



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, March 12th, 2025 8:00 AM

301 Washington Ave. Bay City, MI 48708 Room 317

1. Call to Order/Roll Call

DMB

☐_X_ Jeff Hildebrant
☐_X_ Magen Samyn
☐_X_ Scott Nemode
☐_X_ Howie Diefenbach
☐_X_ Avram Golden
☐_E_ Kelli Wilson
☐_X_ Jennifer Stasser
☐_E_ Sara Dimitroff

DDA

☐_X_ Daniel Dimitroff
☐_X_ John Neeb
☐_X_ Jesse Kendall
☐_X_ Don Carlyon
☐_X_ Nick Schwall
☐_X_ Paul Wiese
☐_X_ Sheila Turbett
☐_X_ Jamie Ralph
☐_X_ Jean Ann DeShano
☐_X_ Jim Reaume
☐_X_ Terry Moulane

Also in attendance: Dana Muscott, City Manager
Chris Girard, Bay City Mayor
Shelli Thurston, City of Bay City
Alexander DeWitt, Bay City Commissioner
Kellie Rupp, DMB Marketing Director

2. Approval of the Agenda

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

3. Review and Approval of Minutes

- a. DDA Approval of the December 2024, January 2025, February 2025 minutes: Reaume/Schwall
- b. DMB Approval of the February minutes: Stasser/Samyn
- c. DDA receive financials: DeShano/Ralph
- d. DMB receive financials: Nemode/Stasser

4. Public Input

- Paul Weise, the newest member of the Downtown Development introduced himself. He is the owner of Superior Insurance in the Davidson Building and is also a resident in the Downtown district.
- Samyn shared that this months Eye Opener breakfast will be Friday, March 14th at the DoubleTree, the topic is on cyber security. She also shared that the Bay Area Chamber of Commerce's 142nd Annual Meeting is Thursday, March 27th also held at the DoubleTree from 5:00-8:00 PM.
- DeShano shared that former trustee, Trevor Keyes, was hired by the Michigan Department of Agriculture.
- Rupp shared that coming up Friday, the 14th there is a press conference for the Bay City Fireworks Festival at the DoubleTree at 11:00 AM. Earl Bovia, President of the BC Fireworks invited both boards to attend.

5. TIF Passthrough Resolution

6. Director & Committee Reports (Below)

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

7. Action Items

i. Accept resignation, Trevor Keyes (DDA)

Motion to accept with regret by Neeb, support from DeShano, all in favor.

ii. Accept resignation, Harmoni Greshow (DMB)

Motion to accept with regret by Samyn, support from Stasser, all in favor.

iii. TIF Passthrough Resolution (DDA)

Motion to accept by Reaume, support from Neeb, all in favor.

iv. DDA Credit Card policy (DDA)

Motion to receive by Reaume, support from DeShano, all in favor.

v. Clements Fireplace Proposal (DDA)

Motion to accept by Reaume, support from DeShano, all in favor.

vi. Accept resignation, Sam Fitzpatrick (DDA)

Motion to accept with by Reaume, support from DeShano, all in favor.

vii. FY25-26 DDA Budget discussion and approval (Handout)

Motion to accept by Reaume, support from DeShano, all in favor.

viii. DDA Employee

Motion for the DDA to contract with the DMB to hire Kellie Rupp until July 4th, 2025 to maintain duties of the DDA while in absence of a Director. Support from Reaume, all in favor.

8. Audio Recordings discussion

9. City District Updates

10. Roundtable

11. Adjournment - with no further business to attend to, the DDA and DMB were motioned to adjourn at 9:46 AM by Don Carlyon.

a.) Fitzpatrick Report

-Madi Syring and myself are attempting to get the grant from the BACF that was previously reported. The DDA unfortunately cannot receive it directly and neither can the DMB. The reason being is the DMB is a 501c6 and they determined they are not eligible to apply for grants, the DDA is not a 501c3, and we need to prove we are a government entity. They could not confirm our EIN that we have been provided as it still has not been updated on the IRS website or Candid Madi tells me.

