



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, February 7th, 2024
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	Jean Ann DeShano
Avram Golden	Dan Dimitroff
Jeff Hildebrant	Jeff Staudacher
Howie Diefenbach	Don Carlyon
Harmoni Greshow	Nick Schwall
Magen Samyn	John Neeb
	Sheila Turbett
	Jamie Ralph
	Jesse Kendall

Excused: Scott Nemode, Trevor Keyes
Absent: Jim Goodrow

The following were also in attendance:
- Kellie Rupp, DMB Marketing Director

2. Approval of the Agenda:

- a. DDA Agenda: Motion to approve the DDA agenda by Dimitroff, support from Schwall, all in favor.
- b. DMB Agenda: Motion to approve the DMB agenda by Golden, support from Diefenbach, all in favor.

3. Public Input:

- Samyn reported that the Bay Chamber of Commerce State of the Community is today, March 7th at 11:30 AM. The February Eye Opener Breakfast will be Friday the 9th at 7:15 am. Both events take place at the DoubleTree.

5. Consent Agenda:

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

5. Committee Reports

- a. Events Committee: Coming up this weekend, on February 10th will be the Downtown Chocolate Hop. 19 businesses are participating in this year's hop. Participants will visit each individual business and taste their sample of hot chocolate, ballots will be supplied to businesses for participants to fill out and vote for their favorite. The snowmen art installations will also be put in place on Saturday, the 10th at the corner of Saginaw/Center. This year, the DMB received sponsorships from 8 businesses to either create their own snowman or have it painted by an artist. Snowmen will be in place until March 16th, the public will also vote on their favorite and the winner will be announced the weekend of March 1st.
- b. Parking Committee: The DDA has been instructed by the treasurer's office to update our parking policy and fines to meet the City ordinance requirements. This includes the parking ambassadors writing additional violations. DeShano sent the list of violations to the DDA attorney to receive their opinion. Parking will remain status quo until hearing back. The DDA is also working with ParkMobile to have the ability to do monthly/longer term parking other than one day. PM does have the ability to do monthly and yearly reservations but they are calendar months and years, which would not be preferable. PM is going back to their technicians to see if there is another solution.
- c. Marketing Committee update: The marketing committee met yesterday 2/6 to start discussing Feet on the Street efforts for 2024. The committee met with representatives from the Planetarium and the YMCA. Rupp will work on the sponsorship form and the plan to communicate on-goings with the downtown merchants.

- 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. a meeting with light and power has been scheduled for 2/21 to discuss removal of electricity and trees.
- e. Finance Review: Reports attached.

6. Strategic Plan: No update.

7. DMB By-Law Approval: The DMB has had since January 12th to review the proposed by-laws. Chairman LaFave was looking for a motion to approve the DMB by-laws. Motion to approve by Samyn, support from Golden, all in favor.

8. Summer Events Update: In working with the State Theatre board, the DMB has come to the decision to spearhead the Young People's Summer Series and Wednesdays in the Park. Fridays at the Falls will be moved to the street closures, Thursdays at Uptown will be managed by Uptown and other groups are looking at continuing the movies in the park.

Young People's Summer Series

Managed By: DMB

The DMB will work with the Bay County Library System (pending) & Bay City Public Schools to produce a handful of Wednesday late morning/early afternoons in July (more dates based on funding and availability).

Wednesdays In the Park Concert Series

Managed By: DMB

The DMB will work with community members (paid or voluntary) to book talent, sound production and act as stage management. We have already approached Troy Weiler who produces the Excellency Music Festival, as well as other events in Bay City and Saginaw. Talent selected will be in the same vein as previous years, with the possible addition of local bands for specific shows but playing similar "tribute band" style music regularly offered in the WIP series. Funding: DMB will also pursue funding from previous and new sponsors

10. Memorial Cup Update: Ralph and Samyn shared about the Memorial Cup that is coming to Saginaw in May over Memorial weekend. Much of the event(s) is going to take place in Downtown Saginaw, but Bay City may see some visitors.

11. Michigan Main Street: The MEDC has agreed to meet with the DMB/DDA and City staff, to move forward with MMS once a full time employee is in place at the DDA.

12. Director Update: Rupp reported that she has been working with the executive committee and Excellency Presents on the Wednesdays in the Park series; she is in the process of creating a sponsorship form to distribute by the end of this week. Rupp has also been working on the Hot Chocolate Hop making sure that every business has ballots and tasting cups for Saturday and working with the Bay County Library and Bay City Public schools for the Young People's Summer Series.

13. City District Updates: The City's master plan is substantially complete and will go to the planning commission at their February meeting. Soon after, there will be a 63 day period that the plan will be shared for public input and include a survey. North Peak Brewery is still slated to be complete in July of 2024 and the City's RRC essentials certification is coming soon.

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn by Don Calyon at 9:29 a.m.

Respectfully submitted,
Kellie Rupp
Downtown Marketing Director