



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, March 1st, 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	Jeff Hildebrant
Jim Goodrow	Howie Diefenbach	Scott Nemode
Jean Ann DeShano	Dan Dimitroff	Jeff Stuadacher
Trevor Keyes	Sheila Turbett	Terry Moulthane
Sara Dimitroff	Breanna Theisen	

The following were absent: Don Carlyon, Nick Schwall

The following were excused: John Neeb, Mayor Kathi Newsham

The following were also in attendance:

- Kellie Rupp, DMB Director
- Mike Bacigalupo, DDA Director
- Dana Muscott, City Manager
- Deb Keisel, City of Bay City
- Ed Clements, City of Bay City 8th Ward Commissioner
- Magen Samyn, Bay Area Chamber of Commerce
- Tim Walli, Buoy 18

2. Approval of the Agenda:

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

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

4. Public Input:

- Megan Samyn of the Bay Area Chamber of Commerce reported that the Chamber Annual Meeting will take place on March 9th at the DoubleTree and invited all to join.

- Jean Ann DeShano reported Sunday, March 5th there is a fundraising event for the Bay City Fireworks Festival from 5:00 – 8:00 PM and encouraged all to attend.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA February Minutes
 - ii. DDA Financial Summary
 - iii. Motion to approve by Staudacher, support from Keyes, all in favor.
- b) DMB Consent Agenda
 - i. DMB February Minutes
 - ii. DMB Financial Summary
 - iii. Motion to approve by Goodrow, support from Hildebrant, all in favor.

5. Committee Reports

- a. Events Committee: Golden reported on the upcoming events for March. March 19th is the annual St. Patrick's Day Parade and Races, the Step into Spring Open House with currently 23 merchant participants will take place March 24th – 26th. It is also on the events committee radar to participate in Studio 23's egg painting day and hold a meet & greet photo opportunity at the Studio, more to come.
- b. Parking Committee: Bacigalupo and the DDA is moving forward with IPS Group and Parkmobile for the 4 downtown lots. Bacigalupo & Rupp have learned the back office procedures with Park Mobile and IPS. Bacigalupo will be meeting with the City and DPW to see how to move forward. There are a total of 267 available parking spots in the DDA lots, 198 parking passes have been sold. A suggestion from a DDA board member to have the parking app explain where the money is going to (parking lot maintenance, beautification, etc.) The DDA is also hoping to hire a parking ambassador by April 1st, or immediately following when the parkmobile signs are installed.
- c. Marketing Committee update: The marketing committee is working to enhance our waterfront and create more marketing around it. Rupp and the committee are creating a Dock and Dine brochure that will feature restaurants directly on the water or just a walk away, that includes Downtown, Uptown, Midland St. and the Kawakawlin River. This will be distributed to area marinas, boat launches and hotels. Rupp, with the help of the marketing committee, is working on a content calendar and marketing plan for the summer events.
- d. Beautification Committee Update: Hildebrandt reported that things are moving forward with the Adopt a Pot program with Begick's and the Adopt a Tree program with the Saginaw Basin Land Conservancy. The beautification committee also wants to receive a calendar schedule of when the street sweeper will be going through Downtown. The DDA contacted the DPW department at the City and reported they will talk to the DDA about that once the snow is gone. Bacigalupo is also working with Bay Landscaping on weed maintenance during the Summer months.

- e. Finance Review: The DDA treasurer, Staudacher, reported that both the DDA and DMB received their revenue estimates for the upcoming fiscal year. Bacigalupo has submitted the 23-24 budget to the City and will review with the City Manager and Fiscal Services Director in March. The DMB treasurer, Theisen, reported that the DMB executive committee will soon begin working on a budget for the upcoming fiscal year to be presented to the board. Theisen also reported that the DMB has received the payroll reimbursement from the DDA for 2022.

7. DMB Vice-Chair nominations: The DMB has been without a Vice Chair since November of 2022 when Bacigalupo (past vice-chair) was offered a position with the DDA.

- Chairman LaFave nominated Breanna Theisen for the Vice-Chair position, motion to approve by Nemode, support from Diefenbach, all in favor.
- Chairman LaFave nominated Scott Nemode for the Secretary/Treasurer position, motion to approve by Theisen, support from Golden, all in favor. Scott Nemode was approved as secretary/treasurer of the Downtown Management Board on March 1st, 2023 and is to be added to the Downtown Management Board bank account at 1st State Bank.

7. 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. In a new development, the City Manager reported that there has been discussion with the commissioners about leaving the decision of closing the streets up to the respective management boards, the Midland St. Management Board and the Downtown Management Board would make the decision on street closures and the durations, then the respective boards would present that to the commission for approval. More to come after Monday March 6th commission meeting.

Feedback & concerns from meeting participants:

Scott Nemode: If we do not do full street closures for the entire season and would like to put out a sidewalk café, who's liable if someone gets hurt.

Avram Golden: Would like to help and create a plan B to see what else the DMB could do/offer.

Alan LaFave: Suggested that the Downtown Management Board to focus on one street being closed. The DMB could focus all the programming and activities in one central area, what would that look like and could it be an agreeable option.

Breanna Theisen: Agreed with LaFave, if one area is done very well and we can do what the DMB can handle and be most successful.

Ed Clements: Midland St. does not prefer to make their own decision and would not prefer entire road closures. There is interest in sidewalk cafes.

8. Strategic Plan: At the most recent executive committee meeting there was a discussion about what it would look like if both the DDA and DMB became one board. Because of the DDA TIF, the two boards could not legally combine, but with the same common goal of moving Downtown forward, the executive committee would like to research this idea more. Petoskey is a similar setup where their DDA members are also DMB members and vice versa. This idea was discussed with the boards and the executive committee will continue to have conversations around if this is something they would like to do.

9. Michigan Main St.: The Main St. committee presented their communication plan to Leigh Young of the MEDC, the next steps are to create a budget and marketing/sponsorship materials. The committee is meeting on 3/6 to talk about next steps and the budget

10. Façade and Fireplace Grants: Bacigalupo and DDA trustee Keyes are working on applying for additional funding for the third fireplace and Bacigalupo has submitted to the community foundation for the façade improvement funding.

11. Executive Director Updates: Bacigalupo reported that he has been busy working on parking enforcement, the tree program, the façade grant and fireplace grants for the DDA. Rupp reported that she is working on marketing materials, getting our website up to date & collecting merchant information. Rupp also reported that she is working on the Spring Open House and the downtown Summer event calendar.

Next Executive Committee Date: 3/29/2023

Next Full Board Meeting Date: 4/5/2023

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn at 9:48 AM

Respectfully submitted,
Kellie Rupp
Downtown Marketing Director