Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, May 19, 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 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 Student Liaison Will Unger

The following Board Members were absent: Board Member Steve Nance and Board Member Jeff Joubran (unexcused)

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

Pam Marsh arrived at 9:03AM.

(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 Katy Bertodatto

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

Absent: Steve Nance, Jeff Joubran, and Pam Marsh

CARRIED. 8-0-3 on a recorded vote

Draft

(d) **PUBLIC COMMENT**

The Following Addressed the Board:

Tm Werner

(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 the minutes of April 21, 2023 and May 5, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy)

(2) Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for April 2023 (Approval Recommended) (Jean Derenzy)
That the DDA Board approve the consent calendar as presented.

Moved by Katy Bertodatto, Seconded by Michael Brodsky

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

(f) **SPECIAL ORDER OF BUSINESS**

(1) Enter into public hearing.
Motion to enter into Public Hearing at 9:05AM.

Moved by Peter Kirkwood, Seconded by Katy Bertodatto

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

(2) Public Hearing: 2023/2023 Annual Budget (Jean Derenzy)

Draft

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis
Pam Marsh
Peter Kirkwood
Scott Hardy
Michael Brodsky
Katy Bertodatto
Pam DeMerle
Paige Paul
Jackie Anderson
Michael Caughran
Addison Cook
Emilia Curet
James Wade
Ty Schmidt
Tim Werner
Will Unger

(3) Public Hearing closed at 10:13am.

(g) **OLD BUSINESS**

(1) Two-Way Update (Chris Zull, Jean Derenzy)

The Following Addressed the Board:

Chris Zull
Jean Derenzy, DDA CEO
Gabe Schneider
Pam Marsh
Scott Hardy
Nicole VanNess
Harry Burkholder
Katy Bertodatto
Richard Lewis

(h) **NEW BUSINESS**

(1) 2022/2023 Budget Adjustment (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Draft

Jean Derenzy, DDA CEO
Gabe Schneider
That the DDA Board of Directors approve a budget adjustment for DDA General of $1,010,000 and TIF 97 of $5,755,900.

Moved by Richard Lewis, Seconded by Todd McMillen

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

Absent: Steve Nance and Jeff Joubran

CARRIED. 9-0-2 on a recorded vote

(2) Moving Downtown Forward Timeline (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis
Katy Bertodatto
Peter Kirkwood
Scott Hardy
Pam Marsh

(i) **CEO REPORT**

(1) 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, Harry Burkholder)

The Following Addressed the Board:

Harry Burkholder
Gabe Schneider

(k) **STAFF REPORTS**

Draft

(1) Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess

(2) Communications & Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski

(3) Downtown Experience Coordinator Report (Abby Taylor)

(l) **RECEIVE AND FILE**

(1) DTCA April 2023 Meeting Minutes

(2) Arts Commission March 2023 Meeting Minutes

(m) **PUBLIC COMMENT**

The Following Addressed the Board:

Katy Bertodatto
Jean Derenzy, DDA CEO
Pam Marsh

(1) The following emails were received regarding the 2023/2024 budget.
Luke Farella DDA Email - PDF
Nora Madion DDA Email - PDF
Natalie Bourdo DDA Email - PDF
Addy Cook DDA Email - PDF
Gwyneth Schmitz DDA Email - PDF
Aidan Schleuder DDA Email - PDF
Reese Cummins DDA Email - PDF
Anderson Farmer DDA Email - PDF
Phoebe Humphrey DDA Email - PDF
Collin Benedict DDA Email - PDF
Travis Walters DDA Email - PDF
Emilia Curet DDA Email - PDF
Lucille Phillips DDA Email - PDF
Posie Lettinga DDA Email - PDF
Drew Johnsen DDA Email - PDF
Colleen Madion DDA Email - PDF
Griffin Mawson DDA Email - PDF

Draft

James Wade DDA Email - PDF
Michael Caughran DDA Email - PDF
David Russell DDA Email - PDF

(n) **ADJOURNMENT**

(1) Motion to adjourn the meeting.
That the DDA Board adjourn the meeting at 10:13AM.

Moved by Pam Marsh, Seconded by Katy Bertodatto

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

CARRIED. 9-0-2 on a recorded vote

Jean Derenzy, Traverse City DDA CEO

Draft

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: DDA Meeting
Date: Wednesday, May 17, 2023 5:22:44 AM

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com

---------- Forwarded message ---------
From: **Luke Farella** <farellaluk16@tcapsstudent.net>
Date: Tue, May 16, 2023 at 6:36 PM
Subject: DDA Meeting
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear Traverse Cities Downtown Development Authority,

My name is Luke Farella, and I am a Traverse City Central High School student. Originally from Clarkston Michigan, it wasn't until 24 hours before the first day of senior year when my family and I finally moved up north. I remember being blown away by Traverse City's sheer beauty. The turquoise blue lakes along with thousands of acres of vineyards and orchards was not something I was used to coming from a small bedroom community outside of Detroit. The streets of downtown were filled with thriving small businesses and hard workers. Evening walks with my dog along Front Street and the water became my new favorite part of the day. And because my parents were fortunate to get their hands on The Breakwater apartments located right across from clinch marina, I was immediately connected within the downtown community. Although, this step was not as easy as it may seem. It actually took months of keeping an eye on the housing market in the area before making our temporary decision to lease an apartment. We noticed how there weren't many affordable options available for houses within the downtown area. This got me thinking, 'how would any young low to middle income people be able to afford a place to live within downtown Traverse City?' The answer is short and sweet, they simply

cannot. This results in many people being forced to move outside of city limits; ultimately destroying their sense of community. After doing some research, I came across a recent article published to *Bridge Michigan*. Within the Article, Lindsay VanHulle interviewed a Traverse City local, Sally Raths. After living in the Slabtown neighborhood, she was forced to move because of rent costs being raised $300 more per month; a price she could no longer afford. According to VanHulle,"Raths said her daughter encouraged her to try to buy a home, and she did, though she had to move about a dozen miles outside town to find one in her price range. Her job as an enforcement specialist at 13th Circuit Court, which serves three northern counties, remained in Traverse City, along with her friends and her sense of community. And her commute got longer, especially during the winter." This is just one example that shows the effect that comes with moving outside city limits. Sally Raths belongs in Traverse City with her friends and family. Unfortunately, with no affordable housing options she was left with no choice but to leave it all behind. Traverse City is a place where I know I want to live after college, but with the current housing situation I know I would not be able to afford anywhere to live within the downtown area. Bringing housing for young, hard working people will improve many aspects of the city and I believe this should be a major priority. Thank you for your time and consideration.

