

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, September 20, 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	Ruthy Shemanski	Terri King
Jesse Pero	Tara Welch	Barbara Engelhardt-Carter
Susan Fassbender	Alan LaFave	Steve King, City Representative
Dennis Dinauer	Shirley Roberts	

The following were absent: Laura Horwath, Jim Goodrow, Capri Wisnewski, Commissioners Kerice Basmadjian, David Terrasi, and John Davidson

Also Present: Candace Bales, Executive Director
Suzanne Maxwell, Administrative Assistant
Emily England, Saginaw Valley State University
Alana Rabedioux, Cadmium Designs

PUBLIC INPUT

None.

PRE-NOTIFICATION OF ABSENCES

Dinauer stated that Wisnewski, and Commissioner Terassi notified DMB staff of their absences.

INTRODUCTION OF NEW BOARD MEMBERS

Susan Fassbender and Ruthy Shemanski were introduced as new Board members. Bales noted that new Board member Alan LaFave is expected to attend today.

ORGANIZATION

Dinauer presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Engelhardt, supported by Welch. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

Maxwell noted that the annual year end audit was recently completed, with a report expected in the near future for the Board to review.

DMB SPECIAL ASSESSMENT UPDATE

Bales noted the DMB Board approved moving forward with the process of requesting a change to a single assessment rate of 6 mills for the entire DMB district at the June 20th meeting. She recently met with Steve King and City Assessor Wade Silvik. The current plan to change the assessment to 6 mills would increase the amount received from \$92,000 to \$120,000.

Steve King noted that currently the 5 year assessment revision/renewal for the DMB is scheduled for 2020. He added that rather than renewing every five years, there is a possibility of extending it to seven or ten years, based on City Commission approval.

EXECUTIVE COMMITTEE

Dinauer reported that the Executive Committee discussed the recent Director appointments, the special assessment and the new DMB website design.

New Director Alan Lafave arrived at 8:17 am.

DOWNTOWN BAY CITY WEBSITE

Alana Rabedioux, Cadmium Design Studios, presented the most recent version of the new website. Board members viewed and discussed the work done to-date. The home page features tabs: About Us, Events, Businesses, Ongoing Projects, Blogs and DMB/DDA Information. Bales noted that information regarding parking and Downtown Bay City gift certificates will also be included on the updated version of the website.

Rabedioux noted that information for each business includes a link to their website and/or social media page, a map indicating location, phone number and photo(s) of the business. The group agreed that three photos per business is sufficient. It was also agreed to eliminate the first map shown, as it could cause confusion. The location map will now be provided when you click on a particular business.

Terri King asked about Cadmium's website maintenance schedule. Rabedioux noted that she responds to customer change requests each morning. She added that DMB staff will also have the ability to make some changes to the website.

LaFave asked if the Downtown Bay City logo could be larger on the home page.

Pero left the meeting at 9:00 am.

MARKETING COMMITTEE

Bales reported that 2017 Wine Walk is scheduled for Thursday, September 21. It is expected to be another sell out, with 16 participating businesses. To keep the event safe and enjoyable, the planning committee, made up of participating businesses, reduced the number of ticket sales to 1,200.

Bales noted that reEvent took place August 12 and 13, with the theme of reUse, reDesign & rePurpose. Ballots were provided for people to vote for their favorite display.

Hell's Half Mile Film & Music Festival is scheduled for September 28 - October 1. The window contest theme for downtown businesses is "Movies shot or set in Michigan".

Bales reported that Leigh Artistry Permanent Cosmetics has opened at 806 Saginaw Street. Populace Coffee is scheduled to open soon at 810 Saginaw Street. Kismet Botanical Therapies is now open at 800 Washington Avenue, L-106.

Shemanski noted that City Market is welcoming four new vendors in the near future: Brooklyn Boyz Pizza; Modern Craft Winery; Cabana Soaps; and Cara's Health and Chiropractic.

DOWNTOWN BEAUTIFICATION

Bales reported that the DMB was just given the August Bay City in Bloom beautification award for the various planting placed throughout the district, notably at the four corners of Center and Washington, and the entrance to Wenonah Park.

Bales reminded the Board that the DMB was selected this for Chemical Bank Cares Day Project. They will be cleaning and painting the concrete borders surrounding the parking lot located at Sixth St. and Washington Ave.

DMB/DDA STRATEGIC PLAN

Bales noted the DMB/DDA Strategic Plan final version was approved by both Boards to be included in the City of Bay City Master Plan. She added that the file was given to Steve King.

DDA UPDATE

Bales noted there has been an increase of vandalism downtown and particularly in Wenonah Park and the Waterfall Park. Bales also noted the Bay City Public Safety Department is making efforts and taking steps to ensure those areas and Downtown are safe. Bacigalupo reported that the presence of officers has already made a substantial difference. Tickets and warnings have been given to loiterers.

Bales reported that bids for the Wenonah Park project are due Wednesday, September 27, with the bids being opened at 3 pm the same day at Commerce One in conference room A.

ADDITIONAL BUSINESS

None.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:20 am.

Respectfully Submitted,

Candace Bales
Executive Director