

**DOWNTOWN DEVELOPMENT AUTHORITY
LOWER BOARDMAN RIVER LEADERSHIP TEAM
Wednesday, April 17, 2019, 5:30 p.m.
400 Boardman Avenue, Lower Level Cafeteria
Traverse City, MI 49684
dda.downtowntc.com**

Co-Chair Jay called the meeting to order at 5:31 p.m.

Present: Harry Burkholder, Elise Crafts, Christine Crissman, Frank Dituri, Brett Fessell, Michele Howard, Jennifer Jay (departed @ 6:23 p.m.), Rick Korndorfer, Mike Vickery

Absent: Jean Derenzy, Tim Ervin, Deni Scrudato, Russ Soyring, Mike Vickery

DDA Staff: Colleen Paveglio

1. Meeting Minutes: **The meeting minutes from March 20, 2019 and meeting minutes from the Public Engagement Subcommittee from March 18 and April 8, 2019 were approved as presented upon motion by Jay, seconded by Howard. Motion carried unanimously.**
2. Public Engagement Review
 - a. Jay reviewed the work of the subcommittee
 - i. Intention to make the Civic Engagement Plan more approachable
 1. Less consultant more from the ground up
 - ii. "What do you think?" page added
 - iii. Clarification of who was accountable for the process: Page 6
 1. Page 6: third bullet: Approval of Public Engagement Plan by DDA
 - iv. River Celebration to coordinate with World Fish Migration Day: 2020
 - v. Timeline: Planning Commission and City Commission
 - vi. Additional Suggestions: Walking tour, canoe tour, on the ground process, river walk, name for the process, on website - go pro video of the water and understand the identified location
 - vii. June Kick-Off
 1. Firefly
 - viii. Paveglio to provide Public Engagement Plan Google Doc for Leadership Team
 - ix. DDA Board Suggestions: Behind Sparks BBQ - utilize area for engagement
 1. Incorporating on a Social Media Plan
 - b. Timeline
 - i. Webpage: Meeting with Derenzy and SmithGroup on details
 1. Story mapping, etc.: May
 - ii. Branding & Marketing: May

1. Logo, Name, Visual Presence: Crafts & Jay
- iii. Identify and Refine Stakeholder: Through August
- iv. Online Survey on Survey Gizmo: Up and running in May
 1. What's your favorite place on the Boardman?
 2. Memory?
 3. Activity?
 4. Anything else?
 5. Image?
- v. Assignments
 1. Paveglio to develop tab on Google Doc with meeting dates
 - A. Deadline: Friday, April 26
 2. Deliverables
 - A. Contact Card
 - B. One-Pager: SmithGroup
 3. Social Media
 - A. Crafts & Jay to brainstorm
- vi. Commission Updates
 1. Dedicated Planning Commission and City Commission Agenda Item
 - A. Howard

Jay departed at this point in the meeting

3. Overview of River Trail Signage
 - a. Review of River Trail Signage
 - b. Universal accessibility should be a consideration moving forward
4. Next Steps
 - a. None discussed at this time
5. Public Comment
 - a. Charlie Weaver, commented on the Public Engagement process and focus on the “heart and soul” and environmental group participation
 - b. Hank Bailey, commented on the focus of River solely
 - c. Tom Mair, commented on the River and natural part of the River
 - d. Tom White, 2150 Gibbs Rd., commented on website link and page not found
6. Board Comments
 - a. Howard commented on set back on River
7. Adjournment. The meeting officially adjourned at 6:58 p.m.

Respectfully submitted,

Colleen Paveglio

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.