



**Approved**  
**Downtown Development Authority & Downtown Management Board**  
**Wednesday, March 6th, 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	Jean Ann DeShano
Jim Goodrow	Dan Dimitroff
Jeff Hildebrant	Jeff Staudacher
Scott Nemode	Don Carlyon
Howie Diefenbach	Sheila Turbett
Harmoni Greshow	Jamie Ralph
Magen Samyn	Jesse Kendall
Sara Dimitroff	Terry Moulthane

Excused: Avram Golden, Nick Schwall, Trevor Keyes, John Neeb  
Absent: None.

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Jesse Dockett, 1st Ward Commissioner
- Dana Muscott, City Manager
- Trish Lewis

**2. Approval of the Agenda:**

- a. DDA Agenda: Motion to approve the DDA agenda by Staudacher, support from Turbett, all in favor.
- b. DMB Agenda: Motion to approve the DMB agenda by Samyn, support from Nemode, all in favor.

### 3. Public Input:

- Nemode announced that DRI's "Lucky Bunny" will be opening March 15th at 207 Center Ave. Drift will also be opening on weekends after the 15th of March.
- LaFave reported that Drydock Beer Garden will be open on March 17th.
- Hildebrant shared that Times Properties has purchased a building on Water St. between 1st & 2nd and will eventually develop.
- Samyn reported that Xavier Degroot will be the presenter at the March Eye Opener breakfast on March 8th. The Chambers business after hours will be at the United Way March 14th 5:00 - 7:00 PM.

### 5. Consent Agenda:

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

### 5. Committee Reports

- a. Events Committee: Rupp reported that the Hot Chocolate Hop took place on Saturday, February 10th. The DMB collected 140 ballots back from the merchants. The ballots were provided to people participating in the hop to vote for their favorite hot chocolate. The winner of this year's Hot Chocolate Hop was for the second year in a row, Little House with 28 votes. The ballot also included a QR code to a map, there was 93 scans of the map. Coming up in March is the Spring Shop Hop on March 22nd and 23rd hosted by the DMB and the Bay City St. Patrick's Day parade is Sunday, March 17th.
- b. Parking Committee:
  - Jennison: 27 reserved, 23 available
  - Saginaw/5th: 74 reserved and 15 available
  - Center/Adams: 54 reserved and 6 available
  - Washington/6th: 38 reserved and 52 available
  - February passes sold: 1525.00
  - Fines paid: +1051.50
  - Parkmobile Parking: +177.79
  - Credit Card processing fees: -263.57
  - Ambassador Payroll: -2329.00
  - Parking Equipment: -1400.00

- c. Marketing Committee update: The marketing committee met 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 Armstrong Maple was recommended to the group by Artisan's Landscaping as a hearty tree for a downtown that does not drop anything (berries/fruit) and can withstand salt and "abuse" an urban tree may endure. This type of tree is a hybrid of a red/silver maple, which is classified as a street tree by the DNR as well.
- e. Finance Review: Reports attached.

6. Strategic Plan: No update.

7. Summer Events Update: The special event permits have been submitted for both the Wednesdays in the Park concerts and Young People's Summer Series. The DMB executive committee has sent out a sponsorship request form to the community and has received \$26,500 so far. The group has been working with Excellency Presents, a local show producing company to help with booking talent and arranging stage production.

8.. 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, including also working on the Young People's Summer Series with BCLS and BCPS. Rupp also talked about the Spring Shop Hop that was previously known as the Spring Open House. In efforts to bring in some more shoppers, the events committee decided to add an egg hunt element to the event. Participating businesses will donate smaller items and gift cards to go in the eggs, the eggs will then be filled and redistributed back to the businesses to hide in their shops for the public to find. Each participating business will also receive a QR code for any shopper to scan to enter the grand prize, an overnight stay at the Doubletree with breakfast and a \$50 Downtown Bay City gift certificate. On March 5th, Rupp also sent an email to both boards advising them of the road construction that will be taking place in May on Washington Ave. Her email read the below:

*"I just received notice from City engineering that this May there is going to be some construction on Washington, 7th to Woodside and Saginaw, 10th to 6th St. Due to the seasonal limitations, work will begin after May 15th and be completed before Memorial Day weekend.*

*What they will be doing is a "cape seal" that will seal the cracks, then a chip seal, then put an asphalt emulsion over it. Each section will only take up to 2 days at a time, one side of the road at a time, traffic will be directed with flaggers and sidewalks will remain open. The project(s) should only take around 2 weeks total to complete.*

*Sidewalk Cafes that are in this area will not be allowed to set up until the project is finished."*

10. City District Updates: City staff reported that the Match on Main program is live for businesses to apply to. They also advised on May 7th at 4:00 PM there will be a public outreach meeting in regards to an EPA RLF grant, room 401 at City Hall.

11. Roundtable: LaFave mentioned that Don Sabourin had purchased the entire building at 109 Center Avenue and he will be acquiring Mulligan's Pub once all the paperwork is completed. Diefenbach mentioned that during the St. Patrick's Day parade a large number of people make their way down Water St. looking for a bathroom, he asked if we could potentially get some porta potties to supplement that. Rupp said she will reach out to the parade association.

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn by Don Calyon at 8:49 a.m.

Respectfully submitted,  
Kellie Rupp  
Downtown Marketing Director