

**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**

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 September 23, 2026 – voice vote

4. APPROVAL OF MINUTES

A. Approval of Minutes- Changes/Additions/Deletions

Motion to approve the Minutes of August 26, 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. **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 Even on Sunday, October 4th, 2026.
- 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.
- 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.
- 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

11. STAFF/MANAGER REPORTS

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

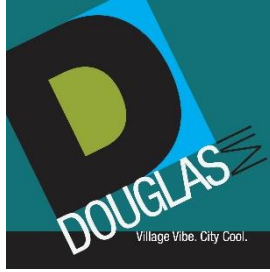
13. BOARD COMMENTS

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, AUGUST 26, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

MINUTES

1. CALL TO ORDER

2. ROLL CALL/QUORUM

PRESENT

Dave Laakso
Kabri Martyniek
Randy Walker
Cathy North – arrived at 10:11 a.m.
Ruth Crowe
Alexia Dawson
Jim Babcock
Cindy Miller

ABSENT - Lauren Bachman

3. APPROVAL OF AGENDA

Approval of Agenda – Addition of New Items G and H

Motion by Dawson second by Crowe to approve the Agenda of August 26, 2026 as amended – Motion carried by unanimous voice vote.

4. APPROVAL OF MINUTES

Motion by Dawson second by Babcock to approve the minutes of July 22, 2026 - 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 – Public comments were received.

8. UNFINISHED BUSINESS none

9. NEW BUSINESS

A. Approval of the Oktoberfest Banner Sign request from Community Pride for the Center/Blue Star Highway Gateway Sign.

Motion by Laakso, second by Dawson to approve the Oktoberfest Banner Sign request from Community Pride for the Center/Blue Star Highway Gateway Sign. Motion carried by unanimous vote.

B. Third Coast Paddling Update/Request for Proposal Process

C. Michigan Downtown Association Informational Packet - Discussion

- Annual Conference in Kalamazoo on November 5th-6th (deadline to sign up is September 8th)
- MDA Award Submission - Wayfinding Signage Project (due September 8th)

D. Wrap up the DDA Downtown Survey at the end of August and prepare for Discussion in September - Discussion

E. Bucket List Final Push Through September - Discussion

F. Strategic Planning Update - Discuss Dates for a Session for Fall 2026

G. Distinctly Douglas Video Production cost increase

H. Art in Douglas funding from July

Motion by Laakso, second by Crowe to approve Michael Burmeister's submission from July 20th covering the costs of Art of Douglas music downtown, Second Saturdays, in the amount of \$2000 for July, August, and September. Roll call vote: Babcock – yes, Crowe – yes, Dawson – no, Laakso – yes, Martyniek – yes, Miller – yes, North – yes, Walker – no. Motion carried.

10. COMMITTEE REPORTS

A. Michigan Downtown Day Event in Downtown Douglas on Saturday, September 26th, 2026 from 12:00-5:00p.m. Update - Randy Walker

B. Marketing Committee Update

C. Website Committee Update regarding Branding

D. Q4 Events Update (Michigan Downtown Day Prep, Busker Fest, Fall, Small Business Friday and/or Pink Friday, Tree Lighting Ceremony, and Holiday Preview).

11. STAFF/MANAGER REPORTS: *No Report*

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 North to adjourn the meeting.

DDA TREASURER'S REPORT for the September 23, 2026 Meeting

\$598.08 of EV charging station revenue was recorded during the month of August.

Expenses of \$985.46 were recorded during the month, including \$750.00 for the allocation of city staff expenses, \$110.46 for signs, and \$125.00 for filming and editing DDA promotional videos.

At August 31, 2026, the DDA had cash on hand of \$113,384.71. There were no accounts payable or other liabilities recorded at month-end, leaving an ending fund balance of \$113,384.71.

