

Traverse City Downtown Development Authority Regular Meeting

Friday, July 21, 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 minutes of the June 16, 2023 and July 7, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy) 6 -
17
- [Downtown Development Authority Regular Meeting - 16 Jun 2023 - Minutes - PDF](#)
[Downtown Development Authority Special Meeting - 07 Jul 2023 - Minutes - PDF](#)
[Downtown Development Authority Study Session - 07 Jul 2023 - Minutes - PDF](#)
- B. Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for June 2023 (Approval Recommended) (Jean Derenzy) 18 -
25
- [DDA General, TIF 97, Old Town TIF Combined Financials June 2023 - PDF](#)
[TC Parking Services Financials June 2023 - PDF](#)
[TC Arts Commission Financials June 2023 - PDF](#)

6. ITEMS REMOVED FROM CONSENT CALENDAR

7. NEW BUSINESS

- A. Communication Contract (Approval Recommended) (Gabe Schneider, Katy Bertodatto, Jean Derenzy) 26 - 27
[Strategic Communications RFP Memo \(Gabe Schneider, Katy Bertodatto, Jean Derenzy\) - PDF](#)
- B. Chart of Accounts - Financial Dashboard (Approval Recommended) (Jean Derenzy) 28 - 30
[Chart of Accounts Memo \(Jean Derenzy\) - PDF](#)
[Attachment A - PDF](#)
[SAMPLE ONLY DDA Dashboard - PDF](#)
- C. Consideration of entering into a closed session to discuss the periodic personnel evaluation of the CEO as requested by the CEO, Jean Derenzy and as authorized in MCL 15.269(a) 31
[Closed Session Memo \(Jean Derenzy\) - PDF](#)
-

8. CEO & COO REPORT

- A. Moving Downtown Forward TIF Plan (Jean Derenzy) 32
[Moving Downtown Forward TIF Plan Memo \(Jean Derenzy\) - PDF](#)
- B. Activities Update (Jean Derenzy) 33 - 36
[Activity Update Memo \(Jean Derenzy\) - PDF](#)
[Project Spreadsheet - PDF](#)
-

9. STAFF REPORTS

- A. Transportation Mobility Director (Nicole VanNess) 37 - 44
[Transportation Mobility Director Report \(Nicole VanNess\) - PDF](#)
[Lot V Closure Permit Waitlist Email - PDF](#)
[PARCS Informational Signage RFP ATTACHMENT A - PDF](#)
- B. Downtown Experience Coordinator Report (Abby Taylor) 45 - 46
[Downtown Experience Coordinator Report \(Abby Taylor\) - PDF](#)
- C. Communications & Outreach Director Report (Art Bukowski) 47
[Communications & Outreach Director Report \(Art Bukowski\) - PDF](#)
-

10. BOARD MEMBER REPORTS

- A. Mobility and Parking Advisory Board Update (Scott Hardy) (Memo Forthcoming)
-

- B. Arts Commission Update (Steve Nance) 48
[Arts Commission Update \(Steve Nance\) - PDF](#)
-

11. RECEIVE AND FILE

- A. Detroit Free Press Article RE: Traverse City No.1 Most Bikeable MI City 49 - 50
[Detroit Free Press Article - Traverse City is the most bikeable in MI - PDF](#)
- B. Arts Commission May 2023 Meeting Minutes 51 - 53
[17 May, 2023 Arts Commission Meeting Minutes - PDF](#)
- C. Arts Commission Special May Meeting Minutes 54 - 56
[25 May, 2023 Arts Commission Special Meeting Minutes - PDF](#)
- D. DTCA May 2023 Meeting Minutes 57 - 58
[May 11, 2023 DTCA Board Meeting Minutes - PDF](#)
- E. Mobility & Parking Advisory Board April 2023 Meeting Minutes 59 - 61
[April 5, 2023 Mobility & Parking Advisory Board Meeting Minutes - PDF](#)
-

12. CLOSED SESSION FOR REVIEW OF CEO EVALUATION MCL 15.269(A) (MOTION REQUIRED)

13. PUBLIC COMMENT

14. 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, June 16, 2023**

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

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

The following Board Members were absent: Board Member Pam Marsh, Board Member Pam DeMerle and Student Liaison Will Unger

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

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

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

Moved by Scott Hardy, Seconded by Jeff Joubran

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

Absent: Pam Marsh and Pam DeMerle

CARRIED. 9-0-2 on a recorded vote

(d) **PUBLIC COMMENT**

The Following Addressed the Board:

Scott Hardy

(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 May 19, 2023 and June 2, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy)
- (2) Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for May 2023 (Approval Recommended) (Jean Derenzy)
That the DDA Board approve the consent calendar as presented.

Moved by Steve Nance, Seconded by Katy Bertodatto

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Todd McMillen, Katy Bertodatto, and Michael Brodsky

Absent: Pam Marsh and Pam DeMerle

CARRIED. 9-0-2 on a recorded vote

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Informational Bi-Annual Report to Community (MCL 125.4910(4)) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

- (2) Mobility Action Plan & TART Trail Improvement Update (Chris Zull)

The Following Addressed the Board:

Chris Zull
Jean Derenzy

Jess Howard
Pete Kirkwood
Gabe Schneider
Katy Bertodatto
Richard Lewis
Scott Hardy
Steve Nance
Michael Brodsky

(g) **OLD BUSINESS**

- (1) Approval of the 2023/2024 DDA Budget (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis

That the DDA Board of Directors 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

Moved by Richard Lewis, Seconded by Scott Hardy

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Todd McMillen, Katy Bertodatto, and Michael Brodsky

Absent: Pam Marsh and Pam DeMerle

CARRIED. 9-0-2 on a recorded vote

That the DDA Board of Directors recommends to the City of TC to move forward with the TART trail expansion and approve to contribute \$200,000 of RAP funds to the project.

Moved by Richard Lewis, Seconded by Steve Nance

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Todd McMillen, Katy Bertodatto, and Michael Brodsky

Absent: Pam Marsh and Pam DeMerle

CARRIED. 9-0-2 on a recorded vote

(h) **NEW BUSINESS**

- (1) Consideration to pave the 200 Block Alley of Front St. (Approval Recommended)
(Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Katy Bertodatto
Pete Kirkwood
Richard Lewis
Steve Nance
Jeff Joubran
Scott Hardy
Michael Brodsky
Todd McMillen
Pete Kirkwood amended the motion.

That the DDA Board approve to enter into a contract with Team Elmers for \$35,500 for mill-and fill work, that materially improves the status quo, along the 200 block revitalization utilizing TIF-97 funds, subject to approval and as to form and substance by the DDA CEO and DDA Attorney as long as the mill-and-fill doesn't extend the scope of the project.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, and Michael Brodsky
No: Richard Lewis
Abstained: Jeff Joubran
Absent: Pam Marsh and Pam DeMerle

CARRIED. 7-1-2 on a recorded vote

- (i) **CEO REPORT**
(1) Activities Update (Jean Derenzy)

Steve Nance left the meeting at 10:35am.

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Scott Hardy

(j) **BOARD MEMBER REPORTS**

- (1) Arts Commission Update (Steve Nance)

(k) **STAFF REPORTS**

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

The Following Addressed the Board:

Nicole VanNess

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

The Following Addressed the Board:

Abby Taylor
Gabe Schneider
Scott Hardy

- (3) Communications and Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski
Katy Bertodatto

(l) **RECEIVE AND FILE**

- (1) Arts Commission April 2023 Meeting Minutes
(2) Arts Commission Paint-It-Forward Program Subcommittee May 2023 Meeting Minutes

(m) **PUBLIC COMMENT**

The Following Addressed the Board:

Jason Allen
Elizabeth Calcut
Scott Hardy

(n) **ADJOURNMENT**

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

Moved by Gabe Schneider, Seconded by Richard Lewis

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

Absent: Steve Nance, Pam Marsh, and Pam DeMerle

CARRIED. 8-0-3 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

Draft



**Minutes of the
Downtown Development Authority for the City of Traverse City
Special Meeting
Friday, July 7, 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, immediately following the DDA Study Session.

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

The following Board Members were absent: None

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 1:32PM.

(b) **ROLL CALL**

(c) **PUBLIC COMMENT**

No Public Comment.

(d) **OLD BUSINESS**

(1) West End Mixed-Use Development for Housing, Retail and Parking

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Josh Rozeboom

John Dancer
Gabe Schneider
Scott Hardy
Peter Kirkwood
Ed Slosky
Steve Nance
Richard Lewis
Tim Lodge

Jean Derenzy distributed a new spreadsheet.

That the DDA Board of Directors approve to enter into contract with Fishbeck and Cornerstone Architects for a cost not to exceed \$1,591,141; with \$3783570 for schematic design phase. Further, that the funds for this project come from TIF-97, with schematic design work listed in the 2023/2024 budget.

Richard Lewis recommended an amended the motion:

That the DDA Board of Director's approve and recommend to the City Commission to enter into a contract with Fishbeck and Cornerstone Architects for a cost not to exceed \$1,591,141; with \$383,570 for schematic design phase. Further, that the funds for this project come from TIF-97, with schematic design work listed in the 2023/2024 budget.

Moved by Richard Lewis, Seconded by Pam Marsh

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

[Required Services for West End Mixed Use Development - PDF](#)

(e) **PUBLIC COMMENT**

The Following Addressed the Board:

Rick Buckhalter

(f) **ADJOURNMENT**

- (1) Motion to adjourn.
That the DDA board adjourn the meeting at 2:16PM.

