

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, May 16, 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	Terri King
Jim Goodrow	Avram Golden	Laura Horwath
Jesse Pero	Dennis Dinauer	

The following were absent: Barb Engelhardt-Carter, Shirley Roberts, Jenifer Acosta, Tara Welch, Capri Wisniewski, Commissioners Kerice Basmadjian, John Davidson and David Terrasi

Also Present:

Commissioner Lynn Stamiris
City Manager Richard Finn
Community Development Manager Steve King
Candace Bales, Executive Director
Suzanne Maxwell, Administrative Assistant

PUBLIC INPUT

None.

NEW BOARD MEMBER INTRODUCTION

Terri King, owner of My Secret Garden, was introduced as the newest DMB Board member. King provided an overview of her business.

PRE-NOTIFICATION OF ABSENCES

Chairperson Dinauer stated that Engelhardt-Carter, Acosta, Welch, Roberts and Commissioner Terrasi 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 Bacigalupo, supported by Toporski. Motion unanimously approved.

2017/2018 DMB PROPOSED BUDGET

Bales presented the 2017/2018 proposed DMB budget with the current 2016/2017 budget for comparison. She noted that the tax assessment revenue for the next fiscal year will be reduced by approximately \$6,000, and required a reduction of the Programming and Activities line item. Bales added that she will be seeking partnerships throughout the fiscal year to help offset costs.

Included in the budget is the Marketing Budget that includes a breakout of all events, on-going marketing and advertisements.

Golden requested a line-by-line review of the Marketing Budget prior to approval, based on his interest in looking for other vendors for potential savings on goods and services. Dinauer stated that the budget can be currently approved while the Board continues to work on items for maximum savings.

Motion by Bacigalupo, supported by Pero to approve the 2017/2018 DMB Budget. Motion unanimously approved.

DMB/DDA INTERN INTRODUCTION

Taylor Fisher was introduced as the DMB/DDA summer intern. She will be assisting staff with marketing activities, events, distribution of materials, and social media from late May to early August.

DMB SPECIAL ASSESSMENT

Bales reminded the Board of ongoing discussion to consider looking at the DMB Special Assessment structure. There is currently a general area, 2 mills, and a core area, 7 mills. Based on a suggestion from former City Manager Finn, there is an option available to have the assessment percentage be the same throughout the Downtown district. A document of the amounts based on various percentages was provided to the members. The Executive Committee suggested changing the assessment to 6 mills in the core and general area.

King noted that as a business owner outside the core area who sees the positive work of the DMB, she supports the increase to 6 mills. Horwath and Goodrow supported the comment.

Stamirs suggested asking the City Assessor to determine the new assessment amounts for presentation to property owners as a starting point.

Motion by Pero to begin the process of changing the assessment to 6 mills in both the core and general areas. Support by Golden. Motion unanimously approved. Steve King noted that he will assist with the process.

EXECUTIVE COMMITTEE

Chairperson Dinauer stated the Executive Committee discussed the 2017/2018 DMB Budget and the assessment change.

MARKETING COMMITTEE

A document regarding Downtown events and businesses was distributed. Bales reported that the 7th Annual Apps & Ales event will take place June 7th from 5 pm - 9:30 pm. Fifteen pubs and eateries are participating and 1,125 tickets are for sale.

Friday at the Falls entertainment in the Third Street Waterfall Park is already booked for the year as well as the free Tuesday movies and Wednesdays in Wenonah Park. Bales noted that the entertainers at the Waterfall Park volunteer for the opportunity, at no charge, and are scheduled by the State Theatre. Free movies have now been added for four Thursdays after the B.A.R.S. bicycling events with 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. They will be distributed

to restaurants, and hotels throughout the Region. Bales noted that Downtown Bay City will again be a sponsor for Wenonah Park events.

Downtown helped celebrate the 20th Anniversary of the Delta College Planetarium. Various businesses provided a variety of special events and activities the week of the event. Bales reported the Downtown website is currently being redesigned and should be ready to launch by mid-summer. A new business Neverland Boutique, a comic book-based boutique, is now open at 521 Washington Avenue.

Golden suggested working with Fisher to interview and write biographies of Downtown business owners for a Downtown Blog.

DDA UPDATE

Bales noted the Merchant Parking Committee, originally created to discuss a phased approach to parking solutions, recently met to discuss whether or not to move to phase 2, which has more specific parameters for parking. The DMB continues to provide free permit parking in the Sixth and Washington lot. Maxwell noted there no fee permits in that lot are still available.

Bales reported that Wenonah Park Phase 1 renovations were recently approved by the DDA and bids sent out for architectural services. A proposal provided by William H. Kibbe & Associates included a list of projects, scope of work, timeline and compensation, with the cost of all services not to exceed \$212,000.

Bales reminded the Board that the property owners, along the alley in the block behind the State Theatre, have approved paying a specific portion of the costs for resurfacing the alley along their property based on linear footage. This alley project will be used as a pilot project to help encourage property owners to do the same in other downtown alleys. Property owners will have the option to pay by special assessment to the City over a specific time period or pay the total amount upfront. The cost to resurface will average \$3,000 per property owner. Finn noted that the work is expected to begin soon.

OTHER

Finn reported that his last day as City Manager will be June 2. The Board thanked him for his service.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:05 am.

Respectfully Submitted,

Candace Bales
Executive Director