

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, OCTOBER 23, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

AGENDA

To view remotely online or by phone -

Join online by visiting: <https://us02web.zoom.us/j/83505446221>

Join by phone by dialing: +1 (312) 626-6799 | **Then enter "Meeting ID":** 835 0544 6221

1. CALL TO ORDER

2. ROLL CALL/QUORUM

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of October 23, 2024 – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of September 25, 2024 – roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Liz Engel, Community Pride - Letter

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

8. UNFINISHED BUSINESS

A. Shop & Dine Passport Program Update

9. NEW BUSINESS

A. Community Events Grant Application - Oktoberfest, Community Pride

Motion to approve the Community Events Grant Application from Community Pride for the Oktoberfest Event held on October 12, 2024 in the amount of \$2,800. - roll call vote

B. Community Events Grant Application - Ox-Bow House

Motion to approve the Community Events Grant Application from Ox-Bow for the Cavern Tavern event held on October 26, 2024, in the amount of \$750. - roll call vote

C. Community Events Grant Application - Art In Douglas / Gallery Stroll

Motion to approve the Community Events Grant Application from Art In Douglas for the Art In Douglas Gallery Stroll event held on October 12 & 13, 2024, in the amount of \$400. - roll call vote

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

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

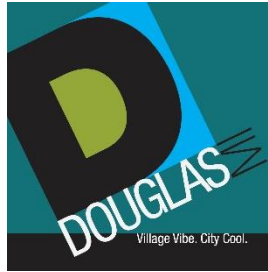
13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn the meeting.

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, SEPTEMBER 25, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER: Chair called to order at 2:00 PM

2. ROLL CALL/QUORUM:

PRESENT - Aleshia Balmer, Beth Stefanchik, Kabri Martyniek, Mark Postillion, Randy Walker, Cathy North, Lauren Vonk

Also Present – City Manager Lisa Nocerini

ABSENT - Dave Laakso, Maggie Bandstra

3. APPROVAL OF AGENDA: Approval of Agenda - Changes/Additions/Deletions

Motion by Walker, seconded by Vonk, to approve the Agenda of September 25, 2024, with the addition of 9K under New Business, Additional holiday decoration approval – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES: Approval of the August 28, 2024 Minutes

Motion by Postillion, seconded by Stefanchik, to approve the Minutes of August 28, 2024 – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Secretary - None

B. Treasurer – Report included in packet

C. Vice Chair - None

D. Chair - None

6. PUBLIC COMMUNICATION – WRITTEN: Sarah Pang – Letter received into record.

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

8. UNFINISHED BUSINESS

A. Donation of the Two Bike Racks from the Saugatuck Douglas Area Convention and Visitor’s Bureau (Discussion)

B. Douglas Downtown Development Authority Passport program for November 2024 (Discussion)

- C. Selection of Workshop Dates for the Douglas Downtown Development Authority. Proposed dates are October 15, October 22, October 29, and November 12, from 5:00 PM to 7:00 PM (Discussion)

9. NEW BUSINESS

- A. Gateway Sign Banner Requests (Discussion)
- B. Event Reimbursement Procedures (Discussion)
- C. 2024 Farmer's Market Survey (Discussion)
- D. Passport Approval - DDA Sponsored Downtown Business Passport Program

Motion by Stefanchik, seconded by Walker, to approve the purchase of 250 passports, stamps, and prizes for the DDA sponsored downtown business passport program running from November 1st-30th, 2024 in the amount of \$999.89 – Motion carried by unanimous roll call vote.

- E. Funding to Designate Local Artists for Painting Existing Bike Racks Approval

Motion by Martyniek, seconded by North, to approve designating \$300 towards local artist under community promotions – Motion carried by unanimous roll call vote.

- F. Fall Decorations Approval

Motion by Walker, seconded by Postilion, to approve designating no more than \$150.00 to purchase haybales and dried cornstalk bundles for downtown fall decorations under community promotions – Motion carried by unanimous roll call vote.

