



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

WEDNESDAY, OCTOBER 14, 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. Minutes- Consider approving the Regular Meeting Minutes and Closed Session Meeting Minutes from September 9th, 2026.
- VII. **Unfinished Business**
 - A. Christmas Decoration Committee: Update on Downtown Christmas Decorations.
 - B. Marketing Proposal: Consideration of the 2 proposals from Destination by Design.
- VIII. **New Business**
 - A. DDA Monthly Finance- Consider approving the expenditures and finance reports.
- IX. **Communications**
 - A. Michigan Downtown Association Annual Conference, November 4-6, 2026
 - B. Buchanan Equity LLC- update.
- X. **Public Comment - Non-Agenda Items Only** (3-minute limit)
- XI. **Staff/Committee Comments**
- XII. **Adjournment**



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)***REVISED AGNEDA***

WEDNESDAY, SEPTEMBER 09, 2026 – 5:00 PM
CHAMBER OF BUCHANAN CITY HALL - 302 N REDBUD TRAIL, BUCHANAN MI

MINUTES

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@cityofbucanan.com

I. Call to Order

Meeting called to order at 5:04pm.

II. Pledge of Allegiance

Mast led in the Pledge of Allegiance.

III. Roll Call

Present: Weedon, Mast, Capron, Finan, Fletcher, Jones, Reed, Williams

Absent: Hein

City Staff Present: City Manager Tony McGhee, City Clerk Kalla Langston-Weiss, Planning & Community Development Director Kristen Gundesen

Williams arrived late at 5:08pm.

IV. Approve Agenda

Staff requested the agenda be additionally amended to include a closed session concerning pending litigation, Joseph Paolucci vs. City of Buchanan, et al.

Weedon moved, seconded by Reed to amend the agenda to add a closed session as Item VI, immediately following Public Comment – Agenda Items Only, consultation with the DDA's attorney regarding trial or settlement strategy in the pending litigation Joseph Paolucci vs. City of Buchanan, pursuant to MCL 15.268 (1)(e) and renumber the remaining agenda items accordingly. Voice vote carried unanimously.

Weedon moved, seconded by Jones to approve the agenda as amended. Voice vote carried unanimously.

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

Jordan Florian – Attorney with Buetzel, spoke regarding the New Business Item A. The outstanding balance on the mortgage to be paid is \$6,847.21, and he advised that the amount authorized for the sale should be up to but not exceeding \$12,000.

Dennis Mori – Regarding Christmas decorations, recommended one or two large things, such as displays people could take selfies with or walk through.

Clerk Langston-Weiss shared emailed correspondence from Alan Robandt with the Board.

VI. Closed Session

- A. Closed Session in consultation with the DDA's attorney regarding trial or settlement strategy in the pending litigation Joseph Paolucci vs. City of Buchanan, pursuant to MCL 15.268 (1)(e)

Weedon moved, seconded by Reed that the Board enter into closed session for the purpose of consultation with the DDA's attorney regarding trial or settlement strategy on the pending litigation Joseph Paolucci vs. City of Buchanan, pursuant to MCL 15.268 (1)(e). Roll call vote carried unanimously.

Board entered closed session at 5:06pm.

Reed moved, seconded by Capron to reenter from closed session at 5:26pm. Voice vote carried unanimously.

VII. Approve Minutes

- A. **Minutes**- Consider the Regular Meeting Minutes from August 12, 2026.

Weedon moved, seconded by Capron, to approve the regular meeting minutes from August 12, 2026 as presented. Voice vote carried unanimously.

VIII. Unfinished Business

- A. **Downtown Christmas Decorations**- Establish a budget for Downtown Christmas Decorations.

City Manager McGhee presented the staff recommendation of decorations for poles and light fixtures in the DDA area and a budget in the \$25,000-30,000 range. The stage decoration will be installed by the Chamber, and the lights in the DDA area will be installed by Public Works. There was discussion of different purchasing and decoration approaches. They will request that submitted bids be itemized so individual decorations can be considered.

Reed moved, seconded by Fletcher, to approve a budget not to exceed \$50,000 for Christmas Decorations. Roll call vote carried unanimously.

- B. **Marketing/CGA**- Discuss and consider proposed marketing budget and interest in CGA for staff direction to engage with the structuring plan for board consideration.

There was discussion on what a Community Growth Alliance would mean for the DDA. The Board asked that Staff explore it as an option and present it to the DDA for discussion at a future meeting. Regarding marketing, the Board would like to see options that prioritize branding and social media.

- C. **Harvest Fest/Chili Walk Update**

Hein could not be at this meeting but submitted a communication on the Harvest Fest/Chili Walk update that was distributed to the Board. There has been successful fundraising for the free kids activities, but not many chili walk participant signups.

IX. New Business

- A. **Authorization for Bidding at Upcoming Sheriff's Sale – 205 E. Front Street**- Consider authorization for the City Manager to bid on behalf of the Buchanan Downtown Development Authority at the upcoming Sheriff's Sale for the property located at 205 E. Front Street, subject to any maximum bid amount and conditions established by the DDA.

The Board discussed the upcoming sheriff's sale involving 205 E. Front Street and the DDA's position as a second mortgage holder.

The Board reviewed the foreclosure process, including the potential effect of the senior mortgage, the redemption period following the sheriff's sale, and the use of a credit bid to protect the DDA's financial interest.

The Board agreed that the purpose of participating in the sale would be to protect the DDA's second-mortgage position and not to acquire the property for long-term ownership.

