

**THE CITY OF THE VILLAGE OF DOUGLAS
RESCHEDULED DOWNTOWN
DEVELOPMENT AUTHORITY
WEDNESDAY, JANUARY 29, 2025 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

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

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of January 22, 2025. – roll call vote

5. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of December 18, 2024. - roll call vote

6. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice-Chair

D. Chair

7. PUBLIC COMMUNICATION - WRITTEN

A. Mark Postilion Resignation Letter

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

9. UNFINISHED BUSINESS

10. NEW BUSINESS

A. Required Informational Meetings under PA 57

Motion to approve holding the informational meetings in June 2025 and December 2025. - roll call vote

B. POW Strategies Proposal to Conduct DDA Training

Motion to approve POW Strategies proposal to conduct DDA training in the amount of \$3,000 (Deposit). - roll call vote

C. Wade's Bayou Murals RFP

Motion to approve issuing a request for proposals (RFP) for the repainting of the two buildings at Wade's Bayou with new murals. - roll call vote

D. FY 2025-2026 Budget Worksheets (Discussion)

E. FY 2025-2026 Quoted Budget Items (Discussion)

F. Beery Field Vehicle Charging Station (Discussion)

G. Michigan Downtown Association Workshop

H. Farmer's Market DDA Table

I. Events & Updates Planning

- January (Saturday Soup Stroll/Passport Program Update)
- February (Pre-Superbowl Tailgate Stroll)
- March (People & Pet Parade, Treats for Pets Stroll on March 8th)
- April (Earth Day/April 22nd)
- May (Derby Day/May 3rd)
- June-September (Tuesdays at the Farmer's Market)
- September (Michigan Downtown Days: September 27th)

11. COMMITTEE REPORTS

12. STAFF/MANAGER REPORTS

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

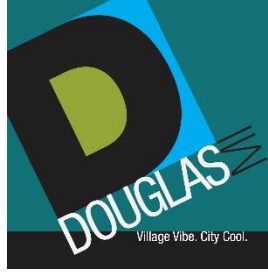
14. BOARD COMMENTS

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 18, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER: By Vice Chair Walker

2. ROLL CALL/QUORUM

PRESENT

Beth Stefanchik
Dave Laakso
Randy Walker
Maggie Bandstra
Cathy North

ABSENT

Aleshia Balmer
Kabri Martyniek
Mark Postilion
Lauren Vonk

3. APPROVAL OF AGENDA

Motion by Bandstra, seconded by Stefanchik, to approve the Agenda of December 18, 2024 – Motion carried by unanimous roll call vote

4. APPROVAL OF MINUTES

Motion by North, seconded by Laakso, to approve the Minutes of November 20, 2024. – Motion carried by unanimous roll call vote

5. OFFICER REPORTS

- A. Secretary – None
- B. Treasurer – Provided in agenda packet
- C. Vice Chair – None
- D. Chair – None

6. PUBLIC COMMUNICATION - WRITTEN

- A. Cavern Tavern - Letter

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

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

- A. Douglas DDA 2024 Informational/Annual Report Presentation (A. Balmer, R. Walker, D. Laakso, L. Nocerini)

- B. Approval of DDA 2024 Informational/Annual Report

Motion by Bandstra, seconded by Stefanichik, to approve the Douglas Downtown Development Authority 2024 Informational/Annual Report. – Motion carried by a unanimous roll call vote

- C. DDA Shop & Dine Passport Program Extension

Motion by North, seconded by Bandstra, to approve the DDA Shop & Dine Passport Program extension through January 31st, 2025, and the purchase of gift cards from businesses who participated in the kick-off program in November 2024 with funding coming from the Community Promotions budget in the amount of \$375.00. – Motion carried by a unanimous roll call vote

- D. Chips Groundcover - Christmascapc Contract Renewal

Motion by Laakso, seconded by North, to approve a three (3) year contract with Chips Groundcover at \$6,805 to be included in the budget for fiscal year 2025-2026. – Motion carried by unanimous roll call vote

- E. DDA Sign on Main/Blue Star Highway – Discussion

- F. SDACVB Events Calendar - Discussion

- G. FY 2025-2026 Budget - Discussion

10. COMMITTEE REPORTS: No reports

- 11. STAFF/MANAGER REPORTS:** City Manager Nocerini thanked all the DDA members and has enjoyed working with everyone. Please continue to shop locally and support small businesses.

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES): None

- 13. BOARD COMMENTS:** All the board members wished one another happy holidays.

14. CHAIR COMMENTS: None**15. ADJOURNMENT**

Motion by Bandstra, seconded by Stefanichik, to adjourn the meeting.

DDA TREASURER'S REPORT for January 22, 2025 Meeting

Total revenue of \$8,709.13 was recorded during December 2024, of which \$8,370.35 was related to TIF recapture, and \$338.78 was interest income.

Expenses of \$10,421.09 were recorded during the month relating to an allocation of city staff expenses for July-December of \$4,500.00, and \$5,921.09 of Community Promotions expenses, primarily for Christmascape (\$5,340.00) and Downtown Douglas passport program printing expenses (\$520.00). An additional expenditure of \$61.49 was incurred for the purchase of parts for the Wayfinding signage.

At December 31, 2024, the DDA had cash on hand of \$107,245.19. There were no liabilities recorded at month end, leaving an ending fund balance of \$107,245.19.

January 6, 2025

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

| | 2024-2025 Approved Budget | Activity for December 2024 | 2024-2025 YTD Activity | Budget Remaining to Earn/Spend | Comments |
|---------------------------------|------------------------------------------|---------------------------------------|-----------------------------------|-------------------------------------------|--------------------------------------------------------------------------------------------------------|
| REVENUES | | | | | |
| TAX INCREMENT RECAPTURE | \$ 62,807.00 | \$ 8,370.35 | \$ 64,511.65 | \$ (1,704.65) | TIF Recapture |
| OTHER INCOME | \$ - | \$ - | \$ 804.49 | \$ (804.49) | Chair Rental and proceeds from Farmer's Market |
| INTEREST INCOME | - | 338.78 | 1,501.00 | (1,501.00) | Interest Income Allocation |
| TOTAL Revenues | \$ 62,807.00 | \$ 8,709.13 | \$ 66,817.14 | \$ (4,010.14) | |
| EXPENSES | | | | | |
| DDA ADMINISTRATION | \$ 9,000.00 | \$ 4,500.00 | \$ 4,500.00 | \$ 4,500.00 | DDA allocation for use of City Staff; July-December |
| 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 expenditures |
| CONTRACTUAL ENGINEERING | - | - | - | - | |
| COMMUNITY PROMOTIONS | 27,000.00 | 5,921.09 | 13,887.64 | 13,112.36 | Fall Decorations, DDA Passports, Art In Douglas Music, Signs, Oktoberfest, Cavern Tavern, Christmascap |
| DUES/FEES/PUBLICATIONS | - | - | - | - | |
| CAPITAL OUTLAY (Detail Below) | 15,560.00 | - | 6,642.65 | 8,917.35 | Christmascap, Beery Field Electrical Improvements (RAF) |
| TOTAL Expenditures | \$ 57,560.00 | \$ 10,421.09 | \$ 25,314.45 | \$ 32,245.55 | |
| SUMMARY: | - | - | - | | |
| REVENUES: | \$ 62,807.00 | \$ 8,709.13 | \$ 66,817.14 | \$ (4,010.14) | |
| EXPENDITURES | 57,560.00 | 10,421.09 | 25,314.45 | 32,245.55 | |
| BUDGET NET INCOME (LOSS) | \$ 5,247.00 | \$ (1,711.96) | \$ 41,502.69 | \$ (36,255.69) | |

| | Approved Budget | Activity for November 2024 | 2024-2025 YTD Activity | Budget Remaining to Spend |
|------------------------------|----------------------------|---------------------------------------|-----------------------------------|--------------------------------------|
| Capital Outlay Detail | | | | |
| Unallocated | \$ 15,560.00 | \$ 6,443.75 | \$ 6,642.65 | \$ 8,917.35 |
| | | | | \$ - |
| | | | | \$ - |
| | | | | \$ - |
| Total Capital Budget | \$ 15,560.00 | \$ 6,443.75 | \$ 6,642.65 | \$ 8,917.35 |

1/6/2025

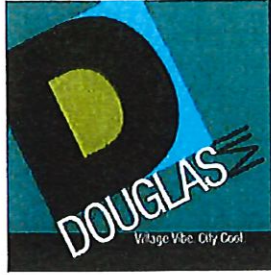
From: Mark Postilion <postey27@gmail.com>
Sent: Tuesday, January 14, 2025 11:23 AM
To: City Manager <citymanager@DouglasMI.gov>
Subject: Re: Happy New Year/DDA

Thanks Lisa, I appreciate your understanding. I wish to formally resign from the DDA given my lack of availability at this time.

