

Traverse City Downtown Development Authority Finance Committee

July 2, 2024

1:30PM

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 Harry Burkholder, Interim CEO
(231) 922-2050
Web: www.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

**Welcome to the Traverse City Downtown Development Authority
Finance Committee meeting!**

Agenda

		Page
1.	CALL TO ORDER	
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2.	ROLL CALL	
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3.	ADOPTION OF MINUTES	
A.	Consideration of approving the May 2, 2024 Finance Committee Meeting Minutes (approval recommended) DDA May 2, 2024 Finance Committee Meeting Minutes (PDF)	3 - 5
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4.	OLD BUSINESS	
A.	Snowmelt Streetscaping/Snowmelt Memo (Burkholder) - PDF Draft Streetscaping/Snowmelt Request Form - PDF	7 - 10
B.	Retail Incubator Retail Incubator Memo (Burkholder) - PDF	11
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5.	PUBLIC COMMENT	
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6.	ADJOURNMENT	



**Minutes of the
Downtown Development Authority for the City of Traverse City
Finance Committee
Thursday, May 2, 2024**

A regular meeting of the Downtown Development Authority Finance Committee of the City of Traverse City was called to order at the Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:30 a.m.

The following Board Members were in attendance: Board Member Ed Slosky, Board Member Jeff Joubran, Board Vice Chair Scott Hardy, and Board Member Mike Powers

The following Board Members were absent: None

Chairperson Joubran presided at the meeting.

(a) **CALL TO ORDER**

The DDA Finance Committee was called to order by Jeff Joubran at 8:31am.

(b) **ROLL CALL**

(c) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Committee motion without discussion. Any member of the Finance Committee, 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 Finance Committee; 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 Committee action adopting the consent calendar.

(1) Consideration of approving the March 1, 2024 Finance Committee Meeting Minutes (approval recommended)

That the DDA Finance Committee approve the March 1, 2024, Finance Committee Meeting minutes as presented.

Moved by Ed Slosky, Seconded by Scott Hardy

Yes: Ed Slosky, Jeff Joubran, Scott Hardy, and Mike Powers
Absent: None

CARRIED. 4-0-0 on a recorded vote

(d) **PUBLIC COMMENT**

n/a

(e) **NEW BUSINESS**

(1) Retail Incubator

The following addresses the committee:

Harry Burkholder
Ed Slosky
Mike Powers
Jeff Joubran
Scott Hardy

(2) Capital Improvements

The following addresses the committee:

Harry Burkholder
Jeff Joubran
Mike Powers
Scott Hardy
Ed Slosky

That the DDA remove the Snowmelt from the 2024/2025 budget.
Further discussion resulted in the motion be withdrawn from Ed Slosky.

Moved by Ed Slosky, Seconded by Scott Hardy

Yes:
Absent: None

WITHDRAWN 0-0-0 on a recorded vote

(3) Snowmelt

The following addresses the committee:

Harry Burkholder

Jeff Joubran
Mike Powers
Scott Hardy
Ed Slosky

That the DDA create a defined process and procedure for funding Snowmelt implementation.

Moved by Mike Powers, Seconded by Jeff Joubran

Yes: Ed Slosky, Jeff Joubran, Scott Hardy, and Mike Powers
Absent: None

CARRIED. 4-0-0 on a recorded vote

(f) **PUBLIC COMMENT**
n/a

(g) **ADJOURNMENT**
The Finance Committee meeting was adjourned by Jeff Joubran at 9:48am.

Jean Derenzy, Traverse City DDA
CEO



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

Memorandum

To: DDA Finance Committee
From: Harry Burkholder, DDA Executive Director
Date: June 30, 2024
Subject: Snowmelt & Streetscaping

At our May 2nd Finance Committee meeting, we discussed funding options/protocols for the installation of snowmelt and streetscaping infrastructure in downtown. As you recall, it has been the practice of the DDA that it funds half of new streetscaping improvements (e.g., sidewalk, brick ribbon, trees and snowmelt) when new development or a major redevelopment occurs. In an effort to provide for more clarity about the funding opportunity and a more define process for securing funds, the Finance Committee directed staff to develop an application form and that the form be placed on the DDA's website. I have attached the draft form for review.

In addition, the Finance Committee asked for a recent list of streetscape/snowmelt expenditures:

2020 – 2021 Pine Street Development (\$13,084)
2021 – 2022 East Front Street (looking for costs)
2022 – 2023 State Street Development (\$61,813)
2023 – 2024 None

Downtown Traverse City
Snowmelt/Streetscaping Reimbursement Request Form



The Traverse City Downtown Development Authority (DDA) partners with downtown property owners, especially at the time new development occurs, to share (50/50) costs association with snowmelt and streetscaping infrastructure (i.e., the “sidewalk envelope”).

Name of Group or Individual Making the Request _____ **Date:** _____

Phone _____ **Email** _____

Type of Improvement (please circle)

- A. Just Streetscaping B. Just Snowmelt C. Streetscaping and Snowmelt**

Location(s) of the Improvement (please include the block)

Linear feet of Improvement

Anticipated Date of Improvement _____

Estimated Cost of Streetscaping and/or Snowmelt Infrastructure _____

If adding snowmelt, location of the internal snowmelt infrastructure

Downtown Traverse City
Snowmelt/Streetscaping Reimbursement Request Form



Process

1. Applicant shall fill out this form and submit it, with an email, to the DDA Executive Director.
(All questions related to this form or questions related to streetscaping/snowmelt infrastructure should also be sent to the DDA Executive Director).
2. The DDA Executive Director will meet with the applicant and any other property owners involved to review the request.
3. The DDA Executive Director will review the budget needs and timing of the project
4. The DDA Executive Director will obtain approval from the City Engineering Department
5. Payment shall be made upon completion of the infrastructure improvement
6. Please contact the DDA Executive Director with any questions
Harry Burkholder
Email: harry@downtowntc.com
Phone: 231-922-2050

Please Note

The submission of this form does not guarantee funding will be provided. Each submission will be evaluated based available funding, context with surrounding streetscape/snowmelt infrastructure and consultation with appropriate city staff.



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

MEMORANDUM

To: Finance Committee
From: Harry Burkholder, DDA Executive Director
Date: June 30, 2024
Re: Retail Incubator

Last year, the DDA took steps to advance to development of a retail incubator in Downtown Traverse City. To date, the following activities have been completed:

- Secured the location of the retail incubator space (through a lease agreement with Keen Technical Solutions – the property owner)
- Working with Keen, completed a buildout of the space (the terms of the buildout were outlined under contract)
- Secured assistance with Commonplace to provide professional services toward the implementation of the incubator, including a business plan and hosting two pop-up events.
- Secured additional consulting assistance to refine the remaining buildout needs, provide retail consulting and host the two pop-up events.

The expenses for these activities, to-date, include:

Commonplace: \$10,000
Buildout Expenses (Keen Technical): \$87,000
Pop-up Events and Retail Consultation: \$5,729.69
Monthly Rent: \$58,500

Since our last meeting, I have had the opportunity to talk with our representative from the USDA about our grant and with Steve Morse with Keen about our lease for the incubator space. I plan to discuss different scenarios regarding this project at our meeting.