

**DOWNTOWN DEVELOPMENT AUTHORITY**

**AGENDA**

**Friday, June 21, 2019**

**8:00 a.m.**

**Governmental Center, 400 Boardman Avenue, Traverse City**

**Commission Chambers, Second Floor**

**[www.downtowntc.com](http://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.

Administration:

- A. Consideration of minutes for the Regular Meeting of May 17, 2019 (approval recommended) (Pages 1-4)
- B. Consideration for Approval of Claims (Pages 5-6)
- C. Consideration of approving Financial Reports for DDA, TIF 97, and Old Town TIF for May 2019 and Financial Reports for Traverse City Parking Services. (Pages 7-9)
- D. Approval of Bid – Story Roofing – Pedestrian tower roofs Harding Parking Garage (Page 10)
- E. Approval of Bid – D&W Mechanical – Two Boiler Replacement Hardy Parking Garage (Page 11)

3. Special Presentations:

- A. Perkins-Will 8<sup>th</sup> Street Report (Pages 12-43 )  
Presentation by Perkins-Will (Skype presentation overview)
- B. Consideration to extend DDA District Boundaries (Pages 44-55)

4. CEO Report

- A. 2019/2020 Budget Approval (Pages 56-64)
- B. Arts Commission & Art Selection Panel Support Services Agreement between City & DDA (Pages 65-71)
- C. EGLE (formally known as DEQ) Grant application (Pages 72-73)
- D. Project Updates (Pages 74-75)  
Presentation of Project at 305 West Front
- E. Near-Term and broader issues with respect to alcohol (Pages 76-86)

5. Chair and Vice-Chair Report on CEO Contract Salary

6. Board Member Updates

- A. Arts Commission (Hershey Verbal)
- B. Farmers Market (Hardy Verbal)
- C. Parking Sub Committee (Hardy Verbal)
- D. Lower Boardman River (Burkholder)
- E. TIF Ad Hoc Committee (Schneider Verbal)

7. Staff Reports
  - A. Communications (Pages 87-88)
8. Receive and File:
  - A. Parking Subcommittee Minutes May (*Pages 89-90*)
  - B. Lower Boardman River Leadership Team May and June Minutes (*Pages 91-94*)
  - C. DTCA May Minutes (*Pages 95-96*)
  - D. TIF 97 Ad Hoc May Minutes (Pages 97-98)
9. Public Comment
10. 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.

**Minutes**  
**Traverse City Downtown Development Authority**  
**May 17, 2019**  
Commission Chambers, Second Floor  
Governmental Center, 400 Boardman Avenue, Traverse City

Chair Leah Bagdon-McCallum called the meeting to order at 8:00am

1. Roll Call

Present: Leah Bagdon-McCallum, Allison Beers, Harry Burkholder, Mayor Carruthers, Collette Champagne, Steve Constantin, Bill Golden, Scott Hardy, T. Michael Jackson, Gabe Schneider

Absent: Debbie Hershey, Jeff Joubran

2. Public Hearing 2019/2020 Budget: DDA, TIF 97, Old Town TIF

- a. Derenzy highlighted the DDA General Fund budget
- b. Derenzy recommended increasing the Parking department contract
- c. The City Manager requested that the DDA staff take on the responsibility of the Traverse City Arts Commission
- d. Marty Colburn presented why the DDA is a good fit to run the Traverse City Arts Commission
- e. Chair Bagdon-McCallum suggested if the Arts Commission moves ahead at the DDA, that it move forward as a one year pilot program
- f. Derenzy gave an overview of budgets for TIF 97 and Old Town TIF
- g. Burkholder asked that "access" be removed from Lower Boardman River Access
- h. Chief O'Brien presented his support of partnering with the DDA for a community police officer downtown

Public Hearing formally opened at 8:28am

Public Comment

a. City Manager, Marty Colburn, voiced the importance that the DDA serves to the community of Traverse City.

T. Michael, seconded by Burkholder to close the public hearing. Motion carried unanimously.

3. Consent Calendar

**Motion by Jackson seconded by Schneider that the consent portion of the agenda be approved. Motion carried unanimously.**

- A. Consideration of minutes for the Regular Meeting of April 12, 2019 meeting**
- B. Consideration for approval of claims**
- C. Consideration of approving Financial Reports for DDA, TIF 97, and Old Town TIF for April 2019 and Financial Reports for Traverse City Parking Services**

#### 4. Special Presentations

##### A. Overview of Bridge Work for 2019/2020 Budget

- i. Jessica Carpenter, City Engineering Department presented repair plans for bridges downtown
- ii. Burkholder requested the Board keep public art opportunities in mind when repairing bridges

#### 5. CEO Report

##### A. Three Year HVAC Maintenance Agreement

- i. **Motion by Constantin, seconded by Burkholder, that the DDA Board of Directors recommend the City Commission authorize a three-year agreement to Sheren Plumbing and Heating, in the amount of \$22,950 and applicable per hour rates for maintenance and service calls for HVAC services with funds available from the Hardy and Old Town Parking System Funds. Motion carried unanimously.**

##### B. Winterization of Lot O Boiler and glycollines

- i. **Motion by Golden, seconded by Beers, that the DDA Board of Directors recommend the City Commission authorize a service order with John E. Green Company, in the amount of \$2,165 and applicable per hour rates for the removal, exposal, and winterization of the Lot O boiler and glycol lines with funds available in the Parking System Funds. Motion carried unanimously.**

##### C. Park Street Public Restrooms Cleaning Services

- i. **Motion by Hardy, seconded by Beers, that the DDA Board of Directors recommend the City Commission waive the competitive bid process and amend the Department of Public Services contract with Universal Cleaners to include the Park Street Public Restrooms in an amount more or less \$12,885 annually invoiced separately with funds available from the Hardy Parking System Fund. Motion carried unanimously.**

##### D. 2019/2020 Strategic Plan Meeting – July or August 2019

- i. Board chose to meet August 16th, 2019 from 8:00am-2:00pm for Strategic Plan Meeting

##### E. Project Updates

- i. Derenzy is working on a snow melt policy downtown

#### 6. Board Member Reports

##### A. Arts Commission

##### B. Farmers Market

- i. This month's meeting has been postponed to next month.

- ii. Two new board members
- iii. Audit Process of vendors is underway
- C. Parking Subcommittee
  - A. The \$5.00 ticket for same day payments will stay in place
  - B. Meter Bag policy is being evaluated
  - C. Residential Parking will go to City Commission for approval and come back to the DDA Board in June
- D. Lower Boardman River
  - A. First public kickoff meeting is scheduled for June 12th in Parking Lot B
- E. TIF Ad Hoc Committee
  - A. Construction costs of potential future parking deck were reviewed at last meeting
  - B. City Commissioner Richard Lewis and Ad Hoc Chair updated the Board on proposed budgets

## 7. Staff Report

- A. Parking
  - i. Lot P updates are done and the lot is open
  - ii. Park Street Public Restrooms have been reopened
  - iii. Current RFB in progress
  - iv. Alternative Parking in progress to evaluate what other options are available for parking with the loss of Parking Lot S
  - v. New Metered Streets
- B. Communications
  - i. Website
    - a. New websites for Parking and DTCA will be launching in July
  - ii. Facebook
  - iii. Lower Boardman River Leadership Team
    - a. Microsite will be linked to the [dda.downtowntc.com](http://dda.downtowntc.com) website
    - b. Facebook page will be launched as well
  - iv. Destination Downtown
  - v. 8th Street Construction
    - a. Informational page on the DDA website
  - vi. DTCA Update
    - a. Downtown Annual Dinner is June 6th at the City Opera House
  - vii. Sara Hardy Downtown Farmers Market
    - a. Market has started. Wednesdays markets will start in June

Champagne exited at this point of the meeting

## 8. Public Comment

- a. Jackson would like a smoking ban added to the Strategic Plan discussion

## 9. Closed Session for possible Property Purchase MCL 15.268(d)

**A. Motion to enter into closed session: motion by Beers, seconded by Burkholder**

**Bagdon McCallum: Yes**  
**Beers: Yes**  
**Burkholder: Yes**  
**Carruthers: Yes**  
**Constantin: Yes**  
**Hardy: Yes**  
**Jackson: Yes**  
**Schneider: Yes**

**10. Receive and File:**

- A. Parking Subcommittee April Minutes**
- B. Lower Boardman River Leadership Team April Minutes**
- C. Lower Boardman River Public Outreach Subcommittee April Minutes**
- D. TIF 97 DDA & City Commission Ad Hoc April Minutes**
- E. DTCA April Minutes (Pages 41-42)**
- F. Farmers Market Advisory Board April Minutes (Pages 43-44)**
- G. Arts Commission April Minutes (Pages 45-47)**
- H. Transformation of Traverse City Article in Planning & Zoning News (on desks)**

**11. Adjournment**

- a. Meeting adjourned at 9:29am before entering into closed session.**

## Downtown Development Authority Claims May 2019

<b>Date</b>	<b>Vendor</b>	<b>Amount</b>	<b>Description</b>
5/1/19	West Bend Mutual Insurance	1681	DTCA Insurance
5/1/19	United States Treasury	6209.1	Payroll
5/3/19	Merchant Services	29.95	EBT Processing
5/7/19	Ampersand Lettering	630	Farmers Market Signage
5/7/19	BATA	5,000.00	Destination Downtown
5/7/19	Carl Ferguson	1627.5	Professional/Contractual
5/7/19	City of TC	663	Destination Downtown
5/7/19	City Opera House	10	Rentals
5/7/19	Copy Central	230.35	Printing/Publishing
5/7/19	Edible Grand Traverse	440	Farmers Market
5/7/19	Gene Ullery-Smith	5120	Lower Boardman Seed Grant
5/7/19	Integrity Business Solutions	71.55	Office Supplies
5/7/19	Michigan Downtown Assoc.	85	Training
5/7/19	Michigan Office Solutions	799.21	Printing/Publishing
5/7/19	Ollar	406.25	Professional/Contractual
5/7/19	OneUpWeb	1900	Professional/Contractual
5/7/19	State of Michigan	122.54	Payroll
5/7/19	Traverse City Chamber	197.5	Professional/Contractual
5/7/19	Traverse City Light & Power	2729.06	Utilities
5/8/19	United States Treasury	6081.36	Payroll
5/8/19	Bottomline Bookkeeping	250	Bookkeeping
5/9/19	Quickbooks	108	Payroll
5/9/19	Quickbooks	13.5	Payroll
5/14/19	ICMA	3163.76	Payroll
5/14/19	City of TC	9453.37	Health Insurance
5/14/19	Bottomline Bookkeeping	210	Bookkeeping
5/16/19	Quickbooks	19525.02	Payroll
5/20/19	State of Michigan	1875.09	Payroll
5/20/19	OneUpWeb	650	Professional/Contractual
5/22/19	United States Treasury	6322.26	Payroll
5/23/19	First National Bank	1999.11	Credit Card Payment
5/28/19	First National Bank	1977.99	Credit Card Payment
5/28/19	Bottomline Bookkeeping	180	Bookkeeping
28-May	ICMA	3251.26	Payroll
5/29/19	GT Regional Community Foundation	7500	Professional/Contractual
5/30/19	Quickbooks	18148.89	Payroll
5/30/19	Quickbooks	1542.51	Payroll

## TIF 97 Claims May 2019

<b>Date</b>	<b>Vendor</b>	<b>Amount</b>	<b>Description</b>
5/8/19	Gourdie-Fraser	15782.5	Boardwalk
5/16/19	Etitle Agency, Inc.	120,756.22	Capital Outlay



## DDA Financial Report

REVENUE	May-18	May-19	Budget 18-19 as Approved	Budget 18-19 with P % of Budget	Budget Variance	
Property Taxes	\$192,262	\$210,626	\$137,464	\$137,464	153.2%	-\$73,162
Interest and Dividends	\$477	\$611	\$200	\$200	305.6%	-\$411
Miscellaneous	\$983	\$2,527	\$0	\$0		\$2,527
Rents and Royalties	\$48,930	\$47,970	\$53,000	\$53,000	90.5%	\$5,030
Administrative Services	\$676,452	\$895,560	\$1,000,706	\$1,000,706	89.5%	\$105,146
Grants		\$2,000,000				
Prior Year Surplus	\$0	\$0	\$0	\$0		\$0
<b>TOTAL REVENUE</b>	<b>\$919,104</b>	<b>\$3,157,295</b>	<b>\$1,191,370</b>	<b>\$1,191,370</b>	<b>265.0%</b>	<b>-\$1,965,925</b>
<b>EXPENSES</b>						
Payroll Expense	\$648,607	\$735,952	\$740,772	\$740,772	99.3%	\$4,820
Health Insurance	\$44,995	\$120,636	\$200,074	\$200,074	60.3%	\$79,438
Workers Compensation	\$11,608	\$1,717	\$0	\$0		\$1,717
Office Supplies	\$10,448	\$6,125	\$10,000	\$10,000	61.3%	\$3,875
Operation Supplies	\$1,638	\$365	\$0	\$0		-\$365
Professional/Contractual	\$39,499	\$64,357	\$80,000	\$80,000	80.4%	\$15,643
Communications	\$4,969	\$4,439	\$4,800	\$4,800	92.5%	\$361
Transportation	\$2,405	\$479	\$2,000	\$2,000	23.9%	\$1,521
Lodging/Meals	\$4,583	\$2,671	\$10,000	\$10,000	26.7%	\$7,329
Training	\$1,368	\$1,204	\$7,000	\$7,000	17.2%	\$5,796
Community Promotion	\$4,060	\$18,123	\$11,500	\$11,500	157.6%	-\$6,623
Printing/Publishing	\$3,474	\$2,060	\$1,500	\$1,500	137.3%	-\$560
Insurance & Bonds	\$1,630	\$455	\$1,800	\$1,800	25.3%	\$1,345
Utilities	\$4,059	\$7,762	\$7,100	\$7,100	109.3%	-\$662
Repairs & Maintenance	\$1,950	\$3,011	\$2,200	\$2,200	136.9%	-\$811
Rentals	\$7,070	\$7,231	\$9,000	\$9,000	80.3%	\$1,769
Legal Expense	\$0	\$4,500	\$4,500	\$4,500	100.0%	\$0
Miscellaneous	\$195	\$0	\$400	\$400	0.0%	\$400
Equipment	\$6,971	\$4,534	\$6,000	\$6,000	75.6%	\$1,466
<b>TOTAL EXPENSE</b>	<b>\$799,529</b>	<b>\$982,187</b>	<b>\$1,098,646</b>	<b>\$1,098,646</b>	<b>89.4%</b>	<b>\$116,459</b>
<b>NET INCOME/(LOSS)</b>	<b>\$119,575</b>	<b>\$2,175,107</b>	<b>\$92,724</b>	<b>\$92,724</b>	<b>91.7%</b> thru fiscal year ↓	

## TIF 97 Financial Report

REVENUE	May-18	May-19	Budget 18-19 as % of Budget	Budget Variance
Property Taxes	\$2,014,156	\$2,134,817	\$2,194,975	97.3% \$60,158
Grants	\$0	\$0	\$0	0.0% \$0
Reimbursements	\$129,889	\$0	\$130,000	0.0% \$130,000
Interest Revenue	\$5,196	\$7,449	\$4,500	165.5% -\$2,949
Prior Year Surplus	\$0	\$0	\$0	0.0% \$0
TOTAL REVENUE	\$2,149,241	\$2,142,266	\$2,329,475	92.0% \$187,209
EXPENSES				
Public Restrooms (Stipend)		\$13,050	\$20,000	65.3% \$6,950
Bank Charges		\$4	\$20	21.0% \$16
Interest Expense		\$89,006		
Insurance & Bonds		\$180	\$0	
Printing/Publishing		\$0	\$1,000	0.0% \$1,000
Administrative Services		\$113,026	\$226,051	50.0% \$113,026
Professional/Contractual	\$319,655	\$59,714		
Legal		\$2,125		
Public Construction Projects		\$52,681	\$906,578	
Capital Outlay	\$1,991	\$86,829		
Bond Payment -- Hardy Parking Deck	\$798,732	\$739,714	\$829,400	89.2% \$89,686
TOTAL EXPENSE	\$1,120,378	\$1,156,329	\$1,983,049	58.3% \$826,720
NET INCOME/(LOSS)	\$1,028,863	\$985,938	\$346,426	91.7% thru fiscal year ↓

## Old Town TIF Financial Report

REVENUE	May-18	May-19	Budget 18-19 as Approved	% of Budget	Budget Variance
Property Taxes	\$186,828	\$249,513	\$260,509	95.8%	\$10,996
Reimbursements	\$0	\$0	\$0	0.0%	\$0
Interest Revenue	\$55	\$186	\$0	0.0%	-\$186
TOTAL REVENUE	\$186,883	\$249,699	\$260,509	95.9%	\$10,810
<b>EXPENSES</b>					
Office Supplies	\$0				
Professional/Contractual	\$3,429	\$445			
Admin/Engineering Services	\$0	\$82,892	\$110,523	75.0%	\$27,631
Construction	\$0	\$229,972	\$166,284	138.3%	-\$63,688
Printing/Publishing	\$39	\$0	\$0	0.0%	\$0
Contribution to District Construction Projects			\$863,330	0.0%	\$863,330
TOTAL EXPENSE	\$3,468	\$313,309	\$1,029,614	30.4%	\$716,305
NET INCOME/(LOSS)	\$183,414	-\$63,610	-\$769,105	thru fiscal year ↓ 91.7%	



## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Parking Director  
Re: June 10, 2019  
Date: Hardy Parking Deck – Roof Replacement Bids

Our 2019-2020 Capital Improvement Budget includes repairs for the Hardy Parking Garage. The City Commission approved the Parking Budget at their June 3, 2019 meeting. We have received sealed bids. The repairs need to be done prior to September 1<sup>st</sup> and all punch list items completed no later than September 30<sup>th</sup>.

### **Pedestrian Stair Tower Roofing**

On May 14, 2019, we issued a request for proposal to replace three pedestrian stair and elevator tower roofs. We have patched the roofs over the years, but they are in need of full replacement. One of the roofs has been leaking for nearly a year causing mold. We have tried to caulk and temporarily stop the leaks, but the repairs are not working. Once the repairs are complete, we will address the mold and damage to drywall.

The bids were opened on June 4, 2019. Story Roofing was the only contractor to provide a bid. We budgeted \$20,000 for all three roofs. The bid is \$28,000 over the budgeted amount. Company has experience with commercial roofing. While the budgeted amount is higher than anticipated, we do not see the need to obtain additional bids.

**RECOMMENDED MOTION:** The DDA Board recommend the City Commission authorize a service order with Story Roofing, in the amount of \$48,000 for the removal, replacement and disposal of three pedestrian tower roofs as scheduled in the 2019-2020 Capital Improvement Fund with funds available in the Hardy Parking Fund.



## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Parking Director  
Re: June 10, 2019  
Date: Hardy Parking Deck – Boiler Replacement

Our 2019-2020 Capital Improvement Budget includes repairs for the Hardy Parking Garage. The City Commission approved the Parking Budget at their June 3, 2019 meeting. We have received sealed bids. The repairs need to be done prior to September 1<sup>st</sup> and all punch list items completed no later than September 30<sup>th</sup>.

### Boiler Replacement

On May 2, 2019, we issued a request for proposal to replace two boilers. There are three boilers that service all of the Hardy Parking Garage. Two years ago, we replaced one boiler with an emergency service order in which we operated the majority of the winter without snowmelt. The two that are scheduled for replacement this year are originals from the 2003 install. They are well beyond their lifespan, and we need to replace them before they are no longer functional.

The bids were opened on June 4, 2019. We budgeted \$30,000 for the two replacements. Three bids were received. Our HVAC service provider did not provide a bid. The bid is \$14,118 over the budgeted amount. While the budgeted amount is higher than anticipated, we have three bids to compare, and do not see the need to obtain additional bids.

JOHN E GREEN	\$50,175
ABI MECHANICAL	\$60,800
D&W MECHANICAL	\$44,118

**RECOMMENDED MOTION:** The DDA Board recommend the City Commission authorize a service order with D&W Mechanical, in the amount of \$44,118 for the removal, replacement, disposal, and inspection of two boilers and pumps as scheduled in the 2019-2020 Capital Improvement Fund with funds available in the Hardy Parking Fund.



