



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, December 11th, 2024 8:04 AM

301 Washington Ave. Bay City, MI 48708 Room 317

Meeting called to order by JeanAnn DeShano and Jeff Hildebrant at 8:05AM

1. Call to Order/Roll Call

☒ Jeff Hildebrant

☒ Jean Ann DeShano

☒ Magen Samyn

☒ Daniel Dimitroff

☐ Scott Nemode

☒ John Neeb

☒ Howie Diefenbach

☒ Don Carlyon

☒ Avram Golden

☒ Nick Schwall

☐ Harmoni Greshow

☒ Trevor Keyes

☒ Jennifer Stasser

☒ Sheila Turbett

☒ Kelli Wilson

☐ Jamie Ralph

☒ Sara Dimitroff

☒ Jesse Kendall

☒ Jim Reaume

☒ Terry Moulthane

Excused: Harmoni Greshow, Scott Nemode, Jamie Ralph

Absent: None.

Others in attendance:

Dana Muscott, City Manager

Kellie Rupp, DMB Marketing Director

Sam Fitzpatrick, DDA Development Director

Jordan Dice

Mete Olgac

2. Approval of the Agenda

- a. DDA Approval of the Agenda: Reaume / Schwall
- b. DMB Approval of the Agenda: Samyn / Golden

3. Review and Approval of Minutes

- a. DDA Approval of the minutes: Neeb / Schwall
- b. DMB Approval of the minutes: Hildebrandt / Wilson
- c. DDA Approval of financials: Reaume / Schwall
- d. DMB Approval of financials Samyn / Hildebrandt

4. Public Input

-Jordan Dice and owner of Jake's Corner Lounge, Mete Olgac just to sit in and learn.

-Dice is happy to be supporting two landmark businesses in Downtown Bay City.

5. Zachary Seebeck/Parking Presentation

5A. DDA Financials Received by Reaume / Seconded by Schwall

DMB Financials Received by Hildebrandt / Seconded by Samyn

6. Director & Committee Reports

a) Fitzpatrick Report

Motioned to receive DDA Director's Report and committee reports by Neeb / Seconded by Dimitroff

- Invite has been sent to DDA Board members to use Slack for communications.
- Invite sent out to DDA Board to Microsoft Teams. An agreement was made to unify on Slack as a go-to for organizational structure.

- Meetings for our transit initiative are moving forward. Eric Sprague of Bay Metro is currently compiling rates for us for the trial runs Kellie and I are planning in 2025 for SVSU students, and SVSU is looking for groups that may be interested in participating. We have another meeting between the DDA, DMB, and SVSU planned for this Thursday.

- Tours for 2025 are still being planned. A recent meeting (Dec. 10) occurred between Sam, Kellie, Nicole, and Vicky. Nicole is to give Sam a personal tour of her ghost stories of Downtown Bay City that Sam can use to draw from the history side of things. Vicky will shift her focus to Bay City history after Jan. 18th when her current season ends. Next meeting is planned for Feb. 2025.

b) Rupp Report

Motioned to accept DMB Director's Report and committee reports by Samyn / Seconded by Hildebrandt

c) Events Committee Report

d) Parking Committee Report

e) Marketing Committee Report

f) Beautification Committee Report

7. DDA Special Election

DDA is in violation of bylaws regarding term limits; special election needed. DeShano and Dimitroff are termed up of their current positions (DeShano, Chair, and Dimitroff, Vice Chair).

Votes for Board Chair:

Neeb nominates Dimitroff for chair, seconded by Schwall.

Turbett nominates Reaume, no seconds.

No other nominations from the board.

DeShano – YES

Dimitroff – YES

Neeb – YES

Carlyon – (virtual; cannot vote)

Schwall – YES

Keyes – (virtual; cannot vote)

Turbett – YES

Ralph – EXCUSED

Kendall – YES

Reaume – YES

SEVEN ‘YES’, NO OBJECTIONS

New Board Chair: Daniel Dimitroff

Votes for Vice Chair:

Dimitroff nominates Neeb for Vice Chair, seconded by DeShano.

