



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, April 3rd, 2024 8:00 AM
Bay City Hall, 301 Washington Ave. Bay City, MI 48708 Rm. 317

The regular meeting of the Downtown Development Authority and Downtown Management Board was called to order at 8:00 AM by LaFave and DeShano. Members present were:

Alan LaFave	Jean Ann DeShano
Avram Golden	Dan Dimitroff
Jim Goodrow	Jeff Staudacher
Scott Nemode	Nick Schwall
Howie Diefenbach	Trevor Keyes
Harmoni Greshow	John Neeb
	Sheila Turbett
	Jamie Ralph
	Jesse Kendall

Excused: Jeff Hildebrandt, Magen Samyn, Sara Dimitroff, Don Carlyon
Absent: None.

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Jesse Dockett, 1st Ward Commissioner
- Dana Muscott, City Manager

2. Approval of the Agenda:

- a. DDA Agenda: Motion to approve the DDA agenda by Staudacher, support from Turbett, all in favor.
- b. DMB Agenda: Motion to approve the DMB agenda by Nemode, support from Golden, all in favor.

3. Public Input:

- Golden reported that he recently went to Boston and toured MIT with two Delta College staff.
- A speed bump is going to be installed on Water St. between 4th & 5th streets in early May.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA March Minutes
 - ii. Motion to approve by Turbett, support from Keyes all in favor.
- b) DMB Consent Agenda
 - i. DMB March Minutes
 - ii. Motion to approve by Goodrow support from Nemode, all in favor.

5. Committee Reports

- a. Events Committee: Rupp reported that the Spring Shop Hop was March 22nd and 23rd. The merchants gave a bunch of small items and gift cards to be able to stuff 72 eggs to distribute back to the businesses for them to hide in their shops. With this event, shoppers and visitors were able to scan a QR code to enter to win the grand prize which was an overnight stay with breakfast at the Doubletree and a \$50 Downtown Bay City gift certificate. To enter to win we asked for their name, email, zip code and if they would like to join the Downtown email list. 206 people scanned the QR code, 101 people filled out the form and we gained 54 email addresses.
QR code scans by Cities
43 from Ashburn
28 from Detroit
28 from Southfield
26 from Bay City
10 from Dulles
6 from Dearborn
Next year, we received so many little items we could have used more eggs so that will be planned accordingly. Coming up on April 20th is the Three of a Kind shopping event. Every customer that enters a store will receive a playing card, with a purchase they will receive an additional playing card. Once the customer gets three of a kind they receive an entry slip to win a grand prize.
- b. Parking Committee:
Revenue:
Deposit 3/15/24: 100.00
Deposit: 3/25/24: 545.00
Fines and passes: 1197.00

Parkmobile hourly: 279.08
Interest: 4.10
Income total: 2125.18

Bills:
Credit card fees: 66.52
Payroll: 1385.50
Lot Cleaning: 400.00
Total Bills: 1852.02

- c. Marketing Committee update: The marketing committee met to start discussing Feet on the Street efforts for 2024. The committee met with representatives from the Planetarium and the YMCA. Rupp is working on the sponsorship form and special event permit.
- d. Beautification Committee Update: The committee has been working on a plan for replacing the trees Downtown. The Armstrong Maple was recommended to the group by Artisan's Landscaping as a hearty tree for a downtown that does not drop anything (berries/fruit) and can withstand salt and "abuse" an urban tree may endure. This type of tree is a hybrid of a red/silver maple, which is classified as a street tree by the DNR as well. The total cost of replacing a tree is estimated to be about \$1,000, that includes removal, removing electric, and planting the tree. A sponsorship form can be created through the Downtown website, there just needs to be an option to pay online to the DDA.
- e. Finance Review: Reports attached.

6. Summer Events Update: The special event permits have been submitted for both the Wednesdays in the Park concerts and Young People's Summer Series. The DMB executive committee has sent out a sponsorship request form to the community and has received \$37,000.00 so far. The group has been working with Excellency Presents, a local show producing company to help with booking talent and arranging stage production. The lineup for the concerts is anticipated to be announced on April 12th.

7. Michigan Main Street: The MEDC has agreed to meet with the DMB/DDA and City staff, to move forward with MMS once a full time employee is in place at the DDA.

8. DDA Employee Update: The DDA position has been posted on the Hey Bay City website since late January. The DDA has gone through four interviews with applicants, one applicant received a second interview and now a third after today's 4/3 board meeting with the executive committee.

12. Director Update:

Rupp's Update:

Social Media:

Facebook Reach: 130.1K

FB Content Interactions: 4.7K

FB Followers Gained: 140

FB Followers Lost: 29

FB Total Followers: 29.2K
IG Reach: 4.3K
Content Interaction: 761
Total IG Followers: 8.5K

- I learned that the Downtown Bay City social media pages can begin monetizing from organic posts and receiving a “bonus” and before anything can be collected, you must earn \$100 to cash out. For example, on the Easter post there were 257 likes, 5 comments and 17 shares and it earned \$1.95.
- The Spring Shop Hop was March 22nd and 23rd. We received a bunch of small items and gift cards from participating businesses and were able to stuff 72 eggs for the event. The eggs were then redistributed back to the businesses for them to hide in their shops. With this event, shoppers and visitors were able to scan a QR code to enter to win the grand prize which was an overnight stay with breakfast at the Doubletree and a \$50 Downtown Bay City gift certificate. To enter to win we asked for their name, email, zip code and if they would like to join the Downtown email list. 206 people scanned the QR code, 101 people filled out the form and we gained 54 email addresses.

QR code scans by Cities

43 from Ashburn

28 from Detroit

28 from Southfield

26 from Bay City

10 from Dulles

6 from Dearborn

- Next year, we received so many little items we could have used more eggs so will plan accordingly.
- I have been working on the concert series with Alan, Jeff, Scott and Troy Weiler from Excellency Presents. We have 8 shows lined up for this Summer starting June 19th to August 14th. The line up will be announced Friday, April 5th. We are still accepting sponsorships if interested. I have applied for funding from the community foundation that we will find out if we receive or not, the second week of May and from SC Johnson, applications get reviewed in April and they do not have a notification date.
- I have been working on the Young People's Summer Series. I have 4 of the 8 spots booked for the series. These are also Wednesdays June 12th thru August 7th in the pavilion. Bay City Public Schools brings lunch (for free) and the library system brings down the book bike and gives away free books.
- I have been working on Feet on the Street, putting together a list of some items and costs that we may need this year. The YMCA is working on a cornhole league, Jeff Poirer is scheduling the live music on Fridays, Kaitlyn MacGregor is scheduling the health and wellness classes on the turf. The committee is meeting today, 4/3.

10. City District Updates: Terry Moulton reported that the city's master plan will be on the COBC website by the end of this week. Once it is online, there will be a 64 day review period for the public with a survey.

11. Roundtable: There will be a Cool City Car Show this Summer, the second weekend in July there will be a cruze and show on Midland St. and another group will have a show in the Downtown. There is also a group getting together to potentially host Tall Ships in 2025, there is more to come.

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn at 9:15 a.m.

Respectfully submitted,
Kellie Rupp
Downtown Marketing Director