



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, June 11th, 2025

301 Washington Ave. Bay City, MI 48708 Room 317

1. Call to Order/Roll Call

DMB

Jeff Hildebrant  
 Magen Samyn  
 ex Scott Nemode  
 Howie Diefenbach  
 Avram Golden  
 Jennifer Stasser  
 Sara Dimitroff

DDA

Daniel Dimitroff  
 John Neeb  
 Jesse Kendall  
 Chris Girard  
 Nick Schwall  
 Paul Wiese  
 Sheila Turbett  
 Jamie Ralph  
 Jean Ann DeShano  
 Jim Reaume  
 Terry Moultsane

## **2. Approval of the Agenda**

- a. DDA Approval of the Agenda J. Reaume /J. DeShano
- b. DMB Approval of the Agenda M. Samyn / H. Diefenbach

## **3. Review and Approval of Minutes**

- a. DDA Approval of the May 2025 minutes support with updates: J. Reaume / S. Turbett
- b. DMB Approval of the May 2025 minutes support with updates: M. Samyn, J. Stasser
- c. DDA receive financials J. Reaume / S. Turbett
- d. DMB receive financials - did not receive.

## **4. Public Input**

- Samyn shared that June 20th is the Eye Opener Breakfast with McLaren Bay Region being the host, Business After Hours is at Harbor Light Photography from 4-6 on June 19th.
- Golden shared that the Bay Area Farmer's Market is running on N. Jefferson Street now every Tuesday from 2:00 - 6:00 PM until October 21st.
- Muscott shared that the brick bathrooms in Wenonah Park will be open every day until 7:00 PM and that Go Great Lakes Bay purchased a building at 821 Washington Avenue.

## **5. Director & Committee Reports**

Motion to accept reports by J. Neeb / J. DeShano

Motion to accept reports by M. Samyn / A. Golden

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

## **6. Action Items**

- a. **Accept resignation: Kelli Wilson (DMB)**
  - i. Accept with regret by Samyn, support from Hildebrant, all in favor
- b. **DDA Accounts Payable**
  - i. Motion to accept by Reaume, support for Turbett, all in favor.

**c. DDA Executive Committee Elections**

- i. The Board of Trustees, during the June meeting in each odd numbered year shall elect the Chairperson, Vice-Chairperson and Secretary/Treasurer of the Board. These officers, along with the City Manager and the Mayor, shall constitute the Executive Committee. The Chairperson shall preside at meetings, but in his or her absence the Vice-Chairperson shall preside. A candidate receiving a majority vote of the entire membership of the Board shall be declared elected and shall immediately take office and serve for 2 years unless he or she is re-elected or until his or her successor shall take office. The Chairperson, Vice Chairperson and Secretary/Treasurer shall serve no more than two consecutive 2-year terms, or 4 years. Trustees may not serve on the Executive Committee of the DDA and Downtown Management Board concurrently.
- ii. Election of Chairperson: Rupp accepted nominations from the floor. John Neeb was nominated by Dan Dimitroff, support from Jim Reaume. Without any other nominations from the floor, Rupp called roll. All in favor with Neeb abstaining
- iii. Election of Vice-Chairperson: Rupp accepted nominations from the floor. Jesse Kendall was nominated by Jean Ann DeShano, with support from John Neeb. Without any other nominations from the floor, Rupp called roll. All in favor with Kendall abstaining.
- iv. Election of the Secretary Treasurer: Rupp accepted nominations from the floor. Paul Wiese was nominated by Jesse Kendall, with support from Jim Reaume. Without any other nominations from the floor, Rupp called roll. All in favor with Wiese abstaining.

**d. Approval of DDA Executive Committee and Kellie Rupp to 1st State Bank account**

- i. A motion to add the Downtown Development Authority executive committee was brought forward by Reaume to add Kellie Wackerle (Rupp), John Neeb, Jesse Kendall and Paul Weise to the 1st State Bank Downtown Development Authority's bank account. Support from DeShano, and also request that she (Jean Ann DeShano) to be removed from this account. All in favor.

**7. Office Relocation Discussion**

The boards agreed that they needed more information to make a sound decision especially while going through strategic planning.

**8. Decision Making Process Discussion**

The Executive Committees presented this to the Board and are now working to put a clear process in place for reviewing and responding to special funding, events or financial support requests.

**9. City District Updates**

Terry Moultsane shared that there will be a dockside market at H2O's from 4:00 - 7:00 PM on Tuesdays throughout the summer.

