



**Approved**  
**Downtown Development Authority & Downtown Management Board**  
**Wednesday, June 5th, 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	Don Carlyon
Harmoni Greshow	John Neeb
Jim Goodrow	Sheila Turbett
	Jamie Ralph
	Jesse Kendall

Excused: Magen Samyn, Trevor Keyes  
Absent: None.

The following were also in attendance:

- Kellie Rupp, DMB Marketing Director
- Sam Fitzpatrick, DDA Director
- Dana Muscott, City Manager
- Sara Dimitroff, City Staff
- Terry Moulthane, City Staff
- Jesse Dockett, 1st Ward Commissioner
- Antonio Reyes, City of Bay City Intern
- Brentt Brunner, owner of Washington Lanes, 4th Ward Commissioner

## 2. Approval of the Agenda:

- a. DDA Agenda: Motion to approve the DDA agenda by Schwall, 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:

- Golden shared that he finished the brickwork on the east side of the Jefferson building. He also shared he has a crew working on a mural at the Jefferson Project, there is a mural party this Friday, June 7th from 4-8pm.
- City staff shared that starting the first week of June, the Wenonah Park pavilion bathrooms will be open 9a-5p 7 days a week.
- Coming up this weekend is the Riverside Art Festival, taking place on Water St. from 5th to 6th and Center from Water to Saginaw St. the streets will be closed starting the morning of June 7th to prepare for the festival on the 8th and 9th.
- Coming up this weekend is also the HOBIE college and high school bass fishing tournament. The boats will be launching out of Veteran's Park.

## 5. Consent Agenda:

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

## 5. Committee Reports

- a. Events Committee: Rupp and Golden shared that this week on June 6th is the 13th annual Apps & Ales event. 13 participating bars and restaurants will give out two samples of beer and an appetizer for a \$30 ticket. Feet on the street free health and wellness classes started last weekend. Every Saturday and Sunday morning throughout the summer there will be free wellness classes on the Center Ave. turf. Then this Friday begins the free live music at the corner of Saginaw St. and Center on the bump out, from 4:00 - 6:00 PM. Registration for Sidewalk Days, that is the last weekend of July will also go out soon. Rupp also mentioned that there is only 4 days on the June event calendar that there is not something going on, so she is very proud of that.
- b. Parking Committee Update:

The parking lots are being maintained by Mike Schingeck and his crews. Goodrow, of the DMB and owner of Bayshire Beauty Salon, also brought a proposal that he had spoken to the DDA previously about in 2012. The school currently parks in the lot at the end of Saginaw St. and 2nd. The property there has been purchased and the students can no longer park there. Goodrow is wishing to work with the DDA on a student rate parking pass. The proposal has been sent to the whole parking committee and they will work with Jim on a solution.

Parking Fines	\$100
	\$926
Park Mobile	\$273.26
	\$28.37
Parking Passes	\$600
TOTAL	1,927.63
Expenses	
Payroll	\$1,267.72
Equipment Costs	\$1,304
Parking Lot Maintenance	\$400
TOTAL	\$1,704
Difference	\$223

- c. Marketing Committee update:The marketing committee has been mainly focused on Feet on the Street efforts for this year. Rupp and LaFave shared that there are ads placed through Cumulus Media in trade for a sponsorship for Feet on the Street. \$4,000 worth of airtime was agreed upon for this trade. Rupp also mentioned that there are streaming ads with WNEM to reach a 30 mile radius from Saginaw and a 30 mile radius from Clarkston, MI focusing on Downtown Bay City in the Summer.
- d. Beautification Committee Update: There is a meeting scheduled for today to discuss brick work. All of the cages and grates have been removed in the downtown district from the trees that were requested. DeShano and Fitzpatrick filled 50 of the tree holes with mulch and river rock this month.
- e. Finance Review: The DMB shared their 24/25 prepared budget to the board via email and were asked to review. A motion was made to approve the budget by Hildebrant, seconded by Diefenbach, all in favor and the budget was approved.
- f. DDA Finance Committee Update:

Payroll and Direct Deposit Updates: Payroll (Direct deposit) should be running by the middle of July with First State Bank. They are going through a major update to their system and the current clients will be receiving direct deposit first before we can.

Our accountants will send over to us the payroll after tax deductions and then George Martini will get a copy of payroll. We are manually writing checks for the time being and once direct deposit is set up things will be easier.

Independent Bank account for the DDA through the City of Bay City is all set and running, we are all set to use that. Anything that is directly deposited will be all parking.

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 begin 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: Kellie and Sam will work with Lee Young from the MEDC to set up a meeting with the DDA, DMB, the City economic development department and the MEDC.

