

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, AUGUST 27, 2025 AT 10:00 AM
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 August 27, 2025 – voice vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of June 25, 2025 – voice vote

5. OFFICER REPORTS

A. Treasurer

B. Secretary

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Community Pride Letter

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

8. UNFINISHED BUSINESS

9. NEW BUSINESS

- A. POW Strategies Strategic Report Presentation: Cristina Sheppard Decius
- B. Reimbursement Program Protocol Reminder: Dawn Raza, City Treasurer
- C. Art in Douglas - Community Promotions Event Request
Motion to approve the Community Events Grant Application for Art in Douglas in the amount of \$3,000.00.
- D. DDA Swag Bags
Motion to approve the purchase of 100 DDA Swag Bags in the amount of \$280.00 from the Community Promotions Budget for events.
- E. Blue Star Highway and Main Street Gateway Sign (J. Pearson)
Motion to approve the Blue Star Highway and Main Street gateway sign design for \$_____ with _____ lighting.
- F. Wade's Bayou Mural
Motion to approve DDA to application for grant funding through the Saugatuck Douglas Area Convention and Visitor's Bureau for a Wade's Bayou Mural Project.

*Motion to approve the Wade's Bayou Mural proposal submitted by Kayla Wyszynski in the amount of \$16,800.00 **OR** The Ronna Alexander Family in the amount of \$14,800.00 to be paid for if grant funds are awarded through the SDACVB.*
- G. DDA Officers Meetings Discussion
- H. Farmer's Market Swag Table Discussion
- I. Michigan Downtown Day: Saturday, September 27, 2025 Discussion
- J. Accept the Resignation of Allie Balmer
Motion to accept the resignation of Allie Balmer.

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

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

13. BOARD COMMENTS

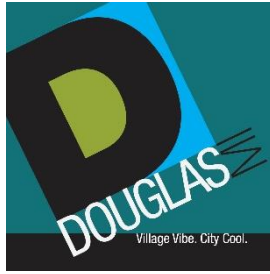
14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn the meeting – voice vote

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, JUNE 25, 2025 AT 10:00 AM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER – 10:01

2. ROLL CALL/QUORUM

PRESENT

Aleshia Balmer

Dave Laakso

Kabri Martyniek

Randy Walker

Cathy North

Lauren Vonk

Alexia Dawson

Ruth Crowe

Maggie Bandstra arrived at 10:04

ALSO PRESENT

City Manager Lisa Nocerini

Planning & Zoning Administrator Sean Homyen

Deputy Clerk Alyssa Ramirez

3. APPROVAL OF AGENDA

Motion by Walker, Seconded by Laakso, to approve the June 25, 2025 Agenda. - Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

Motion by Walker, Seconded by Martyniek, to approve the minutes of May 28, 2025 - Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Treasurer – Included in packet

B. Secretary – None

C. Vice Chair – None

D. Chair – None

6. PUBLIC COMMUNICATION – WRITTEN – None

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES) – None

8. UNFINISHED BUSINESS – None**9. NEW BUSINESS**

- A. DDA Annual Report Presentation (L. Nocerini)
- B. Community Event Grants Application - Community Pride/Okttoberfest

Motion by Walker, Seconded by Laakso, to table the community events grant application request from Community Pride/Okttoberfest in the amount of \$3,000.00 until the July meeting. - Motion carried by unanimous vote.

- C. Wade's Bayou Mural Projects Next Steps (Discussion) (Mural Committee: Balmer; Laakso; Crowe)
- D. FY2025-2026 Budget Updates/Approvals (L. Nocerini)
- E. Farmer's Market Swag Update (S. Homyen)
- F. Food Truck Ordinance Discussion (S. Homyen)

10. COMMITTEE REPORTS - None**11. STAFF/MANAGER REPORTS** – Nocerini introduced Deputy Clerk Ramirez to the DDA and discussed applying for a grant through the Rural Readiness Grant Opportunity Program.**12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)** – Public comments were received.**13. BOARD COMMENTS** – Board members thanked the artists for submitting their work for the murals.**14. CHAIR COMMENTS** – None**15. ADJOURNMENT**

Motion by Bandstra, Seconded by Balmer, to adjourn the meeting.

DDA TREASURER'S REPORT for August 27, 2025 Meeting

The DDA received income of \$6,188.37 during the month of July. The income included \$5,868.38 of TIF recapture, and \$319.99 of Beery Field EV Charging Station revenue.

Expenses of \$1,250.00 were recorded during the month, which included \$750.00 for the allocation of city staff expenses, \$200.00 of reimbursement for Art in Douglas, and \$300 for Beats on Beery.

At July 31, 2025, the DDA had cash on hand of \$87,767.66. There were no accounts payable or other liabilities recorded, leaving an ending fund balance of \$87,767.66.

