

Approved
Downtown Development Authority
Regular Meeting Minutes
Wednesday, October 10, 2018
7:30 a.m. ~ Commerce One

Chairperson Green called the regular meeting of the Downtown Development Authority to order at 7:30 am. Members present were:

David Green	Jenifer Acosta	Don Carlyon
Jeff Cederstrom	Tim Banaszak	Jean Ann DeShano
Terry Spencer	Mike Bacigalupo	Joe Wespiser
Trevor Keyes	Dan Dimitroff	

Absences: Mayor Newsham, Ashley Anderson

Also present: Terry Moulane, City Representative
Suzanne Maxwell, Executive Director
Matthew Kowalski, Administrative/Marketing Specialist

A quorum of DDA Board of Directors was present.

PUBLIC INPUT

Introduction Of Matthew Kowalski as DDA/DMB Administrative/Marketing Specialist.

EXCUSED ABSENCES

Chairperson Green reported that Anderson requested an excused absence. Motion by Spencer, supported by Wespiser to approve absence. Motion unanimously approved.

ORGANIZATION

Chairperson Green presented Consent Agenda items 1 through 4 under Organization and requested approval. Motion by DeShano, supported by Acosta to approve the consent agenda. Motion unanimously approved. DMB Minutes of August 21, 2018 were presented for review.

PARKING UPDATE

Maxwell reported that the monthly parking reports are in the meeting packet for review. She noted that DDA is working with Complus to streamline the ticketing and collection process with City Treasurer and 74th District Court.

REDEVELOPMENT READY COMMUNITIES PROGRAM

Moulane informed DDA on details of Redevelopment Ready Community. RRC includes over 200 participating communities nationwide. Moulane explained a few benefits RRC has on Bay City: having a development guide to help facilitate improvements, as well as marketing properties. Next progress report in January.

DMB UPDATE

Maxwell reported that the 20th Annual Wine Walk took place Thursday, September 20th throughout Downtown Bay City. She noted that 1,129 tickets and souvenir glasses were sold.

The 2018 Holiday Open House is scheduled for November 2-4, with 15 participating businesses showcasing their seasonal specials and sales.

Planning is underway for Sundays in the City, November 25 - December 16. The event features merchants sales, movies at the State Theatre, Sleigh of Gifts and free carriage rides. The event will be advertised via social media, permission based email, Santa Buck inserts in local newspapers, and on WNEM TV5.

Maxwell reported updates for improvements to Downtown holiday lighting. DMB staff and Bronner's are working together to replace older lights with energy efficient LED bulbs. Maxwell formally thanked City Market Manager Erin Riley for her donation of a tree for our Downtown display, as well as Dave and Sally Clements for donating their time to install and provide the lights for the tree.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,235+ fans and Instagram has 3,820+ followers. The DMB also has over 14,250+ permission based emails. Kowalski presented social media analytics to board, noting the overwhelming success of "Meet the Merchant" posts, as well as overall demographics.

ELECTION OF CHAIR, VICE CHAIR AND SECRETARY/TREASURER

Chairperson Green reminded the Board that after 13 years as DDA Chairperson, he is stepping down and the Board will need to elect a new Chairperson. A subcommittee consisting of Maxwell, Dimitroff, Wespiser, Keyes and Spencer met to discuss the procedure of electing a new Chair, Vice Chair and Secretary/Treasurer. It was agreed that if there is more than one candidate for each position, voting will take place by secret ballot.

Tim Banaszak and Jenifer Acosta were nominated for the position of Chairperson. Tim Banaszak was elected Chairperson via secret ballot. Motion by Carlyon, supported by Spencer to appoint Banaszak as Chairperson. Motion unanimously approved.

Jean Ann DeShano and Jenifer Acosta were nominated for the position of Vice Chairperson. Jean Ann DeShano was elected Vice Chairperson via secret ballot. Motion by Keyes, supported by Spencer to appoint DeShano as vice Chairperson. Motion unanimously approved.

Mike Bacigalupo was nominated as Secretary/Treasurer. Motion by Wespiser, supported by Acosta to appoint Bacigalupo as Secretary/Treasurer.

OTHER

Chairperson Green noted that DDA Bylaws were presented to the Board for review, noting that they are in need of updates. A subcommittee consisting of Banaszak, DeShano, Bacigalupo, Wespiser and Dimitroff will review the bylaws and provide a report at the November meeting.

Maxwell reported that she is attending the MDA Conference in Frankenmuth, October 11-12. An itinerary was distributed with an invitation to the Board to attend any sessions they are interested in.

The Board presented Chairperson Green with a plaque in honor of his years of service to the Downtown Development Authority.

ADJOURN

Motion to adjourn by Bacigalupo, supported by Carlyon. With no further business to come before the Downtown Development Authority, meeting adjourned at 8:32 am.

Respectfully Submitted,


Suzanne Maxwell
Executive Director