



**Bay City Downtown Management Board
Regular Meeting & Agenda Notice
Tuesday, May 21, 2019
8:00 a.m. ~ Commerce One ~ 901 Saginaw St.**

- | | |
|--|-----------------|
| I. Public Input | Receive |
| II. Pre-Notification of Absences | Receive |
| III. DMB Director Vacancy | Receive |
| IV. Organization | |
| A. Consent Agenda | Receive/Approve |
| 1) DMB Minutes 4/16/19 | Receive/Approve |
| 2) DMB Financials 3/31/19 | Receive/Approve |
| B. DDA Minutes 4/10/19 | Receive |
| C. DDA Financials 3/31/19 | Receive |
| V. Communications/Committee Reports | |
| A. Executive Committee | Receive |
| 2) 2020 – 2024 DMB Assessment Renewal | Receive |
| B. Marketing Committee | Receive |
| 1) Marketing and Business Update | |
| VI. General Business | |
| A. DMB Merchant Interview Reports | Receive |
| B. Beautification Committee Update | Receive |
| VII. Michigan Main Street Overview | Receive |
| VIII. Other Business | |
| A. DDA Update | Receive |
| 1) May 22 Wenonah Park Cleanup – Volunteers Needed | |
| 2) Downtown Parking | |
| B. Social Media Policy for Appointed Directors | Receive |
| IV. Adjourn | Approve |

**PLEASE CONTACT THE DMB OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING!
THANK YOU!**

**Unapproved
Downtown Management Board
Regular Meeting Minutes
Tuesday, April 16, 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 Vice-Chairman Engelhardt-Carter. Members present were:

Barb Engelhardt-Carter	Susan Fassbender	Tara Welch
Jim Goodrow	Avram Golden	Alan LaFave
Mike Bacigalupo	Sara Dimitroff	Andrew Heppner
Shirley Roberts		

The following were absent: Dennis Dinauer, Rachael Reh, Commissioner Kerice Basmadjian and Commissioner David Terrasi,

Also Present: Suzanne Maxwell, Executive Director
Matthew Kowalski, Administrative/Marketing Specialist

PUBLIC INPUT

Welch informed the board that Studio 23 will be hosting an Open House event on May 9th from 5:30-7:30pm giving tours of the facility post-renovations. There will be a ribbon cutting before the event.

Engelhardt-Carter noted the tree trimming around Downtown has made a big difference and looks great.

PRE-NOTIFICATION OF ABSENCES

Vice-chairman Engelhardt-Carter stated that Dinauer and Reh notified DMB staff of their absences.

RESIGNATION OF BOARD MEMBER

Engelhardt-Carter reported that Terri King of My Secret Garden submitted her letter of resignation from the Downtown Management Board. Motion by Roberts, supported by Bacigalupo to approve the resignation. Motion unanimously approved.

ORGANIZATION

Vice-chairman 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 Roberts. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

EXECUTIVE COMMITTEE

Engelhardt-Carter shared to the Board that the Executive Committee no longer meets briefly before regular meetings, but rather holds in-person meetings or conference calls the week before to allow more time to discuss agenda items and goals.

Engelhardt-Carter explained that the Executive Committee discussed the 2019/2020 Downtown Management Board budget which revealed a higher tax assessment than in the previous year. A more formal budget will be presented in a future meeting.

MARKETING & BUSINESS UPDATES

Welcome Spring is scheduled for April 19 & 20. The event features 37 businesses showcasing their spring and summer merchandise, apparel and services.

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 will go on sale mid-April

Tall Ship Celebration is scheduled for July 19-21. The DMB Marketing & Events Subcommittee met with event organizers to discuss ways to collaborate with Downtown merchants to attract visitors to their businesses.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 21,500+ Followers and Instagram has 4,450+ Followers. The DMB also has over 14,279 permission-based emails.

Business News:

Little Shop Boutique, specializing in ladies clothing and accessories, recently opened at 107 Fifth Street. Owner Hailey Kowalski moved her business from the Bay City Mall to Downtown and is looking forward to being involved in Downtown events and activities.