Motion made by Jones, supported by Capron, to authorize City Manager Tony McGhee as the designated representative to attend the sheriff's sale and bid on behalf of the DDA, with authorization for a protective credit bid not to exceed \$12,000, inclusive of applicable fees and costs. Roll call votes carried unanimously.

B. Finance Reports- Consider accepting the finance reports and expenditures.

The Board reviewed the monthly financial reports, including revenues, expenditures, current account balances, and vendor payments.

Motion made by Weedon, supported by Reed, to approve the financial reports as presented. Roll call votes carried unanimously.

X. Communications

A. Farmers Market Communication- Vendor List

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

Dennis Mori provided information regarding the upcoming Halloween activities. The Buchanan Boosters planned to close Main Street for a dance geared toward teens, tweens, and families on Halloween from 7:00 p.m. to 9:00 p.m. Activities were expected to include music, fog machines, food, a costume contest, and other giveaways. Mori stated that donations were being sought from area businesses to help cover insurance, advertising, prizes, and event expenses.

Carla Meyer addressed the Board during public comments regarding downtown matters and upcoming community activities.

XII. Staff/Committee Comments

Staff thanked Board members for their continued work and participation.

Williams reminded those present that the community events calendar remains active and encouraged businesses and organizations to submit upcoming events. Members were asked to contact him if an event had been submitted but had not yet appeared on the calendar.

The Board also discussed maintaining the online business directory and encouraged members and businesses to make sure new businesses are added.

XIII. Adjournment

Weedon moved, seconded by Reed to adjourn at 6:15pm. Voice vote carried unanimously.

Kalla Langston-Weiss, City Clerk



Buchanan Downtown Brand Strategy & Identity Foundation

Buchanan Downtown Development Authority | Prepared by Destination by Design

Purpose of this revised scope

Destination by Design understands that the Buchanan Downtown Development Authority is pausing immediate marketing implementation and wants to put the right brand foundation in place before launching new marketing work. This revised scope outlines two investment options:

- A focused \$25,000 virtual process with foundational strategy, up to two creative directions, a final primary DDA logo/identity mark, and a one-page brand guide
- An expanded \$45,000 process with in-person immersion, photo documentation, up to three creative directions, a final DDA logo/identity mark with additional alternates or subbrand considerations as appropriate, and a more complete brand guide.

Both options are intended to help the DDA clarify how downtown Buchanan should be positioned, described, and visually expressed before moving into future marketing, website development, signage, campaign execution, or agency-of-record support.

The larger scope adds the parts of DbD's process that are hardest to replicate virtually: on-site discovery, broader stakeholder understanding, expanded creative exploration, and more practical tools for implementation.



Investment Options at a Glance

Option 1: Foundational Brand Strategy - Virtual Process | \$25,000

A focused, all-virtual process designed to establish strategic clarity, audience direction, messaging, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page brand guide. This option suits the DDA best if it primarily wants a foundational visual identity and brand direction before committing to a larger implementation program.

Option 2: Expanded Downtown Brand Strategy and Identity Development | \$45,000

A fuller process that includes a two-day site visit, photo documentation for discovery and brand development, stakeholder and business input, up to three creative directions, DDA logo/identity development, a foundational brand guide, sample brand applications, and an implementation roadmap. This option is the stronger fit if the DDA wants a brand system that can move more directly into downtown marketing, website, signage, events, and partner communications.

Optional Add-On for Option 1: One-Day In-Person Site Visit | Estimated \$5,000

The \$25,000 option is structured as an all-virtual process. A one-day in-person site visit may be added as an optional enhancement for an estimated \$5,000. This add-on would include downtown immersion, staff coordination, up to 2–3 in-person stakeholder or partner conversations as schedule allows, ordinary travel expenses for up to two DbD team members, and a site visit summary.

Cost Breakdown

Option 1: **\$25,000**

Project Initiation and Virtual Discovery	\$5,000
Downtown Positioning and Brand Strategy	\$6,000
Creative Direction, Logo, and One-Page Brand Guide	\$9,000
Foundational Brand Strategy Summary	\$5,000

Option 2: **\$45,000**

Discovery, Site Visit, Photo Documentation	\$12,000
Downtown Brand Strategy	\$9,000
Creative Direction, Logo, and Identity Toolkit	\$15,000
Brand Application and Implementation Roadmap	\$9,000



Option 1 — Foundational Brand Strategy - Virtual Process | \$25,000

Approach

This focused, all-virtual process helps the Buchanan DDA clarify the foundation for future downtown branding and marketing. The scope defines downtown positioning, priority audiences, messaging direction, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page brand guide without moving into campaign launch, website development, or ongoing marketing management. It is intended to give the DDA a practical starting point before larger implementation decisions are made.

Phase 1 — Project Initiation and Virtual Discovery | Weeks 1–3 | \$5,000

Task 1.1: Kickoff and Project Alignment

Destination by Design will facilitate a virtual kickoff meeting with DDA and City representatives to confirm project goals, decision-making structure, schedule, available materials, and expectations for the branding and strategy process.

Task 1.2: Existing Materials Review

DbD will review existing downtown materials, prior marketing content and research, photography, event information, business district resources, social media presence, and related community materials to understand how downtown Buchanan is currently presented.

Task 1.3: Focused Virtual Stakeholder Input

DbD will conduct up to 3–5 virtual stakeholder conversations or small-group discussions with DDA/City representatives and selected downtown stakeholders to better understand current challenges, opportunities, perceptions, and desired outcomes for the downtown brand.

Task 1.4: Discovery Summary

DbD will prepare a concise discovery summary outlining key themes, initial opportunities, audience considerations, and early direction for the downtown brand strategy.

