



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, July 9th, 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
 ex_ 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

Also in attendance: Dana Muscott, City Manager

Kellie Rupp, DMB/DDA Staff

2. Approval of the Agenda

a. DDA Approval of the Agenda

Motion to approve the agenda by J. Reaume, supported by J. Kendall.
Motion carried.

b. DMB Approval of the Agenda

Motion to approve the agenda by M. Samyn, supported by J. Stasser.
Motion carried.

3. Review and Approval of Minutes

a. DDA Approval of June 2025 Minutes

Motion to approve the June 2025 minutes by J. Kendall (with corrections),
supported by J. Reaume. Motion carried.

b. DMB Approval of June 2025 Minutes

Motion to approve the June 2025 minutes by M. Samyn, supported by H.
Diefenbach. Motion carried.

c. DDA Receipt of Financials

Motion to receive the financial reports by S. Turbett, supported by C.
Girard. Motion carried.

d. DMB Receipt of Financials

Financial reports were not received.

4. Public Input

No Public Input

5. 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

6. Action Items

a. DDA Accounts Payable

Motion to approve accounts payable presented by J. DeShano, supported by D. Dimitroff.
Motion carried.

b. DDA/DMB Memorandum of Understanding – BACF Grant

- **DDA:** Motion to approve the Memorandum of Understanding by J. Reaume, supported by D. Dimitroff. Motion carried.
- **DMB:** Motion to approve the Memorandum of Understanding by M. Samyn, supported by J. Stasser. Motion carried.

c. DDA RFQ / Job Description

Motion to approve the RFQ and job description by J. Reaume, supported by J. DeShano. Motion carried.

d. Extension of Rupp Contract

- **DDA:** Motion to extend Rupp's contract until October 1, 2025, with a 15% pay increase by J. Reaume, supported by C. Girard. Motion carried.
- **DMB:** Motion to extend Rupp's contract by H. Diefenbach, supported by J. Stasser. Motion carried.

e. DMB Approval of Liquor License October 4, 2025

Motion to approve the liquor license for Saturday, October 4, 2025, by H. Diefenbach, supported by J. Stasser. Motion carried.

f. Dart Project Decision

Motion to proceed with the Dart Project by J. Reaume, supported by J. Kendall. Motion carried.

g. Decision-Making Matrix for DDA & DMB

- **DDA:** Motion to approve the Decision-Making Matrix by C. Girard, supported by P. Weise. Motion carried.
- **DMB:** Motion to approve the Decision-Making Matrix by M. Samyn, supported by J. Stasser. Motion carried.

7. Building Discussion

With the sale of the current building at 816 Washington Ave., a motion was made by C. Girard, supported by D. Dimitroff, for the DDA to terminate its current lease. The same motion was made by M. Samyn, supported by J. Stasser, for the DMB. Additionally, a motion was approved authorizing the executive committee to make the decision that best supports the organization's needs and provides flexibility.

8. City District Updates
9. Roundtable

M. Samyn reported that the Chamber Regional Summit, hosted by the four Chambers of Commerce in the region, will be held on Tuesday, August 12, at the Great Hall. She also announced that applications are now open for the Leadership Bay County class, as well as for project proposals.

The Major League Fishing Tournament will take place in Bay City from August 7–10. A public watch party will be held in Wenonah Park on Saturday and Sunday, August 9–10.

H. Diefenbach shared that his annual Vintage Salvage Market will be held in Vet's Park on August 9–10.

The Downtown Management Board has been appointed three new board members: Alex Weiss of Michigan Sugar, Tricia Coonan of Bay City Academy and Cassidy Bouchard, owner of Attractions Salon.

