

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, AUGUST 26, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

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 August 26, 2026 – voice vote

4. APPROVAL OF MINUTES

A. Approval of minutes - Changes/Additions/Deletions

Motion to approve the minutes of July 22, 2026 - voice 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

9. NEW BUSINESS

- A.** Approval of the Oktoberfest Banner Sign request from Community Pride for the Center/Blue Star Highway Gateway Sign.
- B.** Third Coast Paddling Update/Request for Proposal Process
- C.** Michigan Downtown Association Informational Packet (Discussion)
 - Annual Conference in Kalamazoo on November 5th-6th (deadline to sign up is September 8th)
 - MDA Award Submission - Wayfinding Signage Project (due September 8th)
- D.** Wrap up the DDA Downtown Survey at the end of August and prepare for Discussion in September (Discussion).
- E.** Bucket List Final Push Through September (Discussion).
- F.** Strategic Planning Update - Discuss Dates for a Session for Fall 2026

10. COMMITTEE REPORTS

- Michigan Downtown Day Event in Downtown Douglas on Saturday, September 26th, 2026 from 12:00-5:00p.m. Update - Randy Walker
- Marketing Committee Update
- Website Committee Update regarding Branding
- Q4 Events Update (Michigan Downtown Day Prep, Busker Fest, Fall, Small Business Friday and/or Pink Friday, Tree Lighting Ceremony, and Holiday Preview).

11. STAFF/MANAGER REPORTS

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

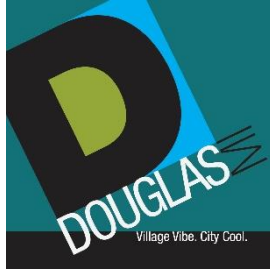
13. BOARD COMMENTS

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, JULY 22, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

MINUTES

- 1. CALL TO ORDER:** By Chair Walker
- 2. ROLL CALL/QUORUM:** PRESENT - Dave Laakso, Kabri Martyniek, Randy Walker, Cathy North, Lauren Bachman, Ruth Crowe, Alexia Dawson, Jim Babcock, Cindy Miller
- 3. APPROVAL OF AGENDA**
Motion by Bachman, second by Laakso, to approve the Agenda of July 22, 2026 – Motion carried by unanimous voice vote
- 4. APPROVAL OF MINUTES**
Motion by Bachman, second by Dawson, to approve the minutes from June 26, 2026. – Motion carried by unanimous voice vote
- 5. OFFICER REPORTS**
 - A. Treasurer – included in packet
 - B. Secretary
 - C. Vice Chair
- 6. PUBLIC COMMUNICATION – WRITTEN:** None
- 7. PUBLIC COMMUNICATION – VERBAL:** Public comments were received
- 8. UNFINISHED BUSINESS:** None
- 9. NEW BUSINESS**
 - A. Planning Commission Recommendation - 211, 217, and 225 W. Center Street - Special Land Use (Ground-Floor Residential) - Planning and Zoning Administrator Sean Homyen
 1. Applicant Presentation
 2. Planning and Zoning Administrators Report
 3. Public Comments
 4. DDA Member Questions

Motion by Dawson, second by Bachman, to recommend [approval/denial] to the Planning Commission for the request made by Turan Ufuk for special land use approval for Ground Floor Residential, per Section 26.13 of the City of the Village of Douglas Zoning Ordinance, for the parcel identified as P.P. 59-016-039-21/59-016-039-22/59-016-039-20, located at 211, 217, 225, W. Center St. – Motion carried by unanimous voice vote

B. Community Events Grant Request - Oktoberfest

Motion by Dawson, second by North, to approve a community events grant program request from Community Pride in the amount of \$3,000 for Oktoberfest activities to be allocated from the Community Promotions budget. – Motion carried by unanimous voice vote

- C. Proposal from Dorelle Henri to hold a Peace it Together event in Douglas (Committee formed)
- D. Downtown Douglas Summer Bucket List Flyer
- E. Busker Fest Update
- F. Downtown Day Update
- G. "Marketing for Construction"
- H. Advertising on the Interurban

10. COMMITTEE REPORTS

Marketing Committee Updates

Website Committee Update - branding next steps

Q4 Events Update (MI Downtown Day Prep, Busker Fest, Fall, Small Business Friday and/or Pink Friday, Tree Lighting Ceremony, and Holiday Preview)

11. STAFF/MANAGER REPORTS: City Manager Nocerini provided updates

12. PUBLIC COMMUNICATION – VERBAL: None

13. BOARD COMMENTS: Final comments received

14. CHAIR COMMENTS: None

15. ADJOURNMENT

Motion by Dawson, second by Laakso, to adjourn the meeting.