Baysics, a variety store, is now open at 924 Washington Avenue and will carry items similar to a convenience/Dollar General store.

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.

Boudoir by Alexa will open Thursday, April 1 in the Phoenix Building. An open house is scheduled for May 19th at 12:00pm. The business specializes in unique photography sessions for female clientele.

A new store featuring overstock Amazon items for sale, Paradise, LLC., will be open in the near future at 206 Center Avenue in the former Suzie Q's Consignment Boutique location.

MERCHANT INTERVIEW REPORTS

Welch and Bacigalupo shared their results with the board while they conducted their merchant interviews. Bacigalupo noted having trouble getting return calls from some merchants, but otherwise went smoothly. Maxwell reiterates that these are not mandatory and unfortunately cannot expect every business to participate. Welch expressed there was a lot of good feedback and event information. Some merchants reported they aren't a part of the closed merchant Facebook page, and suggested we still send e-mails to those who would rather receive

information that way. Merchants noted the police presence is great and provides safety throughout Downtown.

Roberts shared her interactions with the board. Her group of merchants were mostly within City Market. Many merchants within City Market realize that their business comes from out of towners and wants to see more marketing efforts towards them.

BEAUTIFICATION COMMITTEE

Maxwell shared that the committee had met a few weeks ago and discussed encouraging merchants to participate in Downtown beautification. The idea was to present a friendly contest that will have winners for entire blocks and a grand prize winner. The incentive will be highlighting businesses that are going above and beyond and having the Mayor and City Commissioners recognize them, similarly to the holiday lighting contest.

Another plan the committee is organizing is an increase in flower pots throughout downtown by asking individuals or businesses to sponsor a corner or intersection. Initially, the idea was to let this be a creative and unique project for each corner, but early feedback suggested we make it uniform to what Begick's Nursery is already providing downtown. Begick's provided a price list to be shared with merchants if they'd like to donate to this project.

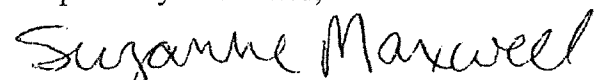
ADDITIONAL BUSINESS

Maxwell noted that Downtown will be piggybacking on the city-wide cleanup efforts, focusing on alleys and parking lots from 8:30am – 1:00pm on Saturday, May 4th, meeting in the parking lot of Saginaw/5th St.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:01 am

Respectfully Submitted,



Suzanne Maxwell
Executive Director

Bay City Downtown Management Board
Balance Sheet - Governmental Fund - General Fund

	Mar. 31, 2019
Assets	
Current assets:	
Petty cash	\$ 139.26
Cash in bank - First State Bank	9,266.53
Due from DDA	29,509.75
Reimbursements receivable	630.00
Due from DDA - admin. reimbursement	9,100.00
Prepaid expenses	5,232.72
Total assets	\$ 53,878.26
 Liabilities and fund balance	
Liabilities:	
Accrued and withheld FICA	\$ 2,055.92
Withheld tax - state	(174.07)
Total liabilities	1,881.85
 Fund Balance:	
Unreserved	130,228.26
Net change in fund balance	(78,231.85)
Total fund balance	51,996.41
Total liabilities and fund balance	\$ 53,878.26

See accountants' compilation report

Bay City Downtown Management Board
Statement of Revenue and Expenditures - Governmental Fund - General Fund

