buying a house slightly farther out from town. In economics class, we did a budgeting assignment where we lived in Traverse City and worked for minimum wage. Even though another person and I said we would hypothetically live together and take the BATA bus or ride bikes the amount that we could save into an account like a Roth IRA and keep to spend on things like groceries was very slim after you considered the amount we would have to spend on rent. It was possible but not

comfortable. To make this wonderful community a better fit for youth and less known as a retirement community there needs to be housing affordability changes.

Sincerest regards,
[Gwyneth Schmitz](#)
schmitzgw59@tcapsstudent.net

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: My Future in Traverse City
Date: Friday, May 19, 2023 7:19:17 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O [231.922.2050](tel:231.922.2050)
C: [231-342-7849](tel:231-342-7849)
W www.downtowntc.com





----- Forwarded message -----

From: **Aidan Schleuder** <schleudeaid54@tcapsstudent.net>
Date: Fri, May 19, 2023 at 7:11 AM
Subject: My Future in Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <lewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

DDA Board of Directors,

My name is Aidan Schleuder and I am a student at Traverse City Central High School. As a person hoping to go into the automotive industry, I am fascinated with electric vehicles and am conscious of the infrastructure needed to sustain them. I realize that there are a few charging stations by the Open Space but that is not enough. In order to stay ahead of climate change and to better acclimate our community to an electric environment, I believe we need to integrate electric vehicle charging Downtown. Whether it be charging in parking spots or making room for dedicated charging locations, we must shift to prioritize electric vehicle infrastructure before we fall behind. By focusing on electrification now, we can make our city a frontrunner in the electrification of America. I appreciate your dedication to helping our local environment through the Lower Boardman River Plan and I think we can help our environment on a national scale by displaying that we are an electric-friendly town.

Electric vehicles aren't the only industry I worry we're falling behind in. The housing market is in an atrocious state, with houses being sold at unreasonably high prices,

forcing the working class out of town. I should know because my family was one of the ones forced out. My mom and I moved up to Traverse City when I was 3. For 10 years, we lived in the city limits but when looking for a new house we were forced to look elsewhere. Now we live in Suttons Bay, even though my siblings and I go to school in Traverse and my mom teaches at NMC. I know that the housing problem isn't the fault of any of you, but it is something keeping people away from Traverse City and it needs to change.

At the moment, I'm not sure if I'm going to move back to Traverse after college. Besides wanting a change of pace, I want to live somewhere where I can drive a Rivian and live in town. Right now, Traverse City isn't offering that for me but I'm willing to change my mind. I know that this community is one that loves the outdoors and is willing to change. I just want to see steps toward making those changes.

Thank you so much for making Downtown Traverse City more inviting for everyone. I truly appreciate your work,
Aidan Schleuder

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: The Traverse City Housing Crisis
Date: Friday, May 19, 2023 4:38:53 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: Reese Cummins <cumminsree14@tcapsstudent.net>
Date: Thu, May 18, 2023 at 11:15 PM
Subject: The Traverse City Housing Crisis
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear Downtown Development Authority Board of Directors,

I am Reese Cummins, a junior at Central High School and a resident of Traverse City. Having lived in Traverse City my whole life, I have come to appreciate the city and surrounding area. From the food, culture, and natural beauty, Traverse City has much to offer. Importantly, it is a place I would like to return to and live soon after graduating college.

Looking at the housing market, specifically downtown, I have noticed that housing costs are incredibly high. A [Ticker](#) article from earlier this year cited that from 2010 to 2020, the median house cost in Traverse City increased from \$187,800 to \$282,900 despite the median income rising from \$60,060 to \$64,033. While it could be argued that our local housing cost increase is part of a more significant national trend, I would say that it is an issue of limited housing supply and increased demand in the area. To effectively address this problem, we must relax building height limits and expand existing housing infrastructure. Doing so can alleviate the pressure on the market, create more affordable options, ensure adequate housing for all, and reduce urban sprawl by building up and not out.

I understand that the DDA has limited discretion over this issue and that you all, as a board, cannot simply approve or fund building proposals. However, using your leadership and influence in Traverse City, I encourage you to support and advise more affordable housing-friendly proposals in the downtown area.

In doing so, people of all socio-economic backgrounds, not only in my generation but in future generations, will be able to reside and thrive in the Traverse City area. Young families of diverse economic and cultural backgrounds will be created, adding a needed workforce to businesses that are in increasing need of employees. Commute times will decrease as fewer people will be forced to drive into the city to their place of work. Correspondingly, carbon emissions will be reduced with fewer people needlessly driving their cars into the city.

Furthermore, while changes to our skyline may seem encroaching and even unaesthetic at first, it must be noted that cities, both larger and smaller than Traverse City, have been adapting to changing population dynamics since the beginning of human civilization. Such changes to our city aesthetic should reflect the changing city dynamics and, after time, will seem normal.

It is our responsibility as current residents of Traverse City to let go of our gatekeeping habits and ensure that the future of Traverse City is a future for all.

Thank you for serving the Traverse City community and for your consideration,
Reese Cummins

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: [This Message contains Objectionable Content] DDA Letter
Date: Friday, May 19, 2023 4:37:37 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com





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From: **Anderson Farmer** <farmerand19@tcapsstudent.net>
Date: Thu, May 18, 2023 at 11:08 PM
Subject: [This Message contains Objectionable Content] DDA Letter
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>, Paige Paul <paulpa@tcaps.net>

535 West Tenth Street
Traverse City, Mi 49684

May 18th, 2023

DDA Board of Directors
303 E. State St. Ste. C
Traverse City, Mi 49684

With the need for a homey and loving feeling throughout downtown Traverse City one thing is always needed, small local businesses. Everyone loves downtown Traverse for its amazing bars and restaurants that have been under family ownership for many many years and in order to keep the culture and the loving feeling that those amazing places give they need to be helped with more advertising and more festivals and events throughout the year.

I am writing this letter to ask for assistance in the upbringing of new festivals and events that bring attention to the downtown Traverse City area. Events like Cherry

Fest and Film Fest are amazing events that bring much-needed attention to the downtown area and help with the increased foot traffic into local businesses. They make a lot of their yearly budget up through these events and help bring them lots of awareness to new travelers or those wanting to come. They are very important to the locals as well as most of the people in Traverse love making it down to a concert or event happening. With the events and different things happening all over downtown, it makes people hungry and thirsty and sometimes they want to get out of all the people and go to the front street and all around for food and culture. This makes the restaurants and local businesses very busy and getting great business. However, there still aren't enough things to go all year round. The major amount of events and festivals are in the summer which is great and understandable but in the winter family businesses can struggle with all of the lost foot traffic. This is why I say we put together a winter fest where throughout the winter we find a week and put on a big week of deals and events to get more people to the area of Traverse.

I thank you for reading my letter and thinking and taking my letter into consideration. I really love these local businesses and I want to see them excel in their areas of business and believe they are crucial to downtown Traverse.

Sincerely,
Anderson Farmer
farmerand19@tcapsstudent.net

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Accessible parking near the beach volleyball courts
Date: Thursday, May 18, 2023 9:43:52 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O [231.922.2050](tel:231.922.2050)
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Phoebe Humphrey** <humphreypho45@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:36 PM
Subject: Accessible parking near the beach volleyball courts
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>

My name is Phoebe Humphrey, I am an 11th-grade student at Traverse City Central high school. During the summer I spend most of my time downtown in both the restaurants and shops and also at the beach. I am writing to bring your attention to the amount of parking close to the beach volleyball courts. Every Tuesday and Thursday during the summer NorthShore volleyball uses the courts to coach lessons. Many parents have to ask their children to walk across busy streets because the parking lot is full. Also during the summer when tourists are up, driving gets crazy, and having a young child walking around the streets can be very dangerous. I understand not many people use the volleyball courts. When the marina parking lot fills up people start to park in the lot next to the courts to sit on the beach. If there were more parking spots near the courts and the beach the traffic would be minimized and there would be a lower chance of someone getting hurt. Thank you for your consideration.

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Teens' interest in Downtown Traverse City
Date: Thursday, May 18, 2023 9:43:38 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: Collin Benedict <benedictcol01@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:33 PM
Subject: Teens' interest in Downtown Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>, Paige Paul <paulpa@tcaps.net>

Dear DDA Board,

I am writing to express my concern about teenagers' lack of interest in downtown Traverse City. Downtown Traverse City is a beautiful place and has many positive aspects, one being tourism and local businesses. However, downtown's success is mainly brought through tourists and adults. Many teenagers such as myself do not have motivation to go downtown, which is probably due to high prices and a simple lack of interest. Downtown does not contain the most affordable business for teenagers, however the ones that are affordable get attention. For example, Paesano's is very popular among my friends and TC Central High School students due to how affordable it is to eat there. In an online [survey](#) regarding downtown, the top two reasons people gave for going downtown were restaurants and bars (73 percent) and shopping and markets (55 percent). Many teenagers simply do not have the money for these activities or do not find interest in them. In order to bring back as many kids as possible to Traverse City when they are adults, I believe they need more of a connection to the heart of Traverse City. Hence, I believe the implementation of more recreational activities around downtown is necessary. In the same

survey mentioned above only 36% of the respondents said recreational activities were a reason for going downtown. Children that are not old enough to work yet may only go downtown for recreational purposes. The splash pad and volleyball courts are nice recreational additions for downtown, however they only interest a select group of individuals. Perhaps something like an outdoor basketball court or other small sports facility would be helpful. The most joyful memories that I have are playing sports at a young age with friends. If these memories can be connected more to downtown, I believe that kids will feel more attached to Traverse City and want to come back when they are older. Another activity that I believe could attract more young people would be mini golf, as I believe the only mini golf opportunity in Traverse City right now is Pirates Cove. Gaga ball is a form of dodgeball played in a small wooden "pit" (diameter can be anywhere from 10-30 feet) in which players try to hit a ball at other players' knees to eliminate them. This would be a cheaper recreational activity to implement, as it takes up less space and is not expensive. Other recreational activities that I have not mentioned and are easy to develop may also be an option. I believe that kids should look to downtown as a place to enjoy themselves and ultimately make memories, and the addition of more recreational activities would help that goal.

Sincerely, Collin
Collin Benedict
TC Central Junior
benedictcol01@tcapsstudent.net
618 Clyde Lee Drive, 49696

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: DDA Meeting Ideas
Date: Thursday, May 18, 2023 9:43:23 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
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W www.downtowntc.com





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From: **Travis Walters** <walterstra39@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:06 PM
Subject: DDA Meeting Ideas
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <tlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear DDA of Traverse City,

My name is Travis Walters, a local student currently attending Traverse City Central High School that cares deeply about the economic system of the United States and local Traverse City. Being involved in government action at a young age allows me to try and get the changes I want so I and future generations can enjoy Traverse City how we want it. It will also make us want to come back and stay in this fast-growing community.

Downtown is very special when it comes to the amount of attractions and activities you can do during the day or at night. I really like going around and looking at all the different stores and even art/history attractions that are offered to learn about the history of the area.

I would like to address two guiding principles that I feel are the most essential in making the downtown area of Traverse City a great place. Job growth is a key factor in what allows people to spend time downtown and do the activities and attractions that everyone loves. In one of the charts on the survey results, Traverse City has one of the highest active short-term rentals around which is a factor of tourism. Increasing the number of jobs will give people an opportunity to work and keep the tourist activity which is good for the local businesses around. One way to expand the jobs or fill the number of jobs needed is by hosting community job fairs. Hosting a job fair will allow people from all over to go and see many different job opportunities at once instead of having to

complicated online websites. Typically job fairs are very expensive for companies because of hosting fees and paying people to go out and do the fair, but providing space for companies will cut the cost and make them want to be a part of the job fair more. Another guiding principle I would like to focus on is housing in the downtown area. Even though there are many structures going up for housing and even low-income housing provided by the state, it seems that there is much confusion on how to get housing. In the online survey results people thought that the unhoused population and housing options have become worse in the past years. One solution to this is similar to a job fair, but host a housing fair that can help inform people what their options are and how to get those options.

