

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MARCH 18, 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**
Changes/Additions/Deletions
Motion to approve the Meeting Agenda for March 18, 2026 - roll call vote
4. **APPROVAL OF MINUTES**
A. **Minutes of February 25, 2026**
Changes/Additions/Deletions
Motion to approve the Minutes of February 25, 2026 - roll call vote
5. **OFFICER REPORTS**
 - A. Treasurer
 - B. Secretary
 - C. Vice Chair
 - D. Chair
6. **PUBLIC COMMUNICATION - WRITTEN**
7. **PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)**
8. **UNFINISHED BUSINESS**
9. **NEW BUSINESS**

A. Community Pride request for sponsorship (Attachment)

Motion to approve the request from Community Pride for Pride in the Park sponsorship on June 6, 2026 at Beery Field in the amount of \$3,000.00, to be taken from Community Promotions

B. Flowerbed in front of Mr. Miller's Art Emporium (Discussion)

C. Review and make recommendations for the FY2026-2027 budget

10. COMMITTEE REPORTS

A. Marketing Committee (Report attached)

B. Wellness Day Committee (Verbal update)

11. STAFF/MANAGER REPORTS

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

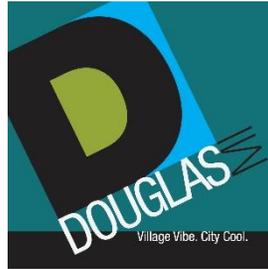
13. BOARD COMMENTS

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, FEBRUARY 25, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

MINUTES

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

Chair Walker called the meeting to order at 10:03 a.m.

2. ROLL CALL/QUORUM

PRESENT:

Randy Walker, Chair

David Laakso, Treasurer

Kabri Martyniek, Secretary

Jim Babcock

Ruth Crowe

Lauren Bachman

Cindy Miller

ABSENT:

Alexia Dawson, Vice Chair

Cathy North

OTHERS PRESENT:

Lisa Nocerini, City Manager

Alyssa Ramirez, Deputy Clerk

3. APPROVAL OF AGENDA

Changes/Additions/Deletions

Motion by Bachman, seconded by Babcock, to approve the Agenda of February 25, 2026. Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

A. Minutes of January 28, 2026

Changes/Additions/Deletions

Motion by Laakso, seconded by Bachman, to approve the Minutes of January 28, 2026. Motion carried by unanimous roll call vote.

B. Minutes of February 18, 2026

Changes/Additions/Deletions

Motion by Bachman, seconded by Laakso, to approve the Minutes of February 18, 2026. Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Treasurer - Report provided in packet

B. Secretary

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Written Communication from John Thomas

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES) – None**8. UNFINISHED BUSINESS – None****9. NEW BUSINESS****A. Exterior Automated External Defibrillator (Wendy Colsen)**

Motion by Miller, seconded by Bachman, to approve a request from Wendy Colsen for funding under a cost-share program for the purchase of an Exterior Automated External Defibrillator to be located in the DDA in the amount of \$1,256.00 to be allocated from Community Promotions as well as including additional expenses such as electric and potentially Wi-Fi until further discussion. Motion carried by unanimous roll call vote.

B. MDA Membership Renewal

Motion by Bachman, seconded by Babcock, to approve the renewal of the Michigan Downtown Association Membership in the amount of \$250.00. Motion carried by unanimous roll call vote.

C. Temporary Gateway Banner Application (Rotary Club)

Motion by Bachman, seconded by Miller, to approve the request from the Rotary Club of Saugatuck Douglas for the use of the banner sign to promote the Douglas Duck Dash on Saturday, July 25, 2026. Motion carried by unanimous roll call vote.

D. Temporary Gateway Banner Application (Lakeshore Pet Boutique)

Motion by Laakso, seconded by Babcock, to approve the request from Lakeshore Pet Boutique for the use of the banner sign to promote the Erin Go Bark Pet Parade on Saturday, March 14, 2026. Motion carried by unanimous roll call vote.

