

**THE CITY OF THE VILLAGE OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, MAY 27, 2026 AT 10:00 AM  
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI  
49406**

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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 May 27, 2026 – voice vote*

**4. APPROVAL OF MINUTES**

A. Approval of Minutes - Changes/Additions/Deletions

*Motion to approve the minutes from April 22, 2026 - voice vote*

**5. OFFICER REPORTS**

A. Treasurer

**6. PUBLIC COMMUNICATION - WRITTEN**

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

**8. UNFINISHED BUSINESS**

**9. NEW BUSINESS**

**A. Dorelle Henri Presentation**

**B. Feather Light** Motion to approve a proposal from Feather Light to provide website development under the Advanced Plan which includes a \$999.00 set-up fee, and a subscription of \$99.00 monthly to be allocated from the FY2026-2027 Marketing Budget - voice vote

**C. Well**  
Motion to approve a proposal from Well, to provide branding for the DDA in the amount of \$7,500.00 to be allocated from the FY2026-2027 Marketing Budget. - Voice Vote

**D. SDACVB Request**  
Motion to approve the community Events Grant Program Application from the Saugatuck Douglas Area Convention and Visitors Bureau for \$1,200.00 for 10-12 Street Performers for the Buskers Night on September 18th, 2026 to be allocated from the Community Promotions Budget. - voice vote

**E. Wellness Day**  
Motion to approve up to \$1,500.00 in the current FY2025-2026 budget for expenses related to the May 2026 Wellness Day to be allocated from the Community Promotions budget. - voice vote

**F. Mission Statement**  
Motion to approve the newly proposed DDA mission and vision statement. - voice vote

**G. Banner Policy**  
Motion to approve the new banner policy for the gateway signs at Center and Blue Star Highway and Main and Blue Star Highway. - voice vote

**H. Interurban Update**

**I. Farmers Market Table Discussion**

**J. Planning for quarter four events - (Michigan Downtown Day preparation, Busker Fest, Small Business Friday, Light Night in Douglas, and the Holiday preview) - Sign up to assist**

## 10. COMMITTEE REPORTS

**A. Marketing Committee Update**

**B. Website Committee Update**

## 11. STAFF/MANAGER REPORTS

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

## 13. BOARD COMMENTS

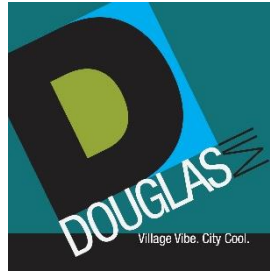
## 14. CHAIR COMMENTS

## 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@douglasmichigan.gov](mailto:clerk@douglasmichigan.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, APRIL 22, 2026 AT 10:00 AM  
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI  
49406**

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**MINUTES**

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**1. CALL TO ORDER**

**2. ROLL CALL/QUORUM**

Jim Babcock  
Lauren Bachman  
Ruth Crowe  
Alexia Dawson  
David Laakso  
Kabri Martyniek  
Cindy Miller  
Cathy North  
Randy Walker

**Absent:** David Laakso

**Also present:** City manager, Lisa Nocerini, Project manager, Jenny Pearson

**3. APPROVAL OF AGENDA**

*Motion by Bachman, seconded by Martyniek, to approve the Meeting Agenda for April 22, 2026 (as amended) with the following changes: Add Banner Sign Committee under Committee Reports and add Gateway Banner Application Approval Request from Community Pride under New Business as item C. Motion carried by unanimous roll call vote.*

**4. APPROVAL OF MINUTES**

**A. March 18, 2026 meeting minutes**

*Motion by Dawson, seconded by Babcock, to approve the minutes from the March 18, 2026 meeting. Motion carried by unanimous roll call vote.*

**5. OFFICER REPORTS**

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

**6. PUBLIC COMMUNICATION – WRITTEN: None**

- A. Letter from Robin Bauer**

7. **PUBLIC COMMUNICATION – VERBAL:** None

8. **UNFINISHED BUSINESS:** None

9. **NEW BUSINESS**

**A. DDA Temporary Gateway Banner Application from SDACVB**

*Motion by Dawson, second by Bachman, to approve the DDA Temporary Gateway Banner Application from SDACVB for use of the sign on Center Street and Blue Star Highway for the 4th of July activities including July 3rd fireworks show – Motion carried by unanimous roll call vote*