Thank you Board of DDA for helping the community become a better place.

--
Sincerely,
Travis

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Snowmelt System Letter
Date: Thursday, May 18, 2023 9:43:08 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Emilia Curet** <curetemi94@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:18 PM
Subject: Snowmelt System Letter
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear Traverse City DDA Board,

Thank you for taking the time to consider my proposal. My name is Emilia Curet, a local CHS student and a long-time resident of Traverse City. I wish to draw your attention to the multitude of benefits that an improved snowmelt system for our walkways would bring to our community. I know that the DDA is not directly responsible for maintaining the sidewalks, however, I hope the DDA can leverage some of its influence to help streamline and improve the infrastructure to help mitigate the snow removal process.

A snowmelt system such as heating coils would prove to be more reliable than the traditional salting of roads. It requires less manpower and offers a quicker solution, given the expanding downtown area. The implementation of such a system aligns with the DDA's guiding principle of advancing climate action. Considering that 57% of downtown workers live within a 10-mile radius, more than half of the worker population could feasibly walk to their jobs.

However, adverse winter conditions often make walking impractical, incentivizing workers to use their cars instead. This not only contributes to CO2 emissions but also limits available parking spaces downtown. Furthermore, according to the United States Environmental Protection Agency, road salt can lead to water contamination, increased soil erosion, the death or endangerment of wildlife, and property damage. All of these issues could be mitigated by an effective heating system.

Clear walkways could also benefit those who cannot afford a car, as increased walking distance directly correlates with job opportunities. Secondly, an improved snowmelt system would foster a stronger bond between the teenage population and the downtown area.

As a teenager, I can affirm that many of us enjoy spending time downtown. This is especially true for those of us who are not yet able to drive. The opportunity to socialize and spend money downtown is often limited due to weather conditions. Having clear pathways year-round would allow teenagers to frequent downtown, deepening our connection with the community and supporting the DDA's guiding principles of inclusivity and support for local businesses.

Thank you for your consideration. Through my research, I've witnessed the numerous improvements the DDA has brought about in our town, and for that, I am grateful. I look forward to the possibility of further enhancing our community with an improved snowmelt system.

--
Sincerely, Emilia Curet
Traverse City Central High School

From: [Jean Derenzy](mailto:Jean.Derenzy)
To: [Molly Norville](mailto:Molly.Norville)
Subject: Fwd: Support for DDA Projects
Date: Thursday, May 18, 2023 8:56:10 PM

----- Forwarded message -----

From: **Lucille Phillips** <phillipsluc14@tcapsstudent.net>
Date: Thu, May 18, 2023, 8:43 PM
Subject: Support for DDA Projects
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Good evening,

My name is Lucy Phillips and I am a student at Traverse City Central High School as well as a life-long resident of Traverse City. I have lived in our town my entire life and I cannot imagine a better place to grow up. I adore our small town and the annual traditions that make Traverse City our beloved home. Traverse City is undoubtedly unique in its appeal to all ages of people, from young families to those looking to retire.

I am writing in support of several DDA proposals and guiding principles. Firstly, I strongly support attainable and affordable housing. Downtown housing and fully electrified housing would allow people to live with smaller carbon footprints, combating the climate crisis which many Traverse City residents reported to be a serious issue in the online survey.

Secondly, I am in favor of closing at least part of Front Street during the summer months of the year. In 2020, when COVID-19 was rampant and Front Street was blocked off for pedestrians, every day felt like Friday Night Live. The streets were bustling. People had space to walk freely and safely while enjoying their food or drink outside in the nice weather. The stores had street sales in which people could shop more easily. And the streets were painted vibrantly. I, as well as many others, would like to enjoy this luxury once again. This luxury would contribute to our small town charm and would also allow our town to promote more local artists and small businesses by having more fairs and markets and giving artists the opportunity to beautify our downtown.

Additionally, I would like to champion our town becoming more pedestrian friendly. Our town is highly recognized as a popular tourist site and many of these people would like to travel to attractions by foot. However, currently, our town has not yet reached easy accessibility for those traveling by foot. I support the movement to include adding a more comprehensive snowmelt system to make sidewalks easily navigable year-round, widen sidewalks where possible, and improve alleys in

Downtown to make them usable and comfortable for pedestrians

Lastly, I feel the creation of a Civic Square would be a great addition to the downtown area. It is crucial that communities have gathering places in which people can interact and strengthen relationships. For one, a Civic Square would provide another opportunity to promote local artists. And, year round programming and events would keep our community connected and give our residents things to look forward to that aren't just summer events like the Cherry Festival.

Thank you for your consideration and for serving our community,

Lucy Phillips

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Improvements on Public Transportation in Downtown Traverse City
Date: Thursday, May 18, 2023 8:14:42 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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W www.downtowntc.com





----- Forwarded message -----

From: **Posie Lettinga** <lettingapos76@tcapsstudent.net>
Date: Thu, May 18, 2023 at 8:11 PM
Subject: Improvements on Public Transportation in Downtown Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hi, my name is Posie Lettinga, and I am currently a Junior at Central High School. I used to live overseas, lived here in TC during the summer and winter, and now live here full-time, so I have been able to see the changing downtown. Being around Traverse City in some of the busiest times has made me love all of the small shops and restaurants downtown that make the town so unique. I would love to see the city continue to grow because it has had such a good impact on me for the years I have lived here and visited.

One of the guiding principles I feel most passionate about is ensuring that Traverse City can become more green. Being able to see different cities with many types of public transportation makes me believe that Traverse City might be lacking something that can benefit so many. Considering the DDA helps downtown develop and become a better place for visitors and locals, I hope to see more public transportation available as the city grows and more opportunities present themselves. Our current public transportation is something that is not very big or used to the extent it should be, and I think that if it were available in more areas of Traverse City, more people would use it to go into the town they know and love to see their local businesses. That brings me to another guiding principle that I resonate with, preserving and protecting small and local businesses in Traverse City. Seeing some of our local shops and restaurants continue to flourish as our town expands makes me believe that those places are run very well. One restaurant that comes to mind that has seen the downtown develop and now has developed is Paesano's Pizza. My family and I have been going to this

restaurant for many years during our visits back to Traverse City, and we have seen other shops develop around it. Keeping family-run and local businesses from being run out by large well-known companies is something that I wish the DDA will continue to do because it keeps our downtown so diverse and unique compared to other cities.

I would like to thank the DDA for spending time, effort, and money to help improve our town. I can't wait to look for and see new growth that benefits the whole city while also protecting the small businesses that we all know and love.

Sincerely,
Posie Lettinga

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Increasing Climate Action
Date: Thursday, May 18, 2023 5:15:58 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O [231-922-2050](tel:231-922-2050)
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Drew Johnsen** <johnsendre34@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:15 PM
Subject: Increasing Climate Action
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hello!

I am Drew Johnsen and I am a junior at Traverse City Central. Growing up, Downtown Traverse City was one of the best places to go in the summer with friends to practice independence away from parents. The downtown area is a very welcoming and safe environment decorated with art and lined with amazing options for shopping and eating out. Also, the area is perfectly placed next to the water, allowing for a short walk to the nearest beach. Even in the winter, downtown is a beautiful place to visit, as the streets are embellished with glistening lights. Today, I still love going downtown to get coffee or food and enjoy warm TC weather with the people I love most. Though I am very familiar with the outside layout of the downtown area, I am new to learning about the DDA and am enjoying learning about how they advance and manage the area.

I am writing to bring your attention to Traverse City's mission for climate action. I noticed in the DDA's 23-24 budget plan that there were few categories receiving the money to advance the area's involvement in action against climate change. Composting is one of the few sustainable practices receiving money in the DDA

budget; composting is a great way to involve younger generations and inspire the community to develop more sustainable ways to dispose of materials. Composting can also reduce erosion and improve water quality by filtering out pollutants like oil, grease, and pesticides. As climate change worsens, it is important for Traverse City to prioritize programs that reduce the community's carbon footprint and encourage the public to adopt new habits that will assist and nourish the environment. The 23-24 budget does not display the necessary funding to protect the environment and its resources; I'd love to hear about meaningful actions you are taking that aren't reflected in the budget. The DDA could enforce greater environmentally-friendly practices in the downtown area, local businesses could prioritize more sustainable practices, for example. Also, solar panels are a very sustainable way to take advantage of the sun's energy and apply it to local shops and restaurants. However, in order to take steps that advance Traverse City's involvement in the fight against climate change, the DDA must increase its funding and or support toward greener policies. Traverse City needs to develop in a sustainable manner to protect all of the vital resources in the area, as our home is nothing without its beautiful landscapes and fresh water.

Thank you so much for serving the community!

Best,
Drew Johnsen
johnsendre34@tcapsstudent.net

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Improving Climate Action
Date: Thursday, May 18, 2023 5:14:26 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

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W www.downtowntc.com



----- Forwarded message -----

From: Colleen Madion <madioncol69@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:15 PM
Subject: Improving Climate Action
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Greetings! I am Colleen Madion and I am a junior at Traverse City Central Highschool. I feel so grateful that I was able to grow up in Downtown Traverse City. It is such a spectacular place to go in the summer, with friends and family. The downtown is the most inviting and communal part of Traverse City. It is a safe environment, lined with countless local businesses, from little shops to exquisite restaurants. It also has many trees and plants, surrounding our fascinating green environment. Downtown is also placed right next to the water, with a short walk to the beach. Downtown is a beautiful place to visit all four seasons. The fall and spring fill downtown with so much color, and in the winter, streets are decorated with sparkling lights, illuminating our town. Today, I still love going downtown to shop, getting coffee and food, and enjoying the city of TC. Although growing up in Traverse City, has increased my familiarity with downtown, it is still interesting to learn about the DDA and their focus on the improvement and growth of our downtown.

I am writing to bring your attention to Traverse City's mission for climate action. I noticed in the 23-24 budget that there were few to no categories involving the improvement of climate change and sustainability. For example, composting is one of the only sustainable practices receiving money in the budget. Composting is an

efficient method that turns waste into a part of our environment. It also limits erosion and improves water quality. Moreover, advanced climate action is a guiding principle for the DDA, specifically improving stormwater and wastewater, and composting can help achieve this. I believe that increasing funding for composting, and including more sustainable categories in the 23-24 budget will inspire the community to develop more green ways to that prevent climate change. I would love to hear about actions related to climate change that the DDA is taking that aren't reflected in the budget. Due to the recent increase in global climate change, finding ways to limit our community's carbon footprint should be a substantial priority, but the budget doesn't show that. One way the DDA could do this would be taking advantage of solar power, by using solar panels. They are a clean, emissions-free, and renewable energy source that limits the amount of energy we use. Another example would be to regulate the amount of water usage downtown. Excessive water use adds to wastewater pollution, but it can be fixed easily by using water in fewer amounts for shorter periods. To take steps to improve Traverse City's fight against climate change, the 23-24 budget needs to include more money for climate action. Traverse City is known for its natural beauty, green landscapes, and freshwater, but if we don't take care of our environment, the nature of Traverse City will change.

Thank you for serving the community!

Sincerely,
Colleen Madion
madioncol69@tcapsstudent.net

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: DDA Board
Date: Thursday, May 18, 2023 5:11:44 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O [231.922.2050](tel:231.922.2050)
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Griffin Mawson** <mawsongri52@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:33 PM
Subject: DDA Board
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeate.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hi I'm Griff Mawson, I am a student at Traverse City Central high school and I have lived in the Traverse City area for 12 years now. As a young person, I believe that we are the future and the decisions that are made today will affect us by the time we are homeowners, starting our careers and on the DDA ourselves. I love visiting downtown in the summer, especially during cherry fest. I love riding the rides and walking around in the open space seeing all the local businesses and to see what they have to offer, especially the local meat, fruit and cherry republic's new flavor that they have to offer. I would love to see these local businesses thrive and the best example of this is cherry republic. Everywhere in the state I go, I see a cherry republic store and I always get a little excited and be like "oh wow, they started up in Glen Arbor and that is in our backyard." I love to see businesses that are from our little bubble of Traverse City succeed on the state level and would love to see more businesses like cherry republic do the same thing so we must put their mission out there. I would like the DDA to celebrate these small businesses by promoting the farmer's markets more and let the locals know what is new in the area or if a business has started a new flavor or that they are branching out what they plan on doing next. Based on the survey, I would like to see more young people serve or respond to the questions that are being asked on the survey. I suggest that we ask more high schoolers and college students that plan on staying in the area so they have a voice on their own future. To go along with high school and college students' future I would love to see the growth of careers in the area. Since Covid, the amount of jobs have

decreased and if more people get back in the workforce the more housing will be affordable which has also been a crisis in the previous years due to the pandemic. I firmly believe that it is crucial to involve the youth more for the future of our area as we can still provide valuable input within reason of what is doable with the budget that we can obtain. I would lastly like to thank you guys for hearing my input and can not wait to meet you all tomorrow.

Thank you for reading this,
Griff Mawson

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Downtown development
Date: Friday, May 19, 2023 8:17:08 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: James Wade <wadejam24@tcapsstudent.net>
Date: Fri, May 19, 2023 at 8:10 AM
Subject: Downtown development
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <tlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>, Paige Paul <paulpa@tcaps.net>

Hi, my name is James Wade I am a Central high school student in the 11th grade and as a young person I haven't seen what Traverse City used to be like, I have no retrospective opinion on how it looked in the past. So to me, every idea is a new, fresh, and innovative idea to bring more life and joy into the heart of Traverse City. After college, I plan to move away but one thing that would make me stay is more affordable housing. I love this place, it's beautiful, and has so much nature to offer. But out of college, it would be very challenging to afford a place in Traverse City. I think an excellent way to help bring some of the housing prices down would be to expand the area in which short-term rentals are not allowed. By doing this, it would encourage the owners to either live in the house or do long-term rentals which intern will help to adjust for high prices. I agree that maintaining small businesses is important because without them we wouldn't have, they are the heart and soul of downtown, and each local business treated you like family. So no matter how far away you are from home, you'll always have a slice here. One thing I truly love about downtown is that while it has been modernized it still has a lot of old flair to it. Each building has a story of when it was built, each one different from the other. One thing I would change is making the downtown area enjoyable for all ages. In its current state, there is not a lot to do other than shop and eat, while both of those things are great,

adding even a small area downtown for recreational use, for example, a small park or a communal area for people to relax and play yard games. While this is a small thing, even a little area could help to make the area more oriented to all ages while being relatively cheap to construct and maintain. While all of these take time, making little improvements to the area would not only have a big impact on tourists but also on the locals that live and enjoy seeing Traverse City thrive. Thank you all for your time.

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: DDA email
Date: Friday, May 19, 2023 8:16:59 AM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: **Michael Caughran** <caughranmic29@tcapsstudent.net>
Date: Fri, May 19, 2023 at 8:10 AM
Subject: DDA email
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeac.com>, <tlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Esteemed members of the DDA board,

My name is Michael Caughran. I am excited to finish off my Junior year at Central High School. I am also a local resident of Traverse City. I hope to offer a unique perspective on my view on the current status and future of Traverse City.

It is a great privilege to be here today to discuss the future and longevity of Traverse City. It isn't every day that one gets to talk directly with the people in charge of making important decisions on behalf of Traverse City. I'd like to speak about one of my concerns about the future of Traverse City. It is well known that Traverse City is heavily reliant on a tourist-based economy. While there is nothing wrong with tourist-based economies, as it brings greater attention to Traverse City, the sole reliance on the tourism industry limits our economy. We mainly focus on increasing the revenue generated from tourists by hosting multiple concerts and events, like the iconic Cherry Fest. If we are focused on utilizing tourism as the main source of revenue, then that is all our city will be able to offer. This makes our economy extremely dependent on the tourism industry. If the tourism industry shifts away from TC, it could be detrimental to our economy and community as a whole.

I understand that this is out of your jurisdiction, but I would be interested in knowing what investing in more renewable energy sources could do for our economy. Northern Michigan has the capability to be a renewable energy provider for much of Michigan. From solar farms on land to offshore wind turbines, the possibility of renewable energy being a factor in our economy is not improbable. Diversifying our economy would not mean greater economic stability, but it would also enable more sources of income to make their way into our local economy. If we were to heavily invest in the renewable energy industry, it would take a lot of time and even more money, but it would also provide more jobs for the residents of Northern Michigan, something that has been limiting the growth of Traverse City. What I would be interested in knowing is what actions the DDA could take to help diversify our economy. I'm not saying we should get rid of the tourism industry, but I would like to see less reliance on it. I would be curious to know what actions the DDA could take to help generate alternate sources of income. For example, could you implement more accommodations for renewable energy sources in the *Old Town Tax Increment Finance Plan*?

This is just an idea of mine that I think could help improve the City of Traverse City as a whole. I know that it is far from perfect, but I would like to personally thank you all for listening to me this morning. Community feedback is one of the best ways to know what is important for our city, and I am very grateful for your consideration. Thank you for serving our community.

Michael Caughran

From: [Jean Derenzy](#)
To: [Molly Norville](#)
Subject: Fwd: Letter to the DDA.
Date: Friday, May 19, 2023 1:23:07 PM

 **Jean Derenzy**
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O [231-922-2050](tel:231-922-2050)
C: 231-342-7849
W www.downtowntc.com





----- Forwarded message -----

From: David Russell <russelldav09@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:01 PM
Subject: Letter to the DDA.
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatec.com>, <tlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear DDA Board of Directors,

My name is David Russell. I'm a student at Traverse City Central as well as a mechanic for Brick Wheels, a nearby bike shop. I participate in 2 sports: cross country and wrestling. I am also the build lead on the 1711 Raptors Robotics team, and in my own time I like working on my car and designing miscellaneous items. An example of this would be an electric skateboard I designed on fusion 360. My plan next year is to join CTC with the Aviation Maintenance program. Then after High School I'm hoping to go to MTU working as an aircraft mechanic until I graduate. After that I don't have much of a plan, but it will definitely have something to do with flying and designing aircraft. The thing that would draw me back to the beautiful area of Downtown Traverse City would be lower housing prices. After I get done with college, I would love to come back and work in Traverse City, but the housing costs are astronomical. It's ~400,000\$ average for a house in the downtown district and its nearby areas according to [zillow.com](https://www.zillow.com/home-values/41271/traverse-city-mi/) (<https://www.zillow.com/home-values/41271/traverse-city-mi/>). This would likely be out of the price of a young engineer looking to start a family. I know it's one of the hardest things to change, but it's also what pushes Traverse City as a town dominated by older generations, shown by the fact that only 16% of people who responded to one of your surveys were under the age of 34, whereas 62% of people are 45+(page 53, DDA Report). While this is my biggest concern for the future, my current concern lies in downtown transportation.

I noticed that one of your guiding principles is to advance climate action, sustainability, and renewable energy. One suggestion I have to help with this would be to give downtown visitors more accessibility regarding active transportation options like bikes, scooters, walking, skateboards, etc. over cars, motorcycles, and other motorized vehicles. They're cleaner for the environment, as well as much safer for tourists and pedestrians in the summer months. One of the biggest restrictions on this right now is the lack of available parking for active transportation. The lack of bike racks and other types of storage means that you can ride your bike to the Bijou and maybe get a spot to hang your bike at the nearby beach. Yet, if you wanted to go to Sparks BBQ or Barrio, You would have to, either leave your bike tied half way across town, or rest it on a nearby tree and tie it to that. To me, personally, that shouldn't be the only two choices. This could also lessen the need for use of parking downtown, reducing the problem of parking which according to the chart on page 50, is either an important or very important concern to 63% of people who completed the survey. (DDA Report)

I would also like to note that I am a part of the car community in the Traverse City area, and that I would love to see a Downtown Traverse City car show(s) over the summer.

Thank you for the service that you provide to our community.

Sincerely, Russell



**Minutes of the
Downtown Development Authority for the City of Traverse City
Study Session
Friday, June 2, 2023**

A study session 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 12 p.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, 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: Mayor Richard Lewis, Student Liaison Will Unger

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 12:00PM.

(b) **ROLL CALL**

Peter Kirkwood arrived at 12:06pm & Pam Marsh arrived at 12:09pm.

(c) **PUBLIC COMMENT**

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Ava Warren
Cole Maxson

(d) **TOPICS OF DISCUSSION**

(1) Moving Downtown Forward Financing (TIF) Plan (Jean Derenzy)

Jean Derenzy distrusted updated attachments (1 & 3)

The Following Addressed the Board:

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

Jeff Joubran left the meeting at 12:58pm.
Todd McMillen left the meeting at 1:07pm.
Michael Brodsky left the meeting at 1:08pm.

[Moving Downtown Forward Financing \(TIF\) Plan \(Updated\) - PDF](#)
[TIF 97 Adoption Process \(Updated\) - PDF](#)

(e) **PUBLIC COMMENT**

The Following Addressed the Board:

Jim Carruthers

(f) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 1:15PM.

Jean Derenzy, Traverse City DDA
CEO

Working Timeline To Develop Moving Downtown Forward Financing Plan (Amending TIF 97) - Step Sheet & Check List

Recodified Tax Increment Financing Act 57 of 2018

Steps and Procedures	Responsible Agent	Anticipated Date	Completed	Date
Step 1. Complete interviews with residents within the existing TIF 97 TIF District to serve on a Development Area Citizens Council.	Ad Hoc Committee DDA/City Comm.		No	
Step 2. Submit Development Area Citizens Council list of candidates to City Commission.	City Staff		No	
Step 4. City Commission formally approves the creation of the Development Area Citizens Council and appoints its members, at least 90 days before the Public Hearing.	City Commission		No	
Step 5. DDA hosts Development Area Citizens Council meeting(s), solicits input/revisions for the TIF 97 Plan and extension.	DDA Staff		No	
Step 6. Development Area Citizens Council provides recommendation of TIF 97 Plan and Extension. A. DDA staff prepares TIF Plan Amendment for DDA Board Consideration.	DDA Staff		No	
Step 7. TIF 97 Plan Amendment approved by DDA Board, with consent from Development Area Citizens Council.	DDA Board		No	
Step 8. City Council adopts a resolution declaring its intent to extend TIF 97 and sets a date for the public hearing to consider the TIF 97 plan amendment. (Hearing has to be at least 90 days from when the Citizens Council was established)	City Commission		No	
Step 9. Notice of public hearing must include the date, time and place of the hearing and a description of the boundaries of the TIF District. Notice of the public hearing must be published twice in the newspaper of general circulation. A. First public notice not more than 40 days before the hearing. B. Second public notice not less than 20 day before the hearing. C. Pubic notice must be posted in at least 20 conspicuous and public places in the TIF 97 District. D. Public notice must mailed to property tax payers in the TIF 97 District and (by certified mail) to the governing body of each jurisdiction levying taxes that would be subject to capture, not less than 20 days before the hearing.	City Clerk's Office		No	
			No	
			No	
			No	
Step 10. City Commission holds Public Hearing.	City Commission		No	
Step 11. Within 20 days after the public hearing, the Development Area Citizens Council must notify (in writing) of its findings and recommendations concerning the TIF 97 Plan.	Development Area Citizens Council		No	
Step 12. DDA and city staff prepare Ordinance.	DDA and City Staff		No	
Step 13. Not less than 60 days after the public hearing, City Commission adopts Ordinance by a majority vote of its members.	DDA Staff and Board		No	