	1 Month Ended <u>March 31, 2019</u>	9 Months Ended <u>March 31, 2019</u>
Revenue:		
Administrative:		
Administrative fees - DDA	\$ 7,700.00	\$ 69,100.00
Interest income	2.55	34.97
Total revenue	<u>7,702.55</u>	<u>69,134.97</u>
Programming:		
Special events revenue	2,691.00	8,101.00
Wine Walk revenue	0.00	44,160.00
A Taste of Downtown	0.00	6,993.00
DMB based initiatives revenue	<u>936.00</u>	<u>1,646.00</u>
Total programming	<u>3,627.00</u>	<u>60,900.00</u>
Total revenue	11,329.55	130,034.97
Expenditures:		
Administrative:		
Salaries - executive director	4,230.76	40,192.22
Salaries - executive assistant	2,576.92	16,557.68
Salaries - clerical assistant	0.00	2,499.00
Payroll taxes	666.96	6,430.54
Professional service	425.00	8,100.00
Meetings	20.00	1,061.03
Mileage reimbursement	10.26	26.03
Insurance	664.76	3,724.22
Capital outlay	0.00	901.25
Office expenses	59.88	1,679.74
Postage	61.60	160.20
Telephone	235.46	2,244.63
Other sundry	0.00	229.28
Rent	684.00	6,156.00
Repair and maintenance	<u>342.69</u>	<u>3,395.19</u>
Total administrative	<u>9,978.29</u>	<u>93,357.01</u>

Bay City Downtown Management Board
Statement of Revenue and Expenditures - Governmental Fund - General Fund

	1 Month Ended <u>March 31, 2019</u>	9 Months Ended <u>March 31, 2019</u>
Expenditures (continued):		
Programming:		
Maintenance (Do-All)	\$ 516.03	\$ 4,359.22
Downtown beautification	0.00	16,807.63
Promotion	1,691.52	36,652.29
Internet	46.78	2,160.49
Education and training	20.00	186.32
Wine Walk expenses	0.00	38,265.67
Apps & Ales expenses	0.00	16,478.19
Total programming	<u>2,274.33</u>	<u>114,909.81</u>
Total expenditures	<u>12,252.62</u>	<u>208,266.82</u>
Net change in fund balance	<u>\$ (923.07)</u>	<u>\$ (78,231.85)</u>

See accountants' compilation report

Bay City Downtown Management Board
 Required Supplemental Information
 Budgetary Comparison Schedule - General Fund
 March 31, 2019

	1 Month Ended <u>Actual</u>	1 Month Ended <u>Budget</u>	9 Months Ended <u>Actual</u>	9 Months Ended <u>Budget</u>
Revenue:				
Administrative:				
Tax assessments	\$ 0.00	\$ 7,337.25	\$ 0.00	\$ 66,035.25
Administrative fees - DDA	7,700.00	7,666.67	69,100.00	68,999.99
Interest income	2.55	12.50	34.97	112.50
Other income	<u>0.00</u>	<u>416.67</u>	<u>0.00</u>	<u>3,749.99</u>
Total revenue	7,702.55	15,433.09	69,134.97	138,897.73
Programming:				
Special events revenue	2,691.00	1,389.50	8,101.00	12,505.50
Wine Walk revenue	0.00	4,000.00	44,160.00	36,000.00
Apps & Ales ticket revenue	0.00	3,187.50	0.00	28,687.50
A Taste of Downtown	0.00	666.67	6,993.00	5,999.99
DMB based initiatives revenue	<u>936.00</u>	<u>367.50</u>	<u>1,646.00</u>	<u>3,307.50</u>
Total programming	<u>3,627.00</u>	<u>9,611.17</u>	<u>60,900.00</u>	<u>86,500.49</u>
Total revenue	11,329.55	25,044.26	130,034.97	225,398.22
Expenditures:				
Administrative:				
Salaries - executive director	4,230.76	4,583.33	40,192.22	41,250.01
Salaries - executive assistant	2,576.92	3,196.66	16,557.68	28,770.02
Salaries - clerical assistant	0.00	83.33	2,499.00	750.01
Payroll taxes	666.96	675.00	6,430.54	6,075.00
Dues and subscriptions	0.00	33.33	0.00	300.01
Professional service	425.00	650.00	8,100.00	5,850.00
Meetings	20.00	83.33	1,061.03	750.01
Mileage reimbursement	10.26	8.33	26.03	75.01
Insurance	664.76	283.33	3,724.22	2,550.01
Capital outlay	0.00	185.00	901.25	1,665.00
Office expenses	59.88	75.00	1,679.74	675.00
Postage	61.60	25.00	160.20	225.00
Telephone	235.46	200.00	2,244.63	1,800.00
Other sundry	0.00	20.83	229.28	187.51
Rent	684.00	683.33	6,156.00	6,150.01
Repair and maintenance	<u>342.69</u>	<u>833.33</u>	<u>3,395.19</u>	<u>7,500.01</u>
Total administrative	9,978.29	11,619.13	93,357.01	104,572.61