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

## **Memorandum**

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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** Perkins-Will Report

Attached is the Perkins-Wills Planning Framework for the Healthy 8<sup>th</sup> street approach. Thanks to Grand Traverse Community Foundation for their work in obtaining this contract to assist the DDA in determining approach and feasibility of implementing plans for this area.

Perkins-Will will be providing an overview of the study via skype at your meeting on Friday.

2019

A PLANNING FRAMEWORK FOR  
**HEALTHY 8TH  
STREET**

TRAVERSE CITY  
MICHIGAN



# What makes a place healthy, and why is that important?

These are two fundamental questions facing regions across the country as people live longer, technology advances, and communities face the growing burden of preventable chronic diseases. A growing recognition amongst healthcare officials, researchers, urban planners, and community organizers is the role that the physical built environment and socioeconomic factors have on a person's overall health.

This report presents a challenge to the Grand Traverse Region: how can the physical environment of a cross-town vehicular corridor, 8th Street in Traverse City, become a place that supports well-being, active living, and improved socioeconomic outcomes for neighbors? A future "Healthy 8th" that meets the local community needs will build on

the momentum of Envision 8th, a streetscape vision for a segment of the corridor that was completed with public participation in 2017.

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**Since the Envision 8th Plan, there has been a growing desire to achieve something even better, and greater along 8th that advances the health and wellbeing of the local community.**

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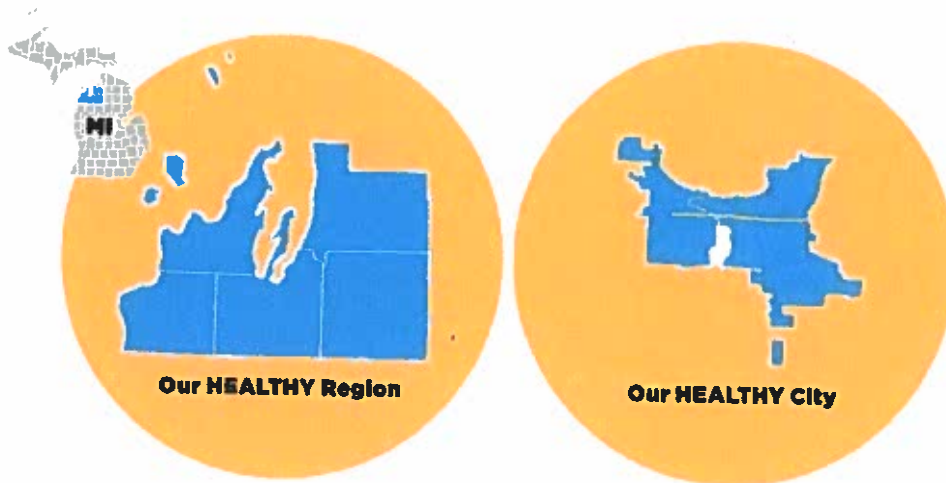
In February 2019, the Grand Traverse Community Foundation and the Traverse City Downtown Development Authority (DDA) engaged Perkins+Will to conduct a day-and-a-half of meetings with community stakeholders and to weave the common threads into a collective vision of what could happen here. This brief study aims to articulate that emergent vision.





**PART ONE**  
**CONTEXT**





## To understand the aspiration behind the Healthy 8th Street movement, we have to look at its context.

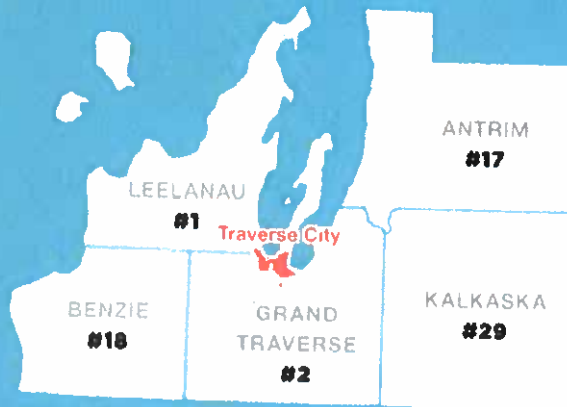
**Considered on its own, 8th Street may not make sense for a “healthy” makeover. It is, after all, one of the most traveled vehicular corridors of Traverse City, a place to pass through on the way to somewhere else. But that’s not how neighbors and stakeholders see 8th.**

To the residents of intown neighborhoods of Central, Old Towne, Boardman, Oak Park, and North Traverse Heights, 8th is a barrier that separates neighborhoods from each other and from treasured amenities and a missed opportunity to provide

neighborhood-oriented retail and services in a walkable environment. Planned streetscape improvements scheduled for construction starting this Spring are designed to address this issue. Then, there’s the bigger question of what happens on 8th? What kind of uses and activities do we promote and welcome as a community? What kinds of spaces and places do we want to create as the demand for redevelopment picks up after decades of no change? The inspiration for those answers is in 8th’s context: our healthy neighborhoods, our Health District, our healthy City, and our healthy Region.

## Inspiration:

### Our HEALTHY Region



County rankings for health outcomes (#1 being best) among the 83 counties in the state of Michigan.

Source:  
County Health Rankings

**Here in the five-county region, we are known for our love for nature and active living... and our health outcomes show it.**

Our five-county region boasts beautiful natural areas, resplendent recreational resources, and vibrant small town charm. Overall, we are a healthy region economically and culturally. As a result, counties in our region consistently lead the state in terms of health outcomes.

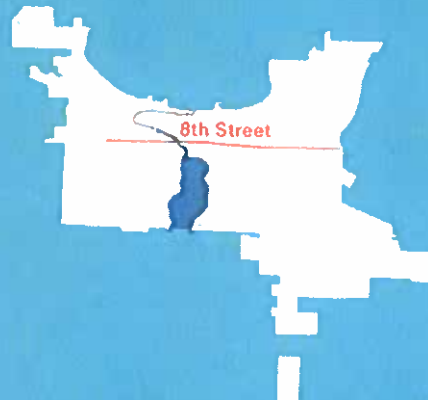
While, in the past, our region has lost its young and bright to big cities, we are seeing more of them return home to raise families. Our quality of life and world-class healthcare has also made our region a destination for active retirement.

However, much work remains to be done to make a more resilient economy, positively impact health outcomes for all socio-economic demographics, and promote a built environment capable of further improving our health, image, and experience.

Efforts underway include Accelerate Health, the Grand Traverse Regional Community Foundation's initiative, and public health efforts through Munson Medical Center, Michigan State University, and non-profits.

## Inspiration:

### Our HEALTHY City



## Traverse City is a gateway to year-round activities in nature for its residents and visitors.

Traverse City today is a beautiful small city with a population of only 15,000 that offers a quality of life and diversity of natural amenities that is rare for a city of its size.

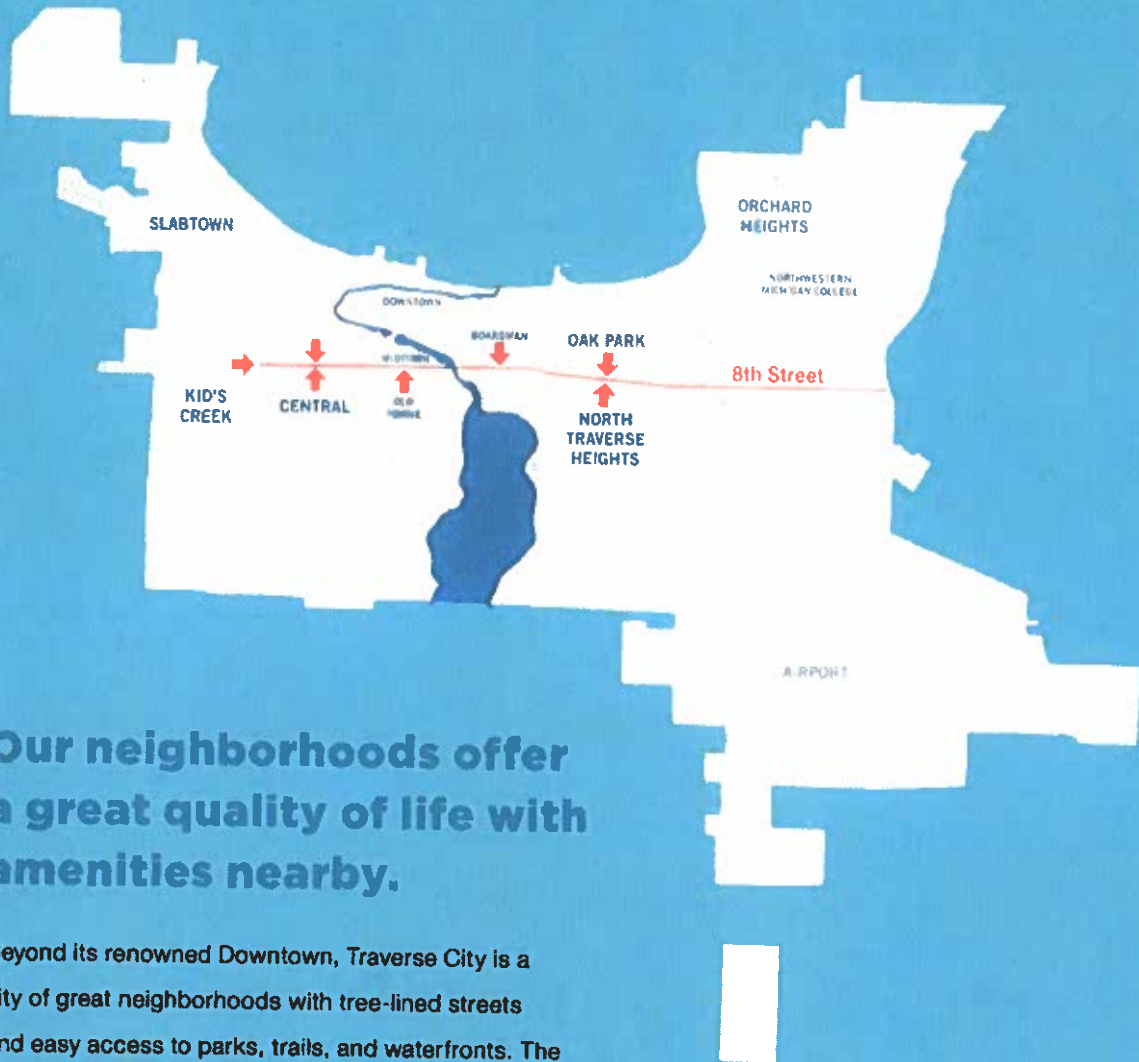
The Grand Traverse Bay, Boardman River, and Boardman Lake and a rich rural hinterland offer year-round activities that attract an average of 500,000 visitors annually. The man-made built environment includes a vibrant, walkable downtown core area surrounded by historic residential neighborhoods. The Downtown Development Authority (DDA) and Tax Increment Finance

(TIF) Districts help support the success of Downtown, and the City's recent certification as a Redevelopment Ready Community (RRC) by the Michigan Economic Development Corporation testifies to its suitability for investment – RRCs must be 'thoroughly prepared' for development in both planning and zoning terms in order to qualify.

Investments in improving walkability and biking in the city help enable healthy lifestyles. Guiding infill development and promoting optimal land uses encourage walkable urbanism.



**Inspiration:  
Our HEALTHY Neighborhoods**



**Our neighborhoods offer a great quality of life with amenities nearby.**

Beyond its renowned Downtown, Traverse City is a city of great neighborhoods with tree-lined streets and easy access to parks, trails, and waterfronts. The historic grid makes it easy to walk or bike from one's home to everything that Traverse City has to offer for a healthy lifestyle.

Cutting east-west across the entire city, 8th Street touches many of Traverse City's neighborhoods and serves as their commercial spine.

- Designated neighborhoods with neighborhood associations
- 8th St connection

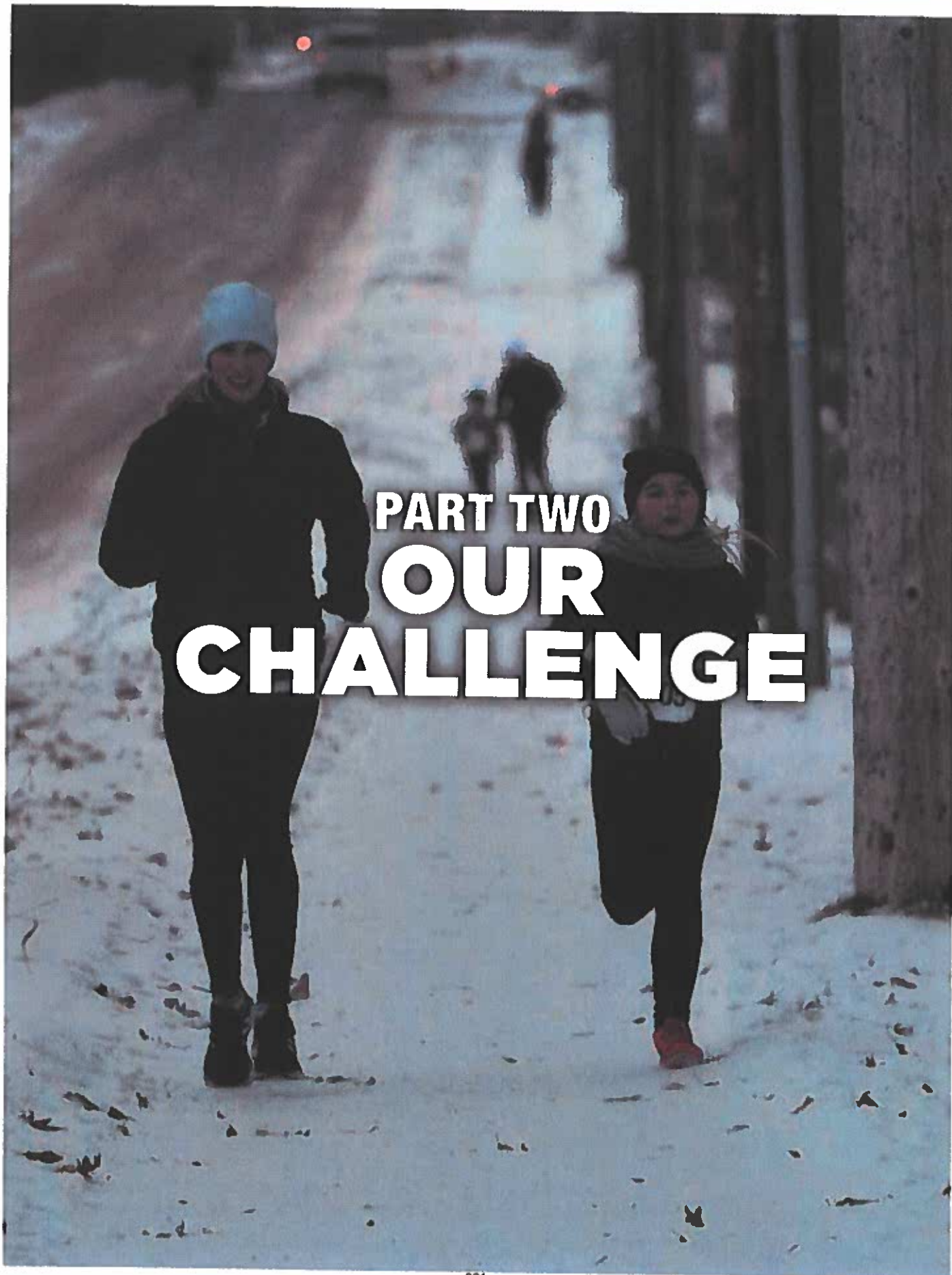
**Inspiration:**  
**Our HEALTH DISTRICT**

Munson Healthcare provides world-class healthcare services to the five-county region and beyond at its flagship campus nestled among woods, wetlands, and a historic neighborhood in West Traverse City. The broader Health District includes the Medical Center, the nationally-renowned Cowell Cancer Center with adjoining wellness garden, the Grand Traverse Commons (a mixed-use community housed in historic buildings of the former Traverse City State Hospital), a senior community, a nursing home facility, and a botanical garden. 8th Street is anchored at its two ends by two Munson campuses: the Medical Center and Health District to the west, and the Community Health Center to the east.

Munson Healthcare works with community partners to prepare a Community Health Needs Assessment (CHNA) every three years to align its services and partnership initiatives with the priority health needs of the communities it serves.







**PART TWO**  
**OUR**  
**CHALLENGE**

## While we are among the healthiest in the state, we still have work to do to curb preventable chronic diseases and ensure access to care in our community.

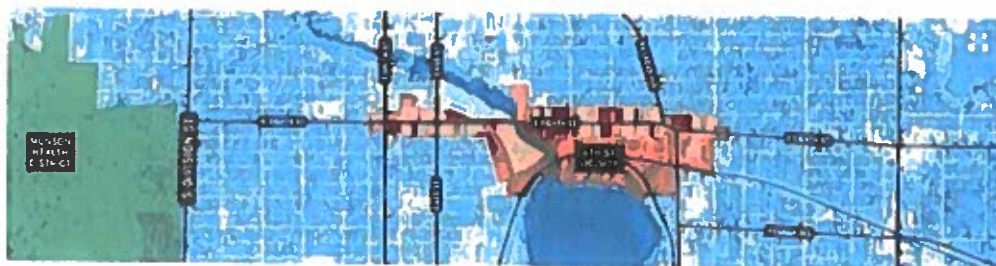
The MiThrive project has brought together diverse partners together to identify the following priority community health needs in the region including Traverse City:

- How do we improve prevention and reduce health risk for the leading causes of death?
- How do we improve access to comprehensive healthcare for all?
- How do we ensure a community that provides preventive & accessible mental health and substance abuse services?
- How do we foster a sense of community that promotes trust and inclusion?
- How do we address basic needs to create resiliency and promote equity?
- How do we strengthen collaboration across multiple sectors to more effectively improve our communities?
- How can we empower more residents and community stakeholders to create a more inclusive system?





**We also need to transform unhealthy places in our City — including 8th Street — into environments that support health and wellbeing.**



Eighth Street today is a corridor in search of an identity, and it lacks the urban infrastructure and development that typify healthy places. The street is mostly a vehicular thoroughfare, rather than a destination. Disparate and low-density land uses, challenging intersection crossings, and an abundance of surface parking lots, poor signage and deteriorating building stock typify the corridor.

---

**Recent planning efforts, policy decisions, and infrastructure investments (including streetscape design) are seeking to transform the corridor into a more welcoming, robust corridor for people that includes choice, opportunity, and connectivity. The time is ripe to apply best practices in healthy placemaking to 8th Street.**

---

## The CDC has identified seven criteria for “healthy placemaking,” which can guide us in envisioning a “healthier” 8th Street corridor:

Research shows that the built environment supports health outcomes by:



### PHYSICAL ACTIVITY

Providing more options to help people be physically active.



### HEALTHY FOODS

Providing healthier and more affordable food choices.



### TRANSPORTATION OPTIONS

Enabling people to go where they need to go in the communities more easily without a car.



### SAFETY

Making people feel safer in their communities.



### SOCIAL ACTIVITY SUPPORT

Facilitating more chances to get people to know their neighbors.



### HOUSING OPTIONS

Providing a good place for all people to live regardless of age, abilities, or income.



### HEALTHY ENVIRONMENT

Ensuring that everyone can live in a clean environment.

