

**Approved  
Downtown Management Board  
Regular Meeting Minutes  
Tuesday, April 17, 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 Chairperson Dinauer. Members present were:

Mike Bacigalupo	Barbara Engelhardt-Carter	Susan Fassbender
Jesse Pero	Dennis Dinauer	Sara Dimitroff, City Representative
Tara Welch	Ruthy Shemanski	Alan LaFave

The following were absent: Jim Goodrow, Terri King, Capri Wisniewski, Shirley Roberts, Commissioners Kerice Basmadjian and David Terrasi

Also Present: Suzanne Maxwell, Interim Executive Director  
Betsy Kolm, Administrative Assistant

### **PUBLIC INPUT**

### **PRE-NOTIFICATION OF ABSENCES**

Chair Dinauer stated that Terrasi and Roberts notified DMB staff of their absences.

### **YEAR END FINANCIAL STATEMENT**

Chairperson Dinauer 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. Bacigalupo 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. He stressed that the DMB has been reimbursed by the city for the items.

Based on information obtained by Rehman, Dinauer suggested approving the audit as is, since the Unrestricted Fund Balance is reduced only on paper, and does not reflect the actual balance. 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. Maxwell noted that Andrews, Hooper, Pavlik will make the adjustment on the general ledger, which will be reflected in the 17/18 audit.

### **ORGANIZATION**

Chair 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 Pero. 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 a new Downtown event, which 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 1,050 tickets for sale. The event has 15 participating businesses and is expected to sell out.

Maxwell reported that Sidewalk days are scheduled for July 26-28. Planning will be discussed at the April 27th marketing subcommittee meeting.

Maxwell provided details about the new event coming August 25, 2018. A Taste of Downtown Bay City in Wenonah Park from 12-5pm. This event will highlight downtown restaurant businesses and specialty food shops. Entertainment will be provided on the Princess Wenonah, which will be docked at the park. A cash bar will be available and profits will go toward the DMB.

Kolm reported that DMB staff will launch a new FB series highlighting Downtown businesses by featuring a weekly "giveaway". Winners will be chosen at random and with permission, photographed with their prize inside the featured business.

Maxwell reported that the Downtown Facebook page now has 18,820 followers and Instagram has 3,345+ followers. The DMB also has over 13,900 permission based emails.

99 Trees Bookstore & More, 302 Center Avenue, is expected to open sometime in April and they are participating in the Welcome Spring event.

### **DOWNTOWN WEBSITE UPDATE**

Maxwell reported that the merchant event submission form is now on the new website. A tab featuring available commercial & residential properties is being produced. Maxwell noted that she met with Bay Future and various realtors at Cadmium Design to begin building the page.

### **DDA UPDATE**

Bacigalupo reported that the deadline for the construction of the pavilion and accessory building in Wenonah Park is May 30, 2018 and this is on schedule. He reported that the pavilion project is 70% done. A ribbon cutting ceremony will be held April 20 at 10:30 a.m. Members of the Nickless family will be in attendance.

Maxwell reported that on May 11th from 8-4pm there will be a Wenonah Park cleanup. Rob Clark of Michigan Sugar is looking for about 50 volunteers and for a lunch sponsor for the event for the volunteers. Maxwell added that she is reaching out to Downtown eateries.

### **ADDITIONAL BUSINESS**

Maxwell reported that a small group of Board members met with representatives of the Michigan Marijuana Law Experts April 11, 2018. The group learned about the impact of medical marijuana dispensaries that may be in the district in the future.

Search committee for the Executive Director has met and the job has been posted on numerous sites. Applications are due May 11th and the search committee will meet again on May 15th to start the review process.

Shemanski reported that today was her last DMB meeting. Her last day at the City Market will be on April 27th. Erin Riley will be her replacement at the City Market.

The Board discussed the use of Stay the Day parking passes by Downtown employees. Maxwell stated that the Stay the Day pass program was created approximately ten years ago at the request of Mayor Charles Brunner, to allow visitors to shop and dine without worrying about time violations. Approximately 30 businesses are part of the program and owners/managers sign an agreement stating that they, or their employees will not use the passes for personal use and will be disqualified from the program if misuse occurs.


Maxwell reported that various business owners, as well as the Parking Ambassadors have observed misuse and have asked for corrective action. She would like to notify some of the business owners and request they stop using the passes for personal use, and offer parking solutions in nearby lots. Board support was requested. Motion by Engelhardt, supported by Pero to support Maxwell in her efforts to ensure the program is being used as intended. Motion unanimously approved. Engelhardt asked for a list of businesses that are misusing the passes. Maxwell declined, citing privacy reasons.

It was also suggested that Maxwell address the issue on the closed merchant Facebook page.

### **ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 9:12 am.

Respectfully Submitted,



Suzanne Maxwell  
Interim Executive Director