Thanks for all the work you and the rest of the city staff and DDA continue to do and apologies again for my sparse attendance the past few months.

Sincerely,

Mark Postilion



To: Douglas DDA Board

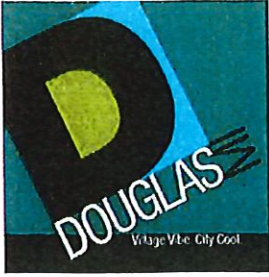
From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

RE: Required Informational Meetings under PA 57

Date: January 22nd, 2025

The DDA is required under P.A.57, to hold two informational meetings and provide an annual report of the Douglas Downtown Development Authority.

To remain in compliance, I am requesting that the DDA board approve holding the informational meetings in June 2025 and December 2025.



To: Douglas DDA Board

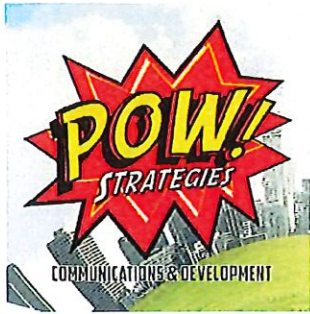
From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

RE: POW Strategies Proposal to Conduct DDA Training

Date: January 22nd, 2025

POW Strategies has provided the DDA with a proposal for Strategic Planning Services. The goal is to work with the DDA to develop a plan that will provide a clear vision, path and implementable strategies based on market analytics that will continue strengthening Downtown Douglas for the next 3-5 years.

They have provided a scope of work in the attached document and are offering to perform this service for \$6,000 with an option to add additional subjects for \$2500. At this time, and in order to secure their services, POW Strategies is requesting a 50% downpayment of \$3,000 which will be take from the existing FY2024-2025 budget with the remaining funds coming from the FY2025-2026 budget since the training will occur after this current fiscal year.



DOUGLAS DDA PROPOSAL FOR STRATEGIC PLANNING SERVICES

DOWNTOWN ECONOMIC STRATEGIC PLAN

A Downtown Economic Strategic Plan will provide the Douglas DDA with a clear vision, path and implementable strategies based on market analytics that will continue strengthening Downtown Douglas for the next 3-5 years.

A downtown economic strategic plan will analyze the market potential of the downtown by identifying the target audience utilizing demographic, psychographic, and real-time mobile data. POW! Strategies will also survey stakeholders, gather input and evaluate the strengths, weaknesses, opportunities, threats, existing work plans and TIF plans, and four forces of value, including economic, physical, social and organizational to define the potential goals, objectives and tasks. Through the planning process, we will then prioritize the goals, objectives, actions, metrics and timeline needed of the Douglas DDA so that the team of volunteers and staff can deliver the most impact.

The most successful strategic plans involve community engagement. The following scope of work and optional items would provide the most robust strategic plan.

SCOPE OF WORK

- Pre-Planning Session Survey – An online survey of the Board, committees and key stakeholders will be conducted ahead of time to gather individual thoughts and ideas so that the planning session can move efficiently, and individuals may fully express their ideas in an anonymous environment.
- Baseline Market Data – utilizing mobile data, POW! Strategies will provide a baseline of the DDA's target market, visitor habits and trends, and business gap/opportunity analysis to help inform the economic market potential and strategy.
- Plan Review – Review of key documents (ie: TIF Plan) will be conducted to align previous planning documents with the Strategic Plan.
- On-site Community Assessment – While on-site, POW! Strategies will tour the downtown, meet with key DDA leaders, personnel and businesses over a 2-3-hour period to analyze the opportunities and needs first-hand to provide insights and inform the Strategic Plan.



POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecius@powstrategiesinc.com

- Strategic Planning Session – 3-hour in-person session with DDA Board of Directors, volunteers, staff and key stakeholders.
- Final Strategic Plan Report & Presentation – A presentation of the final report will be provided to the Board of Directors for review and adoption. The final report will be provided in a digital presentation format that can be used to help share with others, and in an action plan to help track and monitor future progress. A compilation of the notes from the survey and planning session will also be provided. (remote presentation included)
- *Optional Items
 - DDA Refresher – Add a 1-hour training session to the strategic planning process to refresh Board and committee members about the basics of DDAs and Main Streets, and the role of the Board and committees. This will be held in conjunction with the Strategic Planning Session.
 - Business Survey – A pre-planning online assessment survey of the businesses and property owners in the district can be created and disseminated via email to help inform the strategy and ask pertinent questions the DDA Board is interested in.
 - Final Presentation In-person – The final presentation can be done via remote video conferencing or in-person.

TERMS

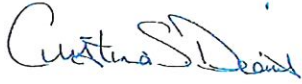
- Fee
 - \$6,000 (50% deposit due one month prior to planning session. Remainder due upon completion of plan.)
 - \$2,500 – Optional Items (payment due upon completion of the plan)
- Materials – Any print materials will be provided by the DDA (ie: copies of presentation). The DDA to provide facility and AV equipment necessary for the planning session. One easel will be needed. Facility must allow for 3M flip charts to be hung on walls with ample space for up to 15-20 sheets.
- The following items are due to POW! Strategies, Inc., no later than 60 days prior to the planning session:
 - DDA to provide copies of any previous plans and documents to help inform the strategic plan, and the status of any projects/goals, ie: TIF Plans, community assessment reports, etc.
 - DDA to provide logo, DDA map and supporting images that help speak to the recent successes downtown.
- Timeline – Report will be completed within 45 days of the planning session.



POW! Strategies, Inc.
 835 Albany, Ferndale, MI 48220
 248-760-9265
csdecius@powstrategiesinc.com

If acceptable, please sign below to accept the scope of work and terms.

Sincerely,



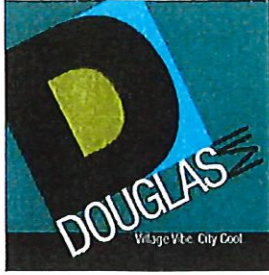
Cristina Sheppard-Decius, CMSM
Founder/President
POW! Strategies, Inc.

Douglas DDA (print name and signature)

date



POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecius@powstrategiesinc.com



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

RE: Approve issuing a request for proposals for the repainting of the two buildings at Wade's Bayou with New Murals

Date: January 22nd, 2025

The Kalamazoo Lake Sewer and Water Authority (KLSWA) owns two pump house buildings at Wade's Bayou. In 2021, with the approval of the KLSWA, the City of Douglas City Council supported an artist painting monochromatic line art on the buildings.

The staff was asked to come up with a request for proposals (RFP), to solicit opportunities to have new murals painted on the buildings that better align with the identity of Douglas.

We have attached a draft proposal for your review and approval. We will add dimensions to the RFP before it is issued.

It is important to note that KLSWA has once again given the city approval to pursue this project but requested that only acrylic paint is used, and the doors are left untouched.

Wade's Bayou Mural on Pump House (REDACTED)



**City of Douglas Downtown Development Authority DRAFT
Request for Proposals (RFP) Wade’s Bayou Building Murals**

The Douglas Downtown Development Authority (DDA) invites qualified artists and muralists to submit proposals for creating murals on two pump houses located at Wades Bayou. This project seeks to enhance the aesthetic appeal of the area while reflecting the community’s vibrant culture and natural beauty.

Project Details:

- **Location:** Pump houses at Wades Bayou, Douglas, MI.
- **Paint Type:** Only latex paint may be used for this project to ensure safety and compliance with environmental standards.
- **Design Guidelines:** The murals should celebrate the unique character of Douglas, including its waterfront, community spirit, and artistic heritage. Proposals should include a description of the concept, design sketches, and color palette.

