

# **Traverse City Downtown Development Authority Governance Committee**

**November 20, 2023**

**5:00 PM**

Committee Room, Governmental Center  
400 Boardman Avenue  
Traverse City, Michigan 49684



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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.downtowntc.com](http://www.downtowntc.com)  
303 East State Street, Suite C  
Traverse City, MI 49684

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# Welcome to the Traverse City Downtown Development Authority meeting!

## Agenda

Page

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### 1. CALL TO ORDER

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### 2. ROLL CALL

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### 3. 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 the minutes of the October 23, 2023 Downtown Development Authority Governance Committee Meeting (Approval Recommended) (Jean Derenzy) - PDF 3 - 4  
[October 23, 2023 DDA Governance Committee Meeting Minutes](#)
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### 4. NEW BUSINESS

- A. Updates from October 23, 2023 DDA Governance Meeting 5  
[Update Memo \(Derenzy\) - PDF](#)
- B. CEO Contract Discussion  
Possible Closed Session under MCL15.268(a)
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### 5. RECEIVE AND FILE

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### 6. PUBLIC COMMENT

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### 7. ADJOURNMENT

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**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Governance Committee  
October 23, 2023**

A Downtown Development Authority Governance Committee of the City of Traverse City was called to order at DDA Office, 303 E. State Street, Traverse City, Michigan, at 5:00 p.m.

The following Board Members were in attendance: Board Members DeMerle, McMillen, Kirkwood and Brodsky

The following Board Members were absent: None

Chairperson DeMerle presided over the meeting

(a) **CALL TO ORDER**

(1) Chairperson DeMerle called the meeting together at 5:00 PM

(b) **ROLL CALL**

(c) **ELECTIONS**

(1) Election of Chair & Vice Chair

Motion that Michael Brodsky be appointed Vice-Chair of the Governance Committee

Moved by Peter Kirkwood, Seconded by Todd McMillen

**Yes:** Pam DeMerle, Michael Brodsky, Peter Kirkwood, and Todd McMillen

**Absent:** None

**CARRIED. 4-0-0 on a recorded vote**

(d) **NEW BUSINESS**

(1) Dates and Time of Meetings (Approval Recommended) (Jean Derenzy)

Dates and times (5:00 PM) of the Governance Committee were discussed and noted as:  
November 20th, 2023

Jan. 22, 2024  
March 18, 2024  
May 20, 2024  
July 22, 2024  
September 23, 2024

**(2) Governance Responsibilities**

- Ms. Derenzy provided a review of the responsibilities of the Governance Committee. Committee members identified a series of edits to the responsibilities and asked that they be brought back to the Governance Committee for review and approval.
- The Committee also discussed a Board Strategic Plan, including the approach, timing and need.

**(3) DDA Board Roles and Responsibilities**

Ms. Derenzy provided a review of the DDA Board Roles and Responsibilities. The Committee recommended edits to the DDA Roles and Responsibilities to be brought back to the next Governance Meeting for review and approval before presenting to the full DDA Board.

**(4) CEO Contract**

As part of the Governance Committee's roles and responsibilities, the Chair and Vice-Chair requested two members of the Committee work with Ms. Derenzy on a renewal/terms of her contract, to then be brought to the full DDA Board for review and consideration. Ms. DeMerle and Mr. Kirkwood agreed to work with Ms. Derenzy on the renewal/terms of her contract to brought back to the Committee for review and consideration at their Nov. 20th meeting and then December 15th DDA Board Meeting.

(e) **OTHER BUSINESS**

(f) **PUBLIC COMMENT**

- (1)** Jackie Anderson addressed the Committee to discuss strategic planning.

(g) **ADJOURNMENT**

- (1)** Meeting adjourned at 5:53 PM

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Chair, Pam DeMerle



Downtown Development Authority  
303 E. State Street  
Traverse City, MI 49684  
jean@downtowntc.com  
231-922-2050

## Memorandum

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To: Governance Committee

From: Jean Derenzy, DDA CEO

Date: November 16, 2023

Subject: Follow-up Items from October Meeting

At our October meeting there was a request for staff to update/revise the Board Roles and Responsibilities sheet based on input from committee members. I will have the updates/revisions ready to review by the Committee at your January 22, 2024 meeting.

### **Board Orientation**

I will be meeting with our new board member Hillary Ashcroft for an orientation and would welcome two existing Board members to go through the orientation with Hillary. If anyone is interested, please let me know so you are included on the doodle poll with Hillary.

### **Board Strategy Day**

At our last meeting, we discussed the opportunity for a strategic planning session and noted that in 2022, the Board developed the Moving Downtown Forward (MDF) Strategic Vision. This strategic planning session would provide the Board an opportunity to build off the MDF Guiding Principles. The Guiding Principles provide the general framework for decision-making and guide actions. We can now work on strategies for achieving desired outcomes. As you know, strategies are often more flexible and adaptable to changing conditions. Linked together, principles and strategies provide a comprehensive approach to guide decision-making and achieving desired outcomes. This strategic planning time would also provide the Board the opportunity to connect and work on strategies.