

# Traverse City Downtown Development Authority Regular Meeting

Friday, June 21, 2024

**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. Interim 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 Harry Burkholder, Interim CEO  
(231) 922-2050  
Web: [www.dda.downtowntc.com](http://www.dda.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
<b>1. CALL TO ORDER</b>	
<b>2. ROLL CALL</b>	
<b>3. REVIEW AND APPROVAL OF AGENDA</b>	
<b>4. PUBLIC COMMENT</b>	
<b>5. CONSENT CALENDAR</b>	
<i>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.</i>	
A. Consideration of approving the minutes from the May 2, 2024 Finance Committee (approval recommended) <a href="#">Downtown Development Authority May 2, 2024 Finance Committee Minutes - PDF</a>	5 - 7
B. Consideration of approving the minutes from the May 17, 2024 Regular Meeting (approval recommended) <a href="#">Downtown Development Authority May 17, 2024 Regular Meeting Minutes - PDF</a>	8 - 13
C. Consideration of approving the minutes from the June 13, 2024 Special Meeting (approval recommended) <a href="#">Downtown Development Authority June 13, 2024 Special Meeting Minutes - PDF</a>	14 - 16
D. Consideration of approving the May 2024 Financial Reports and Disbursements for the DDA, Tif-97 and Old Town TIF. Financial Reports for Parking Services and the Arts Commission are not available due to serious network disruptions from the June 12, 2024 ransomware attack on the county and city. Full financial reports from	17 - 24

Parking Services and the Arts Commission will be provided at our next meeting if available.

[DDA General, TIF-97 and Old Town TIF May 2024 Financial Report Combined - PDF](#)

[DDA General, TIF-97 and Old Town TIF May 2024 Financial Dashboard Combined - PDF](#)

- E. Consideration of entering into a contract extension with Samantha Gutowski for mindfulness coaching (approval recommended) 25  
[Contract Extension Memo \(Burkholder\) - PDF](#)

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## 6. ITEMS REMOVED FROM CONSENT CALENDAR

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### 7. OLD BUSINESS

- A. 2024 - 2025 DDA Budget (approval recommended) 26 - 35  
[2024 - 2025 DDA Budget Memo \(Burkholder\) - PDF](#)  
[DDA General Budget - PDF](#)  
[TIF97 Budget - PDF](#)  
[Old Town TIF Budget - PDF](#)
- B. Moving Downtown Forward TIF 36 - 37  
[Moving Downtown Forward TIF Memo \(Burkholder\) - PDF](#)

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### 8. NEW BUSINESS

- A. Rotary Square Conceptual Design 38  
[Rotary Square Conceptual Design Memo \(Burkholder\) - PDF](#)

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### 9. INTERIM CEO REPORT

- A. Interim CEO Report 39 - 41  
[Interim CEO Report \(Burkholder\) - PDF](#)

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### 10. BOARD MEMBER REPORTS

- A. Arts Commission Report 42  
[Art Commission Report \(McMillen & Burkholder\) - PDF](#)

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### 11. STAFF REPORTS

- A. Parking and Mobility Director Report 43 - 45  
[Parking and Mobility Director Report \(VanNess\) - PDF](#)
- B. Events and Engagement Director Report 46 - 47  
[Director of Events and Engagement Report \(Klebba\) - PDF](#)

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### 12. RECEIVE AND FILE

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**13. PUBLIC COMMENT**

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**14. 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.

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Jean Derenzy, Traverse City DDA  
CEO



**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, May 17, 2024**

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, Board Member Todd McMillen, Board Member Katy Bertodatto, Board Member Ed Slosky, Board Member Hillary Ascroft, Mayor Amy Shamroe, Board Member Shelley Spencer, and Board Member Gary Howe

The following Board Members were absent: Board Member Jeff Joubran and Board Member Mike Powers

Chairperson Schneider presided at the meeting.

- (a) **CALL TO ORDER**
- (b) **ROLL CALL**
- (c) **REVIEW AND APPROVAL OF AGENDA**  
That the board approve the agenda as presented.

- (1) That the Agenda be amended to move the Closed Session to the end of the agenda.

Moved by Amy Shamroe, Seconded by Scott Hardy

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe

**Absent:** Jeff Joubran and Mike Powers

**CARRIED. 10-0-2 on a recorded vote**



(d) **PUBLIC COMMENT**

n/a

(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) Consideration of approving the minutes from the April 19, 2024 Regular Meeting (approval recommended)

That the board approve the Consent Calendar as presented.

Moved by Amy Shamroe, Seconded by Todd McMillen

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe

**Absent:** Jeff Joubran and Mike Powers

**CARRIED. 10-0-2 on a recorded vote**

- (2) Consideration of approving the April 2024 Financial Reports and Disbursements for the DDA, TIF-97, Old Town TIF, Parking Services and the Arts Commission.

The following addressed the board:

Harry Burkholder  
Ed Slosky  
Gabe Schneider  
Gary Howe  
Scott Hardy  
Amy Shamroe  
Katy Bertodatto  
Shelley Spencer  
Pete Kirkwood

(f) **ITEMS REMOVED FROM CONSENT CALENDAR**

(g) **SPECIAL ORDER OF BUSINESS**

- (1) Public Hearing for the 2024 - 2025 DDA Budget

Public Hearing called to order by Chair Schneider at 9:25am, closed at 9:25am.

(2) Presentation and Update from Community Police Officer Culver

The following addressed the board:

Officer Culver  
Amy Shamroe  
Pete Kirkwood  
Shelley Spencer  
Ed Slosky  
Gary Howe  
Scott Hardy  
Hillary Ascroft

(3) Consideration of entering into closed session to discuss the search for the DDA Executive Director position, pursuant to MCL 15.268(f) of the Michigan Open Meetings Act.

The following addressed the board:

Nate Geisner

That the board enter into closed session to discuss the search for the DDA Executive Director position, pursuant to MCL 15.268(f) of the Michigan Open Meetings Act.

Moved by Katy Bertodatto, Seconded by Amy Shamroe

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe

**Absent:** Jeff Joubran and Mike Powers

**CARRIED. 10-0-2 on a recorded vote**

(h) **OLD BUSINESS**

(1) Parking Services

The following addressed the board:

Harry Burkholder  
Katie Bertodatto  
Amy Shamroe

That the DDA Board mutually terminate the Traverse City Parking Services Operations and Management Agreement with the City of Traverse City and

collaborate with the city on the 60-day termination clause

Moved by Scott Hardy, Seconded by Katy Bertodatto

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe

**Absent:** Jeff Joubran and Mike Powers

**CARRIED. 10-0-2 on a recorded vote**

(i) **NEW BUSINESS**

(1) Interim CEO Agreement (approval recommended)

The following addressed the board:

Scott Hardy

Amy Shamroe

Gabe Schneider

That the DDA Board approve and execute the Interim CEO Employment Agreement, which specifies the terms and conditions of employment, subject to approval as to its form by the DDA Attorney.

Moved by Amy Shamroe, Seconded by Hillary Ascroft

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe

**Absent:** Jeff Joubran and Mike Powers

**CARRIED. 10-0-2 on a recorded vote**

(2) Sara Hardy Farmers Market Agreement (approval recommended)

The following addressed the board:

Harry Burkholder

Gabe Schneider

Pete Kirkwood

Amy Shamroe

Ed Slosky

That the DDA Board approve and execute the Market Manager Agreement with SEEDS for \$35,000, subject to approval as to its form by the DDA Attorney

Moved by Scott Hardy, Seconded by Amy Shamroe

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe  
**Absent:** Jeff Joubran and Mike Powers

**CARRIED. 10-0-2 on a recorded vote**

(j) **INTERIM CEO REPORT**

- (1) Interim CEO Report

The following addressed the board:

Harry Burkholder  
Gabe Schneider  
Amy Shamroe  
Gary Howe  
Katir Bertodatto  
Pete Kirkwood  
Scott Hardy  
Ed Slosky

(k) **BOARD MEMBER REPORTS**

- (1) Arts Commission

The following addressed the board:

Todd McMillen

(l) **STAFF REPORTS**

- (1) Parking Services Report

The following addressed the board:

Nicole VanNess  
Amy Shamroe  
Scott Hardy

- (2) Events and Engagement Report

The following addressed the board:

Sara Klebba  
Amy Shamroe  
Pete Kirkwood  
Hillary Ascroft  
Scott Hardy  
Katie Bertodatto

(m) **RECEIVE AND FILE**

- (1) Traverse Connect Spring 2024 Regional Economic Ecosystem Report
- (2) Arts Commission April 2024 Meeting Minutes

(n) **PUBLIC COMMENT**

The following addressed the board:  
Julie Miller Lober

(o) **ADJOURNMENT**

The Board Meeting was adjourned at 11:46am.