Submission Requirements:

- A portfolio showcasing previous mural projects.
- A written narrative describing the proposed design, including how it aligns with Douglas’s identity.
- A timeline for project completion.
- A budget breakdown, including materials and artist fees.

Evaluation Criteria:

Proposals will be evaluated based on creativity, relevance to the community, artist experience, and adherence to budget and timeline.

Submission Deadline:

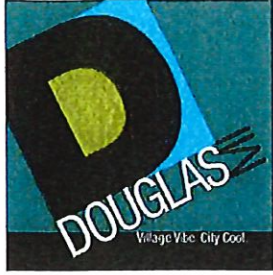
Proposals must be submitted by *****. Late submissions will not be considered.

How to Apply:

Send proposals via email to or by mail to: *****

For questions or additional information, please contact [Insert Contact Name] at [Insert Phone Number] or [Insert Email Address].

We look forward to seeing your creative vision for Wades Bayou come to life!



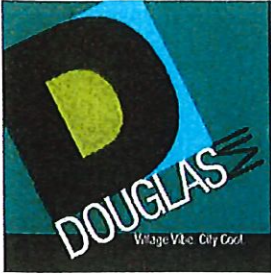
To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: January 22nd, 2025

Subject: Preparations for FY2025-2026 Budget Discussion

At your places there will be a breakdown of the budget sheets that we received from members of the board who submitted them prior to the meeting. It is our intent to use this information to help the DDA get a jump start on budget discussions.



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

RE: Quoted Budget Items for consideration

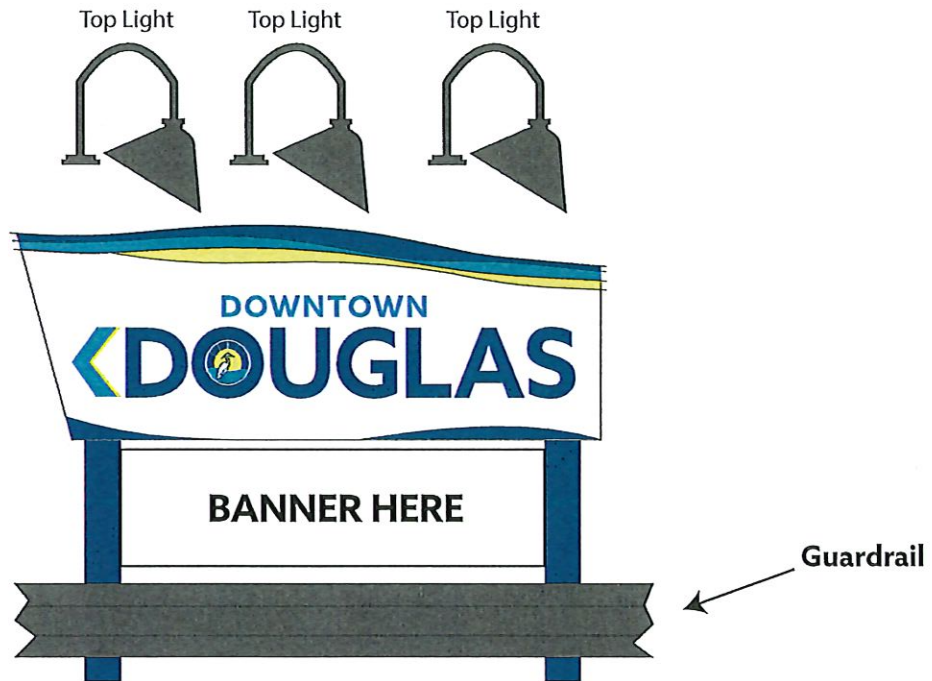
Date: January 22nd, 2025

The City's Project Manager, Jenny Pearson, has been working on obtaining quotes for various items that the DDA Board has discussed over the last 6 months.

We are respectfully requesting that these items are added to the upcoming FY2025-2026 budget discussions.

- Main/BSH Highway Sign (\$16,750)
- Sunbrella Banners (\$11,827) last 5-10 years
- Vinyl Banners (\$8,186) last 2-3 years
- Streetlights (\$2,000 to only replacing the light and keeping the existing pole. Sanding/painting not included in this price) Range: \$63,234-\$73,962
- Sidewalks (\$17.25 per square foot. Does not include curb pricing or ADA ramps) **The city needs to receive more guidance on this if we are going to focus on specific areas. The ability to replace all sidewalks in the DDA far exceeds the total budget, but an option to address sections over time and budget for them, makes sense.)

We have provided renderings and quotes for each of these items in this packet.



Current sign is approximately 100" Wide. The proposed sign is approximately 135"Wx48"Hx12"D, letter height - 16"H
Copy Center and BSH Gateway look but with 3 top lights instead of back-lighting. Hoping to keep the same size banner (92"Wx22"H) here also for ease of ordering. Final engineered drawing will determine exact measurements.



Praise Sign Company

3404 Busch Drive Suite F
Grandville, Michigan 49417

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

Estimate Item 10E.

Estimate Number: 003167
Estimate Date: Jan 2, 2025
Estimate Expires: Apr 2, 2025

Client

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

Billing Address

Project

003167 - Single sided Downtown Sign

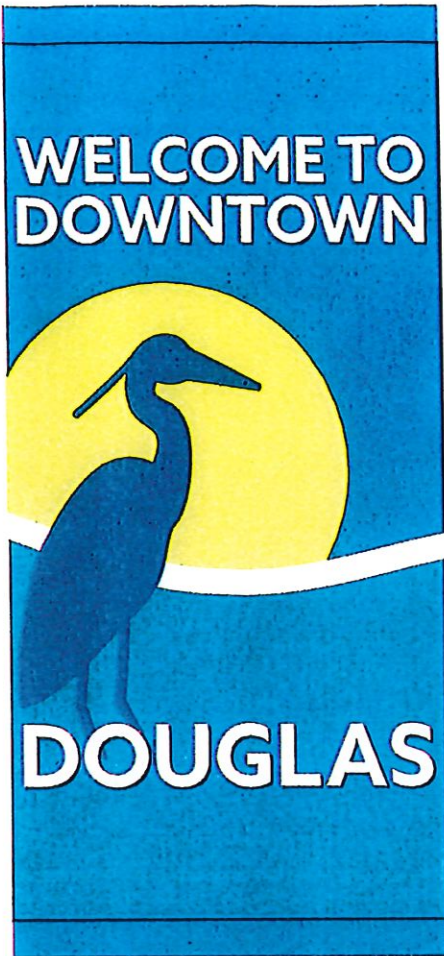
This estimate is for budgetary purposes only. Final contract amount will be based on approved Submittals. Changes in the Scope of Work presented in Submittals that deviate from this Estimate may result in additional charges and scheduling delays.

Includes applicable taxes. Excludes permits and fees.

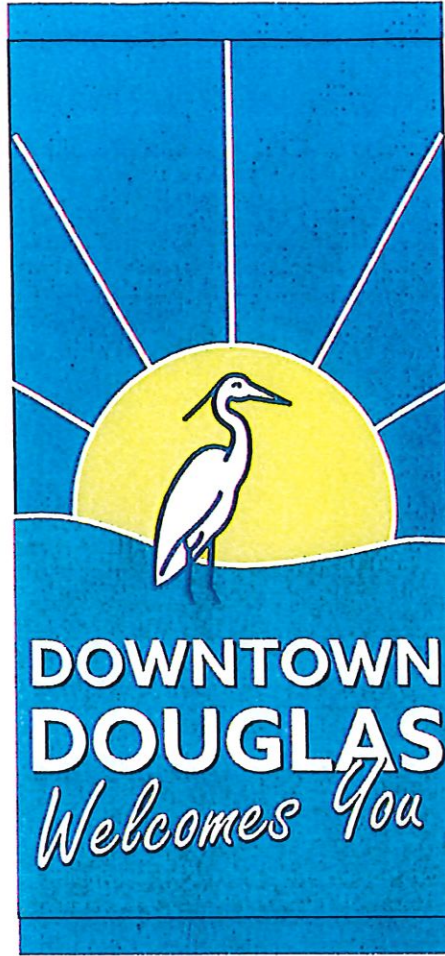
50% net deposit due upon signing. Note that all credit card transactions are subject to a 3% processing fee.

| DESCRIPTION | PRICE |
|-----------------------------------------------|--------------------|
| Single sided Downtown Sign with Lights on top | \$16,750.82 |
| Subtotal | \$16,750.82 |
| Total | \$16,750.82 |

Option 1



Option 2



Option 3



Option 4



NEW! Fall, Holiday & Winter Designs

Please note: A minimum quantity of four banners per design is required.

