



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, August 19, 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: Chairperson Gabe Schneider, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Damian Lockhart, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, and Student Liaison Audrey Michael

The following Board Members were absent: Board Member Steve Nance, Board Member Jeff Joubran, Board Member Katy Bertodatto, and Board Member Michael Brodsky

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:30AM.

(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 Peter Kirkwood, Seconded by Pam Marsh

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

Absent: Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

CARRIED. 8-0-5 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)

Consideration of approving the minutes of July 15, 2022 Downtown Development Authority Board of Directors meeting (Approval Recommended) (Jean Derenzy)

(2)

Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for July 2022 (Approval Recommended) (Jean Derenzy)

That the DDA approve the consent calendar as presented.

Moved by Scott Hardy, Seconded by Pam Marsh

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

Absent: Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

CARRIED. 8-0-5 on a recorded vote

(e) **SPECIAL ORDER OF BUSINESS**

(1)

Certificate of Recognition for Student Liaison (Gabe Schneider)

The Following Addressed the Board:

Gabe Schneider
Damian Lockhart
Audrey Michael

(f) **OLD BUSINESS**

(1)

NEZ Update (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Scott Hardy

(2)

Wayfinding Signage (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Peter Kirkwood

That the DDA Board approve a contract with Valley City Sign not-to-exceed \$34,373 for fabrication and installation of wayfinding signs throughout the downtown district, with contingency funds to replace the top of the recently damaged pedestrian kiosk.

Moved by Todd McMillen, Seconded by Pam Marsh

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael
Absent: Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

CARRIED. 8-0-5 on a recorded vote

(g) **NEW BUSINESS**

(1)

Acceptance of Grant - MEDC Façade Improvement (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

That the DDA Board approve a grant agreement with MEDC for \$400,000 for façade improvement within the DDA District, with a term expiring on September 30, 2024.

Moved by Peter Kirkwood, Seconded by Pam DeMerle

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael
Absent: Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

CARRIED. 8-0-5 on a recorded vote

(2)

Retail Incubator Update (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Peter Kirkwood
Pam Marsh
Scott Hardy

(3)

Brownfield Assessment Grant (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

That the DDA Board approve to enter into a contract with the County Brownfield Redevelopment Authority work along the 100 and 200 block alleys, subject to approval as to substance by the DDA CEO and form by DDA Attorney.

Moved by Damian Lockhart, Seconded by Pam Marsh

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael
Absent: Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

CARRIED. 8-0-5 on a recorded vote

(4)

Appointment to the Governance Committee (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider

That the DDA Board appoint Michael Brodsky to the DDA Governance Committee.

Moved by Pam DeMerle, Seconded by Peter Kirkwood

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael
Absent: Steve Nance, Jeff Joubran, Richard Lewis, Katy Bertodatto, and Michael Brodsky

CARRIED. 8-0-5 on a recorded vote

(h) **CEO REPORT**

(1)

Public Projects 2022/2023 and 2023/2024 (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Pam Marsh
Peter Kirkwood
Scott Hardy
Audrey Michael

Richard Lewis arrived at 9:12am.

(2)

Appointment to Mobility Planning Committee (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis

That the DDA Board appoint Michal Brodsky to the Mobility and Bike Action Plan Leadership Team.

Moved by Peter Kirkwood, Seconded by Damian Lockhart

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

Absent: Steve Nance, Jeff Joubran, Katy Bertodatto, and Michael Brodsky

CARRIED. 9-0-4 on a recorded vote

(3)

Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

(i) BOARD MEMBER REPORTS

(1)

Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Gabe Schneider

(j) STAFF REPORTS

(1)

Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess
Gabe Schneider
Scott Hardy

(2)

Communications and Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski
Gabe Schneider
Peter Kirkwood
Nicole VanNess
Jean Derenzy, DDA CEO

(k) **RECEIVE AND FILE**

(1)

Downtown Experience Coordinator Report (Abby Taylor)

(2)

Arts Commission June 2022 Meeting Minutes

(3)

Finance Committee May 2022 Meeting Minutes

(4)

DTCA Board June Meeting Minutes

(5)

Traverse Connect Q2 Results + Quarterly Accomplishments

(6)

Master Plan Memo (Jean Derenzy)

(l) **PUBLIC COMMENT**

The Following Addressed the Board:

Jason Allen

(m) **ADJOURNMENT**

(1)

Chairperson Schneider adjourn the meeting at 9:44AM

Motion to adjourn the meeting.

Moved by Peter Kirkwood, Seconded by Scott Hardy

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Damian Lockhart, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Audrey Michael

Absent: Steve Nance, Jeff Joubran, Katy Bertodatto, and Michael Brodsky

CARRIED. 9-0-4 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO