



**Bay City Downtown Management Board
Regular Meeting & Agenda Notice
Tuesday, January 21, 2019
4:00 p.m. ~ Commerce One ~ 901 Saginaw St.**

- | | |
|---|-----------------|
| I. Public Input | Receive |
| II. Pre-Notification of Absences | Receive |
| III. Organization | |
| A. Consent Agenda | Receive/Approve |
| 1) DMB Minutes 11/19/19 | Receive/Approve |
| 2) DMB Financials 11/30/19 | Receive/Approve |
| B. DDA Minutes 11/13/19 | Receive |
| C. DDA Financials 9/30/19 | Receive |
| IV. Bay Future Drive Forward Proposal - Trevor Keyes | Receive/Approve |
| V. Executive Committee Report | Receive |
| VI. General Business | |
| A. DMB Special Assessment Renewal Update | Receive |
| B. DMB/DDA Strategic Plan Update | Receive/Approve |
| C. DMB Event Sponsorships - Subcommittee Needed | Receive |
| VII. Other Business | |
| A. March 26, 2020 "Merchant Mixer" | Receive |
| B. Bloomberg Philanthropies - Asphalt Art Initiative Grant Update | Receive |
| C. Open Sundays Initiatives - Subcommittee Update | Receive |
| VIII. Adjourn | Receive |

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

**Unapproved
Downtown Management Board
Regular Meeting Minutes
Tuesday, November 19, 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 Chairman Bacigalupo. Members present were:

Mike Bacigalupo	Jim Goodrow	Dorothy Dean
Tara Welch	Paul McGinnis	Barb Engelhardt-Carter
Rachael Reh	Sara Dimitroff	Ali Smith
Avram Golden		

The following were absent: Alan LaFave, Andrew Heppner

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

PUBLIC INPUT

None.

PRE-NOTIFICATION OF ABSENCES

Chairman Bacigalupo stated that LaFave and Heppner notified DMB staff of their absence. Motion by Goodrow, supported by Engelhardt-Carter to approve absences. Motion unanimously approved.

NEW DIRECTOR INTRODUCTION

Chairman Bacigalupo introduced Dorothy Dean to the DMB board of directors. Dean has previously served on the DMB and is excited to be back.

ORGANIZATION

Chairman Bacigalupo presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Welch, supported by Goodrow. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

EXECUTIVE COMMITTEE REPORT

Bacigalupo reported that Weinlander/Fitzhugh is in the process of conducting the annual audit. Once completed, it will be presented to the Board. The Executive Committee also discussed the Open Sundays initiative, as well as meeting with the City regarding a grant for a summer art project.

DIRECTOR UPDATES

Chairman Bacigalupo shared with the board that with the addition of Dean comes the resignation of Director Susan Fassbender, who is relocating to another area and has sold her business, Asian Noodle, which is now “Beaver’s Pub” on the southeast corner of Saginaw and Center.

DMB SPECIAL ASSESSMENT RENEWAL UPDATE

Maxwell shared that phase one of the 2020-2024 Special Assessment Renewal has been passed by the City Commissioners and thanked everyone for their help and outreach throughout the process. Maxwell explained that the DMB still needs final approval from the City Commission at the December 2 Commission Public Hearing. Maxwell stated that the board should continue to reach out to businesses in the new parcels and engage them with information.

MI MAIN STREET UPDATE

Maxwell shared that the DDA and DMB Executive Committee members, along with City department heads met with representatives from MI Main Street, explaining the DMB would like to apply for “engagement” status. The next available time to do so would be Fall of 2020, but will need a letter of intent sent by February of 2020. Dimitroff shared that she is impressed with MI Main Streets assistance with private businesses, not just DMB staff and board. Engelhardt-Carter noted that this program will also help with grants and state funding in the future.

