



Downtown Management Board & Downtown Development Authority Regular Meeting

Wednesday, January 15th, 2025 8:00 AM

812 Water Street, Bay City, MI 48708

**Meeting was called to order by Dan Dimitroff and Jeff Hildebrant at 8:08AM.**

**Unapproved**

1. Call to Order/Roll Call

<input checked="" type="checkbox"/> Jeff Hildebrant	<input checked="" type="checkbox"/> Jean Ann DeShano (virtual)
<input checked="" type="checkbox"/> Magen Samyn	<input checked="" type="checkbox"/> Daniel Dimitroff
<input checked="" type="checkbox"/> Scott Nemode	<input checked="" type="checkbox"/> John Neeb
<input checked="" type="checkbox"/> Howie Diefenbach	<input checked="" type="checkbox"/> Don Carlyon (virtual)
<input checked="" type="checkbox"/> Avram Golden	<input checked="" type="checkbox"/> Nick Schwall
<input type="checkbox"/> Harmoni Greshow	<input checked="" type="checkbox"/> Trevor Keyes (virtual)
<input type="checkbox"/> Jennifer Stasser	<input checked="" type="checkbox"/> Sheila Turbett
<input checked="" type="checkbox"/> Kelli Wilson	<input checked="" type="checkbox"/> Jamie Ralph
<input checked="" type="checkbox"/> Sara Dimitroff	<input checked="" type="checkbox"/> Jesse Kendall
	<input checked="" type="checkbox"/> Jim Reaume
	<input checked="" type="checkbox"/> Terry Moulane

**Excused:** Jennifer Stasser, Harmoni Greshow

**Also in Attendance:**

Dana Muscott, City Manager

Chris Girard, City of Bay City Mayor

Kellie Rupp, Marketing Director

Sam Fitzpatrick, Development Director

2. Approval of the Agenda

- a. DDA Approval of the Agenda - Motioned by Reaume / Seconded by Neeb
- b. DMB Approval of the Agenda - Motioned by Samyn / Seconded by Diefenbach

3. Review and Approval of December Minutes

- a. DDA tabled minutes approval to February meeting motioned by Reaume / Seconded by Neeb
- b. DMB tabled minutes approval to February meeting motioned by Samyn / Seconded by Hildebrant
- c. DDA receive financials – Motioned by Neeb / Seconded by Reaume
- d. DMB receive financials – Motioned by Samyn / Seconded by Diefenbach
- e.

4. Public Input

-Samyn announces the BACC Eye Opener breakfast will be held at the DoubleTree at 8am on January 24<sup>th</sup>. Topic will be on travel in the GLBR, speaker will be Annette Rummell. February Eye Opener breakfast will feature topics on the Earn Sick Time and tip credits, PTO issues, plus a QnA session with the Michigan Chamber. City of Bay City will be hosting the Michigan Municipal League on January 29<sup>th</sup> and will feature a tour of City Hall by DDA Director Sam Fitzpatrick.

-Sara Dimitroff announces the Match on Main program will be wrapping up on January 21<sup>st</sup>. The webpage offers 2 community projects through February 3<sup>rd</sup>. Shelli Thurston with the City of Bay City is working on the current round of RAP funding.

6. Director & Committee Reports

DDA Motioned to receive by Neeb / Seconded by Kendall

DMB Motioned to receive by Samyn / Seconded by Diefenbach

**a. Fitzpatrick Report**

Tour Updates: Nicole Beauchamp and I have a private “tour” scheduled for January 27th at 11am. The idea around this get my own ghost tour of Downtown Bay City to help formulate a route/map for future tours and to apply my own knowledge and history from my me performing tours downtown in the past. The idea here is to have Nicole and myself simultaneously lead walking tours in the DDA district with myself as the historical background and leading into Nicole’s spiritual and having knowledge of each location as best we can.

Leadership Bay County update: The BACC Leadership Class is in communication with the DDA Beautification Committee to further the tree project come spring. Thanks to borrowed footage from Jeff Hildebrandt, I am currently working on putting a presentation video together for the Chamber Eye Opener Breakfast and Rotary clubs.

PA57: A huge thank you to Shelli Thurston at the City of Bay City for aiding the DDA with getting caught up in our PA57 reporting. We had to dig to find a few facts and figures from years past, and moving forward things can be updated as needed well ahead of the deadline. Thanks to Samsa for giving Kellie and I access to the website for quick edits and updates for this purpose. As of Dec 23rd, our PA57 report has been completed and is up-to-date on the website. With the recent website host shifting from Cadmium to Samsa, we had to wait a little longer until we had full access to the website. Kellie and I now have full access to editing and updating the website as needed. Thank you for your help, Kellie!

