



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, February 17, 2023**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:00 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Steve Nance, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Katy Bertodatto, and Board Member Michael Brodsky

The following Board Members were absent: Board Member Peter Kirkwood

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 9:00 AM.

(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 Pam DeMerle, Seconded by Katy Bertodatto

Yes: Gabe Schneider, Steve Nance, Scott Hardy, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, and Michael Brodsky

Absent: Peter Kirkwood

CARRIED. 10-0-1 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 minutes of the January 20, 2023 and February 3, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy)
- (2) Approval of the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for January 2023 (Approval Recommended) (Jean Derenzy)
- (3) Approval of Farmers Market Rules for 2023
- (4) Removed from Consent - Mobility Advisory Board
That the DDA Board approve the consent calendar as presented.

Moved by Richard Lewis, Seconded by Steve Nance

Yes: Gabe Schneider, Scott Hardy, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, and Michael Brodsky

Absent: Peter Kirkwood

CARRIED. 9-0-1 on a recorded vote

(e) **ITEMS REMOVED FROM CONSENT CALENDAR**

- (1) Consideration of renaming the Parking Advisory Board

The following addressed the Board: Scott Hardy
That the DDA Board defer this item to the March DDA Board meeting

Moved by Richard Lewis, Seconded by Scott Hardy

Yes: Gabe Schneider, Steve Nance, Scott Hardy, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, Katy Bertodatto, and Michael Brodsky

Absent: Peter Kirkwood

CARRIED. 10-0-1 on a recorded vote

(f) **NEW BUSINESS**

- (1) Neighborhood Enterprise Zone (NEZ) for West Front Street

The Following Addressed the Board:

Yarrow Brown, Housing North
Jean Derenzy, DDA CEO
Gabe Schnieder
Pam Marsh
Scott Hardy
Will Unger
Richard Lewis
Katy Bertodatto
Steve Nance
Michael Brodsky
Marty Colburn, City Manager

Bertodatto made a motion that the DDA Board recommend the approval of a NEZ at 124 W Front with a second by Marsh.

Bertodatto rescinded the motion that the DDA Board recommend the approval of the NEZ at 124 W Front with Marsh rescinding her second.

That in alignment with the City Commission's goals and objectives, the DDA Board supports the use of the NEZ tool as it could apply to 124 W Front Street and would request an ongoing dialogue and partnership to determine specific elements of a NEZ policy before final adoption.

Moved by Katy Bertodatto, Seconded by Pam Marsh

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

CARRIED. 10-0-1 on a recorded vote

(2) Retail Incubator Construction Cost and Lease (approval recommended)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Jeff Joubran
Todd McMillan
Steve Nance
Scott Hardy
Katy Bertodatto

Following engaging discussion, this item is deferred to a future meeting.

(g) **CEO REPORT**

- (1) Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Harry Burkholder, DDA COO

(h) **BOARD MEMBER REPORTS**

- (1) Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Steve Nance

(i) **STAFF REPORTS**

- (1) Transportation and Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess

- (2) Downtown Experience Coordinator Report (Abby Taylor)
(3) Downtown Communications and Outreach Director Report (Art Bukowski)

(j) **RECEIVE AND FILE**

- (1) DTCA February 2023 Board Meeting Minutes
(2) Arts Commission December 2022 Meeting Minutes
(3) Two-Way Conversion Pilot Project Update

(k) **PUBLIC COMMENT**

Comments from the Board:

Katy Bertodatto
Jeff Joubran
Steve Nance

No Public Comment.

(I) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.

Chairperson Schneider adjourned the meeting at 10:47 AM.
That the DDA Board of Directors adjourn the meeting.

Jean Derenzy, Traverse City DDA
CEO