

DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING AGENDA

Friday, May 18, 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. Public Hearing for 2018/2019 DDA Budget
3. 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 April 20, 2018 (approval recommended)
 - B. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for March, 2018 and Financial Reports for Traverse City Parking Services through (approval recommended)
 - C. Approval to Apply to Rotary for SEED Grant – Destination Downtown
4. CEO Report
 - A. Approval of Strategic Plan
 - B. Yearly Work Plan (Recommend Approval)
 - C. Lower Boardman River Work Plan (Recommend Approval)
 - D. 2018 Boardman Riverwalk Uptown Bids
5. Old Business
 - A. Communication Plan – Destination Downtown
 - B. TDM Update - Verbal
6. Receive and File:
 - A. Written Report from CEO – Updates
 - B. Farmer's Market Minutes
 - C. DTCA Minutes
 - D. Parking Update
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.

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

FROM: Jean Derenzy, CEO

SUBJECT: Public Hearing 2018/2019 Budget for DDA, TIF 97 and the Old Town TIF

SUMMARY OF ITEM TO BE PRESENTED:

Notice has been published in the Traverse City Record Eagle and posted on our web site for a public hearing for the 2018/2019 budget for the three budgets the DDA oversees being DDA, TIF 97 and Old Town TIF. This public hearing is to receive public comment, prior to consideration for approval of the budgets at our June 15 meeting.

Attached are the draft budgets for these three funds, which I have discussed with the City Commission at their study session on May 14.

DDA Budget: under revenues the property taxes are the 2 mills that is on the base tax within each district that property owners pay into the DDA. Due to headless the 2 mills have been rolled back over the years and is now at 1.7188. Reimbursements are from contracts with the City for administering the parking program, TIF 97 and Old Town TIF administrative fee at .2 of the taxable value, reimbursement from the DTCA. Under Expenditures: The increase in salaries and wages have increased by 2% for employees with benefits added of short-term and long-term disability as well as life insurance.

TIF 97: This is the first year we will be collecting over \$2,000,000; which is about \$500,000 less than the projected TIF 97 Plan when it was created over 22 years ago, a great estimate on the increase in new investment into our downtown. Projects identified to be paid from TIF Funds:

- Bridge Upgrades
- Uptown Riverwalk
- Wellington Plaza

Old Town TIF: This is the second year for the new tax base, with the Plan collecting \$260,509. Projects contained in this work plan:

- Bridge Repairs
- Lake and Cass Street Streetscapes. The streetscape will have four sources of funding being: Water and sewer, TIF and Special Improvement District. Internal fund loan will be required for TIF to pay for this project, with the anticipated four-year payback. However, DDA will be working to promote private investment into this area, allowing the payback to be earlier.

RECOMMENDATION: No Action is needed.

**TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY
NOTICE OF PUBLIC HEARING
ON PROPOSED 2018-19 BUDGETS OF THE DOWNTOWN DEVELOPMENT AUTHORITY,
TIF 97, AND OLD TOWN TIF FUNDS.
FRIDAY, MAY 18, 2018 AT 8 A.M.
COMMISSION CHAMBERS, GOVERNMENTAL CENTER
400 BOARDMAN AVENUE
TRAVERSE CITY**

The Board of Directors of the Traverse City Downtown Development Authority will hold a public hearing on Friday, May 18, 2018 at 8:00 a.m. in the Commission Chambers of the Governmental Center, Second Floor, 400 Boardman Avenue, Traverse City, to allow for public input regarding the proposed 2018-19 budgets of the Downtown Development Authority, TIF 97, and Old Town TIF Funds. Copies of the proposed budgets can be obtained at the DDA Office, 303 East State Street, Suite C., Traverse City, MI.

At this date and time, a hearing will be granted to any person interested. Written comments may be directed to: DDA Board of Directors, P.O. Box 42, Traverse City, MI 49685.

The 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.

IF YOU ARE PLANNING TO ATTEND THE PUBLIC HEARING AND HAVE A DISABILITY REQUIRING ANY SPECIAL ASSISTANCE AT THE MEETING, PLEASE NOTIFY THE CEO AT (231) 922-2050 AS SOON AS POSSIBLE.

**City of Traverse City, Michigan
Downtown Development Authority
DDA General Fund
For Budget Year 2018/2019**

	FY 17/18 Projected	FY 18/19 Budget
REVENUES		
Property Taxes	\$ 192,700	\$ 137,464
Grants and contributions	-	-
Reimbursements	776,400	1,000,706
Rental Income	53,000	53,000
Interest Revenue	200	200
TOTAL REVENUES	1,022,300	1,191,370
EXPENDITURES		
Salaries and Wages	684,321	740,772
Fringe Benefits	174,402	200,074
Office/Operating Supplies	10,000	10,000
Professional Services	56,775	54,000
Contract Services		26,000
Communications	4,800	4,800
Transportation	2,000	2,000
Lodging/Meals	5,000	10,000
Training	2,000	7,000
Community Promotion	11,500	11,500
Printing and Publishing	1,500	1,500
Insurance and Bonds	1,800	1,800
Utilities	7,100	7,100
Repairs and Maintenance	2,200	2,200
Rentals	9,000	9,000
Legal Services	4,500	4,500
Miscellaneous	400	400
Capital Outlay	6,000	6,000
TOTAL EXPENDITURES	983,298	1,098,646
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	39,002	92,724
Beginning Fund Balance (Deficit)	397,510	436,512
Ending Fund Balance (Deficit)	\$ 436,512	\$ 529,236

**City of Traverse City, Michigan
Downtown Development Authority
Tax Increment Financing 97 Fund
For the Budget Year 2018/2019**

	FY 17/18 Projected	FY 18/19 Budget
REVENUES		
Property Taxes	\$ 1,985,166	\$ 2,194,975
Grants	-	-
Reimbursements	130,000	130,000
Interest Revenue	3,300	4,500
TOTAL REVENUES	2,118,466	2,329,475
EXPENDITURES		
Professional Services	380,000	469,750
Printing and Publishing/Other	-	1,000
Contribution to District Construction Projects:		906,578
Contribution to City - Debt Service	799,000	829,400
TOTAL EXPENDITURES	1,300,432	2,206,728
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	818,034	122,747
OTHER FINANCING SOURCES (USES)		
Operating transfer/interfund loan	-	-
NET CHANGE IN FUND BALANCE	818,034	122,747
Beginning Fund Balance	317,651	1,135,685
Ending Fund Balance	\$ 1,135,685	\$ 1,258,432

**City of Traverse City, Michigan
Downtown Development Authority
Tax Increment financings Old Town Fund
For Budget Year 2018/2019**

	FY 17/18 Projected	FY 18/19 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:		863,330
TOTAL EXPENDITURES	17,175	1,029,614
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	169,652	(769,105)
OTHER FINANCING SOURCES (USES)		
Operating transfer/interfund loan	-	600,000
NET CHANGE IN FUND BALANCE	169,652	(169,105)
Beginning Fund Balance (Deficit)	1,000	170,652
Ending Fund Balance (Deficit)	\$ 170,652	\$ 1,547

Minutes
Traverse City Downtown Development Authority
Regular Meeting
April 20, 2018
Commission Chambers, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City

Bill Golden called the meeting to order at 8:02 a.m.

1. Roll Call

Present: Allison Beers, Leah Bagdon-McCallum, Harry Burkholder, Mayor Jim Carruthers, Steve Constantin, Bill Golden, Scott Hardy, Debbie Hershey, T. Michael Jackson, Jeff Joubran (departed at 9:03 am), Gabe Schneider

Absent: Debbie Hershey

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

a. Approval of minutes of the Regular Meeting of March 16, 2018

b. Approval of Financial Reports and disbursements for DDA, TIF 97, and Old Town dated March 31, 2018

3. CEO Report

A. Strategic Plan Discussion and Consideration of Adoption

1. Strategic Plan and Work Plan to be reviewed at the May DDA Board Meeting

B. TDM Strategy:

1. Review of TDM Study and Three Year Implementation Plan

i. Motion by Schneider, seconded by Bagdon-McCallum that the DDA Board of Directors approve the three-year implementation strategy of the Transportation Demand Study. Motion carried unanimously.

2. Consideration for Bayline Participation

i. Motion by Constantin, seconded by Jackson that the DDA Board of Directors approve providing sponsorship from the DDA in the amount of \$4,500 in addition to the DTCA contribution in the amount of \$500 to be a Friendship Sponsor for the Bayline Program. Motion carried unanimously.

3. Consideration of Downtowner Participation

i. Motion by Burkholder, seconded by Jackson that the DDA Board of Directors endorse the Downtowner BATA Program. Motion carried unanimously.

4. Consideration of investigating a Parking Advisory Committee
 - i. **Motion by Bagdon-McCallum, seconded by Burkholder that the DDA Board of Directors approve staff to investigate the role through bylaw adoption of a Parking Advisory Committee. Motion carried unanimously.**

C. Parking

1. Consideration of amendment to parking leases at Lot P located at 124, 128, and 130 W. State
 - i. **Motion by Constantin, seconded by Beers that the DDA Board of Directors approve of a Parking Area Lease between the DDA and the Buchan Land Co for for a five-year term effective June 1, 2018 through July 1, 2023. Motion carried unanimously.**
2. Consideration to concur with City Commission approval for the 2018 Restoration Project for the Larry C. Hardy and Old Town Parking Garages
 - i. **Motion by Bagdon-McCallum, seconded by Beers that the DDA Board of Directors concur that the Mayor and City Clerk execute a unit prices contract with RAM Construction Services in the amount of \$107,058, more or less for the 2018 Parking Deck Restoration Project which includes maintenance and repairs for both the Larry C. Hardy and Old Town Parking Decks, such contract subject to approval as to its substance by the City Manager and its form by the City Attorney, with funds available in the Parking System Fund. Motion carried unanimously.**

Joubran departed at this point in the meeting

D. DDA Budget

1. Fiscal Year 2018/2019 Budget
2. 6 Year Budget Projections

E. Consideration to apply for USDA Grant - New Tech Incubator in Downtown

1. **Motion by Beers, seconded by Bagdon-McCallum that the DDA Board of Directors authorize to apply for a \$95,000 USDA Rural Business Development Grant to assists in the creation of technology-based incubator in Downtown Traverse City. Motion carried unanimously.**

F. Consideration of reimbursement to 200 Lake Street Development, LLC for streetscape improvements at Radio Centre III

1. **Motion by Beers, seconded by Schneider that the DDA Board of Directors authorize the reimbursement to 200 Lake Street Development, LLC \$9,420.80 for eligible streetscape improvement costs with funds available in the TIF 97 Hardy Garage Bond Proceeds. Motion carried unanimously.**

- G. Consideration fore renewing agreement with the Fair Food Network in order to offer Double Up Food Bucks at the farmers market for the 2018 season
 - 1. **Motion by Schneider, seconded by Joubran that the DDA Board of Directors authorize the Chief Executive Officer to execute the enclosed agreement with the Fair Food Network to offer Double Up Food Bucks at the Sara Hardy Farmers Market. Motion carried unanimously.**

- H. Consideration to authorize construction of the DDA Office
 - 1. **Motion by Schneider, seconded by Joubran that the DDA Board of Directors authorize to complete remodeling at the DDA offices with bids to be brought back tot he DDA for approval. Motion carried unanimously.**

- I. Consideration of adopting a resolution for MDOT funding for North Cass Street Bridge and South Union Street Bridge
 - 1. **Motion by Constantin, seconded by Hardy that the DDA Board of Directors adopt a Resolution of Support of Critical Bridge Support for the North Cass Street Bridge and the South Union Street Bridge as proposed. Motion carried unanimously.**

- J. Medical Marijuana Input to City Planning
 - 1. Staff will communicate with the Planning Commission

- K. Lower Boardman River Leadership Team
 - 1. **Motion by Jackson, seconded by Constantin that the DDA Board of Directors authorize the DDA CEO to develop at Lower Boardman River Leadership Team. Motion carried unanimously.**

- L. Comments and Questions regarding Written Reports
 - 1. Mayor Carruthers commended Parking Administrator, Nicole VanNess

- 4. Public Comment
 - A. Boots Wolff, 8186 Peninsula Drive, commented on the DDA turning 40 in September.

