

MEMORANDUM

To: DDA Board of Directors
From: Rob Bacigalupi, Executive Director ^{RMB}
Re: November 21, 2014 Board Meeting & Miscellaneous
Date: November 18, 2014

AGENDA ITEM 3A - COMMUNITY DEVELOPMENT REPORT

Enclosed is Jean's monthly report.

AGENDA ITEM 4A - CONSIDERATION OF AUTHORIZING AN AGREEMENT FOR FARMERS MARKET DESIGN SERVICES

A dedicated committee made up of DDA Board Members Leah Bagdon-McCallum, Jan Chapman, Russ Soyring, Tim Lodge, Nick Viox, Colleen Paveglio and myself interviewed four of the nine teams who proposed for the farmers market design job. We have settled onto a finalist but are working with them to adjust their team to achieve the best outcome. I hope to have a formal recommendation for you Friday once we've firmed up the details. Sorry to bring to the meeting but I am hoping to keep the process moving quicker as opposed to bringing it to you next month. For now, I have attached the bid tabulation.

AGENDA ITEM 4B - CONSIDERATION OF REQUEST FROM CHERRY T BALL DROP FOR FINANCIAL SUPPORT FOR THEIR NEW YEAR'S EVE EVENT

Enclosed is a request from Thom Darga for financial support for the Cherry T Ball Drop. The DDA has participated financially in this community event for the past few years. It is a volunteer-driven event that provides family friendly fun for the community and collects food for the less fortunate. It also drives thousands of people to downtown Traverse City. I recommend that the **DDA Board of Directors authorize the contribution of \$1,000 to the Cherry T Ball Drop with funds available in the DDA Community Promotion line item.**

AGENDA ITEM 4C - CONSIDERATION OF RECOMMENDATION USE OF LOTS T & B FOR THE TRAVERSE CITY WINTER MICROBREW & MUSIC FESTIVAL FEBRUARY 6-8, 2015

Enclosed is a letter from Sam Porter requesting use of Lots T & B for the Traverse City Winter Microbrew & Music Festival on February 7th, 2015. Last year the DDA Board discussed and ultimately recommended a fee for use of parking lots. Based on this recommendation, the City now requires a fee per parking space for events that goes to the Parking Fund. This is another great winter event that brings thousands to Downtown Traverse City in the depths of winter. I recommend that the **DDA Board of Directors approve the use of parking lots T & B for the proposed Traverse City Winter Microbrew & Music Festival from 5 p.m. Friday, February 6, 2015 to 5 p.m. Sunday, February 8, 2015 as detailed in the letter from Sam Porter, Porterhouse Productions, provided other required City approvals are acquired.**

AGENDA ITEM 4D - REVIEW OF DRAFT 2015-2018 PARKING PLAN

Attached is a memorandum from me regarding a 2015-2018 Parking Plan drafted by Parking Administrator Nicole VanNess, which follows my memo. Included in my memo are eight separate recommended changes related to parking rates. We'll provide a brief presentation to supplement the memo and plan. I recommend that **DDA Board of Directors accept the eight recommendations related to the 2015-2018 Parking Plan as recommended by the Executive Director in his November 18, 2014 memorandum and further that these recommendations be sent to the City Commission for their**

consideration. We are planning on providing an update on parking to the City Commission at their study session scheduled for December 8, 2014 at which we would present these recommendations. If there is support for them, the City Commission could consider action on them at their next regular meeting.

MISCELLANEOUS ITEMS OF INTEREST

WIFI UPDATE - Aspen Wireless is working on installation and we are still planning on a December 5 Santa's Arrival rollout.

GARLAND STREET PROJECT UPDATE - Mac McClelland is planning a property owner/business meeting for the first or second week of December. We will let you know as soon as it is scheduled.

WASHINGTON PLACE - As you surely know, construction is underway. The City continues to investigate ways to maximize the remaining public parking whilst looking toward the day when the remaining land might be sold to continue development along Washington Street.

124 WEST FRONT - Last night, the City Commission approved this project! The developer is planning a March construction start.

CITY OPERA HOUSE - This Thursday, the Historic Districts Commission will again consider a request for approval to install a canopy in front of the City Opera House entrance. The meeting will take place at 7 p.m. at the Governmental Center Committee room, for those interested.

PUBLIC ART ORDINANCE - Based on input by the DDA Board last month, both the draft ordinance and the guidelines have been updated. Attached you will find redlined versions of both.

SHOP YOUR COMMUNITY DAY - We are pleased to report that \$22,028.37 was raised at this year's Shop Your Community Day. That is a bit down from last year though given the rainy weather that day we are pleased with the number.

HOLIDAY EVENTS - No doubt you've noticed the holidays are approaching with all of this snow! Santa's Arrival takes place Friday, December 5th, then Ladies Night Thursday, December 11th and finally Men's Night Thursday, December 18th.

TCPS REPORTS - Will present the graphs for you at Friday's meeting during the parking plan discussion.

DTCA MINUTES - Enclosed are the October DTCA Board minutes.

cc: City Manager
Traverse City City Commissioners

DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING AGENDA
Friday, November 21, 2014, 8:00 a.m.
Commission Chambers, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

Information and minutes are available from the DDA Director, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA Director as soon as possible.

1. Roll Call
2. Consent Calendar - The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Board motion without discussion. Any member of the board, staff, or public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected.
 - A. Consideration of minutes for the Regular Meeting of October 17, 2014. (approval recommended)
3. Chairperson's Report
 - A. Community Development Report
 - B. Comments or Questions regarding Written Reports
4. Executive Director's Report
 - A. Consideration authorizing an agreement with for Farmers Market design services
 - B. Consideration of request from Cherry T Ball Drop for financial support for New Year's Eve event.
 - C. Consideration of Recommending Use of Lots T & B for the Traverse City Winter Microbrew & Music Festival February 6-8, 2015
 - D. Review of draft 2015-2018 Parking Plan and consideration of parking rate adjustments
5. Public Comment
6. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Executive Director 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 DDA office.

Minutes
Traverse City Downtown Development Authority
Regular Meeting
October 17, 2014
Commission Chambers, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City

Chairperson Steve Constantin called the meeting to order at 8:01 a.m.

1. Roll Call

Present: Harry Burkholder, Jan Chapman, Steve Constantin, Michael Estes, Bill Golden, T. Michael Jackson, Chuck Judson (arrived at 8:05), Rick Korndorfer, Leah Bagdon-McCallum, Joe Winowiecki

Absent: Ross Biederman, John DiGiacomo

2. Consent Calendar. **Motion by Burkholder, seconded by Golden that the consent portion of the agenda be approved as amended. Motion carried unanimously.**

- a. **Approval of minutes of the Annual Meeting of September 19, 2014 as presented.**

3. Chairperson's Report

a. Community Development Report by Jean Derenzy

- i. Crowdfunding-Bumpout Project
- ii. Open Space Strategies
- iii. Civic Square
- iv. Development Projects:

- 1. Hotel Indigo
- 2. Uptown
- 3. The Corners
- 4. 124 West Front Street
- 5. Other Efforts
 - a. Eighth Street Corridor
 - b. Eighth Street Block Party

b. Comments or Questions Regarding Written Reports

- i. Estes commented on concerns he has heard regarding Wellington St
- ii. Board commented on the rate at which The Corners is proceeding.