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Harry Burkholder, Interim Traverse  
City DDA CEO



**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Special Meeting  
Thursday, June 13, 2024**

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 8:30 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Board Member Todd McMillen, Board Member Katy Bertodatto, Board Member Ed Slosky, Mayor Amy Shamroe, Board Member Shelley Spencer, Board Member Gary Howe, and Board Member Mike Powers

The following Board Members were absent: Board Member Hillary Ascroft

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

The meeting was called to order at 8:30am by Chair Gabe Schneider

(b) **ROLL CALL**

(c) **REVIEW AND APPROVAL OF AGENDA**

- (1) That the board approved the agenda as presented

Moved by Amy Shamroe, Seconded by Scott Hardy

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran, Todd McMillen, Katy Bertodatto, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

**Absent:** Hillary Ascroft

**CARRIED. 11-0-1 on a recorded vote**

(d) **PUBLIC COMMENT**

n/a

(e) **SPECIAL ORDER OF BUSINESS**

(1) 2024 - 2025 DDA Budget

The following addressed the board:

Harry Burkholder  
Gabe Schneider  
Amy Shamroe  
Scott Hardy  
Gary Howe  
Katy Bertodatto  
Ed Slosky  
Pete Kirkwood  
Mike Powers

That the DDA Board of Directors approve the recommended amendments to the proposed 2024-2025 DDA Budget, for consideration and adoption by the City Commission at their June 17th meeting.

Moved by Scott Hardy, Seconded by Todd McMillen

**Yes:** Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran, Todd McMillen, Katy Bertodatto, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

**Absent:** Hillary Ascroft

**CARRIED. 11-0-1 on a recorded vote**

(f) **ANNOUNCEMENTS**

(1) Joint Housing Meeting

The following addressed the board:

Harry Burkholder  
Amy Shamroe  
Katy Bertodatto  
Scott Hardy  
Gabe Schneider

(g) **PUBLIC COMMENT**

The following addressed the board:

Jackie Anderson

- (h) **ADJOURNMENT**  
The meeting was adjourned at 8:50am by Chair Gabe Schneider

Draft



# Traverse City DDA - General

## Adjusted Trial Balance

As of May 31, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 Fifth Third Checking - 3112	736,708.25				736,708.25	
1010 Fifth Third Savings - 6740	208,038.80				208,038.80	
1200 Accounts Receivable	102,939.46				102,939.46	
1300 Pre-Paid Expense	1,584.00				1,584.00	
2000 Accounts Payable		12,214.51				12,214.51
2153 Credit Card		1,077.52				1,077.52
2110 Due to Oldtown TIF		28,264.57				28,264.57
2120 Due to TIF 97		246,256.54				246,256.54
2202 Payroll Liabilities:Accrued Payroll Liabilities		10,084.64				10,084.64
2203 Payroll Liabilities:Accrued Salaries		38,861.35				38,861.35
2215 Payroll Liabilities:Health, Dental, Vision Insurance Payable		20,989.47				20,989.47
2220 Payroll Liabilities:Life & Disability Insurance Payable		1,042.17				1,042.17
2301 Deposits Payable:Double Up Food Bucks	660.39				660.39	
2303 Deposits Payable:NCF Reimbursements	555.00				555.00	
2304 Deposits Payable:Prescriptions for Health		345.64				345.64
2305 Deposits Payable:Project Fresh		764.00				764.00
2306 Deposits Payable:Senior Project Fresh	2,020.00				2,020.00	
2407 GRANTS:MEDC (Civic Square)		100,000.00				100,000.00
2600 Deferred Income		22,510.83				22,510.83
Buy Local Give Local Campaign		1,698.37				1,698.37
3000 Opening Bal Equity		107,606.27				107,606.27
3900 Retained Earnings		353,863.19				353,863.19
4101 TAXES:Property Taxes		130,959.50				130,959.50
4204 GRANTS & CONTRIBUTIONS:Grants - EGLE cornwell		11,105.29				11,105.29
4209 GRANTS & CONTRIBUTIONS:MEDC Civic Square		56,226.08				56,226.08
4212 GRANTS & CONTRIBUTIONS:EGLE Grant-State Street West-End Mixed Use		88,918.51				88,918.51
4302 REIMBURSEMENTS:Administrative Services		754,089.00				754,089.00
4303 REIMBURSEMENTS:Parking Services		756,250.00				756,250.00
4305 REIMBURSEMENTS:Farmers Market Revenue		12,999.74				12,999.74
4306 REIMBURSEMENTS:Farmer's Market Booth Rental Income		58,502.40				58,502.40
4600 REIMBURSEMENTS:Miscellaneous Revenue		2,342.58				2,342.58
4501 INTEREST INCOME:Interest & Dividends		4,109.61				4,109.61
5101 SALARIES:Salaries & Wages	522,234.40				522,234.40	
5102 SALARIES:Hourly Wage Expense	344,712.79				344,712.79	
5201 FRINGE BENEFITS:Health Insurance	146,160.80				146,160.80	
5202 FRINGE BENEFITS:Disability Insurance Benefits	6,233.62				6,233.62	
5203 FRINGE BENEFITS:Life Insurance Expense	1,753.16				1,753.16	
5204 FRINGE BENEFITS:457 Company Matching	63,482.67				63,482.67	

# Traverse City DDA - General

## Adjusted Trial Balance

As of May 31, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
5208 FRINGE BENEFITS:Social Security Tax Expense	56,359.01				56,359.01	
5209 FRINGE BENEFITS:Medicare Tax Expense	13,180.74				13,180.74	
5210 FRINGE BENEFITS:SUTA Tax Expense	4,063.01				4,063.01	
5211 FRINGE BENEFITS:Workers Compensation	11,407.00				11,407.00	
5400 PROFESSIONAL SERVICES	34.50				34.50	
5401 PROFESSIONAL SERVICES:Contract Services	34,844.86				34,844.86	
5402 PROFESSIONAL SERVICES:Legal	55,808.01				55,808.01	
5403 PROFESSIONAL SERVICES:Professional/Contractual	197,473.72				197,473.72	
5404 PROFESSIONAL SERVICES:Insurance, Bonds & Taxes	144.00				144.00	
5405 PROFESSIONAL SERVICES:Community Promotion	23,623.15				23,623.15	
5409 PROFESSIONAL SERVICES:Grant exp EGLE cornwell bldg	15,749.24				15,749.24	
5413 PROFESSIONAL SERVICES:Grant Exp SOM Cvc Square	56,226.08				56,226.08	
5415 PROFESSIONAL SERVICES:Farmers Market Reimbursement Expense	5,857.39				5,857.39	
5418 PROFESSIONAL SERVICES:SNAP Food Assistance Expense	9,286.00				9,286.00	
5419 PROFESSIONAL SERVICES:EGLE Grant-State Street West-End Mixed Use	92,278.79				92,278.79	
5420 PROFESSIONAL SERVICES:Farmers Market Administrative Expense	42,577.20				42,577.20	
5501 TRAVEL AND CONFERENCES:Lodging, meals	2,949.67				2,949.67	
5502 TRAVEL AND CONFERENCES:Transportation	991.58				991.58	
5503 TRAVEL AND CONFERENCES:Training	8,011.50				8,011.50	
5601 REPAIRS AND MAINTENANCE:Repairs & Maintenance	233.57				233.57	
5701 RENTAL EXPENSE:Rentals		259.11				259.11
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	5,957.26				5,957.26	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	6,523.12				6,523.12	
5303 OFFICE SUPPLIES AND UTILITIES:Operation Supplies	283.05				283.05	
5304 OFFICE SUPPLIES AND UTILITIES:Equipment	109.94				109.94	
5305 OFFICE SUPPLIES AND UTILITIES:Dues, Subscriptions and Memberships	11,104.01				11,104.01	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,335.88				1,335.88	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	23,829.07				23,829.07	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	4,016.20				4,016.20	

Traverse City DDA - General

Adjusted Trial Balance

As of May 31, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
TOTAL	\$2,821,340.89	\$2,821,340.89	\$0.00	\$0.00	\$2,821,340.89	\$2,821,340.89

## DDA Old Town TIF

### Adjusted Trial Balance

As of May 31, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1001 CASH AND CASH EQUIVALENTS:Fifth Third Checking - 0650	1,709,545.27				1,709,545.27	
1104 OTHER CURRENT ASSETS:Due From DDA	28,264.57				28,264.57	
3900 Retained Earnings		1,127,537.64				1,127,537.64
4101 TAXES:Property Taxes		789,983.61				789,983.61
5302 OFFICE SUPPLIES & UTILITIES:Utilities	2,777.82				2,777.82	
5303 OFFICE SUPPLIES & UTILITIES:Purchases	1,105.03				1,105.03	
5306 OFFICE SUPPLIES & UTILITIES:Printing & Publishing	4,281.05				4,281.05	
5400 PROFESSIONAL SERVICES	151.50				151.50	
5401 PROFESSIONAL SERVICES:Contract Services	115,539.00				115,539.00	
5402 PROFESSIONAL SERVICES:Legal	3,192.32				3,192.32	
5403 PROFESSIONAL SERVICES:Professional/Contractual	27,812.28				27,812.28	
5406 PROFESSIONAL SERVICES:Traverse Connect	5,000.00				5,000.00	
5500 Contributions to District Construction Projects	12,817.98				12,817.98	
5900 Repairs and Maintenance	7,324.35				7,324.35	
4501 INTEREST INCOME:Interest & Divident Income		289.92				289.92
<b>TOTAL</b>	<b>\$1,917,811.17</b>	<b>\$1,917,811.17</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,917,811.17</b>	<b>\$1,917,811.17</b>