- G. FY2024-2025 Budget Amendment Approval

Motion by Postilion, seconded by Walker, to approve amending the FY2024-2025 budget for Community Promotions in the amount of \$1,449.89 – Motion carried by unanimous roll call vote.

- H. Approval of Bike Rack Locations Donated by the Saugatuck-Douglas Area Convention

Motion by Stefanchik, seconded by Walker, to approve the locations of two bike racks donated by the Saugatuck-Douglas Area Convention into the downtown district – Motion carried by unanimous roll call vote.

Motion by Walker, seconded by Stefanchik, to extend meeting – Motion carried by unanimous roll call vote.

Martyniek exited meeting

- I. Michigan Downtown Association Annual Conference (Discussion)
- J. Scheduling DDA Workshop

Motion by Vonk, seconded by Stefanchik, to Approve the Scheduling of a Downtown Development Authority Workshop on November 12, 2024, at City Hall from 5:00 to 7:00 PM – Motion carried by unanimous roll call vote.

- K. Additional Holiday Decorations

Motion by Walker, seconded by Vonk, to approve up to \$600 in additional fall decorations from Borden of South Haven – Motion carried by unanimous roll call vote.

- 10. COMMITTEE REPORTS:** Marketing Committee - Walker has a meeting tonight with Stefanie.
- 11. STAFF/MANAGER REPORTS:** City Manager Nocerini discussed the placement of the holiday deer decorations at Wade's Bayou.
- 12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES):** Lisa Mize from the CVB asked about the time of tree lighting.
- 13. BOARD COMMENTS:** Walker mentioned that the purpose of the upcoming Workshop was to discuss the direction of the DDA.
- 14. CHAIR COMMENTS -** None
- 15. ADJOURNMENT**

Motion by Postilion, seconded by Vonk to adjourn the meeting.

DDA TREASURER'S REPORT for October 23, 2024 Meeting

Total revenue of \$25,708.19 was recorded during September 2024. \$25,001.70 of revenue was related to TIF recapture, and \$706.49 was for the DDA share of Farmer's Market revenues. There were no expenses recorded during the month.

At September 30, 2024, the DDA had cash on hand of \$105,102.27. There were no liabilities recorded at month end, leaving an ending fund balance of \$105,102.27.

October 17, 2024

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

	2024-2025 Approved Budget	Activity for September 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 25,001.70	\$ 38,273.82	\$ 24,533.18	TIF Recapture
OTHER INCOME	\$ -	\$ 706.49	\$ 804.49	\$ (804.49)	Chair Rental and proceeds from Farmer's Market
INTEREST INCOME	-	-	764.52	(764.52)	Interest Income Allocation
TOTAL Revenues	<u>\$ 62,807.00</u>	<u>\$ 25,708.19</u>	<u>\$ 39,842.83</u>	<u>\$ 22,964.17</u>	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00	
TRAINING FUNDS	1,000.00	-	-	1,000.00	
BUSINESS INCENTIVE PROGRAM	5,000.00	-	284.16	4,715.84	Return of Sales Tax and Floor Wrap
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	-	-	27,000.00	
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	<u>15,560.00</u>	<u>-</u>	<u>198.90</u>	<u>15,361.10</u>	Christmascap
TOTAL Expenditures	<u>\$ 57,560.00</u>	<u>\$ -</u>	<u>\$ 483.06</u>	<u>\$ 57,076.94</u>	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ 25,708.19	\$ 39,842.83	\$ 22,964.17	
EXPENDITURES	<u>57,560.00</u>	<u>-</u>	<u>483.06</u>	<u>57,076.94</u>	
BUDGET NET INCOME (LOSS)	<u>\$ 5,247.00</u>	<u>\$ 25,708.19</u>	<u>\$ 39,359.77</u>	<u>\$ (34,112.77)</u>	