4. Executive Director's Report

a. Consideration of recommending a Public Art Ordinance to the City Commission

- i. **Motion by Estes, seconded by Jackson that the DDA Board of Directors recommend to the City Commission the adoption of the**

Draft public Art Ordinance dated October 13, 2014 with three suggested draft amendments subject to city attorney review.

1. Phase Two to be added into the ordinance
 2. Flexibility on City Commission's funding responsibilities
 3. Clarify that other's properties won't be regulated
- b. Consideration of amending the Executive Director's spending limit to \$7,000.
- i. **Motion by Estes, seconded by Judson that the DDA Board of Directors amend the Executive Director's spending limit to \$7,000. Motion carried unanimously.**
- c. Consideration of recommending application to Smart Growth America for a parking audit of downtown.
- i. **Motion by McCallum, seconded by Estes that the DDA Board of Directors recommend that the City Commission authorize application to Smart Growth American for a no fee parking audit. Motion carried unanimously.**
- d. Discussion regarding draft 2015-16 Capital Improvement Plan
- i. Bacigalupi updated board on projects and presented the current plan.
 - ii. Korndorfer commented on heated sidewalks and asked about West Front project.
 - iii. Jackson applauded TCPS for enforcement efforts.
5. Comments from the Board of Directors
- a. Estes discussed November ballot proposals regarding Brown Bridge Trust Fund for improvement to city parks
 - b. Estes announced an October 20th event at the State Theatre for a water bottle filling station fundraiser
 - c. Jackson reminded board of a History Center meeting on October 22nd
 - d. Chapman inquired about WiFi
6. Public Comment
- a. George Golubovskis, 325 Washington Street commented on homelessness and the Wellington St. project.
7. Adjournment. The meeting officially adjourned at 9:14 a.m.

Respectfully submitted,

Nina Talarico
Office Manager



Memorandum

Grand Traverse County
Planning and Development
231.922.4513 Fax 231.922.4636
email: jderenzy@grandtraverse.org

To: DDA Board of Directors
From: Jean Derenzy, Deputy Director Planning & Development
For Meeting Date: November 21, 2014
Subject: Community Development Update

November Update:

Crowd Funding – Bumpout Project: The “soft kick-off” campaign continues until November 25. Support for this campaign is encouraging and provides opportunities to look for other public projects for our community. Thanks to Ross Biederman and Jan Chapman for their efforts and work providing advertising for this campaign through WCCW. Application will be made to the State in mid-December.

Open Space Strategies: This item will be a “work in progress” as I work with the Grand Traverse Regional Land Conservancy (GTRLC) on the Boardman River walk/easement items. The first component is really the identification of ownership, which has been started. After ownership has been identified, the next component is drafting schematic overview of what the boardwalk will look like to know the easement needs; third identifying phases of implementation and last, identifying financing options.

December Meeting: I have requested 20 – 30 minutes on your December 12 meeting agenda to discuss Brownfield TIF projects within the DDA. Specifically how the DDA partners with the private projects.

Economic Strategy: The economic strategy is a component of the Community Development Agreement. Process has started on the economic strategy with the goal of having the strategy completed in 2015. I anticipate being able to provide an overview/timeline at your January meeting.

Development Projects:

Hotel Indigo: Progress continues on the hotel, with the following as a quick construction update: Exterior windows will be completed by last week in November; Exterior stone veneer being installed week of November 17th completed by December 25; Interior wall framing is complete on the first two floors third floor should be completed within 7 days; roof will commence week of November 23.

Uptown: Close-out of the first phase under the CDBG component of the project is being worked on with the public hearing in front of the county board scheduled for Tuesday, November 24.

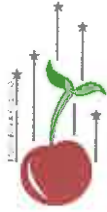
124 West Front Street: I have talked to the owner, Lou Ferris, who has indicated his willingness to provide an easement in front of their building for a proposed riverwalk/boardwalk. This development is part of the overall "Traverse City Place Brownfield Plan" with private redevelopment being mixed use, with commercial on the first floor and residential above.

Other Efforts:

The targeted market housing analysis was unveiled on Thursday, November 13 for Grand Traverse County. This Analysis provides a good resource for Developer's and Non-profits on housing needs within our region and narrows that down to location. This is an important study for the DDA, City and County as it identifies local demand for housing types based on preferences of various population groups.

**Sara Hardy Downtown Farmers Market RFP
Bid Tabulation**

Firm	Phase I Cost	Phase II & III %
Beckett & Raeder	\$22980 + \$4,500	Up to \$500,000: 7.25% \$500,001-\$1,000,000: 6.93% \$1,000,001-\$2,000,000: 6.3% \$2,000,001-\$3,000,000: 5.87%
Fishbeck, Thompson, Carr & Huber, Inc.	\$31,000	8%
Influence Design Forum	\$27,000	8%
The Johnson Hill Land Ethics Studio	\$14,835	5.50%
Metro Consulting Associates, LLC	\$5,900	4%
Northwest Design Group	\$37,500	8%
OHM/AAI	\$47,000	9%
Progressive AE	\$46,000	5%
The Schiffer Group, Inc.	\$5,800	9% (negotiable)



TRAVERSE CITY NEW YEAR'S EVE CHERRY T BALL DROP

October 15, 2014

Downtown Development Authority
Downtown Traverse City Association
Attention: Mr. Rob Bacigalupi, Executive Director
303 E. State St., Ste. C
PO Box 42
Traverse City, MI 49685-0042
Voice: (231) 922-2050
Fax: (231) 922-4863

Subject: Annual Request for Donation to the Cherry T Ball Drop 2014 Event (The New Years Eve Party with a Purpose)

Dear Rob,

Getting to be that time of year again and we have requested a permit to once again occupy the Streets of Traverse City with a group of New Year's Eve revelers to welcome in 2015 and to contribute to a host of charities served by the Cherry T Ball Drop organization.

The DDA's contribution will help keep the event truly a party with a purpose and to help those in need at a time of year when a much needed boost to the stocks of food and funding for life's essentials will be most welcome.

A contribution by the DDA will help continue the tradition of dropping a giant cherry at midnight on New Year's Eve and welcoming the New Year in with generosity in and of the community toward those in need. Truly unique to our community here in Traverse City.

We respectfully place this request before the DDA and thank you for your generous support in years past, and again thank you for what you may be able to grant this year.

Sincerely,


Thomas J. Darga
Member of the Cherry T Ball Drop, Inc.



Dear DDA Board Members,

We are seeking approval of Parking lots B & T for our 6th annual Traverse City Winter Microbrew and Music Festival to be held on February 7th. With your permission Porterhouse Productions and our nonprofit partner and many local businesses and artists would like to build an event that will also anchor a weekend of traffic for downtown working with breweries, restaurants and venues highlighting the culture of craft beer, music and food in our region. Last year we brought over 4500 to Traverse City with our Opera House and Festival events not to mention the hundreds that just come to town as the city is vibrant on what could be one of the slowest weekends of the year.

Here are the details:

- Setup 5pm Friday February 6th after business hours
- Teardown 10PM Saturday night and into Sunday morning completely out by Sunday February 10th 5pm.
- Saturday event runs from 3pm-10pm with early hour for Friends of industry and brewers so public hours 4-10pm
- We will work closely with City Police, Fire and City Management to build a safe and organized event.
- We will look to you for guidance on where and how to tow cars and communicate to anyone impacted by using the parking lots. We will pay to tow to a different lot and not charge anyone.
- We will return the lot back to the way it was before the event on Sunday including parking bollards and snow usage.