# Traverse City DDA - TIF 97

## Adjusted Trial Balance

As of May 31, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1001 CASH AND CASH EQUIVALENTS:Fifth Third Checking - 8026	6,427,726.43				6,427,726.43	
1200 Accounts Receivable	100.00				100.00	
1104 OTHER CURRENT ASSETS:Due From DDA	246,256.54				246,256.54	
1210 Deposits-Security Deposit	4,500.00				4,500.00	
2000 Accounts Payable	4,738.56				4,738.56	
3000 Opening Bal Equity	21,200.00				21,200.00	
3900 Retained Earnings		5,564,947.80				5,564,947.80
4101 TAXES:Property Taxes		3,834,846.72				3,834,846.72
4300 Reimbursements		92,203.17				92,203.17
4501 INTEREST INCOME:Interest & Dividends Sales		54,754.32		800.00		54,754.32 800.00
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	4,772.44				4,772.44	
5303 OFFICE SUPPLIES AND UTILITIES:Purchases	6,701.24				6,701.24	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,763.49				1,763.49	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	36,085.99				36,085.99	
5309 OFFICE SUPPLIES AND UTILITIES:Bank Charges	654.19				654.19	
5400 PROFESSIONAL SERVICES	16,880.00				16,880.00	
5401 PROFESSIONAL SERVICES:Contract Services	427,355.00				427,355.00	
5402 PROFESSIONAL SERVICES:Legal	18,158.31				18,158.31	
5403 PROFESSIONAL SERVICES:Professional/Contractual	251,780.32				251,780.32	
5406 PROFESSIONAL SERVICES:Public Restrooms	25,500.00				25,500.00	
5408 PROFESSIONAL SERVICES:Service Agreement	72,420.00				72,420.00	
5410 PROFESSIONAL SERVICES:Marketing/Communication	147,595.06				147,595.06	
5414 PROFESSIONAL SERVICES:Traverse Connect	35,000.00				35,000.00	
5500 Contributions to District Construction Projects	763,994.58				763,994.58	
5600 Contributions to Other Governments-Debt Service	953,111.09				953,111.09	
5801 RENT OR LEASE EXPENSE:Rent Expense	49,500.00				49,500.00	
5901 REPAIR & MAINTENANCE EXPENSES:Repairs and Maintenance	24,157.16				24,157.16	
6001 TAXES & TRANSFERS:Taxes Paid QuickBooks Payments Fees	7,588.13 13.48				7,588.13 13.48	
<b>TOTAL</b>	<b>\$9,547,552.01</b>	<b>\$9,547,552.01</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$9,547,552.01</b>	<b>\$9,547,552.01</b>

**TC Downtown Development Authority (DDA)**  
Board Financial Report - Dashboard

5/31/2024

**Downtown Development Authority (DDA)**

Financial Position	YTD as of		Prior Year as of		Change
	5/31/2024	6/30/2023 *	5/31/2024	6/30/2023 *	
Total Cash and Cash Equivalents	\$ 944,747	\$ 663,213	\$ 944,747	\$ 663,213	\$ 281,534
Other Assets	104,523	152,696	104,523	152,696	(48,172)
<b>Total Assets</b>	<b>\$ 1,049,271</b>	<b>\$ 815,909</b>	<b>\$ 1,049,271</b>	<b>\$ 815,909</b>	<b>\$ 233,361</b>
Current Liabilities	\$ 13,292	\$ 104,074	\$ 13,292	\$ 104,074	\$ (90,782)
Total Other Liabilities	467,582	250,366	467,582	250,366	217,217
<b>Total Liabilities</b>	<b>480,874</b>	<b>354,440</b>	<b>480,874</b>	<b>354,440</b>	<b>126,434</b>
Fund Balance	568,396	461,469	568,396	461,469	<b>106,927</b>
<b>Total Liabilities and Fund Balance</b>	<b>\$ 1,049,271</b>	<b>\$ 815,909</b>	<b>\$ 1,049,271</b>	<b>\$ 815,909</b>	<b>\$ 233,361</b>

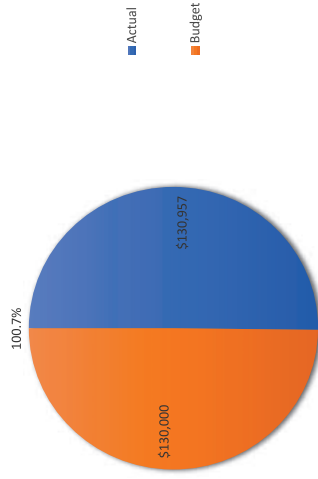
\* Prior year balances are pre-audit and subject to change

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 130,960	\$ 130,000	100.7%
Grants & Contributions	156,250	100,000	156.2%
Reimbursements	1,584,184	1,585,359	99.9%
Rental Income	-	115,000	0.0%
Interest	4,110	1,000	411.0%
<b>Total Revenue</b>	<b>\$ 1,875,503</b>	<b>\$ 1,931,359</b>	<b>97%</b>

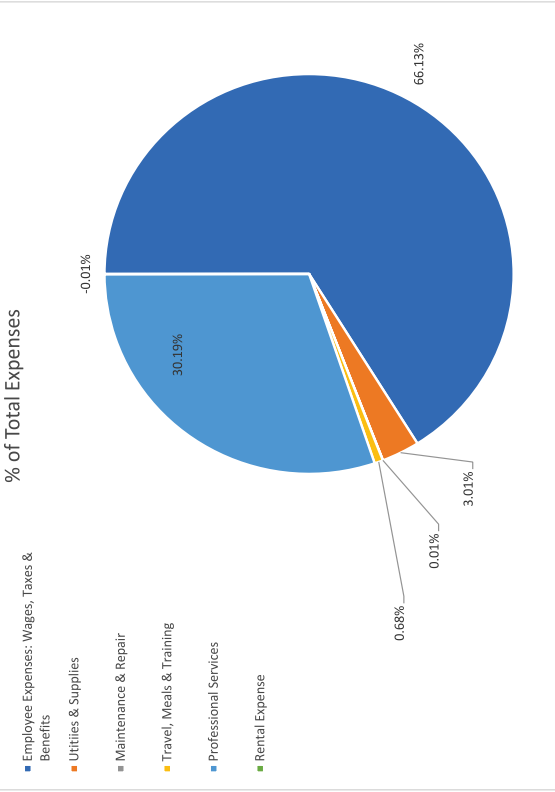
Expenses	YTD	Annual Budget	% of Budget
Employee Expenses: Wages, Taxes & Benefits	\$ 1,169,587	\$ 1,450,516	81%
Utilities & Supplies	53,159	63,000	84%
Maintenance & Repair	234	0	0%
Travel, Meals & Training	11,953	30,000	40%
Professional Services	533,903	360,000	148%
Rental Expense	(259)	-	0%
<b>Total Expenses</b>	<b>\$ 1,768,576</b>	<b>\$ 1,903,516</b>	<b>93%</b>

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

**Prop. Tax YTD Compared to Budget**



**% of Total Expenses**



Old Town Tax Increment Financing  
Board Financial Report - Dashboard

5/31/2024

Old Town Tax Increment Financing Bond (OT TIF)

Financial Position	Prior Year as of		Change
	YTD as of 5/31/2024	6/30/2023 *	
Total Cash and Cash Equivalents	\$ 1,709,545	\$ 1,250,369	\$ 459,177
Other Assets	28,265	-	28,265
<b>Total Assets</b>	<b>\$ 1,737,810</b>	<b>\$ 1,250,369</b>	<b>\$ 487,441</b>
Current Liabilities	\$ -	\$ 122,831	\$ (122,831)
Total Other Liabilities	-	122,831	(122,831)
<b>Total Liabilities</b>	<b>\$ 1,737,810</b>	<b>\$ 1,127,538</b>	<b>\$ 610,272</b>
Fund Balance	\$ -	\$ 1,250,369	\$ 487,441
<b>Total Liabilities and Fund Balance</b>	<b>\$ 1,737,810</b>	<b>\$ 1,250,369</b>	<b>\$ 487,441</b>

\* Prior year balances are pre-audit and subject to change

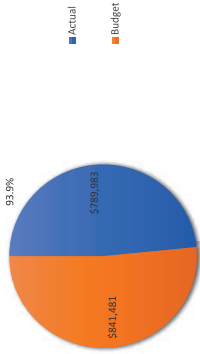
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 789,984	\$ 841,481	93.9%
Interest	290	100	290.2%
<b>Total Revenue</b>	<b>\$ 790,274</b>	<b>\$ 841,581</b>	<b>94%</b>

Expenses	YTD	Annual Budget	% of Budget
Utilities	\$ 2,778	\$ -	N/A
Professional Services	151,695	252,850	60%
Other: Printing/Publishing, Supplies	5,386	600	898%
Repairs & Maintenance	7,324	50,000	15%
Capital Projects	12,818	805,000	2%
<b>Total Expenses</b>	<b>\$ 180,001</b>	<b>\$ 1,108,450</b>	<b>16%</b>

Capital Project Expenses:	YTD	Annual Budget	% of Budget
Mobility Plan Implementation	-	25,000	0%
Old Town Snow Melt	-	100,000	0%
Hannah Park Improvements	-	70,000	0%
8th Street Intersections	-	300,000	0%
Midtown Riverwalk	-	300,000	0%
Miscellaneous	12,818	10,000	128%
<b>Total Project Expenses</b>	<b>\$ 12,818</b>	<b>\$ 805,000</b>	<b>2%</b>

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

Prop. Tax YTD Compared to Budget



Capital Project by Expense Type



Tax Increment Financing Bond 97 (TIF97)  
Board Financial Report - Dashboard

5/31/2024

Tax Increment Financing Bond 97 (TIF97)

Financial Position	YTD as of		Prior Year as of		Change
	5/31/2024	6/30/2023 *	6/30/2023 *	6/30/2023 *	
Total Cash and Cash Equivalents	\$ 6,427,726	\$ 343,231	\$ 6,084,496	(5,471,632)	
Other Assets	250,857	5,722,489	5,471,632	(250,857)	
<b>Total Assets</b>	<b>\$ 6,678,583</b>	<b>\$ 6,065,719</b>	<b>\$ 6,065,719</b>	<b>\$ 612,864</b>	
Current Liabilities	\$(4,739)	\$ 468,840	\$(473,578)	\$(942,417)	
Total Other Liabilities	-	53,132	53,132	-	
<b>Total Liabilities</b>	<b>\$(4,739)</b>	<b>\$ 521,972</b>	<b>\$(526,710)</b>	<b>\$ 1,048,682</b>	
Fund Balance	6,683,322	5,543,748	6,592,429	90,913	
<b>Total Liabilities and Fund Balance</b>	<b>\$ 6,678,583</b>	<b>\$ 6,065,719</b>	<b>\$ 6,065,719</b>	<b>\$ 612,864</b>	

\* Prior year balances are pre-audit and subject to change

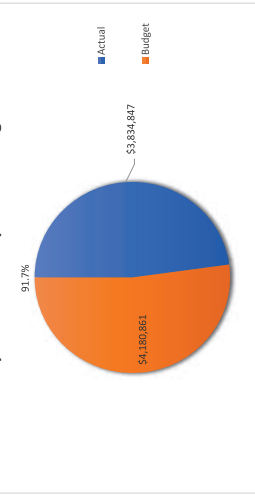
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 3,834,847	\$ 4,180,861	91.7%
Grant Revenue	-	40,000	0.0%
Reimbursements	92,203	130,000	70.9%
Interest	54,754	4,500	1216.8%
Sales-Incubator	800	-	N/A
<b>Total Revenue</b>	<b>\$ 3,982,604</b>	<b>\$ 4,355,361</b>	<b>91%</b>

Expenses	YTD	Annual Budget	% of Budget
Office Supplies & Utilities	\$ 49,991	\$ 20,000	250%
Professional Services	994,689	1,822,563	55%
Rent Expense	49,500	-	0%
Repair & Maintenance	24,157	250,000	10%
Capital Projects	763,995	1,975,000	39%
Debt Service	953,111	953,440	100%
Taxes & Transfers	7,588	-	0%
<b>Total Expenses</b>	<b>\$ 2,843,030</b>	<b>\$ 5,021,003</b>	<b>57%</b>

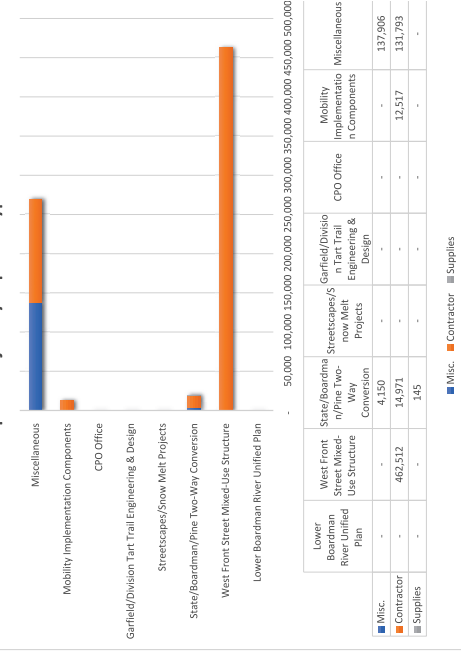
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Lower Boardman River Unified Plan	-	500,000	0%
West Front Street Mixed-Use Structure	462,512	500,000	93%
State/Boardman/Pine Two-Way Conversion	19,266	200,000	10%
Streetscapes/Snow Melt Projects	-	325,000	0%
Garfield/Division Tart Trail Engineering & Design	-	200,000	0%
CPO Office	-	100,000	0%
Mobility Implementation Components	12,517	50,000	25%
Miscellaneous	269,699	100,000	270%
<b>Total Project Expenses</b>	<b>\$ 763,994</b>	<b>\$ 1,975,000</b>	<b>39%</b>

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

Prop. Tax YTD Compared to Budget



Capital Project by Expense Type







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

## Memorandum

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To: DDA Board of Directors  
From: Harry Burkholder, Interim DDA CEO  
Date: June 18, 2024  
Subject: Contract Extension

In January, the DDA entered into a contract with Samantha Gutowski and *Be Here Now Baby* to facilitate mindfulness training and coaching for DDA and parking staff. This workplace training and coaching services includes one-on-one meetings as well as staff meetings/facilitation – helping to create a supportive office atmosphere and open communication.

Her current contract is set to expire at the end of June and I am looking for approval to extend her contract for an additional six-months (December 31, 2024).

Our work with Ms. Gutowski has proven to be extremely helpful during the last several months (especially with the CEO transition) and I believe it will continue to be vital as we add more members to our team this coming year. As noted in Ms. Gutowski's work, regular mindfulness practice reduces stress, improves focus, enhances emotional intelligence, and fosters better communication among team members. Employees who engage in mindfulness feel more satisfied, experience less burnout, and achieve a better work-life balance. This commitment to employee well-being creates a harmonious and productive work environment.

### **Recommended Motion**

That the DDA Board enter into a six-month contract extension with *Be Here Now Baby* for mindfulness training and coaching with DDA staff for \$10,800, subject to approval as to its form by the DDA Attorney.



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

## MEMORANDUM

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To: DDA Board of Directors  
From: Harry Burkholder, Interim CEO  
Date: June 18, 2024  
Re: 2024 - 2025 Proposed DDA Budget

Attached are the three budgets (DDA General, TIF-97 and Old Town TIF) for consideration and approval by the DDA Board. To date, the budget development and approval process has consisted of the following meetings and actions:

- April 19<sup>th</sup> DDA Board reviewed budget & scheduled public hearing for the budget
- May 17<sup>th</sup> DDA held public hearing on budget
- May 6<sup>th</sup> Initial budget provided to the City Commission
- May 13<sup>th</sup> Budget discussed at City Commission Study Session
- May 20<sup>th</sup> City Commission held public hearing on budget
- June 3<sup>rd</sup> City Commission approves tax levy for the DDA, but DDA budget failed to receive required five votes from City Commissioners for approval
- June 13<sup>th</sup> DDA Board held Special Meeting to make three amendments to the proposed budget
- June 17<sup>th</sup> City Commission approved the DDA Budget

The last step in the budget approval process is DDA Board approval.

An overview of the 2024/2025 budget is outlined below for your review, consideration and approval. The proposed budget includes projects and initiatives that advance the capital improvement and programmatic priorities identified in the Moving Downtown Forward Plan and align with the *Guiding Principles* of the Moving Downtown Forward Plan, as well as the *Goals and Objectives* of the City Commission. The proposed budget also reflects continued work on several projects including Rotary Square, the Lower Boardman/Ottaway Riverwalk and the Two-Way Pilot Project. In addition, the proposed budget includes continued promotional efforts to minimize the impacts of the reconstruction of Grandview Parkway.

### **DDA General**

This budget is built upon the understanding that employees now assigned to Parking Services will be transitioned from the DDA to the City, therefore reducing both revenues and expenditures.