See accountants' compilation report

Bay City Downtown Management Board
 Required Supplemental Information
 Budgetary Comparison Schedule - General Fund
 March 31, 2019

	1 Month Ended Actual	1 Month Ended Budget	9 Months Ended Actual	9 Months Ended Budget
Expenditures (continued):				
Programming:				
Maintenance (lighting)	\$ 0.00	\$ 666.66	\$ 0.00	\$ 6,000.02
Maintenance (Do-All)	516.03	0.00	4,359.22	0.00
Downtown beautification	0.00	833.33	16,807.63	7,500.01
Promotion	1,691.52	2,586.25	36,652.29	23,276.25
Internet	46.78	0.00	2,160.49	0.00
Education and training	20.00	0.00	186.32	0.00
Wine Walk expenses	0.00	3,500.00	38,265.67	31,500.00
Apps & Ales expenses	0.00	2,625.00	16,478.19	23,625.00
A Taste of Downtown expenses	0.00	416.66	0.00	3,750.02
Total programming	<u>2,274.33</u>	<u>10,627.90</u>	<u>114,909.81</u>	<u>95,651.30</u>
 Total expenditures	 <u>12,252.62</u>	 <u>22,247.03</u>	 <u>208,266.82</u>	 <u>200,223.91</u>
 Net change in fund balance	 <u>\$ (923.07)</u>	 <u>\$ 2,797.23</u>	 <u>\$ (78,231.85)</u>	 <u>\$ 25,174.31</u>

**Approved
Downtown Development Authority
Regular Meeting Minutes
Wednesday, April 10, 2019
7:30 a.m. ~ Commerce One**

Chairperson Banaszak called the regular meeting of the Downtown Development Authority to order at 7:30 am. Members present were:

Tim Banaszak	Ashley Anderson	Don Carlyon
Jeff Cederstrom	Jean Ann DeShano	Trevor Keyes
Mayor Newsham	Mike Bacigalupo	Jenifer Acosta

Absences: Joe Wespiser, Terry Spencer, Dan Dimitroff, Mike Dore and Ashley Anderson

Also present: Terry Moulthane, City Representative
Matthew Kowalski, Administrative/Marketing Specialist

A quorum of DDA Board of Directors was present.

EXCUSED ABSENCES

Chairperson Banaszak reported that Spencer, Dimitroff, Anderson, and Dore requested an excused absence. Motion by DeShano, supported by Acosta to approve absence. Motion unanimously approved.

ORGANIZATION

Chairperson Banaszak presented Consent Agenda items 1 through 4 under Organization and requested approval. Motion by Carlyon, supported by Bacigalupo to approve the consent agenda. Motion unanimously approved. DMB Minutes of February 19, 2019 were presented for review.

BOARD ATTENDANCE

Banaszak shared with the board differences between excused and unexcused absences and explained that the Downtown Management Board has sent out letters to Board members with excessive absences. Mayor Newsham says she will speak to the City Manager to add the subject of attendance to the board application if it isn't already stated. Bacigalupo explained the DMB process is a running tally of absences from the past 12 months that is reported to the Chairperson, who will then have a conversation reminding the Board member of their obligation to the meetings and the organization. Bacigalupo motioned to change the DDA by-laws text to match the DMB by-laws to address all absences. Motion supported by DeShano and unanimously approved.

DDA PARKING LOT USE – TALL SHIPS

Bacigalupo requested using the parking lot at Washington and Fifth for additional paid parking during the Tall Ships celebration. He explained that the Delta College Planetarium lot is the first to be used, then proposed the Washington and Fifth lot to take on overflow, with the Adams and Fifth lot to be used third. Motion by DeShano, supported by Acosta, unanimously approved. Bacigalupo abstained.

