Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, July 8th, 2026

301 Washington Ave. Bay City, MI 48708 Room 317 8:04 AM

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

DMB	DDA
Jeff Hildebrant ex.	John Neeb ✓
Scott Nemode ✓	Jesse Kendall ✓
Howie Diefenbach ✓	Paul Wiese ✓
Jennifer Stasser ✓	Chris Girard ✓
Cassidy Bouchard ✓	Nick Schwall ✓
Tricia Coonan ex.	Terry Moultane ✓
Alex Weiss ✓	
Ruben Rivera ✓	
Rob Clark ✓	
Sara Dimitroff ✓	

Also in attendance: Dana Muscott, Magen Samyn, Shelby Munsey, Sara Parker, Jean Ann DeShano and Kellie Rupp

2. Approval of the Agenda

DDA: A motion was made by P. Wiese, with support from J. Kendall, to approve the agenda and table the DDA financials until the August meeting. The motion carried.

DMB: A motion was made by A. Weiss, with support from J. Stasser, to approve the agenda and table the DMB financials until the August meeting. The motion carried.

3. Review and Approval of Minutes

DDA: A motion was made by P. Wiese, with support from J. Kendall, to approve the June 2026 DDA meeting minutes. The motion carried.

DMB: A motion was made by J. Stasser, with support from H. Diefenbach, to approve the June 2026 DMB meeting minutes. The motion carried.

The DDA and DMB financials were tabled until the August meeting.

4. Public Input

There was no public input.

5. Director & Committee Reports

The following reports were presented:

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

6. Action Items

DDA Accounts Payable: A motion was made by P. Wiese, with support from J. Kendall, to approve the DDA accounts payable. The motion carried with all in favor.

DMB 2026/2027 Budget: A motion was made by C. Bouchard, with support from H. Diefenbach, to approve the DMB 2026/2027 budget. The motion carried with all in favor.

DDA/DMB Strategic Plan: A motion was made by J. Kendall, with support from P. Wiese, to approve the DDA/DMB Strategic Plan. The motion carried with all DDA members in favor.

A motion was also made by J. Stasser, with support from R. Clark, to approve the DDA/DMB Strategic Plan on behalf of the DMB. The motion carried with all DMB members in favor.

7. City District Updates

T. Moultane reported that the first reading of the new zoning ordinance had been completed. A public hearing was scheduled for July 20.

J. Neeb announced his appointment as President and CEO of the Bay City Housing Commission.

S. Parker reported that project proposals are open for Leadership Bay County class projects.

H. Diefenbach announced that the Urban Salvage Vintage Market would take place at Veterans Park on August 8-9.

8. Roundtable

9. Adjournment - 8:40 AM

a.) Rupp Report

- Our summer programming is officially underway, and it has been a great start to the season!
- Wednesdays in the Park kicked off on June 17th. Due to storms, our opening concert featuring Shakedown was relocated to the State. Our second concert, the Prince Tribute, was held outdoors as planed.
- Pass the Bucket:
    - June 17: $575
    - June 24: $1,537
- To better prepare for future weather-related situations, I have signed an agreement with the State Theatre to serve as the official rain location for Wednesdays in the Park. The agreement provide us with a 50% discounted rental rate of $750, plus a $150 cleaning fee, when the facility is needed. The Executive Committee has reviewed the agreement.
- The Young People's Summer Series, in partnership with the Bay City Noon Optimists, is also off to a fantastic start! About 125 kids attended the first program on June 17. The series continues every Wednesday through August 12.
- The Free Health & Wellness Classes continue to see strong participation as well. This year, I have asked each instructor to provide attendance estimates so we can better track participation and measure the program's impact.
- Our new Downtown Bay City maps have officially arrived! We ordered an initial run of 10,000 maps, and based on the demand so far, we will likely need to reorder before the end of the summer. Since it has been several years since our last printed map, a large portion of the inventory has already been distributed to downtown businesses.
- Go Great Lakes Bay has picked up 10 cases of maps to distribute to visitor centers and hotels throughout the region. I also connected with the Port Huron Visitors Center, which picked up several boxes of both the new maps and our Summer Events Booklets. It's exciting to see Downtown Bay City promotional materials reaching visitors across Michigan!
- Magen and I also met with Go Great Lakes Bay to discuss improving communication when tour groups and organized visitors are planning trips to Bay City. Go Great Lakes Bay will be creating a request form for group leaders to complete, allowing those requests for maps, guides, coupons, and other promotional materials to be communicated directly to us.

b.) Parker Report

- EV Charging Infrastructure: Preliminary work is underway to evaluate upgrading the Jennison Parking Lot EV charger to a Level 2 or Level 3 charging station. Initial coordination with the City has begun, and additional information regarding feasibility and next steps is expected next week.

- Grant & Funding Strategy: Began evaluating potential funding opportunities to support projects identified in the FY 2026–2027 budget, with the goal of maximizing available resources and reducing reliance on local funding.

