

DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING AGENDA

Friday, August 17, 2018, 8:00 a.m.

Commission Chambers, Second Floor

Governmental Center, 400 Boardman Avenue, Traverse City

www.downtowntc.com

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible.

1. Roll Call
 2. Consent Calendar - The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Board motion without discussion. Any member of the board, staff, or public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected.
 - A. Consideration of minutes for the Regular Meeting of July 20, 2018 (approval recommended) (Pages 3-5)
 - B. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for July, 2018 and Financial Reports for Traverse City Parking Services. (approval recommended) (Pages 6-11)
 3. CEO Report
 - A. TIF Budgets / Capital Improvement (Pages 12-14)
 - B. Lake Avenue Streetscape Project (Page 15)
 - C. Request to Make Application to USDA (Pages 16-18)
 - D. Consideration to Adopt Social Media Policy (Pages 19-22)
 - E. Report for Expanding DDA District to Include 8th street to Barlow (Page 23)
 - F. Written Report (Pages 24-44)
 4. Board Member Reports
 - A. Arts Commission (verbal)
 - B. Farmers Market (verbal)
 5. Staff Reports:
 - A. Parking (Page 45)
 - B. Marketing / Communications (Pages 46-47)
- Old Business
6. Receive and File:
 - A. DTCA Minutes (Pages 48-50)
 7. Public Comment
 8. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA CEO 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 DDA office.

Minutes
Traverse City Downtown Development Authority
Regular Meeting
July 20, 2018, 8:00 a.m.
Commission Chambers, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City

Bill Golden called the meeting to order at 8:00 a.m.

1. Roll Call

Present: Allison Beers, Harry Burkholder, Steve Constantin, Mayor Jim Carruthers, Collette Champagne, Scott Hardy, Debbie Hershey, Bill Golden, T. Michael Jackson, Jeff Joubran, Gabe Schneider

Absent: Leah Bagdon-McCallum

2. Consent Calendar. **Motion by Jackson, seconded by Beers that the consent portion of the agenda be approved as presented. Motion carried unanimously.**

A. **Approval of minutes for the Regular Meeting of June 15, 2018**

B. **Approval of Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for June, 2018 and Financial Reports for Traverse City Parking Services for May 2018 and June 2018.**

3. Items Removed from Consent Calendar

A. None at this time.

4. CEO Report

A. Consideration of Rotary Legacy Project – Civic Square

i. Derenzy updated Board on the Civic Square being selected as one of two potential projects for the Rotary Legacy Project.

ii. Public Comment

a. Mark Eckhoff, 1027 S. Long Lake Road, spoke to the Board in support of the Civic Square.

b. Deb Lake, 1022 Lake Ridge Drive, spoke in support of the Civic Square and the wide variety of activities it would allow the community.

c. Boots Wolff, 8186 Peninsula Drive, spoke about the Civic Square and asked the Board to vote in support.

iii. Motion by Mayor Carruthers, seconded by Hershey that the DDA Board of Directors approve the Resolution of Support to submit the Civic Square Project for the Rotary Club Centennial Legacy Project. Motion carried unanimously.

- B. Lake Avenue Streetscape Project Consideration
 - i. Derenzy updated Board on the property owners meetings in regards to the Streetscape project.
 - ii. Jackson voiced concerns about angled parking.
 - iii. Nicole VanNess, Parking Administrator, explained that angled parking can be regulated.
 - iv. **Motion by Constantin, seconded by Burkholder that the DDA Board approve of Lake Avenue Streetscape project bid utilizing \$445,000.00 from Old Town TIF, contingent on property owners' approval. Motion carried unanimously.**
- C. Lake Avenue Pay Station
 - i. **Motion by Jackson, seconded by Joubran that the DDA Board of Directors approval to waive the competitive bidding process and order three (3) multi-space pay stations in an amount not to exceed 40,794.00. Motion carried unanimously.**
- D. Parking Advisory Committee Overview
 - i. **Motion by Schneider, seconded by Joubran that the DDA Board of Directors establish a Parking Advisory Committee with the (3) member interview team for interviewing interested citizens to the Parking Advisory Committee consist of Champagne, Hershey, and Joubran and to appoint Jackson as the one (1) DDA Board member and Hardy as the one (1) alternate to the Parking Advisory Committee. Motion carried unanimously.**

5. Ad Hoc Reports

- A. By-laws Update
 - i. Golden updated the Board on changes made to the By-Laws
 - ii. Beers asked for a red-line document showing the actual changes made.
- B. Appointment of Lower Boardman River Ad Hoc Leadership Team
 - i. Burkholder gave an overview of the interview process.
 - ii. First meeting will take place in August.
 - iii. **Motion by Beers, seconded by Hardy that the DDA recommend the individuals to be appointed: Jennifer Jay, Deni Scrudato, Michael Vickery, Rick Korndorfer, and Elise Crafts. Motion carried unanimously.**

6. Staff Reports:

- A. Parking – TDM Parking Update
 - i. License Plate Recognition Install
 - ii. Parking Access and Revenue Control System Installation
 - iii. Destination Downtown
 - a. 205 riders signed up with 6% utilization
 - iv. Pilot Valet Parking
 - a. TCPS working directly with private company to run the now established Pilot Valet Parking program.
 - v. Bike Parking
 - a. Added an additional bike rack in the Hardy Parking Garage.
 - vi. Car Charging Stations
 - a. There are six additional charging stations at Hardy Parking Garage.
- B. Marketing / Communications (verbal)

- i. Downtown Destination & Bayline Launch
 - a. 211 total rides since the launch, elimination 100 cars parking downtown.
 - b. Currently, the program is a pilot program and will officially launch on March 1, 2019.
- ii. 8th Street
 - a. Meetings with the North Boardman Lake District have started
- iii. Strategic Plan & Work Plan
- iv. Additional Communication Channels
 - a. Public outreach efforts
 - b. Utilizing social media for DDA items

7. Old Business

- A. Jackson raised concerns about coping with the amount of people in town and how infrastructure, police, and fire will accommodate for it.
- B. Marty Colburn, City Manager, addressed Jackson's concerns.

8. Receive and File:

- A. Written Report from CEO – Updates
 - i. Uptown Riverwalk
 - ii. 8th Street-Possible Expansion of DDA District
 - iii. West Front Parking Garage
 - iv. High Speed Fiber
- B. DTCA Minutes
- C. By-law Ad Hoc Committee Minutes

9. Public Comment

10. Adjournment. The meeting officially adjourned at 9:10am.

Respectfully submitted,
Nina Talarico, Office Manager

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Downtown Development Authority

Balance Sheet

As of July 31, 2018

08/13/18

Accrual Basis

	Jul 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	631,776.93
Fifth Third Savings - 6740	201,790.31
Petty Cash	298.19
Total Checking/Savings	833,865.43
Accounts Receivable	
Accounts Receivable	8,428.75
Total Accounts Receivable	8,428.75
Other Current Assets	
Due From DTCA	1,009.67
Due From APS	752.65
Total Other Current Assets	1,762.32
Total Current Assets	844,056.50
Other Assets	
Due From Other Funds	18,435.44
Pre-Paid Expense	8,020.00
Total Other Assets	26,455.44
TOTAL ASSETS	870,511.94
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	11,619.53
Total Accounts Payable	11,619.53
Other Current Liabilities	
Tech Incubator Fund	-50,000.00
Seed Grant	20,000.00
Due to Other Funds	12,868.65
Bryan Crough Memorial Fund	200.00
Accrued Salaries	12,784.90
Accrued Payroll Liabilities	1,482.77
Deposits Payable	
NCF Reimbursements	-1,273.00
Senior Project Fresh	-63.00
Double Up Food Bucks	13,638.00
EBT Bridge Card	16,059.56
Project Fresh	-7,291.00
Prescriptions for Health	8,215.00
Deposits Payable - Other	-18.00
Total Deposits Payable	29,267.56
Payroll Liabilities	
Federal Income Tax Payable	1,827.00
Medicare Tax Payable	778.92
Social Security Tax Payable	3,330.40
State Income Tax Payable	1,931.45
State Unemployment Tax Payable	-601.59
Health Insurance Payable	686.56
Life Insurance Payable	77.00
Total Payroll Liabilities	8,029.74
Total Other Current Liabilities	34,633.62
Total Current Liabilities	46,253.15
Total Liabilities	46,253.15
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	381,419.98
Net Income	335,232.54
Total Equity	824,258.79
TOTAL LIABILITIES & EQUITY	870,511.94

