

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, October 23, 2018
Commerce One, 901 Saginaw Street. ~ 8:00 am**

The regular meeting of the Downtown Management Board was called to order at 8:03 a.m. by Chairperson Dinauer. Members present were:

Mike Bacigalupo	Susan Fassbender	Jim Goodrow
Jesse Pero	Dennis Dinauer	Tara Welch
Avram Golden	Barb Engelhardt	

The following were absent: Shirley Roberts, Terri King, Alan LaFave, Commissioner Kerice Basmadjian and Commissioner David Terrasi

Also Present: Sara Dimitroff, City of Bay City
Suzanne Maxwell, Executive Director
Matthew Kowalski, Admin/Marketing Specialist

PUBLIC INPUT

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

Fassbender relayed that she's had customers asking about some type of winter festival in Downtown Bay City. Maxwell noted that she will discuss it with the new Marketing and Events committee.

PRE-NOTIFICATION OF ABSENCES

Chairperson Dinauer stated that King and Roberts notified DMB staff of their absences.

ORGANIZATION

Chairperson Dinauer presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Bacigalupo, supported by Dimitroff. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review. Chairperson Dinauer reported that the Executive Committee discussed the DMB year end Audit. Maxwell reported that Weinlander Fitzhugh was chosen to perform the 17/18 audit, which will take place in October 29-31. Findings to be presented by the end of the year.

EXECUTIVE COMMITTEE

The Executive Committee reviewed expectations and rosters for the restructured DMB Marketing and Events Committee. The newly formed committee will meet October 26, 2018.

MARKETING COMMITTEE

Maxwell reported that the 20th Annual Wine Walk took place Thursday, September. She noted that 1,129 tickets and souvenir glasses were sold. \$6,355 was raised for Downtown Management Board / Downtown Development based initiatives.

Treats 'n Treasures is scheduled for October 27 with 12 participating businesses passing out Halloween candy at their stores.

The Holiday Open House is scheduled for November 2nd, 3rd, and 4th with 15 downtown businesses showcasing their seasonal specials and sales.

Santa's Arrival at Wenonah Park, along with the lighting of the holiday tree is scheduled for Friday, November 23 at 7:00pm. Bacigalupo noted that this will be the opening night for ice skating at the Nickless Family Community Pavilion. City Market Manager Erin Riley graciously donated a 30' Spruce tree, and Dave and Sally Clements are donating their time and resources to install and decorate it.

Planning is underway for Sundays in the City, November 25 - December 16 with over 20 participating merchants, 9 participating in the WNEM commercials. The event features merchant 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 TV 5.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,000+ fans and Instagram has 3,675+ followers. The DMB also has over 14,000+ permission based emails.

Maxwell noted that the LaPorte Building is being renovated to house eight second story luxury apartments, with construction expected to begin in the next few weeks. Work is expected to be completed by year end.

A new restaurant, Smoke B.C., is expected to open within the next month at 818 Washington Avenue.

Heaven & Earth Yoga Studio recently opened at 806 Saginaw Street.

The Washington Street Salon is expected to open soon at 1017 Washington Ave.

Dana G's Photography, 214 Third Street, is now open by appointment only.

Prayer Center of America has opened at 906 North Water Street.

MARKETING & EVENTS COMMITTEE

Dinauer explained that the members of the new Marketing & Events Committee have been finalized. Maxwell detailed that new members serve a two year term, which they can reapply for no more than three times. Chairperson and Vice Chairperson will be appointed at the new

committees first meeting on Friday, October 26th. Members will be provided an orientation packet as well as an agenda focusing on goals, reviewing current events, and discussing new events. The DMB expects an engaged and active committee.

DDA UPDATE

Sara Dimitroff reported that the Downtown Development Authority has been working with the MEDC to become a certified Redevelopment Readiness Community. This organizes and updates processes throughout the city. Bay City currently holds a status of "engaged" and has raised three points since its previous quarterly review. Dimitroff says Bay City is eligible for technical assistance since we are engaged. MEDC will help with websites, marketing, and will be a valuable resource to help finish our efforts.

ADDITIONAL BUSINESS


Maxwell reported that she attended the MDA Conference in Frankenmuth, October 11-12. She provided more information about the Redevelopment Readiness Community procedures. Maxwell reflected on a session she attended regarding DDA and cities getting along and was happy to see that Bay City has a great standing between boards and city.

Maxwell noted that Holiday lighting has begun in Downtown Bay City. Met with Dave and Sally Clements, Do-All, Inc., and discussed that lights will be up before the Sundays in the City events begin. New "warm white" LED lights have been ordered from Bronner's this year. Currently working on getting outlets ready, as well as determining locations for snowflake decorations.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:15 am

Respectfully Submitted,

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

Suzanne Maxwell
Executive Director