DOWNTOWN ALLEY IMPROVEMENTS

Banaszak shared with the board that he attended a department meeting with the city, coming to find out that there isn't enough money in the DDA budget or the City budget to accomplish everything that the city would require. He explained the electric doesn't need to be run underground, but there were other factors to the original proposal of resurfacing. Cederstrom asks if the city has any plans in the future to address this and if so, what kind of timeline would be anticipated. Mayor Newsham explained the city has just done First street, and are currently working on Trumbull so likely not within the next year, but will look into city priorities. Banaszak says this proposal will be put on hold for now. Cederstrom suggests continually revisiting this issue moving forward.

FORM BASED CODES UPDATE

City Representative Terry Moulane passed out information regarding the new zoning ordinances. He explained that the project is running a bit behind schedule, but expects it to be rolled out in May and will provide more information at the next DDA meeting.

BIKE SHARE PROGRAM – SUBCOMMITTEE UPDATE

Cederstrom explained that this initiative is moving quite slowly due to lack of responsiveness from the companies that the committee reached out to. Cederstrom would like to get a scooter program installed alongside bikes from the same company. Avram Golden has been participating in this and is reaching out to larger cities that have these programs to gather information and direct contacts. He stressed that we should reach out to the communities within the Great Lakes Bay Region to get involved and possibly coordinate a meeting of area leadership to discuss the proper ways to set this program up within our area. Acosta suggests the possibility of funding opportunities.

DOWNTOWN CLEANUP EFFORTS

Banaszak shared that the Downtown Development Authority will be working in tandem with the city-wide cleanup efforts to enhance and beautify the Downtown area. He asked for anyone to volunteer their time at 8:30am on Saturday, May 4th with light refreshments being provided. He asked for board participation as well as getting the word out to anyone interested. Banaszak also explained the DDA will be coordinating with the City to paint curbs in Downtown Bay City. Board member Ashley Anderson has volunteered to coordinate these efforts and suggests a tentative date as the last weekend of May with the goal to have them completed before our large summer events. Bacigalupo points out that this hasn't been done in nearly a decade and will be a welcomed enhancement to the streetscape.

Kowalski shared with the board that the Downtown Beautification subcommittee has met and proposed an "adopt-a-pot" program where merchants can donate additional planters to be placed on corners throughout downtown in addition to what the DDA already provides. Kowalski passed out a price list to board members that was provided by Begick for estimated costs and asked that board members share the information with fellow merchants to help. Additionally, the Downtown Beautification subcommittee will be proposing a friendly competition between merchants to compete for keeping their storefronts looking tidy.

MICHIGAN MAIN STREET ORIENTATION

Kowalski reminded the board of the first Michigan Main Street training meeting in Howell, MI which has several DMB and DDA board members attending. He explained that Howell won an award through Michigan Main Street and it may be a nice opportunity to see what is working for them. He also encouraged attendance at other orientations, as it would be great to see as many other towns in the program as possible.

DMB UPDATE

Welcome Spring is scheduled for April 19 & 20. The event features 37 businesses showcasing their spring and summer merchandise, apparel and services.

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 will go on sale late-April.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 21,000+ Followers and Instagram has 4,480+ Followers. The DMB also has over 14,500+ permission-based emails.

New businesses: Little Shop Boutique, specializing in ladies clothing and accessories, recently opened at 107 Fifth Street. Owner Hailey Kowalski moved her business from the Bay City Mall to Downtown and is looking forward to being involved in our events and activities. Baysics, a variety store, will open at 926 Washington Avenue mid-March and will carry items similar to a convenience/Dollar General store. Regent Floral & Mercantile will open at 924 Washington Avenue in May and will offer fresh cut flowers, unique houseplants, handmade gifts and original art. Boudoir by Alex will open Thursday, April 11 in the Phoenix Building. An open house is scheduled for May 19th at 12pm. The business specializes in unique photography sessions for female clientele. A new store featuring overstock Amazon items for sale will be open in the near future at 206 Center Ave in the former Suzie Q's Consignment Boutique location.

