

Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, February 21, 2017
Commerce One, 901 Saginaw Street. ~ 8:00 am

The regular meeting of the Downtown Management Board was called to order at 8:00 a.m. by Chairperson Dinauer. Members present were:

Mike Bacigalupo
Dennis Dinauer
Barb Engelhardt

Mary Jo Toporski
Jim Goodrow
Capri Wisniewski

Jesse Pero

The following were absent: Jenifer Acosta, Laura Horwath, Tara Welch, Avram Golden, Terri King, Shirley Roberts, Commissioners Kerice Basmadjian, John Davidson, Lynn Stamiris and David Terrasi

Also Present: City Community Development Manager Steve King
Candace Bales, Executive Director
Suzanne Maxwell, Administrative Assistant

The following items were discussed with a quorum:

PUBLIC INPUT

None.

PRE-NOTIFICATION OF ABSENCES

Chairperson Dinauer stated that Acosta, Horwath, Welch, Golden, King, Roberts and Commissioners Terassi, Davidson, Stamiris and Basmadjian notified DMB staff of their absences.

ORGANIZATION

Chairperson Dinauer presented Consent Agenda Items 1-2 under Organization and asked the Board to review. Motion to approve Consent Agenda by Engelhardt, supported by Goodrow. Motion unanimously approved. Minutes of the Downtown Development Authority of December 14, 2016 and January 11, 2017 were received. December 31, 2016 Financial Statements of the Downtown Development Authority were also received.

The 2016 DMB Year End Financial Statement, prepared by Rehmann Group, were presented for review and approval. It was noted that all Board members received an electronic version of the report in January. Dinauer reminded the Board that representatives from Rehmann have attended previous Board meetings to discuss the audit and answer any questions. The group agreed that a visit was not necessary this year. Motion by Engelhardt, supported by Goodrow to approve the 2016 Fiscal Year End Financial Statements. Motion unanimously approved.

NEW BOARD MEMBER INTRODUCTION

Capri Wisniewski, owner of Half Mile Handmade, was introduced as the newest Board member. Wisniewski provided an overview of her business.

MARKETING COMMITTEE

Bales reported that the Downtown Bay City website will be redesigned in the near future and she has obtained proposals from four creative design studios. She distributed a cost summary of proposals to the Board. The costs presented included website redesign, staff training, on-going updates and other services. Bales noted that the new website will be mobile friendly.

The group agreed to ask the two lowest bidders to attend the March meeting to answer questions and provide a presentation to the Board.

Goodrow left the meeting at 8:20.

Bales distributed a document detailing the activities of the DMB Marketing Committee. She reported that *Indulge* took place Saturday, February 11. The event involved customers receiving a chocolate candy bar with a purchase of \$5 or more. Twenty-three participating businesses handed out a total of 320 in-store prizes. Sweet Peach Children's Boutique had the grand prize winner of a one-night stay at the Doubletree and \$100 in Downtown gift certificates.

Bales reported that the DMB is once again partnering with the Polar Bear Plunge fundraiser at the Dow Family Y for the Special Olympics. Downtown's *Polar Bear Chili Cook Off* takes place Saturday, February 25, from noon until 3 pm, with nine Downtown restaurants participating.

The next Downtown event is *Welcome Spring Open House*, scheduled for April 7 - 8.

Bales reported that the new segment of Downtown Bay City on Under the Radar aired in January and highlights Retro Attics, St. Laurent Brothers, Dave Dittenber's eateries and Wine Walk. Pero noted that she will place the video segment on the Chamber's website.

Bales stated that DMB staff continues to provide information about Downtown events and activities using social media. Currently Instagram has 2,625+ followers, Twitter has 1,480+ followers and Facebook has 16,575+ fans. A calendar of monthly Downtown events and the Downtown Dish is currently emailed to 12,350+ permission-based emails each month, plus on the front page of the Downtown website.

EXECUTIVE COMMITTEE

Chairperson Dinauer reminded the Board that City Manager Rick Finn suggested the Board consider looking at the DMB Special Assessment structure. There is currently a general area, 2 mills, and a core area, 7 mills. Dinauer stated that the DMB Executive Committee, consisting of Dinauer, Engelhardt, and Bacigalupo, needs more information to proceed.

King offered to work with the City to obtain more information and will then work to educate City Commissioners and business owners about the DMB and DDA. Bales recommended the effort to educate business owners begin in the fall. Bacigalupo suggested a town hall meeting.

Bales noted that she has received requests from two college students who are interested in summer internships. She will provide more information in the near future.

STRATEGIC PLAN REVIEW

Bales presented the DDA/DMB 3-5 year Downtown Strategic Plan that has been developed. Representatives from the City Commission, DMB Marketing Committee, and City staff have all participated in the effort. The plan will be revisited in March for final approval, when a quorum is present. She suggested any revisions be emailed to her prior to the March DMB meeting.

DDA UPDATE

Bales reminded the Board of the free employee parking in a section of the parking lot at Washington & Sixth Street, created for low income and/or part time employees. The program began in November 2016, with 39 permits being issued. The Parking Ambassadors monitored the use of the permits and it was determined that some permits were never used. Permit holders were notified and removed from the list if appropriate. New permits were issued to individuals on a waiting list and a notice of additional permits available will be distributed to Downtown businesses in the near future.

Bales reminded the group that the alley behind the State Theatre will be milled and resurfaced in the spring of 2017. Funding for the project involves property owners located along the alley paying their portion based on linear feet, with a total cost of approximately \$36,000. Since the west side of the alley runs along a DDA managed lot, the DDA will cover half the cost. She added that this will be a pilot alley improvement project, with the goal of determining the same process for other alleys throughout the downtown district. The businesses for this alley will pay approximately \$3,000 over a ten year span.

Bales reported that the City Commission will vote March 13, 2017 on the Wenonah Park Renovated Master Plan that includes a proposed pavilion and ancillary building. The meeting, which is open to the public, will take place at City Hall at 6 pm.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 8:55 am.

Respectfully Submitted,

Candace Bales
Executive Director