- 5. Adjournment. The meeting officially adjourned at 10:45 a.m.

Respectfully submitted,

Colleen Paveglio
Marketing & Deputy Director

Downtown Development Authority

Balance Sheet

As of April 30, 2018

05/15/18

Accrual Basis

	Apr 30, 18
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	275,402.08
Fifth Third Savings - 6740	201,709.87
Petty Cash	298.19
Total Checking/Savings	477,410.14
Accounts Receivable	
Accounts Receivable	119,685.42
Total Accounts Receivable	119,685.42
Other Current Assets	
Due From DTCA	765.76
Due From APS	4,238.33
Total Other Current Assets	5,004.09
Total Current Assets	602,099.65
Other Assets	
Due From Other Funds	27,135.44
Pre-Paid Expense	8,020.00
Total Other Assets	35,155.44
TOTAL ASSETS	637,255.09
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	3,637.37
Other Current Liabilities	
Seed Grant	10,000.00
Due to Other Funds	7,272.95
Bryan Crough Memorial Fund	200.00
Accrued Salaries	12,784.90
Accrued Payroll Liabilities	1,482.77
Deposits Payable	
NCF Reimbursements	93.00
Senior Project Fresh	382.00
Double Up Food Bucks	7,867.00
EBT Bridge Card	13,584.55
Project Fresh	-7,020.00
Deposits Payable - Other	-18.00
Total Deposits Payable	14,888.55
Payroll Liabilities	
State Income Tax Payable	1,736.39
State Unemployment Tax Payable	-265.76
Health Insurance Payable	800.48
Total Payroll Liabilities	2,271.11
Total Other Current Liabilities	48,900.28
Total Current Liabilities	52,537.65
Total Liabilities	52,537.65
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	289,906.29
Net Income	187,204.88
Total Equity	584,717.44
TOTAL LIABILITIES & EQUITY	637,255.09

DDA Financial Report

	April 30, 2017	April 30, 2018	Budget 17-18 as Approved	Budget 17-18 with Amendments	% of Budget	Budget Variance
REVENUE						
Property Taxes	133,874	252,165	141,000	141,000	178.8%	-111,165
Interest and Dividends	454	469	200	200	234.3%	-269
Miscellaneous	2,996	983	0	0	-	-983
Rents and Royalties	38,595	40,160	53,000	53,000	75.8%	12,840
Administrative Services	571,232	624,244	776,366	776,366	80.4%	152,122
Prior Year Surplus	0	0	0	0	-	0
TOTAL REVENUE	\$747,151	\$918,021	\$970,566	\$970,566	94.6%	\$52,545
EXPENSES						
Payroll Expense	569,712	591,054	752,023	752,023	78.6%	160,969
Health Insurance	47,675	39,841	106,700	106,700	37.3%	66,859
Workers Compensation	13,651	11,608	0	0	-	-11,608
Office Supplies	4,058	9,462	10,000	10,000	94.6%	538
Operation Supplies	1,295	1,638	0	0	-	-1,638
Professional/Contractual	55,121	38,355	44,775	56,775	67.6%	18,420
Communications	3,678	4,630	4,800	4,800	96.5%	170
Transportation	562	2,405	2,000	2,000	120.2%	-405
Lodging/Meals	2,734	3,735	5,000	5,000	74.7%	1,265
Training	1,415	1,368	2,000	2,000	68.4%	632
Community Promotion	9,391	4,060	11,500	11,500	35.3%	7,440
Printing/Publishing	504	2,685	1,500	1,500	179.0%	-1,185
Insurance & Bonds	1,297	1,630	1,800	1,800	90.6%	170
Utilities	8,390	4,059	7,100	7,100	57.2%	3,041
Repairs & Maintenance	1,950	1,950	2,200	2,200	88.6%	250
Rentals	6,943	6,426	9,000	9,000	71.4%	2,574
Legal Expense	0	0	4,500	4,500	0.0%	4,500
Miscellaneous	205	156	400	400	39.0%	244
Equipment	2,255	5,754	6,000	6,000	95.9%	246
TOTAL EXPENSE	\$730,836	\$730,816	\$971,298	\$983,298	74.3%	\$252,482
NET INCOME/(LOSS)	\$16,315	\$187,205	(\$732)	(\$12,732)	83.3%	

thru fiscal year□

DDA - TIF97
Balance Sheet
As of April 30, 2018

	<u>Apr 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	1,433,034.16
Total Checking/Savings	<u>1,433,034.16</u>
Accounts Receivable	
Accounts Receivable	960,000.00
Total Accounts Receivable	<u>960,000.00</u>
Total Current Assets	<u>2,393,034.16</u>
Other Assets	
Due From Other Funds	11,968.65
Total Other Assets	<u>11,968.65</u>
TOTAL ASSETS	<u><u>2,405,002.81</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	78,515.00
Total Accounts Payable	<u>78,515.00</u>
Other Current Liabilities	
Deferred Revenue	960,000.00
Due To Other Funds	14,035.44
Total Other Current Liabilities	<u>974,035.44</u>
Total Current Liabilities	<u>1,052,550.44</u>
Total Liabilities	<u>1,052,550.44</u>
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	339,750.77
Net Income	1,033,901.60
Total Equity	<u>1,352,452.37</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,405,002.81</u></u>

TIF 97 Financial Report

	April 30, 2017	April 30, 2018	Budget 17-18 as Approved	% of Budget	Budget Variance
REVENUE					
Property Taxes	1,682,734	1,955,626	1,890,000	103.5%	-65,626
Grants	0	0	0	0.0%	0
Reimbursements	(616,768)	129,889	115,000	112.9%	-14,889
Interest Revenue	4,275	4,665	4,500	103.7%	-165
Prior Year Surplus	0	0	0	0.0%	0
TOTAL REVENUE	\$1,070,242	\$2,090,179	\$2,009,500	104.0%	(\$80,679)
EXPENSES					
Professional Services	352,208	255,555	397,000	64.4%	141,445
Printing/Publishing	0	0	1,000	0.0%	1,000
Insurance & Bonds	(16)				
Contributions to Other Governments	0	798,732	831,000	96.1%	32,268
Capital Outlay	1,883,331	1,991	1,027,500	0.2%	1,025,509
TOTAL EXPENSE	\$2,235,523	\$1,056,278	\$2,256,500	46.8%	\$1,200,222
NET INCOME/(LOSS)	(\$1,165,281)	\$1,033,902	(\$247,000)	83.3%	

thru fiscal year[]

8:21 AM
05/15/18
Accrual Basis

**DDA Old Town TIF
Balance Sheet
As of April 30, 2018**

	<u>Apr 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0650	<u>183,038.92</u>
Total Checking/Savings	<u>183,038.92</u>
Total Current Assets	<u>183,038.92</u>
TOTAL ASSETS	<u><u>183,038.92</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	1,000.00
Net Income	<u>182,038.92</u>
Total Equity	<u>183,038.92</u>
TOTAL LIABILITIES & EQUITY	<u><u>183,038.92</u></u>

Old Town TIF Financial Report

April 30, 2017	April 30, 2018	Budget 17-18 as Approved	% of Budget	Budget Variance
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REVENUE

Property Taxes	0	185,453	141,000	131.5%	-44,453
Reimbursements	0	0	200	0.0%	200
Interest Revenue	0	55	0	0.0%	-55
TOTAL REVENUE	\$0	\$185,508	\$141,200	131.4%	-\$44,308

EXPENSES

Professional/Contractual	0	3,429	752,023	0.5%	748,594
Printing/Publishing	0	39	106,700	0.0%	106,661
Contribution to Other Governments				0.0%	0
Capital Outlay				0.0%	0
TOTAL EXPENSE	\$0	\$3,468	\$858,723	0.4%	\$855,255

			thru fiscal year		
NET INCOME/(LOSS)	\$0	\$182,039	(\$717,523)	83.3%	



Memorandum

To: DDA Board of Directors
From: Colleen Paveglio
Re: Destination Downtown
Date: May 15, 2018

DDA staff has recently discussed the Destination Downtown Program with Rotary Charities. As you may recall from our discussions at the May Board Meeting, the DDA with its TCPS department will be launching the Destination Downtown program in June 2018. This program will work closely with BATA to encourage downtown employees to use the public transit system with an incentive of complimentary commuter passes for BATA's Village and City routes. Rotary has reviewed the program and encouraged we apply for a SEED Grant in an amount up to \$10,000. The SEED Grant would allow for dollars to applied toward marketing and implementation of the program.

With the assistance of additional funds, we are looking to develop a solid communication package that will educate downtown employees on the benefits of the Destination Downtown program and the positive outcomes that will result from using public transit. The TDM Study recommends funding a bus-pass program for downtown employees and acknowledges that a program such as Destination Downtown is an effective investment that reduces parking demand for visitors and patrons while providing a free employee benefit that is cheaper than parking.

We are looking forward to launching this program and if approved by Rotary, we are excited to to have additional funds to help promote and implement to develop successful outcomes. A resolution of support is required by the DDA Board of Directors to submit. Therefore, I recommend that the **DDA Board of Directors adopt the enclosed Rotary Charities Seed Grant Resolution.**

RESOLUTION

Rotary Charities Seed Grant

Whereas, The Traverse City DDA operates the parking system; and

Whereas, The DDA with funds from TCPS will launch the Destination Downtown program; and

Whereas, Marketing and implementation needs to be established; and

Whereas, Rotary Charities of Traverse City offers Seed Grants that can assist in these needs; and

Whereas, Seed Grants of up to \$10,000 are available requiring a 25% cash and/or in-kind match, therefore be it

RESOLVED, that the Traverse City Downtown Development Authority authorizes and directs staff to apply to Rotary Charities of Traverse City for a Seed Grant to market and implement that Destination Downtown program.

I hereby certify that the above resolution was adopted by the Traverse City Downtown Development Authority Board of Directors at its Regular Meeting held May 18, 2018 in the Commission Chambers of the Governmental Center, 400 Boardman Avenue, Traverse City, Michigan

Jean Derenzy, Chief Executive Officer

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

FROM: Jean Derenzy, CEO

SUBJECT: Strategic Plan

SUMMARY OF ITEM TO BE PRESENTED:

Attached is the draft Strategic Plan that the Board has worked on with Tim Ervin, staff and community. I have tracked changes relating to the Mission Statement if the Board chooses the wording. I felt that the mission statement should identify "prevent the deterioration....and promote economic growth". Although the mission statement ties to the statutory requirements, it is my belief that we want to increase tax base, have a diverse economy etc.

With the adoption of your 3-year strategic plan, brings the Board to the next item for my yearly work plan.

RECOMMENDATION: Approval of Traverse City Downtown Development Authority 2017-2020 Strategic Plan.

DRAFT

Strategic Plan



Traverse City Downtown Development Authority

2017 - 2020

November 2017



October 12, 2017

Dear Friends and Colleagues,

We are pleased to present the Traverse City Downtown Development Authority's (TCDDA) Strategic Plan covering 2017-2020 period. This Plan establishes the mission, vision, values and strategic direction of the TCDDA.

We hope you agree that great things await the Traverse City Downtown, a downtown unlike any other.

