

# Traverse City Downtown Development Authority Regular Meeting

Friday, March 17, 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](http://www.dda.downtowntc.com)  
303 East State Street, Suite C  
Traverse City, MI 49684

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# Welcome to the Traverse City Downtown Development Authority meeting

## Agenda

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1. **CALL TO ORDER**

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2. **ROLL CALL**

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3. **REVIEW AND APPROVAL OF AGENDA**

- A. Consideration of approving the agenda as presented.

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4. **CONSENT CALENDAR**

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

- A. Approval of minutes of the February 17, 2023 and March 3, 2023 Downtown Development Authority Board of Directors meeting (Approval Recommended) (Jean Derenzy) 7 - 14  
[Downtown Development Authority Regular Meeting - 17 Feb 2023 - Minutes - PDF](#)  
[Downtown Development Authority Study Session - 03 Mar 2023 - Minutes - PDF](#)
- B. Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for February 2023 (Approval Recommended) (Jean Derenzy) 15 - 25  
[DDA General, TIF 97, Old Town TIF Combined Financials February 2023 - PDF](#)  
[TC Parking Services Financials February 2023 - PDF](#)  
[TC Arts Commission Financials February 2023 - PDF](#)
- C. Consideration of renaming the Parking Advisory Board to the Mobility & Parking Advisory Board (Approval Recommended) (Jean Derenzy, Nicole VanNess) 27 - 28

[Renaming Parking Advisory Board Memo \(Nicole VanNess, Jean Derenzy\) - PDF](#)

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**5. ITEMS REMOVED FROM CONSENT CALENDAR**

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**6. OLD BUSINESS**

- A. Retail Incubator Update (Memo Forthcoming)
- 

**7. NEW BUSINESS**

- A.
- B. Parking Lot B Financing of Redesign (Approval Recommended) 29 -  
(Nicole VanNess, Jean Derenzy) 30  
[CIP-545 Lot B Reconstruction Memo \(Nicole VanNess, Jean Derenzy\) - PDF](#)
- C. Conceptual Phased Approach for the Lower Boardman (Approval 31 -  
Recommended) (Jean Derenzy) 32  
[Lower Boardman/Ottaway Downtown Riverwalk Memo \(Jean Derenzy\) - PDF](#)
- D. West End Parking Structure Recommendation for RFP (Approval 33 -  
Recommended) (Jean Derenzy) 34  
[West End Parking Structure and Downtown Parking \(Jean Derenzy\) - PDF](#)
- 

**8. CEO REPORT**

- A. Project Updates (Jean Derenzy) 35 -  
[Project Updates Memo \(Jean Derenzy\) - PDF](#) 36
- 

**9. BOARD MEMBER REPORTS**

- A. Arts Commission Update (Steve Nance) 37  
[Arts Commission Update \(Steve Nance\) - PDF](#)
- B. Parking Advisory Board Update (Scott Hardy) 39 -  
[Parking Advisory Board Update \(Scott Hardy\) - PDF](#) 49  
[Employee Parking & Mobility Survey Results - PDF](#)
- 

**10. STAFF REPORTS**

- A. Transportation & Mobility Director Report (Nicole VanNess) 51 -  
[Transportation & Mobility Director Report \(Nicole VanNess\) - PDF](#) 53
- B. Communications & Outreach Director Report (Art Bukowski) 55  
[Communications & Outreach Director Report \(Art Bukowski\) - PDF](#)
-

- C. Downtown Experience Coordinator Report (Abby Taylor) 57 -  
[Downtown Experience Coordinator Report \(Abby Taylor\) - PDF](#) 58
- 

**11. RECEIVE AND FILE**

- A. Arts Commission January 2023 Meeting Minutes 59 -  
[January 18, 2023 Arts Commission Meeting Minutes - PDF](#) 60
- B. Arts Commission February Rotating Arts Subcommittee Meeting 61 -  
Minutes 62  
[February 8, 2023 Arts Commission Rotating Arts Subcommittee Meeting Minutes - PDF](#)
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**12. PUBLIC COMMENT**

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**13. ADJOURNMENT**



# CITY COMMISSION

## GOALS & OBJECTIVES

### 2022-2023

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#### **HOUSING & HOMELESSNESS**

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



#### **ACCESS & MOBILITY**

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



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

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



#### **ECONOMIC DEVELOPMENT**

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



#### **WATER SYSTEMS**

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



#### **CLIMATE CHANGE**

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





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, February 17, 2023**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:00 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Steve Nance, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Katy Bertodatto, and Board Member Michael Brodsky

The following Board Members were absent: Board Member Peter Kirkwood

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 9:00 AM.

(b) **ROLL CALL**

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

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

Moved by Pam DeMerle, Seconded by Katy Bertodatto

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

**Absent:** Peter Kirkwood

**CARRIED. 10-0-1 on a recorded vote**

(d) **CONSENT CALENDAR**

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

- (1) Approval of minutes of the January 20, 2023 and February 3, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy)
- (2) Approval of the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for January 2023 (Approval Recommended) (Jean Derenzy)
- (3) Approval of Farmers Market Rules for 2023
- (4) Removed from Consent - Mobility Advisory Board  
That the DDA Board approve the consent calendar as presented.

Moved by Richard Lewis, Seconded by Steve Nance

**Yes:** Gabe Schneider, Scott Hardy, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, and Michael Brodsky

**Absent:** Peter Kirkwood

**CARRIED. 9-0-1 on a recorded vote**

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

- (1) Consideration of renaming the Parking Advisory Board

The following addressed the Board: Scott Hardy  
That the DDA Board defer this item to the March DDA Board meeting

Moved by Richard Lewis, Seconded by Scott Hardy

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

**Absent:** Peter Kirkwood

**CARRIED. 10-0-1 on a recorded vote**

(f) **NEW BUSINESS**

- (1) Neighborhood Enterprise Zone (NEZ) for West Front Street

The Following Addressed the Board:

Yarrow Brown, Housing North  
Jean Derenzy, DDA CEO  
Gabe Schnieder  
Pam Marsh  
Scott Hardy  
Will Unger  
Richard Lewis  
Katy Bertodatto  
Steve Nance  
Michael Brodsky  
Marty Colburn, City Manager

Bertodatto made a motion that the DDA Board recommend the approval of a NEZ at 124 W Front with a second by Marsh.

Bertodatto rescinded the motion that the DDA Board recommend the approval of the NEZ at 124 W Front with Marsh rescinding her second.

That in alignment with the City Commission's goals and objectives, the DDA Board supports the use of the NEZ tool as it could apply to 124 W Front Street and would request an ongoing dialogue and partnership to determine specific elements of a NEZ policy before final adoption.

Moved by Katy Bertodatto, Seconded by Pam Marsh

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

**Absent:** Peter Kirkwood

**CARRIED. 10-0-1 on a recorded vote**

- (2) Retail Incubator Construction Cost and Lease (approval recommended)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Jeff Joubran  
Todd McMillan  
Steve Nance  
Scott Hardy  
Katy Bertodatto

Following engaging discussion, this item is deferred to a future meeting.

(g) **CEO REPORT**

- (1) Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Harry Burkholder, DDA COO

(h) **BOARD MEMBER REPORTS**

- (1) Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Steve Nance

(i) **STAFF REPORTS**

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

The Following Addressed the Board:

Nicole VanNess

- (2) Downtown Experience Coordinator Report (Abby Taylor)  
(3) Downtown Communications and Outreach Director Report (Art Bukowski)

(j) **RECEIVE AND FILE**

- (1) DTCA February 2023 Board Meeting Minutes  
(2) Arts Commission December 2022 Meeting Minutes  
(3) Two-Way Conversion Pilot Project Update

(k) **PUBLIC COMMENT**

Comments from the Board:

Katy Bertodatto  
Jeff Joubran  
Steve Nance

No Public Comment.

(I) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.

Chairperson Schneider adjourned the meeting at 10:47 AM.  
That the DDA Board of Directors adjourn the meeting.

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Jean Derenzy, Traverse City DDA  
CEO

Draft





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Study Session  
Friday, March 3, 2023**

A study session of the Downtown Development Authority of the City of Traverse City was called to order at the Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 12 p.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, and Board Member Michael Brodsky

The following Board Members were absent: Board Member Steve Nance, Board Member Todd McMillen, and Board Member Katy Bertodatto

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

(c) **TOPICS OF DISCUSSION**

(1) West End Parking Structure Considerations

Joubran arrived to the meeting at 12:04 PM

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Harry Burkholder, DDA COO  
Nicole VanNess, Transportation Mobility Director  
Scott Hardy

Pete Kirkwood  
Michael Brodsky  
Jeff Joubran  
Gabe Schneider

Marsh left the meeting at 12:55 PM

**(2)** Lower Boardman/Ottaway Downtown Riverwalk Considerations

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Harry Burkholder, DDA COO  
Gabe Scheider  
Peter Kirkwood  
Scott Hardy  
Jeff Joubran  
Michael Brodsky  
Will Unger  
Pam Demerle  
Richard Lewis

**(3)** Mobility Action Plan Update

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Harry Burkholder, DDA COO  
Gabe Schneider

(d) **PUBLIC COMMENT**

Tim Werner, City Commissioner

(e) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 1:33 PM.