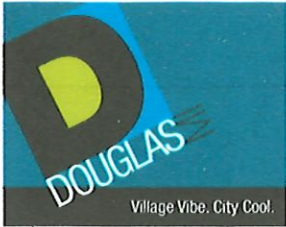
September 18, 2026

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

	2026-2027 Approved Budget	Activity for August 2026	2026-2027 YTD Activity	Full Year 2026/27 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 79,265.00		\$ -	\$ (79,265.00)	
INTEREST INCOME	\$ 1,500.00		\$ 260.98	\$ (1,239.02)	
OTHER INCOME	\$ 1,500.00		\$ -	\$ (1,500.00)	
EV CHARGING STATION INCOME	2,000.00	598.08	598.08	(1,401.92)	
TOTAL Revenues	\$ 84,265.00	\$ 598.08	\$ 859.06	\$ (83,405.94)	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 1,500.00	\$ 7,500.00	Monthly allocation of city staff expenses
TRAINING FUNDS	10,000.00		-	10,000.00	
COMMUNITY PROMOTIONS	29,925.00	110.46	110.46	29,814.54	
MARKETING	22,155.00	125.00	3,875.00	18,280.00	DDA Rebrand Project - 50% Deposit
EVENTS	9,500.00		-	9,500.00	
CAPITAL OUTLAY (Detail Below)	17,225.00	-	-	17,225.00	
TOTAL Expenditures	\$ 97,805.00	\$ 985.46	\$ 5,485.46	\$ 92,319.54	
SUMMARY:	-	-	-		
REVENUES:	\$ 84,265.00	\$ 598.08	\$ 859.06	\$ 84,265.00	
EXPENDITURES	97,805.00	985.46	5,485.46	92,319.54	
BUDGET NET INCOME (LOSS)	<u>\$ (13,540.00)</u>	<u>\$ (387.38)</u>	<u>\$ (4,626.40)</u>	<u>\$ 8,913.60</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>

September 18, 2026



Downtown Development Authority (DDA)
Temporary Gateway Sign Banner Application (Only)
Banner Use Fees (due after DDA approval):

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

Item 9B.

AUG 31 2026

RECEIVED

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: Randy Walker Organization: Lakeshore Pet Boutique
Phone Number: 847-209-0631 Email Address: randy@lakeshorepetboutique.com
Address / PO Box: PO Box 94 City: Douglas State: MI Zip: 49406

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

Event/Promotion Name: Blessing of the Animals

Requested Display Date(s): 8/27 - 10/4

Community / Business / Event Promotion:

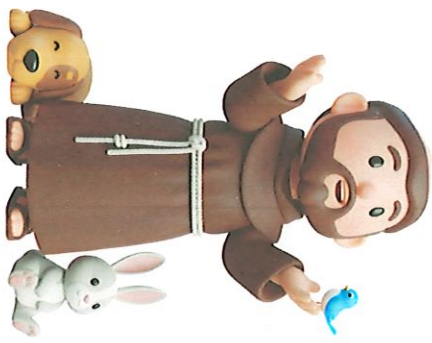
Describe how this banner promotes a business, community event, or activity that benefits the City of Douglas.

This is the 7th Annual Blessing of the Animals Sponsored by
Lakeshore Pet Boutique + the Douglas DDA. It draws approximately
100 people into the downtown.

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).

Signature of Applicant: Randy Walker Date: 8-31-26

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



Blessing of the Animals

2pm Saturday ^{02/04/24} at Beery Field



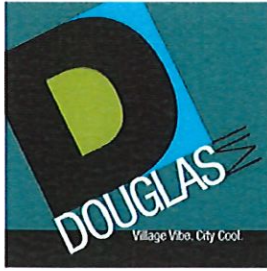
Puleo International 10.8' Pre-Lit Christmas Giftbox Tree Christmas Holiday Decor with 1000 Dual-Colored LED Lights - Multi-Color - Multi-Color - Multi-Color

by [Puleo International](#)

\$1,019.99

Free Shipping Over \$49.99*





TO: Douglas Downtown Development Authority
FROM: Lisa Nocerini, City Manager
DATE: September 2026
SUBJECT: DDA Community Survey Results – Discussion

Background

The Downtown Development Authority recently conducted a community survey to gather feedback regarding Downtown Douglas, including what people currently value about downtown, what businesses and uses they would like to see added, potential future uses of the former Police Department property, and priorities for the future of the downtown district.

