



Approved
Downtown Development Authority & Downtown Management Board
Wednesday, May 1, 2024
Bay City Hall, 301 Washington Ave. Bay City, MI 48708 Rm. 317

1.
 - a. 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
Jeff Hildebrant	Jeff Staudacher
Scott Nemode	Nick Schwall
Howie Diefenbach	Trevor Keyes
Harmoni Greshow	John Neeb
Magen Samyn	Sheila Turbett
	Jamie Ralph
	Jesse Kendall
	Don Carlyon

Excused: Howie Diefenbach
Absent: Jim Goodrow

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Jesse Dockett, 1st Ward Commissioner
- Dana Muscott, City Manager
- Sara Dimitroff, City Staff
- Terry Moulthane, City Staff

1b. Introduce Development Director, Sam Fitzpatrick: Sam joined the Downtown Development Authority as staff on April 29th, 2024 as the Development Director.

2. Approval of the Agenda:

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

3. Public Input:

- This month's Bay Area Chamber Eye Opener on May 3rd will have Eric Hippel as the speaker.
- The United Way's Day of Caring was April 26th that included over 600 volunteers across Bay County. The Downtown had 20 volunteers cleaning windows and picking up trash out of the alleys.
- Old City Hall is going to have music outside by the patio every Thursday night in June & July.
- There is a survey online about the Saginaw River wake/no wake zones.

5. Consent Agenda:

- a) DDA Consent Agenda
 - i. DDA April Minutes
 - ii. Motion to approve by Turbett, support from Neeb all in favor.
- b) DMB Consent Agenda
 - i. DMB April Minutes
 - ii. Motion to approve by Golden support from Hildebrant, all in favor.

5. Committee Reports

- a. Events Committee: Rupp reported on April 20th is the Three of a Kind shopping event. Every customer that entered 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. Coming up Rupp reported that she is working on the Young Peoples Summer Series, Wednesdays in the Park, Feet on the Street and Apps & Ales.
- 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 has been mainly focused on Feet on the Street efforts for this year. Some new additions are new billboard signs by the Bay Vets Foundation, the large health & wellness turf will be move to Center Ave., there will be a cornhole league on Monday & Tuesday nights and the live music on Fridays will be moved to the corner of Saginaw St. and Center.
- d. Beautification Committee Update: The tree cages and grates that need to be removed have been identified and sprayed with a gray marking. Bay City Electric will come and remove those this month. The beautification committee also asked if they could get the street sweeper schedule for the month of June.
- e. Finance Review: Reports attached.

6. Summer Events Update: The lineup for the Summer concert series has been announced and is as follows:

The Wednesdays in the Park Summer concert lineup was announced on Friday, April 12th.

June 19th - Bay Concert Band

June 26th - Shout! The Beatles Tribute

Week off for The Bay City Fireworks Festival

July 10th - Captain Fantastic, Elton John Tribute

July 17th - Detroit Rock City, KISS Tribute

July 24th - Fleetwood Mac, Fleetwood Mac Tribute

July 31st - Serious Moonlight, David Bowie Tribute

August 7th - The Classic Women of Country, sponsored by Brian's House Community Group

August 14th - Material Girls, Madonna, Chef, Blondie, Heart, Adele & Lady Gaga Tributes

The streets will be closed beginning May 23rd for Feet on the Street activities and the Young Peoples Summer Series is slated to being June 12th with the following schedule:

6/12 - Bay City Electric Light & Power Safety Day

6/19 - CamFactor Music M

6/26 - Ventriloquist Show

7/10 - Wenonah Park

7/17 - CamFactor Music

7/24 - Mike & Brian from the Planetarium

7/31 - Bay City Electric Light & Power

8/7 - Amazing Clark Magician

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. This month, Kellie and Sam will talk with Bay Future and then work with Lee to set up a meeting with all of us.

8. Board Committees: Each board member should belong to at least one subcommittee of either board.

- Events: Golden, Hildebrant, Nemode, Greshow, Schwall, Turbett, Moulthane
- Marketing: LaFave, Hildebrant, Diefenbach, Greshow, Samyn, Dimitroff, Schwall, Turbett, Ralph
- Beautification: Golden, Hildebrant, DeShano, Staudacher, Neeb, Ralph, Kendall.
- Parking: DeShano, Keyes, Goodrow,
- Finance: DeShano, Staudacher, Neeb, Kendall.

12. Director Update:

Rupp's Update:

Social Media:

Facebook Reach: 130.7K

FB Content Interactions: 3.1K

FB Followers Gained: 168

FB Followers Lost: 18

FB Total Followers: 29.3K

IG Reach: 4.3K

IG Content Interaction: 1.4K

Total IG Followers: 8.6K

- I learned that the Downtown Bay City Facebook can begin monetizing from organic posts and receiving a "bonus" and before anything can be collected, you must earn \$100 to cash out. From March 30th - April 30th the Downtown Bay City Facebook page earned \$48.25.
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- On Saturday, April 20th the Downtown merchants participated in a Three of a Kind Shopping Event. Each person that came in a participating business received a playing card, with a purchase they received an additional playing card. Once the shopper received three of a kind, they could turn it into the merchant and get an entry slip. The entry slip was put into a drawing for three grand prizes. I collected items & gift cards from the merchants valued at \$25 or more. I drew three winners that received baskets all valued around \$300.

- On Friday, April 26th was the United Way's Day of Caring. I submitted for a project again this year, last year I had volunteers painting curbs. This year we had 20 volunteers downtown cleaning windows and picking up trash in the alleyways.
- New(er) businesses
 - I went in and met Josh Hescott at "The Shop" at 115 3rd St. Josh offers custom mid century and Danish modern designs including dining tables, media cabinets, cutting boards, live edge work & more.
 - I met Gabe Windt at Area 13 Tattoo, he has been Downtown since December but just got the chance to meet him. Super nice & very excited to be Downtown.
 - Ocean Jasper moved & opened their new space at 800 Washington in the Kresge building. They are having a grand opening party this Sunday, May 5th from 12-2 pm if you have time to check them out!
 - B.Envied moved from their space on Adams, to their new spot at 806 Saginaw St. (where Ocean Jasper used to be)
- Sidewalk Days is moving from July 18-20, to July 25-27. There is a gift show that a number of downtown merchants attend and I was asked to move it. I shared it on the merchant page and all seemed more than ok with the change.
- The Riverside Art Festival is taking place on June 8th & 9th in Downtown. This is hosted by the YWCA. The YWCA is going to close the streets on June 7th in the early morning.
- The cape seal project on Saginaw St. and Washington Ave. will begin in mid-may. This work will not impact the sidewalks, only the roads. As part of the construction contract, they have to finish Washington and Saginaw before Memorial Day Weekend.
- The streets for Feet on the Street will be closed Thursday, May 23rd.
- I am out of the office 5/2 & 5/3 :)

10. City District Updates: On May 7th, there will be an EPA RLP open house from 4:00 - 7:00 PM at City Hall. The comment/survey portion of the City's master plan has been closed, but you can still submit public comments to the planning and zoning department. It was also reported that the two businesses that were selected to move forward in the Match on Main program are Ocean Jasper Wellness and the Wanigan.

11. Roundtable: Drydock Beer Garden opens on May 15th.

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn at 9:16 a.m.

Respectfully submitted,
 Kellie Rupp
 Downtown Marketing Director