Parking Document: A comprehensive, deep-dive document and narrative is being placed together for all parking enforcement operations. This will be better for all as a tool to understand what we do and why we do it moving forward. This is a work in progress.

C.R. Howell Contracting: The DDA has an agreement with C.R. Howell Contracting for the snow removal of our four main parking lots. Craig is familiar with our parking lots and the care they need. His rates for this year are the same as last year. In this packet, you will find we have an agreement listed as an action item. Due to the snow events in December, Craig has removed snow twice this season for us already.

## **b. Rupp Report**

- In December I organized and worked on promotions for Sundays in the City. The final Sundays in the City was December 22nd. Typically, I like to draw the winner of the sleigh of gifts before Christmas, but with one day before Christmas Eve, I decided to do the drawing on Friday the 27th. The winner of the entire sleigh of gifts was a man named Brian from Essexville.
- Jeff and I met with some committee members of the beer festival in the past and will continue to do so in the coming months. There was a lot of information shared on throwing the event. The most important things on the list currently is securing the park for the proposed date (August 9th, 2025) and securing a liquor license. We are meeting with the committee members again on the 22nd.
- I met with Jennifer to discuss key action items for organizing a trial run of a farmers market in the summer of 2025. We are tentatively planning for Tuesday afternoons, from May through mid-October, to avoid conflicts with other markets in the area. Jennifer has drafted a vendor agreement, and we will continue exploring resources and opportunities to bring this idea to life!
- At the eye opener breakfast on January 24th, Magen offered the DMB a free table display to host. Jeff and I are planning to man the table and share the sponsorship forms for summer activities. I plan to email the sponsors from 2024 about the new opportunities and gain interest. Hopefully being at the eye opener it will be a gentle reminder and potentially gain some new sponsors.
- I had the chance to meet and speak with Calli Ruffershafer, the new owner of Fran & Dot, formerly Panache Boutique, located at 214 Center Avenue. Calli officially took over the business on December 24th. The previous owners moved to South Carolina to open a second location for their boutique but found it challenging to manage both locations and offered the Michigan shop to Calli. With experience running a pop-up business since 2015, Calli plans to maintain the same unique “vibe” as Panache.

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

#### **Upcoming events:**

Next events meeting: January 21st 9:00 AM, 816 Washington Ave.

Upcoming events: Downtown Chili Cook Off: Saturday, February 1st Hot Chocolate Hop: Saturday, February 15<sup>th</sup>

1. 2025 Calendar
2. Farmers Market: Jennifer Stasser of the DMB has been working on the next steps to have a farmers market back in downtown. The idea was to have it located in either the parking lot at 5th & Adams near the depot, or in Wenonah Park. Jeff H. said he would talk with the county about using that space. The dates of the market to start would be Tuesday afternoons from 3:00 - 7:00 PM, to not conflict with other area markets. The committee agreed that there would have to be a vendor agreement for vendors with a small fee to pay for things such as trash, bathrooms, etc.
3. Feet on the Street 2025: a. Overall satisfaction: After looking at the results of the FOTS survey that was put out by the City. Businesses appreciated the initiative when covid-19 restrictions were in place, noting that it initially helped foot traffic. However, many now feel that the street closures are less effective and attractive now that things are more back to normal. b. Impact on Sales: As responses varied in the survey, some reported sales increases and others see significant decreases. The committee has also heard word of mouth that sales increased significantly when the streets were opened back up to vehicle traffic. c. Suggestions for improvement:
  - i. ii. iii. iv. v. Full social district (like Frankenmuth, Alpena, etc.) What do we need to do to share rules and advertise this more? Encourage sidewalk cafes without the closures More kids programming An idea was brought forward of only closing 3rd street for memorial day to labor day, and only closing the other two streets for special events. This way the DMB could focus more time and energy into one central location. With the bridges and recent traffic flow through downtown, closing Saginaw and Center may cause frustration.• Hop Riot (Potential Summer 2025): Jeff H. and Kellie met with committee members of the beer festival in the past and will continue to do so in the coming months. There was a lot of information shared on throwing the event. The most important things on the list currently is securing the park for the proposed date (August 9th, 2025) and securing a liquor license.

-Golden adds there is the upcoming Chili cook off and further efforts for the larger farmer's market coming this year.

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

-I have added Full Circle Media to New World as a vendor, and I am waiting for a contract to examine.

