

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, NOVEMBER 20, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

AGENDA

To view remotely online or by phone -

Join online by visiting: <https://us02web.zoom.us/j/83505446221>

Join by phone by dialing: +1 (312) 626-6799 | **Then enter "Meeting ID":** 835 0544 6221

1. CALL TO ORDER

2. ROLL CALL/QUORUM

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of November 20, 2024. – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of October 23, 2024. – roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)

8. UNFINISHED BUSINESS

A. DDA Shop & Dine Passport Program Update (Discussion)

B. Community Events Budget/Future Planning (Discussion)

9. NEW BUSINESS

A. Shop & Dine Passport Budget Amendment

Motion to approve an amendment to the budget under Community Promotions in the amount of \$820.00 for the purchase of 750 additional passports for the DDA Shop and Dine Passport Program - Roll Call Vote

B. MEDC RAP 2.0 Grant Program (Discussion)

C. Preparations for FY2025-2026 Budget (Discussion)

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)

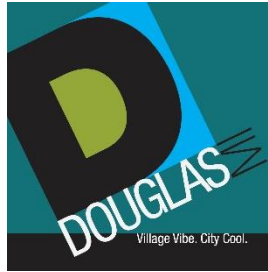
13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn the meeting.

Please Note – The City of the Village of Douglas (the “City”) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Laura Kasper, City Clerk, at (269) 857-1438, or clerk@douglasmi.gov to allow the City to make reasonable accommodations for those persons. CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN COUNTY, MICHIGAN



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, OCTOBER 23, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER – Chair called to order at 2:00pm.

2. ROLL CALL/QUORUM

Present – Balmer, Bandstra, Laakso, Walker, Vonk

Not Present – North, Martyniek, Postilion, Stefanchik

Also Present – City Manager Lisa Nocerini

3. APPROVAL OF AGENDA

Motion by Vonk, seconded by Laakso, to approve the Agenda of October 23, 2024. – Motion carried unanimously by roll call vote.

4. APPROVAL OF MINUTES

Motion by Walker, seconded by Laakso, to approve the Minutes of September 25, 2024. – Motion carried unanimously by roll call vote.

5. OFFICER REPORTS

A. Secretary - None

B. Treasurer – Laakso stated that the report was included in the meeting packet

C. Vice Chair - None

D. Chair - None

6. PUBLIC COMMUNICATION - WRITTEN

A. Liz Engel, Community Pride - Letter

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES) - None

8. UNFINISHED BUSINESS

A. Shop & Dine Passport Program Update – City Manager Lisa Nocerini provided an update on the passport program. DDA members expressed their gratitude for her efforts and enthusiasm in organizing everything. Nocerini and the DDA members discussed advertising promotions and the next steps as the event approaches.

9. NEW BUSINESS

- A. Community Events Grant Application - Oktoberfest, Community Pride
- B. Community Events Grant Application - Ox-Bow House
- C. Community Events Grant Application - Art In Douglas / Gallery Stroll

Motion by Walker, Seconded by Bandstra to approve the Community Events Grant Application for Oktoberfest for Community Pride in the amount of \$2,800 and in addition to approving the Community Events Grant Application for Ox-bow House's Cavern Tavern event in the amount of \$750 and also to approve the Community Events Grant Application for Art In Douglas for the Art In Douglas Gallery Stroll event held on October 12 & 13, 2024, in the amount of \$400. – Motion carried unanimously by roll call vote.

10. COMMITTEE REPORTS - None

- 11. STAFF/MANAGER REPORTS** – City Manager Lisa Nocerini updated the DDA members on the 415 Wiley property. Walker inquired whether Nocerini would be taking over as the DDA liaison in place of Sean. Nocerini clarified that she is assisting because he is currently busy with many projects in the department.

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES) - None

- 13. BOARD COMMENTS** – Walker thanked the DDA for approving the fall decorations. She suggested using a Doodle poll in the future to discuss availability for the November and December meetings. Nocerini proposed moving the meeting and indicated she could communicate with the other DDA members. They concluded that the new meeting dates would be either November 20th or December 18th at 2:00 PM.

14. CHAIR COMMENTS - None**15. ADJOURNMENT**

Motion by Vonk, seconded by Bandstra to adjourn the meeting.