	Approved Budget	Activity for September 2024	2024-2025 YTD Activity	Budget Remaining to Spend
Capital Outlay Detail				
Unallocated	\$ 15,560.00	\$ -	\$ -	\$ 15,560.00
				\$ -
				\$ -
				<u>\$ -</u>
Total Capital Budget	<u>\$ 15,560.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 15,560.00</u>

9/20/2024

Community Pride, MI – Saugatuck Douglas
PO Box 437
Douglas, MI 49406

8/3/2025

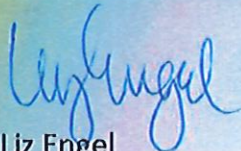
Douglas Downtown Development Authority
PO Box 757
Douglas, MI 49406

Dear Friends at Douglas Downtown Development Authority,

Thank you so much for your contribution of \$2,800. Donors like you are vital to the success of Community Pride, MI and the achievement of our mission to promote unity, inclusion, awareness of gender and racial diversity and creating a sense of community and safe space for all individuals.

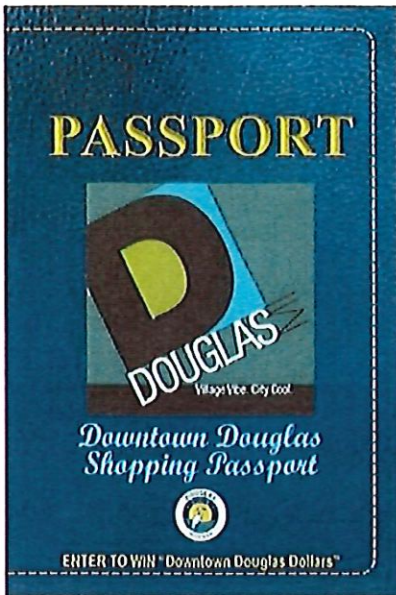
Again, we want to extend our deep appreciation for your contribution. Aided by your generosity, we were able to reach our goals. We look forward to your continued support for many years to come.

With warm wishes and gratitude,



Liz Engel
Board President
Community Pride, MI

Community Pride, MI is registered as a 501(c)(3) non-profit organization located in Saugatuck-Douglas, MI. Donations to Community Pride are tax-deductible to the extent permitted by law. No goods or services were received in exchange for your contribution.



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY SHOP & DINE PASSPORT PROGRAM

November 1st-30th, 2024



How to participate:

1. Pick up a passport from Douglas City Hall or one of the participating businesses listed below.
2. Visit the participating businesses to collect stamps. No purchase necessary.
3. Once you have collected stamps from at least 50% of the businesses, complete your passport adding your contact information in the space provided on the passport.
4. Return the completed passport to City Hall, a participating business, or bring it to the Light Night in Douglas Tree Lighting Ceremony by 6:00 p.m. on November 30th at Beery Field.
5. Submitting your passport enters you into a drawing for "Douglas Downtown Dollars" prizes of \$200, \$150, and \$100, which will be drawn at the Douglas Light Night Ceremony, to be used at participating businesses. You do not need to be present to win.

Participating businesses: Borrowed Time; Brackett & Company Home Accents; Button Gallery; Everyday People Cafe; Happystance Dinette; L Salon; Lakeshore Pet Boutique; Mr. Miller's Art Emporium; Now and Then; Ox-Bow House; Ruth Crowe Artist Studio; Water Street Gallery; and Wild Dog Grille.



Shop, Dine, Explore... Downtown Douglas

Win "Downtown Douglas Dollars" to spend at participating businesses. Receive stamps from at least 50% of the businesses to enter. See participating stores for complete details. No purchase necessary.

Bracelett & Company
Home Accents
34 Center St.

button gallery
Burton Gallery
33 Center St.

EVERY DAY CAFE
Everyday People Cafe
11 Center St.

Borrowed Time
22 Center St.

Happystance
8 W Center St.

I Salon
50 E Center St.

Lakeshore PET BOUTIQUE
Lakeshore Pet Boutique
10 W Center St.