2:20 PM

08/09/18

Accrual Basis

Downtown Development Authority
Profit & Loss
July 1 through August 9, 2018

	<u>Jul 1 - Aug 9, 18</u>
Ordinary Income/Expense	
Income	
Administrative Services	104,416.68
Interest & Dividends	34.84
Miscellaneous Revenue	2,500.00
Property Taxes	119,228.36
Rents	14,965.00
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Total Income	241,144.88
	<hr/>
Gross Profit	241,144.88
Expense	
Equipment	1,090.00
Health Insurance	5,202.99
Miscellaneous Expense	0.00
Office Supplies	87.59
Operation Supplies	25.00
Payroll Expenses	
457 Company Matching	3,156.89
Hourly Wage Expense	27,567.92
Medicare Tax Expense	818.02
Salaries & Wages	27,062.03
Social Security Tax Expense	3,497.62
SUTA Tax Expense	142.52
	<hr/>
Total Payroll Expenses	62,245.00
Professional/Contractual	1,152.27
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Total Expense	69,802.85
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Net Ordinary Income	171,342.03
	<hr/>
Net Income	<u>171,342.03</u>

DDA - TIF97
Balance Sheet
 As of July 31, 2018

	Jul 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	1,199,689.63
Total Checking/Savings	1,199,689.63
Accounts Receivable	
Accounts Receivable	960,000.00
Total Accounts Receivable	960,000.00
Total Current Assets	2,159,689.63
Other Assets	
Due From Other Funds	11,968.65
Total Other Assets	11,968.65
TOTAL ASSETS	2,171,658.28
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,423.00
Total Accounts Payable	2,423.00
Other Current Liabilities	
Deferred Revenue	960,000.00
Due To Other Funds	14,035.44
Total Other Current Liabilities	974,035.44
Total Current Liabilities	976,458.44
Total Liabilities	976,458.44
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	1,216,192.63
Net Income	207.21
Total Equity	1,195,199.84
TOTAL LIABILITIES & EQUITY	2,171,658.28

10:02 AM

08/13/18

DDA - TIF97
Profit & Loss
July 1 through August 10, 2018

	<u>Jul 1 - Aug 10, 18</u>
Income	
Interest	208.26
Property Taxes	<u>1,582,288.96</u>
Total Income	1,582,497.22
Expense	
Professional/Contractual	<u>1.05</u>
Total Expense	<u>1.05</u>
Net Income	<u><u>1,582,496.17</u></u>

9:23 AM

08/13/18

Accrual Basis

**DDA Old Town TIF
Balance Sheet
As of July 31, 2018**

	<u>Jul 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0650	184,414.13
Total Checking/Savings	<u>184,414.13</u>
Total Current Assets	<u>184,414.13</u>
TOTAL ASSETS	<u><u>184,414.13</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,308.00
Total Accounts Payable	<u>1,308.00</u>
Total Current Liabilities	<u>1,308.00</u>
Total Liabilities	1,308.00
Equity	
Retained Earnings	183,106.13
Total Equity	<u>183,106.13</u>
TOTAL LIABILITIES & EQUITY	<u><u>184,414.13</u></u>

10:04 AM

08/13/18

Accrual Basis

DDA Old Town TIF
Profit & Loss
July 1 through August 10, 2018

	<u>Jul 1 - Aug 10, 18</u>
Income	
Property Taxes	200,900.81
Total Income	200,900.81
Expense	0.00
Net Income	<u>200,900.81</u>



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

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
For Meeting Date: August 17, 2018
Re: TIF Budgets

With the fiscal year just beginning, I wanted to give the Board an update of where we are with the budgets for TIF 97 and Old Town.

The attached spreadsheet identifies the budget started with and the projects.

TIF 97: The projects that were **not** completed in the 2017/2018 budget include: Garland Street Repair, West Front Reconstruction – Signals, therefore both projects have been moved to the 2018/2019 budget. Moving those projects into this year's budget projects a deficit with the revenue projects. I will know more in September how we ended 2017/2018 to carry over, thereby the deficit may be reduced and/or eliminated.

Old Town TIF: The budget remains consistent with the approved budget. As this is a new reset the base, the TIF capture is estimated at \$260,509 for this year. The Lake Street streetscape project, as discussed during our budget discussion, will be paid from a loan from Parking and repaid over a period of three years.

**City of Traverse City, Michigan
Downtown Development Authority
Tax Increment Financing 97 Fund
Income Statement Projections**

	FY 17/18 Projected	FY 18/19 Budget	FY 19/20 Projection	FY 20/21 Projection	FY 21/22 Projection	FY 22/23 Projection	FY 23/24 Projection
REVENUES							
Property Taxes	\$ 1,985,166	\$ 2,194,975	\$ 2,214,142	\$ 2,141,594	\$ 2,160,047	\$ 2,178,550	\$ 2,197,104
Grants	-	-	-	-	-	-	-
Reimbursements	130,000	130,000	130,000	130,000	130,000	130,000	130,000
Interest Revenue	3,300	4,500	4,500	4,500	4,500	4,500	4,500
TOTAL REVENUES	2,118,466	2,329,475	2,348,642	2,276,094	2,294,547	2,313,050	2,331,604
EXPENDITURES							
Professional Services	380,000	469,750	487,467	430,891	516,050	589,444	541,372
Printing and Publishing/Other	-	1,000	200	200	200	200	200
Contribution to District Construction Projects:							
West Front Street Bridge Replacement	8,867	209,453	-	-	-	-	-
Garland Street Repair	27,020	27,020	-	-	-	-	-
West Front Reconstruction - Signals	-	49,895	-	-	-	-	-
South Cass Bridge Repair	-	44,275	-	-	-	-	-
Park Street Bridge Repair	-	148,500	-	-	-	-	-
Uptown Riverwalk from Union St Dam	35,650	454,350	-	-	-	-	-
Wellington Plaza Erosion	-	50,000	-	-	-	-	-
Farmers Market	-	-	600,000	-	-	-	-
Traffic Signal Arm Mast	-	-	140,000	-	-	-	-
East Front Reconstruction (Park to Grandview)	-	-	-	-	252,700	-	-
200 Block Alley Enhanced Improvements	-	-	-	-	817,000	-	-
South Union Street Bridge	-	-	-	-	63,000	-	-
North Cass Street Bridge	-	-	-	-	-	100,000	-
Lower Boardman River Access	-	-	-	-	-	700,000	-
Lot O Redevelopment	-	402,228	-	-	-	316,000	-
Grandview Pedestrian Crossing	-	-	-	-	-	500,000	-
Civic Square	-	-	-	-	-	-	1,000,000
Total Contribution to District Construction Projects	71,537	1,385,721	740,000	-	1,132,700	1,616,000	1,000,000
Ct	9 799,000	829,400	859,500	893,600	931,500	973,200	953,400
TOTAL EXPENDITURES	1,250,537	2,685,871	2,087,167	1,324,691	2,580,450	3,178,844	2,494,972
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	867,929	(356,396)	261,476	951,403	(285,904)	(865,794)	(163,369)
OTHER FINANCING SOURCES (USES)							
Operating transfer/interfund loan	-	-	-	-	-	-	-
NET CHANGE IN FUND BALANCE	867,929	(356,396)	261,476	951,403	(285,904)	(865,794)	(163,369)
Beginning Fund Balance	317,651	1,185,580	829,184	1,090,660	2,042,063	1,756,159	890,365
Ending Fund Balance	\$ 1,185,580	\$ 829,184	\$ 1,090,660	\$ 2,042,063	\$ 1,756,159	\$ 890,365	\$ 726,997

**City of Traverse City, Michigan
Downtown Development Authority
Tax Increment financings Old Town Fund
Income Statement Projections**

	FY 17/18 Projected	FY 18/19 Budget	Project Costs	Difference in Budget
REVENUES				
Property Taxes	\$ 186,827	\$ 260,509		
Reimbursements	-	-		
Interest Revenue	-	-		
TOTAL REVENUES	186,827	260,509		
EXPENDITURES				
Professional Services	16,500	166,284		
Printing and Publishing/Other	-	-		
Contribution to District Construction Projects:				
Lake Avenue Streetscape	675	470,000	445,000	25,000
Eighth Street Bridge Repair	-	147,520		
South Cass Bridge Repair	-	44,275		
Eighth Street Lake Avenue to Woodmere	-	-		
Union Street Streetscape	-	-		
South Union Street Bridge	-	-		
Rivers Edge Riverwalk Decking	-	-		
Total Contribution to District Construction Projects:	675	661,795		
TOTAL EXPENDITURES	17,175	828,079		
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	169,652	(567,570)		
OTHER FINANCING SOURCES (USES)				
Operating transfer/interfund loan	-	600,000		
NET CHANGE IN FUND BALANCE	169,652	32,430		
Beginning Fund Balance (Deficit)	1,000	170,652		
Ending Fund Balance (Deficit)	\$ 170,652	\$ 203,082		



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

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
For Meeting Date: August 17, 2018
Re: Lake Avenue Streetscape Project -- Update

At the July meeting, approval was received to move forward with the bids for the Lake Avenue Streetscape project contingent upon approval from property owners.

I have talked with the property owners and have received four signatures from the six (6) property owner's, which is enough to petition the City for a public hearing at their September meeting. Project is anticipated to begin in September and completed by the end of November.

Nick Viox will be working with the businesses to identify opportunities to help customers know "businesses are open" during the construction process.



