



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)- AMENDED
WEDNESDAY, AUGUST 12, 2026 – 5:00 PM
CHAMBER OF BUCHANAN CITY HALL - 302 N REDBUD TRAIL, BUCHANAN MI

AGENDA

THE Downtown Development Authority OF THE CITY OF BUCHANAN, in compliance with Michigan's Open Meetings Act, hereby gives notice of a regular meeting to be held in the Chamber of City Hall.

** Comments may be submitted in writing at least 4 hours in advance to the City Clerk at Clerk@cityofbuchanan.com*

I. Call to Order

II. Pledge of Allegiance

III. Roll Call

IV. Approve Agenda

V. Public Comments - Agenda Items Only *(3-minute limit)*

VI. Approve Minutes

- A. 1) Consider the Regular Meeting Minutes from July 8, 2026.
- 2) Consider the Special Meeting Minutes from August 4th, 2026.

VII. Reports & Presentations

- A. 1) Farmers Market
- 2) Buchanan Area Fine Arts Council
- 3) The Common Committee
- 4) Buchanan Area Chamber of Commerce

VIII. Unfinished Business

- A. **Marketing RFP**- Considerations for Board Decisions on Marketing Direction.

IX. New Business

- A. **Finance Reports**- Consider accepting the finance reports and expenditures in the amount of \$1,000.00.
- B. **Chili Walk Update**
- C. **Christmas Decorations Discussion**

X. Public Comment - Non-Agenda Items Only *(3-minute limit)*

XI. Staff/Committee Comments

XII. Adjournment



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
WEDNESDAY, JULY 08, 2026 – 5:00 PM
CHAMBER OF BUCHANAN CITY HALL - 302 N REDBUD TRAIL, BUCHANAN MI

MINUTES

I. Call to Order

Chairperson Mast called the meeting to order at approximately 5:01 PM.

II. Pledge of Allegiance

The Pledge of Allegiance was recited.

III. Roll Call

Present: Tracy Mast, Julie Capron, Sidney Finan, Michelle Fletcher, Libby Hein, Haley Jones, Michael Reed

Absent: Joseph Williams, Mayor Mark Weedon

City Staff: City Manager Tony McGhee, Planning and Community Development Director Kristen Gundersen, City Clerk Kalla Langston-Weiss

IV. Approve Agenda

Motion by Fletcher, supported by Hein, to approve the agenda as presented.

Voice vote carried unanimously.

V. Public Comments - Agenda Items Only (3-minute limit)

Dennis Mori addressed the DDA regarding the proposed OPEN signs. He discussed accessibility clearance requirements and stated that an 80-inch vertical clearance may apply rather than an eight-foot clearance. He also noted that fixed planters, benches, or similar barriers may provide an alternative where a sign or banner is installed below the required clearance. Mr. Mori encouraged the DDA to consider these options when reviewing the OPEN sign proposal.

No additional public comment was received.

VI. Approve Minutes

A. Minutes - Consider the minutes from the Regular DDA Meeting held on June 10, 2026.

Motion by Hein, supported by Jones, to approve the June 10, 2026, Regular DDA Meeting Minutes as presented.

Voice vote carried unanimously.

VII. Unfinished Business

A. Marketing RFP Interviews

1) 5:05-5:35 pm - Duneland Media

Tim Frankie, President and co-owner of Duneland Media, presented the firm's experience with municipal and tourism marketing in Northwest Indiana. The presentation focused on website improvements, consistent branding, printed materials, social media, video advertising, YouTube, Google Ads, geotargeting, and promoting Buchanan as a full-day destination.

Duneland Media stated that a comprehensive market assessment was not its primary area of expertise and recommended using available tourism and search data rather than spending a substantial amount on a separate assessment. The firm estimated that a website redesign could cost approximately \$10,000 to \$20,000, depending on the final scope.

The DDA asked about performance data, experience with communities similar in size to Buchanan, contract flexibility, seasonal adjustments, content development, visitor retention, and website costs. Duneland Media stated that service levels could be adjusted with approximately 30 days' notice and agreed to provide additional engagement and performance information.

2) 5:35-6:05 pm - Destination by Design

Representatives of Destination by Design participated remotely. The firm described its work exclusively with public-sector clients and its experience with community branding, tourism marketing, planning, website development, wayfinding, content creation, media placement, and visitor-retention strategies.

Destination by Design explained that its process generally begins with discovery and market assessment, followed by development of a marketing strategy, campaign design, implementation, and performance measurement. Representatives discussed prior projects involving downtowns, tourism destinations, event marketing, websites, social media campaigns, and visitor engagement.

The DDA asked about the firm's ability to provide local service from North Carolina, the number of site visits included, contract flexibility, content capture, social media management, project timelines, website development, and initial startup costs. Destination by Design stated that the proposed engagement was structured as a one-year project but could be adjusted. The firm estimated that additional photography and video content capture could begin at approximately \$15,000, depending on the scope.

3) 6:05-6:35pm - JV Studios

A representative of JV Studios presented the firm's proposal and discussed the company's Southwest Michigan location and familiarity with Buchanan and the surrounding region.

JV Studios proposed conducting either a basic or comprehensive market analysis to identify target audiences, visitor interests, business opportunities, and effective marketing channels. The firm also presented several levels of ongoing service that could include social media management, paid advertising, branding, website development, content creation, and reporting.