Deliverables: Stakeholder research; discovery summary, and strategic direction.



Phase 2 — Downtown Positioning and Brand Strategy | Weeks 3–5 | \$6,000

Task 2.1: Audience and Opportunity Definition

DbD will identify priority audiences for downtown Buchanan, including local residents, regional visitors, nearby destination travelers, event attendees, and business district users.

Task 2.2: Downtown Positioning Framework

DbD will develop a downtown positioning framework that defines what makes Buchanan's downtown distinct, relevant, and marketable within the regional context.

Task 2.3: Messaging Foundation

DbD will develop core messaging themes, tone of voice direction, and sample language to guide future downtown communications.

Task 2.4: Strategic Priorities

DbD will identify near-term priorities for how the DDA can begin using the brand foundation across communications, events, business support, and future marketing efforts.

Deliverables: Audience and opportunity framework; downtown positioning statement; core messaging themes; tone of voice direction; strategic priorities.

Phase 3 — Initial Creative Direction and Logo/Identity Development | Weeks 5–8 | \$9,000

Task 3.1: Visual Identity Direction Development

DbD will develop up to two focused visual identity directions that establish an initial look and feel for the Buchanan DDA brand. These directions may include mood boards, color inspiration, typography direction, visual references, example applications, and preliminary logo/identity concepts.

Task 3.2: Brand Personality, Tone, and Basic Usage Guidance

DbD will define the personality, tone, and visual qualities that should guide future identity and campaign development, including basic guidance for logo use, color, typography, and tone.



Task 3.3: Review and Refinement

DbD will present the creative directions to the DDA for review and refine the selected direction into a final primary DDA logo/identity mark, completing one round of refinement based on consolidated feedback.

Deliverables: Up to two creative directions; selected direction refinement; final primary DDA logo/identity mark; mood board; visual style references; brand personality and tone guidance; one-page brand guide; one round of refinement.

Phase 4 — Foundational Brand Strategy Summary | Weeks 8–10 | \$5,000

Task 4.1: Strategy Summary Document

DbD will compile the discovery findings, positioning, messaging, logo/identity direction, and creative direction into a concise foundational brand strategy summary.

Task 4.2: Implementation Recommendations

DbD will provide recommendations for next steps, including how the DDA could move into visual identity development, website planning, campaign development, photography, signage, or downtown marketing as future implementation phases are authorized.

Task 4.3: Virtual Handoff Meeting

DbD will facilitate one virtual handoff meeting to walk through the strategy summary, recommendations, and suggested next steps.

Deliverables: Foundational Brand Strategy Summary; final primary DDA logo/identity mark; one-page brand guide; recommended next steps; implementation priorities; one virtual handoff meeting.

Option 1 Timeline

Timeline Chart

Phase | Timing | Workstream

01 | Weeks 1–3 | Project Initiation and Virtual Discovery

02 | Weeks 3–5 | Downtown Positioning and Brand Strategy

03 | Weeks 5–8 | Initial Creative Direction and Logo/Identity Development

04 | Weeks 8–10 | Foundational Brand Strategy Summary



Timeline, Investment, and Conditions

Proposed total fee: \$25,000. Estimated duration: approximately 10 weeks from kickoff, assuming timely access to materials and consolidated feedback from the DDA. All meetings are virtual. The DDA supplies existing content and images, recruits interview participants, and returns consolidated feedback within five business days. This option does not include an in-person site visit, original photography, a comprehensive brand standards manual, website development, marketing implementation, media buying, or ongoing agency services.

Optional One-Day In-Person Site Visit Add-On | Estimated \$5,000

A one-day in-person site visit may be added to the \$25,000 scope as an optional enhancement. This would include downtown immersion, staff coordination, up to 2–3 in-person stakeholder or partner conversations as schedule allows, ordinary travel expenses for up to two DbD team members, and a short site visit summary. Photo documentation, if captured, would be for internal discovery and visual reference only and would not constitute a marketing photography deliverable. This visit would improve DbD's understanding of downtown conditions and stakeholder priorities, but it would not replace the deeper two-day immersion and photo documentation included in the \$45,000 option.

Option 2 — Expanded Downtown Brand Strategy and Identity Foundation | Two-Day Site Visit + Photo Documentation | \$45,000

Approach

This option provides a fuller brand strategy and visual identity process for the Buchanan DDA. It adds in-person discovery, photo documentation, expanded stakeholder and business input, broader creative exploration, logo/identity development, and a foundational brand guide to support future marketing, website development, signage, events, and business district communications. It moves from field understanding into strategy, creative direction, identity development, sample applications, and implementation guidance.



Phase 1 — Discovery, Site Visit, Photo Documentation | Weeks 1–4 | \$12,000

Task 1.1: Kickoff and Project Alignment

Destination by Design will facilitate a kickoff meeting with DDA and City representatives to confirm goals, schedule, decision-making structure, key audiences, available materials, and intended uses for the brand strategy.

Task 1.2: Existing Materials and Context Review

DbD will review existing marketing materials, downtown plans, prior promotional content, photography, event information, business district resources, tourism context, comparable community references, and related community materials.

Task 1.3: Two-Day Site Visit and Downtown Immersion

DbD will conduct a two-day in-person visit to Buchanan to experience the downtown district firsthand, meet with staff and stakeholders, observe visitor conditions, document key assets, and understand how the district functions on the ground.