This years Festival on the 7th will be the anchor drawing potentially 3500+ to downtown and is also a way to build a week of programming. We are very open to working with DDA businesses to build programming, brewers dinners and market what supports our local businesses.

Cheers!
Sam Porter



To: DDA Board of Directors

From: Rob Bacigalupi, Executive Director

RMB

Re: Parking Report and Rate Change Recommendations

Date: Monday, November 17, 2014

Attached is a thorough three-year Parking Report prepared by Parking Administrator Nicole VanNess. In this report, Nicole lays out a vision for the parking system that addresses improving options and customer service for downtown parkers, as well as raising revenue for the parking system's growing needs. This report includes recommendations for rate adjustments, some of which we will ask the DDA Board to consider.

Parking Best Practices

The draft plan seeks to move toward industry best practices in a few ways:

- First, we need to *maintain and update our capital assets* in a timely fashion. This requires more thoughtful asset management and maintaining revenues adequate for our needs. Our parking capital assets include a broad range of items. Meter maintenance, bike shelters and racks, parking lot and garage maintenance, and future parking decks.
- Second, we want to move toward *market-based pricing*. Parking is a commodity that should be priced to provide a multitude of options. The

industry recommends that street and surface lot parking should ideally be 80–90% occupied. This allows for high and therefore efficient utilization of facilities but also makes available parking apparent so that motorists are not circling the block in frustration looking for an open space, which can happen when facilities are too full. Front and Union Street meters, as well as many of our lots, are beyond 90% full during the busy season.

- Finally, we hope to *improve customer service* for parkers. Visitors to downtown want to have more parking options, and want to have more ways to pay for parking including with credit card on-site and online.

Our Parking & Access Committee met October 31st and reviewed an earlier version of this Parking Plan. Attached are the notes from that meeting. Based on the Parking Plan and the Committee’s comments, I am recommending the following eight rate adjustments:

1. Adjustments to the violation rates as proposed in the table on pages 5–7 in the Parking Plan.

2. Adjustments to meter rates according to the Table 1.

Table 1 - Proposed Meter Rates

Time Period	Current Hourly Rate	Proposed Hourly Rate
0 - 3.99 hours	60 ¢	\$1.00
4 - 7.99 hours	60 ¢	80 ¢
8 hours and higher	50 ¢	60 ¢

3. Limiting the free evening and weekend parking program in the Hardy Garage to from the day after Thanksgiving to January 7th effective May 1, 2015, and further adding the Old Town

Garage to the program. Earlier this year, the DDA Board and City Commission changed the free parking to include just the months of November through April. We are recommending limiting the program to just the holiday season.

4. Increase event rates from a \$6 maximum to a \$10 maximum. The actual rate will vary depending on event duration at the discretion of the Parking Administrator.
5. Increase the daily bagged meter rates from \$10 to \$15 and \$12 for right-of-way permits. Now all meter bags are \$10 and we are proposing \$15 for standard requests and a lower rate \$12 for right-of-way permits, which tend to last longer.
6. Adjust permit rates as described on page 8 of the Parking Plan. Monthly rates for both surface lots and garages are proposed to go down whereas quarterly and annual rates go up. This is mainly to help part time or seasonal employees who are less able to afford parking versus the full-time employee who is better able to afford parking.

Table 2 - Proposed Residential Permit

Residential Permit for resident of the Neighborhood (2-Year)	\$48
Residential Permit for guest (1-Year)	\$96
Residential Permit for guest (monthly)	\$4

7. Convert Traverse City's Residential Permit System from a "pilot" program to a permanent program, and further establish rates as proposed in Table 2.
8. Establishment of a Beach Permit at the rate of \$10 per season. This rate would apply to beach lots that the Traffic Committee decides to add to the parking system. Lot RB at the volleyball courts has already been added and West End Beach and Bryant park have been discussed as being added during the summer months.

Parking & Access Committee

DDA Office

303 East Front Street, Suite C,

October 31, 2014, 8:30 a.m.

Meeting Notes

1. Introductions. The following members were present: Bill Golden, Nate Elkins, Lee Kurt, James Bruckbauer, Deb Lake (via phone), Russ Soyring, Nicole VanNess, Colleen Paveglio, Rob Bacigalupi.
2. Parking System Plan Discussion. VanNess discussed the draft Parking Plan dated 10/27/2014. The Plan addressed capital improvements, surface parking, on-street parking, parking violations, short term parking rates, long term parking rates, and specialty permits. The Committee commented on possible locations for additional bike parking including the Hardy Garage, Lot O and Lot C. The Committee specifically discussed conversion of some of the two hour meters to three hours in areas such as near the State Theatre where visits often exceed two hours. The Committee discussed the Plan's suggestion to discontinue free Garage parking on nights and weekends. There was some sentiment to keep it at least for the holiday shopping season. The Committee commented on recommended permit rate adjustments. Deb Lake urged that there be options for parkers who do not make a lot of money. Some commented that those options exist in the proposal. During the discussion of beach permits (under specialty parking) it was suggested that on-street parking be added to Grandview Parkway as a means to provide proximal parking, and help slow down traffic.
3. Discussion Regarding Proposed Rate and Fine Increases - This was discussed as part of the Parking Plan discussion above. Though most rates are proposed to be increased, there are some recommendations for rate decreases as well.
4. Downtown Direct Update. Bacigalupi reported that the program may be extended and efforts continue to recruit riders.
5. West Front Street Parking Update. Bacigalupi provided an update on discussions regarding purchase of land on the west side of downtown.
6. Other Items.
 - TART would like the Traverse City Parking System to take over the in-street bike rack in front of Pangea's. Lee Kurt will send a written request to that effect.
7. Adjourn. The meeting adjourned at 10:00 a.m.

The next meeting is scheduled for 8:30 a.m., Friday, January 30, 2015



Parking Plan

2015-2018

Version 2

Last Update Date: 11/18/2014

TABLE OF CONTENTS

Capital Improvements 3

- Meter Maintenance..... 3
- Online Service..... 3
- Bike Shelters & Racks..... 3
- Additional Pay Stations..... 4
- Accept After-hours Payments..... 4

Surface Parking 4

- Existing Leases..... 4
- Parking Decks..... 4

Onstreet Parking 4

- Hour Limits and New Meter Zones..... 4
- Permit Metered Zones 5

Parking Violations 5

- New Violation – Tampering or Falsifying a Permit..... 5
- Pay within 48 hours..... 5
- Violation Rates 5

Short Term Parking..... 7

- Meter Rates..... 7
- Garage Rates 7
- Event Rates..... 7
- Bagged Meter Rates 7

Long Term Parking..... 8

- Permit Rates 8
- Residential Parking Permit Program (Resident)..... 8
- Residential Parking Permit Program (Non-Resident)..... 8

Specialty Permits..... 8

- Downtown Evening Permits..... 8
- Beach Permits..... 9
- Day Permits: Motor Coach, Boat Launch, Marina Permits, Fish Weir 9

CAPITAL IMPROVEMENTS

Meter Maintenance

Meter housings in all of the metered locations need to be replaced or refurbished. The housings and posts are not aesthetically pleasing for the Medical Center, downtown, or community college. For areas where we plan to keep single space housings, the lock mechanisms will be swapped out for more secure and compliant Abloy locks that will reduce tampering and theft.