DDA TREASURER'S REPORT for November 20, 2024 Meeting

Total revenue of \$13,127.21 was recorded during October 2024, all of which was related to TIF recapture. Expenses of \$2,978.03 were recorded during the month relating to the DDA Passport Program (\$825.00), fall decorations (\$708.00), signs (\$545.03), and reimbursement of Art in Douglas expenses for July-September (\$900.00).

At October 31, 2024, the DDA had cash on hand of \$115,610.40. There were no liabilities recorded at month end, leaving an ending fund balance of \$115,610.40.

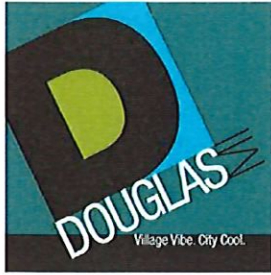
November 15, 2024

DDA BUDGET - 2024-2025 FISCAL YEAR beginning July 1, 2024

	2024-2025 Approved Budget	Activity for October 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 13,127.21	\$ 51,401.03	\$ 11,405.97	TIF Recapture
OTHER INCOME	\$ -	\$ -	\$ 804.49	\$ (804.49)	Chair Rental and proceeds from Farmer's Market
INTEREST INCOME	-	-	1,123.47	(1,123.47)	Interest Income Allocation
TOTAL Revenues	\$ 62,807.00	\$ 13,127.21	\$ 53,328.99	\$ 9,478.01	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00	
TRAINING FUNDS	1,000.00	-	-	1,000.00	
BUSINESS INCENTIVE PROGRAM	5,000.00	-	284.16	4,715.84	Return of Sales Tax and Floor Wrap
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	2,978.03	2,978.03	24,021.97	Fall Decorations, DDA Passports, Art In Douglas Music, Signs
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	15,560.00	-	198.90	15,361.10	Christmascap
TOTAL Expenditures	\$ 57,560.00	\$ 2,978.03	\$ 3,461.09	\$ 54,098.91	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ 13,127.21	\$ 53,328.99	\$ 9,478.01	
EXPENDITURES	57,560.00	2,978.03	3,461.09	54,098.91	
BUDGET NET INCOME (LOSS)	\$ 5,247.00	\$ 10,149.18	\$ 49,867.90	\$ (44,620.90)	

	Approved Budget	Activity for October 2024	2024-2025 YTD Activity	Budget Remaining to Spend
Capital Outlay Detail				
Unallocated	\$ 15,560.00	\$ -	\$ -	\$ 15,560.00
				\$ -
				\$ -
				\$ -
Total Capital Budget	\$ 15,560.00	\$ -	\$ -	\$ 15,560.00

11/15/2024



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: November 20, 2024

Subject: DDA Shop & Dine Passport Program Update (Discussion)

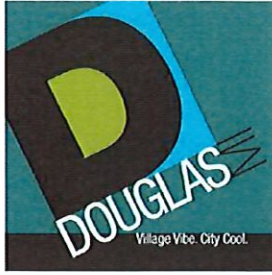
The first year of the Shop & Dine Passport program is off to a fantastic start! We've received positive feedback from several businesses, noting increased foot traffic and a few purchases linked to the program.

We initially printed 250 passports, which were all claimed by the first weekend. To keep up with demand, we ordered an additional 250, followed by another 500, ensuring we have plenty to carry the program through its end on November 30th.

After the program concludes, we will review each returned passport to track which businesses participants visited. This data will be compiled and shared with the DDA at the December meeting to provide insights on traffic patterns across the participating locations.

Special thanks to Jenny Pearson for designing the Douglas Downtown Dollars—they look fantastic! We're preparing instructions to include in the envelopes for prize winners, outlining how the Downtown Dollars can be used. These dollars will be valid through June 30, 2025, allowing us to close the program as we prepare for the new fiscal year beginning July 1, 2025.

Thank you to everyone for helping make this program a success!



To: Douglas DDA Board

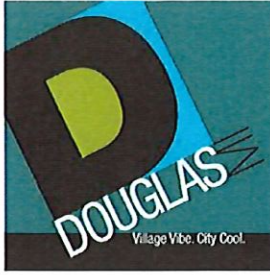
From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: November 20, 2024

Subject: Discussion about the Community Events Line Item

At this meeting, we'll review the current status of the Community Promotions budget to provide a clear picture of where the DDA stands financially in this category. This discussion is intended to ensure that you are maximizing the impact of your allocated funds.