E. Temporary Gateway Banner Application (Art in Douglas)

Quarter 2: 4/11; 5/9; 6/13

Quarter 3: 7/11; 8/8; 9/12

Quarter 4: 10/10; 11/14; 12/12

Motion by Bachman, seconded by Laakso, to approve the request from Art in Douglas for the use of the banner sign to promote Art in Douglas events for quarters 2 & 3, yielding to other events if needed.

Motion carried by 6-1 roll call vote. Aye: Babcock, Crowe, Laakso, Martyniek, Miller, and Bachman. No: Walker.

F. March DDA Meeting Date

Motion by Miller, seconded by Crowe, to move the March DDA meeting to Wednesday, March 18th at 10:00 a.m. Motion carried by unanimous roll call vote.

G. Workshop Discussion on Dates for a Follow-Up Meeting

(To be held May 6, 2026 at 10:00 a.m.)

H. Budget Reminder (Discussion/Worksheet Status)

Board members were reminded to submit their budget priorities to Manager Nocerini

I. Gateway Banner Signs Committee Update – No update

(Babcock, Bachman, and Martyniek)

J. Updates (Discussion)

a. Pre-Bowl Tailgate Stroll Wrap-Up

b. DDA Gateway Sign Banners/CVB Partnership (Soup Stroll, Tailgate Stroll, Derby Day in Douglas, Small Business Saturday, Michigan Downtown Day, and Light Night in Douglas)

c. Erin Go Bark Parade

d. Derby Day in Downtown Douglas Planning

e. Douglas Wellness Day (May 9th) Update

f. Buskers Event

g. Interurban Meeting Update

h. DES Color Run

i. World Cup June 12th, 19th, and 25th (Douglas World Cup Block Party)

j. Music on the Bayou (Blues on the Bayou)

k. Billboard on the Highway

K. Marketing Report (Jim, Alexia, Cindy, and Ruth)

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

Bachman left the meeting at 11:53 a.m.

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

13. BOARD COMMENTS

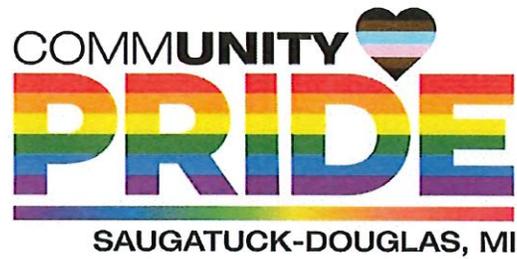
14. CHAIR COMMENTS

15. ADJOURNMENT

Motion by Laakso, seconded by Babcock, to adjourn the meeting at 12:03 p.m.

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



Dear Douglas Downtown Development Authority,

I hope the following information will better answer any questions you may have concerning Community Pride Saugatuck/Douglas MI's 2026 Request for Funding

Our focus this year is to better Advertise and Market June Pride Week and Oktoberfest thus increasing exposure and visits to our community. Community Pride's yearly events at Beery Field are the two largest daytime gatherings in downtown Douglas. Between these two events in 2025 we welcomed close to 4000 guests. New this year is a Color Run 5K in Douglas that will be held Saturday morning, June 6 which will draw even additional people.

The funds we have requested from the DDA will be earmarked towards the following 2026 expenditures:

- Website enhancement Phase 1: \$2,500.00 - - to overhaul our existing website with new branding, updated information and more intuitive technology. An important part of this update is the ability to link our Sponsors and Business Partners for better exposure for everyone.
- Enhanced Temporary Blue Star Hwy. and Center St. Signage: \$400.00
- Additional Print and Digital Ad Spends to appeal to and increase our local, Chicago, Grand Rapids and Detroit-area participation:
 - What's Happening Booklet: \$400.00
 - Chicago Social/News On Q/Windy City Times: \$500.00
 - Grab Magazine: \$500.00
 - Pride Source Michigan \$600.00
 - Expanded Coverage/Advertising with local and regional Newspapers
 - GR Magazine/Urban Magazine (expanded coverage)

These plans represent approximately \$4,900.00.

