

**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](http://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 8<sup>th</sup> 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.