Sincerely,
Luke Farella

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Protecting Local Businesses in Traverse City
Date: Wednesday, May 17, 2023 5:22:59 AM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
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W www.downtowntc.com

---------- Forwarded message ---------
From: **Nora Madion** <madionnor24@tcapsstudent.net>
Date: Tue, May 16, 2023 at 9:22 PM
Subject: Protecting Local Businesses in Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hi, my name is Nora Madion, and I am currently a Junior at Central High School. I was born in Traverse City, so I have watched the city develop each year as I have grown older. Some of the things that I love about living in Traverse City are the local restaurants, such as Amical and Sorellina, and also local activities, such as going to movies at the State Theater and watching movies during the Film Festival in August. I'd love to have the chance to live here after completing college, either part-time or full-time because of the beauty in this area and the ability to live close to all of my relatives that are here.

One guiding principle that I resonate with from your development board is the protection of small local independent businesses. My very first ice cream cone that I ever ate was at Bardon's, a popular ice cream shop destination in town. I've had countless, fun memories at Bardon's with friends and family which have formed a great part of my summer memories throughout my childhood. When a RiteAid Pharmacy was built in the lot next to Bardon's a couple years ago, I was worried that the construction would force Bardon's. However, Bardon's was able to push through and stay in business for its customers. This example highlights that local businesses should be protected against the expansion of bigger companies, such as Starbucks, fast-food chains, or department stores. For many people that have grown up in

Traverse City, locally owned businesses are important to them. For me, I always looked forward to each new school year because my mom would take my siblings and I to Golden Shoes store, a locally, family owned business, to pick out a new pair of school shoes. These places are what make our town Traverse City. I believe the DDA should work to focus on providing security for these shops. Also, The TC Moving Forward Project is a substantive step in continuing the success of local businesses by encouraging the DDA to offer “a variety of promotions, investments, and incentives” for local businesses. For the local businesses that may be experiencing some setbacks, the DDA could keep their business afloat with their support. Therefore, even though the expansion of business through popular stores, such as food chains, is inevitable, residents in Traverse City can’t forget to support all of the great local businesses who willingly provide us service.

I want to thank you for all of the great work and time that you dedicate into improving our city, from improving climate conditions to offering more affordable housing for citizens. With your work, our city can hopefully continue to positively grow in the future and be inclusive of all people and business.

Sincerely,
Nora Madion

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: DDA Meeting- Natalie Bourdo
Date: Thursday, May 18, 2023 5:36:58 AM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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---------- Forwarded message ---------
From: **Natalie Bourdo** <bourdonat63@tcapsstudent.net>
Date: Wed, May 17, 2023 at 8:59 PM
Subject: DDA Meeting- Natalie Bourdo
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>
Cc: <paulpa@tcaps.net>

Hi, my name is Natalie Bourdo and I am a student at Traverse City Central. I have lived in Traverse City my whole life and am proud to be a part of this amazing city. I am very involved in the community and love spending time downtown, especially during summer. I would want to return to Traverse City when I am older as long as I can afford to live here after college and I especially want to return here if I am ever raising a family because this was such an amazing place to grow up in. I think that downtown Traverse City is a very fun place with lots of different restaurants and shops. There is always something to do whether it's going out for a fun dinner or finding a fun activity to do. We have a very beautiful downtown and it is the perfect size because it's not too large but still offers lots of variety and things to do. One of the guiding principles that resonates with me is designing a great place for all ages and future generations. Due to most of the citizens being 40+, sometimes the younger generations are overlooked a little but it is important to fill their wants in downtown just as much to try to get them to come back when they are older. Having fun activities that can be enjoyed by all ages is very important but especially things like access to beaches. Most teenagers nowadays enjoy spending time downtown at the beach and getting lunch somewhere not super expensive. Due to teenagers saving for college and usually not having lots of money, it is important to beg to have restaurants and places that are not as expensive so we can still enjoy eating out. The other

guiding principle I liked was to protect and preserve small local independent businesses. This is a big part of Traverse City and as a member of the community, I really enjoy having access to places that are local. It makes Traverse City a lot more special and different from other cities when we have different restaurants and stores that are run by people in Traverse City. It is also very important to protect those stores and continue to use them to keep them in business. These stores and places are what make Traverse City unique and such a great place to live. I am looking forward to attending your next government meeting and am thankful for all you do to help keep Traverse City's downtown such a great place.