**B. DDA Temporary Gateway Banner Application from Art in the Park Douglas**

*Motion by Miller, second by Bachman, to approve the DDA Temporary Gateway Banner Application from Art in the Park Douglas for use of the sign on Main Street and Blue Star Highway for the Art in the Park Douglas event on August 8th – Motion carried by unanimous roll call vote*

**C. DDA Temporary Gateway Banner Application from Community Pride**

*Motion by Dawson, second by Babcock, to approve the DDA Temporary Gateway Banner Application from Community Pride – motion carried by unanimous roll call vote*

**D. DDA Community Promotions request from Art in Douglas**

*Motion by Crowe, second by North, to approve the request from Art in Douglas for \$1,500.00 under Community Promotions to promote Art in Douglas Second Saturdays for May 9th and June 13th – Motion carried by majority roll call vote. Voting yea: Babcock, Bachman, Crowe, Dawson, Martyniek, Miller, and North. Nay: Walker.*

**E. FY2026-2027 Budget (Discussion)**

**F. FY 2026-2027 Douglas Downtown Development Authority Budget**

*Motion by Miller, second by Bachman, to approve the FY 2026-2027 Douglas Downtown Development Authority Budget – Motion carried by unanimous roll call vote*

**G. Interurban Route Update from the SDACVB (Discussion, Dawson and Laakso)**

**H. Logo/Branding/Website Discussion - (3 proposals submitted for consideration)**

**I. Mission/Vision/Values (Discussion)**

**J. Jim Babcock's Video Series for events (Discussion)**

**K. Derby Day (event update)**

**L. Wellness Day (event update)**

**M. Art in Douglas Rack Cards (Discussion)**

10. **COMMITTEE REPORTS**

**A. Marketing Committee Report (Jim Babcock)**

**B. Banner Sign Committee**

11. **STAFF/MANAGER REPORTS:** Final updates/comments provided

12. **PUBLIC COMMUNICATION – VERBAL:** None

13. **BOARD COMMENTS:** Final comments stated

14. **CHAIR COMMENTS:** Final comments stated

15. **ADJOURNMENT**

*Motion by Dawson, second by Babcock, to adjourn the meeting.*

**DDA TREASURER'S REPORT for the May 27, 2026 Meeting**

The DDA had an increase in revenues of of \$13,666.27 during the month of April. TIF revenues increased by \$13,516.54 representing a recovery of last month's revenue reduction of \$13,646.85 due to a timing error in recording a prior TIF receipt. Additional revenue of \$149.73 was realized from Beery Field EV Charging Station fees.

Expenses of \$1,800.00 were recorded during the month, including \$750.00 for the allocation of city staff expenses, \$750.00 for Art in Douglas advertising expenses in the Michigan Art Guide, \$250.00 for DDA membership fees, and \$50.00 for redemption of Downtown Douglas Dollars.

At April 30, 2026, the DDA had cash on hand of \$123,195.11. There were no accounts payable or other liabilities recorded, leaving an ending fund balance of \$123,195.11.