DDA BUDGET - 2026-2027 FISCAL YEAR beginning July 1, 2026

	2026-2027 Approved Budget	Activity for July 2026	2026-2027 YTD Activity	Full Year 2026/27 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 79,265.00		\$ -	\$ (79,265.00)	
INTEREST INCOME	\$ 1,500.00		\$ -	\$ (1,500.00)	
OTHER INCOME	\$ 1,500.00		\$ -	\$ (1,500.00)	
EV CHARGING STATION INCOME	2,000.00	-	-	(2,000.00)	
TOTAL Revenues	\$ 84,265.00	\$ -	\$ -	\$ (84,265.00)	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 750.00	\$ 8,250.00	Monthly allocation of city staff expenses
TRAINING FUNDS	10,000.00		-	10,000.00	
COMMUNITY PROMOTIONS	29,925.00		-	29,925.00	
MARKETING	22,155.00	3,750.00	3,750.00	18,405.00	DDA Rebrand Project - 50% Deposit
EVENTS	9,500.00		-	9,500.00	
CAPITAL OUTLAY (Detail Below)	17,225.00	-	-	17,225.00	
TOTAL Expenditures	\$ 97,805.00	\$ 4,500.00	\$ 4,500.00	\$ 93,305.00	
SUMMARY:	-	-	-		
REVENUES:	\$ 84,265.00	\$ -	\$ -	\$ 84,265.00	
EXPENDITURES	97,805.00	4,500.00	4,500.00	93,305.00	
BUDGET NET INCOME (LOSS)	<u>\$ (13,540.00)</u>	<u>\$ (4,500.00)</u>	<u>\$ (4,500.00)</u>	<u>\$ 9,040.00</u>	

<u>Capital Outlay Detail</u>	Approved Budget	July 2026	2026-2027 YTD Activity	Favorable/(Unfavorable) to Budget
Memo:				
Unallocated	\$ 17,225.00	\$ -	\$ -	\$ 17,225.00
		\$ -		\$ -
		\$ -		\$ -
Total Capital Budget	<u>\$ 17,225.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 17,225.00</u>

August 19, 2026

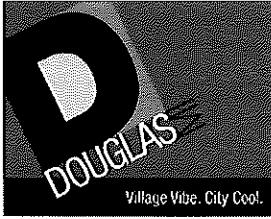
DDA TREASURER'S REPORT for the August 26, 2026 Meeting

No revenue was recorded during the month of July.

Expenses of \$4,500.00 were recorded during the month, including \$750.00 for the allocation of city staff expenses, and \$3,750 for contractual services related to a DDA rebranding initiative.

At July 31, 2026, the DDA had cash on hand of \$113,511.11. There were no accounts payable or other liabilities recorded at month-end, leaving an ending fund balance of \$113,511.11.

August 19, 2026



Downtown Development Authority (DDA) Temporary Gateway Sign Banner Application (Only)

Banner Use Fees (due after DDA approval):

Blue Star Highway & Center Street	\$35 per use
Blue Star Highway & Main Street	\$25 per use
Both locations used simultaneously	\$50 per use
Reoccurring events with more than 5 uses per year	\$10 per use

The Village of Friendliness - Since 1870

Application Checklist

- ☐ A Completed and Signed Downtown Development Authority Temporary Gateway Sign Banner Application
 Note: Applications may be submitted up to 90 days prior to the requested display date and must be submitted no less than 30 days prior to the requested display date. Applications are reviewed by the DDA Board at its regular monthly meeting on the fourth Wednesday of each month. **Placement of Temporary Gateway Sign Banner is on a first come, first serve basis and pending DDA approval.**

- ☐ Rendering or graphic of proposed temporary banner

Conditions of Banner Display:

- One week prior to the event until 24 hours after the event
- The banner must be securely fastened and meet safety standards
- Banners must be weather-resistant
- Banners must not contain offensive or inappropriate content
- Banners must not be larger than 94" wide x 24" high

Applicant Information:

Name: Jim BABCOCK, BOARD MEMBER Organization: COMMUNITY PRIDE
 Phone Number: 818-601-8701 Email Address: jbabcock0330@gmail.com
 Address / PO Box 938 City: DOUGLAS State: MI Zip: 49406

Banner Information/Location: ☐ Blue Star Highway & Center Street ☐ Blue Star Highway & Main Street ☒ Both Locations

Event/Promotion Name: OKTOBERFEST

Requested Display Date(s): 10/5 - 10/10

Community / Business / Event Promotion:

Describe how this banner promotes a business, community event, or activity that benefits the City of Douglas.