Moved by Gabe Schneider, Seconded by Peter Kirkwood

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

Draft

REQUIRED SERVICES FOR PARKING DECK										REQUIRED SERVICES FOR HOUSING ON PARCELA & B									
	Rich & Associates	Fishbeck	Progressive AE	Tower Pinkster	Ghafari		Rich & Associates	Fishbeck	Progressive AE	Tower Pinkster	Ghafari		Rich & Associates	Fishbeck	Progressive AE	Tower Pinkster	Ghafari		
Topographic Surveying and Mapping	\$ 9,800.00	\$ 6,000.00	\$ 10,500.00	\$ 28,000.00	\$ 33,000.00	Topographic Surveying and Mapping	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
General Design Services	\$ 37,860.00	\$ 49,760.00	\$ 26,000.00	\$ 60,000.00	\$	General Design Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Schematic Design Phase Services	\$ 75,720.00	\$ 210,760.00	\$ 202,000.00	\$ 174,032.00	\$ 144,000.00	Schematic Design Phase Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Geotechnical Services	\$ 20,000.00	\$ 20,000.00	\$ 37,000.00	\$ 29,684.00	\$ 35,000.00	Construction Phase Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Traffic Engineering Services	\$	\$ 13,500.00	\$ 7,500.00	\$ 20,000.00	\$ 15,000.00	Geotechnical Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Schematic Design Total	\$ 143,380.00	\$ 300,020.00	\$ 283,000.00	\$ 311,116.00	\$ 227,000.00		\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Develop Carbon Neutral Strategy/Pricing	\$	\$	\$ 30,000.00	\$ 50,000.00	\$ 28,300.00		\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Green Initiative Design Services	\$	\$	\$ 40,000.00	\$ 80,000.00	\$ 21,000.00	Develop Carbon Neutral Strategy/Pricing	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Design Development Phase Services	\$ 166,884.00	\$ 129,000.00	\$ 372,000.00	\$ 265,562.00	\$ 240,000.00	Green Initiative Design Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Construction Document Phase Services	\$ 302,880.00	\$ 291,000.00	\$ 454,000.00	\$ 378,655.00	\$ 384,000.00	Design Development Phase Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Bidding and Award Phase Services	\$ 22,716.00	\$ 18,000.00	\$ 22,000.00	\$ 34,170.00	\$ 19,200.00	Construction Document Phase Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Construction Phase Services	\$ 151,440.00	\$ 107,000.00	\$ 286,000.00	\$ 231,491.00	\$ 172,800.00	Bidding and Award Phase Services	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Not to Exceed Project Cost	\$ 787,000.00	\$ 845,020.00	\$ 1,112,000.00	\$ 1,351,594.00	\$ 1,092,300.00	Not to Exceed Project Cost for Housing	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
OPTIONAL SERVICES						Total Parking Deck & Housing A/B	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
ParkSmart Certification	\$ 19,000.00	\$ 20,000.00	\$ 36,000.00	\$	\$ 92,100.00	Included with Deck	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Upper Level Housing	\$ 488,300.00	\$ 397,880.00	\$ 375,000.00	\$ 225,000.00	\$ 92,800.00	Not to Exceed Project Cost for Housing	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Total for Parking Deck with Housing	\$ 1,294,300.00	\$ 1,262,300.00	\$ 1,523,000.00	\$ 1,576,594.00	\$ 1,277,200.00	Allowances	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$		
Hours	4,975	9,015	9,015	9,342	6,884														
PM	Rich & Associates	Fishbeck	Progressive AE	Tower Pinkster	Ghafari														
Parking Deck	Rich & Associates	Fishbeck	Walker Consultants	WGI	WGI														
Architecture	Environment Architects	Cornerstone	Progressive AE	Tower Pinkster	Ghafari														
Mechanical/Electrical Engineering	Nealis Engineering	Fishbeck	Progressive AE	Tower Pinkster	Matrix Consulting Engineers														
Civil Engineering	Jozwiak Consulting	Fishbeck	Progressive AE	Beckett & Raeder	GFA														
Site Survey	Solis & Structure	SME	GEI	GFA	SME														
Geotechnical Engineering	PlaceCraft																		
Community Engagement																			
Sustainability																			
Housing Assumptions			4 story 36 units	16 units \$3.2 Million	Catalyst Partners		20250 sq ft \$6,581,250	3 story six units 1st level retail	20 Units \$4 Million	4 levels housing over 1st level retail									



**Minutes of the
Downtown Development Authority for the City of Traverse City
Study Session
Friday, July 7, 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, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Katy Bertodatto, Board Member Michael Brodsky, Board Member Ed Slosky and Student Liaison Will Unger

The following Board Members were absent: None

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

Steve Nance arrived at 12:03pm.

(c) **PUBLIC COMMENT**

No Public Comment.

(d) **TOPICS OF DISCUSSION**

(1) Moving Downtown Forward TIF Plan

The Following Addressed the Board:

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

(e) **PUBLIC COMMENT**

The Following Addressed the Board:

Nate Geinzer

(f) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 1:21PM.

Jean Derenzy, Traverse City DDA
CEO

Traverse City DDA - General

Adjusted Trial Balance

As of June 30, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 Fifth Third Checking - 3112	458,553.35				458,553.35	
Fifth Third Savings - 6740	204,281.06				204,281.06	
1200 Accounts Receivable	146,129.43				146,129.43	
Due From Arts Council	50.00				50.00	
Due From Other Funds	2,420.81				2,420.81	
2000 Accounts Payable		29,621.65				29,621.65
2407 GRANTS:MEDC (Civic Square)		100,000.00				100,000.00
Accrued Payroll Liabilities		10,084.64				10,084.64
Accrued Salaries		38,861.35				38,861.35
Deferred Income		79,012.94				79,012.94
Deposits Payable:Double Up Food Bucks		6,587.61				6,587.61
Deposits Payable:NCF Reimbursements	601.00				601.00	
Deposits Payable:Prescriptions for Health		4,365.64				4,365.64
Deposits Payable:Project Fresh		634.00				634.00
Deposits Payable:Senior Project Fresh	2,185.00				2,185.00	
Due to Oldtown TIF	3,136.88				3,136.88	
Due to Other Funds		13,921.54				13,921.54
Due to TIF 97		72,071.86				72,071.86
3000 Opening Bal Equity		107,606.27				107,606.27
3900 Retained Earnings		628,579.53				628,579.53
4101 TAXES:Property Taxes		127,026.45				127,026.45
4202 GRANTS & CONTRIBUTIONS:Grants income		425,000.00				425,000.00
4204 GRANTS & CONTRIBUTIONS:Grants - EGLE cornwell		290,544.30				290,544.30
4209 GRANTS & CONTRIBUTIONS:MEDC Civic Square		134,803.03				134,803.03
4301 REIMBURSEMENTS:Reimbursed Wages/Bonus		8,500.00				8,500.00
4302 REIMBURSEMENTS:Administrative Services		420,598.40				420,598.40
4303 REIMBURSEMENTS:Parking Services		816,000.00				816,000.00
4305 REIMBURSEMENTS:Farmers Market online Revenue		64,231.10				64,231.10
4307 REIMBURSEMENTS:SNAP Food Assistance Revenue		12,862.23				12,862.23
4401 RENTAL INCOME:FM Booth Rents		10,499.00				10,499.00
4501 INTEREST INCOME:Interest & Dividends		2,159.21				2,159.21
4600 Miscellaneous Revenue		0.05				0.05
5101 SALARIES:Salaries & Wages	622,310.33				622,310.33	
5102 SALARIES:Hourly Wage Expense	366,813.57				366,813.57	
5201 FRINGE BENEFITS:Health Insurance	151,632.51				151,632.51	
5202 FRINGE BENEFITS:Disability Insurance Benefits	7,644.23				7,644.23	
5203 FRINGE BENEFITS:Life Insurance Expense	3,858.66				3,858.66	
5204 FRINGE BENEFITS:457 Company Matching	75,540.88				75,540.88	
5207 FRINGE BENEFITS:FICA	391.44				391.44	
5208 FRINGE BENEFITS:Social Security Tax Expense	63,708.27				63,708.27	