The DDA asked about the need for a market assessment despite the firm's local familiarity, website costs, seasonal flexibility, photography and video content, and experience working with municipalities. JV Studios estimated that a tourism-oriented website with a business directory and event information could cost approximately \$5,000 to \$15,000, depending on the scope. The firm stated that it had experience with corporate, nonprofit, and local business clients but did not currently have a municipal client performing the same scope of work.

4) 6:35-7:00pm – Kzoom

Dan Martin, owner and founder of KZoom, presented the firm's proposal and described its experience with national businesses, Michigan municipalities, economic-development organizations, tourism initiatives, and Southwest Michigan clients.

KZoom presented preliminary tourism and search-engine data concerning Buchanan. The presentation discussed visitor patterns, overnight and day-trip activity, seasonal peaks, tourism

leakage to nearby communities, regional competition, online search activity, and the potential benefits of creating a separate tourism website for Buchanan.

KZoom reviewed the service levels included in its proposal. The approximately \$60,000 option included market research, search-engine analysis, a tourism website, photography and video production, digital advertising, website maintenance, and reporting. KZoom recommended that the DDA consider beginning with the approximately \$36,000 option, which would focus initially on research, website development, and content creation before beginning a larger advertising campaign. KZoom also presented an optional comprehensive monthly service package.

The DDA asked about the Buchanan Promise, the firm's local and regional experience, ongoing content capture, website development, advertising, and measurement of results.

Following the interviews, City Manager McGhee informed the DDA that the Southwest Michigan Regional Chamber was also exploring a countywide marketing campaign and had asked whether Buchanan would be interested in participating. Members discussed whether the DDA could pursue its own marketing program while also participating in a regional effort.

By consensus, the DDA agreed to review the proposals further and continue its discussion at the next regular meeting. Staff will obtain additional information regarding the regional Chamber marketing initiative. No firm was selected, and no contract was awarded.

B. BBB Funding Proposal for OPEN signs - Discussion & Consideration

Staff presented corrected cost information for the proposed OPEN signs. Staff explained that each kit contained two banners and that the estimated cost for the higher-quality banner option would be approximately \$5,160 for the initially proposed area. Expanding the program throughout the entire DDA district would increase the estimated cost.

Members discussed whether the DDA wished to fund the signs, whether the signs should be limited to the downtown business area or made available throughout the district, and whether the signs should instead be incorporated into a future comprehensive wayfinding program.

A majority of the members indicated that they did not support moving forward with the proposal at this time. Members expressed interest in reconsidering signage as part of the DDA's future wayfinding planning.

No formal action was taken.

VIII. New Business

A. Consideration of Donation of Glice Synthetic Ice Rink - Discussion & Consideration

City Manager McGhee explained that the DDA had been offered a donated synthetic ice rink previously intended for use by the Niles DDA. The rink was described as approximately 1,300 square feet and included equipment for synthetic-ice curling. Staff reported that the rink had an original value of approximately \$100,000.

The DDA discussed possible placement near the Common, use during winter events, sponsorship opportunities, storage, setup requirements, surface-grade requirements, insurance, maintenance, skate replacement, volunteer needs, operating hours, and potential staffing costs.

Members acknowledged that a detailed operating plan had not yet been developed but expressed interest in accepting the donation and determining whether the rink could be successfully used in Buchanan.

Motion by Hein, supported by Fletcher, to accept the donation of the synthetic ice rink previously intended for the Niles DDA, subject to staff completing the necessary arrangements.

Roll call vote:

Yes: Hein, Reed, Mast, Finan, Fletcher

No: Capron, Jones

Motion carried, 5–2.

Staff will develop additional information regarding placement, maintenance, insurance, staffing, volunteers, sponsorships, and operation of the rink.

B. Finance Reports

1) Consider approving the expenditures.

2) Accept the Financial Reports as submitted.

Staff reviewed the financial reports and recent transactions. Staff explained that a \$33,400 COPS grant reimbursement had been deposited into the DDA account because the account number had previously been associated with the City's former general fund account. Staff clarified that the funds did not belong to the DDA and would be transferred or corrected in the next financial report.

Members also asked about a \$275 Buchanan downtown promotion expense. Staff explained that the expense was related to Michigan Downtown Association membership and conference participation.

Motion by Hein, supported by Capron, to approve the expenditures and accept the financial reports as submitted.

Voice vote carried unanimously.

A member asked for additional information concerning Farmers Market preparation hours reflected in the reports. Staff stated that the Farmers Market, Common, and Tin Shop Theatre quarterly reports were expected to be presented at the August DDA meeting.

IX. Communications

A. DDA Funding Application

Staff reported that the DDA funding application had been revised in accordance with the DDA's prior direction, including division of the process into an initial application and a more detailed follow-up application. The application also incorporated the submission and review timelines previously discussed by the DDA. It is available to the public now via website.

X. Public Comment - Non-Agenda Items Only (3-minute limit)

A member of the public commented on the marketing proposals and expressed support for conducting a Buchanan-specific market assessment. The speaker also encouraged the DDA to give additional consideration to branding and design services when selecting a marketing firm.

The speaker further stated that uniform OPEN signs could benefit downtown businesses and suggested that the signs could eventually be coordinated with Buchanan's branding and wayfinding efforts.

No additional public comment was received.

XI. Staff/Committee Comments

Fletcher suggested exploring a shuttle between RedBud MX and downtown Buchanan during the RedBud National. The member stated that many visitors stay in recreational vehicles and may not have transportation available to visit downtown businesses.