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Jean Derenzy, Traverse City DDA  
CEO

# Traverse City DDA - General

Balance Sheet  
As of January 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Fifth Third Checking - 3112	1,045,833.76
1072 Bill.com Money Out Clearing	0.00
Fifth Third Savings - 6740	203,362.42
Petty Cash	0.00
<b>Total Bank Accounts</b>	<b>\$1,249,196.18</b>
Accounts Receivable	
1200 Accounts Receivable	177,348.91
<b>Total Accounts Receivable</b>	<b>\$177,348.91</b>
Other Current Assets	
1220 Grants Receivable	7,766.25
1230 Other Receivable	0.00
1480 Payroll Advance	0.00
1499 Undeposited Funds	0.00
Deposits in Transit	0.00
Due From APS (City of TC)	0.00
Due From Arts Council	0.00
Due From DTCA	150.00
<b>Total Other Current Assets</b>	<b>\$7,916.25</b>
<b>Total Current Assets</b>	<b>\$1,434,461.34</b>
Other Assets	
Due From Other Funds	25,228.40
Pre-Paid Expense	0.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$25,228.40</b>
<b>TOTAL ASSETS</b>	<b>\$1,459,689.74</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	63,746.84
<b>Total Accounts Payable</b>	<b>\$63,746.84</b>
Credit Cards	
2150 First National Bank Card	
2153 First National - 8689	-636.79
<b>Total 2150 First National Bank Card</b>	<b>-636.79</b>

# Traverse City DDA - General

Balance Sheet  
As of January 31, 2023

	TOTAL
<b>Total Credit Cards</b>	<b>\$ -636.79</b>
Other Current Liabilities	
2050 Other Accrued Liabilities	0.00
2110 Direct Deposit Liabilities	0.00
2200 Payroll Liabilities	0.00
2205 457b Payable	0.00
2210 Federal Income Tax Payable	0.00
2215 Health, Dental, Vision Insurance Payable	-11,283.81
2220 Life & Disability Insurance Payable	-883.09
2225 Medicare Tax Payable	0.00
2230 Social Security Tax Payable	0.00
2235 State Income Tax Payable	0.00
2240 State Unemployment Tax Payable	0.00
2245 Wage Garnishment Payable	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>-12,166.90</b>
2400 GRANTS	
2401 Coastal Zone Management	0.00
2402 Destination Downtown	0.00
2403 EGLE -- Cornwell Development	0.00
2404 Heathy Drinking Culture Grant	0.00
2405 Lower Boardman	0.00
2406 Match on Main MEDC Grant	0.00
2407 MEDC (Civic Square)	100,000.00
2408 Professional Development	0.00
2409 Rotary Charities	0.00
2410 Seed Grant	0.00
2411 Tech Incubator Fund	0.00
<b>Total 2400 GRANTS</b>	<b>100,000.00</b>
Accrued Payroll Liabilities	8,206.78
Accrued Salaries	32,327.61
Bryan Crough Memorial Fund	0.00
Bumpout Project Funds Collected	0.00
Buy Local Give Local Campaign	0.00
Deferred Income	87,378.61
Deposits Payable	0.00
Double Up Food Bucks	-10,560.39
EBT Bridge Card	-29,817.65
Ironman	0.00
NCF Reimbursements	-480.00
Prescriptions for Health	820.64
Project Fresh	689.00
Senior Project Fresh	-2,185.00

# Traverse City DDA - General

Balance Sheet  
As of January 31, 2023

	TOTAL
<b>Total Deposits Payable</b>	<b>-41,533.40</b>
Due to Oldtown TIF	46,822.18
Due to Other Funds	4,481.35
Due to TIF 97	431,281.85
Suspense	0.00
<b>Total Other Current Liabilities</b>	<b>\$656,798.08</b>
<b>Total Current Liabilities</b>	<b>\$719,908.13</b>
<b>Total Liabilities</b>	<b>\$719,908.13</b>
Equity	
3000 Opening Bal Equity	107,606.27
3900 Retained Earnings	628,579.53
Net Income	3,595.81
<b>Total Equity</b>	<b>\$739,781.61</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,459,689.74</b>

# Traverse City DDA - TIF 97

## Balance Sheet

As of January 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVALENTS	
1001 Fifth Third Checking - 8026	1,452,547.00
<b>Total 1000 CASH AND CASH EQUIVALENTS</b>	<b>1,452,547.00</b>
<b>Total Bank Accounts</b>	<b>\$1,452,547.00</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	344,616.62
<b>Total Accounts Receivable</b>	<b>\$344,616.62</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	178,633.22
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>178,633.22</b>
1230 Other AR-Advance to City/Primary Govt	5,555,900.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$5,734,533.22</b>
<b>Total Current Assets</b>	<b>\$7,531,696.84</b>
Fixed Assets	
Land	0.00
<b>Total Fixed Assets</b>	<b>\$0.00</b>
Other Assets	
Accounts Rec - DO NOT USE	0.00
Pre-Paid Expense	0.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$7,531,696.84</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	1,750.04
Due to City - Capital Projects	0.00
<b>Total Accounts Payable</b>	<b>\$1,750.04</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
2200 DEFERRED REVENUE	48,631.87
Accounts Payable - DO NOT USE	0.00

# Traverse City DDA - TIF 97

## Balance Sheet

As of January 31, 2023

	TOTAL
<b>Total Other Current Liabilities</b>	<b>\$48,631.87</b>
<b>Total Current Liabilities</b>	<b>\$50,381.91</b>
<b>Total Liabilities</b>	<b>\$50,381.91</b>
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	4,833,620.97
Net Income	2,668,893.96
<b>Total Equity</b>	<b>\$7,481,314.93</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$7,531,696.84</b>

# DDA Old Town TIF

## Balance Sheet

As of January 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVILENTS	
1001 Fifth Third Checking - 0650	1,271,197.28
<b>Total 1000 CASH AND CASH EQUIVILENTS</b>	<b>1,271,197.28</b>
<b>Total Bank Accounts</b>	<b>\$1,271,197.28</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	18,269.60
<b>Total Accounts Receivable</b>	<b>\$18,269.60</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	28,552.58
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>28,552.58</b>
<b>Total Other Current Assets</b>	<b>\$28,552.58</b>
<b>Total Current Assets</b>	<b>\$1,318,019.46</b>
<b>TOTAL ASSETS</b>	<b>\$1,318,019.46</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$0.00</b>
Equity	
Retained Earnings	714,386.80
Net Income	603,632.66
<b>Total Equity</b>	<b>\$1,318,019.46</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,318,019.46</b>

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		UNDEB BUDGET	02/28/2023	02/28/23	EAR-TO-DATE		
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
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	1,338,442.11	53,972.01	0.00	361,557.89	78.73
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	199,902.00	1,406.00	0.00	98.00	99.95
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	1,960.00	0.00	0.00	(1,960.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	20.00	0.00	0.00	(20.00)	100.00
585-000-656.010	PARKING FINES	200,000.00	202,633.85	5,274.00	0.00	(2,633.85)	101.32
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	41,364.67	0.00	0.00	24,635.33	62.67
585-000-677.000	REIMBURSEMENTS	4,700.00	2,212.73	0.00	0.00	2,487.27	47.08
585-000-686.000	MISCELLANEOUS INCOME	0.00	755.00	0.00	0.00	(755.00)	100.00
585-000-699.000	PRIOR YEARS' SURPLUS	0.00	0.00	159,341.40	(38,658.60)	38,658.60	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,170,700.00	1,787,303.83	219,993.41	(38,658.60)	422,054.77	80.56
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	238,067.98	5,103.65	0.00	11,932.02	95.23
585-586-653.005	PERMITS-PARKING DECK	180,000.00	149,590.00	612.00	0.00	30,410.00	83.11
Total Dept 586 - HARDY DECK		430,000.00	387,657.98	5,715.65	0.00	42,342.02	90.15
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	65,919.70	499.00	0.00	4,080.30	94.17
585-587-653.005	PERMITS-PARKING DECK	100,000.00	79,310.00	90.00	0.00	20,690.00	79.31
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	146,479.70	589.00	0.00	23,520.30	86.16
TOTAL REVENUES		2,770,700.00	2,321,441.51	226,298.06	(38,658.60)	487,917.09	82.39
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	9,700.00	6,093.80	193.15	0.00	3,606.20	62.82
585-585-704.000	EMPLOYEE OVERTIME	2,000.00	689.76	0.00	0.00	1,310.24	34.49
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	30.32	(0.58)	0.00	(30.32)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	116.60	14.26	0.00	83.40	58.30
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	78.33	9.80	0.00	21.67	78.33
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	18.58	2.32	0.00	(18.58)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	402.89	55.70	0.00	297.11	57.56
585-585-727.000	OFFICE SUPPLIES	6,000.00	3,632.13	305.70	282.16	2,085.71	65.24
585-585-740.000	OPERATION SUPPLIES	37,000.00	29,105.46	152.46	34,168.87	(26,274.33)	171.01
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	655,190.24	71,543.96	822,249.58	(471,439.82)	146.86
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	62,877.66	3,658.50	278,405.06	(143,732.72)	172.76
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	9,248.99	868.75	195,873.00	(181,121.99)	854.67
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	2,894.35	0.00	0.00	2,105.65	57.89
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
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	302.51	0.00	97.94	13,599.55	2.86

