

**Approved
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.

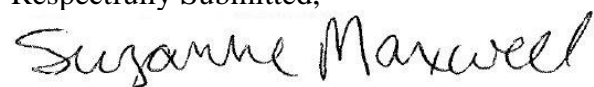
ADDITIONAL BUSINESS

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