

Traverse City Downtown Development Authority Zoom Meeting

Friday, November 20, 2020

8:00 am

The Downtown Development Authority Meeting Will Not
Be Held At the Governmental Center.

The Downtown Development Authority Meeting Will Be
Conducted Remotely Via Zoom Webinar

Quick Highlights for Viewing and Participating (Finer
Details Below)

The Downtown Development Authority Meeting will be
broadcast live on Cable Channel 191 and streamed at:
<https://www.tacm.tv/govtvnow.asp>

Anyone wishing to give public comment will need to call
in and wait in a "virtual waiting room" where their
microphones will be muted until they are called upon:

Dial: 312-626-6799

Meeting ID: 857 2037 1897

Participant ID: # (yes just #)

Posted and Published



The DDA recognizes the importance of not bringing people together unnecessarily in an effort to stop the spread of COVID-19. The Governmental Center has been closed to walk-in traffic and will be closed for DDA meetings for the foreseeable future. Members of the DDA will not be present in the Governmental Center for official DDA meetings.

For the foreseeable future, the DDA does not intend to convene other committees of the DDA unless there is critical action to be taken; meetings that do not need to be held will not be held. The meeting is being conducted remotely to assist in stopping the spread of COVID-19. Individuals with disabilities may participate in the meeting by calling-in to the number as though they were going to be giving public comments as outlined below or by calling the TDD#. Individual members of the DDA may be contacted via email. Member email addresses can be found at the DDA website: dda.downtowntc.com

DDA meetings will continue to be broadcast live on Cable Channel 191 and will be streamed live at: <https://www.tacm.tv/govtvnow.asp>.

For members of the DDA and key staff, their name will appear on screen when they are speaking. For individuals who may wish to give public comment, the method for providing

public comment during these remote-participation meetings is to call: 312-626-6799 and enter the Meeting and Participant ID.

Callers wishing to give public comment may call in before the meeting starts and wait in a "virtual waiting room." Going forward, these instructions will be included in every published agenda of the DDA. Those calling in will be able to hear the audio of the DDA meeting, yet their microphone will be muted.

When the DDA accepts public comment, in the order calls were received, the meeting facilitator will identify the caller by the last four digits of their telephone number and ask them if they would like to make a comment. While not required, but so we do not have to go through an unnecessarily long list of callers, we ask, if possible, that those who do not wish to give public comment refrain from calling in and instead listen to the meeting online at: <https://www.tacm.tv/govtvnow.asp> or on Cable Channel 191.

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

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Jean Derenzy, CEO
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting!

Agenda

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. OPENING PUBLIC COMMENT	
4. CONSENT CALENDAR <i>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.</i>	
A. Consideration of approving the October 23, 2020 regular meeting minutes (approval recommended) Downtown Development Authority Regular Meeting - 23 Oct 2020 - Minutes - Pdf	7 - 13
B. Consideration of approving the financial reports and disbursements for the DDA, TIF 97, Old Town TIF, Parking Services, and Arts Commission for October 2020 (approval recommended) DDA, TIF 97, Old Town TIF Financials October 2020 - PDF TC Arts Commission Financials October 2020 - PDF TC Parking Services Financials October 2020 - PDF	15 - 23
C. Finance Committee Minutes (approval recommended) Finance Committee November 2, 2020 Minutes	25
D. Downtown Tree Management Contract (approval recommended) CEO Memo	27
5. ITEMS REMOVED FROM CONSENT CALENDAR	
6. SPECIAL ORDER OF BUSINESS	

A.	Survey Results - Woody Smith Presenting Survey Findings CEO Memo - PDF Downtown Survey Executive Summary Presentation - PDF	29 - 45
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7.	CEO REPORT	
A.	CIP 2020/2021 Introduction CEO Memo - PDF Preliminary CIP List and Narratives - PDF	47 - 61
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8.	OLD BUSINESS	
A.	Board appointments for the following sub-committees 1. Farmers Market Subcommittee 2. Parking Subcommittee Subcommittee Appointments (CEO) Memo - PDF	63
B.	Appointments to the DDA Board (Board Grid) CEO Memo - PDF Revised Board Grid - PDF	65 - 67
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9.	STAFF REPORTS	
A.	Transportation Mobility Director (VanNess) Parking Services Update November 2020 - Memo - PDF	69
B.	Community Development Director (McCain) Community Development Update November 2020 - Memo - PDF	71 - 72
C.	Downtown Experience Coordinator (Viox) Downtown Experience Coordinator Update November 2020 - Memo - PDF	73 - 74
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10.	RECEIVE AND FILE	
A.	Arts Commission Board Member Update (Bagdon-McCallum) Arts Commission Report - PDF	75
B.	Farmers Market Board Member Update (Hardy) Farmers Market Report - PDF	77
C.	Lower Boardman Member Update (Kirkwood) Board Member Report - PDF	79
D.	DTCA October 2020 Minutes DTCA Board October 2020 Minutes - PDF	81 - 82
E.	Arts Commission October 2020 Minutes Arts Commission October 2020 Minutes - PDF	83 - 85

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| F. | Lower Boardman September 2020 Minutes
Lower Boardman September Minutes - PDF | 87 -
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| G. | Social Media Results October Report
DDA October 2020 Facebook - PDF
DTCA October 2020 Facebook -PDF
DTCA October 2020 Facebook Competitors - PDF
DTCA October 2020 Instagram - PDF
DTCA October 2020 Instagram Competitors - PDF | 89 -
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11. CLOSING PUBLIC COMMENT

12. ADJOURNMENT