THIS BANNER ADVERTISES OUR ANNUAL OKTOBERFEST
CELEBRATION IN BEERY FIELD. THE EVENT, ORGANIZED BY
COMMUNITY PRIDE, IS SAT OCTOBER 10 FROM NOON TO 5
AND WILL DRIVE TRAFFIC TO DOWNTOWN DOUGLAS BUSINESSES.

Submission of this application does not guarantee approval. All applications are pending approval by the Downtown Development Authority. If approved, the applicant will receive an email confirming the approved location(s), approved display date(s), and fee total payable online at (tinyurl.com/PayItOnline).

Signature of Applicant: Jim Babcock

Date: 7-30-26

CITY INFORMATION - DDA Approval Date: _____ Total Fee: _____ Paid Date: _____

OKTOBERFEST

THIS SATURDAY, NOON-5 IN BEERY FIELD





Wade's Bayou Kayak Concession Brief | August 11, 2026

PARTNERSHIP AT A GLANCE (Data as of August 9, 2026)

LINK: [ABOUT THIRD COAST PADDLING - WADE'S BAYOU](#)

1,918

GUESTS – 2026 SEASON
(YTD)

8,740

TOTAL GUESTS SINCE
2022

\$5,013.95

2026 COMMISSION (YTD)
+ one more in October

\$29,547

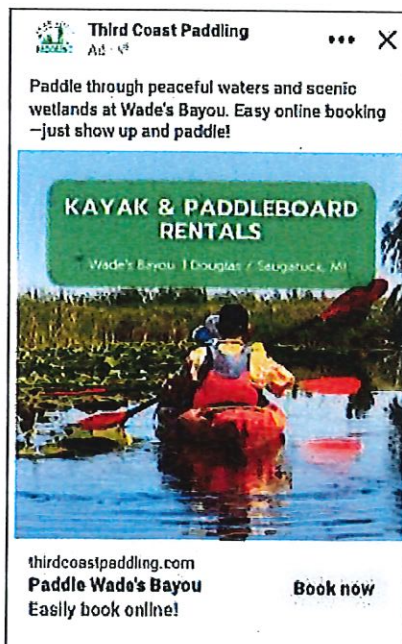
TOTAL COMMISSION
SINCE 2022

5.0 ★

GOOGLE RATING
187 REVIEWS ([LINK](#))

Delivering Value to Douglas

Since 2022, Third Coast has:



- **Generated Revenue:** More than **\$29,500 in commission revenue** for the City. (The previous concessionaire contributed \$500 annually.)
- **Driven Tourism:** Served more than **8,700 guests**, introducing visitors to Wade's Bayou and the Douglas community while driving additional economic activity through local dining, shopping, attractions, and overnight stays.
- **Invested in Marketing:** Invested approximately **\$19,000 annually in digital advertising** (see example at left) and \$5,500 in new website ([link](#)) that includes Douglas area information ([link](#)).
- **Supported the Community:** Created seasonal employment and participated in local events and community initiatives (such as Douglas Wellness Day, the Stewardship Celebration with Outdoor Discovery Center, and various promotions).



Investing in Wade's Bayou

- Installation of concession building (\$8,500)
- Installation of fencing to improve security and aesthetics (\$1,000+)
- Modern fleet of high-quality kayaks, paddleboards, life jackets, and supporting equipment (\$30,000+)
- Reservation technology, online booking, liability waiver system, and customer communication tools
- Overall private investment in Wade's Bayou: \$40,000+

Rental Operations Overview

Our rental operations are designed to provide a safe, professional, and welcoming experience for every guest while supporting the City's goals for responsible recreation and tourism.

- **Safety First:** All guests receive a U.S. Coast Guard-approved life jacket and a brief orientation covering paddling basics, water safety, and designated areas. Weather and water conditions are monitored closely, with rentals delayed or rescheduled when conditions are unsafe.
- **Quality Equipment:** We offer high-quality single and tandem kayaks and stand-up paddleboards, providing options for a wide range of visitors and experience levels.
- **Convenient Reservations:** Our online reservation system allows guests to view availability, reserve and pay in advance, complete required waivers, and receive timely notifications. Walk-up rentals are also available. The previous concessionaire did not offer advanced, or online, bookings.
- **Exceptional Guest Experience:** Our staff assist guests throughout the rental process — from check-in and safety orientation to equipment preparation and launch — ensuring visitors feel welcomed, prepared, and confident on the water.