August 6, 2025

DDA BUDGET - 2024-2025 FISCAL YEAR beginning July 1, 2025

	2025-2026 Approved Budget	Activity for July 2025	2025-2026 YTD Activity	Full Year 2025/26 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 64,512.00	\$ 5,868.38	\$ 5,868.38	\$ (58,643.62)	TIF Recapture
OTHER INCOME	\$ 1,000.00	\$ -	\$ -	\$ (1,000.00)	
EV CHARGING INCOME	\$ -	\$ 319.99	\$ 319.99	\$ 319.99	Beery Field Charging Station Revenue
INTEREST INCOME	<u>2,000.00</u>	<u>-</u>	<u>-</u>	<u>(2,000.00)</u>	
TOTAL Revenues	\$ 67,512.00	\$ 6,188.37	\$ 6,188.37	\$ (61,323.63)	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 750.00	\$ 8,250.00	DDA allocation for use of City Staff - July
TRAINING FUNDS	6,500.00	-	-	6,500.00	
BUSINESS INCENTIVE PROGRAM	-	-	-	-	
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	29,900.00	500.00	500.00	29,400.00	Art in Douglas Music and Beats on Beery
MARKETING	4,500.00	-	-	4,500.00	
CAPITAL OUTLAY (Detail Below)	<u>20,200.00</u>	<u>-</u>	<u>-</u>	<u>20,200.00</u>	
TOTAL Expenditures	\$ 70,100.00	\$ 1,250.00	\$ 1,250.00	\$ 68,850.00	
SUMMARY:	-	-	-		
REVENUES:	\$ 67,512.00	\$ 6,188.37	\$ 6,188.37	\$ (61,323.63)	
EXPENDITURES	<u>70,100.00</u>	<u>1,250.00</u>	<u>1,250.00</u>	<u>68,850.00</u>	
BUDGET NET INCOME (LOSS)	<u>\$ (2,588.00)</u>	<u>\$ 4,938.37</u>	<u>\$ 4,938.37</u>	<u>\$ 7,526.37</u>	Favorable/(Unfavorable) to Budget

<u>Capital Outlay Detail</u>	Approved Budget	Activity for July 2025	2025-2026 YTD Activity	Favorable/(Unfavorable) to Budget
Memo:				
UNALLOCATED	\$ 20,200.00	\$ -	\$ -	\$ 20,200.00
				\$ -
Total Capital Budget	<u>\$ 20,200.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 20,200.00</u>

8/6/2025

Douglas Downtown Development Authority
P.O. Box 521
Douglas, MI 49406

July 25, 2025

Dear 2025 Sponsor,

On behalf of Community Pride MI, we want to extend our heartfelt gratitude for your generous support. Your contributions enabled us to bring Pride Week and Oktoberfest celebrations to the Saugatuck-Douglas community, both critical parts of the LGBTQIA+ outreach and awareness, social justice and philanthropy that is a primary focus of our board activities. We aim to create a sense of community and safe spaces for all welcoming individuals to come together to celebrate our commonalities and understand our differences.

Our funding is generated directly from hosting these events in partnership with our sponsors and donors like you. Your below contribution is making a difference in our community:

Douglas Downtown Development Authority
\$5,000.00
Platinum Level

And as a reminder, the impact of your contribution to Community Pride includes, but is not limited to:

- Exclusive funding opportunity: As a 100% volunteer-run 501(c)(3) organization, your gifts go directly back to the events and to the community.
- Tailored recognition: As a key supporter, your contribution will be acknowledged in a way that aligns with your philanthropic goals.
- Community differentiator: Your gift contributes to keeping the Saugatuck-Douglas area attractive and a one-of-a-kind destination.

Thank you once again for your invaluable support. We look forward to continuing our partnership and making a positive impact together!

Warm regards,

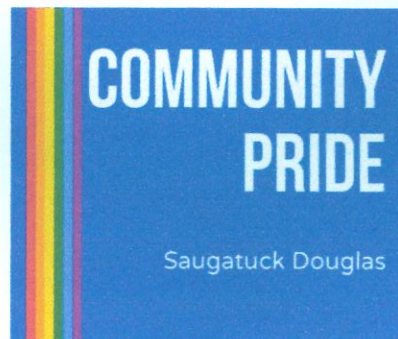


Liz Engel
President
Community Pride, MI



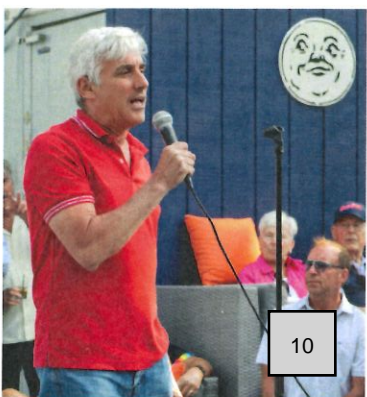
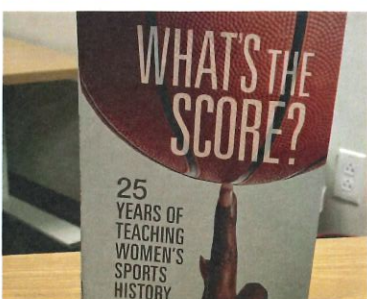
Jeff Hanlin
Treasurer
Community Pride, MI

Community Pride
P.O. Box 437
Douglas, MI 49406
EIN: 85-1452129
<https://www.communitypridemi.org>
communitypridemi@gmail.com





Item 6A.

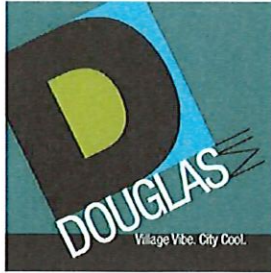


PRIDE WEEK 2025 by COMMUNITY PRIDE MI

THANK YOU

Your Support Made Pride Week
One To Remember!

Tea Dance | Rainbow Putt-Putt |
Paddle Cruise | Bonnie Morris
Lecture | ACLU Legal Update | Jazz
for Justice | Care-A-Van Parade |
Pride in the Park



MEMORANDUM

TO: Douglas Downtown Development Authority (DDA)

FROM: Lisa Nocerini

DATE: August 27, 2025

SUBJECT: POW Strategies Report Presentation

The DDA engaged POW Strategies to provide professional support in developing a comprehensive strategy for downtown Douglas. The goal was to assess existing conditions, identify opportunities for growth, and create a roadmap for strengthening our downtown district.

POW Strategies has completed its review and developed a report outlining key findings and recommendations. This report includes proposed strategies to enhance economic vitality, strengthen partnerships, and promote downtown Douglas as a destination for both residents and visitors.

