

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, OCTOBER 28, 2026 AT 10:00 AM
CONFERENCE ROOM AT 415 WEST WILEY ROAD,
SUITE 103, DOUGLAS, MI 49406**

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 28, 2026 – voice vote

4. APPROVAL OF MINUTES

A. Approval of Minutes- Changes/Additions/Deletions

Motion to approve the Minutes of September 23, 2026 – voice vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice-Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

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

8. UNFINISHED BUSINESS

9. NEW BUSINESS

- A. Approve:** The acceptance of a voluntary, unrestricted donation of \$2,052.00 from the Douglas Farmer's Market in appreciation of the DDA's continued support and authorize the City Treasurer to deposit the funds into the DDA Fund.
- B. Approve:** Request from Ox-Bow for funding under Community Promotions to support their Cavern Tavern Event on Saturday, October 31, 2026, in the amount of \$1,500.00.
- C. Approve:** Request from the Douglas Farmer's Market to display its banner weekly on the Blue Star Highway/Center Street Gateway Sign from June 1 through September 28, 2027, and to waive the associated banner display fees.

10. COMMITTEE REPORTS

- A.** Marketing Team Update
- B.** Tree Lighting Ceremony/Light Night in Douglas Update
- C.** November Passport Program Update

11. STAFF/MANAGER REPORTS

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

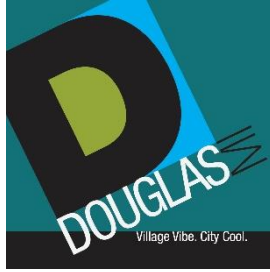
13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn the meeting.

Please Note – The City of the Village of Douglas (the “City”) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Laura Kasper, City Clerk, at (269) 857-1438, or clerk@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 23, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

MINUTES

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

PRESENT

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

ABSENT - none

3. APPROVAL OF AGENDA

Motion by Dawson second by Bachman to approve the Agenda of September 23, 2026, as presented – Motion carried by unanimous voice vote.

4. APPROVAL OF MINUTES

Motion by Dawson second by Crowe to approve the minutes of August 26, 2026, as presented- Motion carried by unanimous voice vote.

5. OFFICER REPORTS

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

6. PUBLIC COMMUNICATION – WRITTEN, none

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES), none

8. UNFINISHED BUSINESS - none

9. NEW BUSINESS

A. Presentation: Sue Poolman, DDA Appreciation Plaque.

B. Approve: Banner request for the Center/Blue Star Highway Gateway sign from Lakeshore Pet Boutique for the Blessing of the Animals Event on Sunday, October 4th, 2026.

Motion by Dawson, second by Laakso to approve the banner request for the gateway sign for Lakeshore Pet Boutique for the Blessing of the Animals on Sunday in October. Motion carried by unanimous voice vote.

C. Approve: Purchase of a 10.8' Pre-Lit Christmas Giftbox Tree Christmas Holiday Decor to be placed next to the Gateway Sign on Center and Blue Star in the amount not to exceed \$1100.00 from the Downtown Marketing Budget.

Motion by Dawson, second by Bachman to approve the purchase of a 10.8 foot pre-lit Christmas tree, gift box Christmas Holiday décor to be placed next to the gateway sign, in the amount not to exceed \$1,100 from the downtown marketing budget. Motion carried by unanimous voice vote.

D. Approve: Move the November 2026 meeting to November 18, 2026, at 10:00 a.m. and the December 2026 meeting to December 16, 2026, at 10 a.m., both one week prior to the original meeting date due to the Thanksgiving and Christmas holidays.

Motion by Dawson, second by Babcock to approve the move of November and December meetings one week earlier prior to the original meeting date for Thanksgiving and Christmas holidays. Motion carried by unanimous voice vote.

E. Discussion: Douglas Downtown Development Authority Survey Results.

F. Discussion: October 17th, 2026, Pumpkin Carving Event.

- Location for the Pumpkin Carving Activities

- Overnight accommodations for the Pumpkin Carving Team

G. Discussion: Marketing Report/Marketing Calendar - Marketing Team.

H. Discussion: Fall Decorations (cornstalks, strawbales, pumpkins/location).

I. Update: Michigan Downtown Day - Randy Walker

J. Update: Tree Lighting Ceremony - Kabri Martyniek

10. COMMITTEE REPORTS: none

11. STAFF/MANAGER REPORTS: City Manager Nocerini and Project Manager Pearson provided updates.

12. PUBLIC COMMUNICATION – none.

13. BOARD COMMENTS: Members made final comments

14. CHAIR COMMENTS: Chair Walker made final comments

15. ADJOURNMENT

Motion by Dawson, second by Bachman to adjourn the meeting.

