

**Approved**  
**Downtown Management Board**  
**Regular Meeting Minutes**  
**Tuesday, May 15, 2018**  
**Commerce One, 901 Saginaw Street. ~ 8:00 am**

The regular meeting of the Downtown Management Board was called to order at 8:05 a.m. by Chairperson Dinauer. Members present were:

Mike Bacigalupo	Susan Fassbender
Jesse Pero	Dennis Dinauer
Tara Welch	Alan LaFave

The following were absent: Barb Engelhardt - Carter, Jim Goodrow, Terri King, Shirley Roberts, Commissioners Kerice Basmadjian and David Terrasi

Also Present: Sara Dimitroff, City Representative  
Suzanne Maxwell, Interim Executive Director  
Betsy Kolm, Administrative Assistant

**PUBLIC INPUT**

None.

**PRE-NOTIFICATION OF ABSENCES**

Chairperson Dinauer stated that Engelhardt-Carter, Roberts and King notified DMB staff of their absences.

**DMB DIRECTOR RESIGNATION**

Dinauer reported that Capri Wisnewski notified Maxwell of her resignation from the Board, effective immediately. It was noted that her resignation was due to the fact that she is unable to attend the meetings and she would like to see the position filled by someone who is able to attend regularly.

**YEAR END FINANCIAL STATEMENT**

Chairperson Dinauer reminded the Board that the 16/17 year end Financial Statements were under review because the expenditures exceeded liabilities and as a result, the Unrestricted Fund Balance was reduced. Bacigalupo added that the reason for a large portion of the increase in expenditures is because Rehmann, the firm that performed the audit, included line items that do not belong in the DMB budget. The items are services paid for by the DDA. He stressed that the DMB has been reimbursed by the city for the items.

Based on information obtained by Rehman, Dinauer suggested approving the audit as is, since the Unrestricted Fund Balance is reduced only on paper, and does not reflect the actual balance. Maxwell presented the adjustments made by Andrews, Hooper, Pavlik, reflecting the adjustment. Motion by Pero, supported by Bacigalupo, to approve the 2017 year end DMB financial statements. Motion unanimously approved.

## **ORGANIZATION**

Chair Dinauer 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 Pero. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

## **EXECUTIVE COMMITTEE**

Dianuer reported that the Executive Committee discussed the 2016/2017 DMB Year End Financial statements, and the Downtown Bay City website. DMB Marketing Committee membership was discussed, with more information to be shared in the near future.

## **MARKETING COMMITTEE**

Maxwell distributed a document highlighting the activities of the DMB Marketing Committee. She reported that Apps & Ales is scheduled for June 6, 2018, with 1,050 tickets for sale. The event has 15 participating businesses and includes on-street entertainment and free shuttles.

Maxwell reported that Sidewalk days are scheduled for July 26-28.

Maxwell provided details about the new event coming August 25, 2018. A Taste of Downtown Bay City in Wenonah Park from 12-5pm. This event will highlight downtown restaurant businesses and specialty food shops. Entertainment will be provided on the Princess Wenonah, which will be docked at the park. A cash bar will be available and profits will go toward the DMB.

Details about a new event, a 5K fun run were shared with the group. The event will take place in 2019, yet no date has been set. A subcommittee will be formed to begin planning the event.

Kolm reported that DMB staff launched a new FB series highlighting Downtown businesses by featuring a weekly "giveaway". Winners will be chosen at random and with permission, photographed with their prize inside the featured business.

Maxwell reported that the Downtown Facebook page now has 18,950+ followers and Instagram has 3,410+ followers. The DMB also has over 13,900 permission based emails.

Maxwell reported that the Celebrate Summer four sided table toppers are being created and will be in restaurants and stores early June. Downtown brochures are being updated and will be available mid - June.

## **DOWNTOWN WEBSITE UPDATE**

Maxwell reported that the merchant event submission form is now on the new website. A tab featuring available commercial & residential properties is being produced. Maxwell noted that she met with Bay Future and various realtors at Cadmium Design to begin building the page.

### **DDA UPDATE**

Bacigalupo reported that the deadline for the construction of the pavilion and accessory building in Wenonah Park is May 30, 2018 and this is on schedule. He reported that the pavilion project is 85% done. A ribbon cutting ceremony was held April 20 at 10:30 a.m. Members of the Nickless family will were attendance.

Maxwell reported that she recently met with City Manager Dana Muscott to discuss funds remaining in the Knepp TIF and Allen Health Care TIF, which will be used for streetscape improvements and beautification.

Maxwell reported that brick repair throughout Downtown is expected to begin in mid-June or early July, based on the availability of the contractor.

Bike racks in need of repair/replacement are being reviewed, with work expected to begin the week of June 11.

### **ADDITIONAL BUSINESS**

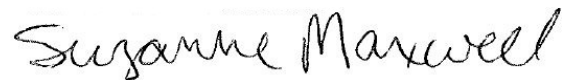
Dinauer reported that the search committee for the DMB/DDA Executive Director will meet May 15 to begin reviewing applicant information. He added that approximately 45 resumes were received.

Maxwell reminded the group of the discussion at the previous meeting of misuse of Stay the Day parking passes by Downtown employees. She added that the situation was handled and the abuse has stopped. Parking Ambassadors will continue to monitor the situation.

### **ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 8:40 am.

Respectfully Submitted,



Suzanne Maxwell  
Interim Executive Director