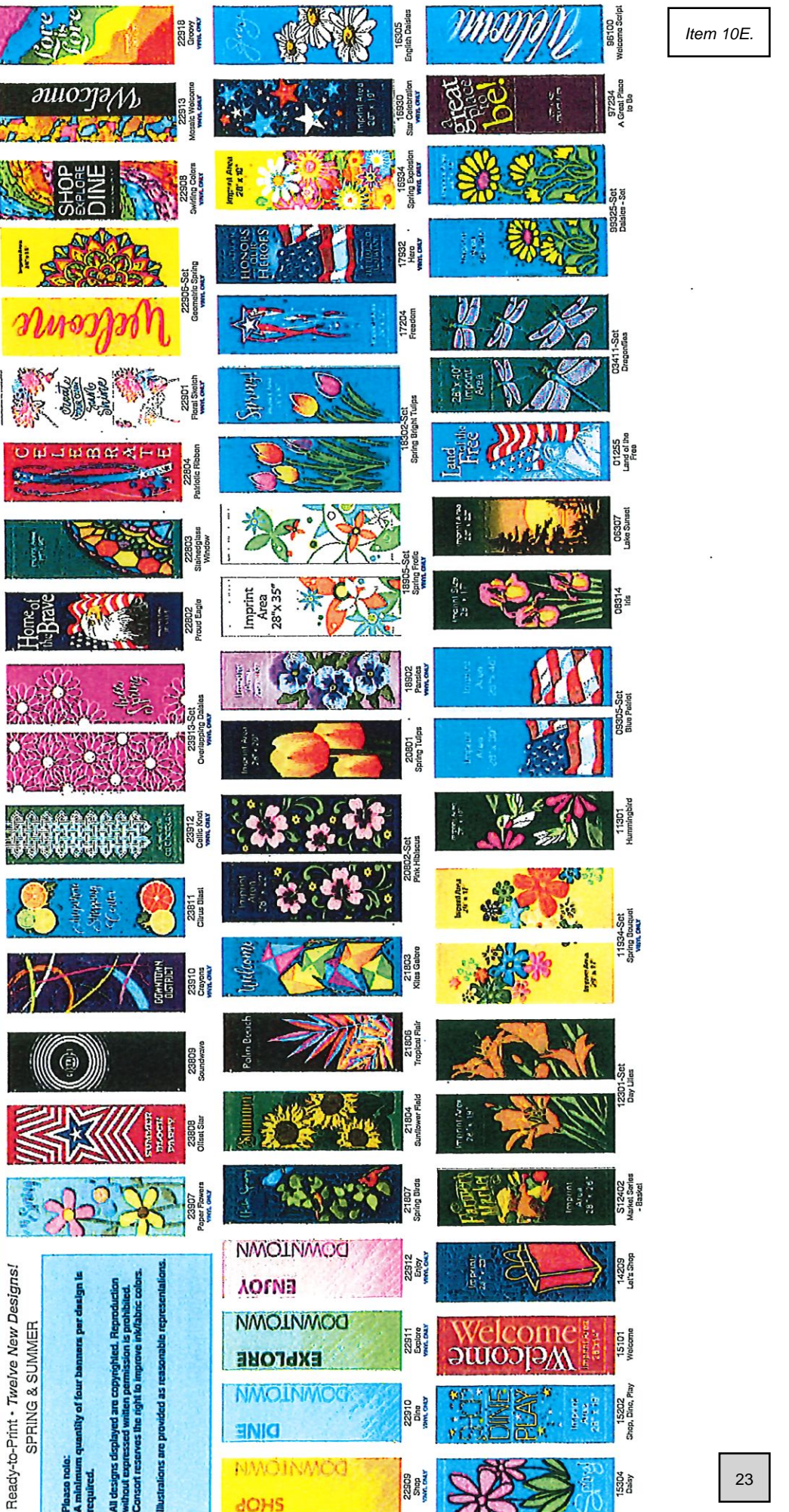
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*See website for all customization options. All designs displayed are copyrighted. Reproduction without expressed written permission is prohibited. Consent reserves the right to improve infabric colors. Illustrations are provided as reasonable representations.

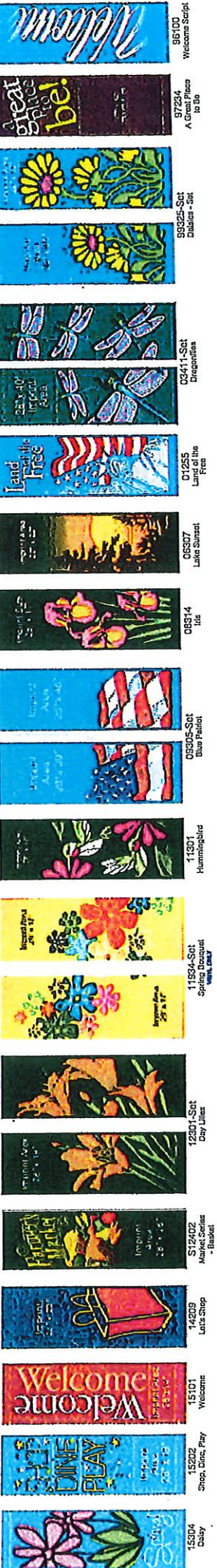
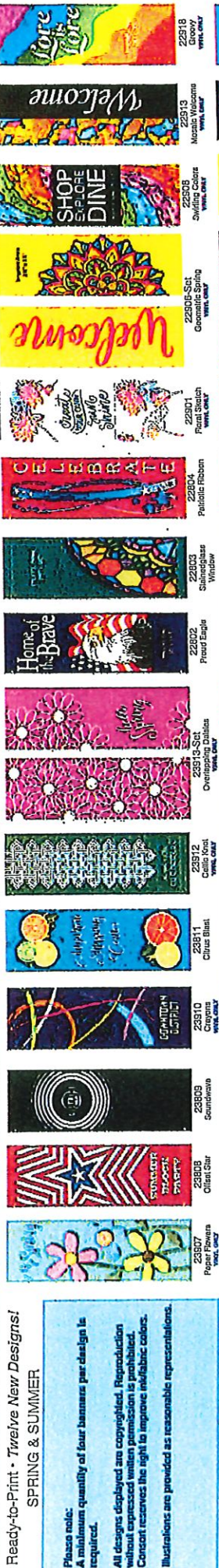


Ready-to-Print • Twelve New Designs!
SPRING & SUMMER

Please note:
A minimum quantity of four banners per design is required.
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Item 10E.



Ready-to-Print • Twelve New Designs!
SPRING & SUMMER

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Please note: A minimum quantity of four banners per design is required.

NEW! Fall, Holiday & Winter Designs

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*See website for full customization options. All designs displayed are copyrighted. Reproduction without expressed written permission is prohibited. Colors are provided as reasonable representations.

Item 10E.



Keep existing Pdes
by replacing tops only.

Approx \$1,692.50 x 36
Adapter 61.00 x 36

total \$63,234

Does not include
pole sandblasting or
repainting



LED Post-Top Lanterns

Full Cutoff Series

↳ keeps light pointing down

Holophane® LED Post-top Full Cutoff Lanterns enhance your site by day while preserving dark skies at night.

The vintage styling of Holophane luminaires has adorned urban streets and parks since the early 20th century. Combining improved LED technology and timeless design, this series of utility luminaires features a "nighttime friendly" optical design to meet the modern needs of sustainable urban planning and energy management.

Holophane LED Post-top Full Cutoff Lanterns are designed to meet the IESNA requirements for zero-uplight classification and reduced impact on urban sky glow. With a wide range of distributions and lumen packages available in three classic form factors, these powerful LED lanterns are "feature-rich" and provide lighting designers with a high level of design flexibility in color temperature, optical distribution choices, and controls technology.