# 8th Street Study Area Challenges

- Trails
- Surface parking lot on 8th St
- Bicycle lanes
- Pedestrian crossing

## Incomplete, car-oriented streetscape

Plans for better bicycle provisions along 8th Street will reduce the need for short car journeys, improving air quality

## Low density development, underutilized parcels

Detached housing and generous parcel sizes result in a somewhat fragmented urban edge condition – prioritize infill

## Governmental Center south parking lot 1

Opportunity exists to beautify parking lot and better connect 8th Street sidewalk to the Governmental Center river seating

## Street edges blighted by parking lots 2

Better planting schemes needed to obscure parking areas from the pedestrianized street edge

## Regional Wastewater Treatment Plant 3

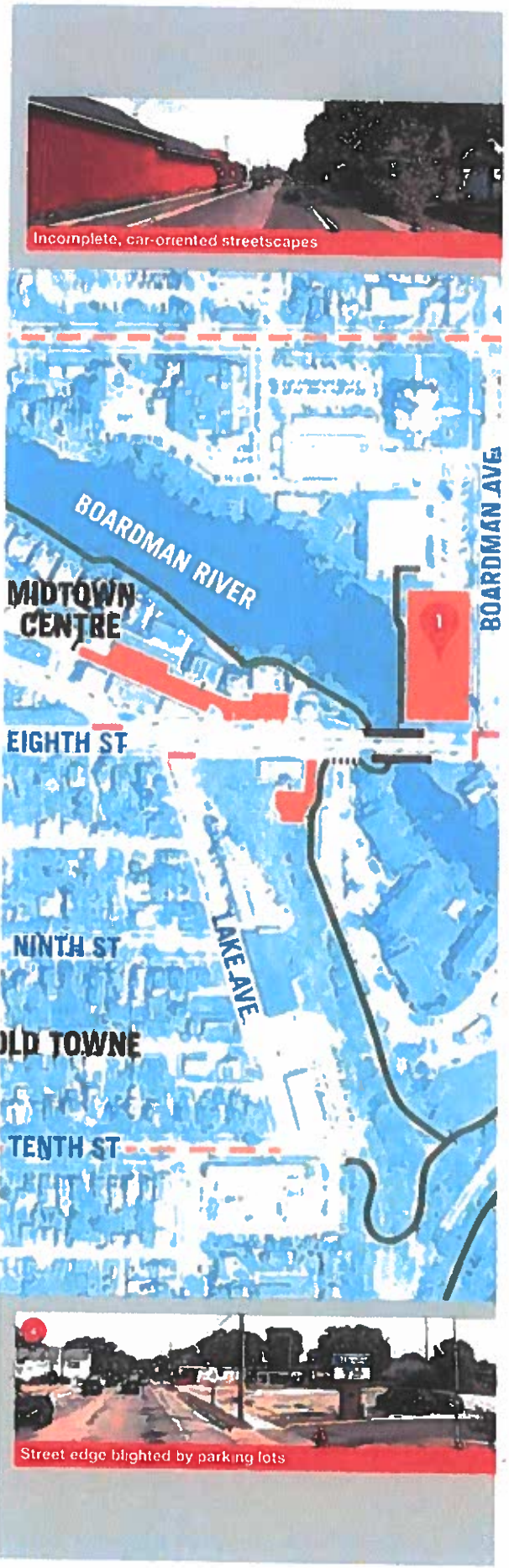
Opportunity exists to educate the public on issues of sustainable water management through guided tours

## Insufficient pedestrian crossing points 4

More crossing points, stronger kerb definition, refuge islands and greener boulevard edges needed

## Why consider 8th Street assets and challenges?

Shining a light on 8th Street's assets enables us to have a clear understanding of what works today, and what opportunities we can build on for the future. Highlighting challenges, similarly, allows us to focus on work that needs to be done in the near-, medium- and long-term horizon. Considered together, the assets and challenges are the foundation of an implementable vision that responds to the context and to community needs.



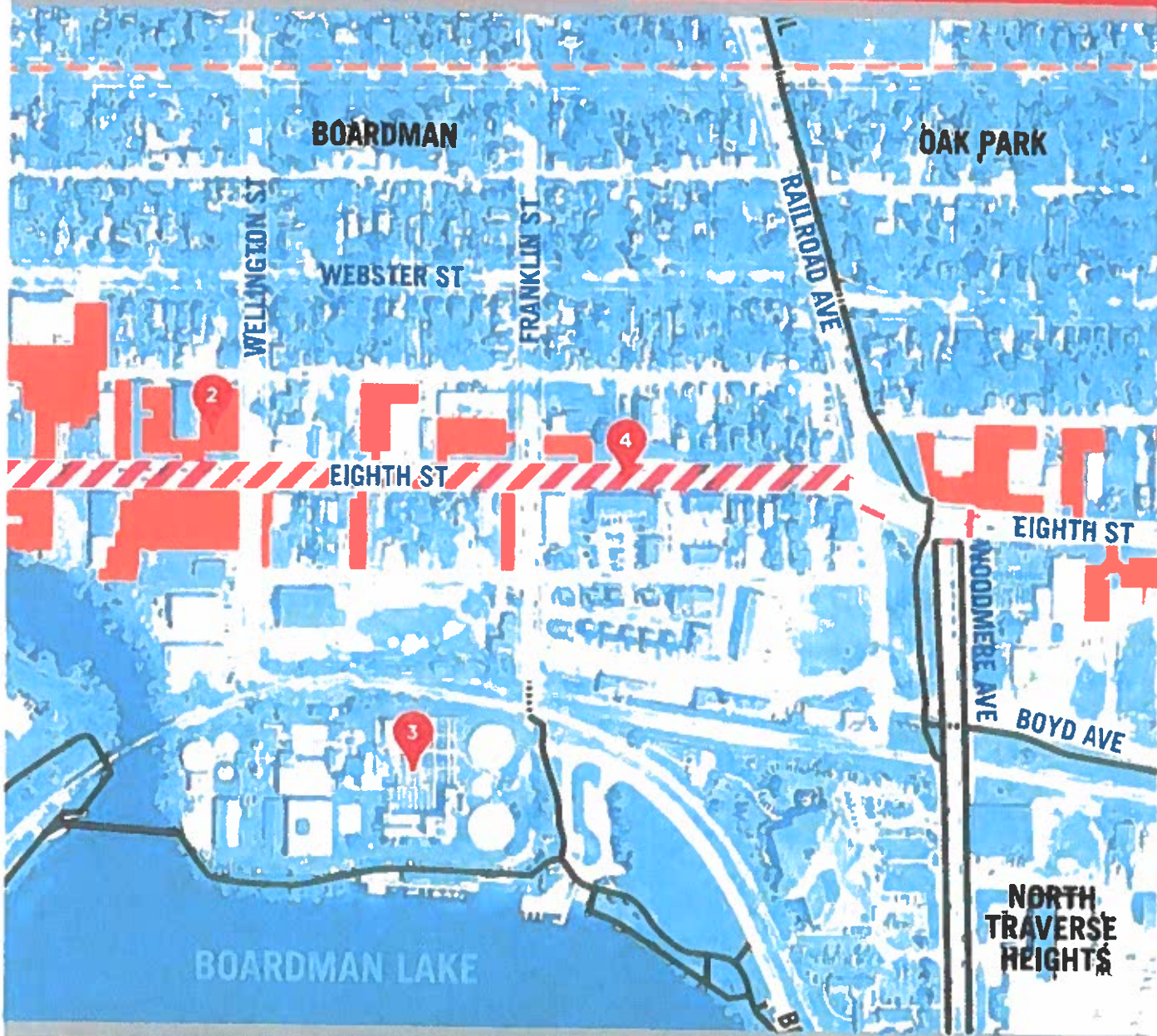




Low density development, underutilized parcels



Governmental Center south parking lot



Regional Wastewater Treatment Plant



Insufficient pedestrian crossing points



# 8th Street Study Area Key Assets

-  Trails
-  Current/proposed DDA boundary
-  Bicycle lanes
-  Public parking lot

- Regional Community Foundation** 1  
Enhancing quality of life in the Grand Traverse region
- Health-supporting church groups** 2  
Hiking groups, home cooking classes & other activities
- Boardman River (kayak, SUP, fishing)** 3  
Boardwalks activate the river's edge for promenading
- Oryana Community Co-Op** 4  
Fresh, nutritionally rich groceries that support local growers
- Governmental Center** 5  
County Clerk's office with riverside seating
- SEEDS Non-Profit** 6  
A force for local environmental education
- Commongrounds Cooperative** 7  
Community & tenant-owned mixed-use building
- Disability Network Northern Michigan** 8  
Organization helping people with disabilities & their families
- Regional Wastewater Treatment Plant** 9  
Opportunity for sustainable water management education
- Traverse Area Community Sailing** 10  
Easy access to Boardman Lake facilitating various watersports
- Raduno restaurant** 11  
Delicatessen and café featuring wholesome, no-frills food
- OTP Studio Theatre** 12  
Volunteer-run performing arts space
- New 'Depot' neighborhood** 13  
A recent community built by Habitat for Humanity
- The Filling Station microbrewery** 14  
Disused railroad station turned into gastropub
- Traverse Area District Library** 15  
Healthy, off-screen leisure that improves education access
- Brookside Family Medicine** 16  
Local practice affiliated with Munson Medical Center
- Brick Wheels bicycle shop** 17  
Sprawling bicycle shop with rentals & servicing available
- Addiction treatment services** 18  
Doctors, therapists, case managers & social workers on hand







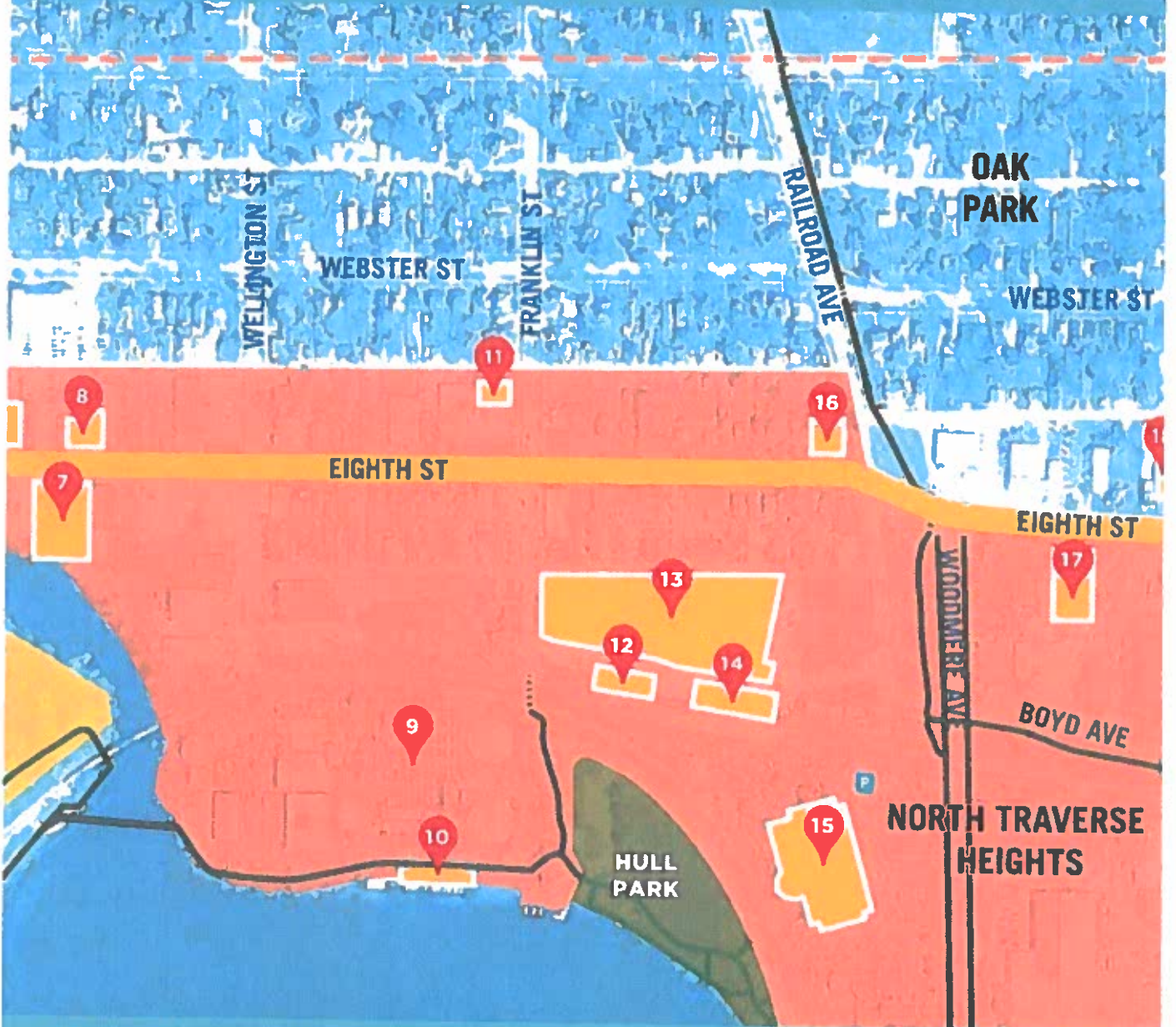
Commongrounds Cooperative



Brookside Family Medicine



The Filling Station microbrewery



Traverse Area Community Sailing



New 'Depot' neighborhood



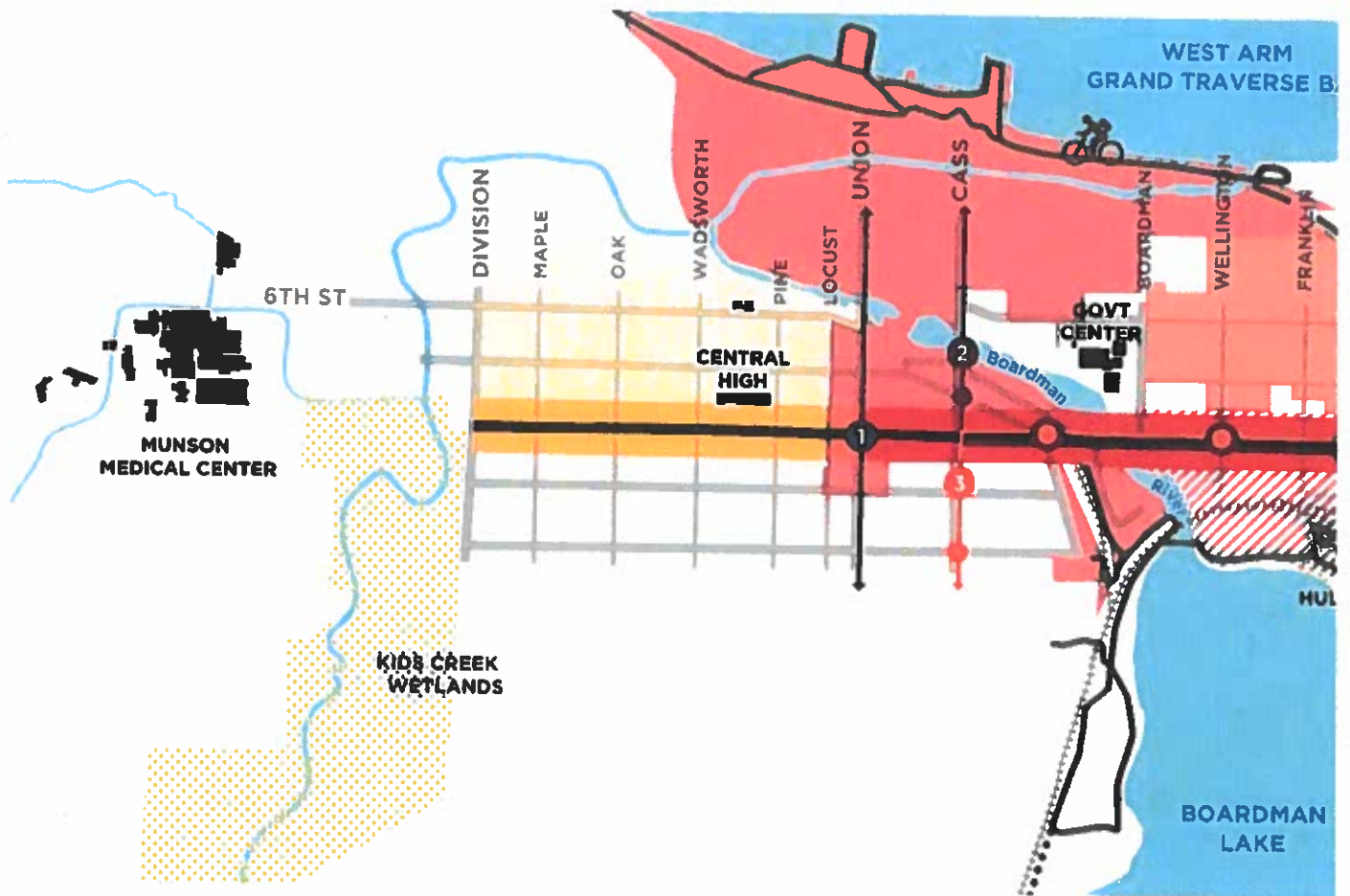
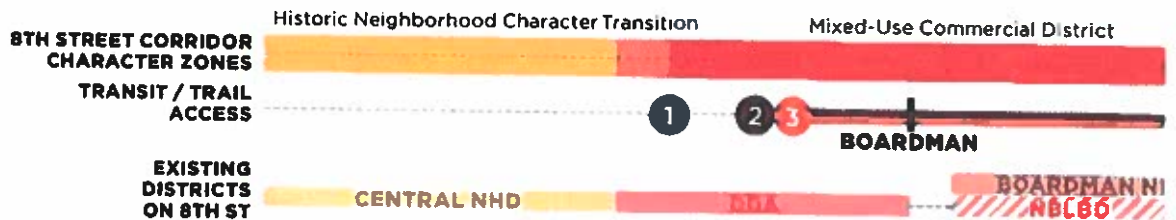
Traverse Area District Library



