



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, February 12<sup>th</sup>, 2025

301 Washington Ave. Bay City, MI 48708 Room 317

Meeting called to order at 8:04am by Daniel Dimitroff

1. Call to Order/Roll Call

Jeff Hildebrant

Magen Samyn - virtual

Scott Nemode

Howie Diefenbach

Avram Golden

Harmoni Greshow

Jennifer Stasser

Kelli Wilson

Sara Dimitroff

Daniel Dimitroff

John Neeb

Jesse Kendall

Don Carlyon - virtual

Nick Schwall

Trevor Keyes

Sheila Turbett

Jamie Ralph

Jean Ann DeShano

Jim Reaume

Paul Wiese

Terry Moulane

Also in attendance were Dana Muscott—City of Bay City Manager, Christopher Girard—City of Bay City Mayor, Shelli Thurston—City of Bay City Economic Development Marketing Director, and Alexander Dewitt—Sixth Ward City Commissioner.

2. Approval of the Agenda

a. DDA Approval of the Agenda

-(No DDA Quorum)

b. DMB Approval of the Agenda Motioned by NeMode / Seconded by Wilson

3. Review and Approval of Minutes

a. DDA Approval of the December & January minutes:

-(No DDA Quorum—tabled until March meeting)

b. DMB Approval of the December & January minutes: Motioned by NeMode / Wilson

c. DDA receive financials:

-(No DDA Quorum)

d. DMB Financials Update: Motioned by Diefenbach / Seconded by NeMode

4. Public Input + Roundtable

-Diefenbach says he found the whiteboard session from January to be a very positive thing.

-Girard brought up the idea of looking into providing free city wifi to Downtown Bay City and Midland Street through blockchain technology.

6. Director & Committee Reports

- a) Fitzpatrick Report
- b) Rupp Report
- c) Events Committee Report
- d) Parking Committee Report
- e) Marketing Committee Report
- f) Beautification Committee Report
- g) Michigan Main Street

9. Action Items

- i. Resolution No. 25-001 (No DDA Quorum)

10. City District Updates

Thurston updates that Match on Main has closed with three applications put into the Michigan Economic Development Corporation. They are:

-Ocean Jasper Wellness

-Bonejacked

-Calypso

-Thurston adds that a new sign ordinance is in the works for the City of Bay City

-Thurston also adds that there is a new Zoning survey for the City of Bay City

11. Adjournment

Meeting was adjourned by Carlyon at 9:27 am.

## *a.) Fitzpatrick Report*

---

-I have met with Nicole Beauchamp and she's walked me through her version of the Hell's Half Mile tour along with the ghost stories she knows. I am going to remain in touch with her as this will be us to form a tour of our own come the warmer months.

-Our transit initiative has been pushed back towards the summer months to make way for additional planning, funding, and logistics. I have been in touch with Madi Syring at the BACF for possible funding for our transit initiative between SVSU and Downtown Bay City.

Madi let me know on January 23rd that the DDA has been awarded a \$600 grant for such a program.

There is no time limit to use these funds, and it would not make the DDA ineligible to apply for additional funding throughout the year. This came from the Paul Rivard and Francis Santoro Family Fund (a donor-advised fund). There is no deadline to use the grant and it does not inhibit the DDA from applying for other grants from the BACF.

Since this is outside of the usual grant cycle, it will be much more streamlined, I am told and there does not need to be a follow-up report. I am in touch with Madi about receiving the grant.