Sara Dimitroff shared that on June 27th there will be a ribbon cutting for the new and improved Maplewood Park at 10:00 AM. She also shared that Shelli Thurston secured 1 million dollars with the land bank for the Columbus Avenue project.

Chris Girard shared that there are currently two openings on the City commission (1st and 5th wards) Interviews for the 1st ward commission seat are on June 23rd.

**10. Roundtable**

**11. Adjournment in honor of Don Carlyon at 9:13 AM**

### **a.) Rupp Report**

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- Back in March, I applied for a \$10,000 grant from the Bay Area Community Foundation on behalf of the DMB, through the DDA, to support our Wednesdays in the Park concert series. I'm excited to share that we were awarded the full amount! Thanks to additional sponsorships, we've raised \$55,000 so far toward our \$63,000 goal. With the continued success of our pass the bucket donations during the concerts, I'm confident we'll close the gap and fully fund this year's series.
- I attended Capitol Day in Lansing with the Great Lakes Regional Alliance. The day included a variety of presentations and conversations with key leaders, offering a closer look at the policy work happening in Michigan.
- I presented to the Leadership Bay County class, with Studio 23 and Bay City Players, about the work we're doing downtown and our collaborations with local arts organizations.
- I spoke to my Noon Rotary Club about upcoming downtown events and ways they can get involved.
- Gave an on-air interview with ABC12's Sheryl Coonan about the free bus rides and upcoming summer concerts, in partnership with Bay Metro Transit.
- Met with Alpha Media regarding radio ads. As part of a trade sponsorship, live DJs will promote the concerts on-air every Monday, Tuesday, and Wednesday of event weeks. I'll also be talking on The Art Lewis Show on June 11.
- We officially launched our Tri-City Brewery Summer Wheat Ale! Several downtown businesses have picked it up, though it may take a little time for it to show up in regular tap rotations. As of now, it's available at Tavern 101 and Mulligan's. I plan to have a release party sometime this month.
- The Bay Area Farmers Market officially kicked off on June 3rd with a strong start featuring 10 quality vendors and one food truck. As the growing season progresses, a wider variety of fresh produce should become available, along with an increase in vendor participation. There has already been great interest from additional potential vendors, and moving forward, there will be two food trucks at each market.
- A woman visiting from Charlevoix contacted me after being served a glass of wine at the DoubleTree in one of our Wine Walk glasses. She was curious about the event and how it's run. I filled her in on our Apps & Ales event coming up and she's planning to attend while staying downtown to see it all firsthand. It's really encouraging to know that while we often look to other communities for inspiration, people are starting to look to us too.
- A memorial service for Don Carlyon will be held at 11:00 a.m. on Saturday, July 19, 2025 at First Presbyterian Church, 805 Center Avenue, Bay City, MI 48708. The Rev. Brenna Overland and the Rev. Andreas Teich will officiate. The family will greet friends at the Penzien-Steele Funeral Home, 608 N. Madison Ave., Bay City, MI 48708 on Friday, July 18, 2025 from 4:00 to 7:00 p.m. and on Saturday at a reception following the service.

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

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*Next Events Meeting: June 17th*

In Attendance: Kellie Rupp, Jeff Hildebrant, Scott Nemode, Avram Golden, Lisa Wegner (Urban East), Tara Knipp (First Look Bridal), Gabe Windt (Area 13 Tattoo), Kathy LaLonde (Little House), Ed Lewandowski (Jake's).

The committee discussed the upcoming summer event calendar that is listed below and distributed by poster calendar to Downtown merchants. The committee also assigned “homework” to research winter events, for months like January/February to start planning for in the coming months to get a head start on.

### **Key Upcoming Events Managed by the DMB:**

- Apps & Ales
  - *Date:* Wednesday, June 5
  - 10 Participating bars & restaurants
- Wednesdays in the Park
  - *Dates:* June 11 – August 20
- Sidewalk Days
  - *Dates:* July 24 – July 26
- First Thursdays Series
  - *June 5:* Passport Challenge Kick-Off (runs through end of July)
  - *August 7:* Family Night
  - *September 4:* 80's Night + Bring Your Pet Night

### **Summer 2025 Event Calendar Highlights:**

- Third Street Music & Activities Under the Star Bridge
  - *Begins:* Memorial Day Weekend
- Downtown Bay Area Farmers Market
  - *Day/Time:* Tuesdays, 2–6 PM
- Wednesdays in the Park
  - *Dates:* June 11 – August 20
- Young Peoples Summer Series
  - *Dates:* June 11 – August 20
- Riverside Art Festival
  - *Dates:* June 14 – June 15

