



**Approved**

Downtown Management Board & Downtown Development Authority Regular Meeting  
Wednesday, November 13th, 2024 8:00 AM  
301 Washington Ave. Bay City, MI 48708 Room 317

**Meeting was called to order by DeShano and Hildebrant at 8:01AM.**

1. Call to Order/Roll Call

Jeff Hildebrant

Magen Samyn

Scott Nemode

Howie Diefenbach

Avram Golden

Harmoni Greshow

Jennifer Stasser

Kelli Wilson

Sara Dimitroff

Jean Ann DeShano

Daniel Dimitroff

John Neeb

Don Carlyon

Nick Schwall

Trevor Keyes

Sheila Turbett

Jamie Ralph

Jesse Kendall

Terry Moulane

Jim Reaume

Dana Muscott

Jesse Dockett

**Excused:** Avram Golden, Harmoni Greshow

2. Approval to add Bylaw update discussion to the current agenda

- Schwall motioned/Seconded by Dimitroff

- a. DDA Approval of the Agenda - Motioned by Neeb / Seconded by Reaume
  - b. DMB Approval of the Agenda - Motioned by Samyn/ Seconded by Diefenbach
3. Review and Approval of Minutes
- a. DDA Approval of the minutes Motioned by Turbett / Seconded by Ralph
  - b. DMB Approval of the minutes Motioned by Samyn / Seconded by Nemode
4. Public Input

-The November Chamber Eye Opener breakfast topic was on financial fraud. The December topic will be Conscious Capitalism December 13th at the DoubleTree Hotel Bay City.-

-Feet on the Street survey completed. Results shared with the board and would like to discuss at the next meeting.

-Board member Harmoni Greshow gave birth to her daughter on November 8th and will be excused for the next few following months.

5. Michigan Main Street and MEDC Presentation

-Leigh Young of Michigan Main Street gave a presentation to DDA and DMB boards. Boards will need to work together to identify goals and track progress and create scorecards for downtown to partake in the program. Leigh is going to share information with both boards to be examined and studied. Links to online training and Solution Centers to be provided to boards.

-The Michigan Main Street Subcommittee can then meet with Michigan Main Street once the downtown scorecard is completed about a goal-setting session.

6. Director & Committee Reports

***a. Fitzpatrick Report***

(Ghost Tours update in Roundtable)

**Transit update:**

-Kellie and Sam are planning to meet with Samaritan Flowers, the new Transit Fellow for the Great Lakes Bay Regional Alliance to introduce ourselves and our initiatives.

-Kellie and Sam met with SVSU in late October to work on transit plans for 2025 to include test routes between SVSU and Downtown Bay City.

*Transportation Initiative*

**Downtown Bay City and SVSU**

1. Identify Two Events:

-Hot Cocoa Event (Feb. 15th) -St. Patrick's Day Parade (March 16th)

2. Campus Locations: -Student Life Center

3. Timing and Logistics:

-Both events happen on a weekend. Bay Metro runs on Saturdays but not Sundays. Feb. 15th 2025 is a Saturday, and March 16th 2025 is a Sunday.

-Question for Eric Sprague: Would Bay Metro be willing to make an exception for the Sunday event for testing purposes?

-Ideally, we are looking for two runs between SVSU and Downtown Bay City per event. One could also work if it allows for enough time for riders to attend the entire event or most of it.

*Lex Hallberg note: I think we would be able to get away with only one bus if it just loops between DBC and SVSU only*

4. Advertising:

-Downtown Bay City would offer marketing and advertising for these events.

-SVSU will also market and advertise for these on campus.

## 5. Feedback and Data:

-A short survey is suggested for riders to take at the end of each shuttle between Downtown Bay City and SVSU.

-Sam and Kellie have offered to volunteer for this on the busses for each event and ride to collect feedback from riders.

-Sam would also like to generate a survey for Downtown Bay City residents and vendors on transit consisting of awareness, using it for commuting, local tourism purposes, and transportation for employees which will all contribute to economic development.

-As of this week, I have Microsoft 365 and we have a new website host through Samsa. PA57 reporting will resume.

