

Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, June 19, 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	
Terri King	Alan LaFave	

The following were absent: Barb Engelhardt - Carter, Shirley Roberts, Tara Welch, 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 and Welch 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.

DMB 18/19 FISCAL YEAR

Chairperson Dinauer presented the 18/19 Budget for review and approval. Dinauer noted for the first time a budget surplus due to decreased expenditures, increased programming fees and fundraising efforts. Motion by Pero, supported by King to approve the 18/19 DMB Budget. Motion unanimously approved.

EXECUTIVE COMMITTEE

Chairperson Dinauer reported that the Executive Committee discussed the renewal for three DMB board vacancies, and discussed restructuring the DMB Marketing Committee. There will be an application process, and set term limits. More information will be provided at the August meeting.

MARKETING COMMITTEE

Maxwell distributed a document highlighting the activities of the Downtown Marketing & Business activities.

Maxwell reported that Wednesdays in the Park began June 13, with the Bay Concert Band. The concerts continue through August 29, featuring a different venue each week. Tuesday movies in the Park begins June 19 and Fridays at the Falls begins July 6th.

Maxwell reported that "Celebrate Summer" table toppers, featuring information on summertime entertainment and events are in stock and being delivered throughout Downtown.

10,000 updated Downtown brochures were delivered June 15 and will be distributed to merchants this week.

The 8th annual Apps & Ales took place Wednesday June 6th. Gorgeous weather and great food and beer samplings made for the perfect evening.

Planning is underway for the 2018 Sidewalk Days, July 26-28. A total of 30 businesses are participating in this years event, with plans for special social media and in store giveaways to promote the event. Posters and flyers have been distributed.

Maxwell reported about the new event, A Taste of Downtown Bay City, is scheduled for Saturday August 25, 2018 at Wenonah Park, utilizing the pavilion. The event will highlight the best of our Downtown restaurants and specialty food shops. Entertainment will be provided and a cash bar will be available with profits going to the Downtown Management Board.

The 20th annual Wine Walk is scheduled for Thursday, September 20, 2018. The planning committee will meet in July to begin discussing event details.

Maxwell reported that the Downtown Facebook page now has 19,140+ followers and Instagram has 3,465+ followers. The DMB also has over 14,000 permission based emails.

Kolm reported that there are over 23 businesses participating in our weekly Facebook giveaway promotion, which will run through the end of the year.

Business News

Maxwell reported that Essentially Spoiled Spa & Gifts is now open at 904 Washington Avenue. Panache Boutique, 214 Center Avenue, plans to open in July and is participating in Sidewalk Days. The Michigan Traveling Military Museum, 725 Washington Ave, is scheduled to open July 4th and are also participating in Sidewalk Days.

DDA UPDATE

Bacigalupo reported that the Pavilion is 98% complete and is being utilized regularly. He added that the Band Shell is going to be a \$1.2 million project with approximately \$400,000 secured to date.

Maxwell reported that the streetscape improvements within the Knepp TIF & Allen Healthcare TIF have been started. Dead trees and outdated trash receptacles on the east side of the 800 block of Washington Avenue will be replaced, and trees along Adams behind City Market will also be replaced. Brick repair throughout the district will begin in July.

Dinauer requested at 8:55 that the meeting go into Executive Session. Motion by Bacigalupo, supported by Dimitroff to go into Executive Session. Executive Session ended at 9:10

ADDITIONAL BUSINESS

LaFave asked that we look into the outside Farmers Market as they are taking up parking spots on Jefferson Avenue and asked how we can regain some of the parking. Bacigalupo stated that he will discuss the situation with the City Streets Department for possible solutions. LaFave stated that less than 1/3 is being used for the market.

Dinauer noted that the Board typically does not meet during the month of July, and will meet again August 21, 2018. Motion by LaFave, supported by King to cancel the July DMB meeting. Motion unanimously approved.

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