Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, November 12th, 2025

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

1. Call to Order/Roll Call

DMB	DDA
Jeff Hildebrant ✓	John Neeb ✓
Magen Samyn ✓	Jesse Kendall (virtual)
Scott Nemode ✓	Paul Wiese (virtual)
Howie Diefenbach ✓	Chris Girard (excused)
Avram Golden ✓	Nick Schwall (arrived 8:19 am)
Jennifer Stasser ✓	Daniel Dimitroff ✓
Cassidy Bouchard ✓	Sheila Turbett ✓
Tricia Coonan ✓	Jean Ann DeShano ✓
Alex Weiss ✓	Terry Moultane ✓
Sara Dimitroff ✓	

2. Approval of the Agenda

DDA: Motion to approve the agenda as amended by Sheila Turbett, second by Jean Ann DeShano. All in favor.

DMB: Motion to approve the agenda by Cassidy Bouchard, supported by Nemode. All in favor.

3. Review and Approval of Minutes

DDA: Motion to table the October 2025 minutes because they were not received by Sheila Turbett, supported by Jean Ann DeShano. All in favor.

DMB: Motion to table the October 2025 minutes because they were not received by Hildebrant,

supported by Nemode. All in favor.
DDA: Financials received.
DMB: Financials received.

4. Public Input
No public input.

5. Presentation
Caleb Rowell, Public Safety Director, presented information on Flock Cameras.

6. Director and Committee Reports
Reports presented from:
Rupp
Events Committee
Parking Committee
Marketing Committee
Beautification Committee
Michigan Main Street

7. Action Items

- DDA Accounts Payable: Motion to approve by Jean Ann DeShano, supported by Dan Dimitroff. All in favor.

- DMB 2025–2029 Special Assessment: Motion to approve by Scott Nemode, supported by Magen Samyn. All in favor.

- DDA and BACC Contract Approval: Motion to approve the Bay Area Chamber of Commerce contract with the DDA, including proposed changes and legal review, by Dan Dimitroff, supported by Nick Schwall. All in favor.

8. City District Updates
Terry Moultane reported that his department is continuing work on the zoning ordinance. Public meetings and hearings will be scheduled, and the ordinance is anticipated for adoption in spring 2026.
Sara Dimitroff reported that ground has been broken on the new Water Street Lofts development in Downtown Bay City. Mobilization has also begun on Columbus at the former farmers market site, with demolition beginning on November 19.

9. Roundtable
Introduction of Sara Parker, Director of Workforce Development at the Bay Area Chamber of Commerce, who will be working with the DDA on the contract and administrative responsibilities.

10. Adjournment
The meeting adjourned at 9:12 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 DMB annual audit from November 10th - 12th.

b.) Events Committee Report

Next Events Meeting: November 9th, 9:00 AM, DMB Office

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

Treats & Treasures
October 25th, 11:30 AM – 2:00 PM

The event was well-attended and provided a fun, family-friendly afternoon downtown. Merchants reported steady foot traffic and strong community participation throughout the day.

Thriller Thursday: Downtown Halloween Block Party

October 30th, 6:00 – 10:00 PM

Street Closures:

- Saginaw Street (5th to 6th)
- Center Avenue (Washington to Water)

Event Schedule:

- 6:00 – 10:00 PM: DJ at the main stage (Center & Saginaw intersection)
- Throughout the Evening: Emcee and four themed “face-in-hole” photo props for fun photo ops
- 8:00 PM: Costume Contest (Spookiest, Best Individual, Best Group, Best Couple)
- 9:00 PM (tentative): Thriller Dance Group Performance

Liquor Control Update:
Kevin from the Michigan Liquor Control Commission confirmed that alcohol can be consumed in plastic, marked cups in common areas, such as sidewalks or street sections if:

1. The area is included in the business’s original liquor license plan and is directly adjacent to the establishment, and
2. The bar is part of a recognized Social District.
   If both conditions are met, customers may take their drinks into those designated outdoor areas.