At a Glance

Three traditional daytime forms perfect for most downtown areas, historical districts and many other areas where the classic period styling is desired

Gen 3 LED technology providing lumen packages ranging from 1,900 to 17,400 lumens with up to 148 LPW

Zero-uplight optics provide high visibility in the space while protecting the night skies from light pollution

Multiple optical configurations including new frosted glass optic to balance lighting performance and visual comfort to your specific needs

Four lighting distribution options to choose from for roadway and area lighting applications

Utility friendly features such as toolless access and pre-wired terminal block mean simplified installation and maintenance

CSA Listed with proven testing to ensure safe, reliable operation

Optional Extreme Surge Protection Device 20kV/10kA protection safeguards your system from lightning strikes and voltage spikes

Driver options such as DALI or XVOLT with ZetaShield™ technology are available for a wide range of switchable and dimmable LED requirements

Variety of color temperatures available, including 2700K, 3000K and 4000K CCT for a warm light that provides higher color rendering (CRI) than HPS sources

Robust thermal management decreases heat to extend the life of the LED system to over 20 years

Updated controls options including occupancy sensor, field-adjustable lumen output, and the latest internal or external NEMA P7 photocontrols from DTL® and nLight® AIR



Consistent with LEED® goals
& Green Globes™ criteria
for light pollution reduction



Typical Applications

- City Streets
- Parks
- Residential Areas
- Campuses
- Walkways
- Public Squares



Arlington Full Cutoff LED



Taft Full Cutoff LED



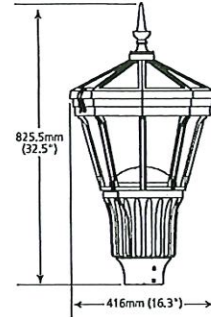
Washington Full Cutoff LED



AUCL3

Arlington® Full Cutoff LED

The Arlington LED presents a classic octagonal form factor commonly desired in many period style architectural sites and streetscapes. Capitalizing on the Holophane heritage of over a century in optical excellence, the Arlington provides attractive daytime appeal and a comfortable light source that is nighttime-friendly for the environment.



AUCL3 | Arlington Full Cutoff LED

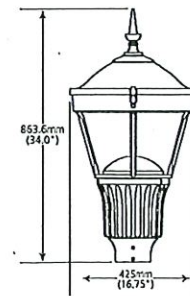
Max Weight: 18.43 kg (40 lbs)
Max EPA: 1.38 sqft



PUCL3

Taft Full Cutoff LED

When a round form factor is desired, the Taft LED offers an attractive, reliable solution for applications requiring full cutoff distributions. Decorative options are also available to customize your Taft LED further – choose from either of two finial tops or even configure your luminaire with an optional photocontrol receptacle.



PUCL3 | Taft Full Cutoff LED

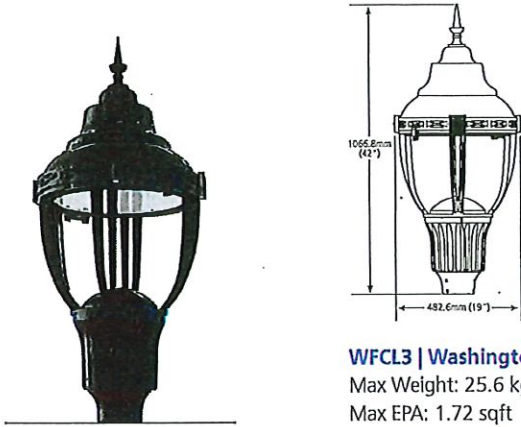
Max Weight: 17.69 kg (39 lbs)
Max EPA: 1.24 sqft



WFCL3

Washington Full Cutoff LED

With a slightly larger form factor than the Arlington or Taft series, the Washington provides a solution that scales up nicely with greater mounting heights. It also offers a more traditional acorn shape with more ornate decorative features. All of the Full Cutoff LED Series offer a diverse set of optical distributions and even a house-side shield option.



WFCL3 | Washington Full Cutoff LED
Max Weight: 25.6 kg (57 lbs)
Max EPA: 1.72 sqft



Options to balance performance and visual comfort

With the Full Cutoff LED Lanterns portfolio from Holophane, you can customize your optical configuration to balance lumen output with visual comfort. The illustration below shows the four possible configurations with no glass, clear glass or even frosted glass for maximum visual comfort. The surround backplate can be configured in either white or the fixture housing color.



Refer to product specifications and photometry for specific details on lumen output for each of the above configurations.

LED Post-top Full Cutoff LED

Period Style with Breakthrough Performance

Choice of decorative finial or top-mount photo receptacle

Three form factors to choose from

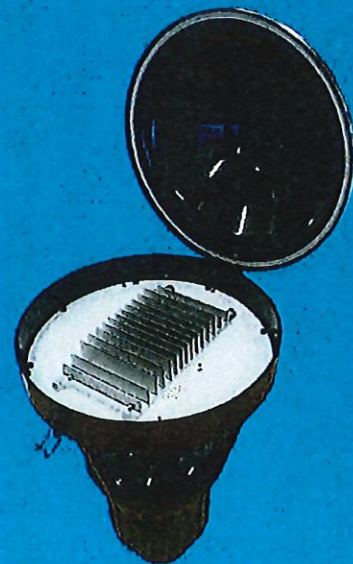
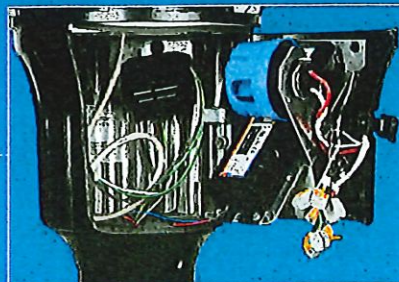
IP66-rated full cutoff optical chamber

Configure with clear glass, frosted glass or no glass

Robust cast aluminum construction

- + **Zero-uplight optics** provide performance while protecting the night skies from excessive light pollution
- + **Visually comfortable** optical configurations including new frosted glass option
- + **Superior optical engineering** for maximum lighting efficiency and uniformity
- + **Robust electrical design** includes optional 20kV/10kA surge protection and DALI and XVOLT drivers with ZetaShield technology
- + **Utility friendly features** such as hinged door with toolless latch entry and pre-wired terminal block
- + **Decorative options** and a wide choice of durable paint finishes to enhance your site or streetscape
- + **Expanded controls options** include optional 7-pin photocontrol receptacle and occupancy sensors

High Performance LED Engine



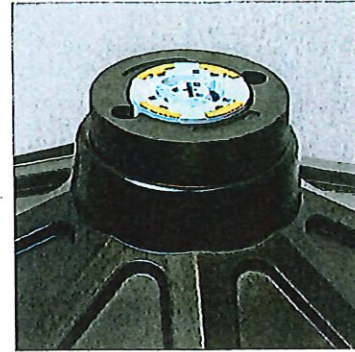
Thermally Engineered for
20-Years Expected Service Life



Utility-friendly Design Features

Your choice of decorative finials or P7 receptacle

The Full Cutoff LED Lantern series is available with your choice of ball or spike finials, or you can replace the finial feature with an optional 7-pin photocontrol receptacle. The external receptacle facilitates unhindered radio reception for wireless network controls.



Increase savings with controls

Enhancing energy savings by incorporating controls can save an additional 25% to 45% energy. Popular outdoor control strategies include dimming, scheduling and monitoring. Lowering energy consumption through the use of controls is a “green” solution too - helping to enhance sustainability and reducing the impact of our carbon footprint.

DTL DLL Elite

With superior LED inrush current protection and TRIAC-assisted relay, the DLL Elite LED photocontrol is designed to last as long as the LED lighting system itself - 20 years or longer.



DTL Wireless Network Controls

Wireless control solutions from DTL combine the reliability of the DLL Elite photocontrol with the performance of the Itron network platform for unparalleled functionality and adaptive control of street lighting systems. These solutions offer access to a multi-application platform, providing one network for critical infrastructure solutions like smart lighting, smart metering and other outdoor IoT technologies.



nLight AIR

Control options from nLight provide access to an nLight AIR network for complete indoor and outdoor site lighting applications. Also available are configurations providing occupancy sensor features.