STRATEGIC PLANNING SESSION

Bacigalupo announced to the board that there will be a collaborative DMB/DDA strategic planning session on December 4th at 8:00am at City Hall. Maxwell has made updates to the Strategic Plan, and explained that the meeting will essentially be a time to discuss goals achieved to date and goals that still need to be achieved. Bacigalupo asked that board members please come with thoughts to share with group.

BLOOMBERG PHILANTHROPIES – ASPHALT ART INITIATIVE GRANT

Welch shared with the board a grant opportunity that the City of Bay City is applying for in partnership with the DMB. The goal is to have an artist paint the streets at some intersections downtown, potentially Center/Washington and Center/Adams. Welch explained that this is a national grant with a potential award of \$25,000. Engelhardt-Carter cites Mt. Pleasant having painted intersections and thinks they’re a great, unique addition of art. Bacigalupo noted the corners suggested were chosen due to less traffic congestion, and explained this is a very competitive grants and thanked the City for taking this on with the DMB.

SPONSORSHIP REQUEST

Maxwell shared with the board that Andrew Heppner is again hosting a Winter Beer Garden in Unity Park and is asking for a sponsorship from DMB. Maxwell says the initial request was for \$1,000, but has explained that isn’t feasible at the time for the DMB, as the budget for sponsorships is getting depleted. Maxwell cited last years donation of \$100. Golden suggested possibly \$250 and social media support. Engelhardt-Carter asked what kind of recognition the DMB will receive for the sponsorship of this event. Bacigalupo requested tabling the sponsorship donation until more information is presented. Maxwell will reach out to Heppner with questions and will then share with the board, who will vote via email.

Golden and Smith suggested creating a sponsorship initiative to raise additional funds for the DMB. Maxwell suggested creating a fundraising committee.

MEETING TIME CHANGE

Bacigalupo explained that two City Commissioners, Dockett and Rivet, have expressed interest in becoming involved with the Downtown Management Board, but would like the meeting times to be changed to 4:00pm. Motion to change meeting time to 4:00pm by Engelhardt-Carter, supported by Golden. Motion unanimously approved.

CANCELLATION OF DECEMBER REGULAR MEETING

Bacigalupo explained that the DMB typically cancels its December meeting due to busy holiday schedules for all, and asked the board to consider cancelling the December 2019 meeting. Motion by Engelhardt-Carter, supported by Welch. Unanimously approved. Next meeting will be January 21st, now at 4:00pm.

OTHER

Golden suggested a winter activity in Downtown Bay City for next January (2021) of canned food sculptures, adding that locations can be drop off centers for donations to food banks. He also suggested having a snowman festival in key locations throughout Downtown.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:07am.

Respectfully Submitted,

Suzanne Maxwell
Executive Director

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

	Nov. 30, 2019
Assets	
Current assets:	
Petty cash	\$ 139.26
Cash in bank - First State Bank	25,261.43
Due from DDA	44,781.84
Reimbursements receivable	645.00
Due from DDA - admin. reimbursement	8,540.00
Prepaid expenses	1,429.92
Total assets	\$ 80,797.45
 Liabilities and fund balance	
Liabilities:	
Accrued and withheld FICA	\$ 1,715.31
Withheld tax - state	318.94
Accounts payable	7,384.54
Total liabilities	9,418.79
Fund Balance:	
Unreserved	112,170.26
Net change in fund balance	(40,791.60)
Total fund balance	71,378.66
Total liabilities and fund balance	\$ 80,797.45