## **b. Rupp Report**

-Wine Walk took place on Thursday, September 19th with 11 participating bars and restaurants downtown. The total number of tickets sold was 681 and with 20 giveaways, there were 701 total participants. In 2023 we sold out the event at 950 tickets. With tickets at \$40 each, that brought in \$27,240.00.

For the disbursements back to the restaurants: total amount of tickets sold (\$27,240) and subtract the expenses equates to \$23,845. DMB gets \$5 from every ticket. DMB sold 681 earning \$3,405. That leaves \$20,440 to disburse to restaurants. Divided that number by the amount of stubs turned in (7164) gives the amount everyone gets per stub at \$2.85. This number then multiplied by how many stubs that establishment turned in, plus \$1 for every ticket they sold.

-Treats and Treasures took place on Saturday, October 26th from 11:30-2 with 27 downtown businesses participating. Most businesses saw 175-200 kids come through.

-Merry Little Weekend (formerly known as the Holiday Open House) took place November 1st - 3rd at 22 downtown businesses. Businesses were encouraged to showcase their new holiday decor and items for a weekend of shopping. To encourage shoppers to visit multiple locations we did a giveaway for the event. Every merchant gave an item, I gave the merchants entry cards and shoppers entered to win 3 different gift baskets that put together.

-On November 7th & 8th I will be out of the office to attend the Michigan Downtown Association annual conference in Ann Arbor. I will be attending sessions discussing best practices for social districts, downtown organizations and chambers of commerce working together, downtown gift cards/certificates, wayfinding, storytelling, enhancing volunteer participation and board involvement and more. I will report more back to the board at the meeting & in my December update.

-Preparations are in place for Sundays in the City and Santa's Arrival. Sundays in the City begin on December 1st and continue through December 22nd. Santa's Arrival and the tree lighting will be on Friday, November 29th at 7:00 PM. The tree will be brought into town the Monday before Thanksgiving by the Clements family. Chris Rupp will be Santa again this year and our emcee will be Josh Sharrow, who emceed the Wednesdays in the Park concerts.

-Small business Saturday is Saturday, November 30th. I am working on some ads to boost the week before as well. This year, I designed some small stickers that say "I shopped small in Downtown Bay City". I am planning to get a number of these printed to distribute to the downtown businesses to give to shoppers.

### **c. Events Committee Report**

#### Upcoming events:

- **Santa's Arrival in Wenonah Park:** November 29th, 2024 7:00 PM
- **Small Business Saturday:** November 30th, 2024 all day
- **Sundays in the City:** December 1, 8, 15 and 22 during merchant business hours.
  
- **2025 Calendar:** The committee started to develop the calendar of events for 2025 that includes the Downtown Management Board events but also other DT events and city wide events. This calendar is given to merchants in December, or as soon as possible, so they can plan for the year ahead.
- **Wine Walk:** This event took place on Thursday, September 19th with 11 participating bars and restaurants downtown. The total number of tickets sold was 681 and with 20 giveaways, there were 701 total participants. In 2023 we sold out the event at 950 tickets.. With tickets at \$40 each, that brought in \$27,240.00. For the disbursements back to the restaurants, Rupp takes the total amount of tickets sold, which was \$27,240 and subtract the expenses then that leaves us with \$23,845. Then, the DMB gets \$5 from every ticket. So since we sold 681, we got \$3,405. That leaves \$20,440 to disburse to the restaurants - then we divide that number by the amount of stubs that got turned in (7164) and that gives us the amount everyone gets per stub, which is \$2.85. Then, multiply that number by how many stubs that establishment turned in, plus \$1 for every ticket they sold.
- **Treats and Treasures:** Our downtown trick or treating event took place on Saturday, October 26th from 11:30-2 with 27 downtown businesses participating and handing out candy. Most businesses saw 175-200 kids come through.
- **Merry Little Weekend** (formerly known as the Holiday Open House) took place November 1st - 3rd at 22 downtown businesses. Businesses were encouraged to showcase their new holiday decor and items for a weekend of shopping. To encourage shoppers to visit multiple locations we did a giveaway for the event. Every merchant gave an item, the merchants were given entry cards and shoppers entered to win 3 different gift baskets that were put together.