The takeaway

Multiple traditional daytime forms:

- + Arlington (AUCL3)
- + Taft (PUCL3)
- + Washington (WFCL3)

Multiple optical configurations:

- + No glass – white or color surround plate
- + Clear glass – white or color surround plate
- + Frosted glass – white surround plate

Three standard color temperatures (70CRI):

- + 2700K CCT
- + 3000K CCT
- + 4000K CCT

A variety of optical distributions

- + Type 2: Zero Uplight
- + Type 3: Zero Uplight
- + Type 4: Zero Uplight
- + Type 5: Zero Uplight
- + House-Side Shielding option

Controls options:

- + 7 pin (internal or external)
- + DTL 20-year photocontrols
- + nLight AIR controls

Variety of durable color finishes:

- + Black
- + Gray
- + Graphite
- + Green
- + White
- + Bronze
- + Custom Match



LED Post-Top Lanterns

Full Cutoff Series

Avoid light trespass with house-side shield option

The Full Cutoff LED Series can eliminate not only upward sky-glow but it also is now available with an optional house-side shield to rectify problems arising from light trespass. The house-side shield feature can be purchased as a factory-installed option or installed later in the field if needed.



Acuity Brands Lighting, Inc.

Holophane Headquarters, One Lithonia Way, Conyers, GA 30012

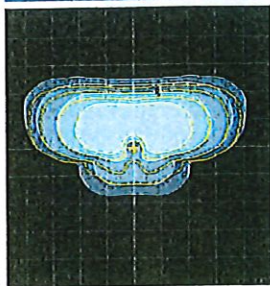
Contact your local Holophane factory sales representative for application assistance, and computer-aided design and cost studies.

Warranty Five-year limited warranty.

Full warranty terms located at <https://www.acuitybrands.com/support/warranty>

Visit our web site at www.holophane.com

ISO Footprint without HSS vs with HSS



PUCL3 P30 40K FC3
BUG Rating B2-U0-G2

PUCL3 P30 40K FC3 HSS
BUG Rating B1-U0-G2





Arlington® LED

ARE3 and ARUE3 Posttop Lanterns

HOLOPHANE®
LEADER IN LIGHTING SOLUTIONS

Typical Applications

City Streets
Urban Boulevards
Campuses
Parks
Historic Districts
Commercial Developments

Combining improved LED technology and timeless design, the Arlington LED series has been enhanced to meet modern needs of sustainability and energy management. With a wide range of distributions and lumen packages, the ARE3 and ARUE3 provide optimal design flexibility to enhance your architectural space. Engineered with third generation Acuity Brands® LED technology, they perform with unrivaled efficacy and uniformity. With 125 years of experience in manufacturing prismatic optics, Holophane® borosilicate glass optics provide durability and decreased dirt depreciation over alternative solutions.

- + 30-100W LED to replace 50-250W HPS
- + Performance packages from 3,000-10,700 lumens and up to 120 lumens per watt
- + Choose from glass or acrylic prismatic optics
- + Type III and V distributions for roadway and area
- + Visually comfortable 2700K-4000K CCT
- + Utility-friendly features available such as tool-less entry door and pre-wired 3-stage terminal block
- + 0-10V dimming driver, with DALI driver option
- + 20kV/10kA extreme surge protection standard
- + XVOLT tank driver option for protection against dropped neutral and other dirty power issues
- + 20+ years service life with lumen maintenance of up to 84% at 100,000 hours
- + Adjust lumen output at each pole with optional FAO module
- + Six standard colors and a variety of custom colors available
- + Advanced controls compatibility including DTL® DLL Elite 20-yr photocontrol or nLight® AIR wireless networking



Keep existing Pole
by replacing top only.

Approx \$1,990.50 x 36
Adapter @ 64.00 x 36

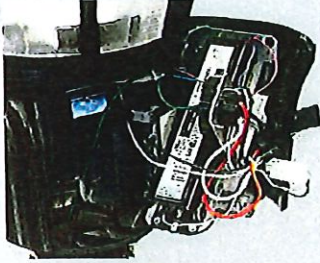
total \$73,962

Does not include
Pole sandblasting +
repainting

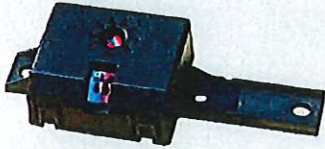
Arlington® LED

ARE3 and ARUE3 PostTop Lanterns

Available in both Utility and Standard Configurations



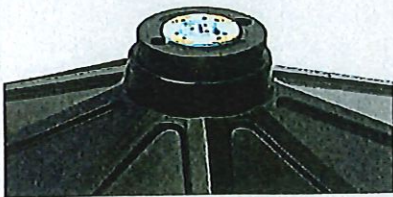
Choose Arlington Utility (ARUE3) for lineman-friendly features like tool-less entry and pre-wired terminal block



Customize your lighting experience fixture by fixture with the optional field-adjustable lumen output module (FAO)



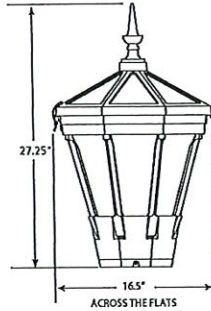
20kV/10kA surge protection helps to ensure operational reliability



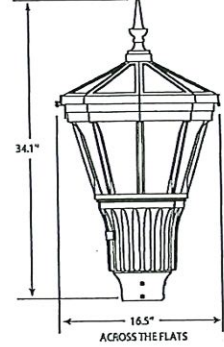
Choose between internal or external 7-pin photocell receptacle



Arlington LED
Maximum Weight: 43 lbs
Maximum E.P.A.: 1.4 sq. ft.



Utility Arlington LED
Maximum Weight: 45 lbs
Maximum E.P.A.: 1.4 sq. ft.



DTL DLL Elite
20-yr photocontrol



DTL DSN
Smart city network node



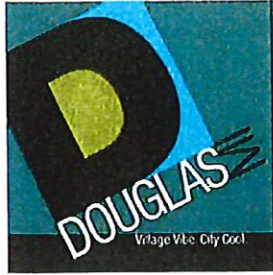
nLight AIR rTLN node
Wireless network site node

To further enhance energy savings and carbon footprint reduction, Arlington LED is available with a variety of advanced controls options from our DTL® and nLight® brands. Get up to 20 years of service life from the **DLL Elite** or upgrade to a smart city network with the Itron® ready **DSN** node from DTL. The **rTLN** node can even allow you to connect your outdoor and indoor lighting for a seamless nLight AIR site lighting network that is simple to control, monitor and maintain.



Warranty: Five-year limited warranty. Full warranty terms located at www.acuitybrands.com/CustomerResources/Terms_and_conditions.aspx
Product specifications may change without notice. Please contact your sales representative for latest product information.

Contact your local Holophane factor sales representative for application assistance, and computer-aided design and cost studies.



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

RE: Vehicle Charging Station at Beery Field

Date: January 22nd, 2025

The City Administration was asked to look at options for a new charging station at Beery Field to replace the existing one.

During the winter of 2019/2020, the City installed the existing charging station at Beery Field at a total cost of \$19,640 and received a \$5,000 rebate. We reviewed another option for a \$7,500 rebate program available through Consumer's Energy for installing a new charging station and wanted to provide you with a brief summary of our findings.

The current rebate program offers an increased incentive, but there are several factors to consider before moving forward.

The City's existing charging station at Beery Field is not a revenue-generating asset. Additionally, identifying a suitable location for a new station that meets the rebate requirements presents a challenge. The program stipulates that stations must be located within 1-3 blocks of a multi-dwelling unit with at least four tenants, and it is unclear whether an appropriate site exists within the downtown area or other qualifying locations. Suggestions for potential sites are welcome.

Another consideration is the cost and quality of the charging station itself. While the station at Beery Field has served its purpose, there have been concerns about its speed and questions regarding higher-than-expected electrical bills at that location. If the City decides to move forward, it may be prudent to explore higher-end models to ensure faster charging and greater efficiency. However, we must also keep in mind that the rebate is a one-time incentive and does not offset the long-term costs associated with utilities and maintenance.

If the DDA is interested in pursuing this opportunity, it may be best to consider including it in the FY2025-2026 budget. This timeline would allow for adequate research, cost analysis, and potential site evaluation to ensure any investment aligns with the City's broader goals and priorities.

We also welcome feedback and ideas from the Board regarding suitable locations, potential partnerships, or other factors that might influence the feasibility of this project.