10. Adjournment - 9:13 AM.

a.) Rupp Report

- The Wednesdays in the Park concert series kicked off on June 11. The first concert featured the Bay Concert Band, followed by Epic Eagles and The Family Tradition Band. Unfortunately, the Epic Eagles concert had to be moved indoors due to weather, but we were able to work with Jordan Dice to use the State Theatre for the evening. The first concert's proceeds were split with the Bay Concert Band, bringing in \$471. Epic Eagles raised \$566, and The Family Tradition Band brought in \$1,767.
- Fridays at the Falls will begin on July 4 at the Third Street Waterfall Park. I work with Jeff Poirier to book local musicians, and there will be free live music at the park every Friday from 6:00 to 7:30 PM.
- The Young People's Summer Series also started on June 11 with CamFactor. We had to cancel the June 18 session due to storms, but we returned to the park on June 25 with Bay City Electric Light and Power, who did a safety demonstration and hosted a touch-a-tool table.
- The summer event booklets have arrived and are being distributed throughout the community. I handed out many at the Eye Opener Breakfast on June 20. GoGreat picked up three boxes for their visitor centers, Tom from The Thumb Print distributed nearly four boxes (about 500 booklets) at The Family Tradition Band concert, and someone from Pure Michigan's Port Huron visitor center took two boxes as well. At this point, we have about one box left, so roughly 1,850 booklets are out in the community. The contact from Port Huron also shared instructions on how to get our materials placed at Michigan's welcome centers through Pure Michigan.
- I'll be presenting to the Noon Optimists on July 8 to share downtown updates and upcoming events.
- The free health and wellness classes in Wenonah Park are going strong. Instructors have seen 15–20 participants at each session. Kaitlyn MacGregor from Ocean Jasper coordinates with instructors to offer free classes every Saturday and Sunday through the end of June, including yoga, functional fitness, dance fitness, and Pilates.
- 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

Next Events Meeting: July 15th

In Attendance: Kellie Rupp, Lisa Wegner (Urban East), Tara Knipp (First Look Bridal), Gabe Windt (Area 13 Tattoo), Kathy LaLonde (Little House),

1. Upcoming Events

Sidewalk Days

- **Dates:** July 26th–29th
- **Details:** 23 downtown businesses confirmed to participate.
- **Action Item:** Kellie will look into securing additional vendors for lemonade, kettle corn, and Kona Ice

2. First Thursdays – August 7th: Family Night

Confirmed Activities and Offers:

- **Area 13:** Temporary tattoos
- **B.Envied:** Festival ponytails for kids
- **Believe Inspire Beauty:** Kids crafts
- **Fran & Dot:** 10% off in-store custom trucker hats, crewnecks, tees, and denim jackets
- **Golden Gallery:** Outdoor activities
- **Holly's House:** Sidewalk chalk art
- **Legacy Coffee:** Cookie decorating
- **Little House:** Carnival game
- **Munroe:** Popsicles and/or frozen treats
- **Regent Floral:** Succulent planting station
- **Vintage Greenhouse:** Fresh bakery items
- **First Look Bridal:** Balloon animals

3. Fall Event Planning

Halloween Block Party (Tentative)

- **Idea:** Host a Halloween-themed block party at the corner of Center and Saginaw. Proposed plan includes closing the surrounding four streets.
- **Features:** Costume party and contest (with trophy), themed photo opportunities, live music or DJ, window decorating contest for businesses, and spooky drink specials.
- **Tentative Date & Time:** Thursday, October 30th, 6:00–10:00 PM

Next Steps:

- Kellie to follow up on food vendors for Sidewalk Days.
- Begin outreach and logistics planning for Family Night activities.
- Develop a detailed proposal and street closure plan for the Halloween Block Party.

c.) *Parking Committee Report*

Next Parking Meeting: July 1st

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

Washington Ave. & Saginaw St. updates:

Pavement markings at Downtown intersections that were peeling have been redone. The old tape was removed and replaced with durable painted markings to help prevent future issues. This project was completed with minimal disruption.

No additional road work is planned Downtown until fall.

The recent re-striping did not change the location or number of most parking spaces, but some adjustments were made to meet ADA (Americans with Disabilities Act) requirements. Previous layouts placed accessible spots away from sidewalk ramps, which did not comply with standards. The updated configuration prioritizes “barrier-free” access for wheelchair users by ensuring spots are located next to required access ramps — even if that places them slightly farther from entrances.

Changes like the increase in accessible spaces near the Legacy Building on Washington are the result of these ADA corrections and a more efficient layout. Some accessible markings may still appear inconsistent in areas where curb painting was done separately; touch-ups may continue as needed to complete last fall’s curb repainting work.