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		NDED BUDGET	02/28/2023	MONTH ENCUMBERED 02/28/23	EAR-TO-DATE		
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-910.000	INSURANCE AND BONDS	13,000.00	4,790.12	0.00	0.00	8,209.88	36.85
585-585-920.000	PUBLIC UTILITIES	15,000.00	6,722.73	1,345.97	0.00	8,277.27	44.82
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	27,458.38	2,480.00	42,337.81	450,003.81	13.43
585-585-930.005	RAMSDELL 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	29,241.56	211.32	69,533.60	(17,875.16)	122.10
585-585-956.000	MISCELLANEOUS	3,800.00	21,587.39	0.00	0.00	(17,787.39)	568.09
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
585-585-977.000-22-7	EQUIPMENT	0.00	3,699.90	0.00	3,699.90	(7,399.80)	100.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,583,350.00	912,939.34	80,841.31	1,559,850.92	110,559.74	95.72
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	7,000.00	3,609.07	0.00	9,263.57	(5,872.64)	183.89
585-586-801.000	PROFESSIONAL AND CONTRAC'	131,000.00	23,568.21	8,780.62	275,065.23	(167,633.44)	227.96
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	1,536.00	0.00	0.00	4,764.00	24.38
585-586-910.000	INSURANCE AND BONDS	8,000.00	2,522.12	0.00	0.00	5,477.88	31.53
585-586-920.000	PUBLIC UTILITIES	55,000.00	37,441.55	4,249.72	0.00	17,558.45	68.08
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	36,351.02	3,257.88	66,677.65	477,971.33	17.73
585-586-940.000	RENTAL EXPENSE	21,800.00	8,942.29	0.00	0.00	12,857.71	41.02
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.00
585-586-959.000	DEPRECIATION EXPENSE	207,200.00	0.00	0.00	0.00	207,200.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	179,963.89	(174,963.89)	3,599.28
Total Dept 586 - HARDY DECK		1,033,300.00	113,970.26	16,288.22	574,373.34	344,956.40	66.62
Dept 587 - OLD TOWN DECK							
585-587-740.000	OPERATION SUPPLIES	4,000.00	4,045.80	0.00	9,340.73	(9,386.53)	334.66
585-587-801.000	PROFESSIONAL AND CONTRAC'	90,500.00	5,574.32	0.00	103,921.86	(18,996.18)	120.99
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	770.00	110.00	37,147.00	(36,317.00)	2,369.81
585-587-850.000	COMMUNICATIONS	5,800.00	2,882.17	138.13	62.90	2,854.93	50.78
585-587-910.000	INSURANCE AND BONDS	900.00	2,245.84	0.00	0.00	(1,345.84)	249.54
585-587-920.000	PUBLIC UTILITIES	50,000.00	13,262.58	5,131.32	0.00	36,737.42	26.53
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	246,613.83	159,500.45	98,840.06	(290,453.89)	628.10
585-587-940.000	RENTAL EXPENSE	16,250.00	7,805.49	0.00	0.00	8,444.51	48.03
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	283,200.03	164,879.90	340,634.14	(211,684.17)	151.36
TOTAL EXPENDITURES		4,028,800.00	1,310,109.63	262,009.43	2,474,858.40	243,831.97	93.95
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		2,770,700.00	2,321,441.51	226,298.06	(38,658.60)	487,917.09	82.39
TOTAL EXPENDITURES		4,028,800.00	1,310,109.63	262,009.43	2,474,858.40	243,831.97	93.95
NET OF REVENUES & EXPENDITURES		(1,258,100.00)	1,011,331.88	(35,711.37)	(2,513,517.00)	244,085.12	119.40

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DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
PERIOD ENDING 02/28/2023

Page: 3/3

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		
		UNDEDED BUDGET	02/28/2023	MONTH ENCUMBERED	ENCUMBERED	% BDGT USED



GL NUMBER	DESCRIPTION	ACTIVITY FOR					
		2022-23YTD BALANCE	MONTH ENCUMBERED	ENCUMBERED	%	BDGT	
		ENDED BUDGET	02/28/2023	02/28/23	EAR-TO-DATE	BALANCE	USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOUR	5,000.00	0.00	0.00	0.00	5,000.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	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	18,400.00	2,000.00	21,181.28	(4,581.28)	113.09
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	20,438.67	2,000.00	21,181.28	(6,619.95)	118.91
TOTAL EXPENDITURES		35,000.00	20,438.67	2,000.00	21,181.28	(6,619.95)	118.91
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	20,438.67	2,000.00	21,181.28	(6,619.95)	118.91
NET OF REVENUES & EXPENDITURES		0.00	9,561.33	(2,000.00)	(21,181.28)	11,619.95	100.00





## Memorandum

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

From: Nicole VanNess, Transportation Mobility Director

Date: March 3, 2023

Re: Rename Parking Advisory Board

This item was introduced at the February DDA Board meeting and deferred to the March meeting in order to review with the Parking Advisory Board.

The Advisory Board was created to implement Transportation Demand Management (TDM) objectives. Many of these objectives require going through the processes and communication with other departments, boards and commissions. The role of the advisory board is to study and vet objectives before bringing a recommendation to the DDA Board for approval, with subsequent approval by the City Commission for objectives requiring Auto Parking Fund approval or ordinance amendments.

The past year has focused on revising the TDM report to incorporate additional objectives that include mobility solutions. The TDM revision coincided with the DDA's Moving Downtown Forward plan that was adopted at the December meeting. Both of these reports discuss the importance of accessibility in the downtown network.

While the name may change, the Advisory board will continue to review and recommend parking objectives, and encompass the inclusion of mobility initiatives. The Parking Advisory Board adopted the following guiding principles on February 6, 2020 to guide their discussions:

1. Use incentives, as well as, disincentives.
2. Respect local ordinances and plans.
3. Encourage public/private partnerships.
4. Serve as an advocate for safe multi-modal access.

The Advisory Board comments included 1) general consensus that "mobility" includes the objectives that have been reviewed and are in our discussions for future accessibility, 2) keep "parking" so that the public knows the appropriate public board for

parking and mobility comments, and 3) consider term dates so those volunteering know their commitment.

**Recommendation 1**

That the DDA Board of Directors replace with Parking Advisory Board with the Mobility & Parking Advisory Board.

When the committee was established, terms were not identified for board members at-large. Per the comments from the Advisory Board, adding term limits sets parameters for those interested to know their commitment. The table below establishes staggered term limits for at-large board members based on their current time on the board, and will allow members to extend another term at their term end.

Current Board Members	Term End	
Bertodatto, Katy	09/2026	DDA Board
Clark, William (Bill)	12/2024	At-Large Transportation Authority
Hardy, Scott	09/2024	DDA Board
Hickman, Doug	12/2023	At-Large Property & Business Owner
Knauss, Todd	12/2023	At-Large Business
Marsh, Pam	09/2024	DDA Board
Open		At-Large

**Recommendation 2**

That the DDA Board establish two-year terms for Mobility & Parking Advisory Board at-large board members.