Staff stated that a Niles Dial-A-Ride bus and driver may be available for approximately \$500 for an eight-hour period and agreed that the concept should be explored before the next RedBud event.

Hein informed the board that the Chamber of Commerce had scheduled the Chili Walk for October 3, 2026. Organizers were working to expand the Chili Walk into a full-day community event following the October 2 homecoming activities. A public subcommittee was formed to assist with the additional events.

Members also discussed the need to begin developing an operating plan for the synthetic ice rink, including its location, volunteer needs, maintenance, sponsorships, and possible winter use.

XII. Adjournment

Motion by Fletcher, supported by Capron, to adjourn at 7:18 PM.

Voice vote carried unanimously.

Kalla Langston-Weiss, City Clerk

Chairperson Tracy Mast



DOWNTOWN DEVELOPMENT AUTHORITY (DDA) SPECIAL MEETING
TUESDAY, AUGUST 04, 2026 – 12:00 PM
CHAMBER OF BUCHANAN CITY HALL - 302 N REDBUD TRAIL, BUCHANAN, MI-
CITY MANAGER'S OFFICE, PLEASE USE SIDE ENTRANCE

MINUTES

I. Call to Order

Mast called the meeting to order at 12:01 pm.

II. Pledge of Allegiance

Mast led in the Pledge of Allegiance.

III. Roll Call

Present: Mast, Capron, Finan, Fletcher, Hein, Jones, Williams

Absent: Weedon, Reed

City Staff Present: City Manager Tony McGhee, Deputy Clerk and Administrative Coordinator Emma Lysy

IV. Public Comments - Agenda Items Only (3-minute limit)

None.

V. New Business

- A. Consider the engagement of legal representation from Butzel for the City of Buchanan Downtown Development Authority.

McGhee introduced the engagement letter from Butzel for the DDA to engage regarding the Buchanan Equity LLC Loan. Estimated costs were between \$3,000-5,000.

Williams wanted to ensure it was clear when the last payment was made. McGhee confirmed that the last payment was in November of 2023. Lawyers confirmed the debt was not canceled as the DDA was not dissolved, and that Dan Fette and the State of Michigan have confirmed reporting was adequate, as no tax was collected in that time period.

Finan moved, seconded by Capron, to engage legal representation from Butzel for the Buchanan DDA. Roll call votes carried unanimously.

VI. Adjournment

Hein moved, seconded by Fletcher, to adjourn at 12:10 pm. Voice vote carried unanimously.

Emma Lysy, Deputy Clerk

Chairperson, Tracy Mast

To: DDA
 FROM: Buchanan Farmers' Market, Beth Chubb
 SUBJECT: Quarterly Report
 Date: July 31, 2026

Preparation for the new market season starts in February when Ashley Hanson our paid marketmaster and I go over the vendor forms and names and update our policies and procedures. Our mission is to

- Bring people downtown on Saturday mornings
- Never go over our given budget

Once the vendor forms go out, vendors decide if they want to come weekly, bi-weekly, or monthly. Those wishing to have permanent space reserved for them every Saturday pay the fee up front before the market starts and receive a slight discount. Our weekly fee is \$15 payable when you come. This is a policy we are reconsidering since people fail to call to cancel when they can't come. We like to keep the permanent booths and front lines (or sidewalk in front of the permanent booths) full every Saturday. We have eight farmers and a new bread maker this season.

We started May 2 with a budget of \$10,850 from the City. We had already deposited \$1,850 from the early sign ups. We had spent \$161.28 on our Tracfone for the next 12 months. Advertising in Edible Michiana is \$408 for two issues. We receive 60 free magazines each issue to give to our customers which they really appreciate. We also advertise on the Platamate placemats for \$199.50 twice for the opening of the market and the Berrien County Youth Fair. These placemats are in various Buchanan and Niles restaurants.

We opened with 33 vendors on a cool day with sunshine and a BIG crowd. Free coffee is provided by the market but our coffee vendors have been very generous with supplying the coffee weekly. The market supplies sugar, creamer, cups, backup coffee when not provided by a vendor and garbage bags. We invited the Cousins Maine Lobster Truck to come on May 16 because we had 36 vendors and Sip! Buchanan going on after the market. We weren't provided with a lot of information on the Sip! Buchanan and couldn't answer a lot of the questions we were asked. This goes on frequently as we don't get posters or information about other things going on at the Common. It would really help if we were included in these different events with information to pass out or posters to hang up.

By May 30 we had 38 vendors, warm and sunny market weather and a large variety of produce and crafts. There was a good crowd. We also have a non-profit bake sale weekly. We decided not to re-up for the Sirius Radio and just use the market phone for Pandora which is free.

June saw more vendors and more people as school was out. Great weather and things going on in Buchanan help the market also. We continue to add new vendors weekly and to get more traffic. Stickers for America's Birthday were handed out to kids weekly. June 6

saw a monsoon at the market which caused us to open later. Thirty vendors still showed up and the crowd was good but it got hot & humid fast. The Buchanan Township Firemen added to the festivities.

We had our first market on July 4 and we had a good crowd which came out later in the morning. We had never actually had a market on July 4 before. Vendor numbers were down a little, but everyone said they did fine. July 11 with 44 vendors turned out to be our biggest crowd this season with no extra Common activities. On July 18 the Buchanan Boy Scouts celebrated their 100th birthday with lots of events. We had 32 vendors with Cousins Lobster Food Truck, Grateful Pie Co.'s grill and Wood, Stock and Grill. Setup was going on during the market but the main events were after the market. It was hot with a breeze and smokey.

