



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, September 18, 2020**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 8 a.m.

The following Board Members were in attendance: Mayor Jim Carruthers, Board Vice Chair Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Treasurer Scott Hardy, Board Member Debbie Hershey, Board Member T. Michael Jackson, Board Chair Leah Bagdon-McCallum, Board Member Jeff Joubran, and Board Member Richard Lewis

The following Board Members were absent: Board Secretary Stephen Constantin and Board Member Collette Champagne

Chairperson Bagdon-McCallum presided at the meeting.

(a) **CALL TO ORDER**

(1)

The meeting was called to order by Leah Bagdon-McCallum at 08:03 a.m.

(b) **ROLL CALL**

(c) **ELECTION OF OFFICERS**

(1) Motion to appoint Gabe Schneider as Chair of the DDA Board.

Moved by Scott Hardy, Seconded by Steve Nance

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

Motion to appoint Scott Hardy as Vice Chair of the DDA Board.

Moved by Debbie Hershey, Seconded by Gabe Schneider

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

Motion to appoint as Steve Constantin Treasurer of the DDA Board.

Moved by Gabe Schneider, Seconded by Leah Bagdon-McCallum

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

Motion to appoint Debbie Hershey as Secretary of the DDA Board.

Moved by Debbie Hershey, Seconded by Scott Hardy

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

(d) **AGENDA AMENDMENT**

(1) Motion to amend the agenda to include Opening Public Comment.

Moved by Gabe Schneider, Seconded by Jeff Joubran

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

(e) **OPENING PUBLIC COMMENT**

No opening public comment.

(f) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without

discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

- (1) Approval of the August 21, 2020 DDA Board Minutes
- (2) Approval of the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for August 2020
- (3) Parking - Approval of a service order with Northern Lightning Wash for parking garage washdown maintenance
- (4) Parking - Approval of a Service Order for Luke II Pay Station Software

Amendment by Derenzy, the real cost is of the Luke II Pay Station Software is \$8,120

Motion to approve the consent calendar as presented.

Moved by Leah Bagdon-McCallum, Seconded by Debbie Hershey

Yes: Debbie Hershey, Leah Bagdon-McCallum, Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, T. Michael Jackson, Jeff Joubbran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

(g) **ITEMS REMOVED FROM CONSENT CALENDAR**

(h) **CEO REPORT**

(1) Healthy Drinking Culture Contract

Comments from Presenter, Elise Crafts -

- Emphasized that we are in the first phase of a multiphase project which is to identify the goals of our community's Better Drinking Culture
- Statecraft is currently identifying stakeholders: residents to service providers (i.e. addiction treatment and public safety providers)
- Introduction of Megan Olds with Parallel Solutions, who will be working with Statecraft on the implementation of Phase I of this project. Parallel Solutions will be doing survey work of and connecting with identified stakeholders on how best to create a Better Drinking Culture together.

Comments from Community Police Officer, Officer Culver -

- Expressed that he would like this process to engage the community and how to replicate the businesses and environments within Traverse City that are embodying a Better Drinking Culture. Believes this process will give establishments the tools to move forward and will limit the City's liability.

Comments from the Board -

- Jackson - enthusiastic about the culture, but questioned the name of "Better Drinking Culture"
- Carruthers - questioned on the start date of the contract, which reflects a month earlier than this meeting. Expressed concerns about the outcomes of this survey and the implementation of them.
- Schneider - expressed from his professional experience, start dates of contracts often predate approval to ensure the full scope is captured
- Kirkwood - Expressed that one can drink and have a healthy culture. Suggested that this process presupposes that we have "a problem" in Traverse City. Questioned the cost of this contract and who pays for the later phases of this project.
- Derenzy - responded to questions regarding funding/grant sources and the timing of the contract

Motion to enter into a contract with Statecraft to oversee the development of a comprehensive Strategic Plan of the Traverse City Healthy Drinking Culture, with authorization for the Chair to execute said contract subject to approval as to substance from the DDA CEO and as to form by DDA Attorney.