## Memorandum

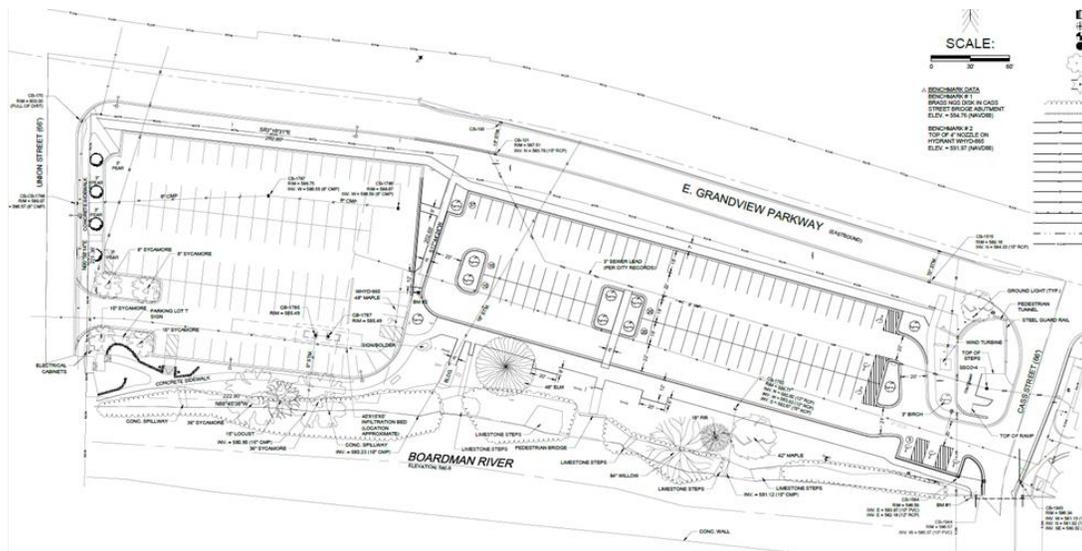
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To: Downtown Development Authority Board of Directors  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: March 13, 2023  
Re: CIP-545 Lot B Reconstruction

Parking Lot B (the Farmers Market Lot) at Grandview Parkway and Cass Street was last resurfaced in 1992. The resurfacing of this lot was planned in the capital improvements project for 2012 with an estimated cost of \$130,000. The project costs were increased to \$400,000 when the project moved to 2014 in order to align with the proposed Farmers Market shed project and reconstruction to address drainage issues.

Last year, decision was made to move forward with the project in our budget since this lot has not had any repairs beyond cold patch in 30 years. The design of the lot prepared by City Engineering includes the following:

- Eliminating parking along the river (consistent with the Lower Boardman Unified Plan and our Lower Boardman Riverwalk Conceptual Plan)
- New tree canopy islands to comply with current zoning
- Improved stormwater management
- Eliminating vehicular connections between Lot B and Lot T to separate parking identified as surplus that may be developed (pedestrian connections will be maintained)
- Closing the entrance off of Grandview Parkway
- Reducing the overall size of the parking lot and returning MDOTs right-of-way
- Converting paid parking to pay-by-plate parking



City Engineering has provided their opinion of probable costs for the reconstruction of the lot prior to publishing the requests for proposals. The proposed expenses exceed \$1,000,000. These increased costs are beyond our estimated contingencies, and there are no other sources identified at this time to bridge the funding gap.

With the Lower Boardman River Engineering and Design RFP being issued, there is an opportunity to include this project as part of the RFP as identified in the plan. Including this work with Lower Boardman Riverwalk implementations may reduce expenses for both projects, and knowing the costs, will allow more time to identify grant opportunities and additional funding sources.

**Recommended Motion**

That the DDA Board concur with staff to reopen the Lot B (CIP-545) project and tentatively schedule for the 2025/2026 budget year.



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

## Memorandum

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To: DDA Board of Directors  
From: Jean Derenzy, DDA CEO  
Date: March 13, 2023  
Subject: Lower Boardman/Ottaway Downtown Riverwalk

Last January, the DDA entered into a contract with Inform Studio and their team of urban designers, placemaking and mobility experts, architects, engineers and community engagement specialists to develop a conceptual design for a downtown riverwalk along the Boardman/Ottawa River between Union Street and Park Street.

As you recall, a downtown riverwalk along this stretch of the river was one of the top priorities listed in the *Unified Plan* for the Lower Boardman River and is part of the community's long-held desire to "turn and embrace" the river. In addition, the riverwalk was identified as a capital project priority in the recently completed *Moving Downtown Forward Plan*.

In November, following an 11-month planning and design process that included extensive public engagement, the DDA Board approved a conceptual design for the downtown riverwalk. The conceptual design addresses several components, including mobility, public infrastructure (lighting, furniture, public restrooms, dumpsters, etc.), ecology, the built environment and water access, programming and placemaking (activation – 12 month a year), recreation and activities, and maintenance.

Upon the completion of the conceptual design, we worked with Inform Studio and Dharam Consulting (their construction cost and risk consultant) to develop preliminary construction estimates for the overall project as well as nine (9) "segments" of the project.

Given the location and potential scope of the conceptual design, the riverwalk has the potential to be a truly transformational project for downtown.

At our March 3<sup>rd</sup> Study Session, the DDA board discussed the preliminary cost estimates as well as potential phases of implementation and priorities. The board also noted a desire to move forward with final design and engineering services in able to provide a more accurate cost for construction as well as other project expenses (e.g., permitting, preconstruction services, etc.). Based on the results of the final design and engineering costs, the DDA Board expressed a desire to reconvene the discussion as it relates to potential phases of implementation and funding needs.

To that end, DDA staff is prepared to develop an RFP for final design and engineering services, upon approval of the DDA Board and City Commission. The RFP will include a desire to incorporate best practices related to the central themes of the conceptual design, including: mobility, lighting, public facilities, ecology and habitat, the built environment, placemaking, activities and programming. The RFP will also incorporate the central themes identified in the *Unified Plan* for the Boardman River (e.g., provide pedestrian access to the water, remove parking from the riverbank).

Furthermore, the RFP will request applicants make every effort to employ sustainability principles and climate resilience practices into the project design. The final design should address, among other things, best practices related to energy consumption, stormwater management, waste management, building practices and landscape management. The consultant should also be prepared to demonstrate and measure the savings and benefits associated with the sustainability principles and climate resilient practices incorporated into the design.

Lastly, the RFP will request applicants provide tiered (e.g., high, medium, low) costs for the entire project as well as each segment of the conceptual design, while still honoring the design intent of the entire project. The board may determine, after a portion (e.g., 30%) of the design and engineering process is complete, that certain segments of the conceptual design should not be fully designed and engineered at this time.

**Recommended Motion**

That the DDA Board of Directors supports efforts to issue an RFP for final design and engineering of the conceptual design for the Lower Boardman/Ottaway Downtown Riverwalk and furthermore, that the DDA Board of Directors recommends that the City Commission consider and authorize DDA staff to work with the city engineering department to develop and issue an RFP for final design and engineering of the conceptual design for the Lower Boardman/Ottaway Downtown Riverwalk.



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231-922-2050

## Memorandum

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To: DDA Board of Directors  
From: Jean Derenzy, DDA CEO  
Date: March 13, 2023  
Subject: West End Parking Structure and Downtown Parking

In December, the City Commission approved a land purchase & property swap with Socks Construction that provides a footprint for the west-end parking structure on the west end of downtown. This approval marks the culmination of efforts to aggregate land for a west-end parking structure that began in 2015. As a reminder, a west-end parking structure was first identified in 1997, and is listed in the TIF 97 Financing Plan. More recently, a west-end parking structure was identified as a capital project priority in the Moving Downtown Forward Plan.

As we have discussed in previous meetings, a west-end parking structure allows the DDA and City to: provide parking in an emerging part of downtown (and within a five-minute walk of a third of downtown); transition public surface parking lots throughout downtown into better and more valuable uses; create a more walkable and appealing pedestrian environment throughout downtown; and eliminate onerous costs for small local independent businesses. As a reminder, in 1973, the city adopted an ordinance to eliminate parking requirements for the downtown for many of the same reasons listed above.

The timing of construction for a west-end parking structure will have implications for the pace at which public surface parking lots are repurposed (including other capital projects such as the Lower Boardman Riverwalk) as well as the availability of parking for downtown visitors, including current permit holders. It will be important that we continuously provide parking access to downtown businesses throughout this transition.

At our March 3<sup>rd</sup> Study Session, the DDA board discussed potential impacts to parking as it relates to new development throughout downtown that is either planned or under construction over the next four years. In addition, the board discussed a desire to think proactively to address future parking needs, noting additional parking will be needed to support new (and existing) downtown employees and shoppers at several new retail spaces on the west end of downtown (and other parts of downtown). The board then noted a desire to move forward with final design and engineering services in able to

provide a more accurate cost for construction. Based on the results of the final design and engineering costs, the DDA Board expressed a desire to reconvene the discussion as it relates to potential timing and funding needs.

