



## **Traverse City Arts Commission Regular Meeting**

**December 15, 2021**

**3:30 pm**

2nd Floor Committee Room, Governmental Center

400 Boardman Avenue

Traverse City, Michigan 49684

Posted: December 13, 2021

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If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City is committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with the Commission honor these values.

Traverse City Arts Commission:  
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(231) 922-2050  
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303 East State Street  
Traverse City, MI 49686



# Welcome to the Traverse City Arts Commission meeting!

## Agenda

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<b>1. CALL TO ORDER, ATTENDANCE, ANNOUCEMENTS</b>	
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<b>2. CONSENT CALENDAR</b>	
A. Consideration of approving the meeting minutes from the November 17, 2021 meeting (approval recommended) Burkholder) - PDF <a href="#">November 17, 2021 Arts Commission Meeting Minutes - PDF</a>	5 - 7
B. Financials <a href="#">TC Arts Commission Financials, November 2021 - PDF</a>	9
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<b>3. OLD BUSINESS</b>	
A. Rotating Art Update <a href="#">Rotating Art Exhibit Update Memo (Burkholder) - PDF</a>	11
B. Strategic Plan Update <a href="#">Strategic Plan Update Memo (Burkholder) - PDF</a> <a href="#">TC Arts Commission Proposal, Parallel Solutions - PDF</a>	13 - 22
C. Banner Initiative <a href="#">West Front Street Banner Initiative Memo (Burkholder) - PDF</a>	23
D. Art on the TART Update <a href="#">ART on the TART Project Update Memo (Burkholder) - PDF</a>	25
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<b>4. PUBLIC COMMENT</b>	
A. General	
B. Commissioners	
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<b>5. ADJOURNMENT</b>	





**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
Wednesday, November 17, 2021**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:30 p.m.

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, Commissioner Mi Stanley, Board Member Steve Nance, and Board Member Joshua Hoisington

The following Commissioners were absent: Board Member Caitlin Early

Chairperson Amundson presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUCEMENTS**

Chairperson Amundson called the meeting to order at 3:33PM

(b) **CONSENT CALENDAR**

(1) Approval of the minutes from the October 1, 2021 Special Meeting (approval recommended) (Burkholder/McCain) - PDF

(2) Approval of the October 2021 Financials (approval recommended) (Burkholder/McCain) - PDF

Approval of the Consent Calendar as presented

Moved by Ashlea Walter, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, Steve Nance, and Joshua Hoisington

**Absent:** Caitlin Early

**CARRIED. 6-0-1 on a recorded vote**

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

(d) **OLD BUSINESS**

(1) GIS Inventory/Mapping - Presentation (Jerry & Brianna)

This item was removed from the agenda - presenter not available

(2) Art on the TART Update

The following addressed the commission:

- Burkholder noted details for the ribbon cutting ceremony on the 10th.
- Burkholder discussed the 16th Street Art on the TART Installation
- Burkholder noted the budget for the 16th art installation in relation to the total amount for both installations
- Commissioner Walter noted a need to discuss/determine installation costs between the Arts Commission and the artist
- Burkholder noted he would include language in the next draft RGQ that more clearly spells out artist costs for installation
- Commissioner Niemi noted including a "not to exceed" language (for installation) in the RFQ
- Commissioners discussed the need to determine the exact location for the art piece before the RFQ was issued
- Commissioners discuss the type of art that might fit in the location
- Burkholder noted he would schedule a on-site meeting with commissioners and TART

(3) Rotating Art Update

Burkholder noted that with the execution of several signatures, the agreement with David Petrokovitz will be finalized.

(4) Strategic Plan

- Commissioners discussed the components/qualifications of the two proposals
- Commissioners agreed that they would meet with a local strategic planner (or two) to discuss costs for specific components of the strategic plan.

(e) **NEW BUSINESS**

(1) Letter from Phi Theta Kappa

Commissioner Niemi noted that she would respond to the letter

(f) **PUBLIC COMMENT**

(1) General

- Burkholder noted that the Arts Commission has an opportunity to replace the banners on East Front Street.
- Burkholder noted that he would get the number and dimensions of the banners and draft and RFP for the December Commission meeting.

