

**Approved  
Downtown Management Board  
Regular Meeting Notes  
Tuesday, March 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 Vice Chairperson Engelhardt. Members present were:

Mike Bacigalupo  
Jim Goodrow

Mary Jo Toporski  
Barb Engelhardt

Jesse Pero  
Capri Wisniewski

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

Also Present:

Commissioners John Davidson and Lynn Stamiris  
City Manager Richard Finn  
City Community Development Manager Steve King  
Alana Rabedioux, Cadmium Design Studio  
Karen Gerhardt, Sister Studio  
Candace Bales, Executive Director  
Suzanne Maxwell, Administrative Assistant

**The following items were discussed without a quorum:**

**PUBLIC INPUT**

None.

**PRE-NOTIFICATION OF ABSENCES**

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

**DOWNTOWN BAY CITY WEBSITE REDESIGN**

Bales reminded the Board that the Downtown Bay City website will be redesigned. At the February 21, 2017, DMB meeting, website proposals were provided from four creative design studios. The Board agreed to ask the two firms with the lowest bidders to present their proposals at the March 21, 2017, DMB meeting and be available for questions.

Presentations were then provided by Alana Rabedioux, Cadmium Designs, and Karen Gerhardt, Sister Studio. Examples of websites were provided, as well as a list of local clients.

Board discussion was held. Pero noted the importance of a mobile friendly website. Toporski suggested board members research clients of each provider.

Bales noted that after the additional research requested is completed, she would discuss the options with the Executive Committee and a final selection will be made.

### **ORGANIZATION**

Vice Chairperson Engelhardt noted that the Consent Agenda Items 1-2 under Organization will be presented at the April meeting for approval. Minutes of the Downtown Development Authority of February 8, 2017 were received. January 31, 2017 Financial Statements of the Downtown Development Authority were also received.

### **EXECUTIVE COMMITTEE**

Vice Chairperson Engelhardt reported that the Executive Committee discussed low attendance of some Board members, noting that it effects the Board's ability to properly conduct business due to a lack of a quorum on a regular basis. She noted that she and Chairperson Dinauer will review the recent attendance records.

Bales noted that the DMB by-laws state that anytime a director is absent from more than three regularly scheduled meeting during a 12 month period, the Board is authorized but not compelled to remove such member. It also states that if a director is absent more than six times during any preceding 12 month period, the Board shall vote to terminate such member. Mr. Finn suggested after three absences, a letter is sent with the suggestion to resign from the Board if the member is unable to commit to improved attendance.

Vice Chairperson Engelhardt left the meeting at 8:48.

Bacigalupo reported that the Executive Committee also discussed Downtown beautification and it was suggested subcommittee be created with members from both the DMB and the Marketing Committee. Bales added that holiday decorations, financing and fundraising will be a part of the discussions, as well as style and placement of the decorations.

Bales suggested that the DMB board consider providing a presentation to update the City Commission on all the marketing activities, promotions, new businesses, and more in our Downtown. Mr. Finn suggested presenting to the Commission during a Finance and Policy meeting or a work session, after the Strategic Plan is approved.

### **MARKETING COMMITTEE**

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 to *Indulge* customers. 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 2nd annual Downtown Polar Bear Chili Cook Off took place Saturday, February 25, noon - 3pm. Nine Downtown restaurants provided a variety of

chili's that ticket holders sampled and voted for the favorite. It was noted that there were a lot of families and groups of friends enjoying the samplings.

The next Downtown event is *Welcome Spring Open House*, scheduled for April 7 - 8, with 30 participating businesses. The event highlights the colors and flavors of spring.

Bales reported that the seventh annual Apps & Ales will take place June 7. The event highlights the popularity of craft beers, along with great places and delicious appetizers.

Bales stated that DMB staff continues to provide information about Downtown events and activities using social media. Currently Instagram has 2,700+ followers, Twitter has 1,500+ followers and Facebook has 16,700+ fans. A calendar of monthly Downtown events and the Downtown Dish is currently emailed to 12,350+ permission-based emails each month, plus placed on the front page of the Downtown website.

### **STRATEGIC PLAN REVIEW**

Bales reminded the group that the DDA/DMB 3-5 year Downtown Strategic Plan has been updated based on input from the group and is ready for final approval. Representatives from the City Commission, DMB Marketing Committee, and City staff have all participated in the effort. The proposed final version of the Downtown Strategic Plan will be presented at the April DMB for final approval, when a quorum is present.

### **DDA UPDATE**

Maxwell reminded the Board of the free employee parking in a section of the parking lot at Washington & Sixth Streets, 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 recently determined that some permits were not being used. Those permit holders were notified and removed from the list if appropriate. New permits have now been issued to individuals on a waiting list and a notice of additional permits available was distributed to Downtown businesses.

Bales reminded the group that the alley behind the State Theatre will be milled and resurfaced in the spring or early summer 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 implementing the same process for other alleys throughout the downtown district. The property owners along the first alley will pay approximately \$3,000 in a single payment or over a ten year span. Commissioner Stamiris noted that the alley program does not supersede the neighborhood road improvements.

Bales reported that the City Commission voted March 13, 2017, to approve the Wenonah Park Renovated Master Plan that includes a proposed pavilion and ancillary building. Next steps involve contracting with a design firm to prepare construction documents.

**OTHER**

Commissioner Davidson reported that the Michigan Municipal League gives a Community Excellence Award each year in the fall. He noted Bay City has many projects that are appropriate for the award and suggested Bales research program qualifications.

**ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 9:15 am.

Respectfully Submitted,

Candace Bales  
Executive Director