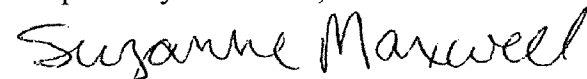
OTHER

Deshano made a suggestion of having lights on the trees downtown year-round as they look great at night. Cederstrom asked if we will be addressing tree maintenance in the near future, Kowalski explained that Artisan Landscaping recently trimmed a large number of trees in the district .

ADJOURN

Motion to adjourn by Carlyon, supported by Bacigalupo. With no further business to come before the Downtown Development Authority, meeting adjourned at 8:30 am.

Respectfully Submitted,



Suzanne Maxwell
Executive Director

**City of Bay City
Balance Sheet
Downtown Development Authority
March 31, 2019**

ASSETS

Balance

Cash and Investments		\$ (50,044)
Taxes Receivable	\$ 1,086	
Less: Allowance for Doubtful Accounts	<u>(619)</u>	467
Accounts Receivable		58,458
Accrued Interest Receivable		<u>31</u>
Total Assets		<u>\$ 8,912</u>

LIABILITIES AND FUND BALANCES

Requisition Payable		\$ 0
Deferred Revenue		<u>480</u>
Total Liabilities		<u>480</u>
Unassigned Fund Balance		45,362
Excess Revenue Over Expenditures for the (9) Months Ending March 31, 2019		<u>(36,930)</u>
Total Fund Balances		<u>8,432</u>
Total Liabilities and Fund Balance		<u>\$ 8,912</u>

City of Bay City
Downtown Development Authority
Combining Statement of Activities
For the Period Ending March 31, 2019

<u>Category</u>	<u>Original Budget</u>	<u>Amended Budget</u>	<u>Actual Revenues</u>	<u>% of Total Amended Budget</u>
REVENUE				
Taxes	\$ 25	\$ 25	\$ 0	0.00 %
Special Assessments	65,885	65,885	0	0.00
Intergovernmental	0	0	0	-
Charges for Services	83,400	83,400	77,484	92.91
Interest and Rents	400	400	0	0.00
Other Revenue	0	0	300	0.00
Appropriated Net Assets	6,538	20,523	0	0.00
Total Revenues	<u>156,248</u>	<u>170,233</u>	<u>77,784</u>	<u>45.69 %</u>
EXPENDITURES				
Other Services and Charges	156,248	170,233	114,714	67.39 %
Total Expenditures	<u>\$ 156,248</u>	<u>\$ 170,233</u>	<u>114,714</u>	<u>67.39 %</u>
Change in Net Position			(36,930)	
Net position, beginning of year			<u>45,362</u>	
Net position end of year			<u>\$ 8,432</u>	

**City of Bay City
Balance Sheet
Water Street DDA
March 31, 2019**

ASSETS

Balance

Cash and Investments	\$ 3,903
Accrued Interest Receivable	<u>333</u>
Total Assets	<u><u>\$ 4,236</u></u>

LIABILITIES AND FUND BALANCES

Requisitions Payable	<u>\$ 0</u>
Total Liabilities	<u>0</u>
Unassigned Fund Balance	(234,996)
Excess Revenue Over Expenditures for the (9) Months Ending March 31, 2019	<u>239,232</u>
Total Fund Balances	<u>4,236</u>
Total Liabilities and Fund Balance	<u><u>\$ 4,236</u></u>

**City of Bay City
Water Street Fund
Combining Statement of Activities
For the Period Ending March 31, 2019**

<u>Category</u>	<u>Original Budget</u>	<u>Amended Budget</u>	<u>Actual Revenues</u>	<u>% of Total Amended Budget</u>
REVENUE				
Tax Increment	\$ 298,686	\$ 298,686	\$ 283,243	94.83 %
Intergovernmental	12,000	12,000	15,243	127.03
Interest and Rents	3,500	3,500	0	0.00
Other Revenue	8,300	121,994	113,694	93.20
Total Revenues	<u>322,486</u>	<u>436,180</u>	<u>412,180</u>	<u>94.50 %</u>
EXPENDITURES				
Other Services and Charges	53,341	288,670	25,438	8.81 %
Capital Outlay	121,635	0	0	0.00
Debt Service	147,510	147,510	147,510	100.00
Total Expenditures	<u>\$ 322,486</u>	<u>\$ 436,180</u>	<u>172,948</u>	<u>39.65 %</u>
Change in Net Position			239,232	
Net position, beginning of year			<u>(234,996)</u>	
Net position, end of year			<u>\$ 4,236</u>	