Accrual Basis Tuesday, July 18, 2023 10:04 AM GMT-04:00

1/2

Traverse City DDA - General

Adjusted Trial Balance

As of June 30, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
5209 FRINGE BENEFITS:Medicare Tax Expense	14,991.14				14,991.14	
5210 FRINGE BENEFITS:SUTA Tax Expense	4,389.10				4,389.10	
5211 FRINGE BENEFITS:Workers Compensation	3,310.00				3,310.00	
5213 FRINGE BENEFITS:Payroll Expenses			217.03			217.03
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	18,985.57				18,985.57	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	10,165.88				10,165.88	
5305 OFFICE SUPPLIES AND UTILITIES:Dues and Memberships	12,918.98				12,918.98	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	226.60				226.60	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	9,404.14				9,404.14	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	3,927.50				3,927.50	
5309 OFFICE SUPPLIES AND UTILITIES:Civic Square	13,702.17				13,702.17	
5401 PROFESSIONAL SERVICES:Contract Services	425,000.00				425,000.00	
5402 PROFESSIONAL SERVICES:Legal	37,275.00				37,275.00	
5403 PROFESSIONAL SERVICES:Professional/Contractual	198,560.58				198,560.58	
5404 PROFESSIONAL SERVICES:Insurance, Bonds & Taxes	4,064.95				4,064.95	
5405 PROFESSIONAL SERVICES:Community Promotion	9,677.02				9,677.02	
5409 PROFESSIONAL SERVICES:Grant exp EGLE cornwell bldg	290,544.30				290,544.30	
5413 PROFESSIONAL SERVICES:Grant Exp SOM Civic Square	121,376.89				121,376.89	
5415 PROFESSIONAL SERVICES:Online Farmers Market Expense	69,942.44				69,942.44	
5418 PROFESSIONAL SERVICES:SNAP Food Assistance Expense	37,374.91				37,374.91	
5501 TRAVEL AND CONFERENCES:Lodging, meals	1,977.94				1,977.94	
5503 TRAVEL AND CONFERENCES:Training	2,000.00				2,000.00	
5701 RENTAL EXPENSE:Rentals	215.30				215.30	
RENTAL EXPENSE:Rent Expense	4,500.00				4,500.00	
TOTAL	\$3,403,787.83	\$3,403,787.83	\$0.00	\$0.00	\$3,403,787.83	\$3,403,787.83

Traverse City DDA - TIF 97

Adjusted Trial Balance

As of June 30, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 CASH AND CASH EQUIVALENTS:1001 Fifth Third Checking - 8026	343,230.52				343,230.52	
1200 ACCOUNTS RECEIVABLE Pre-Paid Expense	57,625.20 38,842.79				57,625.20 38,842.79	
2000 ACCOUNTS PAYABLE		13,575.98				13,575.98
2200 DEFERRED REVENUE Opening Bal Equity		48,631.87				48,631.87
Retained Earnings	21,200.00				21,200.00	
4100 TAXES:4101 Property Taxes		4,833,620.97				4,833,620.97
4300 REIMBURSEMENTS		3,605,564.70				3,605,564.70
4500 INTEREST INCOME:4501 Interest & Dividends		196,606.82				196,606.82
5300 OFFICE SUPPLIES AND UTILITIES:5301 Office Supplies	3,534.69				3,534.69	
5300 OFFICE SUPPLIES AND UTILITIES:5302 Utilities	48,570.01				48,570.01	
5400 PROFESSIONAL SERVICES	145,289.79				145,289.79	
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	31,850.37				31,850.37	
5400 PROFESSIONAL SERVICES:5405 Administrative	467,522.50				467,522.50	
5400 PROFESSIONAL SERVICES:5406 Public Restrooms	13,800.00				13,800.00	
5400 PROFESSIONAL SERVICES:5407 Grant Expense MEDC Match on Main	20,000.00				20,000.00	
5500 CONTRIBUTIONS TO DISTRICT CONSTRUCTION PROJECTS	6,266,214.63				6,266,214.63	
5600 CONTRIBUTIONS TO OTHER GOVERNMENTS- DEBT SERVICE	972,955.73				972,955.73	
Bank Charges	2,460.37				2,460.37	
Capital Outlay	67,891.13				67,891.13	
Printing & Publishing	5,622.51				5,622.51	
Purchases	25.00				25.00	
Repairs and Maintenance	86,140.49				86,140.49	
Taxes Paid	49,001.38				49,001.38	
TOTAL	\$8,702,208.21	\$8,702,208.21	\$0.00	\$0.00	\$8,702,208.21	\$8,702,208.21

DDA Old Town TIF

Adjusted Trial Balance

As of June 30, 2023

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 CASH AND CASH EQUIVILENTS:1001 Fifth Third Checking - 0650	1,250,368.55				1,250,368.55	
2000 ACCOUNTS PAYABLE		1,059.50				1,059.50
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:5301 Utilities	950.82				950.82	
5400 PROFESSIONAL SERVICES	9,340.20				9,340.20	
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	
Printing & Publishing	533.21				533.21	
Purchases	736.38				736.38	
TOTAL	\$1,398,851.14	\$1,398,851.14	\$0.00	\$0.00	\$1,398,851.14	\$1,398,851.14

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR			% BDGT USED
		UNDEB BUDGET	06/30/2023	MONTH ENCUMBERED	ENCUMBERED	ENCUMBERED	
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	1,891,536.05	74,502.48	0.00	(191,536.05)	111.27
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	225,518.00	2,204.00	0.00	(25,518.00)	112.76
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	2,135.00	0.00	0.00	(2,135.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	35.00	0.00	0.00	(35.00)	100.00
585-000-656.010	PARKING FINES	200,000.00	308,892.50	5,053.00	0.00	(108,892.50)	154.45
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	50,684.63	0.00	0.00	15,315.37	76.79
585-000-673.000	SALE OF FIXED ASSETS	0.00	2,322,022.42	2,322,022.42	0.00	(2,322,022.42)	100.00
585-000-677.000	REIMBURSEMENTS	4,700.00	10,911.23	546.71	0.00	(6,211.23)	232.15
585-000-686.000	MISCELLANEOUS INCOME	0.00	1,376.71	216.71	0.00	(1,376.71)	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	4,804,847.51	2,404,545.32	(30,143.60)	(2,604,003.91)	219.96
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	320,348.23	13,097.50	0.00	(70,348.23)	128.14
585-586-653.005	PERMITS-PARKING DECK	180,000.00	204,352.00	5,052.00	0.00	(24,352.00)	113.53
Total Dept 586 - HARDY DECK		430,000.00	524,700.23	18,149.50	0.00	(94,700.23)	122.02
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	86,328.91	2,635.00	0.00	(16,328.91)	123.33
585-587-653.005	PERMITS-PARKING DECK	100,000.00	102,680.00	1,800.00	0.00	(2,680.00)	102.68
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	190,258.91	4,435.00	0.00	(20,258.91)	111.92
TOTAL REVENUES		2,770,700.00	5,519,806.65	2,427,129.82	(30,143.60)	(2,718,963.05)	198.13
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	9,700.00	13,705.78	411.87	0.00	(4,005.78)	141.30
585-585-704.000	EMPLOYEE OVERTIME	2,000.00	1,026.91	0.00	0.00	973.09	51.35
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	27.99	(0.58)	0.00	(27.99)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	180.86	14.24	0.00	19.14	90.43
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	117.50	9.79	0.00	(17.50)	117.50
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	27.87	2.32	0.00	(27.87)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	636.60	56.18	0.00	63.40	90.94
585-585-727.000	OFFICE SUPPLIES	6,000.00	5,637.98	624.32	1,282.16	(920.14)	115.34
585-585-740.000	OPERATION SUPPLIES	37,000.00	42,004.75	960.29	38,225.49	(43,230.24)	216.84
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	846,707.05	68,638.72	551,462.35	(392,169.40)	138.98
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	87,344.31	15,124.65	267,038.08	(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	14,648.39	1,025.89	195,873.00	(186,521.39)	877.17
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	5,232.34	648.93	0.00	(232.34)	104.65
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

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		UNDEB BUDGET	06/30/2023	06/30/23	YEAR-TO-DATE		
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
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	2,680.41	797.20	97.94	11,221.65	19.85
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	12,359.53	2,106.08	0.00	2,640.47	82.40
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	49,163.08	10,956.97	42,504.38	428,132.54	17.64
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	52,832.55	(4,482.75)	54,641.03	(26,573.58)	132.85
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	806.08	(806.08)	0.00
585-585-977.000-22-7E	EQUIPMENT	0.00	7,399.80	0.00	0.00	(7,399.80)	100.00
585-585-977.000-22-8E	EQUIPMENT	0.00	0.00	0.00	7,698.00	(7,698.00)	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,583,350.00	1,215,361.84	96,894.12	1,272,831.51	95,156.65	96.32
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	98.76	0.00	4,896.00	(3,994.76)	499.48
585-586-740.000	OPERATION SUPPLIES	7,000.00	6,658.23	2,425.81	8,281.57	(7,939.80)	213.43
585-586-801.000	PROFESSIONAL AND CONTRAC'	131,000.00	243,867.64	1,660.54	204,421.68	(317,289.32)	342.21
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	0.00	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	68,825.46	3,036.57	0.00	(13,825.46)	125.14
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	59,245.79	4,282.19	66,020.65	455,733.56	21.56
585-586-940.000	RENTAL EXPENSE	21,800.00	14,110.17	58.00	0.00	7,689.83	64.73
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	178,841.79	748.00	5,569.60	(179,411.39)	3,688.23
Total Dept 586 - HARDY DECK		1,033,300.00	588,597.67	12,211.11	332,592.50	112,109.83	89.15
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	3,264.00	(3,264.00)	0.00
585-587-740.000	OPERATION SUPPLIES	4,000.00	6,984.95	2,380.00	6,960.73	(9,945.68)	348.64
585-587-801.000	PROFESSIONAL AND CONTRAC'	90,500.00	36,642.13	125.00	99,267.29	(45,409.42)	150.18
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	2,180.35	1,080.35	36,707.00	(37,287.35)	2,430.46
585-587-850.000	COMMUNICATIONS	5,800.00	4,718.61	179.61	0.00	1,081.39	81.36
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	29,226.34	1,921.19	0.00	20,773.66	58.45
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	255,451.45	666.85	95,826.06	(296,277.51)	638.69
585-587-940.000	RENTAL EXPENSE	16,250.00	12,323.77	58.00	0.00	3,926.23	75.84
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	90,657.94	595.00	663.65	(86,321.59)	1,826.43
Total Dept 587 - OLD TOWN DECK		412,150.00	443,800.14	7,006.00	242,688.73	(274,338.87)	166.56
TOTAL EXPENDITURES		4,028,800.00	2,247,759.65	116,111.23	1,848,112.74	(67,072.39)	101.66