July 25 was perfect weather and lots of people. The Buchanan Township Fire Department gave away hats and crayons etc. and shaved ice to the kids. Lots of people with 33 vendors. We also had vendors for the evening Common events setting up too early and causing some confusion.

Money turned in to date is as follows:

• May 4	\$3,360
• May 9	945
• May 19	225
• May 27	180
• June 2	225
• June 8	165
• June 13, June 20 and June 27	1,125
• July 6	135
• July 15	330
• July 20	205
• July 27	210
• TOTAL	\$7,105

Our market master earns \$25 per hour for keeping up with the promotions of the market, our website and organizing the vendors on Saturdays. She works 10 hours per week and does a fantastic job. Her approximate salary paid to date is \$3,250. We also have her husband to help put out signs and start our music when needed as a free bonus.

Farmer's Market Revenue & Expense Report
April 2026 thru July 2026

Revenues:

Time Period: **May 2026 thru July 2026**

Total Revenue:	7,105.00
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Expenses:

Time Period: **April 2026 thru July 2026**

Miscellaneous Supplies:	19.99
Receipt Books	

Market Master Fees:	3,250.00
Ashley Hanson	

Website :	84.96
\$21.24 ea month x 4 mo	

Advertising:	
Edible Michiana (3/31/26)	204.00
PlateMate (4/22/26)	199.50
Edible Michiana (6/30/26)	204.00

Utilities:	
Water/Sewer	0.00

Ground Maintenance:	
Supplies etc.	0.00

Fire & Liability Insurance:	
Michigan Municipal Leage	123.00

Total Expenses:	(4,085.45)
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Net Farmer's Market Income:	3,019.55
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DDA August Report from the BAFAC 2026

Recently, the Buchanan Area Fine Arts Council has been working on many projects to improve The Tin Shop Theatre while focusing on keeping it connected to the community with a variety of programming.

Our season so far has brought us a community panel of speakers and discussion celebrating Martin Luther King Jr. some of the speakers included our own Chief Harvey Burnett and retired history teacher, Ruth Writer and retired science teacher, Al Whitfield. This was followed up with a performance by The Redbud Ramblers, and our opening production directed by Alice Kring in April. Since then we have had a staged reading of Mothers and Sons, directed by David Ferrell, and two comedy improv nights. Most recently, we had a sold out run of youth production, including an added show of Disney's Descendants. We have three additional productions beginning in September to complete the season including Gaslight, comedy, Ladies First, and a fun spoof on Scrooge from A Christmas [Carol](#). We have continued getting sponsorships for our season and working on cross promotion with our local restaurant and store owners.

We have recently worked with the Buchanan District Library teens to clean up the gardens at the theatre in July. One of our biggest projects to improve the theatre is cleaning out the upstairs. We began last fall with a big purge of the upstairs furniture and costumes with help from the Leos and city workers. It was a great day of work from a great group of volunteers! Our recently appointed Strike Manager, Toni Mayberry, has lead the charge since the beginning of the year to continue and make a real difference in disposing of unneeded items and reorganizing the upstairs.

We have also been working on getting building signs made for the theatre, and have been assured that McCullum's will be taking over the maintenance of the rock garden next to theatre.

We are in the process of making some changes to our by-laws to adjust the parameters for the size of our board and location requirements for the members. This will also include a clause for meeting absence limitations for members.

Recently our bill paying method has changed and is now going through the city and being approved by the city commission before we can access funds over a \$1000 limit debit card account.

We are currently getting bids for the replacement of new doors. Our north and west facing doors especially are severely compromised allowing for a much easier possibility of unwarranted access to the theatre. This is of the utmost priority. We recently acquired new gutters to help deter additional rotting of the doors and frames.

We have been required to remove our storage shed and have it moved down by the city building on Smith Street. One of the things that we continue to be in desperate need of is more space. We have recommended a building extension to allow for more seating

and a backstage area. Currently, large casts have to stay outside in the summer or upstairs in bad weather. Since having to move our weathered shed and remove much of the inventory upstairs, we have even more limited space. We were getting a bid on getting an additional shed for furniture storage before we were made to relinquish the one we currently have to a more inaccessible location. We truly need an additional space to store heavy things other than upstairs. Our stairs are incredibly precarious to use without carrying anything down them. Newly in place, we are no longer allowed to have any storage that is not built onto the building itself. The building itself belongs to the City of Buchanan.

We look forward to raising money and getting assistance to add on to the theatre and help us continue to enrich and entertain the surrounding communities. We are excited to begin work in September on scheduling our 2027 Season!

The attached is our most recent financial report.
Thank you for your consideration!

