

**Approved**  
**Downtown Management Board**  
**Regular Meeting Notes**  
**Tuesday, April 18, 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	Mary Jo Toporski	Jenifer Acosta
Jim Goodrow	Capri Wisniewski	Avram Golden
Laura Horwath	Tara Welch	
Shirley Roberts	Jesse Pero	

The following were absent: Barb Engelhardt-Carter, Terri King, Commissioners Kerice Basmadjian, John Davidson and David Terrasi

Also Present:

- Commissioner Lynn Stamiris
- City Manager Richard Finn
- Community Development Manager Steve King
- Frank Delano, Dow Chemical Company
- Candace Bales, Executive Director
- Renee Schwartz, Bay Area Chamber of Commerce

**PUBLIC INPUT**

None.

**PRE-NOTIFICATION OF ABSENCES**

Chairperson Dinauer stated that Engelhardt-Carter notified DMB staff of her absence. He also reminded Board members of the importance to follow-up with DMB staff regarding their attendance at upcoming DMB meetings. He reported that there was a lack of quorum at the March 21, 2017, DMB Meeting.

Chairperson Dinauer noted the DMB By-Laws state that a director who is absent from three or more meetings during the last twelve meetings, the Board is authorized but not compelled to remove such member. Chairperson Dinauer stated any director who misses more than 3 meetings within 12 consecutive meetings will be sent a letter reminding them of the importance of their attendance as well as an option to resign if the member is unable to commit regular attendance going forward. If the absences continue, the Executive Committee will speak directly to that person.

Bales noted that the DMB By-laws also state that if a director is absent more than 6 times within the past twelve consecutive meetings, the member would be notified of their removal from the board. DMB Secretary/Treasurer Bacigalupo will send a form letter to the full DMB Board of Directors reminding them the importance of their attendance.

Chairperson Dinauer requested members to be respectful with cell phone use during meetings. If a call needs to be made or received, please excuse yourself.

Chairperson Dinauer noted a formal motion has not been made for Acosta to sit on both the DMB and DDA Board. A motion to approve Acosta to sit on both boards was made by Horwath, supported by Goodrow and passed unanimously.

### **ORGANIZATION**

The DMB meeting notes dated March 21, 2017, showed Stamiris as being absent. Toporski advised that he was present. A motion to approve the meeting notes with correction was made by Pero, supported by Bacigalupo and passed unanimously.

Bales reported the potential revisions to the DMB Special Assessment have not moved forward yet. The intention is to evaluate the boundaries of the 2 and 7 mills then determine as a board, whether to recommend a change. There is a process involved if a change is recommended since it's government related potentially through a public hearing. The DMB will move in the Fall. Finn advised to be consistent when adjusting financials within the DMB District and there could be issues with having different levies. When increasing assessments you need to be consistent and fair to property owners. He also recommended that the revenue received from an increase could be earmarked for specific things such as: trees, benches, and events.

### **EXECUTIVE COMMITTEE**

Chairperson Dinauer stated the Executive Committee discussed DMB By-Laws and policies regarding attendance. Bales continues to work on the 2017/2018 DMB Budget which needs to be Board approved by June. He also noted that Cadmium Design is working on redesigning the Downtown Bay City website.

### **MARKETING COMMITTEE**

Bales reported the Welcome Spring Open House took place April 7-8. The event was a success, taking place on a beautiful spring weekend. All feedback received from merchants was positive.

The 7<sup>th</sup> Annual Apps & Ales event will take place June 7<sup>th</sup> from 5 pm – 9:30 pm. Fifteen pubs and eateries are participating including the Empire Lounge and the Black Pearl. The time of the event was shortened in 2016 from 5 to 9:30 pm. There will be scheduled shuttles and live music. All participating businesses are required to have a representative from their business attend the planning meeting for both Apps & Ales and Wine Walk. Attendance at Apps & Ales continues to steadily increase with approximately 1,000 people 2016e. Bales noted that ticket sales pay for the marketing expenses and other costs of the event.

Friday at the Falls entertainment in the Third Street Waterfall Park is booked for the year as well as the free Tuesday movies and Wednesday in Wenonah Park. The events are volunteer-based and scheduled by the State Theatre. Free movies have now been added for four Thursdays after the B.A.R.S. bicycling events, two in June and two in August. The DMB will again be distributing a special printed table-top piece containing all the summer event details. Bales noted that Downtown Bay City will again be a sponsor for the Wenonah Park events.

New this year, Downtown merchants will help celebrating the 20<sup>th</sup> Anniversary of the Delta College Planetarium and Learning Center. There is an Open House on Saturday, May 13<sup>th</sup>. Many of the Downtown businesses are helping to celebrate with a variety of special events and activities. As part of the celebration, Jack's Bicycle Shop will be decorating their windows with a "space theme". Bales distributed sponsorship forms.

Downtown Bay City is now a sponsor on WCMU television during Sunday evening's Masterpiece program on PBS. Two 15 second promotional spots will run every Sunday from April 2<sup>nd</sup> until September 24<sup>th</sup> at a cost of \$3,000. The spots will include Downtown's website.