- Natalie Bourdo
bourdonat63@tcapsstudent.net

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Youth Perspective on Traverse City
Date: Thursday, May 18, 2023 10:54:07 AM

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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---------- Forwarded message ---------
From: **Addison Cook** <cookadd60@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:17 AM
Subject: Youth Perspective on Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>
Cc: Paige Paul <paulpa@tcaps.net>

I am Addy Cook. I am 16 years old, live in Traverse City, and visit downtown TC fairly often. Because I am young, my age group is often not proportionally represented in your surveys. Therefore, I would like to voice my opinion here.
If I wanted to live in Traverse City long term or return after University, I would like to see more year-round events. I love coming downtown during the summer because it is vibrant, lively, and there are things to do. However, in the winter, activities are often lacking. It seems that all there is to do downtown in the winter is go to a restaurant or see a show at the Opera House. Although this is not exactly the case, I am not alone in feeling that year-round entertainment is lacking. 54% of respondents in your survey said that it is either important or very important to them to add more year-round activities and entertainment options. One idea that could be fun is a family-friendly winter fair.
I also appreciate your principle of making sound investments in sustainable infrastructure and civic amenities. I am a big believer in being proactive instead of reactive, especially when it comes to sustainable infrastructure. I do hope though that this principle is acted upon and not just used as something to look good. Sustainability is always nice in theory, but it can often be pushed off because it is not

always convenient. An example of this is in private companies. According to Bain, 81% of companies dilute their sustainability promises, and only 2% achieve them. Again, please follow through with your principle—do not let it be an empty promise. It also might be helpful to make more of an effort to solicit youth input. Thank you for including a youth advisor position on your board, and that is a great start. Young people put our trust in you every day to make our downtown great, yet we often do not get our opinion heard easily.
I do appreciate the work that you put into our community, and I do hope that you consider my opinions and concerns. Thank you.

Addy Cook
cookadd60@tcapsstudent.net

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Downtown housing affordability
Date: Thursday, May 18, 2023 11:47:14 AM

---------- Forwarded message ---------
From: **Gwyneth Schmitz** <schmitzgwy59@tcapsstudent.net>
Date: Thu, May 18, 2023, 11:39 AM
Subject: Downtown housing affordability
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

4532 Hampshire dr.
Williamsburg, Michigan 49690

18, May 2023

DDA Board of Directors
303 E. State St. Ste. C
Traverse City, Michigan 49684

Greetings Downtown Development Authority,
I would like to bring your attention to the issue of affordable housing in Traverse City. As I'm sure you all are aware based on the survey results you've conducted and your guiding principles, affordable housing, and homelessness is a huge issue in our area that the vast majority of citizens believe has been getting worse. Even without all of the recent upticks in prices due to inflation, our community is not set up to be livable when you don't make tons of money. If the goal is to continue growing the community and push it to be more accessible to younger generations, this is an area that will need work. I do not believe that after college I will be able to come and live back in my hometown without living in my parents' home with their financial help. Students freshly graduated from college are typically swarmed with debts. In Michigan over 50% of students deal with thousands of student loan debts and if you add that to the amount they would also have to pay to live in Traverse City they are looking at astronomical amounts to pay back. Recently, my father and I were discussing a house downtown that was for sale. For the location, it was slightly overpriced but not too unreasonable, but since my father would intend to buy it and then rent it out, the rent price he would have to ask for would honestly make it seem that you were better off buying a house slightly farther out from town. In economics class, we did a budgeting assignment where we lived in Traverse City and worked for minimum wage. Even though another person and I said we would hypothetically live together and take the BATA bus or ride bikes the amount that we could save into an account like a Roth IRA and keep to spend on things like groceries was very slim after you considered the amount we would have to spend on rent. It was possible but not

comfortable. To make this wonderful community a better fit for youth and less known as a retirement community there needs to be housing affordability changes.

Sincerest regards,
Gwyneth Schmitz
schmitzgwy59@tcapsstudent.net

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: My Future in Traverse City
Date: Friday, May 19, 2023 7:19:17 AM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com

---------- Forwarded message ---------
From: **Aidan Schleuder** <schleudeaid54@tcapsstudent.net>
Date: Fri, May 19, 2023 at 7:11 AM
Subject: My Future in Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

DDA Board of Directors,

My name is Aidan Schleuder and I am a student at Traverse City Central High School. As a person hoping to go into the automotive industry, I am fascinated with electric vehicles and am conscious of the infrastructure needed to sustain them. I realize that there are a few charging stations by the Open Space but that is not enough. In order to stay ahead of climate change and to better acclimate our community to an electric environment, I believe we need to integrate electric vehicle charging Downtown. Whether it be charging in parking spots or making room for dedicated charging locations, we must shift to prioritize electric vehicle infrastructure before we fall behind. By focusing on electrification now, we can make our city a frontrunner in the electrification of America. I appreciate your dedication to helping our local environment through the Lower Boardman River Plan and I think we can help our environment on a national scale by displaying that we are an electric-friendly town.

Electric vehicles aren't the only industry I worry we're falling behind in. The housing market is in an atrocious state, with houses being sold at unreasonably high prices,

forcing the working class out of town. I should know because my family was one of the ones forced out. My mom and I moved up to Traverse City when I was 3. For 10 years, we lived in the city limits but when looking for a new house we were forced to look elsewhere. Now we live in Suttons Bay, even though my siblings and I go to school in Traverse and my mom teaches at NMC. I know that the housing problem isn't the fault of any of you, but it is something keeping people away from Traverse City and it needs to change.

At the moment, I'm not sure if I'm going to move back to Traverse after college. Besides wanting a change of pace, I want to live somewhere where I can drive a Rivian and live in town. Right now, Traverse City isn't offering that for me but I'm willing to change my mind. I know that this community is one that loves the outdoors and is willing to change. I just want to see steps toward making those changes.

Thank you so much for making Downtown Traverse CIty more inviting for everyone. I truly appreciate your work,
Aidan Schleuder

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: The Traverse City Housing Crisis
Date: Friday, May 19, 2023 4:38:53 AM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
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W www.downtowntc.com

---------- Forwarded message ---------
From: **Reese Cummins** <cumminsree14@tcapsstudent.net>
Date: Thu, May 18, 2023 at 11:15 PM
Subject: The Traverse City Housing Crisis
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear Downtown Development Authority Board of Directors,

I am Reese Cummins, a junior at Central High School and a resident of Traverse City. Having lived in Traverse City my whole life, I have come to appreciate the city and surrounding area. From the food, culture, and natural beauty, Traverse City has much to offer. Importantly, it is a place I would like to return to and live soon after graduating college.