Sincerely,

Bill Golden, Chair

Leah McCallum, Vice-Chair

Steve Constantin, Secretary

Gabe Schneider, Treasurer

Allison Beers

Scott Hardy

Harry Burkholder

Jim Carruthers, Mayor

Debbie Hershey

T. Michael Jackson

Jeff Joubran

Purpose

- *21 Nicest Small Towns in America Everyone Should Visit before They're 50* (Reader's Digest, April 2017)
- *21 of the Best Small Towns in America* (Architectural Digest, October 2016)
- *25 Coolest Midwest Lake Vacation Spots* (Midwest Living, August 2016)
- *Top 25 Places to Retire* (Forbes Magazine, April 2016)
- *20 Best Small Towns* (Smithsonian Magazine, April 2015)

Traverse City's downtown is unlike all others. It is at the center of the Great Lakes that hold 1/5th of the World's fresh water. It a regional driver of economic development, a four-season feast for culinary aficionados, a palette of choices for shoppers and a place to live, work and play for all.

The acclaim for downtown, the expectations of a global destination and the need to sustain a balanced and economically sustainable community create a substantial responsibility and challenge for those charged with developing and governing the City. An important part of that load is shouldered by the Traverse City Downtown Development Authority (TCDDA).

This is the TCDDA's Strategic Plan for the 2017-2020 period. One purpose of the Plan is to establish performance goals that will guide annual work plans of the organization. As this Plan was being prepared, the TCDDA Board was recruiting to fill the Chief Executive Officer (CEO) position for the organization. Once that position is filled, the CEO will collaborate with the Board to establish a more definitive timetable and budget to implement the Strategic Plan.

Progress toward achieving the mission, goals and action steps will be assessed to quantify and report progress and ensure that the Plan is updated as conditions evolve.

The TCDDA, through its Board and staff, welcomes ideas and input from all interests. Input may be provided at meetings of the TCDDA Board, by mail or email or by direct contact with TCDDA staff or Board members. Contact information for the TCDDA and more information about the organization is available at www.downtowntc.com.

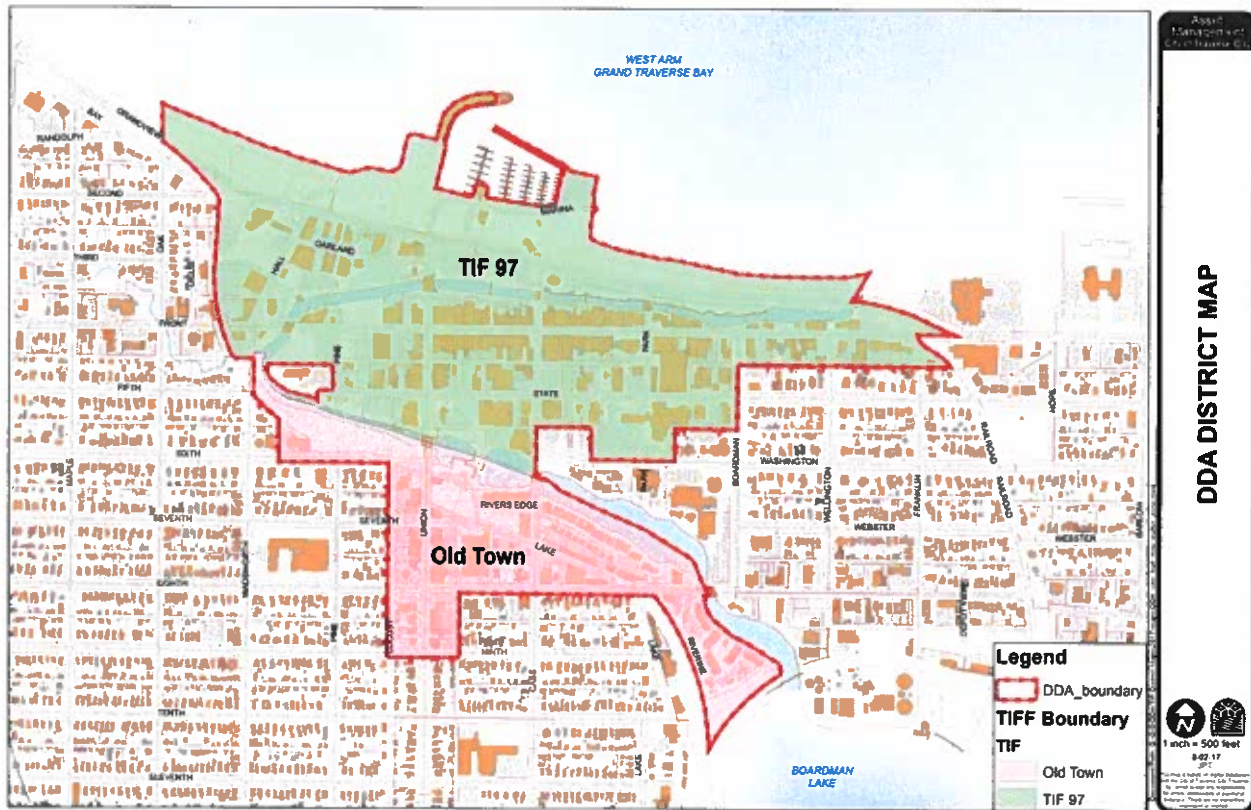
Process

This Strategic Plan, prepared with support from the North Sky Nonprofit Network administered through Rotary Charities of Traverse City, was developed through the following steps:

1. Review of bylaws, policies and procedures, budgets, financial statements, prior plans and other documents.
2. Individual interviews with Board members, management staff and stakeholders.
3. Facilitated work sessions with the Board to develop the Strategic Plan content.

Figure 1 delineates the downtown district that is the primary focus of the TCDDA and this Strategic Plan.

Figure 1 - TCDDA District



Mission

The mission of the TCDDA is to *collaborate with all stakeholders to provide a world class downtown that is active, thriving and inclusive.*

Through investments in sound, sustainable infrastructure and civic amenities, the DDA corrects and prevents deterioration in the Downtown District to encourage historic preservation, to create and implement development plans and to promote economic growth. supports and guides responsible growth to retain and attract business, leverage investment, and meets needs of both residents and visitors.

The mission is consistent with the purpose that is established in Article I of the Rules Governing the TCDDA: (Act 197, P.A. 1975))

"...to correct and prevent deterioration in the Downtown Development District, to encourage historic preservation, to create and implement development plans, and to promote economic growth."

Vision

The vision reflects what the TCDDA Board believes is the ideal future state of the downtown and how it will influence the City:

Traverse City is America's most inclusive, family-friendly fresh water destination - featuring world class dining and shopping, a growing economy, entrepreneurial opportunity, and all season recreation.

Values

The **Values** of TCDDA Board guide Board decisions, processes and operations. The Mission, Vision and Values serve as “filters” for decision making. The Board Values are:

- ***Sustainability*** of the TCDDA and the Downtown District
- ***Inclusivity*** and ***collaboration*** in developing and implementing this Strategic Plan
- An ***economically healthy***, vital TCDDA and Downtown District
- ***Transparency*** in the TCDDA’s strategies, priorities and plans for Downtown

Stakeholders

The success of the TCDDA and, more importantly, of Traverse City’s downtown, will depend on partnership and collaboration and the unification of stakeholders around priorities and plans for the community. Stakeholders include but are not limited to:

Downtown businesses

Visitors

Downtown and neighborhood residents

Developers

Nonprofit organizations

City of Traverse City Government

Neighboring/regional townships, villages

Grand Traverse County

Connect Traverse City

Venture North

Traverse City Area Convention and Visitor’s
Bureau

Northwestern Michigan College

Munson Medical Center

Grand Traverse Band of Ottawa & Chippewa
Indians

Mich. Dept. of Natural Resources

Mich. Economic Development Corporation

Great Lakes Fisheries Commission

Rotary Charities of Traverse City

Networks Northwest

Grand Traverse Area Community Foundation

Neighborhood Organizations

How is the TCDDA Funded?

It's important for all stakeholders to understand how the TCDDA is funded to carry out its mission.

The Downtown Development Act, Act 197 of 1975, provides ways DDA's to partner with municipalities, property owners and developers to finance public improvements in a defined downtown area. These can include:

- Levying up to two (2) mills on DDA property owners.
- Special assessments on property within the DDA.
- Tax Increment Financing, also known as TIF.

TIF is often a poorly understood financing tool for a DDA. Under TIF, a specific area or district within the DDA is defined, a development plan is adopted, and the future property tax revenues are captured within that district to be used to finance the public improvements needed to carry out the development plan. Revenues through TIF may be the sole source of financing for these public projects or they may be used in combination with other financing or funding sources.

The statutory goal of TIF, created by the DDA Act, is to help cities correct and prevent deterioration of downtown business districts, encourage historic preservation and promote economic growth in the designated downtown area. Since many downtowns are the oldest areas in a city, providing and upgrading infrastructure is essential for downtown prosperity. The DDA statute provides for the use of TIF, setting up a mechanism for partnerships with other benefitting taxing units who also have a stake in the health of downtown, ensuring funds are used for needed public improvements. Public investment is a catalyst for private investment creating the tax revenue to pay for the public improvements. When a TIF district is created, its current taxable value is established and that is the value base for the duration of the TIF's existence. The taxable value base is also the value base for all taxing units that contribute to TIF. As long as the TIF District exists, the City continues to receive revenues normally generated by this taxable value base, dependent upon the annual millage rate adopted by the City. After the TIF district is established, revenues generated from the difference between the new annual taxable value and the value base are placed into the TIF Fund and use for public improvements identified in the TIF development plan.

As an example, some of the projects including in the TCDDA TIF-2-Old Town District include: streetscapes on Union Street and in Old Town; landscaping and sidewalks from Union Street to Lake Street and the Cass Street corner improvements; utility relocation, river bank stabilization, river walk and streetscape to support the River's Edge Project; streetscapes and other renovations on Lake Street; and the Riverwalk on the Boardman River along the Mid-Town Development. TIF funds along with grants, special assessments and utility funds in this case supported over \$3.5 million in improvements.

