

THE CITY OF THE VILLAGE OF DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

WEDNESDAY, JULY 24, 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 July 24, 2024 – roll call vote

- 4. APPROVAL OF MINUTES
 - A. Approval of Minutes- Changes/Additions/Deletions

Motion to approve the Minutes of June 26, 2024 – roll call vote

- 5. OFFICER REPORTS
 - **A.** Secretary
 - **B.** Treasurer
 - C. Vice Chair
 - D. Chair
- 6. PUBLIC COMMUNICATION WRITTEN
 - A. Community Pride
 - B. Dutchers Baseball Club
- 7. PUBLIC COMMUNICATION VERBAL (LIMIT OF 3 MINUTES)

8. UNFINISHED BUSINESS

9. **NEW BUSINESS**

- A. Bike Racks (Discussion)
- **B.** RAP Grant (Discussion)
- C. Douglas Light Night Weekend (Discussion)
- D. Community Events Grant Application Beats on Beery April Gundy/SDACVB

Motion to approve the community events grant request from April Gundy with the Saugatuck Douglas Area Convention & Visitors Bureau, for the August 15, 2024 Beats on Beery event, in the amount of \$750.00. - roll call vote

E. Community Events Grant Application - Oktoberfest - Liz Engel/Community Pride

Motion to approve the community events grant request from Liz Engel with Community Pride, for the October 12, 2024 Oktoberfest event, in the amount of \$2800.00. - roll call vote

F. Community Events Grant Application - Art in Douglas- Michael Burmeister/Button Gallery

Motion to approve the community events grant request from Michael Burmeister with Button Gallery, for Art in Douglas 2024 events, in the amount of \$1950.00. - roll call vote

10. COMMITTEE REPORTS

- A. Marketing Committee 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

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MINUTES

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1. CALL TO ORDER – Chair called the meeting to order at 2:05pm

2. ROLL CALL/QUORUM

PRESENT

Aleshia Balmer

Beth Stefanchik

Randy Walker

Maggie Bandstra

Lauren Vonk

Cathy North (arrived at 2:21pm)

NOT PRESENT

Mark Postilion

Dave Laakso

Kabri Martyniek

Also Present

City Manager Lisa Nocerini

Planning and Zoning Administrator Sean Homyen

Deputy Clerk Dawn Raza

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of June 26, 2024 – roll call vote

Motion by Bandstra, seconded by Vonk to move item 9F from off of this agenda and move on to the July agenda since we do community promotion in July. — Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of May 22, 2024 – roll call vote

Motion by Stefanchik, seconded by Vonk, to approve the May 22, 2024, Minutes. – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

- A. Secretary None
- B. Treasurer Included with Packet
- C. Vice Chair None
- D. Chair None
- 6. PUBLIC COMMUNICATION WRITTEN None
- 7. PUBLIC COMMUNICATION VERBAL (LIMIT OF 3 MINUTES) None
- 8. UNFINISHED BUSINESS

9. NEW BUSINESS

A. Ribbon Signage - Discussion Item

The Planning & Zoning Administrator suggested that DDA members sign the ribbon from the ribbon-cutting ceremony at the DDA Gateway. Additionally, there was a proposal to create a plaque commemorating this milestone achievement.

- B. Farmers Market Discussion Item
 - 1. Post-Event Report
 - 2. Food Trucks
 - 3. DDA Booth

Walker provided an update on the Farmers Market, highlighting its success despite adverse weather conditions, with consistent foot traffic. She mentioned ongoing discussions with Sue regarding potential vendors and proposed the inclusion of food trucks during the event. Walker also raised the idea of setting up a DDA booth at the market, suggesting that each member could contribute by participating in its operation.

C. Michigan Downtown Day - Discussion Item

Walker briefed the DDA members on Michigan Downtown Day, seeking their support. She distributed documentation from the Michigan Downtown Association to help clarify the event's purpose and goals to the members.

D. Venetian Weekend - Discussion Item

Walker emphasized to DDA members the importance of leveraging the event to attract traffic and bring visitors downtown.

- E. Thin Blue Shoreline Drive Discussion Item

 Walker gave a explanation of what the event is, and brought up the idea of getting the DDA involved.
- F. Community Events Grant Application Beats on Beery April Gundy/SDACVB

Motion to approve the community events grant request from April Gundy with the Saugatuck Douglas Area Convention & Visitors Bureau, for the August 15, 2024 Beats on Beery event, in the amount of \$750.00. - roll call vote

10. COMMITTEE REPORTS

A. Marketing Committee Update

Walker gave a update date from the meeting, providing guidance of how to manage Social Media Accounts.

