

DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING AGENDA

Friday, June 15, 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 May 18, 2018 (approval recommended)
 - B. Consideration of minutes – Special joint meeting with DDA and Planning Commission (approval recommended)
 - C. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for May, 2018 and Financial Reports for Traverse City Parking Services. (approval recommended)
 - D. Destination Downtown Agreement
3. CEO Report
 - A. 8th Street Request for consideration – Discussion
 - B. Valet Pilot Project
 - C. 2018/2019 Budget Approval
 - D. By-laws (Steve Constantin)
4. Old Business
 - A. TDM (Parking Update)
5. 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
303 E. State Street
Traverse City, MI 49684
@downtowntc.com
jean@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
Re: Consent Calendar

To assist in the overview of the consent calendar the following is provided:

Financial Reports: The reports show that we are above the revenue projections and expenditures are running above the projection. The projection at this time is that \$50,000 will be our fund balance by June 31, 2018.

Destination Downtown: The Agreement will be between BATA and the DDA. This provides the legal instrument to offer free BATA transportation for downtown employees within the DDA TIF Boundaries. As of June 11, 2018, 155 are signed up for this program. Having the ability to have this many or even a percentage of the employees signed up will assist in:

- Employees not having to pay for parking, gas etc.
- Having public transportation more viable/visible in downtown
- Having public parking spaces within the downtown available for customers

This contract is for an 8-month program (June 25th through February 28, 2019). Cost of the program will be \$1.50 for City Loops and \$3.00 for village loops. This will be tracked and monitored with the cards issued to the employees signed-up. Cost will come from the parking funds with authorization approved by the City Commission.

RECOMMENDATION: Approval of consent Calendar.

Minutes
Traverse City Downtown Development Authority
Regular Meeting
May 18, 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, Collette Champagne, Steve Constantin, Bill Golden, Scott Hardy, Debbie Hershey, T. Michael Jackson, Jeff Joubran, Gabe Schneider

Absent: N/A

2. Public Hearing Fiscal Year 2018-2019 DDA Budget

A. Public Hearing was opened at 8:02 am

1. Review of the DDA Budget
2. Review of TIF 97
3. Review of Old Town TIF
4. Public Comment: None at this time

B. Public Hearing was closed at 8:08 am

3. Consent Calendar. **Motion by Jackson, seconded by Beers that the consent portion of the agenda be approved. Motion carried 11-0. Bagdon abstained**

A. Approval of minutes of the Regular Meeting of April 20, 2018

B. Approval of Financial Reports and disbursements for DDA, TIF 97, and Old Town dated March 31, 2018 and Financial Report for Traverse City Parking Services for March 31, 2018

C. Approval to apply to Rotary for SEED Grant for Destination Downtown

4. CEO Report

A. Approval of Strategic Plan

1. Review of the Strategic Plan
2. Discussion regarding housing within the Strategic Plan
 - a. Housing to be incorporated under Real Estate and Place Making
 - i. Collaboration to support housing opportunities

3. **Motion by Bagdon-McCallum, seconded by Beers to that the DDA Board of Directors approve the 2017-2020 Strategic Plan with the addition of housing under the Real Estate and Place Making section. Motion carried unanimously.**
- B. **Yearly Work Plan**
 1. **Review of the Work Plan**
 - a. **Real Estate Development and Place Making edit with 3/4**
 2. **Motion by Constantin, seconded by Champagne that the DDA Board of Directors approve the 2018/2019 Work Plan for the DDA CEO. Motion carried unanimously.**
 - C. **Lower Boardman River Work Plan**
 1. **Review of the a proposed leadership team and work plan**
 2. **Ad Hoc Committee**
 - a. **Motion by Constantin, seconded by Hardy that the DDA Board of Directors appoint Burkholder, Jackson, and Joubran to the Ad Hoc Committee. Motion carried unanimously.**
 3. **Motion by Beers, seconded by Joubran that the DDA Board of Directors authorize the CEO to seek applicants to serve the Lower Boardman River Unified Plan Leadership Team and approve the plan as presented. Motion carried unanimously.**
 - D. **2018 Boardman Riverwalk Uptown**
 1. **Heather Jamison, Gourdie Fraser reviewed the Bid**
 2. **Motion by Jackson, seconded by Constantin that the DDA Board of Directors authorize to enter into an agreement with Elmer's to complete the Uptown Public Riverwalk with additions of steps at Union Street Bridge for a total cost of \$486,028.50. Motion carried unanimously.**
 3. **Public Comment**
 - a. **Christine Crisman, Watershed Center, commented on tree removal and replacement for this project**
5. **Old Business**
 - A. **Communication Plan - Destination Downtown**
 1. **Paveglio reviewed the Marking and Communication Strategy for Destination Downtown**
 - B. **TDM Update**
 2. **Nicole VanNess reviewed the TDM 3-Year Plan to date**
 - a. **Destination Downtown**
 - b. **License Plate Recognition**
 - c. **Valet**
 6. **Receive and File**
 - A. **Written Report from CEO - Updates**
 1. **West End Parking Committee**
 2. **AECOM Stormwater Management Plan**
 3. **Comment from Board**
 1. **Parking**

4. Comments on signage at Uptown
 5. Bike Shelters
 - B. Farmers Market Minutes
 - C. DTCA Minutes
 - D. Parking Update
-
7. Public Comment
 - A. Gil Rupp, 12080 S. Elk Ridge Dr., commented on parking
 8. Adjournment. The meeting officially adjourned at 9:40 a.m.

