



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, August 18, 2023**

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 9:00 a.m.

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

The following Board Members were absent: Board Member Jeff Joubran, Student Liaison Will Unger

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

Katy Bertodatto arrived at 9:05am.

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

(1) Consideration of approving the agenda as presented.

Approval of the agenda as presented.

Moved by Scott Hardy, Seconded by Peter Kirkwood

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

CARRIED. 10-0-2 on a recorded vote

(d) **PUBLIC COMMENT**

No Public Comment.

(e) **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 July 21, 2023 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 2023 (Approval Recommended) (Jean Derenzy)
- (3) Parking Elevator Contract (Approval Recommended) (Nicole VanNess)

That the DDA Board approve the consent calendar as presented.

Moved by Richard Lewis, Seconded by Steve Nance

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

CARRIED. 10-0-2 on a recorded vote

(f) **SPECIAL ORDER OF BUSINESS**

- (1) TART Trail Extension (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Shawn Winter
Julie Clark
Chris Zull
Peter Kirkwood
Pam Marsh
Gabe Schneider
Richard Lewis
Scott Hardy
Katy Bertodatto
Ed Slosky

That the DDA Board of Director approve the TART Trail Improvement and Extension Final Plan.

Moved by Ed Slosky, Seconded by Katy Bertodatto

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

CARRIED. 11-0-1 on a recorded vote

(g) **OLD BUSINESS**

(1) Update on Retail Incubator (Jean Derenzy, Harry Burkholder)

The Following Addressed the Board:

Harry Burkholder
Jean Derenzy, DDA CEO
Nick Beadleston
Gabe Schneider
Steve Nance
Scott Hardy
Katy Bertodatto

(h) **NEW BUSINESS**

(1) EGLE Grant Award Acceptance (Approval Recommended) (Jean Dereny)

Jean Derenzy distributed a map attachment to the board.

The Following Addressed the Board:

Jean Derenzy, DDA CEO

Gabe Schneider
Scott Hardy

That the DDA Board of Directors approve a grant agreement between the Department of Environment, Great Lakes and Energy and DDA for \$900,000 for the West End Mixed-Use Development project and authorization for the chair to execute that agreement.

Richard Lewis amended the motion:

That the DDA Board of Directors approve a grant agreement between the Department of Environment, Great Lakes and Energy and DDA for \$900,000 for the West End Mixed-Use Development project and authorization for the chair to execute that agreement, subject to approval and as to form and substance by the DDA CEO and DDA Attorney.

Moved by Richard Lewis, Seconded by Pam Marsh

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

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

[West End Mixd-Use Development Map - PDF](#)

- (2) Mobility & Parking Advisory Board Report (Scott Hardy)

The Following Addressed the Board:

Scott Hardy
Katy Bertodatto
Gabe Schneider
Peter Kirkwood
Eric Lingaur
Jean Derenzy
Pam Marsh
Bill Clark

- (3) 2023/2024 Budget: 8th St. Intersections Increase in Costs (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Pam Marsh

Katy Bertodatto
Richard Lewis
Zach Cole
Peter Kirkwood
Steve Nance
Todd McMillen
Ed Slosky
Scott Hardy

That the DDA Board of Directors approve to increase the Old Town TIF budget for 8th street intersections of Cass and Union to \$883,445.

Moved by Richard Lewis, Seconded by Todd McMillen

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

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

(i) **CEO REPORT**

(1) Overall Data Collection from Summer Intern (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Ava Warren
Gabe Schneider
Katy Bertodatto
Ed Slosky
Pam Marsh
Steve Nance

Todd McMillen left the meeting at 10:32am.

(2) Communications RFP (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

(3) Moving Downtown Forward TIF Plan (Jean Derenzy, Scott Howard)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

- (4) Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider

(j) **BOARD MEMBER REPORTS**

- (1) Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Steve Nance
Scott Hardy

(k) **STAFF REPORTS**

- (1) COO Report (Harry Burkholder)

The Following Addressed the Board:

Harry Burkholder

- (2) Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess
Ed Slosky
Jean Derenzy, DDA CEO

- (3) Downtown Experience Coordinator Report (Abby Taylor) (Memo Forthcoming)

Memo from Downtown Experience Coordinator distributed on tables.

The Following Addressed the Board:

Jean Derenzy, DDA CEO

[Downtown Experience Coordinator Report \(Abby Taylor\) - PDF](#)

(l) **RECEIVE AND FILE**

- (1) Arts Commission June 2023 Meeting Minutes
- (2) DTCA June 2023 Meeting Minutes
- (3) Mobility & Parking Advisory Board July 2023 Meeting Minutes

(m) **PUBLIC COMMENT**

The Following Addressed the Board:

Pam Marsh

(n) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.

That the DDA Board adjourn the meeting at 10:49AM.

Moved by Steve Nance, Seconded by Peter Kirkwood

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

Absent: Jeff Joubran

CARRIED. 11-0-1 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO





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Memorandum

To: Downtown Development Authority Board
From: Abby Taylor, DDA Downtown Experience Coordinator
Date: August 18, 2023
Subject: Event Updates

Street Sale and Friday Night Live Recap

We had such an awesome day on August 4 starting with the Street Sale and ending the night with The Accidentals at the center of Front Street. There was a constant flow of people shopping and enjoying all of the activities until 9:30pm. Make sure to visit our social media platforms for photos that captured the day! We will reschedule the bands that were supposed to be performing at the August 11 Friday Night Live. This will be a pop up or future event. All of the nonprofits that were planning on this evening have been invited to have a booth at the Downtown Art Fair with their booth fee waived. We were sad to have to cancel due to the thunderstorms in the forecast all day, but summer has been fun and we love the energy around us!

Downtown Art Fair

The Downtown Art Fair will take place this Saturday, August 19 from 10:00am-5:00pm on Cass Street between Front Street and the alley behind Towne Plaza. We have over 65 artists and multiple food vendors. Come down and support our local artists and have lunch downtown all in one area!

Movies in the Square

Our event intern, Arianna Bowman has been the lead coordinator on Movies in the Square put on by the DDA. The first night at Rotary Square was a hit with the Disney movie, Moana. There were roughly 300 people in attendance. The next movie night will be Tuesday, August 22 showing Top Gun: Maverick. This movie will begin at 9:00pm. Bring a chair or blanket and tell your friends!

Popcorn and snacks will be available for purchase. Additionally, Playa Bowls and Water's Edge Sweet Tooth will have smoothies and treats for purchase to go along with the movie theme. Thank you to Traverse City Tourism for their sponsorship for this free community event.

Our Bonus Employees

Arianna Bowman has been such a huge asset to our team these last two summers and we will miss her as she goes back to Central Michigan for her final year to pursue Event Management. Ava Warren has also been such a hard worker and has helped me at events on the weekends! She will be heading back to Michigan to pursue Economics. Both of these ladies are juggling multiple jobs and still have an incredible attitude and work ethic. Even though it was an internship for both of them, I looked at them as more of a bonus employee. We are truly grateful for these two and know they will be successful!

On the Horizon

We have some fall fun on the horizon as we look forward to the Downtown Tailgate at Rotary Square on Saturday, October 21 and the Halloween Walk Saturday, October 28. Beyond the fall events, sign ups are now on our website at <https://www.downtowntc.com/annual-event-calendar/> for Shop Your Community nonprofits and Light Parade participants. Shop Your Community Day is Saturday, November 11 this year and Santa's Arrival and Light Parade are Saturday, November 18.