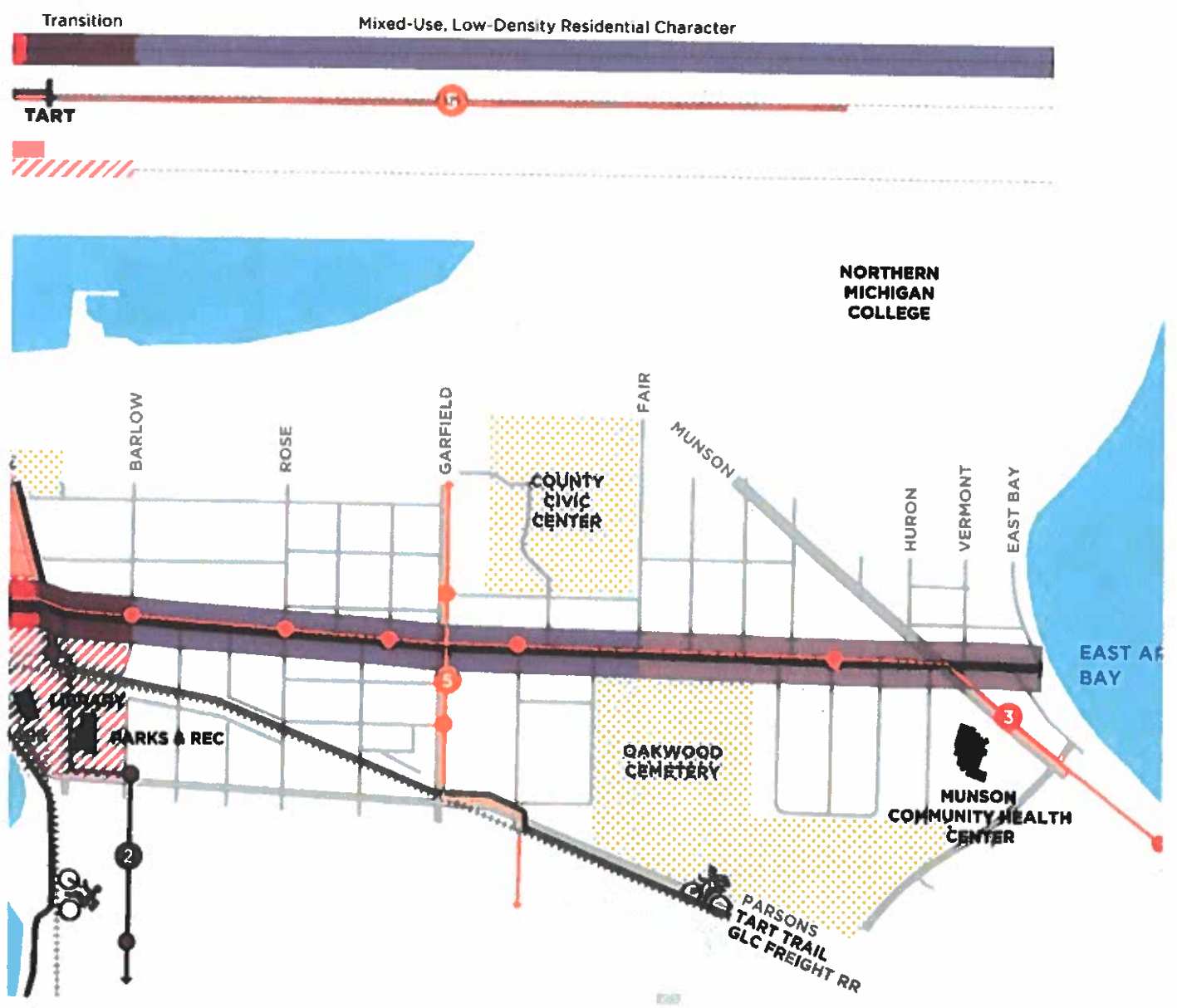
## The Opportunity

# A Broader Look at 8th

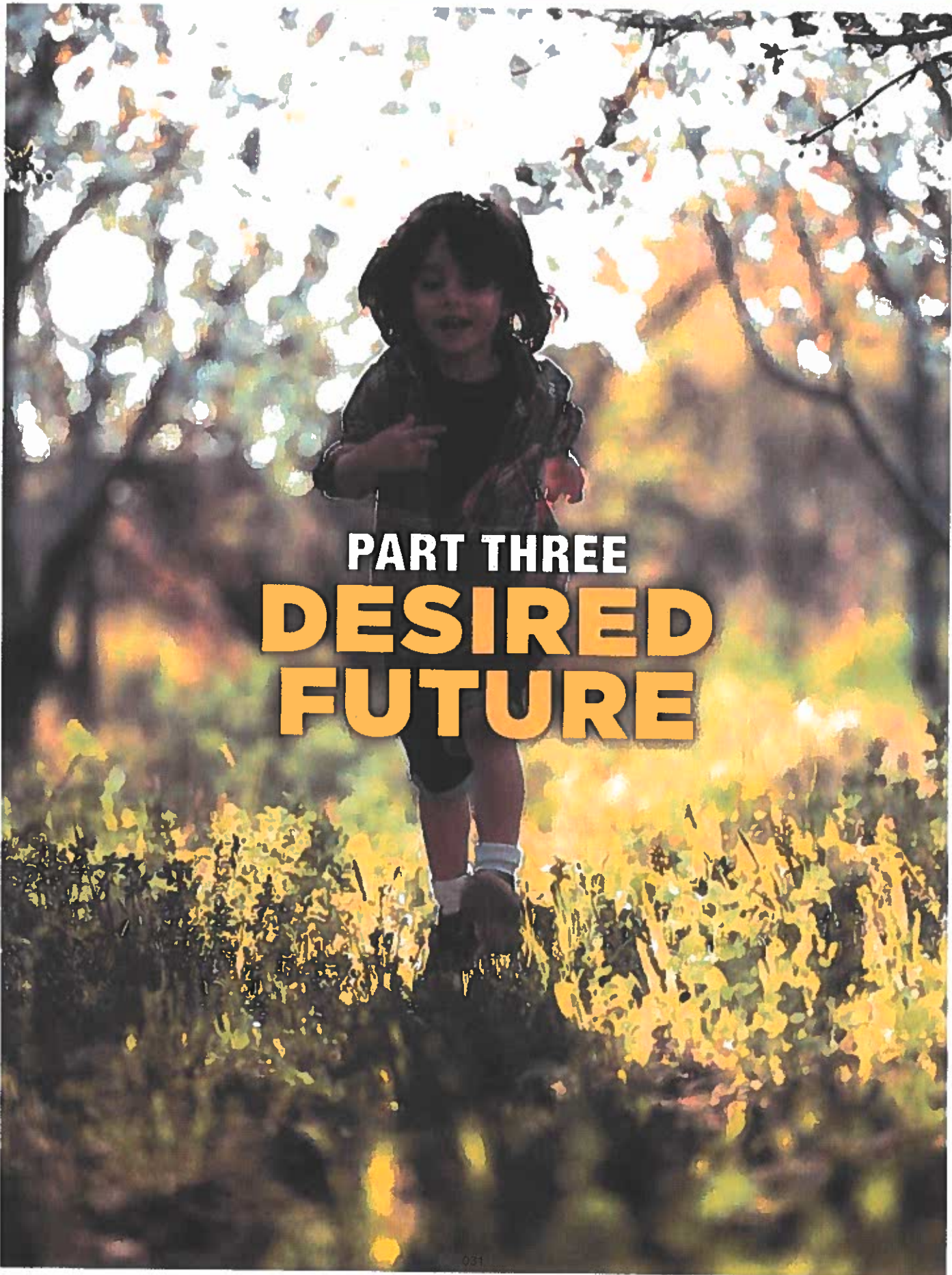
While the current efforts to transform 8th Street corridor are focused on the commercial segment identified as the **North Boardman Lake Business District (NBLBD)**, zooming out to the entire corridor reveals even greater opportunities and synergies. In this view, 8th Street stretches from the Munson Medical Center campus and Kid's Creek Wetlands to the Munson Community Health Center and East Arm Bay, connecting the City's landmark institutions, trail networks, and park / open space amenities of many types



along the way. This broader view shows how 8th transforms from a neighborhood street to a suburban corridor as it moves from east to west, highlighting the opportunity for greater connectivity between segments as well as the need for appropriate transitions between different use / character zones. Within this broader framework, there are opportunities to make each segment of 8th "healthier" with context-sensitive designs, policies, and initiatives that respond to the needs of adjacent users as well as those who visit / pass through.







**PART THREE**  
**DESIRED**  
**FUTURE**



## **Introducing...**

# **The Healthy 8th Street Challenge**

Just like a person who needs to be mindful of behavior that causes bad health outcomes, we as a community can intentionally reverse decisions that contribute to unhealthy built environments and challenge ourselves to invest in the actions that we know can create a place that supports overall health and wellbeing. As with any “challenge,” we can check progress and modify goals as we advance the cause.

## Our Vision:

# A Healthier 8th Street will be:

## A gateway into nature for all in the region

8th Street extends 3 miles from Kid's Creek wetlands in west Traverse City to the banks of East Arm Grand Traverse Bay, linking intown neighborhoods to many of the city and region's open space and trail amenities along the way.

From east to west, 8th Street connects with Kid's Creek Park / Mall Trail (via Division Street), TART in Town Trails (at Maple and Union Sts), the Boardman Lake Trail with planned future connections to the Boardman River Trail, Hull Park and the adjacent Children's Garden, Traverse Area Community Sailing, the TART Trail (at Woodmere Ave), Grand Traverse County

Civic Center, Oakwood Cemetery, and East Bay beaches.

Community stakeholders have stated that heavily trafficked sections of 8th act as a barrier between neighborhoods and these amenities. With pedestrian and bike improvements in the works for 8th between Boardman and Woodmere Avenues, opportunity exists for a more focused look at the safety and accessibility of these desired connections. We also see opportunities for a systemic approach to the design, programming, and branding of 8th Street as a cross-town gateway to nature for residents and visitors.

## A mixed-use gateway into Downtown that serves the needs of adjoining neighborhoods

Downtown Traverse City has realized a reinvigorated place where businesses and locals want to be. Traverse City has an opportunity to build upon that success with the reinvigorated 8th street. Understanding that there are several studies relating to the great corridors Traverse City has, (Corridor Master Plan, adopted 2013), with 8th street being a link to the Downtown.

Located less than half-a-mile from Downtown, 8th Street already a greater concentration of "affordable" housing and neighborhood businesses and restaurants that cater to the local workforce. As zoning changes are under way to promote more walkable, denser redevelopment, community stakeholders are eager to see 8th Street transform by connecting to the Downtown and being part of the "the local's



Downtown," an area that serves the neighborhoods and residents.

With greater density, 8th Street can accommodate the types of housing, businesses and service options that serve

a broader local demographic, including budget- and health-conscious millennials who are seeking to establish roots in a healthy place like Traverse City.

### **A place intentionally designed to support (and not degrade) the wellbeing of Traverse City residents**

The message from neighbors, businesses, and community stakeholders is clear: 8th Street is an essential part of life on 8th, and remains a "diamond in the rough." They demand that each project (like cuts in a diamond) be conceived and executed to unleash 8th Street's potential to be a destination and connector that supports (and does not degrade) the residents' quality of life.

The strength of this vision, and the consensus behind it, requires the establishment of an equally strong decision-making framework for urban redevelopment that oversees all aspects of change-making

from advocacy and policy-making to construction. In short, we are not going to get to a "Healthier 8th" unless we, as a community, take intentional steps to see our unified vision come to fruition.

What does it take to create intentional redevelopment? It takes vision, leadership, and commitment. It takes working across sectors and with partners to bring innovative problem-solving and new, localized ideas for change to the table.

# 8 Steps to a Healthier 8th

The following eight steps are informed by stakeholder comments, Munson Healthcare's Community Health Needs Assessment, and the CDC's Healthy Community Design Checklist. The recommended actions are not intended to be a complete list, but rather a starting point for the **Healthy 8th Challenge**.



## Provide safe connections between neighborhoods and public trails and recreational amenities along 8th Street

### RATIONALE

Daily physical activity reduces the risk of chronic diseases, and makes us feel and sleep better. Studies show that improved access to parks increases frequency of exercise. Improved access to trails can also incentivize alternative commutes, reducing car use.

### KEY FOUNDATIONAL ASSETS

Boardman River & Lake Trails  
Hull Park  
TART Trail  
Great Traverse County Civic Center

### RECOMMENDED ACTIONS

- A. Add signalized pedestrian crossings at Franklin Street and Lake Streets to enable safe crossing of 8th for neighborhood residents, including families with kids, who wish to access the Boardman Lake Trail
- B. Provide safe, public access to the western bank of the Boardman river between Legion Park and the Boardman Lake trail
- C. Enable access to Kidd's Creek wetlands at 8th Street, with potential off-road connections to Medical Center / Grand Traverse Commons, and to the Buffalo Ridge trail
- D. Provide programming that brands 8th as a Gateway to Nature such as a 5K run/walk or a cyclovia that spans the entire corridor
- E. Promote healthy transit stops with partnerships on transit shelter purchases, benches, planter boxes, and trash and recycling receptacles.



## Green 8th Street corridor

### RATIONALE

Studies show that exposure to nature and greenery makes people healthier, and promotes coping. Parks promote the social health of communities and children's learning.

### KEY FOUNDATIONAL ASSETS

8th Street in Central Neighborhood  
Hull Park

### RECOMMENDED ACTIONS

- A. Provide a shade tree canopy on both sides of 8th Street, with street trees planted 20'-30' apart to create continuous coverage along the entire length of 8th Corridor from Division Street to East Bay
- B. Provide public pocket parks along the commercial corridor stretching between Locust and Barlow Streets. As 8th Street densifies, these spaces will become desirable places of gathering and respite
- C. Require a planted green buffer with trees on any parking lots located adjacent to sidewalks
- D. Encourage developers to incorporate usable green spaces, and green stormwater infrastructure onto their projects on 8th Street





## Create places and policies to attract young talent and companies to host health technology innovation on 8th

### RATIONALE

Providing spaces for innovation can spur economic development that supports the transformation of the corridor, and can help foster local solution-making to address population health challenges.

### KEY FOUNDATIONAL ASSETS

Accelerate: the Movement for Well-being  
Common Grounds (planned)

### RECOMMENDED ACTIONS

- A. Extend DDA District to have a focused plan for new businesses, to implement smart strategic place setting infrastructure to encourage new investment
- B. Extend the "Destination Downtown" free transit pass program to the district, funded by the Downtown Development Authority and Traverse City Parking Services in partnership with the Bay Area Transportation Authority
- C. DDA in partnership with the EDO attract new health technology innovation businesses
- D. Engage local and regional higher education institutions to align research and entrepreneurship with the private sector centered on health technology
- E. Provide subsidized space for start-up companies



## Provide "missing middle" housing options to make the car-free, healthy urban lifestyle attainable

### RATIONALE

Housing is health: Studies link stable, affordable housing to reduced ED visits and healthcare costs. Providing workforce housing in proximity to jobs and transit can support the health and wellbeing of working families.

### KEY FOUNDATIONAL ASSETS

Central, Boardman, Old Towne, and North Traverse Heights neighborhoods  
The Depot Neighborhood  
Common Grounds (planned)  
Two new LITHC developments (planned)  
Transitional housing (planned)

### RECOMMENDED ACTIONS

- A. Update the Traverse City section of the 2014 Target Market Analysis (TMA) Study to reflect current state and to reflect the growing impact of short-term rentals on housing affordability for the local workforce. The updated study should set targets for new housing, and identify policy changes and actions to meet those targets.
- B. Hold a public / stakeholder workshop to discuss implications of the updated TMA Study for 8th Street. Identify type(s) of housing options that should be encouraged on 8th Street, along with target locations, and key development and design criteria that meet community needs.
- C. Promote the development of mixed-income housing options at the project and corridor level along 8th Street.
- D. Encourage active ground floor uses, including retail storefronts and restaurants, below multi-family housing projects located along 8th

### INSPIRATION

*City of Portland, Maine — a tourist and foodie destination with similar housing challenges — reports on the "State of Housing in Portland" each year to assess changes in the housing market and track its progress towards its 2035 Comprehensive Plan goals related to housing. This process has enabled Portland to take strong policy and regulatory actions, and to facilitate construction of the types of housing needed in the city.*



## **Promote compact, pedestrian-oriented development with nodes of concentrated activity**

### **RATIONALE**

Walkability increases in environments that are denser, diverse (uses), proximate to transit, and designed to accommodate safe pedestrian and bike activity.

### **KEY FOUNDATIONAL ASSETS**

8th Street Streetscape and Infrastructure Capital Project (under construction)  
Infill Development Proposals (including Commons Grounds)

### **RECOMMENDED ACTIONS**

- A. Adopt zoning that creates a pedestrian-oriented built environment by regulating future building's relationship to the street, location and frequency of pedestrian entrances, and transparency of ground floors, and the location of parking and service entrances
- B. Promote the creation of mixed-use commercial nodes or "villages" at 8th / Boardman and 8th / Franklin by allowing taller buildings and higher densities at these gateway locations.
- C. Require appropriate and adequate transition from the 8th Street corridor to the scale of abutting residential neighborhoods



## **Provide access to affordable produce, and family-friendly, healthy dining options on 8th Street**

### **RATIONALE**

Eating a healthy and balanced diet is fundamental to health, yet a challenge to achieve, in particular for young working parents who are on a budget, and have time constraints.

### **KEY FOUNDATIONAL ASSETS**

Oryana Natural Foods Market  
Raduno: Gather and Eat  
The Filling Station Microbrewery

### **RECOMMENDED ACTIONS**

- A. Advertise 8th Street as a healthy eating corridor for local families by creating a brand around existing healthy grocery shopping and dining options
- B. Work with local chefs and restaurant owners to develop concepts for affordable, and healthy sit-down and "grab-and-go" dining options on 8th Street
- C. Institute a weekly Farmer's market at the Governmental Center parking lot or the Traverse Area District Library with subsidized access to vegetables for SNAP program participants
- D. Work with CSA providers to create a new drop-off location





## **Provide access to primary / preventive care and mental health support services**

### **RATIONALE**

Access to health services preventing and managing disease, reducing unnecessary disability and premature death, and achieving health equity for all Americans.

### **KEY FOUNDATIONAL ASSETS**

Munson Community Health Ctr  
Brookside Family Medicine  
Disability Network  
Planned Parenthood - Karen  
Christensen Walker Health Ctr  
Addiction Treatment Services  
NAMI Grand Traverse

### **RECOMMENDED ACTIONS**

- A. Work with partners to identify Traverse City-specific implementation actions for the priority community health needs identified in the regional Community Health Needs Assessment (CHNA)
- B. Provide convenient, affordable, and consumer-oriented care options for the younger and older demographics with limited incomes who live within or around the 8th Street corridor



## **Empower residents to take ownership of their health and make the right decisions**

### **RATIONALE**

Health literacy is central to a person's ability to engage in self-care and chronic-disease management, and key to achieving healthcare equity in our communities.

### **KEY FOUNDATIONAL ASSETS**

Munson Community Health Ctr  
Traverse Area District Library

### **RECOMMENDED ACTIONS**

- A. Provide free or low-cost health-education classes at easily-accessible public facilities along 8th
- B. Support free, outdoor public exercise programs such as yoga in Hull Park
- C. Provide cooking demonstrations for children at the Grand Traverse Children's Garden and Learning Garden at Hull Park
- D. Institute a "Walk with a Doc" at the Boardman Lake Trail



## Addressing the Challenge: **How do we get there?**

The Downtown Development Authority (DDA) is well-positioned to address the challenge. It can take both direct action and action through partnership to achieve implementation. Direct action includes expanding the DDA boundary to include 8th Street, which will extend the benefits and services of the DDA to this corridor. Benefits include: public infrastructure improvement, services, transportation and parking solutions, event programming, strategic planning, business support, and marketing/promotion. The DDA can also provide continuity and consistency in evaluating and advising on development proposals and public investments to make sure new development occurs in a coordinated way

that aligns with the goals of this plan.

Due to the community experiencing a high degree of "planning fatigue" – or having too many planning efforts occur in a short amount of time so that people become reluctant to participate – the DDA has the capacity and ability to 'own' this plan, dedicate resources, and build partnerships to move forward.

The DDA is capable of promoting the "Healthy 8th Street" brand and implementing the vision, but cannot address the challenge on its own. The DDA should seek support and funding through partnerships with the following entities.



## **Non-Profit Organizations (NPOs)**

Work with existing, local NPOs to address housing (especially for mixed-income communities), health, and economic development components on the Healthy 8th Street Challenge.

- Address the “missing middle” and mixed-income housing issues by working closely with groups like Housing North, Networks Northwest, and others
- Update 2014 Framework Plan, led by Networks Northwest, to address housing challenges including new issue such as short term rentals (STRs)
- Align goals and establish common metrics of the Healthy 8th Street Challenge with health-oriented NPOs including Munson Medical Center, Northwest Michigan Health Services, and others
- Promote small business growth, job creation, and health innovation by working with the North Boardman Lake Business Association, Traverse City Area Chamber of Commerce,
- Ensure the goals, resources and programs of Accelerate Health, the Grand Traverse Regional Community Foundation's initiative, is aligned with the Healthy 8th Street Challenge where appropriate and feasible

## Addressing the Challenge: **How do we get there?**

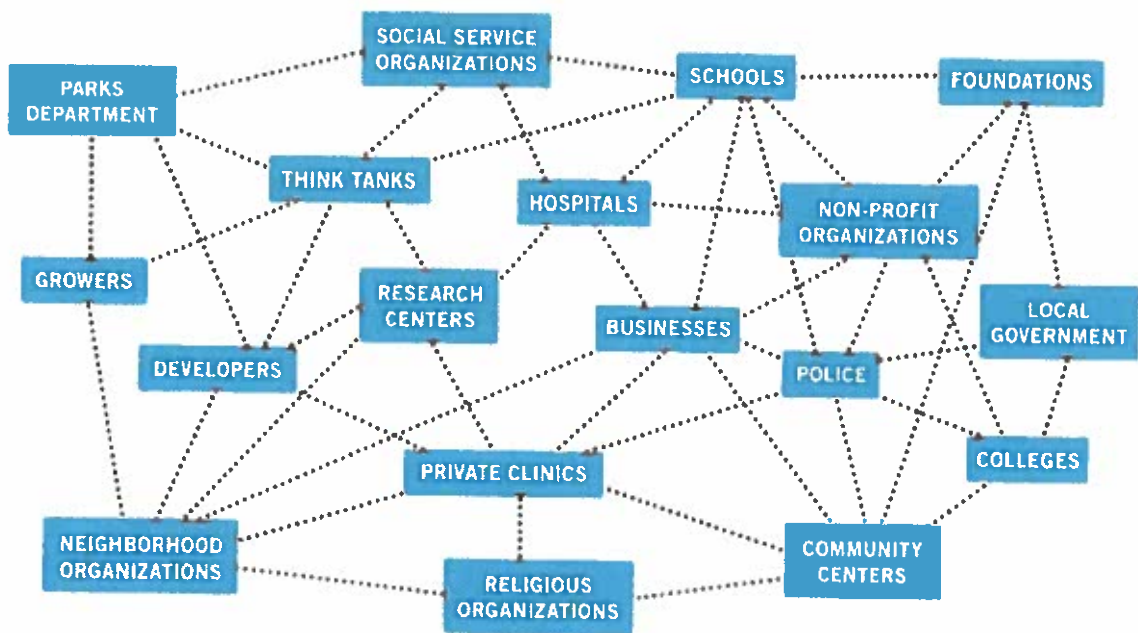
### **Local Government**

- Continue the positive capital investment the City of Traverse City is making to improve the streetscape and utility infrastructure on 8th Street as part of a multi-phase project
- Update zoning to encourage infill development taller than 1 story and permitting a mix of uses
- Explore creating an Obsolete Property Rehabilitation District (OPRA) through the State of Michigan to obtain tax credits for redevelopment of existing commercial properties that are blighted.
- Support Traverse City Light and Power's effort to build improved fiber infrastructure
- Work with the City and County on seeking ways to optimize the Government Center surface parking lot located at 8th Street and along the Boardman River as the site is a great opportunity for development that meets the goals and aspirations of this plan.