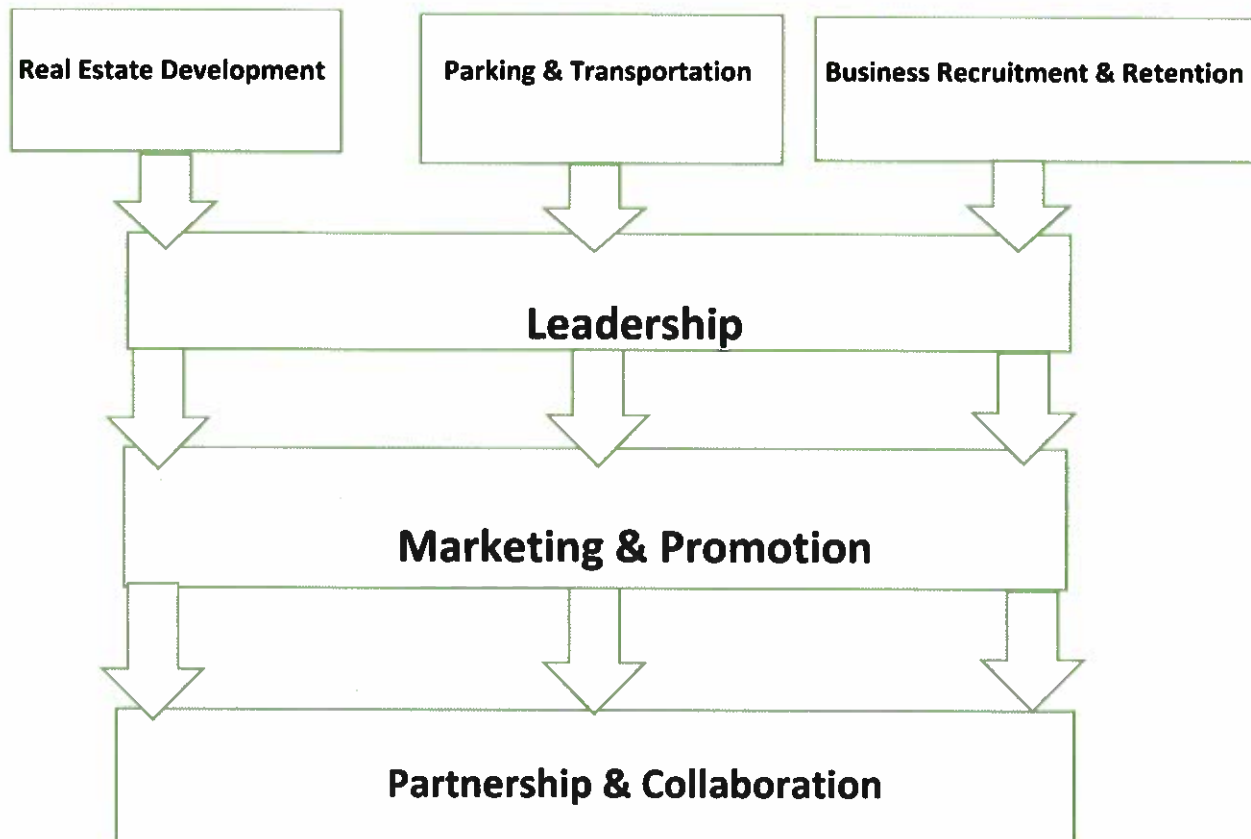
Areas of Focus and Strategic Goals

The TCDDA has strategic goals for the following three areas of focus (numerical order does not infer priority):

1. **Real Estate Development**
2. **Parking & Transportation**
3. **Business Recruitment & Retention**

To attain goals in the areas of focus, the DDA will strengthen and apply the following core strengths:

- **Leadership**
- **Marketing and promotion**
- **Partnerships and collaboration**



Implementation Snapshot

Areas of Focus: Strategic Goals

Real Estate & Place Making

- Continue existing TIF Plans, begin process to update TIF Plans.
- Establish process to identify and acquire properties for reuse and redevelopment.
- Develop & implement universal access system so people of all ages, needs and abilities can enjoy from lower Boardman River, complimenting Union St. Dam work.
- Finalize site plan and design and initiate funding campaign for Farmers Market.

Parking & Transportation

- Update definitive parking strategy and develop parking business plan using results of Transportation Study.
- Proceed with West End Parking Deck when financially feasible.
- Prepare and implement strategy for Transportation Study to be completed fall of 2017.
- Provide leadership for regional commuting strategy.

Business Recruitment & Retention

- Expand Redevelopment Ready Certification and attain true development readiness.
- Work with appropriate interests to develop a one-stop development response program.

Areas of Focus: Core Strengths

Leadership

- Establish experience and qualification criteria for TCDDA Board representation.
- Implement a Board Development program to ensure Board capacity.
- Hire a TCDDA Chief Executive Office in 2017 to ensure strategic direction is met.
- Create capacity to seek grants or other funding to support implementation of strategic plan.

Marketing & Promotions

- To develop and sustain a marketing initiative aimed at optimizing community assets to create living wage job opportunities; identify and fill market gaps; make best use of and focus promotional resources.
- Assess if added processes are needed to assess the costs/benefits of promotional events and programs.

Partnership & Collaboration

- Use multiple communications tools to achieve meaningful engagement of all interests in the management, development and prosperity of downtown, including collaboration with Traverse City outside of DDA boundaries so that the entire community is unified around shared goals and opportunities.

1. Real Estate & Place Making Development Goals and Steps

- A. GOAL: TIF 1997 Update.** To implement the TIF 97 Project plan that calls for projects through the 2022-23 Fiscal Year.

STEPS:

- See Attachment A that lists projects, their prioritization, type of project and funding and estimated project costs, a total of over \$21.5 million through FY 2022-23.
- B. GOAL:** To optimize economic sustainability and growth through the development of real estate in keeping with the needs, opportunities and character of downtown.

STEPS:

- **Property Reuse or Redevelopment.** Complete a process to inventory and identify key properties for acquisition and reuse or redevelopment. This will require an identification of the capacities and expertise needed to carry out the project and, potentially, new funding to support the process.
- **Boardman River.** Complete and begin implementation of a definitive plan involving various forms of access and amenities for the lower Boardman River that complement the Union Street dam modifications, including but not limited to: 1) access to use and enjoy the River by people of all ages, needs and abilities; 2) reduction/elimination of non-point sources of pollution within the downtown district.
- **Transportation.** Develop the implementation schedule for the Transportation Study due to be completed in October.

- C. GOAL: Farmers Market.** To redesign the current Farmers Market and make the Traverse City downtown a hub for the direct sale of locally grown foods by growers to consumers that compliments and supports other downtown businesses.

STEPS:

- Confirm design and site plan and develop cost estimates
- Develop and implement a fund development strategy to secure resources to complete final engineering and construction of the Farmers Market using North Sky resources.

2. Parking and Transportation (or Mobility) Goals and Steps

A. GOAL: Parking Capacity. To ensure that parking infrastructure and parking programs support the vision and mission of the TCDDA and the needs of businesses, organizations and events.

STEPS:

- **West Front Parking Garage** – work with West Front Parking Committee to accomplish:
 - + Collaborate with City Treasurer to refine and update financial projections as conditions change until a favorable financing package is achieved.
 - + Develop communications plan, including collateral for the project, emphasizing need, benefits and process.
 - + Work with City Engineer and Parking Administrator to manage the design, focusing on public and stakeholder engagement.

- **Streamline Parking Management** – work with DDA Board and CEO toward more efficient parking oversight, including:
 - + Review various management models from other downtown organizations in Michigan including parking authorities and contracted services.
 - + Provide objective and subjective evaluation of options to establish direction.
 - + Develop a definitive 3-year business plan for parking, including financial proforma.

B. GOAL: Transportation Demand Management (TDM) Implementation. Work with DDA Board, CEO and partners to prioritize and implement TDB strategies.

STEPS:

- Facilitate prioritization of TDM recommendation strategies to prepare three-year plan.
- Develop and implement communications plan to TDM study and its implementation.
- Retain consultant if needed to assist in plan execution if needed.

3. Business Recruitment & Retention Goals and Steps

- A. GOAL:** To collaborate with the City of Traverse City, Grand Traverse County and other interests to attain and maintain **development readiness** to the benefit of current and future developments and the health and well-being of downtown.

STEPS: In keeping with the implementation of the City's redevelopment ready certification, in 2018, the TCDDA will seek appropriate partnerships to either lead or participate in a process to:

- Develop and define internal processes and procedures encompassing all local government planning, permitting and other programs and services to establish clear and consistent expectations for developers that create predictability and reliability of government/TCDDA responses, including zoning and land use review, permits and licenses and other authorizations.

- B. GOAL:** In keeping with development readiness, facilitate or participate in a "one-stop" program and service that provides an integrated response to developers and developments. involving but not limited to the following programs and services:

STEPS: Involve the following to develop a true, functional one-stop process:

- **Local government:** Zoning and planning; Brownfield Authority; building codes and code compliance/enforcement.
- **Regional government (Networks Northwest):** Procurement Technical Assistance Center, Small Business Development Center, Skilled Trades Training Fund, Healthcare Skills Alliance, Hospitality Skills Alliance, and NW Michigan Agriculture and Food Systems Sector Alliance.
- **Michigan Economic Development Corporation:** Community Assistance Team, Community Revitalization Program, Community Development Block Grant Program and Licensing.
- **Other Agencies:** MDARD; MSHDA; MDOT; SCORE, Venture North; Goodwill Industries of Northern Michigan; Michigan Works; Consumers Energy; DTE and others.

To achieve these goals we will enhance our core strengths as follows:

4. Leadership Goals and Steps

- A. Goal: Board Skills and Experience.** To establish criteria for making TCDDA Board appointments to ensure the Board has the diversity and expertise to support the vision and mission of the organization.

STEPS. We recommend that the TCDDA Board appointments achieve composition as follows:

- TIF boundaries business owner or operator
- TIF boundaries property owner
- TIF boundaries resident
- City business owner or operator
- City property owner
- City resident

We further recommend that appointees reflect the diversity of the community and have well-rounded expertise and qualifications in areas involving finance, real estate, banking and finance, business and municipal law. To support the composition objectives, the TCDDA Board will, on an ongoing basis, complete and update a matrix of Board skills, qualifications and age/ethnicity so that gaps can be readily filled.

- B. GOAL: Board Development.** To ensure that all TCDDA Board members receive thorough orientation and training so that they are informed and have an instrumental role in achieving the missions and goals of the organization.

STEPS. The DDA will have a Board development plan:

- Each new board member will participate in a comprehensive education program on the following:
 - a. The roles and responsibilities of a DDA board member
 - b. The relationships between the DDA and Parking Services, DTCA, City Council, Chamber, Regional Brownfield Authority.
 - c. How Tax Increment Financing works, rules, boundaries, where and how funds can be spent
 - d. Review of other programs available in addition to TIF
 - e. The history of TIF in Michigan
 - f. The history of TIF in Traverse City
 - g. The TIF97, TIF2 and Old Town TIF Plans and current situation
 - h. Current budget
 - i. DDA Strategic Plan and Annual Goals.
- Each board member will participate in annual development activities to ensure they have capacity to give a standard TIF presentation and, as part of that process, update their understanding by reviewing:
 - a. How TIF works, rules, boundaries, where and how funds can be spent.

- b. Other programs available in addition to TIF
- c. All TIF Plans, budgets and priorities
- d. The DDA Strategic Plan and annual goals

C. GOAL: Chief Executive Officer. To recruit and hire a Chief Executive Officer (CEO) for the TCDDA who will succeed in carrying out the strategic direction of the Board in a way that unites community interests.

STEPS.

- Partner with NorthSky Nonprofit to support recruitment, posting and screening leading up to interviews of finalists and candidate selection in 2017.
 - Develop and provide an orientation to the TCDDA, including bylaws, financials, board representation and affiliations, Strategic Plan, position requirements, partners and partnerships.
 - Provide a mentor or mentors to support the orientation and introductory process.
 - Establish the process, desired content and schedule for completion of the operating plan by the CEO to implement this strategic plan.
 - Identify and develop a schedule to meet training needs.
 - Develop the process and schedule to create the 360 evaluation process to ensure formal, constructive feedback.
- D. GOAL: Fund Development.** Develop a process to systematically identify and seek funding to support TCDDA missions and goals.

STEPS:

- Assess options, approaches and needs and, through internal or external resources create a fund development function for the TCDDA that identifies, secures and manages public and private funding sources and takes advantage of collaborative opportunities with partners, including Traverse City and other political jurisdictions. This would also identify and establish a process for TCDDA entities to become aware of and seek capital and other forms of financing from a variety of sources, including Venture North, Rotary Charities of Traverse City, the Grand Traverse Regional Community Foundation and others.

5. Marketing & Promotion

A. GOAL: To create and sustain an ongoing market analysis and marketing program that includes:

STEPS:

- Assessment of all commercial properties downtown in terms of location, dimensions, amenities, owner/lessor requirements/objectives.
- A market analysis of the scope and scale of Downtown business offerings, programs and services and an analysis of offerings, programs and services that are potential gaps within the Downtown market.
- A consumer analysis of the composition, character and demand preferences of current and anticipated future Downtown consumers.
- An ongoing, meaningful needs analysis of downtown businesses along with corresponding programs, including education and training, to respond to those needs.
- An annual strategy to approach existing businesses or businesses not currently within the downtown district to fill gaps defined through the analyses.
- Development of strategies to: (1) build stronger and effective linkages between businesses seeking to fill jobs and the labor pool, including education about the breadth, scope and compensation of positions; and (2) to partner with businesses and providers of training and skill certification to support a program of employee growth and development that would trigger an increase in employee wage/benefits.
- Examination of user needs studies and the development of other processes needed to assess existing promotional programs and events.

