



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, August 7th, 2024
Bay City Hall, 301 Washington Ave. Bay City, MI 48708 Rm. 317

1.
 - a. The regular meeting of the Downtown Development Authority and Downtown Management Board was called to order at 8:03 AM by DeShano. Members present were:

Avram Golden	Jean Ann DeShano
Jim Goodrow	Dan Dimitroff
Jeff Hildebrant	Jeff Staudacher
Howie Diefenbach	Don Carlyon
Harmoni Greshow	Jamie Ralph
Magen Samyn	Trevor Keyes
	John Neeb
	Sheila Turbett

Excused: Scott Nemode, Nick Schwall

Absent: Jesse Kendall, Terry Moulane

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Sam Fitzpatrick, DDA Director
- Dana Muscott, City Manager
- Sara Dimitroff, City Staff
- Jesse Dockett, 1st Ward Commissioner

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 Golden, all in favor.

3. Public Input:

- DeShano comments she has heard fabulous things about Wednesdays in the Park, Kellie adds there are two more shows.
- Samyn adds that on August 14th the regional Chambers of Bay, Midland, Mt. Pleasant and Saginaw will be hosting the annual regional chamber summit. The keynote speaker will be the President/CEO of Accident Fund Insurance with 500 RSVP guests in Bay County's Great Hall and she invites everyone to come. BACC Business After Hours are fully booked for 2025 and are looking ahead to 2026.
- Rupp adds the next Business After Hours will be held at First Look Bridal Boutique.
- Samyn adds the September BACC Eye Opener Breakfast will feature Bay Future CEO Jim Reaume.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA June Minutes
 - ii. Motion to approve by Dimitroff, support from Staudacher(?) all in favor.
- b) DMB Consent Agenda
 - i. DMB June Minutes
 - ii. Motion to approve by Diefenbach, support from Goodrow, all in favor.

5. Committee Reports

- a. Events Committee:

Golden reports that Sidewalk Days occurred July 25th - 27th at 22 businesses downtown. This year the event was moved to these dates due to a scheduling conflict with merchants. Received good feedback from merchants, Mulligans did triple what they normally do for a Saturday lunch. Nice weather helped. Rib Fest and the Munger Potato Festival occurred during the same time. On July 25th the first-ever Rock, Paper, Scissors competition was held on the Center Ave turf with 9 total participants for \$5 to enter. Chris Girard was crowned the winner. Looking ahead to 2025 registration would like to go out sooner to draw bigger crowds. Fall open house will be held in early September, registration for the event will be out this Friday, August 9. Next Events meeting will be on August 13th at 9am.
- b. Parking Committee Update:

Sam reports that the Parking Ambassadors are “All Stars” and that myself and the public appreciate all of the work they do and a few vendors have given them food and water. If anyone gets argumentative with ambassadors they know to refer these folks to Sam who will handle it. Summer has been dry so far so only two rain days meaning no parking ambassadors work on these days.

Parking Fines	\$1,464.50
Park Mobile	\$365.76
Parking Passes	\$175.00
TOTAL	\$2,005.26
Expenses	
Payroll	\$1,167.18
Equipment Costs	\$1,445.74 (IPS)
Parking Lot Maintenance	\$2,510.00
TOTAL	\$5,122.92
Difference	\$-3,117.66

Dimitroff comments that Parking Reports should be Year-To-Date and what projections should be for the year. Sam adds that from here on our Parking Reports will be YTD.

DeShano adds that now Sam is working here each parking lot should be broken down to be able to see where money is being made and where money is being lost.

Staudacher asks DeShano where the DDA stands on parking pass sales going back to the beginning of 2024. \$53,400 is budgeted Neels says, and by subtracting 6 there have been around \$47,000-ish in parking passes. In 2023, Neels adds top line parking revenue was all lot-specific for about \$69,000.