In addition, we encourage the DDA to explore potential opportunities for utilizing any remaining funds in ways that align with your goals for community engagement and downtown vitality. Your input on possible initiatives or promotional ideas will be invaluable as we continue to collectively assess the best use of these resources. Your ideas and feedback will help guide the approach for the remainder of the fiscal year ending June 30, 2025.



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: November 20, 2024

Subject: DDA Shop & Dine Passport Budget Amendment

At the program's launch, the DDA approved an initial budget of \$525.00 for the design and printing of 250 Shop & Dine Passports. The first set was quickly distributed during the opening weekend of November, and due to high demand, we ordered an additional 250 passports at a cost of \$300.00. Just one week later, businesses reported that passports were again running low, so we ordered a final 500 passports, which cost \$520.00.

As these additional orders were time-sensitive, we could not wait for the DDA's formal approval before proceeding with the purchases. Therefore, we request a budget amendment of \$820.00 to the original October allocation, bringing the total Passport Program expenditure to \$1,345.00.

We respectfully request the DDA's approval to amend the Community Promotions budget by \$820.00 to accommodate the additional passports that were purchased for the shop and dine program.

Thank you for considering this request, and for your support in making this program a success.



INVOICE

Douglas Downtown Development Authority

**Downtown Douglas
Shopping Passports**
250 Post Cards 4"x6" Double-Sided
Coated one side
(Printing & Delivery)
\$300.00

Total = \$300.00

JoNa Graphics
34237 Forest • Wayne, MI 48184
(734) 734-377-1717

October 16, 2024

Thank you for your business!



INVOICE

Douglas Downtown Development Authority

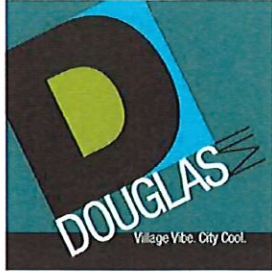
**Downtown Douglas
Shopping Passports**
500 Post Cards 4"x6" Double-Sided
Coated one side
(Printing & Delivery)
\$520.00

Total = \$520.00

JoNa Graphics
34237 Forest • Wayne, MI 48184
(734) 734-377-1717

November 6, 2024

Thank you for your business!



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: November 20, 2024

Subject: MEDC RAP 2.0 Grant Program (Discussion)

The city is hoping to apply for a grant through the MEDC RAP 2.0 program, with the application deadline set for January 30, 2025. Right now, we are waiting for some input from the MEDC about the program guidelines. Some of them are not as clear as we had hoped, including the percent we have to match and the minimum amount we can request. We have to ensure whatever amount we request; we have the appropriate match dollars as well. However, given the tight timeline, we would like to present several key project ideas for your consideration and input. It appears that the maximum that can be requested is \$1,000,000, but again, if there is a 50% match, that would be difficult.

The proposed enhancements include:

- **New Banners:** Refreshing the downtown banners to enhance the area's aesthetic appeal and create a welcoming atmosphere for residents and visitors alike. We are also looking at the possibility of digital banners.
- **New Light Poles:** Replacing or updating current light poles to improve lighting and safety while also contributing to the downtown's overall charm and functionality.
- **New Irrigation System for Downtown Bumpouts:** Installing an irrigation system to better maintain the greenery in the bumpouts, providing consistent watering and supporting a vibrant, well-kept landscape. We think the volunteers maintaining them will be pleased to see this improvement.
- A digital kiosk sign in the downtown

This grant presents an excellent opportunity to address existing issues and make valuable upgrades in the downtown area. We believe these projects will contribute significantly to the overall experience of our community.



LOOK TO US FOR YOUR CREATIVE DISPLAY NEEDS!



KBW BannerFlex®

The most durable banners in the industry deserve the most durable hardware!