What Our Guests Say

★ 5.0 Google Rating | 187 Reviews ([link](#))

Our guests consistently describe Wade's Bayou as a beautiful, accessible, family-friendly destination and praise the ease of booking and quality of service.

"Beautiful paddle! Saw swans, ducks, turtles, and lots of fish jumping."

"Smooth and easy process. Friendly and helpful staff!"

"Easy access and nice river. Had a great time. Worth visiting for sure."

The previous concessionaire had less than 50 total Google reviews after 17 years in operation.



Our Vision for the Future

The success of the past several seasons has demonstrated the potential of Wade's Bayou as both a community recreation resource and a tourism asset. Looking ahead, Third Coast is committed to continuing that momentum through:

- Investment in the concession and guest experience
- Safety as our highest priority
- Destination promotion that brings visitors to Douglas
- Continued revenue generation for the City

Third Coast is proud of what we have accomplished together and looks forward to building on that success. We remain committed to investing in Wade's Bayou, supporting the Douglas community, and creating a safe, welcoming experience that benefits residents, visitors, and the City for years to come.

Proposed Renewal Terms

Building on this track record, Third Coast requests the following as part of the contract renewal:

- **Contract term:** 7-year renewal through 2033 (same as our contracts with the State of Michigan)
- **Commission structure:** maintain current commission rate/structure (12% of gross profit with a minimum base amount of \$5,000)
- **Renewal-linked investment:** approximately \$25,000 – \$30,000 in refreshed equipment as needed
- **Marketing commitment:** Continued investment of approximately \$19,000+ annually



MEMORANDUM

DOWNTOWN DEVELOPMENT AUTHORITY MEETING

August 26, 2026, at 10:00am

TO: DDA Board Members

FROM: Jenny Pearson

SUBJECT: Guidance on Request for Proposal Regarding Wades Bayou

The City currently leases a small area of Wades Bayou to a qualified contractor that provides recreation-based services and/or goods. The current contractor has held this agreement for the past three years and has exercised two optional one-year extensions, reaching the maximum five-year term permitted under the original proposal.

With the agreement set to expire at the end of this year, the City is preparing to issue a new Request for Proposals (RFP). The current contractor has expressed interest in extending the maximum contract term in the upcoming RFP, noting that a longer agreement period would better support long-term business planning and investment.

I am requesting feedback from the DDA regarding what contract term length it would find acceptable for inclusion in the new RFP.

Current Contract Timeframe:

- A. Term and Renewal –It is intended that the term of the agreement shall be for three (3) years with two (2) optional one (1) year extensions unless earlier terminated. The agreement may be terminated by either party within ninety (90) days by written notice based on the terms and conditions of the agreement. The agreement may be terminated by either party without cause with less than ninety (90) days' notice by mutual agreement or in the event of substantial failure to perform with the terms set forth in the agreement as described in the agreement.

MICHIGAN DOWNTOWN ASSOCIATION



BEST REDEVELOPMENT PROJECT
1855 Holdings | The RCA Building | DuoVino
Downtown South Lyon

10th Annual Awards

Submissions due September 8

YES! It is ok for you to nominate your own community for the MDA Annual Awards!

Winners of our 10th Annual Awards will receive their recognition during the MDA's Annual Statewide Michigan Downtowns Conference, held November 5-6, 2026, in Downtown Kalamazoo. **The deadline for award nominations is Tuesday, September 8, 2026.**

Email nominations to director@michigandowntowns.com with "MDA Award Nominations" in the subject.

Award Nomination Form & Details



Annual Conference

Downtown Kalamazoo

November 4-6, 2026

The Annual Conference will be held in downtown Kalamazoo November 4-6, 2026, at the Radisson. A special hotel rate for attendees of the Annual Conference is available by [clicking here](#).

The Michigan Downtown Association (MDA) is hosting its Annual Conference in vibrant 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. Leave energized with fresh ideas, practical resources, and a stronger professional network to help your downtown grow, adapt, and succeed.

Registration is now open and [available here.](#)



Sponsorship Opportunity

Annual Conference

Sponsorship of our Annual Conference is a wonderful way for your business to network with over 120 downtown stakeholders from across Michigan.