See accountants' compilation report

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

	1 Month Ended <u>November 30, 2019</u>	5 Months Ended <u>November 30, 2019</u>
Revenue:		
Administrative:		
Administrative fees - DDA	\$ 7,700.00	\$ 38,540.00
Interest income	3.41	22.96
Total revenue	<u>7,703.41</u>	<u>38,562.96</u>
Programming:		
Special events revenue	3,920.00	6,129.20
Wine Walk revenue	0.00	43,010.00
A Taste of Downtown	0.00	6,690.00
DMB based initiatives revenue	0.00	7,020.00
Total programming	<u>3,920.00</u>	<u>62,849.20</u>
Total revenue	11,623.41	101,412.16
Expenditures:		
Administrative:		
Salaries - executive director	4,230.76	21,153.80
Salaries - executive assistant	1,654.45	9,502.57
Payroll taxes	577.66	3,421.78
Professional service	950.00	2,550.00
Meetings	401.50	541.50
Mileage reimbursement	172.84	220.98
Insurance	963.13	4,265.35
Insurance - health	0.00	169.35
Capital outlay	0.00	291.08
Office expenses	445.56	3,195.47
Telephone	109.57	789.83
Other sundry	0.00	201.20
Rent	1,368.00	3,420.00
Repair and maintenance	0.00	1,569.84
Total administrative	<u>10,873.47</u>	<u>51,292.75</u>

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

	1 Month Ended <u>November 30, 2019</u>	5 Months Ended <u>November 30, 2019</u>
Expenditures (continued):		
Programming:		
Maintenance (Do-All)	\$ 0.00	\$ 1,735.47
Downtown beautification	0.00	15,468.85
Promotion	10,275.48	17,379.41
Internet	151.22	1,428.90
Wine Walk expenses	0.00	47,168.99
Apps & Ales expenses	0.00	352.00
A Taste of Downtown expenses	57.00	7,377.39
Total programming	<u>10,483.70</u>	<u>90,911.01</u>
Total expenditures	<u>21,357.17</u>	<u>142,203.76</u>
Net change in fund balance	<u>\$ (9,733.76)</u>	<u>\$ (40,791.60)</u>

Bay City Downtown Management Board
 Required Supplemental Information
 Budgetary Comparison Schedule - General Fund
 November 30, 2019

	<u>1 Month Ended</u> Actual	<u>1 Month Ended</u> Budget	<u>5 Months Ended</u> Actual	<u>5 Months Ended</u> Budget
Revenue:				
Administrative:				
Tax assessments	\$ 0.00	\$ 9,219.50	\$ 0.00	\$ 46,097.50
Administrative fees - DDA	7,700.00	7,740.42	38,540.00	38,702.06
Interest income	<u>3.41</u>	<u>8.34</u>	<u>22.96</u>	<u>41.62</u>
Total revenue	7,703.41	16,968.26	38,562.96	84,841.18
Programming:				
Special events revenue	3,920.00	1,416.67	6,129.20	7,083.31
Wine Walk revenue	0.00	4,000.00	43,010.00	20,000.00
Apps & Ales ticket revenue	0.00	2,812.50	0.00	14,062.50
A Taste of Downtown	0.00	666.67	6,690.00	3,333.31
DMB based initiatives revenue	<u>0.00</u>	<u>0.00</u>	<u>7,020.00</u>	<u>0.00</u>
Total programming	<u>3,920.00</u>	<u>8,895.84</u>	<u>62,849.20</u>	<u>44,479.12</u>
Total revenue	11,623.41	25,864.10	101,412.16	129,320.30
Expenditures:				
Administrative:				
Salaries - executive director	4,230.76	4,583.33	21,153.80	22,916.69
Salaries - executive assistant	1,654.45	2,875.00	9,502.57	14,375.00
Payroll taxes	577.66	650.00	3,421.78	3,250.00
Dues and subscriptions	0.00	33.33	0.00	166.69
Professional service	950.00	666.66	2,550.00	3,333.38
Meetings	401.50	83.33	541.50	416.69
Mileage reimbursement	172.84	16.66	220.98	83.38
Insurance	963.13	300.00	4,265.35	1,500.00
Insurance - health	0.00	325.00	169.35	1,625.00
Capital outlay	0.00	275.00	291.08	1,375.00
Office expenses	445.56	83.33	3,195.47	416.69
Postage	0.00	25.00	0.00	125.00
Telephone	109.57	200.00	789.83	1,000.00
Other sundry	0.00	16.66	201.20	83.38
Rent	1,368.00	683.33	3,420.00	3,416.69
Repair and maintenance	<u>0.00</u>	<u>208.33</u>	<u>1,569.84</u>	<u>1,041.69</u>
Total administrative	10,873.47	11,024.96	51,292.75	55,125.28