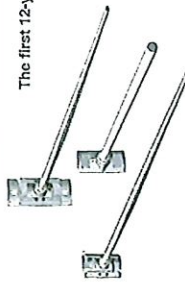
Since 1984, BannerFlex® has been the leader and innovator for light pole banner brackets. Visit www.bannerflex.com to see all the models and all the supporting information and data. No other company supports you like Consort! And no other hardware supports your banners like BannerFlex. Through constant research and development we've introduced:

- 1984 • Very first fiberglass-arm bracket
- 1988 • First adjustable and "centered" bracket
- 2003 • Revolutionary "Arrow" bracket (maximum wind reduction)
- 2004 • Unique, "Metro" bracket (specifically for "fluted" poles)

And now, the "RoundPro™" fiberglass arm for increased wind reduction on our standard hardware!

The first 12-year warranty, wind tunnel tested to 100 mph

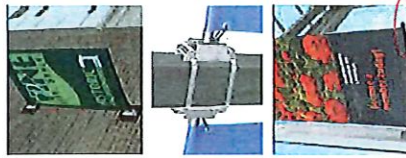
Introducing the "RoundPro™" fiberglass arm. A composition of fiberglass and resin for up to 23% more bending. If you don't have the Arrow® or the RoundPro, you're just resisting too much wind! Please see our revolutionary "Arrow" bracket in the action video under "Resources" on BannerFlex.com.



- Messenger-RTP®**
Retractable Banner Stand
- Quick and easy setup
 - Holds 33" x 86" graphics
 - Silver finish
 - Portable and lightweight



- Messenger-X®**
Single Display Banner Stand
- Quick assembly
 - Five stock widths - telescopes up to 94" high
 - Black finish
 - Displays single or double-sided graphics
 - Portable and lightweight

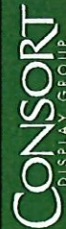


Digital Printing – Beginning 2020, Consort has digital printers with amazing capabilities:

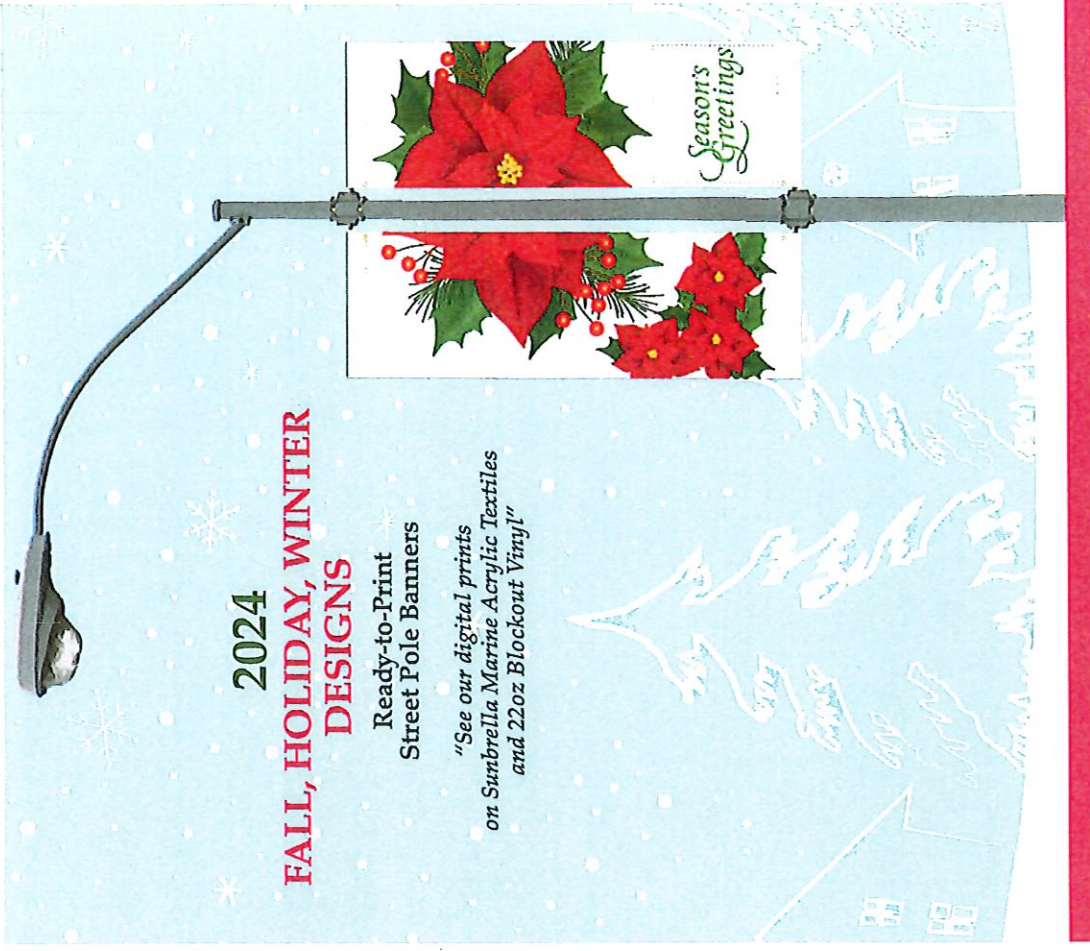
1. Superb digital printing on vinyl media for exterior and interior banners.
2. State-of-the-art digital printing on all colors of Sunbrella® marine acrylic.
3. Flatbed digital printing on virtually all solid substrates, including glass & metals