Task 1.4: Photo Documentation for Discovery and Brand Development

As part of the two-day site visit, DbD will capture photo documentation of downtown Buchanan to support discovery, visual analysis, creative direction, and initial brand development. This may include streetscapes, storefront conditions, public spaces, signage, architectural character, visitor touchpoints, and other visual references. This effort is not a dedicated marketing photography shoot and is not intended to produce a polished image library for campaign, website, or advertising use.

Task 1.5: Stakeholder and Business Input

DbD will conduct up to 6–10 stakeholder, staff, business, and partner conversations or small-group discussions, coordinated around the two-day site visit and virtual follow-up as needed, to understand perceptions, opportunities, challenges, and aspirations for downtown Buchanan.

Task 1.6: Discovery Findings Summary

DbD will prepare a discovery findings summary outlining key takeaways, audience opportunities, downtown assets, visual themes, stakeholder input, and strategic direction.



Deliverables: Kickoff; materials and context review; two-day site visit; photo documentation for discovery and brand development; up to 6–10 stakeholder, staff, business, and partner conversations or small-group discussions; discovery findings summary.

Phase 2 — Downtown Brand Strategy | Weeks 4–7 | \$9,000

Task 2.1: Audience and Market Opportunity Framework

DbD will define key audiences and market opportunities for downtown Buchanan, including local residents, regional visitors, nearby destination travelers, event attendees, business patrons, and potential future audiences.

Task 2.2: Downtown Positioning Strategy

DbD will develop a clear positioning strategy that defines what downtown Buchanan can own in the regional market and how it should be presented to residents, visitors, businesses, and partners.

Task 2.3: Brand Story and Messaging Framework

DbD will develop a brand story, core message pillars, tone of voice, sample language, and calls to action that can guide future communications.

Task 2.4: Experience and Implementation Priorities

DbD will identify how the brand can be expressed through downtown events, business support, visitor communications, website content, signage, social media, and future campaigns.

Deliverables: Audience framework; positioning strategy; brand story; messaging pillars; tone of voice; implementation priorities.

Phase 3 — Creative Direction, Logo Development, and Identity Foundation | Weeks 7–12 | \$15,000

Task 3.1: Creative Direction Development

DbD will develop up to three creative directions for the Buchanan DDA. Each direction may include preliminary DDA logo/identity concepts, visual inspiration, color direction, typography references, graphic language, photography style, and example applications.



Task 3.2: Creative Direction Presentation

DbD will present the creative directions to the DDA and City team, explaining the strategy, visual rationale, and potential applications for each direction.

Task 3.3: Direction Selection and Refinement

Based on consolidated feedback, DbD will refine the preferred direction into a more complete identity foundation, including a final DDA logo/identity mark.

Task 3.4: Foundational Brand Guide and Identity Toolkit

DbD will prepare a foundational brand guide and identity toolkit that may include the final DDA logo/identity mark, core logo usage guidance, refined color palette, typography recommendations, graphic style, photography guidance, tone of voice, sample layouts, and example applications for downtown communications.

Deliverables: Up to three creative directions; creative direction presentation; refined preferred direction; final DDA logo/identity mark; logo alternates or subbrand considerations as appropriate; foundational brand guide and identity toolkit.

Phase 4 — Brand Application and Implementation Roadmap | Weeks 12–16 | \$9,000

Task 4.1: Sample Brand Applications

DbD will develop a focused set of sample applications to demonstrate how the brand foundation could appear in real-world use. Examples may include social media graphics, event promotion, website header direction, business feature templates, signage inspiration, or print collateral concepts.

Task 4.2: Implementation Roadmap

DbD will develop a practical implementation roadmap that identifies how the DDA can phase the brand into future marketing, website development, downtown communications, business engagement, and promotional efforts.



Task 4.3: Final Brand Strategy and Identity Foundation Package

DbD will compile the strategy, messaging, creative direction, sample applications, and implementation roadmap into a final package for DDA use.

Task 4.4: Handoff and Adoption Session

DbD will facilitate one virtual handoff and adoption session to walk through the final package and discuss recommended next steps.

Deliverables: Sample brand applications; implementation roadmap; final Brand Strategy and Identity Foundation Package; one virtual handoff and adoption session.

Option 2 Timeline

Timeline Chart

Phase | Timing | Workstream

01 | Weeks 1–4 | Project Initiation, Discovery, and Downtown Immersion

02 | Weeks 4–7 | Downtown Brand Strategy

03 | Weeks 7–12 | Creative Direction, Logo Development, and Identity Foundation

04 | Weeks 12–16 | Brand Application and Implementation Roadmap

Timeline, Investment, and Conditions

Proposed total fee: \$45,000. Estimated duration: approximately 16 weeks from kickoff, assuming timely access to materials, scheduling availability, and consolidated feedback from the DDA. This option includes one two-day in-person visit by up to two DbD team members, photo documentation for discovery and initial brand development use, a final DDA logo/identity mark, logo alternates or subbrand considerations as appropriate, and a foundational brand guide. Remaining meetings are virtual unless otherwise agreed. This option does not include a full professional photography campaign, video production, website development, paid media, marketing implementation, or ongoing agency services.

Scope Comparison Summary

Both options establish a strategic and visual identity foundation for downtown Buchanan. The \$25,000 option gives the DDA a focused brand foundation: positioning, messaging, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page guide. The \$45,000 option provides a fuller place-branding process: in-person discovery, broader stakeholder and business input, photo documentation, expanded creative exploration, a more complete identity toolkit, sample applications, and a practical implementation roadmap.



Simplified Option Comparison

\$25,000 Virtual Strategy Option

Best for establishing clarity and alignment before committing to a larger implementation phase. This option is fully virtual and focuses on positioning, messaging, audience direction, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page brand guide.