Kelly Carlin
Chairperson of the BAFAC

10:01 PM

Buchanan Area Fine Arts Council

06/28/26

Balance Sheet

Cash Basis

As of June 28, 2026

	Jun 28, 26
ASSETS	
Current Assets	
Checking/Savings	
Honor Credit Union - Checking	19,809.14
Honor CU-CD	20,000.00
Honor CU - Share Account	1,168.76
Start-up Cash	150.00
Total Checking/Savings	41,127.90
Accounts Receivable	
Accounts Receivable	-375.00
Total Accounts Receivable	-375.00
Total Current Assets	40,752.90
TOTAL ASSETS	40,752.90
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	4,702.48
Retained Earnings	52,660.51
Siding & Insulation Reconstruct	-13,289.00
Net Income	-3,321.09
Total Equity	40,752.90
TOTAL LIABILITIES & EQUITY	40,752.90

10:00 PM

Buchanan Area Fine Arts Council

06/28/26

Profit & Loss

Cash Basis

January 1 through June 28, 2026

	Jan 1 - Jun 28, 26
Ordinary Income/Expense	
Income	
Donations	40.00
Pop Sales	52.00
Redbud Ramblers	
Donations	183.00
Redbud Ramblers - Other	310.00
Total Redbud Ramblers	493.00
Total Income	585.00
Expense	
Adversting	24.70
Box Office Wages	352.00
Disney's Descendants	
Royalties	560.00
Scripts	815.00
Sponsor	-150.00
Total Disney's Descendants	1,225.00
Dues and Subscriptions	220.00
First Ladies	
Royalties	660.00
Scripts	165.70
Total First Ladies	825.70
Ivy Gap	
Child Tickets	-16.00
Director	300.00
Donations	-100.00
Program	160.00
Royalties	550.00
Scripts	114.30
Set	134.45
Single Tickets	-1,815.00
Sponsor	-300.00
Total Ivy Gap	-972.25
Mothers and Sons	
Director	200.00
Royalties	220.00
Scripts	84.45
Sponsor	-250.00
Tech	100.00
Tickets	-195.00
Total Mothers and Sons	159.45
Postage	
P O Box Fee	88.00
Total Postage	88.00
Repairs	
Building Repairs	262.70
Total Repairs	262.70
Shelving	381.60

10:00 PM

Buchanan Area Fine Arts Council

06/28/26

Profit & Loss

Cash Basis

January 1 through June 28, 2026

	Jan 1 - Jun 28, 26
Supplies	
Janitorial	194.57
Office	80.20
Total Supplies	274.77
Utilities	
Telephone	736.25
Trash Service	79.80
Total Utilities	816.05
Web Site	250.00
Total Expense	3,907.72
Net Ordinary Income	-3,322.72
Other Income/Expense	
Other Income	
Interest Income	1.63
Total Other Income	1.63
Net Other Income	1.63
Net Income	-3,321.09

Buchanan Area Fine Arts Council

6/28/2026 10:03 PM

Register: Honor Credit Union - Checking

From 06/02/2026 through 06/28/2026

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment C	Deposit	Balance
06/04/2026	eft	AT&T	Utilities:Telephone	phone	122.61		19,940.66
06/04/2026	1201	TPC	Repairs:Building Repairs	tape	8.10		19,932.56
06/04/2026	1202	Redbud Hardware	Repairs:Building Repairs		55.64		19,876.92
06/16/2026			Supplies:Janitorial	Deposit		21.78	19,898.70
06/17/2026			Supplies:Office	Deposit		28.61	19,927.31
06/28/2026			Donations	Deposit		40.00	19,967.31
06/28/2026	1203	Alice Kring	Repairs:Building Repairs	director	38.17		19,929.14
06/28/2026	1204	CTAM	Dues and Subscriptions	dues	120.00		19,809.14

BUCHANAN AREA FINE ARTS COUNCIL TREASURER'S REPORT FOR JULY 2026

ATTACHED ARE THE CHECK REGISTERS, THE INCOME STATEMENT AND BALANCE SHEET YEAR TO DATE.

JUST A REMINDER IF SOMETHING IS CHARGED AT REDBUD HARDWARE, PLEASE LEAVE THE RECEIPT ON THE BULLETIN BOARD IN THE BOX OFFICE AND WRITE ON THE RECEIPT WHAT IT IS FOR OR GIVE THE RECEIPT DIRECTLY TO ME BEFORE THE 14TH OF EACH MONTH. WE ARE BILLED ON THE 15TH OF THE MONTH FOR CHARGES.

WELCOME BACK TO IVY GAP – PROFIT \$972.25 AND HAD 121 PAID TICKETS, 11 COMP TICKETS FOR 5 SHOWS – AVERAGE OF 26 PEOPLE PER SHOW

REDBUD RAMBLERS – PROFIT OF \$540 WITH TICKETS SALES AND DONATIONS – 56 PAID TICKETS AND 8 COMP TICKETS

COMEDY SHOW ON APRIL 25 WAS CANCELLED

MOTHERS AND SONS – LOSS OF \$159.45 HAD 13 PAID TICKETS AND 4 COMP TICKETS.

STARTING IN JUNE I WILL NO LONGER BE ABLE TO WRITE CHECKS. ALL THE CHECKS WILL BE ISSUED BY CITY HALL. MOST CHECKS WILL HAVE A 2 WEEKS PROCESSING. DIRECTORS WILL NEED TO GET ME NAMES AND ADDRESS OF WHO IS GETTING STIPENDS ON THE SHOWS. I WILL HAVE A CREDIT CARD FOR THE COUNCIL SO WE CAN USE THIS TO PURCHASE ITEMS FOR SHOWS, SUPPLIES, ETC. I WILL GIVE THE DIRECTOR THE CREDIT CARD BUT ALL RECEIPTS MUST BE TURNED INTO TO ME WEEKLY. EACH RECEIPT WILL HAVE TO BE MARKED ON IT WHAT IS FOR. THE CREDIT CARD MUST BE RETURNED TO ME AS SOON AS ALL PURCHASES ARE MADE FOR THE SHOW. IF THIS PROCEDURE IS VIOLATED THEN THE DIRECTOR WILL HAVE TO PURCHASE THEIR OWN ITEMS AND WAIT FOR A CHECK TO BE ISSUED BY CITY HALL.

