

**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**

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. Scrudato: One Pager, mouth to lake to the mouth of river
8. Adjournment. The meeting officially adjourned at 7:04 p.m.

Respectfully submitted,

Colleen Paveglio

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