

Traverse City Downtown Development Authority Regular Meeting

Friday, October 21, 2022

8:30 am

Commission Chambers, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



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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 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 Jean Derenzy, CEO
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. REVIEW AND APPROVAL OF AGENDA	
4. CONSENT CALENDAR <i>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.</i>	
A. Consideration of approving the minutes of the September 16, 2022 Downtown Development Authority Board meeting (Approval Recommended) (Jean Derenzy) Downtown Development Authority Regular Meeting - 16 Sep 2022 - Minutes - PDF	7 - 12
B. Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for September 2022 (Approval Recommended) (Jean Derenzy) DDA General, TIF 97, Old Town TIF September 2022 Financials - PDF TC Parking Services Financials September 2022 - PDF TC Arts Commission Financials September 2022 - PDF	13 - 21
C. Consideration of entering into a 5-year agreement for Parking Management Software (Approval Recommended) (Jean Derenzy, Nicole VanNess) Parking Management Software Contract Memo (Jean Derenzy, Nicole VanNess) - PDF	23 - 24

5. ITEMS REMOVED FROM CONSENT CALENDAR

6. NEW BUSINESS

- A. Consideration of approving new parking permit rates as recommended by the Parking Advisory Board (Approval Recommended) (Jean Derenzy, Nicole VanNess) 25 - 26
[Parking Permit Fees Memo \(Jean Derenzy, Nicole VanNess\) - PDF](#)
- B. Consideration of approving the purchase of parking permits with the DDA funds as recommended by the Parking Advisory Board (Approval Recommended) (Jean Derenzy, Nicole VanNess) 27 - 28
[Downtown Employee Survey Memo \(Jean Derenzy, Nicole VanNess\) - PDF](#)
- C. Consideration of approving purchase of our current Xerox Machines (Approval Recommended) (Jean Derenzy, Molly Norville) 29 - 33
[Xerox Cover Memo \(Jean Derenzy\) - PDF](#)
[Xerox Machine Purchase Memo \(Molly Norville\) - PDF](#)
- D. Consideration to approve contract with the City of Traverse City for use of ARPA funds for \$500 payment to all full-time DDA employees using State Local Fiscal Recovery Funds (Approval Recommended) (Jean Derenzy) 35
[ARPA Recovery Funds Memo \(Jean Derenzy\) - PDF](#)
- E. Consideration for Platform Cafes (Jean Derenzy) 37 - 38
[Platform Cafes Memo \(Jean Derenzy\) - PDF](#)
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7. CEO REPORT

- A. Project Updates (Jean Derenzy) 39 - 40
[Project Updates Memo \(Jean Derenzy\) - PDF](#)
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8. BOARD MEMBER REPORTS

- A. 2022/2023 CEO Performance Goals and Salary Adjustment (Approval Recommended) (Gabe Schneider) 41 - 42
[2022/2023 CEO Goals and Salary Memo \(Gabe Schneider\) - PDF](#)
- B. Arts Commission Update (Steve Nance) 43
[Arts Commission Update \(Steve Nance\) - PDF](#)
- C. Parking Advisory Board Update (Scott Hardy) 45
[Parking Advisory Board Update \(Scott Hardy\) - PDF](#)
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9. STAFF REPORTS

- A. Transportation Mobility Director Report (Nicole VanNess) 47 - 49
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- [Transportation Mobility Director Report \(Nicole VanNess\) - PDF](#)
- B. Communications and Outreach Director Report (Art Bukowski) 51
[Communications and Outreach Director Report \(Art Bukowski\) - PDF](#)
- C. Downtown Experience Coordinator Report (Abby Taylor) 53 - 55
[Downtown Experience Coordinator Report \(Abby Taylor\) - PDF](#)
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10. RECEIVE AND FILE

- A. Traverse Connect 3rd Quarter Report 57 - 59
[Traverse Connect Q3 Results + Quarterly Accomplishments - PDF](#)
- B. Parking Advisory Board September 2022 Meeting Minutes 61 - 62
[September 7, 2022 Parking Advisory Board Meeting Minutes - PDF](#)
- C. DTCA Board September 2022 Meeting Minutes 63 - 65
[September 8, 2022 DTCA Board Meeting Minutes - PDF](#)
- D. Arts Commission July 2022 Meeting Minutes 67 - 69
[July 20, 2022 Arts Commission Meeting Minutes - PDF](#)
- E. Farmers Market Advisory Board March 2022 Meeting Minutes 71 - 72
[March 21, 2022 Farmers Market Advisory Board Meeting Minutes - PDF](#)
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11. PUBLIC COMMENT

12. ADJOURNMENT