Traverse City DDA - General

Adjusted Trial Balance

As of May 31, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 Fifth Third Checking - 3112	117,462.27				117,462.27	
1072 Bill.com Money Out Clearing	343.50				343.50	
Fifth Third Savings - 6740	203,906.98				203,906.98	
1200 Accounts Receivable	319,844.66				319,844.66	
1220 Grants Receivable	7,766.25				7,766.25	
Due From DTCA	274.54				274.54	
Due From Other Funds	71,480.43				71,480.43	
2000 Accounts Payable		593.27				593.27
2153 First National Bank Card:First National - 8689		1,589.67				1,589.67
2215 Payroll Liabilities:Health, Dental, Vision Insurance Payable	39,247.61				39,247.61	
2220 Payroll Liabilities:Life & Disability Insurance Payable	2,950.17				2,950.17	
2245 Payroll Liabilities:Wage Garnishment Payable		872.42				872.42
2407 GRANTS:MEDC (Civic Square)		95,086.41				95,086.41
Accrued Payroll Liabilities		7,345.32				7,345.32
Accrued Salaries		32,327.61				32,327.61
Deferred Income		86,468.61				86,468.61
Deposits Payable:Double Up Food Bucks	10,560.39				10,560.39	
Deposits Payable:NCF Reimbursements	480.00				480.00	
Deposits Payable:Prescriptions for Health		820.64				820.64
Deposits Payable:Project Fresh		689.00				689.00
Deposits Payable:Senior Project Fresh	2,185.00				2,185.00	
Due to Other Funds		2,375.22				2,375.22
3000 Opening Bal Equity		107,606.27				107,606.27
3900 Retained Earnings		628,579.53				628,579.53
4101 TAXES:Property Taxes		126,599.37				126,599.37
4202 GRANTS & CONTRIBUTIONS:Grants income		400,000.00				400,000.00
4204 GRANTS & CONTRIBUTIONS:Grants - EGLE cornwell		201,958.77				201,958.77
4209 GRANTS & CONTRIBUTIONS:MEDC Civic Square		127,347.36				127,347.36
4301 REIMBURSEMENTS:Reimbursed Wages/Bonus		8,500.00				8,500.00
4302 REIMBURSEMENTS:Administrative Services		414,348.40				414,348.40
4303 REIMBURSEMENTS:Parking Services		748,000.00				748,000.00
4305 REIMBURSEMENTS:Farmers Market online Revenue		56,035.23				56,035.23
4307 REIMBURSEMENTS:SNAP Food Assistance Revenue		11,695.69				11,695.69
4501 Interest & Dividends		1,768.64				1,768.64
4600 Miscellaneous Revenue		0.05				0.05
5101 SALARIES:Salaries & Wages	569,811.04				569,811.04	
5102 SALARIES:Hourly Wage Expense	331,459.08				331,459.08	

Accrual Basis Monday, June 12, 2023 01:24 PM GMT-04:00

1/2

Traverse City DDA - General

Adjusted Trial Balance

As of May 31, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
5201 FRINGE BENEFITS:Health Insurance	100,051.98				100,051.98	
5202 FRINGE BENEFITS:Disability Insurance Benefits	5,116.73				5,116.73	
5203 FRINGE BENEFITS:Life Insurance Expense	2,534.08				2,534.08	
5204 FRINGE BENEFITS:457 Company Matching	69,954.33				69,954.33	
5208 FRINGE BENEFITS:Social Security Tax Expense	58,530.30				58,530.30	
5209 FRINGE BENEFITS:Medicare Tax Expense	13,688.60				13,688.60	
5210 FRINGE BENEFITS:SUTA Tax Expense	4,086.54				4,086.54	
5211 FRINGE BENEFITS:Workers Compensation	3,310.00				3,310.00	
5213 FRINGE BENEFITS:Payroll Expenses			67.03			67.03
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	16,886.94				16,886.94	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	9,087.07				9,087.07	
5305 OFFICE SUPPLIES AND UTILITIES:Dues and Memberships	11,875.63				11,875.63	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	8,710.72				8,710.72	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	3,927.50				3,927.50	
5309 OFFICE SUPPLIES AND UTILITIES:Civic Square	8,788.58				8,788.58	
5401 PROFESSIONAL SERVICES:Contract Services	425,000.00				425,000.00	
5402 PROFESSIONAL SERVICES:Legal	31,950.00				31,950.00	
5403 PROFESSIONAL SERVICES:Professional/Contractual	180,827.06				180,827.06	
5404 PROFESSIONAL SERVICES:Insurance, Bonds & Taxes	4,064.95				4,064.95	
5405 PROFESSIONAL SERVICES:Community Promotion	9,633.36				9,633.36	
5409 PROFESSIONAL SERVICES:Grant exp EGLE cornwell bldg	202,579.27				202,579.27	
5413 PROFESSIONAL SERVICES:Grant Exp SOM Civic Square	119,100.86				119,100.86	
5415 PROFESSIONAL SERVICES:Online Farmers Market Expense	52,707.12				52,707.12	
5418 PROFESSIONAL SERVICES:SNAP Food Assistance Expense	36,660.91				36,660.91	
5501 TRAVEL AND CONFERENCES:Lodging, meals	1,671.76				1,671.76	
5503 TRAVEL AND CONFERENCES:Training	2,000.00				2,000.00	
5701 RENTAL EXPENSE:Rentals	215.30				215.30	
9000 Ask Account			57.00			57.00
TOTAL	\$3,060,731.51	\$3,060,731.51	\$0.00	\$0.00	\$3,060,731.51	\$3,060,731.51

Traverse City DDA - TIF 97

Adjusted Trial Balance

As of May 31, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 CASH AND CASH EQUIVALENTS:1001 Fifth Third Checking - 8026	357,568.46				357,568.46	
1200 ACCOUNTS RECEIVABLE	276,870.60				276,870.60	
2000 ACCOUNTS PAYABLE	600.00				600.00	
2200 DEFERRED REVENUE		48,631.87				48,631.87
Opening Bal Equity	21,200.00				21,200.00	
Retained Earnings		4,833,620.97				4,833,620.97
4100 TAXES:4101 Property Taxes		3,605,564.70				3,605,564.70
4300 REIMBURSEMENTS		196,606.82				196,606.82
4500 INTEREST INCOME:4501 Interest & Dividends		4,207.87				4,207.87
5300 OFFICE SUPPLIES AND UTILITIES:5301 Office Supplies	3,534.69				3,534.69	
5300 OFFICE SUPPLIES AND UTILITIES:5302 Utilities	48,214.10				48,214.10	
5400 PROFESSIONAL SERVICES	141,630.79				141,630.79	
5400 PROFESSIONAL SERVICES:5401 Contract Services	44,456.10				44,456.10	
5400 PROFESSIONAL SERVICES:5402 Legal	15,975.00				15,975.00	
5400 PROFESSIONAL SERVICES:5403 Professional/Contractual	20,824.37				20,824.37	
5400 PROFESSIONAL SERVICES:5405 Administrative	467,522.50				467,522.50	
5400 PROFESSIONAL SERVICES:5406 Public Restrooms	13,200.00				13,200.00	
5400 PROFESSIONAL SERVICES:5407 Grant Expense MEDC Match on Main	20,000.00				20,000.00	
5500 CONTRIBUTIONS TO DISTRICT CONSTRUCTION PROJECTS	6,204,401.25				6,204,401.25	
5600 CONTRIBUTIONS TO OTHER GOVERNMENTS- DEBT SERVICE	972,955.73				972,955.73	
Bank Charges	2,343.80				2,343.80	
Capital Outlay	22,752.95				22,752.95	
Printing & Publishing	4,788.73				4,788.73	
Purchases	25.00				25.00	
Repairs and Maintenance	766.78				766.78	
Taxes Paid	49,001.38				49,001.38	
TOTAL	\$8,688,632.23	\$8,688,632.23	\$0.00	\$0.00	\$8,688,632.23	\$8,688,632.23

DDA Old Town TIF

Adjusted Trial Balance

As of May 31, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 CASH AND CASH EQUIVILENTS:1001 Fifth Third Checking - 0650	1,156,337.56				1,156,337.56	
1200 ACCOUNTS RECEIVABLE	96,108.86				96,108.86	
Retained Earnings		714,386.80				714,386.80
4100 TAXES:4101 Property Taxes		683,111.97				683,111.97
4500 INTEREST INCOME:4501 INTEREST & DIVIDENDS		292.87				292.87
5300 UTILITIES	811.66				811.66	
5300 UTILITIES:5301 Utilities	40.50				40.50	
5400 PROFESSIONAL SERVICES	7,490.20				7,490.20	
5400 PROFESSIONAL SERVICES:5402 Legal	5,325.00				5,325.00	
5400 PROFESSIONAL SERVICES:5403 Professional/Contractual	130,058.00				130,058.00	
5400 PROFESSIONAL SERVICES:5405 Office Supplies	1,538.98				1,538.98	
Purchases	80.88				80.88	
TOTAL	\$1,397,791.64	\$1,397,791.64	\$0.00	\$0.00	\$1,397,791.64	\$1,397,791.64

