



**Approved**  
**Downtown Development Authority & Downtown Management Board**  
**Thursday, January 11th, 2024 8:00 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	Avram Golden	Jim Goodrow
Jeff Hildebrant	Scott Nemode	Magen Samyn
Howie Diefenbach	Jean Ann DeShano	Dan Dimitroff
Jeff Staudacher	Nick Schwall	Sheila Turbett
Jamie Ralph	Terry Moulthane	

Excused: Harmoni Greshow, Trevor Keyes, John Neeb, Don Carlyon  
Absent: Sara Dimitroff

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Jesse Dockett, Commission President

**2. Approval of the Agenda:**

- a. DDA Agenda: Motion to approve the DDA agenda by Staudacher, support from Schwall, all in favor.
- b. DMB Agenda: Chairman LaFave asked to add the nomination of a Vice-Chairperson to the executive committee. Motion to approve the DMB agenda by Nemode, support from Samyn, all in favor.

**3. Public Input:**

- Jeff Hildebrandt reported that there is a new tattoo shop at 928 Washington Ave.
- Magen Samyn shared the 2024 Chamber event calendar with the group.

- The DoubleTree applied and received a grant for GoPro Talent connect through Michigan Works, \$26k was awarded.
- Lux Off Washington is now accepting applications for tenants at their location at 1305 Washington Ave. (formerly the Budget Inn)

#### 5. Consent Agenda:

- a) DDA Consent Agenda
  - i. DDA December Minutes
  - ii. DDA December Summary
  - iii. Motion to approve by Staudacher, support from Schwall all in favor.
- b) DMB Consent Agenda
  - i. DMB December Minutes
  - ii. DMB December Summary
  - iii. Motion to approve by Samyn, support from Hildebrandt, all in favor.

#### 5. Committee Reports

- a. Events Committee: Coming up in January will be the Downtown Chili Cook Off on January 20th. Registration has gone out for the Hot Chocolate Hop on February 10th, this event will take place at participating businesses where they will be offering samples of hot cocoa to try and vote on, 11:00 AM - 3:00 PM.
- b. Parking Committee: The parking passes for 2024 are now for sale at the DDA office. The cost is \$300 a year. Sold parking passes are as follows:  
Saginaw/5th: 67 sold  
Center/Adams: 54  
Jennison: 23  
Washington/6th: 29  
Deshano will also be meeting with the Public Safety sergeant to talk about non-payers of tickets.
- c. Marketing Committee update: Looking to continue campaigns like “Wellness Wednesdays” that will run Wednesdays through January and February focusing on wellness and healthy living. The group will also soon be working on Feet on the Street efforts for 2024.
- d. Beautification Committee Update: The committee has been working on a plan for replacing the trees Downtown. The beautification committee is working with local landscaping companies on tree costs such as the tree, installation, maintenance, etc. The trees will need to be removed by the City and a meeting with light and power will be scheduled.
- e. Finance Review: Reports attached.

6. Strategic Plan: The executive committee met in December to update the charters created by Nemode to put into place at the January meeting. Executive committee members were assigned to the charters below:

DMB/DDA Synergize with City of Bay City: Dana Muscott

DMB/DDA Increase Board Engagement: Dan Dimitroff

DMB/DDA Governance: Alan LaFave, Jean Ann DeShano

DDA/DMB Funding Plan: Scott Nemode, Jeff Staudacher

7. Michigan Main Street: Alan and Kellie met with Leigh and Laura from the MEDC to talk about updates in Bay City and express that we are still interested in the program.

8. Executive Director Update: Rupp reported that she has been working on end of year items with AHP and a social media/marketing wrap up (attached). She has also been working on the Downtown event calendar and will send a copy to merchants and board members by EOD 1/12. Jean Ann and Kellie also reported that their current office at 901 Saginaw St. is being purchased and will need to find a new office location in the next few coming months.

DMB Executive Committee Nomination: The Downtown Management Board is in need to elect a vice-chairperson. LaFave nominated Jeff Hildebrant as vice-chair person, a motion to approve by Samyn, support from Nemode, all in favor. Jeff Hildebrant is now acting vice-chair for the Downtown Management Board. Jeff Hildebrant will be added to the bank account at 1st State Bank and as a signer.

With no further business to attend to, the Downtown Management Board and Downtown Development authority was moved to adjourn at 9:52 a.m.

Respectfully submitted,  
Kellie Rupp  
Downtown Marketing Director



# 2023 SOCIAL MEDIA WRAP UP

**+1,234**

Facebook Page  
New Likes

**26,541**

Total Facebook  
Page Likes

**1.1 M**

Facebook Page  
Reach

**+589**

New Instagram  
Follows

**8,500**

Total Instagram  
Followers

**20.5K**

Instagram  
Reach

**MOST**



**LIKED**

Most Liked Post

Our Tree - December 21st, 2023

**2,986 Likes**



Nelly

**1,800 Likes**



Tree is in town

**717 Likes**



New Murals in  
Wenonah Park

**499 Likes**



Santa's Arrival

**471 Likes**

LARGEST



REACH

Largest Post Reach  
Our Tree  
**102.7k People Reached**



Wine Walk Tickets  
**48,208 Reached**



Dance Under the Star  
Bridge  
**46,724 Reached**



The Tree is in Town  
**36,677 Reached**



New Murals in  
Wenonah Park  
**35,116 Reached**

WHERE WE MATCH UP (FACEBOOK):

Page	Page likes	Page likes...	Published content
Downtown Grand Rapids Inc. Accelerating GR's transition to a best-in-class American city.	45.8K	↑ 157	30
Downtown Holland The Lakeshore's premier shopping, dining, and events destination. We c...	28.7K	↑ 27	19
Downtown TC Downtown Traverse City: Best Shopping, Dining and Entertainment in th...	27.4K	↑ 17	21
Downtown Bay City Welcome to Downtown Bay City, providing waves of opportunity for visi...	26.5K	↑ 60	54
Go Great Lakes Bay Go Great Lakes Bay is the Destination Marketing Organization of Michig...	21.2K	↑ 75	23
Downtown Midland, Michigan Explore a diverse mix of quaint shops, unique eateries and bustling busi...	19.1K	↑ 49	10