SINCE OUR ACCOUNT SHOWS UNDER THE CITY OF BUCHANAN BANKING INFORMATION AND WE ARE USING THEIR FEDERAL ID NUMBER STATE LAW HAS CHANGED AND AN CITY EMPLOYEE THAT IS BONDED AND INSURED BY THE CITY HAS TO HAVE CONTROL OF THE ACCOUNT.

I WILL STILL BE DOING MY BOOKS IN QUICKBOOKS AS I HAVE BEEN DOING. THE CITY WILL MAINTAIN A SET OF BOOKS. THE ACCOUNT WILL STILL BE THE SAME AS IT IS NOW AND SEPARATE FROM THE OTHER CITY FUNDS.

BUILDING & GROUNDS:

BATHROOMS NEED TO BE REPAINTED - NO ESTIMATE

NORTH DOOR (ROE STREET) NEEDS TO BE REPLACE AND TO PREVENT WATER COMING IN SMALL AWNING TO GO OVER DOOR –

EVERYONE WILL BE NEED TO HELP KEEP THE GARDENS FREE OF WEEDS. WEEKLY BASIS WEEDING AND SPRAYING. WEED AND GRASS SPRAY RIGHT INSIDE THE DOOR ALONG WITH PREEN.

RESPECTFULLY SUBMITTED,
ALICE KRING - TREASURER

Michigan Gateway
community foundationSM

DDA Report – Common Committee – August

The Common Committee would like to thank the DDA for the partnership as a donor to our Summer Concert Series. The Common has been a treasure to our community since 1996 and our concerts have now grown into a regional attraction with an endowment, The John Beckwith Dale Fund, located at Michigan Gateway Community Foundation. We are proud of our partnership with community and look forward to continued growth.

This season is off to a spectacular start, as of 8/5/26 we have a total attendance of 8,298 individuals coming from all over the world. Attendees have come from California, Tennessee, Florida and even Australia! We have partnered with 16 local organizations to help make the magic of summer happen in downtown through donations and support. Our hope is that our shows have strong, lasting impacts on local businesses.

At the beginning of the season we were graciously awarded a \$20,000 donation from the DDA to support our work. Before we report on that, again thank you for your continued support. In that meeting we proposed the following budget:

Artist Fees & Hospitality for Thursday Shows (local artists) - \$10,000
 Sound, Stage & Technical Production: \$5,000
 Marketing & Promotion: \$2,000
Buchanan Common Upgrades & Improvements: \$3,000
Total Request: \$20,000

As of 8/5/26, with five shows remaining (including our biggest event, Shakedown Saturday) we are happy to report the following progress on the use of those funds:

Artist Fees & Hospitality for Thursday Shows - \$4,900
 Sound, Stage & Technical Production: \$6,000
 Marketing & Promotion: \$1,225
Buchanan Common Upgrades & Improvements: \$3,000
Total Used: \$15,125

Remaining Donation: \$4,875

Remaining Artist Fees & Hospitality for Thursday Shows (local artists) - \$2,400
 Remaining Festival Tech: \$1,750
Remaining Marketing: \$775
Estimated Net: (\$50) This will be covered by Michigan Gateway Community Foundation

Thank you again for your continued support and partnership. Please reach out to my office with any questions.

Michael P. Rowland
 President & Chief Executive Officer
 111 Days Avenue
 Buchanan, Michigan 49107
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Michigan Gateway
community foundation



Memorandum



Date: August 5, 2026
To: Buchanan Downtown Development Authority
From: Tony McGhee
Subject: Considerations for Board Decision on Marketing Direction

Background

The Buchanan Downtown Development Authority will be discussing presentation made by marketing firms who submitted proposals and presented at the last meeting. Those firms include:

- Duneland Media
- Destination By Design
- JV Studios
- Kzoom

As the DDA is discussion the retention of a marketing firm to promote the community throughout Berrien County, the South Bend area, Chicagoland, and other parts of Michigan. How the DDA spends its available dollars is ultimately a policy choice for the Board, subject to applicable law and the adopted development, tax increment financing, and budget documents. This memo is not intended to direct that decision, but to provide context as the Board weighs a larger marketing investment against other potential uses of DDA funds.

Marketing is a legitimate DDA activity. Michigan law expressly authorizes a DDA to create, operate, and fund marketing initiatives that benefit retail and the general marketing of the downtown district. A coordinated campaign can raise awareness, direct people to local businesses and events, and help convert interest into visits. Some level of thoughtful marketing is appropriate and could provide value to the district.

At the same time, marketing has traditionally been one part of a broader downtown revitalization strategy rather than the primary purpose of a DDA. Michigan Main Street describes successful downtown work through four connected areas: design, economic vitality, promotion, and organization. Promotion works best when the physical

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environment, business mix, public spaces, and programming give people a reason to visit and return.

Different Roles: Tourism Marketing and Downtown Development

A tourism council or visitors bureau is organized to market a broader destination. Its work is typically focused on attracting visitors from outside the area, increasing overnight stays, developing itineraries, working with travel media, maintaining visitor guides, and promoting attractions across a region. Visit Southwest Michigan already performs many of these functions through regional digital and print channels, event and attraction promotion, and a visitor marketing network available to local businesses.