8. Strategic Plan: There is currently no update, but the executive committee wanted to keep the topic on the agenda as a friendly reminder.

9. DDA/Secretary Treasurer: Skipped.

10. Director Updates:

Kellie:

Social Media

Facebook Reach: 133.6K

FB Content Interactions: 4.2K

FB Followers Gained: 12

FB Total Followers: 29.5K

IG Reach: 5K

IG Content Interaction: 1K

Total IG Followers: 8.6K

-Since learning that the DMB can collect bonuses on Facebook from organic posts, we collected \$48 in April and \$75 in May.

-Over the past few weeks I have been working on marketing & events for Feet on the Street. Every Friday in the Summer there will be live music performances on the corner of Saginaw & Center from 4:00 - 6:00. There will also be free health and wellness classes thanks to our FOTS sponsor, Financial Edge Credit Union, every Saturday and Sunday morning throughout the Summer until the end of August. With this sponsorship, I included that FPCU could redesign the FOTS sign with their colors and logos. I hired artist Kayla Peake who redesigned and painted the sign, with FPCU's approval. Kayla came downtown and repainted the sign on Friday, May 31st. Check it out! Jeff H. also did a timelapse video that's on our Facebook and Instagram page. The streets closed down on May 23rd. The turfs were installed, the patios were put in place and all of our furniture was out before the weekend. The Bay Vets Foundation is creating new white signs for us to put our banners on.

-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.

-On May 15th the DDA and DMB held an "after hours" type event at City Office, Alan, Jeff, Scott, Howie, Jim from the DMB were there and Sam & Jean Ann came from the DDA, thank you to those board members that were able to make it. It was a good turn out and it was fun to mingle and chat in a more casual setting with some downtown merchants. If you have any feedback or input, let me know. This is the first time we've done something like this and hope to continue them quarterly.

-On June 21st I will be doing a lightning round presentation at the Chamber's Eye Opener Breakfast talking about summer events alongside the masonic temple, the jefferson project, studio 23, delta college and the library.

-The cape seal project on Saginaw St. and Washington Ave will now begin in mid-September.

Sam:

- Bricks: Troy Carb of Strictly Brick Paving is working on an estimate for the eastern side of Saginaw Street between Center and Sixth. Will update when we get the estimate, which should be later today. Troy has previously worked on the paving bricks in Uptown.
- Depending on what he comes up with we will be working on replacing all bricks in the downtown area.
- We have another estimate lined up with Artisans on Thursday at 10am to compare if needed.
- Cages and Grates: CoBC EL&P is removing ALL cages from trees so Clements may remove the old electrical boxes. As of last week they have removed all marked grates.
- In the meantime, Sam, Jean Ann, and with help from Renee, one of our parking ambassadors, we are filling the areas where grates once were with stones and mulch as needed.
- Sidewalk weed control: Mike Schingeck has been hired to tame the weeds around Downtown Bay City. He started yesterday.
- Main Street: Kellie and Sam met with Jim Reume a few weeks ago as a general welcome for Sam. He mentioned the Main Street Program and this is something we would like to meet more on and see if it's feasible.

11. City District Updates: Terry Moulane shared that all of the signage is in place for Feet on the Street. Kellie did ask if there could be a “no motorized vehicles” sign placed at the entrances to the street closures because of motorcycle sightings. Moulane also shared that the comment period for the City’s master plan will end June 10th. Sara Dimitroff shared that the 500 block of Midland St. and Columbus are both removing the bricks and trees and replacing them with concrete. The 500 block of Midland St. is also continuing their lighting project from the 600 block.

12. Roundtable:

- The building that the DDA and DMB have been working in has been purchased by Berkshire Hathaway HomeServices. The boards have found a new office location at 816 Washington Avenue, Bay City, MI 48708. Each employee will have a 10x12 ft office at \$250 each, utilities will be split amongst the other tenants in the building. A motion was made from the DMB by Nemode, supported by Golden, to approve the appropriate parties to sign and agree to the lease pending lawyer approval. A motion was made from the DDA by Schwall, supported by Turbett, to approve the appropriate parties to sign and agree to the lease pending lawyer approval.
- A motion to dismiss the July meeting for the DDA was made by Dimitroff, with support from Neeb, all were in favor. A motion to dismiss the July meeting for the DMB was made by Nemode, with support from Goodrow, all were in favor. The DDA and DMB will not meet in July for the regular board meeting, but updates from Fitzpatrick and Rupp will be sent out. The next full board meeting will be August 7th, 2024 at City Hall.

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn by Don Carlyon at 9:22 a.m.

Respectfully submitted,

Kellie Rupp  
Downtown Marketing Director

Sam Fitzpatrick  
Downtown Development Director