The survey received 289 responses from residents, property owners, business owners, seasonal residents, visitors, employees, and others connected to the Douglas community.

The attached Survey Results provide a breakdown of the responses received and identify several recurring themes related to dining and retail opportunities, entertainment and live music, year-round business activity, public spaces and the waterfront, housing, and preservation of Douglas's small-town and historic character.

Discussion

The Survey Results are being provided to the DDA for review and discussion. The information is intended to help the Board better understand community feedback as it continues conversations regarding downtown development, business recruitment and retention, public spaces, future projects, and other DDA priorities.

The Board may also wish to discuss how the survey results can be used as a reference when considering future DDA initiatives and opportunities.

Recommended Action: Discussion only. No formal action is requested at this time.

Attachment: DDA Survey Results Breakdown

Douglas Downtown Authority Survey Responses

September 15, 2026

Survey participation

The survey received 289 responses.

Connection to Douglas Responses Share

Full-time resident	146	50.5%
Property owner	42	14.5%
Seasonal resident	36	12.5%
Business owner	21	7.3%
Visitor	14	4.8%
Employee in Douglas	6	2.1%
Other/local connections	24	8.3%

Respondents were highly familiar with downtown:

- 106 visit several times per week.
 - 87 visit daily.
 - 53 visit weekly.
 - Altogether, 246 respondents—85%—visit at least weekly.
-

What people currently value

Respondents most frequently selected:

Existing downtown strength Responses Share

Restaurants and dining	200	69.2%
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Existing downtown strength Responses Share

Small-town atmosphere	193	66.8%
Walkability	154	53.3%
Events and festivals	110	38.1%
Arts and culture	94	32.5%
Shopping	84	29.1%
Historic character	81	28.0%
Waterfront access	58	20.1%

The results show strong support for protecting the community's character, scale, walkability, and locally oriented atmosphere.

What respondents believe is missing

Identified need	Responses Share	
Additional dining options	187	64.7%
Retail shopping	146	50.5%
Entertainment venues	105	36.3%
Outdoor recreation opportunities	56	19.4%
Housing	56	19.4%
Public gathering spaces	46	15.9%
Family-friendly activities	38	13.1%
Arts and cultural spaces	36	12.5%
Professional services	21	7.3%

Dining, retail, and entertainment stand out as the three most significant perceived gaps.

Businesses and uses people want added

Desired business or use	Responses	Share
Bakery	141	48.8%
Live music venue	137	47.4%
Restaurant	123	42.6%
Boutique retail	92	31.8%
Bookstore	84	29.1%
Wellness or fitness facility	68	23.5%
Wine bar	66	22.8%
Performing arts venue	65	22.5%
Brewery or taproom	65	22.5%
Senior housing	53	18.3%
Workforce housing	52	18.0%
Mixed-use development	51	17.6%
Outdoor recreation business	46	15.9%

A bakery, live music venue, and additional restaurant received the strongest support. Respondents also showed meaningful interest in housing, wellness, arts, and mixed-use development.

Former Police Department property

The most-supported uses were:

Potential use	Responses	Share
Restaurant	196	67.8%
Retail space	162	56.1%

Potential use	Responses Share	
Café or coffee shop	113	39.1%
Mixed-use development	110	38.1%
Community meeting space	85	29.4%
Art gallery	81	28.0%
Residential use	65	22.5%
Visitor information center	39	13.5%
Office space	29	10.0%

The results strongly favor an active, public-facing commercial use. A restaurant or retail-oriented mixed-use project appears most consistent with public preferences. Office space received comparatively limited support.

Written responses frequently combined:

- A restaurant, café, bakery, or other food use
- Retail on the ground floor
- Housing or residential use above
- Community, art, or gathering space
- A business capable of operating year-round

Desired identity for Downtown Douglas

When asked what downtown should be known for in ten years, the leading responses were:

Desired identity	Responses Share	
Dining destination	66	22.8%
Arts and culture	49	17.0%
Small-business community	44	15.2%

Desired identity	Responses Share	
Historic character	35	12.1%
Family-friendly atmosphere	28	9.7%
Entertainment and events	18	6.2%
Shopping destination	16	5.5%
Waterfront recreation	12	4.2%
Housing opportunities	10	3.5%

No single identity dominated. Instead, respondents appear to support a combination of dining, arts, locally owned businesses, and historic character.