#### DDA General Revenue

Revenue includes several grants that have already been secured, including a \$1 million MEDC grant for the Lower Boardman/Ottaway Riverwalk (i.e., the 100/200 block), a \$900,000 EGLE grant for environmental remediation and \$1 million from Rotary Charities for Rotary Square. Recognizing that the RFP for the conceptual design for Rotary Square has already been issued, we anticipate that a portion of the \$1-million from Rotary Charities will be utilized. In addition, TIF funds will be utilized for additional engineering and design work along the Lower Boardman/Ottaway Riverwalk so that we are able to utilize the MEDC grant for implementation.

The remaining revenue comes from administrative fees from both TIF accounts and the contract with DTCA.

#### DDA General Expenditures

This budget is built with the potential of five employees. The role of communication/social media will remain contracted until a permanent Executive Director has been selected and staffing levels/task are examined.

Professional Services will encompass the contract for financial services (Rehman), the website (One-Up-Web), legal services (Scott Howard), and all employee training/coaching. Employee training/coaching started in 2024 for all employees to assist in the cultivation and betterment of office communication, mindfulness and culture. This training has proven to be very beneficial for all employees and will be extremely helpful in the transition of leadership. A contract with SEEDS to administer the Farmer's Market also is part of this line item.

#### Amendment

The *Marketing and Communications* line item under "professional services" previously listed in the TIF-97 Budget and Old Town TIF Budget is now listed under the DDA General Budget. This equates to a shift of \$80,000 from the TIF-97 Budget and \$30,000 from Old Town TIF Budget to the DDA General Budget.

As a reminder, this line-item was added in the 2023-2024 budget (TIF-97 and Old Town TIF) and we plan to continue marketing and communication efforts this coming year for a wide-variety of DDA and DTCA activities and initiatives, including the promotion of downtown businesses and events.

**TIF 97**

The captured taxable value within the TIF-97 District is projected to be \$158,601,804 which will bring in an estimated \$4,170,320 in revenue.

The focus for this District over the next year will be to advance the Lower Boardman/Ottawa Downtown Riverwalk and Rotary Square. The DDA will also continue to work with private developers to improve and install new sidewalk and streetscape infrastructure, including snowmelt systems.

In addition, a renewed Service Agreement with the City is recommended to remain. This expense is based on previous discussions with City staff regarding roles, responsibilities and capacity of the City as it relates to city services within the downtown district.

A new line item for consideration this year is working with the City Engineering Department to have a staff engineer dedicated to the DDA. This concept is similar to our dedicated downtown police officer. Some of this dedicated support would focus on Rotary Square, the Lower Boardman/Ottawa Riverwalk and helping to determine the lifespan/replacement schedule and best practices for the reconstruction of crosswalks, sidewalks and other infrastructure within the DDA District. This may be funded 70% by TIF funds while the remaining funding would come from the city. Having a dedicated and consistent individual that reports back to the City Engineer assists in continuity on the many public infrastructure projects that are identified within the district. A dedicated engineer could also be secured through a hired contractor as well.

**Professional Services**

- A. Community Police Officer \$120,420  
We are planning to continue with our community police officer for year-round services.
- B. Maintenance and Operation \$250,000  
Continuing with this line item remains important as we focus on maintaining public infrastructure investments. This line item will be used for sidewalk cleaning, summer assistance through our YouthCore partnership and the purchase of needed tools. Last year the DDA purchased a truck through the city which will assist in more year-round maintenance/operations.
- C. Composting \$25,000  
This program is just getting off the ground, with the goal of expanding and encouraging the use of this new program throughout the district.
- D. Retail Incubator \$50,000  
Continuing on the successful pop-ups that has occurred in December and February, we would continue to work on implementing a year-round incubator space. This project would also utilize the USDA grant that was secured as well as MEDC grant that was secured by 20-Fathoms.

E. Traverse Connect \$ 37,000

We have included funding for Traverse Connect for their continued efforts to enhance the competitiveness of the region by leading collaboration between private and public sectors and supporting business attraction and retainment efforts. In addition, Traverse Connect will continue to support efforts to assist in leveraging E-Commerce tools to downtown merchants and convene discussions/facilitate communication regarding the mission and goals of the DDA and the Moving Downtown Forward TIF Plan.

**Public Infrastructure**

A. Schematic Design Engineering Services \$1,000,000

The approach for determining if we have an “in-house” engineer through City Engineering Department or a hired contractor is important as we move into the design and engineering portion of the Lower Boardman/Ottaway Downtown Riverwalk. Completing schematic/engineering for the 100/200 block will then move into implementation and utilization of the \$1million MEDC.

B. Two-Way Pilot Project (State Street) \$500,000

The DDA Board approved to amend this line item - adding \$100,000 to this project for the design, engineering and construction of a mid-block crosswalk on either the 200-Block or 100-Block of State Street. DDA staff will work with City Engineering staff (or an engineering consultant) to develop the crosswalk plan, which will require survey work, grading and drainage elements, among other items.

As previously noted, the fate of the two-way pilot project will be discussed next November, when the pilot-project expires. At that time, the two-way pilot project could be moved into permanent status or continue as a pilot for an additional year. Funding for this project could also be utilized to implement other traffic-calming/pedestrian-friendly amenities, stormwater management infrastructure and new/updated traffic signals.

C. Streetscapes/Snowmelt \$400,000

Streetscapes will remain important as new development continues throughout the district. A handful of developments: the Hannah Lay Building, the Opera House and new buildings on State Street have expressed interest and a desire to partner for snowmelt systems. There are additional opportunities for partnerships related to snowmelt leading to a connected network of sidewalks (which is paramount for walkability) throughout the district.

D. 309 West Front Street Staircase \$100,000

The design for the Staircase has been completed, with RFP is being developed through the City Engineering office and implementation should occur in the Spring of 2025.

E. Rotary Square \$100,000

This item includes possible costs outside of the conceptual design process covered under the Rotary Grant. Among other things, this item could also include the additional of physical amenities and signage for the Farmer's Market (as it moves to the square later this summer), mowing and other maintenance, or other amenities that improve the space.

F. TART Trail Extension \$200,000

This item includes the second phase of the TART Extension project, which includes new trail infrastructure from roughly Park Street to Division Street, a large portion of which traverses through the TIF District.

G. Downtown Cameras \$112,480

This project remains in the TIF-97 Budget, based on recommendations and costs from the Police Chief Richmond.

H. Brownfield Redevelopment Authority Interlocal Agreement \$321,887

The terms of this agreement, between the DDA and the Brownfield Redevelopment Authority, related to public improvements (and compliance with state law) associated with the Uptown Development were approved by the Finance Committee in October 2023 and the DDA Board in November 2023. However, the signatures for the interlocal agreement were just recently secured and I believe it would be best to include this payment in the 2024/2025.

I. Infrastructure Repair \$100,000

This item was discussed and recommended by the Finance Committee and is intended to provide flexibility and immediate attention to infrastructure needs throughout the district.

J. Stormwater Management Infrastructure \$100,000

This line item reflects our third amendment to the budget. The DDA, in partnership with the city, work to implement a stormwater management infrastructure project in the downtown district. This may include hyper-focused stormwater elements in the Lower Boardman/Ottaway Riverwalk Design and Engineering process and/or contributing funding toward stormwater elements associated with the future reconstruction of Lot B (which has been estimated at roughly \$400,000), or another city stormwater project in downtown. Moving forward, I believe we have an opportunity to study and determine how we can implement stormwater management infrastructure improvements highlighted in the 2018 TIF-97 Stormwater Management Plan.

**Old Town Financing Plan**

The Old Town District continues to see steady growth and private investment. The captured taxable value is projected to be \$34,463,479 bringing in an estimated \$823,527 of projected revenue to the district.

Similar to the TIF-97 budget, the service agreement with the City will remain. In addition, a new line item for consideration with the Board is working with the City Engineering Department to have a staff engineer dedicated to the DDA. Having a dedicated and consistent individual that reports back to the City Engineer assists in continuity on the many public infrastructure projects that are identified within the district. A dedicated engineer could also be secured through a hired contractor as well.

### **Professional Services**

- A. Maintenance and Operation \$60,000  
Continuing with this line item remains important as we focus on maintaining public infrastructure investments. This line item will be used for sidewalk cleaning, summer assistance through our YouthCore partnership and the purchase of needed tools.
  
- B. Composting \$10,000  
This program is just getting off the ground, with the goal to expand and encourage the use of this new program throughout the district.
  
- D. Traverse Connect \$ 5,000  
Based on our discussion at the May 3<sup>rd</sup> Study Session, we have included funding for Traverse Connect for their continued efforts to enhance the competitiveness of the region by leading collaboration between private and public sectors and supporting business attraction and retainment efforts. In addition, Traverse Connect will continue to support efforts to assist in leveraging E-Commerce tools to downtown merchants and convene discussions/facilitate communication regarding the mission and goals of the DDA.

### **Public Infrastructure Projects**

- A. River's Edge Decking \$130,000  
Replacement/upgrading of the River's Edge Decking is identified within the budget with the understanding that the FishPass project will be underway and we may be able to coordinate this element of the overall project. However, work may be moved to 2025/2026 dependent on the progress and timing of the FishPass project.
  