b.) Rupp Report

- I've been actively working on securing sponsorships for Wednesdays in the Park and the Summer Season Celebration. So far, we've raised \$24,000 toward our \$62,000 goal, and we'll continue collecting sponsorships until March 31st. The lineup for Wednesdays in the Park will be announced during the St. Patrick's Day parade on March 16th, with handouts distributed. Later that evening, the schedule will also be posted on social media. I'm hopeful that once the lineup is announced, we'll see additional support. I'll also be sending a reminder email to last year's sponsors.
- I met with Tri-City Brewery to discuss the feedback we received from downtown restaurants about serving the Downtown Bay City beer this summer. Plans are progressing, and we're aiming to have it on tap by mid-May. Tri-City will coordinate the details with Fabiano to make that happen.
- I met with Mark from Alpha Media to discuss a trade sponsorship for this summer's Wednesdays in the Park. Since Josh Sharrow, who emcees our concerts and manages the pavilion, is also a DJ at Alpha Media on KCQ, we felt it would be a great fit. The plan is for Alpha Media to promote the concerts across their stations, in a trade for sponsorship, including WSGW, The Moose, and The Core.
- I heard from BaySail that the Appledore does plan on operating this summer! They are working on their website right now and should have bookings up and running by Mid-April.
- About a year ago, I connected a colleague with a realtor who was looking for a commercial space in Bay City. Hopevale church is looking at 711 Washington Avenue and invited me over to take a look with them. They are hoping to renovate the space into a 250 seat space for church services and a coffee shop.
- Just a heads up for St. Patrick's Day weekend road closures, too. Center from Madison to Washington will be closed Saturday, March 15th starting at 6:00 PM and reopen Sunday at 7:00 PM. Center from Water to Livingston will be closed Sunday, March 16th from 7:00 AM - 7:00 PM. The parade association is going to place porta potties down Water street to the North for those in the parade (or attending) to use on their way out.

c.) Events Committee Report

Events Committee Report

Next events meeting: March 18th, 9:00 AM

Upcoming events:

Lucky Leprechaun Hunt: March 15

Spring Shop Hop: March 28 & 29

1. Upcoming Events

- a. Lucky Leprechaun Hunt: The DMB is putting on the Lucky Leprechaun Hunt, scheduled for Saturday, March 15th. This family-friendly event aims to engage community members and promote local businesses through a fun and interactive scavenger hunt. Participants will search for hidden leprechauns at various downtown stores and collect the names of the leprechauns, for a chance to win an overnight stay at the DoubleTree and a \$50 downtown gift certificate.
 - b. Spring Shop Hop: This event will take place March 28th & 29th. This event is to encourage customers to visit the downtown businesses to see all of the new spring products and services. Last year we added in an egg hunt aspect as well. We purchased large plastic eggs that could hold smaller items like a gift card, chapstick, etc. The merchants donated the items to go in the eggs and the DMB filled them to disburse back out to participants. So this way, you could get a pair of earrings from Vintage Greenhouse at Regent Floral or a gift certificate to Legacy Coffee at Artigiano, to try and cross promote. There is no cost to participate in this event either for the merchants.
2. Hot Chocolate Hop: The Hot Chocolate Hop took place on Saturday, March 15th with 7 participating businesses. Participants hop around to the locations and sample their hot chocolate and take a ballot to cast a vote for their favorite. This year's winner was our very own Howie at Americana!

d.) Parking Committee Report

The Parking Reports have been updated to include Voided and Unpaid Tickets along with their reasonings. There is also an attached 'NonPaid Citation Report' for reference. I have also updated this report to include the numbers from sales of Parking Permits.

-We have an update from Full Circle Media from Zach Seebeck. Please see the attached proposal. We are seeking a 2-year contract between the DDA and a standard customer and user contract/agreement for 5 possible users (myself, Kellie, and our three parking ambassadors) by this May. We have a plan to roll out this platform this coming September. I have reached out to Zachary about this to see how it would work on his end.

-Parking Ambassadors are now able to ticket for expired permits at \$10/citation.

-Myself, Sheri Adamski, and Cathy Bock of IPS held a zoom call where we were able to get everything squared away with ensuring we were ticketing within the City's Parking Ordinance. As of this writing, we are currently waiting on the proofs of the new ticket verbiage and the delinquent notices.

f.) Marketing Committee Report

	January 2025	February 2025
Facebook Content Interactions	4,400	2,599
Facebook Followers	30,433	30,425
Facebook Post Reach	97,700	113,900
Facebook Video Watch Time	7d 4h	13h
Instagram Followers	8,765	8,787
Newsletter Open Rate	38%	39%
Constant Contact Subscribers	9879	9869

- Spring Shop Hop Marketing: Kellie will create and send a graphic to all participating merchants to share on their individual social media pages. Kellie will also put out a press release for the event. Kellie also has a new contact at WNEM and will connect with them to come do a feature on 2-3 stores before the event.
- In trade for a sponsorship for Wednesdays in the Park, Alpha media will promote the concert series for 10 weeks this summer. Each station, WSGW AM/FM, The Core and the Moose will air 20 live announcements on air and via streaming, so 60 total. Interviews on WSGW will also occur periodically plus station website inclusion. Alpha is saying this campaign will reach around 152,7000 people. Alpha will also be looking for a “broadcast sponsor” that will be included in the promo announcements and possible on-site exposure, my only request was that this broadcast sponsor be either from Downtown or Bay City.