**City of Bay City
Balance Sheet
Parking Fund
March 31, 2019**

ASSETS

Balance

Cash and Investments	\$ (18,634)
Accrued Interest Receivable	0
Total Assets	<u>\$ (18,634)</u>

LIABILITIES AND FUND BALANCES

Requisitions/Accounts Payable	<u>\$ 0</u>
Total Liabilities	<u>0</u>
Excess Revenue Over Expenditures for the (9) Months Ending March 31, 2019	<u>(18,634)</u>
Total Fund Balances	<u>(18,634)</u>
Total Liabilities and Fund Balance	<u>\$ (18,634)</u>

City of Bay City
Parking Fund
Combining Statement of Activities
For the Period Ending March 31, 2019

<u>Category</u>	<u>Original Budget</u>	<u>Amended Budget</u>	<u>Actual Revenues</u>	<u>% of Total Amended Budget</u>
REVENUE				
Intergovernmental	\$ 34,245	\$ 34,245	\$ 0	0%
Fines and Forfeitures	33,000	33,000	23,700	72%
Interest and Rents	20	20	0	-
Total Revenues	<u>67,265</u>	<u>67,265</u>	<u>23,700</u>	<u>35%</u>
EXPENDITURES				
Operating Supplies	1,500	1,500	0	0%
Other Services and Charges	65,765	65,765	42,334	64%
Capital Outlay	0	0	0	-
Total Expenditures	<u>\$ 67,265</u>	<u>\$ 67,265</u>	<u>42,334</u>	<u>63%</u>
Change in Net Position			(18,634)	
Net position, beginning of year			<u>0</u>	
Net position, end of year			<u>\$ (18,634)</u>	

Marketing & Events Committee Meeting Notes
May 3, 2019 ~ 8:30 a.m.
Meeting Location: Commerce One, Room A ~ 901 Saginaw St.

Members Attending: Michelle Judd, Tyler King, Christine Schwall, Mike Murray, Peggy Rau, Brandon Strong

Absent: Valerie Allen, Becky Hortop, Laura Horwath

Also Attending: Mike Bacigalupo, Matthew Kowalski, Suzanne Maxwell

Agenda / Introduction of new member

Maxwell reminded the committee that the agenda for today's meeting will consist of Tall Ships marketing, followed by the Downtown Marketing Plan. Maxwell introduced Brandon Strong, owner of Regent Floral & Mercantile. Strong previously held leadership positions at the Dow Bay Area Family YMCA as well as the YWCA. Regent Floral & Mercantile will be a flower shop, art gallery, and handmade gift shop opening in May 24th.

Tall Ship Celebration

Maxwell reminded the committee of Schwall's suggestion of providing marketing materials to local hotels, possibly putting together packets or bags. Judd asks how far out from Downtown Bay City we'd like to go and adds that she can ask for data from the CVB. Judd asks if we should supply marketing materials for one or two nights, should we look into Midland with the LPGA being the same weekend? Maxwell added that volunteers are needed to assemble well ahead of time and drop them off to each location.

Rau suggests having a single page handout if budget and feasibility become unobtainable. Judd agrees, but would like to see these have more content and information about the area and happenings more so than just handing out coupons. Bacigalupo questions how many hotels we'd like to target, as well as how many rooms each has, and finally if they would even be willing to allow us to market within their facility. Judd shares that there are just over 1,000 rooms in Bay City alone. Rau suggests we coordinate with the Tall Ships directors to make sure we're not overlapping ideas. Bacigalupo says he will contact Roberts about this and the booth that they've previously had during the event.