Improvements that would increase downtown visits

Improvement	Responses Share	
More restaurants serving lunch	174	60.2%
More year-round businesses	143	49.5%
Expanded evening and weekend hours	118	40.8%
More entertainment or live music	114	39.4%
More retail shopping options	100	34.6%
More outdoor seating and gathering spaces	60	20.8%
More community events and activities	56	19.4%
More convenient parking	43	14.9%
Additional public restrooms	17	5.9%
Better pedestrian and bicycle amenities	16	5.5%

The findings suggest that existing businesses' availability may be nearly as important as recruiting new businesses. Lunch service, consistent hours, evenings, weekends, and year-round operations were repeatedly emphasized.

Recurring written-comment themes

The open-ended responses reinforced several themes:

- Better use of Wade's Bayou and the waterfront, including seating, recreation, boating access, dining, music, and community events
- More restaurants, particularly lunch, bakery, café, affordable, casual, and takeout options
- More consistent and year-round business hours
- Live music, performing arts, festivals, and activities for different age groups
- Preservation of Douglas's historic, quiet, and small-town character
- More green space, landscaping, trees, seating, and attractive public gathering areas
- Housing that supports year-round residents, workers, and seniors
- Improved connections between downtown destinations through walking, biking, transit, parking, and wayfinding
- Continued attention to Beery Field, the former Police Department property, Wade's Bayou, and Blue Star Highway

Overall conclusions

The survey points toward five broad priorities:

1. Recruit and support additional dining, especially lunch, bakery, café, casual, and year-round options.
2. Encourage active commercial or mixed use of the former Police Department property, with restaurant and retail uses receiving the strongest support.
3. Expand entertainment, live music, arts, events, and public gathering opportunities.
4. Improve use of Wade's Bayou, Beery Field, and other public spaces while enhancing landscaping, seating, and waterfront access.
5. Preserve Douglas's small-town and historic character as development occurs.

7/15 DDA Marketing Team Meeting Notes

Date: 9/16/26, 10:30 – 11:30 am

Location: Alexia's House

Those in attendance:

- Alexia Dawson
- Jim Babcock
- Cindy Miller

Discussion Points:

- Marketing Schedule
 - Discussion about the upcoming events and continued building out our social media marketing schedule as follows:
 - Thu 9/17 – Michigan Downtown Day Post (with reminder about Bucket List challenge)
 - Fri 9/18 – Street Performers Night Final Reminder
 - Sat 9/19 – Distinctly Douglas Episode 4
 - Mon 9/21 – Michigan Downtown Day Reminder
 - Sat 9/26 – Michigan Downtown Day Final Reminder
 - Mon 9/28 – Second Saturday Event and Save the Date (includes 50th anniversary of Gallery Stroll and Oktoberfest all bundled in one)
 - Wed 9/30 – Pumpkin Carving Event and Save the Date
 - Mon 10/5 – Second Saturday video
 - Wed 10/7 – Second Saturday reminder
 - Sat 10/10 – Second Saturday Final Reminder
 - Mon 10/12 – Pumpkin Carving Reminder
 - Sat 10/17 – Pumpkin Carving Final Reminder

Note: Halloween parade posts will be shared from their page

- Branding Review
 - Yesterday, Randy Walker, Alexia and Jim attended an initial review of some branding concepts from our outside consultant, Well Design (based on a feedback meeting last month)
 - In this meeting, we shared the concepts with Cindy and she will provide her feedback directly to Well Design.

- Farmer's Markets:
 - There are two Tuesdays left. Cindy will cover the Douglas Booth 9/22 and Jim will cover 9/29.

- Distinctly Douglas Video Series
 - 4th episode has been filmed and edited and will be out on Saturday 9/19.
 - The next video will feature Lost & Found and will be produced and posted by the end of this month.