

**Approved
Downtown Development Authority
Regular Meeting Minutes
Wednesday, May 8, 2019
7:30 a.m. ~ Commerce One**

Chairperson Banaszak called the regular meeting of the Downtown Development Authority to order at 7:32 am. Members present were:

Tim Banaszak	Ashley Anderson	Don Carlyon
Jeff Cederstrom	Jean Ann DeShano	Dan Dimitoff
Mayor Newsham	Mike Bacigalupo	Jenifer Acosta
Terry Spencer	Mike Dore	Joe Wespiser

Absences: Trevor Keyes

Also present: Terry Moulthane, City Representative
Suzanne Maxwell, Executive Director
Matthew Kowalski, Administrative/Marketing Specialist
George Martini, City Fiscal Services Director
Randy Buchanan, Downtown Parking Ambassador

A quorum of DDA Board of Directors was present.

EXCUSED ABSENCES

Chairperson Banaszak reported that Keyes requested an excused absence. Motion by DeShano, supported by Bacigalupo to approve absence. Motion unanimously approved.

ORGANIZATION

Chairperson Banaszak presented Consent Agenda items 1 through 4 under Organization and requested approval. Motion by Carlyon, supported by Anderson to approve the consent agenda. Motion unanimously approved. DMB Minutes of April 2019 were presented for review.

2019/2020 DDA BUDGET

George Martini, City of Bay City Fiscal Services Director was present to review the 2019/2020 budget worksheets. Budget was produced by both the City and DDA staff. Martini reviewed the DDA, Water Street TIF, Landmark TIF and the Parking enforcement budget. Motion by Carlyon, supported by DeShano to approve the 2019/2020 budget. Motion unanimously approved.

PARKING UPDATE

Downtown Parking Ambassador, Randy Buchanan was present to discuss the recent court rulings in regard to chalking tires. Buchanan begins by explaining his desire for the position came from the “ambassador” aspect which enables him to be friendly and accommodating to visitors of Downtown Bay City; parking enforcement comes second. He explains that his interactions with visitors are more often positive, but its typically downtown employees that disagree with his procedures, though he works as fairly as possible.

Buchanan explained that without informing the public of the processes put in place downtown, it gets regarded as a negative thing. He explains that the parking ambassadors are no longer chalking cars, they now are electronically marking the license plate and recording the position of the tire stem.

Cederstrom suggested we address parking issues with merchants as a whole. Maxwell explained that she recently posted a reminder on the closed Facebook page for Downtown Merchants regarding to parking solutions for customers and emphasized the Stay the Day Visitor Passes. She added that all participating businesses have a supply.

Dimitroff suggested that the Downtown Development Authority look into meters. He explained there are companies that will take on the setup costs and we receive a portion of the revenue. He suggested that Bay City should stay ahead of this issue and believes there has to be a better way. Carlyon asks the board to take a moment to thank the Downtown Parking Ambassadors for their continued efforts during this difficult time.

DOWNTOWN CLEANUP EFFORTS

Banaszak thanked everyone that volunteered to help during the Downtown Cleanup day on May 4th. Efforts were focused on parking lots and alley ways, as well as moving benches to new destinations and fortifying planters. Banaszak shared another opportunity to volunteer on May 11th for curb painting downtown. Kurt Hausbeck from the City of Bay City is coordinating the efforts alongside Ashley Anderson, who shared that 9 volunteers are committed and asked for more. Bacigalupo shared that Rob Clark of Michigan Sugar is arranging a Wenonah Park cleanup day on Wednesday, May 22nd from 8am to 4pm and is requesting volunteers as well.

Maxwell shared that the Beautification Subcommittee's "adopt-a-corner" campaign yielded successful results, as downtown went from having 27 planters to 47 total planters on corners downtown, covering most high-traffic intersections. Maxwell also shared that the merchant contest for storefront efforts has been well received and will help keep downtown looking great throughout the summer.

WENONAH PARK FUNDING EFFORTS TO DATE

Maxwell reported that she submitted a grant application to the Bay Area Community Foundation for assistance with funding the renovations of the Wenonah Park Entrance. She will be submitting applications to The Kantzler Foundation, Smith Foundation, FEMA and MSHDA as well.

DMB UPDATE

-Apps & Ales is scheduled for June 5, 5:00 - 9:30 pm. The ticket-based event will feature beer and appetizer samples from 13 participating bars/restaurants. 1,075 tickets and souvenir glasses are now on sale.

-Tall Ship Celebration is scheduled for July 19-21. The DMB Marketing & Events Subcommittee recently met to discuss ways to encourage event attendees to visit Downtown businesses during and after the festivities.

-Sidewalk Days is scheduled for July 25-27. The event will feature different themes for each day: Throwback Thursday, Food Truck Friday, and Sweet Saturday (similar to Indulge).

We continue to provide Downtown information using social media: the Downtown Facebook page now has 21,600+ Followers and Instagram has 4,500+ Followers. The DMB also has over 14,275+ permission-based emails.

New businesses: Regent Floral & Mercantile will open at 924 Washington Avenue May 24 and will offer fresh cut flowers, unique houseplants, handmade gifts and original art. Paradise City Treasure, a new store featuring overstock Amazon items for sale will be open in the near future at 206 Center Ave in the former Suzie Q's Consignment Boutique location. Keeping Character, a store specializing in home décor, furniture, vintage items, home and event design and estate sale auctions is scheduled to open this summer at 906 N. Water St. MI Table, a farm to table style restaurant will open 213 Center Ave this summer. The restaurant is located inside the Legacy.

OTHER

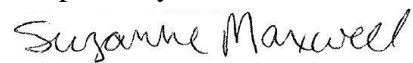
Banaszak presented the board with a Social Media Policy implemented by the City of Bay City. Since the Downtown Development Authority board members are appointed by the City, this policy must be adopted and abided by effective immediately.

Maxwell shared that there is a PA 57 Seminar on May 17th at City Hall, where the MDA will give information regarding new policies for DDA compliance and reporting statewide. Maxwell also provided information regarding the MDA Annual Workshop on May 31st in Petoskey, MI, detailing early bird pricing ending soon.

ADJOURN

Motion to adjourn by Carlyon, supported by Bacigalupo. With no further business to come before the Downtown Development Authority, meeting adjourned at 8:32 am.

Respectfully Submitted,



Suzanne Maxwell
Executive Director