Looking at the housing market, specifically downtown, I have noticed that housing costs are incredibly high. A *Ticker* article from earlier this year cited that from 2010 to 2020, the median house cost in Traverse City increased from $187,800 to $282,900 despite the median income rising from $60,060 to $64,033. While it could be argued that our local housing cost increase is part of a more significant national trend, I would say that it is an issue of limited housing supply and increased demand in the area. To effectively address this problem, we must relax building height limits and expand existing housing infrastructure. Doing so can alleviate the pressure on the market, create more affordable options, ensure adequate housing for all, and reduce urban sprawl by building up and not out.

I understand that the DDA has limited discretion over this issue and that you all, as a board, cannot simply approve or fund building proposals. However, using your leadership and influence in Traverse City, I encourage you to support and advise more affordable housing-friendly proposals in the downtown area.

In doing so, people of all socio-economic backgrounds, not only in my generation but in future generations, will be able to reside and thrive in the Traverse City area. Young families of diverse economic and cultural backgrounds will be created, adding a needed workforce to businesses that are in increasing need of employees. Commute times will decrease as fewer people will be forced to drive into the city to their place of work. Correspondingly, carbon emissions will be reduced with fewer people needlessly driving their cars into the city.

Furthermore, while changes to our skyline may seem encroaching and even unaesthetic at first, it must be noted that cities, both larger and smaller than Traverse City, have been adapting to changing population dynamics since the beginning of human civilization. Such changes to our city aesthetic should reflect the changing city dynamics and, after time, will seem normal.

It is our responsibility as current residents of Traverse City to let go of our gatekeeping habits and ensure that the future of Traverse City is a future for all.

Thank you for serving the Traverse City community and for your consideration,
Reese Cummins

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: [This Message contains Objectionable Content] DDA Letter
Date: Friday, May 19, 2023 4:37:37 AM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
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---------- Forwarded message ---------
From: **Anderson Farmer** <farmerand19@tcapsstudent.net>
Date: Thu, May 18, 2023 at 11:08 PM
Subject: [This Message contains Objectionable Content] DDA Letter
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>, Paige Paul <paulpa@tcaps.net>

535 West Tenth Street
Traverse City, Mi 49684

May 18th, 2023

DDA Board of Directors
303 E. State St. Ste. C
Traverse City, Mi 49684

With the need for a homey and loving feeling throughout downtown Traverse City one thing is always needed, small local businesses. Everyone loves downtown Traverse for its amazing bars and restaurants that have been under family ownership for many many years and in order to keep the culture and the loving feeling that those amazing places give they need to be helped with more advertising and more festivals and events throughout the year.

I am writing this letter to ask for assistance in the upbringing of new festivals and events that bring attention to the downtown Traverse City area. Events like Cherry

Fest and Film Fest are amazing events that bring much-needed attention to the downtown area and help with the increased foot traffic into local businesses. They make a lot of their yearly budget up through these events and help bring them lots of awareness to new travelers or those wanting to come. They are very important to the locals as well as most of the people in Traverse love making it down to a concert or event happening. With the events and different things happening all over downtown, it makes people hungry and thirsty and sometimes they want to get out of all the people and go to the front street and all around for food and culture. This makes the restaurants and local businesses very busy and getting great business. However, there still aren't enough things to go all year round. The major amount of events and festivals are in the summer which is great and understandable but in the winter family businesses can struggle with all of the lost foot traffic. This is why I say we put together a winter fest where throughout the winter we find a week and put on a big week of deals and events to get more people to the area of Traverse.

I thank you for reading my letter and thinking and taking my letter into consideration. I really love these local businesses and I want to see them excel in their areas of business and believe they are crucial to downtown Traverse.

Sincerely,
Anderson Farmer
farmerand19@tcapsstudent.net

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Accessible parking near the beach volleyball courts
Date: Thursday, May 18, 2023 9:43:52 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com

---------- Forwarded message ---------
From: **Phoebe Humphrey** <humphreypho45@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:36 PM
Subject: Accessible parking near the beach volleyball courts
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>

My name is Phoebe Humphrey, I am an 11th-grade student at Traverse City Central high school. During the summer I spend most of my time downtown in both the restaurants and shops and also at the beach. I am writing to bring your attention to the amount of parking close to the beach volleyball courts. Every Tuesday and Thursday during the summer NorthShore volleyball uses the courts to coach lessons. Many parents have to ask their children to walk across busy streets because the parking lot is full. Also during the summer when tourists are up, driving gets crazy, and having a young child walking around the streets can be very dangerous. I understand not many people use the volleyball courts. When the marina parking lot fills up people start to park in the lot next to the courts to sit on the beach. If there were more parking spots near the courts and the beach the traffic would be minimized and there would be a lower chance of someone getting hurt. Thank you for your consideration.

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Teens" interest in Downtown Traverse City
Date: Thursday, May 18, 2023 9:43:38 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

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W www.downtowntc.com

---------- Forwarded message ---------
From: **Collin Benedict** <benedictcol01@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:33 PM
Subject: Teens' interest in Downtown Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>, Paige Paul <paulpa@tcaps.net>

Dear DDA Board,

I am writing to express my concern about teenagers' lack of interest in downtown Traverse City. Downtown Traverse City is a beautiful place and has many positive aspects, one being tourism and local businesses. However, downtown's success is mainly brought through tourists and adults. Many teenagers such as myself do not have motivation to go downtown, which is probably due to high prices and a simple lack of interest. Downtown does not contain the most affordable business for teenagers, however the ones that are affordable get attention. For example, Paesano's is very popular among my friends and TC Central High School students due to how affordable it is to eat there. In an online survey regarding downtown, the top two reasons people gave for going downtown were restaurants and bars (73 percent) and shopping and markets (55 percent). Many teenagers simply do not have the money for these activities or do not find interest in them. In order to bring back as many kids as possible to Traverse City when they are adults, I believe they need more of a connection to the heart of Traverse City. Hence, I believe the implementation of more recreational activities around downtown is necessary. In the same