See accountants' compilation report

Bay City Downtown Management Board
 Required Supplemental Information
 Budgetary Comparison Schedule - General Fund
 November 30, 2019

	<u>1 Month Ended</u> <u>Actual</u>	<u>1 Month Ended</u> <u>Budget</u>	<u>5 Months Ended</u> <u>Actual</u>	<u>5 Months Ended</u> <u>Budget</u>
Expenditures (continued):				
Programming:				
Maintenance (lighting)	\$ 0.00	\$ 666.66	\$ 0.00	\$ 3,333.38
Maintenance (Do-All)	0.00	666.66	1,735.47	3,333.38
Downtown beautification	0.00	833.33	15,468.85	4,166.69
Promotion	10,275.48	2,904.16	17,379.41	14,520.88
Internet	151.22	0.00	1,428.90	0.00
Wine Walk expenses	0.00	3,500.00	47,168.99	17,500.00
Apps & Ales expenses	0.00	2,177.08	352.00	10,885.44
A Taste of Downtown expenses	<u>57.00</u>	<u>0.00</u>	<u>7,377.39</u>	<u>0.00</u>
Total programming	<u>10,483.70</u>	<u>10,747.89</u>	<u>90,911.01</u>	<u>53,739.77</u>
Total expenditures	<u>21,357.17</u>	<u>21,772.85</u>	<u>142,203.76</u>	<u>108,865.05</u>
Net change in fund balance	<u>\$ (9,733.76)</u>	<u>\$ 4,091.25</u>	<u>\$ (40,791.60)</u>	<u>\$ 20,455.25</u>

See accountants' compilation report

Approved
Downtown Development Authority
Regular Meeting Minutes
Wednesday, November 13, 2019
7:30 a.m. ~ Bay Area Chamber of Commerce Building

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

Tim Banaszak	Dan Dimitroff	Mike Bacigalupo
Trevor Keyes	Joe Wespiser	Jenifer Acosta
Ashley Anderson	Mike Dore	Don Carlyon
Jean Ann DeShano		

Absences: Jeff Cederstrom, Terry Spencer, Terry Moulthane

Also present: Mayor Kathy Newsham, City of Bay City
Dana Muscott, City Manager
Debbie Kiesel, City of Bay City
Sara Dimitroff, Economic Development Project Manager
Matthew Kowalski, Administrative/Marketing Specialist
Barb Engelhardt-Carter, Downtown Management Board
Avram Golden, Downtown Management Board
Michelle Judd, DMB Marketing & Events Committee

A quorum of DDA Board of Directors was present.

PUBLIC INPUT

Chelsea Rowley, a representative of the Michigan Economic Development Corporation (MEDC) gave a presentation to the board of directors detailing information about funding and support opportunities offered by the MEDC.

EXCUSED ABSENCES

Chairperson Banaszak reported that Cederstrom, Spencer, and Moulthane requested an excused absence. Motion by Acosta, supported by Bacigalupo to approve absence. Motion unanimously approved.

ORGANIZATION

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

STRATEGIC PLAN DISCUSSION

Chairperson Banaszak presented the 2017 - 2021 DDA/DMB Strategic Plan for review. He noted

that the plan contained updated information indicating the status of each goal and the tools needed to achieve each goal.

Banaszak reminded the Board of the upcoming Strategic Planning meeting on Wednesday, December 4, 2019 at 8:00 am at City Hall in room 317. The purpose of the meeting is to review each goal and discuss our accomplishments to date, open items, as well as adjustments to goals within the plan.

DECEMBER MEETING

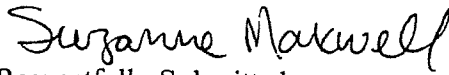
Banaszak noted that the December meeting is typically canceled due to the holiday season. Keyes asked the board to consider keeping this December meeting on the calendar. DeShano suggested letting the Board make the decision at the December 4 Strategic Planning meeting.

OTHER

Bacigalupo reported that the old light display from the Sears building, the old Santa and reindeer, was refurbished by Dave and Sally Clements and will be put on top of the Historical Museum where it will be visible from Vet's bridge.

ADJOURN

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


Respectfully Submitted,
Suzanne Maxwell
Executive Director

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

ASSETS

		<u>Balance</u>
Cash and Investments		\$ (48,042)
Taxes Receivable	\$ 1,799	
Less: Allowance for Doubtful Accounts	<u>(906)</u>	893
Accounts Receivable		68,875
Accrued Interest Receivable		<u>4</u>
Total Assets		<u><u>\$ 21,730</u></u>

LIABILITIES AND FUND BALANCES

Requisition Payable		\$ 0
Deferred Revenue		<u>915</u>
Total Liabilities		<u>915</u>
Unassigned Fund Balance		45,364
Excess Revenue Over Expenditures for the (12) Months Ending June 30, 2019		(35,958)
Excess Revenue Over Expenditures for the (3) Month Ending September 30, 2019		<u>11,409</u>
Total Fund Balances		<u>20,815</u>
Total Liabilities and Fund Balance		<u><u>\$ 21,730</u></u>

**City of Bay City
Downtown Development Authority
Combining Statement of Activities
For the Period Ending October 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	\$ 0	\$ 0	\$ 0	0.00 %
Intergovernmental	0	0	0	0.00
Charges for Services	86,000	86,000	28,620	33.28
Interest and Rents	0	0	3	0.00
Special Assessments	65,885	65,885	0	0.00
Other Revenue	800	800	0	0.00
Appropriated Net Assets	<u>13,070</u>	<u>13,070</u>	<u>0</u>	<u>0.00</u>
Total Revenues	<u>165,755</u>	<u>165,755</u>	<u>28,623</u>	<u>17.27 %</u>
EXPENDITURES				
Other Services and Charges	165,755	165,755	17,214	10.39 %
Total Expenditures	<u>\$ 165,755</u>	<u>\$ 165,755</u>	<u>17,214</u>	<u>10.39 %</u>
Change in Net Position			11,409	
Net position, beginning of year			<u>9,406</u>	
Net position end of year			<u>\$ 20,815</u>	

**City of Bay City
Parking Fund
Combining Statement of Activities
For the Period Ending October 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	\$ 40,770	\$ 40,770	\$ 0	0%
Fines and Forfeitures	32,000	32,000	4,774	15%
Interest and Rents	0	0	0	-
Total Revenues	<u>72,770</u>	<u>72,770</u>	<u>4,774</u>	<u>7%</u>
EXPENDITURES				
Operating Supplies	1,200	1,200	0	0%
Other Services and Charges	71,570	71,570	5,353	7%
Capital Outlay	0	0	0	-
Total Expenditures	<u>\$ 72,770</u>	<u>\$ 72,770</u>	<u>5,353</u>	<u>7%</u>
Change in Net Position			(579)	
Net position, beginning of year			<u>0</u>	
Net position, end of year			<u>\$ (579)</u>	

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

ASSETS

Balance

Cash and Investments	\$ (579)
Accrued Interest Receivable	0
Total Assets	<u>\$ (579)</u>

LIABILITIES AND FUND BALANCES

Requisitions/Accounts Payable	<u>\$ 0</u>
Total Liabilities	<u>0</u>
Excess Revenue Over Expenditures for the (12) Months Ending June 30, 2019	0
Excess Revenue Over Expenditures for the (3) Month Ending September 30, 2019	<u>(579)</u>
Total Fund Balances	<u>(579)</u>
Total Liabilities and Fund Balance	<u>\$ (579)</u>

