



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, May 4th, 2022 9:30 AM
Bay City Hall, 301 Washington Ave. Bay City, MI 48708 Rm. 317

The regular meeting of the Downtown Development Authority and Downtown Management Board was called to order at 9:30 AM by Executive Director Jaroch. Members present were:

Mike Bacigalupo	Alan LaFave	Avram Golden
Andrew Heppner	Jeff Hildebrandt	Dan Dimitroff
Breanna Theisen	Jeff Staudacher	Don Carlyon
Mike Dore	Trevor Keyes	John Neeb
Joe Wespiser (ph)		

The following were absent: Jim Goodrow, Tara Welch, Jason King, David Dittenber

Also Present:

Marjo Jaroch, DDA/DMB Executive Director
Kellie Rupp, DDA/DMB Office Staff
Terry Moulthane, DDA City Representative
Sara Dimitroff, City Representative (ph)
Dana Muscott, City Manager

PRE-NOTIFICATION OF ABSENCES

Jim Goodrow, Tara Welch, Jason King and Kathi Newsham all advised they would not be able to attend.

2. APPROVAL OF AGENDA

2.1 DDA Approval of Agenda: Motion to approve by Neeb, support from Staudacher, all in favor

2.2 DMB Approval of Agenda: Motion to approve by LaFave, support from Heppner, all in favor

3. PUBLIC INPUT

No public input

4. CONSENT AGENDA

4.1 DDA CONSENT AGENDA

DDA April Minutes

DDA April Financial summary

Motion to approve by Dimitroff, support from Staudacher, all in favor

4.2 DMB Consent Agenda

DMB April Minutes

DMB April Financial summary

Motion to approve by LaFave, support from Theisen, all in favor

5. REPORTS

5.1 Executive Directors Report:

- Jaroch has received the final bid for the improvements the Jennison lot, the parking committee will meet on Monday, May 9th to discuss the bids. Also reported that the Jennison lot will be receiving the height bar at the entrance to the lot, large trucks are largely contributing to the structural issues in the lot and this will hopefully reduce the problems going forward.
- Revitalizing and Placemaking (RAP) funding is being moved forward by the City of Bay city and Bay Future to move Wenonah Park into phase 2.
- The Downtown calendar of events is being kept up to date by Jaroch and Rupp including over 600 entries from health & wellness classes, concerts, special events and more.
- O'Malley Customers is coming to 3rd St. in the former Jack's Bike Shop, this is a store using repurposed materials to create new items.
- 1 Up Games is potentially moving into the MDL building on the corner of Adams and Center. Opening date not available yet, the store is currently on Wilder Rd.
- M2 at 207 Center Ave. is currently closed for rebranding and hopes to be open by the Fall of 2022.

5.2 Annual DMB Marketing Committee Report by LaFave:

The Marketing Committee is currently composed of DMB trustees and stakeholders in our Downtown District. Our focus as a committee is to think outside of events and activities Downtown, looking at branding Downtown as a whole. Questions we are asking include, "Who comes to Bay City? What are they doing while they are here? How can we attract folks from Southwest and Southeast Michigan to choose Bay City over other more Northern cities. By focusing on our strengths and opportunities we are working to develop and implement a marketing strategy in the months ahead that will be used as a guide over the next 1-3 years. Today we market our Downtown using Constant Contact, Facebook, text messaging and our newsletter. Our communication plan will outline other opportunities for monthly advertising campaigns and detail the methods we will use to get there.

5.3 Annual Events Committee Report by Golden

Coming up we have one of our larger events, Apps & Ales, that is June 9th from 5:30-9:00 PM. 13 establishments will be participating Downtown. Each establishment will provide 2, 1.5 ounce pours of beer along with appetizers. When guests buy their tickets, they will receive a glass and ticket booklet, they will bring the ticket booklet to the event and drop the ticket

stubs at the participating establishments to receive their samples. The glasses are completed & in the office and tickets will be printed ASAP. We will announce on social media & other outlets when tickets are available to be purchased! Below is a list of the events from May 2021 – May 2022:

Apps & Ales – June 9th, 2021

Sidewalk Days – July 22nd – 24th, 2021

Fall into Autumn – September 10th, 11th & 12th, 2021

Wine Walk – September 16th, 2021

Witches Night Out – October 21st, 2021

Santa's Arrival – November 26th, 2021

Sundays in the City – November 28th – December 21st, 2021

Hot Chocolate Hop – February 12th, 2022

Chili Cook Off – March 12th, 2022

St. Patrick's Day Parade – March 20th, 2022

Step into Spring Open House – March 25th -27th, 2022

5.4 Annual Finance Committee Report by LaFave

Our Finance Committee is composed of the DMB Executive Team. This year we made a big change in how we operate our finances, moving our main account over to the City of Bay City. Our intention with this move is to make our finances more clear and transparent for the City of Bay City, and the Downtown Development Authority, and to streamline our process for paying bills shared with the DDA. Historically invoices were paid through the DMB bank account, and a request was sent to the DDA for 30% of the invoice due. Today a 70/30 split can be accomplished using the same system, and City staff can review invoices before they are paid. Ahead of our 2022/2023 Fiscal year beginning in July, we worked with the City of Bay City to create and finalize our yearly budget, using conservative estimates based on historical records. We look forward to having another successful year ahead!

5.5 Annual Strategic Planning Committee Report by Bacigalupo in place of Welch

The Plan is to meet with a strategic planner with the executive committee. Board meetings following the initial strategic plan meetings would become planning workshops. The committee would like to get the strategic plan completed by September, more to come of once the complete board will be involved.

6. CONTINUED BUSINESS

6.1 DDA Boundary Modification: Per DeShano the proposal is to have Golden's property at 409 1st to be annexed into the DDA boundaries. At a later point we can make the DDA & DMB boundaries match. Motion by Dimitroff to give City Staff the permission to move forward with this recommendation, support from Bacigalupo, all in favor.

7. NEW BUSINESS

7.1 DDA Accept letter of resignation: DDA Trustee Don Sabourin has formally resigned from the DDA. Motion to accept with regret from Bacigalupo, support from Dimitroff, all in favor.

7.2 New DMB Trustees: New DMB trustees have been appointed. Nick Schwall of Herman Hiss, Erin Poltorak of Shoot & Share Selfie Studio and Howie Diefenbach of Americana Antiques.

7.3 Collaborative Meeting Discussion: Director Jaroch lead the discussion of continuing the combined DDA/DMB Meetings. The majority of the board was in favor of continuing the combined meetings as they keep getting better and it is great to hear from different sides of the boards.

ADJOURN

With no further business to come before the Downtown Development Authority and Downtown Management Board, Trustee Carlyon motioned to adjourn at 10:27 AM.

Respectfully Submitted,

Kellie Wackerle, Marketing Specialist