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231-922-2050

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
For Meeting Date: August 17, 2018
Re: Request to Make Application

As part of my annual work plan, I identified "business development" to retain jobs and help with the prosperity of the DDA District. With that in mind, I have been working to identify opportunities like what the DDA accomplished for the 20 Fathoms project.

The USDA has an Intermediary Relending Program that is open for public bodies to utilize for community development projects, establish or expand businesses, creating or save jobs. **There are no matching funds** required for this loan. Further, I would look at this loan fund as an opportunity to leverage different programs as well.

This provides a different resource for the DDA and aiding retail, restaurants as well as commercial businesses that would otherwise not have access to.

RECOMMENDATION: Authorization to apply for the USDA Intermediary Relending Program.



Intermediary Relending Program

What does this program do?

Provides low-interest loans to local intermediaries that re-lend to businesses and for community development projects in rural communities.

Who may apply for this program?

The following are eligible to be an intermediary lender:

- Nonprofits and cooperatives
- Federally recognized Tribes
- Public bodies

The following are eligible to apply for a loan from the intermediary lender as an ultimate recipient:

- Ultimate recipients may be individuals, public or private organizations, or other legal entities, given that:
- Majority ownership is held by US citizens or permanent residents.
- The applicant owes no delinquent debt to the Federal Government.
- The applicant is unable to obtain affordable commercial financing for the project elsewhere
- Are located in an eligible rural area - **Check Eligibility**
- The applicant has no legal or financial interest or influence in the intermediary

Are there other requirements?

Intermediaries must have:

- Legal authority to operate a Revolving Loan Fund (RLF).
- A record of successfully assisting rural businesses and communities, normally including experience in making and servicing commercial loans.
- The ability to provide adequate assurance of repayment of the loan.

How much funding is available to intermediaries?

- Up to \$2 million for the first financing (set through the NOSA process).
- Up to \$1 million at a time thereafter.
- Total aggregate debt is capped as defined by the funding notice.

What are the terms for the intermediary?

- Interest rate is fixed at 1%
- Maximum term is 30 years
- Interest-only payments may be permitted for the first 3 years.

What is the maximum loan amount available to ultimate recipients?

- \$250,000; or
- 75% of the total cost of the ultimate recipient's project for which the loan is being made, whichever is less.

Portfolio: No more than 25 percent of an IRP loan approved may be used for loans to ultimate recipients that exceed \$150,000. This limit does not apply to revolved funds.

What are the rates, terms and payment structure on the loan to the ultimate recipient?

These are set by the intermediary in an amount sufficient to cover the cost of operating and sustaining the revolving loan fund.

Intermediary Relending Program

How may funds be used?

- The acquisition, construction, conversion, enlargement, or repair of a business or business facility, particularly when jobs will be created or retained
- The purchase or development of land (easements, rights of way, buildings, facilities, leases, materials)
- The purchase of equipment, leasehold improvements, machinery, or supplies
- Start-up costs and working capital
- Pollution control and abatement
- Transportation services
- Feasibility studies and some fees
- Hotels, motels, convention centers
- Education institutions
- Aquaculture based rural small business
- Revolving lines of credit as described in 7 CFR Part 4274.314

NOTE: ineligible loan purposes are listed in the Code of Federal Regulations 7 CFR Part 4274.319

How can an organization become an intermediary lender?

Each year, Congress provides program funding as called for in the federal budget. Organizations interested in becoming RLF lenders through IRP are encouraged to review the online IRP Lender Training and contact USDA Rural Development's local office.

What is an eligible area?

- Rural areas outside a city or town with a population of less than 50,000
- Urbanized areas near a city of 50,000+ may not be eligible

- The borrower's headquarters may be based within a larger city so long as the project service area is located in an eligible rural area
- The lender may be located anywhere

Check eligible addresses for Business Programs

How do we get started?

Please reach out to your **state office** for additional information and to apply for the Intermediary Relending Program.

Who can answer questions?

Intermediaries and ultimate recipients can contact an IRP intermediary lender serving your area. You may also contact your local office for assistance.

What governs this program?

- Basic Program – 7 CFR Part 4274
- Loan Servicing – 7 CFR Part 4287
- This program is authorized by the Food Security Act of 1985, Pub L. 99-198 (1985 Farm Bill)

Why does USDA Rural Development do this?

The purpose of the IRP program is to alleviate poverty and increase economic activity and employment in rural communities. Under the IRP program, loans are provided to local organizations (intermediaries) for the establishment of revolving loan funds. These revolving loan funds are used to assist with financing business and economic development activity to create or retain jobs in disadvantaged and remote communities. Intermediaries are encouraged to work in concert with State and regional strategies, and in partnership with other public and private organizations that can provide complimentary resources.

NOTE: Because citations and other information may be subject to change please always consult the program instructions listed in the section above titled "What Law Governs this Program?" You may also contact your **local office** for assistance. You will find additional forms, resources, and program information at www.rd.usda.gov. USDA is an equal opportunity provider, employer, and lender.

Last Updated February 2015



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

Memorandum

To: Downtown Development Authority

From: Jean Derenzy, CEO

For Meeting Date: August 17, 2018

SUBJECT: Social Media Site Policy

Attached is a new policy for the DDA relating to social media. This policy mirrors the City policy. As the DDA has not previously done any social media it is important to have a policy prior to implementing a new process.

As the DDA moves forward, it is important to have an active webpage that provides our residents information about what the DDA is actively doing for and with the public. With this current Board identifying their strategic plan, mission, vision and as projects move forward it is important to really have a social media opportunity to reach our residents.

Several projects, Boardman River, Parking Advisory Committee, expansion of the DDA District, West End Parking Garage, all need to have a media outlet to inform the residents of Traverse City.

The DDA Board has also identified the need to ensure that our residents are engaged and understanding of what the DDA is involved in. Based on the DDA's strategic plan, and the active projects being pursued, the following recommendation is made.

RECOMMENDATION: Approval of Social Media Site Posting Policy.



TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY SOCIAL MEDIA SITE POSTING POLICY

1. BACKGROUND: The Traverse City Downtown Development Authority (DDA) encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of the DDA's mission. By openly sharing knowledge, best practices, and lessons learned, we can provide more effective solutions, and enhance efficiencies within the business of government. The DDA's social media pages, including, but not limited to Facebook, Twitter, Instagram, and YouTube are intended to serve as another way in which our community can connect and learn about DDA services, events and activities. Just like public meetings and the many other ways we engage one another, our social media pages are intended for our community to foster a dialog regarding topics that pertain to city business, and to have constructive discussions.

This policy is structured into two sections; the first being a general policy and guidelines for anyone posting to the DDA's social media pages, and the second being additional guidelines for DDA Employees who post to the DDA's social media pages.

As the technology evolves, this policy will evolve; but in general terms, the use of social media technology follows the same standards of professional practice and conduct associated with everything else we do.

2. PURPOSE: The purpose of this policy is to provide guidelines for posting content to the Traverse City Downtown Development Authority's social media pages.

3. SECTION I – GENERAL POLICY: This policy shall apply to all users of the DDA's social media pages, including the general public, DDA staff, DDA Board of Directors, and members of DDA Boards and Committees.

Comments noting the positives about our downtown are always welcome of course; but so too are constructive criticisms. The DDA actively monitors its social media pages and takes your input seriously; so we encourage everyone to be respectful and thoughtful in their comments. You are fully responsible for everything that you submit in your comments, so please remember that all posted comments are in the public domain. Comments may be retained by the DDA and may be subject to disclosure, if requested under the Freedom of Information Act. The DDA reserves the right to delete comments that are generally understood as any of the following:

- a. Comments not related to DDA business or not related to the original posted social medium content being commented upon;
- b. Comments in support of, or in opposition to, political campaigns or ballot proposals;
- c. Violent, racist, discriminatory, obscene, or profane language or content;
- d. Sexual or violent content or links to sexual or violent content;
- e. Comments that physically threaten any person or organization;

- f. Comments that contain random or unintelligible text;
- g. Information that may compromise the safety or security of the public or public systems;
- h. Copyrighted material or other content that violates the legal ownership interest of another party;
- i. Commercial advertisements for products or services;
- j. Comments that suggest or encourage illegal activity;
- k. Multiple, off topic posts or repetitive posts that are copied and pasted;
- l. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name;
- m. Posted content that contains personal information, including, but not limited to, identification numbers, phone numbers, e-mail addresses. The DDA reserves the right to ban users who continually violate the above policy and guidelines. The DDA shall post the content of Section I DDA's website and on its social media pages. Placing a link on a social media page linking to the DDA's website meets the requirements of this section.

