



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JANUARY 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. ELECTION OF OFFICERS

- A.** Election of Chair - The City Clerk/Deputy shall call for nominations for the office of Chair, and will commence the nomination by majority roll call vote.

Election of Vice-Chair/Treasurer/Secretary - The Chair shall call for nominations for the remaining offices, and the Clerk/Deputy will commence the nominations by majority roll call vote.

4. APPROVAL OF AGENDA

- A.** Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of January 24, 2024. – roll call vote

5. APPROVAL OF MINUTES

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

Motion to approve the Minutes of December 27, 2023. – roll call vote

6. OFFICER REPORTS

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

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

8. PUBLIC COMMUNICATION - WRITTEN

A. John Thomas Letter

9. UNFINISHED BUSINESS

10. NEW BUSINESS

A. Gateway Signage Quote - Discussion Item

B. Wayfinding Signage Quotes - Discussion Item

C. Community Promotion Request - Water Street Gallery

Motion to approve the community promotion request from Water Street Gallery for Art in Douglas Gallery Strolls in the amount of \$3,690.00. - roll call vote

D. Seasonal Decorations Purchase - Community Promotions

Motion to approve the purchase of seasonal décor at the reduced cost under community promotions. - roll call vote

E. Events Promotion - April Gundy Meeting - Discussion Item

11. COMMITTEE REPORTS

12. STAFF/MANAGER REPORTS

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

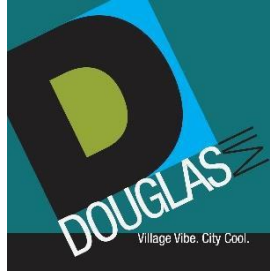
14. BOARD COMMENTS

15. CHAIR COMMENTS

16. 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, DECEMBER 27, 2023 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

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

2. ROLL CALL/QUORUM

PRESENT

Aleshia Balmer

Dave Laakso

Cathy North

Mark Postilion

Beth Stefanichik

Randy Walker

Also Present City Manager Lisa Nocerini via Zoom

Deputy Clerk Sean Homyen

ABSENT

Maggie Bandstra

Kabri Martyniek

3. APPROVAL OF AGENDA

A. Approval of Agenda - Changes/Additions/Deletions

Motion by Balmer, seconded by Walker, to approve the December 27, 2023 Agenda. – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion by Balmer, seconded by Walker, to approve the November 29, 2023 Agenda. – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Secretary – No report

B. Treasurer – Final payment was made for the wayfinding signage and money left over for the budget.

C. Vice Chair – No report

D. Chair – No report

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

7. PUBLIC COMMUNICATION – WRITTEN – John Thomas stated concerns about the Gateway sign and would like to incorporate images instead of wording.

8. UNFINISHED BUSINESS

- A.** CVB Grant (Seasonal Décor/Gateway Signage) - Discussion Item – City Manager Nocerini informed the DDA that the grant application for the seasonal decorations has been completed. She mentions that it was best to wait to see what the cost for the gateway signage would be before submitting the application in case they will need the grant for the sign. Postillion agreed with the suggestion and thanked City Manager Nocerini.
- B.** Gateway Sign Update - Discussion Item – Postillion gave a recap of the previous meeting regarding the gateway sign. DDA members discussed the report Williams & Works provided for the gateway sign.

9. NEW BUSINESS

- A.** DDA FY2024-2025 Budget - Discussion Item – City Manager Nocerini says that they are going to start the meeting with the departments in January. She made the recommendation to the DDA to have a committee to discuss what items they want to present to the council. Members discussed the item of Berry Field. City Manager Nocerini noted that she is in the process of generating a list of items to address to the correct groups so that it doesn't affect DDA or City funds. Postillion says that they will have a more detailed discussion on this for the next meeting.
- B.** Douglas Social Planning/Sponsorship - Discussion Item - Postillion brought up the idea of trying to get people downtown around Earth Day. The theme of plants can help pull people into their businesses. Walker brought up the suggestion to consider helping to provide and support year-round events.
- C.** Downtown Douglas 1st, 2nd, 3rd Fridays - Discussion Item – Explored options instead of hosting themed events on Fridays, to change the dates for certain months.
- D.** 2024 Events Calendar - Discussion Item - Walker recommended having groups sign up early so that they take ownership instead of setting up an event at the last minute. This will allow the DDA to market the events effectively.

Motion by Balmer, seconded by Stefanchik, to extend meeting by 30 minutes. – Motion carried by unanimous roll call vote.

- E.** Root Beer Barrel Ties to Marketing DDA - Discussion Item – City Manager Nocerini cleared up the confusion for the agenda item that Todd Martinsons goal isn't to benefit from the DDA. Todd says that he wants to help provide information to his customers that will help bring them into downtown. Todd and the DDA discussed potential ways of collaboration to make something like this happen.
- F.** Funding Request Memo to Council - Approval of Beery Field Electric Upgrades for FY2024-2025 Budget -

Motion by Walker, seconded by Postillion, to approve the memo for the City of the Village of Douglas City Council requesting funding for the Beery Field electrical upgrades in the FY2024-2025 budget. – Motion carried by unanimous roll call vote.

10. COMMITTEE REPORTS – No report

11. **STAFF/MANAGER REPORTS** – City Manager Nocerini suggested for the DDA to have an events and budget committee to help out with planning these items.
12. **PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)** – Lisa Mize mentioned that the CVB board recently met.
13. **BOARD COMMENTS** – Walker was happy that the members stuck around.
14. **CHAIR COMMENTS** – Postillion was happy about the fact that things were moving along and thanked everyone for their hard work.
15. **ADJOURNMENT -**

Motion by Postillion, seconded by Balmer, to adjourn.

Submitted by Deputy Clerk, Sean Homyen

DDA TREASURER'S REPORT for January 24, 2024 Meeting

Revenue of \$6,510.54 was received during December representing the winter tax capture for the DDA. Expenses totaling \$6,950.00 were incurred during November, including the recurring \$650.00 monthly allocation of Douglas staff expenses, and \$6,310 to Chips Ground Cover for downtown Christmas lighting.

At December 31, 2023, the DDA had cash on hand of \$89,944.88. There were no Accounts payable at month-end, leaving an ending fund balance of \$89,944.88.