The most remarkable news about our new equipment is that we are no longer "screen" printing our Sunbrella marine acrylic banners! Our entire large-format screen printing facility has been replaced by new technology that prints intense, vibrant inks onto Sunbrella®. Prior to this new technology, all our marine acrylic banners were hand screen printed with plastisol inks, cured with big, hot dryers. No more! No more big, expensive screens that are required for every color and no more ink mixing!

08-2024



Kalamazoo Banner Works is a division of Consort Display Group
Call (800) 525-6424 Email sales@consort.com Write 2129 Portage Street, Kalamazoo, MI 49001 Visit kalamazoobanner.com



2024 FALL, HOLIDAY, WINTER DESIGNS

Ready-to-Print Street Pole Banners
"See our digital prints on Sunbrella Marine Acrylic Textiles and 22oz Blockout Vinyl!"



Made in Michigan

Item 9B.

KBW
Kalamazoo Banner Works
kalamazoobanner.com

Please note: A minimum quantity of four banners per design is required.

	24812 Thankful Harvest Forest Green VINT ONLY		24913 Harvest Harvest Forest Green VINT ONLY		24914 Grateful Harvest Forest Green VINT ONLY		24915 Country Harvest Forest Green VINT ONLY		24916 Classic Autumn Forest Green VINT ONLY		24917 Autumn Skies Forest Green VINT ONLY		24918 Welcome Holy Forest Green VINT ONLY		24819 Crystal Frost Cobalt Navy VINT ONLY		24820 Christmas Tree Farm Cobalt Navy VINT ONLY		24821-set Poinsettia Bouquet Forest Green VINT ONLY		24822 Under the Stars Cobalt Navy VINT ONLY
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	22926 Color Four Forest Green VINT ONLY		22824 Tip the Season Forest Green		22822-set Swing Pumpkins Burgundy		22821-set Fall Wreath Blue		22818 Peace on Earth Cobalt Navy VINT ONLY		22817 Good Will to All Forest Green		21820 Fall Festival Med Blue		21822 Snow Mountain Cobalt Navy VINT ONLY		21824 Joy Bell Burgundy		21923 Showman & Pumpkin Forest Green VINT ONLY		20920 Holiday Streamers Forest Green VINT ONLY		20917 Joy Streamers Forest Green VINT ONLY		20818 Flipped Tree Forest Green		20816 Home for the Holidays Forest Green		20821-set Falling Leaves Burgundy
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	15216 Holiday Wreath Forest Green		16215 Seasonal Ornaments Blue		16118 Holiday Ornaments Cobalt Navy VINT ONLY		16216 Autumn Acorns Forest Green		14218 Autumn Tree Cobalt Navy		16117-set Snowflake Divide Pacific Blue/Cobalt Navy		15317 Season's Greetings Forest Green		17110 Midnight Flight Cobalt Navy		13120 Let There Be Joy Cobalt Navy VINT ONLY		15940 All I Want Forest Green VINT ONLY		13318 Fall Day Burgundy		09219-set Star Tree Forest Green		02204 Spared Tree Forest Green		09327 Fancy Wreath-Red Cobalt Navy VINT ONLY		09986 County Cowman Forest Green VINT ONLY		07328-set Joyous Ringing Forest Green		05315-set Pine Ornaments Cobalt Navy VINT ONLY		05322-set Fall Wishes Burgundy
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	08227 Winter's Night Med Blue		13222 Whispering Winds Forest Green		06229-set Doves of Peace Jockey Red		03114-set Winter Pines Pacific Blue		07222 Color Rush Forest Green		12283 Blue Wreath Pacific Blue		19543 Starlight Forest Green VINT ONLY		18216 Best of Holiday Forest Green		20372 Fall Pumpkin Burgundy		20393 Autumn Oak Burgundy		13315-set Mr. Scroonow Cobalt Navy		20247-set Double Winter Wonderland Forest Green		93672 Holiday Greetings Forest Green		93673-set Greeting Double Wreath Forest Green		92652 Winter Cheerlike Forest Green
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*See website for full customization options.
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LOOK TO US FOR YOUR CREATIVE DISPLAY NEEDS!



The most durable banners in the industry deserve the most durable hardware!

Since 1984, BannerFlex® has been the leader and innovator for light pole banner brackets. Visit www.bannerflex.com to see all the models and all the supporting information and data. No other company supports you like Consort! And no other hardware supports your banners like BannerFlex. Through constant research and development we've introduced:

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The first 12-year warranty, wind tunnel tested to 100 mph



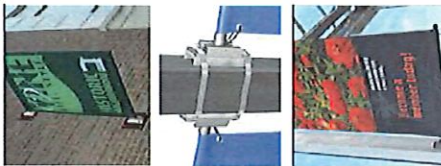
Please see our revolutionary "Arow" bracket in the action video under "Resources" on BannerFlex.com.



Dori Pole® Pennant System

- Aids in reducing bird mess on docks
- Proven bird deterrent
- Easy to install

Visit www.doripole.com to see all the pennant colors and mounting options.



Digital Printing –

Beginning 2020, Consort has digital printers with amazing capabilities:

1. Superb digital printing on vinyl media for exterior and interior banners.
2. State-of-the-art digital printing on all colors of Sunbrella® marine acrylic.
3. Flatbed digital printing on virtually all solid substrates, including glass & metals

The most remarkable news about our new equipment is that we are no longer "screen" printing our Sunbrella marine acrylic banners! Our entire large-format screen printing facility has been replaced by new technology that prints intense, vibrant inks onto Sunbrella®. Prior to this new technology, all our marine acrylic banners were hand screen printed with plastisol inks, cured with big, hot dryers. No more! No more big, expensive screens that are required for every color and no more ink mixing!



01/24



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Kalamazoo Banner Works
kalamazoobannerworks.com

NEW DESIGNS & ADVANCED TECHNOLOGY SPRING/SUMMER READY-TO-PRINT BANNER DESIGNS

See our digital prints on Sunbrella Marine Acrylic Textiles and 22oz Blockout Vinyl!

Street Pole Banners



Item 9B.



Ready-to-Print • Twelve New Designs!
SPRING & SUMMER

Please note:
A minimum quantity of four banners per design is required.
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Item 9B.