6. Partnership & Collaboration

A. GOAL: To use multiple channels of outreach to invite partnership and collaboration in the ongoing development and refinement of this Strategic Plan and in programs and activities to implement the Strategic Plan.

STEPS:

- Present this Strategy to diverse interests to encourage dialogue and input and establish a baseline for accountability, including presentations to neighborhood groups; neighboring local governments; key stakeholder organizations; economic development organizations; nonprofits; and others.
- Provide and present at least annually a progress report on the attainment of Strategic Goals and modifications to the Strategic Plan.

- As appropriate, use tools such as partnership agreements, service sharing agreements or agreements under the Urban Cooperation Act to articulate and formalize partnerships that create efficiency in operations, eliminate duplication or establish unity and roles and relationships for attaining mutual goals and objectives.

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

FROM: Jean Derenzy, CEO

SUBJECT: Yearly Work Plan

SUMMARY OF ITEM TO BE PRESENTED:

I have put much thought into the yearly work plan and believe I have captured attainable plans that will have significant impact for:

- Both DDA Districts
- Identifying the DDA as a leader in economic growth
- Identifying communication as a key component for successfully engaging public involvement
- Collaborates with the City on Marketing, Communication for economic opportunities for the Corridors.

The piece that is not included within this work plan is funding sources. Each project will be different based on opportunities. Example. Boardman River we will look at DNR, DEQ and possible federal dollars as well, along with philanthropy. For redevelopment of Lot O, I will look at MEDC, Capital Funds, and private investment. Should the Board desire to have an idea of funding sources for each project, I would be happy to include that within the work plan.

When the work plan is approved, I would provide quarterly updates on the process made on each project to keep members apprised of progress being made.

After discussion the following motion is recommended:

RECOMMENDATION: Approval of 2018/2019 Work Plan for Downtown Development Authority CEO.



2018/2019 Annual Work Plan -- Downtown Development Authority

The work for the Traverse City Downtown Development Authority (DDA) staff, is based on the three-year Strategic Plan of the DDA Board. To implement the vision, mission and values of the attached Strategic Plan in a specific, measurable, achievable realistic and time-bound approach, this Work Plan is the guiding document to reach yearly goals of the Board.

Understanding that the strategic plan is visionary, this yearly work plan are the identified high priority projects for the DDA. Each project identified, upholds the values of the DDA to achieve the mission and vision.

Real Estate Development & Place Making:

There will be three (4) projects that will be focused on for the 2018/2019 fiscal year being:

Project 1:

1. Lower Boardman River Unified Plan from Boardman Lake to the mouth of Grand Traverse Bay. This Unified Plan will engage City Planning Commission, City Parks Commission and City Commission to adopt the identified Plan.

Time: 18 months, for adoption of by all boards and commissions.

With the Unified Lower Boardman River Plan, the DDA will realize access for the use of Boardman River, reduction/elimination of non-point sources of pollution within the downtown and repurpose the alley into more useable space for businesses and community.

Working with Leadership team, will

Tools Needed:

- A. Engagement from stakeholders including: Watershed Center, Rotary Charities, Downtown Property Owners, Residents, Department of Natural Resources, City Commission, Planning Commission, DDA Board.
- B. Communication. Ensure involvement, processes, timeline and activity is provided to all.
- C. Facilitator. Writing of grant to hire Facilitator to write the Plan and identify costs to implement.

Project 2:

1. Redevelopment of Parking Lot O (being 159 East State Street). Project will be a public/private project with the DDA leading the redevelopment process that meets three components a) redeveloping surface parking spaces. b) bringing property on tax rolls and c) Identify business opportunities (current business to expand, or new business opportunities).

Time: 12 Months to have developer identified to work with the DDA to implement identified project.

Tools Needed:

- A. Development of Request for Qualification Process. Engagement from public to identify building type.
- B. Parking components to be identified within Plan
- C. Communication. Ensure process is clearly communicated to community, DDA and City Commission.

Project 3:

1. **Farmer's Market.** Current design within the current parking lot, has been developed in 2017. As the design will cement for the next 20 to 30 years, it is critical to answer the questions of 1) Are there other locations within the DDA District that could hold the Farmer's Market and 2) Can the Farmer's Market "space" whatever the space is determined be used for more civic activities.

Timeline: 12 months

Tools Needed:

- a. Create data base of properties for reuse
- b. Work plan for implementation
- c. Communication strategy
- d. Include parking elements of implementation components.

Project 4:

1. **Building Standards.** This is a broad term with the simple goal of identifying for new development and façade improvements for current buildings to have design standards to protect the quality of the downtown. This approach meets the DDA's mission to be a world class downtown.

Timeline: 15 months

Tools Needed:

- a. Facilitator / Planner to assist in public involvement process
- b. City Planning Commission / City Planner to agree with the approach and standards

Parking and Transportation

Two projects make up the 2018/2019 work plan being:

Project 1:

1. **West End Parking Deck.** Property located at 145 West Front Street, located inside the DDA District provides the opportunity for business growth inside our district. There are numerous steps to complete before building a parking deck. For this yearly work plan identifies two steps to complete:
 - A. Schematic Design
 - B. Cost to build

Timeline: 12 Months

Tools Needed:

- a. Community Outreach to prior to

- b. Architect and Engineering to complete schematic design
- c. Communication Plan on
- d. Parking Need Components (how the parking garage has a cause and effect on surface needs).

Project 2:

1. Identify three-year implementation plan for the Transportation Demand Management Plan. This three-year plan to be approved by DDA and City Commission. With the approval of the implementation plan provides staff direction to begin making changes.

Timeline: 6 months

Tools Needed:

- a. Communication Plan to ensure public is aware of strategy
- b. Parking Advisory Committee for oversight and recommending body to the DDA

Leadership:

Leadership will be the component for each activity listed within this work plan. In addition, specific to Leadership development two programs will be established being:

1. Implement Board orientation and growth program. This program will help new board members understand the roles, responsibilities and challenges of the DDA and how Board leadership within the community is an integral part of the success of the DDA.

TimeLine: 8 months

Tools Needed:

- a. Review of all policies, procedures and by-laws
- b. Develop “book” or on-line tool for board members to have access to.

Project 2:

1. Write for grants and other funding opportunities to help with capacity building within the DDA organization.

Project 3:

1. Develop Leadership opportunity for corridors. The DDA skillsets for marketing, promoting and communicating will assist the City of Traverse City in implementing corridors connecting to the Downtown District.

Timeline: 12 months

Tools Needed:

- a. Partnership with City of Traverse City to determine best practices to work together on development opportunities for the City.
- b. Communication on strategy on promotion of activities.

Project 4:

1. Assist in the Implementation of High Speed Fiber in Downtown. The opportunities for Downtown can, and will, increase for business development with the deployment of high-speed fiber. This opportunity allows for the diversification of the economic health of our Downtown.

Tools Needed:

- a. Partnerships with Traverse City Light and Power to assist in identifying varying funding opportunities for deployment.
- b. Communication on promotion of activities.

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

FROM: Jean Derenzy, CEO

SUBJECT: Leadership Team for Lower Boardman River

SUMMARY OF ITEM TO BE PRESENTED:

Attached is a draft work plan for The Lower Boardman River Unified Plan (which is from Boardman Lake to the mouth of the Bay). The work plan was my attempt to identify to the DDA and the public what the process will be and who would be on the Leadership Team.

This Leadership Team would be a subcommittee of the DDA with reports being brought back to the DDA. This item will be discussed with the City Planning Commission as well as the City Commission and City Parks and Recreation, to have adoption of the Work Plan and Leadership Team from the onset and a communication mechanism to ensure all boards are advised on progress. The importance of communication with all boards, is that the Unified Plan would be brought back to each Board of approval. Therefore, there will be much public involvement in this process.

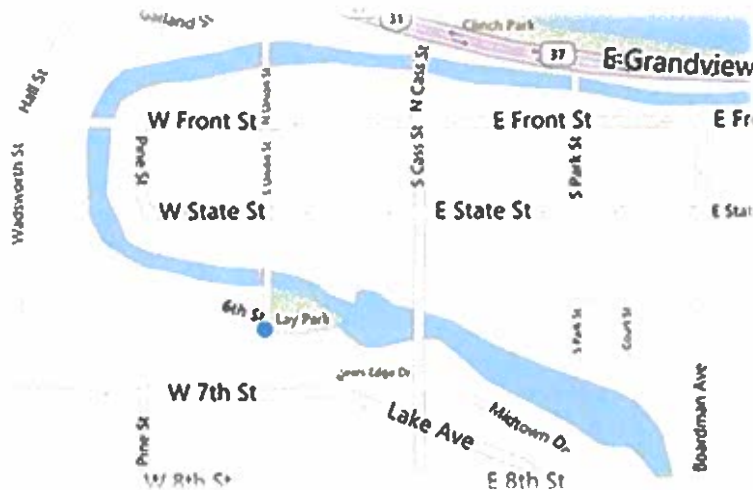
Should the Board determine to move forward, I will seek representatives from each category through advertisement with appointments being brought back to this Board for approval.

After discussion the following motion is recommended:

RECOMMENDATION: Authorization for CEO to seek applicants to serve on the Lower Boardman River Unified Plan Leadership Team.

LOWER BOARDMAN RIVER UNIFIED PLAN

**Use and Protection of the Boardman River
in the Downtown Development Authority District
City of Traverse City**



Creation of Ad-Hoc Leadership Team

May 18, 2018

- **Background**

For over ten years, downtown Traverse City has been part of a precedent setting initiative that has garnered national and even international attention, the restoration of the Boardman River, including the removal or modification of four dams on the river.

During that period, there have been several initiatives taken to develop concepts for use and protection of the river and watershed in the stretch that passes through Traverse City, including:

“Your Bay, Your Say” (2007)

“Boardman River Plan - A Comprehensive Vision for the Future of Traverse City’s River”

University of Michigan Student Project, 2013 (approved in concept by DDA Board, Approval by Planning Commission as a general guide, but not approved by the City Commission)

Boardman Water Trail Development Plan (October 2016)

Boardman River Prosperity Plan (in progress)

- **A Definitive, Unifying Plan**

In 2018, the Board for the Traverse City Downtown Development Authority (TCDDA) completed a strategic plan for the TCDDA which includes a goal involving the Boardman River:

“Complete and begin implementation of a definitive plan involving various forms of access and amenities for the lower Boardman River that compliments the Union Street dam modifications including but not limited to: 1) access to use and enjoy the river by people of all ages, needs and abilities; and 2) reduction/elimination of non-point sources of pollution within the downtown district.”

On April 20, 2018, the TCDDA approved the formation of an Ad Hoc Leadership Team to guide completion of the definitive plan for use and protection of the Boardman River within the TCDDA district. This plan is to be developed with the involvement and participation of all interests and take advantage of concepts, designs and programs that have been identified in the recently completed plans identified above. Just as the plan will identify recreational and access opportunities, so must it identify projects and programs for storm water management and control, habitat protection and enhancement.

- **Team Purpose**

The primary purpose of the Ad Hoc TCDDA Boardman River Leadership Team is to see that a plan is completed in 2018 that protects and preserves the River while identifying facilities, amenities, programs and other considerations that should be implemented to encourage maximum use and enjoyment of this remarkable natural resource that bi-sects our downtown.