survey mentioned above only 36% of the respondents said recreational activities were a reason for going downtown. Children that are not old enough to work yet may only go downtown for recreational purposes. The splash pad and volleyball courts are nice recreational additions for downtown, however they only interest a select group of individuals. Perhaps something like an outdoor basketball court or other small sports facility would be helpful. The most joyful memories that I have are playing sports at a young age with friends. If these memories can be connected more to downtown, I believe that kids will feel more attached to Traverse City and want to come back when they are older. Another activity that I believe could attract more young people would be mini golf, as I believe the only mini golf opportunity in Traverse City right now is Pirates Cove. Gaga ball is a form of dodgeball played in a small wooden “pit” (diameter can be anywhere from 10-30 feet) in which players try to hit a ball at other players' knees to eliminate them. This would be a cheaper recreational activity to implement, as it takes up less space and is not expensive. Other recreational activities that I have not mentioned and are easy to develop may also be an option. I believe that kids should look to downtown as a place to enjoy themselves and ultimately make memories, and the addition of more recreational activities would help that goal.

Sincerely, Collin

Collin Benedict
TC Central Junior
benedictcol01@tcapsstudent.net
618 Clyde Lee Drive, 49696

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: DDA Meeting Ideas
Date: Thursday, May 18, 2023 9:43:23 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

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---------- Forwarded message ---------
From: **Travis Walters** <walterstra39@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:06 PM
Subject: DDA Meeting Ideas
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear DDA of Traverse City,

My name is Travis Walters, a local student currently attending Traverse City Central High School that cares deeply about the economic system of the United States and local Traverse City. Being involved in government action at a young age allows me to try and get the changes I want so I and future generations can enjoy Traverse City how we want it. It will also make us want to come back and stay in this fast-growing community.

Downtown is very special when it comes to the amount of attractions and activities you can do during the day or at night. I really like going around and looking at all the different stores and even art/history attractions that are offered to learn about the history of the area.

I would like to address two guiding principles that I feel are the most essential in making the downtown area of Traverse City a great place. Job growth is a key factor in what allows people to spend time downtown and do the activities and attractions that everyone loves. In one of the charts on the survey results, Traverse City has one of the highest active short-term rentals around which is a factor of tourism. Increasing the number of jobs will give people an opportunity to work and keep the tourist activity which is good for the local businesses around. One way to expand the jobs or fill the number of jobs needed is by hosting community job fairs. Hosting a job fair will allow people from all over to go and see many different job opportunities at once instead of having to

complicated online websites. Typically job fairs are very expensive for companies because of hosting fees and paying people to go out and do the fair, but providing space for companies will cut the cost and make them want to be a part of the job fair more. Another guiding principle I would like to focus on is housing in the downtown area. Even though there are many structures going up for housing and even low-income housing provided by the state, it seems that there is much confusion on how to get housing. In the online survey results people thought that the unhoused population and housing options have become worse in the past years. One solution to this is similar to a job fair, but host a housing fair that can help inform people what their options are and how to get those options.

Thank you Board of DDA for helping the community become a better place.

--
Sincerely,
Travis

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Snowmelt System Letter
Date: Thursday, May 18, 2023 9:43:08 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
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---------- Forwarded message ---------
From: **Emilia Curet** <curetemi94@tcapsstudent.net>
Date: Thu, May 18, 2023 at 9:18 PM
Subject: Snowmelt System Letter
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear Traverse City DDA Board,

Thank you for taking the time to consider my proposal. My name is Emilia Curet, a local CHS student and a long-time resident of Traverse City. I wish to draw your attention to the multitude of benefits that an improved snowmelt system for our walkways would bring to our community. I know that the DDA is not directly responsible for maintaining the sidewalks, however, I hope the DDA can leverage some of its influence to help streamline and improve the infrastructure to help mitigate the snow removal process.`

A snowmelt system such as heating coils would prove to be more reliable than the traditional salting of roads. It requires less manpower and offers a quicker solution, given the expanding downtown area. The implementation of such a system aligns with the DDA's guiding principle of advancing climate action. Considering that 57% of downtown workers live within a 10-mile radius, more than half of the worker population could feasibly walk to their jobs.

However, adverse winter conditions often make walking impractical, incentivizing workers to use their cars instead. This not only contributes to CO2 emissions but also limits available parking spaces downtown. Furthermore, according to the United States Environmental Protection Agency, road salt can lead to water contamination, increased soil erosion, the death or endangerment of wildlife, and property damage. All of these issues could be mitigated by an effective heating system.

Clear walkways could also benefit those who cannot afford a car, as increased walking distance directly correlates with job opportunities. Secondly, an improved snowmelt system would foster a stronger bond between the teenage population and the downtown area.

As a teenager, I can affirm that many of us enjoy spending time downtown. This is especially true for those of us who are not yet able to drive. The opportunity to socialize and spend money downtown is often limited due to weather conditions. Having clear pathways year-round would allow teenagers to frequent downtown, deepening our connection with the community and supporting the DDA's guiding principles of inclusivity and support for local businesses.

Thank you for your consideration. Through my research, I've witnessed the numerous improvements the DDA has brought about in our town, and for that, I am grateful. I look forward to the possibility of further enhancing our community with an improved snowmelt system.

--
Sincerly, Emilia Curet
Traverse City Central High School

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Support for DDA Projects
Date: Thursday, May 18, 2023 8:56:10 PM

---------- Forwarded message ---------
From: **Lucille Phillips** <phillipsluc14@tcapsstudent.net>
Date: Thu, May 18, 2023, 8:43 PM
Subject: Support for DDA Projects
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Good evening,

My name is Lucy Phillips and I am a student at Traverse City Central High School as well as a life-long resident of Traverse City. I have lived in our town my entire life and I cannot imagine a better place to grow up. I adore our small town and the annual traditions that make Traverse City our beloved home. Traverse City is undoubtedly unique in its appeal to all ages of people, from young families to those looking to retire.

