

**THE CITY OF THE VILLAGE OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, JUNE 26, 2024 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**AGENDA**

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**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 June 26, 2024 – 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*

**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. Ribbon Signage - Discussion Item
- B. Farmers Market - Discussion Item
  - 1. Post-Event Report
  - 2. Food Trucks
  - 3. DDA Booth
- C. Michigan Downtown Day - Discussion Item
- D. Venetian Weekend - Discussion Item
- E. Thin Blue Shoreline Drive - Discussion Item
- 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

**11. STAFF/MANAGER REPORTS**

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

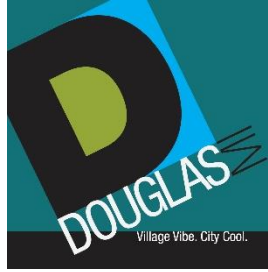
**13. BOARD COMMENTS**

**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, MAY 22, 2024 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**MINUTES**

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**1. CALL TO ORDER** - Chair called the meeting to order at 2:00pm

**2. ROLL CALL/QUORUM**

PRESENT

Aleshia Balmer

Beth Stefanchik

Randy Walker

Maggie Bandstra

Cathy North

NOT PRESENT

Mark Postilion

Dave Laakso

Kabri Martyniek

Lauren Vonk

Also Present

City Manager Lisa Nocerini

Planning and Zoning Administrator Sean Homyen

Deputy Clerk Dawn Raza

**3. APPROVAL OF AGENDA**

A. Approval of Agenda - Changes/Additions/Deletions

*Motion by Walker, seconded by North, to approve the May 22, 2024, Agenda. – Motion carried by unanimous roll call vote.*

**4. APPROVAL OF MINUTES**

## A. Approval of Minutes - Changes/Additions/Deletions

*Motion by Walker, seconded by North, to approve the April 24, 2024, Minutes. – Motion carried by unanimous roll call vote.*

**5. OFFICER REPORTS**

## A. Secretary - None

## B. Treasurer - None

## C. Vice-Chair - None

## D. Chair - None

**6. PUBLIC COMMUNICATION - WRITTEN**

## A. Jeff Scott – Letter

Walker wanted to inform DDA members that the City Manager responded to the letter.

**7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES) - None****8. UNFINISHED BUSINESS****9. NEW BUSINESS**

## A. Website Development - Discussion

Planning & Zoning Administrator Homyen made a recommendation to create a foundation by creating a list of what the DDA's website should contain, so that the information could be transferred to a new website.

Walker believes that the website should contain a list of upcoming events, a better location for the forms, overall a easier way for people access and find what they are looking for.

Balmer recommends that the website should be simple.

Walker added that the webpage should incorporate projects that are happening in the Downtown

## B. Social Media/Expanding DDA Reach - Discussion

Planning & Zoning Administrator Homyen states that currently the DDA has the Facebook, Instagram page, and recommends that they should all tie in together.

Balmer would like to see the DDA engaging with social media influencers, engage with the community, using the platform to advocate for people coming to the Downtown.

C. Marketing Team Update

Walker gave a update on the Marketing Team meeting. Walker provided goals for the marketing such as increasing traffic into Downtown Douglas which increases shoppers, collecting data. Walker states that she has been working with Stephanie who is experienced with marketing that will help move the DDA in the right direction

D. DDA Business Owners Meet & Greet Event/Setting a Date (Maggie)

DDA Members agreed that this will be a private event and it will be on June 4th

E. DDA Gateway Sign Ribbon Cutting/Setting a Date

DDA Members agreed to host the ribbon cutting ceremony on June 4<sup>th</sup> prior to the DDA Business Owner's Meet & Greet.

F. New Gateway Sign Plantings – Discussion

Members have agreed to cover the area below the sign with mulch and planting lilies, and staining the wooden barrier.

G. Gateway Sign Policy

Planning & Zoning Administrator Homyen and City Manager Nocerini went through the process of obtaining approval for placement of the banners. Members discussed changes they would like to be made to the application.