January 19, 2023

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

	2023-2024 Approved Budget	Activity for December 2023	2023-2024 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 49,942.00	\$ 6,510.54	\$ 50,003.95	\$ (61.95)	TIF Recapture
OTHER INCOME	-	-	260.00	(260.00)	Chair Rental - July and August Socials
TOTAL Revenues	\$ 49,942.00	\$ 6,510.54	\$ 50,263.95	\$ (321.95)	
EXPENSES					
TRAINING FUNDS	\$ 1,000.00			\$ 1,000.00	
DDA ADMINISTRATION	7,800.00	650.00	3,900.00	3,900.00	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	6,310.00	8,297.14	7,702.86	Art In Douglas Advertising, Fall Gallery Stroll Music, History Center Socials, DDA Christmas Tree
CAPITAL OUTLAY (Detail Below)	76,000.00	-	43,199.67	32,800.33	Wayfinding Signage-Praise Sign Company; Sidewalks-Tim Erlandson
TOTAL Expenditures	\$ 103,800.00	\$ 6,960.00	\$ 55,573.57	\$ 48,226.43	
SUMMARY:	-	-	-		
REVENUES:	\$ 49,942.00	\$ 6,510.54	\$ 50,263.95	\$ (321.95)	
EXPENDITURES	103,800.00	6,960.00	55,573.57	48,226.43	
BUDGET NET INCOME (LOSS)	<u>\$ (53,858.00)</u>	<u>\$ (449.46)</u>	<u>\$ (5,309.62)</u>	<u>\$ (48,548.38)</u>	

<u>Capital Outlay Detail</u>	Approved Budget	Activity for November 2023	2023-2024 YTD Activity	Budget Remaining to Spend
Gateway Signage	\$ 20,000.00		\$ -	\$ 20,000.00
Sidewalk Improvements	\$ 6,000.00		\$ 5,960.00	\$ 40.00
Wayfinding Signage (2023-2024)	\$ 16,000.00	\$ 3,239.67	\$ 3,239.67	\$ 12,760.33
Wayfinding Signage (2022-23 Rollover)	\$ 34,000.00	\$ 14,741.03	\$ 34,000.00	\$ -
Total Capital Budget	<u>\$ 76,000.00</u>	<u>\$ 17,980.70</u>	<u>\$ 43,199.67</u>	<u>\$ 32,800.33</u>

1/19/2024

John Thomas
23 Center Street
Douglas, MI 49406

Douglas DDA,

Today I saw pictures of the proposed designs for the future sign at Center and Blue Star. At the risk of being criticized for being unnecessarily blunt, I have to say that I couldn't be less impressed or more disappointed. And I make no apologies for being totally honest about my reaction because this sign is so critical to our struggling downtown businesses that I can't be anything but brutally honest.

Put quite simply, these design concepts are nothing but new variations of similar designs which have failed miserably at effectively attracting traffic downtown for the past ten years! This is a classic case of doing the same thing over and over and expecting a different result.

We are a business district. We don't sell waves, sunsets, or herons. But we do have things that tourists specifically look for, like a coffee house, great restaurants, pizza, an entertainment venue, and kayaks. In an area known as the Art Coast of Michigan, we have EVEN MORE GALLERIES THAN SAUGATUCK. We have drop dead gorgeous shops like Endora and Brackett. But our sign doesn't suggest any of that! And as a result, thousands of people go by Center Street every day because we don't let them know what they are missing.

But worst of all, in my opinion, unless we do something totally different to improve our sign, we won't improve the traffic flow that we desperately need to keep our downtown businesses alive. And, although it is a separate issue, we also cannot wait for a long-discussed big arch, that may be years away.

To those who do not depend on this sign for their livelihood, this may be a rhetorical discussion and a choice about which design you "like" best. But for those of us who have invested our money and our lives downtown, this is about having a sign which will be "effective." And this is about our survival.

If you think I am exaggerating, I encourage you to actually poll our businesses about their assessment of the health of our downtown as it relates to customer traffic.

Having said that, these are my thoughts about the proposed designs:

1. Ask yourself, "what do you see when you look at these designs?" Then ask yourself "what will someone unfamiliar with our town see as they drive past the sign, in traffic, traveling at 35 mph.?" When I ask myself those questions my answer is that what they would see most, is "DOUGLAS," because it is most prominent, while everything else is much smaller and subservient to it; including downtown, any reference to shops, etc, and anything directing them to turn.
2. It is my opinion the sign at Center and Blue Star is NOT the gateway sign for "DOUGLAS" and the word Douglas should not be it's primary message. That job should be satisfied by a separate sign at the town's boundary.
3. Instead of being about DOUGLAS, the purpose of our sign should be to visually "tempt visitors" to turn and check out our "businesses." These designs don't do that!
4. We are in 2023 - soon to be 2024. Why does our sign not reflect the changes taking place around us? These designs are so dated that they suggest that our downtown is out dated too.
5. Ask yourself, what catches your attention these days when you are scanning social media, or other people's signs or ads? What do you respond to? Would the simple words Douglas and Downtown intrigue you? I doubt it. That is why reels, posts, and articles in print, use pictures, or even emojis, to far more "effectively" communicate. So, I ask you, given this, "what is visually appealing about these signs?" Would you describe these as Interesting? Enticing? Motivating? I certainly wouldn't.

6. But most importantly, how do these designs describe what we have to offer? And how do they direct people to our "businesses?" That should be the real goal for our DDA and this sign. It should be primarily, if not exclusively, about our shops, restaurant, services, etc. And saying that creatively would be best; perhaps with vividly and visually contemporary graphics, because symbols can be processed more quickly than written words when driving at 35 mph. Why not think out of the box and communicate in a different way than we always have?
7. Also, I hope this sign will be constructed in such a way that it will allow the image to be changed regularly and inexpensively with vinyl. If not, if this is a static, and unchanging image, it will very quickly lose its impact and just blend into its landscape.
8. Ideally, if the DDA and the Council understand the importance of this sign and how critical it is to keeping our downtown from falling back into the state it was in 25 years ago, we will be granted an exception - like the school has been granted - that will allow for a modern, changeable, and more effective, eye catching sign. Remember, this is not a sign for "a specific business" this is for our Downtown District, and as such, should be treated differently because a healthy downtown is so important to the whole community, its public image, and even the town's property values. There is a lot at stake here!
9. At the very least, I implore you to rethink these designs.