\$45,000 Expanded Strategy + Identity Foundation Option

Best for creating a fuller brand foundation with more direct implementation value. This option adds a two-day site visit, photo documentation for discovery and brand development, expanded stakeholder and business input, up to three creative directions, a final DDA logo/identity mark, logo alternates or subbrand considerations as appropriate, a foundational brand guide and identity toolkit, sample applications, and a more detailed implementation roadmap.

Primary Difference

The \$25,000 option establishes the foundation and one primary DDA identity package. The \$45,000 option builds that foundation into a more implementation-ready identity system through in-person discovery, broader input, a deeper guide/toolkit, sample applications, and roadmap.



Shared Assumptions and Scope Boundaries

The visual identity focus for this scope is the Buchanan Downtown Development Authority. The strategy and messaging will remain grounded in downtown Buchanan/Central Business District, with flexibility for future partner use if confirmed. A broader citywide brand, Chamber identity, tourism identity, or new Community Growth Alliance identity is not included unless expressly authorized.

The DDA will designate one project lead and one final approving body, consolidate partner comments, and approve the brand brief, strategy, creative direction, and final package at phase gates. Later decisions that change the approved name, geography, audience, identity direction, or partner structure may change the fee or schedule.

Fees cover the listed professional services and project coordination. Third-party licenses, paid fonts, printing, fabrication, survey incentives, advertising, hosting, commissioned photography/video, and extended content production are excluded unless expressly included in a final agreement. Photo documentation included in the \$45,000 option is part of DbD's discovery and creative-development process. Final marketing photography, lifestyle photography, edited image galleries, usage-ready asset libraries, video production, or formal content capture would be separately scoped if desired.

Deferred services include website construction/operation, media buying, publishing and social monitoring, ongoing content production, campaign execution, recurring performance reports, trademark/legal review, and expanded logo system development beyond the selected scope. Future agency-of-record support may be considered once partner roles, budgets, and implementation priorities are settled. No visitor, revenue, or business performance outcome is guaranteed by this initial branding phase.

Decisions Before Final Agreement

Confirm the selected budget; final DDA brand name and whether naming exploration is needed; participating partners and approval authority; kickoff date; travel assumptions; template/software platform; ownership and licensing terms; and payment schedule. These decisions will convert this discussion draft into a final scope.

REVENUE & EXPENSE FOR BUCHANAN CITY
Balance As of 10/31/2026

Item VIII. A.

GL Number	Description	26-27 Amended Budget	Activity For 10/31/2026	% Bdgt Used
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY				
Account Category: Revenues				
Department: 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	0.00	42.33
248-000.000-665.000	INTEREST EARNED - BANK/INVESTMENTS	17,680.00	366.11	22.50
Total Dept 000.000		135,877.00	366.11	4.73
Revenues		135,877.00	366.11	4.73
Account Category: Expenditures				
Department: 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
Department: 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	22.58
248-701.000-880.006	TIN SHOP THEATER	13,250.00	0.00	0.15
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	1.12
Expenditures		227,500.00	0.00	1.09
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		135,877.00	366.11	4.73
TOTAL EXPENDITURES		227,500.00	0.00	1.09
NET OF REVENUES & EXPENDITURES:		(91,623.00)	366.11	

INVOICE REGISTER FOR BUCHANAN CITY
 EXP CHECK RUN DATES 10/14/2026 - 10/14/2026
 POSTED AND UNPOSTED
 OPEN

Item VIII. A.

Invoice Number

Inv Ref #	Vendor Description GL Distribution	Invoice Date Entered By	Due Date	Invoice Amount	Amount Due	Status	Posted Post Date
82846356 00033642	SEMCO ENERGY TIN SHOP GAS USAGE - 08.03.26-09.01.26 CBAHAM 248-701.000-880.006 248-701.000-880.006	09/01/2026	09/29/2026	19.01	19.01	Open	N 09/30/2026
				15.51			
				3.50			
09.30.26 00033643	ASHLEY HANSON MARKET MASTER FEES -9.3.26-9.26.26 CBAHAM 248-701.000-880.005	09/30/2026	10/14/2026	1,000.00	1,000.00	Open	N 09/30/2026
				1,000.00			

# of Invoices:	2 # Due: 2	Totals:	1,019.01	1,019.01
# of Credit Memos:	0 # Due: 0	Totals:	0.00	0.00
Net of Invoices and Credit Memos:			1,019.01	1,019.01

--- TOTALS BY FUND ---

248 DOWNTOWN DEVELOPMENT AUTHORITY	1,019.01	1,019.01
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--- TOTALS BY DEPT/ACTIVITY ---

701.000 DOWNTOWN ENHANCEMENT/PLANNI	1,019.01	1,019.01
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Memorandum



Date: October 5, 2026

To: Downtown Development Authority Board Members

From: Kristen Gundersen, Planning and Community Development Director

Subject: **Michigan Downtown Association – Annual Conference – November 4-6 – Kalamazoo – Radisson Hotel**

Background.

The DDA joined the Michigan Downtown Association (MDA) earlier this year. This membership organization was founded toward enabling and helping to promote downtown commercial districts. Members include downtown development agencies, economic development organizations and chamber of commerce's to name a few.

Attached is the flyer for the Annual Statewide Conference on Wednesday, November 4th through Friday, November 6th in downtown Kalamazoo at the Radisson Hotel. Most of the conference takes place on Thursday, beginning at 9 am registration and ending at 5:30 with a meet and greet from 5:30 to 7:30 and lunch is included. Friday begins at 8:30 am until 1:50 pm.