#### **d. Parking Committee Report**

(The monthly parking report was incomplete until the evening before this meeting, in which accurate numbers were given and are reflected in these meeting minutes).

-Zach Seebeck will be presenting his new parking software to the Parking Committee on November 19th. PA's have decided against the new feature in IPS which allows for tracking tire positions electronically. This is found to be too time consuming and they can be easily deleted which would lose all progress on tracking them. They are going to retain the analog method of just recording wheel positions with pencil and paper. I will have a pros and cons list ready for the next Parking Committee meeting.

-Discuss: In our last Parking Committee meeting it was suggested that Mike Pergrande, President of the American Legion, should be paying us for his usage of four of our spots in the Center and Adams lot. This would amount to \$1,200/year in revenue.

**Action item:** The board determined that the DDA would have to charge for these spots and that the American Legion should be approached for discussion about this. It will be added to the Parking Committee agenda for Nov. 19<sup>th</sup>.

<b>Revenue</b>			<b>YTD Totals - Coming soon</b>
Parking Lots PAID		\$340	
Street Parking PAID		\$1,560.00	
Park Mobile	\$284.51		
Parking Passes		\$246.16	
<b>Revenue TOTAL</b>	\$2394.67		
<b>Expenses</b>			
Payroll (ambassadors)	\$2,281.84 (three pay dates in October)		
Equipment Costs	\$2,113.50 (IPS Software + extra fees)		
Parking Lot Maintenance	\$400 (Schingeck)		
<b>Expenses TOTAL</b>		\$4,796.34	
<b>Difference</b>	\$2401.67		

<b>PAID Parking Lot Tickets Only - 2024</b>							
<b>Month</b>	Lot 1 (5th + Saginaw)	Lot 2 (Jennsion Lot)	Lot 3 (Center & Adams)	Lot 4 (Washington & 6th)	<b>Total Paid Tickets</b>	<b>Revenue</b>	
January	6	0	2	2	10	\$100	
February	9	0	1	3	13	\$140	



March	2	2	3	2	9	\$90	
April	2	4	1	2	9	\$90	
May	7	1	2	4	14	\$150	
June	11	3	0	0	14	\$180	
July	15	9	5	4	33	\$350	
August	11	3	3	3	20	\$250	
September	9	1	3	3	16	\$200	
October	18	5	3	3	29	\$340	

November								
December								
<b>Running Totals:</b>	90	28	23	26	157	\$1,930	<b>\$12,570 COMBINED LOT AND STREET RUNNING TOTALS</b>	

PAID Parking LOT Tickets ONLY - Fiscal Year 2023									
FISCAL YEAR 2023	Lot 1 (5th + Saginaw)	Lot 2 (Jenn sion Lot)	Lot 3 (Cente r & Adam s)	Lot 4 (Was hingt on & 6th)	Total Paid Ticke ts	Revenue			
July (2023)	22	6	3	6	22	\$460			
Aug. (2023)	9	3	1	3	16	\$190			
Sept. (2023)	7	1	3	3	14	\$150			
October (2023)	7	0	0	0	7	\$70			
November (2023)	9	0	0	4	13	\$130			
December (2023)	7	1	1	0	9	\$110			
January (2024)	6	0	2	2	10	\$100			
February (2024)	9	0	0	1	3	13	\$140		
March (2024)	2	2	3	2	9	\$90			
April (2024)	2	4	1	2	9	\$90			
May (2024)	7	1	2	4	14	\$150			

