

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

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

1. Roll Call

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

**Absent:** Leah Bagdon-McCallum

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

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

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

3. Items Removed from Consent Calendar

A. None at this time.

4. CEO Report

A. Consideration of Rotary Legacy Project – Civic Square

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

ii. Public Comment

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

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

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

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

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

5. Ad Hoc Reports

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

6. Staff Reports:

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

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

7. Old Business

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

8. Receive and File:

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

9. Public Comment

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

Respectfully submitted,  
Nina Talarico, Office Manager

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.