Online Service

Implementing online solutions will enable customers to view their account information, update their vehicle registration(s), and transact business at their convenience.

Online Appeals

Online appeals will allow for customers to view the violation, contest their citation(s), and view the judgment decision without having to call into the office.

Online Permits

Annual Permits

Online permits will allow for customers to purchase a new permit, renew an existing permit, and pay via credit card. Permits will be configured to prorate which will allow customers to purchase permits any day of any month and pay the calculated cost of the permit. Customers will have the option to pick up their permits from the office or have them mailed.

Temporary Permits

Customers who need to park in permit areas for a short time period will be allowed to click and print permits and be billed for only the dates needed. We would also have the option to associate the permit directly with a license plate and offer paperless permitting.

Auto-renewals

We are looking into the option to offer credit cards to be linked for month-to-month auto-renewals. This will give customers the flexibility to pay for their permits monthly and charge a credit card that is on-file with their account.

Online Events

One of our long term goals would be to offer event parking online for customers who are planning to attend. Event passes would be setup on an event by event basis. Offerings could include one-time use access or defined number of uses per day for a purchased date range. The passes would allow customers to enter and exit with a printable barcode.

Tracking the presold passes would help to determine staffing needs and determine how many spaces should be set aside from available spaces.

Bike Shelters & Racks

We are reviewing areas where we can include additional bike parking to reduce the amount of congestion created when bikes are locked to meter and light posts. The overall goal is to identify a location where we can build a bicycle parking garage that is protected from the elements. Additional bike parking would be supplemented with rack stands where space is limited.

Additional Pay Stations

There are areas that could be best served by Pay Stations where customers are offered parking options. These locations would offer short-term or hourly parking or special permit parking that would allow for a day or week permit that is linked to their license plate number. These areas will require the purchase of additional Pay Stations and signage.

Accept After-hours Payments

The Hardy Garage is currently closed and locked down after closing hours. Any customers who are locked in are required to call Central Dispatch to have an Officer come and let them out of the garage. Officers are not readily available to handle these types of non-emergency requests, and it is not an efficient use of their time to respond to these requests. We would like to purchase automated payment at exit devices to allow customers to exit after hours. The existing equipment may need to be replaced due to its age, and the difficulty to obtain discontinued devices.

An additional consideration for after-hours garages is that they will need to remain accessible 24 hours a day to all customers, and be equipped with additional security cameras.

SURFACE PARKING

Existing Leases

Many of our leases are outdated, and need to be thoroughly reviewed to ensure we are paying a fair rate for all permit surface lots and distributing a fair percentage of revenue for the metered surface lots.

Parking Decks

In an effort to reduce surface parking and encourage development of current surface lots, the DDA is pursuing the purchase of land for a west side parking deck. In the past, the City has relied very heavily on TIF to pay for construction of our first two parking decks. The availability of TIF diminishes as time goes on therefore we must rely on the parking system fund to help TIF pay for a future parking deck.

ONSTREET PARKING

Hour Limits and New Meter Zones

Traditionally, metered parking downtown has always been 2 or 10 hour limits with the most recent addition of 4 hour limits. We are reviewing the areas in downtown and at Munson to determine where we can create zones and offer time limits that may be more suited for the type of business within the area, and still accommodate the demand of turnover.

We have already purchased an electronic handheld unit from our meter mechanism vendor that will allow the staff to reprogram the devices.

Permit Metered Zones

Permits for metered locations have not been offered in the past, and there are currently not any ordinances that support permits as a valid form of payment at meters. When reviewing the new metered zones, we will determine if there is a demand to offer permit metered parking in surface lots and residential for a premium rate.

PARKING VIOLATIONS

New Violation – Tampering or Falsifying a Permit

The option to purchase temporary permits online that can be printed at home will warrant the need to create a new violation to detour customer's from altering or falsifying permits.

Pay within 48 hours

We are proposing a reduced fee schedule for specific violations if they are paid within 48 hours. We will purchase a drop-box to be installed outside of our office door for after-hours payments. The payment would have to be accepted in our offices no later than the end of the second day.

Violation Rates

Below are the proposed rate increases for parking citations.

Violation Description	Current Amount	Proposed Amount
(1) Direction of parking and along curb	\$15.00	
(2) Angle parking	\$15.00	\$20.00
(3) Obstructing traffic	\$15.00	
(4) On sidewalk	\$15.00	\$20.00
(5) In front of driveway	\$15.00	
(6) Within an intersection	\$15.00	
(7) Within 15 feet of fire hydrant	\$15.00	\$30.00
(8) On a crosswalk	\$15.00	\$20.00
(9) Too close to intersection or crosswalk	\$15.00	\$20.00
(10) Too close to traffic control device	\$15.00	
(11) Too close to safety zone	\$15.00	
(12) Too close to railroad crossing	\$15.00	
(13) Too close to fire station	\$15.00	
(14) Next to obstruction	\$15.00	
(15) Double parking	\$15.00	\$20.00
(16) On bridge or in tunnel	\$15.00	
(17) Too close to accident	\$15.00	
(18) In front of theater	\$15.00	\$20.00
(19) Blocking emergency exit	\$15.00	\$20.00
(20) Blocking fire escape	\$15.00	
(21) Where prohibited by sign	\$40.00	

A. If paid within 30-60 days of violation	\$60.00	
B. If paid after 60 days of violation	\$80.00	
(22) Handicapped parking	\$100.00	
(23) Overnight during winter (November 16-April 14)	\$15.00	
A. First Violation within a one-year period		\$25.00
B. Second Violation within a one-year period		\$50.00
C. Third Violation within a one-year period		\$75.00
D. Fourth and subsequent violations within a one-year period		\$100.00
(24) Overnight on paved street (April 15-November 15)	\$15.00	\$25.00
(25) Overnight Parking on Bay Street during National Cherry Festival		
A. First Violation within a one-year period	\$100.00	
B. Second Violation within a one-year period	\$125.00	
C. Third Violation within a one-year period	\$150.00	
D. Fourth and subsequent violations within a one-year period	\$175.00	
(26) Past time limit on sign		
A. If paid within 15 days of violation	\$10.00	\$15.00
B. If paid within 16 to 30 days of violation	\$20.00	\$30.00
C. If paid within 30 days of violation	\$30.00	\$45.00
(27) In alleys	\$15.00	\$20.00
(28) For a prohibited purpose	\$15.00	\$30.00
A. Sale		
B. Washing or repair		
C. Advertising Selling Merchandise		
E. Storage for over 48 hours		
(29) On one-way street	\$15.00	
(30) Too long in passenger loading zone	\$15.00	\$20.00
(31) In freight loading zone	\$15.00	
(32) In bus or taxicab area	\$15.00	\$20.00
(33) Meter violation - first violation		
A. If paid within 2 days of violation		\$10.00
B. If paid within 15 days of violation	\$10.00	\$20.00
C. If paid between 16 to 30 days of violation	\$20.00	\$30.00
D. If paid after 30 days of violation	\$30.00	\$40.00
(34) Parking beyond time allowed on meter (Codified Ordinances Sec. 484.04)		
A. If paid within 2 days of violation		\$10.00
B. If paid within 15 days of violation	\$10.00	\$20.00
C. If paid within 16 to 30 days of violation	\$20.00	\$30.00
D. If paid after 30 days of violation	\$30.00	\$40.00
(35) Parking beyond time allowed on meter - for each additional violation at the same meter on the same day (Codified Ordinances Sec. 484.04(b))	\$15.00	\$20.00
(36) Improper parking	\$15.00	\$20.00
(37) Parking without a permit or failure to display permit		