June (2024)	11		3		0		0	14		\$180
<b>FISCAL YEAR 2023 PARKING LOT TOTALS:</b>										\$1,860.00

PAID Street Parking Only - 2024	Location										Total PAID Tickets	Revenue
	Washington	Center	Water	Saginaw	Adams	Third	Fourth	Fifth	Sixth			
January	34	14	0	6	3	0	2	9	0		68	\$910
February	27	8	0	6	1	5	2	7	0		56	\$670
March	25	3	0	6	4	0	7	3	1		49	\$600
April	15	4	0	6	2	1	1	4	0		33	\$390
May	24	13	1	5	3	6	5	3	0		60	\$750
June	34	12	5	3	14	6	3	7	0		84	\$910
July	54	18	4	7	10	2	3	14	0		112	\$1,320
August	97	13	7	14	3	9	3	9	0		155	\$2,150
September	41	23	8	8	16	4	5	9	0		114	\$1,380

October	39	21	15	13	10	8	10	13	0		129	\$1,560
November												

December												
<b>Running Totals:</b>	390	129	40	74	66	41	41	78	1		<b>860</b>	<b>\$10,640</b>
<b>\$12,570 COMBINED LOT AND STREET RUNNING TOTALS FOR 2024</b>												

## **E. Marketing Committee Report**

- Facebook Reach: 98K
  - FB Content Interactions: 3.1K
  - Net FB Followers Gained: 116
  - FB Total Followers: 30.2K
  - IG Reach: 5.6K
  - IG Content Interaction: 1.5K
  - Total IG Followers: 8.7K

**-Map & Wayfinding Redesign:** Handheld downtown maps and wayfinding signs are to be updated. Design will be similar to the old map, a more permanent outer piece with an insert with business listings. Rupp and Hildebrant met with graphic designer Hanna Brown to recreate both the handheld maps and design the 4 wayfinding stations throughout downtown.

**-Behind the Business Videos:** Jeff Hildebrant has been creating short, ~1 minute videos for social media showcasing retail businesses to highlight their stores before the holiday season. So far a feature has been done on Urban East Footwear and The Vintage Greenhouse.

**-Best Day Downtown Campaign:** Rupp brought up the idea of a social media campaign where community members would share their best day downtown. Starting from breakfast to evening activities, where they would stay, where they would shop, etc. We would then select 20 or so entries, meet with that person downtown to take their photo and then post their perfect day downtown on social media. One person would be selected to actually have their perfect day downtown and be provided with gift cards/certificates to all the places that were named. The idea around this was to showcase that you can come downtown and spend the whole day here and give people ideas on how to do that.

**-Neighbors of the Bay Proposal:** Rupp met with Christie Busch of the neighbors of the Bay magazine and received the offer below and it was shared with the marketing committee. The marketing committee made the decision not to move forward with the ads as we thought the money could be more appropriately spent elsewhere.

## **F. Beautification Committee Report**

### **Electrical boxes:**

-There are 34 remaining electrical boxes downtown. Clements has quoted the DDA \$1,700.00 for the removal of these boxes. The beautification committee decided to wait to look at these in the spring as they are not a priority at this time.

### **Fireplaces:**

-Clements can take a look at the firepits, however the cost may vary depending on what they find. At the previous beautification meeting, it was decided to bring this up with the entire board to see about any objections before approving this, and we should defer working on the electric boxes while doing so. I have shared our findings with the entire board via email the previous week and only heard back from a few board members. I am going to ask again if there are any objections to this. I also sent out the more itemized and detailed on November 5th. I have included these correspondences and numbers with you all here today to discuss.

**The suggestion of the board was to have Clements physically inspect the firepits to help narrow down a recommendation or a better estimate on an itemized letterhead.**

Fitzpatrick updated the committee on priority brick areas in downtown as follows. There are 38 trouble areas Fitzpatrick has identified downtown where bricks need maintenance work done:

Priority #1: Washington and Fourth: Cracking and loose bricks

Priority #2: Water Street in front of St. Laurents: Cracking and missing bricks

Priority #3: Water and Second: Cracking and missing bricks

Priority #4: Water in front of Northpeak: Tripping Hazard

Priority #5: Water and Third: Tripping hazard

Priority #6: Water and Fourth: Worst tripping hazard - Directly in front of Water Street Nutrition

Of the 38 areas there are 6 new priority areas that are either a tripping hazard or aesthetically unpleasing due to cracking or missing bricks. The DDA still has new bricks at our disposal for Troy to use. Locations of new priority areas tend to lay where current and future developments are taking place.