- Friday at the Falls
  - *Dates:* July 4 – August 29
- 4th of July Fireworks Celebration
  - *Dates:* July 4 – July 6
- Biweekly Friday Night Market & Music on Jefferson Street
  - *Start Date:* July [Exact date TBD]
- Chalkwalk
  - *Date:* August 2
- National Night Out
  - *Date:* Tuesday, August 5
  - Wenonah Park
- Major League Fishing Tournament
  - *Dates:* August 7 – August 10
- Excellency Music Fest at HMT
  - *Date:* Saturday, August 9
  - Masonic Temple
- Urban Salvage at Veterans Park
  - *Dates:* August 9 – August 10

### c.) *Parking Committee Report*

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*Next Parking Meeting: July 1st*

In Attendance: Kellie Rupp, John Neeb, Jesse Kendall, Jean Ann DeShano

	<b>March 2025</b>	<b>April 2025</b>	<b>May 2025</b>
<b><u>Revenue</u></b>			
<b>Tickets Paid:</b>	\$2,090.00	\$1,780.00	\$1,990.00
<b>Parkmobile Paid:</b>	\$412.65	\$354.00	\$172.30
<b>Parking Passes:</b>	\$18,562.00	\$525.00	\$650.00
<b>Revenue Total:</b>	\$21,064.65	\$2,659.00	\$2,812.30
<b>Running Collected Payments (YTD)</b>	\$41,183.07	\$43,842.07	\$46,654.37
<b>Unpaid</b>	\$2,950.00	\$2,370.00	\$1,820.00
<b>Voided</b>	\$45.00	\$27.00	\$13.00
<b><u>Expenses</u></b>			
<b>Payroll - Ambassadors</b>	\$3,975.38	\$1,960.08	\$1,174.21
<b>Parkmobile Fees</b>	\$70.65	\$59.40	\$51.75
<b>IPS Monthly</b>	\$1,536.50	\$1,444.19	\$1,449.07
<b>Parking Lot Ground Maintenance</b>	\$0.00	\$0.00	\$4,705.00
<b>Expenses Total:</b>	\$5,582.53	\$3,463.67	\$7,380.03
<b>Expenses Incurred (YTD)</b>	\$5,582.53	\$9,046.20	\$16,426.23
<b>Difference</b>	\$15,482.12	-\$804.67	-\$4,567.73
	<b>March 2025</b>	<b>April 2025</b>	<b>May 2025</b>

Washington Ave. & Saginaw St. updates:

Most issues from last year have resolved on their own, and only minor patching remains. To minimize disruption, this work is scheduled to occur after Labor Day. The parking lanes will not be reconfigured but will be re-striped for maintenance and visibility following the patching.

Pavement markings at intersections that are peeling will be redone. The current tape will be removed and replaced with painted markings to prevent recurrence. This work is expected to have minimal impact.

There will be no additional road work Downtown until fall.

The re-striping will not change the location or number of most parking spaces. However, some changes have occurred to comply with ADA (Americans with Disabilities Act) standards. Previous layouts were non-compliant, such as placing accessible spots away from sidewalk ramps. The updated configuration prioritizes "barrier-free" access for wheelchair users, which sometimes places spots farther from entrances but adjacent to required access ramps.

Changes such as the increase in the number of spaces near the legacy building on Washington are due to corrections for ADA compliance and more efficient layout. Handicap spot markings may also appear inconsistent where curbs were painted separately, and touch-ups may still be ongoing, depending on progress from last fall's curb repainting.

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

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*Next Marketing Meeting: July 2nd*

In Attendance: Kellie Rupp, Jeff Hildebrant, Elyse Wegner (Urban East), Kathy LaLonde (Little House)

	January 2025	February 2025	March 2025	April 2025	May 2025
Facebook Content Interactions	4,400	2,599	3,700	1,500	5,100
Facebook Followers	30,433	30,425	30,544	30,634	30,776
Facebook Post Reach	97,700	113,900	244,087	59,900	254,409
Facebook Video Watch Time	7d 4h	13h	1d 3h	16h	3d 11 hrs
Instagram Followers	8,765	8,787	8,809	8848	8,900
Newsletter Open Rate	38%	39%	39%	39%	34%
Constant Contact Subscribers	9879	9869	9859	9857	9852

#### **1. Meet the Merchant Videos**

- Goal: Ensure video content is spread evenly across the downtown area.
  - Completed Videos: Urban East, Vintage Greenhouse, BarqueBC, G.T. Homestead, Munroe
- Upcoming Video Features (tentative): Elizabeth + Charles, Barney's, Legacy Coffee & Calypso
- Continued effort to showcase a diverse range of businesses in all downtown areas.

