

**Notice**  
**City Commission Study Session**  
**Joint Study Session with the**  
**Downtown Development**  
**Authority Board of Trustees**



**7:00 pm**

**Tuesday, June 21, 2022**

**Commission Chambers,**

**Second Floor,**

**Governmental Center,**

**400 Boardman Avenue, Traverse City, Michigan**

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 Commission for the City of Traverse City is committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with the Commission honor these values.

At the request of City Manager Marty Colburn, City Clerk Benjamin Marentette has called this Study Session.

City Commission:  
c/o Benjamin Marentette, MMC, City Clerk  
(231) 922-4480  
Email: [tcclerk@traversecitymi.gov](mailto:tcclerk@traversecitymi.gov)  
Web: [www.traversecitymi.gov](http://www.traversecitymi.gov)  
400 Boardman Avenue  
Traverse City, MI 49684

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*The mission of the Traverse City City Commission is to guide the preservation and development of the City's infrastructure, services, and planning based on extensive participation by its citizens coupled with the expertise of the city's staff. The Commission will both lead and serve Traverse City in developing a vision for sustainability and the future that is rooted in the hopes and input of its citizens and organizations, as well as cooperation from surrounding units of government.*

# Welcome to the Traverse City Commission Study Session!

## Agenda

Any interested person or group may address the City Commission on any agenda item when recognized by the presiding officer or upon request of any Commissioner. Also, any interested person or group may address the City Commission on any matter of City concern not on the Agenda during the agenda item designated Public Comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than three minutes unless otherwise explained by the presiding officer, subject to appeal by the Commission.

Page

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### PLEDGE OF ALLEGIANCE

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### ROLL CALL

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### ANNOUNCEMENTS

- (1) Announcements from the City Manager
- (2) Announcements from the City Clerk.

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### TOPICS FOR DISCUSSION

- (1) Overview and discussion regarding the Moving Downtown Forward Initiative. (Marty Colburn, Jean Derenzy) 5 - 7  
[Moving Downtown Forward Initiative - Pdf](#)
- (2) Public Comment.
- (3) Adjournment.





## Communication to the City Commission

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**TO:** City Commission

**COPY:** Jean Derenzy, Downtown Development Authority CEO

**FROM:** Martin Colburn, City Manager

**MEMO DATE:** June 16, 2022

**SUBJECT:** Moving Downtown Forward Initiative

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**EXECUTIVE SUMMARY:**

Attached please find a memo from Downtown Development Authority CEO Jean Derenzy regarding the Moving Downtown Forward Initiative that will be the topic of discussion.



**Downtown Development Authority**  
303 E. State Street  
Traverse City, MI 49684  
jean@downtowntc.com  
231-922-2050

## MEMORANDUM

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To: City Commission  
DDA Board of Directors  
Marty Colburn, City Manager

From: Jean Derenzy, CEO

Date: June 12, 2022

Re: June 21 Joint City Commission & DDA Board Meeting -- "Moving Downtown Forward"

This memorandum shares information with you regarding the Moving Downtown Forward effort as well as the purpose and objectives for the June 21 Joint meeting.

### **Moving Downtown Forward Process Overview**

*Moving Downtown Forward* is the name of a process designed to identify and clarify priorities and improvements for downtown Traverse City, as well as an organizational and funding structure that is best equipped to meet the needs of downtown and the region into the future.

The DDA Board of Directors hired Progressive Urban Management Associates (PUMA) to conduct the process and develop recommendations for a preferred organizational and funding structure, along with a transition plan and benchmarks for success. PUMA is based in Denver, Colorado and works nationally to help communities and downtowns achieve goals tied to economic development, organizational management, and more. PUMA has extensive experience working with downtown development authorities and related organizations to help them evolve. PUMA has helped ensure that these organizations meet the needs and achieve the long-term visions of their communities. PUMA is collaborating with Parallel Solutions, a Traverse City-based firm that provides strategy, organizational development, community engagement, and cross-sector and intergovernmental partnership services to clients in the Great Lakes region. The PUMA team will examine the DDA's current organizational and funding mechanisms, conduct a market assessment, and assess the interests and priorities of property owners, business owners, residents from downtown and adjacent neighborhoods, downtown employees, and other community members. They will evaluate how the DDA, as structured now, is responding to the current and projected future needs of downtown, including closely analyzing funding mechanisms.

The PUMA team will then synthesize information and provide recommendations on a preferred organizational and funding structure to move downtown forward, along with a transition plan and the identification of benchmarks for success. The *Moving Downtown Forward* process began in April 2022 and will run through September. Once the process is completed, the DDA and City will determine how to implement the recommendations. Information about the *Moving Downtown Forward* process is available at <https://dda.downtowntc.com/moving-downtown-forward/>.

### **June 21 Joint Meeting: Purpose and Objectives**

The purpose of our joint meeting is 1) to share information, and 2) to identify additional questions and key issues to be addressed through the process and within the deliverables to be prepared by the consultant team.

Consultants Brad Segal (PUMA) and Megan Motil (Parallel Solutions) will guide the meeting. They will:

- Share national data, trends, and perspectives.
- Share preliminary data and perspectives from the public survey about the future of downtown.
- Review themes and highlights shared by downtown stakeholders at listening sessions held in May.
- Review themes and issues shared by City Commissioners and DDA board members.
- Share an overview of the current framework of the DDA, including reviewing its purpose and why it was originally formed, what the DDA has done and what it does now, how the DDA is structured, where the DDA provides services, and the sources and uses of funding.
- Guide and facilitate discussion.
- Listen and document issues and questions shared.

The issues and questions you share at the meeting will help to inform the consultant team's exploration of scenarios for the future of downtown and the future framework of the DDA.

City Commissioners and DDA Board members are encouraged to promote public engagement in this process by informing constituents about the June 22 Open House (11:30am-1:30pm and 5:30-7:30pm at the City Opera House), and also about the opportunity to share input through the public survey at <https://www.surveymonkey.com/r/movingdowntownforward> which is open through June 30.