If you are interested in attending, please let staff know before October 25th if you would like to attend.

MICHIGAN
DOWNTOWN
ASSOCIATION



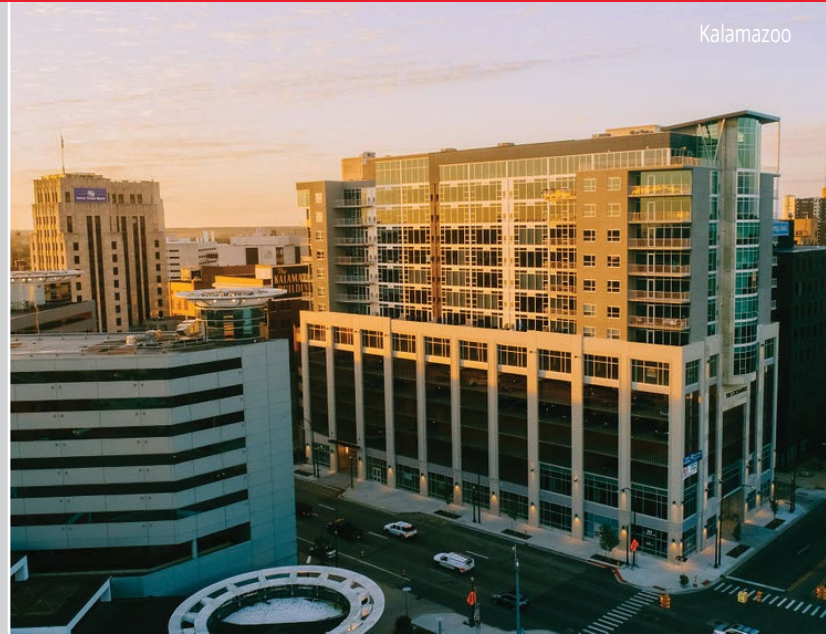
Item IX. A.

ANNUAL STATEWIDE CONFERENCE 2026

**Kalamazoo, MI
November 4-6, 2026**

In-person & Virtual Attendance Option

**Michigan Downtowns,
Investing in the Future**



P.O. Box 3591
North Branch, MI 48461



MICHIGAN
DOWNTOWN
ASSOCIATION



Kalamazoo

Michigan Downtowns, Investing in the Future

Item IX. A.

The Michigan Downtown Association (MDA) is hosting its Annual Conference Downtown Kalamazoo. The conference features educational sessions on today's most pressing downtown topics, including mobility, demonstrating the value and impact of downtown management organizations, real estate development, managing construction projects, effective social media and marketing strategies, and parking solutions that support businesses and visitors alike. The MDA is better than therapy and attendees will have numerous opportunities to build relationships with peers through networking events, interactive discussions, and guided downtown walking tours.

Wednesday, November 4, 2026

3:30 pm **Mobile Tour of Battle Creek**

Join us as we hit the road via bus and travel to neighboring Downtown Battle Creek. The tour will leave the Radisson Hotel at 3:30pm. Wear your walking shoes as once in Battle Creek we will take a stroll and hear how new development is acting as a catalyst for economic growth. Our tour will conclude with a networking event at 50 Beacon in the Double Tree by Hilton Hotel, Battle Creek, with a cash bar and complimentary appetizers. This is an additional ticketed event with only 35 bus seats sold.
\$50 bus, walking tour, and networking event (transportation both ways)
\$30 walking tour, networking event (no transportation)

Generously sponsored by Downtown Battle Creek

Thursday, November 5, 2026 – Radisson Hotel

100 West Michigan Ave. Kalamazoo, MI 49007

9:00 – 11:00 am **Registration- Vendor Expo & Continental Breakfast**

Kalamazoo 1

9:30 – 10:00 am **Coffee and Conversation**

Participants of the MDA Professional Development Certificate Program (MiPDM) are encouraged to join us for a pre-Conference networking opportunity.

Kalamazoo 2

Sponsored by Lake Trust Credit Union

10:00 – 10:50 am **Bonus Session – 3 Round Tables, 15 Minutes,**

Get a jump start on the Conference by joining us for this quick paced Bonus Session! Topics to be covered at three tables include Resources for Small Businesses, How to Educate Local Leaders, and Volunteer Recognition & Recruitment.

Kalamazoo 1

Vic Veda, *Vice President, Communications, Michigan Retailers Association*
Paul Zelenak, *Past DDA/Main Street Director, City Manager, MDA Board Member*
Lisa Croteau, *Director, Niles Main Street & DDA*

11:00 – 11:45 am **2026 MDA Annual Meeting & Welcome Introductions of Vendors and Attendees**

Kalamazoo 1

Cristina Sheppard-Decius, *Chair, Michigan Downtown Association*

11:45 am – 12:05 pm **5 Years of MiPDM, Lessons Learned and Future Plans**

The Michigan Professional Development Certificate Program (MiPDM) recently celebrated five years as the State's only education program dedicated to downtown management. Our panel will discuss what the MDA has learned from the program, how participants have leveraged their involvement to their advantage, and what comes next.