IMPORTANT NOTE: For those of you reading this, who do not have personal experience operating a brick and mortar business, there are a few things that you need to know in order to put my comments in their proper perspective. 1. People who rent brick and mortar locations don't rent them for the "brick" and "mortar," they rent them for "access to customers" - foot traffic. Without traffic, buildings are of no value to renters. No traffic leads to empty buildings. 2. The general rule of thumb for retail sales is, that on average, it takes eight people through the door to generate one sale; which makes the amount of traffic even more critical. 3. When traffic falls below a sustainable level, businesses can't survive, buildings go vacant, and brick and mortar downtowns go derelict, effecting the whole community. 4. In order to remain in business, and compete effectively with Amazon, many retailers have given up the brick and mortar business model and shifted to online sales, which can be operated out of cheap spaces like a garage, or any location from which you can ship - not expensive store fronts. That could be the future scenario for Douglas if we don't change what is happening. But we first have to be honest about what is going on, and then do everything we can to be proactive while there is still time. So, please take this seriously.

I hope you will give my comments your consideration before moving forward with what is currently on the table.

Respectfully submitted,



Douglas retailer for 25 years and counting
12/21/2023



MEMORANDUM

Douglas Downtown Development Authority

Wednesday, January 24th, 2024

TO: The City of the Village of Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

SUBJECT: Gateway Signage

Project Director, Jenny Pearson, at the direction of the DDA has been working with Praise Sign to obtain a quote to replace the existing sign on the corner of Blue Star Highway and Center Street with a new sign.

Please see the attached estimates to complete this project.



Praise Sign

3404 Busch Drive Suite F
Grandville, Michigan 49417

(616) 827-7271
james@praisesign.com

Estimate

Estimate Number: 002565
Estimate Date: Dec 11, 2023
Estimate Expires: Jan 10, 2024

Customer

Jennifer (Additional Wayfinding Signs - City of
Douglas)
Douglas@douglasmi.gov

Project

002565 - Additional Wayfinding Signs - City of
Douglas (Jennifer)

All pricing contained within this estimate includes our best initial interpretation of each sign type and it's unique specifications. These costs are budgetary in nature pending a final review of the design package and materials specified. Final quantities selected will have a major impact on the estimated values. Also, please know that our staff is capable of performing value engineering ideas specific to any sign type currently proposed. We have the flexibility to partner with you in every phase of this process and look forward to all future collaborations.

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. Note that all credit card transactions are subject to a 3% processing fee.

DESCRIPTION	PRICE
-------------	-------

Directional Kiosk

\$6,082.02

Description

- One (x1) - Kiosk style free-standing sign structure
- All aluminum construction with aluminum plate panels & tubular aluminum supports
- All surfaces primed & painted per submitted rendering
- Face panels are painted two color and receive applied vinyl text & graphics
- Header text & Yellow graphic are applied vinyl
- Lower area is a custom shape reflective White vinyl
- Map graphics are a digital print on White vinyl and laminated to a 1mm PVC panel
- Map insert to be loaded into a 40" high x 30" wide lockable metal frame, painted White
- Frame is permanently attached with VHB adhesive. Insert is fully changeable as required
- Sign is single sided, approximately 7'-0" high x 3'-10" wide x 4" deep
- Client to furnish individual map vectored art layouts
- Includes installation per engineered drawings with direct burial mounting

Wayfinding Item

Facility Sign

\$4,613.55

Description

Wayfinding Item

1/18/24, 9:30 AM

Projul - Construction Management

- One (x1) - free-standing facility ID pylon style sign structure
- Aluminum construction with aluminum plate panels & tubular aluminum supports
- Signs are to be single sided, approximately 3'-5" high x 4'-10" wide x 5" deep
- All surfaces primed & painted per submitted rendering
- Header text, body text & Yellow graphic swoosh are applied vinyl on front face only
- Back face is painted solid Blue
- Includes Installation per engineered drawings direct burial

Trail Sign

\$3,348.50

Description

- Manufacture (1) 1'-2-7/16" W x 4' H x 2" deep Pedestal Sign to read "BAYOU" with logo and misc. information
- CNC routed aluminum construction, 2" square aluminum tubing and rigid 1/4" aluminum faces
- All surfaces primed & painted per submitted rendering
- Face panels are painted two color and receive applied vinyl text
- Bottom Yellow wave is applied vinyl
- Upper area is reflective White vinyl text and logo
- Bottom Grey Base to be 6" aluminum tube construction
- Signs are to be double sided
- Includes installation per engineered drawings direct burial
- **OPTION: Concrete footing & formed cement base - Add \$780.00**

*Wayfinding Item***Schultz Park Sign**

\$7,891.51

Description

- Manufacture (1) 6' W x 3'-8" H x 11" deep, Monument Sign to read "Schultz Park" with Logo & dots (non-illuminated)
- CNC routed aluminum construction, 2" square aluminum tubing and rigid 1/4" aluminum faces
- Radius wave top and 1/4" alum CNC Routed color wave accents on all (4) sides flush mounted to aluminum cabinet
- 1/2" alum plate letters and dots with 1/2" standoffs to read "Schultz Park" "DOTS" on face side only
- All surfaces primed & painted per submitted rendering
- Printed Gradient Wave Graphic at the top of sign covered by 1/4" alum accent wave cutouts
- Bottom Grey Base to be 4" aluminum tube construction
- Includes installation per engineered drawings direct burial
- **OPTION: Concrete footing and base - Add \$950.00**

*Wayfinding Item***Downtown Douglas Directional Medium Size**

\$19,894.29

Description

- Manufacture (1) 9' W x 3' H x 12" deep, Illuminated Directional Sign to read "DOWNTOWN DOUGLAS" with Text, Multi-Color Arrows and Logo all halo lit with RGB, LED modules for desired seasonal color selections
- CNC routed aluminum construction, 2" square aluminum tubing 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
- Includes installation per engineered drawings direct burial

Option #1: Construction of a concrete base, 2 tiered design TBD - \$17,500.00 approximated**Option #2: Retrofit existing electric service run to include exterior outlets to be mounted onto new base design - \$135.00/hr + materials**

Option for 1/2" Stud Mounted Lettering

- "Downtown Douglas and Multi-Colored Arrows" option for 1/2" deep alum plate letters with 1/2" standoffs (to match lettering style of Schultz Park)
- Option Cost - (+\$1165)

Downtown Douglas Directional Large Size**\$26,375.17**Description

- Manufacture (1) 14' W x 5' H x 16" deep, Illuminated Directional Sign to read "DOWNTOWN DOUGLAS" with Text, Multi-Color Arrows and Logo all halo lit with RGB, LED modules for color selection
- CNC routed aluminum construction, 2" square aluminum tubing 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
- Includes installation per engineered drawings direct burial