(2) Commissioners

(g) **ADJOURNMENT**

- (1) Motion to Adjourn  
Motion to Adjourn

Moved by Chelsie Niemi, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Chelsie Niemi, Roger Amundsen, Mi Stanley, Steve Nance, and Joshua Hoisington

**Absent:** Caitlin Early

**CARRIED. 6-0-1 on a recorded vote**

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Roger Amundson, Chairperson





12/06/2021 01:37 PM  
 User: nvanness  
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 11/30/2021

Page: 1/1

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/21	YTD BALANCE 11/30/2021	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	15,000.00	0.00	0.00	0.00	15,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	1,500.00	0.00	(1,500.00)	100.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	0.00	30,000.00	0.00	0.00	100.00
282-000-699.000	PRIOR YEARS' SURPLUS	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		50,000.00	0.00	31,500.00	0.00	18,500.00	63.00
TOTAL REVENUES		50,000.00	0.00	31,500.00	0.00	18,500.00	63.00
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	500.00	0.00	0.00	0.00	500.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	15,000.00	10,000.00	18,502.53	17,395.78	(20,898.31)	239.32
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	4,500.00	0.00	0.00	0.00	4,500.00	0.00
282-282-970.000	CAPITAL OUTLAY	30,000.00	0.00	4,000.00	0.00	26,000.00	13.33
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		50,000.00	10,000.00	22,502.53	17,395.78	10,101.69	79.80
TOTAL EXPENDITURES		50,000.00	10,000.00	22,502.53	17,395.78	10,101.69	79.80
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		50,000.00	0.00	31,500.00	0.00	18,500.00	63.00
TOTAL EXPENDITURES		50,000.00	10,000.00	22,502.53	17,395.78	10,101.69	79.80
NET OF REVENUES & EXPENDITURES		0.00	(10,000.00)	8,997.47	(17,395.78)	8,398.31	100.00





**MEMORANDUM**

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** December 9, 2021  
**Subject:** Rotating Exhibit Update

Mr. Patrakovitz has installed his four sculpture pieces along the TART Trail. We are waiting for image 360 to complete the installation of the signs.





**MEMORANDUM**

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** December 9, 2021  
**Subject:** Master/Strategic Plan Update

Commissioners Walter and Amundson and I met with Megan Motil, from Parallel Solutions, to discuss the framework for and possible assistance with the Strategic Plan. Megan has years of experience and an expertise in community and organizational development and strategic planning and has facilitated strategic planning sessions with the City Commission and DDA Board of Directors.

Based on our conversation, Magen drafted a proposal for professional services (see attached), including a project timeline. As you will see, Megan's proposal is primarily focused on governance, process and establishing values, rather than on determining future project work. Based on our conversation, we could entertain a motion to accept the proposal at our meeting.

**Suggested Motion**

That the Arts Commission approve to enter into a contract with Parallel Solutions for consulting services for a strategic plan for a not-to-exceed cost of \$12,100 subject to approval and substance by the DDA CEO and city attorney.





# PROFESSIONAL SERVICES PROPOSAL

## TRAVERSE CITY ARTS COMMISSION

### UNDERSTANDING OF NEEDS

Megan Motil of Parallel Solutions is sharing this professional services proposal in response to a need identified by the Traverse City Arts Commission. Megan understands the Traverse City Arts Commission seeks to work with a consultant who can design and guide a process that will result in a clarification of the Arts Commission's governance and operating model, staffing roles and structure, and funding model, as well as the way the Commission's values and capacity inform its strategic project selection, partnership, and implementation efforts.

The proposed scope of services listed below is meant to serve as a starting point for a conversation about a potential contract. Activities may be added or removed based on needs, schedule, or budgetary considerations.

### APPROACH TO SERVICE

Parallel Solutions has over two decades of community and organizational development experience. The company's approach to working with clients on governance, strategy, and organizational development emphasizes listening, understanding the client's unique culture, knowledge, and communication practices, and designing and delivering a process and plan that meets the goals and outcomes sought.

Parallel Solutions has clients ranging in size from all volunteer organizations with no staff to organizations and teams with 50+ staff members. Megan sees planning and development within an organization as part of a broader system. Megan invites her clients to ask themselves how they want to work differently with others, and what they want to work on in different ways in order to address the upstream challenges or root causes of issues they're addressing, both within their organizations and outside of them. Megan has experience providing facilitation and coaching to public, private, and nonprofit clients who are working together to achieve shared goals. This includes supporting clients in identifying communication expectations and governance models, formalizing Memorandums of Understand and Partnership Agreements, assessing resources, exploring creative small and large-scale solutions, aligning and prioritizing actions, defining roles and responsibilities, and creating feedback and accountability processes.