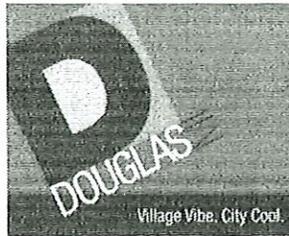
We hope these plans meet with your approval. DDA's generous support of CommUNITY Pride has been crucial in our success and is truly appreciated. Additional details for our Oktoberfest Funding Request will be addressed in a separate Document.

Warmest Regards,

Jeffrey Hanlin

President

PRIDE



DDA	Item 9A.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Names: JEANEY HANLIN / PRESIDENT
Name of Organization(s): COMMUNITY PRIDE MT
Address: P.O. Box 437, Douglas, MT 59406
Phone: 406 485-1178 Email: jthanlin@gmail.com
How many years have you been in the Douglas Downtown Development Authority District? 7

EVENT INFORMATION (use additional sheets if needed)

Event Name: PRIDE IN THE PARK
Event Date(s): June 10th 2026 Event Start & End Hours: 11am - 6pm
Event Location: BEERY FIELD

Describe your event in detail and how it will benefit the DDA District.

ANNUAL PRIDE FESTIVAL - THE HIGHLIGHT
OF SEVEN DAYS OF PRIDE PROGRAMMING - RESIDENT &
VISITOR TRAFFIC - BENEFIT ALL BUSINESSES, LODGING

Anticipated Number of Attendees: 5000

Attendees Demographics (ages, special interests, where are they coming from, etc.) _____

FAMILY FRIENDLY, ALL AGES & ECONOMIC BACKGROUNDS
ALL WELCOMING PEOPLE WELCOME

Estimated Number of Volunteers: 100

Estimated Date/Time for Set-Up: June 8 Estimated Date/Time for Clean-Up: June 12

List the local businesses involved and include how businesses are participating in the event: _____

Lake Vista, Huntington Bank, Harbor Insurance
Local Sponsors from Pride Recognized
All downtown businesses increased foot traffic

List your methods to advertise and promote the event as well as downtown and local businesses: _____

Local Newspaper/Radio, State Tourism/Festival Guide
Social Media & Videos

Funding amount requested: 3000⁰⁰ (Include an itemized budget for the total costs of the event)

DDA FUNDING HISTORY

- 1. Is this the first time you have applied for DDA funding for an event? Yes No
- 2. If yes, how many times have you applied previously? 3
- 3. Is this a reoccurring event? Yes No

NOTE: Organizations which received DDA event funding previously must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

Have you submitted a Special Event Application to City Council for approval? Yes No
If yes, was it approved? Yes No

[Signature]
Signature of Applicant

March 1, 2026
Date

ALL DECISIONS CONCERNING THE COMMUNITY EVENTS FUNDING PROGRAM APPLICATION PROCESS, INCLUDING ELIGIBILITY AND/OR CONTAINING ELIGIBILITY FOR FUNDING, ARE WITHIN THE SOLE DISCRETION OF THE DDA BOARD AND ARE FINAL.

Please return application and supporting documentation to:

City of Douglas
Downtown Development Authority
415 W. Wiley Rd, Ste. 103
PO Box 757
Douglas, Michigan 49406

The DDDA generously granted Community Pride **\$5,000.00** for our 2025 Pride Festival.

Due to the DDDA and the generosity of our many Sponsors we were able to offer seven days of programming which over 5000 residents and visitors enjoyed. Our Events ranged from Social to Educational with an emphasis on inclusion especially of marginalized peoples. Two of our events hosted by the Kirby Hotel and the Star of Saugatuck offered our supporters an opportunity to give financially to the ACLU of Michigan and the Out Center of West Michigan Teen Programming. We were proud to initiate an opportunity for others to support worthy organizations without affecting our non profit status.

We strongly feel that the June Pride Festival is the largest event in Douglas that has real impact for our Downtown Business Partners.

The DDDA was listed amongst our Silver Sponsors and was featured in both event banners and social media posts.

For 2026 we have added three additional events with a Pickle Ball Tournament, 5K Color Run and a Community Social at the History Center following our Library Speakers Series.