#### **2. Beautifying Empty Storefronts**

- Objective: Improve visual appeal of vacant buildings and create a more inviting downtown environment.
- Proposed Actions:
  - Decorate windows with event posters, artwork, or seasonal displays.

- Initial Target Buildings: Former Sempliners, Knepp's, 710 Washington
- Intended Outcome: Increased foot traffic and interest from potential tenants.

### **3. Event-Driven Downtown Engagement**

- Events Discussed: Riverside Art Festival, Chalk Walk, Major League Fishing
- Issue Identified: Attendees often remain near the main event area and don't explore the broader downtown.
- Proposed Solutions:
  - Directional "More Shopping This Way" signage to guide foot traffic.
  - Develop a 1-page handout to be distributed during events featuring special deals, upcoming events, general downtown highlights

#### **Next Steps:**

- Contact merchants about filming schedule for the next round of merchant videos.
- Begin outreach to property owners for storefront beautification projects.
- Design event handouts and signage ahead of key summer events.

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

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*Next Beautification Meeting: June 26th*

In Attendance: Kellie Rupp, Jeff Hildebrant, John Neeb

### **1. Flowers**

Flowers are scheduled to be planted by June 2 or 3. Once the new sign is completed, landscaping around the sign will be enhanced.

### **2. Fireplace Repairs**

Robbie Clements indicated he may not be available to complete the expected fireplace repairs this summer. Kellie will reach out to Bryden's Electric to explore alternate options for completing the work.

### **3. Brickwork Maintenance**

- **Contractor:** Troy Karp from **Strictly Bricks**
- **Start Date:** Scheduled to begin within the next two weeks.
- **Priority Areas for 2025:**
  - Washington Ave & 4th Street (in front of Davidson, near Area 13 Tattoo)
  - Washington Ave (in front of Odd Times Barbershop)
  - Water Street (in front of St. Laurent Brothers)
  - Water Street (in front of North Peak)
  - Water Street (between 4th & 5th Streets, in front of Water Street Nutrition)

### **4. BACC Tree Project**

Weiss Management started to remove and replace on May 20th. The project is moving along quickly. The current plan is to finish Washington Ave. then complete Center Ave. one block in each direction, then they will move the project to Water St. to finish there. All trees are on track to be replaced by July 4th.

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

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*Next Local Main Street Committee Meeting: June 17th*

*Next Meeting with Leigh Young (MEDC): July 2nd*

When we meet as a group to continue working on the Communication Plan, here are a few next steps Leigh thinks we should focus on:

- Add corporate and institutional businesses, along with the Community Foundation, as key stakeholders.
- Review and/or start drafting key messages tailored to each of our stakeholder groups (we can use the Engaged Level Guide, pages 23–38, as a reference).

For the Communication Calendar, we had a good conversation about narrowing in on 3-4 main methods or tactics, then building those out in a way that speaks directly to each stakeholder group. Here's what Leigh suggests we prioritize:

- Downtown Happenings Weekly Newsletter – A strong audience already, but something we could continue to work on to make sure we are reaching all audiences.
- Business Owner Meetings & Facebook Group – The Facebook group is a great tool we're already using, and there's room to keep refining it. We also talked about bringing back the in-person Business Owner Meetings maybe 2-4 times a year to create more opportunities for networking, updates, and education.
- Social Media – We already have a strong following, so let's make sure we're using that to our advantage. We should begin incorporating more content about the DDA/DMB itself, what we're working on, our wins, goals, upcoming projects, and ways to get involved. It's a great way to start telling our story and building broader support (especially from volunteers and donors).
- Event Booth Presence – It could also be valuable to have a DDA/DMB booth at some of our key events, staffed by board or staff members, to share more about what we're doing, our current projects, and how the community can plug in

We also began working on the Building and Business Inventory that we need for the Main Street application. There are two tabs in this inventory, one is the building owners & property information, which the City Assessor Wade was able to provide me with. The other tab is the business inventory. I put a Google form out on the merchant page to start collecting some information. We decided to see how much information that we could in the next month, but then start going to the businesses in person to collect or sending emails.