Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, October 8th, 2025

301 Washington Ave. Bay City, MI 48708 Room 317 8:00 AM

1. Call to Order/Roll Call: 8:04 AM

DMB	DDA
__✓__ Jeff Hildebrant	__✓__ Daniel Dimitroff
__✓__ Magen Samyn	__✓__ John Neeb
__✓__ Scott Nemode	__X__ Jesse Kendall
__ex__ Howie Diefenbach	__✓__ Chris Girard
__✓__ Avram Golden	__✓__ Nick Schwall
__ex__ Jennifer Stasser	__ex__ Paul Wiese
__✓__ Cassidy Bouchard	__✓__ Sheila Turbett
__✓__ Tricia Coonan	__x__ Jamie Ralph
__✓__ Alex Weiss	__✓__ Jean Ann DeShano
__✓__ Sara Dimitroff	__x__ Jim Reaume
	__X__ Terry Moultane

2. Approval of the Agenda

- **DDA:** Motion to approve the agenda as amended for resignations by Dan Dimitroff, supported by Nick Schwall. All in favor.

- **DMB:** Motion to approve the agenda by Magen Samyn, supported by Scott Nemode. All in favor.

3. Review and Approval of Minutes

- **DDA:** Motion to approve the September 2025 minutes by Chris Girard, supported by Nick Schwall. All in favor.

- **DMB:** Motion to approve the September 2025 minutes by Magen Samyn, supported by Hildebrant. All in favor.

- **DDA Financials:** Motion to receive financials by Dan Dimitroff, supported by Sheila Turbett. All in favor.

- **DMB Financials:** Financials will be available at the November 2025 meeting.

4. Public Input
No public input was given.

5. Presentation
TJ Rancour, Bay City Connectivity – Unable to attend.

6. Director & Committee Reports
Motion to approve reports from the DDA by Chris Girard, supported by Dan Dimitroff. Motion to approve reports from the DMB by Magen Samyn, supported by Scott Nemode. All in favor.

- Rupp Report
- Events Committee Report
- Parking Committee Report
- Marketing Committee Report
- Beautification Committee Report
- Michigan Main Street Update

7. Action Items

- **DDA Accounts Payable:** Motion to approve by Chris Girard, supported by Nick Schwall. All in favor.

- **DDA Candidate Selection for Contract Negotiation:** Motion to accept the contract application from the Bay Area Chamber of Commerce by Chris Girard, supported by Dan Dimitroff. All in favor.

- **DMB 2025–2029 Special Assessment:** Motion to table by Magen Samyn, supported by Alex Weiss. All in favor.

- **Extension of Kellie Contract:**

    - **DDA:** Motion to extend the contract through the end of November by Chris Girard, supported by Sheila Turbett. All in favor.

    - **DMB:** Motion to accept by Cassidy Bouchard, supported by Magen Samyn. All in favor.

- **Accept Resignations:**
  Accept resignations from Jim Reaume and Jamie Ralph from the DDA. Motion to accept with regret by Dan Dimitroff, supported by Sheila Turbett. All in favor.

8. City District Updates

9. Roundtable

10. Adjournment
Meeting adjourned at **8:40 AM**.

a.) Rupp Report

Treats & Treasures - October 25th

This was a wonderful event! Merchants reported handing out around 250 pieces of candy. Tricia and I discussed connecting with Midland Street next year to coordinate event times. Both events fell on the same day and time this year, and aligning schedules could allow families to enjoy both. We're also interested in attending their meetings to explore future collaboration opportunities.

Thriller Thursday - October 30th

Our first-ever Thriller Thursday was a great success! We saw lots of creative costumes and a solid turnout for a first-year event. I received some merchant feedback, more included in the events report below.

Santa's Arrival / Thanksgiving Weekend

In past years, the DMB hosted Drydock during Santa's Arrival, purchasing alcohol and receiving proceeds from sales. This year, Mulligan's reached out and offered to make the DMB their nonprofit beneficiary. On November 26th and 28th, the DMB will receive $250 plus 10% of Drydock's sales. Mulligan's will fully staff the bar both evenings, please come out and support! Santa arrives in Wenonah Park November 28th at 7:00 PM!

Jeff and I also met with the Clements family and Bay County TV3 about broadcasting Santa's Arrival on television and social media. In previous years, we've streamed only through our Downtown Bay City Facebook page, but this will allow for professional coverage similar to the St. Patrick's Day Parade. This year also marks the 10th year Dave and Sally Clements have donated the downtown tree!

Bailey Burns, a marketing and management instructor at Bay-Arenac ISD, invited me to join her advisory board, which I accepted. We're exploring ways to incorporate work-based learning experiences for her students and involve them in downtown projects.

I've also been meeting weekly with Sara Parker from the Bay Area Chamber, helping her get familiar with DDA processes and procedures.

Weinlander Fitzhugh will be conducting the annual audit from November 10th - 12th.

b.) Events Committee Report

Next Events Meeting: October 21st

In Attendance: Kellie Rupp, Tara Knipp (First Look Bridal), Kathy LaLonde (Little House), Tricia Coonan, Jeff Hildebrant, Jen Stasser, Gabe Windt (Area 13 Tattoo), Scott Nemode

First Thursdays

- September 4 - Pet Night
  Gabe Windt from Area 13 Tattoo offered temporary tattoos as a fundraiser for the Bay Animal Hospital Angel Pet Fund. The $50 “Paws for a Cause” flash sheet raised more than $1,700 for the cause.

- October - Cider Sampling

- November - Food Drive with Hidden Harvest
  Jen will coordinate Hidden Harvest donation boxes for participating businesses.