The DDDA did grant \$3,000.00 for Community Pride's 2025 Oktoberfest. The grant was declined when the Committee felt the monies were needed by other organizations. For 2026 we hope to once again be awarded the Oktoberfest Funds for this large Fall Event which benefits all of the Downtown Businesses. Sponsorships are becoming more difficult to obtain.

The DDBA generously granted Community Pride **\$5,000.00** for our 2025 Pride Festival.

Due to the DDBA and the generosity of our many Sponsors we were able to offer seven days of programming which over 5000 residents and visitors enjoyed. Our Events ranged from Social to Educational with an emphasis on inclusion especially of marginalized peoples. Two of our events hosted by the Kirby Hotel and the Star of Saugatuck offered our supporters an opportunity to give financially to the ACLU of Michigan and the Out Center of West Michigan Teen Programming. We were proud to initiate an opportunity for others to support worthy organizations without affecting our non profit status.

We strongly feel that the June Pride Festival is the largest event in Douglas that has real impact for our Downtown Business Partners.

The DDBA was listed amongst our Silver Sponsors and was featured in both event banners and social media posts.

For 2026 we have added three additional events with a Pickle Ball Tournament, 5K Color Run and a Community Social at the History Center following our Library Speakers Series.

The DDBA did grant \$3,000.00 for Community Pride's 2025 Oktoberfest. The grant was declined when the Committee felt the monies were needed by other organizations. For 2026 we hope to once again be awarded the Oktoberfest Funds for this large Fall Event which benefits all of the Downtown Businesses. Sponsorships are becoming more difficult to obtain

CommUNITY Pride Saugatuck-Douglas MI

Item 9A.

Tentative Budget		Event Total	
2026	Hotels	2,400	
	Marketing	6,000	
	Permits	500	
	Signage	2,000	
	Awards	500	
	Taylor/Tents	7,000	
	Entertainme	21,000	
	Beery Field	6,792	
	Food & Bev	15,000	
	Total	61,192	61,192
Oktoberfest 2026	Taylor/Tents	12,000	
	Food & Bev	10,000	
	Entertainme	2,000	
	Awards	100	
	Permits	1,000	
	Marketing	500	
		25,600	25,600
Operating Expenses	Postage	250	
	Internet	500	
	Storage	1,000	
	Zoom	100	
	Insurance	1,500	
	Legal	2,000	
	Accounting	500	
	Misc.	1,000	
	USA PRIDI	2,000	
		8,850	8,850
			95,642



Saugatuck-Douglas CommUNITY Pride Week 2026

May 31 – June 6, 2026

The 7th Annual Saugatuck–Douglas CommUNITY Pride Week kicks off Sunday, May 31, and continues through Saturday, June 6, 2026. This vibrant, week-long celebration focuses on the LGBTQIA+ community to foster inclusion, raise awareness, strengthen connections, and support local organizations that make our lakeshore community welcoming and affirming for all.

Set against the scenic charm of Saugatuck and Douglas, Michigan, Pride Week blends celebration with purpose by offering a dynamic mix of social gatherings, outdoor activities, educational presentations, and live entertainment designed to engage and inspire. Highlights include an evening paddle cruise on Lake Michigan, a colorful and high-energy 5K Pride Color Run, and thought-provoking presentations from bestselling local author and artist Wade Rouse and Human Rights Campaign's Vice President of Leadership Giving, Tim Bahr.

The week culminates on Saturday, June 6, with the annual *CommUNITY Pride Parade* followed by *Pride in the Park* at Douglas's Beery Field. The celebration features refreshments, local business vendors, and dancing to iconic 80s hits performed by Chicago's very own Sixteen Candles.

Whether you are part of the LGBTQIA+ community or an ally, everybody is welcome at CommUNITY Pride events. This week is a joyful reminder that all people, regardless of sexual orientation, gender identity, or gender expression, deserve to feel seen, safe, valued, included, celebrated, equal, and proud.