### **Institutional and Private Sectors**

- Market investment opportunities include select sites and development incentives to potential development partners both regionally and nationally
- Connect developers with pro-active property owners
- Collaborate with health and higher education institutions and the entrepreneurial private sector to promote health innovation/health technology where feasible
- Attract a health care service provider to the district that focuses on wellness, preventative care

# We can work together to meet this challenge.



It takes a village... no single entity can control and influence all the factors that, when combined with individual behaviours, support health. Healthy behaviours must be encouraged and barriers to healthy behaviours removed.

We have our challenge set to transform the 8th Street from a car-oriented corridor into a healthy place that supports the types of uses and activities that improve the health of Traverse City residents. Our first step is to form a coalition of individuals

and organizations that can each respond to a specific aspect of the challenge. The sum of our efforts, when coordinated and synergized, will take us further than any one individual and organization can go.

The Challenge is On, Traverse City. Let's make this happen!

This document was made possible by the generous support of the Grand Traverse Regional Community Foundation.



Additional support for this document comes from the following groups:

The Traverse City Downtown Development Authority (DDA)	Traverse City Light & Power David Mengelbier
Brick Wheels	The Filling Station
Envision Development	
Oryana Community Co-op	

The following people volunteered their time and ideas in shaping this study.

#### **ADVISORY COMMITTEE**

Jean Derenzy, CEO of Traverse City Downtown Development Authority (DDA)  
Leah Bagdon-McCallum, Chair of the Board, DDA  
Jesse Wolf, Senior Advisor, Accelerate Health, Community Foundation  
Scott Hardy, DDA/Three West  
Tyler Bevier, Bay Area Transit Authority  
Steve Nance, General Manager of the Oryana Food Co-Op, North Boardman Lake  
Business Assoc.  
Jini Moore, Executive Director of Disability Network  
Rob Bacigalupi, Mission North, Consultant for DDA  
Julie Clark, Exec. Director, Traverse Area Recreational Trails (TART)  
Christi Nowak, Assistant Director of Community Health at Munson Healthcare  
Dobra Graetz, Doctor, Family Practice  
Whitney Waara, Executive Director of Chamber of Commerce  
Kate Redman, Common Grounds

#### **STAKEHOLDERS**

Chris Forsyth, Deputy Administrator, Grand Traverse County  
Marty Colburn, City Manager, City of Traverse City  
Todd Klepper, General Manager of the Filling Station Brewery, Board Member, North  
Boardman Lake Business Assoc.  
Heidi Britton, CEO of Northwest Michigan Health Services  
Kelly Herko, Doctor of Epidemiology, Michigan State University  
Tim Arens, Executive Director, Traverse City Light and Power  
Tony Chartrand, Traverse City Light and Power System Engineer  
Sakura Rallery, Director of Business Enterprise, Goodwill Industries of Northern Michigan  
Mike McDonald, Safe Harbor  
Bill H., Habitat for Humanity, Board of Directors  
Wendy Irwin, Habitat for Humanity Executive Director  
Jodie, resident, Habitat for Humanity  
Trisha, resident, Habitat for Humanity  
Ryan Hannon, Goodwill Industries of Northern Michigan



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

## Memorandum

**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** Extension of DDA District Boundaries

As you are aware, staff has been working with the North Boardman Lake District, as well as the Community Foundation, to determine approach for extending the DDA District Boundaries from Lake Avenue to Barlow. The Community Foundation hired Perkins+Will to complete an assessment and opportunity overview as well as steps to achieve success.

The attached report from Perkins+Will outlines some of the conclusions to help the DDA determine if extending the boundaries could assist in implementing its vision. The City, with recent planning efforts, policy decisions, and infrastructure investments (including streetscape design), is setting the stage to transform the corridor into a more welcoming, robust area for people that includes choice, opportunity, and connectivity. Perkins+Will will be providing an overview of the report during our meeting on Friday, June 21<sup>st</sup>.

### OVERVIEW OF RECOMMENDATION:

With the work that has been done with the North Boardman Lake District, Perkins+Will and the Community Foundation, I have found first and foremost that the property owners are engaged and wanting careful and thoughtful stewardship into this area of the City. When reading the report, as well as listening at meetings, it is evident that their goals are to encourage walkability and create an open space and connections from the neighborhood to Hull Park and the Boardman Lake Trail. With a connection from the trails to the neighborhoods, we should be cognizant that the neighborhood should be protected against heavy retail/high-end commercial activity.

As identified within the study, Eighth Street is a corridor in search of an identity. By placing emphasis on the natural assets and amenities that are already there (Boardman Lake, Hull Park, Boardman River, Library, TART Trail), and the current public



infrastructure investments being made, an opportunity to build upon North Boardman Lake District as a health and wellbeing area of our City already exists. This notion was highlighted in the study: "Shining a light on 8th Street's assets enables us to have a clear understanding of what works today, and what opportunities we can build on for the future. Highlighting challenges, similarly, allows us to focus on work that needs to be done in the near-, medium- and long-term horizon."

The DDA has used its resources, expertise, and passionate volunteer board to address larger community goals and challenges like affordable housing, alternative transportation, and the fragility of independent businesses that help to define much of Traverse City's unique identity.

The International Downtown Association identifies that no matter how focused city leaders happen to be, and how dedicated business volunteers are, without a stable, funded, and well-staffed downtown organization, the effort is likely to fail. With our focus, strategies and a dedicated staff, it is clear why DDAs are so successful.

Having the DDA focus on 8<sup>th</sup> street can help implement ideas that have been accomplished in other areas of our District. Although there will not be a TIF associated with this extension, the 2 mills property owner requirement will be implemented for staffing needs. Other tools will be utilized to help with the implementation of the vision.

As outlined in the recommendation from Perkins+Will, there are several areas that the DDA can assist with:

1. Provide safe connections between neighborhoods and public trails/park on 8<sup>th</sup> street.
2. Green 8<sup>th</sup> Street Corridor
3. Create places and policies to attract young talent and companies to host health technology innovation on 8<sup>th</sup> street.
4. Provide "missing middle" housing options to make the car-free, healthy urban lifestyle attainable.
5. Promote compact, mixed-use, pedestrian-oriented development with nodes of concentrated activity.
6. Provide access to affordable produce, and family-friendly, healthy dining options on 8<sup>th</sup> street.
7. Encourage health and wellness focused businesses and non-profits to locate here.
8. Empower residents to take ownership of their health and make the right decisions.

**RECOMMENDATION:**

The approach for 8<sup>th</sup> street is an opportunity that benefits the overall DDA District and strengthens partnerships. However, before looking at the approach, it is important to look first at the Strategic Plan as well as the capacity of the DDA.

The DDA's Strategic Plan emphasizes leadership, partnership/collaboration and business retention and attraction. Importantly, the City Masterplan identifies the 8<sup>th</sup> street corridor as a "connector" to Downtown. For a connection to happen, the DDA should be the lead in ensuring connections are made if the Masterplan reads true to the DDA. The strategic plan has very broad terms meaning leadership, partnership/collaboration, and extending the DDA District truly puts a new approach to working with corridors to help achieve success.

Since expanding the District without extending a TIF is a new approach for the DDA, we will need to strategically involve working more with partners and identifying new opportunities and ways of implementing our visions. It is my opinion, based on forming partnerships and the strength of the North Boardman Lake Avenue Association, that the DDA can effectively enhance the 8<sup>th</sup> Street District.

Based on the in-depth public outreach that has been conducted, the positive feedback received, and the analysis of the strategic plan, my recommendation is that the DDA Board approve the extension of the DDA District Boundaries as outlined on the attached map. Should the DDA approve this recommendation, there will be required public meetings and public hearings relating to the extension.





Map Date: 08/20/2024  
 Project: Downtown Development Authority  
 Title: DDA Expansion Boundary and Parcels  
 Scale: 1" = 100'

**DDA EXPANSION BOUNDARY AND PARCELS**

**DOWNTOWN DEVELOPMENT AUTHORITY**  
 CITY OF TRAVERSE CITY



08/20/2024 10:58 AM



**June 11, 2019**

**To: DDA Board**

**RE: Request for expansion of DDA to include the North Boardman Lake District**

I am writing on behalf of the North Boardman Lake District (NBLD).

NBLD is an organization of businesses and property owners in the northern Boardman Lake area (map attached). After years of collaborating together on projects to enhance our area of TC and to create events to draw visitors, the North Boardman Lake District has formally organized as a 501(c)(3). We meet regularly with the goal of building a unified vision and voice for our corridor and developing relationships between the district members, local residents, and our local government. We wish to communicate our desire to become a part of the DDA and ask for your consideration and support. We feel that the North Boardman Lake District will become a healthy, active lifestyle corridor, and will be an area that is inclusive and welcoming for residents, employees, and visitors alike. Our vision is a district that is health-oriented and balanced – a place to do meaningful work, one that has workforce and other housing, conventional and alternative health practitioners, and is a vibrant and locally focused retail, food, and entertainment destination.

We believe the North Boardman Lake area and 8<sup>th</sup> Street will enhance Traverse City and the surrounding neighborhoods. We feel it will be an example to our region of the health benefits of a thoughtfully and intentionally developed community with a proximity to nature, a focus on bikes and pedestrians, and access to the amazing Boardman Lake, Hull Park, Traverse Area District Library, TART trails system and the Boardman Lake Trail; the area is a true trailhead that connects downtown, east, west, and central neighborhoods.

We are excited to see the final result when 8<sup>th</sup> Street is completed this fall. We have advocated and supported the Envision 8<sup>th</sup> Street plan coming to fruition with features such as the professionally designed cycle track, turn-outs for BATA, and trees that will lend themselves to a canopy of green in the future.

Intentional redevelopment to propel the North Boardman Lake District to become a vibrant, inclusive, and health-focused part of Traverse City includes the following:

- **Bike Friendly? You bet!**
- **Walkable? Very!**
- **Entertainment and local, healthy and affordable food and drink? Of course!**
- **Work spaces that foster collaboration and innovation and attract the best and brightest? It's a must!**

Setting the model for how neighborhoods and streetscapes are developed





- **Affordable living spaces that bolster that missing middle? There will be!**

So, the North Boardman Lake District is anchored by a vibrant and Great 8th Street. Great 8th will no longer be just a “pass through” on people’s way to somewhere else. The community will visit this destination and experience an inclusive, family friendly corridor that has eclectic local businesses, affordable living and working spaces, and ways to support an active and healthy lifestyle. Heck, it has the TART Trail helping connect the many TC Neighborhoods to the Boardman Lake Trail circling the lake, art on the trails, Hull Park, Traverse Area Community Sailing, the Traverse Area District Library, healthy food at Raduno and Oryana Community Cooperative, Brick Wheels and McLain’s bike shops, the Filling Station and Silver Spruce brewpubs, great doctors such as those at Brookside Family Medicine, the Center for Health, and Bay Family Vision, JenTees Custom Logo Gear, Bon Vin Wine, Twin Bay Glass, the Copy Shop, wonderful non-profits such as the Mobility network, and Safe Harbor, and the Commongrounds Cooperative Building development is in process, and so much more!

We are also engaged with the Grand Traverse Regional Community Foundation who, with Oryana, has consulted with Perkins and Will, a design firm that has exciting ideas for the future of this part of Traverse City as a community center that will then go on to inspire our region to be ever healthier.

We very much appreciate being considered as an addition to the boundaries of the DDA to connect to our thriving downtown. We believe we would be a net contributor. We also feel that being a part of the DDA will help provide the NBLD with marketing and promotional services to help the businesses grow and flourish. The NBLD also believes that being part of the DDA will support our efforts to assure thoughtful, intentional development, support our neighborhoods, and provide an authentic experience that enhances our downtown and surrounding neighborhoods.

Please feel free to contact me on behalf of the group. Other members of the group are also available to meet or converse.

Sincerely,  
**Stephen Nance**  
Board President  
North Boardman Lake District  
General Manager, Oryana Community Cooperative  
Resident 609 Webster





*June 11, 2019*

To: DDA Board

RE: Request for expansion of DDA to include the North Boardman Lake District

As a member of the North Boardman Lake District, I encourage you to consider expanding the boundaries of the DDA to include the NBLD. I believe your support, guidance and assistance in creating and implementing development plans would provide the boost needed to promote economic growth within our district.

I have watched with great pleasure for the past 30 years, as our downtown has re-energized, grown and become the vibrant and diverse collection of successful businesses we see today. Thoughtful and purposeful development, are part of what makes our downtown unique. I feel given the opportunity, proper guidance and designed with purpose, the Eighth St., corridor will develop into a vibrant destination to work, live and play and sits at the center of our city.

I have been a member of the business community for 30 years and our business has been on Eighth St. for its entire existence. We have seen many improvements during this time like the Depot Neighborhood, the Library, Hull Park and the Children's Garden once a dumping ground for city residents. Traverse Area Community Sailing, the Tart Trail and our newest development coming soon, Commongrounds, the completion of the Boardman Trail and the long awaited completion of Eighth St. There are many areas ripe for development and improvement within our district, like the promenade at Franklin St. to Boardman Lake and your involvement would further enhance these efforts.

I look forward to your consideration and hopeful for a decision to expand the DDA to include the NBLD. I know and given another 30 years will, look back with great pride at what we have accomplished.

Sincerely,

Mark J. Jensen  
President  
JenTees Custom Logo Gear  
NBLD Boardmember



June 14, 2019

To: DDA Board

RE: Request for expansion of DDA to include the North Boardman Lake District (NoBo)

I am writing on behalf of Commongrounds Cooperative to express support for the expansion of the DDA district. Commongrounds is a nonprofit real estate cooperative owned by its tenants and over 450 community members, with a pilot project on our property at 416 Eighth Street. The development is a 4-story mixed-use sustainable development scheduled to break ground in late summer 2019 for completion in 2021.

From its conception, the intent of Commongrounds has been to help redevelop the 8<sup>th</sup> Street corridor in accordance with City's vision as a vibrant, compact, pedestrian- and bike-friendly neighborhood. This vision will only be possible with the type of targeted leadership, communications, and administrative support inclusion in the DDA would help to provide. We are members of the North Boardman Lake District and strongly support the group's vision for 8<sup>th</sup> Street to become a healthy, active lifestyle corridor, and will be an area that is inclusive and welcoming for residents, employees, and visitors alike. That vision is a district that is health-oriented and balanced – a place to do meaningful work, one that has workforce and other housing, conventional and alternative health practitioners, and is a vibrant and locally focused retail, food, and entertainment destination.

We are very excited and grateful for the City's commitment to redesigning and rebuilding 8th street. We believe the North Boardman Lake area and 8<sup>th</sup> Street will enhance Traverse City and the surrounding neighborhoods. We feel it will be an example to our region of the health benefits of a thoughtfully and intentionally developed community with a proximity to nature, a focus on bikes and pedestrians, and access to the amazing Boardman Lake, Hull Park, Traverse Area District Library, TART trails system and the Boardman Lake Trail; the area is a true trailhead that connects downtown, east, west, and central neighborhoods. For Traverse City to attract and retain a talented and year-round workforce, we need to develop the amenities that workforce requires. These types of vibrant, walkable neighborhoods are essential part of that.

We are excited to see the final result when 8<sup>th</sup> Street is completed this fall. We have advocated and supported the Envision 8<sup>th</sup> Street plan coming to fruition with features such as the professionally designed cycle track, turn-outs for BATA, and trees that will lend themselves to a canopy of green in the future.

We strongly support the priorities identified by the North Boardman Lake District for intentional redevelopment to propel the North Boardman Lake District to become a vibrant, inclusive, and health-focused part of Traverse City, including the following:

- Bike Friendly? You bet!
- Walkable? Very!
- Entertainment and local, healthy and affordable food and drink? Of course!

**commmongrounds** | [hello@commongrounds.coop](mailto:hello@commongrounds.coop)

*Making the community we love even better, together – starting with 416 E. Eighth Street.*

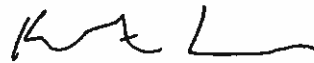
- Work spaces that foster collaboration and innovation and attract the best and brightest? It's a must!
- Affordable living spaces that bolster that missing middle? There will be!

Indeed, Commongrounds is designed to tie into these priorities by co-locating modern, high-quality housing with child care, arts, wellness, craft food & beverage, and collaborative workspace. Commongrounds will strive to provide accessible and welcoming space for all and be a neighborhood hub for the eight dimensions of individual, workplace, and community well-being: social, financial, emotional, spiritual, intellectual, physical, occupational, and environmental.

We very much appreciate being considered as an addition to the boundaries of the DDA to connect to our thriving downtown. We support uniting efforts for our downtown districts; to provide united and comprehensive vision and staffing rather to design shared and complementary priorities instead of creating additional governance and staffing needs. We echo the belief of the NBLD being part of the DDA will support our efforts to assure thoughtful, intentional development, support our neighborhoods, and provide an authentic experience that enhances our downtown and surrounding neighborhoods.

Please feel free to contact me with questions. And thank you for your consideration! We appreciate the good work you do on behalf of our community.

Sincerely,



Kate Redman  
Commongrounds  
Director  
Resident: 2006 Chippewa St

**commmongrounds** | [hello@commmongrounds.coop](mailto:hello@commmongrounds.coop)  
*Making the community we love even better, together – starting with 416 E. Eighth Street.*





June 14, 2019

To: DDA Board

RE: Request for expansion of DDA to include the North Boardman Lake District (NoBo)

I am writing on behalf of Commonplace to express support for the expansion of the DDA district. Commonplace is 501(c)(3) nonprofit coworking space whose mission is to hold space for people who enliven healthy, collaborative, and creative organizations and communities to work, learn, and connect; to build better work/places. We are located at 425 Boardman Avenue in the proposed expansion district, and will have a future home in Commongrounds.

We are members of the North Boardman Lake District and strongly support the group's vision for 8<sup>th</sup> Street to become a healthy, active lifestyle corridor, and will be an area that is inclusive and welcoming for residents, employees, and visitors alike. That vision is a district that is health-oriented and balanced – a place to do meaningful work, one that has workforce and other housing, conventional and alternative health practitioners, and is a vibrant and locally focused retail, food, and entertainment destination.

We are very excited and grateful for the City's commitment to redesigning and rebuilding 8th street. We believe the North Boardman Lake area and 8<sup>th</sup> Street will enhance Traverse City and the surrounding neighborhoods. We feel it will be an example to our region of the health benefits of a thoughtfully and intentionally developed community with a proximity to nature, a focus on bikes and pedestrians, and access to the amazing Boardman Lake, Hull Park, Traverse Area District Library, TART trails system and the Boardman Lake Trail; the area is a true trailhead that connects downtown, east, west, and central neighborhoods. For Traverse City to attract and retain a talented and year-round workforce, we need to develop the amenities that workforce requires. These types of vibrant, walkable neighborhoods are essential part of that.

We are excited to see the final result when 8<sup>th</sup> Street is completed this fall. We have advocated and supported the Envision 8<sup>th</sup> Street plan coming to fruition with features such as the professionally designed cycle track, turn-outs for BATA, and trees that will lend themselves to a canopy of green in the future.

We strongly support the priorities identified by the North Boardman Lake District for intentional redevelopment to propel the North Boardman Lake District to become a vibrant, inclusive, and health-focused part of Traverse City, including the following:

- Bike Friendly? You bet!
- Walkable? Very!
- Entertainment and local, healthy and affordable food and drink? Of course!
- Work spaces that foster collaboration and innovation and attract the best and brightest? It's a must!
- Affordable living spaces that bolster that missing middle? There will be!

Commonplace | *work. learn. connect*  
[www.commonplacework.org](http://www.commonplacework.org) | [hello@commonplacework.org](mailto:hello@commonplacework.org)

We very much appreciate being considered as an addition to the boundaries of the DDA to connect to our thriving downtown. We support uniting efforts for our downtown districts; to provide united and comprehensive vision and staffing rather to design shared and complementary priorities instead of creating additional governance and staffing needs. We echo the belief of the NBLD being part of the DDA will support our efforts to assure thoughtful, intentional development, support our neighborhoods, and provide an authentic experience that enhances our downtown and surrounding neighborhoods.

Please feel free to contact me with questions. And thank you for your consideration! We appreciate the good work you do on behalf of our community.

Sincerely,



Kate Redman  
Commonplace  
Director  
Resident: 2006 Chippewa St

6/17/2019

Traverse City Development Authority Mail - Support for DDA



Jean Derenzy <jean@downtowntc.com>

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## Support for DDA

1 message

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**Debra Graetz** <debragraetz@gmail.com>  
To: Jean Derenzy <jean@downtowntc.com>

Mon, Jun 17, 2019 at 12:28 PM

I am writing with excitement and support for the inclusion of the 8th Street Corridor in the DDA. There is excellent opportunity for this mixed-use gateway into downtown. As an engaged property owner and community member, I have seen this project begin as infrastructure development from charette, thru the Perkis-Will study, and now as we make special assesment decisions. I am lucky to find that we have engaged business and property owners, and also community members who want to see this corridor blossom for development and community usage. The creation of the North Boardman Lake Business District has been an excellent opportunity to give guidance to the issues at hand.

Looking into the future, the recognition that this is not a corridor for passing thru but the region that is developing the tax base is essential. The expansion of the DDA as a long term community plan for an active corridor is helpful in this growth. I look towards opportunity of engagement of the community with the tremendous resources on the south side of 8th street, including the round the lake trail, Hull Park, TACS, lake and river access, and the children's gardens. So much will become apparent once 8th street is no longer an actual barrier but instead an engaging district.

Thank you for considering the changes thru the DDA. We look forward to partnering with you.  
Debra Graetz MD





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

## Memorandum

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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** 2019/2020 Budget

Attached is the Resolution approving the DDA's Budget for fiscal year 2019-2020. As a reminder, this budget was discussed at your April 12<sup>th</sup> meeting and a public hearing held at your May 17<sup>th</sup> meeting. The Memorandum behind the resolution is attached providing an overview of the budget in further detail.

**RECOMMENDATION:** Adoption of 2019/2020 DDA Budget for Fiscal Year 2019/2020.



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

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**Resolution Adopting the Downtown Development Authority Budget  
For Fiscal Year 2019-2020**

Resolved, that to defray the cost of appropriations contained in the Downtown Development Authority budget portion of said document, the estimated sum of \$137,500 based on Resolution Adopting Budget on a rate of 1.658 mills shall be raised by taxation within the area of the Traverse City Downtown Development Authority District as described in Chapter 298.04 of the Traverse City Code of Ordinances, in accordance with the Charter of the City of Traverse City and the laws of the State of Michigan relative to the taxation of real and personal property; further be it

Resolved further, that the following appropriations be and are hereby authorized for the fiscal year beginning July 1, 2019:

DOWNTOWN DEVELOPMENT AUTHORITY FUND	\$1,386,100
TAX INCREMENT FINANCE DISTRICT 97 FUND	\$2,723,600
TAX INCREMNET FINANCE DISTRICT OLD TOWN FUND	\$ 637,600

**RECOMMENDATION:** Adoption of 2019/2020 DDA Budget for Fiscal Year 2019/2020.

City of Traverse City, Michigan  
Downtown Development Authority  
DDA General Fund

DOWNTOWN DEVELOPMENT AUTHORITY GENERAL FUND

	FY 17-18 Actual	FY 18-19 Projected	FY 19-20 Proposed
<b>REVENUE</b>			
Property Taxes	192,798	137,464	137,475
Reimbursements	767,999	996,706	1,195,371
Rental Income	55,015	53,000	53,000
Interest Revenue	563	200	254
Grants and Contributions	10,000	0	0
Prior Year Surplus	0	0	0
<b>TOTAL REVENUE</b>	<b>\$1,026,375</b>	<b>\$1,187,370</b>	<b>\$1,386,100</b>
<b>EXPENSES</b>			
Payroll Expenses	646,799	740,772	892,000
Health Insurance	152,085	200,074	269,000
Office Supplies/Operating Supplies	13,012	10,000	13,000
Professional/Contractual	46,729	54,000	46,000
Contract Services		26,000	41,000
Communications	6,483	4,800	6,000
Transportation	2,453	2,000	4,000
Lodging/Meals	5,211	10,000	10,000
Training	1,718	7,000	10,000
Community Promotion	14,930	11,500	20,000
Printing/Publishing	5,064	1,500	5,000
Insurance & Bonds	1,586	1,800	1,800
Utilities	4,816	7,100	9,000
Repairs & Maintenance	3,325	2,200	2,200
Rentals	8,083	9,000	9,000
Legal Expense	0	4,500	5,000
Miscellaneous	195	400	2,000
Equipment	8,061	6,000	9,000
<b>TOTAL EXPENSE</b>	<b>\$920,550</b>	<b>\$1,098,646</b>	<b>\$1,354,000</b>
<b>NET INCOME/(LOSS)</b>	<b>\$105,825</b>	<b>\$88,724</b>	<b>\$32,100</b>
<b>FUND BALANCE</b>	<b>\$503,335</b>	<b>\$592,059</b>	<b>\$624,159</b>



**DOWNTOWN DEVELOPMENT AUTHORITY TIF 97 FUND**

	FY 17-18 Budget Actual	FY 18-19 Projected	FY 19-20 Proposed
<b>REVENUE</b>			
Property Taxes	1,890,000	2,568,096	2,589,100
Grants	0	0	
Reimbursements	130,000	130,000	130,000
Interest Revenue	4,500	4,500	4,500
<b>TOTAL REVENUE</b>	<b>2,024,500</b>	<b>2,702,596</b>	<b>2,723,600</b>
<b>EXPENSES</b>			
Professional Services	476,563	484,452	596,926
Printing/Publishing	123	1,000	200
Contributions to other Government	796,732	829,400	859,500
Transfer Interfund Loan			270,000
Capital Outlay	58,762	755,142	805,821
<b>TOTAL EXPENSE</b>	<b>1,334,180</b>	<b>2,069,994</b>	<b>2,532,447</b>
<b>NET INCOME/(LOSS)</b>	<b>\$690,320</b>	<b>\$632,602</b>	<b>\$181,153</b>
<b>FUND BALANCE</b>	<b>\$1,133,063</b>	<b>\$1,765,665</b>	<b>\$1,956,818</b>

**DOWNTOWN DEVELOPMENT AUTHORITY OLD TOWN TIF FUND**

	<b>FY 17-18 Actual</b>	<b>FY 18-19 Proposed</b>	<b>FY 19-20 Proposed</b>
<b>REVENUE</b>			
Property Taxes	186,828	412,414	434,924
Grants	0	0	0
Reimbursements	0	0	0
Interest Revenue	54		100
Prior Year Surplus			0
<b>TOTAL REVENUE</b>	<b>\$186,882</b>	<b>\$412,414</b>	<b>\$435,024</b>
<b>EXPENSES</b>			
Professional Services	8,276	166,284	231,979
Printing/Publishing	0	0	100
Contributions to other Government	0	0	0
Capital Outlay	675	237,772	405,521
<b>TOTAL EXPENSE</b>	<b>\$8,951</b>	<b>\$404,056</b>	<b>\$637,600</b>
Interlocal Loan -- TIF 97			\$270,000
<b>NET INCOME/(LOSS)</b>	<b>\$177,931</b>	<b>\$8,358</b>	<b>\$67,424</b>
<b>FUND BALANCE</b>	<b>\$178,931</b>	<b>\$187,289</b>	<b>\$254,713</b>



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

## Memorandum

**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** May 17, 2019  
**SUBJECT:** Public Hearing on 2019/2020 Budget

As requested by the DDA board at our April meeting, the following have been identified with the 5 year budget plan:

1. Contribution to the public sector/community police officer for a five year commitment, with a 2% increase each year.
2. Funds for parking garage into TIF 97 budget.
3. Allocate Farmers Market funds into TIF 97 budget

The budget as proposed is as follows:

### For the DDA general fund budget:

**Revenue:** Property taxes of \$137,475 is the millage rate for all property owners. Reimbursement comprises of administrative fees from both TIF 97 and Old Town (.02%), DTCA Management Agreement and Parking Management Agreement. Rental Income is from the Farmer's Market, with expenses contained within the contract services, communications and training line items.

I am proposing that the Farmer's Market Advisory Board review a line item budget to help identify costs associated with running the market and staff time associated with same.

### Expenditures:

The general budget has remained relatively consistent with a few highlights:

Under community promotions: I am recommending that the DDA contribute \$5,000 towards the Bayline program with BATA. This program has been successful in seeing ridership increase, ease of coming into downtown on public transit and assisting both employees in alternative transportation, and reducing parking demand. The program has been successful for some of our businesses to offer alternative transportation for

our downtown businesses. This same line item will be used for the DDA's contribution towards the holiday event in December for the Light Parade.

I am proposing to add a Chief Operations position for the DDA with a strong strategic and financial background that will work with me on board goals, policies, procedures, as well as, help implement the strategies. The other increases are related to parking staff. My proposal, as indicated last year, was to identify best practices and coverage for an operation that runs from 7:00 am to midnight Monday through Saturday and 7:00 am to 11:00 pm on Sunday, and includes a fluctuating event component. My proposal for this year includes:

- Increasing one part-time maintenance to full-time maintenance
- Increasing one part-time office to full-time office

Part-time positions will decrease from 8 to 6, and full-time seasonal will remain 2 for office and 1 for parking enforcement. Increase salary for part-time to \$13.00/hour which puts us in a more competitive approach to hiring. It has been a struggle to hire and retain part-time, and will attempt in lieu of hiring full-time to attract with a higher per hour wage. The total number of employees under parking would be 11 full-time, 6 part-time and 3 seasonal full-time.

I have identified the full-wage analysis for parking of \$750,000, (health, 401K, workers comp, etc.) which is an increase for the contract from \$596,000 to \$750,000 for completing all things parking related within the City. It is noted, that this is only the cost for parking, **there are absolutely no costs** that come to the DDA for parking. The administrative oversight remains as in-kind, as well as, all bookkeeping services. These are only the actual costs of parking employees through a self-sustaining parking fund.

The revenue for the City remains at 10% to the City general fund, with no revenue coming to the DDA out of parking.

#### **TIF 97**

**Revenue:** The taxable value for TIF 97 has increased allowing the substantial capital projects identified. Reimbursement identified of \$130,000 is reimbursement from the Park Street Brownfield Project towards the Hardy Parking Deck Bond.



**Expenditures:** For professional services line item, this line item has increased based on 2 items:

- 1) \$50,000 towards a police sector/community police officer for the downtown area. This will be tied to a five-year agreement with the City.
- 2) Project soft costs; which have risen based on the number of projects identified within TIF 97. The Administrative fee remains at .01% to the City and .02% to the DDA.

The remaining projects under professional services are restroom stipends of \$20,000, and WIFI contract of \$65,000.

Capital Improvement Projects include:

- Bridge Repairs:
  - West Front Street
  - South Cass
  - Park Street
  - North Cass
- Traffic Signal Arm Mast (2): The mast arm will be installed at Grandview and Front and Grandview and Union.
- Lower Boardman River Access: I am recommending that \$150,000 be put into this new line item to help with possible implementation opportunities that come from an approved unified plan.
- City Opera House: There are upgrades to the City Opera House which include replacing the boiler, upgrading lights. Both projects will be in conjunction with the Green Team to ensure the public facility provides the upgrades according to Green standards.

You will note below in Old Town TIF that I am recommending an interfund loan of \$270,000 to Old Town, this will be paid back over a period of time from Old Town. This is due to the number of TIF projects in Old Town and trying to cover the costs based on the projected budget.

**Future Capital Projects:** Added to TIF 97 is the West Front Parking Garage starting in budget year 2021/2022. With the Farmer's market being added in 2021/2022 of \$500,000 and 2022/2023 of \$400,000. The DDA Board will be working on prioritizing capital projects during our 2019/2020 strategic planning session.

#### **Old Town TIF**

**Revenue:** This TIF District has increased in the two short years the District has been reset, with the taxable value increasing from \$55,000,000 in 2018/2019 budget to \$60,000,000 for the 2019/2020 budget, which assists in our CIP projects.

**Expenditures:** For professional services line item, the administrative fee remains at .01% to the City and .02% to the DDA with project soft costs relating to the projects which will be implemented in this fiscal year.

**Capital Improvement Projects** for this fiscal year include:

- Remaining Payment for the Lake Avenue Streetscape Project
- Eighth Street Bridge Repair
- South Cass Bridge Repair

The total capital improvements are anticipated to be \$405,521, which is approximately \$166,917 short of the revenue projected. As indicated under TIF 97, an interlocal fund of \$270,000 from TIF 97 to Old Town would be recommended to cover the short-fall and paid back over a period of 1 or 2 years.

**Future Capital Projects:** Future capital improvement projects will be prioritized during the Board's 2019/2020 strategic planning session.

**Parking Budget:**

The parking budget will be part of the newly formed Finance Committee and will help identify capital improvement projects along with the Parking Subcommittee.

**Revenue:** The revenue line item has been reduced in 2019/2020 based on the anticipated loss both surface and garage parking permit revenue due to increase of long-term parking and reduced turnover, as well as, the reduced parking ticket fine from \$10.00 to \$5.00 if paid within a 24-hour period.

**Expenditure:** Capital Improvements included for each Parking Garage:

**Hardy Parking Structure:**

- Boiler Replacement
- Hardy PTAC Units
- Tower Roof Replacement
- Cameras, including conduit
- Truck Replacement (scheduled)

**For Old Town Structure:**

- Elevator Engineer Services (which could include replacement of Elevator)

Additional funding has also been included in 585-585-808.00 Community Promotions which include \$25,000 for Bayline and \$45,000 for Destination Downtown.



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

## Memorandum

**To:** DDA Board

**From:** Jean Derenzy, CEO

**For Meeting Date:** June 21, 2019

**SUBJECT:** Art Commission & Arts Selection Panel Support Services Agreement

As discussed at our May 17<sup>th</sup> meeting, City Administration requested the DDA administer the Arts Commission on behalf of the City as a whole. This was based serving the interests of the City to provide the expertise and experience of implementing contract services on behalf of the City.

The Support Services Agreement between the City and the DDA is attached for the DDA's Board's consideration. This initial contract will be for one year with the effective date July 1, 2019. With the understanding that DDA will be working with the Arts Commission during the two-week transition time.

As outlined in the contract the expectations of the DDA to administer the Arts Commission and Arts Selection Panel shall include:

1. Prepare a draft annual budget and manage the approved budget, in compliance with applicable laws and regulations, including ensuring that expenses from the Public Arts Trust Fund are in compliance with the Public Arts Commission Ordinance
2. Maintain a planning calendar to keep Arts Commission projects on time
3. Schedule meetings, prepare agendas, minutes and meeting notes, and ensure compliance with the Open Meetings Act
4. Schedule, plan, and oversee public input sessions
5. Seek and apply for grant and financial opportunities to implement a public art plan
6. For temporary and traveling installations, research and submit applications, fundraise and oversee
7. Maintain the Arts Commission social media platforms and stand-alone website
8. Maintain an inventory of public art online

9. Attend all meetings of the Arts Commission and Art Selection Panel as a support resource, serving as its primary advisor, providing recommendations on all items in front of the Arts Commission
10. Act as a gatekeeper for the Arts Commission; vetting proposed projects before they are presented to the Arts Commission
11. Attend meetings of the City Commission and other public bodies as needed to gain needed feedback and approvals for Arts Commission business
12. Ensure appropriate communication and updates as needed to the City Commission, DDA Board and other public bodies as needed.

When reviewing/considering services to the Arts Commission and Arts Selection Panel my first overview was the strategic plan and second capacity. First does this fit in with the DDA's Strategic Plan:

Within the DDA's strategic plan a large part of the focus is collaboration/partnership and place making. The Arts Commission and Arts Selection Panel will add time to staff; however, I do believe with the addition of the COO we can accomplish the tasks outlined within the Services Agreement.

As this is a one-year service agreement reports will be made quarterly relating to capacity to allow time for the DDA and the City should a different approach be needed to staff the Arts Commission and Arts Selection Committee.

**RECOMMENDATION:** Approval of Support Services Agreement between DDA and City of Traverse City for the Arts Commission and Arts Selection Commission for a one-year period starting July 1, 2019.



**TRAVERSE CITY ARTS COMMISSION**  
**SUPPORT SERVICES AGREEMENT**

This Support Services Agreement (the "Agreement"), is made this \_\_\_\_\_ day of \_\_\_\_\_, 2019 by and between the CITY OF TRAVERSE CITY, a Michigan municipal corporation, of 400 Boardman Avenue, Traverse City, Michigan 49684 (the "City") and the TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY, a Michigan quasi-municipal corporation, of 303 East State Street, Suite A, Traverse City, Michigan, 49684, (the "DDA");

WHEREAS, the City has established an Arts Commission and Art Selection Panel pursuant to Chapter 299 of the Traverse City Code of Ordinances, as it may be amended from time to time; and

WHEREAS, the Arts Commission is tasked by ordinance with several duties, including,

- Development and regular assessment and review of a Public Art Master Plan;
- Recommendation of policies and guidelines to carry out the City's public art program and Public Art Master Plan, including methods for the selection of artists or works of art and for the placement of Public Art in the City;
- Recommendation of purchase of works of Public Art or to commission the design, creation, execution, and/or placement of works of Public Art and the payment therefore from the Public Arts Trust pursuant to the procedure contained in the ordinance;
- Promotion of arts in the community;
- Reviewing Public Art proposed to be donated to be in compliance with the public art program and Public Art Master Plan;
- Studying and recommending rules and regulations consistent with the ordinance to facilitate the implementation of its duties and responsibilities;
- Advising the City Commission on matters pertaining to the arts programs within the city including review of requests for support, monetary or otherwise, submitted to the City;
- Advising on the priority of requests for or donations and placement of Public Art.

WHEREAS, the Art Selection Panel is a seven-member panel appointed by the Arts Commission, who reviews proposals made under the ordinance and makes recommendations to the Arts Commission; and

WHEREAS, the members of the Arts Commission and the Art Selection Panel are dedicated and ambitious community volunteers; and

WHEREAS, in order for the Arts Commission and the Art Selection Panel to be as successful as possible it is necessary to provide staff support to assist in carrying out their goals and duties; and

WHEREAS, the City desires to engage the services of the DDA to furnish technical and professional staff support services to the Arts Commission and the Art Selection Panel; and

WHEREAS, the DDA wishes to furnish such technical and professional staff support services to the City and has the education, expertise, and capability to perform such services; and

WHEREAS, the public interest is served by the City and DDA contracting for staff support services for the Arts Commission and the Art Selection Panel.

