



**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, February 18, 2022**

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 8:30 a.m.

The following Board Members were in attendance: Board Member Steve Nance, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Damian Lockhart, Board Member Jeff Joubran, Board Member Pam DeMerle, Board Member Katy Bertodatto, Board Member Michael Brodsky, and Student Liaison Audrey Michael

The following Board Members were absent: Chairperson Gabe Schneider, Mayor Richard Lewis, Board Member Pam Marsh (unexcused), and Board Member Todd McMillen (unexcused)

Vice Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Hardy called the meeting to order at 8:31AM.

(b) **ROLL CALL**

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

**(1)**

Consideration of approving the agenda as presented.

Approval of the agenda as presented

Moved by Jeff Joubran, Seconded by Steve Nance

**Yes:** Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Pam DeMerle, Katy Bertodatto, Michael Brodsky, and Audrey Michael

**Absent:** Gabe Schneider, Richard Lewis, Pam Marsh, and Todd McMillen

**CARRIED. 9-0-4 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 January 21, 2022 Downtown Development Authority Board of Directors meeting (approval recommended) (Jean Derenzy)

**(2)**

Approval of Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for January 2022. (Approval recommended) (Jean Derenzy, Harry Burkholder, Nicole VanNess)

**(3)**

Arts Commission Budget Adjustment (approval recommended) (Jean Derenzy, Harry Burkholder)

**(4)**

Appointment to Farmer's Market Advisory Board (approval recommended) (Gabe Schneider)

That the DDA Board approve the consent calendar as presented.

Moved by Peter Kirkwood, Seconded by Jeff Joubran

**Yes:** Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Pam DeMerle, Katy Bertodatto, Michael Brodsky, and Audrey Michael

**Absent:** Gabe Schneider, Richard Lewis, Pam Marsh, and Todd McMillen

**CARRIED. 9-0-4 on a recorded vote**

(e) **SPECIAL ORDER OF BUSINESS**

**(1)**

Informational Bi-Annual Report to Community (MCL 125.4910(4)) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Scott Hardy

(2)

Presentation of Year Ending June 30, 2021 Downtown Development Authority Audit (approval recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Doug Vederveld

That the DDA Board approve the annual audited financial statements for the Traverse City Downtown Development Authority for the year ending June 30, 2021.

Moved by Katy Bertodatto, Seconded by Damian Lockhart

**Yes:** Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Pam DeMerle, Katy Bertodatto, Michael Brodsky, and Audrey Michael

**Absent:** Gabe Schneider, Richard Lewis, Pam Marsh, and Todd McMillen

**CARRIED. 9-0-4 on a recorded vote**

(3)

Overview of Bridge Construction in 2022

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Kaitlyn Aldridge  
Peter Kirkwood  
Katy Bertodatto  
Jeff Joubran  
Scott Hardy

(4)

Overview of TART Trail Planning Conceptual Design (Grandview Parkway Division to Garfield) (Jean Derenzy, Shawn Winter City Planner, Julie Clark TART ED)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Julie Clark  
Shawn Winter  
Peter Kirkwood

Jeff Joubran  
Steve Nance  
Scott Hardy  
Pam DeMerle  
Katy Bertodatto  
Audrey Michael

(f) **NEW BUSINESS**

**(1)**

Consideration to Enter into Contract with Inform Studio for 100/200 Block of Lower Boardman (approval recommended) (Jean Derenzy, Interview Committee)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Peter Kirkwood  
Damian Lockhart  
Michael Brodsky  
Steve Nance  
Scott Hardy  
Harry Burkholder  
Shawn Winter

That the DDA Board approve to enter into a contract with Inform Studio for consulting services to assist the DDA in developing a conceptual design for a riverwalk and pedestrian plaza along the 100 & 200 block alleys for a not-to-exceed cost of \$315,000 subject to approval as to substance by the DDA CEO and form by the DDA Attorney.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

**Yes:** Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Pam DeMerle, Katy Bertodatto, Michael Brodsky, and Audrey Michael

**Absent:** Gabe Schneider, Richard Lewis, Pam Marsh, and Todd McMillen

**CARRIED. 9-0-4 on a recorded vote**

**(2)**

Consideration of Applying for USDA Grant Retail Incubator Project (\$80,000 application) (approval recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Scott Hardy  
Peter Kirkwood

That the DDA Board approve the attached resolution to proceed with the USDA Rural Business Development program application for \$80,000 specifically for the Downtown Retail Incubator Project.

Moved by Peter Kirkwood, Seconded by Jeff Joubran

**Yes:** Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Pam DeMerle, Katy Bertodatto, Michael Brodsky, and Audrey Michael

**Absent:** Gabe Schneider, Richard Lewis, Pam Marsh, and Todd McMillen

**CARRIED. 9-0-4 on a recorded vote**

(g) **CEO REPORT**

(1)

Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

(h) **STAFF REPORTS**

(1)

Downtown Experience Coordinator Report (Abby Taylor)

The Following Addressed the Board:

Abby Taylor  
Katy Bertodatto  
Peter Kirkwood  
Jeff Joubran

(2)

Communications and Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski  
Scott Hardy

Pam DeMerle  
Damian Lockhart

(i) **RECEIVE AND FILE**

(1)

Parking Advisory Board Update (Scott Hardy)

(2)

Arts Commission Update (Steve Nance, Harry Burkholder)

(3)

Transportation Mobility Director Report (Nicole VanNess)

(4)

Brookings Institute Article - Downtown Traverse City

(5)

DTCA January 2022 Meeting Minutes

(6)

Parking Advisory Board February 2022 Meeting Minutes

(j) **PUBLIC COMMENT**

No public Comment

(k) **ADJOURNMENT**

(1)

Vice Chairperson Hardy adjourned the meeting at 10:24am.

That the DDA Board adjourn the meeting.

Moved by Katy Bertodatto, Seconded by Peter Kirkwood

**Yes:** Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Pam DeMerle, Katy Bertodatto, Michael Brodsky, and Audrey Michael

**Absent:** Gabe Schneider, Richard Lewis, Pam Marsh, and Todd McMillen

**CARRIED. 9-0-4 on a recorded vote**

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Jean Derenzy, Traverse City DDA  
CEO