Our sponsors are able to display within the main session room, participate in all networking breaks, and enjoy breakfast and lunch with our attendees. A variety of promotional pieces are also offered for sponsors.

For more details, please refer to the information found below or call Dana at 248-898-9711.

See you in KZoo!

[Annual Conference Sponsorship Opportunity](#)



Important Dates

In an ongoing effort to support our members, DDAs, and TIF, the MDA will be sending a biannual newsletter to **YOUR board chair and vice chair**. Please forward your board's chair and vice chair contact information to Dana at:

director@michigandowntowns.com

The MDA's social media campaign, **'Summer Bucket List'** is live and encourages the exploration of our Michigan downtowns.

More details can be [found here](#).

Our **Annual Instagram Takeovers** have begun! We still have a few open dates for you! Please use the sign-up link found below.

Tuesday, September 8: [MIPDM Applications Due](#)

Tuesday, September 8: [Annual Award Submissions Due](#)

Yes, you can nominate your own project or community!

Tuesday, September 22: Board Chair & Vice Chair Let's Do Lunch, Virtual

Thursday, September 24: Walking Tour of Downtown Mt. Clemens and [FEATHER BOWLING](#) Networking Event

Saturday, September 26: Downtown Day

Wednesday-Friday, November 4-6: [Annual Conference](#), downtown Kalamazoo



A CALL FOR MDA AWARDS NOMINATIONS 2026

The Michigan Downtown Association is asking for nominations for its 10th Annual MDA Awards. Winners will receive their awards during the MDA's Annual Statewide Michigan Downtowns Conference, held November 5-6, 2026, in Downtown Kalamazoo. **The deadline for award nominations is Tuesday, September 8, 2026.** Email nominations to director@michigandowntowns.com with "MDA Award Nominations" in the subject.

There are three categories for awards:

Downtown Projects (page 2-3)

Downtown Organization of the Year (page 4)

Downtown Director of the Year (page 5)

****Downtown Projects** can fall into any of the following categories. Nominated projects can be completed by a downtown organization, city, or private developer within a **member community** and will be evaluated for their impact on downtown and on the community. Please see page 2 & 3 of this document.

- Placemaking
- Promotions & Marketing
- Redevelopment Project
- Infrastructure/Streetscape Project
- Historic Preservation Project

****Downtown Organization of the Year** is an award given to an MDA member organization whose economic development impact was exemplary in the year 2025 through their organization and execution of a project(s). Please see page 4 of this document.

****Downtown Director of the Year** is an award given to a Downtown Director from a MDA member community whose leadership was exemplary in the year 2025. Please see page 5 of this document.

Award recipients will receive:

- Shareable social media images produced by New Moon Visions announcing receipt of organization/community/developer's award
- Proclamation sent to community's municipality announcing receipt of organization/community/developer's award
- Template of a press release announcing receipt of organization/community/developer's award
- Plaque or adhesive recognizing the receipt of the award (where applicable)
- Opportunity to present project during a future MDA event or webinar



Nomination Form for Downtown Projects

Each year, the Michigan Downtown Association presents its Annual Awards to downtown projects throughout the state that have revitalized downtowns in which they are located. Whether it is property rehabilitation, a public art project, a park improvement, streetscape or infrastructure project, or a marketing campaign, downtown projects can be nominated with the form below to be recognized for the role they have played to revitalize downtown, improve the quality of life for residents, and spur additional community investment.

A person MAY nominate one's own community or project. The project/ initiative MUST be completed and be located within a member community of the Michigan Downtown Association. All nominations must be for achievements/projects within the past 1-3 years. All projects must be completed and implemented to be considered for the award.

1. Organization Name:
2. Project/Initiative Being Nominated:
3. Type of Project:
 - a. Placemaking
 - b. Promotions & Marketing
 - c. Redevelopment Project
 - d. Infrastructure/Streetscape
 - e. Historic Preservation
4. Project Address (if applicable):
5. Community Population:
6. Contact Information for Project/Initiative:
7. Name and contact information of person making the nomination:
8. Please describe this project/initiative in a few sentences.

9. Why are you nominating this project/initiative? How has it impacted the downtown in which it is located? (250 words max).
10. Number of full and part-time jobs created (if applicable):
11. Total project cost:
12. Names of the primary project architect, engineer, and general contractor (if applicable):
13. Age and architectural style of the building/project(if applicable):
14. 3-8 photos (jpgs)of the project/initiative that best tells the story:

Please send nomination to director@michigandowntowns.com by September 8, 2026.