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR			% BDGT USED
		2022-23YTD BALANCE	MONTH ENCUMBERED	MONTH ENCUMBERED	ENCUMBERED	% BDGT USED	
		ENDED BUDGET	05/31/2023	05/31/23	EAR-TO-DATE	BALANCE	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	237.50	0.00	0.00	(237.50)	100.00
585-000-528.000	OTHER FEDERAL GRANTS	0.00	13.47	0.00	0.00	(13.47)	100.00
585-000-652.000	PARKING FEES-COIN	1,700,000.00	1,724,637.55	55,075.12	0.00	(24,637.55)	101.45
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	217,576.00	2,242.00	0.00	(17,576.00)	108.79
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	1,970.00	5.00	0.00	(1,970.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	35.00	10.00	0.00	(35.00)	100.00
585-000-656.010	PARKING FINES	200,000.00	282,694.35	5,429.04	0.00	(82,694.35)	141.35
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	50,436.96	0.00	0.00	15,563.04	76.42
585-000-677.000	REIMBURSEMENTS	4,700.00	10,364.52	1,216.51	0.00	(5,664.52)	220.52
585-000-686.000	MISCELLANEOUS INCOME	0.00	1,155.00	(50.00)	0.00	(1,155.00)	100.00
585-000-699.000	PRIOR YEARS' SURPLUS	0.00	(8,515.00)	0.00	(30,143.60)	38,658.60	100.00
Total Dept 000 - NON-DEPARTMENTAL		2,170,700.00	2,280,605.35	63,927.67	(30,143.60)	(79,761.75)	103.67
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	289,221.98	7,751.35	0.00	(39,221.98)	115.69
585-586-653.005	PERMITS-PARKING DECK	180,000.00	185,806.00	5,010.00	0.00	(5,806.00)	103.23
Total Dept 586 - HARDY DECK		430,000.00	475,027.98	12,761.35	0.00	(45,027.98)	110.47
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	78,733.01	391.25	0.00	(8,733.01)	112.48
585-587-653.005	PERMITS-PARKING DECK	100,000.00	95,900.00	420.00	0.00	4,100.00	95.90
585-587-686.000	MISCELLANEOUS INCOME	0.00	1,250.00	0.00	0.00	(1,250.00)	100.00
Total Dept 587 - OLD TOWN DECK		170,000.00	175,883.01	811.25	0.00	(5,883.01)	103.46
TOTAL REVENUES		2,770,700.00	2,931,516.34	77,500.27	(30,143.60)	(130,672.74)	104.72
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	9,700.00	8,156.62	193.16	0.00	1,543.38	84.09
585-585-704.000	EMPLOYEE OVERTIME	2,000.00	916.80	0.00	0.00	1,083.20	45.84
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	28.57	(0.58)	0.00	(28.57)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	166.62	14.26	0.00	33.38	83.31
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	107.71	9.80	0.00	(7.71)	107.71
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	25.55	2.32	0.00	(25.55)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	580.42	56.18	0.00	119.58	82.92
585-585-727.000	OFFICE SUPPLIES	6,000.00	4,882.78	271.20	782.16	335.06	94.42
585-585-740.000	OPERATION SUPPLIES	37,000.00	36,928.60	1,723.18	35,509.75	(35,438.35)	195.78
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	777,897.96	82,239.39	590,411.21	(362,309.17)	136.01
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	70,194.66	1,633.50	284,187.73	(156,832.39)	179.39
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	13,585.00	1,237.60	195,873.00	(185,458.00)	872.74
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	4,583.41	540.75	0.00	416.59	91.67
585-585-862.000	PROFESSIONAL DEVELOPMENT	2,000.00	1,250.00	0.00	0.00	750.00	62.50
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

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		UNDEBTED BUDGET	05/31/2023	05/31/23 YEAR-TO-DATE	ENCUMBERED		
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	302.51	0.00	97.94	13,599.55	2.86
585-585-910.000	INSURANCE AND BONDS	13,000.00	11,006.30	0.00	0.00	1,993.70	84.66
585-585-920.000	PUBLIC UTILITIES	15,000.00	10,196.07	1,134.16	0.00	4,803.93	67.97
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	37,639.12	1,050.10	42,404.38	439,756.50	15.40
585-585-930.005	RAMSDALL GATE REPAIR & MA	1,000.00	7.64	0.00	0.00	992.36	0.76
585-585-940.000	RENTAL EXPENSE	80,900.00	40,454.24	2,897.13	69,533.60	(29,087.84)	135.96
585-585-956.000	MISCELLANEOUS	3,800.00	13,864.20	0.00	0.00	(10,064.20)	364.85
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	0.00	113,203.00	4,297.00	97.40
585-585-977.000-22-7E	EQUIPMENT	0.00	0.00	0.00	295.98	(295.98)	0.00
585-585-977.000-22-7E	EQUIPMENT	0.00	7,399.80	0.00	0.00	(7,399.80)	100.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,583,350.00	1,087,674.58	93,002.15	1,332,298.75	163,376.67	93.68
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	98.76	0.00	2,174.40	(1,273.16)	227.32
585-586-740.000	OPERATION SUPPLIES	7,000.00	4,029.17	0.00	9,263.57	(6,292.74)	189.90
585-586-801.000	PROFESSIONAL AND CONTRAC'	131,000.00	173,724.76	1,148.75	272,855.23	(315,579.99)	340.90
585-586-802.000	INFORMATION TECHNOLOGY S	0.00	0.00	0.00	43,403.00	(43,403.00)	0.00
585-586-850.000	COMMUNICATIONS	6,300.00	2,726.05	311.35	0.00	3,573.95	43.27
585-586-910.000	INSURANCE AND BONDS	8,000.00	6,305.30	0.00	0.00	1,694.70	78.82
585-586-920.000	PUBLIC UTILITIES	55,000.00	65,395.84	4,318.74	0.00	(10,395.84)	118.90
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	47,392.03	2,518.42	64,833.65	468,774.32	19.32
585-586-940.000	RENTAL EXPENSE	21,800.00	14,052.17	1,277.47	0.00	7,747.83	64.46
585-586-956.000	MISCELLANEOUS	10,000.00	7,918.48	0.00	0.00	2,081.52	79.18
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	184,411.39	(179,411.39)	3,688.23
Total Dept 586 - HARDY DECK		1,033,300.00	321,642.56	9,574.73	576,941.24	134,716.20	86.96
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	1,449.60	(1,449.60)	0.00
585-587-740.000	OPERATION SUPPLIES	4,000.00	4,234.17	0.00	9,340.73	(9,574.90)	339.37
585-587-801.000	PROFESSIONAL AND CONTRAC'	90,500.00	33,695.38	883.75	101,766.86	(44,962.24)	149.68
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	990.00	0.00	37,897.35	(37,287.35)	2,430.46
585-587-850.000	COMMUNICATIONS	5,800.00	4,359.39	311.35	62.90	1,377.71	76.25
585-587-910.000	INSURANCE AND BONDS	900.00	5,614.60	0.00	0.00	(4,714.60)	623.84
585-587-920.000	PUBLIC UTILITIES	50,000.00	27,305.15	2,902.83	0.00	22,694.85	54.61
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	248,103.57	655.05	98,709.06	(291,812.63)	630.57
585-587-940.000	RENTAL EXPENSE	16,250.00	12,265.77	1,115.07	0.00	3,984.23	75.48
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	91,321.59	(86,321.59)	1,826.43
Total Dept 587 - OLD TOWN DECK		412,150.00	336,568.03	5,868.05	340,548.09	(264,966.12)	164.29
TOTAL EXPENDITURES		4,028,800.00	1,745,885.17	108,444.93	2,249,788.08	33,126.75	99.18
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		2,770,700.00	2,931,516.34	77,500.27	(30,143.60)	(130,672.74)	104.72

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 05/31/2023

Page: 3/3

GL NUMBER	DESCRIPTION	2022-23 YTD BALANCE		ACTIVITY FOR		% BDGT USED
		UNDEPLETED BUDGET	05/31/2023	MONTH ENCUMBERED 05/31/23	ENCUMBERED YEAR-TO-DATE BALANCE	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND						
	TOTAL EXPENDITURES	4,028,800.00	1,745,885.17	108,444.93	2,249,788.08	33,126.75 99.18
	NET OF REVENUES & EXPENDITURES	(1,258,100.00)	1,185,631.17	(30,944.66)	(2,279,931.68)	(163,799.49) 86.98

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 05/31/2023

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		UNDEB BUDGET	05/31/2023	MONTH 05/31/23	YEAR-TO-DATE		
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	30,000.00	0.00	0.00	0.00	100.00
Total Dept 000 - NON-DEPARTMENTAL		35,000.00	30,000.00	0.00	0.00	5,000.00	85.71
TOTAL REVENUES		35,000.00	30,000.00	0.00	0.00	5,000.00	85.71
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-801.000	PROFESSIONAL AND CONTRAC'	35,000.00	18,844.00	0.00	21,181.28	(5,025.28)	114.36
282-282-930.000	REPAIRS AND MAINTENANCE	0.00	2,038.67	0.00	0.00	(2,038.67)	100.00
Total Dept 282 - PUBLIC ARTS COMMISSION		35,000.00	20,882.67	0.00	21,181.28	(7,063.95)	120.18
TOTAL EXPENDITURES		35,000.00	20,882.67	0.00	21,181.28	(7,063.95)	120.18
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		35,000.00	30,000.00	0.00	0.00	5,000.00	85.71
TOTAL EXPENDITURES		35,000.00	20,882.67	0.00	21,181.28	(7,063.95)	120.18
NET OF REVENUES & EXPENDITURES		0.00	9,117.33	0.00	(21,181.28)	12,063.95	100.00



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Jean Derenzy, CEO

Date: June 12, 2023

Re: Informational Meeting

Per the requirements of the Recodified Tax Increment Finance Act, the DDA must hold two (2) informational meetings for each taxing jurisdiction levying taxes that is subject to capture by the Authority under this Act (MCL 125.4910(4)). Official notice for this meeting was sent to each taxing jurisdiction and posted on the DDA website. The taxing jurisdictions include:

- City of Traverse City
- Grand Traverse County
 - Commission on Aging
 - Veterans
 - Animal Control
- Northwestern Michigan College
- Road Commission
- Recreational Authority
- BATA
- Soil Conservation District
- District Library

This informational meeting will include an overview of projects underway or completed through the 2023/2024 fiscal year and a review of projects in the upcoming fiscal year. I will have a PowerPoint presentation providing this overview.

Please note, this is not a public hearing, but rather an informational overview of the DDA budget and TIF Projects.



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

Memorandum

To: DDA Board of Directors

From: Jean Derenzy, DDA CEO

Date: June 12, 2023

Subject: Project Update – TART Extension and Mobility Action Plan

Mobility Action Plan

This fall, the DDA (in partnership with the city) kicked off a comprehensive planning process to develop a Mobility Action Plan for the city. Last month, the DDA, in cooperation with the project consultant (Progressive AE) hosted focus group meetings with downtown stakeholders to review and discuss the preliminary recommendations for pedestrian and bicycle facilities in the downtown district. We expect the Mobility Action Plan will be completed in August. Chris Zull will be here on Friday to provide an update on the planning process and the preliminary recommendations.

TART Trail Extension

Also, this fall, the DDA, City and TART Trails kicked off design and engineering services for improvements and an extension (in distance and width) of the TART Trail along Grandview Parkway and Munson Avenue. The proposed trail improvements extend from West End Beach to Eastern Avenue. Over the last several months, the project team hosted several public and stakeholder meetings to discuss potential trail alignment and features. The project team anticipates final design for the trail will be completed in August and include final cost estimates, proposed funding sources and an estimated timeline for the entire project. Presentations will be made to the DDA Board and City Commission for final approval. Chris Zull will be here on Friday to provide an update on the planning process and the current recommendations for trail expansion.

In anticipation of the final design, the DDA, City and TART Trails is preparing to submit an application to the MEDC's Revitalization and Placemaking Program ("RAP 2.0 Program") for the TART Bayfront Improvement and Extension Project (Note: TART Trails will be the official applicant).

Collectively, we plan on requesting funding to support the extension of the segment of the TART Trail between Murchie Bridge and the Senior Center. This segment has emerged as the top priority for trail development between West End Beach and Eastern Avenue. As you are aware, the Michigan Department of Transportation (MDOT) is

scheduled to reconstruct the portion of Grandview Parkway/US 31 adjacent to the proposed trail project in the spring/summer of 2024. This proposed trail segment represents a critical opportunity to strengthen and improve overall non-motorized mobility and access for our most vulnerable population along the Grandview Parkway/US 31 corridor.

The project partners will be contributing funding toward a match for the RAP application. More information about the grant application, including the funding requested and match dollars needed will be discussed at our meeting. As a reminder, part of the 2023/2024 budget is \$200,000 allocated towards the TART trail which could be utilized as part of the match.



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

MEMORANDUM

To: DDA Board of Directors
From: Jean Derenzy, CEO
Date: June 12, 2023
Re: 2023/2024 Budget

Attached are the three budgets (DDA General, Old Town TIF and TIF-97) for consideration and approval by the DDA Board. As a reminder:

- The DDA Board reviewed the preliminary budget at our April meeting
- A public hearing was held at our May DDA Board meeting, with a recommendation to present the budget to the City Commission for consideration and for approval
- The City Commission approved the three budgets at their June 5th meeting

The last step in the budget approval process is DDA Board approval. An overview of the 2023/2024 budget(s) is outlined below for your review and consideration. The budget(s) presented include projects and initiatives that advance the capital improvement and programmatic priorities listed in the Moving Downtown Forward Plan and align with the *Guiding Principles* of the Moving Downtown Forward Plan, as well as the *Strategic Priorities* of the City Commission.