4. SECTION II – EMPLOYEE POLICY: In addition to the guidelines in Section I, DDA employees shall follow the guidelines in this Section II:

- a. **Content:** The CEO or his/her designee shall have the sole authority to administer and moderate the content of the DDA's social media pages.
- b. **Authority to Post on the DDA's social media pages as the Official DDA Position:** For consistent communications practices, all posts as the DDA's official position on its social media pages shall be made by the CEO or his/her designee. In the event of an emergency situation, or any situation deemed appropriate, the Marketing Director or her/his designee may post to the DDA's social media pages as the official DDA position.
- c. **Other employees posting to the DDA's social media pages:** Other employees may respond to an official post, but must include a disclaimer that reflects that the content contained therein is in no relation to their professional duties as an employee of the DDA. Employees shall, in no way, attempt to convey their position as the Official DDA position.
- d. **Prohibited Content (in addition to that identified in Section I): Social Media Site Posting Policy Page 2 of 3**
 - 1. Information about actual or potential claims and/or litigation involving the DDA.
 - 2. Intellectual property of others, without written permission
 - 3. Personal, sensitive or confidential information about anyone which would constitute an invasion of an individual's privacy

5. PENALTY FOR VIOLATION: Employees who violate this policy are subject to disciplinary action, up to and including discharge.

I certify that this policy was adopted by the Traverse City Downtown Development Authority on August 17, 2018 at their regular meeting held in the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.

Jean Derenzy, DDA CEO



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

Memorandum

To: Downtown Development Authority

From: Jean Derenzy, CEO

For Meeting Date: August 17, 2018

Re: Expanding DDA District to Include 8th Street to Barlow

I have been working on the extension of the DDA District to include the area from the 8th street bridge to Woodmere (North Boardman Lake District). Meeting with property owners are starting to get an understanding of the goals, and how the DDA can assist in the marketing and branding of this area. One of my thoughts is to look at a Health and Wellness Corridor and 'floating' this idea out to the North Boardman Lake District property owners.

Having this corridor utilize the components that are already there: Two acclaimed bike stores, health food, family practitioner, optometrist, bike trail, Boardman Lake, etc.; continue with this Health and Wellness to begin marketing and branding. This is the beginning of the full investigation and I will be asking for outside assistance to help with the process in outreach, drafting a plan for consideration etc.

In addition, I have asked Colleen Paveglio, Marketing and Communications Director to work with the North Boardman Lake District to help with the messaging of the DDA expansion process to the community.



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

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
For Meeting Date: August 17, 2018
Re: August Update

Lower Boardman River Ad Hoc Committee: The first meeting of the Ad Hoc Committee is scheduled for Tuesday, August 14th at 5:30pm in the Governmental Center Cafeteria. The Committee members are attached, along with the stakeholder group that have reached out requesting to be on the list to stay engaged/involved. Application is being made to the Great Lakes Fisheries Trust Fund for an application to help with facilitation, (helping identify grants/loans, helping staff with minutes, follow-up etc.).

The DDA web page will have a section focused on this Committee with links to previous studies, agendas, new information etc.

Parking Advisory Committee: The DDA approved the formation of an Advisory Committee with applications sought through the Record Eagle, DDA website and The Ticker. Applications are welcome through August 24th. Interview team of Champagne, Hershey and Joubran will meet to review the applications and interview with recommendation brought to the September meeting.

Civic Square: Presentation was made to Rotary on August 10th, we do anticipate having an answer whether we were selected by the September meeting.

USDA Grant: The first draw of the USDA grant for the 20Fathoms project occurred in July. It is anticipated that the full \$92,000 will be utilized by the end of October.

West Front Street Parking Garage: This is my top priority to move forward as quickly as possible, which is why I am working to have a consultant work with me on 8th street to relieve some work off my plate to focus on the parking garage timeline.

Building Standards: Per my workplan I identified the need to have building standards within the DDA District. Working with Russ Soyring to identify process and approach.

Iron Man: Attached is information on the Iron Man 70.3 event that has been approved by the City, approving a 2 year contract, with the first event occurring on August 25, 2019. Also attached is my memorandum to the City Commission supporting this event based on my discussion and input from the front street businesses from Park to Cass (the area which will be the most heavily impacted).

The positive impact to have an event solely focused on health/wellness/embracing the outdoor elements certainly benefits the Downtown, as well as the international highlight of the Traverse City area.

Park Place Grand Opening: Please mark your calendar for Monday, August 27th from 4:00pm – 7:00pm for the Park Place Hotel and Conference Center Grand Opening. All DDA Board members are invited.



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

Memorandum

To: Benjamin Marentette, City Clerk
From: Jean Derenzy, DDA CEO
Re: Iron Man 70.3 Competition
Date: August 2, 2018

After receiving your email on Friday, July 27th providing the finer details on the run, which has a start and finish in Downtown, I talked to as many merchants as possible on the block from Park to Cass Street. The focus of this block was to hear from the business owners on their initial thoughts about 1) timing of the event (being the weekend before Labor Day and on a Sunday). 2) Impact on their business for a street closure.

The businesses that I was able to talk to were supportive of the event, especially due to the date being later part of August, just as hotels and the airport see a dip, so do the retail sales. Having this event at the end of August will help with a strong summer season. Second, having the street open upon 10:00pm on Saturday they felt would be minimal.

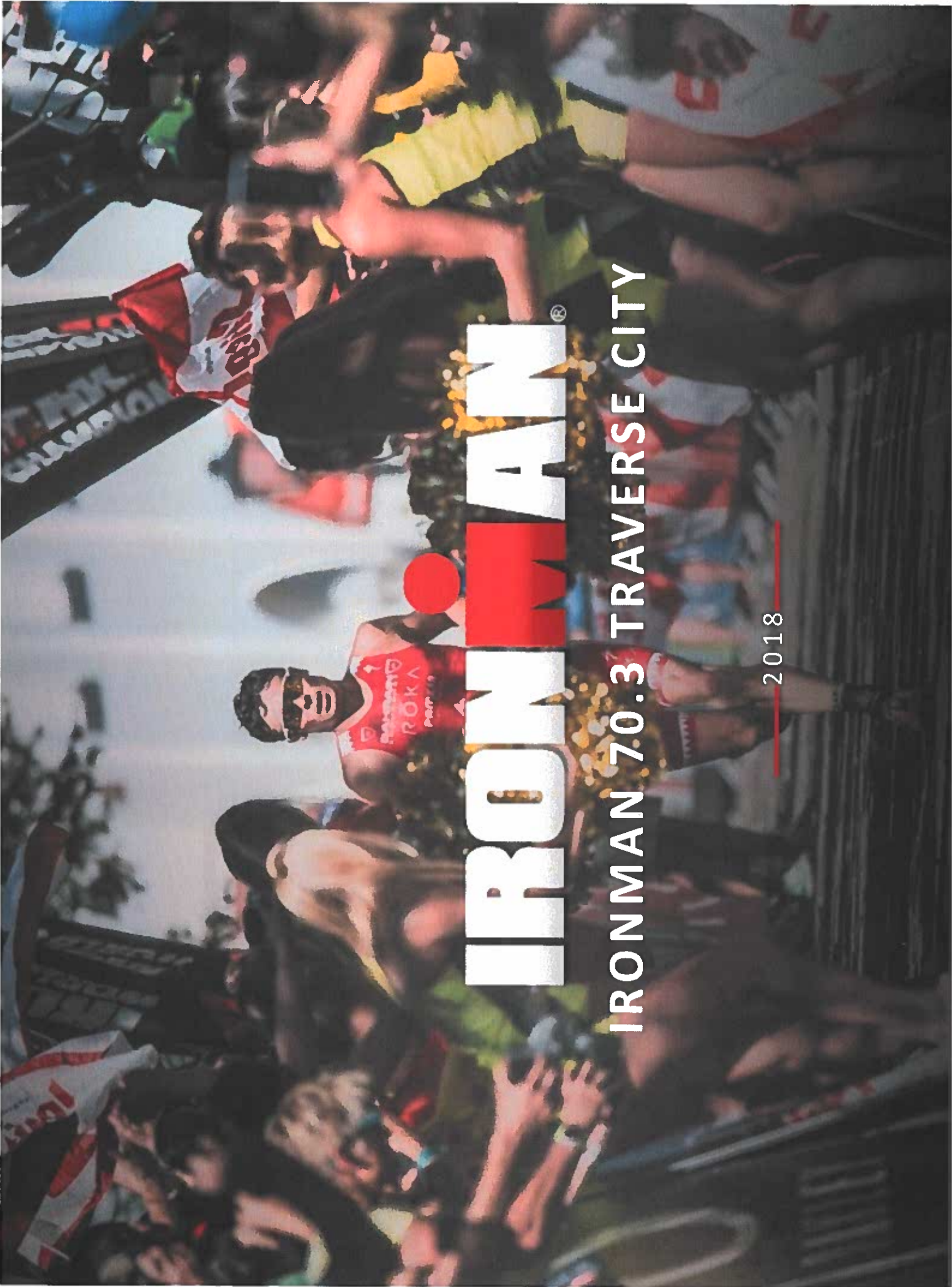
Relating to full closure some comments were to allow a lane for spectators and an open area to get to the front door for the businesses that are open on Sunday.