Parallel Solutions has extensive experience preparing and completing one-on-one interviews over the phone and face-to-face, conducting focus groups, and preparing and delivering surveys. Megan is skilled



at compiling, analyzing, and synthesizing data in order to support and help to focus discussions about a client's strengths, weaknesses, opportunities and threats and inform strategic direction and goal development. For the last 21 months, Megan has conducted nearly all engagement efforts, including strategy and coaching sessions with clients, remotely over Zoom, and is confident and comfortable working and hosting meetings digitally and in-person.

Megan believes all meetings should have a purpose and she designs sessions with defined objectives in mind. In order to deepen awareness and stimulate informed conversations, sessions often involve pre-meeting activities for participants, such as reading reference materials or articles, watching videos, or reflecting on prompting questions. Megan's facilitative approach honors individual communication and learning styles and often includes a combination of individual writing, paired sharing, and small and large group discussions. Megan frequently utilizes *Liberating Structures* meeting design techniques.

Strategic and operational development plans are only as meaningful as a client's ability and capacity to execute. Rooted in relationship-focused approach, Parallel Solutions' organizational development training and coaching services support thoughtful and informed implementation efforts.

## PROPOSED TASKS, ACTIVITIES AND DELIVERABLES

Key elements of the scope of services and deliverables include:

- Task 1: Process Leadership, Communication and Coordination
- Task 2: Internal and External Assessments
- Task 3: Facilitated Discussions
- Task 5: Documentation of Decisions and Action Steps

### TASK 1: PROCESS LEADERSHIP, COMMUNICATION AND COORDINATION

Megan will work with the Traverse City Arts Commission throughout the process. Megan will host conference calls or Zoom meetings with the Arts Commission Chair and Staff Lead, as well as other designated project leaders to gather information, share progress, and review and discuss deliverables. Megan will also communicate routinely via email to share updates regarding tasks and activities. The Chair and Staff Lead may choose to share these updates with the full Arts Commission boards. Megan and Traverse City Arts Commission will discuss and explore other communication expectations Traverse City Arts Commission may have regarding the process.

Megan will manage the work to ensure that each task and activity is completed on time and on budget. Once the services associated with a contract are complete, Megan will share an evaluation form with Traverse City Arts Commission to request candid feedback regarding the process, work quality, deliverables, and outcomes. Success will be measured against the desired outcomes defined in the signed contract and associated scope of work. Megan will also actively invite and be open to direct feedback from Traverse City Arts Commission throughout the process.



## TASK 2: INTERNAL AND EXTERNAL ASSESSMENTS

Megan will connect with the Arts Commission and key partners and stakeholders to identify and celebrate areas of success, discuss issues and challenges, assess resources and approaches, explore creative ideas and solutions, and define common goals and objectives for governance, decision-making, operations, staffing, and project selection and implementation.

The following assessment tasks and activities will support an understanding of current conditions and opportunities:

- Internal survey
- Internal scan
- External scan

### INTERNAL SURVEY

Megan will gather perspectives and insights from those who are and have provided staff support to the Arts Commission, long-time volunteers, public art project partners, participating artists, and board members using a survey. Megan will design and deliver the survey using SurveyMonkey. Questions may focus on the following topics, but are not limited to:

- Community conditions and aspirations related to public art
- The Commission's mission, vision and core values and culture
- Strengths, challenges, opportunities, and threats
- Staff and board leadership and roles and responsibilities, including committee structure and roles
- Internal communication and communication between the Arts Commission, the Traverse City Downtown Development Authority, and the City of Traverse City
- Levels of authority and empowerment and decision-making processes
- Organizational management
- Financial resources and management
- Programs and projects, including development, implementation, and evaluations
- Public art assets and resources
- Revenue development
- Partnerships
- Impacts, and how success is measured

Survey responses will remain confidential. Megan will collate and synthesize responses and will share a concise written summary and slides illustrating the outcomes of the internal and external assessment work. The materials will feature the key themes heard, areas of alignment, and diversity of perspectives, using examples and select quotes to further explain the themes.