	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025
Revenue						
Tickets Paid:	\$1,070.00	\$1,120.00	\$2,090.00	\$1,780.00	\$1,990.00	\$1,670.00
Parkmobile Paid:	190	297.7	412.65	354	172.3	409.95
Parking Passes:	19,433.07	6,950.00	18,562.00	525	650	400
Revenue Total:	\$20,693.07	\$8,367.70	\$21,064.65	\$2,659.00	\$2,812.30	\$2,479.95
Unpaid	\$ -	\$390.00	\$2,950.00	\$2,370.00	\$1,820.00	\$1,360.00
Voided	0	15	45	27	13	17
Expenses						
Payroll - Ambassadors	\$3,333.21	\$3,412.23	\$3,975.38	\$1,960.08	\$1,174.21	\$973.27
Parkmobile Fees	32.85	47.7	70.65	59.4	51.75	67.95
IPS Monthly	1,820.35	1,799.91	1,536.50	1,444.19	1,449.07	1,442.07
Equipment Costs	1,105.10	-	-	-	-	-
Parking Lot Ground Maintenance	8,755.00	90	-	-	4,705.00	4,336.08
Expenses Total:	\$15,046.51	\$5,349.84	\$5,582.53	\$3,463.67	\$7,380.03	\$6,819.37
Estimated Net Profit	\$5,646.56	\$3,017.86	\$15,482.12	-\$804.67	-\$4,567.73	-\$4,339.42
Running Collected Payments (YTD)	\$20,693.07	\$29,060.77	\$50,125.42	\$52,784.42	\$55,596.72	\$58,076.67
Expenses Incurred (YTD)	15,046.51	20,396.35	25,978.88	29,442.55	36,822.58	43,641.95
Estimated Profit (YTD)	\$5,646.56	\$8,664.42	\$24,146.54	\$23,341.87	\$18,774.14	\$14,434.72

d.) Marketing Committee Report

Next Marketing Meeting: August 6th

In Attendance: Kelie Rupp, Jeff Hildebrant, Bailey Burns (Delta College Planetarium)

	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025
Facebook Content Interactions	4,400	2,599	3,700	1,500	5,100	4,600
Facebook Followers	30,433	30,425	30,544	30,634	30,776	31,005
Facebook Post Reach	97,700	113,900	244,087	59,900	254,409	376,818
Facebook Video Watch Time	7d 4h	13h	1d 3h	16h	3d 11 hrs	1d 20h
Instagram Followers	8,765	8,787	8,809	8848	8,900	8,960
Newsletter Open Rate	38%	39%	39%	39%	34%	39%
Constant Contact Subscribers	9879	9869	9859	9857	9852	9870

Currently running:

6/11-8/20

10-week Alpha Media (107.1, 106.3, 94.5, 100.5) campaign:

Minimum of 100 on-air promos per station

Minimum of 100 online streaming promos per station

Website exposure across all 4 stations

Social media posts on all 4 stations, at least twice per week

Onsite exposure included

~1,850 event booklets out in community & across state.

Coming Up:

7/17 - 7/26

1 Week The Bay (104.1) campaign:

77, 30-second ads in top spots leading up to Sidewalk Days

- We discussed designating November as Small Business Month, featuring business highlight videos showcasing our downtown merchants. We also talked about preparing press releases for all upcoming events in advance, ensuring they're ready to distribute when needed.

e.) **Beautification Committee Report**

Next Beautification Meeting: July 31st

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

1. Fireplace Repairs

- Kellie met with Jay Rodammer from Bierlein-Trombley to obtain an alternative quote for the work.

2. Brickwork Maintenance

- **Contractor:** Troy Karp, Strictly Bricks
- **Areas Completed as of July 1, 2025:**
 - Washington Avenue (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)

3. Downtown Beautification Award

- The group discussed creating a Downtown Beautification Award to recognize businesses that go above and beyond to enhance the appearance of their businesses.

4. BACC Tree Project

- Tree planting is ongoing, and installation of the rock pave surrounds has begun. Work will shift to Water Street in the coming weeks.
- A ribbon cutting ceremony for the project is scheduled for **Wednesday, July 9th at 10:00 AM**. Both boards are invited to attend.

f.) Michigan Main Street Report

Next Local Main Street Committee Meeting: July 15th

Next Meeting with Leigh Young (MEDC): August 6th

Completed online training series:

Magen S., Sheila T., Jim R.

In progress:

Jeff H., Howie D., Jen S., Dan D., Nick S., Sara D.

Not registered:

Scott N., Avram G., Jesse K., John N., Jean Ann D., Jamie R., Paul W., Chris G.

- Our goal is to have both the DDA and DMB complete the MMS online training series by the end of July.
- On June 30th, Sara D., Lily West, and I attended an online forum for Engaged Level downtowns. Jill Tremonti from the MEDC shared a new communications guide that's packed with helpful resources for communities like ours. The guide includes sponsorship forms, volunteer interest forms, social media templates, talking points, newsletter tips & tricks, and more, all valuable tools as we continue to introduce the program to downtown stakeholders.
- The building and business inventory Google Sheet has been sent out, and so far we've had responses from six businesses/buildings. I'll be sending another reminder soon. Toward the end of July, we'll divide and conquer to gather the remaining information we need.