Listening to the retail representatives on the DDA, it is clear the timing is important at the end of August, as well as the event itself. This is an event focused on health/wellness and outdoor. Rain, hail (no snow in August) will continue to bring the athlete downtown as well as their family members. All positive attributes for the retail market in Downtown.

I will be organizing a meeting after the summer months for Trevor Tkach, TC Tourism, and me to meet with the businesses to talk about the IronMan to allow for open discussion.

In conclusion Benjamin, timing of the event is good for Downtown Retail, the positive light internationally this brings to our retail market and the health/wellness/embracing the outdoor elements work in our favor.

Should you have any questions, please contact me at 922-2050, or at jean@downtowntc.com.

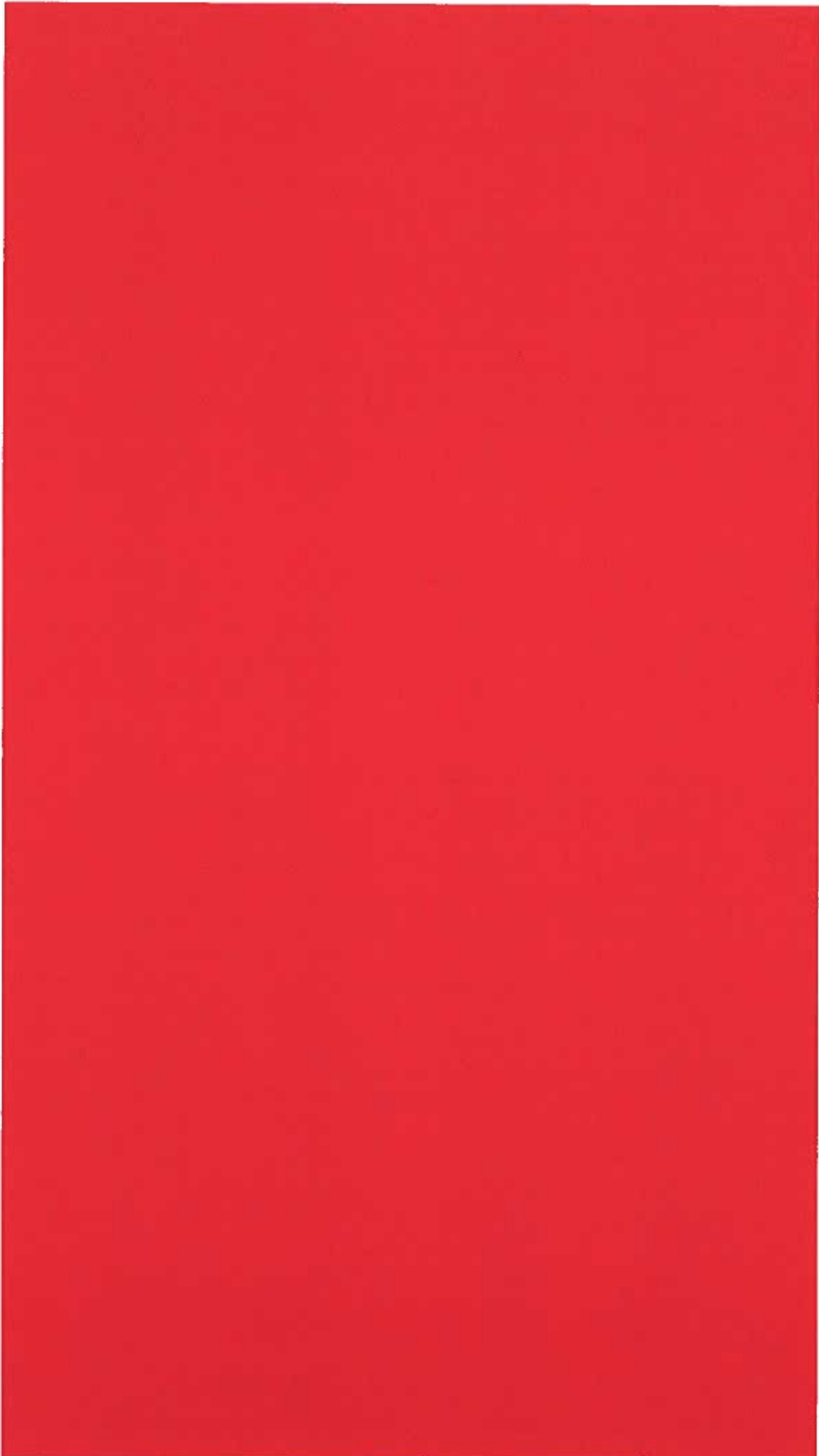


IRONMAN®

IRONMAN 70.3 TRAVERSE CITY

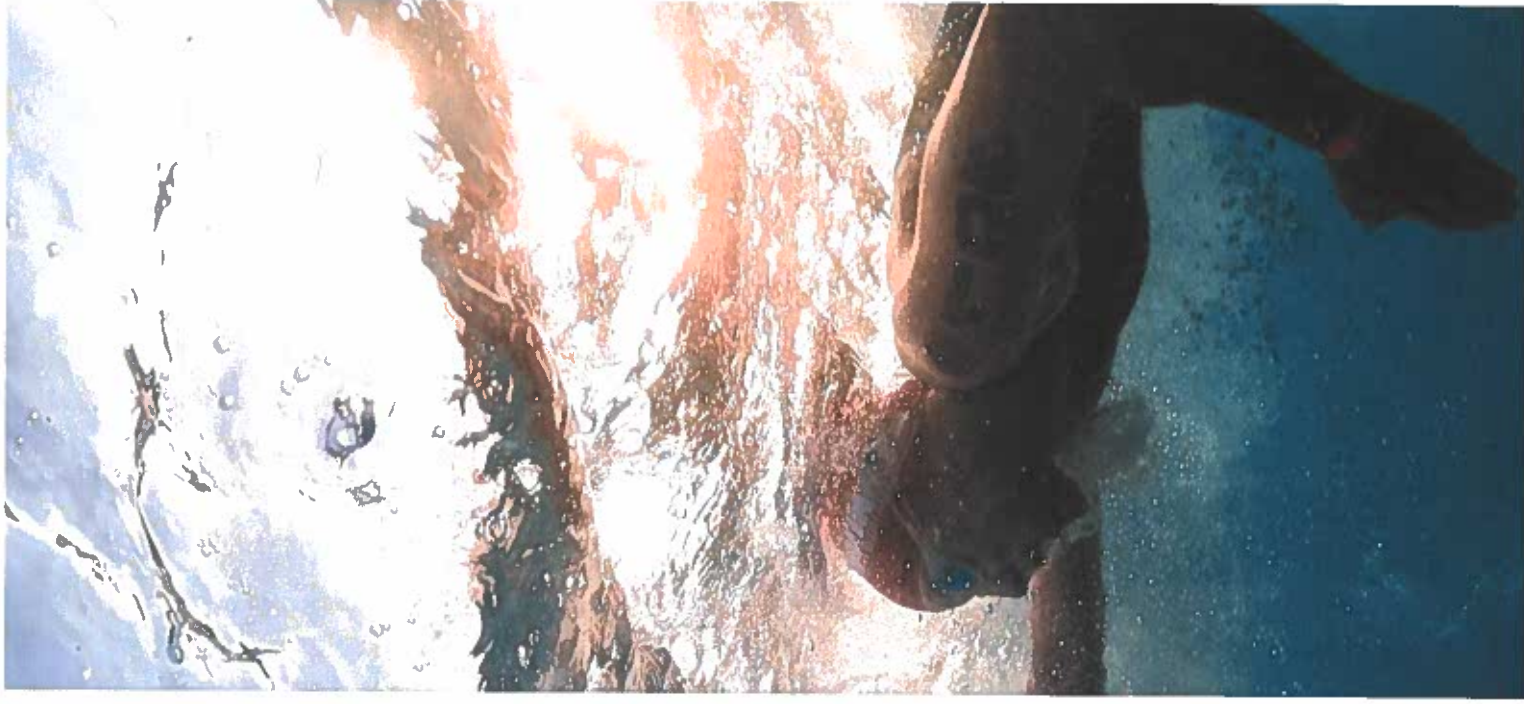
2018

IRONMAN® + IRONMAN® 70.3®



AGENDA

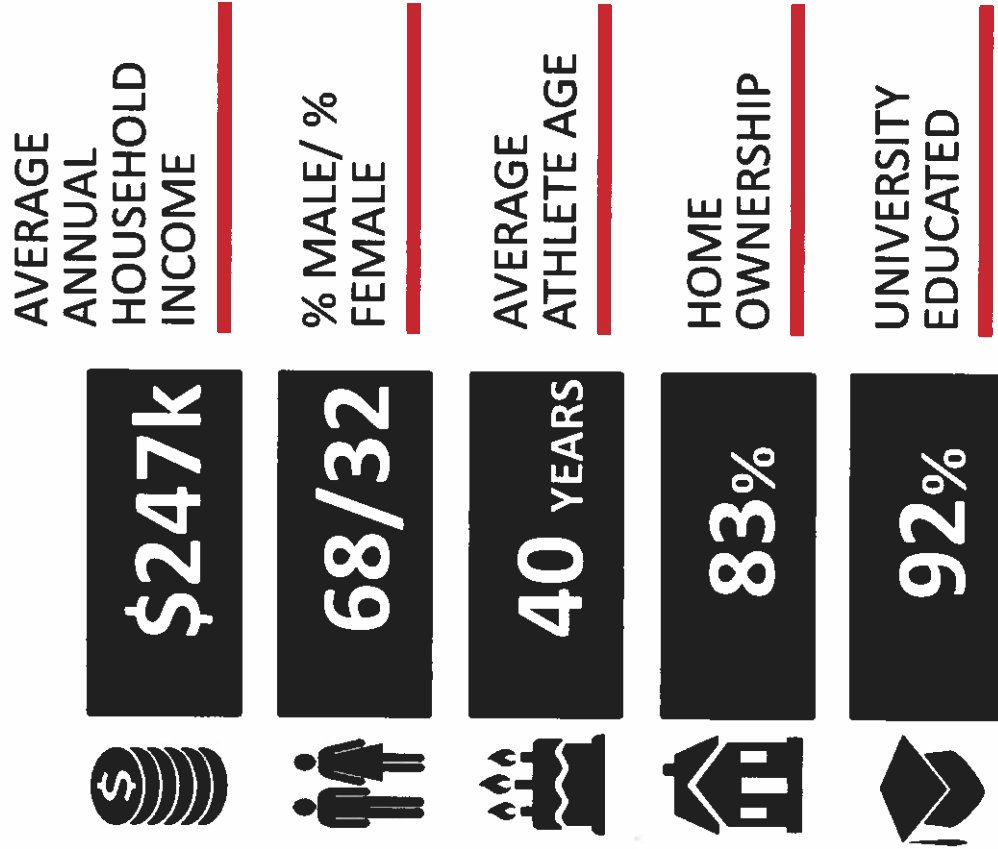
- IRONMAN ATHLETE
- IRONMAN COMMUNITY
- IRONMAN 70.3 TRAVERSE CITY
- VENUE LAYOUT AND TIMELINE
- FINISH LAYOUT AND TIMELINE
- SWIM COURSE AND TIMELINE
- BIKE COURSE AND TIMELINE
- RUN COURSE AND TIMELINE



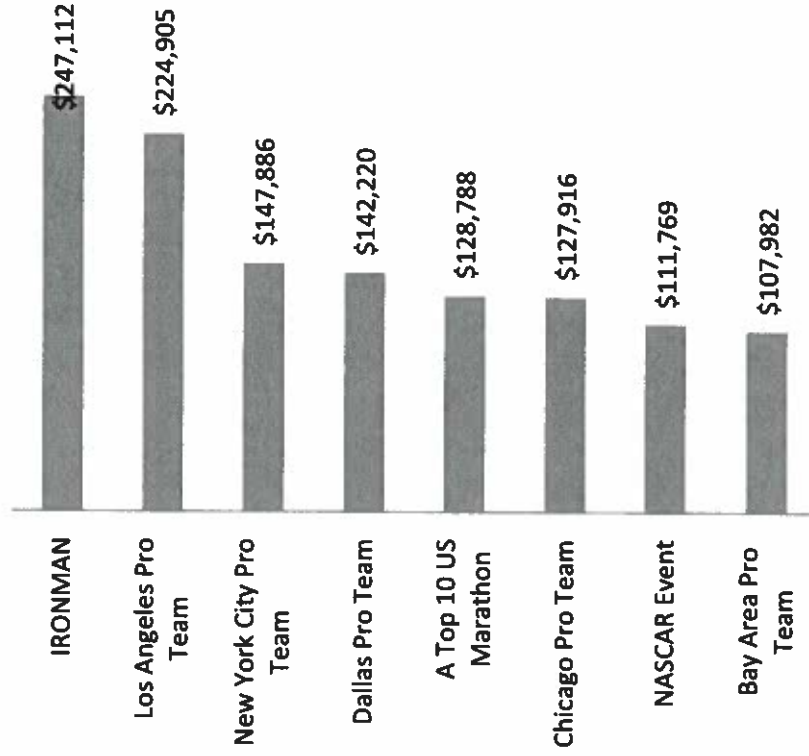
IRONMAN® + IRONMAN® 70.3®



CORE CONSUMER: NORTH AMERICA



HHI COMPARISON



WE CARE ABOUT RACE COMMUNITIES.



