

# **Traverse City Downtown Development Authority Regular Meeting**

**Friday, August 15, 2025  
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, Executive Director  
(231) 922-2050  
Web: [www.dda.downtowntc.com](http://www.dda.downtowntc.com)  
303 East State Street, Suite C  
Traverse City, MI 49684

# Welcome to the Traverse City Downtown Development Authority meeting

## Agenda

|  | Page   |
|--|--------|
| <b>1. CALL TO ORDER</b>  |        |
| <b>2. ROLL CALL</b>  |        |
| <b>3. SPECIAL ORDER OF BUSINESS</b>  |        |
| A. Introduction and Welcome of Caitlin Early   |        |
| <b>4. REVIEW AND APPROVAL OF AGENDA</b>  |        |
| <b>5. PUBLIC COMMENT</b>   |        |
| <b>6. 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 July 18, 2025 DDA Regular Board Meeting (approval recommended)<br><a href="#">July 18, 2025 Meeting Minutes - PDF</a>   | 4 - 8  |
| B. Consideration of approving the July 2025 Financial Reports and Distributions for the DDA General, Old Town TIF and TIF-97 (approval recommended)<br><a href="#">July 2025 DDA General, Old Town TIF, and TIF-97 Financial Report - PDF</a><br><a href="#">July 2025 Arts Commission Financial Report - PDF</a>  | 9 - 12 |
| <b>7. ITEMS REMOVED FROM CONSENT CALENDAR</b>  |        |
| <b>8. OLD BUSINESS</b>   |        |
| A. TIF-97 Project Priorities Report  | 13 -   |

|   |    |
|---|----|
| <a href="#">TIF-97 Project Priorities Memo (Burkholder) - PDF</a> | 17 |
| <a href="#">Rotary Square Timeline - PDF</a>                      |    |
| <a href="#">Boardman Ottaway Riverwalk Timeline - PDF</a>         |    |

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**9. NEW BUSINESS**

|   |      |
|---|------|
| A. Arts Commission Appointment (approval recommended)               | 18   |
| <a href="#">Arts Commission Appointment Memo (Burkholder) - PDF</a> |      |
| B. Rotary Square Use Policy (approval recommended)                  | 19 - |
| <a href="#">Rotary Square Use Policy Memo (Bohac) - PDF</a>         | 27   |
| <a href="#">Final Draft Rotary Square Use Policy - PDF</a>          |      |

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**10. EXECUTIVE DIRECTOR REPORT**

|  |      |
|--|------|
| A. Executive Director Report                       | 28 - |
| <a href="#">Executive Director Report - PDF</a>    | 31   |
| <a href="#">East State Street Crosswalks - PDF</a> |      |

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**11. STAFF REPORTS**

|   |    |
|---|----|
| A. Arts Commission Report                           | 32 |
| <a href="#">Art Commission Report (Bohac) - PDF</a> |    |

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**12. RECEIVE AND FILE**

|   |      |
|---|------|
| A. Director of Events and Engagement Report                                   | 33 - |
| <a href="#">Director of Events and Engagement Memo (Klebba) - PDF</a>         | 34   |
| B. July 7, 2025 Governance Committee Draft Meeting Minutes                    | 35 - |
| <a href="#">July 7, 2025 Governance Committee Draft Meeting Minutes - PDF</a> | 36   |

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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  
Regular Meeting  
Friday, July 18, 2025**

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: Board Member Todd McMillen, 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 Peter Kirkwood and Board Member Jeff Joubran

Chairperson Slosky presided at the meeting.

(a) **CALL TO ORDER**

The meeting was called to order by Chairperson Slosky at 9:00am.

(b) **ROLL CALL**

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

- (1) That the DDA Board approve the Consent Calendar with the addition of the Arts Commission financials added.

Moved by Amy Shamroe, Seconded by Shelley Spencer

**Yes:** Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

**Absent:** Peter Kirkwood and Jeff Joubran

**CARRIED. 6-0-2 on a recorded vote**

(d) **PUBLIC COMMENT**

The following addressed the board:  
Rick Venner

(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 June 20, 2025 DDA Regular Board Meeting (approval recommended)
- (2) Consideration of approving the June 2025 Financial Reports of and Distributions for DDA General, Old Town TIF, TIF-97, and Arts Commission (approval recommended)  
That the DDA Board approve the Consent Calendar as presented.

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

(g) **OLD BUSINESS**

- (1) TIF-97 Project Priorities Report

The following addressed the board:

Harry Burkholder  
Amy Shamroe  
Shelley Spencer  
Ed Slosky

- (2) Moving Downtown Forward TIF Plan

The following addressed the board:

Harry Burkholder  
Amy Shamroe  
Shelley Spencer  
Ed Slosky  
Gary Howe

(h) **NEW BUSINESS**

- (1) DDA Handbook (approval recommended)

The following addressed the board:

Todd McMillen

That the DDA Board approves to the DDA Handbook as presented.

Moved by Amy Shamroe, Seconded by Mike Powers

**Yes:** Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

**Absent:** Peter Kirkwood and Jeff Joubran

**CARRIED. 6-0-2 on a recorded vote**

**(2)** Executive Director Evaluation Proposal (approval recommended)

The following addressed the board:

Harry Burkholder

Todd McMillen

Ed Slosky

Amy Shamroe

That the DDA Board approves to enter into a contract with Human Resource Partners for a not-to-exceed cost of \$4,000 to facilitate the Board of Director's 2025 performance evaluation for the Executive Director of the Traverse City Downtown Development Authority.

Moved by Amy Shamroe, Seconded by Mike Powers

**Yes:** Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

**Absent:** Peter Kirkwood and Jeff Joubran

**CARRIED. 6-0-2 on a recorded vote**

**(3)** Holiday Lights Proposal (approval recommended)

The following addressed the board:

Harry Burkholder

Lauren Bohac

Mike Powers

Amy Shamroe

Ed Slosky

Todd McMillen

That the DDA Board approves to enter into a three-year contract with Strain Electric for a not-to-exceed cost of: \$148,430 for Holiday Lighting Services for the 2025 - 2026 holiday season; \$86,650 for the 2026 – 2027 holiday season and; \$94,955 for the 2027 – 2028 holiday season using TIF-97 and Old Town TIF funding, subject to approval as to its form by the DDA Executive Director and Attorney

Moved by Gary Howe, Seconded by Todd McMillen

**Yes:** Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

**Absent:** Peter Kirkwood and Jeff Joubran

**CARRIED. 6-0-2 on a recorded vote**

(i) **EXECUTIVE DIRECTOR REPORT**

**(1)** Executive Director Report

The following addressed the board:

Harry Burkholder  
Todd McMillen  
Ed Slosky  
Amy Shamroe  
Shelley Spencer  
Gary Howe

**(2)** Introduction of Carly Nicholas

The following addressed the board:

Harry Burkholder  
Ed Slosky

(j) **BOARD MEMBER REPORTS**

The following addressed the board:

Ed Slosky  
Amy Shamroe

(k) **STAFF REPORTS**

**(1)** Arts Commission

The following addressed the board:

Lauren Bohac

**(2)** Director of Events and Engagement

The following addressed the board:

Sara Klebba  
Amy Shamroe

(l) **RECEIVE AND FILE**

(m) **PUBLIC COMMENT**

The following addressed the board:

Richard Robbins  
Alanna Lahey  
Amy Shamroe

(n) **ADJOURNMENT**

Chairperson Slosky adjourned the DDA Board meeting at 10:16am.