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 06/30/2023

Page: 3/3

GL NUMBER	DESCRIPTION	ACTIVITY FOR					
		2022-23 YTD BALANCE	MONTH ENCUMBERED	ENCUMBERED	%	BDGT	
		ENDED BUDGET	06/30/2023	06/30/23 YEAR-TO-DATE	BALANCE	USED	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
	TOTAL REVENUES	2,770,700.00	5,519,806.65	2,427,129.82	(30,143.60)	198.13	
	TOTAL EXPENDITURES	4,028,800.00	2,247,759.65	116,111.23	1,848,112.74	101.66	
	NET OF REVENUES & EXPENDITURES	(1,258,100.00)	3,272,047.00	2,311,018.59	(1,878,256.34)	110.79	

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 06/30/2023

GL NUMBER	DESCRIPTION	ACTIVITY FOR					
		2022-23YTD BALANCE	MONTH ENCUMBERED	ENCUMBERED	%	BDGT	
		ENDED BUDGET	06/30/2023	06/30/23	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	18,844.00	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



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

Memorandum

To: Downtown Development Authority Board

From: Gabe Schneider, DDA Chair
Katy Bertodatto, DDA Board Member
Jean Derenzy, DDA CEO

Date: July 17, 2023

Subject: Strategic Communications RFP

Last month, the DDA issued an RFP for Strategic Communications to support, develop and implement a comprehensive and multi-phased communications strategy and plan for the DDA. The RFP was identified on our website and noticed in our local paper. This support will complement and build upon existing communications efforts of DDA staff, including the development of a strategic engagement plan and communications timeline.

As listed in the RFP, the scope of the support work includes the following items:

- A strategic communications plan that effectively connects with stakeholders and serves to advance the DDA's goals and objectives.
- An overview of the history, value and future goals of the DDA.
- A simple and concise framing of the financing tools that the DDA intends to use, and the important role that they will play in the future of Downtown.
- Identification of key stakeholders and audiences, and the creation of customized content for engaging each (i.e., written content, social media clips/reels, videos, graphics, etc.)
- Development and deployment of traditional outreach tools
- Facilitation of media relations regarding the future of Downtown (i.e., development and managing press releases, quotes, op-eds, etc.).
- Develop presentations for key audiences, and work with staff to prepare

This engagement will run from July 2023 through June 2024.

We received three proposals in response to the RFP, being: Bright Spark, Moment Strategies and Lambert. Proposals were reviewed, interviews were conducted with Bright Spark and Moment Strategies. Based on the proposal, cost and response, recommendation is to enter into a contract with Bright Spark at a \$10,000 per-month retainer.

Recommended Motion

That the DDA Board approve enter into a contract with Bright Spark to develop a comprehensive and communications plan for the DDA and support existing communication efforts by the DDA for a period of 12-months, utilizing TIF-97 funds and Old Town TIF funds, subject to approval as to content by the DDA CEO and as to form by the DDA Attorney.



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: July 16, 2023
Subject: Chart of Accounts

Last year, Board members asked the CEO to develop a monthly “financial dashboard”, that would better identify both the progress of projects, and yearly revenue projections. To create this dashboard, new accounts (or line items) are needed within each TIF account as outlined on Attachment A. The accounts have been reviewed with both our accounting firm (Rehmann) and the City Treasurer who both have identified the accounts are appropriate.

Should the Board approve the new accounts, a draft dashboard is attached for your information and understanding of how the new monthly reports would be provided to the Board.

All new accounts need DDA Board Approval to comply with accounting practices. If the Board agrees to create the new accounts, the following motion is recommended.

Recommended Motion

That the DDA Board approve to add new accounts for TIF 97 and Old Town as identified in Attachment A.

ATTACHMENT A

Chart of Account & Project Tracking for 2023-24

New Accounts -DDA None

New Accounts-TIF 97 PROFESSIONAL SERVICES:Service Agreement
PROFESSIONAL SERVICES:Community Policing
PROFESSIONAL SERVICES:Marketing /Communication
PROFESSIONAL SERVICES:Retail/office assistance program
PROFESSIONAL SERVICES:Arts Commission Admin & Project
PROFESSIONAL SERVICES:Downtown WIFI
PROFESSIONAL SERVICES: Traverse Connect

New Accounts-OT TIF PROFESSIONAL SERVICES: Service Agreement
PROFESSIONAL SERVICES: Traverse Connect

Account Numbers Chart of Accounts Category

- 1000 Assets
- 2000 Liabilities
- 3000 Retained Earnings/Fund Balance
- 4000 Income

- 5100 Wages
- 5200 Taxes & Benefits
- 5300 Supplies & Utilities
- 5400 Professional Services
- 5500 5500 CONTRIBUTIONS TO DISTRICT CONSTRUCTION PROJECTS
- 5600 5600 CONTRIBUTIONS TO OTHER GOVERNMENTS-DEBT SERVICE
- 5700 Travel & Conferences
- 5800 Rental Expense
- 5900 Repairs & Main.

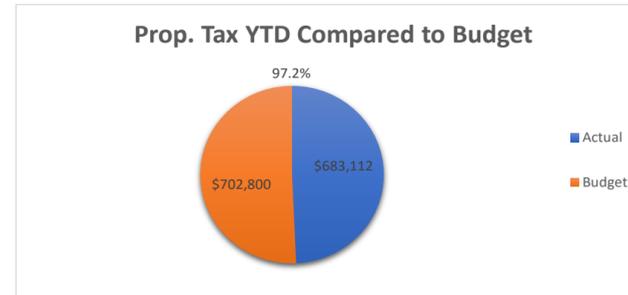
- 8000 Other Income/Expense: Interest

Traverse City Downtown Development Authority
Board Financial Report - Dashboard

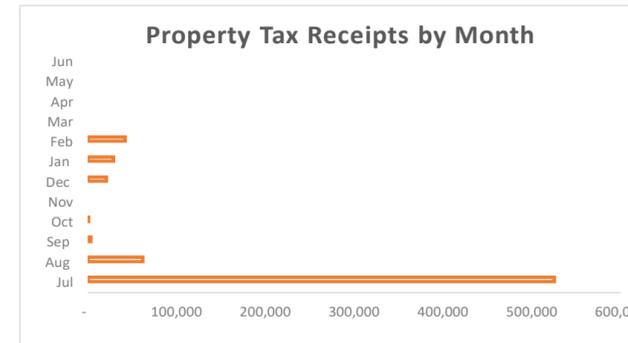
6/30/2023

Old Town Tax Increment Financing Bond (OT TIF)

Financial Position	YTD	Prior Year	Change
Total Cash and Cash Equivalents	\$ 1,250,369	\$ 770,947	\$ 479,422
Other Assets	-	14,637	(14,637)
Total Assets	\$ 1,250,369	\$ 785,584	\$ 464,785
Current Liabilities	\$ -	\$ 71,197	\$ (71,197)
Total Other Liabilities	-	-	-
Total Liabilities	-	71,197	(71,197)
Fund Balance	1,250,369	714,387	535,982
Total Liabilities and Fund Balance	\$ 1,250,369	\$ 785,584	\$ 464,785



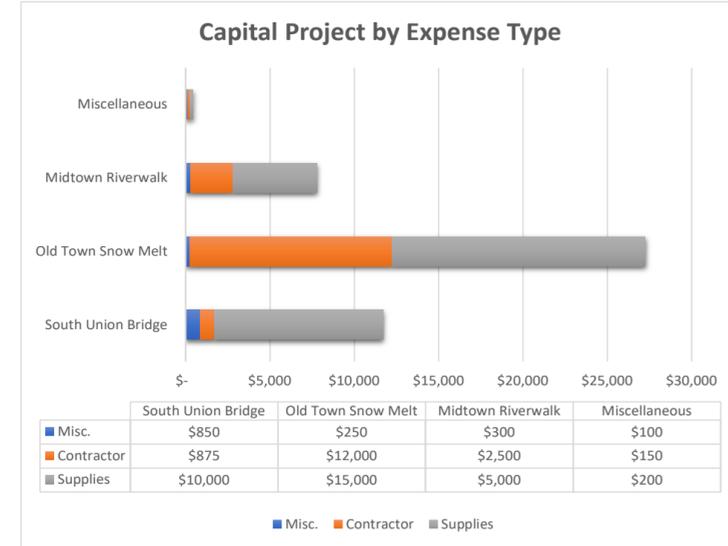
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 683,112	\$ 702,800	97.2%
Interest	293	200	146.4%
Total Revenue	\$ 683,405	\$ 703,000	97%



Expenses	YTD	Annual Budget	% of Budget
Utilities	\$ 891	\$ -	0%
Professional Services	145,262	118,800	122%
Other: Printing/Publishing, Supplies	1,270	100	1270%
Capital Projects	-	875,000	0%
Total Expenses	\$ 147,423	\$ 993,900	15%

Note: This is only a sample graph....currently there are no capital project costs in OT TIF

Capital Project Expenses:	YTD	Annual Budget	% of Budget
South Union Bridge	-	93,000	0%
Old Town Snow Melt	-	100,000	0%
Midtown Riverwalk	-	672,000	0%
Miscellaneous	-	10,000	0%
Total Project Expenses	\$ -	\$ 875,000	0%





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: July 17, 2023
Subject: Closed Session: CEO Annual Performance Evaluation

The Open Meetings Act allows the DDA Board of Directors to enter into closed session to discuss the periodic personnel evaluation of those who are appointed by it, if requested by the person being evaluated. The CEO is the only employee hired/appointed by the DDA Board of Directors. I request that the Commission conduct my evaluation in closed session.