11. STAFF/MANAGER REPORTS

Planning & Zoning Administrator Sean Homyen gave a update on the webpage, bike racks, billboards, relocating the lilies due to crab grass invading the area underneath the gateway sign. City Manager Nocerini wanted to inform the DDA members that Todd from the Root Beer Barrel changed the billboard along US-31 to advertise the Root Beer Barrel.

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

Ashley from the SDCVB questioned why the Beats on Beery application was pushed back. Chair Balmer answered that it was due to the Budget.

Ashley from the SDCVB says that they would love to partner with the DDA for Venetian Fest next year,

13. BOARD COMMENTS

Walker wanted to welcome Happy Stance into the downtown, and inform DDA members of the upcoming Art in Douglas event that is happening soon.

14. CHAIR COMMENTS - None

15. ADJOURNMENT

Motion by Walker, seconded by Stefanchik to adjourn the meeting.

DDA BUDGET - 2023-2024 FISCAL YEAR beginning July 1, 2023

	2	2023-2024							
		Approved	Act	ivity for June		2023-2024	Bu	ıdget Remaining	
		Budget		2024		YTD Activity	1	to Earn/Spend	Comments
REVENUES									
TAX INCREMENT RECAPTURE OTHER INCOME	\$	50,004.00 260.00	\$	- -	\$	50,003.95 15,798.00	\$		TIF Recapture \$15,538 CVB Gateway Sign; \$260 Chair Rental - Socials
TOTAL Revenues	\$	50,264.00	\$	-	\$	65,801.95	\$	(15,537.95)	
EXPENSES									
TRAINING FUNDS	\$	1,000.00	\$	-	\$	358.12	\$	641.88	MDA Spring Workshop - R. Walker
DDA ADMINISTRATION		7,800.00		650.00		7,800.00		=	Allocation of Douglas Staff Expenses
CONTRACTUAL		3,000.00		-		176.76		2,823.24	Williams and Works DDA Planning
CONTRACTUAL ENGINEERING		-						-	
									Art In Douglas Advertising, Fall Gallery Stroll Music, History Center Socials, DDA Christmas Tree/Deer, Michigan Art
COMMUNITY PROMOTIONS		16,000.00		3,595.34		15,770.73		229.27	Guide, Art In Douglas/City Rack Cards, Pride Events
DUES/FEES/PUBLICATIONS		-		125.00		125.00			Michigan Downtown Association Membership
CAPITAL OUTLAY (Detail Below)		76,000.00		-		74,276.91		1,723.09	Wayfinding Signage-Praise Sign Company; Sidewalks-Tim Erlandson, Gateway Sign-Praise Sign Company
TOTAL Expenditures	\$	103,800.00	\$	4,370.34	\$	98,507.52	\$	5,292.48	chandson, dateway Sign-Fraise Sign Company
SUMMARY:		-		-		-			
REVENUES:	\$	50,264.00	¢	_	\$	65,801.95	¢	(15 537 95)	Includes \$15,538.00 from Douglas/Saugatuck CVB
EXPENDITURES	Y	103,800.00	Y	4,370.34	Y	98,507.52	Y	5,292.48	melades \$15,550.00 from Douglas, Saugutaek CVD
	_	200,000.00		., <u>e, e, e, e</u>	_	30,307.32		5,252.15	
BUDGET NET INCOME (LOSS)	\$	(53,536.00)	\$	(4,370.34)	\$	(32,705.57)	\$	(20,830.43)	
							_		
		Approved	Act	ivity for June		2023-2024	Bu	idget Remaining	
Capital Outlay Detail		Budget		2024		YTD Activity		to Spend	
Gateway Signage	\$	20,000.00	\$	-	\$	31,077.24	\$	(11,077.24)	Note: CVB Funding of \$15,538 (received in April 2024) has not been added to the Budget
Sidewalk Improvements	\$	6,000.00			\$	5,960.00	\$	40.00	
Wayfinding Signage (2023-2024)	\$	16,000.00	\$	-	\$	3,239.67	\$	12,760.33	
Wayfinding Signage (2022-23 Rollover)	\$	34,000.00	\$	<u>-</u>	\$	34,000.00	\$		
Total Capital Budget	\$	76,000.00	\$	-	\$	74,276.91	\$	1,723.09	