May 21, 2026

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

	2025-2026 Approved Budget	Activity for April 2026	2025-2026 YTD Activity	Full Year 2025/26 Better/(Worse) than Budget	Comments
<b>REVENUES</b>					
TAX INCREMENT RECAPTURE	\$ 64,512.00	\$ 13,516.54	\$ 76,215.61	\$ 11,703.61	TIF Recapture Exceeds Expectations
OTHER INCOME	\$ 1,000.00	\$ -	\$ 1,710.32	\$ 710.32	Douglas Farmer's Market and Banner Revenue
EV CHARGING INCOME	\$ -	\$ 149.73	\$ 2,017.06	\$ 2,017.06	Beery Field Charging Station Revenue
INTEREST INCOME	2,000.00	-	1,366.59	(633.41)	
TOTAL Revenues	\$ 67,512.00	\$ 13,666.27	\$ 81,309.58	\$ 13,797.58	
<b>EXPENSES</b>					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 6,750.00	\$ 2,250.00	Monthly expense allocation to the DDA for use of City Staff
TRAINING FUNDS	6,500.00	250.00	250.00	6,250.00	DDA Membership Fees
BUSINESS INCENTIVE PROGRAM	-	-	-	-	
LEGAL FEES	-	-	390.00	(390.00)	Outside Legal Fees to Determine if DDA Could Have Officer Mtgs Art in Douglas Music, Beats on Beery, Michigan Downtown Day, Fall and Winter Decorations, Shop/Dine Passports, History Center & Ox-Bow Halloween expenses, Tote Bags
COMMUNITY PROMOTIONS	29,900.00	800.00	17,093.20	12,806.80	
MARKETING	4,500.00	-	-	4,500.00	
CAPITAL OUTLAY (Detail Below)	20,200.00	-	13,865.90	6,334.10	Signs and Banners
TOTAL Expenditures	\$ 70,100.00	\$ 1,800.00	\$ 38,349.10	\$ 31,750.90	
SUMMARY:	-	-	-		
REVENUES:	\$ 67,512.00	\$ 13,666.27	\$ 81,309.58	\$ 13,797.58	
EXPENDITURES	70,100.00	1,800.00	38,349.10	31,750.90	
<b>BUDGET NET INCOME (LOSS)</b>	<b>\$ (2,588.00)</b>	<b>\$ 11,866.27</b>	<b>\$ 42,960.48</b>	<b>\$ 45,548.48</b>	

<u>Capital Outlay Detail</u>	Approved Budget	April 2026	2025-2026 YTD Activity	Favorable/(Unfavorable) to Budget
Memo:				
Unallocated	\$ 20,200.00	\$ -	\$ -	\$ 20,200.00
Banners		\$ -	\$ 5,365.90	\$ (5,365.90)
Gateway Signage - Main St.		\$ -	\$ 8,500.00	\$ (8,500.00)
Total Capital Budget	\$ 20,200.00	\$ -	\$ 13,865.90	\$ 6,334.10

May 21, 2026



# Douglas DDA

## Website Development Overview

### Personal Consultant:

Tyler Doornbos

(616) 828-6278

[tyler@getfeatherlight.com](mailto:tyler@getfeatherlight.com)



Our plans are simple and offer different levels of service depending on your needs. Move up or down our plans at any time, and never get stuck with a contract you don't want. [TO SEE ALL FEATURES AND BENEFITS, VISIT OUR WEBSITE.](#)

	Basic	Professional	Advanced <b>(RECOMMENDED)</b>
Setup fee	\$199	\$399	Starting at \$999
Subscription (when purchased yearly)	\$29/month	\$59/month	\$99/month
Ready In	7 days	10 days	20 days
Design and Customization	Basic Template with simple customization	Premium Template with in-depth customization	Premium Template with in-depth customization
Max No. of Pages	5	15	40
Support	Email + Chat	Email + Chat	Phone + Email + Chat
On-Demand Changes	Self-Managed	✓	✓
AI + Human-Created Content	✓	✓	✓
Hosting, Email, Security, Maintenance + More	✓	✓	✓
Blog - Unlimited posting	✓	✓	✓
Tools and Integrations FREE email list integration, ecommerce, bookings, events calendar, and select CRMs	X	✓	✓
	<a href="#">Get Starter</a>	<a href="#">Get Professional</a>	<a href="#">Get Advanced</a>

DOUGLAS DDA

# Brand Proposal

Created By  
Tyler Doornbos

Created On  
2026-03-14

*well*

Douglas DDA | Brand + Website Proposal



# 2.0

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# Project Details



# Phase Two

## Brand + Asset Building

### Brand Development

Our development process begins with concept boards - essentially the "vibe" of your brand. We'll explore different directions through carefully curated visual inspiration, organizing possibilities into three distinct approaches based on the brand pillars we discover together. From there, we'll develop our first complete brand version, with logos, colors, and design elements all working as a system. This first version isn't meant to be perfect - it's meant to spark discussion and be refined through conversation about what best represents the Douglas DDA's vision.