FIRST THURSDAYS

May-September 2025

Goals:

Shops staying open until 7/8pm

Offer food selections for people to eat downtown

May 1, 2025

- Passport challenge

kick offThe Month of May shoppers Can pick up a Map a card,
and receive a sticker for any purchase made. Fill up the map
and be entered to win a \$300 gift card to downtown Bay City

- Dine Downtown

\$25-\$30 restaurants will offer a limited selection of meals
that customers can select from. Two entrees and an appetizer,
for \$25/\$30

Jun 5, 2025

- Art Walk

The Month of May shoppers will get the
opportunity to see art work from local
highschool and college students at different
shops downtown

- Dine Downtown

\$25-\$30 restaurants will offer a limited selection of meals
that customers can select from. Two entrees and an appetizer,
for \$25/\$30

Jul 3, 2025

- Family night

Face painting, balloon animals, jugglers spread out around the
district

- Dine Downtown

\$25-\$30 restaurants will offer a limited selection of meals
that customers can select from. Two entrees and an appetizer,

for \$25/\$30

Aug 7, 2025

- Bring your pet

Shop with your your pet, treats, photo opportunities, and pet related products on display

- Dine Downtown

\$25-\$30 restaurants will offer a limited selection of meals that customers can select from. Two entrees and an appetizer, for \$25/\$30

Sep 4, 2025

- 80s night

Join us downtown, and dress the part! We'll be giving away Neon glasses, slap bracelets and temporary tattoos at different locations. And stop down at third st for 80s trivia

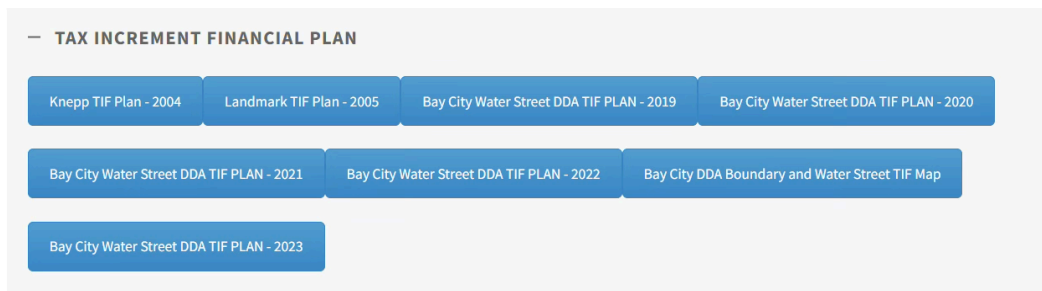
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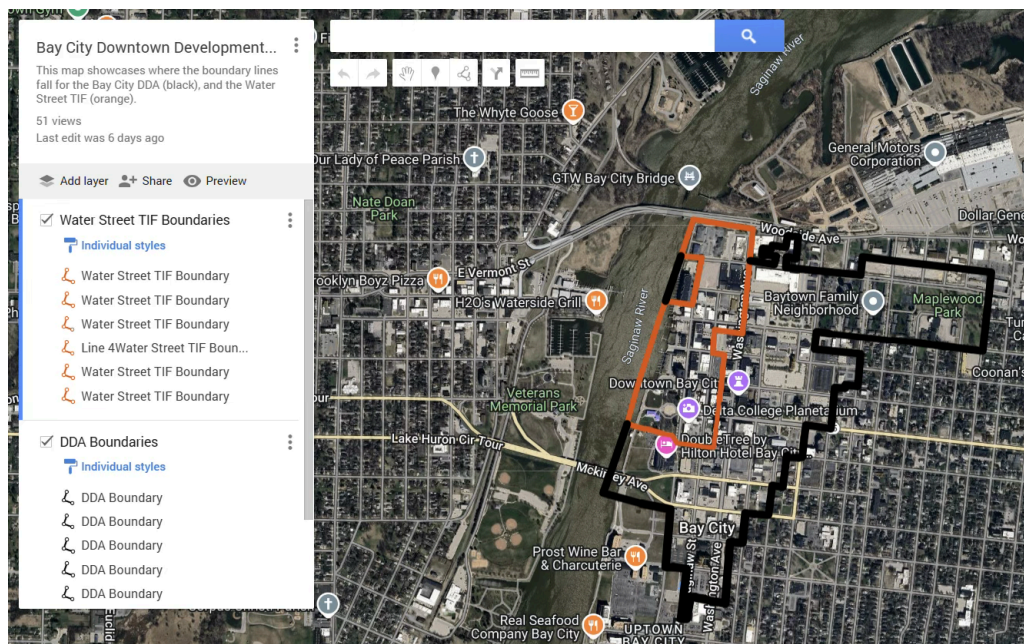
f.) Beautification Committee Report

