THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, NOVEMBER 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

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of Month DD, YYYY – voice vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of October 28, 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. Presentation: DDA Branding (materials will be handed out at the meeting)

B. Approve: Request from Sue Poolman to use the Gateway Sign on Blue Star Highway and Center Street to place a banner for Art in the Park Douglas from August 7th-14th, 2027.

C. Update: Light Night in Douglas - Martyniek

D. Discussion: Planning for 2027 DDA Events/2027 Events Calendar

E. Discussion: Investing a portion of funds for an Interurban Marketing Video/Bus Advertisement.

F. Update: Pride Month Schedule - Babcock

10. COMMITTEE REPORTS

A. Marketing Team Update

11. STAFF/MANAGER REPORTS

A. Reminder: Next DDA Meeting is on Wednesday, December 16, 2026.

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 28, 2026 AT 10:00 AM
CONFERENCE ROOM AT 415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI 49406

MINUTES

1. CALL TO ORDER

2. ROLL CALL/QUORUM

PRESENT
- Lauren Bachman
- Ruth Crowe
- Dave Laakso
- Kabri Martyniek
- Cindy Miller - late
- Cathy North

ABSENT
- Jim Babcock
- Alexia Dawson
- Randy Walker

3. APPROVAL OF AGENDA

Motion by Bachman second by Crowe to approve the Agenda of October 28, 2026, as presented – Motion carried by unanimous voice vote.

4. APPROVAL OF MINUTES

Motion by Bachman second by Crowe to approve the minutes of September 23, 2026, as presented- Motion carried by unanimous voice vote.

5. OFFICER REPORTS

A. Secretary
B. Treasurer
C. Vice-Chair - *absent*
D. Chair - *absent*

6. PUBLIC COMMUNICATION – WRITTEN, *none.*

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

Becky Carten-Crandall, Director of the Interurban provided an update on the parking shuttle.

8. UNFINISHED BUSINESS - *none*

9. NEW BUSINESS

A. Approve: The acceptance of a voluntary, unrestricted donation of $2,052.00 from the Douglas Farmer's Market in appreciation of the DDA's continued support and authorize the City Treasurer to deposit the funds into the DDA Fund.
Motion by Bachman, second by Martyniek to approve a voluntary, unrestricted donation of $2,052.00 from the Douglas Farmer's Market and authorize the City Treasurer to deposit the funds into the DDA Fund.

B. Approve: Request from Ox-Bow for funding under Community Promotions to support their Cavern Tavern Event on Saturday, October 31, 2026, in the amount of $1,500.00.
Motion by Miller, second by Crowe to approve the request from Ox-Bow for funding under Community Promotions to support their Cavern Tavern Event on Saturday, October 31, 2026, in the amount of $1,500.00.

C. Approve: Request from the Douglas Farmer's Market to display its banner weekly on the Blue Star Highway/Center Street Gateway Sign from June 1 through September 28, 2027, and to waive the associated banner display fees.
Motion by Bachman, second by North to approve the request from the Douglas Farmer's Market to display its banner weekly on the Blue Star Highway/Center Street Gateway Sign from June 1 through September 28, 2027, and to waive the associated banner display fees.

10. COMMITTEE REPORTS
- **A. Marketing Team Update**
- **B. Tree Lighting Ceremony/Light Night in Douglas Update**
- **C. November Passport Program Update**

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

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)
Becky Carten-Crandall, Director of the Interurban, commented on workshopping how the Interurban can assist the DDA with upcoming events.

13. BOARD COMMENTS – *Members made final comments.*

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion by Bachman, second by Miller to adjourn the meeting.

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

RECEIVED
BY:
OCT 19 2026

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: Susan Poolman Organization SWMI Artisan Markets (Art In the Park)

Phone Number: 269.227.3448 Email Address: SWMIArtisanMarkets@gmail.com

Address / PO Box PO Box 286 City: Glenn State: MI Zip: 49416

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

Event/Promotion Name: Art In the Park Douglas (banner to be provided by the Saugatuck/Douglas CVB)

Requested Display Date(s): August 7 - Augsut 14

Community / Business / Event Promotion:

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

Art In the Park Douglas is in its second year, showcasing talented artists while attracting residents and visitors to explore Douglas's local businesses, parks and cultural attractsions. Our goal is to support the local economy, enhance community vibrancy and celebrate Douglas as a welcoming destination.

