



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, December 7th, 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 8:00 AM by LaFave and DeShano. Members present were:

Alan LaFave
Jeff Hildebrant
Howie Diefenbach
John Neeb
Sara Dimitroff

Andrew Heppner
Breanna Theisen
Jean Ann DeShano
Sheila Turbett

Avram Golden
Jeff Staudacher
Trevor Keyes
Terry Moulthane

The following were absent: Erin Poltorak, Scott Nemode, Nick Schwall
The following were excused: Jim Goodrow, Dan Dimitroff

The following were also in attendance: Kellie Rupp, DMB Director
Michael Bacigalupo, DDA Director

2. Strategic Planning with Lee Rouse, Omni Tech:

Lee Rouse presented the final strategic plan for the Downtown Management Board & Downtown Development Authority (attached to minutes). The plan will be approved and accepted at the November joint board meeting.

3. Approval of the Agenda:

DDA Agenda: Motion to approve the DDA agenda by Staudacher, support from Neeb, all in favor

DMB Agenda: Motion to approve the DMB agenda by Golden, support from heppner, all in favor.

4. Public Input:

- Bacigalupo reported that he and Wayne Hoffman presented to at a Bay County meeting about their electric car charging initiative. This initiative that is being studied would provide Bay County with electric car stations, including downtown. More to come.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA November Minutes
 - ii. DDA Financial Summary
 - iii. Motion to approve by Neeb, support from Staudacher, all in favor.
- b) DMB Consent Agenda
 - i. DMB November Minutes
 - ii. DMB Financial Summary
 - iii. Motion to approve by Heppner, support from Hildebrandt, all in favor.

5. Committee Reports

- a. Events Committee: Sundays in the City are on-going Sundays throughout December including free moves, free carriage rides and Santa Bucks. Nearly 4,500 people seen at Santa's Arrival November 25th. Rupp and Golden are looking to fill the winter gap and expanding on current events.
- b. Parking Committee update: Bacigalupo and the DDA is moving forward with IPS Group and Parkmobile for the 4 downtown lots. Bacigalupo will be contacting the merchants on how and when to get parking passes. Rupp and Bacigalupo will be learning handhelds & back office information for parking in the upcoming weeks.
- c. Marketing Committee update: The committee has implemented Bay City's Season of Celebration campaign, this is cohesive holiday season campaign that includes Sundays in the City. These graphics and images were sent to neighboring districts to use including large window clings and posters. 2023 the committee will begin the process sooner and work closer with neighboring districts for an all-around festive theme.
- d. Beautification Committee Update: Bacigalupo met with Adam Webster from the City of Bay about trees he said there may be potential grant dollars available in the Spring and suggested we work with the Saginaw Basin Land Conservancy in a partnership.

6. Accept Jason King resignation: Motion to accept with regret by Heppner, support from Golden, all in favor.

7. DMB Vice-Chair nominations: have been moved to the February 2023 meeting.

8. Feet on the Street Update: The City started looking at numbers in the early Spring throughout the street closure season. The City would like to implement a 5 year plan that would apply to all street closure districts. A possible idea would be closures Thursday-Sunday, not full time. If an organization would want the street closed outside of that window, special event paperwork with the City of Bay City could be arranged. The Feet on the Street initiative will be determined by the commission in 2023.

9. DDA Bank Account Update: The DDA opened their own bank account through Great Lakes Federal Credit Union. Transactions for parking (ie ticket payments, hourly parking through Parkmobile) can be made online, to a an account outside of the City of Bay City.

10. PA57 Reporting Update: Bacigalupo is working with Thurston from the City to complete DDA state reporting for 2022. The report will be available on downtownbaycity.com once completed.

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn by Heppner, support from Dimitroff, at 10:24 AM.

Respectfully submitted,
Kellie Rupp
Downtown Marketing Director