



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, June 5th, 2021
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
Breanna Theisen	Scott Nemode	Sara Dimitroff
Jean Ann DeShano	Jeff Staudacher	Sheila Turbett
Terry Noulthane		

The following were absent: Jim Goodrow, Howie Diefenbach, Nick Schwall

The following were excused: Dan Dimitroff, Trevor Keyes, John Neeb

The following were also in attendance:

- Kellie Rupp, DMB Director
- Mike Bacigalupo, DDA Director
- Dana Muscott, City Manager
- Rachel Phillips, City of Bay City
- Troy Andrews, Wade Trim

2. Approval of the Agenda:

a. DDA Agenda: Motion to approve the DDA/DMB agenda by Staudacher, support from Hildebrant, all in favor.

3. Public Input:

- Mike Bacigalupo announced that on June 27th, a 77th anniversary concert will be held in honor of Don and Betty Carlyon at the State Theatre at 7:00 PM.
- Golden announced there will be a sculpture dedication at the Jefferson Project, June 23rd at 11:00 AM, both boards and public welcome
- Turbett announced that Bar-Fly Pub & Grub will be open at Noon on Saturday and Sunday throughout the Summer.
- Tolling of the Liberty Bridge will begin June 16th.

4. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA May Minutes
 - ii. DDA May Summary
 - iii. Motion to approve by Staudacher, support from Turbett, all in favor.
- b) DMB Consent Agenda
 - i. DMB May Minutes
 - ii. DMB May Summary
 - iii. Motion to approve by Nemode, support from Theisen, all in favor.

5. Committee Reports

- a. Events Committee: Upcoming events is Apps & Ales on June 9th. 11 establishments participating, Rupp will provide a wrap up at the August board meeting. Weekly events will take places through the summer. Wednesdays in the park, Friday at the Falls, free yoga/health classes Thursday, Saturday & Sundays. Starting in July is the Tuesday night movies in Wenonah Park, Young peoples summer series and Rockin' the River Concerts. The committee is working on a fall event in addition to the fall open house and treats & treasures. Looking for hayrides and pumpkin carving.
- b. Parking Committee: There are a total of 267 available parking spots in the DDA lots, 226 parking passes have been sold. Parking ambassadors began enforcing parking at the beginning of May 2023. The ambassadors are monitoring the 4 lots for parking permits and enforcing street parking as it is posted.
- c. Marketing Committee update: Rupp, with the help of the marketing committee, is working on a content calendar and marketing plan for the summer events. The next task the marketing committee would like to work on is communicating to the public the ease of access to get downtown to enjoy the Bay City Fireworks Festival. Also promoting Sidewalk Days and completing the Dock & Dine brochure that highlights places to dock, then dine on the Saginaw River, Kawkawlin River, uptown, downtown and Midland St.
 - i. Social Media Update:
 - Gained 1,896 followers on Facebook since January 1, 2023
 - Gained 188 followers on Instagram since January 1, 2023
 - 2022 total Facebook reach: 394,373
 - 2023 total Facebook reach: 628,829 (up 59.5%)
 - 2022 total instagram reach: 20,577
 - 2023 total instagram reach: 13,492 (down 34.4%)
- d. Beautification Committee Update: Rupp along with the beautification committee has worked with the Bay Arenac ISD in creating metal sails for the Downtown Bay City sign at the foot of Vet's Bridge. The sails have been built & installed, then will be painted before the 4th of July.

- e. Finance Review: The DDA treasurer, Staudacher reported on the DDA finances. DMB treasurer reported on finances and is working with Rupp for a FY 23/24.

6. Bump Out/Street Update: Rachel Phillips, the City of Bay City streets engineer along with a representative from Wade Trim, joined the DDA and DMB meeting to give an update on the bump outs and streets in downtown Bay City. Saginaw St. will be redone from 2nd to 6th street immediately following labor day. A bump-out will be placed on the corner of Center/Saginaw in addition to the street being redone. Saginaw St. will be completed by November 15th.

7. Feet on the Street Update: The streets closed on May 25th, per the City of Bay City. The turf has been installed, all the furniture and planters have been brought downtown. The DMB is providing 39 free health & wellness classes on the Saginaw St. turf. Live music & pop-ups will be on Saginaw St. on Friday evenings from 4:00 – 6:00 PM.

8. By-Law Update: The DMB and DDA chairs and staff recently got together to review the by-laws for both boards, revising them to align better with one another. Per board approvals the new revisions were given to the City attorney for review.

9. 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.

10. Michigan Main St.: The DDA and DMB have officially reached the engaged level of Michigan Main St. A community will officially be recognized as an Engaged Level Main Street Community once they have participated in the Main Street Training Series and have developed their communications and fund development plans. A community has up to three years to participate as an Engaged Level community working to implement their plans and apply to the Select Level. Communities interested in applying for the Select Level will need to complete the following activities prior to application. On May 30th, Leigh and staff from the MEDC met with Rupp and Bacigalupo for a

Next Executive Committee Date: 7/26/2023

Next Full Board Meeting Date: 8/2/2023

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn at 9:34 AM.

Respectfully submitted,
Kellie Rupp
Downtown Marketing Director