

**Unapproved  
Downtown Management Board  
Regular Meeting Minutes  
Tuesday, November 20, 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 Vice Chair Englehardt. Members present were:

Mike Bacigalupo	Susan Fassbender	Jim Goodrow
Tara Welch	Avram Golden	Barb Engelhardt-Carter
Shirley Roberts		

The following were absent: Dennis Dinauer, Terri King, Alan LaFave, Commissioner Kerice Basmadjian and Commissioner David Terrasi

Also Present: Sara Dimitroff, City of Bay City  
Suzanne Maxwell, Executive Director

**PUBLIC INPUT**

None.

**DMB DIRECTOR VACANCY**

Vice Chair Engelhardt-Carter reported there is an opening on the DMB Board of Directors. Maxwell added that City Manager Dana Muscott will provide public notice of the vacancy with a deadline.

**PRE-NOTIFICATION OF ABSENCES**

Vice Chair Engelhardt-Carter stated that Dinauer notified DMB staff of his absence.

**ORGANIZATION**

Vice Chair Engelhardt-Carter 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 Goodrow. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review. Vice Chair Engelhardt-Carter reported that the Executive Committee discussed the DMB year end Audit. Maxwell reported that Weinlander Fitzhugh performed the audit October 29-31, and the report will be presented in the near future.

**EXECUTIVE COMMITTEE**

Vice Chair Engelhardt-Carter reported that the Executive Committee reviewed the progress of the new Marketing/Events Committee and a report will be provided later in the meeting. The recent DMB audit details were discussed as well.

## **MARKETING COMMITTEE**

Planning is underway for Sundays in the City, November 25 - December 16. The event features merchants sales, movies at the State Theatre, Sleigh of Gifts and free carriage rides. The event will be advertised via social media, permission based email, Santa Buck inserts in local newspapers, and on WNEM TV5.

Ice skating under the Nickless Family Community Pavilion begins Friday, November 23, with free admission and \$5 skate rental.

The new Marketing & Events Committee is working on the 2019 Downtown calendar of events. New activities include a Lifestyle & Wellness Weekend, January 11 & 12, a 5K "Fun Run", Food Truck Festival, winter events, etc., with months/dates to be determined.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,350+ Followers and Instagram has 4,000+ Followers. The DMB also has over 14,500+ permission-based emails. Kowalski presented social media analytics to board, noting continued success, as well as showed a survey from the DMB Marketing & Events committee seeking demographic information for future promotions.

New businesses: Barbecue BC, located at 818 Washington Avenue, is expected to open in January 2019. The owner of the business, Tim Schmidt, is a Bay City resident. The former Sempliner's building at 311 Third Street is now The Oakland, a new industrial event space for wedding receptions and other large gatherings.

## **MARKETING & EVENTS COMMITTEE**

Maxwell reported that the new Marketing/Events Committee met Friday, October 26. Members were provided an orientation packet as well as an agenda focusing on goals, reviewing current events, and discussing new events. Marketing notes were reviewed with the Board.

Maxwell reported that Michelle Judd, Bay City Boatlines, was named Chairperson and Laura Horwath, Ferne Boutique, was named Vice Chair. The committee is scheduled to meet again Friday, November 30.

## **DDA UPDATE**

Sara Dimitroff, City of Bay City Economic Development Project Manager presented details of the Uptown Build-Out Project, Third Amendment Redevelopment Plan. The project, partially located within the DDA boundaries, includes waterfront multi family residential living, retail and commercial buildings.

Maxwell presented graphics of 800/900 blocks of Washington Avenue with outdated street lights. Maxwell explained that the Landmark TIF, which encompasses the 800 block of Washington Avenue, has a balance of \$46,000 to be used for upgrades and beautification and must be spent before June 30, 2019. Maxwell met with Mark Kaplinski and Bud LaPlant, Bay City Electric to discuss collaboration between the City and the DDA to replace the outdated street lights in the 800 and 900 blocks with the new style that are in the 700 and 1000 blocks of Washington Avenue. Maxwell received an estimate of \$175,000 for materials and labor for both

the 800 and 900 blocks, but will be completed for a contribution of \$46,000 from DDA, with the City being responsible for the balance. This project will be completed before spring 2019.

**ADDITIONAL BUSINESS**

Engelhardt-Carter reminded the Board that the December DMB meeting is typically canceled, with meetings resuming in January. Motion by Bacigalupo, supported by Roberts, to cancel the December DMB meeting. Motion unanimously approved.

**ADJOURN**

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

Respectfully Submitted,

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

Suzanne Maxwell  
Executive Director