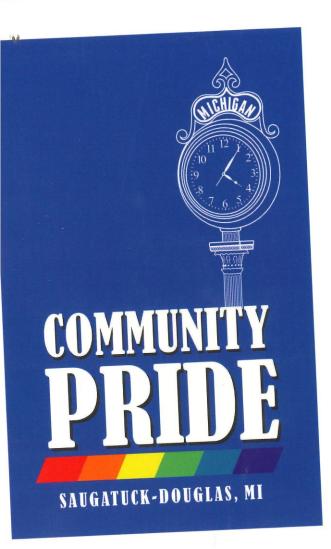
7/19/2024

DDA TREASURER'S REPORT for July 24, 2024 Meeting

There was no revenue recorded during June 2024. Expenses of \$4,370.34 were incurred during the month and included \$650.00 for the monthly allocation of Douglas staff expense, \$2,800.00 for Pride events, \$150.00 DDA approved application, \$500.00 for reimbursement of approved Derby Day expenses, \$134.35 for Gateway Sign flowers, \$125.00 for Michigan Downtown Development Association membership, and \$10.99 for miscellaneous supplies. The June numbers are preliminary, as additional accruals need to be recorded for expenses incurred in June and not paid as of June 30, 2024.

At June 30, 2024, the DDA had cash on hand of \$62,819.27. Liabilities recorded at month end included \$270.34 of accounts payable for the above mentioned expenses related to flowers, the Michigan Downtown Association membership, and miscellaneous supplies, leaving an ending fund balance of \$62,548.93.

July 19, 2024



On behalf of the Board of Directors of Community Pride MI, we would like to thank you for your donation to the 5th Annual Pride Festival. Your generosity allowed us to offer four days of special events to the community.

Community Pride MI's mission is to promote unity, inclusion, and awareness of gender and racial diversity and aims to create a sense of community and safe spaces for all individuals.

We thank you again for your generosity and for partnering with us to help us fulfill that mission

With gratitude and Pride,

The Community Pride MI Board of Directors

CommunityPrideMI.org CommunityPrideMI@gmail.com MICS No 802869817





The art featured on this note card was painted by Holocaust survivor and artist Roman Austria was annexed into Germany in March 1938. They hid in Belgium and survived. Wachtel (1905–1985). He, his wife, and his son fled their home of Vienna, just before

US Holocaust Memorial Museum, gift of George Wachtel

After the war, the family moved to New York where Roman continued his career.



generous markating money for our Club. We look forward to continue to perpenent The City of The Village of Douglas Where ever we travel. Thank You so Much! Hurrah, Hoden and The Douglas Dutchers Base Ball Club

Jo All at The DDA & Trechty of The Village of Douglas, we are quite Pleased to have you " on the Freld" with us this Season. The Bouglos D atchers Buse Bull Club ward to Thank your most



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

Community Events Grant Reimbursement Program Guideline

PROGRAM GUIDELINES

The City of Douglas Downtown Development Authority (DDA) was originally created in 1997 to reverse the pattern of deterioration in the downtown area and to plan for and implement certain public improvements considered necessary for future economic growth. The goals of the DDA are detailed in its Development Plan, adopted in 2006. The DDA intends to support qualified downtown events with funding to promote the downtown district and increase foot traffic.

The DDA is seeking a partner relationship with event presenters to help promote Douglas's Downtown District. Local organizations planning to present a public event(s) in downtown Douglas may submit an application for funding in accordance with the guidelines described below.

Funding recommendations are reviewed at the end of each quarter.



The maximum amount awarded to a local organization under the program is \$5,000. Events will be funded only to the extent that funding is available.

REQUIREMENTS

- The event must include participation of local downtown businesses.
- The event presenter(s) must market the event as well as promote the DDA.
- The event must be open to the public.