Kalamazoo 1

Sam Plymale, *Executive Director, Plymouth DDA*
Kimberly Smith, *Executive Director, Oxford DDA/ Main Street*
Annaka Norris, *Planning and Local Business Development Division, Economic Development Department, Oakland County, Michigan*
Kelly Graves, *Office Manager/Board Secretary, Ann Arbor DDA*
Melanie Radabough, *Director of Community Development, Parks, and Recreation, Village of Cass City*
Moderated by Theresa Dubiel, EVP/Chief Experience Officer, Lake Trust Credit Union
Sponsored by Lake Trust Credit Union

12:10 – 12:55 pm **Keynote Session: The Value of Downtowns**

Downtowns remain the economic, cultural, and civic hearts of their communities, but the realities shaping them have changed dramatically. Drawing on findings from IDA's 2026 *Value of U.S. Downtowns and Center Cities Trends Report*, this presentation explores national trends in economic impact, population growth, the experience economy, placemaking, and adaptive reuse, highlighting both the challenges and opportunities facing downtowns as they adapt to a new era of growth.

Kalamazoo 1

Cathy Lin, *AICP, Director of Research, International Downtown Association*

1:00 – 2:10 pm **Lunch Annual Awards**

Kalamazoo 1

Lunch sponsored by Catalyst Media Factory

2:10 – 2:30 pm **Legislative Update**

Our friends from Midwest Strategy Group will highlight key 2026 legislative developments that impacted Michigan's downtowns. A preview of Lansing's new political landscape and what members should watch for in 2027 will also be discussed.

Kalamazoo 1

Katie Fuller, *Government Relations/PAC Manager, Midwest Strategy Group*

2:40 – 3:45 pm **Concurrent Sessions**

Session One: Intro to Real Estate Development- Get a Seat at the Table!

Participants will learn the stages of development from site selection and feasibility analysis through financing, approvals, construction, leasing, and project completion. The public sector's role in facilitating development through partnerships, incentives, infrastructure investment, and regulatory processes will also be explored. Case studies from Michigan communities will illustrate how downtown organizations can work with developers to achieve community goals while supporting economic growth. *This session is available for MiPDM credit*

Kalamazoo 1

Kim Marrone, *EDFP, AICP, Director of Municipal Services, City of Oak Park*
Anne Gentry, *Executive Director, Alpena DDA*
Dan Leonard, *EDFP, Senior Redevelopment Services Director, Michigan Economic Development Corporation*
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Session Two: Social Media 101 for Downtowns: Building Engagement, Reach, and Community Connection

Social media is one of the most powerful and cost-effective tools available to downtown organizations, but success requires more than simply posting regularly. This session will cover the fundamentals of creating an effective social media strategy and how to align your efforts with your downtown's goals. We'll also explore the advantages and challenges of managing social media in-house. Finally, we'll discuss the importance of establishing a social media policy to protect your organization, staff, and volunteers.

3:50 – 4:20 pm

Concurrent Sessions

You have heard it before, but in downtown development, size can matter! Attend one of these concurrent sessions that are tailored to specific challenges and opportunities in different sized communities. Contribute to the discussion and learn from what others share in these round table style sessions.

Session Three: Life in a Small Town - Who visits here and why?

Session Four: Big City - Big Problems or Bigger Opportunities?

Session Five: Resort Town - Serving Residents, Businesses, & Tourists all at once?

Session Six: Non-Traditional Downtown & Corridors - Can these places be destinations?

4:30 – 5:30 pm

Walking Tour of Downtown Kalamazoo

The tour will begin at the Radisson Hotel and conclude at Crafted Copper, just in time for networking!

5:30 – 7:30 pm

Meet & Greet

Feather bowling, cash bar, complimentary appetizers, and a room full of downtown stakeholders? Yes, please!

Kalamazoo 2

Jennifer Finney, Owner,
JGF Creative Edge LLC
Jeff Genova, DDA Coordinator,
City of Holland

Kalamazoo 1

James Alt, Director, Lapeer DDA/
Main Street

Kalamazoo 2

Meghan Beyhmer, Downtown
Coordinator, City of Kalamazoo

Kalamazoo 1

Becky Goodman, Director, Harbor
Springs DDA

Kalamazoo 2

Molly LaLone, Executive Director,
City of Southfield DDA

Crafted Copper,

229 East Michigan Avenue, Kalamazoo
Generously sponsored by Lumecon

Friday November 6

8:30 am

Registration- Vender Expo and Coffee

9:00 – 9:25 am

Therapy Session- Facing Adversity with Grace

Dana Walker, director of the MDA, will have a casual, honest, and insightful conversation with Michigan downtown directors regarding adversity they recently faced and what practical, and shareable, knowledge they gained from the experience. The MDA is better than therapy!

9:30 – 10:20 am

Concurrent Sessions

Session Seven:

This session follows Middleville's journey from governance uncertainty and discussions about dissolving its Downtown Development Authority to adopting a new Development & TIF Plan, earning Michigan Main Street Engaged designation, and beginning implementation of a community-driven Downtown Vision Plan. Presenters will demonstrate how governance reform, long-term planning, and urban design each played an essential role in rebuilding momentum for downtown revitalization.

Session Eight: MOUs & RFQs- The Importance of Alphabet Soup

Successful downtown organizations rely on strong partnerships and transparent procurement processes to achieve community goals. Participants will learn how well-crafted Memos of Understandings establish clear roles, responsibilities, expectations, and accountability, helping to build trust and reduce misunderstandings. The session will also examine how thoughtful Request for Proposal processes promote fairness, attract qualified vendors, and ensure projects are completed efficiently and in alignment with organizational goals.