Contact: **Jim Babcock**, Community Pride Communications
jbabcock0330@gmail.com
 818.601.8701



OUR VISION

We envision a world where all people, regardless of gender, sexual orientation, gender identity or gender expression feel seen, safe, valued, included, celebrated, equal and proud. We are committed to work with the LGBTQIA+ Community, allies, and community partners to create a lasting, positive impact in our community and beyond.

OUR MISSION

Community Pride Saugatuck-Douglas brings people together to celebrate LGBTQIA+ pride, foster inclusion and awareness, and build a more connected, affirming community through events that inspire joy, visibility, and belonging.

OUR VALUES

Building Community - We strengthen our community through service, collaboration, and inclusive partnerships that deepen understanding, respect, and belonging.

Creating Visibility - We advance LGBTQIA+ visibility through authentic representation, meaningful relationships, and positive community engagement.

Education - We champion lifelong learning by creating safe, respectful spaces for dialogue, growth, and diverse perspectives.

Celebrating - We celebrate joy, connection, and community through events, shared experiences, and meaningful recognition.

Saugatuck/Douglas PRIDE WEEK 2026 - Tentative Schedule of Events

SUNDAY, MAY 31

AFTERNOON: TBD Kickoff Event (The Dunes, Douglas – *time TBD*)

MONDAY, JUNE 1

EVENING: Pride Putt-Putt event (Saugatuck Mini Golf, Saugatuck – *time TBD*)

TUESDAY, JUNE 2

AFTERNOON: Pride Pickleball Tournament (Schultz Park courts, Douglas – *time TBD*)

EVENING: Pride Paddle Cruises (Star of Saugatuck, Saugatuck - two cruises this year – *times TBD*)

EVENING:

- Pre-Presentation VIP Meet-up with Wade Rouse (Saugatuck/Douglas District Library, Douglas – *time TBD*)
- Wade Rouse Presentation/Discussion (Saugatuck/Douglas District Library, Douglas – *time TBD*)
- Post Presentation Reception (History Center, Douglas – *time TBD*)

THURSDAY, JUNE 4

EVENING: An Evening At The Kirby: Reception/Tim Bahr (VP, Leadership Giving, HRC) Presentation/Optional Dinner (The Kirby, Douglas – *time TBD*)

FRIDAY, JUNE 5

EVENING: All Saints Block Party Event (All Saints Episcopal Church, Saugatuck – *Time TBD*)

SATURDAY, JUNE 6

MORNING:

- Pride 5K Color Run (*Douglas location and time TBD*)
- Pride Parade (Saugatuck High School to Beery Field in Douglas – 11:00 – 11:30 am)

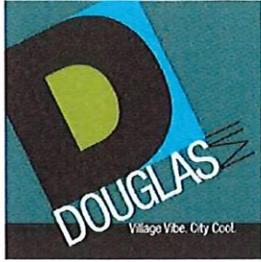
AFTERNOON/EARLY EVENING

- Pride in the Park (Beery Field, Douglas – 11:30 am – 6:00 pm)

Potential Events Still TBD:

- *Business store-front decorating contest (Saugatuck/Douglas businesses)*

NOTE: event names, exact times and details are still TBD. Please contact Jim Babcock for updates.



3/11 DDA Marketing Team Meeting Notes

Date: 3/11/26

Location: Ruth Crowe Artist Gallery

Those in attendance:

- Alexia Dawson
- Cindy Miller
- Jim Babcock
- Ruth Crowe

Discussion Points:

- Wellness Day Banner design to ready it for submission.
- Quick brainstorming about additional components to add to Wellness Day. Two have budgets attached, which will be submitted.
- An update on Wellness Day and a brainstorm of how/when to best promote this event through social media, flyers, banners and video
- Created a marketing timeline for Wellness Day
- Reviewed Vision/Mission/Org Values and Marketing Tagline that Jim and Alexia created. Gathered team's feedback. Will update and send draft to Randy for next week's DDA meeting.
- Discussed our proposal for hiring a part-time person (consultant) to take our marketing ideas and bring them to life through design and social media/website postings.