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Harry Burkholder, Executive Director

Draft

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

PERIOD ENDING 07/31/2025

| GL NUMBER                                       | DESCRIPTION                   | 2025-26            |                           | ACTIVITY FOR<br>MONTH<br>07/31/25 | YTD BALANCE<br>07/31/2025 | ENCUMBERED<br>YEAR-TO-DATE | UNENCUMBERED<br>BALANCE | % BGD<br>USED |
|---|-------------------------------|--------------------|---------------------------|-----------------------------------|---------------------------|----------------------------|-------------------------|---------------|
|   |                               | ORIGINAL<br>BUDGET | 2025-26<br>AMENDED BUDGET |                                   |                           |                            |                         |               |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY       |                               |                    |                           |                                   |                           |                            |                         |               |
| Dept 000 - NON-DEPARTMENTAL                     |                               |                    |                           |                                   |                           |                            |                         |               |
| 248-000-402.000                                 | TAXES-CURRENT-REAL ESTATE     | 130,000.00         | 130,000.00                | 24,096.25                         | 24,096.25                 | 0.00                       | 105,903.75              | 18.54         |
| 248-000-432.000                                 | PAYMENT IN LIEU OF TAXES      | 0.00               | 0.00                      | 1,329.31                          | 1,329.31                  | 0.00                       | (1,329.31)              | 100.00        |
| 248-000-476.060                                 | VENDOR PERMITS                | 21,500.00          | 21,500.00                 | 0.00                              | 0.00                      | 0.00                       | 21,500.00               | 0.00          |
| 248-000-502.000                                 | FEDERAL GRANTS                | 657,700.00         | 657,700.00                | 0.00                              | 0.00                      | 0.00                       | 657,700.00              | 0.00          |
| 248-000-543.001                                 | STATE GRANT                   | 600,000.00         | 600,000.00                | 0.00                              | 0.00                      | 0.00                       | 600,000.00              | 0.00          |
| 248-000-580.001                                 | GRANT PRIVATE SOURCE          | 500,000.00         | 500,000.00                | 0.00                              | 0.00                      | 0.00                       | 500,000.00              | 0.00          |
| 248-000-664.000                                 | INTEREST & DIVIDEND EARNINGS  | 5,300.00           | 5,300.00                  | 0.00                              | 0.00                      | 0.00                       | 5,300.00                | 0.00          |
| 248-000-667.000                                 | RENTS AND ROYALTIES           | 50,000.00          | 50,000.00                 | 1,340.00                          | 1,340.00                  | 0.00                       | 48,660.00               | 2.68          |
| 248-000-675.000                                 | CONTRIBUTIONS-PUBLIC SOURCES  | 75,000.00          | 75,000.00                 | 0.00                              | 0.00                      | 0.00                       | 75,000.00               | 0.00          |
| 248-000-699.000                                 | TRANSFERS IN                  | 712,500.00         | 712,500.00                | 0.00                              | 0.00                      | 0.00                       | 712,500.00              | 0.00          |
| Net - Dept 000 - NON-DEPARTMENTAL               |                               | 2,752,000.00       | 2,752,000.00              | 26,765.56                         | 26,765.56                 | 0.00                       | 2,725,234.44            |               |
| Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY       |                               |                    |                           |                                   |                           |                            |                         |               |
| 248-725-702.000                                 | SALARIES AND WAGES            | 446,200.00         | 446,200.00                | 17,180.35                         | 17,180.35                 | 0.00                       | 429,019.65              | 3.85          |
| 248-725-714.000                                 | HEALTH SAVINGS ACCT EXPENSE   | 0.00               | 0.00                      | 6,490.00                          | 6,490.00                  | 0.00                       | (6,490.00)              | 100.00        |
| 248-725-715.000                                 | EMPLOYER'S SOCIAL SECURITY    | 32,900.00          | 32,900.00                 | 1,294.01                          | 1,294.01                  | 0.00                       | 31,605.99               | 3.93          |
| 248-725-716.000                                 | EMPLOYEE HEALTH INSURANCE     | 49,800.00          | 49,800.00                 | 765.68                            | 765.68                    | 0.00                       | 49,034.32               | 1.54          |
| 248-725-717.000                                 | EMPLOYEE LIFE/DISABILITY INS  | 200.00             | 200.00                    | 0.00                              | 0.00                      | 0.00                       | 200.00                  | 0.00          |
| 248-725-718.000                                 | RETIREMENT FUND CONTRIBUTION  | 43,000.00          | 43,000.00                 | 0.00                              | 0.00                      | 0.00                       | 43,000.00               | 0.00          |
| 248-725-720.000                                 | UNEMPLOYMENT COMPENSATION     | 1,900.00           | 1,900.00                  | 0.00                              | 0.00                      | 0.00                       | 1,900.00                | 0.00          |
| 248-725-721.000                                 | WORKERS COMPENSATION INS      | 5,200.00           | 5,200.00                  | 0.00                              | 0.00                      | 0.00                       | 5,200.00                | 0.00          |
| 248-725-727.000                                 | OFFICE SUPPLIES               | 12,200.00          | 12,200.00                 | 0.00                              | 0.00                      | 0.00                       | 12,200.00               | 0.00          |
| 248-725-740.000                                 | OPERATION SUPPLIES            | 61,400.00          | 61,400.00                 | 0.00                              | 0.00                      | 0.00                       | 61,400.00               | 0.00          |
| 248-725-801.000                                 | PROFESSIONAL AND CONTRACTUAL  | 124,400.00         | 124,400.00                | 0.00                              | 0.00                      | 0.00                       | 124,400.00              | 0.00          |
| 248-725-801.007                                 | MEMBERSHIP DUES AND SUBSCRIPT | 7,000.00           | 7,000.00                  | 0.00                              | 0.00                      | 0.00                       | 7,000.00                | 0.00          |
| 248-725-804.000                                 | LEGAL SERVICES                | 34,000.00          | 34,000.00                 | 0.00                              | 0.00                      | 0.00                       | 34,000.00               | 0.00          |
| 248-725-822.001                                 | TRAINING/REGISTRATION/TUITION | 2,500.00           | 2,500.00                  | 0.00                              | 0.00                      | 0.00                       | 2,500.00                | 0.00          |
| 248-725-822.002                                 | LODGING AND TRAVEL            | 2,500.00           | 2,500.00                  | 0.00                              | 0.00                      | 0.00                       | 2,500.00                | 0.00          |
| 248-725-850.000                                 | COMMUNICATIONS                | 5,000.00           | 5,000.00                  | 0.00                              | 0.00                      | 0.00                       | 5,000.00                | 0.00          |
| 248-725-920.000                                 | PUBLIC UTILITIES              | 4,000.00           | 4,000.00                  | 0.00                              | 0.00                      | 0.00                       | 4,000.00                | 0.00          |
| 248-725-930.000                                 | REPAIRS AND MAINTENANCE       | 1,000.00           | 1,000.00                  | 0.00                              | 0.00                      | 0.00                       | 1,000.00                | 0.00          |
| 248-725-956.000                                 | MISCELLANEOUS                 | 10,000.00          | 10,000.00                 | 0.00                              | 0.00                      | 0.00                       | 10,000.00               | 0.00          |
| 248-725-970.000                                 | CAPITAL OUTLAY                | 1,757,700.00       | 1,757,700.00              | 0.00                              | 0.00                      | 0.00                       | 1,757,700.00            | 0.00          |
| 248-725-988.000                                 | UNALLOCATED FUNDS             | 151,100.00         | 151,100.00                | 0.00                              | 0.00                      | 0.00                       | 151,100.00              | 0.00          |
| Net - Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY |                               | (2,752,000.00)     | (2,752,000.00)            | (25,730.04)                       | (25,730.04)               | 0.00                       | (2,726,269.96)          |               |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:      |                               |                    |                           |                                   |                           |                            |                         |               |
| TOTAL REVENUES                                  |                               | 2,752,000.00       | 2,752,000.00              | 26,765.56                         | 26,765.56                 | 0.00                       | 2,725,234.44            | 0.97          |
| TOTAL EXPENDITURES                              |                               | 2,752,000.00       | 2,752,000.00              | 25,730.04                         | 25,730.04                 | 0.00                       | 2,726,269.96            | 0.93          |
| NET OF REVENUES & EXPENDITURES                  |                               | 0.00               | 0.00                      | 1,035.52                          | 1,035.52                  | 0.00                       | (1,035.52)              | 100.00        |

