



**Minutes of the
Downtown Development Authority for the City of Traverse City
Study Session
Friday, April 14, 2023**

A study session 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 12 p.m.

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

The following Board Members were absent: Board Member Michael Brodsky

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 12:01PM.

(b) **ROLL CALL**

Richard Lewis arrived at 12:31pm.

(c) **TOPICS OF DISCUSSION**

(1) Downtown Business Report (Warren Call)

Hoisington distrusted an article to the Board:

The Following Addressed the Board:

Warren Call
Camille Hoisington
Pam Marsh

Steve Nance
Scott Hardy
Pam DeMerle
Katy Bertodatto
Pete Kirkwood
Gabe Schneider
[MEDC Article - PDF](#)

(2) 2021/2022 Audit (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Richard Lewis
Steve Nance
Scott Hardy

(3) 2023/2024 Budget (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Jeff Joubran
Katy Bertodatto
Scott Hardy
Pam Marsh
Warren Call
Pete Kirkwood
Nicole VanNess
Richard Lewis
Steve Nance
Will Unger
Pam DeMerle

(d) **PUBLIC COMMENT**

No Public Comment.

(e) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 1:34PM.

Jean Derenzy, Traverse City DDA
CEO



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Press Releases / 2023 / 04 /

Michigan Makes Commitment to Sustainable Maritime Mobility with Launch of First-of-Its-Kind Grant Program in United States

Kathleen Achtenberg

Monday, April 10, 2023

Fresh Coast Maritime Challenge enables the future of boating by electrifying Northwest Michigan's waterways

LANSING, Mich. – Today, Governor Gretchen Whitmer announced the Fresh Coast Maritime Challenge, a first-of-its-kind program in the United States that puts Michigan at the forefront of future-proofing sustainable maritime transportation including recreational boating activities, marina innovation, as well as commercial activities on the Great Lakes. The Challenge establishes a dedicated grant program that offers companies the opportunity to apply for assistance that will support the decarbonization and electrification of both marinas and watercraft across the state. Ultimately, the infrastructure created through the Fresh Coast Maritime Challenge will enable continued growth and innovation in Michigan's mobility industry, deliver considerable economic benefits and create a blueprint that can be adapted to fit ports and harbors across North America.

"The Fresh Coast Maritime Challenge represents the intersection of mobility, outdoor recreation, and economic development and will create wide-reaching benefits across the entire state of Michigan," said **Gov. Whitmer**. "This Challenge will serve to modernize one of the most prevalent methods of mobility in Michigan while supporting sustainable marinas and commercial watercraft and protecting the beauty of our Great Lakes for generations to come."

As part of the Fresh Coast Maritime Challenge, the Michigan Economic Development Corporation's (MEDC) [Office of Future Mobility and Electrification](#) (OFME) has partnered with [Traverse Connect](#) to identify grant recipients and facilitate the distribution of grant funds, which will provide support for resources that align with the overarching goals of the region. Additional partners for the initiative include the Michigan Department of Environment, Great Lakes, and Energy (EGLE); the Office of Outdoor Recreation Industry, the Michigan Department of Transportation (MDOT), and the Michigan Department of Natural Resources (DNR).

The Fresh Coast Maritime Challenge is designed to offer commercial enterprises of all sizes a sustainable, cost-effective and efficient means of transitioning watercraft from diesel to electric power. Its ongoing development will offer a growing network of shore-side charging facilities for clean-fueled marine vessels and electric passenger vehicles operating on the Great Lakes. Additionally, the presence of charging equipment at multiple sites will create natural testing environments for the electrification of vessels of all shapes and sizes. The initial phase of funding will focus on the northwest Michigan corridor, between Frankfort and Mackinac Island, a route known as "the boating capital of the Midwest" that offers a considerable concentration of accessibility to recreational boating – making the area ideal for the early adoption of new technologies.

"Our vision for the Grand Traverse region is to be the epicenter for the new electric boating industry – from

hosting development and manufacturing of watercraft and charging stations to serving as the hub of a fully-functioning corridor for recreational and commercial boat traffic," said **Warren Call, president and CEO of Traverse Connect**. "Electrification of the marine industry is at the heart of our growing Blue Economy, which will further diversify and grow our larger economic ecosystem".

The electrification of some of Michigan's waterways is already underway in northern Michigan, with the support of local, state, and federal partners. Key developments include the following:

- The [deployment of an AQUA superPower rapid charger at Elk Rapids Marina](#). AQUA superpower is the first fully marinized dockside network of fast chargers for electric boats with a supercharger specifically engineered and rated for use in marine environments to charge electric boats.
- The first-ever [conversion of a Mackinac Island passenger ferry to zero-emissions electric power](#) by the Mackinac Island Ferry Company (MIFC).
- State and Federal funding to [upgrade the Beaver Island Ferry](#) to be more efficient, reliable, and environmentally friendly

Today's news builds on [Governor Whitmer's commitment](#) to accelerate maritime mobility innovations, and her signing of [multiple pieces of legislation](#) designed to grow Michigan's maritime industry. It represents commitments made by Michigan both in the [MI Healthy Climate Plan](#), as well as the [MI Future Mobility Plan](#), and will help Michigan achieve its goal to be carbon neutral by 2050.

The Challenge will expand on current activities, like the [Lake Michigan EV Circuit](#), support new business growth and the development of further electric vessels, as well as other modes of transportation.

"Our Great Lakes are an integral part of Michigan's mobility ecosystem, which is why it is critical that we continue to prioritize the development of sustainable, accessible mobility solutions past just our roads," said **Kathryn Snorrason, interim chief mobility officer for the State of Michigan**. "We look forward to reviewing the proposals submitted for the Challenge, and partnering with forward-thinking innovators to create a modern electrified coastline."

Long term, the development and implementation of the Fresh Coast Maritime Challenge will also deepen the pipeline for career opportunities specific to maritime mobility. In Traverse City alone, both Michigan Technological University's research hub and Northwest Michigan College's Great Lakes Water Studies Institute are poised to position the region to advance the maritime mobility economy and freshwater innovation.

The application window for grants is open now through May 10. Companies interested in participating in the Fresh Coast Maritime Challenge can [visit here to learn more](#) at an April 11 information session in Traverse City; [here](#) for an upcoming virtual webinar, and [here](#) to apply for grant assistance through the Michigan Mobility Funding Platform.

About Michigan Economic Development Corporation (MEDC)

The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community development with the focus on growing Michigan's economy. For more information on the MEDC and our initiatives, visit www.MichiganBusiness.org. For Pure Michigan® tourism information, your trip begins at www.michigan.org. Join the conversation on: [Facebook](#) [Instagram](#) [LinkedIn](#), and [Twitter](#).