

Minutes
Traverse City Downtown Development Authority
November 16, 2018
Commission Chambers, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City

1. Roll Call

Present: Leah Bagdon-McCallum, Allison Beers, Harry Burkholder, Mayor Jim Carruthers, Collette Champagne, Bill Golden, Scott Hardy, Debbie Hershey, T. Michael Jackson, Gabe Schneider

Absent: Steve Constantin (excused), Jeff Joubran

Leah Bagdon-McCallum called the meeting to order at 8:00am

2. Consent Calendar

A. Consideration of minutes for the Regular Meeting of October 19, 2018 (approval recommended)

B. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for October 2018 and Financial Reports for Traverse City Parking Services.

Motion by Carruthers, seconded by Jackson that the consent agenda be approved as presented. Motion carried unanimously.

3. CEO Report

A. Leadership Training Date

- i. Derenzy proposed changing the time of the Leadership Training Date to 8:00am-10:30am.

Motion by Champagne, seconded by Beers that the DDA Board of Directors approve to schedule the Leadership Development Session for Friday, December 14 from 8:00am to 10:30am and combine with regular monthly meeting. Motion carried unanimously.

B. TC Arts Commission Request for Support

- i. TC Arts Commission Director, Nate Elkins, presented the Clinch Park Tunnel project to the board.

CEO identified that Elkins may request from the DDA infrastructure upgrades relating to the tunnel.

Motion by Beers seconded by Burkholder, that the DDA Board of Directors support the Traverse City Arts Commission Clinch Park Tunnel Art Exhibition being a retrospective of the Woodland Indians historical connection to Traverse City. Motion carried unanimously.

C. Hardy Garage Encroachment Agreement

Motion by Schneider seconded by Beers that the DDA Board of Directors approve the Encroachment Agreement between Radio Center 3 Condominium Association and City of Traverse City. Motion carried unanimously.

D. Work Plan Update

- i. Derenzy presented the updates on the Work Plan to the board.
- ii. Jackson asked for updates on the boardwalk at Uptown.
- iii. Carruthers asked for updates on Traverse City Light & Power meeting regarding lighting at the boardwalk.
- iv. Burkholder inquired about the extension of the permit.
- v. Lauren Tribble-Laucht, City Attorney, reminded the board that the property swap contained the condition that the boardwalk at Uptown would be built within five years.
- vi. Derenzy will provide the board with a timeline at the December Board meeting.
- vii. Derenzy asked if three board members would look at the redevelopment of Parking Lot O.
- viii. Hardy, Hershey, McCallum, Beers, and Golden volunteered to assist with Parking Lot O.

Motion by Champagne seconded by Hershey that Hardy, McCallum, Beers, Golden and Hersey be appointed to work with the CEO on the redevelopment of Parking Lot O. Motion carried unanimously.

- xi. West End Parking Deck
- x. Three year implementation plan for the Transportation Demand Management Plan
- xi. Implement Board orientation and growth program
- xii. Writing of grants and other funding opportunities.
- xiii. Develop Leadership Opportunity for Corridors
 - a. Jackson inquired if downtown can be made smoke-free
- xiii. Assist in the Implementation of High-Speed Fiber in Downtown
- xv. Golden asked when Parking Lot P would be complete.
- xvi. VanNess updated the Board on Lot P delays stating project will not be completed until Spring 2019. Penalties would be assessed per contract.

4. Board Member Reports

A. Arts Commission (Hershey)

- i. Elkins updated the board on six projects that the Arts Commission is currently working on.
- ii. Arts Commission will be in the Downtown Light Parade
- iii. The "Then and Now" project is moving forward.

B. Farmers Market (Hardy)

- i. Hardy stated that surveys have been distributed to the farmers.

C. Lower Boardman River Leadership Team (Burkholder)

- i. Awaiting to hear if the Great Lakes Fisheries grant has been approved or not.

- ii. Great Lakes Fisheries Commission meeting will take place next week at the City Opera House.
- iii. Met with the DNR about lighting and the effects it has on fish in the river.

5. Staff Reports

A. Parking Update (Nicole VanNess, Parking Administrator)

- i. Holiday Parking at Hardy Parking Garage
 - a. Free parking starting after 6:00pm now until January 15th.
- ii. Covered Parking Available at Old Town
 - a. Reminded board that people can park on the ground level for free overnight parking after 6:00pm and before 8:00am, Monday- and all day Sunday.

Saturday,

- iii. Destination Downtown
- v. Garage Restoration
- vi. Parking subcommittee will be meeting later this month for their orientation.

B. Marketing/Communications (Colleen Paveglio, Marketing & Communications Director)

- i. Website
 - a. Looking to create a DDA website. Staff will be meeting with a vendor to develop a sitemap with a goal of launching the new site by the first of the year.
- ii. Facebook
 - a. Asked the board to share posts from the DDA Facebook page to build audience.
- iv. Destination Downtown
 - a. Staff is working on the launch on March 1, 2019.
- v. Lake Avenue
 - a. Ribbon cutting tonight at 5:00pm
- vi. Downtown Light Parade, Santa's Arrival, and Tree Lighting
 - a. Tomorrow evening at 6:00pm.

C. Old Business (Derenzy) : none at this time

6. Receive and File

- A. DTCA Minutes
- B. Farmers Market Advisory Board
- C. Lower Boardman River Leadership Team
- D. Old Town TIF- No capture for library.

7. Public Comment

- i. No public comment at this time.

8. Adjournment

- A. The meeting officially adjourned at 9:25am.