- B. Hannah Park Improvement \$80,000  
This project is being bid through City Engineering and may bid at the same time as the 309 West Front Street (stairs) project. Therefore, the cost may be moved from 2024/2025 budget to 2025/2026 budget.
  
- C. Streetscapes/Snowmelt \$100,000  
This line-item remains in the budget to encourage property owners to partner with the DDA to implement a snowmelt system within Old Town. This line-item

has been successful in the TIF 97 Plan, and we anticipate partnerships to grow as connection between the two districts are strengthened.

D. Downtown Cameras \$28,120

This line item has been included in the DDA Budget based on recommendations and costs from the Police Chief Richmond.

E. Infrastructure Repair \$30,000

This item was discussed by the Finance Committee and is intended to provide flexibility and immediate attention to infrastructure needs throughout the district.

**Arts Commission**

The Arts Commission budget for the coming year will focus on a handful of art installations along 8<sup>th</sup> Street, a mural festival (planned for 2025), a mini-grant program, a collaboration with Parks and Recreation to bring art into city parks and a new painted bump-outs at Front and Pine/Boardman as part of the two-way pilot project. In addition, the Arts Commission will be working to complete a series of administrative activities outlined in the strategic plan work plan. \$30,000 is allocated from the city's Public Arts Trust Fund for these projects. \$15,000 from TIF-97 is allocated to the Arts Commission as well.

**Recommended Motion**

That the DDA Board of Directions hereby approves the 2024/2025 budget as follows:

Downtown Development Authority (General) Fund	\$2,907,113
Tax Increment Financing District 97 Fund	\$5,695,302
Tax Increment Financing District Old Town Fund	\$ 741,603



**City of Traverse City, Michigan  
DDA Component Unit  
DDA General Fund  
For the Budget Year 2024-2025**

	<b>FY 22/23 Actual</b>	<b>FY 23/24 Budget</b>	<b>FY 23/24 Projected</b>	<b>FY 24/25 Requested</b>
<b>Revenue</b>				
Taxes	\$ 127,690	\$ 130,000	\$ 130,960	\$ 130,000
Grants and Contributions	867,788	100,000	133,319	1,875,000
Reimbursements	1,309,329	1,585,359	1,535,359	743,728
Rental Income	10,499	115,000	51,000	51,000
Interest Income	2,211	1,000	3,314	2,000
<b>Total Revenue</b>	<b>2,317,517</b>	<b>1,931,359</b>	<b>1,853,952</b>	<b>2,801,728</b>
<b>Expenditures</b>				
Salaries and Wages	989,124	1,060,134	910,000	430,000
Fringe Benefits	325,249	390,382	290,000	111,113
Office Supplies and Utilities	73,657	63,000	61,982	85,000
Professional Services	1,076,732	265,000	431,929	451,000
Travel and Conferences	3,978	30,000	11,953	5,000
Repairs and Maintenance	-	-	234	-
Rentals	5,942	-	-	-
Capital Outlay	117,552	-	-	-
Grants	-	45,000	-	1,375,000
Rotary Square	-	50,000	-	450,000
<b>Total Expenditures</b>	<b>2,592,234</b>	<b>1,903,516</b>	<b>1,706,098</b>	<b>2,907,113</b>
<b>Excess of Revenues Over/ (Under) Expenditures</b>	<b>(274,717)</b>	<b>27,843</b>	<b>147,854</b>	<b>(105,385)</b>
<b>Beginning Fund Balance</b>	<b>736,184</b>	<b>461,467</b>	<b>461,467</b>	<b>609,321</b>
<b>Ending Fund Balance</b>	<b>\$ 461,467</b>	<b>\$ 489,310</b>	<b>\$ 609,321</b>	<b>\$ 503,936</b>

**City of Traverse City, Michigan  
DDA Component Unit  
TIF-97 Financing Fund  
For the Budget Year 2024-2025**

	<b>FY 22/23 Actual</b>	<b>FY 23/24 Budget</b>	<b>FY 23/24 Projected</b>	<b>FY 24/25 Requested</b>
<b>Revenue</b>				
Property Taxes	\$ 3,677,904	\$ 4,180,861	\$ 4,154,904	\$ 4,165,820
Grants and Contributions	-	40,000		-
Reimbursements	196,607	130,000	100,800	-
Interest Income	4,260	4,500	54,541	4,500
<b>Total Revenue</b>	<b>3,878,771</b>	<b>4,355,361</b>	<b>4,310,245</b>	<b>4,170,320</b>
<b>Expenditures</b>				
Professional Services	860,923	1,494,820	977,639	1,477,215
Printing and Publishing	195,789	20,000	49,349	20,000
Repairs and Maintenance	-	250,000	220,000	250,000
Contribution to District Construction Project	1,117,777	2,125,000	1,017,759	3,034,367
Contribution to City - Debt Service	972,956	953,440	953,440	913,720
<b>Total Expenditures</b>	<b>3,147,445</b>	<b>4,843,260</b>	<b>3,218,187</b>	<b>5,695,302</b>
<b>Excess of Revenues Over/ (Under) Expenditures</b>	<b>731,326</b>	<b>(487,899)</b>	<b>1,092,058</b>	<b>(1,524,982)</b>
<b>Beginning Fund Balance</b>	<b>4,812,421</b>	<b>5,543,747</b>	<b>5,543,747</b>	<b>6,635,805</b>
<b>Ending Fund Balance</b>	<b>\$ 5,543,747</b>	<b>\$ 5,055,848</b>	<b>\$ 6,635,805</b>	<b>\$ 5,110,823</b>

**City of Traverse City, Michigan  
DDA Component Unit  
Old Town TIF Financing Fund  
For the Budget Year 2024-2025**

	FY 22/23 Actual	FY 23/24 Budget	FY 23/24 Projected	FY 24/25 Requested
<b>Revenue</b>				
Property Taxes	\$ 678,944	\$ 841,481	\$ 837,912	\$ 823,427
Grants and Contributions	-	-		-
Reimbursements	-	-		-
Interest Income	288	100	257	100
<b>Total Revenue</b>	<b>679,232</b>	<b>841,581</b>	<b>838,169</b>	<b>823,527</b>
<b>Expenditures</b>				
Professional Services	148,482	231,039	170,000	363,383
Printing and Publishing	-	100	5,422	100
Repairs and Maintenance	-	-	7,324	-
Contribution to District Construction Project	117,599	805,000	863,000	378,120
<b>Total Expenditures</b>	<b>266,081</b>	<b>1,036,139</b>	<b>1,045,746</b>	<b>741,603</b>
<b>Excess of Revenues Over/ (Under) Expenditures</b>	<b>413,151</b>	<b>(194,558)</b>	<b>(207,577)</b>	<b>81,924</b>
<b>Beginning Fund Balance</b>	<b>714,387</b>	<b>1,127,538</b>	<b>1,127,538</b>	<b>919,961</b>
<b>Ending Fund Balance</b>	<b>\$ 1,127,538</b>	<b>\$ 932,980</b>	<b>\$ 919,961</b>	<b>\$ 1,001,885</b>



Downtown Development Authority  
303 E. State Street  
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231-922-2050

## Memorandum

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To: Downtown Development Authority Board  
From: Harry Burkholder, Interim CEO  
Date: June 18, 2024  
Subject: Moving Downtown Forward TIF Plan

In March and April, after several meetings, productive conversations and ultimately a handful of revisions, the DDA Board agreed to pause on the approval of the Moving Downtown Forward TIF Plan, with a goal to revisit possible approval of the Plan at our August meeting.

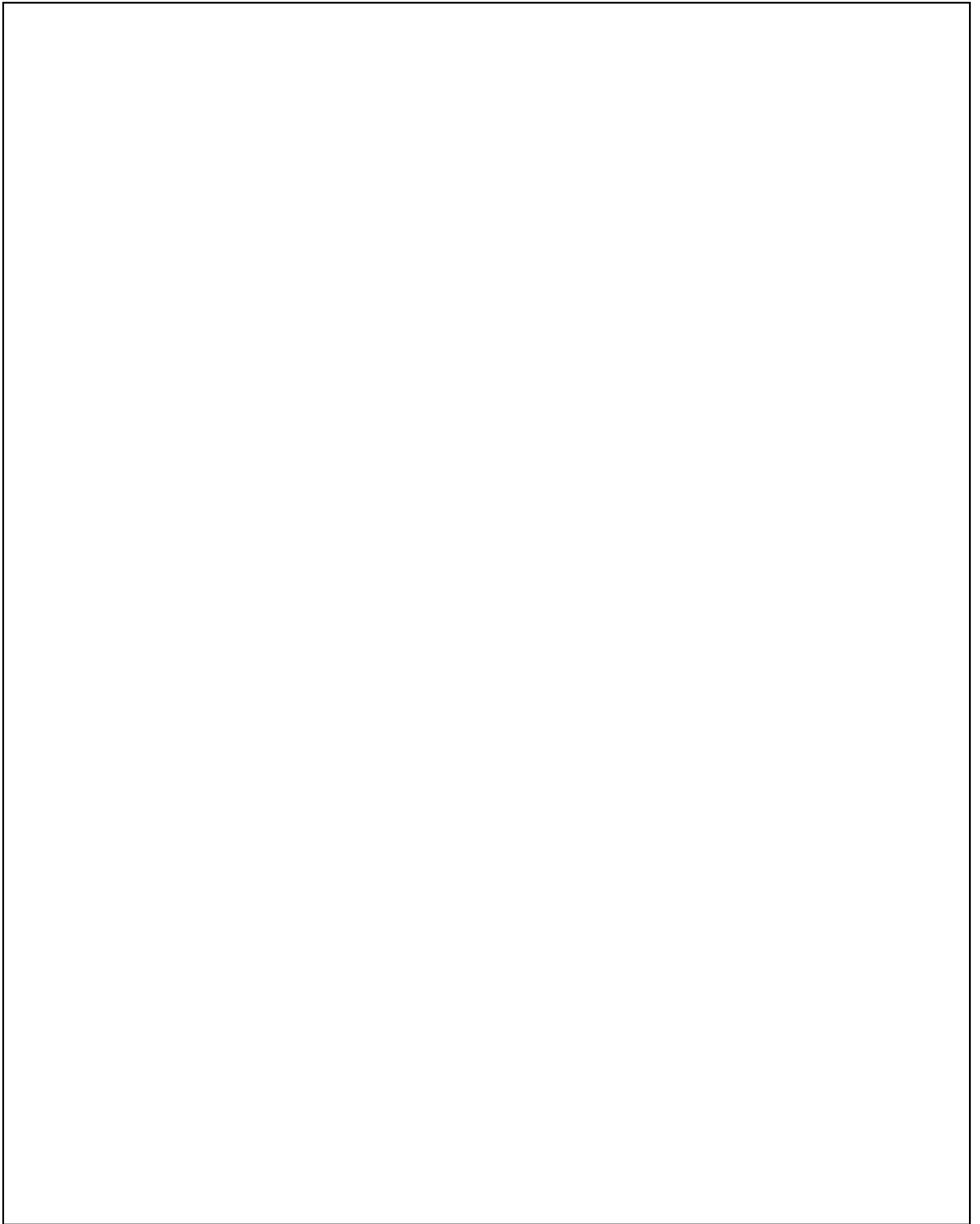
August will be here before you know it - providing the DDA Board with just a handful of additional opportunities to discuss the Moving Downtown Forward TIF Plan. With that in mind, I want to be sure that every board member has one more opportunity to ask any additional questions, raise and/or discuss any concerns or provide additional feedback for consideration. To that end, please email me your questions/concerns by July 5<sup>th</sup>, so that we have time to prepare a response for our July 19<sup>th</sup> regular board meeting.

Please be aware that large, wholesale changes to the Moving Downtown Forward TIF Plan at this time would require substantial time to address, potentially pushing approval past August. Please make sure your questions or concerns address specific items that you feel need to be addressed or where you feel additional discussion is absolutely required.

As a reminder, in August, the DDA Board approves the TIF Plan and the formal findings-of-fact and advisement from the Development Area Citizens Council and the DDA resolution of support (and desire for a public hearing) will be forwarded to the City Commission.

Once the City Commission is presented the TIF Plan, it will determine when to schedule a public hearing on the TIF Plan.

When ready, the City Commission will hold the public hearing and then consider a resolution to approve the TIF Plan and ordinance.





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## Memorandum

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To: DDA Board of Directors  
From: Harry Burkholder, Interim DDA CEO  
Date: June 18, 2024  
Subject: Rotary Square Conceptual and Schematic Design

In February, the DDA issued a Request for Proposals (RFP) to lead and facilitate Public Engagement, Conceptual Design, Schematic Design, Base and Refined Cost Estimates and Operational Development Estimates for Rotary Square.

This design and engineering initiative is included in the 2024 – 2025 Budget, with funding coming from a 2018 grant from Rotary Charities.

We received four proposals in response to the RFP. Listed below are the firms and costs associated with the four proposals:

Progressive AE	\$141,656 (with optional services & costs)
Beckett and Raeder	\$ 49,830 (with optional services & costs)
Machin Engineering	\$149,800
INFORM	\$454,164 (with optional services & costs)

The four proposals were formally reviewed and discussed by the DDA and City Staff, including the City Planner, City Engineer and Parks and Recreation Superintendent. Based on those conversations, I am recommending that we begin to enter into contract negotiations with Progressive AE for this project. Upon final negotiations, the contract will be brought back for review and approval at your July board meeting.



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## Memorandum

To: DDA Board of Directors  
From: Harry Burkholder, Interim DDA CEO  
Date: June 18, 2024  
Subject: Interim CEO Report

Below is an overview of projects and initiatives that the DDA has been working on.

### Bayfront TART Trail Expansion & Extension

Progress continues with the first phase of the Bayfront TART Trail expansion and improvement project. As previously mentioned, this project is moving forward in tandem with the on-going reconstruction of Grandview Parkway. As a reminder, the DDA committed \$200,000 toward this project, to match funds from the City, TART and an MEDC grant. The first phase of this trail extension project which will include new trail from: (1) Sunset Park to the Senior Center; Clinch Park to the Murchie Bridge; and (3) Division to Hall Street (south side of the Parkway).



Trail Progress Near  
the Maritime Center

### FishPass Construction

The following summary was provided by Andrew Muir of the Great Lakes Fishery Commission – Over the last month:

*Site fencing, tree protection limits, and erosion control fencing were installed at the site. All trees within the project site were inspected and cataloged noting the species, diameter-at-breast-height, condition, and construction status (save or remove) was created. A portion of trees slated for removal were removed from the site to allow for construction on the south side of the river. Pavement in Lot J was removed and work began on the installation of a new watermain. Additional site preparatory work was completed in advance of sheet pile installation starting in July 2024.*

*A two-phase partnering meeting was held with the first phase of the meeting included a stakeholder/rightsholder group comprised of signatories to the FishPass MOU and member agencies/institutions of the Boardman River Implementation Team. The second phase of the meeting was held for representatives of the three neighboring properties to engage with the Spence Bros., USACE, GLFC, AECOM, and the City about the*

*construction schedule and process and to establish clear lines of communication during construction.*

#### **West End Demolition and Abatement**

Nicole VanNess and I met with a representative from EGLE and our consultant at Otwell Mawby to discuss potential options to move forward with the demolition/abatement process of the West End Development parcels. I will be working with city staff (with DDA Board input) to put together a recommendation on how to move forward with this project, which may include several different options. As a reminder, we have two years of eligibility remaining on the grant to complete the work.

#### **Rotary Square – Summer 2024**

The DDA office continues to receive requests to use Rotary Square for events on a regular basis. We are moving the Farmers Market to the site during the second phase of the Grandview Parkway reconstruction project. We are working to develop a formal application process to use the square, modeled after the city's application process and policy.

#### **Clean and Green**

We have started working with a crew from YouthWorks on maintaining downtown for the summer season. Currently, their crew is available a couple days of week, but we should have a fulltime crew starting next week.

#### **West End Staircase**

The DDA completed engineering and design for the staircase and continues to work to secure an easement from the property owner. Due to the potential closure of the street during installation, the project timeframe will likely be spring of 2025.

#### **Hannah Park Bridge Abutment/Overlook**

Machin Engineering designed the upper-level area abutting the South Union Bridge. Construction bids were due on May 31, but we received no bids. The City Engineering Department is reaching out to contractors regarding the possibility of working on this project.

#### **Retail Incubator**

I have met with the property owner (for the incubator space) and this project will be discussed at the next Finance Committee Meeting. I hope to bring a review of this project to the July board meeting.

#### **Lower Boardman/Ottaway Riverwalk**

I reached out to the firm that provided the most recent estimate for design/engineering services related to improvements along the river in the 100-block of Front Street. I will continue to work with the firm to refine their proposal and discuss options for next steps.



**Cyber Attack**

Because our office is on a different server, we were largely unharmed by last week's cyber- attack against the city.

**Project Priorities**

As we move into the 2024/2025 Fiscal Year, I would like to work with the DDA Board to identify and prioritize capital projects into the next couple of years. Look for more to come on this topic.



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## Memorandum

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To: Downtown Development Authority Board of Directors  
From: Harry Burkholder, DDA COO & Todd McMillen, DDA Board Member  
Memo Date: June 17, 2024  
Subject: Arts Commission Update

### **Rotating Art Exhibit**

The four sculptures from Steve and Dorota Coy titled "Spirit of the Forest" at the rotating art exhibit along the Boardman Lake Loop (near the Riverine Apartments) have been erected. Steve Coy has strong connections to Northern Michigan, having spent some of his childhood living in the area and have two works already in the area. Their work has been recognized in various media, books and film and they also have displayed works in several venues around the world.

### **Mural**

Work has resumed with artist Catherine Corden to complete her mural on the restroom building at Bryant Park. We're hoping to have a ribbon cutting ceremony within the next couple of weeks, once the mural is complete.

### **Artistic Benches**

The Arts Commission received a couple of response to their RFP for two artistic benches along the expanded Bayfront TART Trail. The Arts Commission will be working to review the proposals and select an artist later this month.



## Memorandum

To: DDA Board of Directors  
CC: Harry Burkholder, Interim-DDA CEO  
From: Nicole VanNess, Transportation Mobility Director  
Date: June 18, 2024  
Re: Staff Report: Parking Services – May 2024

### Project Updates

Pullman STS has completed the work on level 4 of the Hardy Parking Structure. They will move to level 3 which will require completely shutting down the west side to complete work. This will create a two-way traffic pattern on the east side that is completely abnormal for all parkers. There will be signage and traffic control devices in place to guide drivers. Once the west side is complete, the same closure will occur on the east side after the Cherry Festival. The same process will repeat on level 2 later this summer.

Praise Signs has completed the replacement and installation of new wayfinding signage at the Hardy Parking Structure.

City Commission approved the pavement preservation project which includes the cutting and patching of parking lot T (corner of N Union/E Grandview Pkwy), repaving of parking lot C (200 E Grandview Pkwy), and the in-fill of the two curb-cuts at parking lot G (100 E State). All projects are scheduled to be completed by November 2024.

### Miscellaneous

One proposal was received for the Washdown RFP. This item will go to City Commission on



July 1<sup>st</sup>. One proposal was received for the Hardy Retail Space Listing Agent RFP. We anticipate moving forward with listing the space.

### **Parking Services Transition Update**

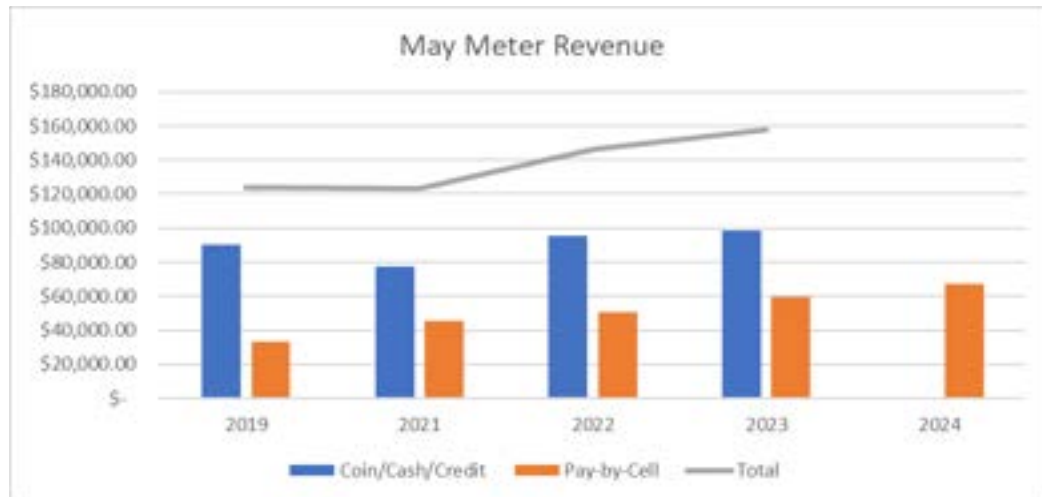
We are currently working through the steps of the transition. The City has hired an electrical contractor to assist with diagramming the network and identifying network related infrastructure that will transition into the City/County system. Flight Path Creative has transitioned parking content from the parking.downtowntc.com webpage and converted into the City's website and branding. The City website parking pages are not yet live but will be made available in the future. At that time, the parking page on the downtown website will redirect to the City's website. City HR is in progress of reviewing the departments organizational makeup and job descriptions. Due to the recent cyberattack at the City/County, the transition will not be complete before the end of the fiscal year. Since the contract ends on June 30, 2024, all payrolls after July 1<sup>st</sup> until the transition is complete will be billed based on actuals.

### **May Parking Revenue**

Below is the May revenue. Charts include three years of data to show pre and post-pandemic revenues.

#### Meter Revenues

Coin/Cash/Credit revenues are not yet available. Mobile meter revenues are up 100% compared to 2019 and up 13% compared to 2023.



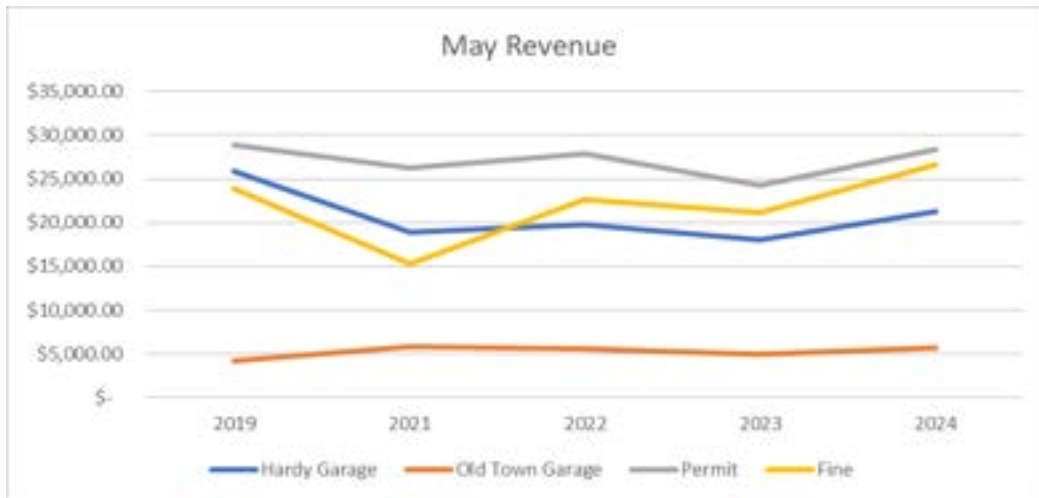
#### Hourly Admissions

Hardy transient revenues are up 18% compared to last year and down 18% compared to 2019. Old Town transient revenues were up 15% compared to last year and up 34% compared to 2019.

**Permits & Fines**

Permit revenues are up 17% compared to last year and down 1% compared to 2019.

Fine revenues are up 26% compared to last year and up 12% compared to 2019.





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## Memorandum

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To: Harry Burkholder, DDA Interim CEO  
Downtown Development Authority Board of Directors

From: Sara Klebba, DDA Director of Events & Engagement

Date: June 17, 2024

Subject: DTCA Director of Events & Engagement Update

### **Summer 2024 Downtown Event Calendar**

June 30 | **National Cherry Festival Arts & Crafts** | 9am-5pm | Union Street

August 2 | **Street Sale** | 8am-5pm | Front Street

August 2 | **Friday Night Live** | 5pm-9pm | Front Street

August 9 | **Friday Night Live** | 5pm-9pm | Front Street

August 17 | **Downtown Art Fair** | 10am-5pm | Cass Street

### **Downtown Art Fair Series (6/15, 6/30, 8/17)**

The Old Town Arts & Crafts Fair went off without a hitch. Vendors were happy with event coordination, though attendance did dip likely due to the two competing local art fairs. Many vendors asked to participate in upcoming art fairs after this positive experience. National Cherry Festival Arts & Crafts Fair is set for Sunday, June 30, and vendor & volunteer communications are starting week of 6/17. The Downtown Art Fair will be held on Saturday, August 17 on Cass St. Post-event surveys will be sent out after each event.

### **Friday Night Live (8/2 & 9) & Street Sale (8/2)**

The permits have been approved for all events. The call for vendors email went out early June and applications have been live since May for entertainment, food/beverage vendors, nonprofit organization activities, and interactive art experiences. I am looking to book everyone by end of June. The Street Sale email will go out to merchants with a link to the application by week of June 24. New logos for both events have been approved.

**Employee Appreciation Event**

“Cheers to you, our downtown crew!” The new Downtown Employee Summer Send Off is set for Tuesday, August 20 at Rotary Square. This event, featuring local sponsored sweet treats, will gather all DTCA member employees (depending on donation quantity) for an end-of-season celebration. As our streets start to slow down, we'll say goodbye to college and high school students and other temporary staff, congratulating each other for making it through a successful summer season. We are seeking sponsors or in-kind donations for materials, food, and beverage.

**DTCA Membership Update**

- The DTCA Membership Committee met for the first time to discuss the DTCA: what it is, what membership includes, and the renewal process. Future discussions will focus on solidifying benefits, billing, and member communications.
- The 2024-25 FY membership renewal email is scheduled to deploy the week of 6/17.
- Employee Discount Cards will be available for participants to pick up the last week of June. We are waiting on the printer to confirm the date.