A. If paid within 2 days of violation		\$10.00
B. If paid within 15 days of violation	\$10.00	\$20.00
C. If paid within 16 to 30 days of violation	\$20.00	\$30.00
D. If paid after 30 days of violation	\$30.00	\$40.00
(38) Parking beyond time allowed on meter - 7 or more violations within a one-year period (Codified Ordinances Section 484.04)	\$75.00	
A. If paid within 2 days of violation		\$40.00
(39) Tampering or falsifying permit		
A. First Violation		\$100.00
B. Second Violation		\$150.00
C. Third Violation		\$175.00
D. Fourth and subsequent violations		\$200.00

SHORT TERM PARKING

Meter Rates

Our metered rates have not been increased since April of 2004. Rates across Michigan currently vary between .30 and \$2 per hour. Attributing factors to the variance are zone, location and time limit. After the new metered zone review, we are considering a rate increase not to exceed \$1 per hour.

Garage Rates

At this time, there is no consideration for a rate increase at the garages. We are reviewing the operational costs, and are considering discontinuing free parking on nights and weekends. We would like to offer free parking after 5 p.m. and all day on Saturdays and Sundays in both parking garages from the day after Thanksgiving through the first week of January.

Event Rates

Event rates are currently a flat rate of \$6 per day for the duration of an event. There are many times throughout the year when the garage reaches or exceeds capacity. We are considering an event rate increase not to exceed a flat rate of \$10 per day for the duration of the event. The rate will vary based on the event.

Bagged Meter Rates

Bagged meter rates are currently \$10 per space per day and typically customers are limited to four spaces per day. We are considering a rate increase not to exceed \$12 per day with a valid City Right-of-Way permit, and \$15 per day for non-permit holders.

LONG TERM PARKING

Permit Rates

We are currently implementing permit sales through our existing parking software, and are considering simplify the rates so they can be programmed to allow for daily proration.

Surface Permit Rates

Existing Rates	Existing Rate Calculations	Existing Annual Cost	Proposed Rates	Proposed Rate Calculations	Proposed Annual Cost
\$45/month	\$2.05 x 22 days	\$533.00	\$44/month	\$ 2.00 x 22 days	\$520.00
\$95/quarter	\$1.46 x 65 days	\$379.60	\$113.75/quarter	\$ 1.75 x 65 days	\$455.00
\$345/annual	\$1.33 x 260 days	\$345.80	\$390/annual	\$ 1.50 x 260 days	\$390.00

Garage Permit Rates

Existing Rates	Existing Rate Calculations	Existing Annual Cost	Proposed Rates	Proposed Rate Calculations	Proposed Annual Cost
\$65/month	\$2.95 x 22 days	\$767.00	\$55/month	\$ 2.50 x 22 days	\$650.00
\$130/quarter	\$2.00 x 65 days	\$520.00	\$146.25/quarter	\$ 2.25 x 65 days	\$585.00
\$425/annual	\$1.63 x 260 days	\$423.80	\$520/annual	\$ 2.00 x 260 days	\$520.00

Residential Parking Permit Program (Resident)

Residential permits are offered to residents whose block have petitioned the city to implement a residential permit program. The program is a pilot that is currently free. Each residence is allowed up to 2 permits. The program allows permit holders to park and exceed the posted limit.

The program is currently being reviewed. If it is determined that fees should be implemented to cover the cost of the permits and administering the program, the rate would not exceed \$48 per permit for a 2 year residential permit. Guest passes would also be offered at a rate not to exceed \$96 per permit for 2 years or \$4 per month.

Residential Parking Permit Program (Non-Resident)

It is becoming more apparent that downtown parking is spilling into residential areas where it is controlled by posted time limits and enforcement. This is currently being reviewed. If it is determined that a non-resident permit program should be offered, the rate would not exceed \$650 per year.

SPECIALTY PERMITS

Downtown Evening Permits

The demographic of businesses within the downtown area is creating the need to consider permits that may be offered to part-time staff who only work in the afternoons into the evening. Any permits that are offered for evening parkers would not exceed a rate of \$325 per year.

Beach Permits

Most parking in and around our beaches is free, utilized by out of area guests, and is generally full during the summer season. There is consideration to add meters in the beach lots that are over capacity. City Residents would have the option to purchase a Beach Permit that would allow unlimited parking for the season (Memorial Day to Labor Day) that would not exceed \$10. All non-permit holders would be subject to the hourly Pay Station rates.

Day Permits: Motor Coach, Boat Launch, Marina Permits, Fish Weir

Pay Stations offer the convenience of selling a day permit that can be linked directly to a license plate. In these areas, customers would have the option to pay for parking at the hourly rate or to purchase a day permit. Daily permits would not exceed \$20 per day.

CHAPTER 299 PUBLIC ART

299.01 Purpose and Intent

The City Commission of Traverse City finds that the presence of public art advances the interests of the City, increases its desirability, aids in the enhancement of property values, promotes economic growth, and contributes to the general welfare of the City's citizens. The City Commission believes that public art should be encouraged and, therefore, establishes the following regulations to direct the inclusion of the works of art in the public spaces of the City.

299.02 Definitions

- A. "Arts Commission" shall mean the Traverse City Arts Commission established pursuant to Section 30 of the City Charter.
- B. "Eligible Fund" shall mean a source fund for construction projects from which art is not precluded as an object of expenditure. Eligible Funds shall exclude those funds expended for construction of utilities.
- C. "Public Arts Trust" shall mean a fund established by the City Treasurer to be used consistent with its duties as outlined in this Chapter.
- D. "Public Art" shall mean Works of Art located in highly visible public areas or private property areas that are highly visible from public areas. These are:
 - a. Outdoor areas on public property or outdoor areas on private property that are highly visible from public areas.
 - b. Interior areas that are highly traveled public areas in public or private buildings. Specifically excluded are interior areas not accessible to the general public (offices, work stations, cafeterias).
 - c. Interior and exterior wall surfaces on or in public or private buildings when the work of art is attached to the wall surface, such as a mosaic or mural and the wall surface is visible from an area that is highly traveled by the public.
 - d. Notwithstanding anything to the contrary contained in this Chapter, unless funding from the Public Arts Trust is provided for the Public Art, this Chapter shall not apply to Public Art to be located on private property not otherwise subject to City authority.
- E. "Works of Art" shall mean all forms of original creations of visual art, including, but not limited to:
 - a. Sculpture: In the round, bas relief, high relief, mobile, fountain, kinetic, electronic, etc., in any material or combination of materials.
 - b. Painting: All media, including portable and permanently affixed words, such as murals and frescoes.

- c. Architectural Design Features: Visual interest that may be freestanding or placed on roadway structural features such as noise walls, retaining walls, sidewalks, bridges, bike paths or approved engineered structures.
- d. Mosaics
- e. Mixed media: Any combination of forms or media including collage.
- f. Digital art: An artistic work or practice that uses digital technology as an essential part of the creative or presentation process.
- g. Photography

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299.03 Establishment.