I am writing in support of several DDA proposals and guiding principles. Firstly, I strongly support attainable and affordable housing. Downtown housing and fully electrified housing would allow people to live with smaller carbon footprints, combating the climate crisis which many Traverse City residents reported to be a serious issue in the online survey.

Secondly, I am in favor of closing at least part of Front Street during the summer months of the year. In 2020, when COVID-19 was rampant and Front Street was blocked off for pedestrians, every day felt like Friday Night Live. The streets were bustling. People had space to walk freely and safely while enjoying their food or drink outside in the nice weather. The stores had street sales in which people could shop more easily. And the streets were painted vibrantly. I, as well as many others, would like to enjoy this luxury once again. This luxury would contribute to our small town charm and would also allow our town to promote more local artists and small businesses by having more fairs and markets and giving artists the opportunity to beautify our downtown.

Additionally, I would like to champion our town becoming more pedestrian friendly. Our town is highly recognized as a popular tourist site and many of these people would like to travel to attractions by foot. However, currently, our town has not yet reached easy accessibility for those traveling by foot. I support the movement to include adding a more comprehensive snowmelt system to make sidewalks easily navigable year-round, widen sidewalks where possible, and improve alleys in

Downtown to make them usable and comfortable for pedestrians

Lastly, I feel the creation of a Civic Square would be a great addition to the downtown area. It is crucial that communities have gathering places in which people can interact and strengthen relationships. For one, a Civic Square would provide another opportunity to promote local artists. And, year round programming and events would keep our community connected and give our residents things to look forward to that aren't just summer events like the Cherry Festival.

Thank you for your consideration and for serving our community,

Lucy Phillips

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Improvements on Public Transportation in Downtown Traverse City
Date: Thursday, May 18, 2023 8:14:42 PM

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

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---------- Forwarded message ---------
From: **Posie Lettinga** <lettingapos76@tcapsstudent.net>
Date: Thu, May 18, 2023 at 8:11 PM
Subject: Improvements on Public Transportation in Downtown Traverse City
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hi, my name is Posie Lettinga, and I am currently a Junior at Central High School. I used to live overseas, lived here in TC during the summer and winter, and now live here full-time, so I have been able to see the changing downtown. Being around Traverse City in some of the busiest times has made me love all of the small shops and restaurants downtown that make the town so unique. I would love to see the city continue to grow because it has had such a good impact on me for the years I have lived here and visited.

One of the guiding principles I feel most passionate about is ensuring that Traverse City can become more green. Being able to see different cities with many types of public transportation makes me believe that Traverse City might be lacking something that can benefit so many. Considering the DDA helps downtown develop and become a better place for visitors and locals, I hope to see more public transportation available as the city grows and more opportunities present themselves. Our current public transportation is something that is not very big or used to the extent it should be, and I think that if it were available in more areas of Traverse City, more people would use it to go into the town they know and love to see their local businesses. That brings me to another guiding principle that I resonate with, preserving and protecting small and local businesses in Traverse City. Seeing some of our local shops and restaurants continue to flourish as our town expands makes me believe that those places are run very well. One restaurant that comes to mind that has seen the downtown develop and now has developed is Paesano's Pizza. My family and I have been going to this

restaurant for many years during our visits back to Traverse City, and we have seen other shops develop around it. Keeping family-run and local businesses from being run out by large well-known companies is something that I wish the DDA will continue to do because it keeps our downtown so diverse and unique compared to other cities.

I would like to thank the DDA for spending time, effort, and money to help improve our town. I can't wait to look for and see new growth that benefits the whole city while also protecting the small businesses that we all know and love.

Sincerely,
Posie Lettinga

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Increasing Climate Action
Date: Thursday, May 18, 2023 5:15:58 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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---------- Forwarded message ---------
From: **Drew Johnsen** <johnsendre34@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:15 PM
Subject: Increasing Climate Action
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hello!

I am Drew Johnsen and I am a junior at Traverse City Central. Growing up, Downtown Traverse City was one of the best places to go in the summer with friends to practice independence away from parents. The downtown area is a very welcoming and safe environment decorated with art and lined with amazing options for shopping and eating out. Also, the area is perfectly placed next to the water, allowing for a short walk to the nearest beach. Even in the winter, downtown is a beautiful place to visit, as the streets are embellished with glistening lights. Today, I still love going downtown to get coffee or food and enjoy warm TC weather with the people I love most. Though I am very familiar with the outside layout of the downtown area, I am new to learning about the DDA and am enjoying learning about how they advance and manage the area.

I am writing to bring your attention to Traverse City's mission for climate action. I noticed in the DDA's 23-24 budget plan that there were few categories receiving the money to advance the area's involvement in action against climate change. Composting is one of the few sustainable practices receiving money in the DDA

budget; composting is a great way to involve younger generations and inspire the community to develop more sustainable ways to dispose of materials. Composting can also reduce erosion and improve water quality by filtering out pollutants like oil, grease, and pesticides. As climate change worsens, it is important for Traverse City to prioritize programs that reduce the community's carbon footprint and encourage the public to adopt new habits that will assist and nourish the environment. The 23-24 budget does not display the necessary funding to protect the environment and its resources; I'd love to hear about meaningful actions you are taking that aren't reflected in the budget. The DDA could enforce greater environmentally-friendly practices in the downtown area, local businesses could prioritize more sustainable practices, for example. Also, solar panels are a very sustainable way to take advantage of the sun's energy and apply it to local shops and restaurants. However, in order to take steps that advance Traverse City's involvement in the fight against climate change, the DDA must increase its funding and or support toward greener policies. Traverse City needs to develop in a sustainable manner to protect all of the vital resources in the area, as our home is nothing without its beautiful landscapes and fresh water.

Thank you so much for serving the community!