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 07/31/2025

| GL NUMBER                                       | DESCRIPTION                   | 2025-26            |                           | ACTIVITY FOR<br>MONTH<br>07/31/25 | YTD BALANCE<br>07/31/2025 | ENCUMBERED<br>YEAR-TO-DATE | UNENCUMBERED<br>BALANCE | % BDGT<br>USED |
|---|-------------------------------|--------------------|---------------------------|-----------------------------------|---------------------------|----------------------------|-------------------------|----------------|
|   |                               | ORIGINAL<br>BUDGET | 2025-26<br>AMENDED BUDGET |                                   |                           |                            |                         |                |
| Fund 252 - DDA OLD TOWN TIF                     |                               |                    |                           |                                   |                           |                            |                         |                |
| Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY       |                               |                    |                           |                                   |                           |                            |                         |                |
| 252-725-402.000                                 | TAXES-CURRENT-REAL ESTATE     | 830,000.00         | 830,000.00                | 125,243.22                        | 125,243.22                | 0.00                       | 704,756.78              | 15.09          |
| 252-725-432.000                                 | PAYMENT IN LIEU OF TAXES      | 0.00               | 0.00                      | 29,029.38                         | 29,029.38                 | 0.00                       | (29,029.38)             | 100.00         |
| 252-725-664.000                                 | INTEREST & DIVIDEND EARNINGS  | 100.00             | 100.00                    | 0.00                              | 0.00                      | 0.00                       | 100.00                  | 0.00           |
| 252-725-801.000                                 | PROFESSIONAL AND CONTRACTUAL  | 77,000.00          | 77,000.00                 | 0.00                              | 0.00                      | 0.00                       | 77,000.00               | 0.00           |
| 252-725-804.000                                 | LEGAL SERVICES                | 10,000.00          | 10,000.00                 | 0.00                              | 0.00                      | 0.00                       | 10,000.00               | 0.00           |
| 252-725-880.000                                 | COMMUNITY PROMOTION           | 20,000.00          | 20,000.00                 | 0.00                              | 0.00                      | 0.00                       | 20,000.00               | 0.00           |
| 252-725-920.000                                 | PUBLIC UTILITIES              | 5,000.00           | 5,000.00                  | 0.00                              | 0.00                      | 0.00                       | 5,000.00                | 0.00           |
| 252-725-956.000                                 | MISCELLANEOUS                 | 15,000.00          | 15,000.00                 | 0.00                              | 0.00                      | 0.00                       | 15,000.00               | 0.00           |
| 252-725-965.000                                 | CITY FEE                      | 124,800.00         | 124,800.00                | 0.00                              | 0.00                      | 0.00                       | 124,800.00              | 0.00           |
| 252-725-970.002                                 | DDA ESSENTIAL PUBLIC INFRASTR | 90,000.00          | 90,000.00                 | 0.00                              | 0.00                      | 0.00                       | 90,000.00               | 0.00           |
| 252-725-970.003                                 | DDA TRANSFORMATIONAL PUBLIC I | 270,000.00         | 270,000.00                | 0.00                              | 0.00                      | 0.00                       | 270,000.00              | 0.00           |
| 252-725-988.000                                 | UNALLOCATED FUNDS             | 100,900.00         | 100,900.00                | 0.00                              | 0.00                      | 0.00                       | 100,900.00              | 0.00           |
| 252-725-995.000                                 | TRANSFERS OUT/CONTRIB. TO OTH | 117,400.00         | 117,400.00                | 0.00                              | 0.00                      | 0.00                       | 117,400.00              | 0.00           |
| Net - Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY |                               | 0.00               | 0.00                      | 154,272.60                        | 154,272.60                | 0.00                       | (154,272.60)            |                |
| Fund 252 - DDA OLD TOWN TIF:                    |                               |                    |                           |                                   |                           |                            |                         |                |
| TOTAL REVENUES                                  |                               | 830,100.00         | 830,100.00                | 154,272.60                        | 154,272.60                | 0.00                       | 675,827.40              | 18.58          |
| TOTAL EXPENDITURES                              |                               | 830,100.00         | 830,100.00                | 0.00                              | 0.00                      | 0.00                       | 830,100.00              | 0.00           |
| NET OF REVENUES & EXPENDITURES                  |                               | 0.00               | 0.00                      | 154,272.60                        | 154,272.60                | 0.00                       | (154,272.60)            | 100.00         |

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 07/31/2025

| GL NUMBER                                       | DESCRIPTION                   | 2025-26            |                           | ACTIVITY FOR<br>MONTH<br>07/31/25 | YTD BALANCE<br>07/31/2025 | ENCUMBERED<br>YEAR-TO-DATE | UNENCUMBERED<br>BALANCE | % BDGT<br>USED |
|---|-------------------------------|--------------------|---------------------------|-----------------------------------|---------------------------|----------------------------|-------------------------|----------------|
|   |                               | ORIGINAL<br>BUDGET | 2025-26<br>AMENDED BUDGET |                                   |                           |                            |                         |                |
| Fund 253 - DDA TIF 97                           |                               |                    |                           |                                   |                           |                            |                         |                |
| Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY       |                               |                    |                           |                                   |                           |                            |                         |                |
| 253-725-402.000                                 | TAXES-CURRENT-REAL ESTATE     | 4,336,300.00       | 4,336,300.00              | 910,919.64                        | 910,919.64                | 0.00                       | 3,425,380.36            | 21.01          |
| 253-725-664.000                                 | INTEREST & DIVIDEND EARNINGS  | 4,500.00           | 4,500.00                  | 0.00                              | 0.00                      | 0.00                       | 4,500.00                | 0.00           |
| 253-725-692.000                                 | PRIOR YEARS' SURPLUS          | 2,642,600.00       | 2,642,600.00              | 0.00                              | 0.00                      | 0.00                       | 2,642,600.00            | 0.00           |
| 253-725-801.000                                 | PROFESSIONAL AND CONTRACTUAL  | 328,100.00         | 328,100.00                | 0.00                              | 0.00                      | 0.00                       | 328,100.00              | 0.00           |
| 253-725-804.000                                 | LEGAL SERVICES                | 20,000.00          | 20,000.00                 | 0.00                              | 0.00                      | 0.00                       | 20,000.00               | 0.00           |
| 253-725-821.000                                 | MARKETING & PUBLIC SERVICES   | 90,000.00          | 90,000.00                 | 0.00                              | 0.00                      | 0.00                       | 90,000.00               | 0.00           |
| 253-725-920.000                                 | PUBLIC UTILITIES              | 30,000.00          | 30,000.00                 | 0.00                              | 0.00                      | 0.00                       | 30,000.00               | 0.00           |
| 253-725-956.000                                 | MISCELLANEOUS                 | 50,000.00          | 50,000.00                 | 0.00                              | 0.00                      | 0.00                       | 50,000.00               | 0.00           |
| 253-725-965.000                                 | CITY FEE                      | 514,700.00         | 514,700.00                | 0.00                              | 0.00                      | 0.00                       | 514,700.00              | 0.00           |
| 253-725-970.002                                 | DDA ESSENTIAL PUBLIC INFRASTR | 671,000.00         | 671,000.00                | 0.00                              | 0.00                      | 0.00                       | 671,000.00              | 0.00           |
| 253-725-970.003                                 | DDA TRANSFORMATIONAL PUBLIC I | 3,810,000.00       | 3,810,000.00              | 0.00                              | 0.00                      | 0.00                       | 3,810,000.00            | 0.00           |
| 253-725-991.000                                 | PRINCIPAL/PRINCIPAL EXPENSES  | 820,000.00         | 820,000.00                | 0.00                              | 0.00                      | 0.00                       | 820,000.00              | 0.00           |
| 253-725-994.000                                 | INTEREST EXPENSE              | 54,500.00          | 54,500.00                 | 0.00                              | 0.00                      | 0.00                       | 54,500.00               | 0.00           |
| 253-725-995.000                                 | TRANSFERS OUT/CONTRIB. TO OTH | 595,100.00         | 595,100.00                | 0.00                              | 0.00                      | 0.00                       | 595,100.00              | 0.00           |
| Net - Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY |                               | 0.00               | 0.00                      | 910,919.64                        | 910,919.64                | 0.00                       | (910,919.64)            |                |
| Fund 253 - DDA TIF 97:                          |                               |                    |                           |                                   |                           |                            |                         |                |
| TOTAL REVENUES                                  |                               | 6,983,400.00       | 6,983,400.00              | 910,919.64                        | 910,919.64                | 0.00                       | 6,072,480.36            | 13.04          |
| TOTAL EXPENDITURES                              |                               | 6,983,400.00       | 6,983,400.00              | 0.00                              | 0.00                      | 0.00                       | 6,983,400.00            | 0.00           |
| NET OF REVENUES & EXPENDITURES                  |                               | 0.00               | 0.00                      | 910,919.64                        | 910,919.64                | 0.00                       | (910,919.64)            | 100.00         |
|   |                               |                    |                           |                                   |                           |                            |                         |                |
| TOTAL REVENUES - ALL FUNDS                      |                               | 10,565,500.00      | 10,565,500.00             | 1,091,957.80                      | 1,091,957.80              | 0.00                       | 9,473,542.20            | 10.34          |
| TOTAL EXPENDITURES - ALL FUNDS                  |                               | 10,565,500.00      | 10,565,500.00             | 25,730.04                         | 25,730.04                 | 0.00                       | 10,539,769.96           | 0.24           |
| NET OF REVENUES & EXPENDITURES                  |                               | 0.00               | 0.00                      | 1,066,227.76                      | 1,066,227.76              | 0.00                       | (1,066,227.76)          | 100.00         |