SERVICE THROUGH SPORT, COMMITMENT TO COMMUNITY

We're always thinking about the families and organizations that make each race community vibrant and unique. We know what gets them out of bed in the morning and keeps them up at night and we're working to make their lives better. **We are the IRONMAN Foundation** and we swim, bike, and run to create positive tangible change in race communities through grant funding and volunteerism.

IRONMAN. GIVEBACK FOUNDATION

48 RACE COMMUNITIES

receive IMF grant funding & service assistance

6,300 ORGANIZATIONS

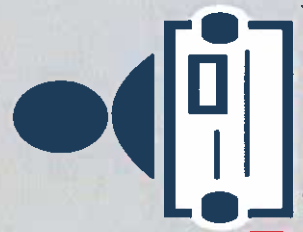
in receipt of IMF grant funding since inception

2017 GIVEBACK



\$1,500,000

grant funding total



1,380

organizations supported



14 service projects



1,800 athletes who volunteered
at service projects

IRONMAN[®]
70.3[®] 
TRAVERSE
CITY



OPEN SPACE PARK TIMELINE

Aug 18th, 2019

- Semi Trucks Arrive
- Supply Staff Arrive and Shipping and Receiving Starts

Aug 19th-22nd, 2019

Tent City and Transition Area Set Up

- A. Merch Tent: 40 x 140
- B. Merch Supply: 20 x 40
- C. Registration Tent: 40 x 80
- D. Medical: 20 x 40
- E. Command Center: 20 x 20
- F. Expo Village: Vendors of various sizes
- G. Bike Transition: Secured area with barricades to enclose 2400 bikes

Aug 23-24th, 2019

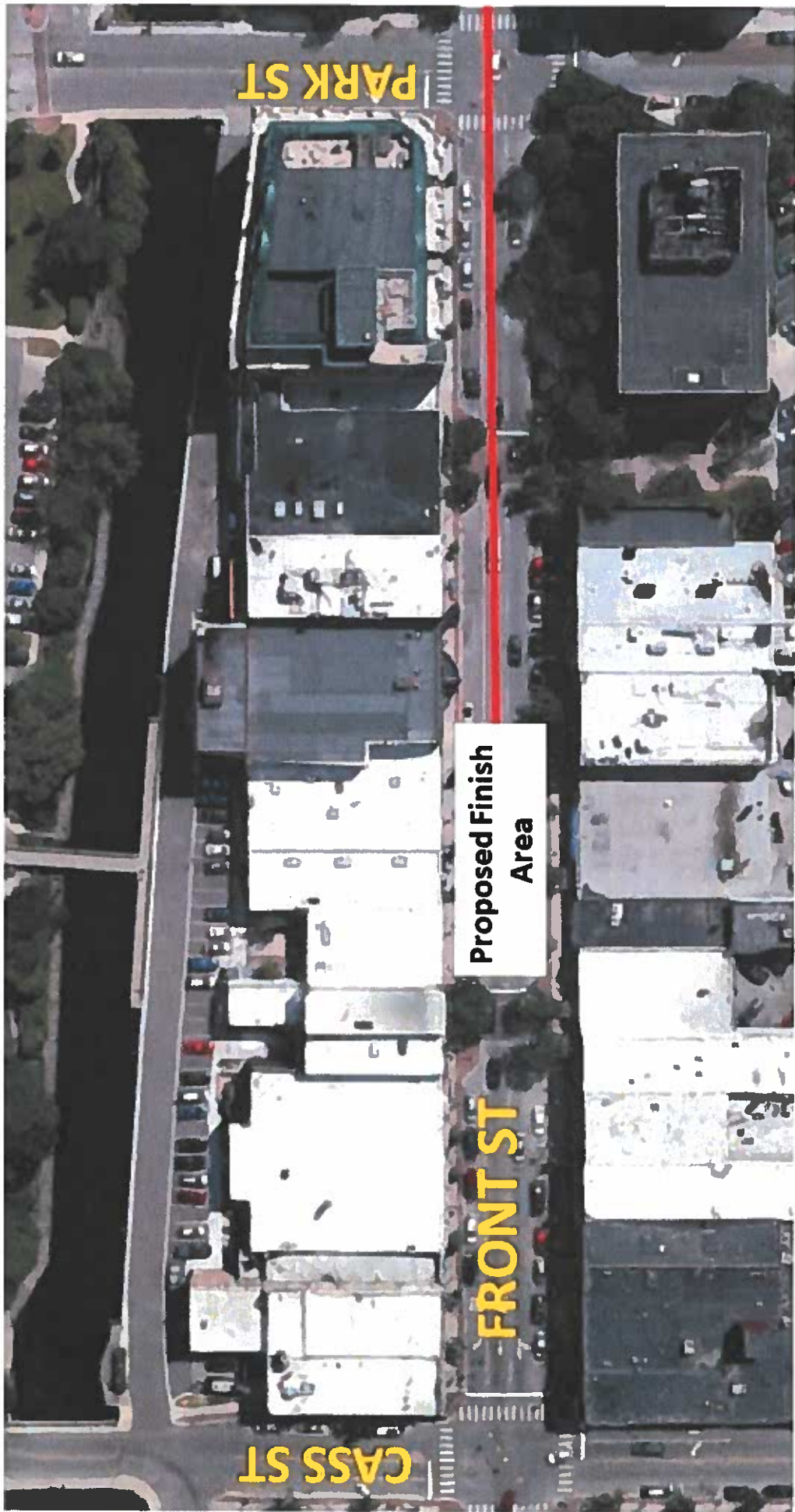
- Registration and Expo Open to Athletes
- Bike Check and Gear Check in Start