Cristina Sheppard-Decius of POW Strategies will present the findings and recommendations of the report at the August 27, 2025, DDA meeting. The presentation will highlight:

- Findings from their assessment of downtown Douglas.
- Opportunities to leverage community strengths and address identified challenges.
- Recommended short- and long-term strategies for implementation.
- Potential funding sources and partnership opportunities.

This presentation is an important step in refining the DDA's strategic direction.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	MISSION: Enhancing Downtown Douglas’ economic vitality and appeal by proactively collaborating and stewarding to improve the quality of life and culture for small businesses and the community.																		
2	DOWNTOWN VISION: Downtown Douglas: A distinctly relaxed and beautiful year-round destination, open to all with a diverse array of creative businesses, engaging activities, and vibrant places.																		
3	ORGANIZATION VISION: To be the driving force behind A thriving & sustainable downtown by spurring economic investment through strong, collaborative relationships and activities.																		
4	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK	WORK PLAN	PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS	DISTINCT DIVERSE INCLUSIVE CREATIVE						
5	Year-Round Destination					2025-2030													
6		Increase Seasonal & Shoulder Season Tourism	1	Distinguish Douglas	September-October 2025		Establish Messaging						X	x	x	X			
7							Create Storyboards/Stories						x	x	x	x			
8																			
9			2	Communications & Marketing Plan	October 2025 - January 2026		Enhance Website	Create a Dedicated Website for Downtown Douglas	SDACVB				x		x				
10								Designate/Contract a Web Content Creator or Partner with SDACVB to Manage Site											
11								Encourage SDACVB to Create District Pages (see Destination AA Surrounding Destinations Example)											
12					October 2025 - March 2026		Increase Social Media, SEO & Online Presence	Claim Your Google Page & Create Content					x	x	x				
13								Enhance listings and searchability on Other Sites with Trip Ideas/Things to Do											
14								Encourage Businesses to Claim their Pages	Businesses										
15								Leverage Partnerships with other Tourism-based Organizations, Publications and Apps	Tourism Organizations & Publications										
16																			
17					October 2025 - March 2026		Improve Partnership & Leverage SDACVB Strategy	^^Enhance SDACVB website with district/community pages	SDACVB				x	x	x				
18								Add a URL for Visit Douglas and redirect to SDACVB district/community page											
19								Pursue funding opportunities for destination enhancements annually with SDACVB											
20								Get involved in the organization											
21								Provide Current Content, Messaging, Day Trip Ideas, Images, Event & Program Info Frequently											

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
															DISTINCT DIVERSE INCLUSIVE CREATIVE			
22	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK	WORK PLAN	PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS						
23	Year-Round Destination				2025-2030													
				Communications & Marketing Plan (CONTINUED)	September 2025 - April 2026		Champion & Encourage Shoulder Season Events & Promotions	Partner on Marketing & Advertising when Possible					x	x	x	x		
24								Support and Encourage Organizations/Businesses to Coordinate New Pop-Up Events & Promotions	Businesses									
25								Push Social District										
26								Weekly Social Media Post of Open Businesses										
27								Local Shopping Attraction/Incentives (Locals Passport)	Businesses									
28								Encourage Local Shops to Stay Open Later During the Season & during the 3-5pm Gap	Businesses					x	x	x		
29					May - September 2026		Leverage Existing Signature Events	Coordinate Retail Promotions During Events	Businesses									
30								Incentivize Visitors to Stay										
31								Hosting Social District Event Days										
32								Collaborate with In-Town & Out-of-Town Attractions (in-store brewery or wine tastings)	Key Assets									
33								Encourage Local Businesses to Collaborate on Promotions	Businesses									
34								Track Data Driven Results, ie: sales data/Placer.ai										
35																		
36					May-26		Social District Enhancements	Strengthen the Identifiable Brand					x		x	x		
								Clearly Demarcate the Boundary Area On-street with Signage, Connected Sidewalks and Gathering Spaces										
37								Provide Clear, Identifiable Cups										
38								Keep it Beautiful! Additional Garbage Cans may be Necessary										
39								Business Co-op Marketing										
40								Share on Social Media/Website										
41								Host Special Event Days Throughout Year										
42																		
43																		

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
44	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK	PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS							
45	Year-Round Destination				2025-2030													
		Grow Business Activation	1	Consistent Business Hours	September 2025 - May 2026		Track Who’s Open/When and Determine Trends	Businesses				x			x			
46							Meet with Businesses Where They Are At & Demonstrate the Need & Opportunity to Extend Hours & Build Consistency								x			
47							Fill the 3-5 p.m. Gap with Activities, Events & Retail Promotional Deals – BE OPEN for Happy Hour								x	x		
48							Publish Hours on Website, Social Media and Online Presence & Encourage Businesses to Update their Online Presence as well								x			
49																		
50			2	Champion Events & Promotions	November December 2025		Set An Annual Event & Promotions Schedule ONE-TIME PER YEAR	Share the Schedule with Businesses Early On	Local Organizations				x		x			
51							Prevent Burn-Out - Strategically Recruit Champions	Define the Role & Responsibilities of Champions					x		x			
52																		
53			3	Collaborations & Marketing	January - September 2026		Help Build Partnerships and Collaborations with and amongst Businesses	Leverage Complementary Businesses	Businesses				x	x	x	x		
54																		
55								Group By Category										
56								Seek Out Opposites										
57							Consider District-wide Loyalty Programs or Those Willing to Partner (locals passport)								x	x		
58							Develop Seasonal Co-Op Marketing Campaigns (reduces costs for all and spreads reach)							x	x			
59							Recruit Pop-up Shops Inside Shops (to extend retail hours and grow the “next” retailer)					x				x		
60																		
61																		
62																		