**MICHIGAN
DOWNTOWN
ASSOCIATION**



ADVOCACY DAY & SPRING WORKSHOP

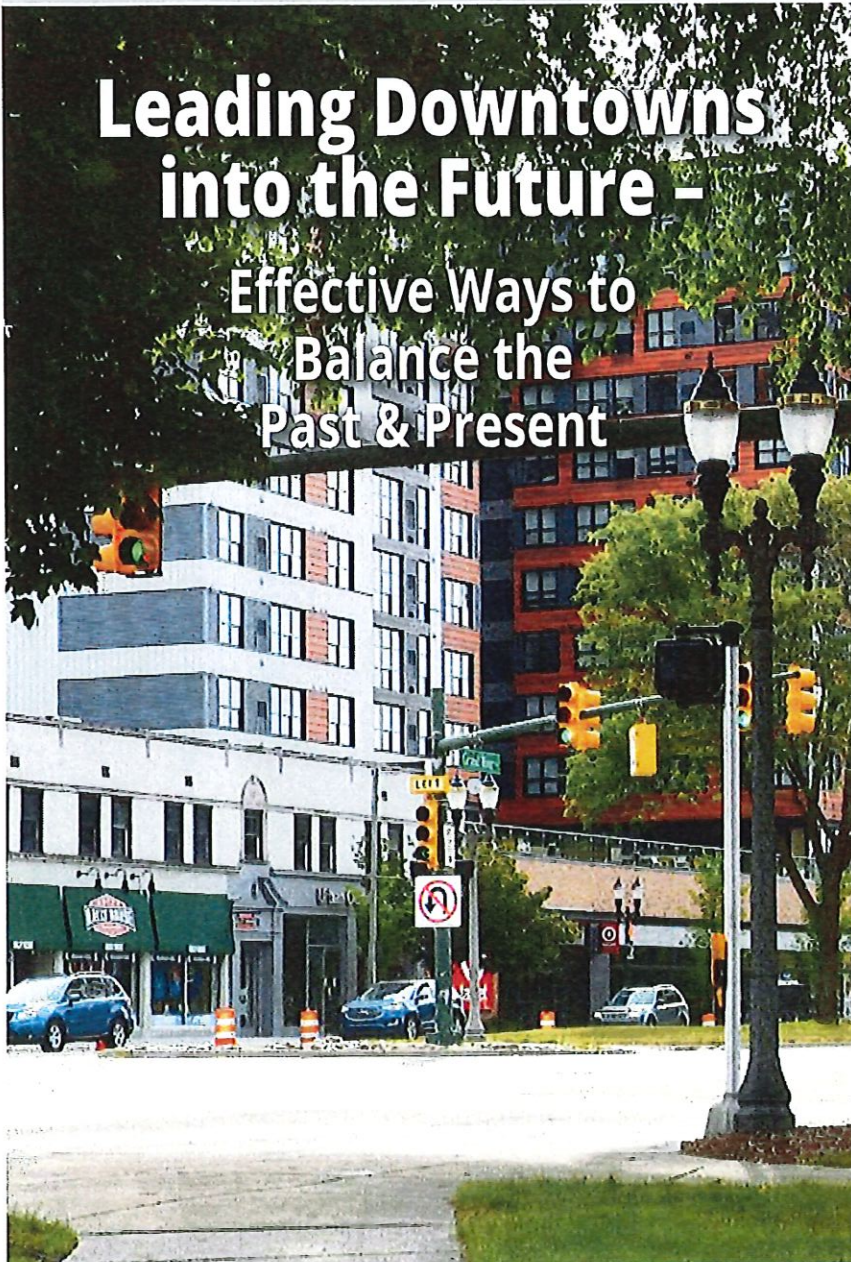
March 5 & 6, 2024

Lansing & East Lansing, MI

In-person and Virtual Attendance Option

Leading Downtowns into the Future –

**Effective Ways to
Balance the
Past & Present**



Advocacy Day

TUESDAY, MARCH 5, 2024

*Mackinac Room Anderson House Building
124 N. Capitol Avenue Lansing, MI 48933
\$60 includes lunch*

- 10:30 am – 11:00 am **Registration**
- 11:00 am – 12:00 pm **Welcome & Introductions**
*Cristina Sheppard-Decius, Chair,
Michigan Downtown Association*
- Legislative Update**
*James Alt & Nate Mack,
MDA Legislative Committee Co-Chairs*
- Key Messages to Share with Lawmakers**
MDA Legislative Committee
- 12:00 pm – 1:15 pm **Luncheon Reception with Legislators**
Mackinac Room
- 1:30 pm – 3:00 pm **Meetings with Legislators**
- 2:00 pm – 3:00 pm **MDA Board of Directors Meeting**
*Mackinac Room
Attendees are welcome to join the meeting.*
- 5:30 pm – 7:30 pm **MDA Meet & Greet**
*Join us as we enjoy good company,
complimentary appetizers, and a cash bar.
Jolly Pumpkin
218 Albert Street, East Lansing, MI*

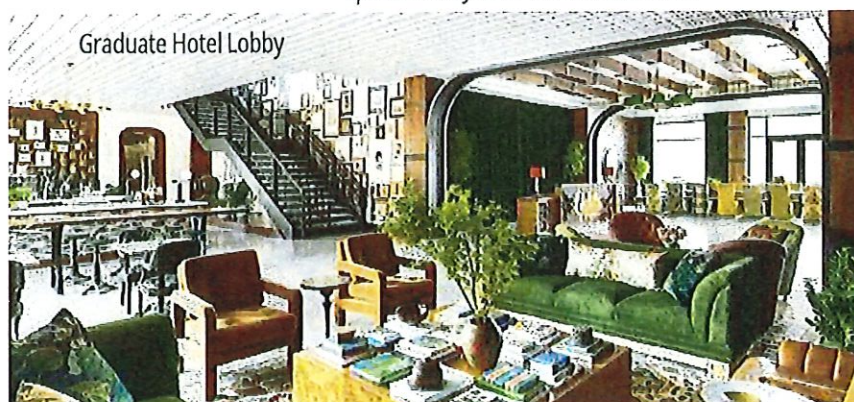
Spring Workshop: Leading Downtowns into the Future - Effective Ways to Balance the Past & Present

WEDNESDAY, MARCH 6, 2024

*Graduate Hotel
Shadows Ballroom
133 Evergreen Avenue
East Lansing, MI 48823*

Downtown managers and stakeholders are charged with understanding current issues and innovations while respecting the history and diversity of a community. How can utilizing knowledge of the latest technology and gaining insight from the experiences of individuals strengthen downtowns? Join the MDA in lively Downtown East Lansing, March 6, and gain insight regarding everything from AI to historic preservation concepts, engage in honest conversations, including homelessness issues, and learn from the experiences of others. Come immerse yourself in current, relevant, and timely presentations that will help you advance your community forward.

- 8:15 am – 8:45 am **Registration**
*Continental Breakfast
Sponsored by Lake Trust Credit Union*



- 8:45 am – 9:00 am **Welcome**
*Cristina Sheppard-Decius, Chair,
Michigan Downtown Association*
- 9:00 am – 9:10 am **Welcome to East Lansing**
Mayor George Brookover, East Lansing
- 9:10 am – 9:20 am **Attendee Introductions**
- 9:20 am – 9:35 am **Vendor & Sponsor Introductions**
- 9:40 am – 10:15 am **The Transformative Power of
Artificial Intelligence (AI)**

Discover how Artificial Intelligence (AI) can transform your management operations. This session will delve into the powerful potential of AI as a key resource for saving time and reducing costs. Learn how these innovative technologies can be seamlessly integrated into your daily workflows, enhancing efficiency at every level. Join us to gain valuable insights and make informed decisions about embracing AI in your operations.

*Michelle Sponseller, Downtown Development
Director, City of Mt. Pleasant*

- 10:15 am – 10:30 am **Networking Break**
- 10:30 am – 11:00 am **Empowering Real Estate
Entrepreneurs**

Michigan Economic Development Corporation (MEDC), in partnership with local and regional partners, aims to connect emerging real estate developers with the tools and resources needed to achieve redevelopment projects. MEDC recognizes that cultivating and empowering emerging developers is an integral part of revitalizing our Michigan communities. From the 'Developer's Toolkit', to the widely esteemed 'Pro Forma 101 Guide', to the innovative "Build My Community" funding initiative, hear how the MEDC continues to explore initiatives to cultivate real estate entrepreneurs.