Option #1: Construction of a concrete base, 2 tiered design TBD - \$36,500.00 approximated**Option #2: Retrofit existing electric service run to include exterior outlets to be mounted onto new base design - \$135.00/hr + materials****Option for 1/2" Stud Mounted Lettering**

- "Downtown Douglas and Multi-Colored Arrows" option for 1/2" deep alum plate letters with 1/2" standoffs (to match lettering style of Schultz Park)
- Option Cost - (+\$1,995)

Sign Engineering**\$4,855.00**Engineering of Signage

- Engineer (6) City of Douglas Wayfinding and Directional Signs of Various Styles
- Includes proper structural wind load calculations and installation specifications

Add: Sign Type "B"**\$2,537.48**Description

B - One Sided

Qty: 1

- (1) 4"x4"x.25" aluminum posts, 12'3" tall AG w/ 42" burial depth, black/dark gray
- (1) CNC routed .125" thick aluminum panels with decorative accents at top, bottom, and side, 4'1" tall x 3'10" wide
 - Panels and decorative accent to be single routed piece
- (1) matching CNC routed .125" thick decorative accent to be installed on other side of post, 4'1" tall x 1'1" wide (at top)
- Digitally printed vinyl graphics over reflective substrate
- 1"x3" u-channel supports at top and bottom with fabricated end caps
- 3"x3" angle brackets to fasten aluminum sign panel to u-channel
- Single piece panels to be painted and masked two colors - decorative accent and front of sign panel to be dark gray, back of sign panel to be blue
- Includes mobilization & on-site installation