### Brand Asset Development

The final phase focuses on turning our refined brand direction into everything you'll need to succeed. We develop a complete package of assets - from logos and colors to fonts and design elements - all working together to tell your story to potential partners and prospects. More importantly, we create a comprehensive brand guide that shows you exactly how to use these elements effectively. This ensures you're not just getting a collection of beautiful designs, but a complete, usable brand system. This is also where we begin executing the designs for business cards, templates, and more.

Logo + Brand Assets | Business Cards | Presentation Templates

### Project Details



# Total Branding Budget:

50 Hours | \$7,500

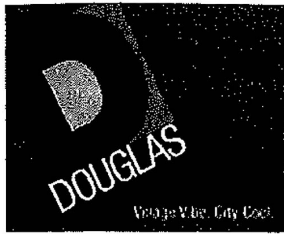
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Website: Featherlight Advanced Package (OPTIONAL)

\$999 setup + \$99/mo  
(when paid yearly)

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Project Budget



DDA ACTION	Item 9D.
Approved	_____
Denied	_____
Date	_____

## Douglas Downtown Development Authority Community Events Grant Program Application

### EVENT PRESENTER INFORMATION

Name: Saugatuck Douglas Convention & Visitors Bureau

Name of Organization(s): April Gundy 501 (c) (3) Yes  No

Address: PO Box 28 Saugatuck MI 49453

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: Douglas Street Performer night

Event Date(s): 9/18/2026 Event Start & End Hours: 4:30-7:00 PM

Event Location: Center Street - Downtown Douglas

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

10-12 Street performers will line the downtown Douglas area entertaining the spectators. Magic, music, balloons, face painting, juggling, flame eater, artists to name a few.  
The City Budget will pay for 4 performers @ \$200.00 each.  
 Anticipated Number of Attendees: 150

Attendees Demographics (ages, special interests, where are they coming from, etc.) families, all ages will enjoy this event: something for everyone.

Estimated Number of Volunteers: 4

Estimated Date/Time for Set-Up: 4:00 PM Estimated Date/Time for Clean-Up: 7:30 PM

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

All downtown business can sponsor a performer. This performer will be placed in front of their business. Both the business & CVB can promote

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

event will be promoted on social media, the CVB website, fliers, & banner.

Funding amount requested: \$1200.00 (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? \_\_\_\_\_
- 3. Have you requested funding from other community organizations, such as the Douglas/Saugatuck Area Convention and Visitors Bureau? Yes  No  This information will help the DDA equitably distribute available funds.
  - a. If yes, please provide a brief explanation of the outcome: the CVB will also be donating toward the performer @ this event.
- 4. 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.

For certain events, you may be required to submit a Special Event Application to Douglas City Council for approval. These events would normally require the use of city staff, including DPW personnel, security or police, the addition or removal of parking, closure of city streets, purchase of insurance, etc. Please check with a city staff employee to determine the need for City Council review.

Have you submitted a Special Event Application to City Council for approval? Yes  No  N/A   
If yes, was it approved? Yes  No  Not yet, to my knowledge.

\_\_\_\_\_  
Signature of Applicant

5-11-2026  
Date

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

Please return application and supporting documentation to:

City of Douglas  
Downtown Development Authority  
415 Wiley Road, PO Box 757  
Douglas, Michigan 49406

# DDA Vision, Mission and Organizational Values Proposal

Submitted by the DDA Marketing Committee

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## **DDA VISION**

The DDA strives to ensure Douglas is a collective hub where residents, visitors, and a diverse mix of businesses thrive through a blend of vibrancy, collaborative relationships and activities - a welcoming place with distinct hometown charm where people can connect, explore and belong.

