

Traverse City Downtown Development Authority Regular Meeting

Friday, July 18, 2025

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. Interim 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 Harry Burkholder, Executive Director
(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

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. Consideration of approving the minutes from the June 20, 2025 DDA Regular Board Meeting (approval recommended) 4 - 7
[June 20, 2025DDA Regular Meeting Minutes - PDF](#)
- B. Consideration of approving the June 2025 Financial Reports of and Distributions for DDA General, Old Town TIF, TIF-97, and Arts Commission (approval recommended) 8 - 16
[June 2025 DDA General, Old Town TIF and TIF-97 Financial Report and Dashboard - PDF](#)
[Arts Commission June financial report](#)
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6. ITEMS REMOVED FROM CONSENT CALENDAR

7. OLD BUSINESS

- A. TIF-97 Project Priorities Report 17 - 22
[TIF-97 Project Priorities Memo \(Burkholder\) - PDF](#)
[Rotary Square Timeline Update - PDF](#)
[Boardman Ottaway Riverwalk Timeline Update - PDF](#)
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B.	Moving Downtown Forward TIF Plan MDF TIF Plan Memo (Burkholder) - PDF Strategic Action Plan - DDA Gaps and Alignment Matrix - PDF Traverse City Strategic Action Plan Report - PDF	23 - 66
8.	NEW BUSINESS	
A.	DDA Handbook (approval recommended) DDA Handbook Memo (Burkholder) - PDF DDA Employee Handbook FINAL (draft)	67 - 88
B.	Executive Director Evaluation Proposal (approval recommended) Executive Director Evaluation Memo (Burkholder) - PDF TC DDA 2025 Executive Director Performance Evaluation Proposal (HRC) - PDF	89 - 92
C.	Holiday Lights Proposal (approval recommended) Holiday Lights Memo (Bohac) - PDF Strain Holiday Lights Preliminary Contract - PDF	93 - 95
9.	EXECUTIVE DIRECTOR REPORT	
A.	Executive Director Report Executive Director Report (Burkholder) - PDF	96 - 99
B.	Introduction of Carly Nicholas Introduction Memo (Burkholder) - PDF	100
10.	BOARD MEMBER REPORTS	
11.	STAFF REPORTS	
A.	Arts Commission Art Commission Report (Bohac) - PDF	101 - 102
B.	Director of Events and Engagement Director of Events and Engagement Memo (Klebba) - PDF	103 - 104
12.	RECEIVE AND FILE	
13.	PUBLIC COMMENT	
14.	ADJOURNMENT	