DDA BUDGET - 2026-2027 FISCAL YEAR beginning July 1, 2026

	2026-2027 Approved Budget	Activity for September 2026	2026-2027 YTD Activity	Full Year 2026/27 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 79,265.00	\$ 90,477.99	\$ -	\$ (79,265.00)	TIF Recapture
INTEREST INCOME	\$ 1,500.00	\$ -	\$ 796.01	\$ (703.99)	
OTHER INCOME	\$ 1,500.00		\$ -	\$ (1,500.00)	
EV CHARGING STATION INCOME	2,000.00	369.68	369.68	(1,630.32)	
TOTAL Revenues	\$ 84,265.00	\$ 90,847.67	\$ 1,165.69	\$ (83,099.31)	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 2,250.00	\$ 6,750.00	Monthly allocation of city staff expenses
TRAINING FUNDS	10,000.00		-	10,000.00	
COMMUNITY PROMOTIONS	29,925.00	1,268.40	1,378.86	28,546.14	Art in Douglas Music, Social District Stickers, Signs
MARKETING	22,155.00	250.00	4,125.00	18,030.00	DDA Rebrand Project - 50% Deposit, Distinctly Douglas Videos
EVENTS	9,500.00	17.98	17.98	9,482.02	
CAPITAL OUTLAY (Detail Below)	17,225.00	-	-	17,225.00	
TOTAL Expenditures	\$ 97,805.00	\$ 2,286.38	\$ 7,771.84	\$ 90,033.16	
SUMMARY:	-	-	-		
REVENUES:	\$ 84,265.00	\$ 90,847.67	\$ 92,241.76	\$ 84,265.00	
EXPENDITURES	97,805.00	2,286.38	7,771.84	90,033.16	
BUDGET NET INCOME (LOSS)	<u>\$ (13,540.00)</u>	<u>\$ 88,561.29</u>	<u>\$ 84,469.92</u>	<u>\$ 98,009.92</u>	

<u>Capital Outlay Detail</u>	Approved Budget	August 2026	2026-2027 YTD Activity	Favorable/(Unfavorable) to Budget
Memo:				
Unallocated	\$ 17,225.00	\$ -	\$ -	\$ 17,225.00
		\$ -		\$ -
		\$ -		\$ -
Total Capital Budget	<u>\$ 17,225.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 17,225.00</u>

October 4, 2026

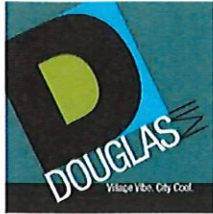
DDA TREASURER'S REPORT for the October 2026 Meeting

Revenue of \$90,847.67 was recorded during the month of September, including \$90,477.99 of TIF recapture and \$369.68 of EV charging station revenue.

Expenses of \$2,286.38 were recorded during the month, including \$750.00 for the allocation of city staff expenses, \$700.00 for Art in Douglas musicians, \$602.50 for Social District stickers, \$250.00 for the Distinctly Douglas video series, and a partial offset of \$34.10 for the refund of previously paid taxes.

At September 30, 2026, the DDA had cash on hand of \$202,481.03. There were no accounts payable or other liabilities recorded at month-end, leaving an ending fund balance of \$202,481.03.

October 4, 2026



MEMORANDUM

TO: Douglas Downtown Development Authority Board
FROM: Lisa Nocerini, City Manager, DDA Liaison
DATE: October 28th, 2026
RE: Acceptance of Donation – Douglas Farmer's Market

BACKGROUND

The Douglas Farmer's Market has offered a voluntary donation of \$2,052.00 to the Douglas Downtown Development Authority in appreciation of the DDA's continued support of the annual Farmers Market.

The donation is unrestricted and is not intended as a reimbursement, repayment, or condition of future DDA support. The funds will be deposited into the DDA Fund for authorized DDA purposes.

PURPOSE OF BOARD APPROVAL

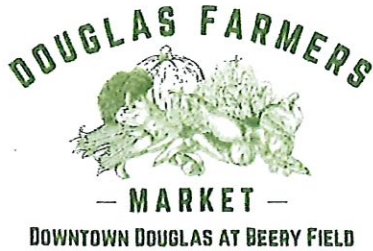
While Michigan law authorizes Downtown Development Authorities to accept donations, bringing the contribution before the DDA Board for formal acceptance is recommended as a matter of good governance and financial transparency.

Board approval provides a clear public record of the donation, acknowledges the generosity of the Farmers Market, and ensures the contribution is properly documented and accounted for within the DDA's financial records.

This process also establishes a consistent practice for accepting future contributions without creating unnecessary administrative requirements.

RECOMMENDED MOTION

Approve the acceptance of a voluntary, unrestricted donation of \$2,052.00 from the Douglas Farmer's Market in appreciation of the DDA's continued support and authorize the City Treasurer to deposit the funds into the DDA Fund.