Overview of Budgets

For both the Old Town and the '97 Financing Plans (TIF), the primary focus for the coming year will be key public infrastructure projects, as well as a newly structured Service Agreement with the City, a full-time Community Policing Officer, stormwater management, the implementation of mobility initiatives and the purchase of equipment to begin establishing an in-house maintenance program (as identified within the Service Agreement). The in-house maintenance program will likely be contracted in 2023/2024.

In addition, for studies and plans that the DDA financially participates in, I am recommending that we set aside dollars for implementation (if the study is approved). This approach requires that the study, as well as its implementation, remains a focus and not just a study that sits on a shelf.

Old Town Financing Plan

The Old Town District continues to see steady growth and private investment. The captured taxable value is projected to be \$33,011,175, bringing in \$841,481 of projected revenue to the district.

As we discussed through the Moving Downtown Forward Plan, a service agreement with the city will clarify roles and responsibilities regarding services for the district and articulate the funding needed for such services. Therefore, a new line item will be included into the Old Town financing plan (and '97 financing plan) called "service agreement/city". For Old Town, the service agreement would be \$50,000/year with a 2% increase per year.

Professional Services

A. TraverseConnect \$5,000

I am recommending that we continue our partnership with TraverseConnect through a service agreement for business retention and attraction. As we continue to come out of the pandemic, the need for business attraction and retention remains critical.

B. Maintenance and Operation \$50,000

This line item remains important as we continue to focus on maintaining public infrastructure investments. This line item will be used for side-walk cleaning, summer assistance through our YouthCore partnership and the purchase of needed tools (e.g., purchase of a sidewalk cleaner). I am also looking at purchasing a truck that has already been identified by the city as "surplus". This truck would be the first piece of large equipment (along with a sidewalk cleaner) that would be purchased by the DDA and is needed to properly maintain and clean our downtown public infrastructure.

C. Marketing and Communication \$10,000

This is a new line item within this budget, as we coordinate marketing and communication efforts with the DTCA. The focus for these efforts will be on the residents of the city as well as the region.

Public Infrastructure Projects

A. Midtown Riverwalk Upgrade/Replacement \$300,000

The Midtown Riverwalk, which was put in over 20 years ago, is due for replacement. Replacement of the Midtown Riverwalk will take two years. Our design and aesthetic (e.g., materials) template will be consistent with the themes outlined in the Lower Boardman Unified Plan and the Conceptual Plan for the 100/200 Block Riverwalk as well as the design of the Boardman Lake Loop.

B. Hannah Park Improvement \$70,000

This project is related to the current reconstruction of the Union Street Bridge, including additional infrastructure (at the street level) to maintain and enhance

the pedestrian overlook of the river (and Hannah Park) as well as improvements to the staircase leading from the overlook to the riverbank.

- C. Eighth Street Intersection Improvements at Cass and Union \$300,000
The intersections of Eighth Street, at Cass and Union, are in poor condition. The DDA will be working with the city's streets and engineering departments to replace both intersections. The new intersections will utilize a design similar to the intersection of Union and State, which has proven to hold up better over time.

- D. Mobility Implementation \$25,000
The DDA financed half of the Mobility Action Plan, which is currently working its ways through the planning process. For this upcoming budget year, I am recommending we set aside dollars to implement the anticipated recommendations of the Plan.

- E. Streetscapes/Snowmelt \$100,000
Property owners have asked for a partnership with the DDA to implement a snowmelt system within Old Town. Snowmelt helps to provide for a safe and connected network of sidewalks throughout downtown. As we look at how to better connect the two districts, improvements to pedestrian infrastructure will be key.

'97 Financing Plan

There has been steady growth within this district, highlighted by significant public infrastructure projects. The captured taxable value within the '97 District is projected to be \$162,805,778, bringing in \$4,355,361 of revenue.

As a reminder, '97 advanced \$5,555,900 to the city for the purchase of several properties along State Street for the future West End Parking Structure. The '97 Fund will be repaid \$4,947,900 by June 30th (this current fiscal year), leaving a balance due of \$608,000. The City, through the auto-parking fund, will be repaying the '97 Fund over the course of the next three years. \$40,000 will be repaid for the upcoming fiscal year.

The focus for this District over the next year will be to advance the two transformational infrastructure projects the Board has identified in the Moving Downtown Forward Plan: Lower Boardman/Ottaway Downtown Riverwalk and the West End Parking Structure. The DDA will continue to work with private developers to improve and install new sidewalk and streetscape infrastructure, including snowmelt systems.

In addition, the previously mentioned service agreement with the city will clarify roles and responsibilities regarding services for the district and articulate the funding needed for such services. A new line item will be included into the '97 financing plan called "service agreement/city". For '97, the service agreement would be \$677,743 with a 2% increase per year.

Professional Services

A. Traverse Connect \$35,000

I am recommending that we continue our partnership with Traverse Connect, through a service agreement for business retention and attraction.

B. Community Police Officer \$120,000

Continuing with our community police officer is critical for Downtown. This year, I am recommending to increase our contribution to pay for a full-time (previously, we paid for a part-time officer) officer. The full-time officer has been approved by Chief O'Brien, who supports the Community Police Officer (CPO) position in downtown. We will also be working to re-purpose 200 square-feet of the former restaurant space adjacent to the DDA office for the Community Police Officer.

C. WiFi \$65,000

This is our last year of payment to Traverse City Light and Power for WiFi.

D. Maintenance and Operation \$250,000

Continuing with this line item remains important as we focus on maintaining public infrastructure investments. This line item will be used for side-walk cleaning, summer assistance through our YouthCore partnership and the purchase of needed tools (e.g., purchase of a sidewalk cleaner). I am also looking at purchasing a truck that has already been identified by the city as "surplus". This truck would be the first piece of large equipment (along with a sidewalk cleaner) that would be purchased by the DDA and is needed to properly maintain and clean our downtown public infrastructure.

E. Marketing and Communication \$60,000

This is a new line item within this budget, as we coordinate marketing and communication efforts with the DTCA. The focus for these efforts will be on the residents of the city as well as the region.

Public Infrastructure

A. Design and Engineering Services \$1,000,000

As we have discussed at our previous study session, we plan to move forward with final design and engineering services for the for the Lower Boardman/Ottaway Downtown Riverwalk and the West End Parking Structure.

B. Two-Way Pilot Project (State Street) \$200,000

The two-way pilot project, including State Street, Boardman Avenue and Pine Street will remain a line-item in the budget for the duration of the pilot project. Funding will be utilized for data gathering (and analysis) costs and other change elements that will be required as the pilot moves into the first full-year.

C. Streetscapes/Snowmelt \$325,000

Streetscapes will remain important as new development continues throughout the district, leading to a connected network of sidewalks (which is paramount for walkability) throughout the district and beyond.

D. Mobility Implementation \$50,000

As identified in the Old Town budget, the DDA financed half of the Mobility Action Plan, which is currently working its ways through the planning process. For this upcoming budget year, I am recommending we set aside dollars to implement the anticipated recommendations of the Plan.

E. TART Trail Extension \$200,000

The TART Trail Extension project is currently underway, with the DDA paying for a third of this study. I am recommending to put dollars aside for possible implementation, or minimally a cost-share for grants (e.g., match)

F. Composting \$100,000

Cities around the country are implementing downtown composting programs to help divert organic waste from landfills. This movement was noted during the Moving Downtown Forward planning process and then included as a potential DDA service to address climate action and resilience in the final Moving Downtown Forward Plan.

Sustainability and Climate Resilience

The DDA will be making every effort to incorporate sustainability principles and climate resilience practices into future infrastructure projects as well as programmatic and maintenance initiatives and practices. This effort will address, among other things, best practices related to energy consumption, stormwater management, waste management, building practices (and materials) and landscape management. As part of this effort, the DDA should be prepared to demonstrate and measure the savings and benefits associated with the sustainability principles and climate resilient practices incorporated into future project and initiatives.

Housing

Creating additional housing (especially affordable housing) has been discussed by the DDA for quite some time, as well as the City Commission. In fact, efforts to “champion the development of attainable and workforce housing” is one of the Guiding Principles listed in the Moving Downtown Forward Plan. As part of the guiding principle staff will be working with the Board on various opportunities through partnerships as discussed at our study session on May 5.

DDA General Fund

The DDA General Fund is where all staffing costs are included, from administrative staff to parking staff. Contracts with the City for Parking as well as the DTCA for marketing and communication continues through the general fund budget.

Traverse City Parking Services

The Parking System has always taken a conservative approach to budgeting. This is reflected in the past budget cycles. We do not move forward with planned projects unless we have the right resources and information to do so, and we do as much as we can in-house before contracting out work. Over the past three budgets, the use of surplus funds was included in the budget in order to complete projects and navigate system-wide usage changes caused by the pandemic. This is the first budget cycle where we have reduced expenses in order to eliminate the use of surplus funds. Additionally, this budget is reflective of the new use patterns that have been consistent throughout the pandemic, and will likely continue as office environments have shifted to hybrid options.

There are four revenue sources for the enterprise fund: 1) parking permit revenue, 2) hourly meter revenue, 3) hourly parking structure revenue, and 4) parking citations. Pre-pandemic parking revenues were near \$3.5 M. The past three budget cycles revenues have been near \$2.5 M, and the projection for the coming 2023-24 budget is estimated to remain the same as 1) surface permit sales will be reduced due to the sale of 145 W Front and 103 Pine, 2) reduced metered spaces in Lots J south of the Boardman River and Lot K north of the Boardman River for FishPass construction, 3) consistent seasonal transient use.

Parking Capital Improvements

Hardy Parking Deck

1. Pedestrian stair tower window maintenance, paint handrails and repair walls

Old Town Parking Structure

1. Pedestrian stair tower window maintenance, paint handrails and repair walls

General Parking Fund

1. Lot C Resurfacing (surface lot near Traverse Connect) – carried over from 2020-2021 budget
2. Cut and patch work in parking lot T (corner of Union and Grandview Parkway)
3. Curb cut in-fill for parking lot G (next to Mode's)

Professional and Contractual and Information Technology

The city added an Information Technology line item. The purpose of this item is to separate contractual expenses from recurring software and technology expenses. The decrease from Professional and Contractual is reflected in Information Technology along with additional expenses for recent software agreements.

City Fee

The City Fee was changed near 2010 to 10% of all enterprise revenues from Parking General, Hardy and Old Town funds. This year, the City Fee will be reduced from a 10% administrative fee to align with the 5% fee applied to all other enterprise funds.

Arts Commission

The Arts Commission budget for the coming year will focus on a handful of art installations along the TART Trail and Boardman Loop Trail, a mural festival (planned for 2024), a mini-grant program, a collaboration with Parks and Recreation to bring art into city parks and painted bump-outs at Front and Pine/Boardman as part of the two-way pilot project. In addition, the Arts Commission will be working to complete a series of administrative activities outlined in the strategic plan work plan.