No other nominations from the board.

DeShano – YES

Dimitroff – YES

Neeb – YES

Carlyon – (virtual; cannot vote)

Schwall – YES

Keyes – (virtual; cannot vote)

Turbett – YES

Ralph – EXCUSED

Kendall – YES

Reaume – YES

SEVEN ‘YES’, NO OBJECTIONS

New Vice Chair: John Neeb

Votes for Treasurer:

Neeb nominates Kendall, Seconded by Reaume, seconded by DeShano.

No other nominations from the board.

DeShano – YES

Dimitroff – YES

Neeb – YES

Carlyon – (virtual; cannot vote)

Schwall – YES

Keyes – (virtual; cannot vote)

Turbett – YES

Ralph – ABSENT

Kendall – YES

Reaume - YES

SEVEN 'YES', NO OBJECTIONS

New DDA Board Chair: Dimitroff

New DDA Vice Chair: John Neeb

New Treasurer: Jesse Kendall

All approve, no objections.

8. Feet on the Street Survey Discussion

9. Action Items

a) DDA Credit Card (DDA)

-DDA Does not have a way of purchasing anything minus petty cash in desk drawer. No checkbook, no debit/credit card currently.

-Neeb suggests a resolution be put together for a credit card. Credit Card policy also to be created for DDA.

-To be examined in the January 2025 meeting.

-Dimitroff moves to get Sam a credit card with a \$1,000 limit on the agreement that a credit card policy be put in place with the City of Bay City's blessing prior to any purchases or issuance.

-Dimitroff motions, DeShano seconds. No objections.

b) Excuse Harmoni Greshow during maternity leave (DMB)

-Motion to approve by Samyn, seconded by Wilson. No objections.

c) Schingeck Proposal (DDA)

-Forgotten in the packet.

-Reaume motions to table until the January 2025 meeting. Supported by Schwall. No objections.

10. City District Updates

Sara Dimitroff updates about the new Great Lakes Bay Health Center going up in Uptown Bay City.

Match On Main guidelines have come out, opening January 21st, timeline being put together with help from Rupp. Will focus on business districts but does offer flexibility.

Muscott updates about police incident occurring the night before.

11. Roundtable

- Samyn updates the last BACC Eye Opener breakfast of 2024 to be held on Friday, December 13th on the topic of Conscious Capitalism.

- Reaume on Parking – reasons for voided tickets suggested to be in future parking reports.

- Golden asks about American Legion parking spots that are under question about their free usage. DeShano and Fitzpatrick met with Mike Pergande the day before this meeting to get “Veteran Parking Only” signs in the Center and Adams lot. DeShano suggests any vet can use this, not just American Legion traffic.

- Samyn brings up that Rupp should have a year-end review.

11. Adjournment

Meeting adjourned at 9:34AM by Carlyon.

a.) Fitzpatrick Report

- -We are making progress on both the Slack account. We are in the process of switching the 'owner' over from Marjo to myself. I will update when this process is complete. I admit this has been painfully slow on Slack's behalf and a lot of information has been asked of Slack that I have happily provided to explain our situation and organization.
- I have tried a new method of inviting the DDA board to use Microsoft Teams. Did everyone get my invite?
- Meetings for our transit initiative are moving forward. Eric Sprague of Bay Metro is excited to be working together on this. He is currently compiling rates for us for the trial runs Kellie and I are planning in 2025 for SVSU students, and SVSU is looking for groups that may be interested in participating. We have another meeting between the DDA, DMB, and SVSU planned for this Thursday. I will provide an update in the January 2025 meeting with both boards.
- Tours for 2025 update will be here, a meeting between myself, Kellie, Nicole, and Vicky is planned for Tuesday, Dec. 10th (the day before this meeting).

