

Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, September 18, 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
Terri King	Avram Golden	Shirley Roberts

The following were absent: Barb Engelhardt - Carter, Alan LaFave, Commissioner Kerice Basmadjian and Commissioner David Terrasi

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

PUBLIC INPUT

None.

PRE-NOTIFICATION OF ABSENCES

Chairperson Dinauer stated that Engelhardt-Carter and LaFave 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 DMB year end Audit. Maxwell reported that Weinlander Fitzhugh was chosen to perform the 17/18 audit, which will take place in October.

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. The newly formed committee will meet October 26, 2018.

MARKETING COMMITTEE

Maxwell reported that A Taste of Downtown Bay City took place Saturday, August 25 at Wenonah Park. She noted that 629 tickets were sold and the event is scheduled to take place again August 24, 2019.

The 20th Annual Wine Walk is scheduled for Thursday, September 20, 2018. 1,200 tickets and souvenir glasses are currently on sale.

Planning is underway for Sundays in the City, November 25 - December 16. The event features merchant sales, movies at the State Theatre, Sleigh of Gifts and free carriage rides.

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 reported that plans for improvements to Downtown holiday lighting are underway. DMB staff and Bronner's are working together to replace older lights with energy efficient LED bulbs. Golden suggested using the warmer LED lighting, since the bright white can create a sterile look. Maxwell noted that she will poll Downtown merchants for their preference.

Maxwell reported Village Chocolatier is open at 811 Saginaw Street. Weaver Insurance Group recently opened at 723 Washington Avenue.

The Legacy, 213 Center Avenue, has 20 of 26 total units leased to date.

DDA UPDATE

Maxwell reported that the Downtown Development Authority has been working with the Bay Area Community Foundation and the Chamber of Commerce to implement a county wide bike share program. The Community Foundation applied for a grant from Blue Cross Blue Cross Blue Shield to fund a three year program.

ADDITIONAL BUSINESS

Maxwell reminded the group that she recently attended the Michigan Main Street Training Workshop. The Main Street program provides a framework and model to guide revitalization efforts ensure continued success for downtowns. The program offers a 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 DMB and DDA in January 2019 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 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.

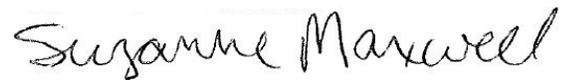
Maxwell reported that she has recently hired Matthew Kowalski as the Administrative/Marketing Specialist for the DMB and DDA. Kowalski will begin Monday, October 1.

Dinauer noted that he and Maxwell are unable to attend the October 16, 2018 DMB meeting and requested the Board approve rescheduling it to October 23. The Board agreed.

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