Recommended Motion

That the DDA Board of Directions hereby approves the 2023/2024 budget as follows:

Downtown Development Authority (General) Fund	\$1,931,359
Tax Increment Financing District 97 Fund	\$5,021,003
Tax Increment Financing District Old Town Fund	\$1,108,450

City of Traverse City, Michigan
 DDA COMPONENT UNIT
 DDA GENERAL FUND
 For the Budget Year 2023-24

	FY 21/22 Audited	FY 22/23 Budgeted	FY 22/23 Projected	FY 23/24 Requested
		##		
REVENUES				
Taxes	\$ 129,683	\$ 129,000	\$ 129,000	\$ 130,000
Grants and Reimbursements	1,947,124	1,200,000	1,200,000	\$ 100,000
Reimbursements	1,465,333	1,236,600	1,236,600	1,585,359
Rental Income	0	90,000	90,000	115,000
Interest Income	915	600	600	1,000
Miscellaneous	0	0	0	0
TOTAL REVENUES	3,543,055	2,656,200	2,656,200	1,931,359
EXPENDITURES				
Salaries and Wages	874,456	955,400	998,709	1,060,134
Fringe Benefits	273,587	320,000	296,151	390,382
Office Supplies and Utilities	104,960	64,000	45,800	63,000
Professional Services	677,286	306,800	325,000	265,000
Travel and Conferences	13,415	25,000	25,000	30,000
Repairs and Maintenance	0	0	0	0
Grants	1,672	96,000	96,000	45,000
Civic Square	1,758,802	1,050,000	1,050,000	50,000
TOTAL EXPENDITURES	3,704,178	2,817,200	2,836,660	1,903,516
EXCESS OF REVENUES OVER/UNDER EXPENDITURES	(161,123)	(161,000)	(180,460)	27,843
Beginning Fund Balance	897,307	736,184	736,184	555,724
Ending Fund Balance	\$ 736,184	\$ 575,184	\$ 555,724	\$ 583,567

City of Traverse City, Michigan
DDA COMPONENT UNIT
97 FINANCING FUND
For the Budget Year 2023-24

	FY 21/22 <u>Audited</u>	FY 22/23 <u>Budgeted</u>	FY 22/23 <u>Projected</u>	FY 23/24 <u>Requested</u>
REVENUES				
Property Taxes	\$ 3,154,318	\$ 3,778,000	\$3,736,501	\$ 4,180,861
Grant and Reimbursements	0	0	4,947,900	40,000
Reimbursements	433,721	200,000	130,000	130,000
Interest Income	4,690	2,000	4,500	4,500
TOTAL REVENUES	<u>3,592,729</u>	<u>3,980,000</u>	<u>8,818,901</u>	<u>4,355,361</u>
EXPENDITURES				
Professional Services	1,121,094	732,000	732,797	1,672,563
Printing and Publishing	66,035	200	200	20,000
Repair & Maintenance	0	250,000	250,000	250,000
Contribution to District Construction Project	515,888	2,271,500	2,272,000	2,125,000
Contribution to City - Debt Service	930,697	973,200	973,160	953,440
	<u>\$ 13,206.00</u>	<u>\$ -</u>	<u>\$ -</u>	
TOTAL EXPENDITURES	<u>2,646,920</u>	<u>4,226,900</u>	<u>4,228,157</u>	<u>5,021,003</u>
EXCESS OF REVENUES OVER/UNDER EXPENDITURES	945,809	(246,900)	4,590,744	(665,643)
OTHER FINANCING SOURCES (USES)				
Operating Transfer	0	0	0	0
NET CHANGE IN FUND BALANCE	945,809	(246,900)	4,590,744	(665,643)
Beginning Fund Balance	<u>3,866,612</u>	<u>4,812,421</u>	<u>4,812,421</u>	<u>9,403,165</u>
Ending Fund Balance	<u>\$4,812,421</u>	<u>\$4,565,521</u>	<u>\$9,403,165</u>	<u>\$8,737,523</u>

City of Traverse City, Michigan
 DDA COMPONENT UNIT
 OLD TOWN FINANCING
 For the Budget Year 2023-24

	FY 21/22 <u>Actual</u>	FY 22/23 <u>Budgeted</u>	FY 22/23 <u>Projected</u>	FY 23/24 <u>Requestd</u>
REVENUES				
Property Taxes	\$ 593,951	\$ 702,800	\$ 717,791	\$ 841,481
Reimbursements	-	-	-	-
Interest Income	<u>113</u>	<u>200</u>	<u>200</u>	<u>100</u>
TOTAL REVENUES	<u>594,064</u>	<u>703,000</u>	<u>717,991</u>	<u>841,581</u>
EXPENDITURES				
Professional Services	210,587	118,800	118,810	303,350
Printing and Publishing	0	100	100	100
Contribution to District Construction Project	<u>191,558</u>	<u>917,000</u>	<u>245,000</u>	<u>805,000</u>
TOTAL EXPENDITURES	<u>402,145</u>	<u>1,035,900</u>	<u>363,910</u>	<u>1,108,450</u>
EXCESS OF REVENUES OVER/UNDER EXPENDITURES	191,919	(332,900)	354,081	(266,869)
OTHER FINANCING SOURCES (USES)				
Operating Transfer	-	-	-	-
NET CHANGE IN FUND BALANCE	191,919	(332,900)	354,081	(266,869)
Beginning Fund Balance	<u>522,468</u>	<u>714,387</u>	<u>714,387</u>	<u>1,068,468</u>
Ending Fund Balance	<u>\$ 714,387</u>	<u>\$ 381,487</u>	<u>\$ 1,068,468</u>	<u>\$ 801,599</u>



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

Memorandum

To: Board of Directors
From: Jean Derenzy, DDA CEO
Date: June 12, 2023
Re: 200 Block of Front Street North Alley Mill and Fill

Last December, work began to stabilize the river wall along the 200-block north alley of Front Street with new sheet-piling. Crews are working on the last phase of the project which (in the original scope of work) included placing conduit along the alley, pouring concrete for curbing and completing final asphalt patching. Recent discussions with city staff noted that the 200-block alley has not had any new paving (beyond patch work) for many years. City staff also noted that while Elmer's is onsite, it would be beneficial to the overall project is we facilitated a complete mill-and-fill of the alley.

As you may recall, the city is funding this project (and the sewer realignment project ion the 100-block) through and grant/loan from the Clean Water State Revolving (CWSRF) Fund. However, the proposed mill-and-fill work was not part of the overall grant/loan agreement and any amendment to the grant/loan agreement would cause significant delays in completing the work.

Therefore, I am asking the Board to consider approving a direct contract between the DDA and Elmers to complete the mill-and-fill along the alley for \$35,000. Funding for this additional work would come from TIF-97. The mill-and-fill work would be the last component of this project.

Recommended Motion

That the DDA Board approve to enter into a contract with Team Elmers for \$35,500 for mill-and-fill work along the north alley of the 200-block of Front Street utilizing TIF-97 funds, subject to approval and as to form and substance by the DDA CEO and DDA Attorney.



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

Memorandum

To: Downtown Development Authority Board
From: Jean Derenzy, DDA CEO
Date: June 12, 2023
Subject: Activity Updates

The following memo is intended to provide a summary of on-going and anticipated projects throughout downtown.

South Union Street Bridge

The South Union Street Bridge is expected to be open to traffic by the end of July.

North Cass Street Bridge

Reconstruction work on the North Cass Street Bridge remains on schedule and is expected to be completed by the end of June.

As a reminder, a portion of these two bridge reconstruction projects (as well as the four bridge reconstruction projects the last two years) were funded in part by TIF.

100 Block Alley of Front Street – Sewer Realignment

Work to realign the sanitary sewer main along the river (as well as new leads to the existing businesses) is expected to be completed by the end of June. As a reminder, the entire parking lot ("Lot A") will be resurfaced as part of this project.

Request for Proposals

The DDA is involved in several Request for Proposals for important project associated with downtown, including:

- West End Parking Structure (City issued RFP, in collaboration with the DDA): Proposals for the West End Parking Structure were due on June 9th. DDA and city staff will be reviewing proposals and scheduling interviews soon.
- Boardman/Ottaway Downtown Riverwalk (City issues RFP, in collaboration with the DDA): This RFP was released last week. Proposals are due on June 28th.
- Communications (DDA issued RFP): Proposals are due later this month.

- Rotary Square (will be a DDA issued RFP, in collaboration with the city): Staff is working on an RFP for conceptual design and engineering for Rotary Square. This RFP will be released later this year.

Retail Incubator

Over the last month, DDA staff has worked to move advance several components of the retail incubator:

- Finishing up the contract with Commonplace for assistance in the project's initial phases
- Drafted a timeline for implementation, with a target opening of Labor Day Weekend
- Completed the first draft of the "goals" for the retail incubator, in alignment with the Moving Downtown Forward *Guiding Principles*.
- Completed the leased agreement with Keen

Over the next few weeks, we will be working to finalize the buildout and furnishings of the site, conducting interviews with other retail incubators in Michigan and doing a few stakeholder/potential listening sessions.

International Downtown Association (IDA) Conference

This year, the International Downtown Association conference will be held in Chicago on October 4th – 6th. IDA is the worldwide membership organization for professional place management (downtowns). I will be speaking at this year's conference. Board members are invited to participate in this conference. Please let me know if you are interested in attending.

Evaluation

I am working with the Chair and Vice-Chair on my annual evaluation. Kate Greene, President of Human Resource Partners, will be working with the Board on an evaluation process that involves all board members. Kate will be reaching out to each board member over the next 30 to 40 days.



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

Memorandum

To: Downtown Development Authority Board of Directors
From: Harry Burkholder, DDA COO & Steve Nance, DDA Board Member
Memo Date: June 12, 2023
Subject: Arts Commission Update

Bryant Park Mural

We received nearly 30 proposals for the mural project at Bryant Park. The Arts Commission had a special meeting to review and discuss each proposal and have selected local artist Katherine Corden. Katherine will be presenting her final concept for the mural at the June 21st Arts Commission meeting. Katherine's work can be viewed at www.katherinecorden.com.

Two-Way Bump-Out Project

The paint has been delivered for the bump-out project (part of the two-way pilot). The Arts Commission is working to schedule a morning to paint the intersections.

Banner Project

The Arts Commission continues to work with Britten Banner to replace the current banners and add the banner artwork from Justin Shull along West Front Street. We hope to be ready to install banners by the end of June.



Memorandum

To: DDA Board of Directors
CC: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: June 12, 2023
Re: Staff Report: Parking Services – June 2023

PARCS Project

The webpage has been updated with progress updates and may be viewed at <https://parking.downtowntc.com/where-to-park/parcs2023/>.

Our online and in-office payments now accept Discover and American Express in addition to Visa and MasterCard for all parking payments. Over the past month, we have completed the setup and roll-out of recurring credit card profiles for month-to-month permit purchases.

When the new equipment is installed, cash payments will no longer be accepted in the exit lanes. A signage package to assist the public with payment information has been published with bids due back July 6, 2023.

Cherry Festival Parking

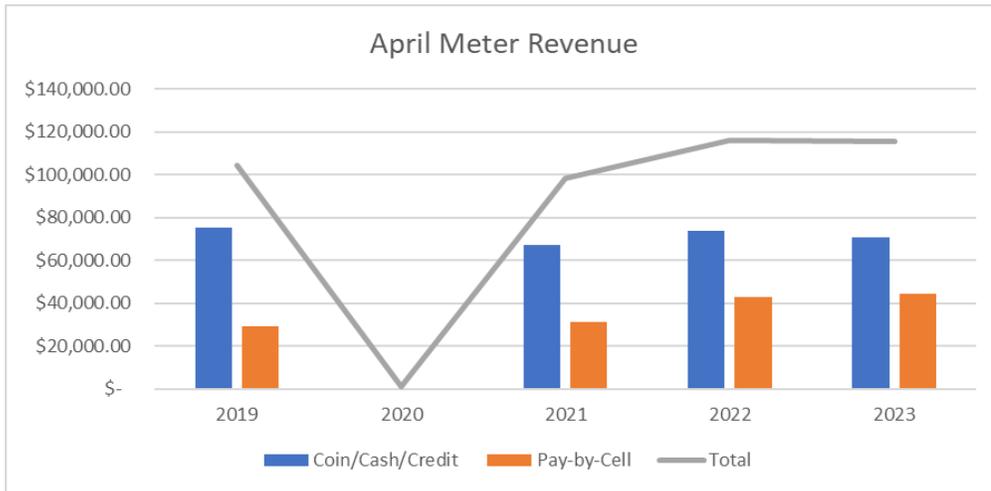
All festival parking information has been consolidated and published on the following webpage <https://parking.downtowntc.com/where-to-park/ncf/>.