Recommended Motion:

(Roll call vote required)

That the DDA Board or Directors enter into closed session immediately following the public comment portion of the agenda to consider the periodic personnel evaluation of DDA CEO Jean Derenzy, as requested by the CEO and as authorized by MCL 15.268(a).



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
Scott Howard, DDA Attorney

Date: July 16, 2023

Subject: Moving Downtown Forward TIF Plan

At our July study session, I presented a spreadsheet that attempted to articulate statutory authority and requirements for existing and future projects. The goal was to illustrate how the DDA might integrate the principles and proposed projects from the Moving Downtown Forward Plan. The idea was to show how the Moving Downtown Forward concepts and plans might integrate into the existing TIF plan. The Board had a number of questions about the spreadsheet and how it related to the Moving Downtown Forward Plan. I've worked with Scott Howard to help establish the legal authority for what can be done in the Downtown District under the statute which should help clarify and guide our discussion going forward.

The DDA statute provides what types of projects the DDA is legally authorized to undertake, establishes the foundation for what can be done within the New Moving Downtown Forward Financing Plan. It is our intention to incorporate the principles of the Moving Downtown Forward Plan and to emphasize projects that are consistent with these principles as we look to amend the TIF 97 plan.

At the August meeting we will review the statutory basis for the changes we are proposing as part of the Moving Downtown effort we have undertaken. We will also outline projects that will be contained in the Moving Downtown Forward Financing Plan along with an overview of our recommendation for housing based on feedback from the Board at your July meeting. We will have a better set of graphics that will help illustrate our recommendations and guidance.



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
Harry Burkholder, COO

Date: July 14, 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.

West End Mixed-Use Development

As you recall, the DDA board approved, and recommended to the City Commission, to enter into a contract with Fischbeck and Cornerstone Architects for the schematic design phase of the West End Mixed Use Development at your July 7th special meeting. This recommendation was presented to the City Commission at their July 17th meeting, which was approved to move enter into a contract.

Progress updates will be made and reported to the Board and City Commission.

Garbage Collection Services Agreement

Also at their July 17th meeting, the City Commission considered an amendment to the agreement between the City and DDA for cost sharing of waste hauling services. This will be the second year of the GFL agreement for garbage services within the DDA District. The agreement amount will be for \$97,850. The City will pay \$29,355 of the contract and the DDA will pay for \$68,495. The City will also amend a financial services agreement with the DDA for their billing of the agreement. GFL will provide services to the 108-garbage receptacle along downtown streets. These receptacles are picked up 7 days a week from May 1 - October 31 and 3 days a week from November 1 - April 30.

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 project team is at roughly 80% of the final design and engineering for this project – efforts to refine the final design and engineering cost will continue into August.

As noted in our June activities update memo, in anticipation of the final design, the DDA, City and TART Trails submitted 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 was the official applicant).

Collectively, we requested 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.

Each of the project partners contributed funding toward the match for the RAP application. As a reminder, part of the 2023/2024 budget includes \$200,000 for the TART trail extension, which was utilized as the DDA's portion of the match.

Project Timeline:

Attached is the Capital Project Timeline that was presented to the Board in February as flowchart to assist both Board and Staff in knowing if we are on track for achieving the completion of projects. We are working on an approach that identifies when the timeline is adjusted which is currently contained in the footer section of the spreadsheet. Should the Board have input/suggestions in approach please let me know.

Retail Incubator

Over the two months, DDA staff has worked to 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 September
- 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

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

Downtown Composting

As you recall, we included “composting” in the 2023/2024 budget. Over the last month, DDA staff has researched and explored how composting works in urban settings, including Traverse City. This research included a review of two webinars from the International Downtown Association, on-line research (including the US Composting Counsel), and discussions with community members who have experience with (or are currently working on) composting programs.

In general, there are several factors to consider, including the source and methodology of collection, hauling, processing and post processing application. Each of these components also require education, training, capacity, physical labor and equipment.

Our first step to address this project will be to survey downtown restaurants to determine if any are currently composting, how many of them have previously participated in a composting program, are they interested in participating in a composting program and what would be the barriers to participating in a composting program. Based on the results of the survey, we will continue to explore what type of composting program could be implemented and what additional partners resources will be needed. As you may be aware, the city is currently worked with SEEDS on a compost and food waste reduction project, which includes the purchase and operation of a large “in-vessel” composter, which will likely be a part of our initiative.

EGLE Grant:

As reported in previous updates, an application was made to EGLE for a grant for demolition and remediation activities at the State Street properties for the future site of the west end mixed use development. I have received verbal confirmation that the DDA has had positive feedback and should hear within the next few weeks on our success of that application.

Capital Project Timeline

Projects	2023												2024												2025												2026		
	Third Quarter			Fourth Quarter			First Quarter			Second Quarter			Third Quarter			Fourth Quarter			First Quarter			Second Quarter			Third Quarter			Fourth Quarter			First Quarter			Second Quarter			Third Quarter		
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec.	Jan	Feb	Mar
Lower Boardman Riverwalk																																							
1.1	Determine Phases of Implementation																																						
1.2	Issue RFP for Design and Engineering of Phase I.																																						
1.3	Review, Select and Approve Final Proposal																																						
1.4	Complete Design and Engineering of Phase I.																																						
1.5	Determine Funding Options for Phase I.																																						
1.6	Approve Funding for Subsection of Phase I.																																						
1.7	Hire Contractor for Subsection of Phase I.																																						
1.8	Construct Subsection of Phase I.																																						
1.9	* Construct Remaining Components of Phase I.																																						
West End Parking Structure																																							
1.1	Complete Property Transfer																																						
1.2	Issue RFP for Design and Engineering																																						
1.3	Review, Select and Approve Final Proposal																																						
1.4	Complete Design and Engineering																																						
1.5	Determine Funding Needs for Project																																						
1.6	* Approve Funding for Construction																																						
1.7	* Hire Contractor for Construction																																						
1.8	* Construct Parking Structure																																						
Rotary Square																																							
1.1	Issue RFP for Conceptual Design																																						
1.2	Issue RFP for Design and Engineering																																						
1.3	Review, Select and Approve Final Proposal																																						
1.4	Complete Conceptual Design and Engineering																																						
1.5	Determine Funding Options																																						
1.6	Approve Funding																																						
1.7	Hire Contractor for Construction																																						
1.8	Construct Civic Square																																						
Base Level of Service Agreement																																							
1.1	Complete list of Mutual Services with City																																						
1.2	Develop Draft Contract Between City and DDA																																						
1.3	DDA Board Approves Conditions of Draft Contract																																						
1.4	City Comm. Approves Conditions of Draft Contract																																						
1.5	Execute Signatures of Service Agreement																																						
TIF Extension & Bond Approval																																							
* Depends of TIF Extension & Bond Approval																																							
Note: Project Tasks (and Sequencing) Will Require Approval by the DDA Board and City Commission																																							

Amended timeline 07.18:
 Adjusted Base Level Service Agreement for completion from June to September 2023
 Lower Boardman/Ottaway adjusted timeline to review/select consultant to August/September 2023



Memorandum

To: DDA Board of Directors
CC: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: July 17, 2023
Re: Staff Report: Parking Services – July 2023

Sale of Lot V and Surface Permit Waitlist

Parking lot V at the corner of Pine and W Front was purchased by C4C Development. As intended, the closing was completed by July 1st. We communicated the closing and gave notice of the sale of the property. Due to the reduced surface spaces, we have discontinued the surface permit waitlist. A copy of the email that was sent to permit holders is attached.

Permit Fee Review

The Mobility & Parking Advisory Board directed staff to consider permit operational changes and rates as requested for short-term rentals. The changes to the permit ordinances last year are problematic for some short-term rental operators to not be able to provide parking as an amenity for their guest's stay. They would prefer to purchase and manage the permits, and to allow for them to be shared as the hourly rates are cost prohibitive. Having researched other Michigan communities in putting forth the ordinance amendments, staff supports that the current parking options are sufficient for the needed use.

Specific to the use case of short-term rentals, operators may 1) pre-purchase permits for each of their guest bookings, 2) establish an account to validate their guest's hourly parking fees, 3) instruct guests to purchase their own permit or 4) instruct guests to pay for their parking at the posted hourly rates. Short-term rental operators may not re-use unused time or share permits across multiple bookings. Any end-user misuse may result in permit revocation. Additionally, the direct communication with parking staff to these guests also allows for better customer service as we can guide them with their inquiries.