*Nate Scramlin, Senior Redevelopment
Services Director, Michigan Economic
Development Corporation
Pablo Majano, Senior Community Planner,
Michigan Economic Development Corporation*

- 11:00 am – 11:45 pm **"One Size Fits All"-
The Perceptions and Realistic
Solutions to Homelessness in
America's Downtowns**

There are over 582,000 homeless people struggling on the streets of America's downtowns, suburbs, and villages. Each person has a unique story. Each person could be dealing with the complexities of multiple issues including dignity of work, addiction, mental health, trauma, affordable housing, racial disparities, criminal background, or the want to conform to social norms. There is no "one size fits all" solution or program. We will hear from four different agencies battling the negative perceptions of homelessness with a variety of approaches and grass root solutions which can fit together like a puzzle to help meet an individual's unique needs, break the family-cycle of homelessness, and prevent the continued explosive growth in our core communities.

*Pastor Michael L. Brown, President/CEO,
Kalamazoo Gospel Ministries
Sgt. Amil Alwan, Kalamazoo Dept. of Public Safety
Andrea Henderson, Director, The Refuge, Lapeer
Tim Galbraith, PATH Housing Resource Community
Coordinator, Community Housing Network*

11:45 am – 1:00 pm **Lunch on Site****Legislative Update****Lessons Learned from Real Communication Initiatives**

Representing the organization that received the 2023 MDA Annual Award for Best Educational and Promotional Campaign, Molly LaLone will highlight the variety of outreach methods the Lake Orion DDA initiated to educate residents, business owners, and elected officials about a key economic development project and the importance of the Downtown Development Authority to the community.

Molly LaLone, Director, Southfield DDA

1:00 pm – 2:00 pm **Intro to Architecture & Historic Preservation Concepts**

Downtown streets are lined with buildings representing decades of design and history. Why is it so important for a downtown director to understand the prevalent historical building styles found in downtown? What is SHPO and how can it, and the National Historic Preservation Act, be used as an economic tool? What are the economic benefits of Historic Preservation? This session, will provide an overview of the many aspects of historic preservation and how it relates to economic vitality.

Lindsey Dotson, MSARP

DDA Director & Historic District

Commission Coordinator, City of Charlevoix

Board Member, Michigan Historic

Preservation Network, Revitalization Specialist

& co-founder, GD Placemaking

2:15 pm – 3:10 pm **Lessons Learned from Real Downtown Placemaking Projects**

The concept of "Placemaking" isn't new but is it still relevant? YES! Hear from the 2023 MDA Annual Award winners as they describe the lessons learned after embarking on major initiatives that are helping transform their communities. Nate Mack will highlight his MiPDM Capstone Project and present information on how to successfully advocate for better public spaces by taking a measured approach and building a broad coalition of support for the project. No matter the budget, downtown organizations can make a difference in the economic vitality of a community, one project at a time.

James Alt, Director, Lapeer DDA/Main Street

Cristina Sheppard-Decius, Director,

Birmingham Shopping District

Audrey Tappenden, Branch County Economic

Growth Alliance Director

Nate Mack, Director, South Lyon DDA/Main Street

3:10 pm – 3:40 pm **What's Your Problem?**

Don't be shy, we really want to know! More importantly, we want to help. In this interactive and fast-paced session, workshop attendees will be given the opportunity to share their concerns regarding anything related to downtown management. Our room, full of downtown professionals, will listen and offer insight and suggestions. Be sure to take advantage of our Think Tank and bring your questions regarding projects, staffing, volunteers, economic vitality, and administration.

Moderator: Dana Walker

3:45 pm

Closing Remarks

Dana Walker, Director,

Michigan Downtown Association

Registration Form for Annual MDA Advocacy Day & Spring Workshop:

MDA Member: Lansing Day: **\$60** Workshop: **\$150** Both: **\$210** MDA Non-Member: Lansing Day **\$60** Workshop: **\$175** Both **\$235**

Workshop Sponsor (includes one table and one registration): **\$300**

Virtual Format price is the same.

Sorry, no refunds, but changes to type of registration can be requested. We look forward to hosting a safe and informative event! Please return this form with payment to MDA by **February 25, 2024**. Make checks payable to the Michigan Downtown Association.

Send payment to:
Michigan Downtown Association
P.O. Box 3591

North Branch, MI 48461

director@michigandowntowns.com

Credit Card payments are accepted over the phone at 248-838-9711.

Save time! Register and pay online at <https://www.memberleap.com/members/evr/regmenu.php?orgcode=MDTA>

Name _____

Organization _____

Phone _____ Email _____

____ Visa __ MC __ Dis __ Amex

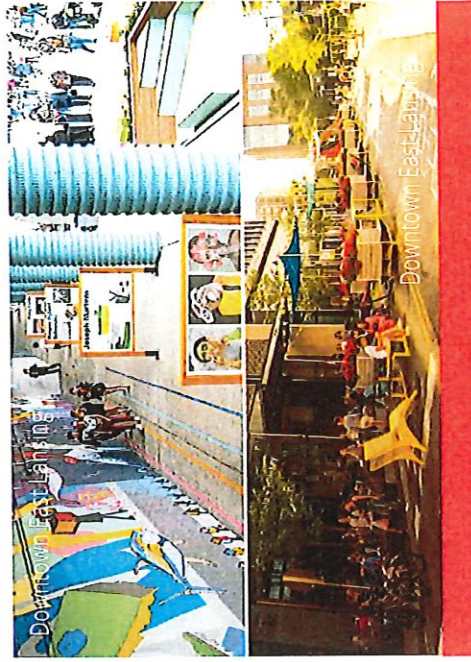
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Zip Code: _____





Downtown Lansing
Photo Credit: James Lenon



Downtown East Lansing



Downtown East Lansing

Upcoming Events:

Summer Workshop, May 31, 2024, Downtown Harbor Springs
Downtown Day, September 28, 2024, Your Downtown!
Annual Conference, November 7-8, 2024, Downtown Ann Arbor

Hotel

A block of rooms has been reserved for attendees at The Graduate, 133 Evergreen Avenue, East Lansing, for March 4 and March 5, 2024. A special rate of \$129 (excluding taxes and fees) is available by clicking [here](#) or by calling The Graduate at 517-348-0900, before **February 3, 2024**.

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Founded in 1980, the Michigan Downtown Association is a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment and continuing improvement of Michigan communities and downtowns.

The Mission of the Michigan Downtown Association is to strengthen and sustain downtowns.

MDA's Vision is to be the leader in preserving and enhancing downtowns and their ongoing management.

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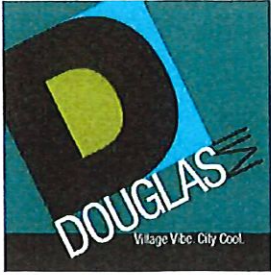




**MICHIGAN
DOWNTOWN
ASSOCIATION**

Strengthening Downtowns

P.O. Box 3591, North Branch, MI 48461



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

RE: DDA Table at the Farmer's Market

Date: January 22nd, 2025

The Farmer's Market will be running on Tuesday's starting on June 3rd through the end of September. Sue has generously provided a tent for the DDA to use (we will provide a table), to highlight the DDA with any items the board feels would be helpful to hand out to the community, or add other activities for children, and so forth. Further, we will need help with monitoring the table and requesting each member of the DDA offer to sign up for a shift whether for an hour, or for a market day. Please use the attached sheet to provide your availability and return it to Lisa Nocerini, City Manager. Hours: 10:00 a.m.- 2:00 p.m.

Farmer's Market DDA Table

| Date | Name | Hours |
|----------------------------|------|-------|
| June 3 rd | | |
| June 10 th | | |
| June 17 th | | |
| June 24 th | | |
| | | |
| July 1 st | | |
| July 8 th | | |
| July 15 th | | |
| July 22 nd | | |
| July 29 th | | |
| | | |
| August 5 th | | |
| August 12 th | | |
| August 19 th | | |
| August 26 th | | |
| | | |
| September 2 nd | | |
| September 9 th | | |
| September 16 th | | |
| September 23 rd | | |
| September 30 th | | |