The group discussed creating a "treasure map" of participating businesses that when visitors present will be stamped and when they have an agreed upon number of stamps from various stores, they can enter to win a grand prize of gifts from participating business. Bacigalupo points out it's a similar format to the sleigh of gifts during Sundays in the City. Maxwell says we could reach out to Herter Music Center about displaying the giveaway in their window. Judd suggests each business participating display flags in front of their store to represent their inclusion, possibly pirate themed if they're inexpensive.

Schwall suggests doing a window decorating contest, similar to what was done in 2016 for the Tall Ships Celebration. Judd agrees this could increase merchant involvement. Maxwell explains that the beautification subcommittee will be presenting a storefront beautification contest throughout the summer months and is reluctant to throw in another contest on top of that, but window decorating would still be a great idea.

Bacigalupo suggests that we encourage downtown merchants to stay open on Sunday during the Tall Ships Celebration. Schwall says it needs to be a point to talk with fellow merchants on each block to make it a collective effort, rather than a few stores open here and there. Strong says the discussion has been brought up for tenants of the Davidson building, but he will discuss further at their next meeting.

Judd approaches the idea of having entertainers on street corners. Rau asks if we could find individuals or groups to volunteer a free job and possibly receive tips, rather than being paid by the DMB. Judd agrees, and reiterates a desire for having ambiance throughout the day and evenings downtown. She brings up the idea of asking performers scheduled for the festival if they'd be willing to do a much smaller scale performance for visitors in line, and would like to touch base with Jerry Casault to see if this is possible. Strong says music on the streets may encourage visitors to keep exploring downtown more than just the park.

Maxwell says we will post to our Downtown Merchants closed Facebook page seeking musicians. Maxwell noted that the downtownbaycity.com website will have Tall Ships Celebration front and center to make it as easy as possible for visitors to get the proper information. Judd suggests we look into advertising on the shuttles or even having signage throughout the area that can be seen by visitors on the shuttles. Maxwell remembers in the past there were "pocket guides" of information and adds we can post the maps onto our social channels to be printed as well. Judd suggests having areas downtown for photo opportunities.

Marketing Plan

Judd begins with the goals of the Downtown Marketing Plan and explains that we need to have numerical proof of how we measure, as well as who it is being measured against (number of visitors, money spent). King asks how are we going to capture the data. Judd explains she gives her marketing class a perceptual map from the CVB representing the Great Lakes Bay Region and asks if we want to play to our current strengths or increase our weaknesses.

In the situation analysis, the committee made slight updates to the strengths and added lack of newer transport, and lack of young professional feedback to weaknesses. Opportunities was updated as well, adding increase in mixed use buildings, natural resource development, and creating experiences/memories (as per survey results). Threats removed were internet buying and increased unemployment.

Competitors list was updated by removing the big box stores, as they no longer are a direct competition of the downtown market. Additions to the competitors list are other attractions, competing community events, and nearby downtowns, closest being Midland as it has similar market and is in a closer proximity.

Judd says financial goals need measurements, or “yard sticks”, with a hard target being worked toward. She points out that the committee needs to fine tune the goals and explain them further in the strategy section. Things to be emphasized are area entrepreneurs, low cost of business (\$/sq.ft), and waterfront location. Judd asks that members look over the Marketing Plan prior to the next meeting and are prepared to discuss in depth.

Other

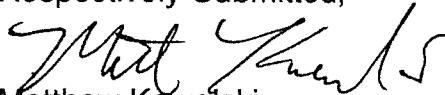
Judd asks that the review of the Downtown Marketing Plan be finished at the next meeting. This topic deserves a dedicated amount of time to get this accomplished. Judd sets the next meeting date for May 24th at 8:30am with agenda items of the Downtown Marketing Plan and Sidewalk Days.

Murray shares that the Delta College Planetarium has new shows and new exhibits beginning in honor of the 50th anniversary of the Apollo 11.

Adjournment

The meeting adjourned at 10:03 am.

Respectively Submitted,



Matthew Kowalski
Administrative/Marketing Specialist