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 07/31/2025

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

| GL NUMBER                               | DESCRIPTION                         | 2025-26<br>AMENDED BUDGET | YTD BALANCE<br>07/31/2025 | ACTIVITY FOR<br>MONTH<br>07/31/2025 | AVAILABLE<br>BALANCE | % BDGT<br>USED |
|---|-------------------------------------|---------------------------|---------------------------|-------------------------------------|----------------------|----------------|
| Fund 107 - PUBLIC ARTS COMMISSION FUND  |                                     |                           |                           |                                     |                      |                |
| Revenues                                |                                     |                           |                           |                                     |                      |                |
| Dept 000 - NON-DEPARTMENTAL             |                                     |                           |                           |                                     |                      |                |
| 107-000-664.000                         | INTEREST & DIVIDEND EARNINGS        | 1,000.00                  | 0.00                      | 0.00                                | 1,000.00             | 0.00           |
| 107-000-664.002                         | CHANGE IN FAIR VALUE OF INVESTMENTS | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-674.000                         | CONTRIBUTIONS-PRIVATE SOURCES       | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-675.000                         | CONTRIBUTIONS-PUBLIC SOURCES        | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-676.000                         | REIMBURSEMENTS                      | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-692.000                         | PRIOR YEARS' SURPLUS                | 19,000.00                 | 0.00                      | 0.00                                | 19,000.00            | 0.00           |
| 107-000-699.000                         | TRANSFERS IN                        | 60,000.00                 | 0.00                      | 0.00                                | 60,000.00            | 0.00           |
| Total Dept 000 - NON-DEPARTMENTAL       |                                     | 80,000.00                 | 0.00                      | 0.00                                | 80,000.00            | 0.00           |
| TOTAL REVENUES                          |                                     | 80,000.00                 | 0.00                      | 0.00                                | 80,000.00            | 0.00           |
| Expenditures                            |                                     |                           |                           |                                     |                      |                |
| Dept 000 - NON-DEPARTMENTAL             |                                     |                           |                           |                                     |                      |                |
| 107-000-727.000                         | OFFICE SUPPLIES                     | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-801.000                         | PROFESSIONAL AND CONTRACTUAL        | 80,000.00                 | 1,400.00                  | 1,400.00                            | 78,600.00            | 1.75           |
| 107-000-900.000                         | PRINTING AND PUBLISHING             | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-930.000                         | REPAIRS AND MAINTENANCE             | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-970.000                         | CAPITAL OUTLAY                      | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| 107-000-988.000                         | UNALLOCATED FUNDS                   | 0.00                      | 0.00                      | 0.00                                | 0.00                 | 0.00           |
| Total Dept 000 - NON-DEPARTMENTAL       |                                     | 80,000.00                 | 1,400.00                  | 1,400.00                            | 78,600.00            | 1.75           |
| TOTAL EXPENDITURES                      |                                     | 80,000.00                 | 1,400.00                  | 1,400.00                            | 78,600.00            | 1.75           |
| Fund 107 - PUBLIC ARTS COMMISSION FUND: |                                     |                           |                           |                                     |                      |                |
| TOTAL REVENUES                          |                                     | 80,000.00                 | 0.00                      | 0.00                                | 80,000.00            | 0.00           |
| TOTAL EXPENDITURES                      |                                     | 80,000.00                 | 1,400.00                  | 1,400.00                            | 78,600.00            | 1.75           |
| NET OF REVENUES & EXPENDITURES          |                                     | 0.00                      | (1,400.00)                | (1,400.00)                          | 1,400.00             | 100.00         |
| BEG. FUND BALANCE                       |                                     | 154,089.05                | 154,089.05                |                                     |                      |                |
| NET OF REVENUES/EXPENDITURES - 2024-25  |                                     |                           | 31,478.58                 |                                     | 31,478.58            |                |
| END FUND BALANCE                        |                                     | 154,089.05                | 184,167.63                |                                     |                      |                |



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

## MEMORANDUM

---

To: Downtown Development Authority Board

From: Harry Burkholder, Executive Director

Date: August 11, 2025

Re: TIF-97 Project Priorities

This memo is intended to provide an update on the status of each capital improvement project priority, including the next steps, critical decisions, and budget needs. Attached to this memo is a project “timeline” for the Riverwalk and Rotary Square projects. The timeline illustrates project phases, key decisions, and project milestones. This memo and an updated project timeline will be included in every DDA Board meeting moving forward.

### **TIF-97 Priority Projects**

1. Rotary Square
2. Farmers Market Pavilion
3. Boardman/Ottaway Riverwalk

### **Rotary Square**

Work continues on the conceptual design for Rotary Square, in partnership with Progressive Companies. This past Sunday, we closed the on-line survey regarding the final two concepts for Rotary Square - “Outdoor Living Room” and “Petoskey Stone” – which received just over three-hundred responses. This feedback, along with guidance from the Steering Committee, will directly inform and shape the final design for Rotary Square, expected next month.



As a reminder, the DDA does not have control over the alley and parking spaces adjacent to the Square. Any modification or use of this space is solely at the discretion of the City. If permission is not granted, we will continue advancing the design of Rotary Square with its other elements while seeking opportunities to link to adjacent areas and properties in the future.

### **Project Phases and Milestones**

|  |                               |
|--|-------------------------------|
| A. Planning, Design and Engineering Phase                              |                               |
| Task One. Community Engagement   | Timeline: Feb. – June         |
| Task Two. Prior Work Review  | Timeline: Completed           |
| Task Three. Develop Preliminary Conceptual Design Alternative Concepts | Timeline: April - May         |
| Task Four. Develop Schematic Design Plans                              | Timeline: September           |
| Task Five. Develop Operational and Management Framework                | Timeline: September - October |
| <br>   |                               |
| B. Procurement Phase   | Timeline: Jan. 2026           |
| C. Construction Phase  | Timeline: May 2026            |

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### **Farmers Market Pavillion**

We continue to work with the Beckett & Raeder (B&R) team to discuss key design elements and opportunities for the Farmers Market Pavillion. Meetings with the B&R team and City Engineering remain ongoing to ensure the pavillion design is fully aligned and integrated with the planned reconstruction of Lot B. We anticipate receiving the schematic design and cost estimates for the pavillion in time for our September meeting.

### **Working Phases and Milestone**

|   |                       |
|---|-----------------------|
| A. Budget allocation for Planning, Design and Engineering Phase | Timeline: July - Aug. |
| B. Planning, Design and Engineering Phase (cost estimate)       | Timeline: Sept.       |
| C. Procurement Phase  | Timeline: Dec.        |
| D. Construction Phase   | Timeline: April       |

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### **Boardman/Ottaway Riverwalk**

We continue to work with INFORM Studio on the Schematic Design phase of this project, which we anticipate completing in September. The second phase - Design Development - is targeted for later this winter. Additionally, we have connected the INFORM Studio team with Beckett & Raeder to coordinate efforts, as the two projects are connected and overlap.