## *b.) Rupp Report*

---

- The Friday after our last board meeting, I sent the sponsorship form to all sponsors who supported Wednesdays in the Park last year. The following Friday, Jeff and I attended the Eye Opener Breakfast to connect with potential sponsors for 2025. We set up a table with a video showcasing last summer's events. So far, we have \$21,500 committed toward our \$62,000 goal (matching what was raised in 2024). Current sponsors include Michigan Sugar, Financial Edge Credit Union, York Repair, Thumb Bank, Isabella Bank, 1st State Bank, Dow Bay Area YMCA, Tri-Star Trust, Weinlander Fitzhugh, Labadie Auto, MCI Insurance, Ayre/Rhinehart, Total Home Lending, and Shaw Contracting.
- Jeff and I met with Kevin at Tri-City Brewery to discuss creating a Downtown-exclusive summer beer. The plan is to release it in May, available only on draft at participating downtown restaurants and bars. While it can't be sold in cans, it offers a draw for beer enthusiasts and downtown visitors. I reached out to local bars and restaurants with tap beer, and most are on board to include it in their rotation. It would be distributed through Fabiano and can be promoted both downtown and at Tri-City. More details to come.
- I spent time preparing for the Chili Cook-Off, distributing bowls, spoons, and ballots to participating restaurants. Cumulus Media received 20 tickets to give away on Z93 and WHNN in exchange for radio promotion. The event took place on Saturday, February 1, from 11 AM to 2 PM, with eight downtown restaurants competing. Attendees voted, and we collected 191 ballots (up from 155 in 2024). Gatsby's won the fan-favorite title with 79 votes. Although we aimed to sell 300 tickets, turnout was higher than last year despite coinciding with the Frankenmuth Ice Fest. Looking ahead, I'd like to collaborate with retail merchants to offer specials for attendees, promoted through table tents at participating restaurants.
- Jennifer and I met with the market committee at the Jefferson Project to discuss a potential partnership to expand their market on Jefferson Street. We had considered using the lot at Adams and 5th for a market with more space for vendors, but Avram suggested we combine efforts. The Jefferson Project applied for a General Motors grant that supports activating underused spaces for public use, including farmers markets. I reviewed the application with Chris Chesny and provided a letter of support.
- The Major League Fishing tournament, which was held here in August 2023, will return for the final stage (Stage 7) of the Bass Pro Tour. The event will take place August 7-10 in Wenonah Park.
- As part of discussions about the future of Feet on the Street, Jeff and I visited businesses on Saginaw & Center on February 6 to gather feedback. We'll meet with Third Street merchants on Monday (2/10). We want to hear their thoughts in person and ensure they feel included in the conversation. The feedback so far has been valuable.
- I was introduced via email to Kassy Fifer, the new owner of Populace Coffee. The shop will close on February 28 and reopen as Legacy Coffee House on March 8. I plan to meet

Kassy in person and feature her in a “Meet the Merchant” post on social media this month.

## *c.) Events Committee Report*

---

### Events Committee Report

*Next events meeting: February 18th, 9:00 AM 816 Washington Ave.*

#### Upcoming events:

Hot Chocolate Hop: Saturday, February 15th

Spring Shop Hop: March 28 & 29

#### 1. Upcoming Events

- a. Hot Chocolate Hop, Saturday February 15th: This free, family friendly Hot Chocolate Hop gives participating businesses the opportunity to highlight their businesses while serving free samples of hot chocolate. We ask that the merchants serve samples of Hot Chocolate to give away to customers as they shop. The DMB will provide scorecards and tasting cups for participants to cast a vote as their favorite for bragging rights & a certificate. One challenge that we do face is that merchants have to use water as the base of their hot cocoa in accordance with the Bay County Health Department.
  - i. The 2025 participants are: Americana, Believe Inspire Beauty, Bespoke Studios, Herter Music Center, Little House, Riverfront Grille, Sarah's Sweet Escapes, The Vintage Greenhouse
2. Chili Cook Off: The Chili Cook Off took place on Saturday, February 1st from 11:00 AM - 2:00 PM. 8 Downtown restaurants participated this year. Participants receive a ballot and are able to score and vote for their favorite chili to help crown a winner. I collected a total of 191 ballots (155 in 2024). The fan favorite was Gatsby's with 79 of the votes. The goal was to sell 300 tickets, but we did have a higher turn out than last year and it landed on the same weekend as the Frankenmuth Ice Fest - so considering that I think it was a pretty good turnout. Next year I would like to work with the retail merchants and if they have any specials or deals for cook off attendees, we could promote that and have table tents at the restaurants potentially.
3. Spring Shop Hop: This event will take place March 28th & 29th. This event is to encourage customers to visit the downtown businesses to see all of the new spring products and services. Last year we added in an egg hunt aspect as well. We purchased large plastic eggs that could hold smaller items like a gift card, chapstick, etc. The merchants donated the items to go in the eggs and the DMB filled them to disburse back out to participants. So this way, you could get a pair of earrings from Vintage Greenhouse at Regent Floral or a gift certificate to Populace at Artigiano, to try and cross promote. There is no cost to participate in this event either for the merchants.

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

---

-As of February 5<sup>th</sup>, 2025, the DDA has sold \$26,033.07 in permits for 2025, totaling 142 passes.

-Still awaiting update from Full Circle Media – I am checking in with Zac weekly and not hearing back.

\*Updated in meeting—Zachary Seebeck got in touch with Dimitroff. We now have a proposal to look at in the coming Parking Committee Meeting.

-Comprehensive Parking Document is complete—can still be tweaked if needed. This document explains the who, what, why, when, and how of the DDA's parking enforcement efforts. I have not included it in the packet due to it's size, but if anyone would like to see it I have copies in my office and I can always email you one as well.