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R					
														DISTINCT				DIVERSE		INCLUSIVE		CREATIVE	
63	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK		PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS											
64	Year-Round Destination													2025-2030									
65		Enhance Placemaking	1	Program & Enhance Wade’s Bayou & Beery Field	2027-30		Temporary & Seasonal Improvements	Utilize Beery Field for Field Games, ie: Cornhole, Bocce Ball	City / SDACVB				x				x						
66								Install Seasonal, Temporary Facilities at Wade’s Bayou for Programming of Music & Art Events															
67								Add Engaging Equipment															
68								Integrate Art															
69																							
70							Permanent Improvements	Visualize what’s needed with Conceptual Designs	City / SDACVB				x				x						
71								Event Facility Plan for Wade’s Bayou															
72								Soften and Brighten Space @ Beery Field															
73								Add Moveable Seating @Beery Field															
74			2	Gateway Beautification	2027-30		Enhance the Main Intersection at Blue Star Hwy	Soften the landscape and Create Eye-catching floral installations					x				x						
75								Large flower pots in the pedestrian medians, landscape beds around the gateway sign and street corners															
76								Install Colorful Crosswalks to Draw Attention & That You Have Arrived															
77			3	Comprehensive Accessibility	2028-30		Wayfinding Signage to and from the Boat Launches to Downtown and from Blue Star Hwy		City / SDACVB				x		x		x						
78							Enhance the Kayak/Paddleboard Rental – Include Fishing Rentals, Paddleboats, Biking, Art Easels/Tools	Set Yourself Apart and Incorporate ADA Access	City / SDACVB				x		x		x						
79																							
80																							

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
														DISTINCT DIVERSE INCLUSIVE CREATIVE				
81	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK	PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS							
82	Disrict Continuity					2025-2030												
		Build Continguous Design & Walkability	1	Infill Development	2026-2030		Map Out Infill Opportunities		Property Owners/ City					X	X	X		
							Develop Relationships with Property Owners							X				
							Determine Infill Vision & Evaluate/Set Design Standards						X	X	X	X		
							Zoning Guide – Simplify and Highlight Important Aspects that Impact Form & Function Downtown						X	X	X	X		
							Partner/Support Property Owners to Sell or Develop Properties with Resources									X		
							Purchase Property Where Appropriate/Necessary									X		
					2026-2027													
			2	Design Preservation	2026-2028		Establish Design Guidelines	Criteria for a Future Façade Program	City / Historic Commission-Society				X	X	X	X		
							Zoning Guide	Include Historic Preservation Aesthetics and Requirements					X	X	X			
							Pursue a CLG Designation to access National Park Service & SHPO Grants & Assistance						X		X			
							Public Property Sales – Require Historic Preservation (At a Minimum Facades)						X					
							Consider Façade Easements to Maintain Certain Buildings If In Danger or Poor Maintenance						X			X		
							Explore a Main Street Designation with the Michigan Main Street Program						X	X	X	X		

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R					
														DISTINCT				DIVERSE		INCLUSIVE		CREATIVE	
98	STRATEGY	OBJECTIVE	PRIORITY	ACTION	TIMELINE	COMMITTEE/ PROJECT CHAMPION	TASK		PARTNERS	VOLUNTEER/ RESOURCES NEEDED	FUNDS NEEDED	STATUS											
99	District Continuity																						
		Ensurance Long-Term Economic Vitality	1	Harness an Experiential Business Focus	2026-2028		Recruit Businesses that Fill Gaps, Strengthens Your Shoulder Season & Bolsters Your Brand		Realtors/ Property Owners				x	x		x							
100							Increase Retail-Focused Main Floors	Work with Property Owners to Move Office Businesses to Secondary Streets & Upper Floors															
101								Consider Zoning to Require a % of Retail Space															
102								Retail Location Incentives (For New & Help Existing Businesses Expand Operations/Locations)															
103																							
104							Business Retention	Business Assistance Visits								x	x						
105								Get to Know Their Needs															
106								Provide Information on Resources & Grants															
107								Business Start-up Packet															
108																							
109			2	Strengthen Board	2025-2026		Prepare/Train Board & Volunteers									x							
110							Build Relationships and Foster Engagement in Community								x	x							
111							Brainstorm for Potential Board Members/Volunteers								x		x						
112							Recruit Based on Skill/Interest/Need								x	x	x						
113							Succession Plan - Consider Younger Talent								x	x	x						
114																							
115			3	Parking	2028-2030		Conduct a Parking Demand Analysis -	Evaluate True Parking Needs – Where & When it’s Lacking – How Much – What Needs to Change	City						x	x							
116							Integrate Temporary/Seasonal Solutions									x	x						
117							Plan for Long-term Solutions								x								
118							Add Bike Parking									x	x						
119							Pave Wade’s Bayou with Permeable Pavement (Sustainability Points for Grants!)								x		x						
120							Inter-Urban for Employees/Longer Hours								x	x	x						
121																							
122																							
123																							
124																							
125	Identify Project Champions, Resources Needed and Funds Needed.																						
126	Resources needed can include number of volunteers, other organizations, research/data, vendors, etc.																						

STRATEGY	OBJECTIVE	ACTION
Year-Round Destination		
	Increase Seasonal & Shoulder Season Tourism	Distinguish Douglas
		Communications & Marketing Plan
	Grow Business Activation	Consistent Business Hours Champion Events & Promotions Collaborations & Marketing
	Enhance Placemaking	Program & Enhance Wade's Bayou & Beery Field Gateway Beautification Comprehensive Accessibility
Disrict Continuity		
	Build Continguous Design & Walkability	Infill Development Design Preservation
	Ensurance Long-Term Economic Vitality	Harness an Experiential Business Focus Strengthen Board Parking

METRICS OF SUCCESS	BENCHMARK
Increase in Visitors Annually and Shoulder Season	
Brand Awareness	
TIF Fund Growth	
Business Growth	
Public Space Activation	
Online Presence Growth	
Parking Availability	
Business Participation	

STAT / ACHIEVEMENT



MEMORANDUM

TO: Douglas DDA

FROM: Dawn Raza, Treasurer

DATE: 7/14/25

SUBJECT: Reimbursement Policy

Dear Members of the Downtown Development Authority,

To ensure greater transparency, consistency, and ease in processing event-related reimbursements, our office is implementing a new standardized reimbursement request form effective immediately.

