

Traverse City Downtown Development Authority Governance Committee

January 27, 2025

1:00 PM

Committee Room, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



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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
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303 East State Street, Suite C
Traverse City, MI 49684

**Welcome to the Traverse City Downtown Development Authority
meeting!**

Agenda

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1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES	
A. Consideration of approving the July 7, 2025 Governance Committee Meeting Minutes July 7, 2025 DDA Governance Committee Meeting Minutes - PDF	3 - 4
4. NEW BUSINESS	
A. Governance Committee Items Executive Director Memo (Burkholder) - PDF Traverse City DDA Executive Director Workplan	5 - 7
5. PUBLIC COMMENT	
6. ADJOURNMENT	



**Minutes of the
Downtown Development Authority for the City of Traverse City
Governance Committee
July 7, 2025**

A regular meeting of the Downtown Development Authority Governance Committee was called to order at the Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 4:00 p.m.

The following Board Members were in attendance: Committee Chair Todd McMillen and Committee Member Kirkwood

The following Board Members were absent: Committee Member Shamroe

Chairperson McMillen presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

(c) **APPROVAL OF MINUTES**

- (1) Consideration of approving the December 9, 2024 DDA Governance Committee Meeting Minutes (approval recommended)

To approve the December 9, 2024 Governance Committee Committee Meeting minutes, with modification to the attendees present and not present.

Motion made by Kirkwood, Seconded by McMillen

Yes: Kirkwood and McMillen

Carried on a 2 - 0 recorded vote

(d) **NEW BUSINESS**

- (1) Governance Committee Items

Motion to approve and send the DDA Handbook and Evaluation Proposal to the full DDA Board for consideration

Motion made by Kirkwood, seconded by McMillen

Yes: Kirkwood and McMillen

Carried on a 2 - 0 recorded vote

(e) **PUBLIC COMMENT**

(f) **ADJOURNMENT**

Harry Burkholder, Executive Director

Draft



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Memorandum

To: Governance Committee

From: Harry Burkholder, DDA Executive Director

Date: January 25, 2026

Subject: Governance Committee Items

Governance Training

In the past, the DDA Board has received governance training facilitated by a third-party consultant. I would like to discuss whether the Governance Committee has interest in facilitating future board training opportunities and, if so, what that role might look like.

Executive Director Priorities

Last year, I worked with the Chair and Vice-Chair to develop short and long term priorities and benchmarks for the Executive Director. These priorities were used, in part, to support the Board's annual evaluation process. Attached is an updated list of Executive Director priorities and benchmarks for 2025/2026. I will be seeking feedback from the Committee at our meeting.

Executive Director Evaluation

I would like the Governance Committee to discuss potential options and processes for conducting the annual evaluation of the Executive Director.

DDA Executive Director Priorities - 2025-2026	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Status
	July - Sept.	Oct. - Dec.	Jan. - March	April - June	
Internal Operations					
1. Explore DDA Staffing Needs					
A. Consider Full Time "Ambassador" Position				X	»»» In Process
2. Complete DTCA Financial Financial Report		X			✓ Completed
3. Establish the Granicus (Database Management) System		X			»»» In Process
4. Launch New DDA Website			X		»»» In Process
5. Facilitate DDA Board Governance Training				X	● Not Started
6. Secure Budget Approval by DDA Board and City Com.				X	● Not Started
7. Maintain Project Dashboards and Develop "DDA" Metrics	X	X	X	X	»»» In Process
8. Work with City staff on Sidewalk-Melt Policy			X		■ Paused
9. Complete Office "Tech" Conversion from City to DDA			X		»»» In Process
10. Facilitate Internal Professional Development				X	»»» In Process
11. Secure Long-Term Funding Endow. for Rotary Sq.				X	»»» In Process
12. Develop and Publish Annual Report			X		»»» In Process
13. Secure Funcitonal Water Truck			X		»»» In Process
Capital Projects					
1. Complete Mid-Block Crosswalk on Cass				X	»»» In Process
2. Complete Installation of Union Street Bridge Railing			X	X	✓ Completed
3. Implement Signage & Pavement Markings at Pine & PWY		X			■ Paused
4. Implement Bike Ramp on East Front		X			✓ Completed
5. Complete Rotary Square Sch. Design & Bid Package			X		»»» In Process
6. Construct Farmers Market Pavillion				X	»»» In Process
7. Complete Riverwalk Sch. Design & Bid Package		X			»»» In Process
8. Facilitate Decision on Two-Way			X		»»» In Process
9. Complete West End Demolition and Grant			X		»»» In Process
Long-Term DDA Activities and Initiatives					
1. TIF Communications Ahead of and After November	X	X	X	X	»»» In Process
2. Update TIF Plan	X	X	X	X	»»» In Process
3. TIF Metrix Summary	X	X	X	X	»»» In Process
4. Complete CIP and Budget		X	X	X	»»» In Process
5. Update Service Agreement with the City			X		■ Paused
6. Facilitate DTCA Funding and Projects	X	X	X	X	»»» In Process
7. Advance NOAA Grant with the Tribe		X	X	X	»»» In Process