The Advisory Board directed that this item come bac for further discussion with a permit rate review. This change would include diversifying permits based on four categories: city residents, employees, transient guests (overnight parkers) and visitors (hourly

parkers). The Advisory Board also asked that we identify the expenses at the parking structures. The Auto Parking Fund is an enterprise fund. With this in mind, the permit rates may increase in order plan for and cover expenditures. I have reached out to the City Auditor to assist with the depreciation schedule and long-term maintenance and repair expenses. As we consider these changes, it would be best to make rate changes so each parking structure is self-sustaining. This item may take longer to identify as we are in the middle of a 5-year restoration RFP that will include projected repairs and estimated costs that we will include in the capital improvement program and maintenance budget beginning in 2024-2025.

Downtown Circulator

The Mobility & Parking Advisory Board received an update on the estimated upfront costs for a circulator from BATA (Bay Area Transportation Authority). The estimate was based on Monday-Friday service from 8:30 AM-7:00 PM, and will circulate a 2-mile loop through the business core over a 20-minute route. Given the estimate of \$500,000+ to operate the circulator the Advisory Board would like the full DDA Board to discuss this item at the next available study session.

PARCS Project

The roll-out of recurring credit card profiles for month-to-month permit purchases has been successful. Staff is actively engaging customers during their renewal to transition those that are interested. We have over 70 that have transferred in the past month.

We are progressing through the configuration for the Parking Access and Revenue Control Systems project. Below are the most recent updates and items that are in progress. Below is an overview of where we are in the transition of the software as we move towards the September equipment installation.

We are working on developing frequently asked questions (FAQ) for the website. The webpage is updated with progress and pay be viewed at <https://parking.downtowntc.com/where-to-park/parcs2023/>.

Completed

Parking Structure Configurations

- Daily Rate Schedules – Fees are setup with a rolling 24-hour period based on time of entry
- Event Rate Schedules – Fees are setup with a 12-hour event rate before progressing into the daily rate schedule

Online Portal

- Payment gateway has transitioned from Authorize.Net to Chase Paymentech. Discover and American Express are now offered in addition to Visa and MasterCard for all parking transactions
- Auto-Renewals – Chase Paymentech offers the ability to store credit card profiles for month-to-month billing, and this service is now available.

Permits

- Auto-Renewals – Individual permit holders who purchase their permits month-to-month are now able to setup auto-renewals. We are communicating this change and working to transition permit holders.
- Permit Barcodes – Existing hangtags have a barcode. The new equipment will use the barcode as the access method to enter the parking structures. This will eliminate the proximity card from being used.
- Bike Lockers – Bike lockers rentals have transitioned to the monthly rate and are required to establish auto-renewal.
- Back-up Permit – All permit holders will have access to generate their permit number to a QR code through the online portal. This QR can be used any time they are in loaner or temporary vehicle.

Business Accounts

- Auto-renewals for permits purchased by a business.

Signage

- Equipment – A purchase order for the informational signage package has been issued.

In-Progress

Permits

- AVI Permits – Auto-renewals will be provided an AVI tag for parking structure entry/exit in exchange for their current barcode only permit. The initial exchange will be at no charge and all new AVI permits may be purchased for \$10 each.
- Auto-renewal replacement permits for parking structures – barcode permits can be replaced for at no charge and AVI tags for \$10.
- After-hours permits will be offered for hours from 3 PM-11 PM at the reduced rate.

Business Accounts

- Shared employee permits with overage billed at the daily rate.

Coming Soon

Validations

- Businesses will be able to validate online or print QR codes.
- Businesses will be able to pay validation invoices online.

Operational Changes

Equipment

- Exit Lanes will only allow for credit card payments and no cash in lane will be accepted.
- Pay-on-Foot devices will accept cash and credit card payments and will be installed 1) NE tower at Hardy, 2) SW tower at Hardy, and 3) NE tower at Old Town.
- No in-lane cashier at Hardy. Customers who would like to pay in-person will need to walk into the parking office.

PARCS Signage – Bid Awarded

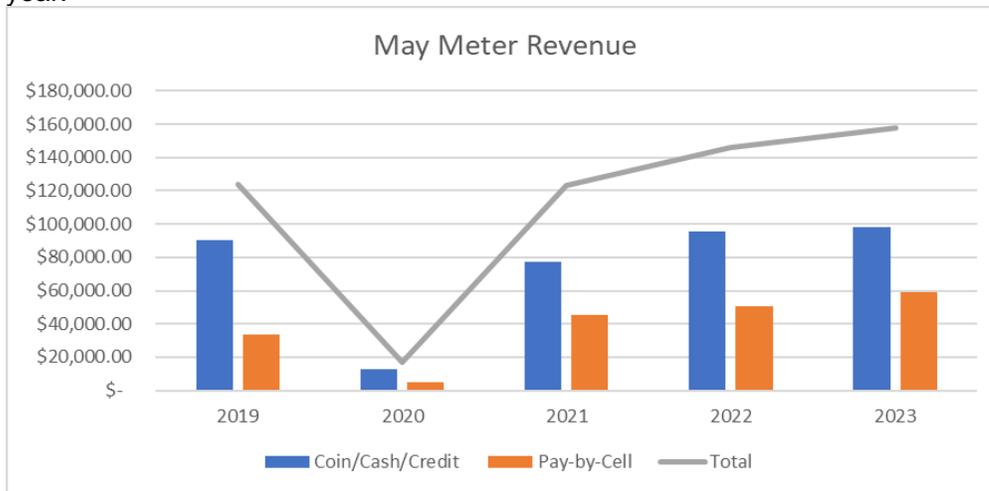
We received 5 bids for signage and have issued a purchase order to Michigan State Industries. We will begin to communicate the “no cash in lane” as we move forward in order to prepare the public for this change. See the attachment for samples of the payment wayfinding signage.

May Parking Revenue

Below are the May revenues compared to May 2019.

Meter Revenues

Even though there were many construction projects and lot closures, bridge projects, sewer project and sheet piling project, meter revenues were up 8% compared to last year.

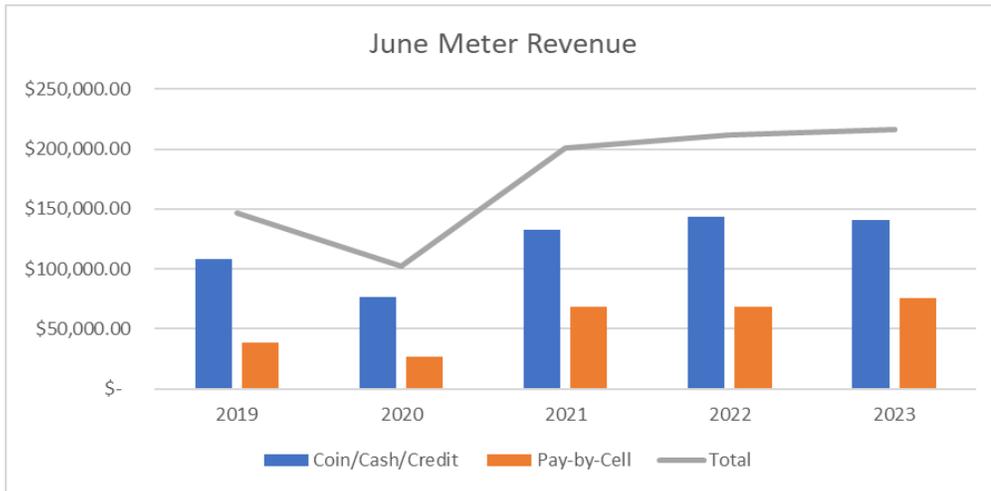


June Parking Revenue

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

Meter Revenues

Project delays extended the reopening of the areas affected by the bridge project, sewer project and sheet piling project. Overall, meter revenues were up 2% compared to last year.

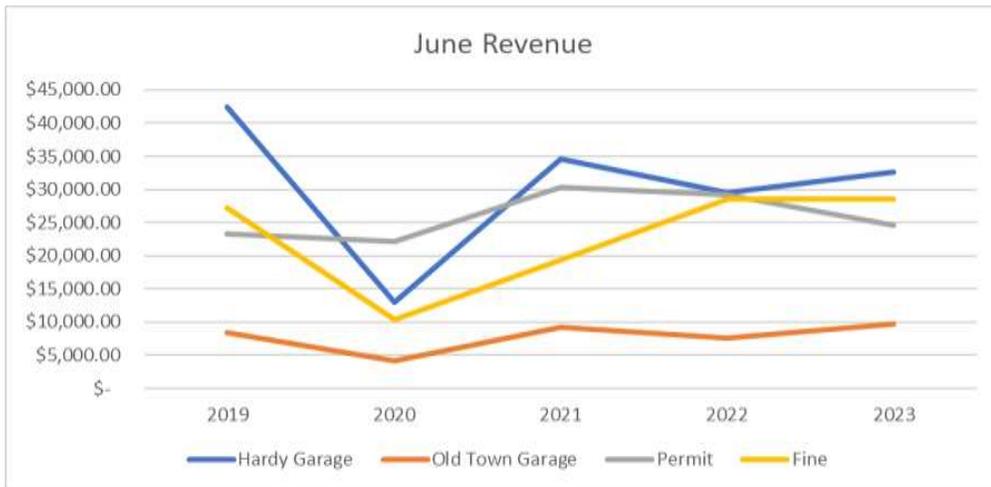


Hourly Admissions

Old Town transient revenues were up 16% compared to 2019 and up 29% compared to last year. Hardy transient revenues are up 10% compared to last year, and down 23% compared to 2019

Permits & Fines

Permit revenues are down 16% compared to last year, and up 6% from 2019. Fine revenues had 0% change compared to last year and up 5% from 2019.