Best,
Drew Johnsen
johnsendre34@tcapsstudent.net

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Improving Climate Action
Date: Thursday, May 18, 2023 5:14:26 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
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---------- Forwarded message ---------
From: **Colleen Madion** <madioncol69@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:15 PM
Subject: Improving Climate Action
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Greetings! I am Colleen Madion and I am a junior at Traverse City Central Highschool. I feel so grateful that I was able to grow up in Downtown Traverse City. It is such a spectacular place to go in the summer, with friends and family. The downtown is the most inviting and communal part of Traverse City. It is a safe environment, lined with countless local businesses, from little shops to exquisite restaurants. It also has many trees and plants, surrounding our fascinating green environment. Downtown is also placed right next to the water, with a short walk to the beach. Downtown is a beautiful place to visit all four seasons. The fall and spring fill downtown with so much color, and in the winter, streets are decorated with sparkling lights, illuminating our town. Today, I still love going downtown to shop, getting coffee and food, and enjoying the city of TC. Although growing up in Traverse City, has increased my familiarity with downtown, it is still interesting to learn about the DDA and their focus on the improvement and growth of our downtown.

I am writing to bring your attention to Traverse City's mission for climate action. I noticed in the 23-24 budget that there were few to no categories involving the improvement of climate change and sustainability. For example, composting is one of the only sustainable practices receiving money in the budget. Composting is an

efficient method that turns waste into a part of our environment. It also limits erosion and improves water quality. Moreover, advanced climate action is a guiding principle for the DDA, specifically improving stormwater and wastewater, and composting can help achieve this. I believe that increasing funding for composting, and including more sustainable categories in the 23-24 budget will inspire the community to develop more green ways to that prevent climate change. I would love to hear about actions related to climate change that the DDA is taking that aren't reflected in the budget. Due to the recent increase in global climate change, finding ways to limit our community's carbon footprint should be a substantial priority, but the budget doesn't show that. One way the DDA could do this would be taking advantage of solar power, by using solar panels. They are a clean, emissions-free, and renewable energy source that limits the amount of energy we use. Another example would be to regulate the amount of water usage downtown. Excessive water use adds to wastewater pollution, but it can be fixed easily by using water in fewer amounts for shorter periods. To take steps to improve Traverse City's fight against climate change, the 23-24 budget needs to include more money for climate action. Traverse City is known for its natural beauty, green landscapes, and freshwater, but if we don’t take care of our environment, the nature of Traverse City will change.

Thank you for serving the community!

Sincerely,
Colleen Madion
madioncol69@tcapsstudent.net

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: DDA Board
Date: Thursday, May 18, 2023 5:11:44 PM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

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---------- Forwarded message ---------
From: **Griffin Mawson** <mawsongri52@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:33 PM
Subject: DDA Board
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Hi I'm Griff Mawson, I am a student at Traverse City Central high school and I have lived in the Traverse City area for 12 years now. As a young person, I believe that we are the future and the decisions that are made today will affect us by the time we are homeowners, starting our careers and on the DDA ourselves. I love visiting downtown in the summer, especially during cherry fest. I love riding the rides and walking around in the open space seeing all the local businesses and to see what they have to offer, especially the local meat, fruit and cherry republic's new flavor that they have to offer. I would love to see these local businesses thrive and the best example of this is cherry republic. Everywhere in the state I go, I see a cherry republic store and I always get a little excited and be like "oh wow, they started up in Glen Arbor and that is in our backyard." I love to see businesses that are from our little bubble of Traverse City succeed on the state level and would love to see more businesses like cherry republic do the same thing so we must put their mission out there. I would like the DDA to celebrate these small businesses by promoting the farmer's markets more and let the locals know what is new in the area or if a business has started a new flavor or that they are branching out what they plan on doing next. Based on the survey, I would like to see more young people serve or respond to the questions that are being asked on the survey. I suggest that we ask more high schoolers and college students that plan on staying in the area so they have a voice on their own future. To go along with high school and college students' future I would love to see the growth of careers in the area. Since Covid, the amount of jobs have

decreased and if more people get back in the workforce the more housing will be affordable which has also been a crisis in the previous years due to the pandemic. I firmly believe that it is crucial to involve the youth more for the future of our area as we can still provide valuable input within reason of what is doable with the budget that we can obtain. I would lastly like to thank you guys for hearing my input and can not wait to meet you all tomorrow.

Thank you for reading this,
Griff Mawson

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Downtown development
Date: Friday, May 19, 2023 8:17:08 AM

.oto

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

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O 231.922.2050
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---------- Forwarded message ---------
From: **James Wade** <wadejam24@tcapsstudent.net>
Date: Fri, May 19, 2023 at 8:10 AM
Subject: Downtown development
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>, Paige Paul <paulpa@tcaps.net>

Hi, my name is James Wade I am a Central high school student in the 11th grade and as a young person I haven't seen what Traverse City used to be like, I have no retrospective opinion on how it looked in the past. So to me, every idea is a new, fresh, and innovative idea to bring more life and joy into the heart of Traverse City. After college, I plan to move away but one thing that would make me stay is more affordable housing. I love this place, it's beautiful, and has so much nature to offer. But out of college, it would be very challenging to afford a place in Traverse City. I think an excellent way to help bring some of the housing prices down would be to expand the area in which short-term rentals are not allowed. By doing this, it would encourage the owners to either live in the house or do long-term rentals which intern will help to adjust for high prices. I agree that maintaining small businesses is important because without them we wouldn't have, they are the heart and soul of downtown, and each local business treated you like family. So no matter how far away you are from home, you'll always have a slice here. One thing I truly love about downtown is that while it has been modernized it still has a lot of old flair to it. Each building has a story of when it was built, each one different from the other. One thing I would change is making the downtown area enjoyable for all ages. In its current state, there is not a lot to do other than shop and eat, while both of those things are great,

adding even a small area downtown for recreational use, for example, a small park or a communal area for people to relax and play yard games. While this is a small thing, even a little area could help to make the area more oriented to all ages while being relatively cheap to construct and maintain. While all of these take time, making little improvements to the area would not only have a big impact on tourists but also on the locals that live and enjoy seeing Traverse City thrive. Thank you all for your time.