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).

Susan L. Poolman — Signature of Applicant

10/16/2026 — Date

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

415 W. Wiley Road, STE 103 • PO Box 757 • Douglas, MI 49406 • Ph (269)857-1438 • Fx (269)857-4751 • www.douglasmi.gov

MEMORANDUM

To: Douglas Downtown Development Authority Board

From: Lisa Nocerini, City Manager

Date: November 18, 2026

Subject: Planning for 2027 DDA Events and Events Calendar

Purpose

The purpose of this agenda item is to begin discussions regarding the Downtown Development Authority's proposed 2027 events calendar, including established annual events, potential new activities, and opportunities to coordinate with other community organizations and downtown businesses.

As the DDA looks ahead to 2027, it is important to establish an events calendar early to allow adequate time for planning, budgeting, sponsorship opportunities, marketing, and coordination with participating businesses.

This discussion will also provide an opportunity for Board members to evaluate the success of existing events, consider potential improvements, and identify new activities that could increase downtown visitation, support local businesses, and enhance the overall Douglas experience.

Proposed 2027 DDA Events Calendar
The following events are proposed for discussion and consideration:

Date	Event
May 1	Derby Day in Douglas
June–September	Douglas Farmers Market – Every Tuesday
September (TBD)	Street Performers Event
September 27	Michigan Downtown Day
October (TBD)	Pumpkin Carving Event
November (TBD)	Light Night in Douglas
November (TBD)	Shop & Dine Passport Program
November 27	Small Business Saturday

Art in Douglas / Second Saturdays – 2027

The DDA may also wish to consider opportunities to coordinate its marketing and promotional activities with the existing Art in Douglas / Second Saturdays schedule.

The following is a partial list of planned or potential activities:

Date	Event or Theme
January 9	Soup Stroll Saturday
February 13	Tailgate Stroll
March 13	Erin Go Bark
April 10	Second Saturday – Theme TBD
May 8	Wellness Day
June 12	Second Saturday – Theme TBD
July 10	Second Saturday – Theme TBD

August 14 Art in the Park Douglas

September 11 Second Saturday – Theme TBD

October 9 Potential Oktoberfest Event

November 13 Second Saturday – Theme TBD

December 11 Second Saturday – Theme TBD

MEMORANDUM

To: Douglas Downtown Development Authority Board

From: Lisa Nocerini, City Manager

Date: November 18, 2026

Subject: Interurban Transit Authority Advertising and Promotional Video Partnership

Purpose

The purpose of this agenda item is to discuss potential advertising and promotional opportunities between the Douglas Downtown Development Authority (DDA) and the Interurban Transit Authority, including advertising on Interurban buses and exploring a partnership to produce a promotional video highlighting downtown Douglas and the transportation services available through the Interurban.

Both opportunities could provide additional exposure for downtown businesses, promote Douglas as a shopping and dining destination, and encourage residents and visitors to utilize the Interurban to access our downtown.

Background

As the DDA continues to explore opportunities to expand its marketing efforts and promote downtown Douglas, partnering with the Interurban Transit Authority may provide a unique opportunity to reach residents and visitors throughout the Saugatuck-Douglas area. The DDA has invested in various marketing initiatives, including downtown events, promotional materials, wayfinding, and business engagement programs. Advertising through the Interurban could complement these efforts by providing ongoing visibility for downtown Douglas.

In addition to traditional advertising, the DDA could explore working with the Interurban to produce a promotional video similar to those previously created for other area businesses.

1. Advertising Opportunities on Interurban Buses

Depending on the advertising options offered by the Interurban, the DDA could consider several approaches:

- **Exterior Bus Advertising:** Featuring the Distinctly Douglas brand and downtown promotional messaging on the exterior of one or more buses.
- **Interior Bus Advertising:** Placing advertisements inside buses promoting downtown shopping, dining, galleries, and upcoming events.
- **Seasonal Advertising:** Coordinating advertising campaigns with the summer tourism season, holiday shopping, and major DDA events.
- **Year-Round Advertising:** Maintaining consistent promotional messaging to increase awareness of downtown Douglas as a destination.