RE: Parking Lot V - Closure Notice

On Jun 28, 2023, at 2:28 PM, Parking Staff <parking@downtowntc.com> wrote:

Good Morning Downtown Parkers,

Effective tomorrow, Thursday, June 29th, all surface permit holders in Lot V will be moved to Old Town Parking Structure. As a reminder, you will need to obtain a free access card to get into the Parking Structure.

The secondary option for each permit holder is the ability to upgrade the existing surface lot, and purchase a permit for the Larry C Hardy Parking Structure (LCH) for the difference between a surface permit fee and LCH of \$12.

As a reminder, anyone on the waitlist can 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, there is no longer a waitlist for surface parking permits. In order to retain surface permit eligibility, surface permits must be renewed on or before expiration. Month-to-month permit auto-renewals are now available. Please call or email the office for details.

Please reach out if you have any questions.

Nicole VanNess

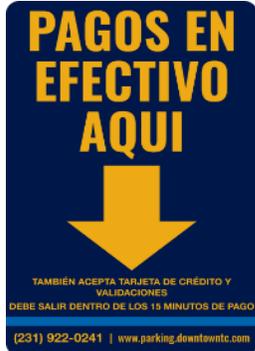
Transportation Mobility Director

Traverse City Parking Services

A 303 E. State St., Traverse City, MI 49684

P [231.922.0241](tel:231.922.0241)

W www.downtowntc.com



PAY ON FOOT 

- 1 TAKE YOUR TICKET WITH YOU**
AND EXPLORE TRAVERSE CITY
- 2 When You Return:**
PAY AT THE PAY-ON-FOOT
PAY WITH CASH, CREDIT CARD, OR VALIDATION
- 3 AT EXIT:**
SCAN PAID TICKET AND GO
FORGOT TO USE THE PAY-ON-FOOT?
USE CREDIT CARD OR VALIDATION AT EXIT LANE
CASH IS NOT ACCEPTED AT EXIT LANE

(231) 922-0241 | www.parking.downtowntz.com

PAGAR A PIE 

- 1 LLEVA TU BOLETO CONTIGO**
Y EXPLORA TRAVERSE CITY
- 2 Cuando regreses:**
PAGA EN EL PAGO A PIE
PAGA EN EFECTIVO, TARJETA DE CREDITO O VALIDACION
- 3 A la salida:**
ESCANEA EL BOLETO PAGADO Y LISTO
¿OLVIDASTE UTILIZAR EL PAGO A PIE?
USA TARJETA DE CREDITO O VALIDACION EN EL CARRIL DE SALIDA
NO SE ACEPTA EFECTIVO EN EL CARRIL DE SALIDA

(231) 922-0241 | www.parking.downtowntz.com

Cash Payments for Levels 2-4
Only Available at Lake Avenue
Northeast Tower Pay-On-Foot



Cash Payments
Only Available at Front Street
Northeast Tower & State Street
Southwest Tower



Ground Level Payments ONLY
At This Pay Station

LEVELS 2-4

1. Use **CASH/CREDIT** at Pay-On-Foot at Lake Ave Northeast Tower, or
2. Use **CREDIT** at Exit Lane



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

Memorandum

To: Downtown Development Authority Board

From: Abby Taylor, DDA Downtown Experience Coordinator

Date: July 21, 2023

Subject: Event Updates

National Cherry Festival Arts and Crafts Show

The National Cherry Festival took place on July 2nd with over 210 vendors. It was an extremely busy day downtown, with all the Cherry Festival festivities as well the car show in Old Town. We saw a steady flow of people all day and crowds found their way around the South Union bridge construction zone. We had to work around some construction and obstacles, but we received good feedback overall.

Street Sale

Our longest annual downtown event, Street Sale will be held on Friday, August 4th. The sign up is out for merchants. Street Sale will run from 8am-9pm along the 100 and 200 blocks of Front Street. Merchants are able to take part in this event for free if their DTCA membership dues are up to date. Streets will close and set-up may begin at 6:00am. Following the Street Sale, we will have the first of two Friday Night Live evenings.

Friday Night Live

Friday Night Live will be returning to Front Street, with a little bit of a new format. Friday Night Live will take place on Friday, August 4th and August 11th, from 5:00pm-9:00pm. Both of these evenings will feature seventeen nonprofits with activities for all ages, food vendors outside of the restaurants, and local musicians. For the first night, we have The Accidentals! The stage will be set up by the intersection of Front and Cass. The second night will feature JazzNorth and Hearts and Bones which is a Paul Simon Tribute band. We are excited to have all three bands local to Traverse City! These events are free to everyone and we look forward to having people come together again after not having it since 2019.

Movies in the Square

The DDA will host two free family movie nights at Rotary Square on Tuesday, August 15th and 22nd. For our first Movie in the Square season, we let the community choose the movies by doing a poll on Facebook. The top movies chosen were Moana and Top Gun: Maverick. These movies will start at 9:15pm.

These evenings will include concession options like popcorn, pop, and candy. Additionally, Playa Bowls and Water's Edge Sweet Tooth will have smoothies and treats for purchase to go along with each movie theme.



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 & Outreach Director

Date: July 17, 2023

Re: Communications & Marketing

General Downtown Marketing

We're pleased to see our new downtown commercial rolling out on television and streaming online. Our digital targeting plan and radio campaign kick off in August and September, respectively, and print ads are appearing in a variety of publications. The goal is to have this campaign start now and carry through after Labor Day when things slow down.

Take a Walk with the DDA

After several rounds of promotion, we have about 25 people (as of the writing of this memo) registered for a walk with Jean and other staff on Wednesday, July 19. This will be an excellent opportunity for us to talk directly to citizens about the DDA.

Comedy Fest

Jean assigned me as the point person for Comedy Fest, and we're underway with discussions and planning for next year's festival. We plan to survey downtown businesses to see what they'd like us to do (or do differently) for next year's edition. Of note to this board is that we plan to be responsive to your earlier requests for both something for the kids, and something outside that is not necessarily comedy-related. It's likely we will utilize Rotary Square. Stay tuned.

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.



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: July 14, 2023

Subject: Arts Commission Update

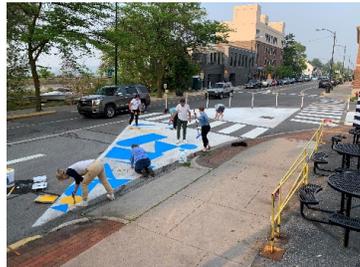
Two-Way Bump-Out Project

Members of the Arts Commission and a handful of volunteers painted the bump-outs along the Boardman and Front intersection and the and Pine and Front Intersection, as part of our two-way circulation pilot project.



West Front Street Banner Project

In cooperation with Britten Banner, new banners from local artist Justin Shull were hung near the West Front Street/Hall Street intersection. New banners (with the previous logo) were also hung along the West Front Street corridor.



DETROIT

Michigan's most bikeable cities list revealed: Traverse City is No. 1



Matthew Dolan

Detroit Free Press

Published 6:20 a.m. ET June 27, 2023 | Updated 10:33 a.m. ET June 27, 2023

Detroit cracked the top 10 of most bikeable large U.S. cities, according to a new report by an arm of a bicycle industry group.

PeopleForBikes, the U.S. bicycling industry's trade association and a national advocacy nonprofit, announced the results of its seventh annual City Ratings, in which 1,484 cities were rated on the quality of their networks for safe and efficient bike riding.

In 2023, the top small, medium, and large U.S. cities for bicycling are: Provincetown, Mass., Davis, Calif., and Minneapolis, Minn.

In Michigan, Traverse City notched a No. 1 for all cities in the state reviewed.

Each city selected receives a score from zero to 100. If it's less than 20, the group said that indicates a weak bike network, meaning the city lacks safe bikeways or there are gaps in the network. The highest scores — 80 to 100 — indicate that the most common places to bike in the city are accessible by safe, comfortable cycling routes that serve people of all ages and abilities.

To be sure, Detroit appears to have some work to do. For larger cities, a score of 50 is the tipping point to becoming a great place to bike. And Detroit's 10th-place score was only 42.

More: Mayor Duggan, dignitaries celebrate Southwest Greenway pedestrian pathway opening

More: Detroit bike polo creates community

More: Michigan's 1st rail biking trail is open: What to know about Wheels on Rails

The scoring system, officials said, is based on a number of factors: safe road speeds to protect bikes, secure bikelanes, reallocated space for biking and walking, safe intersection treatments, and solid links in between secured biking routes.

"A couple of negative experiences can turn a new rider off," Rebecca Davies, PeopleForBikes's city rating program director said in an interview Monday.

Contact Matthew Dolan: 313-223-4743 or msdolan@freepress.com. Follow him on Twitter at [@matthewsdolan](https://twitter.com/matthewsdolan)



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
May 17, 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 Neimi, Stanley, Koebert, Early and Hoisington

The following Commissioners were absent: Commissioner Nance

Chairperson Admundsen presided at the meeting.

