



Downtown Management Board & Downtown Development Authority Regular Meeting

Tuesday, May 13th, 2025 8:00 AM

301 Washington Ave. Bay City, MI 48708 Room 317

1. Call to Order/Roll Call

DMB

- ✓ Jeff Hildebrant
- ✓ Magen Samyn
- ✓ Scott Nemode
- ✓ Howie Diefenbach
- ✓ Avram Golden

Excused Kelli Wilson

Excused Jennifer Stasser

- ✓ Sara Dimitroff

DDA

- ✓ Daniel Dimitroff
- ✓ John Neeb
- ✓ Jesse Kendall
- ✓ Don Carlyon
- ✓ Nick Schwall

Excused Paul Wiese

- ✓ Sheila Turbett

- ✓ Jamie Ralph

- ✓ Jean Ann DeShano

Excused Jim Reaume

- ✓ Terry Moulane

- ✓ Chris Girard

Also in attendance: Dana Muscott, City Manager  
Kellie Rupp, Marketing Director

## 2. Approval of the Agenda

- a. DDA Approval of the Agenda: Girard / Schwall
- b. DMB Approval of the Agenda: Nemode / Diefenbach

## 3. Review and Approval of Minutes

- a. DDA Approval of the April 2025 minutes: Girard / Turbett
- b. DMB Approval of the April 2025 minutes: Nemode / Diefenbach
- c. DDA receive financials: Kendall / DeShano
- d. DMB receive financials: Golden / Hildebrant

## 4. Jonah O'Laughlin, Community Policing Officer

Officer Jonah O'Laughlin from Bay City Public Safety recently met with the DDA and DMB to share important updates on handling incidents in the downtown area. For issues like property damage, shoplifting, open intoxication, soliciting, or disruptive behavior, he advised calling Central Dispatch at 989-892-5900. The key information to provide: what's happening and where. Jonah also encouraged businesses to consider additional security measures such as alarms and cameras, and reminded everyone to keep their contact information current with Public Safety.

## 5. Public Input

No public input.

## 6. Director & Committee Reports

- a. Rupp Report
- b. Events Committee Report
- c. Parking Committee Report
- d. Marketing Committee Report
- e. Beautification Committee Report
- f. Michigan Main Street

## 7. Action Items

- a. Approve accounts payable (DDA)
  - i. Motion to approve by Kendall, support from DeShano, all in favor.
- b. Receive Schingeck agreement
  - i. Motion to approve by Kendall, support from DeShano, all in favor.

c. DDA/DMB Office Relocation

- i. DDA motion to table by Kendall, support from Girard, all in favor.
- ii. DMB motion to table by Nemode, support from Diefenbach, all in favor.

8. Farmers Market Discussion

Members of the Downtown Management Board, The Jefferson Project, and the Bay City Food Co-Op have been collaborating to establish a vibrant farmers market in the downtown area. The market is scheduled to run Tuesdays from 2:00–6:00 PM on Jefferson Street (between First and Woodside) from June 3 to October 21.

A small group of volunteers has helped launch the market by creating a website, establishing Facebook and Instagram profiles, developing market documentation, and sending vendor invitations.

The Bay Area Farmers Market (BAFM) team is requesting a \$5,000 grant to support start-up efforts, with a focus on marketing and operational management. The funds will help hire a dedicated market manager responsible for developing and executing a marketing plan, coordinating vendors, overseeing weekly operations, and managing the market budget.

Motion: A motion was made by Nemode to approve \$5,000.00 in support of BAFM marketing efforts. Seconded by Samyn. Motion carried unanimously.

9. Strategic Planning Discussion

The DDA and DMB Chairs have been in discussions with Lee Rouse regarding upcoming strategic planning efforts. The goal is to revisit and build upon the 2022 Strategic Plan, incorporating key insights gathered during the January 2025 whiteboard session. Lee will begin by meeting individually with the DDA and DMB, followed by a joint session with both groups to align goals and priorities moving forward.

Motion to approve by Ralph, support for Schwall, all in favor.

Motion to approve by Samyn, support from Hildebrant, all in favor.

10. City District Updates

- 3rd Street will be closed on May 22nd - September 5th
- The speed bump will be installed back on Water Street in the coming month
- Major League Fishing will be in town August 7th - 10th
- National Night Out is Tuesday, August 5th
- There will be a Farmers Market on the West Side of Bay City, near the water, more details to come.
- The city is conducting a housing survey, Kellie sent the link to board members and it is open until May 29th, 2025.

11. Roundtable
12. Adjournment

With no further business to attend to, the meeting was adjourned at 9:48 AM by Don Calyon.

