

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, March 20, 2018
Commerce One, 901 Saginaw Street. ~ 8:00 am**

The regular meeting of the Downtown Management Board was called to order at 8:05 a.m. by Vice Chair Engelhardt-Carter. Members present were:

Mike Bacigalupo	Barbara Engelhardt-Carter	Susan Fassbender
Jesse Pero	Jim Goodrow	Sara Dimitroff, City Representative
Tara Welch	Ruthy Shemanski	Shirley Roberts

The following were absent: Dennis Dinauer, Terri King, Capri Wisniewski, Alan LaFave, Commissioners Kerice Basmadjian and David Terrasi

Also Present: Suzanne Maxwell, Interim Executive Director
Renee Schwartz, Bay Area Chamber of Commerce

PUBLIC INPUT

Goodrow expressed concern for the possibility of medical marijuana dispensaries within 500 feet of Bayshire Beauty Academy and Delta College. Discussion held.

PRE-NOTIFICATION OF ABSENCES

Vice Chair Engelhardt-Carter stated that Dinauer, King, Wisniewski and Commissioner Terrasi notified DMB staff of their absences.

YEAR END FINANCIAL STATEMENT

Engelhardt-Carter reminded the Board that the 16/17 year end Financial Statements are under review because the expenditures exceeded liabilities and as a result, the Unrestricted Fund Balance was reduced. Maxwell added that the reason for a large portion of the increase in expenditures is because Rehmann, the firm that performed the audit, included line items that do not belong in the DMB budget. The items are services paid for by the DDA.

Maxwell added that she has been unable to reach a solution with Rehman, as they do not want to make any adjustments to the audit, since it is connected to the City's audit and would be time consuming and costly.

Engelhardt-Carter suggested tabling the item until a solution is reached. The group agreed. Bacigalupo noted that he will be discussing the situation with a member of management at Rehman.

ORGANIZATION

Engelhardt-Carter presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Pero, supported by Shemanski.

Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

EXECUTIVE COMMITTEE

Engelhardt-Carter reported that the Executive Committee discussed the 2016/2017 DMB Year End Financial statements. The group also discussed the new Downtown Bay City website and the addition of an online form for merchants to submit events for the calendar of events. A fundraising opportunity for 2018 Apps & Ales was discussed and was presented later in the meeting.

MARKETING COMMITTEE

Maxwell distributed a document highlighting the activities of the DMB Marketing Committee. She reported that Welcome Spring Open House is April 20-21, with 51 businesses participating. She added that incentives are being added to encourage social media engagement prior to the event and foot traffic during the event.

Maxwell reported that Apps & Ales is scheduled for June 6, 2018, with a planning meeting scheduled for Wednesday, March 21.

Maxwell reported that the Chili Cook off scheduled for February 24 was cancelled due to a lack of participants. She added that she is looking into moving it to October 13 and utilizing the pavilion in Wenonah Park as the location.

Maxwell reported that Tex Mex is now open in City Market, and 99 Trees Bookstore & More is expected to open at 302 Center Avenue early April. Both businesses are participating in Welcome Spring.

DOWNTOWN WEBSITE UPDATE

Maxwell reported that she met with Cadmium Design to prepare the form for merchants who want to add an event to the Downtown calendar on the new website. Parameters have been set, with DMB staff approval required prior to the event being added.

DDA UPDATE

Bacigalupo reported that the deadline for the construction of the pavilion and accessory building in Wenonah Park is May 20, 2018. He reported that the roof of the accessory building has been installed and the pavilion is currently under construction.

ADDITIONAL BUSINESS

Maxwell reported that with the support of the Executive Committee, she purchased 10 lighted snowflakes from Bronner's. She reminded the group that 12 were purchased in 2016 which brings the inventory total to 22. She has met with The City of Bay City DPW, Streets Department, Electric Department and all are willing to work with her for placement. She added that Dave Clements, former owner of Clements Electric volunteered to work with her regarding electrical issues and installation.

Maxwell reported that at the March 21 Apps & Ales meeting, she is going to propose a ticket price increase from \$25 to \$30, with \$5 per ticket sold going toward purchasing additional holiday lighting. She has the support of the Executive Committee and is asking for Board support. Motion by Roberts, supported by Goodrow for Maxwell to propose the price increase for Apps & Ales tickets, with \$5 per ticket sold going toward Downtown holiday lighting. Motion unanimously approved.

Engelhardt-Carter reported that Maxwell has interviewed Betsy Kolm for the position of part time Administrative Assistant and asked the Board for a motion of support. Motion by Dimitroff, supported by Fassbender to approve the hiring of Kolm. Bacigalupo abstained from voting.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:08 am.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Suzanne Maxwell".

Suzanne Maxwell
Interim Executive Director