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

(b) **PUBLIC COMMENT**

(c) **CONSENT CALENDAR**

(1) Consideration of Approving the April 19, 2023 Arts Commission Meeting Minutes (approval recommended)

(2) Consideration of Approving the April 2023 Arts Commission Financials (approval recommended)

Commissioner Neimi noted an error in the Financials

Motion to approve the amended Consent Calendar

Moved by Caitlin Early, Seconded by Roger Amundsen

Yes: Chelsie Niemi, Roger Amundsen, Mi Stanley, Caitlin Early, and Joshua Hoisington

Absent: Linda Koebert

CARRIED. 5-0-1 on a recorded vote

(3)

(d) **OLD BUSINESS**

(1) Liaison Report Memo

- Mr. Burkholder provided a summary of the Liaison Report
- Commissioners agreed to meet on the 25th at 3:30 to review Bryant Park mural proposals
- Commissioners agreed to invite Michelle Hunt (City Parks and Rec) and Gary Howe to the meeting to help evaluate proposals.

(e) **NEW BUSINESS**

(1) New Business Update

- Mr. Burkholder provided a summary of the new business memo
- Commissioner Early provided a summary of the Eighth Street Art Corridor Concept
- Commissioners agreed to have the Eighth Street proposal and evaluation matrix on the agenda for the next meeting.
- Emily Modrall provided an overview of her Anishinaabe sign proposal and Arts Commissioners agreed that they should be considered part of the city's art collection and to work with Parks and Rec for long term maintenance.

(f) **PUBLIC COMMENT**

(1) General

(2) Commissioners

- Commissioner Early noted the need to collaborate with TART, the City and DDA on art placement for the proposed TART Trail extension which is close to 60% completed for design and engineering.
- Commissioner Amundsen noted a follow-up communication from staff on next steps following directives on projects/board responsibilities would be helpful.
- Commissioner Koebert noted graduation cap discussions related to TCAPS.

(g) **ADJOURNMENT**

(1) Motion to Adjourn

Moved by Chelsie Niemi, Seconded by Caitlin Early

Yes: Chelsie Niemi, Roger Amundsen, Mi Stanley, Caitlin Early, Joshua Hoisington, and Linda Koebert

Absent: None

CARRIED. 6-0-0 on a recorded vote

Roger Amundsen, Chair



**Minutes of the
Arts Commission for the City of Traverse City
Special Meeting
May 25, 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 Stanley, Neimi, Early, Amundsen and guest Michelle Hunt (Parks and Rec)

The following Commissioners were absent: Commissioner Hoisington, Nance and Koebert

Chairperson Admundsen presided at the meeting.

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

(1) Meeting called to order at 3:43

(b) **PUBLIC COMMENT**

(1) Public Comment provided by Rick Buckholder

(c) **NEW BUSINESS**

- (1) Bryant Park Mural Project
- (2) Andrew & Sarah McWilson Proposal
- (3) Adam VanHouten Proposal
- (4) Colleen Gleason Shull Proposal
- (5) AJ Davis Proposal
- (6) Chelsea Dennis Proposal
- (7) Chelsea Hart Proposal
- (8) Daniela Sanchez Vegas Proposal
- (9) Graci Rietema Proposal
- (10) Jamie John Proposal
- (11) Jason Tetlac Proposal

- (12) Joe Dulin Didonoto Proposal
- (13) Kassie Woodworth Proposal
- (14) Katherine Corden Proposal
- (15) Kevin Burdick Proposal
- (16) Laura Mettam Proposal
- (17) Melinda Butt Proposal
- (18) Michael Farrerell Proposal
- (19) Michael Pfeghaar Proposal
- (20) Betsy Petersen Proposal
- (21) Rebecca Howe Proposal
- (22) Samuel Turner Proposal
- (23) Sotir Davidhi Proposal
- (24) Sous la Ciel Proposal
- (25) Whitney Bigard Proposal
- (26) William Fischer Proposal
- (27) Juliana Haliti Proposal
- (28) Lola Deleke
- (29) Brooke Brazil
- (30)

Commissioners reviewed and discussed each proposal.

Commissioners agreed to offer Katherine Corden an opportunity to submit a full proposal for another round of consideration.

(d) **PUBLIC COMMENT**

- (1) General
- (2) Commissioners

(e) **ADJOURNMENT**

(1)

Motion to Adjourn
Motion to Adjourn

Moved by Chelsie Niemi, Seconded by Caitlin Early

Yes: Chelsie Niemi, Roger Amundsen, Mi Stanley, and Caitlin Early
Absent: None

CARRIED. 4-0-0 on a recorded vote

Roger Amundsen, Chair

DOWNTOWN TRAVERSE CITY ASSOCIATION

BOARD MEETING

THURSDAY, May 11, 2023

8:30 AM

DDA Conference Room

DRAFT MINUTES

1. Call to Order (*Libman*) 8:32am
Present: Jeff Libman, Amanda Walton, Gary Jonas, Karen Roofe, Sebastian Garbsch, Libby Hogan, Liz Lancashire
Absent: Dawn Gildersleeve, Jeff Joubran

2. Approval of [Minutes of the Board Meeting of April 13, 2023](#)
 - a. **Motion to approve the minutes as presented** motioned by Karen Hillt and seconded by Gary Jonas

3. CEO Report (*Derenzy*)
 - a. DTCA Membership fees and structure
Motion to approve the new benefit structure motioned by Jeff Libman and seconded by Karen Hillt
This motion has passed unanimously
 - b. Comedy Fest proposal
Motion to approve the proposal for Comedy Fest 2024 motioned by Jeff Libman seconded by Sebastian Garbsch

Fee Structure:

- Clarification: Each business would call separately and parking would invoice DTCA for the remainder
- Table health you have to go one of their doctors
- In membership fees "3 or less employees" wording needs to be updated on the package
- Karen: do the \$400 level still get parking passes?
- Make it easier and pay in July for a one time payment
- Liz: can we do Q1 and Q2 payment options?
- Gary: do we have a percentage of DTCA members? 87% participating, the benefits change if it goes wider down Front street (events etc.)
- Would 100, 200, and 300 blocks benefit more than down Front street

- Amanda: 3 tiers for the structure
- Gary: Describe the different areas as prime and off prime
- DTCA Food truck members would get first dibs on placement at any events that are held downtown
- Jeff L: clarification on food trucks, \$400 seem a little high and might be deterred from joining the DTCA
- Food trucks have to get different permits through the city paying already, private properties stationary vs. non stationary
- Jean to change hotel membership fee to \$1600 and to describe prime and off prime locations on Front street
- There will be a meeting set up at with Table Health for any DTCA member to come learn more about benefits
- Karen: could we have a table or easel from Table Health and new membership at the Downtown BBQ?

Comedy Fest 2024:

- Looking at the new proposal, we wanted to make sure that we have specific goals in place for SamRose and hitting their goals
- Get businesses more involved during the Comedy Fest 2024
- Karen: what can we do to utilize the Bijou or State Theater?
- Jean: movies in Rotary Square in August to fill the gap for film festival, this would be a free series (no dates were discussed specifically)

Parking mobility meeting:

- Monday, May 15 (2 time options- 8:00-9:00am meeting or 4:30-6:00pm) in the board room at Hotel Indigo
- Abby to send out a calendar to the board for both time options

4. [Events Update](#) (Taylor)

- An email was sent out for a mass alert text system, so make sure to sign up!
- BBQ- All food and drink for the Downtown BBQ has been donated, DTCA are encouraged to come down and get a free lunch and enjoy, Maxbauer's will be doing all of the grilling for the day
- Sign up for any events that your business is having ie. anniversaries, special sales or events

5. [Communications Report](#) (Bukowski)

6. Adjourn (Libman) 9:38am



**Minutes of the
Mobility & Parking Advisory Board for the Downtown Development Authority
Regular Meeting
Wednesday, April 5, 2023**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Vice Chair Scott Hardy, Committee Member Todd Knaus, Commissioner Doug Hickman, and William Clark

The following Members were absent: Board Member Pam Marsh and Board Member Katy Bertodatto

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Hardy called the meeting to order at 11:02 AM.

(b) **ROLL CALL**

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

- (1) Remove item (e)(2) Permit Ordinance - Overview from agenda

(d) **CONSIDERATION OF MINUTES**

- (1) Approval of the March 1, 2023 meeting minutes (approval recommended).
that the minutes of the March 1, 2023 meeting be approved.

Moved by Doug Hickman, Seconded by Todd Knaus

Yes: Scott Hardy, Todd Knaus, Doug Hickman, and William Clark

Absent: Pam Marsh and Katy Bertodatto

CARRIED. 4-0-2 on a recorded vote

(e) **OLD BUSINESS**

(1) Mobility & Parking Advisory Board

The following address the Board:
Nicole VanNess, Transportation Mobility Director
Scott Hardy

(2) Item removed from agenda

(f) **NEW BUSINESS**

(1) Parking Space Usage - Overview

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Jean Derenzy, DDA CEO
Scott Hardy
Doug Hickman
Todd Knaus

(g) **TRANSPORTATION DEMAND MANAGEMENT**

(1) Circulator Discussion

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
William Clark
Scott Hardy
Jean Derenzy, DDA CEO
Todd Knaus
Doug Hickman

(h) **RECEIVE AND FILE**

(1) Notice of Meeting Cancellation - May 3, 2023

(i) **PUBLIC COMMENT**

No public comment.

(j) **ADJOURNMENT**

Chairperson Hardy adjourned the meeting at 12:05 PM.

Scott Hardy, Chairperson