### INTERNAL SCAN

Megan will request copies of previous strategic plan(s), recent organizational assessments, program and project plans or summaries, program evaluations, lists of partners and their roles, annual work plans,

budgets, annual reports, bylaws and board policies, and copies of staff, board, and committee agendas and minutes. She will also interview the staff involved in public art decision-making processes within the City of Traverse City and Downtown Development Authority.

## EXTERNAL SCAN

Megan will research the governance and operating models of up to five other Arts Commissions (or similar governing bodies) in communities of a similar size. She will summarize these in a document that will be shared with the Arts Commission. These examples will help to inform conversations in the facilitated sessions.

## TASK 3: FACILITATED SESSIONS

Megan will design, host, and facilitate five sessions. Each session will be 120 to 180 minutes. These focused and purposeful meeting discussions will include the Arts Commission and may also include other guests invited by the Commission. The sessions will be informed by the outcomes and deliverables from Task 2. The sessions will explore and clarify:

- Commission values, and the ways those values inform a governing model and communication expectations.
- Which properties and public art assets or projects the Commission considers its responsibility, and why.
- The way public art efforts have been integrated into design processes for public infrastructure in the past, and preferences for the way it will be done in the future.
- The current Arts Commission structure, roles, and responsibilities, as well as the roles, levels of empowerment, and authority of related committees and governing bodies related to public art.
- Staff capacity, needs, and goals.
- Alternative scenarios and the preferred Arts Commission structure, roles, and responsibilities, as well as the related roles, levels of empowerment, and authority of staff serving the Arts Commission as well as other committees and governing bodies related to public art.
- Project development and approval considerations, including related to short and long-term financial and non-financial resource implications.
- Partnership needs, motivations, risks, and goals.
- How the Commission will measure success.
- How the Arts Commission will manage the tension they have identified and anticipate in connection with some public art projects.

Outcomes of the sessions will include:

- An affirmation and articulation of the Traverse City Arts Commission's values and clarification regarding desired impacts and how success will be measured.



- A newly defined governance and operating model, including the clarification of roles, job duties, levels of authority and empowerment in decision-making, and communication expectations that reflect and respect the Commission’s values and existing capacity and available resources.
- A refined process for assessing needs and opportunities and identifying, developing, approving, and evaluating future public art projects and partnerships. This could include clarification regarding when and how the Arts Commission will initiate its own projects as well as how it will respond to projects proposed by others. This may also include the development of evaluation criteria for projects initiated by the Arts Commission, as well as criteria to apply to projects led by others where the Arts Commission is being invited to collaborate.

Pre-work for participants will be assigned prior to each session. Completion of the pre-work will help ensure meetings will be engaging and participant-centric and not dominated by staff or consultant reports, data-sharing, presentations, or team brainstorming. Megan will provide notes following meetings discussions.

**TASK 4: DOCUMENTATION OF DECISIONS AND ACTION STEPS**

Following the sessions, Megan will document the final outcomes. She will present the documentation the board and staff who will then provide feedback and offer suggestions for edits or amendments. Megan will incorporate feedback into a final document which she will share at least seven days prior to a regularly scheduled board meeting for review and consideration of adoption.

**PROPOSED TIMELINE AND COST ESTIMATES**

Tasks, Activities and Deliverables	TIMELINE	COST
Task 1: Process Leadership, Communication and Coordination	Throughout process	\$1,000
Task 2: Internal and External Assessments	January 2022	\$4,200
<i>Internal Survey</i>		\$1,200
<i>Internal and External Scans</i>		\$1,800
<i>Assessment Report: Synthesis, Observations, and Recommendations</i>		\$1,200
Task 3: Facilitated Strategy Sessions	February – April 2022	\$4,500
Task 4: Documentation of Decisions and Action Steps	May 2022	\$2,400
<b>TOTAL (not to exceed)</b>		<b>\$12,100</b>

All materials, supplies, and local travel expenses are included.

## QUALIFICATIONS

Megan Motil, Founder and Principal of Parallel Solutions, has spent her over 20-year career dedicated to community growth and development, land and water conservation and stewardship, food and farming systems, housing, transportation, and access to nature and outdoor recreation. Pairing her professional experience in community and organizational development with a personal zeal for building trust, clarity, and openness in decision-making, Megan established Parallel Solutions in 2014.