b.) Rupp Report

- In November I organized and worked on promotions for Sundays in the City. I created and got materials printed for the merchants to have including the Santa Bucks and December event calendars. I also collected all of the items for the sleigh of gifts that is now on display at Herter Music Center. Shoppers can enter to win the entire sleigh of gifts at any participating establishment. With this, I have also coordinated the free carriage rides with Mid-Michigan Carriage company on December 8th, 15th and 22nd.
- A majority of what I worked on for the month was making sure that everything was set for Santa's Arrival, the tree lighting and Drydock. THANK YOU Jean Ann, Jeff S., Howie, Magen, Jim, Kelli and Sam for volunteering to work Drydock and thank you Jeff H. for live streaming Santa's arrival!
- Sam and I met with Jim Reaume of Bay Future to check in with one another and how we can work on future projects together. We talked about the CMURC business hub and Match on Main that is going to be set to open for Bay City businesses at the end of January. Being on the same page as Bay Future is important and I'm hoping we can offer more support for the downtown merchants and have access to more information and resources for them.
- As stated in the marketing committee report, Jeff and I are going to meet with committee members from the Hop Riot Beer Fest that took place in Wenonah Park. This event had samples of beers from across the state, maybe even the country, poured by volunteers. Attendees received a glass and tickets to sample beers. It was a lot of fun and an event that community members have shown interest in coming back. The event supported the concerts in the park and raised around 60k. This could be a great fundraiser for the DMB and help support summer events.
- Sam and I had a meeting with SAMSA, our IT provider about our website. Kiel from SAMSA showed us the back end of our website and how to update features. The program is pretty user friendly, but it is full access and way more than we've had before. It is going to take some trial and error, but I will be learning and updating this month. Kiel also has some user guides that he will be sending to us.
- We will discuss the results of the Feet on the Street survey at the board meeting. Going into 2025 I want to have a clear idea of what the 2025 summer season will look like. I'm hoping to have some conversations with the 1st and 2nd ward commissioners and some of the people that kicked off the initiative back in 2020.
- In January, I would like to have a meeting with the restaurant owners and managers to talk about Apps & Ales and the Wine Walk. Ticket sales have been lower from previous years, especially Apps & Ales. I want to talk about how we can improve the events and the experience for the attendees and establishments and gain some feedback.

c.) Events Committee Report

Next events meeting: December 17th, 9:00 AM 816 Washington Ave.

Upcoming events:

Sundays in the City: December 15 & 22

Participating merchants will be open during their business hours, offering special promotions. Free carriage rides will be available, starting by the State Theatre.

-Santa's Arrival in Wenonah Park

- On November 29th, Santa arrived in Wenonah Park, where he lit the holiday tree to kick off the season. The Downtown Management Board (DMB) hosted Drydock on November 27th and 29th, bringing in the following sales:

Sales

Gross Sales	\$2,102.00
Service Charges	\$0.00
Returns	\$0.00
Discounts & Comps	\$0.00
Net Sales	\$2,102.00
Gift Card Sales	\$0.00
Tax	\$0.00
Tip	\$701.30
Refunds by Amount	\$0.00

Total \$2,803.30

- In 2023, we brought in \$4,358.05 over the weekend at Drydock. The cold weather could have certainly been a deterrent.

- Small Business Saturday (November 28th):

Merchants handed out “I Shopped Small” stickers to customers to encourage local shopping. Our social media channels featured shopping tips and reminders to support local businesses.

- Sundays in the City (December 1st):

- Sunday, 12/1, was the first Sundays in the City. Shoppers could pick up a Santa Buck at any participating location that gives them \$5 off a \$25 or more purchase. MacDonald Broadcasting held an all day movie marathon at the State Theatre from 9AM - 9PM. The DMB helped sponsor a portion of the day. They brought in around 300 people throughout the event.