October 7, 2026

Douglas Downtown Development Authority (DDA)
P.O. Box 757
Douglas, MI 49406

Dear Douglas DDA Board Members,

As we close out another season of the Douglas Farmers Market, I want to sincerely thank you for your continued encouragement and support. Over the past three seasons, the market has become a wonderful part of Tuesdays in Downtown Douglas, and we (the vendors and I) are grateful to have the DDA (and the city) behind us as it continues to grow.

The addition of Center Street this year gave us the opportunity to welcome more vendors and offer our guests an even greater variety of local products, food and handmade goods. It also helped strengthen the connection between the market and the businesses, restaurants, galleries and attractions throughout Downtown Douglas.

As we look toward 2027, we are excited to continue building on that momentum, exploring new ideas for the market, and working toward becoming SNAP and DUFEB ready.

On a personal note, thank you for the appreciation award you presented to me. I was truly touched (and speechless) to have been recognized, not only for the Douglas Farmers Market, but also for bringing the finish line of the Town Crier Race to Downtown Douglas and launching our first Art in the Park Douglas event. It was such a meaningful surprise and I am incredibly grateful.

Thank you for your continued support, encouragement and confidence. Community isn't a physical address, it's the people who come together to make a place special. I am grateful and look forward to another exciting year ahead!

Kind regards,

Susan L. Poolman
Douglas Farmers Market Manager

Douglas Farmers Market at Beery Field • 9 E Center St • Douglas • MI • 49406
Celebrating Local. Supporting Farmers. Building Community.

From: [Kate Nguyen](#)
 To: [Laura Kasper](#)
 Subject: Community Events Grant Reimbursement
 Date: Friday, September 25, 2026 3:38:55 PM

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 House (Ox-Bow School of Art)
 Address: 137 Center St. Douglas, MI 49406
 Phone: 616-308-2164 Email: KNguyen@ox-bow.org
 How many years have you been in the Douglas Downtown Development Authority District? 4

EVENT INFORMATION (use additional sheets if needed)

Event Name: Queen Tavern
 Event Date(s): October 31, 2026 Event Start & End Hours: 6-10 pm
 Event Location: Ox-Bow House

Describe your event in detail and how it will benefit the DDA District:
This is a fundraiser for Ox-Bow that serves as a pre-parade party. We have an artist that will create an exhibition to create a "haunted gallery." The Great Lakes Brass Band will be there to get the crowd excited and lead the parade goers to the end of the parade.
 Anticipated Number of Attendees: 800
 Attendees Demographics (ages, special interests, where are the coming from, etc.): All guests are 21 and older and have come from Saugatuck, Holland, Grand Rapids, SE/SW MI, Chicago and more.
 Estimated Number of Volunteers: 12
 Estimated Date/Time for Set-Up: 12 pm - 5:30 pm Estimated Date/Time for Clean-Up: 10 - 11:30 pm

List the local businesses involved and include how businesses are participating in the event:
Saugatuck Brewing Company and New Holland Disillery Co. will support us on the beverage side and help draw traffic. Great Lakes Brass Band will also be bringing the crowds to support all the Douglas businesses. List your methods to advertise and promote the event as well as downtown and local businesses: Social media, newsletters, posters, cross promotion with the parade, New Holland, Saugatuck Brewery.

Funding amount requested: \$1,500 (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 recurring 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 ☐

Kate Nguyen 9/16/26
 Signature of Applicant 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.

Good afternoon,

Attached please see our application for community events grant reimbursement.

Thank you,
Kate

Below is our event budget:

Expense			
Food		\$100	
Beverages		\$750	
Bartender		\$500	0
Supplies		\$400	
Band		\$2,000	
Artist		\$600	
TOTAL		\$4,350	0
Net income			

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Kate Nguyen
Community Engagement & Events Manager
Ox-Bow School of Art & Artists' Residency
Pronouns: she/her/hers
c-616.308.2104
www.ox-bow.org



Ox-Bow School of Art & Artists' Residency
www.ox-bow.org

Main Campus: 3435 Rupprecht Way; P.O. Box 216; Saugatuck, MI 49453

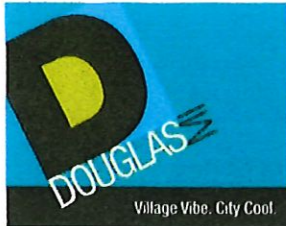
Ox-Bow House: 137 Center Street, Douglas, MI 49406

Founded in 1910, Ox-Bow School of Art & Artists' Residency is an independent 501c3 arts organization with a mission to provide year-round education and residency opportunities to degree-seeking students, professional artists, and those new to the field through in-person and online courses/workshops, publications, artist talks, and other programs. Core Courses are provided for both non-credit and credit, the latter in partnership with The School of the Art Institute of Chicago.

Support our programs by making a donation [here](#).