A DDA has a narrower geography and a different primary responsibility. Its focus is the downtown district, including the public environment, existing businesses, private investment, public spaces, and the overall experience of the area. A DDA funded campaign may reach Chicago, South Bend, other Michigan markets, and the surrounding areas of Berrien County, but it should be clearly tied to activity and benefits within the DDA district.

This does not mean the DDA should avoid marketing. It means the Board should consider whether it is duplicating broad destination marketing already performed by regional and statewide organizations, or whether it can use those channels while concentrating its own resources on the downtown experience.

Buchanan Is Already on People's Radar

Buchanan is not starting from a place of no awareness. Visit Southwest Michigan maintains information on Buchanan ([Buchanan | Visit Southwest Michigan](#)) for visitors and identifies the community as approximately 90 minutes from Chicago. Pure Michigan and regional tourism channels already feature Buchanan attractions, businesses, trails, events, and the downtown social district. The Michigan Municipal League has also highlighted the downtown redevelopment and selected Buchanan as a finalist for the 2026 Community Excellence Award. The new streetscape, McCoy Creek, Pears Mill, the Commons, the Farmers Market, local businesses, cultural assets, and events such as Sip! Buchanan already provide a strong story. Additionally, the City is in the process of developing a new website which will go live in the Spring of 2027. This new site will have the ability for the DDA to have its own tab on the page to drive people to for information.

That awareness changes the question. The issue is not only how to tell more people that Buchanan exists, but what they experience when they arrive, how long they stay,

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how many businesses they visit, and whether they return and recommend Buchanan to others.

Placemaking First, Marketing as an Amplifier

Marketing can create a first visit, but the physical experience determines whether that visit produces lasting value. People may respond to an advertisement once. They return and tell others because a place feels memorable, comfortable, active, and worth exploring. The Board may therefore wish to ask whether the next discretionary dollar creates a greater return through purchased awareness or through improvements that make downtown a stronger destination.

Potential Priority Areas

Several areas offer opportunities to build on the recent downtown investment:

- **Public space along McCoy Creek next to Hilltop Café**
This area could become an inviting creekside gathering space that connects a downtown business with one of Buchanan's defining natural features. Seating, landscaping, public art, and stronger pedestrian access could give people another reason to spend time downtown.
- **The Commons**
Continued investment in shade, seating, lighting, landscaping, event support, and flexible infrastructure could help the Commons host more frequent activities and function as a consistent downtown destination.
- **Mill Alley**
Additional improvements could reinforce its identity, support programming, highlight local history, and create a memorable pedestrian connection that encourages visitors to explore beyond Front Street.
- **Front Street east of downtown**
Lighting, sidewalks, landscaping, wayfinding, and other streetscape improvements could extend the downtown experience and better connect the businesses in this portion of the DDA district with the central downtown.
- **Farmers Market and Pears Mill**
Investments in these attractions could underscore our community's connection to agriculture with agricultural tourism being a well established draw for people.

Improving these spaces would create more reasons for residents and visitors to walk, pause, explore, attend events, and spend money with local businesses. It would also give a marketing firm better content and a clearer product to promote.

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Events and Marketing as Supporting Tools

Events should remain part of the discussion. They activate public spaces, introduce new people to downtown, create repeat reasons to visit, and generate the photographs, stories, and social content that support marketing. A balanced DDA program could place its primary emphasis on physical placemaking and event support, with marketing used to amplify those investments.

That approach is consistent with the traditional work of DDAs throughout Michigan. Effective districts do not choose between promotion and place. They create a strong and distinctive downtown, then use promotion to bring people into that experience.

Questions Before Engaging a Marketing Firm

1. What specific audience is the campaign intended to reach, and what action should that audience take?
2. How will the campaign directly benefit businesses, events, and public spaces within the DDA district?
3. How will the firm coordinate with Visit Southwest Michigan, Pure Michigan, and existing event organizers instead of duplicating their work?
4. What measures will be used beyond impressions and followers, such as website referrals, event attendance, business participation, visitor origin, or changes in foot traffic?
5. Would a defined pilot campaign tied to specific events and destinations provide a better first step than a large ongoing contract?

Approach for Consideration

Some investment in marketing is a good idea. The central policy question is whether marketing should become the focus of the DDA's work or remain a secondary tool that supports placemaking, events, business vitality, and public space improvements.

For the DDA to consider is if it should first establish a two or three year list of physical and programming priorities for McCoy Creek, the Commons, Mill Alley, East Front Street, and other district spaces. It could then dedicate a defined portion of available funds to targeted marketing that promotes those improvements and uses existing regional tourism networks to extend the reach. This would preserve the DDA's ability to market Buchanan while ensuring the majority of its investment continues to build the experience being marketed.

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Ultimately, the Board must decide where it believes the next dollar will have the greatest lasting impact. Buchanan already has momentum and growing awareness. The opportunity now is to make sure the downtown experience continues to become strong enough that people not only hear about Buchanan, but choose to visit, stay, explore, support local businesses, and come back.

