



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, April 9th, 2025 8:00 AM

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
☐_ex_ Kelli Wilson
☒ Jennifer Stasser
☐_ex_ Sara Dimitroff

DDA

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

Also in attendance:

Dana Muscott, City Manager

Kellie Rupp, Marketing Director

Excused: Scott Nemode, Kelli Wilson, Sara Dimitroff

Absent: Nick Schwall

2. Approval of the Agenda

- a. DDA Approval of the Agenda: Reaume/Ralph
- b. DMB Approval of the Agenda: Stasser/Diefenbach

3. Review and Approval of Minutes

- a. DDA Approval of the March 2025 minutes: Reaume/Wiese
- b. DMB Approval of the March 2025 minutes: Samyn/Stasser
- c. DDA receive financials: Girard/Reaume
- d. DMB receive financials: No March 2025 financials received.

4. Public Input

- Samyn talked about upcoming Bay Area Chamber of Commerce Events. The April Eye Opener breakfast will be Friday, April 11th at the DoubleTree featuring the Bay County Library System. The State of the State will take place on May 5th also at the DoubleTree.
- Reaume shared that the Bay Future Annual Meeting will take place on April 16th at the DoubleTree.

5. Director & Committee Reports

DDA motion to receive Director & Committee reports: Girard/Neeb

DMB motion to receive Director & Committee reports: Samyn/Hildebrandt

- 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

- i. Receive DDA/DMB employment contract

DDA Motion to accept: Girard/Weise

DMB Motion to accept: Samyn/Stasser

- ii. DDA Budget Approval

Motion to accept: Reaume/Girard

iii. Water Street TIF approval

Motion to accept: Reaume/Girard

iv. Tree project finalization and expansion

Motion to accept tree project expansion to 134 trees by Reaume, support from Girard, all in favor.

7. City District Updates

- City Manager Dana Muscott updated the boards that Josh Sharrow will be managing the concession stand in Wenonah Park this Summer.
- The City also updated the boards that they are using underutilized space at the airport to plant 500 trees to grow, then plant half within city limits in the years to come.
- Per Terry Moulthane, the first reading of the new sign ordinance will be read on May 19th.
- The First ward commissioner, Stephen Prince has resigned from his position. There will be interviews soon. Downtown is split between the 1st and 2nd wards.

8. Roundtable

9. Adjournment

With no further business to attend to, Don Carlyon moved to adjourn the meeting at 9:03 AM.

a.) 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 \$39,500 toward our \$62,000 goal. I have applied for funding from the Bay Area Community Foundation, MyMichigan Health, Dow and SC Johnson and am waiting to hear back on those.
- We have announced the lineup for the Summer concert series as well! Here is our 2025 lineup:
 - June 11th: Bay Concert Band
 - June 18th: Eagles Tribute (Epic Eagles)
 - June 25th: Country Music Tribute (The Family Tradition Band)
 - *skip the week of 4th of July for the Bay City Fireworks Festival*
 - July 9th: Queen Tribute (Simply Queen)
 - July 16th: Journey & Rock Tribute (The RockShow)
 - July 23rd: Creedence Clearwater Revival Tribute (Mystic Highway)
 - July 30th: Taylor Swift Tribute (Taylor's Story)
 - August 6th: Beach Boys Tribute (Sounds of Summer)
 - August 13th: Legends of Classic Country (sponsored by Brian's House Community Group)
 - August 20th: Jimmy Buffett Tribute (Air Margaritaville)
- Jeff and I attended the press conference for the Bay City Fireworks Festival on March 14th. The fireworks festival will be three nights, July 3rd - July 5th. The fair and rides will be in Vet's Park and then there will be 8 bands over 3 nights in Wenonah Park. Tickets range from \$10-\$60 and are available at baycityfireworksfestival.com
 - Thursday July 3rd: Josey Scott (original voice of Saliva), Sponge and Redburn
 - Friday, July 4th: Wrecking Crue (the Motley Crue Experience), Paradise City (Guns N' Roses Tribute) and Night Shift
 - Saturday, July 5th: Jerkwater Town Boys and Infamous Quick
- I received an update on the Saginaw St. and Washington Ave. cape seal project from Rachel Phillips at the City. Saginaw from 10th to 6th and Washington from 7th to Woodside must be repaired and restriped. They haven't been able to meet with contractors or a third party inspector to determine the exact work that needs to be done yet. Due to weather and seasonal limitations the work cannot start before May 15th and the temperatures have to be over 55 degrees. They will keep us in the loop as this project moves forward.
- I recently met the owners of Reverie Wedding Co., located at 701 Washington Ave. They are leasing the first floor of the oldHuntington Bank building and have plans to transform the space into a event venue for weddings, showers, and special occasions, accommodating up to 200 guests. The rooms along Sixth Street will be converted into suites for bridal parties. They plan host a vendor night in May, inviting downtown business owners to preview the space. Their official opening is set for June 1st.