This form will be required for all individuals and organizations seeking reimbursement for approved Downtown Development Authority-funded activities, including those supported through the Community Events Grant Program. The new form collects key details such as itemized expenses, receipt verification, and who the reimbursement check needs to be made out to in order to streamline review and approval.

Key changes include:

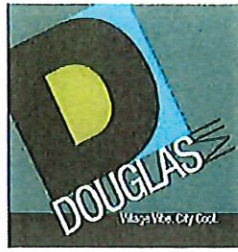
- All reimbursement requests must use the new form.
- Original receipts and documentation must be submitted along with the completed form.
- Signature required.

The updated form is attached to this memo and will be available on the city's website under the DDA section. We ask that this new requirement be communicated to all relevant stakeholders and grantees moving forward.

We appreciate your support and cooperation in implementing this improvement. If there are any questions or concerns, please don't hesitate to reach out.

Thank you,
Dawn M. Raza
City Treasurer

treasurer@douglasmi.gov 269-857-4751x105



City of Douglas DDA Reimbursement Form

Name: _____

Organization: _____

Address: _____

Phone Number: _____

Event/Project Name: _____

Date(s) of Event/Project: _____

Total Amount Approved: _____

***Please attach receipts**

Signature of Recipient: _____ Date: _____

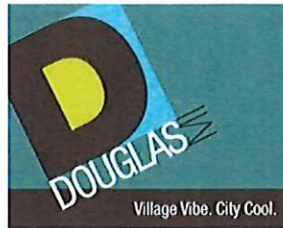
For Office Use Only:

Approved by: _____

Date Approved: _____

Amount Approved: _____

Notes: _____



DDA ACTION

Approved _____

Denied _____

Date _____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: JOHN THOMASName of Organization(s): ART IN DOUGLASAddress: 23 CENTER ST.Phone: 616-836-0272 Email: jtmixedm@aol.comHow many years have you been in the Douglas Downtown Development Authority District? 28

EVENT INFORMATION (use additional sheets if needed)

Event Name: ART IN DOUGLAS - SECOND SATURDAYSEvent Date(s): 7/12 8/9 9/12 Event Start & End Hours: 11:00 - 7:00Event Location: D.D. BUSINESS DISTRICT

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

THE EVENT STRETCHES FROM OX-BOX HOUSE TO NOW+THEN AND INVOLVES ALL OF THE GALLERIES ON THE STREET - THIS BENEFITTING ALL OF THE OTHER ADJACENT BUSINESSES. IT IS THE LONGEST RUNNING RETAIL EVENT IN TOWN. THIS IS THE 8th year! AND ATTENDANCE CONTINUES TO GROW

Anticipated Number of Attendees: WELL OVER 600

Attendees Demographics (ages, special interests, where are they coming from, etc.) THERE ARE PEOPLE FROM MULTIPLE STATES AND COUNTRIES AT EVERY EVENT AND ALL AGE GROUPS.

Estimated Number of Volunteers: 0Estimated Date/Time for Set-Up: N/A Estimated Date/Time for Clean-Up: N/A

List the local businesses involved and include how businesses are participating in the event: OX-BOW HOUSE, MR. MILLER, RUTH CROWE, BUTTON GALLERY, LEBEN ART, NOW+THEN. PETER GALLERY ALSO BENEFIT BY SCHEDULING AN EVENT TO COINCIDE.

List your methods to advertise and promote the event as well as downtown and local businesses: RACK CARDS, FACEBOOK, INSTAGRAM, COMMERCIAL RECORD, URBAN STREET, SAUG. RADIO SHOW, WHAT'S HAPPENING, OTHERS AS MONEY PERMITS

Funding amount requested: \$3,000 ^{JULY} ~~X~~ SEE BELOW (FOR AUG. + SEPT.) (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? SINCE 2017
3. Is this a reoccurring event? Yes ☒ No ☐ SINCE 2017

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 ☐ N/A

John Thomas
Signature of Applicant

7/14/2025
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

FACEBOOK BOOSTS \$150
MUSICIANS ~~\$2000~~ \$1,350
WHAT'S HAPP \$250
COMMERCIAL REC. \$450
URBAN STREET \$500
HOLLAND SEPT. \$300
\$3,000

REPORT OF PRIOR EVENT ATTACHED.

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

Art in Douglas accomplishments

Over a period of eight years, the Art in Douglas, Second Saturday gallery stroll event has consistently, and prominently promoted our downtown brick and mortar businesses, month after month throughout the peak season like no other event or program. It was conceived because there was nothing else like it and because the galleries on Center Street were determined to create something that would hopefully increase traffic essential to the success of our retail brick and mortar businesses, in particular.

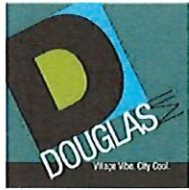
Through determination, consistency and commitment, over time the event, with help and additional funding from the DDA, has increased awareness of our downtown galleries, all of the other downtown businesses, and the overall image and reputation of Douglas as a town.

This July's event is a perfect example. Anyone who attended the event would have seen hundreds of people filling the street throughout the day; all enjoying themselves and leaving with a very positive impression of our whole community, which they surely shared with other people.

Funding from the DDA has helped to supplement what the galleries can afford to do themselves by providing additional money used specifically for promotion and entertainment.

Feedback from gallery owners concerning headcount and sales, makes it clear that our efforts are paying off. One business owner reported that traffic and sales at the July event were the best for their business since the inception of the gallery stroll.