### *a.) Rupp Report*

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- I have solidified arrangements with Bay County and with Bay Metro for free transportation to and from Wednesdays in the Park. This new service is designed to make it easier than ever to attend the concerts. No tolls, no long walks carrying chairs or coolers. With pick-up locations on both the east and west sides of the river, attendees can enjoy a convenient and stress-free way to get to the park with transportation running every 30 minutes at the times listed below.
  - Pick-Up Locations:
  - West Side: Veteran's Park (near the Boat Launch) running at 5:30 PM, 6:00 PM and 6:30 PM
  - East Side: Adams/5th Street Parking Lot. Running at 5:45 PM, 6:15 PM and 6:45 PM.

The bus will be waiting near the entrance of Wenonah Park at 8:45 PM for a 9:00 PM departure back to both east and west side locations. In the case of inclement weather, additional buses may run during the concert.

- I have been working on the Summer events booklet, collecting ads from sponsors and getting that ready to be printed. I will get banners from everyone as the concerts get closer.
- I have been working on putting together two events for the first weekend in May. The first event was First Thursdays (the first one). Jeff worked with SVSU, Delta College, the ISD and Western High to have artists display their artwork in participating stores. Some stores gave me feedback and one business had 41 additional sales that night! The other event was Three of a Kind. Merchants handed out playing cards to shoppers walking in the door and they received an additional card if they made a purchase. When shoppers got three of a kind they could enter into the drawing for three gift baskets of goodies given to me by participating merchants. After all was turned in back to me, 112 shoppers got three of a kind, so that was a pretty good turn out.
- I took part in the United Way's day of caring on April 25th. Over 725 volunteers contributed across the county on that Friday. I was a site lead for Downtown Bay City, I had volunteers downtown cleaning windows and picking up trash from the parking lots and alley ways. There were also a good bunch of people cleaning Wenonah Park and Battery Park downtown. A big thank you to the United Way for putting the event on every year!

## ***b.) Events Committee Report***

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### Events Committee Report

*Next events meeting: May 20th*

#### April/May Events:

1. Three of a Kind (May 3rd): Shoppers could pick up a playing card at the door of every participating business. Purchasing from a shop earned them an extra card, anyone who collected a three-of-a-kind could turn it in at any participating store to be entered into a giveaway.
2. First Thursdays: The first event was the inaugural "First Thursdays." Jeff collaborated with SVSU, Delta College, the ISD, and Western High to feature artwork from local artists in participating stores. Several businesses provided feedback, with one reporting 41 additional sales that evening.

#### Themes:

- May 1 – Art Walk: Local student artwork displayed in participating businesses.
- June 5 – Passport Challenge Kickoff: Shoppers collect stickers for purchases to enter a \$300 gift card drawing.
- August 7 – Family Night: Entertainment throughout downtown, including face painting, balloon animals, and jugglers.
- September 4 – 80s Night & Bring Your Pet: 80s-themed activities, giveaways, and a pet-friendly atmosphere with treats and photo ops.

Additionally, we are including Dine Downtown, encouraging restaurants to offer a \$25-\$30 prix fixe menu on the First Thursday of the month.

### ***c.) Parking Committee Report***

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Specific reports can be provided by Kellie.

	<b>March 2025</b>	<b>April 2025</b>
<u>Revenue</u>		
<b>Tickets Paid:</b>	2090.00	1780.00
<b>Parkmobile Paid:</b>	412.65	354.00
<b>Parking Passes:</b>	18562.00	525.00
<b>Revenue Total:</b>	21064.65	2659.00
Running Collected Payments (YTD)	41183.07	43842.07
Unpaid	\$2,950.00	\$2,370.00
Voided	45	27
<u>Expenses</u>		
<b>Payoll - Ambassadors</b>	3975.38	1960.08
<b>Parkmobile Fees</b>	70.65	59.4
<b>IPS Monthly</b>	1536.5	1444.19
<b>Parking Lot Ground Maintenance</b>	0	0
<b>Expenses Total:</b>	5582.53	3463.67
Difference	15482.12	-804.67

#### ***d.) Marketing Committee Report***

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	<b>January 2025</b>	<b>February 2025</b>	<b>March 2025</b>	<b>April 2025</b>
Facebook Content Interactions	4,400	2,599	3,700	1,500
Facebook Followers	30,433	30,425	30,544	306,634
Facebook Post Reach	97,700	113,900	244,087	59,900
Facebook Video Watch Time	7d 4h	13h	1d 3h	16h
Instagram Followers	8,765	8,787	8,809	8848
Newsletter Open Rate	38%	39%	39%	39
Constant Contact Subscribers	9879	9869	9859	9857



### ***e.) Beautification Committee Report***

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1. **Schingeck Proposal:** The committee decided to move forward on the agreement with Schingeck Property Maintenance for the below services.

