



Approved
Downtown Management Board and Downtown Development Authority
Regular Meeting Minutes
Wednesday, February 3rd, 2021 3:30 PM via Zoom

The regular meeting of the Downtown Management Board combined with the Downtown Development Authority was called to order at 3:30 PM by Chairman Bacigalupo and Chairwoman Deshano. Members present were:

Tara Welch	Alan LaFave	Marjo Morden
Barb Engelhardt-Carter	Mike Bacigalupo	Avram Golden
Andrew Heppner	Dorothy Dean	Becky Hortop
Sara Dimitroff	Jesse Dockett	Don Carlyon
Jean Ann Deshano	Dan Dimitroff	Ashley Anderson
Mike Dore	Joe Wespiser	Trevor Keyes
Jeff Staudacher	John Neeb	Terry Moulane

The following were absent: Paul McGinnis, Ali Smith, Jim Goodrow, Dave Dittenber, Mayor Kathi Newsham

Also Present: Ryan Tarrant, Bay Future Inc.
Kellie Wackerle, Marketing Specialist

PUBLIC INPUT

Chuck Haertel is retiring from Haertel Heating & Cooling and is resigning from the Downtown Management Board.

PRE-NOTIFICATION OF ABSENCES

Ali Smith and Mayor Kathi Newsham advised they would be absent, motion to excuse by LaFave, supported by Engelhardt-Carter, all in favor.

ORGANIZATION

- a.) DDA/DMB Minutes and DDA Financials were presented from 1/6/2021 received and approved. Motion by Hortop, Jaroch second, all in favor.

GENERAL BUISNESS

- a.) After re-sending merchant survey, results have moved from 10 completed surveys to around 30. Report from survey will be presented at March 2021 meeting. Ryan Tarrant from the Bay Area Chamber of Commerce has been meeting with DDA Directors from

Dearborn, MI and Traverse City, MI researching how other DDA boards are organized. Mike Bacigalupi will be visiting Bay City in February, board members from the DDA and DMB are both invited to have discussions with Mr. Bacigalupi.

- b.) The Façade Grant program is almost ready to be complete, Tarrant is working with Wackerle on marketing. This grant will allow design costs to be covered by reimbursement at a 1:1 match. Funding decisions will be made by the Grant Program Committee including S. Dimitroff, Staudacher, Anderson, Keyes, Bacigalupo and Deshano/ Motion by Dore to approve, second by Bacigalupo, all in favor.
- c.) The DMB Secretary Treasurer position is vacant. Dorothy Dean volunteered to fill spot. Motion to approve by Golden, Jaroch second, all in favor.
- d.) The DMB calendar of events was completed by the Marketing & Events subcommittee, Wackerle will provide monthly updates due to covid-19 restrictions in place.
- e.) Following the cancellation of both Maxwell and Bales credit cards, Wackerle will receive a credit card for small expenditures. Motion to approve by Heppner, second Welch, all in favor.
- f.) The next DMB event is Indulge. At this event with a \$5 or more purchase, customers will be given a candy bar that they will peel the label back to reveal if they had won a prize or not. 23 Downtown businesses are participating this year.
- g.) The tree grate program and committee was informed the City is preparing to share and discuss processes and will bring this information to the DDA to move forward.

OTHER

The DDA has sold the parking ambassador car to Showcase Mitsubishi and we have cancelled the auto insurance policy.

ADJOURN

With no further business to come before the Downtown Management Board and Downtown Development Authority, meeting adjourned at 4:46 PM.

Respectfully Submitted,

Kellie Wackerle, Marketing Specialist