### **Working Phases and Milestone**

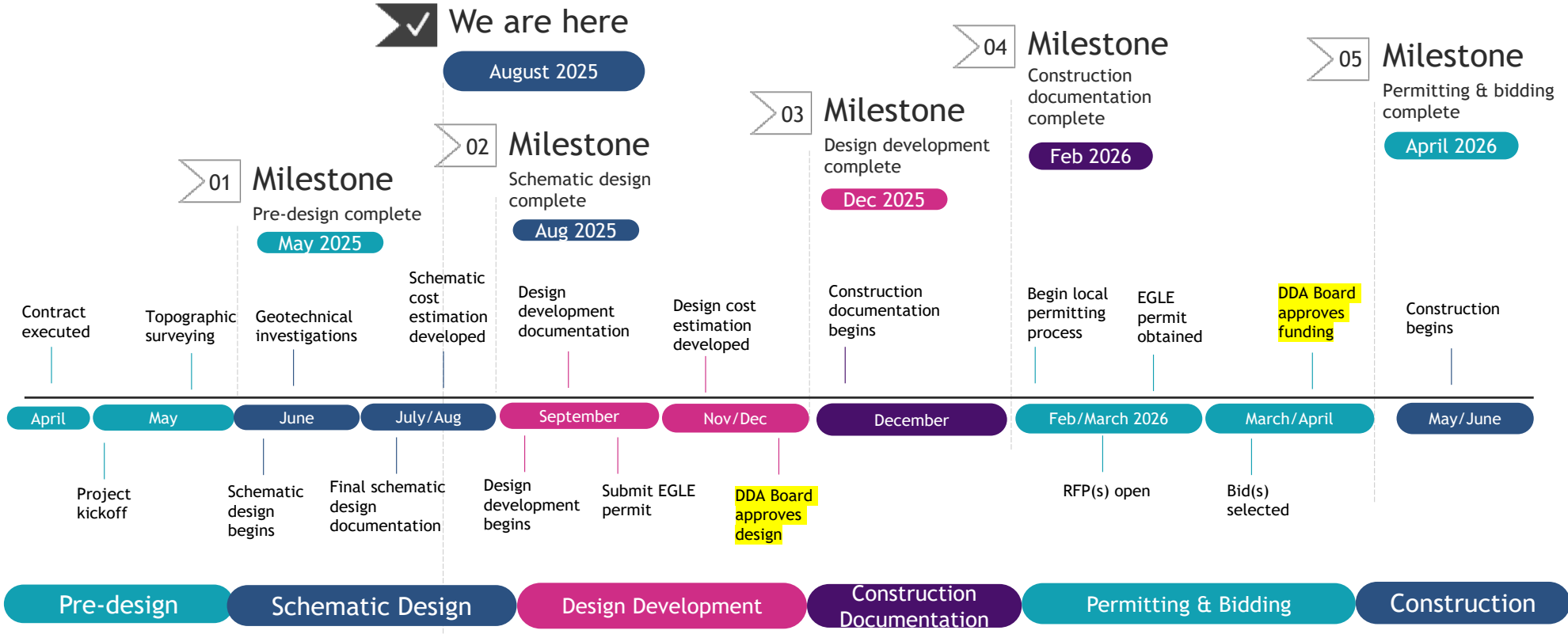
|                                       |                 |
|---------------------------------------|-----------------|
| A. Schematic Design                   | Timeline: Sept. |
| B. Design Development (cost estimate) | Timeline: Dec.  |

# Rotary Square Timeline



Timeline subject to change

# Boardman/Ottaway Riverwalk Timeline



Timeline subject to change



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

## Memorandum

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To: Downtown Development Authority Board  
From: Harry Burkholder, Executive Director  
Date: August 11, 2025  
Subject: Election of Officer to the Arts Commission

While the Arts Commission is technically a City Advisory Board, one (1) DDA Board member serves on the Commission. Jeff Joubran currently holds this seat as the DDA representative. Mr. Joubran has offered to resign so the DDA Board may appoint Caitlin Early as his replacement. Ms. Early has served on the Arts Commission for several years as a citizen appointee.

### **Recommended Motion**

That the DDA Board appoint Caitlin Early to serve as the DDA representative to the City of Traverse City Arts Commission.



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

## Memorandum

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To: DDA Board of Directors  
From: Lauren Bohac, DDA Deputy Director  
Date: August 7, 2025  
Subject: Rotary Square Use Policy

Over the last year, DDA staff have worked to develop a policy for Rotary Square that outlines permitted activity and requirements for obtaining an event permit.

The policy is similar to the City's Park and Public Land Use Policy and has been reviewed by legal counsel.

As the future design of Rotary Square continues to take shape through the Imagine Rotary Square process, the policy may need to be amended in the future but provides a foundation for use of the Square in the meantime.

### **Recommended Motion**

That the DDA Board approves and adopts the Rotary Square Use Policy as presented.

## TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

### ROTARY SQUARE USE POLICY

---

#### **I. Policy Purpose.**

The purpose of this policy is to establish a set of rules to regulate events and activities held at Rotary Square that contribute to the health and well-being of the public as well as the character and sense-of-place of downtown Traverse City.

#### **II. Definitions.**

The following words and phrases shall have the corresponding definitions:

- A. “Administratively complete” means an application that includes an application form that has been filled out with all relevant and required details, along with all accompanying documentation and information that is required under this policy for an Event of the type sought after in the application.
- B. “DDA” means the City of Traverse City Downtown Development Authority.
- C. “Event” means the use of Rotary Square for a group activity including, but not limited to, a performance, meeting, assembly, contest, exhibit, ceremony, parade, athletic competition, reading, or picnic involving more than 20 people or a group activity involving less than 20 people for which specific space is requested to be reserved.
- D. “Executive Director” means the person acting in the role of the Executive Director of the City of Traverse City Downtown Development Authority.
- E. “Incidental Commercial Activity” means a commercial activity such as the sale of food at a free concert or an entry fee to enter a contest as part of a free festival, such that the commercial activity is not the entire purpose of the Event but is rather a non-essential complement to the Event.
- F. “Rotary Square” or the “Square” means the real property owned by the City of Traverse City Downtown Development Authority” on the southeast corner of the intersection of Union Street and State Street in downtown Traverse City.

#### **III. Permit Required.**

No Event shall be held or announced as an upcoming Event to be held at Rotary Square unless and until a permit has been issued pursuant to this Policy.

#### **IV. Exempt Activities.**

General public use of Rotary Square for recreation is exempt if it does not involve the reserving or setting aside of any portion of Rotary Square and does not include organized games, fixed signs, sound broadcasting equipment, tents, bleachers, or similar items. Brief use for movie or television production and other photographic activities is exempt unless in the opinion of the Executive Director the activity will disrupt normal use. City-sponsored Events are exempt. Permission for an exempt activity is automatically revoked if the user violates any law, ordinance, this Policy, or any other rule or regulation adopted pursuant to the City of Traverse City Code of Ordinances.

#### **V. Permit Applications.**

Permit applications must be completed by the individual or sponsoring organization who will be the permit holder. Permit applications and their submission to the DDA shall comply with the following requirements:

- A. **Time.** Applications for an Event shall be filed at least fourteen (14) days before the Event is proposed to begin.
- B. **Fee.** If a permit application is approved, a fee of \$250 per day that the Square will be in use is due before a permit will be issued. This fee may be waived in the discretion of the Executive Director.
- C. **Signature.** The application shall be signed under oath or affirmation in the presence of a notary public by the individual adult person who will attend and be in charge of the Event and activity.
- D. **Permit Holder.** The application shall specify the name, address, and telephone number of the Permit Holder who shall be the sponsoring organization or individual.
- E. **Insurance, Permits, and/or Licensure -** Unless waived by the Executive Director, all permit holders shall provide the following insurance and related documentation:
  1. **Insurance.** Permit holders must obtain and be prepared to demonstrate coverage under an insurance policy meeting the following requirements:
    - i. Comprehensive general liability insurance of \$1,000,000 per occurrence. The DDA may require additional insurance to be obtained prior to the event for special activities, upon review of the application once submitted.
    - ii. The insurance policy shall include a separate endorsement page which names the DDA and the City of Traverse City as additional insured parties covered by the policy.