As we celebrate our successes to date, the gallery committee is focused on continually improving the event. To that end, we appeal to the DDA for continuing support, not just for the benefit it brings to the galleries, but for the broader positive impact it brings to our downtown district and the image of Douglas as a community.



MEMORANDUM

Downtown Development Authority

August 27, 2025 at 10:00 PM

TO: Downtown Development Authority (DDA)

FROM: Jenny Pearson, Project Manager

SUBJECT: Blue Star Highway and Main Street Gateway Sign

During the annual budget process, the Downtown Development Authority (DDA), along with City Council, budgeted for a new gateway sign located at the intersection of Blue Star Highway and Main Street.

The DDA requested the sign be a slightly smaller version to the current gateway sign but be one sided with overhead lighting. Staff met with Praise Sign on site and ultimately came up with two options to consider.

Option 1 – Single sided monument sign with gooseneck lights on top	\$16,195.70
Option 2 – Single sided monument sign with white LED lit halo lettering	\$17,000 (\$804.30 difference)

Funds for this purchase have been budgeted in the FY 25/26 budgeted under the Downtown Development Authority – Capital Outlay Account 248-728-979 (\$8,500) and the Blue Star Corridor Improvement Fund – Capital Outlay Account 403-463-979 (\$8,500) for a total of \$17,000.

Suggested Motion – I recommend the Downtown Development Authority approve the Blue Star Highway and Main Street gateway sign design for \$_____ with the _____ lighting.



Praise Sign Company

3404 Busch Drive Suite F
Grandville, Michigan 49417

(616) 827-7271
contact@praisesign.com
www.praisesign.com

Estimate

Estimate Number: 003167

Estimate Date: Jan 2, 2025

Estimate Expires: Sep 1, 2025

Client

Jennifer Pearson (City of Douglas)

(269) 857-1438

Douglas@douglasmi.gov

Billing Address

Project

003167 - Single sided Downtown Sign

Excludes applicable taxes, permits, and fees.

Includes (1) design/submittal and (1) revision. Additional designs available for \$150 each. Assumes high quality vector artwork in .EPS/.AI/.PDF will be provided.

50% net deposit due upon signing, remaining due upon receipt. LED Sign Paid upon placement of order. Note that all credit card transactions are subject to a 3% processing fee.

DESCRIPTION	PRICES
Single sided Downtown Sign with Lights on top	\$16,195.70
Single sided monument sign with gooseneck lights mounted on top.	
Installation of new sign where old sign was	
Electrical work done by others	
Subtotal	\$16,195.70
Total	\$16,195.70



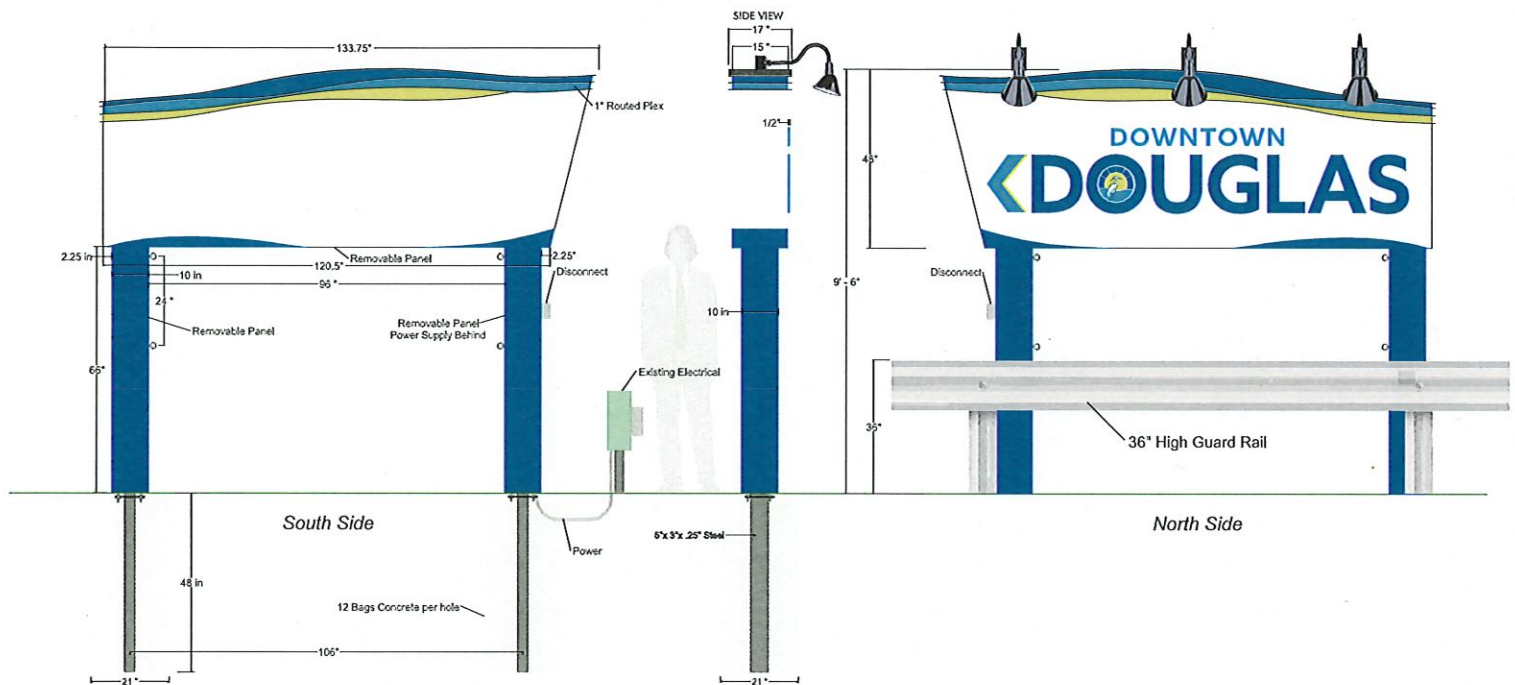
3104 Bush Drive Suite F Grandville MI 49418 - connect@praisesign.com - P (616) 827-7271