**City of Bay City
Parking Fund
Combining Statement of Activities
For the Period Ending October 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	\$ 40,770	\$ 40,770	\$ 0	0%
Fines and Forfeitures	32,000	32,000	4,774	15%
Interest and Rents	0	0	0	-
Total Revenues	<u>72,770</u>	<u>72,770</u>	<u>4,774</u>	<u>7%</u>
EXPENDITURES				
Operating Supplies	1,200	1,200	0	0%
Other Services and Charges	71,570	71,570	5,353	7%
Capital Outlay	0	0	0	-
Total Expenditures	<u>\$ 72,770</u>	<u>\$ 72,770</u>	<u>5,353</u>	<u>7%</u>
Change in Net Position			(579)	
Net position, beginning of year			<u>0</u>	
Net position, end of year			<u>\$ (579)</u>	

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

ASSETS

Balance

Cash and Investments	\$	195,615
Accrued Interest Receivable		<u>0</u>
Total Assets	\$	<u><u>195,615</u></u>

LIABILITIES AND FUND BALANCES

Requisitions Payable	\$	<u>0</u>
Total Liabilities		<u>0</u>
Unassigned Fund Balance		(234,995)
Excess Revenue Over Expenditures for the (12) Months Ending June 30, 2019		244,099
Excess Revenue Over Expenditures for the (3) Month Ending Setember 30, 2019		<u>186,511</u>
Total Fund Balances		<u>195,615</u>
Total Liabilities and Fund Balance	\$	<u><u>195,615</u></u>

**City of Bay City
Water Street Fund
Combining Statement of Activities
For the Period Ending October 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	\$ 302,865	\$ 302,865	\$ 204,212	67.43 %
Intergovernmental	14,000	14,000	15,656	111.83
Interest and Rents	1,500	1,500	0	0.00
Other Revenue	8,300	8,300	0	0.00
Total Revenues	<u>326,665</u>	<u>326,665</u>	<u>219,868</u>	<u>67.31 %</u>
EXPENDITURES				
Operating Supplies	25,000	25,000		0.00 %
Other Services and Charges	91,055	91,055	8,052	8.84
Capital Outlay	0	0	0	0.00
Debt Service	210,610	210,610	25,305	12.02
Total Expenditures	<u>\$ 326,665</u>	<u>\$ 326,665</u>	<u>33,357</u>	<u>10.21 %</u>
Change in Net Position			186,511	
Net position, beginning of year			<u>9,104</u>	
Net position, end of year			<u>\$ 195,615</u>	

Marketing & Events Committee Meeting Notes
November 22, 2019 ~ 8:30 a.m.
Meeting Location: Commerce One, Room A ~ 901 Saginaw St.

Members Attending: Michelle Judd, Mike Murray, Brandon Strong, Valerie Allen, Peggy Rau, Tyler King

Absent: Christine Schwall, Becky Hortop, Laura Horwath

Also Attending: Mike Bacigalupo, Suzanne Maxwell, Matthew Kowalski, Avram Golden

Public Input

Avram Golden, Downtown Management Board, explained to the committee that in years past, Downtown co-hosted a “gallery walk” partnered with SVSU and the ISD Career Center. These events would typically bring 800-1500 people, according to Golden who personally organized it for 8 years. Golden said these were always positive events and is requesting it to be taken on for 2020-2021. Golden has letters of support from department chairs at SVSU, Delta College, and ISD Career Center. Golden says these gallery walks were part of a “First Thursdays” marketing campaign, which involved 20-40 businesses, citing the strongest events were ones involving schools. Golden offered to help coordinate these events, and suggested they could be coupled with events like Wine Walk. Judd stated her main concerns are organizing and soliciting sponsorships, but will look for events to pair the gallery walks with for 2020.

