

**Approved  
Downtown Management Board  
Regular Meeting Minutes  
Tuesday, August 15, 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 Chair Engelhardt-Carter. Members present were:

Mike Bacigalupo	Mary Jo Toporski	Shirley Roberts
Avram Golden	Jesse Pero	Tara Welch
Capri Wisniewski	Jim Goodrow	Barbara Engelhardt -Carter

The following were absent: Dennis Dinauer, Laura Horwath, Terri King, Commissioners Kerice Basmadjian, David Terrasi and John Davidson

Also Present: Community Development Manager Steve King  
Candace Bales, Executive Director  
Renee Schwartz, Bay Area Chamber of Commerce

**PUBLIC INPUT**

None.

**PRE-NOTIFICATION OF ABSENCES**

Vice Chairperson Engelhardt-Carter stated that Chairperson Dinauer, Steve King and Horwath notified DMB staff of their absences.

**DMB VACANCIES POSTED**

Bales reported the city has posted four vacancies for the DMB Board, plus she has posted the notification on the Downtown Bay City Merchant Facebook page. She noted that Welch, Golden and Toporski's terms are expiring. Toporski reported she will not be re-applying, after having served on the DMB Board for 25 years. She has enjoyed her time serving but feels it is time to allow new Downtown entrepreneurs on the Board.

Golden advised he reapplied 6 months ago. Bales reminded Golden that there is a limit as to how long the City keeps applications on file and suggested he re-apply. Bales noted Ruthy Shemanski, City Market, informed her she is applying. Welch reported that she had reached out out to Jim Vietti, Dow Bay Area Family YMCA, about applying. Welch also spoke with the Kimberly Sawley, Great Lakes Bay Regional Convention & Visitors Bureau, about having representation on the board. Unfortunately, Sawley responded they do not have enough staff to allow for it at this time. Engelhardt-Carter suggested Mike Murray, Delta College Planetarium. She will contact him directly. Bales also noted applications are due August 21<sup>st</sup>.

**ORGANIZATION**

Engelhardt-Carter presented Consent Agenda items 1-2. Engelhardt-Carter noted the financials are stamped this month because they are in draft form. Bales stated the annual audit will take place in September. Once completed the final version will be brought to the full Board for

review and approval on the fiscal year, July 2016 thru June 2017. A motion to approve Consent Agenda was made by Welch, supported by Pero and passed by the Board.

Welch stated the net impact on the financials for Wine Walk and Apps & Ales is only \$1,000. Bales noted the DMB's goal has been to help cover costs associated with each event, not to profit. Welch noted this would be a perfect event to sell sponsorships to offset our costs and generate some revenue. Golden advised he would like to see more businesses participate such as boutiques, retailers and art galleries. Roberts asked if the goal can be changed so there is a profit to generate some revenue that could be used toward promotion of the events. Bales suggested forming a subcommittee to review and revisit the DMB's mission and goals.

Roberts asked why the "Due from DDA" and "Due from DDA-admin. Reimbursement", page 1 of the Balance Sheet-Governmental Fund-General Fund under assets, are listed as two separate items. Bales stated that the DDA shares administrative costs with the DMB and while funds have been received, that is not yet reflected on this version of the document. She also noted that the DDA does not have check writing ability and all expenses are paid through the DMB. The DMB is reimbursed by that city accounting department, who manages the DDA funds. The General Fund document included in packet reflects funds that still need to be reimbursed.

Roberts noted that the budget does not reflect receipt of the yearly tax assessment revenue and asked if that will help cover expenditures. Bales explained that the assessment has been received but not reflected in this document. She noted in a DMB budget year when revenues exceed expenditures, those funds are recorded as unreserved funds and are noted on the Balance Sheet. These funds are available for budget years when revenues do not match expenditures. Golden requested to see a detailed breakdown of the financials for each event.

Engelhardt-Carter asked if the Board would like to form a subcommittee to strategize options to increase revenue received from events. Roberts noted she would be happy to sit in on the general conversation, but feels if the board agrees to take that direction and look at ways to make a bigger profit, there should not be a reason to form a subcommittee. Engelhardt-Carter noted that it may be just as easy to discuss some options while planning the event. Bales noted the Marketing Committee can discuss this suggestion when planning upcoming events.

Golden stated he would like to know what types of grants are available and if applications have been submitted. Bales noted that on average, over the last 15 years, the DMB/DDA has applied for 1-2 grants per year. She noted the DDA will be applying for grants for Wenonah Park, Phase 2. Bales noted that since the recession, state and federal grants and funding sources have been cut dramatically. For example, the state's Facade Improvement Grant Program does not exist at this time. The State does offer advisory services for various downtown improvements. She reported there is currently a Sense of Place program through the Michigan Economic Development Corporation and crowd funding programs that provide assistance for communities.

Engelhardt-Carter noted that anyone can go to the Bay Area Community Foundation's website to view what types of grants are available through this great source. Bales noted the Foundation has helped both the DDA and DMB receive funding assistance over the past years.

### **DMB SPECIAL ASSESSMENT UPDATE**

Bales noted the DMB Board at the June 20<sup>th</sup> meeting approved moving forward with the process of revising the DMB assessment to 6 mils for the entire DMB district. King will notify city Manager Dana Muscott regarding the request. Bales noted for the 5-Year DMB Renewal process in the past, she worked with city staff and mainly the city assessor to go through the assessment process. King and Bales will have further discussion at a later time regarding the timeline and process.