- December
  Possibly include a Find the Elf Hunt (similar to the Lucky Leprechaun Hunt in March) or a Men’s Night shopping event.

Fall Into Autumn Open House

September 5–6
Merchants provided entry slips for shoppers to win one of three Downtown Bay City gift certificates. This event aligned with the Fall Uptown Market.

Halloween Block Party (Thriller Thursday)

Date: October 30, 6-10 PM
Activities:

- Costume contest (Best Individual, Group, Couple, and Spookiest) with judging at 8 PM
- Games and DJ entertainment
- Palm reading and adult face painting potentially
- Smoke machine, photo props, cornhole, and other activities
- Thriller line dance performance at 9 PM

Other Events & Ideas

- January & February: Still brainstorming, ideas welcome!

- Upcoming Events:
    - Treats & Treasures: October 25 - Trick-or-treating downtown (22 businesses registered so far)
    - Holiday Open House: November 7-8
    - Santa’s Arrival: November 28th
    - Small Business Saturday: November 29th
    - Sundays in the City: November 30 - December 21 (Sundays)

We have also been discussing the creation of two dedicated event committees. One focused on retail events and another on restaurant and bar events. This would allow each group to concentrate on its specific needs and opportunities, while ensuring that events are better tailored to engage both merchants and customers.

c.) Parking Committee Report

Next Parking Meeting: October 7th, 2025

d.) Marketing Committee Report

Next Marketing Meeting: November 5th

	January 2025	**February 2025**	**March 2025**	**April 2025**	**May 2025**	**June 2025**	**July 2025**	**August 2025**	**September 2025**
Facebook Content Interactions	4,400	2,599	3,700	1,500	5,100	4,600	6510	6014	2,800
Facebook Followers	30,433	30,425	30,544	30,634	30,776	30,997	31,659	31,756	31,828
Facebook Post Reach	97,700	113,900	244,087	59,900	254,409	376,818	280,626	232,437	273,600
Facebook Video Watch Time	7d 4h	13h	1d 3h	16h	3d 11 hrs	1d 20h	2d 7h	3h 22m	1h 58m
Instagram Followers	8,765	8,787	8,809	8848	8,900	8,960	9039	9071	9088
Newsletter Open Rate	38%	39%	39%	39%	34%	39%	38%	39%	37%
Constant Contact Subscribers	9879	9869	9859	9857	9852	9870	9862	9843	9820

Small Business Month (November)

- Social Media: Plan for 2–3 posts per week on Facebook and Instagram.
- Merchant Registration: Opens in October.
- Information to Collect:
    - Business name
    - How long they've been in Downtown Bay City
    - What inspired them to start their business
    - Call to action

- Photos & Videos: Kellie and Jeff will schedule business visits. We want to increase our use of video this year to highlight merchants in a more engaging way, while still offering photo options if preferred.

Holiday Gift Guide (December)

- Develop and promote a Downtown Bay City holiday shopping guide.

Other Discussions

- Create a press release folder (new businesses, events, awards, etc.) for easy access.
- Impact report from Jake's regarding summer street closure (in progress).

e.) Beautification Committee Report

Next Beautification Meeting: September 25th

In Attendance: Jeff Hildebrant, Alex Weiss, John Neeb, Jesse Kendall

Beautification Awards

- Three winners:
    - Best Restaurant/Bar: Jake's Corner Lounge
    - Best Storefront/Retail: Regent Floral & Mercantile
    - People's Choice (voted on Facebook): Water Street Nutrition

Downtown Maintenance Plan

- Mike Schingeck (SPM) proposed SPM submit a formal plan for downtown upkeep
- Plan would include 10–15 hours/week (April–October) for:
    - Weed removal
    - Maintenance at Waterfall Park
    - General downtown improvements
    - Reporting issues/problems identified

Fireplace Updates

- Bierlein Trombley Electric completed fireplace work, both units are now fully operational

Wayfind Map Review

- We have received the indesign file of the downtown wayfinding map and are updating it and getting ready for them to be installed.

f.) Michigan Main Street Report

Next Local Main Street Committee Meeting: September 16th

Next Meeting with Leigh Young (MEDC): October 14th

Completed online training series:

Chris G., Dana M., Dan D., Howie D., Jeff H., Jen S., Jesse K., Jim R., Magen S., Paul W., Sara D., Sheila T., Scott N.

In Progress:

John N., Nick S.

Not registered:

Avram G., Scott N., Jamie R., Jean Ann D.

I had the opportunity to attend the Michigan Main Street Conference in Grosse Pointe, which brought together select and engaged level communities from across the state to share ideas, successes, and challenges. The first day began with welcome remarks and “accountability buddy” groups, my buddies are from Cadillac and Gaylord. A roundtable discussion followed, where communities openly shared experiences around event planning, merchant engagement, and board participation.

The second day focused on board engagement strategies and was facilitated by Deb Turcott of Oriana Solutions. The morning sessions began with survey results that identified common challenges communities face in sustaining board engagement, clarifying roles, and creating accountability. From there, we discussed what it means to build a truly strategic board, one that not only relies on the energy of volunteers but also aligns its work with long-term organizational goals.

One of the biggest takeaways for me was the idea of an “Idea Gallery.” It’s a simple way to get event or initiative ideas as they come up, anyone can jot down their thoughts, and we keep them on file. Then, when it’s time to plan for the year ahead, we can look back at all those suggestions. It’s an easy way to make sure merchants, residents, and partners feel heard, while also giving us a more organized list to work from when shaping future events.