2020 Calendar of Events

Maxwell began the discussion with Lifestyle and Wellness Weekend, citing last year was on a Friday and Saturday. She added the event has a lot of potential to grow, had good feedback, and would like to see it continue for 2020. Judd explained this event can be a lot of things - educational, workshops - get creative. Judd asked if we should consider making this event 3 days to include Sunday (Jan 10-12). Rau says this would be successful if enough businesses were open on Sunday, and could possibly be a way to encourage others to join the initiative. Maxwell agreed and added that having Hot Chocolate Hop (Feb 2) and Indulge (Feb 9) on a Sunday could encourage others to stay open on Sunday as well. King noted that Saturdays are busy already, but Sundays are where we’re trying to attract more business. Rau noted that Sunday events might bring more families downtown as well. The committee agreed to moving these events to Sunday.

In regard to Welcome Spring Open House, Rau noted there isn’t a need for “sales” before Easter. Strong suggests staying away from sales and focusing more on events. King noted that My Secret Garden will still host a spring open house alone, which can still be promoted by the DMB, regardless of whether or not Welcome Spring event continues. Maxwell added that any business that has a stand alone open house will be promoted by the DMB.

Judd noted that Sidewalk Days was more successful in 2019 than years past, associating success with the daily “themes”. Bacigalupo suggested having it Friday

through Sunday (July 24-26). Maxwell shared that A Taste of Downtown Bay City event will be August 22, 2020. Strong noted that the "Eat Great" food festival will be in Wenonah Park July 12-13, 2020. Bacigalupo says it couples with the final day of the boat races (July 10-12) and will likely be adding a Sunday concert in Wenonah Park, details to come.

Maxwell shared comments from the Merchant Facebook page regarding Fall Open House, noting that some thought it was too early. King says My Secret Garden will not be delaying the Fall Open House, and cited the additional sale days. Maxwell suggested rebranding it to a "Fall Festival." Judd suggested having it Thursday through Sunday, September 10 - 13. Maxwell shared that Wine Walk will be September 17th, 2020, moving it up a week to avoid Hell's Half Mile week. Treats 'n Treasures is tentatively set for October 24th, 2020.

Maxwell shared merchant feedback regarding the Holiday Open House, citing more suggested having this later in the season. Judd suggests possibly rebranding this to an event rather than open house. Rau suggests the idea "Holly Jolly" weekend event. The committee confirmed the new event weekend for November 13-15, with Sundays in the City being November 29-December 20. Details of the weekend event will be discussed at future meetings.

Maxwell shared other suggestions of a Cider and Donut hop, similar to the Hot Chocolate Hop - some kind of free event to get people downtown. Bacigalupo suggested adding it to the Fall festival, and naming it "Cider Sunday". Rau says moving these events sends the message that we're serious about going all-in on Sundays.

*Rau exits meeting at 9:53am.

Sundays in the City/Santa's Arrival

Maxwell explained that areas of Center and Water streets have always closed in years past, but will be kept closed longer this year during Santa's Arrival. The same Santa Claus will be returning from last years event and Maxwell noted the meeting with Santa will take place inside a warming tent, rather than the Nickless Family Community Pavilion accessory building. The warming tent will have space-heaters, and Brandon Strong will be decorating the tent. There will be three food trucks in attendance for visitors to enjoy.

Maxwell explained that the carriage rides will be taking new routes for Sundays in the City, but still have time and distance limits that will not be extended to ensure the horses safety.

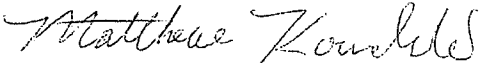
Merchant Holiday Lighting Contest

Maxwell shares that the Holiday Decorating contest will begin November 29th through the end of 2019. The DMB will be posting to the details to the closed merchant Facebook page to allow merchants to announce their involvement.

Adjournment

The meeting adjourned at 10:00 am.

Respectively Submitted,

A handwritten signature in cursive script that reads "Matthew Kowalski".

Matthew Kowalski
Administrative/Marketing Specialist