There is hereby established an Arts Commission pursuant to Section 30 of the City Charter and upon recommendation of the City Manager.

299.04 Establishment of Public Arts Trust

There is hereby established a “Pubic Arts Trust” fund into which will be deposited the funds appropriated pursuant to this Chapter and from which expenditures may be made for the acquisition, commission, exhibition, and maintenance of works of art consistent with this Chapter.

A. Funding For Public Art: The City Commission shall annually appropriate an amount not to exceed \$45,000 from the general fund to the Public Arts Trust starting in fiscal year 2015/16 to be used in accordance with this Chapter. The Downtown Development Authority shall annually appropriate an amount not to exceed \$25,000 to the Public Arts Trust starting in fiscal year 2015/16 to be used for in accordance with this Chapter within the Downtown District. The amounts contained in this subsection may be amended through amendment of this Ordinance.

B. Private Funding of Public Art: All funds placed into the Public Art Fund through private donations or donations creating an exemption shall be expended for Public Art as hereafter provided

299.05 Inclusions and exclusions relative to expenditures for Public Art.

- A. Inclusions. The portion of the Public Arts Trust reserved for Works of Art may be expended for the following:
 - a. The cost of the Public Art and its installation
 - b. Identification plaques and labels.
 - c. Waterworks, electrical and mechanical devices and equipment which are an integral part of the Public Art.
 - d. Frames, mats, and simple pedestals necessary for the proper presentation of the Public Art.
 - e. Maintenance and repair of the surface of the Public Art.
 - f. Fees to artists for the execution of final proposals for the arts commission to select from.

- g. Honoraria for art selection panel members and reimbursement for travel and lodging expenses which are approved in advance by the city manager.
 - h. Exhibitions, marketing and educational programs.
 - i. For the support of artistic special events at a cost not to exceed five percent of the appropriation reserved for the Public Art.
 - j. Administrative expenses at a cost not to exceed fifteen percent of the appropriation reserved for the Work of Art.
- B. Exclusions. The portion of the Public Arts Trust reserved for Works of Art may not be expended for the following:
- a. Reproductions by mechanical or other means of original Works of Art, however, limited editions controlled by the artist may be included.
 - b. Art objects which are mass produced or of standard designs, such as playground sculpture or fountains.
 - c. Exhibitions, marketing and educational programs beyond that allowed in subparagraph (a)(h) of this section.

299.06 Traverse City Arts Commission; Composition; Terms of Office; Compensation; Expenses

The Traverse City Arts Commission will consist of seven members who will be registered electors of the City or members of the Downtown Development Authority Board of Directors and will have evidenced interest in the advancement of Public Art in the City of Traverse City. The City Commission will appoint four members from the following public bodies of the City: one from the Parks and Recreation Commission, one from the Downtown Development Authority Board of Directors, one from the Planning Commission, and one from the City Commission. The City Commission will appoint the remaining three members of the Traverse City Arts Commission from the registered electors of the City. The City Manager, or the designee of the City Manager, shall be a member of such an advisory committee with full authority of vote.

All members of the Traverse City Arts Commission, excluding those appointed from the Parks and Recreation Commission, Downtown Development Authority Board of Directors, Planning Commission, and City Commission, will be appointed to terms of three years. All members of the Traverse City Arts Commission appointed from the Parks and Recreation Commission, Downtown Development Authority Board of Directors, Planning Commission, and City Commission will be appointed to terms of three years or for the length of their terms on their respective public bodies, whichever is shorter. Members will be eligible for reappointment. Members will serve without compensation, but may be reimbursed for actual expenses incurred in Commission activities consistent with this Chapter.

The Art Selection Panel, a five-member panel appointed by the Traverse City Arts Commission, will review proposals and make a recommendation to the Traverse City Arts Commission. The Art Selection Panel shall be comprised of one representative from the Arts Commission and four arts professionals, who have knowledge of the visual arts

and/or design (public art administrators, artists, architects, landscape architects, art historians, museum and exhibition curators, art critics, educators) and who understand the challenges of Public Art, actively participate in the selection process of artists and/or artists teams. Members of the Art Selection Panel will be appointed to terms of three years.

In cases where there are one or more stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the Art Selection Panel.

299.07 Vacancies

In the event of a vacancy on the Arts Commission that cannot otherwise be filled consistent with this section, the City Commission will appoint a replacement to serve the remainder of the unexpired term.

299.08 Organization

- a) The Arts Commission will schedule regular meetings to be held at least once each month and at other times as necessary. All meetings shall comply with the Open Meetings Act.
- b) At the first regularly scheduled meeting, the Arts Commission will develop by-laws governing the operations of such Commission.
- c) At the first regularly scheduled meeting, a Chairperson and a Vice-Chairperson will be elected to a term of one year. Administrative staff may act as the Recording Secretary and Administrative Manager of the Arts Commission. Officers thereafter will be elected to one-year terms upon the expiration of the terms of the previously elected officers.
- d) The Arts Commission will develop a Public Art Master Plan and recommend its adoption to the City of Traverse City Planning Commission, Parks & Recreation Commission and City Commission. The Arts Commission shall regularly assess its consistency with City Master Plan and Parks and Recreation five-year plan.
- e) Four members will be considered a quorum for the transaction of business of the Arts Commission.

299.09 Duties

- a) It will be the duty of the Arts Commission to study and recommend a policy and guidelines to carry out the City's public art program and Public Art Master Plan, and any amendment thereto, which will include, but will not be limited to, a method or methods for the selection of artists or works of art and for the placement of Public Art in the City.
- b) Recommend the purchase of works of Public Art or commission the design, creation, execution, and/or placement of works of Public Art and the payment therefore from the Public Arts Trust pursuant to the following procedure:

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- i) Prior to sending out a Request for Proposal (RFP) or Request for Qualifications (RFQ), the Arts Commission shall seek authorization from the City Commission for an authorized budget of funds from the Public Arts Trust and for the Arts Commission to enter into an agreement with recommended artists for the specific project under consideration.
- ii) The Arts Commission will then assess the project, establish selection criteria and meet with stakeholders, if any, to be involved in the vision.
- iii) The Arts Commission will seek approval of a site plan from the appropriate staff.
- iv) The Arts Commission will prepare and send out the RFP or RFQ.
- v) The Arts Commission shall evaluate the proposals submitted in response to the RFP/RFQ and select an artist for the project.
- vi) Once an artist is selected and a final budget agreed upon, the Traverse City Arts Commission will enter into a contract with the artist. The dollar amount of the contract is subject to the funds approved by City Commission and allocated to the project and the artists' fees and fabrication costs, as well as other expenses as allowed under the terms of this Chapter.

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F. The Arts Commission shall be responsible for promoting arts in the community, to include, but not limited to, dissemination of knowledge with regard to arts, recognizing local artists and their work when appropriate, and cooperation with metropolitan agencies also dealing in the arts.

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G. The Arts Commission shall be responsible for reviewing Public Art proposed to be donated to be in compliance with the public art program and Public Art Master Plan. If the Arts Commission determines the proposed Public Art is not in compliance, it shall advise and provide steps to have the proposed donated Public Art comply with the applicable requirements and standards.