Respectfully submitted,

Colleen Paveglio
Marketing & Deputy Director

**Minutes
Traverse City Downtown Development Authority & Traverse City Planning Commission
Joint Special Meeting**

Tuesday, May 22, 2018
7:00 PM
Commission Chambers
Governmental Center, 2nd Floor
Traverse City, Michigan 49684

Chairperson Koebert called the joint meeting to order at 7:00pm

1. Roll Call: Mrs. Luick called roll for the Planning Commission

PRESENT: Vice-Chairperson Mike Grant, Commissioners David Hassing, Chairperson Koebert, Brian McGillivary, and Heather Shaw.

ABSENT: Commissioners Janet Fleshman, Brian Haas, Jim Tuller, and Camille Weatherholt.

STAFF Russ Soyring, Planning Director; Missy Luick, Planning and Engineering Assistant

Ms. Talarico called roll for the Downtown Development Authority

PRESENT: Bagdon-McCallum, Beers, Burkholder (arrived at 7:01pm), Mayor Carruthers, Champagne, Constantin, Golden, Hardy, Jackson

ABSENT: Hershey, Joubran, Schneider

STAFF: Jean Derenzy, Traverse City Downtown Development Authority CEO, Nina Talarico, Traverse City Downtown Development Authority Office Manager

2. Announcements: Soyring introduced Emily Vonnick, a planning intern.

3. Medical Marihuana

A. Soyring gave an overview of provision centers and processors in the downtown district and summarized his and Ms. Derenzy's suggestion of a 1,000 foot radius between centers, allowing up to three centers in the downtown district.

B. Derenzy discussed the TIF 97 vision for downtown and the suggestion that centers be located on upper levels of buildings in the C4 district.

C. Public Comment:

1. Brad Spencer, 8165 Bingham Ridge Dr.

2. Rick Buckhalter, 932 Kelly Street

D. The Planning Commission will hold a Public Hearing on June 5th, 2018 regarding a proposed amendment for medical marihuana facilities in the city.

4. Lower Boardman River Planning

- A.** Derenzy discussed her memorandum dated May 26, 2018 regarding a Leadership Team for the Lower Boardman River. She mentioned a need for a member on the team that sits on both the City Commission and the Planning Commission
- B.** The Planning Commission suggested to appoint Commissioner Haas to the Leadership Team.
- C.** Public Comment:
 - 1. Rick Buckhalter, 932 Kelly Street
- D.** The Planning Commission will take action recommending Commissioner Haas to the Leadership Team at their next regular meeting.

5. Downtown Planning Presentation-

- A.** Soyring presented a before and after presentation of Traverse City.

6. Adjournment: DDA Board and Staff were released at this time as the Planning Commission finished the remaining items.

Downtown Development Authority
Balance Sheet
As of May 31, 2018

	May 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	139,858.33
Fifth Third Savings - 6740	201,709.87
Petty Cash	298.19
Total Checking/Savings	341,866.39
Accounts Receivable	
Accounts Receivable	172,690.38
Total Accounts Receivable	172,690.38
Other Current Assets	
Due From DTCA	974.47
Due From APS	542.51
Total Other Current Assets	1,516.98
Total Current Assets	516,073.75
Other Assets	
Due From Other Funds	27,135.44
Pre-Paid Expense	8,020.00
Total Other Assets	35,155.44
TOTAL ASSETS	551,229.19
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-425.98
Total Accounts Payable	-425.98
Other Current Liabilities	
Seed Grant	10,000.00
Due to Other Funds	12,868.65
Direct Deposit Liabilities	-18,090.74
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	14,222.55
Project Fresh	-7,020.00
Deposits Payable - Other	-18.00
Total Deposits Payable	15,526.55
Payroll Liabilities	
457k Payable	-2,740.49
State Income Tax Payable	1,742.13
State Unemployment Tax Payable	-5.95
Health Insurance Payable	800.48
Total Payroll Liabilities	-203.83
Total Other Current Liabilities	34,568.30
Total Current Liabilities	34,142.32
Total Liabilities	34,142.32
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	289,906.29
Net Income	119,574.31
Total Equity	517,086.87
TOTAL LIABILITIES & EQUITY	551,229.19

DDA Financial Report

	May 31, 2017	May 31, 2018	Budget 17-18 as Approved	Budget 17-18 with Amendments	% of Budget	Budget Variance
REVENUE						
Property Taxes	138,859	192,262	141,000	141,000	136.4%	-51,262
Interest and Dividends	472	477	200	200	238.5%	-277
Miscellaneous	2,996	983	0	0	-	-983
Rents and Royalties	46,800	48,930	53,000	53,000	92.3%	4,070
Administrative Services	618,191	676,452	776,366	776,366	87.1%	99,914
Prior Year Surplus	0	0	0	0	-	0
TOTAL REVENUE	\$807,318	\$919,104	\$970,566	\$970,566	94.7%	\$51,482
EXPENSES						
Payroll Expense	619,839	648,607	752,023	752,023	86.2%	103,416
Health Insurance	53,914	44,995	106,700	106,700	42.2%	61,705
Workers Compensation	13,651	11,608	0	0	-	-11,608
Office Supplies	4,196	10,448	10,000	10,000	104.5%	-448
Operation Supplies	1,392	1,638	0	0	-	-1,638
Professional/Contractual	58,500	39,499	44,775	56,775	69.6%	17,276
Communications	4,169	4,969	4,800	4,800	103.5%	-169
Transportation	596	2,405	2,000	2,000	120.2%	-405
Lodging/Meals	3,177	4,583	5,000	5,000	91.7%	417
Training	1,415	1,368	2,000	2,000	68.4%	632
Community Promotion	11,691	4,060	11,500	11,500	35.3%	7,440
Printing/Publishing	961	3,474	1,500	1,500	231.6%	-1,974
Insurance & Bonds	1,297	1,630	1,800	1,800	90.6%	170
Utilities	6,966	4,059	7,100	7,100	57.2%	3,041
Repairs & Maintenance	1,950	1,950	2,200	2,200	88.6%	250
Rentals	7,584	7,070	9,000	9,000	78.6%	1,930
Legal Expense	0	0	4,500	4,500	0.0%	4,500
Miscellaneous	205	195	400	400	48.8%	205
Equipment	2,255	6,971	6,000	6,000	116.2%	-971
TOTAL EXPENSE	\$793,758	\$799,530	\$971,298	\$983,298	81.3%	\$183,768
NET INCOME/(LOSS)	\$13,560	\$119,574	(\$732)	(\$12,732)	91.7%	

thru fiscal year□

DDA - TIF97
Balance Sheet
As of May 31, 2018

	May 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	1,492,095.61
Total Checking/Savings	1,492,095.61
Accounts Receivable	
Accounts Receivable	960,000.00
Total Accounts Receivable	960,000.00
Total Current Assets	2,452,095.61
Other Assets	
Due From Other Funds	11,968.65
Total Other Assets	11,968.65
TOTAL ASSETS	2,464,064.26
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	143,515.00
Total Accounts Payable	143,515.00
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	1,117,550.44
Total Liabilities	1,117,550.44
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	338,850.77
Net Income	1,028,863.05
Total Equity	1,346,513.82
TOTAL LIABILITIES & EQUITY	2,464,064.26

TIF 97 Financial Report

	May 31, 2017	May 31, 2018	Budget 17-18 as Approved	% of Budget	Budget Variance
REVENUE					
Property Taxes	1,682,734	2,014,156	1,890,000	106.6%	-124,156
Grants	0	0	0	0.0%	0
Reimbursements	(616,768)	129,889	115,000	112.9%	-14,889
Interest Revenue	4,275	5,196	4,500	115.5%	-696
Prior Year Surplus	0	0	0	0.0%	0
TOTAL REVENUE	\$1,070,242	\$2,149,241	\$2,009,500	107.0%	-\$139,741
EXPENSES					
Professional Services	358,058	319,655	397,000	80.5%	77,345
Insurance & Bonds	-16	0			
Printing/Publishing	0	0	1,000	0.0%	1,000
Contributions to Other Governments	0	798,732	831,000	96.1%	32,268
Capital Outlay	1,883,781	1,991	1,027,500	0.2%	1,025,509
TOTAL EXPENSE	\$2,241,823	\$1,120,378	\$2,256,500	49.7%	\$1,136,122
NET INCOME/(LOSS)	(\$1,171,581)	\$1,028,863	(\$247,000)	91.7%	

thru fiscal year

DDA Old Town TIF
Balance Sheet
As of May 31, 2018

	<u>May 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	
Equity	
Retained Earnings	1,000.00
Net Income	183,414.13
Total Equity	<u>184,414.13</u>
TOTAL LIABILITIES & EQUITY	<u><u>184,414.13</u></u>

PURCHASE OF PASSENGER FARE AGREEMENT

THE BAY AREA TRANSPORTATION AUTHORITY (the Authority, herein referred to as "BATA"), 3233 Cass Road, Traverse City, Michigan 49684, and the TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY, (the Purchaser, hereinafter referred to as "DDA"), 303 East State Street, Traverse City, Michigan 49684, in consideration of the mutual promises contained herein, do hereby agree as follows:

1. TERM

The initial term of this Agreement is June 25, 2018-February 28, 2019 for the pilot commuter benefit program to be known as "Destination Downtown." Following the initial term, the program may be continued by the parties upon mutual agreement.

2. PURPOSE OF AGREEMENT

The recognized purpose of the pilot Destination Downtown program is:

- Recognize the lasting relationship between BATA and the DDA,
- Reduce demand for downtown parking,
- Increase sustainability of transportation,
- Increase the use of transit service by downtown employees within the DDA District,
- Reduce the cost of travel and parking for downtown employees within the DDA District,
- Allow the parties to evaluate and gather information regarding the pilot program.

3. SERVICE PROVIDED

BATA and the DDA have agreed to support a pilot commuter benefit program to be known as "Destination Downtown" to manage the transportation demand created by the increased demand for the parking downtown. BATA will provide Destination Downtown Cards to the DDA to travel on all BATA fixed route buses. The DDA will distribute the Destination Downtown Cards to downtown employees by marketing the pilot program to employers within the DDA District. Downtown employees must swipe their issued valid Destination Downtown Card through the fare box. BATA will collect data on each boarding and provide such information to the DDA monthly.

4. DESIGNATED REPRESENTATIVES

The DDA agrees to designate a representative as its agent to work in cooperation with designated representatives of BATA, overseeing the conduct of this service, modifications thereto and evaluation thereof. Nothing herein will be construed to limit the legal powers of BATA or of the governing body of any governmental unit.

5. FINANCIAL MANAGEMENT

5.1 Payments by Purchaser

DDA agrees to reimburse BATA an amount equal to 100% of full-adult cash fare (\$1.50 for City Loops/\$3.00 for Village Loops), per boarding for individuals with a valid Destination Downtown Card for the Term of the Agreement.

BATA will provide data files to the DDA collected from the magnetic strip on the Destination Downtown Card with the following information:

- Date and time of swipe
- Location (latitude/longitude) of the swipe
- Route and Direction

BATA shall submit invoices to the DDA once per month, on or about the fifth day of each month for the contract term. DDA agrees to pay the amount for the total number of boardings for a given month according to its customary policies for payment of invoices.

5.2 Financial Assumptions, Power of Authority to Modify Services

It is expressly understood by the parties that the charges to the DDA are based on the BATA's adult cash fare (\$1.50 for City Loops and \$3.00 for Village Loops).