- iii. The insurance policy shall be in effect for the total length of time any equipment is placed on the property or the total time of the event, whichever is longer.
  - iv. The applicant and permit holder shall execute a hold harmless and indemnification provision agreeing to hold the DDA and its officials, employees and volunteers harmless and to indemnify same in the event a claim is made resulting solely or partially from the permitted event or activity.
  - v. Suitable proof of insurance shall be submitted to the Downtown Development Authority no later than 10 days before the event and before a permit will be issued.
  - vi. The City Clerk reserves authority over insurance requirements and may in their discretion prescribe additional insurance requirements as they deem necessary under the circumstances.
2. Health Permit. Permit holders must submit a copy of a Grand Traverse County Health Department Permit for each vendor serving food, as applicable, no later than 10 days prior to the event.
  3. Liquor License and Additional Insurance. Permit holders must submit a copy of the liquor license of each vendor serving alcohol, if applicable, no later than 10 days prior to the event, and shall further comply with the following:
    - i. If the permit holder intends to sell alcohol as part of their event, the permit holder must obtain, maintain, and provide proof of liquor liability insurance in the amount of \$1 million per occurrence along with an endorsement that names the City of Traverse City and the City of Traverse City Downtown Development Authority as additional insured parties.
    - ii. If the permit holder does not hold a liquor license, they must obtain and provide proof of a Non-Profit Special License from the Michigan Liquor Control Commission.
    - iii. If the permit holder intends to serve alcohol with no financial consideration in connection with the provision of alcohol at the event, the permit holder must obtain and provide proof of host liquor liability insurance in the amount of \$1 million per occurrence along with an endorsement that names the City of Traverse City and the City of Traverse City Downtown Development Authority as additional insured parties shall be provided.
    - iv. With the exception of beer and wine, the serving of liquor is subject to approval by the City Commission.

- F. Description of the Event. The proposed Event shall be described with such detail as required by the Executive Director and on the forms supplied by the DDA.
- G. Filing Date. An application shall not be deemed to have been filed until the Executive Director states in writing that the application is administratively complete. The date of such writing shall be the official filing date of that application.

**VI. Priority of Applications.**

- A. Administratively complete applications for events shall be considered and decided on a “first come, first served” basis as of the date they are filed.
- B. Each application shall be evaluated in accordance with the Application Review process set forth below, and a decision on an application shall be made promptly after the application has been properly filed and determined to be administratively complete.
- C. Permit holders with granted reservation requests shall have the scheduling priorities and rights as provided in this policy.

**VII. Review of Permit Applications.**

- A. Executive Director Review.
  - 1. A permit application may be granted by the DDA Executive Director if the Event complies with all of the following:
    - i. The Event is limited to not more than a 24-hour period, with a defined starting and ending time;
    - ii. Admission to the Event is not restricted; and
    - iii. No fee is charged to the public to attend the Event.
  - 2. The DDA Executive Director may delegate all or a part of their authority under this policy to a DDA staff member.
- B. Standard Review. The DDA shall consider the following when evaluating a permit application for potential approval:
  - 1. The extent to which the event/activity may be restricted or exclusive, in whole or in part, or will be open to the general public without charge. Some exceptions apply (*See* Section V. General Conditions, L. Sales Exemptions);
  - 2. Whether the primary or sole purpose of the event is not the sale of goods or services, or fundraising;

3. Whether the activity will unreasonably disturb normal activity on surrounding private land;
4. Whether the activity will unreasonably interfere with or detract from the public's health, safety, or welfare, or the public's enjoyment of the Square or nearby public spaces.
5. Whether the activity causes or facilitates or is likely to cause or facilitate a violation(s) of any law, ordinance, rule or regulation;
6. Whether the space has been reserved for other use on the date and time requested in the application; and
7. Whether the activity is likely to cause damage to the structures, land, foliage, natural resources or other natural or man-made components in or surrounding Rotary Square.
8. Whether the event complies with all other provisions of this policy.

#### **VIII. General Conditions.**

The following general conditions apply to all Events; additional special conditions may be imposed in the permit, depending on the nature of the proposed Event:

##### **A. Equipment and Signs.**

1. No other property, equipment or signs not included in the application are to be used by participants in Rotary Square and adjacent property.
2. Signs and equipment may not be staked into the ground.
3. Property, signs, and equipment may not block the city's right of way.
4. No signs shall be erected in violation of any city ordinance.
5. Unless otherwise authorized by the DDA Executive Director, all property, equipment and signs shall be removed from property immediately upon the scheduled end time of the Event.

##### **B. Set Up and Removal.**

1. Event set up and removal shall occur promptly and within the designated timeframe as set forth in the permit.
2. Permit holder must restore the site to original condition.

3. Permit holder is responsible for any damage to public properties and the cost of any necessary repair thereof. Payment for any such damage shall be due to the DDA within thirty (30) days of the identification of the costs to remedy the damage. The DDA Executive Director may require a bond, letter of credit, or cash deposit as security for cleanup and restoration.
- C. Tents. If tents are proposed for use at an Event, the tent material shall be composed of noncombustible and flame-resistant fabric in accordance with the City Fire Code and erected to meet wind load requirements of the State Construction Code. Tents may not be staked in the ground.
- D. Advertising. Applicants may not advertise, announce, or promote event prior to obtaining permit from DDA.
- E. Noise. All city ordinances pertaining to noise and amplified sound apply to events in Rotary Square. Please contact the City Clerk's office for questions regarding city ordinances.
- F. Trash/Recycling and Toilets.
1. Portable toilets and trash/recycling receptacles are permitted at the permit holder's expense.
  2. The number, type and location of all receptacles and toilets shall be listed on the application and the permit.
  3. At least one portable toilet used at the Event must be ADA compliant/handicap accessible.
  4. The permit holder is responsible for the coordination, removal, and clean-up of toilets and trash/recycling receptable.
  5. It is the policy of the DDA to encourage recycling at Events whenever possible.
- G. Commercial Activity.
1. Incidental Commercial Activity may be allowed, but only for low impact Events.
  2. All such Incidental Commercial Activity shall be under the control of the permit holder and shall not be operated independently by third parties unless the third party operated commercial activity is allowed in the permit.
- H. Vehicles. Motor vehicles are prohibited from Rotary Square except those conveying specialized equipment for the Event and allowed in the permit. The DDA Executive Director may waive this requirement in certain circumstances.

- I. Lights. All lighting shall be directed at the Event and to the extent practical away from areas where the activity is not occurring.
- J. Smoking and Alcohol.
1. Per city ordinance, smoking is prohibited.
  2. Alcohol use is prohibited unless appropriate permits and insurance are obtained and provided to DDA. Please contact the City Clerk's office for questions regarding city ordinances.
- K. Displays.
1. Displays and temporary fixtures that meet terms and standards of this policy are permitted if the application is approved.
  2. Displays/fixtures may not serve as commercial or for-profit advertisements.
  3. Displays/fixtures may not violate any federal or state laws or city ordinances pertaining to public displays.
  4. Displays/fixtures may not block the City's right of ways adjacent to the Square.
  5. Limitations may be placed on the size and scope of displays/fixtures.
  6. If associated with an Event, displays/fixtures may remain in place for the duration of the Event. If not associated with an Event, displays/fixtures may remain in place for a maximum of 24 hours unless waived by DDA Executive Director.
  7. The DDA may require additional insurance to be obtained prior to placement of a display/fixture.
  8. The DDA is not responsible for any damage to display/fixture on display in Rotary Square.
- L. Sales Exemptions. Vendor retail, concessions, fees for activities (such as a carnival game, etc.), and/or fundraising are permitted as part of Event's Incidental Commercial Activities but may not be the primary or sole purpose of an event.
- M. Electricity and Generators. Only electrical equipment approved in the Event application and permit is permitted. Portable or vehicle-mounted generators must be shielded from view and sound.
- N. Open Flame. Open flames are prohibited unless written authorization from the Fire Marshal is obtained and provided.

**IX. Exemptions.**

A. Exemptions to this policy include:

1. General public use for recreation not involving the reservation of any section of the Square and does not include organized games, fixed signs, sound broadcasting equipment, tents, or similar items.
2. Brief use of media production or photography equipment, unless deemed disruptive to public use by DDA Executive Director.
3. Events sponsored by the DDA or DTCA.

B. Permission for an exempt activity is automatically revoked if the user violates any law, ordinance or related policy adopted by the DDA and/or DDA Board of Directors.

**X. Revocation of Permission to Use the Square.**

In addition to the penalties provided by ordinance, a permit may be revoked in writing at any time by the DDA Executive Director if:

- A. It is determined that the holding of the Event authorized by the permit is no longer in the best interest of the public health, safety, and welfare of the City and/or its residents;
- B. There has been a misrepresentation in the application or any material misstatement by the applicant; or
- C. There has been a failure to follow this policy, or other City ordinance, State law, or any condition attached to a permit.

**XI. Amendments to this Policy.**

This policy may only be amended upon approval of the Traverse City Downtown Development Authority Board of Trustees. Any amendment to a relevant and applicable City ordinance that is deemed to be in conflict with this policy shall be understood to supersede this policy.