The DDA has appointed a Team of 12 members being:

Jean Derenzy, CEO DDA
Christine Crissman, The Watershed Center
2 Downtown Business Owners
2 Neighborhood Residents
Andrew Muir, Great Lakes Fishery Commission
Russ Soyring, City Planner
Harry Burkholder, DDA Board Member
Tim Ervin, Rotary Charities consultant
City Commissioner
Barbara Nelson Jamieson, National Parks Commission

- **Team Rules**

To ensure a credible process, members of the Leadership Team are to be open and objective in developing the definitive plan and not advocate for a position, facility or condition that represents a special interest. Special interests may and will be expressed as part of the process to invite and secure input. Team members, however, are not to leverage their position on the team to influence Team decisions while participating as a Team Member.

Team members may, however, bring information, data, reports or studies to the Team as part of their process to complete the plan.

In accepting a position on the Team, individuals recognize that they must make every effort to participate in all team meetings and collaborate with other team members in achieving the Team purpose. Team meetings will be neutrally facilitated by an individual appointed by the TCDDA who will help the Team ensure that it achieves its purpose consistent with team rules.

- **Team Duties and Responsibilities**

Team Duties and Responsibilities include:

1. **Schedule.** Developing a general schedule to ensure that the purpose of the Team is achieved during 2018.
2. **Consultant Selection.** This will involve:
 - a. Development and dissemination of a Request for Proposals (RFP) seeking consultant services in preparing the definitive, unifying plan.
 - b. Screening responses to the RFP
 - c. Interviewing “finalists”
 - d. Selecting a consultant to assist the team in completing the plan
3. **Participation.** Ensuring that all interests have opportunities to be heard on the unifying plan to be kept informed of the schedule, plans and progress of the team.
4. **Plan Oversight.** Oversee the work of the consultant in completing the plan in a manner that: invites and includes participation by all interests; is transparent; includes recent plans and studies; reflects best practices including universal access; includes an implementation schedule with roles, responsibilities and funding sources; and, to the extent possible, includes some tangible projects that are broadly supported that the TCDDA can implement as soon as possible, potentially even as the full plan is being completed.
5. **Implementation.** Provide recommendations involving how the TCDDA should include public input and participation during implementation as well as potential opportunities for volunteerism and collaboration with students, schools and other educational interests to promote and encourage learning and understanding throughout the implementation of the project.
6. **Capacity Building.** Participate in team or team member capacity building programs that are identified or created to specifically build the capacity of the Team and the TCDDA to successfully achieve the purposes of this project. Since the TCDDA is interested in engaging interests in creative ways to distribute leadership, ensure transparency and achieve optimal impact, the performance and results of this Ad-Hoc Leadership Team are extremely important.

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

FROM: Jean Derenzy, CEO

SUBJECT: Uptown Bids

SUMMARY OF ITEM TO BE PRESENTED:

City Engineer, Tim Lodge, has reviewed the bids received for the Uptown Riverwalk. The costs are a bit over the projected costs contained in the budget, however there are sufficient dollars to cover the cost of the work outlined by Elmer's as well as Gourdie Fraser to oversee the project.

As identified in Mr. Lodge's memorandum, we did go through the additions/subtractions and I agree that replacing the steps on the northeast side of Union Street bridge, should be part of the project (adding \$40,000). The barrier free ramp, allowing this section of the River to be ADA compliant, will require the elimination of 14 trees, with 7 trees to be saved, with a planting plan part of the bid. The Planting plan will be at the meeting to allow Board members to see the Plan, as it is difficult to read and see the plan on 8X11 letter size paper.

The total cost with the added inclusion of the steps is \$486,028.50.

After discussion the following motion is recommended:

RECOMMENDATION: Authorization to enter into agreement with Elmer's to complete Uptown Public Riverwalk with addition of steps at Union Street Bridge for a total cost of \$486,028.50.

Memorandum

The City of Traverse City
Engineering Department



TO: Marty Colburn, City Manager
Jean Derenzy, DDA CEO

FROM: Timothy J. Lodge, City Engineer *[Signature]*

DATE: May 14, 2018

SUBJECT: 2018 Boardman Riverwalk Phase 1

The Traverse City Downtown Development Authority (DDA) employed a local engineering consultant, Gourdie Fraser, to conduct public involvement and the planning of a Riverwalk along the Boardman River between Union Street and West Front Street. The work also included preparing design plans, bidding and construction phase services for maintenance and repairs to the 3620 square feet of existing wooden boardwalk between the South Union Street Bridge and Parking Lot E and extension of new 3000 square feet wooden boardwalk to the public stairway access at the Uptown Development and a replacement of the existing stairs with a new ADA ramp access off and stairs off of Parking Lot E and related work. The project was recently reviewed by the Planning Commission for consistency with the Master Plan and this was affirmed at the City Commission Meeting held on May 7. The project is referenced as Project #877 in the CIP.

Sealed proposals were advertised for and were received on April 18, 2018 for this Project. Plans and specifications were provided to bidders through the Builders Exchange of Northwest Michigan and two bids were received for this work as follows:

Bidder		Bid Amount
Elmer's Crane and Dozer, Inc.	Traverse City	\$ 446,028.50
Spence Brothers.	Traverse City	\$ 772,585.00

The consultant's preliminary estimate for this work is \$491,925.00. There were a number of optional items including a cost addition for replacing the existing stairs on the northeast side of the South Union Street Bridge which we are recommending to be included. This optional item results in an increase of \$40,000 to the base bid amount of the low bidder. Therefore it is recommended that this work be awarded to the low bidder, Elmer's Crane and Dozer, Inc. and that the proper City officials be authorized to execute a unit price contract with the above mentioned bidder, in the amount of \$486,028.50, more or less, with funds therefore available in the Capital Projects Funds with reimbursement from TIF97

Installation of the barrier free ramp at Lot E will require tree removal. We have attached the list of trees affected by the ramp installation. The consultant did minimize the extent of tree removals with the final location and configuration of the ramp. The Planting Plan prepared by the consultant is attached for reference.

Traverse City D.D.A.

Boardman Riverwalk - Phase One

Tree Survey for B/F Ramp Installation at Parking Lot "E"

GFA - Job No. 17310

11-May-18

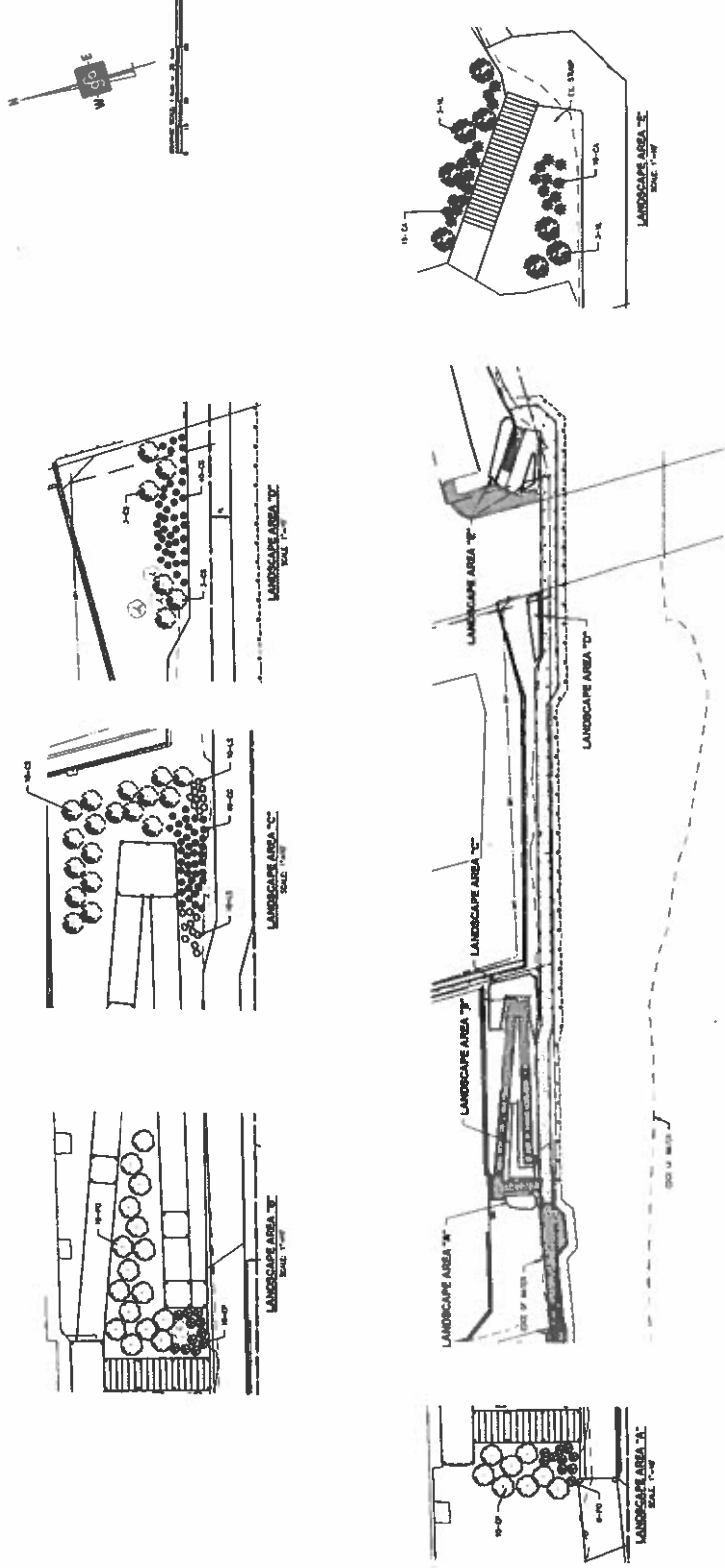
<u>No.</u>	<u>TREE TYPE</u>	<u>SIZE (inches)</u>	<u>HEALTH STATUS</u>	<u>CONSTRUCTION STATUS</u>
1	Chinese Elm	12	Healthy	Save
2	Chinese Elm	6	Healthy	Save
3	Chinese Elm	6	Healthy	Remove
4	Maple	15	80% Dead	Remove
5	Maple	10	Dead	Remove
6	Maple	10	Dead	Remove
7	Maple	10	Dead	Remove
8	Chinese Elm	15	Healthy	Save
9	Maple	12	Dead	Remove
10	Maple	12	Dead	Remove
11	Maple	10	Dead	Remove
12	Maple	6	Dead	Could be saved, but remove, dead
13	Chinese Elm	15	Healthy	Save
14	Maple	8	Dead	Remove
15	Chinese Elm	12	Healthy	Remove - Cannot be saved
16	Chinese Elm	12	Healthy	Remove - Cannot be saved
17	Chinese Elm	15	Not healthy- but not dead yet	Remove - Cannot be saved
18	Chinese Elm	18	Healthy	Adjust ramp location to save
19	Chinese Elm	15	Healthy	Save
20	Chinese Elm	15	Healthy	Adjust ramp location to save
21	Chinese Elm	30	Not healthy- but not dead yet	Large Elm that hangs out over the river. Boardwalk cannot be installed without removing tree.