CUSTOMER	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Changes Needed	
Initial:	Date:

PROJECT MANAGER	
<input type="checkbox"/> Approved For Production	
<input type="checkbox"/> Proof Update Needed	
Initial:	Date:

QUALITY CONTROL	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Rejected	
Initial:	Date:

CITY OF DOUGLAS	
Monument Sign - [Option 3 Rev1]	Item 9D.
Estimate 003167	
Date: 07/17/25	



- MP2123 to match 3M 220-41 Dk Grey
- MP394 to Match PMS 3145C
- White
- MP819 to Match PMS 584C
- MP73241 to Match PMS 294C

Notes:

- Manufacture (1) Externalluy Illuminated sign with Gooseneck Lighting on arrows, logo and "Downtown" - Printed gradient wave graphic at the top of sign covered by 1" acrylic accent wave cutouts on all(4) sides
- .5" thick non-lit dimensional letters - Post covers to include eye-lits for hanging banners
- CNC routed aluminum construction, 2" aluminum angle and rigid .100" aluminum faces - Includes installation per engineered drawings direct burial
- Radius wave top is 1/4" alum CNC routed color wave accent.
- All (4) sides to have flush mounted 1"deep color wave accents mounted to aluminum cabinet (4)sides
- All surfaces primed & painted per submitted rendering
- Face panels are painted four color per rendering



Praise Sign Company

3404 Busch Drive Suite F
Grandville, Michigan 49417

(616) 827-7271
contact@praisesign.com
www.praisesign.com

Change Order

Change Order Number: 003167-1
Change Order Date: Jul 8, 2025
Change Order Expires: Aug 7, 2025

Client

Jennifer Pearson (City of Douglas)
(269) 857-1438
Douglas@douglasmi.gov

Billing Address

Project

003167 - Single sided Downtown Sign

price increase for adding halo lit lettering instead of 1/2in mounted lettering for Douglas

DESCRIPTION	PRICES
Monument sign with Halo lit Douglas letters	\$17,000.00
White LED lit halo lettering instead of non lit lettering for Douglas	
Subtotal	\$17,000.00
Total	\$17,000.00



3494 Busch Drive Suite F Grandville MI 49418 • contact@praisesigns.com • P (616) 827-7271

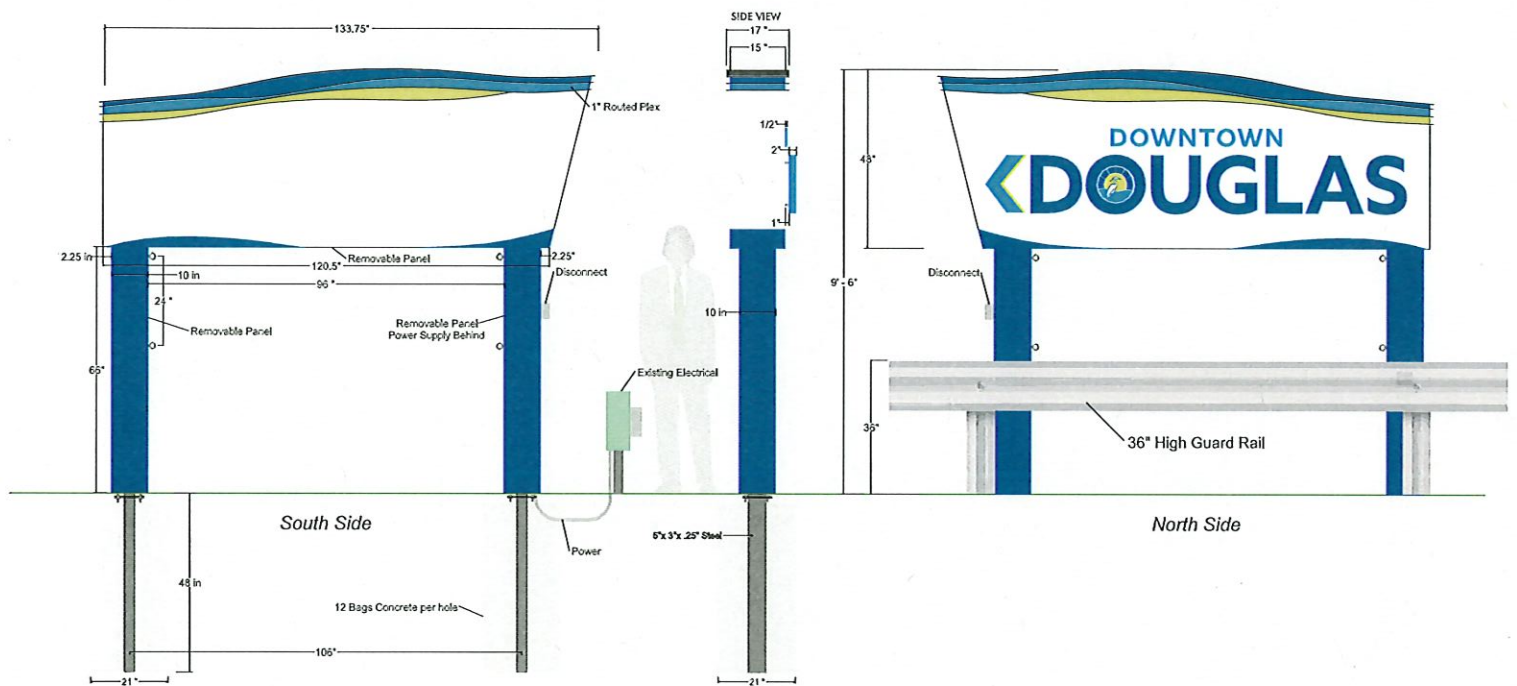
CUSTOMER	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Changes Needed	
Initial:	Date:

PROJECT MANAGER	
<input type="checkbox"/> Approved For Production	
<input type="checkbox"/> Proof Update Needed	
Initial:	Date:

QUALITY CONTROL	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Rejected	
Initial:	Date:

CITY OF DOUGLAS	
Monument Sign - [Option 1 Rev1]	
Estimate 003167	
Date: 07/17/25	

Item 9D.