The Downtown website is currently being redesigned and should be ready to launch by summer. The DMB is also looking into outdoor billboard advertising to promote Downtown Bay City along I-75 for 3 months starting in June. Bales will present the details, including associated costs, to the Executive Committee for next year's marketing budget. Lamar and Outdoor Media have submitted proposals for digital, static and rotating billboards. Estimated costs range from \$7,000 for 3 months to over \$20,000 for a year for a single billboard. Golden recommended the image be capturing/engaging such as the riverfront. Acosta recommended approaching the CVB to partner with the DMB. Stamiris suggested a large post-it note highlighting events. Roberts suggested proceeding cautiously because of costs and the difficulty to measure results. The image needs to be outstanding and even shocking to get attention. Chairperson Dinauer stated sponsorships would help with costs.

A new business Neverland Boutique, a comic book-based boutique, is now open at 521 Washington Avenue.

The Empire Room in the Washington Lanes building is now open, offering live entertainment. City Market located at 401 Center Avenue is scheduled to open in June with over 40 different vendors. MLive is currently working on an article that will spotlight each of the vendors. The market will include a children's play area, sponsored by The Sweet Boutique, and a community kitchen in the back that will offer community programming and classes. The seasonal Downtown Farmers Market will now be located outside the City Market building and will be open Tuesdays and Thursdays.

Bales reported that she is working with Engelhardt-Carter on Downtown beautification projects. Spring flowers have been planted on the corners of Center and Washington Avenues as well as parking lots throughout Downtown. Golden noted that Jason Graham has offered to donate his art sculptures free, and that Pat Martin offered to help manufacture some sculptures. Golden has agreed to be on the Beautification Committee. Roberts advised that Guy Greve has had an interest in enlarging one of his mom's sculptures for outdoor use.

### **DDA UPDATE**

Bales noted the parking group originally created to discuss a phased approach to parking solutions will be meeting within the next month to discuss whether or not to move to phase 2, which has more parameters for parking. The DMB continues to provide free permit parking in the Sixth and Washington lot. No cost permits in that lot are still available.

Bales noted that the DDA's Landmark TIF Plan will be ending and has approximately \$42,000 remaining in its fund. Bales met with Finn and staff to discuss how those funds could be used to help update the 1000 block of Washington Avenue and by working with the Electric Department and other city staff about finding additional funding. More information to come.

Finn noted the Landmark TIF project has provided the Downtown an opportunity to set the stage for future development. Finn proposed the DDA and City supplement those funds, noting that the City has funds set aside for different activities in the Downtown area, including a 5 year plan for led street lighting. Finn noted that the City has plans to upgrade the street lights on Saginaw Street near the Delta College Planetarium. Finn noted the importance of having a positive image throughout Downtown.

Acosta noted per the site plan for the Legacy, their parking lot only has accessibility through the alley. Having a residential component in the building means there needs to be ingress from Washington Avenue, so they will be doing a curb cut on Washington and removing a street light to allow for this.

Bales reminded the Board that the property owners along the alley in the block behind State Theatre, have approved paying a specific portion of the costs for repaving the alley along their property. The alley project will be used as a pilot to encourage property owners to do the same in other downtown alleys. Owners will have the option to pay by special assessment or to pay the amount at once. The cost to resurface averages \$3,000 per property owner.

### **DMB/DDA STRATEGIC PLANNING FOR DOWNTOWN**

A copy of the Strategic Plan was distributed. Delano noted that the plan needs to be updated with the Wenonah Park and Pavilion plan when those details are confirmed. Bales advised that this version identifies the responsibilities of the DDA and DMB more specifically.

Roberts commented that if this will be the base used for the Executive Director's review, it needs to be more specific. Some items are vague and not appropriate to have items listed that are not measurable. Finn stated this format is an outline for the final version of the plan. Once approved, the DMB and DDA chairs along with the Executive Director will add specific operational goals and objectives that will be brought to the full board for approval.

Roberts advised to either remove the note on page 3 or explain it better as to which document will be used for the annual review process. Delano advised comments on page 3 will not be included in the final document.

Acosta suggested removing her name from page 5. She also suggested that instead of just questions and answers, there needs to be some informational component before that section.

Horwath asked who determines the tourism 20% increase to Downtown Bay City and heads-in-beds in Downtown hotels. Chairperson Dinauer noted that is a CVB question. Roberts advised the CVB determines tourism counts by heads-in-beds. Roberts suggested removing the year from Tourism and Marketing plan #7 so it reads yearly in January.

A motion to approve the 2017 Strategic Planning outline as presented was made by Bacigalupo, supported by Pero and passed unanimously.

It was noted that Delano will work with Chairperson Dinauer and Bales to add and identify additional specifics. Once completed Delano will send the final draft to the full DMB board.

Welch suggested inviting Kimberly Salway with the Great Lakes Bay Regional Convention & Visitors Bureau to sit on the DMB Board.

**ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 9:10 am.

Respectfully Submitted,

Candace Bales  
Executive Director