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Current Year Beg. Balance	Balance
*** Assets ***			
248-000.000-001.009	CASH - DDA	128,523.79	125,242.09
248-000.000-017.022	HONOR CREDIT UNION CD #2	350,475.81	351,626.91
248-000.000-029.000	INTEREST REC - INVESTMENTS	780.00	780.00
248-000.000-040.000	ACCOUNTS RECEIVABLE	3,476.62	3,476.62
248-000.000-060.004	PRINCIPAL - BUCH EQUITY	5,023.87	5,023.87
Total Assets		488,280.09	486,149.49
*** Liabilities ***			
248-000.000-202.000	ACCOUNTS PAYABLE	3,979.00	0.00
Total Liabilities		3,979.00	0.00
*** Fund Balance ***			
248-000.000-390.000	FUND BALANCE	211,408.89	211,408.89
Total Fund Balance		211,408.89	211,408.89
Beginning Fund Balance - 25-26			211,408.89
Net of Revenues VS Expenditures - 25-26			272,892.20
*25-26 End FB/26-27 Beg FB		484,301.09	
Net of Revenues VS Expenditures - Current Year			1,848.40
Ending Fund Balance			486,149.49
Total Liabilities And Fund Balance			486,149.49

* Year Not Closed

User: DEBORAH

DB: Buchanan

PERIOD ENDING 07/31/2026

GL NUMBER	DESCRIPTION	2026-27 ORIGINAL BUDGET	YTD BALANCE 07/31/2026	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Revenues				
Dept 000.000				
248-000.000-403.000	PROPERTY TAXES	112,397.00	0.00	0.00
248-000.000-442.000	FARMERS' MARKET REVENUE	5,800.00	670.00	11.55
248-000.000-665.000	INTEREST EARNED - BANK/INVESTMENTS	17,680.00	1,178.40	6.67
Total Dept 000.000		135,877.00	1,848.40	1.36
TOTAL REVENUES		135,877.00	1,848.40	1.36
Expenditures				
Dept 267.000 - ADMIN. & RECORD KEEPING				
248-267.000-807.000	AUDIT	2,500.00	0.00	0.00
248-267.000-956.003	ADMIN EXPENSES	2,500.00	0.00	0.00
248-267.000-962.000	MISCELLANEOUS	1,500.00	0.00	0.00
Total Dept 267.000 - ADMIN. & RECORD KEEPING		6,500.00	0.00	0.00
Dept 701.000 - DOWNTOWN ENHANCEMENT/PLANNING				
248-701.000-805.000	MARKETING PLAN	45,000.00	0.00	0.00
248-701.000-806.001	SIGNAGE	42,500.00	0.00	0.00
248-701.000-806.002	WAYFINDING	42,500.00	0.00	0.00
248-701.000-880.000	DOWNTOWN BEAUTIFICATION	25,000.00	0.00	0.00
248-701.000-880.005	FARMERS' MARKET	10,850.00	0.00	0.00
248-701.000-880.006	TIN SHOP THEATER	13,250.00	0.00	0.00
248-701.000-880.007	PEARS MILL	11,900.00	0.00	0.00
248-701.000-881.000	EVENTS	30,000.00	0.00	0.00
Total Dept 701.000 - DOWNTOWN ENHANCEMENT/PLANNING		221,000.00	0.00	0.00
TOTAL EXPENDITURES		227,500.00	0.00	0.00
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		135,877.00	1,848.40	1.36
TOTAL EXPENDITURES		227,500.00	0.00	0.00
NET OF REVENUES & EXPENDITURES		(91,623.00)	1,848.40	2.02

Post Date	Journal	Description	GL Number	DR Amount	CR Amount
07/31/2026	AP	ASHLEY HANSON FARMERS' MARKET Vnd: 0562 Invoice: 7.31.26	Invoice: 7.31.26 Ref#: 33291 (MARKET MASTER FEES - 7.1.26-7.25.26) 248-701.000-880.005 248-000.000-202.000	1,000.00	1,000.00
Expected Check Run: 08/12/2026				1,000.00	1,000.00
Cash/Payable Account Totals:				1,000.00	1,000.00
ACCOUNTS PAYABLE				1,000.00	1,000.00
GRAND TOTAL:				1,000.00	1,000.00

CITY OF BUCHANAN
BUCHANAN FARMERS' MARKET
2026 SEASON

EMPLOYEE: ASHLEY HANSON

DAY	DATE	TOTAL HOURS	REMARKS
SUN			
MON			
TUE			
WED	7/1	3	market prep
THU			
FRI			
SAT	7/4	7	market day
SUN			
MON			
TUE			
WED	7/8	3	market prep
THU			
FRI			
SAT	7/11	7	market day
SUN			

TOTAL HOURS: 20
X \$25 PER HOUR (EMPLOYEE'S WAGE)
TOTAL WAGES: 500

EMPLOYEE SIGNATURE:
A. Hanson

SUPERVISOR SIGNATURE:
* Beth called *

CITY OF BUCHANAN
BUCHANAN FARMERS' MARKET
2026 SEASON

EMPLOYEE: ASHLEY HANSON

DAY	DATE	TOTAL HOURS	REMARKS
SUN			
MON			
TUE			
WED	7/15	3	market prep
THU			
FRI			
SAT	7/18	7	market day
SUN			
MON			
TUE			
WED	7/22	3	market prep
THU			
FRI			
SAT	7/25	7	market day
SUN			

TOTAL HOURS: 20
X \$25 PER HOUR (EMPLOYEE'S WAGE)

TOTAL WAGES: 500

EMPLOYEE SIGNATURE: attahson

SUPERVISOR SIGNATURE: * Beth called *