*Motion by Bandstra, seconded by Stefanchik to approve the Gateway Sign Policy with recommended amendments - Motion carried by unanimous roll call vote.*

H. Gateway Sign Banner Request - Farmer's Market

*Motion by Walker, seconded by Bandstra to approve the gateway sign request from the Farmer's Market. – Motion carried by unanimous roll call vote.*

I. Gateway Sign Banner Request - Community Pride

*Motion by Walker, seconded by Stefanchik to approve the gateway sign request from Community Pride. - Motion carried by unanimous roll call vote.*

J. Gateway Sign Banner Request - Art in Douglas

*Motion by Walker to approve the request for banner sign once properly submitting the application and drawing of it with City staff approval and confirmation that there's no overlap of existing signs that's been approved, seconded by North. - Motion carried by unanimous roll call vote.*

**10. COMMITTEE REPORTS - None**

**11. STAFF/MANAGER REPORTS - None**

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

Jeff Scott via Zoom gave a overview of the written communication that was submitted to the DDA.

**13. BOARD COMMENTS**

Walker wanted to inform DDA members that Derby Day was successful and thanked volunteers.

**14. CHAIR COMMENTS - None**

**15. ADJOURNMENT**

*Motion to adjourn the meeting.*

**DDA TREASURER'S REPORT for June 26, 2024 Meeting**

There was no revenue recorded during May 2024. Expenses of \$19,316.87 were incurred during the month and included final payment of \$15,798.00 for the Douglas Gateway sign, \$650.00 for the monthly allocation of Douglas staff expense, \$2,730 for Christmas deer, and \$398.25 for advertising in the Michigan Art Guide publication, and production costs for the Art in Douglas/Village of Douglas rack cards which are distributed locally and at all State of Michigan Travel Centers.

At May 31, 2024, the DDA had cash on hand of \$66,919.27. There were no liabilities recorded at month end, leaving an ending fund balance of \$66,919.27.

June 22, 2024

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

|                                 | <b>2023-2024<br/>Approved<br/>Budget</b> | <b>Activity for May<br/>2024</b> | <b>2023-2024<br/>YTD Activity</b> | <b>Budget Remaining<br/>to Earn/Spend</b> | <b>Comments</b>  |
|---------------------------------|--|----------------------------------|-----------------------------------|---|--|
| <b>REVENUES</b>                 |  |                                  |                                   |   |  |
| TAX INCREMENT RECAPTURE         | \$ 50,004.00                             | \$ -                             | \$ 50,003.95                      | \$ 0.05                                   | TIF Recapture  |
| OTHER INCOME                    | 260.00                                   | -                                | 15,798.00                         | (15,538.00)                               | \$15,538 CVB Gateway Sign; \$260 Chair Rental - Socials  |
| TOTAL Revenues                  | <u>\$ 50,264.00</u>                      | <u>\$ -</u>                      | <u>\$ 65,801.95</u>               | <u>\$ (15,537.95)</u>                     |  |
| <b>EXPENSES</b>                 |  |                                  |                                   |   |  |
| TRAINING FUNDS                  | \$ 1,000.00                              | \$ -                             | \$ 358.12                         | \$ 641.88                                 | MDA Spring Workshop - R. Walker  |
| DDA ADMINISTRATION              | 7,800.00                                 | 650.00                           | 7,150.00                          | 650.00                                    | Allocation of Douglas Staff Expenses   |
| CONTRACTUAL                     | 3,000.00                                 | -                                | 176.76                            | 2,823.24                                  | Williams and Works DDA Planning  |
| CONTRACTUAL ENGINEERING         | -  | -                                | -                                 | -   |  |
| COMMUNITY PROMOTIONS            | 16,000.00                                | 3,128.25                         | 12,175.39                         | 3,824.61                                  | Art In Douglas Advertising, Fall Gallery Stroll Music, History Center Socials, DDA Christmas Tree/Deer, Michigan Art Guide, Art In Douglas/City Rack Cards |
| CAPITAL OUTLAY (Detail Below)   | 76,000.00                                | 15,538.62                        | 74,276.91                         | 1,723.09                                  | Wayfinding Signage-Praise Sign Company; Sidewalks-Tim Erlandson, Gateway Sign-Praise Sign Company  |
| TOTAL Expenditures              | <u>\$ 103,800.00</u>                     | <u>\$ 19,316.87</u>              | <u>\$ 94,137.18</u>               | <u>\$ 9,662.82</u>                        |  |
| SUMMARY:                        | -  | -                                | -                                 | -   |  |
| REVENUES:                       | \$ 50,264.00                             | \$ -                             | \$ 65,801.95                      | \$ (15,537.95)                            | Includes \$15,538.00 from Douglas/Saugatuck CVB  |
| EXPENDITURES                    | <u>103,800.00</u>                        | <u>19,316.87</u>                 | <u>94,137.18</u>                  | <u>9,662.82</u>                           |  |
| <b>BUDGET NET INCOME (LOSS)</b> | <u>\$ (53,536.00)</u>                    | <u>\$ (19,316.87)</u>            | <u>\$ (28,335.23)</u>             | <u>\$ (25,200.77)</u>                     |  |