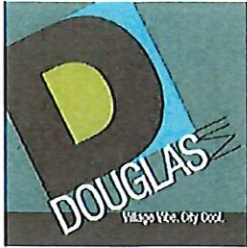
- MP2123 to match 3M 220-41 Dk Grey
- MP394 to Match PMS 3145C
- White
- MP819 to Match PMS 584C
- MP73241 to Match PMS 294C

Notes:

- Manufacture (1) illuminated sign, arrows and logo halo-lit with White LED modules "Downtown"
- .5" thick non-lit dimensional letters
- CNC routed aluminum construction, 2" aluminum angle and rigid .100" aluminum faces
- Radius wave top is 1/4" alum CNC routed color wave accent.
- All (4) sides to have flush mounted 1" deep color wave accents mounted to aluminum cabinet (4) sides
- All surfaces primed & painted per submitted rendering
- Face panels are painted four color per rendering

- Printed gradient wave graphic at the top of sign covered by 1" acrylic accent wave cutouts on all(4) sides
- Post covers to include eye-lits for hanging banners
- Includes installation per engineered drawings direct burial

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MEMORANDUM

TO: Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

DATE: July 15, 2025

RE: Legal Guidance on Officer Meetings and the Michigan Open Meetings Act (OMA)

At the direction of the DDA during a recent meeting, I contacted the City Attorney to request legal guidance regarding the applicability of the Michigan Open Meetings Act (OMA) to meetings held by officers of the Douglas Downtown Development Authority.

The DDA currently operates with a nine-member board. The inquiry specifically sought clarification on whether a group of four officers—Chair, Vice Chair, Treasurer, and Secretary—may meet outside of full DDA meetings for the purpose of agenda preparation, coordination, and discussion of background materials, without violating the OMA.

The following questions were posed to the City Attorney:

- Whether such officer meetings, involving fewer than a quorum, are permissible under OMA as long as no binding decisions are made.
- Whether these meetings could be considered a “committee” or “sub-quorum meeting” subject to OMA if held regularly or if they perform deliberative functions.
- What best practices or legal safeguards should be implemented to ensure compliance with the OMA if such meetings are held.

The DDA has emphasized a desire to ensure full transparency and compliance with state law. To support that effort, a copy of the DDA’s 2022 bylaws was also provided to the attorney for reference.

The City Attorney’s written response will be provided at your places for review and discussion during the 8-27-2025 DDA meeting.

DDA Farmer's Market Table Coverage August-September 2025

August 26th:

Alexia Dawson	10:00 a.m.-12:00 p.m.
Kabri Martyniek	12:00-2:00 p.m.

September 2nd:

Cathy North	10:00 a.m.-12:00 p.m.
Dave Laakso	10:00 a.m-11:00 a.m.
Aleshia Balmer	12:00-2:00 p.m.

September 9th:

Cathy North	10:00 -11:00 a.m.
Randy Walker	10:00-11:00 a.m.
Kabri Martyniek	11:00 a.m.-12:00 p.m.
Lauren Vonk	1:00-2:00 p.m.

September 16th:

Aleshia Balmer	10:00 a.m.-2:00 p.m.
Cathy North	10:00-11:00 a.m.
Kabri Martyniek	1:00-2:00 p.m.

September 23rd:

Alexia Dawson 10:00 a.m.-12:00 p.m.

Kabri Martyniek 12:00-2:00 p.m.

September 30th:

Aleshia Balmer 10:00 a.m.-2:00 p.m.

Randy Walker 1:00-2:00 p.m.

Kabri Martyniek 10:00-11:00 a.m.

MICHIGAN
DOWNTOWN
ASSOCIATION



Downtown Day

9/27/2025

Join the Michigan Downtown Association on Saturday, September 27, 2025, and celebrate the 6th Annual Downtown Day.

The MDA encourages community members to visit a Michigan downtown on September 27 and enjoy its shops, restaurants, and recreational and cultural aspects. Many MDA member communities will have special events planned to celebrate the special day. The MDA believes Downtown Day brings positive attention and recognition to small businesses and downtown cores. There are many opportunities for Michigan residents to support downtowns like strolling sidewalks, having a picnic in a park, enjoying a Social District, purchasing goods from a retailer, or leaving a positive review for a small business on social media.



From: [City Manager](#)
To: [Laura Kasper](#)
Subject: FW: DDA Resignation
Date: Thursday, August 21, 2025 2:23:09 PM
Attachments: [image.png](#)

[REDACTED]

[REDACTED]

It is with a heavy heart that I share my decision to step down from the Douglas Downtown Development Authority. My final meeting will be on August 27th.

Serving on the DDA has been a truly rewarding experience, and I've greatly enjoyed working alongside such a dedicated and passionate team. However, as I begin a new professional role on September 2nd, I will no longer be able to commit the time and attention this volunteer position deserves.

Thank you for the opportunity to contribute to our downtown's growth and vibrancy. I'm grateful for the connections and experiences I've gained during my time with the DDA, and I look forward to seeing the continued progress of the team.

Thank you,
Allie

[REDACTED]

[REDACTED]

[REDACTED]