DeShano adds that the Parking Ambassadors are doing a wonderful job.

c. Marketing Committee update:

Rupp updates that there hasn't been a Marketing committee meeting in July, and the next meeting will be held on August 14th at 4pm at the Downtown office. Rupp plans to update the committee about efforts completed this summer. Rupp will include Social Media in the Director's Report. Advertising was worked out for Sidewalk Days on "The Bay" and ads will play on Spotify and Cumulus Media. Rupp plans to have the numbers to report when it comes to the reach of these ads.

d. Beautification Committee Update:

Hildebrant reports about the bricks and turns to Fitzpatrick. Fitzpatrick reports that Troy Karp has been hard at work completing the bricks along the east side of Saginaw Street between Center and Sixth. Troy received a shipment of 1,520 brick pavers from Belden Supply and they have been made available behind our office for protection. Troy has access to the gate and grabs bricks as needed. He is also in direct contact with Neil Samyn of Bay City Electric Light and Power for access to electricity on the street lamps where he is working for his tools.

Fitzpatrick brings up that there are other problem areas downtown with bricks that need to be repaired/replaced such as in front of Beaver's Pub on Center. Lori Beaver points out that people trip on the lip being created by a tree root raising the bed of bricks. Lori explained to Fitzpatrick that they have had to clean blood off of the sidewalk from people tripping.

As of July 2nd, Laura Anderson of Bay City Electric Light and Power notified Fitzpatrick that all of the cages had been removed. Fitzpatrick informed the board that as of August 6th, there are two more cages on Third Street between Drift and St. Laurent. Laura was emailed that same day asking about them.

Hildebrant adds that the tree program to donate a tree should be added within the next month or two onto the Downtown Bay City website and plans to work with Rupp on this.

Avram asks where the tree cages are being disposed of—these belong to the City of Bay City and are being recycled.

e. Finance Review:

f. DDA Finance Committee Update:

Neels reports that the payroll account is functioning and Fitzpatrick confirms it is. George Martini recently told Sam things should all be routine at this point with payroll. A bank account for the DDA is currently being worked on through Independent Bank. The cash from the Great Lakes Federal Credit Union will be transferred over to this new account. Also being worked on is obtaining Worker's Comp for Fitzpatrick and the Parking Ambassadors as there have never been employees at the DDA.

Neels has financials but they did not make it into the packet, and asks to wait until the September meeting to go over them so everyone can see. Neels asks the boards if they would like to see the financials on either a monthly or quarterly basis for the DDA. Neels decides to start monthly, DeShano agrees and if the board decides to go quarterly we can. Neels has two budget workbooks: Preliminary Budget and some amendments that need to be made. A final approval would be needed from the board at the September meeting. Also has a financial statement from June 30, 2024 for the DDA TYD. Sent around the board table for review and suggestions. Rupp offered to send it out as she will also need to send out Scott Nemode's report. DeShano adds that Fitzpatrick and Rupp will send out financials to their respective boards.

Neels adds that he structured the budget so Fitzpatrick can complete it quickly by the process of data entry from New World. This will be more user-friendly for the DDA.

g. DMB Finance Committee Update:

Rupp fills in for Nemode who is absent and plans to meet with him next week to receive an update on a finance review to be able to send out to the DMB.

6. DMB Executive Committee:

Hildebrandt calls the first order of business to be an election of executive committee members and nominations are open for DMB Board Chair. Diefenbach nominates Hildebrandt. Rupp adds that LaFave's term was up on June 30th and clarifies that Hildebrandt is asking for nominations for the chair position.

Dimitroff asks if we are calling for a succession process or if Hildebrandt did not want to be chair. Carlyon nominated the current chair, but was corrected that this nomination process was for the DMB and not the DDA.

Golden seconds Diefenbach's nomination of Hildebrandt. No objections. As chair of the Downtown Management Board, Hildebrandt will be added to the bank account at First State Bank. Hildebrandt's term as chair will expire 6/30/2026.

Nominations open for Vice Chair. Golden nominates Samyn. Samyn accepts. No objections. Samyn's term as Vice-Chair will expire 6/30/2025.

7. Summer Events Update:

Rupp updates that today is the last Young People's Summer Series. Schools will be providing lunch and the library will be bringing books. The show starts at 11:45am and the entertainer is a magician. Two more concerts in the park on Wednesdays. Tonight is the Woman of Country Music sponsored by Brian's House in which all proceeds will go to. Next week will be Material Girls.

Health and Wellness classes will be held for the remainder of August on Saturdays and Sundays on the turf and Feet on the Street. Live music will continue on Fridays on the corner of Center and Saginaw.