|                                       | <b>Approved<br/>Budget</b> | <b>Activity for May<br/>2024</b> | <b>2023-2024<br/>YTD Activity</b> | <b>Budget Remaining<br/>to Spend</b> |   |
|---------------------------------------|----------------------------|----------------------------------|-----------------------------------|--------------------------------------|---|
| <b>Capital Outlay Detail</b>          |                            |                                  |                                   |                                      |   |
| Gateway Signage                       | \$ 20,000.00               | <u>\$ 15,538.62</u>              | \$ 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               | \$ -                             | \$ 34,000.00                      | \$ -                                 |   |
| Total Capital Budget                  | <u>\$ 76,000.00</u>        | <u>\$ 15,538.62</u>              | <u>\$ 74,276.91</u>               | <u>\$ 1,723.09</u>                   |   |

6/24/2024





# DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

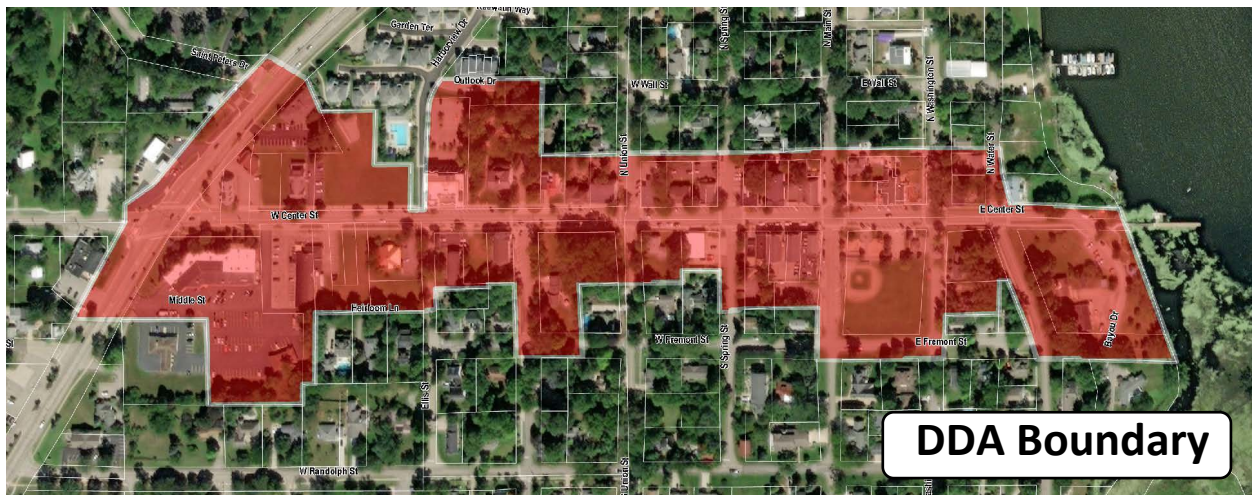
## Community Events Grant Reimbursement Program Guideline

### 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](mailto:clerk@douglasmi.gov) or 269.857.1438 for questions. For more information on the DDA please visit our website at [www.douglasmi.gov](http://www.douglasmi.gov).



|          |          |
|----------|----------|
| DDA AC   | Item 9F. |
| 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: [REDACTED] Email: [REDACTED]

How many years have you been in the Douglas Downtown Development Authority District? 20

### EVENT INFORMATION (use additional sheets if needed)

Event Name: Beats On Beery

Event Date(s): August 15 Event Start & End Hours: 5:30 - 8:00 pm

Event Location: Beery 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.

Anticipated Number of Attendees: 200

Attendees Demographics (ages, special interests, where are they coming from, etc.) locals and tourists of all ages.

Estimated Number of Volunteers: 4

Estimated Date/Time for Set-Up: 4:00 pm Estimated Date/Time for Clean-Up: 9:00 pm

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 these 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)

**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? 1 for the June 28 event,
- 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 of Applicant

6-20-24  
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  
86 West Center, PO Box 757  
Douglas, Michigan 49406**

**COMPLETE THIS APPLICATION IN ITS ENTIRETY; INCOMPLETE APPLICATIONS WILL NOT BE REVIEWED.  
PLEASE RETAIN A COPY OF THIS ENTIRE APPLICATION FOR YOUR RECORDS.**