The following screenshots were sent to me from our contact Alex Rodriguez at IPS Enforcement. These updates and penalties will reflect the City Ordinance.



Violation Name

Status

Category

Code Type

Q Search

### Penalty Escalation Settings

To edit these settings, go to [Fee and Payment Configuration](#) section of Summary of Agency Administration page and click edit.

Days to Due Date **Escalation Method** **Days to Escalation 1** **Days to Escalation 2**  
 7 IssueDate 16 Disabled

Days to Escalation 3 **Days to Escalation 4** **Days to Escalation 5**  
 Disabled Disabled Disabled

Violations	Amount	Penalties	Effective Date	Sort Order	Status
1 - Parking with No Permit in Lot <b>Category:</b> Municipal / <b>Code Type:</b> Normal	\$10.00	1. \$10.00 2. \$0.00 3. \$0.00 4. \$0.00 5. \$0.00	01/19/2023	0	Active <a href="#">Edit</a>
2 - Over Two Hour Parking on Street <b>Category:</b> Municipal / <b>Code Type:</b> Normal	\$10.00	1. \$10.00 2. \$0.00 3. \$0.00 4. \$0.00 5. \$0.00	01/19/2023	0	Active <a href="#">Edit</a>
3 - Street Parking with Permit <b>Category:</b> Municipal / <b>Code Type:</b> Normal	\$10.00	1. \$10.00 2. \$0.00 3. \$0.00 4. \$0.00 5. \$0.00	01/19/2023	0	Active <a href="#">Edit</a>
4 - Parking in a Loading Zone <b>Category:</b> Municipal / <b>Code Type:</b> Normal	\$10.00	1. \$10.00 2. \$0.00 3. \$0.00 4. \$0.00 5. \$0.00	01/19/2023	0	Active <a href="#">Edit</a>
5 - Parking in a Handicap Spot <b>Category:</b> Vehicle Code / <b>Code Type:</b> Disabled	\$100.00	1. \$20.00 2. \$0.00 3. \$0.00 4. \$0.00 5. \$0.00	01/20/2023	0	Active <a href="#">Edit</a>

# BAY CITY, MI

## Notice of Parking Violation

The owner and/or operator of the vehicle described herein, is charged as follows:

VIOLATION #: 1931186  
DATE : 01/28/2025 15:25 PM  
OFFICER : 000

---

MAKE : HONDA  
COLOR : BLU  
PLATE/ST : TEST123 / CA  
PLATE EXP : /

---

LOCATION: S MAIN ST

---

VIOLATION(S) :  
21113(A), 20 NO PARKING ZONE \$3.00.

---

TOTAL DUE : \$3.00

---

COMMENTS: PHOTO(S) TAKEN

### INSTRUCTION TO THE VIOLATOR

You were cited for a parking violation as indicated above. After twenty one (21) days of the date of this violation, the fine will double.

Additional violations within a 12-month period: fine will increase with each subsequent violation per City Ordinance.

### 1. PAYMENT OPTIONS

#### a. PAY BY WEB:

Go to <https://DTBC.citationportal.com> to pay via credit/debit card (Visa/MC). Note: A convenience fee of \$2.00 or 3%, whichever is higher, for each violation will be applied.

Credit card payments cannot be handled over the phone.

#### b. PAY BY MAIL:

Check or money order should be made payable to Downtown Development Authority. Mail your payment and this copy of the ticket to: Downtown Development Authority, 816 Washington Ave, Bay City, MI 48708. Attention: Parking Enforcement Unit.

Do Not Mail Cash

#### c. WALK IN PAYMENTS:

Pay in person (Monday-Friday, 9:00am - 4pm) at Downtown Development Authority, 816 Washington Ave, Bay City, MI 48708. Methods of payment accepted are cash, check, money order or credit/debit card (there is an additional fee of 2.75% + 50 cents if under 100 dollars).

### 2. REQUEST FOR APPEAL:

Should you desire to appeal this violation, within seven (7) days, you may request an appeal: go to <https://DTBC.citationportal.com>.

FAILURE TO FOLLOW THE ABOVE DIRECTIONS MAY RESULT IN THE REGISTRATION OF THE VEHICLE DESCRIBED HERON BEING WITHHELD OR DELAYED.