Aug 25th, 2019

- Transition Opens: 5am
- Race Starts: 7am
- Race Finish: 5pm

Aug 26th, 2019

- Breakdown Begins and All Equipment is removed
- Trailers are Closed and leave Aug 27th



PARK ST

Proposed Finish Area

FRONT ST

CASS ST

FRONT STREET FINISH VENUE

Aug 23rd, 2019

- A. Stage equipment on north side parking stalls
- B. Sidewalks open on Front Street

Aug 24th, 2019

- A. 8am North Lane Closure
- B. South Lane Open Until 10pm
- C. Complete Closure on Front Street from Park to Cass 10pm
- D. Sidewalks on Front street open

Aug 25th: 2019 Race Day

- A. Front Street Closed from Park to Cass:
- B. Foot traffic open on Front Street for spectators and businesses
- C. Sidewalks open on Front Street

Aug 26th, 2019

- A. Front Street Opens by 7am.
- B. Continued clean up on Front Street



Clinch Marina Swim Course

Swim Course Set Up

Aug 22nd, 2019

- 8am Set up Buoy Locations by GPS
- Marina and Launch ramp open

Aug 23rd, 2019

- 8am Set up markers on Swim Buoy Locations
- Marina and Launch ramp open

Aug 24th, 2019

- 8am Place Swim Buoys and Complete Course Set Up
- Pre Stage Equipment and Build Out Start and Finish Area(Clinch Park and Volleyball Courts)
- Marina and Launch ramp open

Aug 25th: 2019

- 5am: Swim Course Closed to Boat Traffic/Launch Ramp/Marina
- 6am: Swim safety assets Deploy on Water
- 7am Swim course completely closed and Race Begins
- 10am: Swim Course Cleared and Breakdown starts
- 10am Marina and Swim Area Open to Public



TURN BY TURN DIRECTIONS

- Right out of Transition
- Right onto Grandview Pkwy.
- Left onto CR- 633 / Cherry Bend Rd.
- Right onto CR-633 / Center Hwy.
- Left onto Herman Rd.
- Right onto M-204 / Duck Lake Rd.
- Left onto CR-637 / Macksey Rd.
- Left on CR-637 / Setterbo Rd.
- Left onto CR-626 / Kolarik Rd. (becomes Eagle Hwy.)
- Right onto M-204 / Duck Lake Rd.
- Left onto CR-645 / French Rd..
- Left onto CR-645 / Schomberg Rd.
- Left onto Kasson St. (becomes CR-616 / Cedar Rd.)
- Left onto CR-616 / Alpine Rd. (becomes Hoxsie Rd., then Grandview Rd.)
- Right onto M-22 / S. West Bay Shore Dr.
- Left and enter park to the transition

LEGEND

- T** TRANSITION AREA
- START LINE
- FINISH LINE
- M** MILE MARKERS
- WATER/AID STATION
- EMS RIG

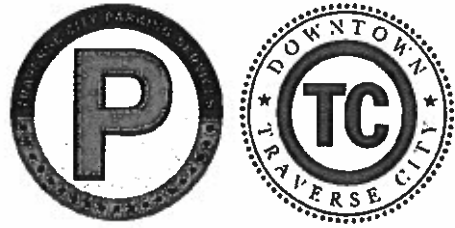
Course Intersections and Timelines

Bike Course Intersection List (Road currently on/Road intersecting or turning onto)	Agency/Jurisdiction Staffing (ex. Traverse PD and Sheriff)	Mileage (At Intersection)	First	Last
			Athlete	Athlete
T1/Grandview Parkway (M-22)		0.0	7:25 AM	9:00 AM
M-22 (Grandview Parkway)/Division St.		0.4	7:25 AM	9:01 AM
M-22(Grandview Parkway)/M-72		1	7:27 AM	9:04 AM
M-22 (S. West Bay Shore Dr.)/Cherry Bend Rd. (CR-633)		2.3	7:29 AM	9:10 AM
Cherry Bend Rd./Center Hwy (CR-633)		5.4	7:36 AM	9:24 AM
Center Hwy/E. Bingham Rd.		9.2	7:44 AM	9:42 AM
Center Hwy/E. Donner Rd.		11.5	7:49 AM	9:53 AM
Center Hwy/Eim Valley Rd.		12.3	7:51 AM	9:56 AM
Center Hwy/Herman Rd.		15.9	7:59 AM	10:13 AM
Herman Rd./Duck Lake Rd. (M-204)		18.7	8:05 AM	10:26 AM
Duck Lake Rd./Macksey Rd. (CR-637)		19.75	8:07 AM	10:31 AM
Macksey Rd./Setterbro Rd. (CR-637)		22.4	8:13 AM	10:43 AM
Setterbo Rd./E. Kolarik Rd. (becomes Eagle Hwy)		24.1	8:16 AM	10:51 AM
Eagle Hwy./E. Alpers Rd.		26.25	8:21 AM	11:01 AM
Eagle Hwy/Duck Lake Rd.		30.3	8:29 AM	11:19 AM
Duck Lake Rd./French Rd.		31.6	8:32 AM	11:25 AM
French Rd./E. Hohnke Rd.		36.35	8:42 AM	11:47 AM
French Rd./Schomberg Rd.		40.15	8:51 AM	12:05 PM
Schomberg Rd./Kasson St. (becomes Cedar Rd.)		42.4	8:55 AM	12:15 PM
Cedar Rd./E. Alpine Rd. (becomes Hoxsie Rd.)		45.55	9:02 AM	12:30 PM
Hoxsie Rd./Solon Rd.		47.45	9:06 AM	12:39 PM
Hoxsie Rd./Bugai Rd.		51.1	9:14 AM	12:55 PM
Hoxsie Rd./Grandview Rd.		52.2	9:16 AM	1:00 PM
Grandview Rd./S. West Bay Shore Dr. (M-22)		54	9:20 AM	1:09 PM
S. West Bay Shore Dr. (M-22)/M-72		55	9:22 AM	1:13 PM
M-22 (Grandview Parkway)/Division St.		55.65	9:24 AM	1:16 PM
M-22 (Grandview Parkway)/Transition Area (T2)		56	9:25 AM	1:18 PM



Run Course Intersection List (Road currently on/Road Intersecting or turning onto)	Agency/Jurisdiction Staffing (ex. Leelanau County Sheriff)	Mileage (At Intersection)	First Athlete	Last Athlete
T2/TART Trail east-bound		0.0	9:25 AM	1:10 PM
TART Trail/continue straight on sidewalk (E. Front St.)		0.73	9:29 AM	1:20 PM
E. Front St./Barlow St.		1.05	9:31 AM	1:25 PM
E. Front St./Peninsula Dr.		1.26	9:32 AM	1:28 PM
Peminsula Dr./Garfield Ave.		1.57	9:34 AM	1:32 PM
Peninsula Dr./Eastern Ave.		1.8	9:36 AM	1:36 PM
Peninsula Dr./Center Rd. (M-37)		2.2	9:38 AM	1:42 PM
Peninsula Dr. Turnaround.		3.38	9:46 AM	1:59 PM
Peninsula Dr./Center Rd. (M-37)		4.5	9:53 AM	2:15 PM
Peninsula Dr./Eastern Ave.		4.8	9:55 AM	2:20 PM
Peminsula Dr./Garfield Ave.		5.1	9:57 AM	2:24 PM
E. Front St./Peninsula Dr.		5.5	9:59 AM	2:30 PM
E. Front St./veer right off of sidewalk toward Senior Center		5.6	10:00 AM	2:31 PM
Senior Center lawn/Barlow St.		5.7	10:01 AM	2:33 PM
Passing through Maratime Academy parking lot		5.75	10:01 AM	2:34 PM
Lawn passing through Sunset Park		5.84	10:01 AM	2:35 PM
Sunset Park/West Bay Beach Resort sidewalk		5.85	10:01 AM	2:35 PM
West Bay Beach Resort lawn/TART Trail Murchie Bridge underpass		6.1	10:03 AM	2:39 PM
TART Trail/E. Front St.		6.18	10:04 AM	2:40 PM
E. Front St./Park St.		6.47	10:05 AM	2:44 PM
Park St./Chamber of Commerce Parking lot		6.51	10:06 AM	2:45 PM
Chamber of Commerce sidewalk/Cass. St.		6.65	10:07 AM	2:47 PM