Golden asks if footage of said events is being taken—Rupp confirms that she has taken footage of each event. Schools will provide the amount of lunches they have provided for Wednesdays in the park and the young people's summer series along with the food trucks giving a breakdown of money collected over the summer. The Bay Arts and Culture Commission running the parking lot will also provide numbers so Rupp can put together a detailed impact study for the events in the park from this summer.

8. Michigan Main Street:

Rupp and Fitzpatrick met with Leigh Young and Blake Newman of the MEDC last week for a brief introduction to each other. We have a meeting setup for Aug 19th with Sara Dimitroff and Shellie Thurston to discuss Michigan Main Street and to move forward with it once more.

Leigh informed Rupp and Fitzpatrick that she would like for us in the meeting with Shelli and Sara to complete the Downtown Scorecard to advance the engaged level work plan and then to proceed with whole board meetings for review to finalize the scorecard. Then another meeting to outline the tasks within the work plan. Rupp adds there are more resources available now.

9. Strategic Plan:

Staudacher reports that with all of the changes taking place this has taken a back burner for now. He recommends bringing this up to the Executive Committee meeting due to change of officers and membership. Exec. Comm. should look it over and move forward. Refers Fitzpatrick to review the strategic plan.

10. Leadership Bay County:

Fitzpatrick seeks approval for attending the 2024-2024 Leadership Bay County Class through the BACC. He has completed an application, a Letter of Support seeking financial assistance to cover the cost of the class, and his resume as requested. The total for the class is \$1,350 and the DDA has budgeted \$500.00 for Education and Training with \$325.00 spent already for a MEDA membership to attend a conference.

Needs motions, DeShano supports. No objections.

Samyn adds financial support is not traditionally offered to non-501C3's as the DDA is c6. Due to the importance of the organization, Samyn spoke with the executive committee of the Chamber and they have agreed to offer financial support.

12. Director Updates:

Sam:

- Electrical Boxes: Fitzpatrick reports that 29 of what were labeled the 'priority boxes' have successfully been removed by Clements Electric. These were the boxes that had either been falling over or deemed a tripping hazard. \$1,325.00 was the total for the bill, or around \$47/box, significantly cheaper than the \$100/box as previously quoted by Rob Clements. Clements explained this quote arose from the thought that the boxes may be a little more tricky to remove but these came out with relative ease. There are 91 remaining electrical boxes downtown that will need to be removed. Fitzpatrick plans to contact Clements to get an idea of cost and schedule for removal.
- Stones: All areas needing stone have been filled. Fitzpatrick and Renee, a Parking Ambassador, went around and filled the remaining areas and even cleaned up the area along Sixth and Washington by the Planetarium. These stones were cleaned up and repurposed in other areas where stones were needed and given to Kellie to be used as weights to support the Legends signs spread around downtown.
- OHM and Ram Construction (Jennison Lot): Estimates and proposals have been sent to the DDA regarding the preventive maintenance for the Jennison parking lot and garage on Water Street. Staudacher suggested we contact RAM before agreeing with anything from OHM. The costs for RAM were significantly higher. Neels and Fitzpatrick obtained a copy of the Ease agreement from Bay County and were able to confirm that the DDA only owns and maintains the surface of the parking lot—the garage portion is the responsibility of the Jennison Condos. Staudacher has previously requested a parking committee meeting be set up to discuss feasibility with George Martini of the city—funds should come out of the Water Street TIF. Fitzpatrick is aiming to hold this meeting during the week of the 19th. Staudacher comments that the RAM proposal was significantly higher due to the fact it included much more work than the OHM proposal.
- Knobs on Fireplaces: The missing knob on the gas fireplace on Center and Washington has been missing—whereabouts are unknown. Fitzpatrick contacted Serenus Johnson Construction who replaced the knob which happened to be under warranty, meaning no bill.