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I hereby certify that the above policy was adopted by the DDA Board of Trustees on \_\_\_\_\_, 2025, at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.

By: \_\_\_\_\_  
Its: \_\_\_\_\_



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

## Memorandum

To: DDA Board of Directors  
From: Harry Burkholder, DDA Executive Director  
Date: August 11, 2025  
Subject: Executive Director Report

Below is an overview and update on projects and initiatives that the DDA is working on.

### Two-Way Pilot Project

Following extensive discussion with the City's Design Team and staff from Progressive, we worked together to install a stop sign (for east-bound traffic) at the Front Street and Pine Street intersection on July 30<sup>th</sup>. The team from Progressive installed cameras near (and around) the intersection to record/monitor any issues with traffic circulation.



We continue to work with the City's Design Team, community stakeholders, and members from Progressive met to implement the remaining objectives and next steps for the pilot. These include analyzing data from the remaining collection periods, determining the short-term and long-term costs of making the pilot permanent, assessing the long-term impacts on downtown circulation if only one eastbound lane remains, and exploring options (with associated costs) for implementing bicycle infrastructure.

We also developed a tentative schedule for these activities, including key meetings and decision points (including the DDA Board) that will lead to a recommendation on the pilot to the City Commission in December.

### General Infrastructure Repair

As you may recall, earlier this spring, DDA and City staff conducted a walking tour of downtown to identify opportunities for targeted public infrastructure repairs, including sidewalks, curbs, streets, and related improvements. Through this collaborative effort, we identified several areas in need of maintenance and repair.

### **Streets**

Prior to the Cherry Festival, and in collaboration with the City's Street Department, we resurfaced portions of three downtown streets in poor condition:

1. Union Street (North of Front to the Bridge) - Repaved southbound lane (315 ft.) and patched east lane.
2. Union Street (South of Front Street) - Repaved northbound lane (100 ft).
3. Cass Street (South of Front Street) - Repaved both northbound lanes (50 ft).

For the remaining projects - alley approach, mid-block crosswalk, and sidewalk repairs - DDA staff partnered with the City Engineering Department to prepare bid documents. Responses came in between \$243,000 and \$457,500, significantly exceeding the \$75,000 budgeted (\$65,000 from TIF-97 and \$10,000 from Old Town TIF) for general infrastructure maintenance in FY 2025–2026.

Given the cost constraints, we prioritized the Cass Street mid-block crosswalk repair. This project went before the City Commission on August 4 but was not approved, with commissioners requesting the addition of bump-outs. The requested changes expand the project's scope, cost, and timeline, requiring additional design and construction drawings. We are now working with the Engineering Department to determine the best path forward, which may include implementing the identified sidewalk improvements.

### **Zoning Changes in Old Town Approved**

The City Commission approved the rezoning of the 300 and 400 blocks of South Union Street (between Sixth and Eighth Streets) from C-2 to C-4a at their July 21<sup>st</sup> meeting.

This rezoning effort was originally initiated by the City and the DDA in 2022, but it resurfaced due to a recent inquiry from a property owner in the district.

Two key aspects of the proposed rezoning to note:

1. Flexibility for Vertical Expansion – The change to C-4a zoning would make it easier for existing building owners to add an additional floor to their structures.
2. Height Limit Unchanged – The maximum building height would remain at 45 feet, consistent with the current C-2 zoning.

This rezoning proposal could support modest increases in density and investment in the Old Town district.

### **TIF Implementation Policy**

The City Commission discussed the proposed Tax Increment Financing (TIF) Implementation Policy again at their August 4<sup>th</sup> meeting, taking no action. The purpose of this policy is to establish a clear and consistent process for how future TIF plans will be evaluated and approved by the City Commission, including the steps required to place a proposal on the ballot - as now mandated by the City Charter. The policy is designed to ensure that all TIF proposals are reviewed and approved under the same

framework, regardless of the scope or content of the request. Another discussion and possible approval of the policy by the City Commission is on the August 18<sup>th</sup> City Commission agenda.

**Non-Motorized Improvements**



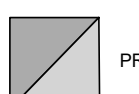
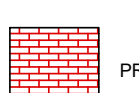
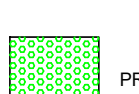
We are collaborating with City Engineering and non-motorized transportation advocates to explore ways to improve the transition from the Bayfront (TART) Trail into downtown for cyclists. Our current focus is on two key intersections: Front Street and Grandview Parkway and Park Street and Grandview Parkway.

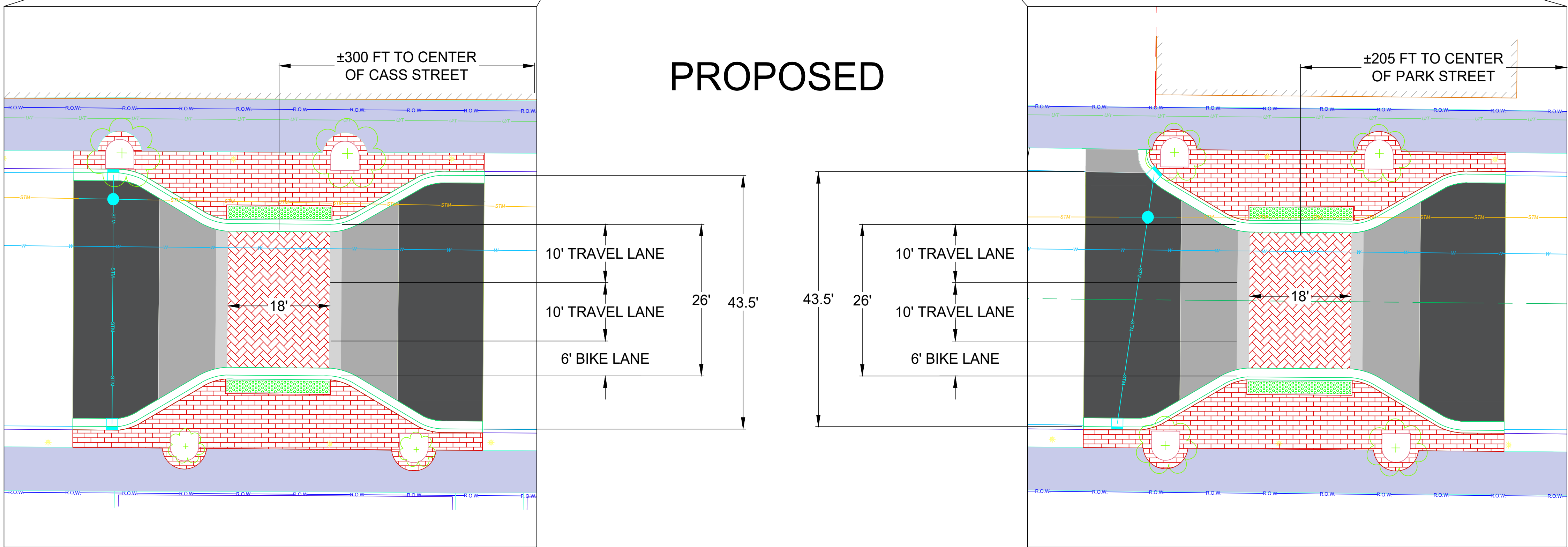
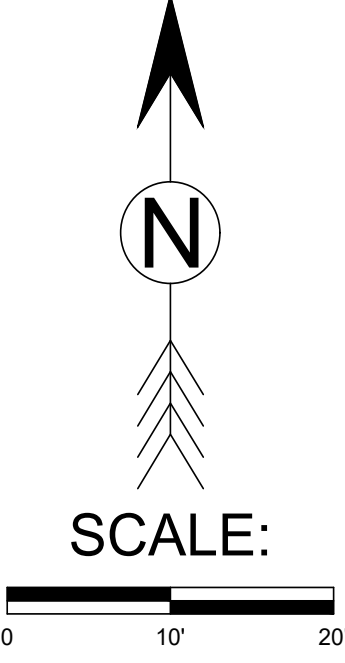
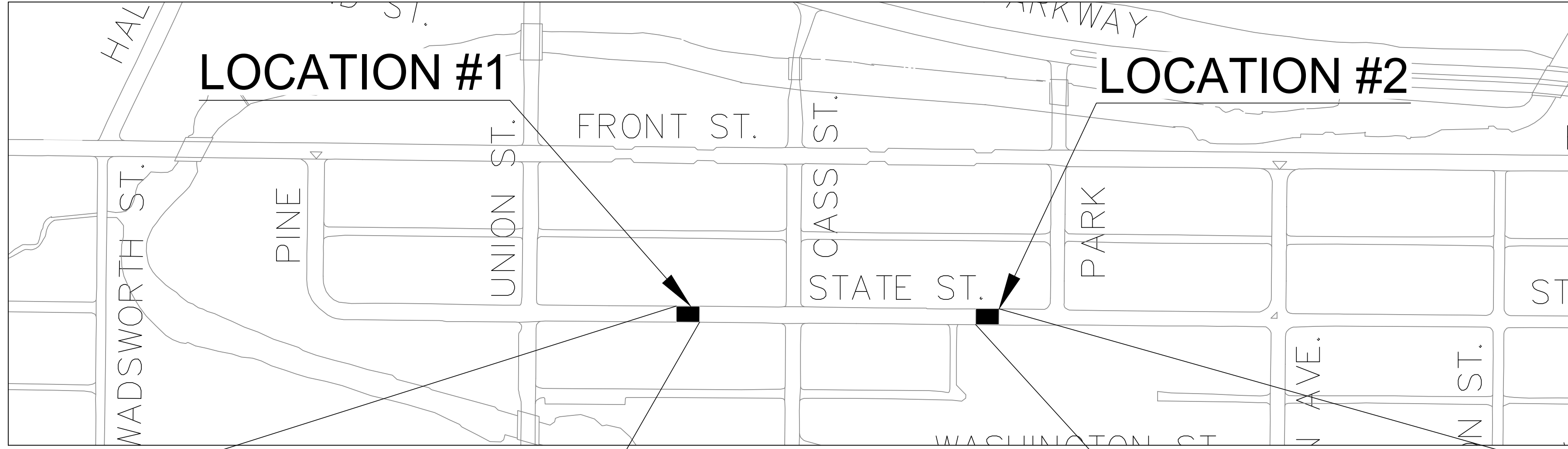
**State Street Mid-Block Crosswalk**

