



## **Parking Advisory Board**

Wednesday,  
September 7, 2022  
**11:00 a.m.**

2nd Floor Committee,  
Governmental Center  
400 Boardman Avenue  
Traverse City,  
Michigan 49684



The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, 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 ADA Coordinator.

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 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 Nicole VanNess, Transportation Mobility Director  
(231) 922-0241  
Web: [www.parking.downtowntc.com](http://www.parking.downtowntc.com)  
303 East State Street  
Traverse City, MI 49684

---

## Welcome to the Parking Advisory Board meeting

# Agenda

	Page
<b>1. CALL TO ORDER</b>	
<b>2. ROLL CALL</b>	
<b>3. CONSIDERATION OF MINUTES</b>	
A. Consideration of approving the minute of the July 6, 2022 advisory board meeting (approval recommended) <a href="#">Parking Advisory Board - 06 Jul 2022 - Minutes - PDF</a>	3 - 5
<b>4. TRANSPORTATION DEMAND MANAGEMENT</b>	
A. TDM Presentation <a href="#">Revised TDM Presentation - Memo</a>	7
<b>5. RECEIVE AND FILE</b>	
A. Updates and Information 2022 <a href="#">Updates September 2022 - PDF</a>	9
<b>6. PUBLIC COMMENT</b>	
<b>7. ADJOURNMENT</b>	



**Minutes of the  
Parking Advisory Board for the Downtown Development Authority  
Regular Meeting  
Wednesday, July 6, 2022**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Vice Chair Scott Hardy, Committee Member Todd Knaus, Commissioner Doug Hickman, Board Member Pam Marsh, and Board Member Katy Bertodatto

The following Members were absent: Michelle Jones

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

Chairperson Hardy called the meeting to order at 11:05 AM.

(c) **CONSIDERATION OF MINUTES**

- (1) Consideration of approving the minutes of the April 6, 2022 advisory board meeting (approval recommended)  
That the Parking Advisory Board approve the minutes as presented.

Moved by Doug Hickman, Seconded by Pam Marsh

**Yes:** Scott Hardy, Todd Knaus, Doug Hickman, Pam Marsh, and Katy Bertodatto

**Absent:** Michelle Jones

**CARRIED. 5-0-1 on a recorded vote**

(d) **NEW BUSINESS**

- (1) Lease with Commongrounds

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

That the Parking Advisory Board recommend the DDA Board of Directors enter into a lease agreement with Common Grounds and approve the purchase of smart meters with funds identified in the parking meter expansion capital improvement plan line item.

Moved by Katy Bertodatto, Seconded by Doug Hickman

**Yes:** Scott Hardy, Todd Knaus, Doug Hickman, Pam Marsh, and Katy Bertodatto  
**Absent:** Michelle Jones

**CARRIED. 5-0-1 on a recorded vote**

- (2) Overview of new locations for 2022/2023 smart meters

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

- (3) Overview of 1st year credit card expenses on smart meters

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

(e) **TRANSPORTATION DEMAND MANAGEMENT**

- (1) Revised TDM Kickoff Update

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director

- (2) Destination Downtown Update

The following addressed the Board:  
Nicole VanNess, Transportation Mobility Director  
Eric Linguar, BATA Communications Director

(f) **TRAFFIC COMMITTEE UPDATE**

- (1) Traffic Committee Update

The following addressed the Board:

Nicole VanNess, Transportation Mobility Director

(g) **PUBLIC COMMENT**

No public comment

(h) **ADJOURNMENT**

(1)

Chairperson Hardy asked for a motion to adjourn the meeting.

Meeting adjourned at 11:56 AM.

That the meeting be adjourned.

Moved by Todd Knaus, Seconded by Pam Marsh

**Yes:** Scott Hardy, Todd Knaus, Doug Hickman, Pam Marsh, and Katy Bertodatto

**Absent:** Michelle Jones

**CARRIED. 5-0-1 on a recorded vote**

---

Scott Hardy, Chairperson





## Memorandum

---

To: Parking Advisory Board  
From: Nicole VanNess, Transportation Mobility Director  
Date: August 26, 2022  
Re: Revised TDM Presentation

Thomas Brown of Nelson/Nygaard remotely present his first draft of the revised transportation demand management report at our meeting. As you may recall, last month he led a working session with the PAB to overview the initial report and provide updates on information collected supporting accomplishments and new conditions. The strategies will focus on continuing to build on what we have already implemented the past five years.

He will provide revised quick win opportunities tied to the implementation action plan supported with examples. Additional deliverables will include short term priorities and areas that should be studied further. He will present to the DDA Board at their September 16, 2022 meeting with City Commission and adoption of the report to follow. Once the report is adopted, we will move forward with formulating and adopting a new five-year workplan.







## Memorandum

---

To: Parking Subcommittee  
From: Nicole VanNess, Transportation Mobility Director  
Date: August 26, 2022  
Re: Updates and Information

### **Resignation of Michelle Jones**

Michelle resigned from the PAB effective August 26, 2022. We appreciate the out of state perspective from a larger city that she contributed during her time on the board. We look forward to continuing to see her throughout downtown.

### **Destination Downtown**

Eric Linguar from BATA and myself will be featured on 9&10 News' Good Morning Northern Michigan on Thursday, September 15<sup>th</sup> at 9:00 AM. Tune in to hear about local public transit and the Destination Downtown program.