### **EXECUTIVE COMMITTEE**

Engelhardt-Carter advised the Executive Committee discussed the stamped draft of the financials, the differences in the budget, which will be finalized in September, and the special assessment update.

### **MARKETING COMMITTEE**

Bales noted a new business, Leigh Artistry, is moving into the former location of Gigi's Boutique located at 806 Saginaw Street. Populace Coffee is returning to Downtown and will be located at 810 Saginaw Street. Another new business, Bar-Fly Pub & Grub, is planning to open in the coming months and will be located at 208 Center Avenue.

Flying Eagle Coin & More, located at 918 Washington Avenue, has new ownership. And a new business, Lux Nova-Real Stone Real Thin is opening at 926 Washington Avenue. Recent closures include: Gigi's Boutique, 806 Saginaw Street; Bijou Antiques, 210 Center Avenue; and Neverland Boutique, 521 Washington Avenue.

It was noted that the Comfort Inn parking lot has been packed on recent weekends, as well as the Courtyard by Marriott at Uptown, which reflects more people are choosing to stay near the Downtown area.

Sidewalk Days took place July 27-29, with thirty businesses participating, and feedback from merchants has been positive. A new theme of "Lemons and Leftovers" was used to help market the event.

Golden advised Saturday, August 26<sup>th</sup> on Third Street, is the 2017 Bay City Chalk Walk and 42 chalk artists have signed up to participate.

### **DOWNTOWN BAY CITY WEBSITE**

Bales advised Cadmium Design Studios was scheduled to present information about the new Downtown's website at today's meeting but were unable to attend. She reported progress has been slow on the development of the site. Welch suggested that either Chairperson Dinauer or Engelhardt-Carter reach out to them on behalf of the full Board as soon as possible to determine what direction we want to go moving forward. Engelhardt-Carter agreed to contact Cadmium Design today.

Golden suggested the Board think of 5 projects that could be placed on the website as an opportunity for people and businesses to donate materials and/or funds. Roberts recommended creating a Public Art Subcommittee.

## **DOWNTOWN BEAUTIFICATION**

Bales noted that vandalism has reported in Wenonah Park and the Waterfall Park recently. The Bay City Public Safety Department is taking steps to ensure those areas and throughout Downtown are safe. Bales advised if issues are observed, to contact the police immediately at 911. Plus, the city has ordinances that are currently being reviewed to help eliminate some of the problems occurring. Information regarding the vandalism and safety received from Chief of Police Michael Cecchini, has been emailed to all merchants and posted on the Downtown Merchants page. Roberts suggested holding a merchant meeting to inform merchants of the problems and assure them that something is being done. Bales noted a Downtown Merchants Meeting will be scheduled soon and vandalism and safety will be added as a topic.

## **DMB/DDA STRATEGIC PLAN**

Bales noted the DMB/DDA Strategic Plan final version was approved by both Boards to be placed in the City's Master Plan.

## **DDA UPDATE**

Bales advised she is working with Dana Muscott to schedule a meeting with the Parking Subcommittee to discuss our next steps. Phase I is in place and a merchant survey has recently been done.

Bacigalupo noted the DDA Board approved the preliminary designs for the Pavilion, accessory building, and restructure of the band shell, and he will provide additional information next month. According to the Parks and Recreation Department, the City has already installed a security camera in Veterans Memorial Park facing Wenonah Park and they will be installing another one in Wenonah Park.

Bales noted the DDDA was selected for a Chemical Bank Cares Day Project on October 9. The volunteers will be cleaning and painting the concrete borders located at the 6<sup>th</sup> and Washington Ave. parking lot.

## **ADDITIONAL BUSINESS**

Goodrow asked if the Board would be interested in adding a reserve requirement to their budget planning. An example would be placing the 1% reserve into a CD. After time, the interest could be used for items/improvements in addition to potted plants and flowers. Roberts suggested the 1% could be taken from the \$125,000 of expected revenue from the assessment. Bales noted there is currently unreserved funds of \$44,000 which are available for use by the DMB.

King announced the City has received funds from MISHDA for demolition of blighted houses within the City. The City of Bay City continues to internally assess a proposal by United Bridge Partners to purchase both the Independence and Liberty bridges. MDOT presented findings from a traffic modeling study reflecting the shift of traffic loads to different roads and bridges based on bridge closure scenarios. Closing the Lafayette Bridge, which is scheduled to occur for reconstruction in 2020, would result in an estimated additional 6,000 daily vehicle trips to the Wenona/Henry corridors, an extra 13,000 vehicles daily added to Veterans Bridge, and 4,000 more to the Liberty Bridge. Closing both the Independence Bridge (for reconstruction) and Lafayette at the same time, per the MDOT model, would add 15,000 daily vehicles to current

loads on the Veterans Bridge while adding 20,000 additional daily trips to Liberty. The issue for the City is that at some point in the next 25 years, it's likely that both the Independence and Liberty bridges will require a full reconstruction. The estimated cost of rebuilding both of those bridges is \$100 million.

**ADJOURN**

With no further business to come before the Downtown Management Board, meeting adjourned at 9:40 am.

Respectfully Submitted,

Candace Bales  
Executive Director