5.3 Fares

It is expressly understood that determination of fare levels and all policies relating to fare collection and administration will be the responsibility of BATA and are based on BATA's current fare structure.

5.4 Bulk Fare Consideration

A bulk fare rate discount of 20% will be applied if the predetermined threshold of 24,277 rides has been reached during the initial term of this Agreement to all rides exceeding 24,277. If ridership data projects this threshold will be met in subsequent years of the agreement, the 20% discount will be applied for the full year in advance.

6. EQUIPMENT

BATA will provide all hardware (including Destination Downtown Cards) and vehicles necessary for the service to be rendered hereunder, will maintain said equipment and will retain ownership of said equipment.

7. PERSONNEL

BATA will provide the personnel necessary to fulfill its obligation hereunder, and retains complete authority in hiring, regulation and termination of said personnel. The DDA will provide the personnel necessary to administer the pilot Destination Downtown program.

The relationship of the parties is that of independent contractors and in accordance therewith, the parties covenant and agree to conduct themselves consistent with such status and that neither they nor their employees, officers or agents will claim to be an officer, employee or agent of the other party or make any claim, demand or application to or for any rights or privileges applicable to any officer or employee of same, including but not limited to worker's compensation coverage, unemployment insurance benefits, social security coverage, or retirement membership or credit. The parties do not intend the services provided by the Consultant to be a joint venture.

8. INDEMNIFICATION

BATA will indemnify the DDA and hold the DDA harmless from all claims, suits, actions and damages resulting from operation of vehicles conducted by the Authority under this Agreement except to the extent that such damages are caused by the DDA. It is not the intent of BATA to waive any governmental immunity otherwise available to it. DDA, subject to any governmental immunity available to it, will indemnify and hold BATA harmless from all claims, suits, actions, and damages caused by its officers, agents or employees to the extent of its insurance coverage, except to the extent caused by BATA.

9. ASSIGNMENT

This Agreement shall not be assigned by either party without the written consent of the other.

10. EQUAL EMPLOYMENT OPPORTUNITY

In connection with the execution of this Contract, BATA will not discriminate against any employee or applicant for employment because of race, religion, color, sex, handicap, age, or national origin, other than as a bonafide occupational qualification. BATA represents that it has taken and will continue to take affirmative actions to ensure that applicants are selected, and that employees are treated during their employment, without regard to their race, religion, color, sex, handicap, age or national origin.

11. MODIFICATION OF AGREEMENT

This contract may be modified in writing by mutual agreement of the parties.

12. EVIDENCE OF INSURANCE

BATA shall obtain and maintain during the term of this Agreement the following insurance:

- a. Workers compensation insurance with Michigan statutory limits and employer's liability insurance with minimum limits of \$500,000 each accident.
- b. Public liability insurance with limits of no less than \$1,000,000 each occurrence and aggregate for bodily injury and property damage, as well as an umbrella policy with limits no less than \$5,000,000. The DDA is named as additional insured as respects general liability claims resulting from the operation of the Bay Area Transportation Authority. The policy of insurance must be current and must be accompanied by a statement, which indicates that the policy shall not be canceled, without at least sixty (60) days prior notification to the DDA, of such cancellation.
- c. Automobile liability insurance covering all owned, hired and non-owned vehicles, with personal protection insurance and property protection insurance to comply with the provisions of the Michigan No-Fault Insurance law, including residual liability insurance with minimum limits of \$1,000,000 combined single limits bodily injury and/or property damage each accident. The policy of insurance must be current and must be accompanied by a

statement, which indicates that the policy shall not be canceled, without at least (60) days prior notification to the DDA, of such cancellation.

BAY AREA TRANSPORTATION AUTHORITY

Kelly Dunham
Executive Director

TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

William (Bill) Golden, DDA Chair

Steve Constantin, Secretary

APPROVED AS TO SUBSTANCE

Jean Derenzy, DDA CEO

APPROVED AS TO FORM:

Lauren Tribble-Laucht, DDA/City Attorney



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

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
Re: Consideration for 8th Street

Attached is a letter from North Boardman Lake District (NBLD) dated April 6, 2018 and received by my office on May 17, 2018. This letter is a request to the DDA for consideration to have the Old Town TIF to expand to down Lake Street to include McGough's and Oryana and down 8th street down to Barlow. The proposed expansion is outlined on the map.

To complete due diligence, the following will need to be completed:

- A. Review process to expand boundaries
- B. Talk with property owners within the District
- C. Review how expanded boundaries fit within Master Plan
- D. Talk with taxing jurisdictions
- E. Complete cost overview
- F. Complete draft scope of public activities
- G. Identify advantages and disadvantages

This is the first request that has been made to expand the DDA District that I have found in the file. Reaching out to both property owners and taxing jurisdictions will be important. As Board members are aware, Old Town TIF recently reset their base tax, providing annual increases to all taxing jurisdictions, i.e. City of Traverse City receives \$610,354 of new general fund taxes annually from the previous TIF 2; County receives \$253,550 of general fund taxes annually from the previous TIF 2. It is important to review not just the expansion and impact, but how economic tools would/can be utilized to assist in the growth of the corridor.

As identified within may workplan under Leadership, it is my opinion that the DDA's skillsets for development, marketing, promoting and communicating would assist the City of Traverse City in growth opportunity.

The strengths of the DDA is in the promotion of the downtown, utilizing economic tools for the betterment of our City, business growth and increasing tax base. It is always important to look partnerships, with the largest partnership being our taxing jurisdictions. It is my recommendation that authorization be granted to have the CEO investigate the option of expanding the Old Town TIF boundaries with monthly updates to be provided.

