

Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, January 16, 2018
Commerce One, 901 Saginaw Street. ~ 8:00 am

The regular meeting of the Downtown Management Board was called to order at 8:00 a.m. by Chairperson Dinauer. Members present were:

Mike Bacigalupo	Barbara Engelhardt-Carter	Shirley Roberts
Jesse Pero	Dennis Dinauer	Sara Dimitroff, City Representative
Tara Welch	Ruthy Shemanski	
Jim Goodrow	Capri Wisniewski	

The following were absent: Terri King, Susan Fassbender, Alan LaFave, Commissioners Kerice Basmadjian and David Terrasi

Also Present: Candace Bales, Executive Director
Suzanne Maxwell, Administrative Assistant
Alana Rabedioux, Cadmium Design

PUBLIC INPUT

None.

INTRODUCTION OF CITY REPRESENTATIVE

Sara Dimitroff, City of Bay City Economic Development Project Manager, was introduced as the new DMB City Representative.

PRE-NOTIFICATION OF ABSENCES

Dinauer stated that Fassbender, LaFave, Commissioners Terrasi and Basmadjian notified DMB staff of their absences.

Shemanski arrived at 8:06 am.

ORGANIZATION

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 Engelhardt-Carter. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

Dinauer noted that the DMB annual year end audit scheduled for review and approval will be rescheduled to the February meeting. Bales noted that a discrepancy was noted and needs to be corrected.

EXECUTIVE SESSION

Chairperson Dinauer called for a motion to hold an executive session to discuss the resignation of the Executive Director. Motion by Roberts, supported by Engelhardt-Carter to hold an Executive Session. Motion approved. Executive Session began at 8:13 am. Bales, Maxwell and Rabedioux were not present during the session.

Executive session ended at 8:40 am. The open meeting resumed with Bales, Maxwell and Rabedioux in attendance.

EXECUTIVE COMMITTEE

Dinauer reported that the Executive Committee discussed the progress on the new Downtown Bay City Website, noting that Alana Rabedioux of Cadmium Design will be presenting website updates today to the Board.

Dinauer added that the DMB/DDA Strategic Plan and the DMB Special Assessment were discussed and will be revisited later in the meeting.

DOWNTOWN BAY CITY WEBSITE

Alana Rabedioux, Cadmium Design Studios, presented the most recent version of the new website. The home page features tabs for: Shop, Visit, Eat/Drink, Stay, Services, Events, About, More, Blog and Contact Us. Board members viewed and discussed the work done to-date.

Rabedioux noted that information for each business includes a link to their website and/or social media page, a map indicating location, phone number and photo(s) of the business. She noted that some businesses have not provided photo. When the new website goes live, she suggested that those businesses may then provide their photos to be included on the site.

Additions to the website since the last DMB Board review include: Personal and Professional Services, a printable map of Downtown, Parking Information, including lot maps, and Stay the Day passes information. Information about purchasing Downtown Bay City gift certificates will be added and the 2018 \$5 Downtown Dollar coupon will be available to print when the site is released.

Rabedioux stated that they are working on an on-line form available for merchants to submit their events for posting on the website. It will be noted on the page, that the event requires review and approval before it will be posted. Roberts suggested strict parameters are determined and communicated with this option.

Bales noted that Board members will receive a link to the website and requested they review, proofread and/or submit suggestions by Friday, January 19 at noon. The website is expected to go live the week of January 22, 2018.

Bales noted that the information promoting the new website will be shared with the public via Constant Contact and various social media platforms.

MARKETING COMMITTEE

Bales distributed a document highlighting the activities of the DMB Marketing Committee. She noted that the tenth annual *Indulge* takes place February 10, 2018, and is partnering with Studio 23 to promote their new event, "follow your heART" which takes place that same day.

Bales reported that Coyer Candle Company, located in Downtown Midland, is opening a second store at 112 Third Street in Downtown. She noted that they are participating in *Indulge*.

Bales reported that the new owners of the northeast portion of the PNC building on Center Avenue are looking at redeveloping 16 apartments on the top two floors, with five businesses, including a bookstore called 99 Trees, on the street level.

DDA UPDATE

Bacigalupo reported that the deadline for the construction of the pavilion and accessory building in Wenonah Park is May 20, 2018. He noted that walls for the accessory building are being poured the week of January 15, 2018.

ADDITIONAL BUSINESS

Dinauer reported that the DMB/DDA Strategic Plan will be revisited in the near future. He added that the DMB will continue to work with the City Assessor on the Special Assessment, with more information to come.

ADJOURN

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

Respectfully Submitted,



Candace Bales
Executive Director