Moved by Scott Hardy, Seconded by Steve Nance

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

(2) Overview of Draft Engagement Plan for Healthy Drinking Culture

Comments from Presenters, Elise Crafts & Megan Olds -

- Created space to capture thoughts from the Board about the current drinking culture in Traverse City and how you would best define a Better Drinking Culture

Comments from Board

- Question 1: What is the current drinking culture in Traverse City?
 - Schneider - Stated the current drinking culture is social
 - Carruthers - After reaching out to some people Downtown, expressed that there is concern about being one of the largest party towns in Michigan and concerned about the number of active liquor licenses
 - Jackson - Expressed identifying and targeting specific areas to make a Better Drinking Culture
 - Joubran - Stated that the current drinking culture is obsolete, so we should be mindful of that. Doesn't want to place all blame on serving as many make trips to the City after drinking at home.
 - Hardy - Stated the current drinking culture is younger that may be

outside the City or even County and would like to reach out to them within the survey work

- Nance - Better Drinking Culture expands beyond the businesses of Downtown and into the nearby neighborhoods.
- Kirkwood - Expressed that the current drinking culture is varied and this governing body should rely on models of a Better Drinking Culture, like Sonoma rather than Bourbon Street. Although some may lose revenue, believes it's in the best interest of the community.
- Hershey - Seconded many of Pete's sentiments and reminded the Board of the entertainment factor of our bars and restaurants that is currently suffering that the Board should be mindful of moving forward.

- Question 2: In a few words, describe a Better Drinking Culture
 - Schneider - communication, public education, public transportation
 - Carruthers - modern, intelligent, aware, proactive, informed, educated
 - Jackson - a community that emphasizes everything else about the healthiness of a community
 - Hardy - drinking should be secondary to a primary activity
 - Hershey - respectful, especially from her experience as a Downtown resident

(3) Project Overview(s)

(i) OLD BUSINESS

(1) TDM Managed Parking Systems Approach and Rate Study

- Carruthers - Questioned if we will still have the 30 minute free buttons on the meters. Added comments from the City Commission review of the TDM approach and study regarding new Downtown residents and any grandfathering
- Schneider - Asked for potential revenue projections for the Parking Systems. Expressed that this plan is not an automatic rate increase, but rather a flexible, transparent and measured systems to make the best decisions on parking rates. Regarding Motion 3, asked about the timeline rollout of 2021 changes.
- Jackson - Expressed interest in raising the rates to be more in line with other communities and stated that residents do not own the streets, but do maintain the grassy areas between the sidewalks and the street.
- Hardy - Liked the flexibility of this plan, given the current circumstances and unsure future of parking and parking needs in our Downtown.
- Kirkwood - Expressed a need for a communication plan and talking points for Board members when discussing this plan with the community.

Motion 1: The DDA Board recommends the City Commission approve the Managed Parking Systems Approach as presented.

Moved by Debbie Hershey, Seconded by Scott Hardy

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

Motion 2: The DDA Board recommends the City Commission approve parking fees as identified in the Rate Maximum table.

Moved by T. Michael Jackson, Seconded by Jeff Joubran

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

Motion 3: The DDA Board recommends the City Commission approve the ordinance amendments for meter activation for electric vehicles and to rescind the same day meter violation discount.

Moved by Debbie Hershey, Seconded by Scott Hardy

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

(j) **BOARD MEMBER UPDATES**

(1) Arts Commission (Hershey)

Reported that Charlotte Smith is the new Chair of the Arts Commission and that the Commission will be moving forward with the Art on the TART project.

(2) Parking Subcommittee (Hardy)

(3) Lower Boardman (Kirkwood)

(k) **STAFF REPORTS**

(1) Community Police Update (Officer Culver)

Updated the Board on the opening of Front Street to pedestrian traffic, the thanks expressed from businesses Downtown, and a provided a kudos to SEEDS, our Downtown Ambassadors, that promoted and enforced the wearing of masks Downtown. Provided concerns about the intersections and the flow of pedestrian and vehicular traffic, the need for additional incentives for side street businesses,

concerns of no ordinance to help enforce the bicyclists/skateboarders on the street, and graffiti/property damage that occurred, but was addressed.

- Carruthers - Updated the Board that MDOT will be doing a reconstruction of Front Street and Grandview Parkway near Garfield in 2023. Would like the Board to consider this construction when planning for future street closures.

(2) Parking Update (VanNess)

(3) Community Development Update (McCain)

- Carruthers - Inquired about the social media performance summary and how best to read that

(l) **RECEIVE AND FILE**

(1) DTCA August 2020 Minutes (no quorum - no minutes)

(2) Marketing Report

(3) Parking Subcommittee September 2020 Minutes

(m) **CLOSING PUBLIC COMMENT**

No closing public comment.

(n) **ADJOURNMENT**

(1) Motion to adjourn meeting.

Moved by T. Michael Jackson, Seconded by Leah Bagdon-McCallum

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: Stephen Constantin and Collette Champagne

CARRIED. 10-0-2 on a recorded vote

Benjamin Marentette, City Clerk