Wayfinding Item

Subtotal \$75,597.52

Total **\$75,597.52**

signature

signed by

date

Letters are approximately 12" high



1' Depth
Double Sided



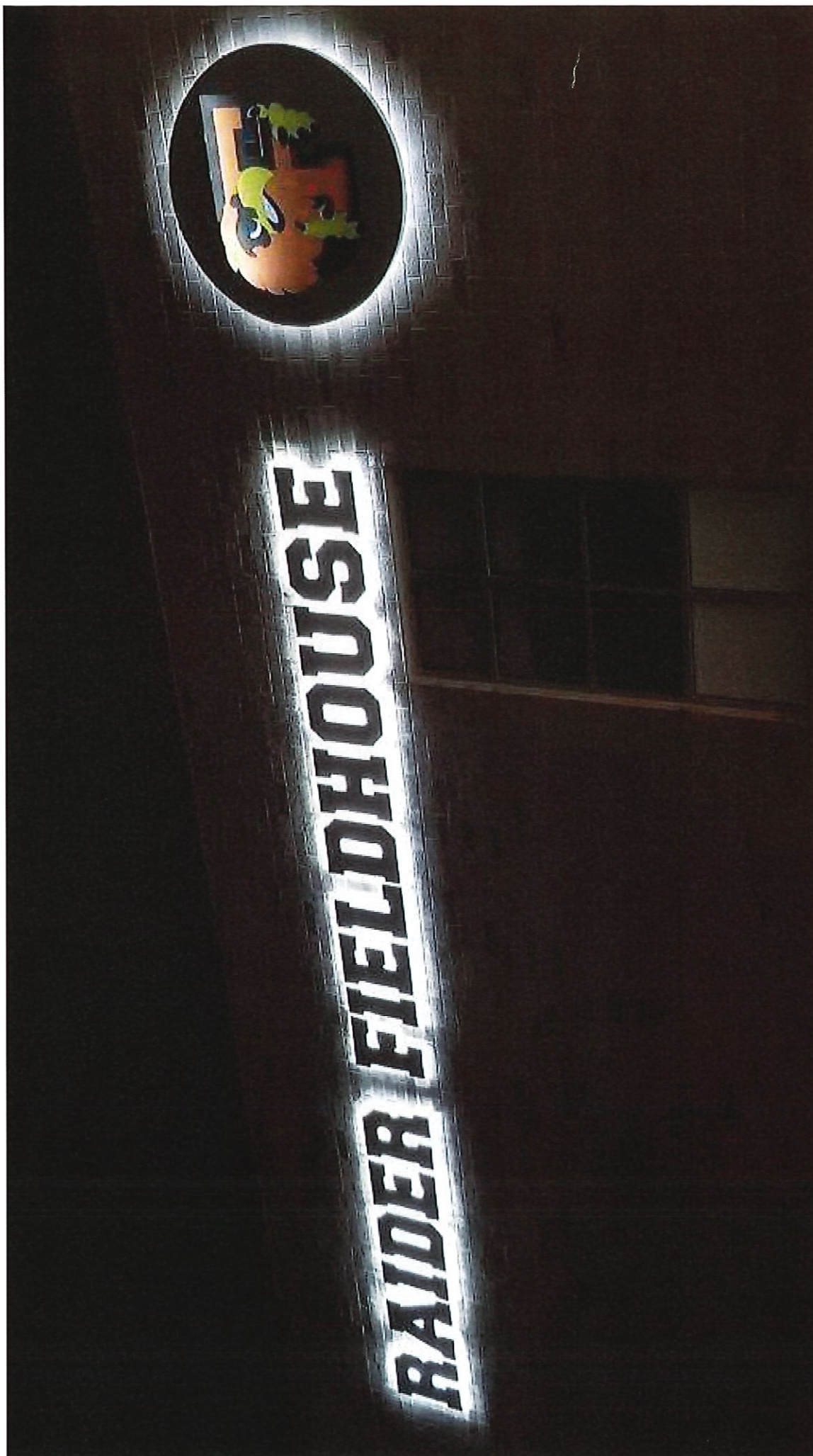
Letters are approximately 18' high

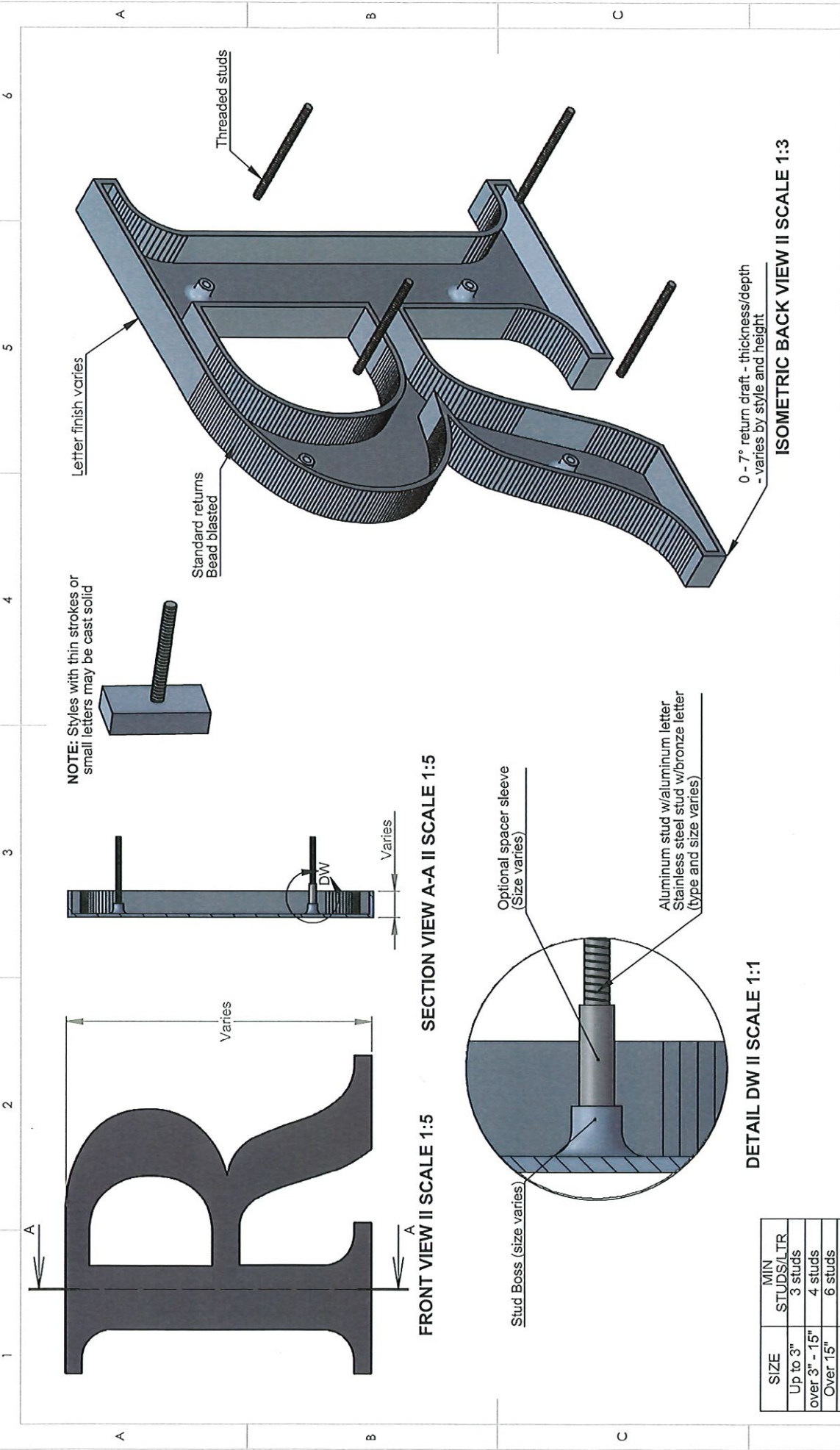


1' Depth
Double Sided

Letters are approximately 18" high







TITLE:

CAST METAL STUD MOUNT

MATERIAL: **ALUMINUM OR BRONZE**

PRODUCT TYPE:

CAST METAL



Standard catalog styles or customer per vector art. Flat faced/round/prismatic profile options. Typical 3/16" - 1/4" wall thickness on hollow back letters/logos.



MEMORANDUM

Douglas Downtown Development Authority

Wednesday, January 24th, 2024

TO: The City of the Village of Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

SUBJECT: Wayfinding Signage

Project Director, Jenny Pearson, at the direction of the DDA has been working with Praise Sign to obtain quotes for a directional kiosk to replace the existing kiosk downtown, new signage at Schultz Park, and Wade's Bayou.

Please see the attached estimates to complete this project.



Praise Sign

3404 Busch Drive Suite F
Grandville, Michigan 49417

(616) 827-7271
james@praisesign.com

Estimate

Estimate Number: 002565
Estimate Date: Dec 11, 2023
Estimate Expires: Jan 10, 2024

Customer

Jennifer (Additional Wayfinding Signs - City of
Douglas)
Douglas@douglasmi.gov

Project

002565 - Additional Wayfinding Signs - City of
Douglas (Jennifer)

All pricing contained within this estimate includes our best initial interpretation of each sign type and it's unique specifications. These costs are budgetary in nature pending a final review of the design package and materials specified. Final quantities selected will have a major impact on the estimated values. Also, please know that our staff is capable of performing value engineering ideas specific to any sign type currently proposed. We have the flexibility to partner with you in every phase of this process and look forward to all future collaborations.

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. Note that all credit card transactions are subject to a 3% processing fee.

DESCRIPTION	PRICE
-------------	-------

Directional Kiosk

\$6,082.02

Description

- One (x1) - Kiosk style free-standing sign structure
- All aluminum construction with aluminum plate panels & tubular aluminum supports
- All surfaces primed & painted per submitted rendering
- Face panels are painted two color and receive applied vinyl text & graphics
- Header text & Yellow graphic are applied vinyl
- Lower area is a custom shape reflective White vinyl
- Map graphics are a digital print on White vinyl and laminated to a 1mm PVC panel
- Map insert to be loaded into a 40" high x 30" wide lockable metal frame, painted White
- Frame is permanently attached with VHB adhesive. Insert is fully changeable as required
- Sign is single sided, approximately 7'-0" high x 3'-10" wide x 4" deep
- Client to furnish individual map vectored art layouts
- Includes installation per engineered drawings with direct burial mounting

Facility Sign

\$4,613.55

Description

1/18/24, 9:30 AM

Projul - Construction Management

- One (x1) - free-standing facility ID pylon style sign structure
- Aluminum construction with aluminum plate panels & tubular aluminum supports
- Signs are to be single sided, approximately 3'-5" high x 4'-10" wide x 5" deep
- All surfaces primed & painted per submitted rendering
- Header text, body text & Yellow graphic swoosh are applied vinyl on front face only
- Back face is painted solid Blue
- Includes Installation per engineered drawings direct burial