Note: Preference will be given to events which attract a diversity of participation

CONDITIONS OF ELIGIBILITY

Event presenter(s) must receive City Council approval with a Special Events Application prior to

- seeking grant funding.
- DDA monies awarded must be used towards qualifying expenses related to Douglas's downtown, local businesses, and marketing events. Funds are disbursed as reimbursement after applicant presents itemized receipts.
- All necessary insurance and security must be provided by the event presenter(s).
- Event presenter(s) must work with City of Douglas' City Council/Administration/DPW/Police and Saugatuck Township Fire District on road closures, use of public space and services, and other issues.
- Event must use the DDA logo on all materials and link to the DDA website (if applicable).
- Event presenter(s) must complete a Community Events Grant Funding Application and provide related information.
- Funds cannot be used for events restricted to private or exclusive participation.
- Funds cannot be used for fundraisers.
- Itemized receipts must be presented equaling the amount requested.
- Event presenter(s) receiving DDA event funding must submit a written final summary on the event(s) and how DDA funds were used prior to consideration of a new application.
- Funded event presenter(s) may be asked to appear and submit their report at a DDA meeting following the event.

Please note that the above list is not all-inclusive. Final determinations of eligibility requirements are governed by the DDA Board.

AWARD PAYMENTS

- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment will be made to the award recipient as soon as possible by the City Treasurer

GRANT FUNDING TIMELINE

Community Events Grant Program applications are accepted, reviewed, and awarded on an ongoing basis depending on the availability of funds in the DDA budget.

QUESTIONS

Please contact the City Clerk's office at clerk@douglasmi.gov or 269.857.1438 for questions. For more information on the DDA please visit our website at www.douglasmi.gov.



DDA A	Item 9D.
Approved_	
Denied	
Date	

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

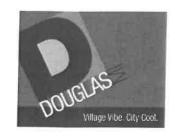
Name:	April Gundy
Name of	Organization(s): Saugatuck Douglas Visitors & Convention Bureau
Address:_	95 Blue Star Hwy Douglas
Phone:	Email:
How man	y years have you been in the Douglas Downtown Development Authority District?
EVENT IN	FORMATION (use additional sheets if needed)
Event Na	me:Beats On Beery
Event Dat	te(s): Event Start & End Hours: 5:30 - 8:00 pm
Event Loc	Doom, Field
Describe	your event in detail and how it will benefit the DDA District.
Music	in the park, Beery Field. Live music, yard games and other family friendly activities.
Attendee	ed Number of Attendees:s Demographics (ages, special interests, where are the coming from, etc.)s and tourists of all ages.
	d Number of Volunteers: d Date/Time for Set-Up:4:00 pm

Item	9D.
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List the local businesses involved and include how businesses are participating in the event:
Borrowed Time, Happystance and Lakeshore Pet Boutique are event sponsors. All
downtown businesses are asked to participate by staying open, and advertising for the event, and in return event planners will encourage attendees to check out theses businesses.
List your methods to advertise and promote the event as well as downtown and local businesses: Fliers, banners, social media, and CVB website.
Funding amount requested: \$750.00 (Include an itemized budget for the total costs of the event)
 Is this the first time you have applied for DDA funding for an event? Yes □ No □ If yes, how many times have you applied previously? <u>1 for the June 28 event</u>, 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 \square No \square If yes, was it approved? Yes \square No \square
Signature of Applicant Date
ALL DECISIONS CONCERNING THE COMMUNITY EVENTS FUNDING PROGARM 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

86 West Center, PO Box 757 Douglas, Michigan 49406

Downtown Development Authority



DDA (CTION	
Approve	Item 9E.	
Denied_		
Date		

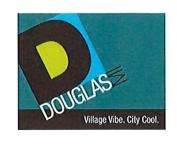
Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Liz Engel
Name of Organization(s): Community Pride MI
Address: P.O. Box 437, Douglas, MI 49406
Phone:616-836-7171Email:_C21saugatuck@gmail.com
How many years have you been in the Douglas Downtown Development Authority District? _5
EVENT INFORMATION (use additional sheets if needed)
Event Name: Oktoberfest
Event Date(s): October 12 Event Start & End Hours: Noon-5PM
Event Location: Beery Field, 8 Center Street, Douglas
Describe your event in detail and how it will benefit the DDA District. PRIDE, our premier event, will be held May 30 through June 2 with events featuring political updates, bowling party.
Oktoberfest is our fall event of music, food, beverages and celebration. Our events are designed as shoulder
event of music, food, beverages and celebration. Our events are designed as shoulder season events for our towns.
Anticipated Number of Attendees:
Attendees Demographics (ages, special interests, where are the coming from, etc.) With events with wide
ranging interests, our attendees come from diverse ages and walks of life. We draw visitors from Western MI,
Chicago, Detroit, and Indianapolis. We've seen guests come from WI, OH, both coasts as well as Canada.
Estimated Number of Volunteers: _40/event
Estimated Date/Time for Set-Up: 10/11 Estimated Date/Time for Clean-Up: 10/12