To that end, DDA staff is prepared to develop an RFP for final design and engineering services, upon approval of the DDA Board and City Commission. The RFP will include a desire to incorporate best practices related to parking structures, but also incorporate design considerations related to egress and ingress, remote parking access and security management, space for storage maintenance systems and restrooms, bike storage, pedestrian connections with neighboring buildings, snow-melt systems and the potential for future structure repurposing.

Furthermore, the RFP will request applicants make every effort to employ sustainability principles and climate resilience practices into the parking structure design. The final design should address, among other things, best practices related to energy consumption, stormwater management, building practices and landscape management. The consultant should also be prepared to demonstrate and measure the savings and benefits associated with the sustainability principles and climate resilient practices incorporated into the design.

**Recommended Motion**

That the DDA Board of Directors supports efforts to issue an RFP for final design and engineering of the west end parking structure and furthermore, that the DDA Board of Directors recommends that the City Commission consider and authorize DDA staff to work with the city engineering department to develop and issue an RFP for final design and engineering of the conceptual design for the west end parking structure.



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## Memorandum

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To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: March 13, 2023  
Subject: Project Updates

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

### **200 Block – Boardman River Wall Stabilization**

The second phase of this project, which includes back-filling and alley treatments, is slated to begin soon and should be complete by May.

### **TART Expansion Design and Engineering**

As you recall, in February we officially kicked off activities with Progressive AE for design and engineering services related to improvements and an extension of the TART Trail along Grandview Parkway. This is a three-party initiative between the City of Traverse City, TART and the DDA. The second round of public engagement for this project is scheduled for **Thursday, March 16<sup>th</sup> – where downtown stakeholders are invited to participate in an in-person discussion at the Governmental Center from 3:00 PM to 4:30 PM.** A virtual meeting option will be held on Wednesday February 15<sup>th</sup> for those who are not able to attend the in-person meeting. The virtual meeting begins at 5:30 PM and can be accessed through the following link:

<https://progressiveae.zoom.us/j/89298823363?pwd=UjErZ3JKR1Jkai9DSUhOeHNCYWVUQT09#success>

The in-person discussion (and virtual session) will provide an opportunity to review trail alternatives and discuss (and rank) trail-based placemaking elements and preferred approaches.

A third round of in-person engagement for downtown stakeholders is scheduled for April 27<sup>th</sup> to review and discuss near-final plans and selected placemaking elements. The project team continues to facilitate additional engagement meetings with community stakeholders throughout the process.

### **Community Planning Initiatives - Mobility Action Plan and City Master 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. This planning effort is linked to the city's Master Planning for the city. The Master Plan Leadership Committee is currently reviewing draft chapters of the Master Plan and is planning additional community engagement in April. The Mobility Plan is hosting a public open house on March 15<sup>th</sup> to review and discuss draft network maps and materials.

Looking ahead toward the rest of March and into April, here is a list of upcoming public meetings related to both planning initiatives:

#### **Master Plan**

- Neighborhood Listening Sessions - April (TBD)
- Community Open House – April 26<sup>th</sup>

#### **Mobility Action Plan**

- Public Open House (conceptual network map to be presented and discussed)  
March 15<sup>th</sup> - 3:00 PM – 7:00 PM at the Alluvion (on Eighth Street)

As a reminder, information on the two planning initiatives can be found on their project websites:

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

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

### **South Union Street Bridge**

As you are aware, the reconstruction of the South Union Street bridge is underway. The sidewalks on both sides of the bridge will be widened and parking will no longer be permitted on the bridge. DDA staff is working with the city's Engineering Department and Parks and Recreation department to re-design and possibly replace the pedestrian landing and existing staircase on the south-west corner of the bridge. I should have more details to report on this effort at your April meeting.

### **100 Block – Sewer Realignment**

Plans to realign the sanitary sewer main along the river (as well as new leads to the existing businesses) is expected to begin in April and wrap-up by mid-June. I, in cooperation with city staff, will be facilitating meetings with property owners to discuss project logistics and their individual assessment(s) for the sewer lead portion of the project. We will also be working with the project contractor to plan for and coordinate deliveries and trash pickup. As a reminder, the entire parking lot ("Lot A") will be resurfaced as part of the project.



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231-922-2050

## Memorandum

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To: Downtown Development Authority Board of Directors

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

Memo Date: March 13, 2023

Subject: Arts Commission Update

### **Strategic Planning & Budget**

The Arts Commission is nearing the completion of their strategic planning initiative and should have a final report in April.

The Arts Commission is also working on establishing its recommended budget and projects for the 2023/2024 fiscal year.

### **Banner Project**

Staff is working with Britten Banner to install new banners along West Front. A small collection of these banners will feature art from local artist Justin Schull, who was selected following a formal RFP process.

### **Michigan Statewide Independent Living Center Council (MISILIC) Proposal**

Staff and Commissioners participated in a call with MISILIC and their project partners to discuss their proposed project to showcase the talents of artists in the disability community in Traverse City. We plan to have a showcase event with MISILIC in July.

### **Two-Way Circulation Pilot Project Painting**

The Arts Commission agreed to take on efforts to paint the intersection bump-outs (Boardman and Pine) for the two-way circulation pilot project – they are currently working out the details of the design





## Memorandum

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To: Scott Hardy, Parking Advisory Board Chair  
From: Nicole VanNess, Transportation Mobility Director  
CC: Jean Derenzy, DDA CEO  
Date: March 8, 2023  
Re: Board Member Report: Parking Advisory Board – March 2023

The Parking Advisory Board spent the majority of their meeting reviewing the survey results of the Employee Parking & Mobility Survey. There were 233 respondents that took the survey. For a quick summary:

- 68% live in the City of Traverse City with 91% driving alone,
- 67% have an employer parking permit benefit,
- 16% parking in meters and 60% parking in DDA managed facilities,
- 16% indicating cost and 63% indicated parking in close proximity to work as priority, and
- 24% citing scheduling and job requirements as a challenge to commuting options.

The summary overviews the dynamic balancing of supply and management. These objectives support the demand-based pricing initiative to shift utilization away from the business core. Continuing outreach for overall employee awareness and commuter-based solutions is essential to improve communication with downtown employees and their options.

Additionally, you may recall the DDA purchased 100 permits to provide participants one month of free parking at the Old Town Parking Structure. To-date, 25% have accepted, 29% have declined and 41% forfeited.



# EMPLOYEE PARKING & MOBILITY SURVEY RESULTS

Following is a summary overview of the results of the Employee Parking & Mobility survey that was published November 1, 2022. The survey results provided in the report are as of February 23, 2023.

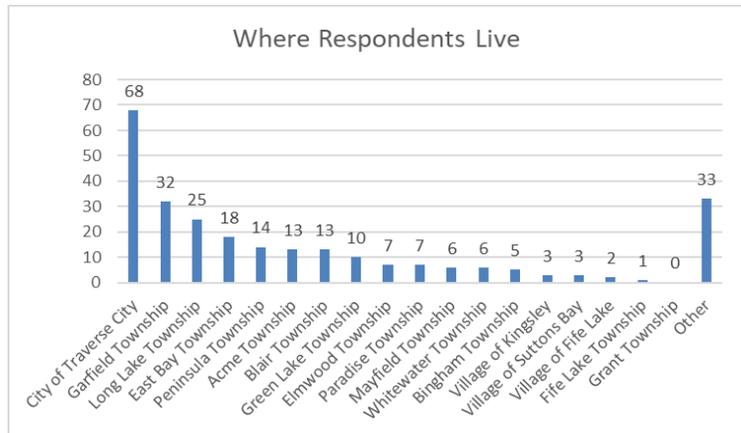
## Where Respondents Live

The responses below reflect the intended focus on downtown employees who are also residents of Traverse City and the surrounding region. 233 respondents participated in the survey. 60% are salary and 38% hourly employees and four are volunteers.

Figure 1

Location	Responses
City of Traverse City	68
Garfield Township	32
Long Lake Township	25
East Bay Township	18
Peninsula Township	14
Acme Township	13
Blair Township	13
Green Lake Township	10
Elmwood Township	7
Paradise Township	7
Mayfield Township	6
Whitewater Township	6
Bingham Township	5
Village of Kingsley	3
Village of Suttons Bay	3
Village of Fife Lake	2
Fife Lake Township	1
Grant Township	0
Other	33

Figure 2



**Parking & Mobility Survey Results**  
Downtown Traverse City

## How Often Respondents Commute

Responses indicate that the survey was effective in reaching downtown employees who commute multiple times per week, representing downtown's most frequent parkers. 66% are arriving between the hours of 8 AM-12 PM and less than 6% arriving after 12 PM.

**Figure 3**

Number of Commute Days in Typical Week	Responses	% of all Responses
0 days	2	1%
1-2 days	29	12%
3-4 days	55	24%
5 days or more	147	63%

## Where Respondents Work

As shown in the map below, survey participants represent a wide range of work locations across the downtown area.