-Notices have gone out over Facebook and have been hand-delivered by Parking Ambassadors to downtown businesses reminding folks to please update their parking permits for the new year.

-2025 Parking Stickers have been created to be applied to existing or any leftover 2024 parking permits. We are in the process of ordering 2025 placards in the time being to be safe as we wait for Full Circle Media's contract.

-In the meantime, we are using a new spreadsheet to keep track of names, phone numbers, emails, license plates, payment info, makes and models moving forward for better record keeping. Once Full Circle Media's software is implemented, the information stored in this spreadsheet can be updated into the software. As of January 7th, we have sold close to \$7,000 in 2025 parking permit renewals.

-Examining parking reporting further, and if we think this needs to be its own spreadsheet I can generate one, I have calculated there to be a total of \$7,900.00 in UNPAID citations for 2024 (overlapping slightly into late 2023). I have included PDFs of the IPS reports for these for reference. These are citations that were given out and for one reason or another never paid.

-Rupp adds there will be outgoing reminders to downtown vendors of clearing the snow on sidewalks and not to park on the street overnight to city plows may clear the roads.

-New software coming from Full Circle Media vote was postponed; still waiting on contract.

December Parking Report 2024		End of Year Snapshot	
<b>Revenue</b>			
Parking Lots PAID	\$150		
Street Parking PAID	\$1,440.00	<b>2024 TOTALS:</b>	Amount Monetary Amount
ParkMobile	\$260.35	2024 Paid Parking Lot Tickets	208 \$2,370.00
Parking Passes	\$300.00	2024 Paid Street Parking Tickets	1078 \$13,370.00
<b>Revenue TOTAL</b>	\$2,150.35	<b>Grand Totals:</b>	1,286 \$15,740.00
<b>Expenses</b>		2024 Voided Tickets:	189 \$1,980.00
Payroll - Net (Ambassadors)	\$1,067.94	2024 Unpaid Tickets:	402 \$7900.00*
Equipment Costs	\$1,820.35 (IPS)	<b>Grand Totals:</b>	* = some overlap from late 2023 9,880.00
	\$76.50 (Stay the Days)		
Parking Lot Maintenance	\$550.00 (Schingeck)	2024 ParkMobile:	\$5,612.80
<b>Expenses TOTAL</b>	\$3,514.79		
<b>Difference</b>	\$1,364.44		

**E. Marketing Committee Report**

-Rupp adds she is going to look into tracking the month-to-month analytics of Downtown’s social media platforms.

**F. Beautification Committee Report**

- The next Beautification Committee is to be scheduled in February after a break between December and January.
- The BACC Leadership class has established contact with the Beautification Committee to be in direct contact throughout the duration of the tree project. A follow up email was sent out by me to remind committee members about this on the 6th.
- I spoke with Pat Zubke of Creative Water Works, Inc. and a teacher at Gougeon Brothers, who I was put in touch with by Jerry Somalksi of Bay Landscaping, about possibly working on the Third Street Fountain in the spring. He has emailed me a list of repairs and an estimate for the work that will be required. I will have this ready at our next Beautification Committee meeting in February.

-Neeb adds the Beautification Committee successfully met with Alexandria Weiss, the chair of the Logistics Committee for the BACC Leadership Class of 2025 regarding the tree planting class project for downtown.

**g. DDA Finance Review:**

DDA approval of reports: Motioned by Neeb / Seconded by DeShano

DMB approval of reports: Motioned by Samyn / Seconded by Nemode

## 7. Action Items

### **a) Snow removal contract with C.R. Howell (DDA)**

-Motioned for approval by Turbett / Seconded by DeShano

### **b) Pro Slack account (DDA)**

-DDA: Motion for approval by Neeb / Seconded by Ralph \*so long as we find the best rate, Reaume mentioned there was a nonprofit rate to look into\*

-DMB: Nemode would like to table this to February as the DMB would like to discuss this separately.

### **c) Approve 2024 AP report (Accounts Payable—see financials; TYD AND Fiscal Year) (DDA)**

-Motioned to receive by Kendall / Seconded by Neeb

### **d) Schingeck's proposal for the Jennison Lot repairs (DDA) Page 14**

-Motioned for approval by Reaume, would like sales tax removed from estimate / Seconded by Neeb

## 10. White Board Session

With no further business to discuss, the DDA and DMB board meeting was adjourned by Carlyon and Samyn at 9:34am.

Respectfully submitted,

Kellie Rupp

Downtown Marketing Director

Sam Fitzpatrick

Downtown Development Director