10:15 – 10:50 am

Brunch & Networking

10:50 – 11:55 am

Concurrent Sessions

Session Nine: Historic Preservation Designation and Incentives- Design Guidelines In Your Downtown

People are drawn to historic downtowns for specific reasons, subconsciously or not. When a downtown utilizes design guidelines, this empowers planners, DDA directors, preservation staff, and the public in identifying and promoting elements of their downtown that contribute to feeling. This session will explore how design guidelines can contribute to an activated downtown and how guidelines can be implemented into local government planning. *This session is available for MiPDM credit*

Session Ten: Everyone's Favorite Topic- Parking

Parking is more than spaces and meters. It's a strategic asset that shapes access, economic vitality, equity, and placemaking. Our experts will pair practitioner-focused principles with real-world case studies to show how large and small communities can plan, operate, finance, and modernize public parking to support local goals.

Kalamazoo 1

Kalamazoo 1

Matt Jenkins, Executive Director,
Ortonville DDA/Main Street
James Lenon, Executive Director,
Main Street Old Town Lansing

Kalamazoo 1

Douglas Powers, Director of Community
and Economic Development, Middleville
Nathaniel Mehmed, Williams and Works
Maleah Rakestraw, Williams and Works

Kalamazoo 2

Jonathan Seywerth- City Manager,
Muskegon
Alex Hritcu, Planner, OHM Advisors

Kalamazoo 1

Kalamazoo 1

Haley Schriber, CLG & Community
Preservation Coordinator, MI State Historic
Preservation Office
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Kalamazoo 2

Lindsay Bayley, Consultant,
Walker Consultants
Lauren Bermudez, Consultant,
Walker Consultants
Juliana Smith, Regional Sales Manager,
ParkMobile by Arrive

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Concurrent Sessions**Session Eleven: Rolling Together: Managing Micromobility in Downtown Districts**

As e-bikes and electric scooters become more popular as a way to travel in common areas, downtowns are faced with new challenges. What is the balance between safety, economic development, and mobility? Participants will hear from downtown professionals and bicyclists whose goals are to safely share the streets and sidewalks in a downtown for all visitors, no matter the type of mobility they use.

Session Twelve: Technical Training Coordinating Construction Projects

This course provides downtown directors with the knowledge and tools needed to effectively coordinate construction projects with municipal staff, contractors, property owners, and stakeholders. Participants will learn strategies for communication, project management, business support, and minimizing disruptions while maintaining positive public engagement. *This session is available for MIPDM credit*

1:10 – 1:35 pm

Downtown Math, The True Value of What You Do**What is the true value of your downtown management organization?**

More importantly, how does your organization contribute to the municipality's budget and overall economic health? In this interactive session, attendees will work with their own downtown budget as Mr. Gibb demonstrates practical ways to measure, articulate, and communicate an organization's value.

1:35 – 1:55 pm

MythBusting Downtown Management

Downtown organizations and Tax Increment Financing (TIF) programs are often misunderstood, leading to misconceptions that can hinder revitalization efforts and erode public trust. Our closing session tackles the top five myths surrounding downtown management and TIF, separating fact from fiction.

1:55 pm

Closing Comments & Raffle Drawing

Item IX. A.

Kalamazoo 1

Amy Tweeten, *Director, Downtown Petoskey*
Michael Darga, *Board member for the League of Michigan Bicyclists*
Lisa J. Hamameh, *Attorney, Rosati Schultz Joppich & Amtsbuechler*

Kalamazoo 2

Kate Knight, *Executive Director, Northville DDA*
Kate Terpstra, *Senior Recreation Director & DDA Administrator, City of Coopersville*
Laura Cloutier, *Executive Director, Wixom DDA & Main Street*
Doug Schultz, *PLA, Senior Landscape Architect II, Associate, ROWE*
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Kalamazoo 1

Matt Gibb, *Executive Director, Lake Orion DDA & Main Street*

Kalamazoo 1

Cristina Sheppard Decius, *Chair, Michigan Downtown Association*
Molly LaLone, *Vice Chair, Michigan Downtown Association*

Kalamazoo 1

Dana Walker, *Director, Michigan Downtown Association*
Thank you to the ShumakerTechnology Group for sponsoring our Technology



Kalamazoo

**Registration Form: Annual Statewide Michigan Downtown Conference 2026**

Each attendee must provide the following information as unique login or registration information will be sent to each attendee via the email listed below. Registrant's information may be changed prior to the Annual Conference by contacting Dana Walker at the MDA, director@michigandowntowns.com or 248-838-9711.

Name _____

Organization _____

Phone _____ Email _____

Registration Fees (use registration form or register online at www.michigandowntowns.com):

Early Bird Rate (Now through 10/26): MDA Members: \$275 Non-Members: \$295 Students: \$150

Regular Registration & At the Door (After 10/26): MDA Members: \$295 Non-Members: \$315 Students: \$160

One Day Rate (either November 5 or November 6): \$150

Virtual Format price is the same.

___ Yes, I will attend the \$35 ticketed Downtown Mobile Tour of Battle Creek, November 4, includes bus ride, walking tour, and networking.

___ Yes, I will attend the \$30 ticketed networking event only on Wednesday, November 4. (Bus ride not included.)

___ Yes, I will attend the complimentary Meet and Greet, Thursday, November 5.

_____ TOTAL AMOUNT DUE

Please return form with payment to MDA by Oct. 26, 2026. Once payment has been received, all registrants will receive unique login or registration information for the Annual Conference.

Make checks payable to: Michigan Downtown Association

P.O. Box 3591 North Branch, MI 48461

Credit card payment available at www.michigandowntowns.com or call the MDA at 248-838-9711.*Sorry, no refunds will be offered.*

___ Visa ___ MC ___ Dis ___ Amex Card No. _____ Exp. Date _____ Sec. Code: _____

Name on Card: _____ Signature: _____

Zip Code: _____

AICP and AIA credits are available on a self-reporting basis.