

Traverse City Downtown Development Authority Regular Meeting

Friday, May 16, 2025

9:00 am

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



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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 April 25, 2025 DDA Regular Board Meeting (approval recommended) 4 - 8

[April 25, 2025 DDA Board Meeting Minutes - PDF](#)

- B. Consideration of approving the April 2025 Financial Reports and Distributions for DDA General, Old Town TIF, TIF-97 and the Arts Commission (approval recommended) 9 - 17

[DDA General, Old Town TIF, TIF-97 Financial Report and Dashboard - PDF](#)

[April 2025 Arts Commission Financial Report - PDF](#)

6. ITEMS REMOVED FROM CONSENT CALENDAR

7. SPECIAL ORDER OF BUSINESS

- A. Public Hearing for the 2025 - 2026 DDA Budget 18 - 42

[2025 -2026 DDA Budget Memo \(Burkholder\) - PDF](#)

[2025 - 2026 Proposed TIF-97 and Old Town TIF Expenses - PDF](#)

[2025 - 2026 Proposed DDA General, TIF-97 and Old Town TIF](#)

8. OLD BUSINESS

- | | | |
|----|--|------------|
| A. | TIF-97 Budget Priorities (with presentation from Progressive on Rotary Square) | 43 -
46 |
| | TIF-97 Project Priorities Memo (Burkholder) - PDF | |
| | May 2025 Rotary Square Timeline - PDF | |
| | May 2025 Boardman/Ottaway Riverwalk timeline | |
| B. | Streetscaping Policy (approval recommended) | 47 -
50 |
| | Streetscaping Policy Memo (Burkholder) | |
| | Streetscape Investment Policy - PDF | |
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9. NEW BUSINESS

- | | | |
|----|--|------------|
| A. | Ambassador (clean and green) Program Contract (approval recommended) | 51 -
56 |
| | Ambassador Program Contract Memo - PDF | |
| | DDA Ambassadors-SEEDS EcoCorps Proposal - PDF | |
| B. | Retail Incubator (approval recommended) | 57 |
| | Retail Incubator Memo (Burkholder) - PDF | |
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10. EXECUTIVE DIRECTOR REPORT

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|----|--|------------|
| A. | Executive Director Report (Burkholder) - PDF | 58 -
59 |
| | Executive Director Report (Burkholder) - PDF | |
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11. STAFF REPORTS

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|----|---|------------|
| A. | Director of Events and Engagement | 60 -
61 |
| | Director of Events and Engagement Report (Klebba) - PDF | |
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12. RECEIVE AND FILE

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|----|--|------------|
| A. | Traverse Connect Quarter One Growth Barometer | 62 -
65 |
| | Traverse Connect Q1 Growth Barometer Results and Quarterly Accomplishments - PDF | |
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13. PUBLIC COMMENT

14. ADJOURNMENT