



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, October 4th, 2023
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	Avram Golden	Jim Goodrow
Jeff Hildebrant	Breanna Theisen	Sara Dimitroff
Howie Diefenbach	Harmoni Greshow	Dan Dimitroff
Jean Ann DeShano	Don Carlyon	Nick Schwall
Trevor Keyes	John Neeb	Sheila Turbett
Jamie Ralph	Magen Samyn	

The following were absent: Terry Moulane

The following were excused: Scott Nemode, Jeff Staudacher

The following were also in attendance:

- Kellie Rupp, DMB Director
- Mike Bacigalupo, DDA Director
- Dana Muscott, City Manager
- Sherri Schmidt, Form & Function

2. Approval of the Agenda:

a. DDA Agenda: Motion to approve the DDA agenda by Schwall, support from Dimitroff, all in favor.

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

Introductions

- The DMB welcomed new board member, Magen Samyn, president and CEO of the Bay Area Chamber of Commerce, to the Downtown Management Board. Welcome Magen!

3. Public Input:

- Diefenbach reported that he received a letter in his mailbox at Americana Antiques, 912 Water St., stating that stop signs are needed at the corner of Water and 5th street.
- Samyn shared that the Chamber has been fielding some calls in regards to a situation that involved a board member of the Jefferson Project. It was stated that the Bay Area Chamber of Commerce continues to support the Jefferson Project and does not associate Golden with issues involving said board member.
- Golden and Sherri Schmidt (events committee, owner of Form & Function) presented a plan for the Downtown Bay City Snowman Festival in coordination with Studio 23 and the Jefferson Project. In years past, traffic and events were slower in January/February. The event is to have businesses and families sponsor a snowman. Sponsors will have the option to decorate the snowman themselves, or be created by a local artist. The snowmen will be placed throughout the Downtown for parts of January and February to encourage people and families to view and wander around Downtown during the slower months of the year.
- Lafave reported that the Hell's Half Mile Shorts series will begin on October 26th with a double feature at the State Theatre.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA September Minutes
 - ii. DDA September Summary
 - iii. Motion to approve by Dimitroff, support from Schwall, all in favor.
- b) DMB Consent Agenda
 - i. DMB September Minutes
 - ii. DMB September Summary
 - iii. Motion to approve by Hildebrant, support from Goodrow, all in favor.

5. Committee Reports

- a. Events Committee: In addition to Golden and Schmidt's presentation on the Snowman Festival. Rupp reported that in September was the Fall Open House, September 8, 9 and 10. The Wine Walk was on September 14th, Rupp reported that this event sold out of 950 tickets two days before the event. The tickets for sales are determined by the amount of businesses participating, this year 12 bars and restaurants participated. 75 tickets per participating business are sold. The DMB sold 200 tickets online, the rest were sold at the participating bars and restaurants at \$40 a piece. The DMB collects all of the ticket sales, then that money is used to cover expenses and the DMB receives \$5 from every ticket. The remaining balance is distributed back to the bars, a number determined by the amount of tickets sold and stubs returned. Full report is attached at the end of the minutes.
- b. Parking Committee: Bacigalupo reported that the DDA is completely sold out of parking passes for 2023. The plan is to order the 2024 tags this month to begin selling in November.
- c. Marketing Committee update: The marketing committee met in October to go over the 2024 event calendar to discuss dates and how they could be improved. The committee also talked about how to improve the open houses, specifically the Holiday Open House coming up the first weekend of November. This year, customers will receive a piece of paper with a blank tree. With each purchase, shoppers will receive a christmas bulb sticker to go on their tree. Customers will then turn these in to participating businesses and Kellie will collect, then select two winners to get a Downtown gift certificate.
- d. Beautification Committee Update: The next project the committee would like to work on is a sculpture/art work for the corner of Washington/6th where the bump out is. The group is also going to meet with the Saginaw Basin Land Conservancy to discuss the tree program they are wanting to implement in Spring 2024. Many of the trees down Water St. and Washington are either dead, or missing completely.
- e. Finance Review: Both the DDA and DMB treasurers were absent and excused. No update this month.

6. By-Law Update: The by-laws are still in review by the DDA attorney and the City of Bay City attorney.

7. Strategic Plan: Nemode of the DMB and Staudacher of the DDA have volunteered to work together to make sure that both boards are following the strategic plan and utilizing it to the best of their ability. Nemode, Staudacher, Rupp and Bacigalupo met to go over the charters that Nemode prepared. The group will present updated charters to the executive committee and the full board in December to put them into place in January 2024.

8. Saginaw Street Construction: Construction began on the corner of Saginaw Street and Center Avenue on September 18th. Currently, Shaw is in phase one of the project, constructing four bump outs at that corner. Once the bump outs are complete, they will asphalt that corner, then continue to resurface Saginaw Street from 5th to 6th. Immediately following the completion of stage 1, stage 2 will begin. Stage 2 will be the resurfacing of Saginaw Street from

5th to 2nd. During stage 2, traffic will be maintained in both directions utilizing daytime lane closures and flagging operations.

9. Reviews: LaFave and DeShano reminded board members to return reviews of Rupp and Bacigalupo to them.

10. Feet on the Street Wrap Up:

\$20,150.00 in sponsorships allowed DMB to:

1. Installation of Grass Turfs: The sponsorship money enabled DMB to install two grass turfs on Saginaw St. and a new turf on Center Avenue. These turfs served as communal spaces for various activities.

2. Free Health and Wellness Classes: The third turf became a venue for over 35 free health and wellness classes. These classes included yoga, kickboxing, and more, and were scheduled on Thursday evenings, Saturday, and Sunday mornings. The average attendance for these classes ranged from 10 to 15 people per session.

3. Collaboration with Wirt Library: DMB collaborated with the Wirt Library to offer free yoga story times for young children. This promoted wellness and community engagement among the youngest members of the community.

4. Payment to Instructors: DMB paid instructors \$35 per class.

5. Revamped On-Street Billboards: DMB used the sponsorship funds to transform on-street billboards into street closure directories. These billboards also showcased sponsorship logos and provided a canvas for local artists to display their work, with special recognition to Studio 23 for painting mini-murals.

6. Friday Night Kick Offs: On Friday nights, DMB hosted events that included free live music and pop-ups from local vendors. Musicians were paid \$50 per hour for their performances, demonstrating support for local talent and entertainment.

In summary, the sponsorships allowed DMB to enhance Downtown's well-being through free health and wellness classes, engage local artists, support local musicians, and create spaces for various activities. Full marketing report attached to this packet.

11. City District Updates: The DDA and DMB implemented something new on the agenda and that is to have City Staff report on anything new going on in other districts i.e. Midland Street, Columbus Avenue, Johnson St. S. Dimitroff reported that the Midland Street Business District held a Bay City Welcome Table on September 23rd. The board closed off a block of Midland St. and hosted vendors, had food, games and fun for families. This new agenda item is to get on board and in the loop with the other districts in the community.

12. Roundtable/New Business: Rupp will be sending out a registration form to gather volunteers for the Dry Dock Beer Garden on November 22nd and 24th. Washington Lanes is under new management

Next Executive Committee Date: 10/25/2023

Next Full Board Meeting Date: 11/1/2023 **Room 306**

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn at 9:22 AM

Respectfully submitted,

Kellie Rupp

Downtown Marketing Director