List the local businesses involved and include how businesses are participating in the event:
The CVB, Century 21 Affiliated, Biggby Coffee. Many vendors and supporters also make these events happen like State Farm, Huntington Bank, Saugatuck Harbor Insurance, Lake Vista SuperValu and more
List your methods to advertise and promote the event as well as downtown and local businesses:
WZZM for ad spots/local feature, Commercial Record, Saugatuck on Sunday and Morning Grind Radio.
Social media, signs/banners, coordinate w/CVB calendar and email distribution. CommunityPrideMl.org Funding amount requested: \$2,800 (Include an itemized budget for the total costs of the event)
 Is this the first time you have applied for DDA funding for an event? Yes □ No □ If yes, how many times have you applied previously? 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 of Applicant Date
ALL DECISIONS CONCERNING THE COMMUNITY EVENTS FUNDING PROGARM 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 86 West Center, PO Box 757 Douglas, Michigan 49406

Item 9E.



DDA AC	
Approved	Item 9F.
Denied	
Date	

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION
Name: MICHAER BURNESTUR ROTTON GRUBAY.
Name of Organization(s), ART IN DESTRUCT
Address: 33 Warin ST. Down Town Dovous
Address: 33 CROTEN ST. DOWN TOWN DOVERS Phone: 269-857-2175 Email: Smithougalley frearte
How many years have you been in the Douglas Downtown Development Authority District?
EVENT INFORMATION (use additional sheets if needed) ANTIN DUICLE)
Event Name: ART IN DOTOYCAS
Event Date(s): SECOND SATULDATS Event Start & End Hours: 11-5 PM
Event Location: do whoto we Dorwas
Describe your event in detail and how it will benefit the DDA District.
SEE ANT IN DOVELS OF PB
13 BUSINESSES IN DOWNTOWN PARTMENT
Anticipated Number of Attendees: 200 - Soo +
Attendees Demographics (ages, special interests, where are the coming from, etc.) OUL HOPE 15 TO
STRENETHEN THE LOTAL CLIENTS EACH BUSINESS HAS, BUT
AS AN "AKTST" DESTINATION / 40+ IS ON ZONE ON Estimated Number of Volunteers: NO VOLVNTEEN)
Estimated Date/Time for Set-Up: Estimated Date/Time for Clean-Up:

List the local businesses involved and include how businesses ar	e participating in the event: $6 \approx 8 \circ 3$
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NOW ? THEN, LAKERSHONE PET, S,	/D HIS-COPT CONTEN, BACK
CZI, EPC, HAPITSTANCE	
List your methods to advertise and promote the event as well as	s downtown and local businesses:
FIZT IN DIVELAS FR PAGE, TO	HE COMMERICAL Piccoll,
Funding amount requested: 1950 (Include an itemized by	PD BOOSTS, LINE
Funding amount requested: 1950 (Include an itemized by	udget for the total costs of the event)
DDA FUNDING HISTORY 1. Is this the first time you have applied for DDA funding for 2. If yes, how many times have you applied previously? ☐ 3. Is this a reoccurring event? Yes No□ NOTE: Organizations which received DDA event funding previously event including how DDA funds were used prior to consideration of	must make a final written report on the
Have you submitted a Special Event Application to City Council f If yes, was it approved? Yes □ No □	V
Man C. Buns We Signature of Applicant	Date
ALL DECISIONS CONCERNING THE COMMUNITY EVENTS FUND INCLUDING ELIGIBILITY AND/OR CONTAINING ELIGIBILITY FOR DISCRETION OF THE DDA BOARD AND ARE FINAL. Please return application and supporting documentation to:	DING PROGARM APPLICATION PROCESS,
riease return application and supporting documentation to.	GO DAGE & IAD
City of Douglas	rotage Pro
Downtown Development Authority	10. 11. 2 410
86 West Center, PO Box 757 Douglas, Michigan 49406	COMMICELORD PIS
υσαξιαί, ivitciligati 43400	UKAN ST. \$ 300
	RACK CARDS \$ 200
	LIVE MUSIC \$ 1200

\$ 1950