RECOMMENDATION: Approval for CEO to investigate the probability of expanding Old Town TIF District over to Oryana and down to Barlow.

April 6, 2018

Jean Derenzy
Downtown Development Authority
303 E State ST, Ste. C
Traverse City, MI

Dear Jean,

The North Boardman Lake District (NBLD) is an ad-hoc organization of business owners, employees, and residents along the Eighth Street corridor and northern Boardman Lake.

Our goal is to build a unified vision and voice for our corridor and its relationship to Traverse City. The NBLD developed the following objectives to support this goal:

1. Develop, support, and implement a unified plan and vision for our district as a whole;
2. Obtain funding for marketing and events;
3. Provide opportunity for redevelopment liquor licenses;
4. Plan for corridor infrastructure improvements, including parking; and
5. Develop relationships with Traverse City, Grand Traverse County, and State representatives to foster thoughtful development that connects and serves us all.

After reviewing multiple economic development tools to attain these goals, including a new Principal Shopping District, new Corridor Improvement District, and Downtown Development Authority (DDA) expansion, we propose that the DDA consider expanding its boundaries to incorporate the NBLD district (please see the proposed expansion boundaries on the attached map). We do not propose an expansion of the DDA TIF district and would instead consider an addition of a millage to our district's property owners and other funding tool(s) to finance NBLD corridor improvements.

Expanding the DDA will provide the following benefits to the NBLD, DDA, and City:

- Marketing and branding of the NBLD would be coordinated with other downtown districts, by the most experienced staff and resources in this area, without creating a new organization or committee to administer.
- Viable access to grant and loan opportunities for corridor improvements;
- DDA board gains broader spectrum of perspectives and NBLD stakeholders benefit from combined knowledge, expertise, and perspective of DDA board;
- The current DDA boundaries expand to an area ripe for well-intentioned development that encompasses a committed group with resources, insights and energy.
- Opportunity for redevelopment liquor licenses provides incentive for lively, mixed-use development along corridor.

We appreciate your consideration of this proposal and are happy to answer any questions/concerns you, the DDA board, or City may have.

Thank you for your time.

Sincerely,
North Boardman Lake District Members

Name, Signature	Organization
Eise Crafts of	Commonplace
Nathan Brown	Twin Bay Glass
Mark [Signature]	Jen Tees Custom Logo Gear
Douglas Kazuo	Traverse Community Music
[Signature]	The Filling Station Microbrewery
[Signature]	Todd @ the filling station Microbrewery, co
[Signature]	Raduno janene@radonote.com
[Signature]	Oryana Community Coop
[Signature]	Commonplace / Commonsounds

We appreciate your consideration of this proposal and are happy to answer any questions/concerns you, the DDA board, or City may have.

Thank you for your time.

Sincerely,
North Boardman Lake District Members

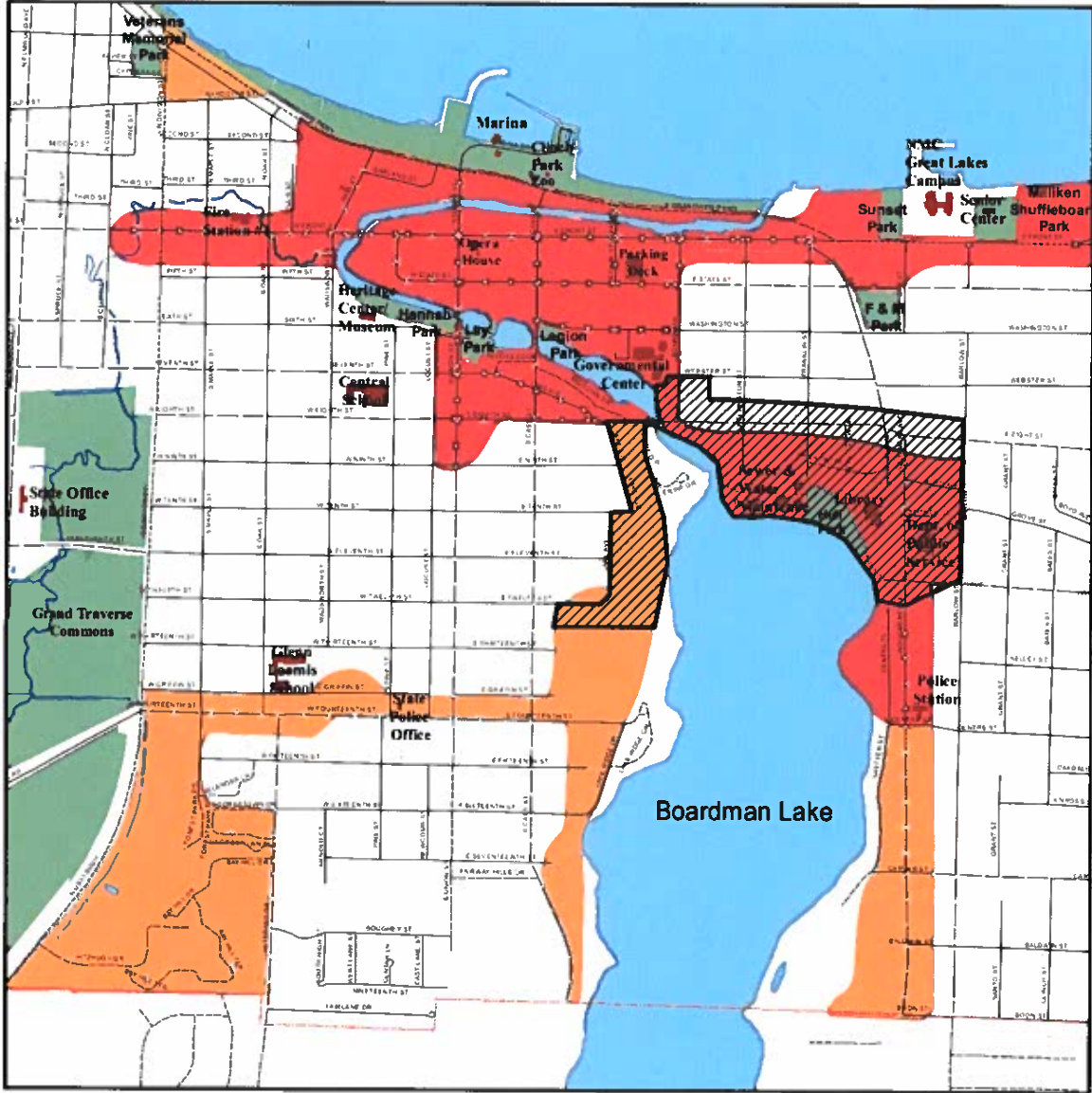
Signature: 
Tim Brick (May 16, 2018)
Email: tbrick@brickwheels.com