## *f.) Marketing Committee Report*

---

	January 2025
Facebook Content Interactions	4,400
Facebook Followers	30,433
Facebook Post Reach	97,700
Facebook Video Watch Time	7d 4h
Instagram Followers	8,765
Newsletter Open Rate	38%
Constant Contact Subscribers	9879

- Insights will begin to be reported like the above month to month so we can see and compare growth across social media & constant contact.
- A quick shoutout to Jeff and Alex Alexandrou for braving the cold this month. I created three \$20 gift certificates, and they handed them out to ice fishers. The video is live on Downtown Bay City's Facebook and Instagram pages, reaching 40,388 people with 62,868 total views. Of those, 17% were from followers and 83% from non-followers.

## *f.) Beautification Committee Report*

---

-Saginaw and Fifth Parking Lot blemish: The following blemish spot was observed in the Saginaw and Fifth Parking lot. I checked the cone and it turns out it is covering the loose wires from where a street pole had been removed. I was not aware that this was happening. Through calls out to Bay City Electric Light and Power, I learned that this had been removed and was planned to be replaced with a new pole. I do not know the date range on this but just wanted to share that it was being worked on. Photo is included in next pages.

-Mike Schingeck is poised to start his work on the Jennison Lot starting Monday, Feb. 10<sup>th</sup>. The sales tax has been removed from his estimate, bringing the total down to \$4,756.44. Included in next pages.

-Creative Water Works estimate. The following estimate was given to me by Pat Zubke of the same company. He has visited the water fountain on Third Street with John DeKam and gone through the ebb and flow of the fountain and it's interior workings. He thinks this is something he can do, and I have notified him that I would be bringing this up with both the Beautification Committee and the full board in February and that we would be in touch with him. Total: \$4,380.00. His estimate appears to be tax-free and has also been included here for reference along with an email from him. In our last Beautification meeting, I was given the contact info of Russ Westin by Jeff H. and John N. for an additional estimate of the fountain. I will report back when I hear back from Russ.

### ***3 c.) DDA Finance***

---

-In cohesion with the Comprehensive Parking Document mentioned above, I am keeping a file called "DDA Rubrics" where I have amassed instructions on how to perform the daily's for my position since starting my tenure here if anyone else should need to use them if I am out of the office. Some of these are created by me, and some by the help of Becky Smith at the City of Bay City from early in my tenure.

**9. i. Resolution #25-001**

---

RESOLUTION NO. [25-001]

A RESOLUTION TO ESTABLISH THE DOWNTOWN BAY CITY NON-PROFIT ORGANIZATION

WHEREAS, Bay City recognizes the importance of fostering economic development, historic preservation, and community engagement within the downtown district; and

WHEREAS, a dedicated organization can serve as a vital mechanism to promote, support, and enhance the cultural, economic, and aesthetic vibrancy of Downtown Bay City; and

WHEREAS, establishing a nonprofit organization will facilitate access to grants, private donations, and other funding sources to support downtown initiatives; and

WHEREAS, the creation of such an organization will encourage collaboration between local businesses, government entities, residents, and other stakeholders to implement programs that enhance the vitality of Downtown Bay City;

NOW, THEREFORE, BE IT RESOLVED by the Downtown Management Board (DMB) and Downtown Development Authority (DDA) of Bay City that:

The Downtown Bay City Partners (the "Organization") is hereby established as a nonprofit corporation to support the development, enhancement, and sustainability of Downtown Bay City.

The mission of the Organization shall be to promote economic growth, historic preservation, cultural activities, beautification projects, and community engagement within the downtown area and to support and enhance the operations of the DMB and DDA.

The Organization shall operate as a tax-exempt entity under Section 501(c) of the Internal Revenue Code and shall be governed by a Board of Directors composed of representatives of the DMB and DDA.

The Organization shall have the authority to solicit and receive grants, donations, and sponsorships to fund programs and initiatives aligned with its mission as well as operate any associated functions and responsibilities stipulated by any such awards.

The Organization shall collaborate with city departments, business associations, and community groups to implement strategic initiatives, including but not limited to:

Revitalization and beautification projects;

Business development and retention efforts;

Public events, arts, and cultural programming;

Infrastructure improvements and pedestrian-friendly enhancements;

Marketing and promotional campaigns for Downtown Bay City.

The DMB and DDA shall provide initial administrative support to facilitate the establishment of the Organization, including legal and financial structuring.

The Organization shall submit an annual report to the DMB and DDA detailing its activities, financial standing, and progress toward achieving its goals.

BE IT FURTHER RESOLVED that the Downtown Management Board and Downtown Development Authority of Bay City encourages the participation and support of community members and stakeholders in advancing the mission of the Downtown Bay City Partners.

[Date Adopted]