

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, October 17, 2017
Commerce One, 901 Saginaw Street. ~ 8:00 am**

The regular meeting of the Downtown Management Board was called to order at 8:07 a.m. by Chairperson Dinauer. Members present were:

Mike Bacigalupo	Ruthy Shemanski	Barbara Engelhardt-Carter
Jesse Pero	Alan LaFave	Laura Horwath
Capri Wisniewski	Terri King	Steve King, City Representative
Jim Goodrow	Dennis Dinauer	

The following were absent: Tara Welch, Shirley Roberts, Susan Fassbender, Commissioners Kerice Basmadjian, and David Terrasi.

Also Present:

Commissioner John Davidson
Candace Bales, Executive Director
Suzanne Maxwell, Administrative Assistant
Emily England, Saginaw Valley State University

PUBLIC INPUT

None.

PRE-NOTIFICATION OF ABSENCES

Dinauer stated that Welch, Roberts and Fassbender notified DMB staff of their absences.

ORGANIZATION

Dinauer presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Engelhardt, supported by Pero. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

Maxwell noted that the annual year end audit was recently completed, with a report expected in the near future for the Board to review.

DMB SPECIAL ASSESSMENT UPDATE

Bales noted the DMB Board approved moving forward with the process of requesting a change to a single assessment rate of 6 mills for the entire DMB district. She recently met with Steve King and City Assessor Wade Silvik to discuss the specifics of process required. The current plan to change the assessment to 6 mills would increase the amount received from \$92,000 to an estimated \$120,000.

Steve King noted that the process will be revisited in 2018.

EXECUTIVE COMMITTEE

Dinauer reported that the Executive Committee discussed the purchase of additional Christmas decorations for the Downtown district.

The committee also discussed the progress on the new Downtown Bay City Website. Bales noted that she had met with Cadmium Design Studios on Monday, and it was agreed that due to a lack of additional website updates, the presentation scheduled for the October DMB meeting will be moved to November. Dinauer noted that members of the Executive Committee will be meeting with Cadmium Design staff in the near future.

Bales reported that the individual Director binders prepared for each meeting that contain previous meeting minutes, will be eliminated and replaced with paper packets containing current information only. If a Director wishes to see previous meeting minutes, they are available electronically. She noted that the DDA Board has also made the same change for their meetings.

Shemanski arrived at 8:13 am.

MARKETING COMMITTEE

Bales reported that 2017 Wine Walk took place Thursday, September 21, with 16 participating businesses and was again a sell out. She noted that The Public House and Fusion 1 Café were new participants to the event.

Bales noted that Hell's Half Mile Film & Music Festival was September 28 through October 1. The window contest theme for downtown businesses was "Movies shot or set in Michigan". The winners of the popular vote were: 1st: Tavern 101; 2nd Studio 23; 3rd: Jack's Bicycle Shop. LaFave noted that the Hell's Half Mile Film & Music Festival attracted 4,000 attendees.

Horwath noted that MI Made Marketplace took place in conjunction with Hell's Half Mile Festival and had approximately 4,500 attendees. She added that the event planning committee is working with LaFave to have the two events take place the same weekend in 2018.

Bales noted that planning for Sundays in the City, November 26 - December 17 has begun, and participation sign-up forms will be sent to merchants in the near future. She added that at the October 27, 2017 meeting, the DMB Marketing Committee will further discuss the possibility of doing the WNEM television commercials again this year, plus doing Santa Buck flyers inserted in local newspapers.

Bales reported that Populace Coffee has opened at 810 Saginaw Street. Brooklyn Boyz Pizza recently opened in the City Market.

Goodrow arrived at 8:20 am.

DOWNTOWN BEAUTIFICATION

Bales reminded the Board that the DMB was selected this year for Chemical Bank Cares Day Project, which took place Monday, October 9. The original plan was to have the volunteer group clean and paint the concrete borders surrounding the city parking lot located at Sixth St. and

Washington Ave. Due to the complexity of removing the existing paint based on information received from staff at Sherwin Williams, the project was changed to a downtown-wide cleaning of tree grates, leaves and other debris. Bales noted the group did an excellent job and a letter will be sent to Chemical Bank thanking all involved.

DDA UPDATE

Bales reminded the Board of an increase during the summer months of vandalism downtown and particularly in Wenonah Park and the Waterfall Park. She also noted the Bay City Public Safety Department took extra steps to ensure those areas and the overall Downtown district are safe by increasing the presence of Public Safety Officers. Bacigalupo reported that the presence of officers made a substantial difference. It was noted that tickets and warnings were given to loiterers.

King noted that the City Electric Department will be installing surveillance cameras in Wenonah Park in 2018.

ADDITIONAL BUSINESS

Bales reported that the Michigan Downtown Association Annual Conference is being held at the Scottish Rite, October 18-19, 2017, with approximately 110 attendees expected. She encouraged the Directors to let her know if they would like to attend any of the sessions. An after hours style reception is being held at Tavern 101, October 18 from 5:30-7:30 pm. Board members are encouraged to attend.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 8:45 am.

Respectfully Submitted,

Candace Bales
Executive Director