Signature: 
Gregory Graetz (May 16, 2018)
Email: greggraetz@yahoo.com

Signature: 
Anna Lammers (May 17, 2018)
Email: anna.h.lammers@gmail.com

PROPOSED DDA EXPANSION

by the NORTH BOARDMAN LAKE DISTRICT



 **Proposed DDA Expansion**

 **TC-5 Downtown**

 **TC-4 Corridor**

 **TC-C Campus Plan OR TC-1 Conservation**



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

Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
Re: Valet Parking – Pilot Program.

As part of the TDM three-year implementation strategy, recommendation is made to have businesses do an 11-month valet parking program. This pilot program is in lieu of changing an ordinance and having the public enter into agreement with valet company. Before changing ordinance and entering into an unknown activity, it is recommended that a pilot program be started to work out the best approach and determine next steps.

The three businesses who have agreed to enter into an agreement with At Your Service Valet is Pam Marsh, Dave Denison and John McGee. The company would be **required to have this service for all of downtown** and the cars must be parked in private surface parking areas. The City of Traverse City would provide the right-of-way agreement (license agreement). The purpose of the license agreement is to approve the use of the right-of-way. The valet service would run from Wednesday to Saturday 5:00pm to 11:00pm

This pilot project is recommended to allow staff to get data from the pilot program, to determine the continuation of the program or consideration of taking over the program. The data requested includes:

- Use by hour – number of cars coming and going per hour
- Destination – Shopping, dining, movies, overall downtown experience, specific businesses (if they are willing to share)
- Users – Locals, visitors (in-state vs. out-of-state).

Again, this is a pilot program to see the benefits to our area businesses and our public parking as well as if there are any disadvantage to the program prior to changing the ordinance.

RECOMMENDATION: Endorsement of Pilot Valet Parking Project for the Downtown, with public right-of-way to be in the 200 block of Front Street. Project shall be for an 11-week period Wednesday through Saturday 5:00pm to 11:00pm



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Memorandum

To: Downtown Redevelopment Authority
From: Jean Derenzy, CEO
Re: Consideration 2018/2019 Budgets

At the May 18, 2018 meeting a public hearing was held for the 2018/2019 budgets for DDA, TIF 97 and Old Town TIF. No public comments were received. The City Commission considered and unanimously approved these budgets at their June 4, 2018.

All three budgets are attached for your review and approval. As stated previously, the public infrastructure that is contained within the budgets are:

Old Town: Lake Avenue streetscapes, Eighth Street Bridge Repair, South Cass Street Bridge Repair.

TIF 97: West Front Bridge replacement; South Cas Street Bridge Replacement; Park Street Bridge Replace, Uptown Riverwalk and Wellington Plaza.

The 2018/2019 budget has been reviewed and is authorized for the DDA to approve.

RECOMMENDATION: That the DDA Board of Directors approve the 2018/2019 budget for DDA, TIF 97 and Old Town TIF as presented.

**City of Traverse City, Michigan
Downtown Development Authority
DDA General Fund
Income Statement Projections**

	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	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	1,009,298	1,098,646
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	13,002	92,724
Beginning Fund Balance (Deficit)	397,510	410,512
Ending Fund Balance (Deficit)	\$ 410,512	\$ 503,236

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

	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
Total Contribution to District Construction Projects	121,432	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
Income Statement Projections**

	FY 17/18 Projected	FY 18/19 Budget
REVENUES		
Property Taxes	\$ 186,827	\$ 260,509
Reimbursements	-	-
Interest Revenue	-	-
	<hr/>	<hr/>
TOTAL REVENUES	186,827	260,509
 EXPENDITURES		
Professional Services	16,500	166,284
Printing and Publishing/Other	-	-
Total Contribution to District Construction Projects:	675	863,330
	<hr/>	<hr/>
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
	<hr/>	<hr/>
NET CHANGE IN FUND BALANCE	169,652	(169,105)
 Beginning Fund Balance (Deficit)	 1,000	 170,652
	<hr/>	<hr/>
Ending Fund Balance (Deficit)	\$ 170,652	\$ 1,547
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Memorandum

To: Downtown Redevelopment Authority
From: Steve Constantin, DDA Secretary
Re: DDA Bylaws

Attached is information relating to DDA internal procedures as it relates to the general operating procedures/bylaws. There are three pieces that should be addressed and acted on by the Authority being:

1. DDA Officer Nomination Procedure.
2. DDA Standing Committees.
3. DDA Advisory Boards.

I have outlined the proposed procedure for all three procedural processes to begin the discussion and anticipated action by the Authority.

DDA Internal Procedures

DDA Officer Nomination Procedure

Current Situation:

The DDA By Laws do not address how Officers are nominated or elected.

Historically we have had several approaches:

- At one time we had a three person Nominating Committee: a past Board member (Boots), the Executive Director and the Chair.
- Recently the Executive Committee along with the Executive Director.
- Nominations are presented to the Board in September Annual Meeting. The Chair asks if there are additional nominations. The Chair asks for a motion naming officers. Board votes on the slate of officers.
- Terms are for two years but are still voted on annually. Traditionally the Vice Chair moves to the Chair role when the two year term for Chair is completed.

It is time to formalize the procedure.

Proposed procedure:

- The Nominating Committee shall consist of the CEO and the Executive Committee.
- Officer terms are for two years but voted on annually.
- In August the Chair will officially inform the Board that the Chair will privately accept nominations for officer roles.
- Any member can nominate another member or can express interest themselves. This should be communicated to the Board Chair.
- Prior to the September Annual meeting the Nominating Committee will meet and agree on a slate to be presented to the Board.
- The Chair will contact all those nominated and inform them of the Nominating Committee's proposed slate. When those on the slate agree the slate will be presented by the Chair at the September Annual Meeting.
- There would have to be a motion to elect the slate presented by the Nominating Committee followed by Board vote.

DDA Standing Committees

Current Situation:

The Executive Committee has traditional conducted the CEO evaluation and compensation process. It has also played an ad hoc role on a number of topics such as CEO search process, parking, budget, etc.

The By Laws state:

*ARTICLE VI.
COMMITTEES AND ADVISORY BOARDS*

Section 1. Committees.

The board by resolution may designate and appoint one or more committees to advise the board. The committee members shall be members of the Authority. The Chairman of the Authority shall appoint the members and select the chairman. The committees may be terminated by a vote of the Authority. At the annual meeting the committees will be evaluated and reappointed or dissolved. A majority of the committee will constitute a quorum. A majority of the members present at the meeting at which a quorum is present shall be the act of the committee.

Is it time to formalize the role?

Proposed role of the Executive Committee:

- Serve as a *Consultative* group for the CEO and Board as opposed to a *Decision Making* group.
- Serve as a “sounding board” for the CEO to vet matters that are highly confidential or are not ready for formal full board review.
- Serve as the governance or nominating committee responsible for bylaws, policy review, board education, board self-assessment, new member orientation, and board succession planning.
- Responsible for the CEO performance evaluation and compensation process.
- In a true emergency situation the Executive Committee may be asked to serve as an emergency decision making body. This would be rare and the CEO or Chair would immediately inform the full Board of the situation.

DDA Advisory Boards

Current situation:

The Board has authorized one standing Advisory Board: The Farmers Market Advisory Board.

The By Laws state:

*ARTICLE VI.
COMMITTEES AND ADVISORY BOARDS*

Section 2. Advisory Boards.

The board may by resolution authorize the establishment of advisory boards to the Authority. The Chairman shall select with the advice and consent of the Authority the members of each advisory board. The advisory board shall elect their own officers and establish rules governing their election.

Do we need additional Advisory Boards?



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Memorandum

To: Downtown Development Authority
From: Jean Derenzy, CEO
Re: June Monthly Update

Although the yearly workplan was just approved at our May meeting, keeping apprised of progress will occur monthly.

Real Estate Development & Place Making:

- Working with several opportunities on West Front to coordinate activities with potential new development occurring, encouraging new investment on West Front Street.
- Lower Boardman River Leadership Team. Advertisement will be in the paper this week asking for interested applicants to apply. Leadership Team authorized 2 neighborhood residents and 2 business owners and/or property owners to sit on the team. Will approach the City Commission and Parks and Recreation Commission in July for approval of the Unified Plan. City Planning Commission approved at their June 5th meeting.
- Farmer's Market: Preparing overview of outreach and opportunities as to how to long-term approaches for the Market.

Parking and Transportation:

- West End Parking Deck. Will put timeline to present approach to the DDA at July meeting.
- Targeted Demand Management three-year implementation Plan will be presented to the City Commission on June 11. The first year implementation is moving forward with Valet Parking and Destination Downtown anticipated to move forward mid-June. Further, license plate recognition (LPR) software is being installed and tested the week of June 11.
- Parking Advisory Committee Overview will be provided at the July meeting, advertised for representation in July/August with appointment of new board members to the advisory committee at the August meeting. The goal is to have the initial meeting in September, 2018.

Leadership:

- Business Retention/Recruitment: I anticipate hearing from USDA relating to our \$100,000 grant for 20Fathems (tech incubator) for downtown.
- Anticipate hearing from Coastal Zone and Oleson Foundation relating to the water trail application that we applied for.
- Rotary SEED grant for Destination Downtown to assist in marketing.

Office: The new office for the CEO will begin next Tuesday, June 19th.

Medical Marijuana: City Planning Commission held a public hearing on June 5th for input into the new ordinance/zoning. At this time, the proposal is for a 1,000-foot buffer which would allow for 3 medical marijuana facilities within the DDA (TIF 97). No shading of windows and that processors would only be allowed in the Industrial districts. I did attend the public hearing, requesting consideration for a 3,000-foot buffer for TIF 97 allowing 2.

Art Fairs: The Old Towne Art Fair will be held on Sunday, June 25th. Cherry Festival Art Fair will be held on Sunday July 1.