Trail Sign**\$3,348.50**Description

- Manufacture (1) 1'-2-7/16" W x 4' H x 2" deep Pedestal Sign to read "BAYOU" with logo and misc. information
- CNC routed aluminum construction, 2" square aluminum tubing and rigid 1/4" aluminum faces
- All surfaces primed & painted per submitted rendering
- Face panels are painted two color and receive applied vinyl text
- Bottom Yellow wave is applied vinyl
- Upper area is reflective White vinyl text and logo
- Bottom Grey Base to be 6" aluminum tube construction
- Signs are to be double sided
- Includes installation per engineered drawings direct burial
- **OPTION: Concrete footing & formed cement base - Add \$780.00**

Schultz Park Sign**\$7,891.51**Description

- Manufacture (1) 6' W x 3'-8" H x 11" deep, Monument Sign to read "Schultz Park" with Logo & dots (non-illuminated)
- CNC routed aluminum construction, 2" square aluminum tubing and rigid 1/4" aluminum faces
- Radius wave top and 1/4" alum CNC Routed color wave accents on all (4) sides flush mounted to aluminum cabinet
- 1/2" alum plate letters and dots with 1/2" standoffs to read "Schultz Park" "DOTS" on face side only
- All surfaces primed & painted per submitted rendering
- Printed Gradient Wave Graphic at the top of sign covered by 1/4" alum accent wave cutouts
- Bottom Grey Base to be 4" aluminum tube construction
- Includes installation per engineered drawings direct burial
- **OPTION: Concrete footing and base - Add \$950.00**

Downtown Douglas Directional Medium Size**\$19,894.29**Description

- Manufacture (1) 9' W x 3' H x 12" deep, Illuminated Directional Sign to read "DOWNTOWN DOUGLAS" with Text, Multi-Color Arrows and Logo all halo lit with RGB, LED modules for desired seasonal color selections
- CNC routed aluminum construction, 2" square aluminum tubing and rigid 1.00" 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
- Includes installation per engineered drawings direct burial

Option #1: Construction of a concrete base, 2 tiered design TBD - \$17,500.00 approximated**Option #2: Retrofit existing electric service run to include exterior outlets to be mounted onto new base design - \$135.00/hr + materials**

Option for 1/2" Stud Mounted Lettering

- "Downtown Douglas and Multi-Colored Arrows" option for 1/2" deep alum plate letters with 1/2" standoffs (to match lettering style of Schultz Park)
- Option Cost - (+\$1165)

Downtown Douglas Directional Large Size

\$26,375.17

Description

- Manufacture (1) 14' W x 5' H x 16" deep, Illuminated Directional Sign to read "DOWNTOWN DOUGLAS" with Text, Multi-Color Arrows and Logo all halo lit with RGB, LED modules for color selection
- CNC routed aluminum construction, 2" square aluminum tubing 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
- Includes installation per engineered drawings direct burial

Gateway Item

Option #1: Construction of a concrete base, 2 tiered design TBD - \$36,500.00 approximated**Option #2: Retrofit existing electric service run to include exterior outlets to be mounted onto new base design - \$135.00/hr + materials**Option for 1/2" Stud Mounted Lettering

- "Downtown Douglas and Multi-Colored Arrows" option for 1/2" deep alum plate letters with 1/2" standoffs (to match lettering style of Schultz Park)
- Option Cost - (+\$1,995)

Sign Engineering

\$4,855.00

Engineering of Signage

- Engineer (6) City of Douglas Wayfinding and Directional Signs of Various Styles
- Includes proper structural wind load calculations and installation specifications

Add: Sign Type "B"

\$2,537.48

Description

B - One Sided

Qty: 1

- (1) 4"x4"x.25" aluminum posts, 12'3" tall AG w/ 42" burial depth, black/dark gray
- (1) CNC routed .125" thick aluminum panels with decorative accents at top, bottom, and side, 4'1" tall x 3'10" wide
 - Panels and decorative accent to be single routed piece
- (1) matching CNC routed .125" thick decorative accent to be installed on other side of post, 4'1" tall x 1'1" wide (at top)
- Digitally printed vinyl graphics over reflective substrate
- 1"x3" u-channel supports at top and bottom with fabricated end caps
- 3"x3" angle brackets to fasten aluminum sign panel to u-channel
- Single piece panels to be painted and masked two colors - decorative accent and front of sign panel to be dark gray, back of sign panel to be blue
- Includes mobilization & on-site installation

Subtotal \$75,597.52

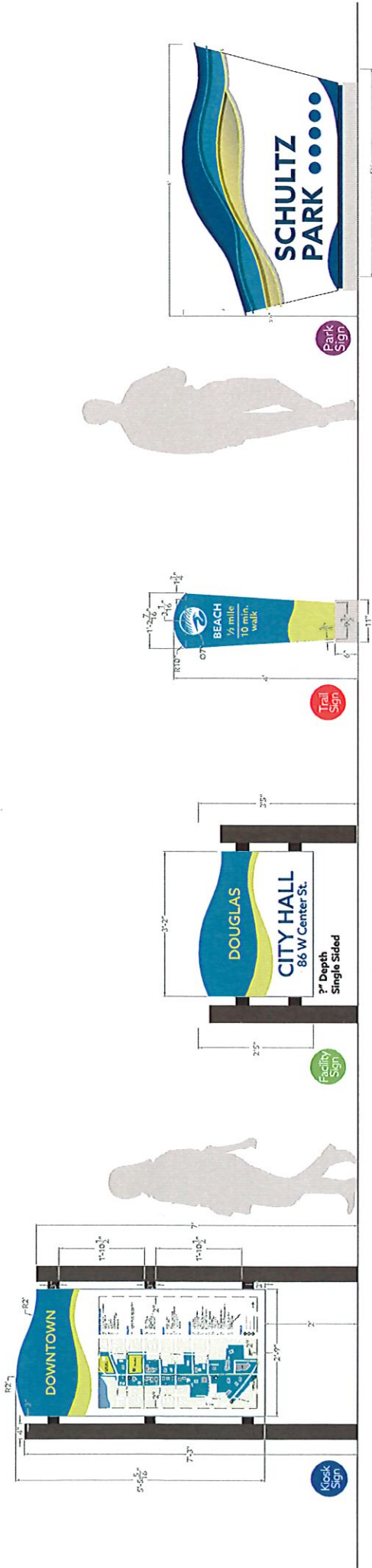
Total **\$75,597.52**

signature

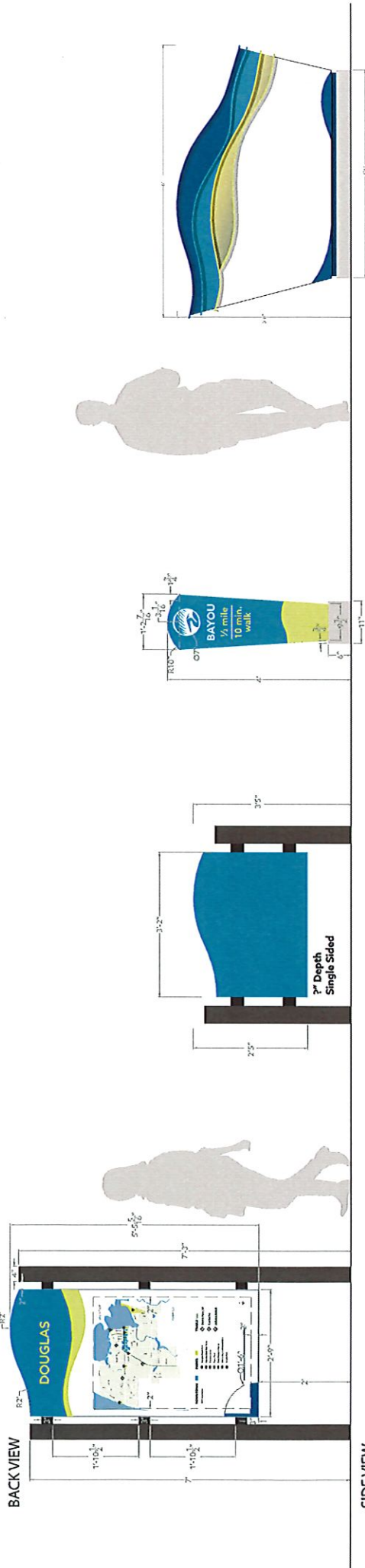
signed by

date

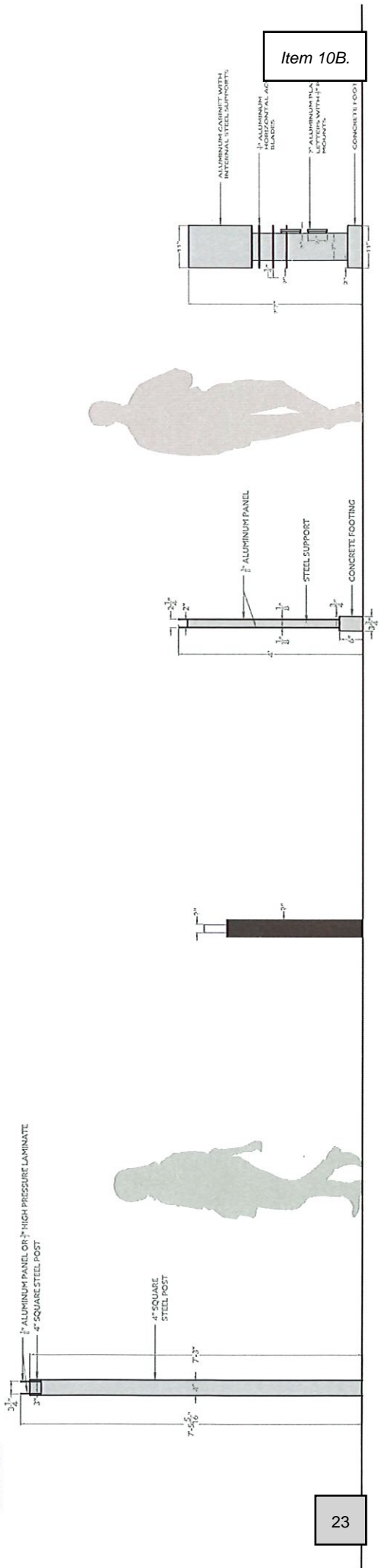
FRONT VIEW



BACK VIEW



SIDE VIEW



Item 10B.



MEMORANDUM

Douglas Downtown Development Authority

Wednesday, January 24th, 2024

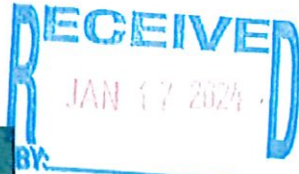
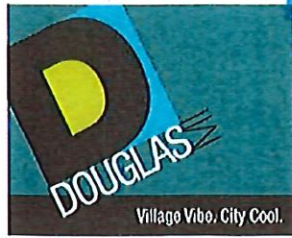
TO: The City of the Village of Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

SUBJECT: Community Promotion Request

Please see the attached Community Promotion Request from Water Street Gallery for their Art in Douglas Gallery Strolls in the amount of \$3690.00.

Please see the attached information for review and consideration.



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY

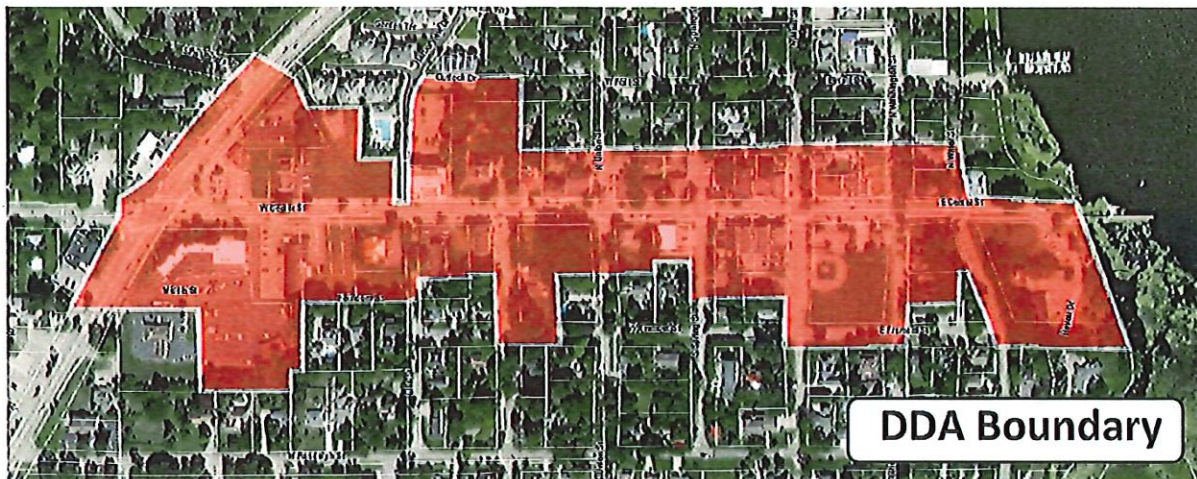
Community Events Grant Program Guideline

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

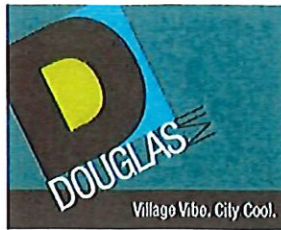
- DDA awards are paid to recipients as reimbursements.
- All event(s) must be in compliance with the aforementioned requirements.
- Original receipts for services performed must be provided to receive reimbursement.
- After satisfactory review by DDA Business Incentive Program sub-committee, payment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

Item 10C.