April Parking Revenue

Below are the April revenues compared to April 2019.

Meter Revenues

There are many construction projects and lot closures due to construction projects, bridge projects, sewer project and sheet piling project. Overall, meter revenues are down 1% compared to last year.

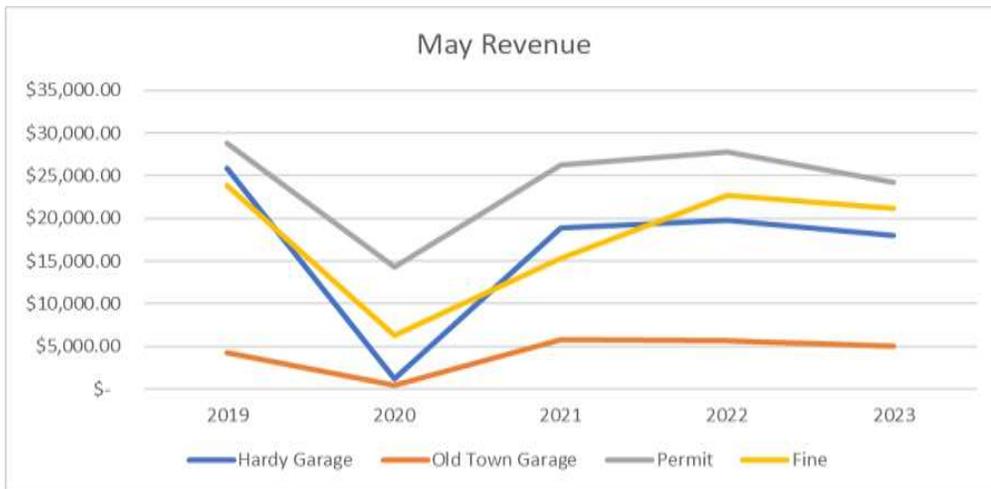


May Parking Revenue

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

Meter Revenues

May meter revenues will be reported in July.



Hourly Admissions

Old Town transient revenues are down 17% compared to 2019 and are down 11% compared to last year. Hardy transient revenues are down 9% compared to last year, and 30% compared to 2019

Permits & Fines

Fine revenues were down 7% compared to being down 12% in 2019. Permit revenues are down 13% compared to last year, and down 16% from 2019.



Traverse City Parking Services
303 East State Street
Traverse City, Michigan 49684
Phone: (231) 922-0241
parking@downtowntc.com

Parking Permit and Bike Locker Credit Card Auto-renewal Information

Parking permits and bike lockers are now available for credit card auto-renewals. The benefits of transitioning to auto-renewals include your permit remaining active until you cancel, and you will no longer have to obtain a new parking permit hangtag which will remain the same each month. Permits and lockers may not be loaned, sold or otherwise transferred in any manner.

Eligibility

All permit and locker rentals are eligible for recurring credit cards. A credit card profile is required to setup the account. Once the profile is created, it will be linked to the new permit or locker record that is issued. Renewals will be billed monthly and continue until cancelled.

How It Works

Auto-renewal participants remain responsible for payment of fees until profiles are formally cancelled. To avoid being charged, auto-renewals must terminate four (4) days prior to permit expiration date. Permit and locker rental fees are non-refundable.

Store a Credit Card Profile

You can create a credit card profile with a Visa, MasterCard, Discover or American Express:

- 1) Parking Office – Staff will assist you in-person or over the phone.
- 2) Online portal – click “Manage Your Account Information” and scroll down to the Credit Card Profiles section. Click “Manage Profiles” and follow the steps to enter your credit card information to create your profile. The online portal can be accessed at <https://downtowntc.t2hosted.com>.

Upcoming Charge Notification

Your permit or locker will expire one (1) month from effective date. You will receive an upcoming charge notification reminder letter via email seven (7) days prior to permit expiration. Your credit card profile will be charged two (2) days prior to expiration.

Receipt Notification

- 1) If your charge is successful, your permit expiration will extend one (1) month, and you will receive a receipt notification letter via email.
- 2) If your charge is denied, you will not receive a receipt notification, and you will have two (2) days to make an alternative payment. You may need to update your credit card profile for future payments.

- 3) If no payment is made, your permit will expire at the end of business on the expiration date, you will need to pay the hourly fees to exit.

Coming Soon

All of the items listed below will be available this fall when we install new parking access equipment at both parking structures.

Hands-Free AVI Hangtags for Garage Access

All permit holders who are setup for month-to-month auto-renewals with a credit card profile will be eligible to exchange their hangtag for a new hangtag that has automated vehicle identification (AVI) embedded. The AVI tag will be read by the equipment at entry and exit for hands-free access. If the AVI equipment fails, the QR code printed on the hangtag may be scanned as a backup.

Instant Temporary QR Access in Online Portal

Did you drive a loaner or vehicle borrowed from a family member or friend and forget your hangtag? No problem. From the online portal, you can access a QR code based on your active permit number. This QR code can be generated and saved to your phone, or downloaded and printed. This instant access will eliminate additional fees incurred by not having your permit when entering or exiting. Additional fees will apply for misuse or attempts to use the permit for more than one vehicle.

No More Prox Cards

Your hangtag has a barcode at the bottom of the front side. When the equipment is replaced, prox cards will no longer be used for access. The barcode on the hangtag will be scanned at entry and exit in lieu of swiping the prox card.



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

Memorandum

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

From: Abby Taylor, DDA Downtown Experience Coordinator

Date: June 16, 2023

Subject: DTCA Events Update

Thank You!

A huge thank you to our sponsors that made our first Downtown Employee BBQ possible. The sponsors that deserve recognition are: Maxbauer's, Oryana, Water's Edge Sweet Tooth, and Great Lakes Potato Chips. It was a beautiful day to celebrate our downtown employees and hope this is just one of many exciting ways to utilize the space. Three lucky winners walked away with downtown gift certificates from our raffle and there was positive feedback. Thank you for coming out!

Rotary Square Ribbon Cutting/TSO Summer Concert Series

The official Rotary Square ribbon cutting took place last Friday and was a lovely evening to gather together to acknowledge those making it possible to have this space for our community downtown. The first Traverse Symphony Orchestra performance was special and we can't wait for the next performance on Monday, July 3. There are tickets available on their website at <http://traversesymphony.org/>. You can also bring your own chairs for the general admission area to listen to this concert!

Old Town Arts and Crafts Fair

Saturday, June 17 is our first art fair of the series taking place from 10:00am-5:00pm. We have over 120 vendors for this show with McMillen's Custom Framing and I'm Planty and Fancy as the event sponsors. We look forward to having Boba Delish and Why Knot Pretzels there to sell snacks and drinks.



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

Memorandum

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

From: Art Bukowski, Communications, Marketing and Outreach Director

Date: June 12, 2023

Re: Communications & Marketing

Farmers Market

We'll be looking for more advisory board members before our October meeting (which is our next meeting now that the advisory board only meets three times a year), and I plan to put out the official call for applicants in the coming weeks. If you know anyone who might be interested, please have them contact me directly at art@downtowntc.com

General Downtown Marketing

We're underway with a significant and multi-faceted plan to aggressively market downtown. Filming on a 30 second TV spot (that also will be streamed digitally across multiple platforms) wraps this week, and it should be ready for release by the end of the month. Our advertising is now also up in the Cherry Capital Airport baggage claim and is being featured in a suite of print publications. Digital and radio will be rolled out next month.

Website Updates

The DDA website has been updated to better explain TIF and specifically address some myths and misinformation being spread about this form of financing.

General Communications and Advertising Design

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. I also design and submit ads to multiple outlets for DDA and DTCA events.



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
April 19, 2023**

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: Commissioners Early, Nance, Koebert, Niemi, Stanley and Amundsen

The following Commissioners were absent: Commissioner Hoisington

Chairperson Amundsen presided at the meeting.

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

(b) **CONSENT CALENDAR**

- (1) Consideration of Approving the March 15, 2023 Arts Commission Meeting Minutes (approval recomended)
- (2) Consideration of Approving the March 2023 Arts Commission Financials (approval recomended)
Motion to approve the Consent Calendar

Moved by Caitlin Early, Seconded by Chelsie Niemi

Yes: Chelsie Niemi, Roger Amundsen, Mi Stanley, Caitlin Early, Steve Nance, and Linda Koebert

Absent: Joshua Hoisington

CARRIED. 6-0-1 on a recorded vote

(3)

(c) **OLD BUSINESS**

- (1) Liaison Report

Mr. Burkholder provided an overview of the project update memo.

- Commissioners agreed that the Arts Commission should support (financially) a new powder-coat for the Petrokovitz sculpture.
- Commissioners noted a desire to work with the city's Park and Recreation Department to determine the location of the Anishinaabek plaque

(2) Strategic Planning

Ms. Motil provided a summary of and walked commissioners through the final Strategic Goals, Governance Design and Planning Worksheet. Ms. Motil noted she would make revisions to the appointment section of the Governance Design.

(d) NEW BUSINESS

(1) New Business Update

Mr. Burkholder provided an overview of the New Business memo.

(2) Arts Commission Budget 2023/2024

To approve the proposed 2023/2024 budget and send it on to the City Commission for consideration and approval

Moved by Mi Stanley, Seconded by Chelsie Niemi

Yes: Chelsie Niemi, Roger Amundsen, Mi Stanley, Caitlin Early, Steve Nance, and Linda Koebert

Absent: Joshua Hoisington

CARRIED. 6-0-1 on a recorded vote

(e) PUBLIC COMMENT

(1) General

(2) Commissioners

Commissioner Koebert noted the Arts Commission/City was mentioned in a non-flattering manner in a presentation at the Denno's.

(f) ADJOURNMENT

(1) Motion to adjourn

Moved by Chelsie Niemi, Seconded by Caitlin Early

Yes: Chelsie Niemi, Roger Amundsen, Mi Stanley, Caitlin Early, Steve Nance, and Linda Koebert

Absent: Joshua Hoisington

CARRIED. 6-0-1 on a recorded vote

Roger Amundsen, Chairperson



**Minutes of the
Arts Commission for the City of Traverse City
Special Paint It Forward Subcommittee Meeting
May 4, 2023**

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: Commissioners Early and Amundsen

The following Commissioners were absent: None

Chairperson Amundsen presided at the meeting.

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

Subcommittee Early called the meeting to order at 3:35

(b) **PUBLIC COMMENT**

(c) **NEW BUSINESS**

(1) Paint It Forward Program Discussion

Commissioners discuss the parameters of the Paint It Forward program.
Mr Burkholder noted he would make the changes in the program description and prepare to announce the program for July.

(d) **PUBLIC COMMENT**

(1) General

(2) Commissioners

(e) **ADJOURNMENT**

Motion to adjourn made by Commissioner Amundsen
Motion seconded by Commissioner Early

Roger Amundsen, Chair