Advertisements could also incorporate QR codes directing individuals to information about downtown businesses, events, and attractions within the DDA district.

Specific advertising options, costs, and availability would need to be confirmed with the Interurban.

2. Promotional Video Partnership with the Interurban

Another opportunity would be to partner with the Interurban Transit Authority to produce a professional promotional video showcasing downtown Douglas and the convenience of utilizing public transportation to visit the area.

Similar promotional videos have been developed for other local businesses, and this could provide an opportunity to highlight the Douglas downtown district while also promoting the Interurban's services.
The video could feature:

- Downtown Douglas businesses, restaurants, galleries, and shopping opportunities.
- Visitors and residents enjoying downtown activities.
- The Interurban providing transportation to and from downtown Douglas.
- Popular DDA-sponsored events and community activities.
- The Distinctly Douglas branding and messaging.
- Information about how residents and visitors can utilize the Interurban to access downtown businesses.

The video could be used on the DDA's and City's social media platforms, websites, and other promotional channels. The Interurban could also utilize the video in its own marketing efforts.

Potential Cost-Sharing Arrangement

The DDA could approach the Interurban about sharing the cost of producing the video, potentially through a 50/50 partnership.
Because the finished product would promote both downtown Douglas and the Interurban's transportation services, a shared investment could benefit both organizations.

The DDA Marketing Committee could work with the Interurban to determine the scope of the project, obtain production estimates, and evaluate potential cost-sharing arrangements.

Any proposed financial commitment would be brought back to the DDA Board for consideration and approval.

3. Potential Benefits to Downtown Douglas

Both advertising initiatives could provide several benefits to the downtown district:

- **Increased Visibility:** Promote downtown Douglas to residents, seasonal visitors, and tourists traveling throughout the area.
- **Business Promotion:** Encourage additional shopping, dining, and visits to downtown businesses.
- **Transportation Awareness:** Increase awareness of the Interurban as a transportation option for accessing downtown Douglas.
- **Brand Recognition:** Expand the visibility of the Distinctly Douglas brand.
- **Cost Efficiency:** Explore shared marketing expenses with the Interurban, particularly for video production.
- **Long-Term Marketing Value:** Create promotional materials that could be reused for future campaigns and events.

4. Budget and Organizational Considerations

Before proceeding, the DDA should consider the following:

Advertising Costs: Obtain information regarding bus advertising rates, production costs, installation expenses, and available contract terms.

Video Production Costs: Request preliminary estimates for professional video production, including filming, editing, and final promotional materials.

Cost Sharing: Determine whether the Interurban would be interested in contributing financially toward a jointly produced video.

Marketing Coordination: Establish how the DDA Marketing Committee, City staff, and Interurban representatives would coordinate the development and approval of promotional materials.

Branding: Ensure that the DDA brand and appropriate organizational logos are incorporated into the advertising and promotional materials.

Legal and Financial Considerations: Confirm that any proposed DDA expenditures are consistent with the Authority's statutory purposes, approved development and financing plans, and applicable budget requirements. Although Interurban buses operate beyond the DDA district, the advertising would be intended to promote economic activity within downtown Douglas. The City Attorney should review the proposed arrangement before any financial commitment is made.

5. Items for Board Discussion

The Board is asked to consider the following questions:

1. Is there interest in exploring advertising opportunities on Interurban buses?
2. Would the Board prefer exterior bus advertising, interior advertising, or a combination of both?
3. Should advertising focus primarily on the Distinctly Douglas brand and downtown shopping, dining, and entertainment opportunities?
4. Would the Board support exploring a jointly produced promotional video with the Interurban?
5. Should the DDA approach the Interurban regarding a potential 50/50 cost-sharing arrangement for video production?
6. Should the Marketing Committee obtain preliminary advertising rates and video production estimates?
7. Would the Board prefer seasonal advertising or a longer-term promotional campaign?

8. How could these initiatives be incorporated into the DDA's overall 2027 marketing strategy?

No formal action is requested at this time. This item is presented for discussion and Board direction.