- Tours: Fitzpatrick will be meeting with the BCHS on August 9th to discuss possible collaborations with the museum and Downtown Bay City. The museum would like to bring tours back in 2025, and Vicky Livingston of Golden Trolley Tours would like to start her own city-wide bus tours next year. Fitzpatrick has been assisting her with resources to study history and architecture. She may also have an interest in absorbing Madonna into her tours. Tours may also include ghosts and ghost stories as many of the businesses are on board with the idea and it helps to promote tourism. Avram asks if period clothing/costumes have been considered. Fitzpatrick will bring this up in the meeting with the museum. Rupp will be joining the meeting as well.
- Credit Card: The DDA has applied for a credit card through the City of Bay City with a line of credit worth \$1,000. This will aid in smaller purchases as needed as our current method is to use checks, in which there is only one left. George Martini has the application.
- Bay Future and the SBDC: Jim Reaume of Bay Future and Michelle Judd of the SBDC are scheduled to speak at the October DDA and DMB meeting to provide an update to their services in the region. If Michelle cannot make it, Jim Reaume will gladly step in to speak for her.
- PA57 reporting: Shellie Thurston from Economic Development for Bay City met with Fitzpatrick last week to introduce him to PA57 annual reporting. Fitzpatrick plans to work with Neels on this closely to ensure everything is done correctly. There is missing reporting from year's past and she will be providing more information to Fitzpatrick in the coming days. Deadline is December 27th.

Kellie:

- Sidewalk Days took place July 25th - 27th at 22 participating businesses. Typically this event is the weekend before, but due to some scheduling conflicts with merchants we moved it to the last weekend of July. I have received good feedback from the merchants that they had a really good weekend of sales and Mulligan's did triple what they normally would for a Saturday lunch. I think having nice weather helped significantly. Also the Labadie Rib Fest was going on in Vet's and it was the weekend of the Munger Potato Fest.
- On July 25th we held our first ever rock paper scissors competition on the Center Ave. turf. We had 9 total participants compete at \$5 a person. We made a bracket on a whiteboard and crowned Chris Girard as the winner of the competition. Next year, I'm hoping to get the registration out earlier and have a bigger presence for the event.

- I have worked with Marlana from the Community Foundation on an event that they are doing. August 7th, 4-7 PM they are going to have BACF employees, representatives from bay city schools and the ISD help graduates and past graduates fill out their FAFSA. I connected Marlana to our vendors in the park for Wednesdays in the Park, so they could give out coupons or incentives to the students that fill out their FAFSA to go get food or drink items from the food trucks and encourage them to attend the concert.
- Today (August 7th) is the last Young People's Summer Series in the pavilion. The turnout depends on the entertainment, but it does seem as the events are going over fairly well. Bay City Public Schools provides free lunch for the kids and the Bay County Library brings free books. The schools are going to provide me with numbers on how many lunches they gave out at these events at the end of the summer.
- There is a new business, Elizabeth Charles, located at 807 Adams St. that has home goods and fresh flowers grown in her own garden. The owner is Debbie Edmonds, who previously owned Harless + Hugh Flea on 3rd St. and a consignment store on Johnson street previous to that.
- After some vandalism in the park bathrooms last week, the bathrooms are going to be closed to the public for the near future. In the meantime, we put two porta potties in the Jennison lot to subsidize.
- I am working with Michaela from the United Way on putting UW piggy banks in downtown businesses to collect change to support their impact partner programs. The banks will go on counters from September 1 - November 15. Merchants have until August 26th to sign up for one.
- The concerts are going well. Two things with the most comments were having both sets of bathrooms open, which they are now and the concessions. Josh Sharrow, the owner of Excited Goat coffee and is our emcee, worked out a contract with the city to do concessions at the shows. The largest crowd that we have had this summer was for Fleetwood Mac on July 24th, with the help of Josh S. we estimated around 4,000 people in attendance, Josh went through 120 pounds of popcorn in concessions. More details on costs & donations can be found below:

7/10/2024 - Elton John	Estimate	Actual Estimate	Donations	Difference
Electrical	\$36.50	\$36.50		
Trash	\$350.00	\$400.00		
Bathrooms (both)	\$600.00	\$600.00		
Production	\$1,000.00	\$1,000.00		
XLNC	\$600.00	\$600.00		
Entertainment	\$2,700.00	\$2,700.00		
	\$5,286.50	\$5,336.50	\$1,387.98	-3,948.52
7/17/2024 - KISS	Estimate	Actual Estimate	Donations	Difference
Electrical	\$36.50	\$36.50		
Trash	\$350.00	\$400.00		
Bathrooms (both)	\$600.00	\$600.00		
Production	\$1,000.00	\$1,000.00		
XLNC	\$600.00	\$600.00		
Entertainment	\$2,250.00	\$2,250.00		
	\$4,836.50	\$4,886.50	\$2,219.45	-\$2,667.05
7/24/2024 - Fleetwood Mac	Estimate	Actual Estimate	Donations	Difference
Electrical	\$36.50	\$36.50		
Trash	\$350.00	\$400.00		
Bathrooms (both)	\$600.00	\$600.00		
Production	\$1,000.00	\$1,000.00		
XLNC	\$600.00	\$600.00		
Entertainment	\$2,500.00	\$2,500.00		
	\$5,086.50	\$5,136.50	\$3,321.41	-1,815.09
7/31/2024 - David Bowie	Estimate	Actual Estimate	Donations	Difference
Electrical	\$36.50	\$36.50		
Trash	\$350.00	\$400.00		
Bathrooms (both)	\$600.00	\$600.00		
Production	\$1,000.00	\$1,000.00		
XLNC	\$600.00	\$600.00		
Entertainment	\$2,000.00	\$1,750.00		
	\$4,586.50	\$4,386.50	\$1,508.57	-2,877.93

