



Approved

Downtown Development Authority & Downtown Management Board

Wednesday, November 2nd, 2022

Bay Area Chamber of Commerce, 812 N. Water St. Bay City, MI 48708

The regular meeting of the Downtown Development Authority and Downtown Management Board was called to order at 8:00 AM by LaFave and DeShano. Members present were:

Alan LaFave	Michael Bacigalupo	Avram Golden	Jim Goodrow
Andrew Heppner	Jeff Hildebrant	Breanna Theisen	Scott Nemode
Howie Diefenbach	Jean Ann DeShano	Dan Dimitroff	Don Carlyon
Nick Schwall	Trevor Keyes	John Neeb	Sheila Turbett

The following were absent: Erin Poltorak, Jason King, Jeff Staudacher (excused)

The following were also in attendance: Kellie Rupp, DDA/DMB Staff, Sara Dimitroff, City of Bay City, Terry Moutane, City of Bay City.

2. Approval of Agenda

- a. DDA Approval of Agenda: Motion to approve by Neeb, support from Bacigalupo, all in favor.
- b. DMB Approval of Agenda: Motion to approve by Nemode, support from Bacigalupo, all in favor.

3. Public Input

- a. The merchants on the board that participate in Treats & Treasures, (Old City Hall, Populace Coffee, Herman Hiss) October 29th said that this year had the most they'd ever seen and a lot of new faces & exposure.
- b. Sara Dimitroff stated that tonight (November 2nd) is the City Wide Citizens Districts Council meeting at the State Theatre at 6:30 PM. This meeting will go over sanitation's new implementations, recycling cart roll out, EPA community grants and CDC membership & overview.

4. Consent Agenda

- a. DDA Consent Agenda
 - i. DDA October Minutes
 - ii. DDA Financial Summary
 - iii. Motion to approve the consent agenda by Neeb, support from Bacigalupo, all in favor.
- b. DMB consent Agenda
 - i. DMB October Minutes
 - ii. DMB Financial Summary
 - iii. Motion to approve the consent agenda by Bacigalupo, support from Nemode, all in favor.

5. Accept Strategic Plan

The strategic plan done by OmniTech was presented to the board to receive. Moving forward the strategic plan will be a discussion topic at each full board meeting with updates from directors, executive committee and committee chairs.

6. Accept Committee Chairs

- a. Committee Updates
 - i. Marketing: Chair of the marketing committee Alan Lafave reporting that marketing committee and DMB staff Kellie Rupp have begun working on “a Great Stay” social media series that highlights the hotels and airbnb in our Downtown and the surrounding areas. The committee is also working on Bay City’s Season of Celebration campaign, that will be a cohesive holiday season campaign that includes Sundays in the City. Marketing materials will be shared with neighboring districts to use.
 - ii. Events: The events committee met for the first time on October 24th. The committee is looking at which events are successful and how we can use metrics from merchants as a tool for gathering information and track the foot traffic/sales/etc for events.
 - iii. Parking: The parking committee has made the decision to use IPS Parking Systems for parking enforcement and ParkMobile in the former visitor parking spaces in our four downtown lots. Further communication in regards to parking passes and enforcement to come. The expected launch date of parking enforcement is January 1, 2023.

7. Approval of DDA Bank Account

In order to collect parking passes, tickets, fines, the Downtown Development Authority will need its own banking account. A motion to approve opening an checking account for the Downtown Development Authority at Great Lakes Federal Credit Union was motioned to approve by Dan Dimitroff, supported by John Need, all in favor. The signers on the account will be chairman Jean Ann DeShano, Secretary/Treasurer Jeff Staudacher and Kellie Rupp, Kellie Rupp and Michael Bacigalupo.

8. Executive Director Update

The executive director resigned at the end of August 2022. In the interim of the past two months, the executive committees from both boards were crafting a new idea that was approved by both the DDA and DMB today. Current DMB/DDA Marketing & Events Specialist Kellie Rupp, will be stepping into a new role as the Downtown Marketing Director, focusing on marketing, events, sponsorships, and DMB obligations while Mike Bacigalupo will be stepping into a new role as the Development Director focusing on development, infrastructure, parking, grant writing and other DDA obligations. Both work cohesively on various projects as well and will both be a point person for any questions/comments/concerns about Downtown Bay City.

With Bacigalupo taking the DDA position, he is required to resign from both the Downtown Management Board and Downtown Development Authority, as a board member of both. Motion to accept by Keyes, support from Dimitroff, all in favor.

9. DryDock Volunteer Sign up

The DMB and DDA will be hosting the DryDock Beer Garden on Wednesday, November 23rd and Friday, November 25th, during Santa's Arrival and Tree Lighting in Wenonah Park.

Wednesday: Jean Ann DeShano, Sheila Turbett, Jeff Staudacher and Howie Diefenbach

Friday: Breanna Theisen, Sheila Turbett, Scott Nemode and Andrew Heppner

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn by Golden, supported by Heppner, at 9:39 AM.

Respectfully submitted,

Kellie Rupp

Downtown Marketing Director