Keep abreast of our news by signing up [here](#).

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

Item 9C.

Banner Use Fees (due after DDA approval):

Blue Star Highway & Center Street	\$35 per use
Blue Star Highway & Main Street	\$25 per use
Both locations used simultaneously	\$50 per use
Reoccurring events with more than 5 uses per year	\$10 per use

The Village of Friendliness - Since 1870

Application Checklist

- ☐ A Completed and Signed Downtown Development Authority Temporary Gateway Sign Banner Application
Note: Applications may be submitted up to 90 days prior to the requested display date and must be submitted no less than 30 days prior to the requested display date. Applications are reviewed by the DDA Board at its regular monthly meeting on the fourth Wednesday of each month. **Placement of Temporary Gateway Sign Banner is on a first come, first serve basis and pending DDA approval.**

- ☐ Rendering or graphic of proposed temporary banner

Conditions of Banner Display:

- One week prior to the event until 24 hours after the event
- The banner must be securely fastened and meet safety standards
- Banners must be weather-resistant
- Banners must not contain offensive or inappropriate content
- Banners must not be larger than 94" wide x 24" high

Applicant Information:

Name: Susan Poolman Organization: Douglas Farmers Market
Phone Number: (269) 227-3448 Email Address: DouglasFarmersMkt@gmail.com
Address / PO Box: PO Box 12 City: Douglas State: MI Zip: 49406

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

Event/Promotion Name: Douglas Farmers Market

Requested Display Date(s): Tuesdays June - Sept Monday am to Tuesday pm 05/31 - 09/28 (18 Tuesdays)

Community / Business / Event Promotion:

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

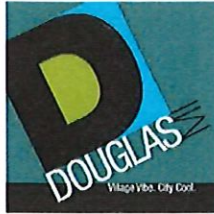
We're heading into our fourth season of the DFMkt, and once again, the banner will play a key role in promoting the market, drawing both locals and visitors to Downtown Douglas. Our vendors have done an outstanding job supporting and showcasing the incredible local galleries, diners and shops that make Douglas so special. 2026 was another successful year and we're excited to see what the 2027 DFMkt season brings!

Submission of this application does not guarantee approval. All applications are pending approval by the Downtown Development Authority. If approved, the applicant will receive an email confirming the approved location(s), approved display date(s), and fee total payable online at (tinyurl.com/PayItOnline).

Susan L. Poolman
Signature of Applicant

October 7, 2026
Date

CITY INFORMATION - DDA Approval Date: _____ Total Fee: _____ Paid Date: _____



MEMORANDUM

TO: Douglas Downtown Development Authority Board
FROM: Lisa Nocerini, City Manager, DDA Liaison
DATE: October 28th, 2026
RE: 2026 Downtown Douglas Shop & Dine Passport Program Update

The Douglas Downtown Development Authority is preparing for the 2026 Downtown Douglas Shop & Dine Passport Program, which will run from November 1 through November 28, 2026. The program is designed to encourage residents and visitors to shop, dine, and explore Downtown Douglas while supporting our local businesses during the holiday shopping season.

PROGRAM UPDATE

The passports are currently in the design phase and will be printed and distributed to participating businesses prior to November 1, allowing the program to begin as scheduled.

A total of 500 passports will be available for distribution. Customers will be encouraged to visit participating businesses, collect the required stamps, and submit their completed passports for an opportunity to win Downtown Douglas Dollars.

Three winners will be selected, with prizes awarded as follows:

- **First Place:** \$200 in Downtown Douglas Dollars
- **Second Place:** \$150 in Downtown Douglas Dollars
- **Third Place:** \$100 in Downtown Douglas Dollars

The Downtown Douglas Dollars will be redeemable at participating businesses, ensuring that the prize money is reinvested into our downtown business community.

WINNER DRAWING

The drawing will take place during the Light Night in Douglas Christmas Tree Lighting Event on Saturday, November 28, 2026, at 6:00 p.m. at Beery Field.

This provides an opportunity to celebrate the participating businesses, recognize the winners, and encourage additional downtown activity during one of the community's holiday events.

The Shop & Dine Passport Program continues to be a DDA initiative that promotes local shopping, increases customer engagement, and encourages visitors to experience the variety of businesses in Downtown Douglas. With 12 participating businesses and the program concluding during Light Night, we look forward to another successful year of supporting our downtown business community.

PARTICIPATING BUSINESSES:

Ruth Crowe Art Gallery
 Leben Art Gallery
 Adorn
 Lakeshore Pet Boutique
 Mr. Miller's Art Emporium
 Ox-Bow House
 Back Alley Pizza Joint
 Everyday People Café
 Lost & Found Lakeshore
 Brackett & Company
 Wild Dog Grille
 The Alámar Integrative Medical Spa

The passports are 5X7 as they were last year.

