



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, November 20, 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 Secretary Stephen Constantin, Board Treasurer Scott Hardy, Commissioner 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: None

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:00 AM.

(b) **ROLL CALL**

Hardy joined the meeting at 8:04 AM.

(c) **OPENING PUBLIC COMMENT**

(d) **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 October 23, 2020 regular meeting minutes
- (2) Approving of the financial reports and disbursements for the DDA, TIF 97, Old Town TIF, Parking Services, and Arts Commission for October 2020
- (3) Approval of the Finance Committee Minutes
- (4) Approval of the Downtown Tree Management Contract

Motion to approve the consent calendar as presented.

Moved by T. Michael Jackson, Seconded by Debbie Hershey

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

Absent: None

CARRIED. 11-0-0 on a recorded vote

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

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Survey Results - Woody Smith Presenting Survey Findings

Comments from Presenter (Smith):

- Presented data results from Owners/Managers, and Residents.
- Presented condition ratings and verbatim comments.
- Presented summary modifications for 2020 and 2021.

Comments from the Board:

- Mayor Carruthers inquired about comments in a recent Ticker article about the closure not working in future years downtown.
- Kirkwood gave observations of support and positive comments.
- Schneider inquired if there were indicators that drove the results.
- Jackson applauded Avenue SR for a thorough survey.
- Hershey commented that the study was informative, and asked about future plans with the uncertainty of the timing on a vaccine.
- Hardy inquired on the intent and whether sales for downtown merchants were included to provide quantitative data for pre-COVID vs post-COVID.
- Joubran commented on retailers feedback being low compared to restaurants.

(g) **CEO REPORT**

(1) CIP 2020/2021 Introduction

Comments from the Board:

- Schneider highlighted that projects like bridges have other funding sources.
- Mayor Carruthers suggested that attachments be included in landscape.
- Kirkwood suggested sharing the screen for future presentations.
- Schneider suggested nesting the fiscal years together.
- Jackson questioned the bridge projects as part of the TIF budgets.
- Hardy added infrastructure such as storm water as another question for TIF budgets.
- Lewis commented on funds that have already been allocated in previous CIPs and not going back. He provided the example of expense sharing with TIF 97 in the 90's on the Union St. bridge.
- Constantin commented that we need to remind ourselves it is a revenue sharing device, and a way we can save the City money as well as the residents.

(h) **OLD BUSINESS**

(1) Board appointments for the following sub-committees

1. Farmers Market Subcommittee
2. Parking Subcommittee

Motion of the appointment of Scott Hardy to the Farmers Market Subcommittee.

Moved by Stephen Constantin, Seconded by Jeff Joubran

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

Absent: None

CARRIED. 11-0-0 on a recorded vote

Motion of the appointment of Richard Lewis to the Parking Subcommittee.

Moved by Stephen Constantin, Seconded by Jeff Joubran

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

Absent: None

CARRIED. 11-0-0 on a recorded vote

(2) Appointments to the DDA Board (Board Grid)

Comments from the Board:

- Lewis commented on aspects identified and what expertise need to be filled to have a balanced board, and guidelines identified in state law.
- Constantin commented on separating out of skills or experience, and look to how recruiting a commercial property owner is important.
- Mayor Carruthers thanked the committee for their work, and how he will create an ad hoc for some interviews to fill the vacancies.
- Schneider shared information obtained from the City Clerk's Office on applications and expressed interest to serve on ad hoc committee.

(i) **STAFF REPORTS**

- (1) Transportation Mobility Director (VanNess)
- (2) Community Development Director (McCain)

Comments from the Board:

- Mayor Carruthers extended the reminder of snow removal and responsibilities per local ordinance.
- Constantin commended the DDA and Parking Services for their creativity and outreach.

- (3) Downtown Experience Coordinator (Viox)

(j) **RECEIVE AND FILE**

- (1) Arts Commission Board Member Update (Bagdon-McCallum)
- (2) Farmers Market Board Member Update (Hardy)
- (3) Lower Boardman Member Update (Kirkwood)

Comments from the Board:

- Kirkwood asked for attention to the vision laid out and noted that ordinance changes are required to align with the grand vision.

- (4) DTCA October 2020 Minutes
- (5) Arts Commission October 2020 Minutes
- (6) Lower Boardman September 2020 Minutes
- (7) Social Media Results October Report

(k) **CLOSING PUBLIC COMMENT**

- (1) Comments from the CEO

- Derenzy updated the Board on a grant submitted to provide outdoor dining over the winter months.
- Derenzy updated the Board on opportunities to partner with non-profits to increase snow removal downtown.

(I) **ADJOURNMENT**

- (1) Motion to adjourn at 9:45 AM
Motion to adjourn the meeting.

Moved by Richard Lewis, Seconded by Jeff Joubran

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

Absent: None

CARRIED. 11-0-0 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO