



**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, December 17, 2021**

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: Chairperson Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Damian Lockhart, Board Member Jeff Joubran, and Mayor Richard Lewis

The following Board Members were absent: Board Member Pam Marsh, Pam DeMerle, and Board Member Todd McMillen

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Schneider called the meeting to order at 8:30AM

(b) **ROLL CALL**

Michael joined the meeting at 8:33am.

(c) **REVIEW AND APPROVAL OF AGENDA**

- (1) Remove item 6C  
Approval of the agenda as ammended.

Moved by Gabe Schneider, Seconded by Peter Kirkwood

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy,  
Damian Lockhart, Jeff Joubran, and Richard Lewis

**Absent:** Pam Marsh, Pam DeMerle, and Todd McMillen

**CARRIED. 7-0-3 on a recorded vote**

(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 minutes of the regular meeting of November 19, 2021 (approval recommended) (Jean Derenzy)
- (2) Approval of the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services, and Arts Commission for 2021 (approval recommended) (Jean Derenzy, Harry Burkholder, Nicole VanNess)

That the DDA Board approve the consent calendar as presented.

Moved by Jeff Joubran, Seconded by Damian Lockhart

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, and Richard Lewis

**Absent:** Pam Marsh, Pam DeMerle, and Todd McMillen

**CARRIED. 7-0-3 on a recorded vote**

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

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Lower Boardman Final Unified Plan (approval recommended) (Jean Derenzy, Harry Burkholder)

The Following addressed the board:

Jean Derenzy, DDA CEO  
Brett Fessel, Co-Chair of Leadership Team  
Harry Burkholder  
Gabe Schneider  
Peter Kirkwood  
Scott Hardy  
Steve Nance  
Richard Lewis  
Tim Warner, City Commissioner  
Mitchell Treadwell, City Commissioner  
Mike Vickery

That the DDA Board of Directors approve the unified plan for the Lower Boardman River and send it forward for consideration and approval by the Planning Commission, Parks and Recreation Commission and the City Commission.

Moved by Peter Kirkwood, Seconded by Scott Hardy

**Yes:** Peter Kirkwood, Scott Hardy, Gabe Schneider, Steve Nance, Damian Lockhart, Jeff Joubran, and Richard Lewis

**Absent:** Pam Marsh, Pam DeMerle, and Todd McMillen

**CARRIED. 7-0-3 on a recorded vote**

- (2) Retail Incubator Business Plan (TC HatchPad) (approval recommended) (Jean Derenzy, Harry Burkholder)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Warren Call

Gabe Schneider

Steve Nance

Peter Kirkwood

Jeff Joubran

Scott Hardy

Richard Lewis

Audrey Michael

That the DDA Board of Directors approves the Retail Incubator Business Plan.

Moved by Richard Lewis, Seconded by Scott Hardy

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, and Richard Lewis

**Absent:** Pam Marsh, Pam DeMerle, and Todd McMillen

**CARRIED. 7-0-3 on a recorded vote**

- (3) Removed from Agenda

(g) **NEW BUSINESS**

- (1) Approval of an amendment to the Parkmobile vendor agreement (approval recommended) (Jean Derenzy, Nicole VanNess)

The following addressed the Board:

Nicole VanNess

That the DDA Board of Directors Recommends the City Commission amend the Parkmobile agreement to increase the per transaction costs and continue passing the transaction fees onto customers.

Moved by Scott Hardy, Seconded by Damian Lockhart

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, and Richard Lewis

**Absent:** Pam Marsh, Pam DeMerle, and Todd McMillen

**CARRIED. 7-0-3 on a recorded vote**

(h) **CEO REPORT**

**(1)** Project Updates

The following addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Peter Kirkwood  
Scott Hardy

**(2)** Reimagine East Front Street Initiative

The following addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Scott Hardy

(i) **BOARD MEMBER UPDATES**

**(1)** Committee Appointments (motion required) (Gabe Schneider)

Nominated for Governance Committee  
Kirkwood nominated Scott Hardy  
Lewis nominated McMillen

Schneider had asked that this item be moved to the January meeting when more board members are present.

**(2)** Arts Commission Update (Steve Nance)

The following addressed the board:

Steve Nance  
Gabe Schneider

- (3) Parking Subcommittee Update (Scott Hardy)

The Following Addressed the Board:

Scott Hardy  
Richard Lewis

(j) **STAFF REPORTS**

(1)

Transportation Mobility Director Report (Nicole VanNess)

VanNess distributed an updated memo to the Board.

The following addressed the board:

Nicole VanNess

- (2) Experience Coordinator Report (Abby Taylor)

The following addressed the Board:

Nicole VanNess

(k) **RECEIVE AND FILE**

- (1) November 17, 2021 Arts Commission Meeting Minutes
- (2) December 9, 2021 DTCA Meeting Minutes
- (3) December 2, 2021 Parking Subcommittee Meeting Minutes

(l) **PUBLIC COMMENT**

No public comment.

(m) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 10:04AM.

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Jean Derenzy, Traverse City DDA  
CEO