As you may recall, we allocated \$300,000 in our budget for one mid-block crosswalk on State Street, with the long-term goal of installing - over time - at least five crosswalks to match the mid-block infrastructure on Front Street. Working with City Engineering, we have developed a preliminary estimate of \$277,000 for an "east" mid-block crosswalk between Cass and Park Streets. I am seeking the DDA Board's agreement to advance this project to final design (see attached). We will also request approval from the City Commission before moving forward with final design. Upon completion of final design, City Engineering would bid the project following the decision on the Two-Way Pilot in December. If approved, we anticipate construction could be completed by spring 2026, before the end of the fiscal year.

# EAST STATE STREET CROSSWALKS

**LEGEND**

-  EXISTING SIDEWALK
-  PROPOSED ASPHALT
-  PROPOSED CONCRETE
-  PROPOSED BRICKS
-  PROPOSED DETECTABLE WARNING SURFACE



**100 BLOCK E. STATE STREET**  
ESTIMATE COST: \$277,000

**200 BLOCK E. STATE STREET**  
ESTIMATE COST: \$277,000



303 E. State Street  
Traverse City, MI 49684  
lauren@downtowntc.com  
231-922-2050

## Memorandum

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To: Downtown Development Authority Board of Directors  
From: Lauren Bohac, DDA Deputy Director  
Memo Date: August 7, 2025  
Subject: Arts Commission Update

### **Inaugural Mural Festival**

The Arts Commission has begun promotion of the Inaugural Mural Festival and has announced several events associated with the festival, including:

#### ***Everyday Acts of Art Opening/TC Mural Festival Kickoff Celebration***

Friday, September 12, 5 PM at Commongrounds

Event kickoff exhibit highlighting work created by past exhibition artists and muralists

#### ***Artist Panel | Every Day Acts of Art***

Tuesday, September 16, 6 PM at The Alluvion

Panel discussion with Mural Festival artists

#### ***TC Mural Festival Closing Parade***

Wednesday, September 17, 4 PM Start at Oryana 10th Street, Finish at The Filling Station

Parade of murals and celebratory happy hour



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

## Memorandum

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To: Harry Burkholder, DDA Executive Director  
Downtown Development Authority Board of Directors

From: Sara Klebba, DDA Director of Events & Engagement

Date: August 11, 2025

Subject: DTCA Director of Events & Engagement Update

### Street Sale/FNL

- Aug 1 Street Sale: A beautiful day (8am-9pm) with comfortable temperatures saw great crowds and sales (qualitatively) from over 50 merchants (DTCA members) for the day.
- Survey is being created to send to participating members to gauge their individual success.
- Aug 1 FNL: A gorgeous evening (6-9pm) welcomed guests to enjoy the addition of 40+ booths and entertainers, line dancing, stunt performers, nonprofits, and a variety of live music. Survey (for both events) is being created for event partners and for the public, to be shared out on various channels.
- Aug 8 FNL: Though the weather was pleasant, the temperature was not. The heat was oppressive and even caused outfit changes for some performers, necessitated more breaks for dancers, and fewer pets were brought downtown due to hot pavement. The mood was still positive, and attendees were all smiles with live music and performances, dance party with partner dancing, family activities, and more.
- To discuss with DTCA board:
  - How to create more food options if downtown restaurants cannot/do not want to participate. Based on participant/vendor feedback, most restaurants were over capacity with long wait times.
  - Many downtown stores were closed during FNL. Would retailers consider staying open later?

### Downtown Art Fair (Sat & Sun, Sept 13-14)

- Partner Crooked Tree Arts Center sourced Look Wonder Discover (LWD) to collaborate on the community art mural. We are creating a contract to cultivate this shared experience of creating public art, ultimately hosted by building owner

Dan Steibel on his Front St building wall (east side of entrance to Larry Hardy deck off of Front St.).

- LWD is also looking for sponsors to support these efforts. At a minimum level of financial support, these sponsors can be added to a plaque identifying DTCA and other champions of the mural.
- Working on contract with Front St. building owner Dan Steibel for a period of at least one year (or more) to display mural.
- Art fair has about 8-10 open spaces for booths.
- Mundos and Meredith Kettle Corn are confirmed food vendors.
- To seek minimal volunteers for set up Saturday and tear down Sunday. Security to watch tents overnight.

#### **Haunts & Harvest Window Walk (Oct 17-31)**

- To update graphics with new dates and invite all downtown merchants to participate.
- Awards for People's Choice and Judge's Choice.

#### **Halloween Walk (Sat, Oct 25)**

- To update graphics with new date and begin promotions in early September
- To source volunteers for crossings
- To encourage trick-or-treaters to follow the same flow as 2024, but ALSO visit side streets and State St. (where we know there will be businesses offering candy)

#### **Shop Your Community Day (Sat, Nov 8)**

- Creating new event logo
- Applications to be emailed to last year's participants, FNL NPOs, and shared in Sept newsletter. Deadline for NPOs to apply: Sept 2

#### **Light Parade (Sat, Nov 22)**

- To prepare to send applications to past attendees and hand raisers by early September. To post online, social, and in e-news.
- Partnering with NCF and Parade Committee again for 2025.



**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Governance Committee  
July 7, 2025**

A regular meeting of the Downtown Development Authority Governance Committee was called to order at the Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 4:00 p.m.

The following Board Members were in attendance: Committee Chair Todd McMillen and Committee Member Kirkwood

The following Board Members were absent: Committee Member Shamroe

Chairperson McMillen presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

(c) **APPROVAL OF MINUTES**

- (1) Consideration of approving the December 9, 2024 DDA Governance Committee Meeting Minutes (approval recommended)

To approve the December 9, 2024 Governance Committee Committee Meeting minutes, with modification to the attendees present and not present.

Motion made by Kirkwood, Seconded by McMillen

Yes: Kirkwood and McMillen

Carried on a 2 - 0 recorded vote

(d) **NEW BUSINESS**

- (1) Governance Committee Items

Motion to approve and send the DDA Handbook and Evaluation Proposal to the full DDA Board for consideration

Motion made by Kirkwood, seconded by McMillen

Yes: Kirkwood and McMillen

Carried on a 2 - 0 recorded vote

(e) **PUBLIC COMMENT**

(f) **ADJOURNMENT**

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Jean Derenzy, Traverse City DDA  
CEO

Draft