

**Approved  
Downtown Management Board  
Regular Meeting Minutes  
Tuesday, March 19, 2019  
Commerce One, 901 Saginaw Street. ~ 8:00 am**

The regular meeting of the Downtown Management Board was called to order at 8:03 a.m. by Chairman Dinauer. Members present were:

Dennis Dinauer	Susan Fassbender	Rachael Reh
Jim Goodrow	Avram Golden	Alan LaFave
Mike Bacigalupo	Sara Dimitroff	Andrew Heppner
Shirley Roberts		

The following were absent: Barb Engelhardt-Carter, Tara Welch, Terri King, Commissioner Kerice Basmadjian and Commissioner David Terrasi,

Also Present: Suzanne Maxwell, Executive Director  
Matthew Kowalski, Administrative/Marketing Specialist

**INTRODUCTION OF NEW BOARD MEMBER**

Dinauer welcomed Andrew Heppner, owner of Populace Coffee, to the Board of Directors.

**PUBLIC INPUT**

Fassbender commented on the second story broken windows at the former Rudy J's diner. She would like to see something be done regarding code enforcement before our summer events bring large crowds Downtown. Dimitroff stated that she will address it with the City.

**PRE-NOTIFICATION OF ABSENCES**

Chairman Dinauer stated that King, Welch, and Engelhardt-Carter notified DMB staff of their absences.

**ORGANIZATION**

Chairman Dinauer presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Dimitroff, supported by Bacigalupo. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

**EXECUTIVE COMMITTEE**

Dinauer explained to the Board that the Executive Committee will no longer be meeting briefly before regular meetings, but rather will hold in-person meetings or conference calls the week before to allow more time to discuss agenda items and goals.

Dinauer also reiterated the importance of Board member attendance, as it is necessary to have a quorum in order to conduct business. Reports will be made of the past 12 meetings attendance and corresponding letters will be sent to those that have missed 3+ meetings, per bylaws.

## **MARKETING COMMITTEE**

The 11th annual Indulge event took place Saturday, February 9th. This popular event featured over 20 participating businesses and gave customers a chance to win over 300 in store prizes, as well as a grand prize of a one night stay at the Doubletree Hotel and \$100 in Downtown Bay City gift certificates.

The Downtown Chili Cook-Off was held Saturday, February 23 from 11:00 am to 3:30 pm, with 11 participating restaurants competing. The crowd favorites were: 1st - Riverfront Grille; 2nd - The Devout Sprout; 3rd - That Guy's Meats

Welcome Spring is scheduled for April 19 & 20. The event features 37 businesses showcasing their spring and summer merchandise, apparel and services.

Apps & Ales is scheduled for June 5, 5:00 - 9:30 pm. The ticket based event will feature beer and appetizer samples from 14 participating bars/restaurants.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,750+ Followers and Instagram has 4,400+ Followers. The DMB also has over 14,500+ permission-based emails.

### **Business News:**

Little Shop Boutique, specializing in ladies clothing and accessories, recently opened at 107 Fifth Street. Owner Hailey Kowalski moved her business from the Bay City Mall to Downtown and is looking forward to being involved in Downtown events and activities.

Baysics, a variety store, is now open at 924 Washington Avenue and will carry items similar to a convenience/Dollar General store.

Regent Floral & Mercantile will open at 926 Washington Avenue in May and will offer fresh cut flowers, unique houseplants, handmade gifts and original art.

MI Table is opening in the near future in the Legacy Building, 213 Center Avenue. The farm to table style restaurant will feature Michigan produce, fish, wild game as well as specialty foods unique to the state.

## **GENERAL BUSINESS**

Dinauer reminds the Board of their goal to finish Downtown merchant interviews by June 30. Though it's still early in the process, Dinauer will continue to remind Board members at each meeting to please make arrangements and to provide feedback when available.

Maxwell handed out materials with dates of Michigan Main Street training sessions and information on how to register. She explained that many early respondents are planning to attend the Howell meeting on April 30th, though attending different meetings is encouraged as well. She explained the benefits of the program, but a very long process and needs board members to volunteer their time toward these efforts.

Maxwell gave the board an update on the Beautification Subcommittee, where she is still waiting to hear back from volunteers to arrange a time for the meeting. The goal is to brainstorm ways to encourage a buy-in from Downtown merchants to make their storefronts look inviting. With many great events this summer, we will have a large number of visitors and this is our chance to impress them with our efforts. Maxwell explained that Outdoor Adventures has expressed a willingness to help with parking lot clean up in the district and she will be meeting with their Volunteer Coordinator soon.

Maxwell and the Marketing & Events Committee is working with Bay Sail to help coordinate marketing and event efforts during the weekend of Tall Ships. Roberts explained that the Tall Ships festivities end at 5:00pm each day to encourage visitors visit the Downtown area for the evenings. Roberts explains that she is still working to find a primary parking lot for this years event, and shares her desires for having musicians/entertainers on as many street corners as possible to entertain crowds.

Dinauer updated the board on the proposed "President's Pub" from the previous meeting. Though he believes this was a great idea, the City has informed the DMB that the parking lot proposed is not able to host the site. He explains that he reached out to the Midland Baseball Foundation and found that their similar project has been successful, so he welcomes new ideas and host sites for this as a future project.

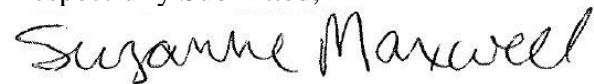
#### **ADDITIONAL BUSINESS**

Maxwell shared with the board that she has applied for a grant to help with the Wenonah Park entryway and Center Avenue archway project. This is a \$450,000 proposed project with \$350,000 remaining to be raised to accomplish this. She added that she will be seeking more grants, as well as looking into private sponsorships.

#### **ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 8:49 am

Respectfully Submitted,



Suzanne Maxwell  
Executive Director