- There has also been some movement at the old Fabric Fair (206 5th St.) which is soon to be Calypso Wine Bar. The owner of this business is the same as Legacy Coffee House, Kassy Fifter. She is hoping to open the business in June.
- First Look Bridal is expanding their business into the space next door, so they will occupy 908 and 910 Washington in the Davidson building. In the expanded space they are going to have their tuxedos and mothers dress, additional changing rooms (separate from the bridal side) and a new checkout counter. There will be a ribbon cutting for this new addition on April 24th at 4:00 PM with the Chamber of Commerce!
- We are working with Hanna Brown to help redo our wayfinding signs around Downtown and the handheld downtown map. Hoping that these will be available for distribution by the summertime. In the past we received grants from the community foundation and the rotary clubs to do these, I have reached out to the community foundation to see if I could get a history on that and if there may be support available.
- Since the transition of assisting the DDA in moving things along, it has been going well. I have worked with Sheri from the City Treasurers office working in New World. She has shown me how to enter in payments, enter in invoices and the daily receipting process. I have completed and submitted payroll and helped manage the two parking ambassadors. I recently got them new notebooks that will help make their job a little easier when out in the streets/lots.
- Over the past couple of summers, Bay Metro has provided free rides from the high rises and Bay Medical Care Facility to the Wednesdays in the Park concerts. This year I sent the lineup to Bay Metro which led to a phone call with Dave Smith. In our conversation we talked about setting up rides, almost like a shuttle, from the Adams/5th parking lot to the park so people can have easier access and a shorter walk with their chairs. He said they would absolutely be able to do this. I also suggested a ride from the west side, over to the concerts, they said that would also be easily manageable being that they have access to Liberty Bridge now. I am working on setting up a good pick up/drop off location on the west side to shuttle those concert goers as well.

b.) Events Committee Report

Events Committee Report

Next events meeting: April 15th

1. March Events:
 - a. Lucky Leprechaun Hunt: This event was on March 15th, inviting families and shoppers to downtown businesses in search of hidden leprechauns in 22 businesses downtown. The scavenger hunt encouraged participants to visit various downtown stores, collect the names of the leprechauns, and submit their entries for a chance to win an overnight stay at the DoubleTree and a \$50 downtown gift certificate. I had a total of 40 completed slips turned in to win the grand prize.
 - b. Spring Shop Hop: This event took place March 28th & 29th. There were 21 businesses that participated and hid eggs in their business. I did receive feedback that the leprechaun hunt seemed to draw more shoppers, but the weather could have affected that.
2. First Thursdays: The DMB is launching First Thursdays in Downtown Bay City, a new monthly initiative designed to increase foot traffic and extend business hours beyond the usual schedule. Taking place on the first Thursday of each month, the events will feature themed activities, merchant participation, and special promotions to encourage dining and shopping downtown.

We are encouraging businesses to stay open until 7 or 8 PM and get involved by offering in-store activities, sidewalk games, or themed specials. The DMB will support the event with promotions, activities, and giveaways to help draw visitors.

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

d.) Marketing Committee Report

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

e.) Beautification Committee Report

- The committee talked about pet owners not picking up after their animals on sidewalks, particularly around the Shearer Building. A recommendation was made to send a friendly reminder to the building's HOA, including the relevant section of the city ordinance regarding pet waste cleanup
- As we get closer to spring, we wanted to make sure that we have maintenance lined up such as weeding, sidewalk cleaning, Waterfall park cleaning, etc. Mike Schingeck has sent us a number of quotes for different services he can offer over the past couple of months. He compiled them all into one document and it was presented to the committee. Below is an outline of his services and the costs. The full document with more details can be requested from Kellie.

1. Street/Sidewalk Cleanup

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

2. Parking Lot Cleanup (4 lots)

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

3. Waterfall Park Maintenance

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

4. Watering Services

- \$5 per tree (not included in the total, dependant on if BACC leadership class needs this for the trees)

Overall Estimated Cost (April - November): \$9,040

f.) Michigan Main Street Report

- The MMS committee met back on the 13th to review and go over the Downtown Scorecard. The Michigan Main Street Downtown Scorecard is a tool used by the MMS program to assess the progress and effectiveness of participating communities in implementing the Main Street Approach for downtown revitalization. It helps communities measure their success based on key performance such as economic development impact, community engagement, historic preservation efforts, placemaking and public space improvements and marketing and promotional activities.
- Kellie sent the completed scorecard to Leigh at the MEDC. She said it is a huge accomplishment getting this finished. It was also asked what the suggested next steps would be. Leigh offered to meet online with the committee and discuss next steps and how we can strategically use our scorecard to move forward. The committee will meet with Leigh on April 2nd.