-Hop Riot (Potential Summer 2025):

- Kellie and Jeff H. are going to meet with some of the committee members from the Hop Riot Beer Fest that took place in Wenonah Park. This event had samples of beers from across the state, poured by volunteers. Attendees received a glass and tickets to sample beers. It was a lot of fun and an event that community members have shown interest in coming back. The event supported the concerts in the park and raised around 60k.

d.) Parking Committee Report

- I have compiled the following parking spreadsheets for everyone to view and compare amounts of tickets and revenue:
 - 2024 Paid Parking Lot Tickets (to date)
 - 2023 Paid Parking Lot Tickets
 - 2024 Paid Street Parking Tickets (to date)
 - 2023 Paid Street Parking Tickets
 - 2024 Voided tickets (to date)

I can look at 2023 Voided tickets if we think it's necessary

- The monthly parking report for November is incomplete as I am still waiting for the ParkMobile numbers to come in as of last Friday, 12/6/2024, when our reports were compiled. It is very possible that the missing ParkMobile numbers will come in the night prior to our meeting as this is what happened last month. If so I will audibly update the boards in my report.
- Mike Pergande and the American Legion are being approached about paying for parking spots on Tuesday, Dec. 10th about this. I will update in the meeting about this. There are also plans to approach Studio23 about the spots they are using.
- The signs in the Washington and Sixth Lot that were a bit confusing to read, the "Free Employee Permit Parking – Permit Sticker Required" have been taken down, fixed to read better, and reinstalled by our Parking Ambassadors. They now read "Free Employee Parking" as they do not require a permit, nor do we have stickers as permits which were once handed out. They have been reinstalled as of last Friday. See below how they now look:



- Our Parking Ambassadors have found a new loophole that works for them—as the Digichalk feature can be a bit cumbersome, time-consuming, and very easy to delete, they are able to write in under the comments section of each ticket involves timed street parking. This way people that have been ticketed can clearly see when they were checked for time. See example below:

BAY CITY, MI
Notice of Parking Violation

The owner and/or operator of the vehicle described herein, is charged as follows:

CITATION	#: 1024012
DATE	: 11/20/2024 12:52 PM
OFFICER	: Badge 2

MAKE	: CHRYSLER
BODY	: Van
COLOR	: GOLD
PLATE/ST	: ETU8428 / MI
PLATE EXP	: 9 / 2025

LOCATION: Third Street

VIOLATION(S) :
2, Over Two Hour Parking on Street \$10.00.

TOTAL DUE : \$10.00

COMMENTS: VEHICLE FIRST NOTED AT 10:51 AM.
TICKET GIVEN AT 12:52 PM.

Revenue November 2024

Parking Lots PAID		\$330
Street Parking PAID		\$1,290.00
Park Mobile	\$263.03	
Parking Passes		\$126.66
<i>Revenue TOTAL</i>	\$2,009.69	

Expenses November 2024

Payroll - Net (ambassadors)		\$1,342.05
Equipment Costs	\$1820.35 (IPS)	
Parking Lot Maintenance	\$400 (Schingeck)	
<i>Expenses TOTAL</i>		\$3,562.40

Difference **\$1,552,71**

PAID Parking Lot Tickets Only - 2024						
Month	(5th + Saginaw)	(Jennsion Lot)	(Center & Adams)	(Washington & 6th)	Total Paid Tickets	Revenue
January	6	0	2	2	10	\$100
February	9	0	1	3	13	\$140
March	2	2	3	2	9	\$90
April	2	4	1	2	9	\$90
May	7	1	2	4	14	\$150
June	11	3	0	0	14	\$180
July	15	9	5	4	33	\$350
August	11	3	3	3	20	\$250
September	9	1	3	3	16	\$200
October	18	5	3	3	29	\$340
November	17	7	1	1	26	\$330.00
December						
TOTALS:	107	35	24	27	193	\$2,260

PAID Parking Lot Tickets Only - 2023						
Month	5th + Saginaw	Jennsion Lot	Center & Adams	Washingto n & 6th	Total Paid Tickets	Revenue
Jan.	2	0	0	0	2	\$20.00
Feb.	2	0	0	0	2	\$20.00
Mar.	0	0	0	0	0	\$0.00