13. Office Cleaning:

Fitzpatrick and Rupp have been in touch with Mike Schingeck of Schingeck Property Management to clean the office. There is currently no janitorial services for the entire office including the other tenants. Schingeck has given us two estimates: \$400 for a one-time deep clean, and a \$150/month service for routine cleaning to include stocking bathrooms. This will be split between each tenant. Dimitroff asks for the landlord (John Klein) to cover the cost of the initial deep cleaning. Fitzpatrick has placed John and Mike Schingeck in touch regarding obtaining a key to the building and figuring out a schedule. Dimitroff suggests the landlord handle the billing as we shouldn't collect from all of the tenants. Golden asks if there should be a contract.

Staudacher wants to make a motion to just get the office cleaned in August and have a contract ready by September. Dimitroff motions to approve a full deep cleaning of the office and asks the landlord to reimburse and if not we (the DDA and DMB) will pay our share of the bill. DeShano supports. Needs seconds. No objections.

Dimitroff brings up the Clements deal. The original deal approved \$100 x 29. In exec. Committee meeting Dimitroff asked to approve the balance of the funds approved to spend to finish the remaining boxes and asked if it makes sense to just have those done. Dimitroff suggests we do not need a motion for this and to just spend the money that was budgeted. Dimitroff suggests Fitzpatrick calls Clements about this. Staudacher brings up working with the beautification committee about trees.

14. City Updates:

-Sara Dimitroff updates that they met with Mersen who recently hired over 50 employees in the last 6 months and looks to hire more. The city meets monthly with the companies just to make sure there are no issues.

-Going to the next week's commission meeting, three contractors submitted bids and one has been selected for approval. This will check a box off for being Redevelopment Ready Certified. There is an aggressive timeline for getting this done.

-Ongoing projects with Rod Hildebrant in the works. Others too but cannot be discussed yet.

-Muscott asks Fitzpatrick about the Purchasing Dept. Fitzpatrick explains that it is on his to-do list.

-Dan Dimitroff brings up drainage pipes within the Jennison Parking lot and thinks this is creating the majority of the issues and that it was removed at some point. He suggests this be replaced with a 100-year PVC pipe. Maybe it's worth examining the original plans. Staudacher adds that where it is leaking is where the seams come together. The inspection calls for sealing the entire top of the structure he adds.

-Muscott asks about the water fountain on Third Street. Fitzpatrick and Rupp answer that the fountain is working as of the day before and John Dekam was able to get his part and repair it. John did not communicate with Downtown Bay City at all that he had received the part and fixed it (a pressure valve on the part was broken and it needed repairing). Fitzpatrick expressed that he wished John had communicated this. Rupp adds that we may want to hire Clements to work on the fountain annually.

15. Roundtable:

-DeShano updates that there will be a benefit for Brian's House on Midland Street the following evening from 6-9pm.

-Rupp adds that Americana will be holding the Vintage Market in Vet's Park. The store has been in operation for 25 years this year.

-DeShano comments on working for the XLNC music festival and was impressed with the staff there and the youth in attendance. Many visitors from all over the US.

-Golden comments that it is great the State Theatre was sold to someone local. Congratulations Jordan Dice.

-Carlyon apologizes for accidentally joining the DMB Board earlier. One week from today is Don's 100th birthday.

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn by Don Carlyon at 9:23 a.m.

Respectfully submitted,

Kellie Rupp
Downtown Marketing Director

Sam Fitzpatrick
Downtown Development Director