The DDA Beautification Committee and the BACC Leadership Class chairs met last week to introduce themselves, discuss questions, and begin collaborating closely on the project. Jeff Hildebrant and Alex Weiss, the leadership class's logistics chair, went on TV5 to share details about the initiative and its goals. A significant portion of the class's fundraising efforts will take place during the Bay Area Chamber's Annual Meeting on Thursday, March 24th, at the DoubleTree, where a silent auction will be held.

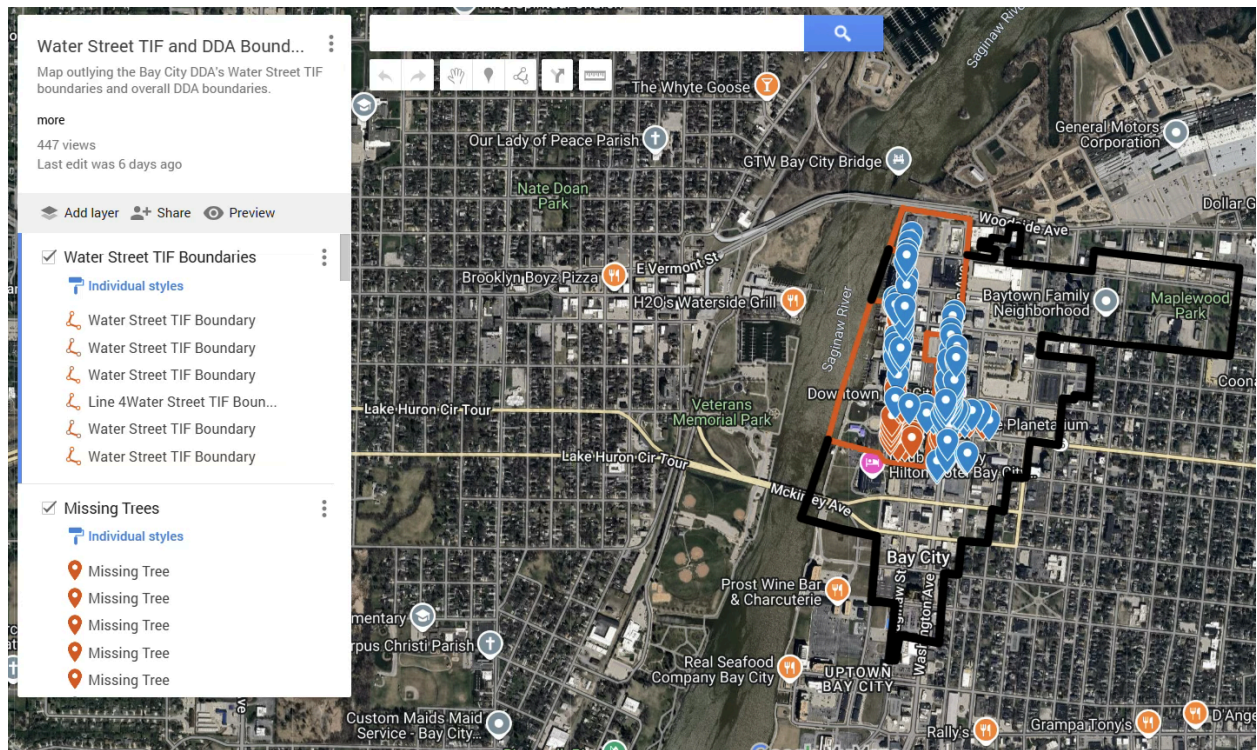
I have created interactive maps for the tree project that outlines existing trees, missing trees, and both the Water Street TIF and DDA boundaries—Kellie and I both have access to these if edits are to be made. I've also created a version of this without trees which may be used as an educational tool for the Water Street TIF and DDA boundaries that is now available on our website under the PA57 page, under the "Tax Increment Financing Plan" tab:



It will open a new webpage showing this:



And the map for our trees—this has been shared with the BACC Leadership Class for context and is also used in presentations seeking donations:



3 c.) DDA Finance

-We have applied for a credit card through Isabella Bank, and we are currently in the review process.