

**Approved
Downtown Development Authority
Regular Meeting Minutes
Wednesday, January 9, 2019
7:30 a.m. ~ Commerce One**

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

Tim Banaszak	Ashley Anderson	Don Carlyon
Jeff Cederstrom	Mike Dore	Jean Ann DeShano
Terry Spencer	Mike Bacigalupo	Kathi Newsham
Trevor Keyes	Dan Dimitroff	

Absences: Joe Wespiser

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

A quorum of DDA Board of Directors was present.

ORGANIZATION

Chairperson Banaszak presented Consent Agenda items 1 through 4 under Organization and requested approval. Motion by Carlyon, supported by DeShano to approve the consent agenda. Motion unanimously approved. DMB Minutes of October 23, 2018 were presented for review.

PARKING UPDATE

Maxwell reported that the monthly parking reports are in the meeting packet for review. She noted we are still working with Complus to streamline processes, and updates with the 74th district courts payments will be provided during the February meeting.

HELEN M. NICKLESS COMMUNITY PAVILION

Bacigalupo met with architect about post-construction issues of water seepage into areas of the concession stand. Architect found slopes where water is ponding/pooling due to concrete pouring. A letter has been drafted to resolve issues so water doesn't run into the building, waiting for updates and resolutions. Repairs will likely be held off until Spring 2019, once attorneys make a decision. Banaszak explained that adding an epoxy coating to level it is expensive, but works best in similar cases.

Bacigalupo notes that ice skating has gone well for the first winter season at the pavilion. He expressed pleasure with the ease of maintenance of the "ice" panels. During the most recent ice skating event, Bacigalupo shared they saw over 250 skaters in just a three hour period.

REVIEW OF 2019 DDA GOALS/INITIATIVES

Banaszak explained that he met with the Executive Committee in December to create goals and areas of focus for the upcoming year. He began with the Wenonah Park entrance project, explaining the desire to work with the city to look for grants to aid the funding. Cederstrom asked for details in regards to previous plan iterations. Moulthane says city has consultant working on zoning, codes, and master plans for this project. He expects to have a draft coming February to review, and looking to get new ordinance by Spring 2019.

Banaszak then expresses to the board the desire to work on Form Based Codes and Façade improvements. Banaszak recalls low interest loans for Façade programs in the past and would like to find something similar. Acosta cites available funding through Michigan State Housing Development Authority (MSHDA) where a low number of applicants enter, giving increased odds to gain assistance. Moulthane responds that the city already applies for these, citing the most recent example with the Masonic Temple in the past year.

Bacigalupo shared with the board the goal of alley improvements throughout Downtown Bay City. He reminds the board of previous plans to improve alley behind the 900 block of Washington. There previously was bids and business owners were on board with the plan, but it eventually fell to the wayside. The executive committee proposes resurfacing again, not just on that block, but all alleyways that can be afforded. Looks forward to involvement from the Downtown Merchants, the City, as well as the Downtown Development Authority.

Cederstrom questioned if conduits and sewers were any correlation to why the plans had been cancelled previously. Bacigalupo informs that most utilities have been updated throughout the alleyways during previous maintenance and construction initiatives.

Maxwell reminds the board of Bay Area Community Foundation's initiative last year seeking grant for a bike share program. However, Blue Cross Blue Shield declined to cover liability for the bicycles throughout Downtown. Maxwell asks if the board would like to revisit this idea to seek a different outcome.

Cederstrom says it would be a great program to help connect Downtown with Uptown Bay City, especially for visitors. He believes funding through donations could be achieved, but expressed concern with finding a singular party to run and operate the program. Cederstrom remembered the Dow Bay Area Family YMCA expressing interest in running the program, but progress was halted with new leadership.

Spencer questions how big of a group would be needed to run a bike share program. Cederstrom believes 1-2 depending on how many bikes are in service. Cederstrom suggests a phased approach, possibly involving the Downtown Parking ambassadors, also having local bike shops bid on maintenance.

Keyes suggests looking into electric scooters, which have become popular recently, opposed to bicycles. Dimitroff explains that the electric scooter business models are crowd funded and people within the app maintain and charge the scooters. Acosta wonders if we could approach the company as the Great Lake Bay Region rather than just Bay City.

Bacigalupo cites Mackinac Island having bicycles available for visitors to rent and says many of them end up being dumped into the water. Cederstrom suggests entering a identification or drivers license card as collateral on a bike rental. Cederstrom, Acosta, Dimitroff, Dore, and Anderson volunteer to being a Bike Share Sub-Committee.

DMB UPDATE

Maxwell reported that Santa's Arrival at Wenonah Park, along with the lighting of the holiday tree took place on Friday, November 23 at 7 pm, with hundreds in attendance. The Nickless Family Pavilion hosted Santa after his arrival, and kicked off the seasonal ice skating, which resulted in a packed house.

Sundays in the City, November 25 - December 16 was a success with positive merchant and visitor feedback. The event features merchants sales, movies at the State Theatre, Sleigh of Gifts and free carriage rides. The event was advertised via social media, permission based email, Santa Buck inserts in local newspapers, and on WNEM TV5.

The new Marketing & Events Committee is finalizing the 2019 Downtown calendar of events. New activities include a Lifestyle & Wellness Weekend, January 11 & 12, a Hot Chocolate Hope Saturday, February 2. Other new events include a a 5K "Fun Run", and a New Year;s Eve Celebration in Wenonah Park December 31.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,500+ Followers and Instagram has 4,220 Followers. The DMB also has over 14,500+ permission-based emails. Kowalski presented social media analytics to board providing insight and rationale, noting continued success.

New businesses: Barbecue BC, located at 818 Washington Avenue, is expected to open in January 2019. The owner of the business, Tim Schmidt, is a Bay City resident. Wrapin-n-Rollin recently opened in City Market, 401 Center Avenue, and features made to order sandwich wraps.

OTHER

The Downtown Management Board and Development Authority was awarded the winner in the 2nd Ward Bay City Christmas Lighting contest. Special thanks to the City of Bay City, Dave and Sally Clements, Clements Electric, and Do-All, Inc. for collaborating to make this happen.

Reminder: Representatives from The Michigan Economic Development Corporation will be in Bay City on Tuesday, January 29 at 8:00 am to explain the fundamentals of the Michigan Main Street program. This program is volunteer based, so please consider attending.

Bacigalupo thanks the City Electric for quickly installing the new lamp posts on Washington Ave. Spencer announced that the 2018 Leadership Bay County secured the funds needed for their project. Acosta provided information about a Small Developer Seminar on January 23 inside City Offices.

ADJOURN

Motion to adjourn by Dimitroff, supported by Dore. With no further business to come before the Downtown Development Authority, meeting adjourned at 8:25 am.

Respectfully Submitted,

Suzanne Maxwell

Suzanne Maxwell
Executive Director