NOW THEREFORE, IT IS AGREED:

1. **Scope of Services.** The DDA shall provide the following services:
  - a. Prepare a draft annual budget and manage the approved budget, in compliance with applicable laws and regulations, including ensuring that expenses from the Public Arts Fund are in compliance with the Public Arts Commission Ordinance;
  - b. Maintain a planning calendar to keep Arts Commission projects on time;
  - c. Schedule meetings, prepare agendas, minutes and meeting notes, and ensure compliance with the Open Meetings Act;
  - d. Schedule, plan, and oversee public input sessions;
  - e. Seek and apply for grant and financial opportunities to implement a public art plan;
  - f. For temporary and traveling installations, research and submit applications, fundraise and oversee;

- g. Maintain the Arts Commission social media platforms and stand-alone website;
- h. Maintain an inventory of public art online;
- i. Attend all meetings of the Arts Commission and Art Selection Panel as a support resource, serving as its primary advisor, providing recommendations on all items in front of the Arts Commission;
- j. Act as a gatekeeper for the Arts Commission; vetting proposed projects before they are presented to the Arts Commission;
- k. Attend meetings of the City Commission and other public bodies as needed to gain needed feedback and approvals for Arts Commission business;
- l. Ensure appropriate communication and updates as needed to the City Commission, DDA Board and other public bodies as needed.

2. Compensation and Method of Payment. The City shall pay to the DDA and the DDA agrees to accept as full compensation for services under this Agreement the total sum of fifteen thousand dollars (\$15,000.00) for the initial term.

3. Period of Performance. The services to be rendered under this Agreement shall commence upon execution hereof (Effective Date). The initial term of this Agreement shall be one year from the Effective Date. This Agreement may thereafter be renewed in one-year intervals upon approval of both the City Commission and DDA Board of Trustees.

4. Termination. Either party may terminate this Agreement upon ninety (90) days written notice to the other party specifying the services terminated and the effective date of such termination. Upon termination, the DDA shall be entitled to and the City shall pay the costs actually incurred in compliance with this Agreement until the date of such termination.

5. No Transfer. No transfer of employees, ownership of personal and real property, leases, or contacts is intended by this Agreement.

6. Professional Practices. The DDA shall render all services under this Agreement in accordance with generally accepted practices for the intended use of the project.

7. Prohibition Against Assignment. This Agreement is intended to secure the service of the DDA because of its ability and reputation and none of the DDA's duties under this

Agreement shall be assigned, subcontracted, or transferred without the prior written consent of the City Manager. Any assignment, subcontract or transfer of the DDA's duties under this Agreement must be in writing.

8. Third Party Beneficiaries. This Agreement confers no rights or remedies on any third party, other than the parties to this Agreement and their respective successors and permitted assigns.

9. Interpretation. This Agreement shall be governed by the laws of the State of Michigan, both as to interpretation and performance. This Agreement was drafted at the joint direction of the parties. The pronouns and relative words used herein are written in the neuter and singular. However, if more than one person or entity joins in this Agreement on behalf of the DDA, or if a person of masculine or feminine gender joins in this Agreement on behalf of the DDA, such words shall be interpreted to be in the plural, masculine or feminine as the sense requires

10. Venue. Any and all suits for any and every breach of this Agreement may be instituted and maintained in any court of competent jurisdiction in the County of Grand Traverse, State of Michigan

11. Non-Discrimination. The parties agree not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of their actual or perceived race, color, religion, national origin, sex, age, height, weight, marital status, physical or mental disability, family status, sexual orientation, or gender identity. Breach of this covenant may be regarded as a material breach of this Agreement.



12. Entire Agreement. This contract, together with all the items incorporated herein by reference constitutes the entire agreement of the parties and there are no valid promises, conditions, or understanding which are not contained herein.

13. Authority to Execute. The parties agree that the signatories appearing to below have the authority and are duly authorized to execute this agreement on behalf of the party to the contract.

IN WITNESSES WHEREOF, the parties hereto have executed this Agreement on the date and year first above written.

CITY OF TRAVERSE CITY

\_\_\_\_\_  
James C. Carruthers, Mayor

\_\_\_\_\_  
Benjamin C. Marentette, City Clerk

TRAVERSE CITY DOWNTOWN  
DEVELOPMENT AUTHORITY

By: \_\_\_\_\_  
Leah Bagdon McCallum, Chairperson

By: \_\_\_\_\_  
Scott Hardy, Secretary

APPROVED AS TO SUBSTANCE:

\_\_\_\_\_  
Martin A. Colburn, City Manager

APPROVED AS TO SUBSTANCE:

\_\_\_\_\_  
Jean Derenzy, Downtown Development Authority CEO

APPROVED AS TO FORM:

\_\_\_\_\_  
Lauren Tribble-Laucht, City Attorney/DDA  
Counsel



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

## Memorandum

**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** EGLE Grant Application

There are different tools available to help improve environmental conditions on property through the State of Michigan Environment, Great Lakes & Energy Department. A new development inside the DDA located at 401 East Front Street has historical environmental conditions associated with redevelopment on this property. The property sits on the banks of the Boardman River.

In talking with EGLE staff, the DDA can apply for a grant for environmental activities associated with the redevelopment of this property. The grant can be easily administered through the DDA Office.

The grant application would be for \$300,000 and utilized for  
Vapor mitigation  
Demolition  
Soil removal

With the Lower Boardman River being a focus for the DDA, improving environmental conditions is a positive approach to protecting and improving upon this water resource. In addition, I will be working with the property owner for an easement allowing for access on the riverfront.

There are no matching funds required, and administrative work is a reimbursable expense.

Otwell Mawby, consultant for the Developer and property owner, has provided an overview of the environmental conditions and the project itself which is attached to this letter.

**RECOMMENDATION:** Application to EGLE in the amount of \$300,000 for property at 401 East Front Street.

REQUEST TO SUBMIT EGLE BROWNFIELD GRANT PROPOSAL  
FROM OTWELL MAWBY, CONSULTANT FOR DEVELOPER  
401 EAST FRONT STREET, TRAVERSE CITY

The current owner of 401 East Front Street in downtown Traverse City, Bob Cornwell, is redeveloping his former offices into a mixed use, three-story building constructed off the existing foundation, basement and first floor with an estimated investment of \$2.44 million. The development will be undertaken by MME 2, LLC with Bob Cornwell as the Managing Member.

Prior to Cornwell Architects acquiring the property in the early 1960's, a dry cleaner operated in the building. Subsequent sampling identified the presence of tetrachlorethylene (PCE) in soil and groundwater. PCE is a constituent of solvents used in dry cleaning.

As part of the redevelopment, there will be a need for a vapor mitigation system to ensure that the building and the occupants are protected from vapor intrusion of PCE and meet due care obligations. While not required to meet due care obligations, if additional funds are available, soil and groundwater remediation would be proposed to reduce the source of PCE. Other grant eligible activities would include lead and asbestos abatement and selective demolition.

The Michigan Department of Environment, Great Lakes and Energy (EGLE) has funding available for environmental response activities, as well as lead and asbestos abatement and demolition for projects that can demonstrate economic benefit. The funding is only available to local governmental units and other public authorities, including DDAs, to support private economic development projects. There is no match requirement.

Mr. Cornwell is requesting consideration by the Traverse City DDA to serve as the applicant for an EGLE Brownfield Grant. While the budget is being finalized, the anticipated total cost is anticipated to be around or below \$300,000. The support from the DDA and EGLE for a Brownfield Grant would provide funding for extraordinary environmental and other costs.

There is a two-part process for the EGLE Brownfield Grant. A proposal is prepared that summarizes the development project, outlines site characteristics and history of use, describes environmental conditions and anticipated outcomes, details anticipated economic and community outcomes, and provides a budget for grant eligible activities. The proposal is reviewed by the EGLE and, if accepted, funds are set aside and a full application is prepared and submitted for consideration of grant award.

During the application process, an EGLE Brownfield Grant Implementation Agreement is prepared and executed between the DDA and MME 2, LLC to ensure that all grant contract requirements are met and to outline the operational and financial responsibilities. All contracts for environmental response activities, lead and asbestos abatement, and selective demolition would be held by MME 2, LLC and cost would be reimbursed as a pass through from EGLE to the DDA to MME 2, LLC.

The EGLE Brownfield Grant Proposal and Application will be prepared by Otwell Mawby.

**Request**

Authorize the submittal of an EGLE Brownfield Grant Proposal by the Traverse City Downtown Development for environmental response activities, lead and asbestos abatement and selective demolition in conjunction with MME 2, LLC for the redevelopment of 401 East Front Street in downtown Traverse City.



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

## Memorandum

**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** Project Updates

As reported for several months, there are several projects that will be taking place in the DDA District and to that end I felt it important to receive an overview of what the projects will be and how they fit into the District. Further, how these developments will work with the DDA on streetscapes.

The first project is 305 West Front Street. Eric Falconer, property owner, will be present at our meeting to provide an overview of the project.

Other private developments:

**109 East Front Street:** There is a potential new project for downtown on Front Street at 109 E. Front which is the Hannah Lay Building. The Historic Commission gave approval on their plans at their March 28<sup>th</sup> meeting. There is additional work relating to underground parking which will be needed from City Engineering. The project will keep the first-floor retail, second floor office/commercial and third floor residential units. New property owner has identified possibility of working in snowmelt system for this corner.

**415 East Front Street:** Property has been sold and will be the location of Honor State Bank. This property is on the Boardman River and a 4-story building. I will be requesting an overview of this project at our July meeting.

**222 State Street (next to Covell Funeral Home):** Property has been sold and anticipated to be a 3.5-story housing development (similar to what was built at the Old Town Parking Deck). I will be requesting an overview of this project at our July meeting.

**160 East State Street (Corner of State and Cass):** Renovations have occurred with inter demolition completed. This will be the new location of Green Leaf Trust and additional businesses. Development is anticipating to install heated sidewalks as well as eliminating the curb cut off of State.



DDA Packet  
Project Updates  
June 21, 2019/Page 2

**401 East Front Street:** Property is next to the proposed Honor State Bank building. Project is proposed to be a three-story mixed-use office and residential project.



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

## Memorandum

**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** Near-term and broader issues with Respect to Alcohol

Alcohol has been a topic on the City Commission, with discussion about the Downtown area specifically. Attached is communication that is contained in the City Commission's packet for their meeting to be held Monday, June 17<sup>th</sup>.

I have worked with City Staff, City Commission and DDA Board to put in the 2019/2020 budget dollars for a community police officer, which the City will pay half and the DDA will pay half. Although this officer is not the fix, it is part of the overall equation of beginning to identify an approach/strategy to identify our City/Downtown as healthy, prosperous and responsive in caring and responding to community needs. A grant is being written to help with the approach and strategy between both the DDA and City Police Department to help formulate the strategy in working with businesses and residents.

In addition, the City will be conducting appropriate fieldwork, including observations as appropriate, of liquor license establishments where there are concerns. In turn, if there are areas that need to be addressed, that formal notice will be made to the businesses to correct.

As outlined above and on the attached, work continues to improve the enforcement of establishments that do not meet the roles as well as identify a strategy to improve upon the great businesses, natural assets and overall great City and Downtown we have.

**RECOMMENDATION:** Information only.

# Memorandum

The City of Traverse City



**To:** Mayor Jim Carruthers and City Commission  
**Copy:** Linda Racine, Facilitator  
**From:** Martin A. Colburn, City Manager  
Lauren Tribble-Laucht, City Attorney  
Benjamin Marentette, City Clerk  
Jean Derenzy, DDA CEO  
Jeff O'Brien, Police Chief  
**Date:** Friday, June 7, 2019  
**Subject:** Near-term and broader issues with respect to alcohol

The purpose of this communication is to provide an update to the City Commission regarding our efforts to address near-term and broader issues with respect to alcohol. We have broken this communication into four areas:

- (1) Background information
- (2) Steps being taken to address issues regarding liquor
- (3) Longer-term strategy and approach
- (4) Options the City Commission has in the interim

## 1. Background Information

Attached is a June 7, 2018, communication from City Clerk Benjamin Marentette that was provided to the City Commission for discussion at the June 11, 2018, Study Session. The City Clerk's communication discusses: (1) How many liquor licenses are in Traverse City (as of June 2018), including how many new licenses had been issued over the past seven years; (2) The process for reviewing liquor license requests; and importantly and finally, (3) The primary options the city has for addressing issues with liquor license holders.

Under Item #3 in the City Clerk's June 7, 2018, communication, "*The primary options the city has for addressing issues with liquor license holders*," the City Clerk indicates that the city may revoke or suspend the city's registration of a liquor license. This is something that is done entirely at the local level. A liquor license may not be operated in the city unless the liquor license holder has a *valid* registration from the City Clerk. This provides the city with a "less severe" lever to compel liquor license holders to rectify areas of concern.

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Suspending or revoking a liquor license registration is considered less severe because other “levers” the city has are more severe include the City Commission conducting a public hearing and recommending that the Liquor Control Commission either revoke a liquor license or not renew it during the annual renewal process conducted by the Michigan Liquor Control Commission May 1 of each year.

2. Steps being taken to address current, specific issues

We are currently conducting appropriate fieldwork, including observations as appropriate, of liquor license establishments where we have concerns about how they are operating their business; and in the near-term, working with our team, the City Clerk will be issuing a formal notice of specific areas to address and that if the items identified are not addressed, what the consequences will be. Of course, it is paramount that the city be judicious in its approach to these issues, including potential suspension of liquor license registrations/ability to sell and serve liquor. We need to take a measured approach that results in the city being able to articulate measurable requirements that, if not met, will result in punitive action such as suspension of a liquor license. This undoubtedly takes time – but we are working with a sense of urgency.

3. Longer-term strategy and approach

We value a strong business climate and recognize the strength and importance in partnering with our businesses that sell and serve alcohol. Therefore, we need to work together to jointly strengthen a healthy business climate and a community of conscientiousness with respect to alcohol. When the City Clerk originally approached the City Commission at the November 12, 2018, study session, with the option of charging an annual registration fee to help offset liquor-related response costs of our Police Department, the City Commission requested that staff investigate and return with recommendations. Following that study session, we met with businesses to gain their input and feedback, which had not yet been done. As a result, we want to take a step back to develop a more effective approach.

During the 2019/2020 budget process, the City and the DDA have worked together to hire a new Community Police Officer to help identify problems and solutions; and, importantly, to build effective relationships. In addition, a grant is being written to help establish a strategy to identify our City as healthy, prosperous and responsive in caring and responding to community needs.

We will be working with stakeholders in the coming months to curate a series of recommendations and initiatives to support a community of alcohol conscientiousness. Thanks to the pro-bono assistance of facilitator Linda Racine, we have already convened initial conversations with some stakeholders that have helped develop the foundation for our approach going forward, which will include the development of a Leadership



Council to form our long-term strategy. We hope to have these recommendations ready for presentation to the City Commission around the end of the year.

#### 4. Immediate options for the City Commission

The City Commission has asked for options that it could take with respect to liquor licenses. Because we are taking more immediate action to address current issues and want to develop a comprehensive list of recommendations that look to the long-term, we do not recommend that the City Commission take any immediate action. However, the City Commission has asked for options it could take; and those include:

- (1) Adopting a moratorium on the issuance of any new redevelopment liquor licenses for a specified period of time or indefinitely. This could be accomplished through the adoption of a resolution, which could be modified or rescinded by the City Commission at any time.
- (2) Adopting a moratorium on the transfer of any liquor licenses, which would eliminate liquor licenses through "attrition", as it would prohibit the sale or transfer of any liquor licenses.
- (3) Revisit the liquor license registration process to determine whether any changes can or should be made.

There are likely other options available to the City Commission. Again, we are not recommending any of these options as we wish to carefully-synthesize all of the issues and present you with an approach that is thoughtful and would accomplish desired outcomes.

Please be assured that, in the meantime, as outlined above, we are taking internal steps to deal directly with specific issues and businesses, recognizing that most liquor licensed-establishments appear to be operating reasonably. We look forward to working with stakeholders and providing you with a thoroughly-vetted series of recommendations.

# Memorandum

The City of Traverse City  
Office of the City Clerk



To: Marty Colburn, City Manager  
Copy: Lauren Tribble-Laucht, City Attorney  
Jeff O'Brien, Police Chief  
From: Benjamin Marentette, City Clerk  
Date: Thursday, June 7, 2018  
Subject: LIQUOR LICENSES

The intent of this communication is to provide some key information regarding liquor licenses by: (1) providing an overview of how many liquor licenses are operated within the city, including information regarding how many; (2) explaining what is allowed under different types of liquor licenses; (3) outlining the process for reviewing liquor license requests; and (4) outlining options the city has for addressing issues with liquor license holders. I have reviewed this communication with City Attorney Lauren Tribble-Laucht.

How many liquor licenses are in Traverse City and how many new licenses have been issued the past seven years.

There are a total of 193 active liquor licenses in Traverse City, with 118 liquor license locations. This number does not include subsidiary permits, such as dance-entertainment or outdoor service permits; this number represents the total number of liquor licenses that specifically authorize the sale of alcoholic beverages. To provide context on the total number of liquor licensed locations across the city, the following table outlines the past 5 years. Please note that it does not reflect licenses held in escrow (there are four currently). Licenses held in escrow are those not currently active but are held by the Liquor Control Commission and can be returned to the original licensee up to five years later, after which the license is effectively surrendered.

Year	Total number of active liquor license locations as of January 1
2018	118
2017	91
2016	83
2015	80
2014	79

What each type of liquor license allows/key differences.

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The largest single category of liquor licenses held in the City is SDM Licenses (80 active licenses), followed by Class C Liquor Licenses (54 active licenses); collectively, these two license types account for nearly 70% of the city's liquor licenses. SDM Liquor Licenses allow for the sale of "packaged liquor" – i.e. beer and wine, which must be consumed away from the licensed location. Class C Liquor Licenses allow for the sale of beer, wine and liquor; the alcoholic beverages must be consumed on the licensed location. The next largest category is SDD licenses, which allow for the sale of liquor that may only be consumed away from the licensed location.

Please note, for Redevelopment Liquor Licenses (which nearly all carry Class C Liquor License privileges), the holders of such license may not serve past midnight and such licenses cannot be transferred to a new location.

#### The process for reviewing liquor license requests.

Requests for liquor licenses are handled by my office, with review from various departments, including county and state agencies as appropriate; the Police Department's involvement in the review process is the most significant as they conduct a thorough background investigation of the applicant. The Michigan Liquor Control Commission's staff conducts an investigation and review of all applications. The Liquor Control Commission requires approval of the City Commission for all liquor licenses where consumption of alcohol is authorized on the licensed location (hotels, restaurants, the Nauticat, clubs, such as the Traverse City Golf and Country Club, Elks Club, etc.). The Liquor Control Commission does not require approval for any other liquor license types.

The types of liquor licenses where City Commission approval or administrative approval is required was greatly reduced approximately 5 years ago; and to secure our ability to effectively approve or deny liquor licenses, the City Commission approved a requirement that every liquor license obtain a registration from the City Clerk in order to operate their license. Registrations may be issued by the City Clerk for liquor licenses where consumption of alcohol only occurs away from the licensed premises; all others require City Commission approval before the City Clerk may issue the registration. The City Clerk's denial of a registration can be appealed to the City Manager who may overturn or uphold the City Clerk's determination. This registration requirement is helpful for the license holder in addition to the city for reasons I will articulate later in this memo.

Bases for denial of an application include the following and must be considered by the City Commission and City Clerk – and the City Manager when deciding appeals:

1. The premises are unsuitable for reasons such as (proximity to other licensed locations; distance from places where minors congregate; the city's zoning code and Master Plan; public safety; and other factors the city deems appropriate);
2. There will not be adequate parking, lighting, noise or nuisance control.
3. Non-compliance with city regulations, such as zoning, fire codes, etc.
4. The applicant is delinquent in payment to the city (this leverage is often used to bring

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- individuals current on payments owed to the city)
5. The applicant is convicted of a violation of a federal or state law concerning the manufacture of sale of liquor.
  6. Other factors the city determines are relevant.

**The primary options the city has for addressing issues with liquor license holders.**

Each year, a liquor license must be renewed with the Liquor Control Commission in order for it to remain valid. In concert with that, before February 1, my office facilitates a review, largely conducted by the Police Department, of all liquor licenses within the city. The purpose of this review is to determine if the city should object to the renewal of any liquor license by the Liquor Control Commission; any such recommendations are made to the City Manager. Ultimately, the City Commission would need to adopt a resolution requesting non-renewal of a liquor license; the City Attorney would carefully guide the City Commission through such a hearing and determination as the City Commission is largely functioning as a judicial body for such decisions. The City Commission could also adopt a resolution recommending that the Liquor Control Commission completely revoke a liquor license; the process for this is handled the same as that for recommending non-renewal. This would be the most severe action the City could likely take in that if it was implemented by the Liquor Control Commission, the license is completely voided. Certainly, this would only come into play in a very severe situation.