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: DDA email
Date: Friday, May 19, 2023 8:16:59 AM

Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

A 303 E. State Street, Traverse City, MI 49685
O 231.922.2050
C: 231-342-7849
W www.downtowntc.com

---------- Forwarded message ---------
From: **Michael Caughran** <caughranmic29@tcapsstudent.net>
Date: Fri, May 19, 2023 at 8:10 AM
Subject: DDA email
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Esteemed members of the DDA board,

My name is Michael Caughran. I am excited to finish off my Junior year at Central High School. I am also a local resident of Traverse City. I hope to offer a unique perspective on my view on the current status and future of Traverse City.

It is a great privilege to be here today to discuss the future and longevity of Traverse City. It isn't every day that one gets to talk directly with the people in charge of making important decisions on behalf of Traverse City. I'd like to speak about one of my concerns about the future of Traverse City. It is well known that Traverse City is heavily reliant on a tourist-based economy. While there is nothing wrong with tourist-based economies, as it brings greater attention to Traverse City, the sole reliance on the tourism industry limits our economy. We mainly focus on increasing the revenue generated from tourists by hosting multiple concerts and events, like the iconic Cherry Fest. If we are focused on utilizing tourism as the main source of revenue, then that is all our city will be able to offer. This makes our economy extremely dependent on the tourism industry. If the tourism industry shifts away from TC, it could be detrimental to our economy and community as a whole.

I understand that this is out of your jurisdiction, but I would be interested in knowing what investing in more renewable energy sources could do for our economy. Northern Michigan has the capability to be a renewable energy provider for much of Michigan. From solar farms on land to offshore wind turbines, the possibility of renewable energy being a factor in our economy is not improbable. Diversifying our economy would not mean greater economic stability, but it would also enable more sources of income to make their way into our local economy. If we were to heavily invest in the renewable energy industry, it would take a lot of time and even more money, but it would also provide more jobs for the residents of Northern Michigan, something that has been limiting the growth of Traverse City. What I would be interested in knowing is what actions the DDA could take to help diversify our economy. I'm not saying we should get rid of the tourism industry, but I would like to see less reliance on it. I would be curious to know what actions the DDA could take to help generate alternate sources of income. For example, could you implement more accommodations for renewable energy sources in the *Old Town Tax Increment Finance Plan*?

This is just an idea of mine that I think could help improve the City of Traverse City as a whole. I know that it is far from perfect, but I would like to personally thank you all for listening to me this morning. Community feedback is one of the best ways to know what is important for our city, and I am very grateful for your consideration. Thank you for serving our community.

Michael Caughran

From: Jean Derenzy
To: Molly Norville
Subject: Fwd: Letter to the DDA.
Date: Friday, May 19, 2023 1:23:07 PM

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Jean Derenzy
Chief Executive Officer, Traverse City Downtown Development Authority

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---------- Forwarded message ---------
From: **David Russell** <russelldav09@tcapsstudent.net>
Date: Thu, May 18, 2023 at 12:01 PM
Subject: Letter to the DDA.
To: <gabe@northernstrategies360.com>, <shardy0925@gmail.com>, <jeff@sweetpeatc.com>, <rlewis@traversecitymi.gov>, <pete@traversecityworkshop.com>, <pam@eatatginger.com>, <steve@oryana.coop>, <iframe@aol.com>, <pamdemerle@gmail.com>, <jean@downtowntc.com>, <katy@goldenswanmgt.com>, <michaelbrodsky1@gmail.com>, <ts@willunger.com>

Dear DDA Board of Directors,

My name is David Russell. I'm a student at Traverse City Central as well as a mechanic for Brick Wheels, a nearby bike shop. I participate in 2 sports: cross country and wrestling. I am also the build lead on the 1711 Raptors Robotics team, and in my own time I like working on my car and designing miscellaneous items. An example of this would be an electric skateboard I designed on fusion 360. My plan next year is to join CTC with the Aviation Maintenance program. Then after High School I'm hoping to go to MTU working as an aircraft mechanic until I graduate. After that I don't have much of a plan, but it will definitely have something to do with flying and designing aircraft. The thing that would draw me back to the beautiful area of Downtown Traverse City would be lower housing prices. After I get done with college, I would love to come back and work in Traverse City, but the housing costs are astronomical. It's ~400,000$ average for a house in the downtown district and its nearby areas according to zillow.com (https://www.zillow.com/home-values/41271/traverse-city-mi/). This would likely be out of the price of a young engineer looking to start a family. I know it's one of the hardest things to change, but it's also what pushes Traverse City as a town dominated by older generations, shown by the fact that only 16% of people who responded to one of your surveys were under the age of 34, whereas 62% of people are 45+(page 53, DDA Report). While this is my biggest concern for the future, my current concern lies in downtown transportation.

I noticed that one of your guiding principles is to advance climate action, sustainability, and renewable energy. One suggestion I have to help with this would be to give downtown visitors more accessibility regarding active transportation options like bikes, scooters, walking, skateboards, etc. over cars, motorcycles, and other motorized vehicles. They're cleaner for the environment, as well as much safer for tourists and pedestrians in the summer months. One of the biggest restrictions on this right now is the lack of available parking for active transportation. The lack of bike racks and other types of storage means that you can ride your bike to the Bijou and maybe get a spot to hang your bike at the nearby beach. Yet, if you wanted to go to Sparks BBQ or Barrio, You would have to, either leave your bike tied half way across town, or rest it on a nearby tree and tie it to that. To me, personally, that shouldn't be the only two choices. This could also lessen the need for use of parking downtown, reducing the problem of parking which according to the chart on page 50, is either an important or very important concert to 63% of people who completed the survey. (DDA Report)
I would also like to note that I am a part of the car community in the Traverse City area, and that I would love to see a Downtown Traverse City car show(s) over the summer.

Thank you for the service that you provide to our community.

Sincerely, Russell