



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, July 17, 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, Board Member Debbie Hershey, Board Member Collette Champagne, Board Member T. Michael Jackson, Board Chair Leah Bagdon-McCallum, and Board Member Jeff Joubran

The following Board Members were absent: Board Member Richard Lewis

Chairperson Bagdon-McCallum presided at the meeting.

(a) **CALL TO ORDER**

The meeting was called to order by Vice-chairperson Schneider at 8:01 am.

(b) **ROLL CALL**

- (1) Agenda amended to include first public comment.
Motion to approve agenda as presented.

Moved by T. Michael Jackson, Seconded by Jeff Joubran

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

Absent: Richard Lewis

CARRIED. 11-0-1 on a recorded vote

(c) **OPENING PUBLIC COMMENT**

No 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 Minutes for the Regular Meeting of June 19, 2020
- (2) Approval of the financial report and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for June 2020
Motion to approve consent calendar as presented.

Moved by Leah Bagdon-McCallum, Seconded by Jeff Joubran

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

Absent: Richard Lewis

CARRIED. 11-0-1 on a recorded vote

(e) **CEO REPORT**

- (1) TraverseConnect One-Year Agreement

Comments from Presenter:

Discussion and summary of the overview and scope of services of the TraverseConnect agreement with Warren Call, TraverseConnect CEO.

Comments from the Board:

- Carruthers asked for clarification on the contract term, other entities who are partnering for a similar agreement, and expressed budgetary concerns.
- Kirkwood asked for metrics to evaluate value.
- Champagne commented on Hagerty's support of the TraverseConnect effort to attract a quality workforce.
- Hardy commented on the importance of the DDA focusing on the agreement that will support the downtown property and business owners.
- Jackson expressed concern on the value of the agreement and budget.
- Hershey supported the goal to attract future businesses, and asked for clarification on termination clause.

Approval of the TraverseConnect contract for services in the total amount of

\$40,000. Furthermore, that authorization is hereby given to the Chair to sign the contract, subject to approval as to substance by the CEO and form by the DDA Attorney.

Moved by Leah Bagdon-McCallum, Seconded by Jeff Joubran

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, Collette Champagne, Leah Bagdon-McCallum, and Jeff Joubran

No: Jim Carruthers and T. Michael Jackson

Absent: Richard Lewis

CARRIED. 9-2-1 on a recorded vote

(2) Approval of Grant Agreement - MEDC Salons/Spas/Fitness Centers

Comments from the Board:

- No comments from the board on this item.

That the DDA Board approve the Michigan Economic Development Corporation Match on Main COVID-19 Response Program Grant Agreement with authorization for the Chair and Secretary to execute such Agreement subject to approval as to substance by the DDA CEO and to form by the DDA Attorney.

Further, that the DDA Board authorizes the CEO to submit the disbursement request to MEDC and compliance certificate.

Moved by T. Michael Jackson, Seconded by Peter Kirkwood

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

Absent: Richard Lewis

CARRIED. 11-0-1 on a recorded vote

(3) Discussion and Overview Parking Fees

Comments from the Presenter:

- Hardy provided an overview of the history of the TDM work plan initiatives covered by the DDA Parking Subcommittee.
- Discussion and summary of moving towards a parking management approach that will phase in rate changes that will go to City Commission to be studied before coming back to the Board was provided by Nicole VanNess, Transportation Mobility Director.

Comments from the Board:

- Carruthers expressed that he would like to see TDM objective and rate increases implemented. He would like to see us work with our partners on transportation alternatives.
- Kirkwood expressed rate increase effects on service industry workers and asked for materials to educate the public on changes.
- Constantin reviewed the objective of the Parking Subcommittee to develop a Parking Master Plan.
- Hardy commented on the need for Parking to have autonomy to make changes based on the needs of downtown.
- Jackson looks forward to getting the Parking Subcommittee back together to move this plan forward.

(4) Progress on Strategic Plan

Comments from the Board:

- Hardy suggested adding a projected end date.
- Schneider commented that less is more and the one page summary is more important.
- Carruthers commented on the Lower Boardman Unified Plan and transit objectives.
- Jackson asked how the Lower Boardman Plan related with the Fish Pass Project.

(5) Uptown Riverwalk

Comments from the Board:

- Schneider commented on the use and importance of moving this project forward.
- Jackson inquired about opening up the steps and adding signage.
- Carruthers asked to confirm the outstanding items related to ADA.

(f) BOARD MEMBER UPDATES

(1) Farmers Market (Hardy)

Hardy asked Nick Viox to provide an update on the Farmers Market.

(2) Arts Commission (Hershey)

Hershey reminded and invited everyone of the unveiling of the mural at the GTACS Boathouse at Hull Park.

(g) STAFF REPORTS

(1) Community Police Update (Officer Culver)

Officer Culver was not in attendance and did not provide a written update for the Board.

(2) Update on Front Street Closure (Burkholder & Viox)

Comments from the Board:

- Carruthers supported reviewing the two-way traffic on State Street, and inquired about Ambassador program downtown.
- Joubran commented on his experience with enforcing face masks.
- Kirkwood commented on the challenge of masking and importance of the Ambassadors.
- Nance asked that everyone stay vigilant and avoid becoming lax to offer support of wearing masks.
- Schneider suggested having a COVID agenda item to provide updates.
- Derenzy provide clarification on budget item.

(3) Parking Services Update (VanNess)

(h) **RECEIVE AND FILE**

(1) DTCA June 2020 Minutes

(2) TCBN Article June 2020

(i) **PUBLIC COMMENT**

No public comment.

(j) **ADJOURNMENT**

(1) Motion to adjourn meeting.

The meeting was adjourned at 10:18 am.

Benjamin Marentette, City Clerk