

DOWNTOWN DEVELOPMENT AUTHORITY ANNUAL MEETING
FRIDAY, SEPTEMBER 20, 2019 8:00AM
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call

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

Present: Bagdon-McCallum, Champagne (arrived at 8:10), Constantin, Hardy, Hershey, Jackson, Joubran, Kirkwood, Nance, Schneider

Absent: Mayor Carruthers, Golden

2. Election of Officers:

A. Constantin opened nomination of Bagdon-McCallum as Chair. Motion by Joubran to close, seconded by Jackson, that Bagdon-McCallum serve as Chair. Motion carried unanimously.

B. Hardy opened nomination of Schneider as Vice-Chair. Motion by Jackson to close, seconded by Nance, that Schneider serve as Vice-Chair. Motion carried unanimously.

C. Joubran opened nomination of Hardy as Treasurer. Motion by Jackson to close, seconded by Schneider. Motion carried unanimously.

D. Joubran opened nomination of Constantin as Secretary. Motion by Kirkwood to close, seconded by Schneider. Motion carried unanimously.

3. Consent Calendar

Motion by Hardy, seconded by Jackson that the consent portion of the agenda be approved as amended. Motion carried unanimously.

A. Consideration of minutes for the Regular Meeting of July 2019, 2019

B. Consideration of minutes of Joint Study Session with City Commission July 22, 2019

C. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for July and August 2019 and Financial Reports for Traverse City Parking Services.

D. Community Police Report

E. Why Downtown Retail is Coming Back

CEO Derenzy removed item D and moved to be Item C under Special Order of Business

4. Appointment to Lower Boardman River Leadership Team

A. Nance nominated Kirkwood to serve on the Lower Boardman River Leadership Team. Motion carried unanimously.

5. Special Order of Business

A. Presentation from Traverse Connect New Strategic Plan

- i. Warren Call highlighted Traverse Connect's new strategic plan and the role it plays within the DDA.

B. Presentation of AECOM-Stormwater

- i. Troy Naperala, PE, highlighted AECOM's stormwater study and discussed stormwater management opportunities for the TIF 97 district.

Champagne exited at this point of the meeting

ii. Public Comment

- a. Richard Lewis commented on the Stormwater Ordinance adopted in 2019.

C. Community Police Report

- i. Officer Culver updated the Board on the decrease in issues concerning homelessness, shoplifting, bicyclists, and drunkenness in the downtown area.
- ii. Chief O'Brien commented on the role of the Community Police Officer and the positive impacts it has had on the downtown region.

6. CEO Report

A. Lease Agreement-GFA Building

- i. 123 E. Front Street sublease of \$4,800 a month for the DDA to provide an office for the Community Police Officer and an additional meeting space for the DDA.

ii. Motion: by Jackson, seconded by Joubran that the DDA Board of Directors approve of commercial sublease between Downtown Development Authority and Spirituality & Health for office space located at 123 West Front Street, Traverse City, MI 49684, subject to substance and form. Motion carried unanimously.

B. Parking Agreement between DDA and City

- i. Motion by Constantin, seconded by Hershey, that the DDA Board of Directors approve of second amending to Traverse City Parking Services amended and Restated Operation and Management Agreement. Motion carried unanimously.**

C. Painting Exterior Parking Garage Signs

- i. Motion by Jackson, seconded by Joubran, that the DDA Board of Directors recommend the City Manager's Office authorize a service order with Dan Brady Painting in the amount more or less of \$9,200 for the refurbishing of the entries and exits at the Hardy Parking Garage with funds available in the Hardy Parking Fund. Motion carried unanimously.**

D. Strategic Planning Update

- i. Derenzy is working on a mission and vision statement to bring to the October meeting for adoption.

E. TIF 97 Extension Update

- i. Derenzy will be meeting with NMC and BATA in October to discuss how TIF 97 has positively impacted the community as a whole.
 - ii. Derenzy will bring a draft plan to the October meeting.
 - F. DDA District Expansion 8th Street Update
 - i. Derenzy reiterated this is a district expansion, not a TIF expansion.
 - G. Lower Boardman River Update on Progress
 - i. Burkholder updated the board on the civic engagement process
 - ii. Online survey provided feedback from 500 participants
- 7. Board Member Updates
 - A. Arts Commission
 - i. Hershey thanked Paveglio for new efforts with the Traverse City Arts Commission.
 - ii. The tunnel project is moving along with installation this fall.
 - iii. Boathouse Project will be installed in May
 - B. Farmers Market
 - i. Hardy discussed the impact Ironman had on the market.
- 8. Staff Reports
 - A. Marketing/Communications
 - i. Colleen Paveglio, Marketing & Communications Director presented updates on marketing/communications efforts
 - ii. Website
 - a. New launch in the next couple of weeks
 - iii. Lower Boardman River Leadership Team
 - a. Two week marathon of civic engagement took place
 - b. A postcard was mailed to every resident
 - c. Received good feedback on the civic engagement process
 - iv. Facebook
 - a. Managing numerous pages
 - v. DTCA Update
 - a. Fall Sale & Happy Apple Days
 - b. Downtown Halloween Walk
 - c. Shop Your Community Day November 9th
 - d. Downtown Light Parade November 23rd
 - vi. Sara Hardy Downtown Farmers Market
 - a. Wednesday layout change and cooking demonstrations really well received.
 - B. Parking
 - i. Nicole VanNess, Parking Administrator, updated board on projects within Traverse City Parking Services
 - ii. Railroad and Boardman Avenue Meters
 - a. Review with Parking Subcommittee
 - iii. Alternative Parking
 - b. Will be evaluating alternative parking, including NMC partnership with BATA
 - iv. Park Street Public Restrooms Hours
 - a. Limiting hours of operation for fall/winter

- v. Hardy Parking Garage-Boiler Replacement
 - a. Project has been completed
- vi. Hardy Parking Garage-Roof Replacement
 - a. Roof Replacement is also complete
- vii. Residential Parking
 - a. Successful meeting with City Commission with a targeted enactment October 7th

9. Receive and File

- A. DTCA Minutes for July and August 2019
- B. Farmers Market Advisory Committee Minutes for July 2019
- C. Lower Boardman River Leadership Team Minutes for July and August 2019
- D. Traverse City Arts Commission Minutes for July and August 2019

10. Public Comment

- A. No public comment at this time.

11. Adjournment

- A. The meeting officially adjourned at 10:08am.