- Operational Transition: Day-to-day operations are becoming more established, creating capacity to begin focusing on broader strategic priorities and long-term project planning.

c.) Events Committee Report

Next Events Meeting: July 21st 9:00 AM, DMB Office

In Attendance: Jeff Hildebrant, Rob Clark, Alex Weiss, Cassidy Bouchard, Tara Knipp, Kym Kram, Rick Windt, Kathy LaLonde, Kelli Wilson, Jen Stasser, Tara Knipp, Tiffany Stachowiak, Tricia Coonan

Downtown Scavenger Hunt
The Downtown Scavenger Hunt is taking place this weekend, June 20, with 23 participating businesses. Kathy and Kym visited each business to take photos, which Kellie used to create the scavenger hunt half sheets. Customers who make a purchase at a participating business will receive a star sticker and earn an additional entry into the grand prize drawing.

4th of July Window Decorating Contest
There are 16 businesses participating in this year's 4th of July Window Decorating Contest. The winner will be announced on July 6.

Wine Walk / Apps & Ales
To create more consistency, the committee discussed holding both events on the third Thursday of their respective months. Apps & Ales will take place in June, and the Wine Walk will be held in September.

Restaurant Week
A business owner on Midland Street expressed interest in organizing a citywide Restaurant Week during January or February, when business tends to slow down. The idea would include restaurants in Downtown, Uptown, and Midland Street. This was shared with the committee as a discussion item while Kellie begins researching software options and gathering ideas for how the event could work.

d.) Parking/Finance Committee Report

Next Parking Meeting: July 7th, 2026

- Meeting scheduled after the preparation of this report; verbal update to be provided at the Board meeting.
- Monthly 1:1's being conducted with Parking Ambassadors to identify pain points, needs, and best practices

e.) Marketing Committee Report

Next Marketing Meeting: August 6th, 2026

In Attendance: Alex Weiss, Kellie Rupp, Jeff Hildebrant

	January 2026	February 2026	March 2026	April 2026	May 2026	June 2025	June 2026	
Facebook Content Interactions	2,400	1,700	9,800	1,600	3,500	4,600	7,200	
Facebook Followers	32,549	32,591	33,101	33,182	33,390	30,997	33,740	
Facebook Post Reach	260,500	236,000	803,300	99,860	280,537	376,818	504,336	
Facebook Video Watch Time	2h 34m	2h 7m	1d 13h	2h 48m	1hr 39 m	1d 20h	2h 1m	
Meta Earnings	$38.66	$36.58	$125.77	$18.84	$46.44	0	$136.50	$402.79
Instagram Followers	9,227	9,234	9,266	9,316	9,262	8,960	9,335	
Newsletter Open Rate	35%	37%	36%	34%	35%	39%	38%	
Constant Contact Subscribers	9,730	9,709	9,695	9,688	9,686	9870	9,696	

Website
Jeff shared the quotes and specifications from Brownhoist, Digital Design, and SOLV Marketing. After reviewing the proposals, the committee agreed to move forward with Brownhoist and Digital Design. The next step is to invite both companies to either attend a board meeting in person or join via Zoom to discuss their proposals in more detail and answer any questions.

Third Street Signage
A new sign will be placed on Third Street during street closures to help direct visitors and highlight the businesses located within the closed district.

f.) Beautification Committee Report

Next Beautification Meeting: July 30th, 2026

In Attendance: Jeff Hildebrant, Jean Ann DeShano, Kellie Rupp, Alex Weiss, Sara Parker, Jesse Kendall

- Dart Update: The project is progressing through the review process. Additional information has been requested as part of the City's and MDOT's review, requiring further coordination before the project can move forward. Committee is working with all parties to provide the necessary documentation and maintain project momentum. Soil sample and stamped drawings have been provided

- Brick Plan: Progress continues on the downtown brick repair plan, with the committee identifying three high-priority areas based on foot traffic and pedestrian safety concerns. Staff is coordinating with Strictly Bricks and the City to clearly mark the identified areas, helping streamline future repairs and reduce repeated site visits

o Priority areas identified:

  Saginaw Street, between Bay City Academy and Mandy's Diner

  East side of Washington Avenue, between 4th and Washington

  East side of Center Avenue, between 6th and Center

- Tree Replacement Update: Met with Weiss Property Management to review vandalized, broken, burned, and otherwise damaged downtown trees. Weiss is preparing a comprehensive replacement quote for review. As part of their service, Weiss will continue watering the trees during the first year after planting, which they have been doing since installation.

- Schingeck Property Management Plan: ATTACHED

g.) Michigan Main Street Report

- Business & Building Inventory: 75% complete, to reach 90% completion by the end of July.
- Consolidated four separate spreadsheets into a single, comprehensive database, improving organization, usability, and long-term data management.
- Property & Building Data includes 652 parcels.
- Coordinating with the City to obtain parcel data to enhance the accuracy and completeness of the inventory.
- Continuing to manually verify and categorize properties where system limitations require individual review.
- Committee Structure: Finalized in collaboration with Leigh (MEDC) and prepared for distribution to the full Board for review and implementation.
- Communications Plan: Moving into the next phase of the project with the review and finalization of the DDA Communications Plan.
- Monthly 1:1 meetings with MEDC to help drive the application process.