Mr. Miller's Art Emporium
48 Center St.

N
Now and Then
23 Center St.

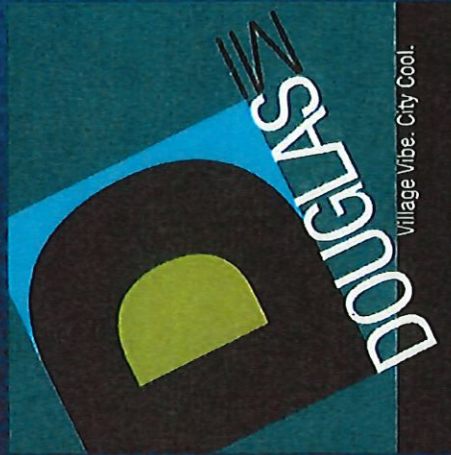
OX
Dr-Bow House
137 Center St.

RUTH CRUVE ARTIST STUDIO
Ruth Cruve Artist Studio
36 W Center St.

Water Street Gallery
98 Center St.

Wild Dog Grille
24 Center St.

PASSPORT



Village Vibe. City Cool.

*Downtown Douglas
Shopping Passport*



ENTER TO WIN "Downtown Douglas Dollars"

Name _____

Phone _____

Email _____

DDA ACTION
Approved _____
Denied _____
Date _____



Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Liz Engel

Name of Organization(s): Community Pride MI

Address: P.O. Box 437, Douglas, MI 49406

Phone: 616-836-7171 Email: C21saugatuck@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? 5

EVENT INFORMATION (use additional sheets if needed)

Event Name: Oktoberfest

Event Date(s): October 12 Event Start & End Hours: Noon-5PM

Event Location: Beary Field, 8 Center Street, Douglas

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

~~PRIDE, our premier event, will be held May 30 through June 2 with events featuring political updates, bowling party,~~
Oktoberfest is our fall event of music, food, beverages and celebration. Our events are designed as shoulder
event of music, food, beverages and celebration. Our events are designed as shoulder season events for our towns.

Anticipated Number of Attendees: 1000

Attendees Demographics (ages, special interests, where are they coming from, etc.) With events with wide
ranging interests, our attendees come from diverse ages and walks of life. We draw visitors from Western MI,
Chicago, Detroit, and Indianapolis. We've seen guests come from WI, OH, both coasts as well as Canada.

Estimated Number of Volunteers: 40/event

Estimated Date/Time for Set-Up: 10/11 Estimated Date/Time for Clean-Up: 10/13

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

The CVB, Century 21 Affiliated, Blggby Coffee. Many vendors and supporters also make these events happen like State Farm, Huntington Bank, Saugatuck Harbor Insurance, Lake Vista SuperValu and more

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

WZZM for ad spots/local feature, Commercial Record, Saugatuck on Sunday and Morning Grind Radio.

Social media, signs/banners, coordinate w/CVB calendar and email distribution. CommunityPrideMI.org

Funding amount requested: \$2,800 (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? 2
- 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

Elizabeth Almgel
Signature of Applicant

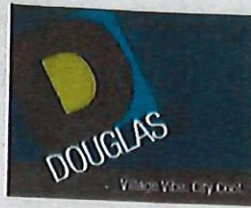
7/18/24
Date

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

Please return application and supporting documentation to:

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

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



DDA ACTION	
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Kate Nguyen
 Name of Organization(s): Ox-Bow School of Art & Artists' Residency
 Address: 137 Center St (OxBow House)
 Phone: 1016-308-2104 Email: knguyen@ox-bow.org
 How many years have you been in the Douglas Downtown Development Authority District? 2

EVENT INFORMATION (use additional sheets if needed)

Event Name: Cavern Tavern
 Event Date(s): 10/26/2024 Event Start & End Hours: 6 - 10
 Event Location: 137 Center St

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

Our annual Cavern Tavern will welcome guests from all over, with the help of the Great Lakes Brass Band. We will serve delicious craft cocktails, have live music, tarot card readings and original art for all to see.