A less severe – but very compelling option the city has for addressing issues with a liquor licensee is either revoking or suspending the city’s registration of a liquor license, which is handled entirely at the city level. This essentially disallows the business to operate any liquor license for which the registration is suspended or revoked. This is a more appealing option to use in cases where we are having repeated – or very severe – issues with a liquor licensee because we have the ability to stop them from serving and operating and can reinstate such privileges administratively, which is “better” for the licensee. It is better for the licensee because it does not involve the Liquor Control Commission not renewing a license or far more severe – revoking the license altogether. Suspension or revocation of a liquor license registration is determined by the City Clerk, in consultation with the City Attorney and appropriate departments; and any such decisions may be appealed to the City Manager who can overturn or uphold the City Clerk’s decision.

While not all-inclusive, reasons the City might use to revoke a registration would include issues such as: (1) The licensee has a troubling history of violating laws, such as over-serving patrons; (2) The licensee is not complying with Police Department investigations; (3) The licensee did not fulfill meaningful commitments made to the city upon application, such as issues related to noise; (4) The licensee has become very delinquent in payment owed to the city, such as for taxes.

Of course, the city works to resolve issues with licensees without taking the more drastic steps outlined in this section of the memo, including suspension or revocation of a licensee’s ability to serve liquor or asking the Liquor Control Commission to take adverse action against the licensee. As you know, we are in regular communication with the Police Department and all departments



as appropriate regarding any issues that arise throughout the year and work to resolve those as amicably as possible.

I hope this is helpful; and please let me know if you have any questions or if I may be of further assistance.

K:\tcclerk\city commission\study sessions\liquor licenses 20180611 study session

**TRAVERSE CITY POLICE DEPARTMENT  
MEMORANDUM**



**TO: MARTY COLBURN, CITY MANAGER**  
**FROM: JEFF O'BRIEN, CHIEF OF POLICE**  
**DATE: TUESDAY, JUNE 11, 2019**  
**RE: ALCHOL ENFORCEMENT INFORMATION FOR CITY COMMISSION**

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**Please find below the alcohol enforcement activities from the Traverse City Police Department and the Liquor Control Commission (LCC) for the prior eighteen months.**

**Beginning with quarter numbers one and two, 2019 and working backward through 2018 this is the data:**

**JANUARY – JUNE 2019**

**Q1 – Q2**

<b>NEW LICENSES:</b>	<b>13</b>
<b>SPECIAL USE PERMITS:</b>	<b>24</b>
<b>LIQUOR INSPECTIONS:</b>	<b>68</b>

**VIOLATIONS:**

- **BRADY'S BAR - 401 S. Union St. TCPD Complaint # 781-1531-19. Intoxicated Bartender.**
- **GAIJIN RESTURANT - 136 E. Front St. LCC R.436.1011 Prohibited conduct of licensees, agents, or employees.**
- **TRAVERSE CITY GOLF AND COUNTRY CLUB - 1725 S. Union St. LCC MCL 436.1532(1) sale to non-member at club.**
- **TOMS FOOD MARKETS INC. - 738 Munson Ave. R 436.1029. Not allowed to remove 50ml bottles from value added packages.**
- **THE BEVERAGE CO. - 1116 Carver St. R 436.1029. Not allowed to remove 50ml bottles from value added packages.**

**JANUARY – JUNE 2018**

**Q1 - Q2**

<b>NEW LICENSES:</b>	<b>13</b>
<b>SPECIAL USE PERMITS:</b>	<b>25</b>
<b>LIQUOR INSPECTIONS:</b>	<b>48</b>

**VIOLATIONS:**

- **SIDE TRAXX - 520 Franklin St. TCPD Complaint # 781-755-19 and Complaint # 781-757-19. 436.1707 Serving intoxicated persons and fighting on premises.**
- **BREWERY FERMENT - 511 S. Union St. LCC Minor in Possession of Alcohol. 436.1707(5) a licensee shall not allow a minor to consume alcoholic liquor or to possess alcoholic liquor for personal consumption on the licensed premises.**
- **MI GRILLE - 420 Munson Ave. LCC Notice of suspension and License in Escrow Failure to provide proof of financial responsibility.**
- **MARKET BAR - 329 E. State St. LCC 436.2005 Adulterated, misbranded, or refilled liquors.**

**JULY – DECEMBER 2018**

**Q3 – Q4**

<b>NEW LICENSES:</b>	<b>4</b>
<b>SPECIAL USE</b>	<b>20</b>
<b>LIQUOR INSPECTIONS</b>	<b>48</b>

**VIOLATIONS:**

- **U & I - 214 E. Front St. TCPD Complaint # 781-7866-18. 436.1707 Serving intoxicated persons and fighting on premises.**
- **7 Monks Tap Room - 128 S. Union St. TCPD Complaint # 781-9740-18. 436.1707 Selling, serving, or furnishing alcohol; prohibitions.**
- **(3) A licensee, or the clerk, servant, agent, or employee of a licensee, shall not be in an intoxicated condition on the licensed premises.**
- **SIDE TRAXX - 520 Franklin St. TCPD Complaint # 781-12578. 436.1707 Serving intoxicated persons and fighting on premises.**

**QUARTERLY REPORTS:**

**The Detective Bureau is required to submit quarterly reports on a bi-annual basis to the Chief of Police on all liquor licenses issued and located within the City. The report outlines complaints generated, inspections completed, and violations. The report is reviewed by the Department's command staff and shared with the City Clerk.**

**The numbers listed below reflect the estimated annual personnel hours the Detective assigned as liquor license investigator within the Detective Bureau allocated for investigations of new applications for LCC establishments in 2018.**

- **INVESTIGATIONS: 8 hours x 12 licenses = 96**
- **TEMPORARY INVESTIGATIONS: 1 hour x 50 special use = 50**
- **COMPLIANCE: 1 hour x 117 licenses + 36 = 153**
- **VIOLATIONS: 8 hours x 2 violations = 16**
- **TRAINING: Annual hours = 8**
- **COURT: Annual hours = 8**
- **TOTAL Annual Hours for Investigative Services: 331 x \$40/hour = \$13,240**

**Cc: File**

**K:\Chief\2019 June.11.Alcohol.Enforcement.Mr.Cobburn.City.Commission**





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

## Memorandum

**To:** Jean Derenzy, CEO  
**From:** Colleen Paveglio  
**For Meeting Date:** June 21, 2019  
**SUBJECT:** Communication Update

### Website

[parking.downtowntc.com](http://parking.downtowntc.com) and [downtowntc.com](http://downtowntc.com) are underway for a refresh. Launch will take place after the National Cherry Festival. Each of the sites, Parking, DDA, and DTCA will have a carousel feature to highlight upcoming projects and/or announcements.

### Facebook

We continue to share projects and meetings and will also be incorporating interesting planning initiatives, blogs, and articles that can be applied to the Traverse DDA and the region as a whole. Please give us like and share anything you feel is interesting! Each like and share can increase our engagement.

### Lower Boardman River Leadership Team

The Lower Boardman River Leadership Team hosted the Public Engagement Kick-Off on June 12th. We were pleased to have about 120 in attendance, despite the unpleasant weather.

We have launched a Facebook page for the engagement initiative, Lower Boardman River. Please give it a like! A website was also developed in the past month, [www.lowerboardman.downtowntc.com](http://www.lowerboardman.downtowntc.com). Please take a look and we strongly encourage you to take the digital survey.

### Parking Communications

With the closing on Lot S soon, we will working on various communications to shift parking customers to other areas that have higher occupancy.

**DTCA Update**

The DTCA will host the Old Town Arts & Crafts Fair on June 23rd and the National Cherry Festival Arts & Crafts Fair on June 30th.

A big thank you to those that were able to attend the DTCA Annual Dinner. It was a great evening to review the DTCA's past year's accomplishments, celebrate our local business owners, and honor Rotary Charities with the Lyle DeYoung Award.

**Sara Hardy Downtown Farmers Market**

The Market is now running on Saturday and Wednesday through October.

Please make note, the Market will move to the Old Town Parking Garage on June 29th, July 3rd, & July 6th. Courtesy of the National Cherry Festival, the first 100 customers each market day will receive \$5 in market dollars. Also, check out the Farmers Market Brunch!

**DOWNTOWN DEVELOPMENT AUTHORITY  
PARKING SUBCOMMITTEE MINUTES  
May 2, 2019, 11:00 a.m.  
2<sup>nd</sup> Floor Committee Room  
Governmental Center, 400 Boardman Ave, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)**

Chair, Scott Hardy, called the meeting to order at 11:00 AM

1. Roll Call

Present: Jeff Joubran, Steve Constantin, Rick, Debbie Hershey, and Scott Hardy

Absent: T. Michael Jackson, Todd Knaus

2. Meeting Minutes: **The meeting minutes from April 4, 2019 were approved as presented upon motion by Constantin, seconded by Hershey. Motion carried unanimously.**

Jackson arrived at this point in the meeting.

Knaus arrived at this point in the meeting.

3. Old Business

a. City Commission Study Session Review

- i. Jackson is not in favor of eliminating timed parking in residential areas.
- ii. Derenzy asked that we consider prioritizing the overnight request into the work plan.
- iii. Hardy would like to see the residential permit program in place by summer.

b. Downtown Parking Meeting Review

- i. Joubran asked that Marches be required to complete Street Closure applications and pay.
- ii. Hardy would like to get input from merchants related to downtown to expand scope aside from the parking specific meeting.
- iii. Joubran provided an example from another community \$5 for 2.5 hours and \$10 for 5 hours.
- iv. Hershey questioned if we are trying to turn over the spaces why would we encourage them to park on Front Street.
- v. Jackson would like to relook at fines as they are low and discourage anyone from putting money in the meter.
- vi. Joubran would like consideration to address button pushing and signage.

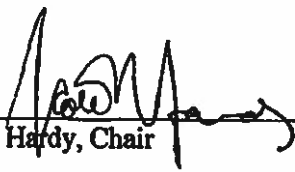
c. Meter Bag Policy

- i. Joubran was not in favor of the recommendation and would like to see N Cass limited to 2 spaces.

4. Public Comment.

- a. Adrienne Rossi resident of 312 W 7<sup>th</sup> outlined three concerns with the residential parking permit program: 1. Vote tabulation, 2. Block face considerations, and 3. Permit issuance by neighborhood.
- b. VanNess addressed the tire chalking case and how the City of Traverse City has been using electronic tire chalking since 2014, and the case was specific to actual chalk lines.

5. Adjournment. The meeting officially adjourned at 12:12 PM



Scott Hardy, Chair



**DOWNTOWN DEVELOPMENT AUTHORITY  
LOWER BOARDMAN RIVER LEADERSHIP TEAM  
Wednesday, May 15, 2019, 5:30 p.m.  
400 Boardman Avenue, Lower Level Cafeteria  
Traverse City, MI 49684  
[dda.downtowntc.com](http://dda.downtowntc.com)**

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

**Present:** Harry Burkholder, Elise Crafts, Christine Crissman (via phone), Jean Derenzy, Frank Dituri, Tim Ervin, Brett Fessell, Jennifer Jay, Deni Scrudato, Russ Soyring, Mike Vickery

**Absent:** Michele Howard, Rick Korndorfer

**DDA Staff:** Colleen Paveglio

1. **Meeting Minutes: The meeting minutes from April 17, 2019 were approved as amended upon motion by Crafts, seconded by Dituri. Motion carried unanimously.**
2. **SmithGroup Public Engagement Review**
  - a. **Public Engagement Review**
    - i. **Burkholder: Vision & Values, Working Vision Statement, and Plan Assumptions**
      1. Burkholder to provide edits to Paveglio
      2. Paveglio to provide updated Public Engagement Plan to the Team for feedback on Vision & Values, Plan Assumptions, and Vision Statements
  - b. **One Page Review**
    - i. Staff to finalize housekeeping edits i.e. map, url, Leadership Team, etc.
    - ii. Use of One Page: Handed out and utilized digitally
    - iii. Map
    - iv. Edits
      1. Third bullet: How do you use it?
      2. Second bullet: What do you value about the Lower Boardman, using consistently throughout document
    - v. Two versions need to be provided, one saying join us for launch, one that does not
    - vi. Take our online survey
  - c. **Survey Review**
    - i. **Comments**
      1. Photo elimination due to the context of taking a survey
      2. Move item 5 to the very end
      3. 7, 8, and 9 are the questions that we want feedback the most should be required

4. Question 7, sentence 2 - strike
  5. Review responses and update survey if need be
  6. Bullet elements are prompts, not questions
    - i. Few considerations, and shorten the bullets
    - ii. Can the prompts be visual?
  7. Directing comments toward the individual taking the survey, use of you and we
    - i. For example, 7: What are your priorities? And then bullets
    - ii. To be edited throughout document
  8. Process for themes and analyzing the data
    - i. Is there a place for images, telling a story (could be implemented with story boarding)
  9. Time and location with Kick Off will need to be updated and then a version without that information
- d. Previous Plan Summary Review
- i. None at this time
  - ii. Staff to provide to The Team for review and seek feedback
3. Public Engagement Kick-Off
- a. Event Review
    - i. June 12th, 4:30 to 6:30 pm in Farmers Market Lot B
    - ii. Visuals draft provided by May 24th
    - iii. Welcome, next steps, then stations
    - iv. Here's What We Heard...report provided after event
    - v. Add: Tell a Story area with video
      1. Provide 1 or 2 questions
    - vi. History: 4 slides
    - vii. Current efforts: FishPass (virtual fly through video), Riverwalk
    - viii. Include in intro: Other places that have transformed their rivers, SmithGroup say a few words
    - ix. Staff to work with SmithGroup on Draft Power Point
    - x. Screen needs riser
    - xi. Station Addition: Add Dituri to Values, Fessell to bring guest to share station, Scudato would prefer to be placed on the Access Station, Howard on Habitat
      1. A question posed at each station
      2. 10 minutes per station
      3. encourage visits to all stations
  - b. Stakeholder Engagement & Community Meeting Review
    - i. To be provided Review of River Trail Signage
  - c. Universal accessibility should be a consideration moving forward
4. Marketing Meeting Review

5. Next Steps
  - a. Schedule meeting for Monday, June 3rd
6. Public Comment
  - a. Tom White, 2150 Gibbs Rd., inquired on the location of the initiative and specific priorities
7. Board Comments
  - a. Scudato: One Pager, mouth to lake to the mouth of river
8. Adjournment. The meeting officially adjourned at 7:04 p.m.

Respectfully submitted,

Colleen Pavaglio

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 36.102 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  
LOWER BOARDMAN RIVER LEADERSHIP TEAM  
Monday, June 3, 2019, 3 p.m.  
400 Boardman Avenue, Lower Level Cafeteria  
Traverse City, MI 49684  
[dda.downtowntc.com](http://dda.downtowntc.com)**

Co-Chair Jay called the meeting to order at 3:00 p.m.

**Present:** Harry Burkholder, Elise Crafts, Christine Crissman (departed @ 4:14 p.m.), Jean Derenzy, Frank Dituri, Brett Fessell, Michele Howard, Jennifer Jay, Rick Komdorfer (departed @ 3:46 p.m.), Deni Scrudato, Mike Vickery

**Absent:** Tim Ervin, Russ Soyring

**DDA Staff:** Colleen Paveglio

1. Overview of June 12th Kick-Off Meeting
2. Public Comment
  1. Mark McKeller, Brook Trout Association, inquired about the Vision and Values.
3. Adjournment. The meeting officially adjourned at 4:25 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.



# DOWNTOWN TRAVERSE CITY ASSOCIATION

## BOARD MEETING

THURSDAY, JUNE 6, 2019  
8:30AM - DOWNTOWN OFFICE

### DRAFT MINUTES

1. Call to order *(DDA Staff)*
  - a. Present: Misha Neidorfler, Liz Lancashire, Blythe Skarshaug, Amanda Walton, Susan Fisher, John McGee (departed 8:38am) & Jake Kaberle (arrived 8:38am)
  - b. Absent: Dawn Gildersleeve & Pete Kirkwood
2. Welcome to New Members
3. Election of Officers
  - a. Motion to elect Misha Neidorfler as President, *motion by McGee and seconded by Fisher. Motion carried unanimously.*
  - b. Motion to elect Susan Fisher as Vice President, *motion by McGee and seconded by Lancashire. Motion carried unanimously.*
  - c. Motion to elect John McGee as Secretary, *motion by McGee and seconded by Fisher. Motion carried unanimously.*
  - d. Motion to elect Dawn Gildersleeve as Treasurer, *motion by Fisher and seconded by Lancashire. Motion carried unanimously.*
4. Consideration of Appointing Additional Board Members *(President)*
  - a. Motion to appoint Margaret Morse to a one year term to the DTCA Board of Directors, *motion by Fisher and seconded by Lancashire. Motion carried unanimously.*
5. [Approval of Minutes of the Board Meeting of May 9, 2019](#) *(President)*
  - a. Amend to remove Gildersleeve from "present"
  - b. Motion to approve the minutes as amended, *motion by McGee and seconded by Fisher. Motion carried unanimously.*
6. Approval of Dues Structure for the 2019-20 fiscal year *(President)*
  - a. Motion to approve the minutes as presented with a winter review, *motion by Kaberle and seconded by Fisher. Motion carried unanimously.*
7. Approval of the 2018-19 Budget *(Paveglio)*
  - a. Motion to approve 19-20 budget, *motion by Skarshaug and seconded by Walton. Motion carried unanimously.*
8. Event Report *(Paveglio)*
  - a. [Downtown Art Fairs](#)
  - b. Annual Dinner
9. Marketing & Communications Report *(Paveglio)*

a. Certificate of Deposit

- i. Motion to roll over for another 18 months and add 10% (\$500) Gains at 2.5%,  
***motion by Fisher and seconded by Lancashire. Motion carried unanimously.***

b. July Meeting: National Cherry Festival

10. Adjourn

**DOWNTOWN DEVELOPMENT AUTHORITY  
&  
COMMISSION AD HOC COMMITTEE  
TIF 97**

Wednesday, May 22, 2019 8:15am  
400 Boardman Avenue, Second Floor Committee Room  
Traverse City, MI 49684

Chair Commissioner Richard Lewis called the meeting to order at 8:16am

Present: Mayor Jim Carruthers, Commissioner Lewis, Commissioner Amy Shamroe, DDA Board Member Bill Golden, DDA Board Member Scott Hardy, DDA Board Member Gabe Schneider

Absent: None

Staff: DDA CEO Jean Derenzy

1. Approval of May 1, 2019 Minutes

- a. **Motion by Golden, seconded by Shamroe, that the Ad Hoc Committee approve minutes from the May 1, 2019 meeting. Motion passed unanimously.**

2. Review of TIF 97 TIF Two Scenarios

- a. Commissioner Lewis presented data identifying two scenarios: a deck at 58 feet and a deck at 69 feet.
- b. The Breakwater Project, 222 E. State Street, 305 W. Front Street (Phase 1), and 415 E. Front Street are the four projects included in the new taxable value in scenario 1A
- c. Three questions that Committee needs to clarify are: Is there going to be a parking issue on the downtown's west side? Is the best way to address the parking issue a parking facility? Is the committee willing to extend the TIF 97 district?
- d. Public Comment
- i. Grant Parsons inquired about zoning code and onsite parking.
- ii. Nancy Duke, 213 Sixth Street, commented on the inefficiencies of the deck.

3. Bullet Points from Rich & Associates

**Motion by Shamroe, seconded by Hardy, that this committee finds that in order to meet the parking needs of West end, we need to build a parking deck and TIF would need to be extended for a period of between 8-13 years to support bond repayments, as outlined in the financial aspects provided at the May 22, 2019 meeting. Motion passed unanimously.**

4. Public Outreach Plan

- a. Identify a public plan on the website that will establish who the committee is reaching out to, when they are reaching out, and how.
- b. Ad Hoc's role has been completed.

- 5. Public Comment
  - a. None at this point

- 6. Adjournment
  - a. The meeting was officially adjourned at 9:35am

DRAFT