Apr.	2	0	0	0	2	\$40.00
May	12	1	3	5	21	\$200.00
June	27	4	2	4	37	\$450.00
July	22	6	3	6	37	\$460.00
Aug.	10	3	1	3	17	\$190.00
Sept.	7	1	3	3	14	\$160.00
Oct.	7	0	0	0	7	\$70.00
Nov.	9	0	0	4	13	\$140.00
Dec.	7	1	1	0	9	\$110.00
TOTALS:	107	16	13	25	161	\$1,860.00

PAID Street Tickets Only - 2024											
Month	Washingt on	Cent er	Wat er	Sagina w	Ada ms	Thir d	Fourt h	Fift h	Sixt h	Tot al	Revenu e
Jan.	34	14	0	6	3	0	2	9	0	68	\$910
Feb.	27	8	0	6	1	5	2	7	0	56	\$670
Mar.	25	3	0	6	4	0	7	3	1	49	\$600
Apr.	15	4	0	6	2	1	1	4	0	33	\$390
May	24	13	1	5	3	6	5	3	0	60	\$750
June	34	12	5	3	14	6	3	7	0	84	\$910
July	54	18	4	7	10	2	3	14	0	112	\$1,320
Aug.	97	13	7	14	3	9	3	9	0	155	\$2,150
Sept.	41	23	8	8	16	4	5	9	0	114	\$1,380
Oct.	39	21	15	13	10	8	10	13	0	129	\$1,560
Nov.	33	29	5	18	7	8	2	6	0	108	\$1,290.00
Dec.											
TOTALS	423	158	45	92	73	49	43	84	1	968	\$11,930
\$12,570 COMBINED LOT AND STREET RUNNING											

TOTALS FOR 2024											
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PAID Street Tickets Only - 2023											
Month	Washingt on	Cente r	Wate r	Sagina w	Adam s	Thir d	Fourt h	Fift h	Sixt h	Tota l	Revenue
Jan.	0	0	0	0	0	0	0	0	0	0	\$0.00
Feb.	0	0	0	0	0	0	0	0	0	0	\$0.00
Mar.	0	0	0	0	0	0	0	0	0	0	\$0.00
Apr.	0	0	0	0	1	0	0	0	0	1	\$20.00
May	27	4	9	2	3	1	12	0	0	58	\$540.00
June	45	9	3	7	7	0	5	6	1	83	\$1,050.00
July	15	6	3	1	4	0	4	7	1	41	\$460.00
Aug.	31	5	4	2	1	0	9	7	0	59	\$720.00
Sept.	32	6	4	4	4	1	4	8	2	65	\$720.00
Oct.	32	7	1	2	3	1	3	7	0	56	\$670.00
Nov.	20	4	3	2	7	0	5	5	0	46	\$500.00
Dec.	20	17	6	3	5	1	3	4	1	60	\$640.00
TOTALS	222	58	33	23	35	4	45	44	5	469	\$5,320.00

2024 VOIDED Tickets	Amount of Voided Citations	Monetary Total
January	12	\$130.00
February	10	\$100.00
March	13	\$130.00
April	13	\$140
May	17	\$200
June	21	\$210.00
July	12	\$120.00
August	17	\$170.00
Sept.	17	\$180.00
October	35	\$380.00
November	14	\$140.00
December		
Running Totals:	181	\$1,900.00

e.) Marketing Committee Report

- Facebook Reach: 127.1K (up 32% from October)
- FB Content Interactions: 8.1K (up 160% from October)
- Net FB Followers Gained: 126
- FB Total Followers: 30.3K
- IG Reach: 6.3K (up 13.7% from October)
- IG Content Interaction: 1.8K (up 26% from October)
- Total IG Followers: 8.7K

-Map & Wayfinding Redesign: Rupp & Hildebrant have been working with Hanna Brown to recreate our downtown map and business list. The map for the wayfinding stands throughout town should be finalized by January and the hand held maps, a draft should be completed by February.