**Figure 4 Parking Origination Point**

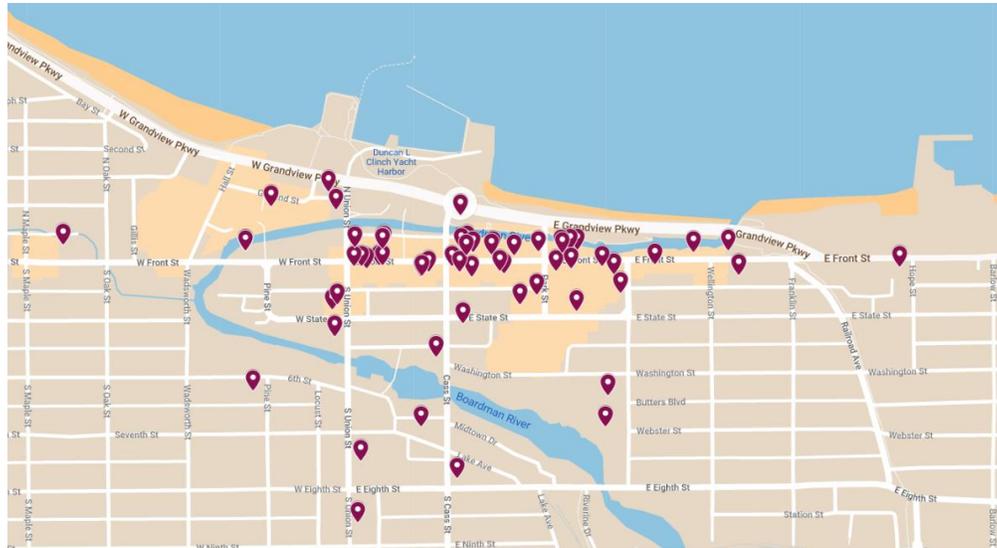
Nearest Intersection	Responses
Cass/Lake	39
Front/Union	38
Front/Cass	35
Front/Pine	29
Front/Park	22
Union/Eighth	10
Other	70

**Figure 5 Survey Respondent Worksites<sup>1</sup>**

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<sup>1</sup> <https://www.google.com/maps/d/u/0/edit?mid=1gpqg9Vt2pCmDkPnWT3opTNHd0t0PJOk&usp=sharing>

**Parking & Mobility Survey Results**  
Downtown Traverse City



## Current Commute Mode vs. Preferred Mode

Current and preferred commute modes are displayed in Figure 6. Commuters who selected “other” most commonly commute with different modes seasonally, biking in summer and driving alone or carpooling in winter. The responses show that nearly half of those driving alone today would prefer to use another mode. Popular options among these commuters include working from home and micro-mobility.

It is also worth noting that, while transit and carpooling are minimally used by survey participants, almost 15% of respondents indicated an interest using these modes more frequently. Combined, these responses suggest an opportunity for a coordinated effort to provide and market non-driving commuter benefits, such as, Destination Downtown, that would greatly improve the downtown commute experience, thus helping downtown business recruit and retain employee talent.

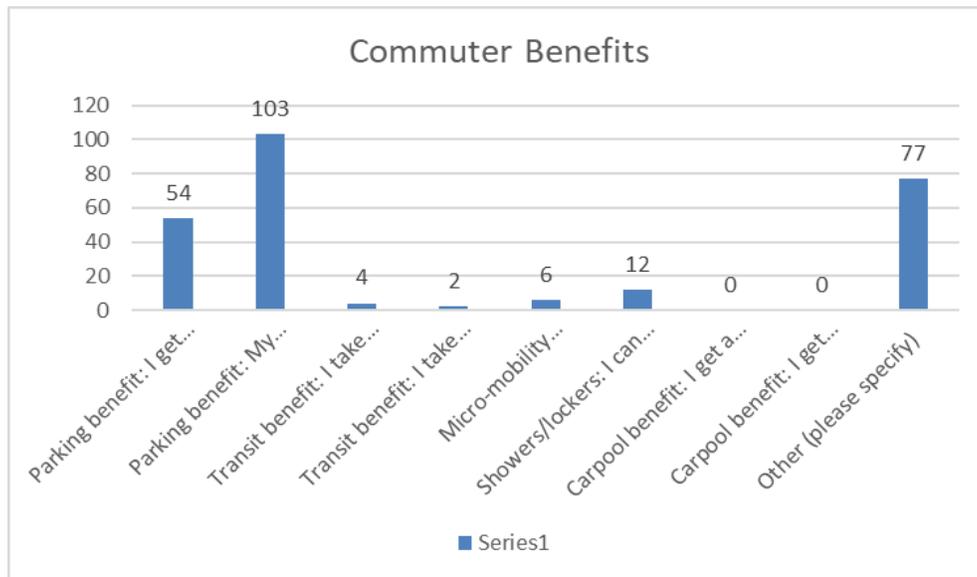
**Figure 6**

Commute Mode	Current	Preferred
Driving alone	213	110
Micro-mobility (bicycle, e-bike, scooter, skateboard, etc.)	5	48
Telecommute/work from home	2	24
BATA bus	1	20
Walk	3	16
Carpool	2	15
Other	7	

## Commuter Benefits

67% of respondents reported that their employer pays for their parking, either with free on-site parking or complete reimbursement of off-site parking. However, very few respondents reported receiving other commute benefits through their employer. Notably, only four survey respondents take advantage of the free BATA transit option through the Downtown Destination program.

Figure 7



## Commute Challenges

When asked to identify the most prominent barriers to using their preferred commute mode more frequently, the responses varied based on respondents' commute preferences. 47% prefer to continue driving alone, 15% would prefer transit options, and 20% mobility options.

Figure 8

Preferred Increased Frequent Use	Current
Driving alone	110
Micro-mobility (bicycle, e-bike, scooter, skateboard, etc.)	48
Telecommute/work from home	24
BATA bus	20
Walk	16
Carpool	15

**Parking & Mobility Survey Results**  
Downtown Traverse City

Other	7
-------	---

Of those respondents who would prefer to use alternate commute modes, the most cited challenge was 24% scheduling and other job requirements and 14% cost.

**Figure 9**

<b>Commute Challenges for Those Preferring Other Commute Modes</b>	<b>Reponses</b>
Not reliable enough	5
Not convenient/available at the end of my trip	7
Not convenient/available at the end of my trip	8
Takes too long	11
Weather	19
Commute is too long	21
My schedule does not accommodate	23
Cost	32
Does not work with unplanned changes to my schedule	37
Other	70
<b>Total</b>	<b>233</b>

## Parking Location

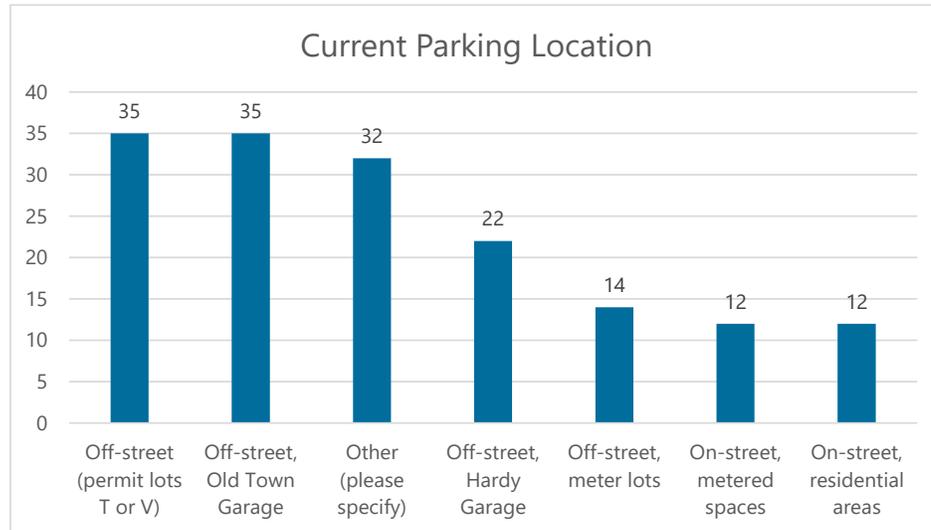
Most survey respondents (60%) park off-street, primarily in DDA-managed facilities. 16% park in on and off-street meters. 16% of respondents park on-street, half of whom park at meters, reflecting a willingness to pay for more convenient parking options, and half parking on residential streets.