- Street/Sidewalk Cleanup (May 1 - Oct 30)

- Rate: \$40/hour
- Total Cost: \$4,040

- Parking Lot Cleanup (4 lots, May 1 - Oct 30)

- Rate: \$450/month
- Total Cost: \$3,600

- Waterfall Park Maintenance (Jun 1 - Aug 30)

- Rate: \$200/month (potentially every other month)
- Total Cost: \$1,400, every other month \$700 total.

**2. Waterfall Park Update:** Kellie & John met with Russ Weston to have him take a look at the fountain so he can begin his work, he should be ready to go. Kellie received a call from Joy at the city water department saying that they ran into some issues when turning on the water. They asked if Russ could give them a call to go look at it with Russ, Kellie notified Russ.

**3. BACC Tree Update:** As you know, the class reached the fundraising goal and is moving along with the project well. In an email from Jeff Lang, at Weiss Property Management RockPave is going to provide some samples for the tree base soon. Jeff also mentioned the trees are being delivered Wednesday the 14th and hopes to begin planting shortly after, hoping to get them in before the end of the month.

**4. Bricks:** Kellie got in contact with Troy from Strictly Bricks and he has one project to finish up and then will begin working downtown in the next two weeks. Below is what was completed in 2024 and then the priority areas for this year.

Completed in 2024:

- Center Street (in front of the Center/Adams parking lot and library)
- Saginaw Street (between 6th Street and Center Street)
- Center Street (between Saginaw Street and Washington Avenue, near Beaver's and Panache)

- Water Street (between 4th Street and 5th Street, in front of Little House and Beatles & Beans)

Priority Areas 2025:

- Washington Avenue & 4th Street (in front of Davidson, near Area 13 Tattoo)
- Washington Avenue (in front of Odd Times barber shop)
- Water Street (in front of St. Laurent Brothers)
- Water Street (in front of North Peak)
- Water Street (between 4th Street and 5th Street, in front of Water Street Nutrition)

#### ***f.) Michigan Main Street Report***

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- The Main Street Committee met with Leigh on the 7th to review the communication plan originally developed in 2022. During the discussion, it was recommended that local schools be included among the key groups we communicate with regarding our Main Street initiatives.
- Another topic of discussion was the building and business inventory project, which is slated to begin this summer. A “divide and conquer” approach was suggested, splitting the area block by block and assigning sections to individual team members to ensure thorough coverage.
- Additionally, the committee plans to revisit and refine the mission and vision statements for Michigan Main Street. The vision statement will reflect community values and input, while the mission will outline the approach and be crafted by the board.

## 7. c.

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After being in our new space for almost one year, the conditions have not been great and I began to look at different locations for the office. I wanted to bring to your attention a potential opportunity for a new office location at **918 Washington Avenue**. The monthly rent is **\$1,200.00**, with the tenant (DDA/DMB) responsible for electricity, gas (if applicable), and communications. We are currently paying \$750/month.

After reviewing the space and considering our current and future needs, here are some points for your consideration:

- Prime location with strong foot traffic, high visibility, and central accessibility
- Standalone space with the flexibility to customize, including the option to build out an office for Kellie if we commit to a longer lease.
- Room to grow, including potential for merchandise display, community event calendars, and Go Great rack card displays
- Close proximity to neighboring merchants and parking ambassadors.
- Ability to install security measures as needed.
- Space for a conference table and adequate office storage.
- The space is owned by The Time Properties, so Jeff Hildebrant will abstain from the vote.

Additionally, we've confirmed with our current landlord, John Klein, that we would be able to terminate our existing lease if we decide to move forward. There is currently a purchase agreement on the building at 816 Washington and we are unsure if the future owner will want to continue existing leases.

Other options were looked into as well. Jesse Kendall looked into leasing us a space for \$500/month on a temporary basis at City Hall. Many merchants drop off materials for events, and I'm frequently in and out of the office on Wednesdays and for events. Additionally, our parking ambassadors currently monitor only the 3rd to 6th Street area, and this location would be further for them to walk, too.

I did look into other options like 206 5th Street, 412 Washington Avenue and 1104 Washington Avenue. While these spaces were available, none of them were turnkey, ready for tenants without a lot of work or were too large for what is being looked for.

I appreciate your consideration.

Thank you,

Kellie