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H. Recommend that site plans be approved by department heads.

I. Recommend that any proposed Public Art requiring extraordinary operation or maintenance expenses will be reviewed by the department head responsible for such operation or maintenance;

J. Study and recommend rules and regulations consistent with this Chapter to facilitate the implementation of its duties and responsibilities under this Chapter.

K. Advise the City Commission on matters pertaining to the arts programs within the city including review of requests for support, monetary or otherwise, submitted to the City; advise on the priority of such requests for or donations and placement of Public Art.

L. The Arts Commission will have such other duties as designated by the City Commission from time to time.

Adopted:
Effective:

Traverse City Arts Commission Public Art Guidelines

Introduction

In 2014, the City of Traverse City embarked on a public art program, and joins cities around the country that have enlivened their appearance and their appeal through the placement of art where the community gathers such as parks, buildings, plazas, pedestrian and vehicular access paths.

Funding

The Public Art Ordinance provides the City Commission shall annually appropriate an amount not to exceed \$45,000 from the general fund to the Public Arts Trust starting in fiscal year 2015/16 to be used in accordance with this Chapter. The Downtown Development Authority shall annually appropriate an amount not to exceed \$25,000 to the Public Arts Trust starting in fiscal year 2015/16 to be used for in accordance with this Chapter within the Downtown District Funds collected in the Public Arts Trust will be expended consistent with Chapter 299 of the City of Traverse City's Codified Ordinances.

Statement of Purpose

The City Commission of Traverse City finds that the presence of public art advances the interests of the City, increases its desirability, aids in the enhancement of property values, promotes economic growth, and contributes to the general welfare of the City's citizens. The City Commission believes that public art should be encouraged and, therefore, establishes the following regulations to direct the inclusion of the works of art in the public spaces of the City.

The public art program enhances life in Traverse City. Art in public places provides opportunity for visual delight; it can stimulate community dialogue by challenging familiar experience. Public art enriches lives as it creates a more cultural urban environment.

Goals of the Public Art Program

The goals of the City of Traverse City's Public Art Program are to:

- promote the visual arts in Traverse City.
- include works of art representing a broad variety of media, styles and community interests.
- provide opportunities for artists of all racial, ethnic and cultural backgrounds, disabilities and other diverse groups.
- enhance the urban environment and public spaces throughout the City.
- pursue opportunities to inform the public regarding public art including public participation in all phases of the public art process.

- document, maintain and conserve works of art in the public art collection.

Traverse City Arts Commission

The Traverse City Arts Commission will develop a Public Art Master Plan and recommend its adoption to the City of Traverse City Planning Commission and then City Commission. The Arts Commission shall regularly assess its consistency with the City Master Plan and Parks and Recreation five-year plan.

The Traverse City Arts Commission is responsible for the administration and overall management of the City of Traverse City's Public Art Program, implementation of the Public Art Master Plan, including budget supervision, securing a site location; releasing a call for proposals or call for artists, identifying and contracting with the artist, supervising fabrication and placement, creating signage, coordinating public art dedication and carrying out an educational program.

Art Selection Panel

The Art Selection Panel (ASP), a five-member panel appointed by the Traverse City Arts Commission, will review proposals and make a recommendation to the Traverse City Arts Commission.

The Art Selection Panel members must:

- be art professionals familiar with the special characteristics of Traverse City;
- have a strong background in the visual arts and have been involved in a public art selection process previously;
- be free of conflict of interest or the potential for financial gain from either the project or the purchase of that specific work of art by the City;
- be willing to sign a conflict of interest statement.

The ASP will have a strong working knowledge of public art, including aesthetic concerns, community involvement, compatibility issues, funding and contracts, documentation, placement, landscaping, cost for maintenance and site concerns. The members may consult with landscape architects or other project design professionals as needed.

The ASP is composed of arts professionals to assure objective judgment based on the critical success and professional accomplishments of the artists under consideration and to find the best possible match between the site, the community and artist.

The Traverse City Arts Commission will solicit proposals for specified projects and the ASP will evaluate the proposals based on the goals of the public art program and make a recommendation to the Traverse City Arts Commission.

In cases where there are multiple stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the ASP.

Donations

Groups or individuals may request that the Traverse City Arts Commission consider the placement of a donated work of art or funds to initiate a new public art project.

The following parameters apply:

Artwork Donations

A potential donor of artwork will submit a written proposal, including an example of the proposed artwork, for initial review to the Traverse City Arts Commission. The donor will present the actual artwork or an image of the artwork for approval.

Following the initial Arts Commission review, the artwork will be reviewed by the ASP, which will evaluate the proposal based on the goals of the public art program and the Public Art Master Plan. The Arts Commission does reserve the right to reject artwork donations.

After evaluating the proposal, the ASP will make its recommendation to the Traverse City Arts Commission.

Gift proposals should include:

1. A site plan that locates the artwork if a specific location is proposed
2. Description of materials included in the artwork
3. Installation details
4. Recommended maintenance plan
5. Source of funding, if any, for installation and maintenance

Monetary Donations

A financial donor may contribute monetary gifts to the Public Arts Trust for use in a future public art project.

If the donor proposes a specific project or commission, a written proposal must be submitted to the Traverse City Arts Commission for review and approval.

Following Traverse City Arts Commission approval, the commission will solicit proposals for the specified project and the ASP will evaluate the proposals based on the goals of the public art program and the Public Art Master Plan and make a recommendation to the Traverse City Arts Commission.

In cases where there are multiple stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the Art Selection Panel.

Public Arts Commission Process

The phases below outline the process for carrying out a commissioned public art project. The Arts Commission will engage the public at various stages of the process.

Phase 1: Assess the Project

At the earliest stage, the Traverse City Arts Commission discusses the feasibility of a proposed public art project. These discussions include, but are not limited to, the following questions:

1. How would the public art project serve the goals of the public art program and Public Art Master Plan and the needs of the community?
 - What art is currently included in the City's program?
 - What themes, materials and style will add to the diversity of public art in Traverse City?
 - Is there an expressed interest of style preference for this site or project?
 - What site would work for this placement?
2. What site is currently available for placement and is a feasible, visible location for public art?
3. Will the community have sufficient access to the art once it is placed and will its placement enhance the public art program as a whole?
4. If a site is first chosen, what medium would be best suited for this space?
5. Is the budget sufficient to pay for this placement or will additional funds be required from another source? If other funds are to be sought, will these funds come from a grant, contribution or by collaboration with a private sector entity such as a developer?
6. What difficulties or resistance are likely to be met?
7. What time lines and other site factors that may affect placement need to be considered?
8. What are the maintenance considerations?
9. Who besides the Traverse City Arts Commission will be actively involved in this project? Will there be architects, landscape architects, engineers, residents, affected property owners (commercial or resident), other City staff or donors involved?
10. What is the proposed budget for the project, including the cost of the public art, installation costs, signage and all other associated costs?
11. What is the timeline for the project?

Once the Traverse City Arts Commission has considered the above, it may choose to formally pursue the project by a majority vote of the commission. If the commission is unable to achieve a majority vote of its members for a project, it may continue with the discussion to resolve issues of concern.

