



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, September 4th, 2024
Bay City Hall, 301 Washington Ave. Bay City, MI 48708 Rm. 317

1. Opening

- a. The regular meeting of the Downtown Development Authority and Downtown Management Board was called to order at 8:06 AM by Neeb. Members present were:

Jeff Hildebrant
Jennifer Stasser
Howie Diefenbach
Harmoni Greshow
Magen Samyn

Jean Ann DeShano
Dan Dimitroff
Nick Schwall
Don Carlyon
Jamie Ralph
Trevor Keyes
John Neeb
Sheila Turbett

Excused: Jesse Kendall, Avram Golden, Scott Nemode

Absent: Terry Moulthane

-Jennifer Stasser was introduced by Rupp as a new DMB board member.

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Sam Fitzpatrick, DDA Director
- Dana Muscott, City Manager
- Sara Dimitroff, City Staff

2. Approval of the Agenda:

- a. DDA Agenda: Motion to approve the DDA agenda by Neeb. Supported by Schwall. None opposed.

b. DMB Agenda: Motion to approve the DMB agenda by Diefenbach. Supported by Samyn. None opposed.

3. Public Input:

- No public input.

4. Regular Agenda:

- a) DDA Agenda
 - i. DDA August Minutes
 - ii. Motion to approve by Neeb, support from Schwall. All in favor.
- b) DMB Agenda
 - i. DMB August Minutes
 - ii. Motion to approve by Samyn, support from Diefenbach. All in favor.

5. Committee Reports

- a. Events Committee:
 - Rupp reports about the Treats and Treasures event taking place October 26th. A trick or treating event that takes place at the businesses Downtown. Rupp and Golden would like to include fun cut-outs on bump-outs downtown for photo-ops.
 - Holiday open house to follow Halloween event, November 1st and 2nd, 2024.
 - Nov. 29th will be Santa's arrival in Wenonah Park.
 - Small Business Saturday working to be amped up.
 - Sundays in the City to begin December 1st-Christmas (four Sundays total).
 - Believe and Inspire Beauty to organize Christmas trees sponsored by businesses downtown.
 - Hell's Half Mile will be Sept. 26th-Sept 29th downtown and window decorating competition will be put in place to coincide.
 - Sept 27th Food truck festival in Washington & 6th Parking lot.
- b. Parking Committee Update:
 - Fitzpatrick reports for the month of August:
 - \$1,217.00 in paid parking fines
 - \$143.60 in CC fees.

-Monthly parking reports to be given from here on out, Fitzpatrick has gone back to January of 2024 to document all parking citations of downtown lots to determine the most profitable and least profitable.

-\$1,350.00 running total in cited and paid lot tickets for 2024. Does not include unpaid lot tickets.

-Parking Ambassadors still working together good. Renee and Emily work the most. Brooklyn out with a hurt back but is on the mend.

-Emily helped organize all collected parking tickets by month and year for better record keeping.

c. Marketing Committee update:

-Hildebrant updates about the billboard for Downtown Bay City on I-75 just south of Birch Run heading north. Possibly looking into another headed south on I-75.

-Rupp gives Downtown Bay City social media updates by the numbers. Compared to other downtowns in Michigan, Bay City's leads for content production. Over the summer, June 1st - August 31st there was an increase of 31% of a total reach on Facebook. Content interactions went up by 15%. Organic content, so not sponsored posts, continues to be the primary driver that contributes to 98% of the reach. The Downtown Bay City page has also reached 30,000 followers; the page was around 28.5k at this point last year. I also keep an eye on other downtown's social media pages similar in size to ours like Downtown Grand Rapids, Downtown Holland, Traverse City, Royal Oak. Downtown Grand Rapids is in the lead overall, but the DTBC leads in content production.

-Podcast ads were placed through Pandora and WNEM for June and July 2024 with close to 60,000 impressions. The click-through link only had 19 clicks taking users to the event calendar. Would like to look at other options for the future.

d. Beautification Committee Update:

-Neeb updates with financials related to beautification. 2023 very healthy bottom line going into 2024 for cash and fund balance. Money needed for trees. \$30,000 could be allocated for a matching program for tree development downtown.

-Fitzpatrick has three new proposals from Troy Karp for brick replacement downtown. Map created of 38 spots needing repairs. Proposals from Troy are priority #1, #2, #3.