Cass St./Grandview Parkway tunnel		6.67	10:07 AM	2:47 PM
Grandview tunnel/TART Trail east-bound		6.71	10:07 AM	2:48 PM
TART Trail/continue straight on sidewalk (E. Front St.)		7.13	10:10 AM	2:54 PM
E. Front St./Barlow St.		7.47	10:12 AM	2:59 PM
E. Front St./Peninsula Dr.		7.67	10:13 AM	3:02 PM
Peminsula Dr./Garfield Ave.		8	10:15 AM	3:07 PM
Peninsula Dr./Eastern Ave.		8.3	10:17 AM	3:11 PM
Peninsula Dr./Center Rd. (M-37)		8.6	10:19 AM	3:15 PM
Peninsula Dr. Turnaround.		9.79	10:26 AM	3:33 PM
Peninsula Dr./Center Rd. (M-37)		10.9	10:33 AM	3:49 PM
Peninsula Dr./Eastern Ave.		11.2	10:35 AM	3:53 PM
Peminsula Dr./Garfield Ave.		11.5	10:37 AM	3:58 PM
E. Front St./Peninsula Dr.		11.9	10:40 AM	4:04 PM
E. Front St./veer right off of sidewalk toward Senior Center		12.05	10:41 AM	4:06 PM
Senior Center lawn/Barlow St.		12.11	10:41 AM	4:07 PM
Passing through Maratime Academy parking lot		12.16	10:41 AM	4:07 PM
Lawn passing through Sunset Park		12.25	10:42 AM	4:09 PM
Sunset Park/West Bay Beach Resort sidewalk		12.28	10:42 AM	4:09 PM
West Bay Beach Resort lawn/TART Trail Murchie Bridge underpass		12.5	10:43 AM	4:12 PM
TART Trail/E. Front St.		12.59	10:44 AM	4:14 PM
E. Front St./Park St.		12.88	10:46 AM	4:18 PM
Finish Line		13.1	10:47 AM	4:21 PM



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Parking Administrator *nlv*
Re: August 13, 2018
Date: Parking Services Updates – August 2018

Lake Avenue Pay Stations - New

We are moving forward with the purchase of three pay stations that will replace single spaced meters following the Lake Avenue reconstruction. Once construction is complete, the block will be converted to pay-by-plate. Parkers will enter their license plate numbers to pay for parking rather than a space number.

Property Leases - New

We are exploring leasing private lots in the downtown area that are underutilized or primarily used only for daytime access. These new leases will allow for more evening parking for patrons of downtown and employees.

Thank You, Mike!

Mike Helferich has tendered his resignation effective August 24th. He is moving on to pursue a facilities position with Traverse City Light & Power. Mike has been an invaluable asset to the organization over the past 5 years, and his efforts have helped propel many of the successes of system and field implementations.

Destination Downtown – Update

The number of the trips over the past three weeks has declined slightly from 220 to 204. We are remaining optimistic that the program is working for those who are choosing to take advantage.

Pilot Valet Parking – Update

The past three weeks have shown an increase of parkers taking advantage of the valet services from 175 to 209. There is no data available from the Film Festival as the valet was not able to operate due to the approved Film Festival event permit.

Downtown Development Authority
Traverse City Parking Services
303 E State Street
Traverse City MI, 49684
(231) 922-0241
nicole@downtowntc.com



Memorandum

To: Jean Derenzy, CEO
From: Colleen Pavaglio
Re: Communication Update
Date: August 13, 2018

Additional Communication Channels

Website: We are looking to reorganize pages on the Downtown website, in-house, to have a better flow for the DDA and Parking pages. Our analytics show that the customer of Downtown TC is our frequent visitor. However, it is important for those that take the time to visit our site, and want to be involved in our endeavors, can easily find the information.

Facebook: We will launch a DDA Facebook page and have included the policy in the packet. This social media policy is what the City of Traverse City has developed. We look forward to using this page to communicate items that the DDA and Parking may be working on. Once launched, go ahead and "like" us and feel free to share with your "friends" so we may have more exposure.

8th Street

I have been meeting with the North Boardman Lake District to review marketing and communication efforts with the district. The group will be going door to door to discuss not only the potential expansion of the DDA District, but the 8th Street reconstruction project that the City is working toward. We will be providing an educational rack card that will detail what an expansion would entail should the DDA move forward. We have also provided the detail to the NBLD group on what the financial contribute would be with the DDA 2 mills for each tax parcel, a component that will need to be communicated when discussing. In September, we are looking to have a meeting with the district to discuss the DDA component and the reconstruction project. Stay tuned and we will be sure to make you aware of the date.

Parking Advisory Committee

We recently launched the application for the Parking Advisory Committee. An ad was placed in the Record Eagle, press releases to area media, and emails to neighborhood presidents and downtown constituents were sent. We also received coverage in The Ticker. As may recall, we are seeking 4 members at large for the committee. We currently have 17 applicants. The application is on our website and may be found with a link on the homepage. Deadline to apply is August 24th.

Destination Downtown & Bayline Launch

We continue to push Destination Downtown and the Bayline. Parking has been at capacity for the festivals and we are looking to provide these opportunities as well as pushing biking. We were pleased to work with Norte on a bike valet on Street Sale day and park over 150 bikes. As of Monday, August 13th, we have had 477 rides so far with 40 unique user passes for Destination Downtown. We will evaluate the program after the summer season and do a reach out to businesses and users to discuss the future.

**Downtown Traverse City Association
Regular Board Meeting
July 12, 2018**

Minutes

Present: Kim Bazemore, Susan Fisher, Dawn Gildersleeve, Jeffrey Libman, John McGee, Todd McMillen

Absent: Jake Kaberle, Liz Lancashire, Misha Neidorfler

Staff/Others: Jean Derenzy, Colleen Paveglio, Nick Viox

1. **Call to Order:** Vice-President McMillen called the meeting to order at 8:30 a.m.
2. **Approval of Minutes of the DTCA Board Meeting of June 7, 2018:** Minutes from the June 7, 2018 board meeting were approved as amended upon motion by Libman and seconded by Gildersleeve. Motion carried unanimously.
3. **Event Report (Viox)**
 - a. **Art Fair Series**
 - i. Downtown Art Fair: Saturday, August 18
 1. Volunteers:
 - a. 6 am to Open: Viox, McGee, Lancashire
 - b. 9 am to 11 am: Neidorfler
 - c. 9 am to 1:30 pm: Soto
 - d. 1:30 pm to 5:30 pm: Leahy
 - e. 4 pm to Close: Derenzy
 - f. 5 pm to Close: Bevier, McMillen
 - b. **Window Display**
 - i. Very Cherry Window Display Contest
 1. Great Lakes Bath & Body, Toy Harbor and Captain's Quarters
 - ii. Coming Up: Best Dressed Film Fest Window Display Contest
 - c. **Street Sale**
 - i. Friday, August 3
 - d. **Friday Night Live**
 - i. August 3-August 24
 - e. **Downtown Art Walk**
 - i. Registration form sent late July
 - ii. Deadline August 15
 - f. **Shop Your Community Day**
 - i. Registration form sent late July

- ii. Deadline August 15

4. Financial Report & Marketing Report (*Paveglio*)

- a. Financial Report
 - i. **The Financial Reports through April 30, 2018 were approved upon motion by McGee, seconded by Bazemore. Motion carried unanimously.**
- b. Marketing Report
 - i. Marketing efforts were reviewed

5. Committee Reports

- a. Review & Search
 - i. DDA/DTCA Contract to be sent to Board

6. Vice-President's Report (*McMillen*)

- a. NCF Walk through
- b. Bayline Experience

7. CEO's Report (*Derenzy*)

- a. DDA Report
 - i. Eighth Street
 - 1. North Boardman Lake District
- b. TIF 97
- c. Lower Boardman River Leadership Team
 - i. Korndorfer
 - ii. Crass
 - iii. Scradato
 - iv. Vickery
 - v. Jay
- d. Civic Square

8. New Business

- a. BATA's Bayline and Destination Downtown
 - i. Bayline
 - 1. Launch June 25th
 - ii. Destination Downtown
 - 1. Launch June 25th
- b. Membership
 - i. Invoicing and Recruitment
- c. Miscellaneous
 - i. Traverse City WiFi
 - ii. Social Media: As of May 8, 2018
 - 1. Facebook: 18,334
 - 2. Instagram: 20,292
 - 3. Twitter: 18,261

iii. Newsletter Report: July 2018

9. Adjournment

a. The meeting adjourned at 9:47 a.m.