Parallel Solutions guides the processes and holds space for people to come together to align visions, get unstuck, create action plans, and make things happen to strengthen Great Lakes communities. The company helps people build relationships and business practices to grow and sustain impact for the long-term. To accomplish this, Parallel Solutions:

- Facilitates conversations when there is change, uncertainty or conflict among people or partners, and creates and holds space to explore complex or difficult topics that do not have easy or formulaic solutions.
- Helps people clarify roles and responsibilities, lines of authority and accountability between organizations or agencies, within teams, or between staff and board.
- Provides training and coaching to support organizational growth and professional development.
- Develops and tailors strategic and business plans and realistic solutions that align with available capacity, resources, and time of the team working on an issue, project, or campaign.
- Designs, guides, and facilitates community and stakeholder engagement processes.
- Designs and facilitates cross-sector and inter-jurisdictional partnership processes and creates governance frameworks, management plans and agreements for downtown development projects, parks, trails, watershed areas, food networks, and transportation systems.

Parallel Solutions' clients are diverse in the scope of their missions, programs, and resources and impacts, ranging from state and federal agencies to local units of government and both professionally-staffed and volunteer-run nonprofits. Current strategic planning clients include Six Rivers Land Conservancy and the Au Sable Institute. Recent strategic planning clients include Arts for All, The Watershed Center Grand Traverse Bay, Friends of the Detroit River, Friends of the Rouge River, Athens Conservancy, Walloon Lake Association and Conservancy, and the City of Traverse City. Other clients over the past three years include:

- Ann Arbor Downtown Development Authority
- Arts for All
- Commongrounds Cooperative
- Cornucopia Institute
- Disability Network
- Goodwill Industries of Northern Michigan
- Grand Traverse County Road Commission
- Human Nature School
- Huron Pines
- Huron River Watershed Council



- Legacy Land Conservancy
- Michigan's Department of Natural Resources Outdoor Recreation Advisory Council
- Michigan Economic Development Corporation's Redevelopment Ready Communities program
- Land Trust Alliance (Midwest Division)
- National Writer's Series
- Northwest Food Coalition
- T.A.R.T. Trails, Inc.
- Traverse City Downtown Development Authority
- Traverse City Track Club
- Rotary Charities of Traverse City
- U.S. Army Corps of Engineers
- U.S. EPA

Prior to launching Parallel Solutions, Megan worked from 2007 - 2014 at the Grand Traverse Regional Land Conservancy where she served as Associate Director and Director of Development for one of Michigan's largest land trusts. She provided strategic leadership for programs, managed the organization's operations, provided oversight for an annual operating budget of \$2.4 million, directly supervised eight staff including the departmental directors, empowered a full-time staff of 23 professionals, and built and strengthened relationships with state and local government, private sector, and non-profit partners on conservation, restoration, and park and trail development projects. As fundraising director, she designed annual plans and campaigns and led a fundraising team responsible for annual operating, capital campaigns, and planned and endowment giving. She personally built and nurtured relationships with a portfolio of 75 foundations and individuals whose passion and generosity, made the mission and work of the organization possible. During her tenure, her team successfully grew unrestricted giving to the operating budget by 40%, while running simultaneous capital campaigns.

From 1999 - 2007, Megan worked at Networks Northwest where she served as a planner and then as Regional Planning Director for a ten-county area in northwest Lower Michigan. While there she worked with local, state, and federal governments, private businesses, nonprofit organizations and institutions to support, educate, and facilitate local decision-making, inter-jurisdictional planning, and action related to land use and transportation planning, economic development, housing, and community development. Megan was honored by her professional peers when she received the Roger Williams Planner Award for Excellence in the Professional Field of Planning from Grand Traverse County in 2005.

Megan serves as a member of Rotary Charities of Traverse City's COVID-19 Crisis Support Team where her coaching support for qualified non-profits focuses on strategy, decision-making, collaboration, and partnership efforts. She also serves as a coach through Rotary's Systems Change Coaching program.

Megan currently volunteers as the Treasurer of the board of directors of Paddle Antrim and on the board of SEEDS. She also serves on the board of Commonplace, a community innovation hub and co-working space in Traverse City, Michigan. She is a past board member of Michigan's Complete Streets Advisory Council, of the Michigan Association of Planning, and of the Homestretch Non-profit Housing Corporation.



