

**Approved
Downtown Development Authority
Regular Meeting Minutes
Wednesday, September 12, 2018
7:30 a.m. ~ Commerce One**

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

David Green
Ashley Anderson
Terry Spencer

Jenifer Acosta
Tim Banaszak
Mike Bacigalupo

Don Carlyon
Jean Ann DeShano

Absences: Mayor Newsham, Joe Wespiser, Jeff Cederstrom and Dan Dimitroff

Also present: Terry Moulthane, City Representative
Suzanne Maxwell, Executive Director

A quorum of DDA Board of Directors was present.

PUBLIC INPUT

None.

EXCUSED ABSENCES

Chairperson Green reported that Newsham, Wespiser, Cederstrom and Dimitroff requested an excused absence. Motion by Bacigalupo, supported by DeShano to approve absences. Motion unanimously approved.

ORGANIZATION

Chairperson Green presented Consent Agenda items 1 through 4 under Organization and requested approval. Motion by Banaszak, supported by Anderson to approve the consent agenda. Motion unanimously approved. DMB Minutes of June 19, 2018 were presented for review.

PARKING UPDATE

Maxwell reported that the monthly parking reports are in the meeting packet for review. She noted that Parking Ambassador Buchanan has returned from a short medical leave and both Ambassadors are now working their assigned shifts.

NICKLESS FAMILY COMMUNITY PAVILION

Bacigalupo stated that contractors have been paid in full and he is working with William A. Kibbe & Associates on a "punch list" of items in need of completion.

Chairperson Green stated that there are issues with the cement floor of the pavilion that include cracking, water pooling and slippery areas. Bacigalupo noted that he has been discussing the

situation with William A. Kibbe & Associates and will provide an update at the October meeting.

DMB UPDATE

Maxwell reported that A Taste of Downtown Bay City took place Saturday, August 25 at Wenonah Park. She noted that 629 tickets were sold and the event is scheduled to take place again August 24, 2019.

The 20th Annual Wine Walk is scheduled for Thursday, September 20, 2018. 1,200 tickets and souvenir glasses are currently on sale.

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.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,000+ fans and Instagram has 3,675+ followers. The DMB also has over 14,000+ permission based emails. Acosta asked for social media analytics. Maxwell noted that they will be presented at the October meeting.

Maxwell reported that plans for improvements to Downtown holiday lighting are underway. DMB staff and Bronner's are working together to replace older lights with energy efficient LED bulbs.

Maxwell reported Village Chocolatier is opening at 811 Saginaw Street. Weaver Insurance Group recently opened at 723 Washington Avenue.

The Legacy, 213 Center Avenue, has 20 of 26 total units leased to date.

OTHER

Maxwell reminded the group of the Michigan Main Street Training Workshop she attended in July. The Main Street program provides a framework and model to guide revitalization efforts ensure continued success for downtowns. The program offers communication plan, business recruitment, market data analysis, board development, retail merchandising and small business support.

Maxwell added that the next workshop is in March 2019, but in the meantime, a local representative has offered to meet with the DDA and DMB in January 2019 to provide an in depth overview. The group agreed to a morning meeting, with the date to be determined.

Maxwell reported that she is attending the MDA Conference in Frankenmuth, October 11-12. An itinerary was distributed with an invitation to the Board to attend any sessions they are interested in.

Maxwell reported that she hired an Administrative Assistant/Marketing Specialist, who will begin Monday, October 1, 2018.

Chairperson Green announced that after 13 years as DDA Chairperson, he is stepping down and the Board will need to elect a new Chairperson. A subcommittee consisting of Wespiser, Keyes and Spencer was formed. Maxwell stated that she will ask Dimitroff and Cederstrom to join the subcommittee. Green stated that the subcommittee will present their recommendations to the Board for approval in October.

The Board thanked Chairperson Green for his years of service to the Board.

ADJOURN

Motion to adjourn by Bacigalupo. With no further business to come before the Downtown Development Authority, meeting adjourned at 8:12 am.

Respectfully Submitted,

Suzanne Maxwell
Executive Director