Attendees Demographics (ages, special interests, where are they coming from, etc.) _____

All parade attendee demographics apply

Estimated Number of Volunteers: 20

Estimated Date/Time for Set-Up: 10/26/24 4p. Estimated Date/Time for Clean-Up: 10/27/24 10a.

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

This event encompasses all businesses in downtown Douglas. The music provided for this event will draw the crowds and enhance the ambience throughout.

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

5x7 cards around town, posters, ads in multiple publications, digital ad in GP Mag, social posts, Newsletter blasts

Funding amount requested: *\$750* (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. 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

[Handwritten Signature]
Signature of Applicant

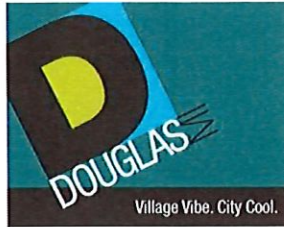
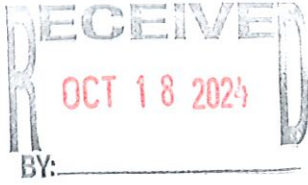
9/13/24
Date

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

Please return application and supporting documentation to:

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Douglas, Michigan 49406**

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DDA ACTION	
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: MICHAEL BURMISTOR

Name of Organization(s): ART IN DOUGLAS

Address: 33 CENTER ST PO BOX 933

Phone: 0269-857-2175 Email: buttongalleryfineart@gmail.com

How many years have you been in the Douglas Downtown Development Authority District? SINCE 2015 or 1966

EVENT INFORMATION (use additional sheets if needed)

Event Name: ART IN DOUGLAS / GALLERY STROLL

Event Date(s): 10/12-13 2024 Event Start & End Hours: 11AM-6PM

Event Location: DOWNTOWN DOUGLAS BUSINESSES

Describe your event in detail and how it will benefit the DDA District. THE FALL GALLERY STROLL HAS BEEN A STAPLE FOR 40 YEARS AND INCLUDES DOUGLAS, SAUGATUCK AND FENNVILLE GALLERIES. A SIGNIFICANT NUMBER OF PEOPLE ATTEND THE EVENT

Anticipated Number of Attendees: 400-500 EACH YEAR.

Attendees Demographics (ages, special interests, where are the coming from, etc.) UPSCALE CLIENTELE INTERESTED IN ART, BOUTIQUE STORES, AND FINE DINING AGES 30-60+ FROM THROUGHOUT THE MIDWEST

Estimated Number of Volunteers: N/A

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: OX BOW, MR MILLERS, BUTON, WATER STREET, KIM NEWS, RESPIRE, RAW + TREN, LAKE SHORE PET BOUTIQUE, HISTORY CENTER, BACK ALLEY PIZZA, L SALON, CENTURY 21. SOME BUSINESSES HAVE ARTISTS AND/OR MUSICAL PERFORMANCES

List your methods to advertise and promote the event as well as downtown and local businesses: WE HAVE PREPARED BACK CARDS, PAID FOR ADVERTISING IN COMMERCIAL RECORD, FACEBOOK, URBAN ST. WHAT'S HAPPENING, HOLLAND SENTINEL AND ENCOURAGED LOCAL BUSINESSES TO PROMOTE THEIR ARTSY SIDE
Funding amount requested: \$400 (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 N/A

Michael Benmouna
Signature of Applicant

10-17-24
Date

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

Please return application and supporting documentation to:

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

OCTOBER 2024
ART IN DOUGLAS / GALLERY STROLL
SPECIAL EVENT FUNDING REQUEST

HAIR MEDIA/URBAN STREET ADVERTISING	\$285
CHARL BEAUCHAMP MUSIC	\$75
	<u>\$360</u>
FACEBOOK ADVERTISING	\$40
TOTAL	<u><u>\$400</u></u>

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