

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, August 21, 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	Barb Engelhardt - Carter
Terri King	Alan LaFave	

The following were absent: Shirley Roberts, Tara Welch, Commissioner Kerice Basmadjian

Also Present: Sara Dimitroff, City Representative
City Commissioner David Terrasi
Suzanne Maxwell, Executive Director

PUBLIC INPUT

None.

PRE-NOTIFICATION OF ABSENCES

Chairperson Dinauer stated that Engelhardt-Carter and Welch 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 Pero, supported by Bacigalupo. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

EXECUTIVE COMMITTEE

Chairperson Dinauer reported that the Executive Committee discussed the search for a full time Administrative Assistant/Marketing Specialist. Resumes were reviewed and the interview process will begin the week of August 27. Maxwell noted that approximately 60 resumes were received.

The Committee also reviewed applications for the restructured DMB Marketing and Events Committee. He reminded the group that applications are due by September 25, 2018 and will be reviewed/approved by the Executive Committee. The goal is to appoint no more than nine committee members, with a chairperson to preside over the meetings.

MARKETING COMMITTEE

Maxwell distributed a document highlighting the activities of the Downtown Marketing & Business activities. She reported that 2018 Sidewalk Days took place July 26-28 with 30 businesses participating. Participating businesses reported high traffic and an increase in sales.

Maxwell reported that a new event, A Taste of Downtown Bay City, is scheduled for Saturday August 25, 2018 at Wenonah Park, utilizing the pavilion. The event will highlight the best of our Downtown restaurants and specialty food shops. Entertainment will be provided and a cash bar will be available with profits going to the DMB/DDA based initiatives.

The 20th annual Wine Walk is scheduled for Thursday, September 20, 2018. 1,200 tickets are on sale and the event is expected to sell out.

Maxwell reported that the Downtown Facebook page now has 19,910+ followers and Instagram has 3,630+ followers. The DMB also has over 14,000 permission based emails.

Business News

Maxwell reported that Panache Boutique, 214 Center Avenue and the Michigan Traveling Military Museum, 725 Washington Ave, are now open. The Village Chocolatier is opening a second location at 811 Saginaw Street in September.

Maxwell reported that Rudy's Diner, 201 Center Avenue, has closed.

DDA UPDATE

Dimitroff reported on the redevelopment of parcels located on the northeast corner of the intersection at N. Water and Third Street where the former Atrium and Stein Haus were location. The former Atrium location will be a first floor restaurant, "North" and the former Stein Haus will be a first floor restaurant, "Stein". The upper floor will be converted into apartments and the vacant lot to the north will have a new three story mixed use building. The investment is 6.4 million dollars and they plan to start in the fall of 2018 with completion by fall of 2019.

The Downtown Development Authority passed a motion for an Increment Pass Through for the 1108 N. Water Street Brownfield Redevelopment Plan. The agreement states that the DDA will allow the pass through an payment to the Brownfield Authority of future tax increment revenues for real and personal property over and above the base values set for 2018. The amount of revenue the DDA will forgo is \$3,709 annually for up to 19 years

ADDITIONAL BUSINESS

Maxwell reported that she attended the Michigan Main Street Training Workshop in July. The Main Street program provides a framework and model to guide revitalization efforts ensure continued success for downtowns. The program offers communication plan, business recruitment, market data analysis, board development, retail merchandising and small business support.

Maxwell added that the next workshop is in March 2019, but in the meantime, a local representative has offered to meet with the DDA and DMB to provide an in depth overview. It

was noted that a large portion of the program is volunteer based, and Maxwell will be reaching out for volunteers in the future.

Maxwell reported that she is attending the MEDA Conference in Frankenmuth, August 22-24. An itinerary was distributed with an invitation to the Board to attend any sessions they are interested in.

Maxwell reported that she is seeking a full time Administrative Assistant/Marketing Specialist for immediate hire. Betsy Kolm, the most recent part time Administrative Assistant was unable to work full time based on other obligations and unfortunately is no longer with the organization. Maxwell noted that she was happy with her performance and the Board agreed that she was an asset and appreciated her contributions.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:17am

Respectfully Submitted,

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

Suzanne Maxwell
Executive Director