

**Minutes**  
**Traverse City Downtown Development Authority**  
**Regular Meeting**  
June 15, 2018  
Commission Chambers, Second Floor  
Governmental Center, 400 Boardman Avenue, Traverse City

Bill Golden called the meeting to order at 8:00am.

1. Roll Call

**Present:** Allison Beers, Mayor Jim Carruthers, Collette Champagne (arrived at 8:02am), Steve Constantin, Bill Golden, Scott Hardy, Debbie Hershey, T. Michael Jackson, Jeff Joubran, Gabe Schneider

**Absent:** Leah Bagdon-McCallum, Harry Burkholder

2. Consent Calendar. **Motion by Beers, seconded by Joubran that the consent portion of the agenda be approved with the removal of item D for further review under the CEO Report. Motion carried unanimously.**

- A. Consideration of minutes for the Regular Meeting of May 18, 2018 (approval recommended)
- B. Consideration of minutes-Special joint meeting with DDA and Planning Commission (approval recommended)
- C. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for May 2018 and Financial Reports for Traverse City Parking Services. (approval recommended).
- D. Destination Downtown Agreement

3. CEO Report

- A. Destination Downtown Agreement
  - i. Mayor Carruthers noted that the agreement did not include discrimination protection for sexual orientation. Derenzy will work with City Attorney to amend agreement. **Motion by Carruthers, seconded by Beers to support the Destination Downtown item with the added changes. Motion carried unanimously.**
- B. 8th Street Request for Consideration-Discussion
  - i. Derenzy presented the NBLD corridor consideration to be included in the DDA and led discussion of the options of expanding the DDA with or without a TIF expansion.
  - ii. Derenzy requested permission to do the due diligence in evaluating the feasibility of expanding the DDA to include the corridor.  
**Motion by Constantin, seconded by Schneider to authorize the DDA CEO to start the due diligence and study of the expansion to include the North Boardman Lake District. Motion carried unanimously.**
  - iii. Public Comment:
    - a. Janene Silverman, Raduno, 545 E. Eighth St. supported what Derenzy

presented.

b. Steve Nance, 609 Webster St. Thanked the Board for allowing Derenzy to investigate the expansion further.

c. Kate Redman, 2006 Chippewa St. echoed what Janene and Steve stated.

d. Richard Kushell, 500 Webster St. supported the corridor expansion.

C. Valet Pilot Project:

i. Derenzy pointed out a typo that stated 11-month, rather than the correct 11 weeks.

ii. Derenzy explained difference between a public and private valet service.

iii. Carruthers asked if the parking would include the private spaces within the Hardy Parking Garage.

**Motion by Beers, seconded by Champagne that the DDA endorse the pilot valet parking project for the downtown with the public right-of-way to be in the 200 block of Front Street and the project shall be for an 11-week period Wednesday through Saturday 5:00pm to 11:00pm, starting June 20th. Motion carried unanimously.**

iv. Public Comment:

a. David Denison, 724 East Orchard, 229 E. Front Street thanked the Board for their consideration of the valet program.

b. John McGee, 3341 Autumn Leaf, 120 Park Street & 250 E. Front St discussed Friday Night Live and relocating the valet location for those four summer evenings.

D. 2019/2019 Budget Approval

i. Derenzy presented the budget as well as public infrastructure projects for the two TIF districts.

ii. Jackson asked for an update on the Boardman Riverwalk project.

**Motion by Jackson, seconded by Beers that the DDA Board of Directors approve the 2018/2019 budget for DDA, TIF 97 and Old Town TIF as presented. Motion carried unanimously.**

E. By-Laws (Steve Constantin)

i. Golden recommended removing this item and creating a By-Laws ad-hoc committee to consisting of Constantin, Golden, Champagne.

**Motion by Beers, seconded by Schneider that a special committee look at the By-Laws of Item E with Steve, Coco, and Bill. Motion carried unanimously**

4. Old Business

A. TDM (Parking Update)

i. VanNess discussed implementing the LPR tool.

ii. Updating validation system

iii. Destination Downtown will be kicking off soon

iv. Additional bike racks being utilized downtown

v. Elevator issues at Old Town Parking Garage are being investigated

vi. New electric car is now in inventory

vii. Jackson discussed NCF staffing and asked if Parking staff has the ability to tow cars.

viii. Hardy asked if parking in the proposed expanded corridor would be included in the DDA/TCPS jurisdiction. Derenzy pointed out that it already

currently is.  
ix. TDM was well received at City Commission

B. Marketing/Communications Update

- i. Paveglio thanked those who attended the Downtown Annual Dinner.
- ii. Strategic plan and work plan is moving forward
- iii. Destination Downtown update
- iv. Lower Boardman Leadership Team

5. Receive and File:

A. Written Report from CEO-Updates

- i. USDA Grant
- ii. Coastal Zone Management authorization to implant the water trail

B. Farmer's Market Minutes

C. DTCA Minutes

D. Parking Update

- i. Elevator is fixed at Old Town Parking Garage

6. Public Comment

- A. No public comment at this point

7. Adjournment: The meeting adjourned at 9:05.

Respectfully submitted,

Nina Talarico  
Office Manager

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