-Fitzpatrick adds a quote from Clements Electric for the removal of 29 additional electrical boxes and meeting with John DeKam regarding the Third Street Fountain. DeKam will hand over a list of maintenance items needed for Clements as DeKam no longer wishes to handle maintenance.

Finance Review:

- e. DDA Finance Committee Update:
 - Neeb adds that financials will always be reported a month behind due to timing. His report is under the Beautification meeting (d).

- f. DMB Finance Committee Update:
 - Financials included in the packet. Nemode is absent due to illness.

6. Summer Events Update:

-Rupp updates that the final Concert in the Park occurred on Aug. 14th. \$3,459.00 brought in from the bucket. (ask Kellie for specifics). A wrap up meeting with the concert committee will take place next week.

-Feet on the Street is ending this week. All of the DMB's furniture will be moved into storage today. The streets will reopen to regular traffic Friday, September 6th in the early morning.

7. Michigan Main Street:

-Fitzpatrick and Rupp have been meeting with Leigh Young and Blake Newman of Michigan Main Street. Both are interested in attending November meeting to introduce themselves and provide the DDA and DMB boards homework on the status of where Downtown Bay City lies with progress in the Main Street Program. Phil Eich may also join as a part of the placemaking portion of Hey, Bay City!

8. Meeting Day Change:

-Vote was held to change DDA/DMB board meeting days to the second Wednesday of the month to allow Fitzpatrick to attend BACC Leadership classes undisturbed from October - June. Neeb motions, Dan Dimitroff seconds. No objections from the DDA nor DMB.

9. Merchant Mixer:

-Merchant Mixer from spring was a success, thinking of adding another on October 3rd. Casual meet and greet of downtown businesses and Downtown staff.

10. Director Updates:

Kellie:

- The Fall into Autumn Open House is this weekend, September 6th and 7th at 18 participating downtown businesses. Shoppers will have the opportunity to enter into a drawing for a gift basket of items given by participating merchants. My Secret Garden will have food trucks on Friday from 11-2.

- Feet on the Street will be wrapping up at the end of this week. Begick's removed all of the plants from the containers that need to go into storage and redistributed the plants that have a little bit more life to them, to the sidewalks. Signage, turfs, to also be picked up this week. A survey is being sought out to get feedback from merchants about street closures.

- The cape seal project on Washington and Saginaw St. that was moved from the spring will begin on September 19th. Work is expected to be completed September 27th, weather depending.

- The final Wednesdays in the Park concert took place on August 14th, that was the Material Girls. This concert received the most donations of the series, at \$3,459.77.

-Grand total that was brought in through the donation buckets was \$15,525.18

-Next week, the WIP committee is going to get together to talk about learning moments, things to improve on and talk about the series for next year.

A thank you email was sent out to all of the sponsors back on the 23rd thanking them for their generosity and that I have their banners available for pick up.

Sam:

-Neeb and Fitzpatrick to start looking at PA57 materials this month. The deadline is Dec 27, 2024. Items missing from previous years that also needed to be reported on.

-Sept. 10th zoom meeting will be held between DDA, City of Bay City, and IPS Enforcement to finalize changes needed to parking tickets to match the city's parking ordinance.

-Fitzpatrick now has access to Independent Bank account for the DDA. Once ACH's have been transferred the DDA can close out the credit union account.

-Office has been deep cleaned—working on a contract for monthly cleaning.

-DDA plans to move over to the Microsoft 365 suite for security reasons.

-Meetings on transit have taken place between Sam and MTA of Flint and Bay Metro to learn about transit and possibly to improve it for downtown businesses, employees, tourists and students alike. A meeting with SVSU is scheduled for the 16th to look into how it could benefit college students.

-Kellie and Sam have been meeting with Nicole Beauchamp and Vicky Livingston for the 2025 tour season. Next meeting for this topic is scheduled for October 15th for more brainstorming and narrowing down ideas. Downtown Bay City is also in communication with the BCHS about tours as they also plan to have them in 2025.

12. Roundtable:

-Samyn reports that Hey, Bay City! Won a silver award from the International Economic Development Council.

13. Adjournment:

The meeting adjourned at 9:02am by Carlyon.