**WELCOME TO
DOWNTOWN**



DOUGLAS

41



2

WELCOME TO DOWNTOWN DOUGLAS

DOUGLAS



MICHIGAN

**WELCOME TO
DOWNTOWN**

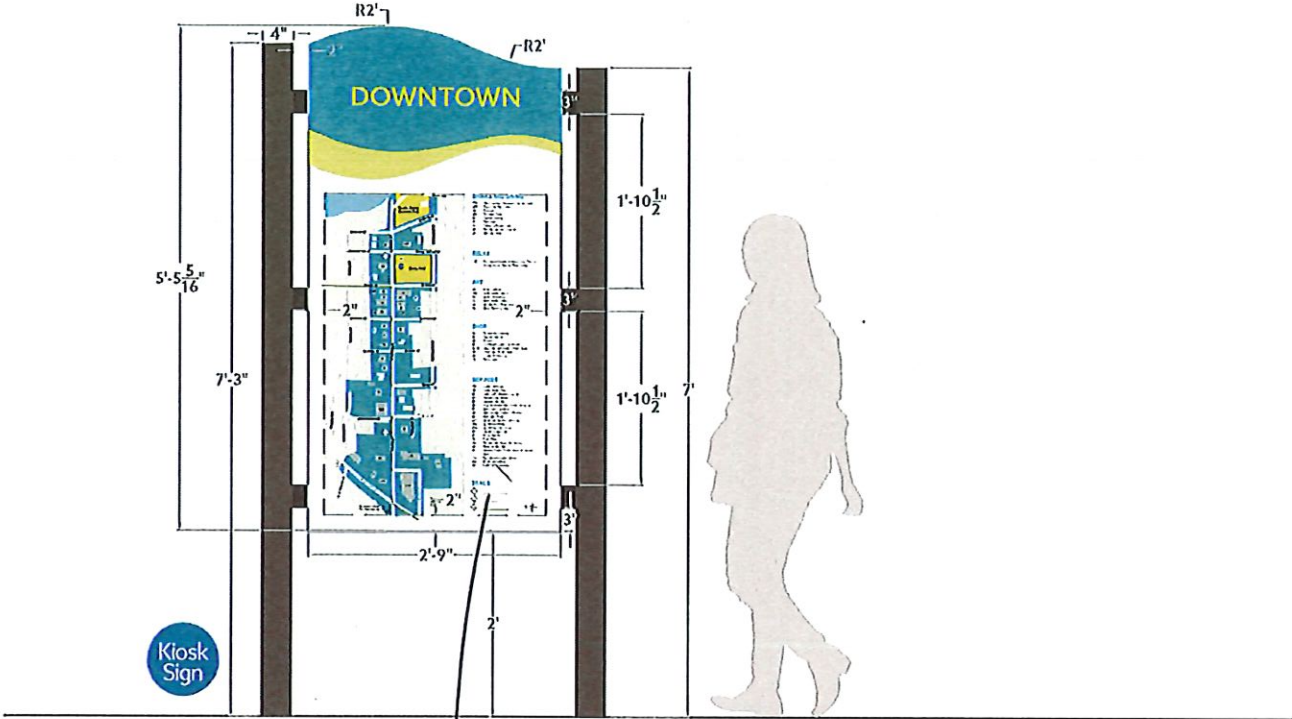


DOUGLAS

4

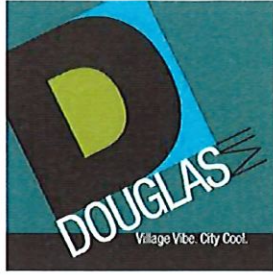
Idea for RAP

FRONT VIEW



Replace w/ Digital Sign

Will replace the one by the PD.



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: November 20, 2024

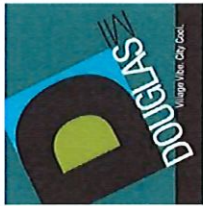
Subject: Preparations for FY2025-2026 Budget Discussion

As we approach the end of this fiscal year, it's important to begin focusing on our upcoming FY2025-2026 budget discussions. To ensure we're well-prepared, I encourage the board to start prioritizing potential projects and initiatives now, so we can have a productive, proactive budgeting process that aligns with our goals and community vision.

The early stages of budget planning allow us to consider new opportunities, identify challenges, and explore potential funding sources or partnerships. By establishing a clear set of priorities in advance, we'll be better positioned to make strategic choices for the year ahead, allocate resources effectively, and pursue projects that will make a meaningful impact in our downtown.

By starting our prioritization process now, we'll enter FY2025-2026 budget discussions with a clear sense of purpose and direction. Your input and insights will be critical to creating a budget that not only addresses current needs but also lays the foundation for future success.

Attached is a fairly simple prioritization form (a consideration) to help the DDA focus on planning for the FY2025-2026 budget. This form encourages you to identify project/initiatives, or existing line items in the budget, and rank potential projects by priority. Filling out this form can really help to clarify priorities and facilitate discussions.



FY 2025-2026 Budget Priority/Initiative Sheet

Recommended Budgeted Item:
 or
 Recommended Budget for Existing Line Item (ex: Community Promotions):
 Brief Description:

Priority (High, Med, Low)	Estimated Cost	Alignment with DDA Goals 1 to 5 (1 low/5 high)	Timeline (if applicable)

This section is to be used during a full-board review of the project. It should remain blank until that time.

Approved/Not Approved:

Amount Approved for the FY 2025-2026 DDA Budget: