

Minutes
Traverse City Downtown Development Authority Regular Meeting
August 17th, 2018 8:00am
Commission Chambers, Second Floor Governmental Center
400 Boardman Avenue, Traverse City

Bill Golden called the meeting to order at 8:01am

1. Roll Call

Present: Bill Golden, Leah Bagdon-McCallum, Harry Burkholder, Steve Constantin, Collette Champagne (arrived at 8:03), Mayor Jim Carruthers, Scott Hardy, Jeff Joubran, T. Michael Jackson

Absent: Allison Beers, Debbie Hershey, Gabe Schneider

2. Consent Calendar. **Motion by Jackson, seconded by Constantin that the consent calendar be approved as presented, minus the Traverse City Parking Services financial reports that were not included. Motion carried unanimously.**

A. Consideration of minutes for the Regular Meeting of July 20, 2018 (approval recommended)

B. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for July 2018 and Financial Reports for Traverse City Parking Services.

3. CEO Report

A. TIF Budgets/Capital Improvement

- i. West Front St. & Garland St. were transferred into the current 18-19 budget
- ii. Uptown Riverwalk project is moving forward. City Engineer Tim Lodge is working on securing the permit to complete project within the 18-19 fiscal year.
- iii. Derenzy gave update on both TIF budgets

B. Lake Avenue Streetscape Project

- i. Project set to begin on September 4th, 2018.
- ii. Four of the six property owners signed off on the project and it will now move on to the City Commission at their first September meeting.

C. Request to Make Application to USDA

- i. **Motion by Burkholder, seconded by Bagdon-McCallum that the DDA Board of Directors authorize to apply for the USDA Intermediary Relending Program. Motion carried unanimously.**

D. Consideration to Adopt Social Media Policy

- i. Goal is to provide a communication outlet for the public on DDA projects
- ii. The City social media policy has been adopted for the DDA.
- iii. T. Michael Jackson noted that he wants the current media channels to remain in place.
- iv. Hardy voiced concern of maintaining the current website as well
- v. Motion by Champagne seconded by Burkholder that the DDA Board of Directors approve the Social Media Site Posting Policy. Motion carried unanimously.

E. Report for Expanding DDA District to Include 8th Street

- i. Derenzy presented an update on 8th Street and a health and wellness corridor.
- ii. Carruthers asked what the cost of expanding the district will be.
- iii. 2 mill would be mandatory to all property owners.

F. Written Reports

i. Motion by Bagdon-McCallum, seconded by Burkholder to add the consideration of grant request to the Great Lakes Fishery Trust under the CEO report. Burkholder. Motion carried unanimously.

- ii. Lower Boardman River Ad Hoc Committee
- iii. Parking Advisory Committee
- iv. Civic Square
- v. USDA Grant
- vi. West Front Street Parking Garage
 - a. Carruthers and Derenzy assured board that the DDA is moving forward on the West Front Parking Garage.
 - b. Hardy noted it would be helpful to have commitment from developers who plan to develop in that region.
- vii. Building Standards
 - a. Burkholder asked for an update.
- viii. Iron Man
 - a. Jackson voiced his concern with how the approval process was conducted.
 - b. Derenzy met with several businesses downtown and received support from many retail businesses.
 - c. Carruthers echoed Jackson's concerns.
 - d. Joubran noted the positive economic impact the event has already had.

G. Authorization to apply

i. Motion by Burkholder, seconded by Joubran that the DDA Board of Directors apply for the Great Lakes Fishery Trust in the amount of \$42,500 for work associated with the unified Boardman River plan. Motion carried unanimously.

4. Board Member Reports

A. Arts Commission

- i. Hershey serves on the Arts Commission.
- ii. Coast Guard art piece will be unveiled September 6th.

B. Farmers Market

- i. Joubran informed board that the next meeting will take place next week.

C. Carruthers noted that he reappointed Joubran, Bagdon-McCallum, and Burkholder to the DDA Board of Directors.

D. Golden noted that the executive committee would be changing as he steps down as Chair.

E. Hardy thanked the DDA Board and DTCA support for the TCAPS

5. Staff Reports

A. Parking

- i. Lake Avenue Pay Stations
- ii. Property Leases
 - a. Lot P construction will begin on August 27th.
 - b. Daily permits will be opened back up.
- iii. Thank You, Mike Helferich!

- a. VanNess thanked Helferich for his time served at the DDA.
- iv. Destination Downtown
 - a. Slight decrease in usage.
- v. Pilot Valet Parking
 - a. Steady increase week after week.
 - b. Burkholder asked if other locations could be looked at for the Valet Program.
 - c. VanNess stated other locations will be evaluated if the pilot program becomes permanent.

B. Marketing/Communications

- i. Website
 - a. Website will be reorganized.
 - b. Current Projects page was recently updated.
 - c. Paveglio assured board that they are welcome to use any information displayed on the website.
- ii. Facebook
 - a. Paveglio thanked Board for approving the DDA page. The page will focus on constituents, while the Downtown TC (Official) page will focus on the customers of downtown.
 - b. Paveglio will share a link for the board to “like” and “share” the page.
- iii. 8th Street
 - a. Paveglio has been meeting with and working on North Boardman Lake District and their marketing efforts.
 - b. Neighborhood meeting will take place in September.
- iv. Parking Advisory Committee
 - a. Nineteen applicants have applied so far. b. Applications are due August 24th.
- v. Destination Downtown & Bayline Launch
 - a. 477 rides as of Monday, eliminating roughly 200 cars parking. b. Bayline will continue to be free through at least December 2018.

Old Business

6. Receive and File

- A. DTCA Minutes

7. Public Comment

- i. Andrea Deibler, 545 East 8th Street (co-owner of Raduno) stated that Raduno would really like to be a part of the DDA.

8. Adjournment

- A. The meeting officially adjourned at 9:00am.

Respectfully submitted,

Nina Talarico
Office Manger