Merchant Feedback:
Overall, Thriller Thursday saw a great turnout and positively downtown, but a few merchants provided helpful feedback for consideration next year:

- Some businesses mentioned that sales were a little slower during the event and that the early street closures made things tricky for deliveries. One merchant suggested maybe closing the streets closer to the alley next time since most of the activity was centered around Drydock anyway.
- Others said they'd love to see more events bringing people down their way and are excited to work with new neighboring businesses once they open.
- One shop owner thought the overall vibe was great but suggested adding clearer signage or maybe a small event map to help people find different activities—like the psychic setup.
- On the positive side, Old City Hall had a really strong dinner rush from the event, so it definitely helped bring people downtown to eat and hang out.

Upcoming Events:

Santa's Arrival
Friday, November 28th – 7:00 PM

Sundays in the City
November 30th, December 7th, 14th, and 21st

Pink Friday
A new addition to our holiday lineup! *Friday, November 21st*
Pink Friday is a nationally recognized event that encourages people to shop the Friday before black friday to women owned and small businesses. A lineup of Downtown Bay City shops will offer special deals, giveaways, pink drinks, and treats to thank customers for supporting local this season.

2026 Event Schedule:

A draft of the proposed 2026 Downtown Event Schedule was shared with the committee. Once finalized, it will be distributed to downtown merchants to assist with planning for the upcoming year.

c.) Parking Committee Report

Next Parking Meeting: December 2nd, 2025

-Kellie has been working with Sara Parker to get her up to speed on parking operations. Parking passes for the 2026 year will be available for purchase by December.

-Parking Report available on next page.

d.) Marketing Committee Report

Next Marketing Meeting: December 3rd

	Jan. 2025	Feb. 2025	March 2025	April 2025	May 2025	June 2025	July 2025	Aug. 2025	Sept. 2025	Oct. 2025
Facebook Content Interactions	4,400	2,599	3,700	1,500	5,100	4,600	6510	6014	2,800	3,100
Facebook Followers	30,433	30,425	30,544	30,634	30,776	30,997	31,659	31,756	31,828	31,888
Facebook Post Reach	97,700	113,900	244,087	59,900	254,409	376,818	280,626	232,437	273,600	288,200
Facebook Video Watch Time	7d 4h	13h	1d 3h	16h	3d 11 hrs	1d 20h	2d 7h	3h 22m	1h 58m	1 hr 25m
Instagram Followers	8,765	8,787	8,809	8848	8,900	8,960	9039	9071	9088	9098
Newsletter Open Rate	38%	39%	39%	39%	34%	39%	38%	39%	37%	42%
Constant Contact Subscribers	9879	9869	9859	9857	9852	9870	9862	9843	9820	9798

Holiday Gift Guide:

Kellie will be creating a Canva template that merchants can easily customize with their own product photos, prices, and descriptions. The finished pieces will all have Sundays in the City branding, giving the guide a cohesive downtown look and feel.

Holiday Captions & Advertising:

We're planning to run a holiday shopping ad featuring a three-generation family enjoying downtown during the season. The caption will read something along the lines of "It's not just an experience, it's tradition."

New Holiday video:

We're also looking to produce a new video ad promoting downtown shopping—similar to the 2022 version that featured Santa. Kellie and Jeff will coordinate the filming details.

e.) Beautification Committee Report

Next Beautification Meeting: November 20th

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

Snow Removal: Kellie will be reaching out to Craig Howell with C.R. Howell to confirm readiness for the 2025/2026 snow season and ensure everything is in place ahead of the first snowfall.

Holiday Decorations: A big thank you to Rhonda and her team at Do-All, who have started putting up the wreaths downtown. The garland will follow soon after. Begick's will begin removing the fall decorations from the planters the week of November 10 and will refill them with winter greenery the week of November 17.

Dart Update: Jeff received an architectural drawing of the dart and will work on having it sealed by a licensed architect to move the project forward.

Wayfinding Signs: The downtown map has been updated, and the old signs have been removed. The new replacement signs are currently in production and will be installed as soon as they are available. There are a total of five wayfinding signs in the downtown area.

Meeting Dates, November & December: Since the regular meetings would have fallen on Thanksgiving and Christmas, they have been rescheduled to the week prior November 29th and December 18th both at 9:00 AM

f.) Michigan Main Street Report

Next Local Main Street Committee Meeting: September 16th

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