

Traverse City Downtown Development Authority Regular Meeting

Friday, July 21, 2023

9:00 am

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



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 of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

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

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

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1. **CALL TO ORDER**

2. **ROLL CALL**

3. **REVIEW AND APPROVAL OF AGENDA**

- A. Consideration of approving the agenda as presented.

4. **PUBLIC COMMENT**

5. **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.

- A. Approval of minutes of the June 16, 2023 and July 7, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy) 6 -
17
- [Downtown Development Authority Regular Meeting - 16 Jun 2023 - Minutes - PDF](#)
- [Downtown Development Authority Special Meeting - 07 Jul 2023 - Minutes - PDF](#)
- [Downtown Development Authority Study Session - 07 Jul 2023 - Minutes - PDF](#)
- B. Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for June 2023 (Approval Recommended) (Jean Derenzy) 18 -
25
- [DDA General, TIF 97, Old Town TIF Combined Financials June 2023 - PDF](#)
- [TC Parking Services Financials June 2023 - PDF](#)
- [TC Arts Commission Financials June 2023 - PDF](#)

6. ITEMS REMOVED FROM CONSENT CALENDAR

7. NEW BUSINESS

- A. Communication Contract (Approval Recommended) (Gabe Schneider, Katy Bertodatto, Jean Derenzy) 26 - 27
[Strategic Communications RFP Memo \(Gabe Schneider, Katy Bertodatto, Jean Derenzy\) - PDF](#)
- B. Chart of Accounts - Financial Dashboard (Approval Recommended) (Jean Derenzy) 28 - 30
[Chart of Accounts Memo \(Jean Derenzy\) - PDF](#)
[Attachment A - PDF](#)
[SAMPLE ONLY DDA Dashboard - PDF](#)
- C. Consideration of entering into a closed session to discuss the periodic personnel evaluation of the CEO as requested by the CEO, Jean Derenzy and as authorized in MCL 15.269(a) 31
[Closed Session Memo \(Jean Derenzy\) - PDF](#)
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8. CEO & COO REPORT

- A. Moving Downtown Forward TIF Plan (Jean Derenzy) 32
[Moving Downtown Forward TIF Plan Memo \(Jean Derenzy\) - PDF](#)
- B. Activities Update (Jean Derenzy) 33 - 36
[Activity Update Memo \(Jean Derenzy\) - PDF](#)
[Project Spreadsheet - PDF](#)
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9. STAFF REPORTS

- A. Transportation Mobility Director (Nicole VanNess) 37 - 44
[Transportation Mobility Director Report \(Nicole VanNess\) - PDF](#)
[Lot V Closure Permit Waitlist Email - PDF](#)
[PARCS Informational Signage RFP ATTACHMENT A - PDF](#)
- B. Downtown Experience Coordinator Report (Abby Taylor) 45 - 46
[Downtown Experience Coordinator Report \(Abby Taylor\) - PDF](#)
- C. Communications & Outreach Director Report (Art Bukowski) 47
[Communications & Outreach Director Report \(Art Bukowski\) - PDF](#)
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10. BOARD MEMBER REPORTS

- A. Mobility and Parking Advisory Board Update (Scott Hardy) (Memo Forthcoming)

- B. Arts Commission Update (Steve Nance) 48
[Arts Commission Update \(Steve Nance\) - PDF](#)
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11. RECEIVE AND FILE

- A. Detroit Free Press Article RE: Traverse City No.1 Most Bikeable MI City 49 - 50
[Detroit Free Press Article - Traverse City is the most bikeable in MI - PDF](#)
 - B. Arts Commission May 2023 Meeting Minutes 51 - 53
[17 May, 2023 Arts Commission Meeting Minutes - PDF](#)
 - C. Arts Commission Special May Meeting Minutes 54 - 56
[25 May, 2023 Arts Commission Special Meeting Minutes - PDF](#)
 - D. DTCA May 2023 Meeting Minutes 57 - 58
[May 11, 2023 DTCA Board Meeting Minutes - PDF](#)
 - E. Mobility & Parking Advisory Board April 2023 Meeting Minutes 59 - 61
[April 5, 2023 Mobility & Parking Advisory Board Meeting Minutes - PDF](#)
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12. CLOSED SESSION FOR REVIEW OF CEO EVALUATION MCL 15.269(A) (MOTION REQUIRED)

13. PUBLIC COMMENT

14. ADJOURNMENT