ENGINEERING
 LANDSCAPE ARCHITECTURE
 TESTING & OPERATIONS
 1210 WEST FERRY STREET
 TRAVERSE, MI 49783
 (269) 947-1111
 (269) 947-1112
 (269) 947-1113

NO.	DATE	DESCRIPTION
1	10/15/18	ISSUED FOR PERMITS
2	11/15/18	REVISED PER COMMENTS
3	12/15/18	REVISED PER COMMENTS
4	01/15/19	REVISED PER COMMENTS
5	02/15/19	REVISED PER COMMENTS
6	03/15/19	REVISED PER COMMENTS
7	04/15/19	REVISED PER COMMENTS
8	05/15/19	REVISED PER COMMENTS
9	06/15/19	REVISED PER COMMENTS
10	07/15/19	REVISED PER COMMENTS
11	08/15/19	REVISED PER COMMENTS
12	09/15/19	REVISED PER COMMENTS
13	10/15/19	REVISED PER COMMENTS
14	11/15/19	REVISED PER COMMENTS
15	12/15/19	REVISED PER COMMENTS

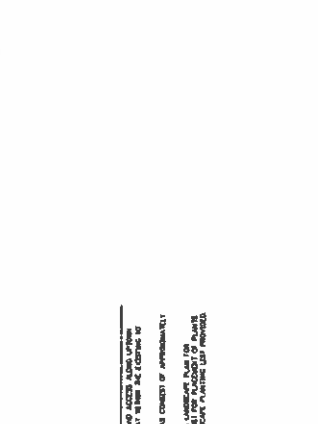
TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY
 BOARDMAN RIVER WALK - PHASE I
 PROPOSED LANDSCAPE LAYOUT PLAN
 SECTION 2, 1.27 N. W. 1.1 W.
 CITY OF TRAVERSE CITY, GRAND TRAVERSE COUNTY, MICHIGAN
 THESE DIMENSIONS ARE PROVIDED IN ACCORDANCE WITH THE SPECIALTY TERMS AND CONDITIONS FOR THIS PROJECT.

DATE	1/23/20
SCALE	C2.2



PROPOSED LANDSCAPING PLANTING LIST

ITEM	SYMBOL	QUANTITY	PLANT	SIZE	DEPTH	REMARKS
1	(Symbol)	24	PERENNIALS	12"	12"	QUALITY SPECIFIED
2	(Symbol)	24	PERENNIALS	12"	12"	QUALITY SPECIFIED
3	(Symbol)	0	PERENNIALS	12"	12"	QUALITY SPECIFIED
4	(Symbol)	0	PERENNIALS	12"	12"	QUALITY SPECIFIED
5	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
6	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
7	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
8	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
9	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
10	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
11	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
12	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
13	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
14	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED
15	(Symbol)	15	PERENNIALS	12"	12"	QUALITY SPECIFIED

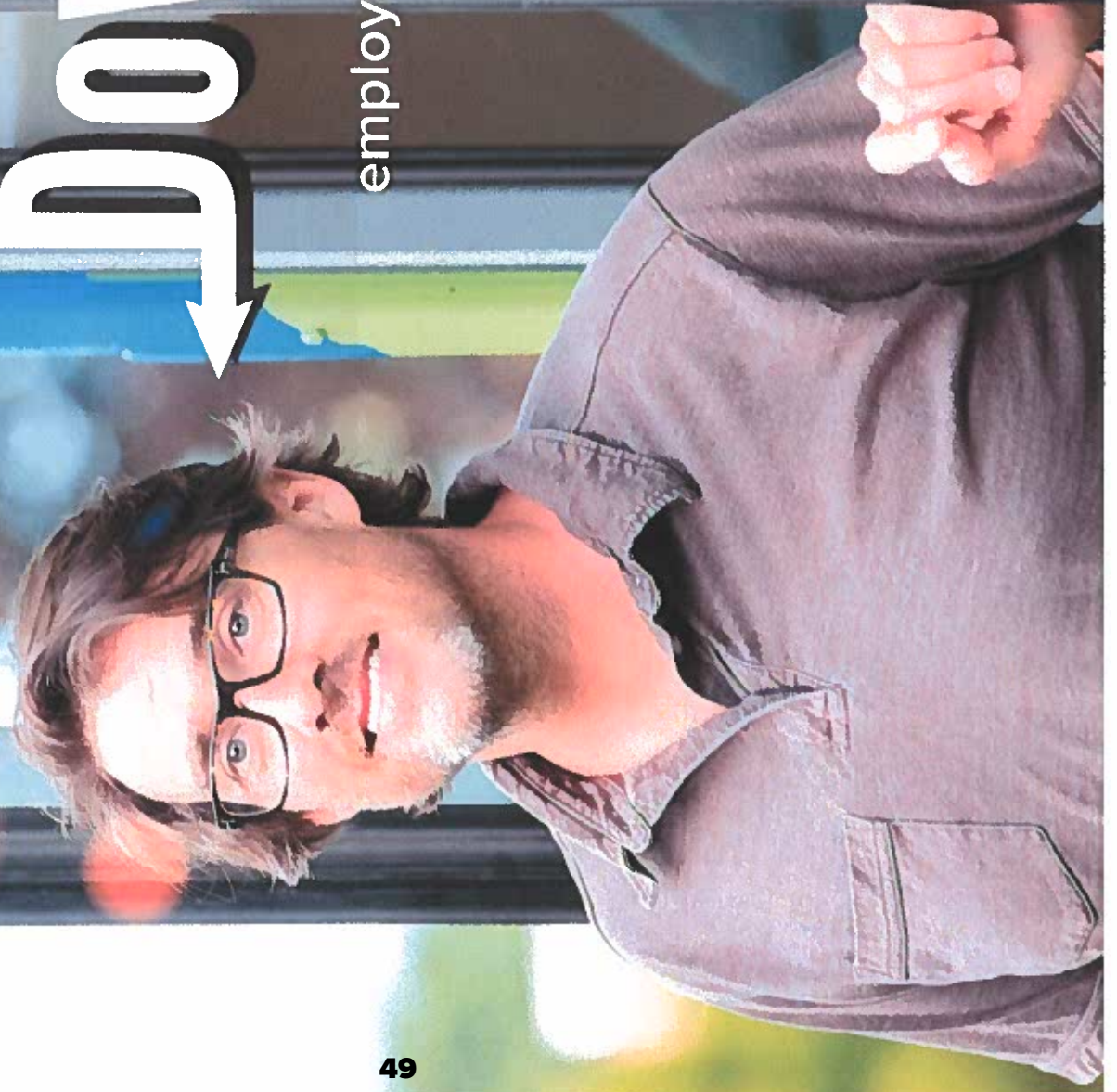


NOTES

- ALL DIMENSIONS UNLESS NOTED OTHERWISE.
- PERENNIALS TO BE PLANTED IN ACCORDANCE WITH THE PLANTING LIST.
- CONTRACTOR TO VERIFY ALL PLANTING MATERIALS ARE OF APPROPRIATE QUALITY.
- CONTRACTOR TO VERIFY ALL PLANTING MATERIALS ARE OF APPROPRIATE QUALITY.
- CONTRACTOR TO VERIFY ALL PLANTING MATERIALS ARE OF APPROPRIATE QUALITY.

Destination Downtown

A new, FREE way for
employees to get Downtown!



BATA
Area Transportation Authority





The Traverse City Downtown Development Authority (DDA) is launching a new program utilizing funds from Traverse City Parking Services toward providing commuter passes for employees within the DDA District. The Destination Downtown program will launch as a pilot on **June 25, 2018** and will allow pass holders to utilize existing BATA City and Village routes to get Downtown!

After the pilot period is complete, in late February, commuter passes will continue to be provided to interested employees. However, a nominal employer participation fee will be applied.

INTRODUCTION



REDUCE YOUR CARBON FOOTPRINT

Public transportation also helps to reduce road congestion and travel times, air pollution, and energy and oil consumption, all of which benefit both riders and non-riders alike.

NO STRESS COMMUTE THAT'S GOOD FOR YOUR HEALTH

Breathing fresh air, driving safely, being physically active, and avoiding excessive stress are a few of the well-known steps toward living a healthy life-style. Actually, using transit supports all of the above.

NO PARKING EXPENSE

Experiencing the parking crunch in Downtown TC? Tired of paying for parking? Destination Downtown is a complimentary commuter benefit that will help alleviate parking pressures by using transit. Freeing up space for Downtown visitors and providing an easy and efficient commute.

BENEFITS

WHERE ARE THE OFFICIAL PARK AND RIDE LOTS?

Route 10 : Suttons Bay/Northport || Leelanau Sands Casino

Route 11 : Glen Arbor/ Empire || Maple City Lions Club

Route 12 : Interlochen || Ric's Food Center

Route 13 : Kingsley/Fife Lake || Garfield Rd. at Hobbs Hwy.

Route 14 : Williamsburg/Acme || Turtle Creek Casino & Woodland Creek Furniture

Bayline : Meijer (Car-wash)

Bayline : Woodland Creek Furniture

WHAT COUNTIES DOES BATA SERVE?

Leelanau & Grand Traverse

WHERE WILL THE BUS PICK ME UP?

There are several stops on the City route that are conveniently located and accessible by walking or biking. The buses even have bike racks!

Village routes have park and rides strategically placed for an easy commute serving Suttons Bay, Glen Arbor, Interlochen, Kingsley, and Williamsburg.

HOW DO I GET OFF THE BUS?

When getting on the bus, tell the driver your stop. As you near your stop, pull the string which rings a bell indicating you are getting off on the next stop.

HOW DO I KNOW WHAT BUS TO TAKE AND AT WHAT TIME?

The BATA buses serving the City and Village routes are a bright lime green and called The Loop.

Route numbers are on the side of the bus and the final destination will be indicated on the marquee on the front of the bus.

For specific route times, visit bata.net or utilize the Transit app and Google Maps/Transit.

IS THERE AN APP OR EASY MAP?

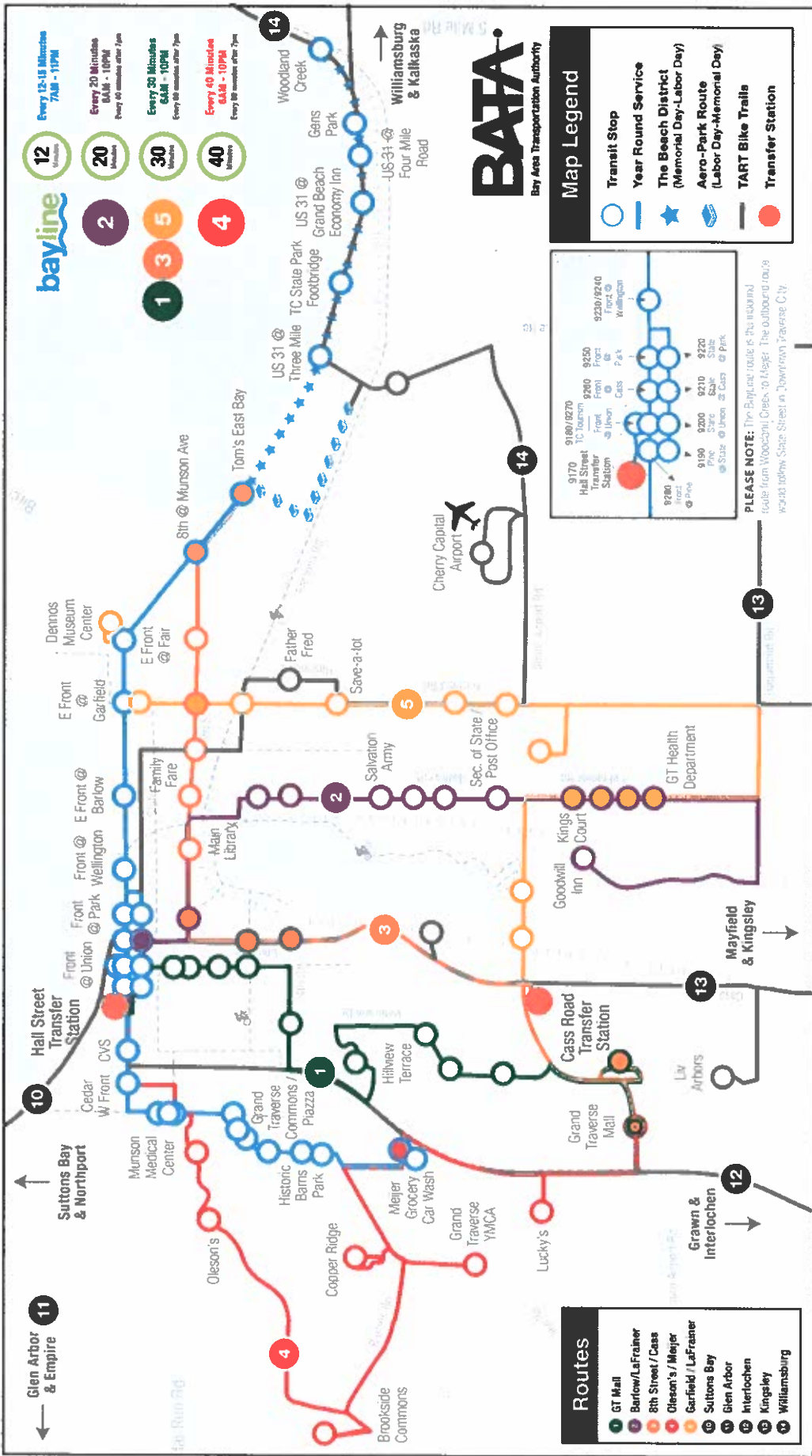
Visit bata.net, it links to Google Maps. You can also download the Transit App or Google Maps/Transit to find the best route from your exact location!

HOW DO I KNOW IF A BUS IS LATE OR OTHER ISSUES?

Service Alerts are available via text or email by signing up on the homepage of bata.net.



MAP



Destination Downtown

A new, FREE way for employees to get Downtown!

LET US HELP YOU COMMUTE TO DOWNTOWN TC

The Traverse City Downtown Development Authority (DDA) is launching a new program utilizing funds from Traverse City Parking Services toward providing commuter passes for employees within the DDA District. The Destination Downtown program will launch as a pilot on June 25, 2018 and will allow pass holders to utilize existing BATA City and Village routes to get Downtown.

DESTINATION DOWNTOWN BENEFITS

Reduce Your Carbon Footprint

No Stress Commute That Is Good For Your Health

No Parking Expense

REGISTERING DOWNTOWN EMPLOYEES NOW

Need more information on the program?
Call the Parking Office at 231.922.0241
or email destination@downtowntc.com

Register Now!
Visit

downtowntc.com/destinationdowntown

ARE YOU NOT FAMILIAR WITH TRANSIT? FREQUENTLY ASKED QUESTIONS

WHAT COUNTIES DOES BATA SERVE?

Leelanau & Grand Traverse

WHERE WILL THE BUS PICK ME UP?

There are several stops on the City routes that are conveniently located and accessible for walking or biking. The buses even have bike racks! Village routes have park and rides strategically placed for an easy commute (serving Suttons Bay, Glen Arbor, Interlochen, Kingsley, and Williamsburg).

WHERE ARE THE PARK AND RIDE LOTS?

ROUTE 10: Suttons Bay/Northport
Leelanau Sand Casino
ROUTE 11: Glen Arbor/Empire
Maple City Lions Club
ROUTE 12: Interlochen
Ric's Food Center

ROUTE 13: Kingsley/Fife Lake
Garfield Rd. at Hobbs Hwy.
ROUTE 14: Williamsburge/Acme
Turtle Creek Casino and W
Woodland Creek Furniture

WHERE DO I GET OFF OF THE BUS?

When getting on the bus, tell the driver your stop. Once you near your stop, pull the string to ring the bell indicating you are getting off at the next stop.

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HOW DO I KNOW IF A BUS IS LATE OR OTHER ISSUES?

Simply sign up for service alerts at bata.net and receive emails and/or texts on construction or other issues that affect service times.

DIGITAL RESOURCES

Visit bata.net view bus times and routes
Connect to Google Maps/Transit
Download the Transit App

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

FROM: Jean Derenzy, CEO

SUBJECT: Updates

SUMMARY OF ITEM TO BE PRESENTED:

1. I will be working on the Parking Advisory Committee to present to the Board in June. Similar to how I have presented the Leadership Team for the lower Boardman river, I would put together an overview of what the responsibilities would be. I would anticipate that the Committee would study, evaluate and make recommendations on an ongoing basis to the DDA relating to parking. The Committee will represent a cross section of Traverse City businesses and citizens. Appointments will be made by the DDA.
2. The 3 grants that we have put out for projects we are still waiting on being:
 - a. USDA on our grant for the incubator at 101 North Park but hoping to provide good news at our Board meeting.
 - b. Coastal Zone Management Grant and the Oleson Foundation for a comprehensive signage and interpretation plan for the Boardman River Water Trail.
3. Parking Lot P was approved and repaving will occur the later part of August, to allow for parking to be permitted in the lots during the peak summer months.

RECOMMENDATION: Information only.

FARMERS MARKET ADVISORY BOARD

REGULAR MEETING AGENDA

Monday, April 16, 2018, 9:00 am
Committee Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. Tricia Phelps, Lori Buchan, Sue Kurta, Courtney Lorenz, Nic Welty, Chuck Korson & Tim Werner
 - b. Absent: Jeff Joubran, Linda Grigg, Gary Jonas, & Meghan McDermott

2. Approval of Minutes
 - a. Motion: Werner, Seconded: Buchan
 - b. Approved unanimously

3. Monthly Financials
 - a. Motion: Korson, Seconded: Phelps
 - b. Approved unanimously

4. Category 2 Vendor Review
 - a. All vendors have been able to be accepted at some capacity

5. Farmers Market Kickoff Meeting Review
 - a. Three components:
 - i. Introduction to the Advisory Board to include a discussion of communication and Wednesday Markets
 - ii. Introduction to Jean & a project update
 - iii. Food Assistance Program update

6. Public Comment

7. Adjournment
 - a. Motion: Korson, Seconded: Buchan
 - b. Approved unanimously

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

Minutes

Present: Liz Lancashire, Dave Leonhard, Jeffrey Libman, John McGee, Todd McMillen, Misha Neidorfler

Absent: Kim Bazemore, Jake Kaberle

Staff/Others: Jean Derenzy, Colleen Paveglio

1. **Call to Order:** President Neidorfler called the meeting to order at 8:32 a.m.
2. **Approval of Minutes of the DTCA Board Meeting of March 8, 2018:** Minutes from the March 8, 2018 board meeting were approved as amended upon **motion by Libman and seconded by Lancashire. Motion carried unanimously.**
3. **Marketing Report (*Paveglio*)**
 - a. **Traverse City Restaurant Week**
 - i. February 25th - March 3rd
 - ii. 40 participants
 - iii. Two Tier option: Three course dinner for \$25 or \$35
 - iv. Great Lakes Wine & Spirits has \$2,000
 - b. **Celebration for Young Children**
 - i. Saturday, April 28
 1. Deadline for participation March 15
 2. Hands on Activity Center at Ecco
 3. Wings of Wonder at Horizons
 4. Miriam Pico at the State
 - c. **Downtown Art Walk**
 - i. Friday, May 4
 - ii. 27 Locations
 - d. **Art Fair Series**
 - i. Old Town Arts & Crafts Fair
 1. Sunday, June 24, 2018
 2. 10 am to 5 pm
 - ii. National Cherry Festival Arts & Crafts Fair
 1. Sunday, July 1, 2018
 2. 10 am to 7 pm
 - iii. Downtown Art Fair
 1. Saturday, August 18, 2018
 2. 10 am to 5 pm

e. Annual Dinner

- i. Thursday, June 7th at City Opera House
- ii. Harvest is catering
- iii. Raffle Prizes
 1. 300, 400, 500 E. Front: McMillen & Neidorfler
 2. 200: North 200
 3. 200: South: Libman
 4. 100: North Lancashire
 5. 100: South Bazemore
 6. West Warehouse: Kaberle
 7. Park, State, Old Town: McGee
 8. Union, Old Town
 9. Ad package: Colleen

f. Miscellaneous

- i. Social Media: As of March 6, 2018
 1. Facebook: 17,986
 2. Instagram: 19,263
 3. Twitter: 17,801
- ii. Newsletter Report: April 2018

4. Committee Reports

- a. Nominating Committee
 - i. **Motion by Leonhard, seconded by McGee that the DTCA Board of Directors accept the slate of candidates for the DTCA Board Election as presented by the Nominating Committee. Motion carried unanimously.**

5. President's Report (*Neidorfler*)

- a. None at this time

6. Financial Report (*Neidorfler*)

- a. Budget Amendment for Fiscal Year 2017-2018
 - i. **Motion by McMillen, seconded by Libman to approve the amended DTCA Budget for Fiscal Year 2017-2018. Motion carried unanimously.**

7. CEO's Report (*Derenzy*)

- a. Strategic Plan
 - i. Work Plan
 - ii. Derenzy to email draft Strategic Plan to the DTCA Board
- b. Parking Garage
- c. TIF 97
- d. TC L&P
- e. Employee Parking

- i. Bayline, Downtowner

8. New Business

a. Traverse City WiFi RFP

- i. **Motion by Libman, seconded by McMillen to enter into an agreement with What's Up Michigan to provide content management and advertising services for the Traverse City WiFi System. Motion carried unanimously.**

b. Bayline

- i. **Motion by Leonhard, seconded by Lancashire that the DTCA Board of Directors support the Bayline in an amount of \$500, with funds available in the community promotion line item. Motion carried unanimously.**

c. TBAISD

- i. **Motion by Libman, seconded by McMillen that the DTCA Board of Directors support the TBAISD summer work program in an amount not to exceed \$900. Motion carried unanimously.**

d. New Members

- i. Teetotallers

9. Adjournment

- a. The meeting adjourned at 9:36 a.m.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Parking Administrator
Date: May 14, 2018
Re: Parking Services Updates – May 2018

Destination Downtown – New

Kudos to Colleen and Nick. In a quick turnaround, they have produced all marketing and campaign materials for the commuter benefit program. We currently have 25 employees signed up to take advantage of this program. The official launch date is June 25, 2018.

Permit Lots 7 AM-4 PM – New

We have changed the enforcement times in designated permit lots from 8 AM-6 PM to 7 AM-4 PM. This change will allow evening workers to take advantage of the permit lots while leaving on-street spaces and off-street metered spaces open for the visitors and patrons of downtown.

Lot P Construction – New

On May 7th, City Commission approved the pavement preservation contract which included reconstructing parking lot P which will increase the number of spaces to 56. Due to a delay in the awarding the contract, the work will not be completed prior to Cherry Festival. We are moving the schedule to have the work begin at the end of August so we do not lose access to the lot during peak summer.

Bike Shelter 400 Blk Front – Update

Mike, Mark and Jim have been diligently working to construct the bike shelter in the 400 Blk of Front across from Bubba's. The structure is ready to be set into place. We are awaiting a scheduled time from TCLP as we do not have the proper heavy duty equipment to complete this final step. Once complete, we will install a bike fix-it station to complete the project.

Charging Stations – Update

We have placed an order to purchase six additional electric vehicle charging stations that will be installed at Hardy Parking Garage. One will be dedicated to the new Chevy Bolt that we are adding to our fleet. The other five will be available for public use.

Old Town NE Elevator - Closed

The elevator is back in service after extensive repairs to the hydraulic shafts.



Memorandum

Scheduled Vehicle Replacement – Closed

On May 7th, the City Commission approved the request to replace our existing Ford Explorer with the fully electric Chevy Bolt. We should have our new vehicle by the end of the month.

Project Schedules

- PARCS replacement at both Hardy and Old Town Parking Garages. The vendor is planning a mid-June install. We are currently notifying existing validation provider of the upcoming changes.
- LPR is tentatively scheduled for the first week of June.