It was determined at the previous beautification committee meeting to bring this to the attention of the full board. Troy Karp of Strictly Brick Paving has quoted us at \$75/hour for the work needed as each area was built using a different material making work time difficult to predict.

In the previous beautification committee meeting, it was asked if Troy could call me and seek approval for going over an allotted amount of time which he agreed to. I realize this could mean very expensive repairs. Fitzpatrick's suggestion if price worries us, would be to work on the smaller jobs for now (cracking or missing) and maybe have the tripping hazards fixed at a later date.

**Action Item:** It was determined to avoid the hourly allotment and to treat these estimations as more formal. Attempt to break down each area into a dollar amount. The committee would set aside 'X' amount of dollars to work with and be capped. Would have to come back and ask for more once capped.



**g. DDA Finance Review:**

Neeb suggests that the DDA be very mindful of the total Downtown Expenses when considering time and amount.

**John DeKam/Third Street Fountain Update:**

-Mike Schingeck has met with John DeKam. He has determined that he is unable to work on the fountain due to too many uncertainties and insurance reasons. Has offered to ask around for contractors for the DDA.

-John DeKam filled out a W-9 for us and a Waiver and Release of Liability document and left them for our records. DeKam is now a vendor in New World and payment can be processed.

-The previous finance committee determined this be brought to the full board's attention. The invoice was attached in the packet for review.

-Craig Symborski of the city was asked to see if this would be a project they could tackle. Would need to discuss it with the City Manager and it may be an overtime project. No attention is needed with the fountain at this moment, but come spring it will have to be checked and turned back on. I will update when I hear back from Craig.

**A suggestion was made to reach out to Blue Thumb for fountain maintenance.**

**Action Item:** Reaume makes a motion to pay the bill with a statement that encompasses all services, disclosed or non-disclosed, paid in full, and this is a final payment for anything that happened. Supported by Neeb. No objections.

- Neeb moves to receive the director and committee reports for the DDA. Seconded by Schwall. No objections.
- Nemode motions to move to accept the director and committee reports for the DMB. Motion to approve by Diefenbach. Seconded by Hildebrant. No objections.
- (Financial reports provided at the end of minutes packet)

## 7. Action Items

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## 8. City District Updates

-Zoning Plan was adopted at the Oct. 21<sup>st</sup> meeting. Working with a consultant on zoning ordinance with the Planning Commission per Moulthane.

## 9. Discussion: Bylaws updating

Neeb presented a memo on addressing the drafting, distribution, and adoption of the most recent set of bylaws for the Bay City Downtown Development Authority (DDA). The sequence of events surrounding their review and approval has introduced significant ambiguity regarding the official, final version of the bylaws and the handling of officer partial terms. These issues are critical to resolve to ensure clarity and adherence to proper governance practices.

DDA and DMB boards discussed these issues and decided to work in conjunction with the executive committees on them to best move forward in December and will keep everyone updated on the process.

## 10. Roundtable

-Rupp states there is a new business at 108 Third Street called “Holly’s House”.

-Fitzpatrick brings an update on ghost tours for 2025. Kellie, Fitzpatrick, Nicole Beauchamp and Vicky Livingston are scheduled to meet on December 10<sup>th</sup> to go over the next phases of the tours. Timing, frequency, and pricing are to be determined at this meeting. Locations also to be discussed as inside of certain locations are also being considered. Hoping to hold bi-monthly meetings on this topic leading up to starting them in the summer of 2025 and going through Halloween.

-Reaume announces there is an SBDC “Pitch by the Bay” competition at John Glenn High School this evening at 5pm. Free food in the commons area, 5 local businesses, cash prizes.

10. Adjournment

With no further business to attend to, the Downtown Management Board and Downtown Development Authority was moved to adjourn by Carlyon at 10:31 am.

Respectfully submitted,

Kellie Rupp  
Downtown Marketing Director

Sam Fitzpatrick  
Downtown Development Director