**Figure 10**

<b>Parking Location</b>	<b>Responses</b>
Off-street (permit lots T or V)	63
Off-street, Old Town Garage	40
Off-street, Hardy Garage	27
Off-street, meter lots	18
Off-Street, other	46
On-street, metered spaces	18
On-street, residential areas	21
<b>On-street, Total</b>	<b>39</b>
<b>Off-street, Total</b>	<b>64</b>
<b>Off-street, Parking Structures / Permit Lots</b>	<b>130</b>

**Parking & Mobility Survey Results**  
Downtown Traverse City

**Figure 11**



## Parking Priorities

Among those who park as part of their downtown commute, the most cited top priority for improving their parking options was proximity to their work. This was listed by five times as many respondents as the second-most cited priority – walking conditions between parking and work. A combined 16% of respondents indicated that their parking experience would be most improved by having the option to save on the cost of parking by parking further from work for less or no cost.

**Figure 12**

Priority	Responses	Percent
Proximity: Being as close as possible to my work	146	63%
Accessibility: Improved walking conditions, too icy/snow-covered	30	13%
Cost: I am willing to walk for free parking	24	10%
Cost: I am willing to walk for reduced parking fees	14	6%
Other (please specify)	13	6%
Micro-mobility: Secure storage, shower facilities, other amenities	2	1%
Transit: Free or reduced fare options	2	1%
Transit: Shelters, warming stations, other amenities	1	1%

## Supply and Management

There is a fixed dynamic that frames supply and management options within walkable districts like downtown Traverse City. This dynamic is based on three aspects of parking that

**Parking & Mobility Survey Results**  
Downtown Traverse City

are universally desired – convenient proximity, low/no cost, and ample availability. Most drivers today, expect to find all three at most of their destinations. But, especially in districts where the demand for parking is high, trying to provide all three in one location is ill-advised. Rather it is recommended to prioritize two of these in any given location, by deprioritizing the third. Ideally, downtowns can offer complementary parking options that offer all three, just not in the same location, by leaning into the natural strengths of on-street parking's convenience, while providing more abundant supplies in centralized, off-street locations that will invariably be more distant to downtown core destinations.

### **Proximate Parking Can be Cheap or Consistently Available, not Both**

Parking that is proximate to high-demand destinations will be limited in supply, since the space required by each space pushes the next parking space that much farther from the closest destination. The choice then becomes whether to price this parking relative to demand, to maintain ample availability by moderating demand for these spaces – or to make this parking free, thus ensuring that availability will be scarce when most drivers are seeking parking.

### **More Distant Parking Can be Cheaper and Consistently Available**

By contrast, more capacity can be created further from destinations, while the reduced demand for these less convenient parking options means they can be offered at reduced cost.

#### **Availability**

Given the stated priorities of survey respondents, the best option for the DDA is to rely on price to maintain consistent availability among the limited supply of parking that offers the best proximity to downtown's higher density core, while providing lower-cost options in locations where lower parking rates can be maintained without overwhelming the supply with demand.

### **Parking Proximity to Work**

73% of respondents reported that they are typically able to park within a short walk of their workplace. 24% of respondents can park reasonably close, but the distance would be unpleasant in poor weather. Only seven respondents (3%) identified that their typical parking options are "not close" to their place of work, an unpleasantly long walking distance.

**Parking & Mobility Survey Results**  
Downtown Traverse City

**Figure 13**

Proximity	Percent	Responses
Close. At my work location or a very short walk.	44.21%	103
Pretty close. A short walk away.	28.76%	67
Reasonably close. A walking distance that may be OK in good weather, but can be unpleasant in poor weather.	24.03%	56
Not close. An unpleasantly long walk in any weather.	3.00%	7

When asked to identify the most prominent barriers to using their preferred parking locations, (33%) are satisfied with their current arrangements, and less than (1%) selected leaving spaces available for customers.

**Figure 14**

Barriers to Parking Close to Work	Percent	Reponses
I am satisfied with my current (parking or micro-mobility) arrangements	33%	78
It's usually full when I need to park	25%	58
Cost	21%	49
Other	11%	25
Requires a permit I can't get due to the waitlist	3%	8
Inconvenient	3%	7
Too far to walk	3%	6
I prefer to leave those spaces for customers	1%	2
<b>Total</b>		<b>233</b>

## Summary

### Significant Demand for Alternative Commute Options

Close to 91% of respondents currently drive alone, but less than 47% of respondents would prefer to drive alone. This suggests a significant opportunity to improve downtown commutes, and help people secure and retain downtown employment, by offering benefits beyond parking. Given the fact that key benefits, such as free transit for downtown employees, are already available, significant improvement could be made simply by promoting these options and increasing the awareness of them among all downtown employees.

### Demand for Free/Discounted Employee Parking

It should never be surprising to find that free parking is in high demand. However, the survey results suggest that free parking is more attainable for more downtown commuters than is widely appreciated. Most respondents already receive free or significantly subsidized parking, as provided by their employer, either on-site parking at work, or via partial or full employer

**Parking & Mobility Survey Results**  
Downtown Traverse City

compensation for their off-site parking costs. Beyond employer provided benefits and subsidies, the DDA also offers discounted permits for the Old Town garage, reflecting its location outside the current downtown core. And, the DDA plans to implement a discounted permit for evening employees, an improvement that awaits a planned upgrade to its garage access system.

## **Walking Conditions**

The TDM study and its 2022 update both recommend the creation of seasonal parking rates for off-street permits, to ensure that, when demand is lower, the cost of more proximate parking options is reduced accordingly. This is intended to reduce the walking distance for those employees who rely on more affordable parking options, by making more convenient parking options more affordable during the months when this can be done without overwhelming the supply of these high-convenience space.





## Memorandum

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To: DDA Board of Directors  
CC: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: March 8, 2023  
Re: Staff Report: Parking Services – March 2023

### **Communications**

#### Surface Permit Lots and Surface Permit Waitlist Notification

The following email notification was sent to surface permit holders and individuals on the surface permit waitlist on Friday, March 3, 2023:

This email is to notify everyone who currently holds a surface permit (or is on the waiting list) about the sale and closure of Lot V (at the corner of Pine and Front streets). While we do not yet have a specific date, we anticipate the lot being permanently closed by July 1. We will reach out again once the date is confirmed.

Existing surface permit holders may contact our office to obtain a free access card for the Old Town Parking Structure or upgrade their permit for use at the Hardy Parking Structure. As a reminder, you must renew your permit on or before your permit's expiration date in order to remain permit eligible.

Those on the waitlist may purchase a permit for the Old Town Parking Structure for \$30 per month or the Hardy Parking Structure for \$50 per month. Due to the loss of spaces, we no longer anticipate being able to award surface parking permits from the waitlist.

The sale of lot V is tied to the desire to build a west end parking structure. In December, we were presented an opportunity to purchase/swap property on 100 E State Street (south of Lot V) in exchange for the sale of Lot V at 100 W Front. This purchase/swap increases the footprint for a potential parking structure (allowing for more spaces), and will give us a better location for the parking structure.

A west end parking structure is expected to provide many benefits to the city, including but not limited to:

- Providing more parking in an emerging part of downtown
- Accommodating for the loss of parking as public surface lots throughout downtown are developed into better and more valuable uses
- Creating a more walkable and appealing pedestrian environment throughout downtown as infill development of surface lots occurs

#### PARCS Project

The parking access and revenue controls systems project kick-off call with T2 Systems is scheduled for Wednesday, March 15<sup>th</sup>. We are pulling together a list of all changes that will be implemented as part of the project for the communications plan.

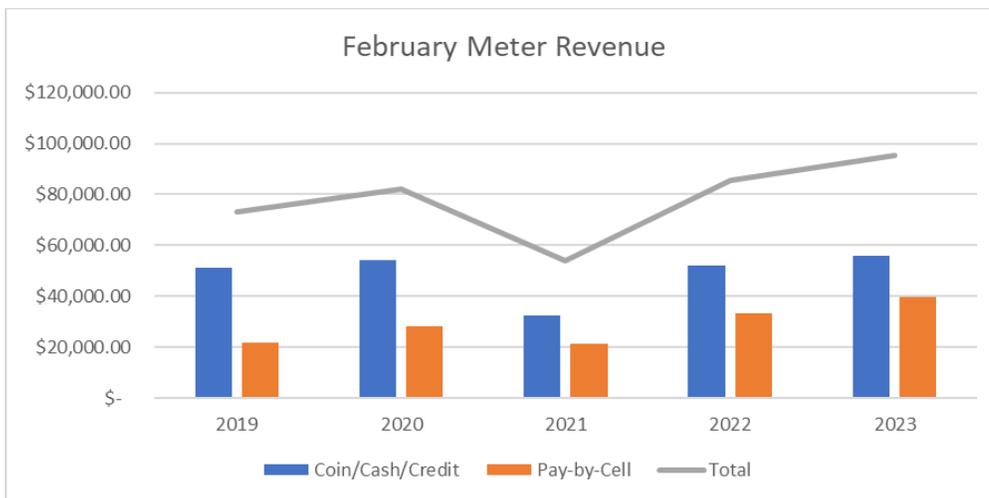
**February Parking Revenue**

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

Meter Revenues

Meter revenues were up 12% from 2022. The increase to pay-by-cell has been significant over 4 years.