She collaborated and co-authored content for the *Conservation Millage Toolkit* (Huron River Watershed Council, 2018), and served as an advisor on the development of the *Michigan Water Trails Manual* (Land Information Access Association, 2017).

Megan is a 1999 graduate of Miami University (Ohio) with a Bachelor of Arts degree in Geography and a Bachelor of Philosophy degree from the School of Interdisciplinary Studies/Western College Program. She earned a Master of Arts in Organizational Management from Spring Arbor University. She has received additional professional training in leadership development, conflict resolution and mediation, mindfulness, workplace diversity, and public speaking.

Megan was recognized by the *Traverse City Business News* as a "40 Under 40" leader in 2009, 2010, 2011, and 2012, and as one of the region's "50 Leading Women in Business" in 2017. She lives in Traverse City, MI with her children. In her free time, you can find her trail running, gardening, kayaking or reading.

*Note: Megan's professional work was accomplished and credited as Megan Olds from 2001-2021.*

## CONTACT INFORMATION

Megan Motil	Founder + Principal, Parallel Solutions
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Non-COVID Office Address:	425 Boardman Ave., Suite C, Traverse City, MI 49684
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Phone:	(231) 409-7885
Email:	<a href="mailto:megan@parallelmi.com">megan@parallelmi.com</a>
Web:	<a href="http://www.parallelmi.com">www.parallelmi.com</a>



**MEMORANDUM**

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** December 9, 2021  
**Subject:** Banners – West Front Street

I am still working with Britten Banner on getting the exact dimensions for the banners along West Front and hope to have those by Wednesday.

I believe the next step is to decide exactly what type of banners the Arts Commission would like to pursue. I recall our discussion last month included a desire to focus on local artists and urban landscapes.





**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** December 9, 2021  
**Subject:** 16<sup>th</sup> Street Trailhead ART on the Tart

Several commissioners met with members of the TART staff at the 16<sup>th</sup> Street Trailhead to look at the space and discuss the scope and parameters of the art installation. Based on our conversation, TART is not leaning toward any specific theme for the installation. TART also mentioned that the landscaping plan is somewhat fluid and that perhaps the art piece could provide some functional component to the site (e.g., an artistic bench).

Our goal is to develop and issue the RFQ this winter, so that the art can be incorporated into the final pieces in the spring. I will be looking for any specific direction regarding the RFP.







## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**For Meeting Date:** December 9, 2021  
**Subject:** GIS Inventory and Mapping Initiative

As you may recall, the city's GIS office has been working with a high school student to conduct a digital inventory/map of all the city's art installations. Jerry Swanson (the city's GIS coordinator) and the Brianna Pemberton (the student) will be on hand to give an update on the inventory/mapping process. Attached is a memo from Jerry detailing their work.



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# Memorandum

The City of Traverse City

City Manager Dept. - GIS



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TO: Harry Burkholder, COO Downtown Development Authority

FROM: Jerry Swanson, GIS Coordinator

DATE: December 13, 2021

SUBJECT: Cataloging Public Art, Student Internship Presentation

In January 2021, the City submitted a survey declaring interest in a student GIS internship for Summer 2021. The lead organization for the internship is the Geospatial Technology Talent Consortium (GTTC) in conjunction with Eastern Michigan University, Northwestern Michigan College, and Michigan Works. The program aims to place high school students in internship roles using GIS technology with the student also taking an introductory GIS course at community colleges and universities. The program with NMC is through their Fresh Water Studies program, which incorporates a water theme to the intern's projects. The student intern must complete 50 hours of field work as part of the project. This multi-organization program is a great way for students to gain experience in emerging technologies.

Through prior discussions with former Parks Superintendent Derek Melville, DPS Director Frank Dituri, and Commissioner Ashlea Walter, there was an inquiry to have public art mapped. This led to discussions with the City Manager, Marty Colburn and DDA CEO, Jean Derenzy to utilize this intern for an art data collection project.

Chelsea Hummon from GTTC presented to the Arts Commission back in April 2021 about this project. With further discussions between Harry Burkholder, we decided to focus on cataloging all public art within the city that time allowed for. This data collection included a location, image, classification, and any other pertinent information.

The student intern, Brianna Pemberton from Elk Rapids High School, worked with City GIS and the DDA to complete this project and she is looking to present her findings to the Arts Commission at the December, 15<sup>th</sup>, 2021 meeting.