Calendar Reminders:

- ✓ Cherry Festival June 30 – July 7
- ✓ Downtown Street Sale – August 3
- ✓ Friday Night Live Series – August 3 – August 24
- ✓ Film Festival – July 31 – August 5
- ✓ Downtown Art Fair – August 18

FARMERS MARKET ADVISORY BOARD

REGULAR MEETING AGENDA

Monday, May 21, 2018, 9:00 am
Committee Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call
 - a. Present: Tricia Phelps, Lori Buchan, Tim Werner, Sue Kurta, Chuck Korson, Courtney Lorenz, Meghan McDermott, Brenin Wertz-Roth, Nic Welty (9:08 am), Linda Grigg (9:16 am)
 - b. In Absentia: Gary Jonas
2. Approval of Minutes

Motion: Lori, second: Courtney, Approved unanimously
3. Monthly Financials
 - a. Buchan: Payment for renderings- does this change the previous renovation plan?
 - b. Viox: No, these are just renderings, in order to assist with fundraising
 - c. Viox: Looking at possibility of incorporating civic square design with market renovation
4. Data Gathering at Market
 - a. Sales Record Forms
 - i. Survey completed in partnership with the Farmer's Market Coalition (national org). Asking vendors to complete this survey
 - ii. Questions are the same as last year's approved questions, with the addition of one new item this year: sales survey (anonymous, provided as a physical slip or digital link.
 - b. Sign up on the Newsletter: Digital vs. Physical
5. Programming Committee Review
 - a. Food Truck - Promotions for Wednesday in June
 - i. Grow Benzie food truck
 - ii. Farmer's Market brunch is on Wednesdays during Cherry Festival

- iii. After successful promotion in June, could approach DDA (at mid-June meeting) to approve rule change to allow food trucks at market for every Wednesday market.
 1. Motion: Chuck Korson
 2. Second: Lori Buchan
 3. Approved unanimously

6. Public Comment

7. Adjournment

- a. Motion: Tricia
- b. Second: Brenin
- c. Approved unanimously
- d. Meeting adjourned at 10:02am

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 Traverse City Association
Regular Board Meeting
May 10, 2018**

Minutes

Present: Kim Bazemore, Jake Kaberle, Dave Leonhard, Jeffrey Libman, John McGee, Misha Neidorfler

Absent: Liz Lancashire, Todd McMillen

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 April 12, 2018:** Minutes from the April 12, 2018 board meeting were approved as amended upon **motion by Leonhard and seconded by Bazemore. Motion carried unanimously.**
3. **Marketing Report (*Paveglio*)**
 - a. **Celebration for Young Children**
 - i. Saturday, April 28
 1. Hands on Activity Center at Ecco
 2. Wings of Wonder at Horizons
 3. Miriam Pico at the State
 - b. **Downtown Art Walk**
 - i. Friday, May 4
 - ii. 27 Locations
 - iii. Good feedback to date regarding the event
 - c. **Art Fair Series**
 - i. Old Town Arts & Crafts Fair
 1. Sunday, June 24, 2018
 2. 6 am: McGee, Leonhard
 3. 9am: Neidorfler
 4. Close: Libman
 - ii. National Cherry Festival Arts & Crafts Fair
 1. 6 am: McGee, Kaberle,
 2. Close: Libman
 - iii. Downtown Art Fair
 1. Saturday, August 18, 2018
 - d. **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

e. Miscellaneous

- i. Traverse City WiFi
- ii. Website
- iii. Social Media: As of May 8, 2018
 1. Facebook: 18,103
 2. Instagram: 19,700
 3. Twitter: 18,082
- iv. Newsletter Report: May 2018

4. Committee Reports

- a. Lyle DeYoung Award Committee
 - i. Committee to meet on May 10th to review nominations

5. President's Report (*Neidorfler*)

- a. Thank you Dave Leonhard
- b. Morsels to provide coffee at meeting
- c. Raffle Prizes

6. Financial Report (*Neidorfler*)

- a. **The Financial Reports through March 31, 2018 were approved upon motion by Libman, seconded by Bazemore. Motion carried unanimously.**

7. CEO's Report (*Derenzy*)

- a. Strategic Plan
 - i. Work Plan
- b. Lower Boardman River Leadership Team
 - i. Development of the committee
- c. Downtown Valet
 - i. Pilot to be launched this summer
 - ii. Thursday - Sunday, 4 pm - Midnight
- d. Redevelopment Ready Community
 - i. Loft Program

Bazemore departed at this time in the meeting

8. New Business

- a. BATA's Bayline and Destination Downtown
 - i. Bayline

- 1. Launch June 25th
- ii. Destination Downtown
 - 1. Launch June 25th

b. DTCA Board Election

- i. Ballots mailed on May 4th and deadline May 25th
- ii. DTCA Board Meeting on June 7, 2018

c. New Members

- i. Fox & Fern
- ii. MoneyFit

9. Adjournment

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



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Parking Administrator
Re: June 11, 2018
Date: Parking Services Updates – June 2018

License Plate Recognition Install – Update

The vendor was in town last week to begin the installation. The cameras are installed and able to capture some data. We are working to complete the software configuration and hope to provide a sample report of the data collected next month.

Parking Access and Revenue Control System Installation – Update

The vendor is completing software upgrades this week. The installation will take place next week to replace all PARCS equipment at Hardy Parking Garage. During the changeover, there will be minimal interruption to those entering and exiting the facility.

Destination Downtown – Update

We are receiving positive feedback when pitching this program to businesses and employees. We currently have 157 interested participants signed up.

Bike Parking - Update

The bike shelter at 400 E Front was erected, and in place prior to Memorial Day. We have added an in-street bike rack in front of the State Street Marketplace in the 300 block of E State and one in front of the Dish in the 100 block of S Union.

Old Town NE Elevator - New

The elevator continues to have hydraulic issues and leak oil. We have shut down the elevator from public use until we can further evaluate.

Scheduled Vehicle Replacement – Closed

The Chevy Bolt has been delivered. We are awaiting a conversion to the back seat to create a work station. Once complete, you will see our new green vehicle around downtown.