

**Approved  
Downtown Management Board  
Regular Meeting Minutes  
Tuesday, May 21, 2019  
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 Chairman Dinauer. Members present were:

Barb Engelhardt-Carter	Susan Fassbender	Tara Welch
Dennis Dinauer	Avram Golden	Rachael Reh
Mike Bacigalupo	Sara Dimitroff	Shirley Roberts

The following were absent: Alan LaFave, Andrew Heppner, Jim Goodrow and Commissioner David Terrasi

Also Present: Matthew Kowalski, Administrative/Marketing Specialist  
Kerice Basmadjian, City Commissioner

**PUBLIC INPUT**

Fassbender informed the board that the former Rattlesnake Rick's location will be opening in July as a bar/restaurant. Fassbender doesn't know the name of the new establishment but has seen work and progress made over the past few weeks.

**PRE-NOTIFICATION OF ABSENCES**

Chairman Dinauer stated that LaFave, Heppner, Goodrow and Terrasi notified DMB staff of their absences.

**DMB DIRECTOR VACANCY**

Dinauer reminds the board of Terri King of My Secret Garden's resignation from the Downtown Management Board and shares that there is an open seat on the board.

**ORGANIZATION**

Chairman Dinauer presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Roberts, supported by Welch. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

**2020-2024 DMB ASSESSMENT RENEWAL**

Dinauer introduced Wade Slivik, City Assessor at City of Bay City to share different models and projections for the future assessments of the DMB. Dinauer shares with the board that the executive committee discussed the DMB Assessment Renewal. Maxwell wants to get a head start and put together a subcommittee to begin working on this process, as it takes some time to prepare and complete.

## **MARKETING & BUSINESS UPDATES**

Welcome Spring took place April 19 & 20. The event featured 37 businesses showcasing their spring and summer merchandise, apparel and services. Participating businesses noted good traffic and sales throughout the event.

Apps & Ales is scheduled for June 5, 5:00 - 9:30 pm. The ticket-based event will feature beer and appetizer samples from 13 participating bars/restaurants. 1,075 tickets and souvenir glasses are now on sale.

Tall Ship Celebration is scheduled for July 18-21. The DMB Marketing & Events Subcommittee met with event organizers to discuss ways to collaborate with Downtown merchants to attract visitors to their businesses.

Sidewalk Days is scheduled for July 25-27. The event will feature different themes for each day: Throwback Thursday, Food Truck Friday, and Sweet Saturday.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 21,600+ Followers and Instagram has 4,530+ Followers. The DMB also has over 14,279 permission-based emails.

### **Business News:**

Baysics, a variety store, is now open at 924 Washington Avenue and will carry items similar to a convenience/Dollar General store. Ribbon cutting celebration May 30<sup>th</sup>.

Regent Floral & Mercantile will open at 926 Washington Avenue in May and will offer fresh cut flowers, unique houseplants, handmade gifts and original art. Owner Brandon Strong is the newest member of the DMB Marketing & Events Subcommittee.

Paradise City Treasure, a new store featuring overstock items, returns, and seasonal products from online stores and big-name retail stores is now open at 206 Center Avenue in the former Suzie Q's Consignment Boutique location.

Keeping Character, a store specializing in home décor, furniture, vintage items, home and event design and estate sale auctions, is scheduled to open this summer at 906 N Water Street.

MI Table, a farm to table style restaurant, will open 213 Center Avenue this summer. The restaurant is located inside the Legacy.

## **MERCHANT INTERVIEW REPORTS**

Engelhardt-Carter shared that she was only able to connect with the Michigan Military Museum so far, and says the featured exhibits are very interesting. They are open Fridays and Saturdays from noon to 5:00pm and are strictly run by volunteers only. Patches, books, and other memorabilia are sold and displays of old telegram notices are an insightful touch of history. The Michigan Military Museum says they like what the DMB and Downtown Bay City is doing and has no qualms or issues at this time.

### **BEAUTIFICATION COMMITTEE**

Kowalski shared that the Beautification Subcommittee's "adopt-a-corner" campaign yielded successful results, as downtown went from having 27 planters to 47 total planters on corners downtown, covering most high-traffic intersections. Kowlaski also shared that the merchant contest for storefront efforts has been well received and will help keep downtown looking great throughout the summer

### **MICHIGAN MAIN STREET OVERVIEW**

Golden shared his experience with the board at the all-day event in Howell, MI for Michigan Main Street. He expressed that this is a great program and a lot of the things they went over are things that we already are accomplishing in Downtown Bay City. A major draw is that they force towns to stay focused. Golden would like to reach out to other Downtown areas to see how things have gone after becoming a participant.

### **ADDITIONAL BUSINESS**

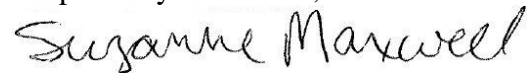
Dinauer presented the board with a Social Media Policy implemented by the City of Bay City. Since the Downtown Management Board members are appointed by the City, this policy must be adopted and abided by effective immediately.

Roberts says Tall Ships Celebration is coming along well, noting additional sponsorships than in years past. Tickets are again available at Kroger, though Kroger will not be advertising it themselves. Golden adds that he is working on getting a few projectors throughout downtown displaying nautical themes.

### **ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 8:52 am

Respectfully Submitted,



Suzanne Maxwell  
Executive Director