Compared to 2019	2022	2023
Total Revenue	17%	31%
Coin/Cash/Credit	2%	9%
Pay-by-Cell	53%	81%

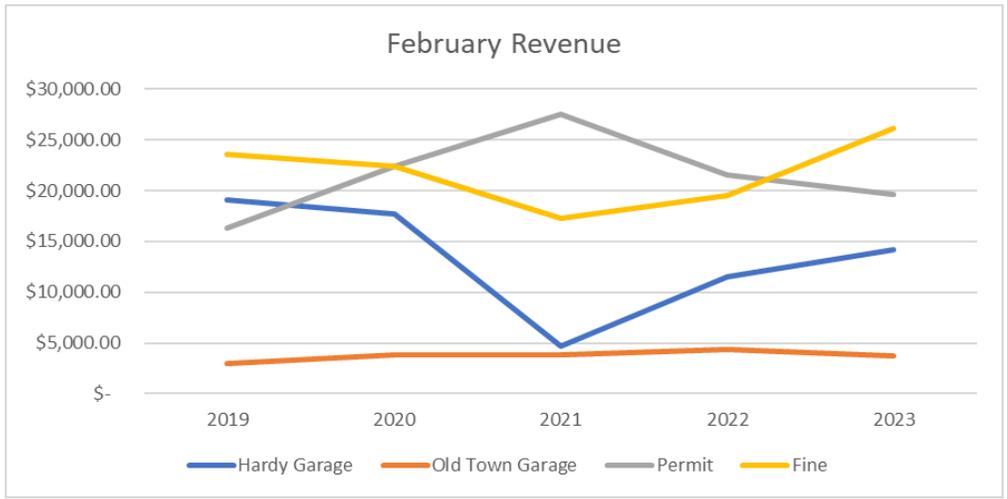


Hourly Admissions

Old Town transient revenues are down 14% compared to 2019 and are up 23% compared to last year. Hardy transient revenues are up 23% compared to last year, but are still down 26% compared to 2019

Permits & Fines

Fine revenues were up slightly from pre-pandemic revenues with an increase of 11% compared to 2019. Permit revenues are down 9% compared to last year.







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

## **Memorandum**

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

From: Art Bukowski, Communications, Marketing and Outreach Director

Date: March 13, 2022

Re: Communications

### **Annual Report**

We're pleased to present the annual report, which is on your desk. Among the many exciting things in the report, don't miss the continued strong growth in gift certificate sales.

### **Farmers Market**

The Farmers Market Advisory Board meets Monday (March 20<sup>th</sup>) and will make decisions on admittance to the market. Kyle (from SEEDS) and myself met to make recommendations to present to the board. We're looking forward to another excellent season at the market!

### **Downtown Shopping Promotion**

We're excited to generate more downtown sales through a promotion that launched this week on social media. From March 15<sup>th</sup> to April 15<sup>th</sup>, anyone who brings in receipts from at least five different downtown businesses will be entered to win \$500, \$250 or \$100 in downtown gift certificates (1st, 2nd or 3rd prize). Receipts must be dated in that time frame. We will be able to track spending and hope to see a nice return on investment for this promotion. Spread the word!

### **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.





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

## Memorandum

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

From: Abby Taylor, DDA Downtown Experience Coordinator

Date: March 17, 2023

Subject: DTCA Events Update

### **Recap of Traverse City Restaurant Week**

As you are aware, we recently wrapped up another successful restaurant week. Our office issued a post-event survey to participating businesses to collect feedback from their week. To date, feedback from the survey has garnered seven five-star ratings for the event. Restaurant owners and managers can fill out this survey until March 20<sup>th</sup>. In an effort to get people excited for restaurant week this year, if you signed up for our newsletter, you were entered into our drawing to win a \$50 gift card from a participating restaurant. Over five hundred new people signed up! Our goal is to use the momentum from Restaurant Week to encourage restaurants to stay open later in the evening as we head into Spring and share any special happenings with us throughout the rest of the year.

### **Springing Forward**

#### **Easter Scavenger Hunt**

On April 8<sup>th</sup>, the DTCA will host a scavenger hunt throughout downtown at participating businesses to encourage families to spend their morning and afternoon downtown. Kids will turn in their scavenger hunt cards for the chance to win an Easter basket with a variety of goodies from local merchants. The scavenger hunt will take place from 10am-11am and a special story time will be held from 11am-12pm at Horizon Books.

#### **Art Fair Series**

Applications for all of our art shows will be open until April 1<sup>st</sup>. The Old Town Art Fair, National Cherry Arts and Crafts Fair and the Downtown Fine Arts and Crafts Fair will all be held downtown this year. We are excited to be able to have these events downtown again. The Old Town Arts and Crafts Fair will be a great start to kick-off the summer art calendar, including the Paint Grand Traverse event that Crooked Tree

Arts Center puts on every year. We are constantly looking at ways to work with our arts community such as Crooked Tree, Northwest Michigan Arts & Culture Network, and the Arts Commission.

**Dates for art shows are below:**

- Old Town Arts & Crafts Fair | Saturday, June 17
- National Cherry Festival Arts & Crafts Fair | Sunday, July 2
- Downtown Fine Arts & Crafts Fair | Saturday, August 19

Mark your calendars to come downtown to peruse, shop and support!



**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
January 18, 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 Amundson, Hoisington, Walter, Stanley, Nance and Niemi

The following Commissioners were absent: Commissioner Early

Chairperson Amundson presided at the meeting.

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

(b) **CONSENT CALENDAR**

- (1) Consideration of Approving the December 21, 2022 Arts Commission Meeting Minutes (approval recommended)
- (2) Consideration of Approving the December 2022 Arts Commission Financials (approval recommended)  
Motion to approve the Consent Calendar

Moved by Chelsie Niemi, Seconded by Roger Amundsen

**Yes:** Chelsie Niemi, Roger Amundsen, Mi Stanley, Joshua Hoisington, Steve Nance, and Linda Koebert

**Absent:** Caitlin Early

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

(c) **OLD BUSINESS**

- (1) Liaison Report

Mr. Burkholder provided a summary of the project update memo:

The Commission agreed to award the first artist who submitted approved materials for the banners and select one banner "area" for implementation. The Commission agreed they would extend the limit of submission to the March meeting.

The Commission agreed to decommission the Wishing Tree exhibit

**(2) Strategic Planning Discussion**

Ms. Motil facilitated a discussion about Governance models and funding models

(d) **NEW BUSINESS**

**(1) Leftover Dinner**

The Commission agreed that DDA would reach out to the project donor about revisions to the plaque and seek an alternative location near the Perry Hannah statue for the last paragraph of the suggested text

(e) **PUBLIC COMMENT**

**(1) General**

**(2) Commissioners  
Motion to adjourn**

Moved by Joshua Hoisington, Seconded by Steve Nance

**Yes:** Chelsie Niemi, Roger Amundsen, Mi Stanley, Joshua Hoisington,  
Steve Nance, and Linda Koebert

**Absent:** Caitlin Early

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

(f) **ADJOURNMENT**

---

Roger Amundson, Chair



**Minutes of the  
Arts Commission for the City of Traverse City  
Rotating Art Subcommittee  
February 8, 2023**

A Rotating Art Subcommittee meeting of the Arts Commission of the City of Traverse City was called to order at the Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:32 p.m.

The following Commissioners were in attendance: Commissioners Early and Niemi

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

Call to order at 3:32

(b) **NEW BUSINESS**

(c) **PUBLIC COMMENT**

(1) Rotating Art Policy

Commissioners Early and Niemi discussed the framework of and possible policy for rotating exhibitions. The discussion notes are as followed:

- Recognition that at this time, there is only one permanent location for a rotating exhibit.
- There is a desire to classify each piece in our collection, as some pieces may have been formally qualified as "rotating" or "temporary" but now seem permanent
- Suggestion to have an open submittal process for rotating art, which the Arts Commission would review twice annually
- Each new exhibit would be for a two-year period, switched out in the spring
- Suggestion to add a feature/platform in which we would connect the artist with a potential buyer
- A desire to show/recognize previous rotating exhibits on our website

(1) General

No public comment

(2) Commissioners

(d) **ADJOURNMENT**  
Adjourn at 4:41

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Chelsie Niemi