Phase Two: Call for Proposals or Artists

Prior to sending out a Request for Proposal (RFP) or Request for Qualifications (RFQ), the Traverse City Arts Commission will seek authorization from the City Commission for expending funds and for the Arts Commission to enter into an agreement with recommended artists. The Arts Commission will then assess the project, establish selection criteria and meet with stakeholders, if any, to be involved in the vision. The Arts Commission will seek approval of a site plan from the appropriate staff. It is suggested that selection criteria be included in the RFP or RFQ.

The selection criteria could include originality of artwork, credentials of artist(s), relevance of artwork's theme, sustainability and maintenance. Criteria can be changed or modified depending on the needs in the RFP. The creation of selection criteria will set up an agreed upon expectation as to what basis the RFP or RFQ should be judged upon.

Upon agreement, the Traverse City Arts Commission will prepare and send out the RFP or RFQ. This call includes project specifics regarding the location, style or nature of the placement, type and theme of project, maintenance considerations and a budget. It is distributed to artists locally, throughout Michigan and nationally, so that the best possible pool of candidates can be assembled.

Applicants may be asked to provide examples of work (2D or 3D), a resume, a statement of interest in the project, an artist's statement and a budget. Artists are free to include other materials as they wish.

The Traverse City Arts Commission staff liaison catalogs all the artists and/or proposals.

Phase Three: Artist Selection

The ASP is called upon by the Traverse City Arts Commission to review the proposals. The ASP will review the proposals and other artist materials. It may choose to interview artists to gather additional information on the proposals, including revisions to artwork.

After deliberating on the proposals, the ASP will make a recommendation to the Traverse City Arts Commission. The ASP may choose to recommend one artist and/or proposal or a set of finalists. The Arts Commission may recommend that the finalists be displayed to the public for community feedback.

Phase Four: The Artist and the Work of Art

Once the ASP has made its recommendation to the Traverse City Arts Commission, the commission then reviews the recommendation and votes to accept or reject the recommendation. Once the recommendation has been approved by the Traverse City Arts Commission, the artist will be notified that he/she is a finalist in the competition.

The Traverse City Arts Commission may also arrange a site visit for the artist(s) so that she/he may learn about the project in more detail, its location and specific features, budget and any architectural/engineering information that is pertinent. In addition, the Traverse City Arts Commission may choose to have the artist meet with community members, stakeholders and City staff involved in the project.

Phase Five: Public Education/Information

A public art program can only be as successful as its community support. This requires an ongoing educational program that provides ample opportunities for community discussion, analysis and debate about the significant topics involved with public art. It must also provide for the informational needs of the community as a particular project is developed. The educational program is a part of the responsibilities of the commission and should be an ongoing part of the commission's annual activities.

Phase Six: Contracts and Budget

Once an artist is selected and a final budget agreed upon, the Traverse City Arts Commission will enter into a contract with the artist. The dollar amount of the contract is subject to the funds approved by City Commission and allocated to the project and the artists' fees and fabrication costs, as well as other expenses as allowed under the terms of the public art ordinance.

The contract itself is completed under the supervision of the City Manager and the City Attorney. It is a standard contract for services and transfers ownership of the art to the City at the time of installation. The contract should ensure that the art becomes the full property of the City, with no rights remaining with the artist, and should also provide for the removal of the art at such time that this is deemed necessary. The contract may also protect the City from the artists duplicating the exact work for sale to others.

The Traverse City Arts Commission and its staff liaison work together with the artist to bring the project to completion. Commissioners may enhance their understanding of the work as it is fabricated by visiting the artist's studio, exchanging photographs or inviting the artist to a meeting for an update. Other City staff, community members and professionals related to the project also collaborate to complete the project. This process may take a number of months, depending on the complexity of the art, the extent of fabrication, and the time needed to install the art.

Once the art is installed, the City may hold a dedication ceremony to formally introduce the art and the artist to the community. City Commission members, the City Manager and the commission will work together to assure this event is appropriate to the art and the location and that the dedication event will be open to the public. The art and artist will be identified with an appropriate plaque on the site.

Phase Seven: Documentation/Evaluation

The Traverse City Arts Commission will periodically review the Public Art Guidelines and Public Art Master Plan to determine how they can be improved to better meet the community's needs and interests, and the goals of the public art program, especially immediately following a selection.

The Traverse City Arts Commission will be responsible for documenting the City of Traverse City's public art. This will include art placed through the public art program and other art that is either donated to the City for public display or is otherwise owned by the City. This documentation will include a file on each work with basic information including date, acquisition process, artist and photographs. It may also include a public art brochure, video tapes and other records of the City's art works.

**Downtown Traverse City Association
Regular Board Meeting
October 9, 2014**

Minutes

Present: Allison Beers, Alyssa Bright, Doug Case, Jeff Guntzviller, Amy Joslin,
Dave Leonhard

Absent: Kim Bazemore, Jeff Joubran, John McGee

Staff/Others: Colleen Paveglio

1. Call to Order: Vice-President Joslin called the meeting to order at 8:33 a.m.

2. Approval of Minutes of the DTCA Board Meeting of September 11, 2014:
Minutes from the September 11, 2014 board meeting were approved as presented
upon **motion by Beers and second by Case. Motion carried unanimously.**

3. Marketing Report

a. Downtown Art Walk

- i. September 12, 5-9 pm
- ii. Artwork from Friday Night Live being installed on the side of the
Zimmerman Building (300 block of E. Front St.)
- iii. Collaborate with ArtCenter, Art in the City
- iv. Rain for the evening, hoping to pay off wine glasses

b. Fall Sale/Happy Apple Days

- i. October 4
- ii. Busy day in Downtown TC
- iii. Halloween Walk: October 31
 1. Bright & Joslin
 2. Delivery volunteers
 - a. Joslin

c. Shop Your Community Day

- i. November 8
- ii. Over 60 merchants confirmed and 45 non-profits
- iii. Volunteers for bag and balloon delivery
 1. Joslin, Leonhard

d. Holidays

- i. Santa's Arrival: December 5
 1. Santa's House to be placed at City Centre Plaza
- ii. Support from the DDA and also Blue Cross Blue Shield
- iii. TC L&P has provided \$10,000 to begin a phased purchase of new
holiday lights

e. Bridal & Chili

- i. Bridal Show
 - 1. City Opera House, January 4
 - 2. Volunteers
 - a. Joslin and Beers: TBD
 - ii. Chili Cook-Off
 - 1. Park Place Hotel, January 24
 - 2. Volunteers Needed
 - 3. Beers suggested a \$10 price tag for the sampler
 - f. Miscellaneous
 - i. Social Media
 - 1. Facebook: Over 10,600
 - 2. Instagram: Over 2,400
 - 3. Twitter: Over 5,900
 - ii. Online newsletter available for signup on the website
4. **Committee Reports**
 - a. By-Law Review Committee
 - i. By-Law Committee to meet at 8 am prior to the November 13 meeting
5. **Vice-President's Report** (*Joslin*)
 - a. None at this time
6. **Deputy Directors DDA Report** (*Paveglia*)
 - a. **Financial Report**
 - i. No Financials at the time
 - b. **DDA Report** (*Bacigalupi*)
 - i. WIFI
 - ii. Uptown
 - iii. West Front
 - iv. Public Art
 - c. **Other DTCA Items**
 - i. Bumpout/Crowdfunding Campaign
 - 1. Launch on October 22
7. **New Business**
 - i. Safe Harbor
8. **Adjournment**
 - a. Motion to adjourn at 9:56 a.m.