-Small Business Saturday: On small business Saturday, we provided the downtown businesses with stickers that say “I shopped small Downtown Bay City” partnering with the stickers there was a social media campaign. 5 photos of 5 different downtown merchants went out every hour and had the image of the sticker added onto the photo. The caption of these posts had tips to shop and support local. The featured merchants were: Golden Gallery, Believe Inspire Beauty, Regent Floral & Mercantile, Sarah’s Sweet Escapes and Attractions Salon. The next page shows results of the post.

-Radio: We have an ad running with Cumulus on their 4 stations promoting downtown holiday shopping and SITC. It is running 6 times a day, every day until Christmas.

Title	Impressi ons	Rea ch	Reactio ns, Comme nts and Shares	Reacti ons	Comme nts	Shar es	Tot al clic ks	Oth er Clic ks	Impressi ons from Unpaid posts
<p>Many local businesses offer email subscriptions or loyalty programs that give you access to the latest updates, special offers, and sometimes even early access to sales. By subscribing, you'll stay informed and can take advantage of exclusive discounts throughout the holiday season!</p> <p>Golden Gallery</p>	4418	4267	258	222	12	24	146	93	4418

<p>Struggling to pick the perfect gift? A gift certificate to a local business is always a thoughtful choice. It's a great way to support your favorite spots while giving your loved ones the opportunity to choose something they'll truly enjoy.</p> <p>Sarah's Sweet Escapes</p>	4682	4664	161	113	14	34	206	178	4682
<p>Why not turn your shopping trip into a day out? Meet friends or family for coffee, stroll through local shops, and enjoy a meal at one of the many non-retail businesses downtown. Many businesses, from restaurants to art galleries, rely on your support just as much as the retail shops do!</p> <p>Attractions Salon</p>	3308	3230	36	33	1	2	70	44	3308

<p>Did you have an exceptional shopping experience or discover a great product? Let others know by leaving a positive review. Whether it's about a selection of goods or outstanding customer service, reviews are a valuable way to share your experience and help others find the best local spots.</p> <p>@regentfloralandmercantile</p>	2983	2904	78	63	14	1	122	108	2983
<p>Social media is a powerful tool—use it to showcase your local finds! Check in on Facebook or post about your experience at your favorite downtown business. Sharing your excitement with friends and family helps spread the word and supports the success of small businesses.</p> <p>@shopbelieveinspirebeauty</p>	3917	3917	69	65	2	2	123	99	3917

f.) Beautification Committee Report

- Beautification Committee meetings are going to be held quarterly during the winter months, and our next meeting will be scheduled in February. This is due to a slowdown in projects during the winter.
- I am reaching out to Rob Clements on a weekly basis for an update with checking the Firepits before further estimates can be given. I will update when I hear back.
- Craig Howell of CR Howell Contracting will be performing our snow removal for the 2024 – 2025 season. He has already started as of last week's snowstorm.
- In our last Beautification Committee meeting we decided to just turn the gas on for the firepits during Nov 27 – Nov 29 as downtown would be busy for Thanksgiving and Santa's Arrival. They were turned off on my way out from volunteering at the Drydock after Thanksgiving and the signs have been replaced on both of them. This was a success for the time they were on, as the weather was cold but many were out for this event.
- Mike Schingeck has what he needs to spray our loose stones around downtown to keep them in place. He needs a 50-degree day to spray the chemical and once it is warm enough he will test spray one location free of charge for us and let me know how it works.
- With the announcement of the BACC Leadership class choosing the DDA's project, the class is very eager to start moving forward. The Logistics Committee Chair has asked if the class could be in direct communication with our Beautification committee during the time period of the project, which is now through June of 2025.

Meeting was ADJOURNED at 9:34AM by Carlyon.