Approved _____

Denied _____

Date _____

**Douglas Downtown Development Authority
Community Events Grant Program Application**

EVENT PRESENTER INFORMATION

Name: Anna K. Matzke Water Street Gallery

Name of Organization(s): ART IN DOUGLAS

Address: 98 Center St. PO Box 1034 Douglas, Mich. 49406

Phone: 249-857-8485 Email: info@waterstreetgallery.com

How many years have you been in the Douglas Downtown Development Authority District? 32

EVENT INFORMATION (use additional sheets if needed)

Event Name: ART IN DOUGLAS GALLERY STROLLS

Event Date(s): 2ND SUNDAYS FROM JUNE-OCTOBER 2024 Event Start & End Hours: 11AM-5PM

Event Location: DOUGLAS ART GALLERIES ON CENTER STREET (5 BUSINESSES)

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

ALL ART GALLERIES WILL BE OPEN FROM 11AM-5PM (OR LATER). GALLERIES WILL HAVE LIVE ARTIST DEMONSTRATIONS (PORTRAY, PAINTING, FELTING, JEWELRY, ETC) MUSIC WILL BE PROVIDED BY LOCAL MUSICIANS.

Anticipated Number of Attendees: 200-300

Attendees Demographics (ages, special interests, where are they coming from, etc.) ALL AGES -

PRIMARILY FROM THE MIDWEST

Estimated Number of Volunteers: 0

Estimated 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: _____

BUTTON GALLERY, MIXED MEDIA GALLERY, MR. MILLER'S ART EMPORIUM,
OK-BOW HOUSE, WATER STREET GALLERY. ALL BUSINESSES WILL BE OPEN
FROM 11AM-5PM AND WILL HAVE ARTISTS ON-SITE FOR DEMOS OR EDUCATIONAL
PURPOSES. THE EVENT WILL INCREASE TRAFFIC IN DOWNTOWN DOUGLAS AND
PROVIDE INCREASED LODGING + RESTAURANT REVENUE
 List your methods to advertise and promote the event as well as downtown and local businesses: ADVERTISEMENT
IN VARIOUS PUBLICATIONS - COMMERCIAL RECORD, WHAT'S HAPPENING, MICHIGAN ART GUIDE
URBAN ST., AND REVUE. ADDITIONAL ADVERTISING WILL INCLUDE FACEBOOK AND
RACK CARDS WHICH THE LARGE DOUGLAS ADVERTISING ON ONE SIDE AND GALLERY ADVER-
TISING ON THE OTHER SIDE. 2400 RACK CARDS ARE DISTRIBUTED AT MICHIGAN WELCOME
CENTERS AND 2000+ ARE DISTRIBUTED LOCALLY

Funding amount requested: \$3,690 (Include an itemized budget for the total costs of the event)

(SEE BELOW)

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? 5+
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

Date

1/18/24

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.

FUNDING REQUEST

Please return application and supporting documentation to:

City of Douglas
 Downtown Development Authority
 86 West Center, PO Box 757
 Douglas, Michigan 49406

MICHIGAN ART GUIDE	\$750
WHAT'S HAPPENING	\$250
URBAN STREET MAGAZINE	\$390
RACK CARD PRINTING	\$500
RACK CARD GRAPHIC DESIGNER	\$500
COMMERCIAL RECORD	\$250
REVEUE MAGAZINE	\$800
FACE BOOK EVENT PAGES	\$250
TOTAL	\$3,690

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



MEMORANDUM

Douglas Downtown Development Authority

Wednesday, January 24th, 2024

TO: The City of the Village of Douglas Downtown Development Authority

FROM: Lisa Nocerini, City Manager

SUBJECT: Seasonal Decorations Purchase under Community Promotions

Holiday Outdoor Décor currently has 35% sale now through February 28th, and the DDA officers have asked for this to be added to the agenda to consider purchasing seasonal décor at a reduced cost under community promotions.

Please see the attached information for review and consideration.

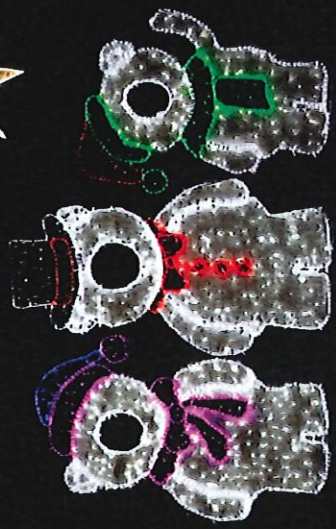
UP TO **35% OFF**
NOW THROUGH FEBRUARY 28TH



Presidential Snowflake Pole Mount
(Available in 4 sizes)
Starting at ~~\$600~~ \$390



Signature Building Front Wreath
(Available in 6 sizes)
Starting at ~~\$450~~ \$292
*Bow sold separately



Mother Bear ~~\$1,075~~ \$700
Father Bear ~~\$1,120~~ \$730
Baby Bear ~~\$675~~ \$400
Bear Family Bundle Photo Op
~~\$2,850~~ \$1,675



40' Triple Wreath Skyline | (Available in 2 sizes)
~~\$2,600~~ \$1,745
*Bow sold separately

NEW



Glitter Mesh Snowflake
NEW Pole Mount
(Available in 4 sizes)
Starting at ~~\$650~~ \$420

Deer Bundle (ALL 5 PIECES)
NEW Deer Family
~~\$3,665~~ \$2,380

NEW



6' Proud Doe	5' Mother & Fawn	5.5' Doe Looking Back	4' Fawn	10' Buck Standing Proud
NEW Deer Family	NEW Deer Family	NEW Deer Family	NEW Deer Family	NEW Deer Family
\$795 \$475	\$600 \$520	\$675 \$440	\$400 \$300	\$995 \$645

TRADITIONAL COLLECTION



NEW



Mia Snowflake Pole Mount
(In Warm White or Cool White)
~~\$655~~ \$525

Elie Golden Walk-Through Ornament
~~\$33,995~~ \$27,185