## **DDA MISSION:**

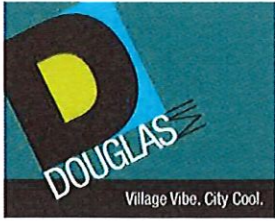
The DDA works collaboratively with each other and our business partners to enhance year-round economic vitality and appeal through community promotion and unique, innovative activities. We are dedicated to continuously improving the quality of life and culture through continuous investment benefiting downtown businesses and the Douglas community.

## **DDA ORGANIZATIONAL VALUES:**

- **Community-Centered** – Putting the needs, voices and experiences of our local businesses, residents and visitors at the heart of every decision and initiative.
- **Creative** – Celebrating the unique mix of community talent, innovation and artistic expression that shapes our downtown character.
- **Distinct** – Honoring the unique attributes and experiences that complement and elevate our authentic hometown charm.
- **Diverse** – Supporting a wide variety of businesses, perspectives and activities that reflect and serve our diverse community.
- **Inclusive** – Creating and fostering events, initiatives and partnerships that benefit multiple businesses and welcome participation from the entire community.

## **DOWNTOWN DOUGLAS MARKETING TAGLINE:**

Distinctly Douglas!



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

## 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: \_\_\_\_\_ Organization \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address / PO Box \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Event/Promotion Name: \_\_\_\_\_

Requested Display Date(s): \_\_\_\_\_

### Community / Business / Event Promotion:

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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](http://tinyurl.com/PayItOnline)).

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

CITY INFORMATION - DDA Approval Date: \_\_\_\_\_ Total Fee: \_\_\_\_\_ Paid Date: \_\_\_\_\_

# Interurban Transit Authority Shuttle Bus Stop

## Free Continuous Loop Service (June 19 – August 30)

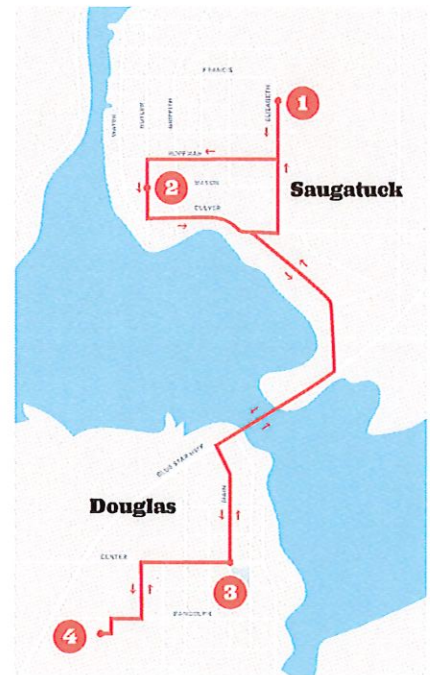
**Shuttle Loop Runs  
Every 15 Minutes on the  
Following Days:**

**Fri – Sat**  
1PM – 9PM

**Sun**  
1PM – 7PM

### **Saugatuck & Douglas Loop**

- 1** Saugatuck High School  
401 Elizabeth St.
- 2** Saugatuck Drug Store  
Corner of Mason and Butler St.
- 3** Douglas Elementary School  
261 W. Randolph St.
- 4** Beery Field  
Center St.



### **Need a Ride Outside of Those Times and Locations?**

On-demand door-to-door service is available Monday–Thursday 7AM–7PM, Friday 7AM – 11PM, Saturday 9AM–11PM, and Sunday 9AM–7PM. Call **269.857.1418**, visit [saugatuckinterurban.org](http://saugatuckinterurban.org), or scan the QR Code to **download our app** for more info and to schedule a ride.

DOWNLOAD OUR APP  
TO SCHEDULE A RIDE



**DDA Event Support & Volunteer Sign-Up Grid**  
**Quarter Four Event Planning & Assistance**

<b>Event</b>	<b>Support Volunteer #1</b>	<b>Support Volunteer #2</b>	<b>Marketing/Social Media</b>	<b>Day-Of Setup/Support</b>	<b>Notes</b>
Michigan Downtown Day					
Busker Fest					
Small Business Saturday					
Light Night in Douglas					
Holiday Preview Event					