

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, APRIL 22, 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

Changes/Additions/Deletions

Motion to approve the April 22, 2026 meeting agenda – roll call vote

4. APPROVAL OF MINUTES

A. March 18, 2026 meeting minutes

Changes/Additions/Deletions

Motion to approve the minutes from the March 18, 2026 meeting -- roll call vote

5. OFFICER REPORTS

A. Treasurer

B. Secretary

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Letter from Robin Bauer

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

8. UNFINISHED BUSINESS

9. NEW BUSINESS

A. DDA Temporary Gateway Banner Application from SDACVB

Motion to approve the DDA Temporary Gateway Banner Application from SDACVB for use of the sign on Center Street and Blue Star Highway for the 4th of July activities including July 3rd fireworks show -- roll call vote

B. DDA Temporary Gateway Banner Application from Art in the Park Douglas

Motion to approve the DDA Temporary Gateway Banner Application from Art in the Park Douglas for use of the sign on Main Street and Blue Star Highway for the Art in the Park Douglas event on August 8th -- roll call vote

C. DDA Community Promotions request from Art in Douglas

Motion to approve the request from Art in Douglas for \$1,500.00 under Community Promotions to promote Art in Douglas Second Saturdays for May 9th and June 13th -- roll call vote.

D. FY2026-2027 Budget (Discussion)

E. FY 2026-2027 Douglas Downtown Development Authority Budget

Motion to approve the FY 2026-2027 Douglas Downtown Development Authority Budget -- roll call vote

F. Interurban Route Update from the SDACVB (Discussion, Dawson and Laakso)

G. Logo/Branding/Website Discussion - (3 proposals submitted for consideration)

H. Mission/Vision/Values (Discussion)

I. Jim Babcock's Video Series for events (Discussion)

J. Derby Day (event update)

K. Wellness Day (event update)

L. Art in Douglas Rack Cards (Discussion)

10. COMMITTEE REPORTS

A. Marketing Committee Report (Jim Babcock)

11. STAFF/MANAGER REPORTS

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

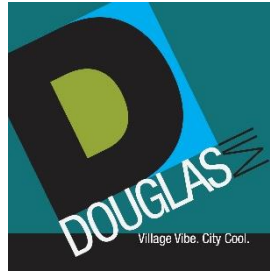
13. BOARD COMMENTS

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, MARCH 18, 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** at 10:00 a.m. by Chair Walker
2. **ROLL CALL/QUORUM**

Present:
Jim Babcock
Lauren Bachman
Ruth Crowe
Alexia Dawson
David Laakso
Kabri Martyniek
Cindy Miller
Randy Walker

Absent:
Cathy North

Also present:
City manager, Lisa Nocerini
Project manager, Jenny Pearson
3. **APPROVAL OF AGENDA**

Changes/Additions/Deletions
Motion by Dawson, seconded by Crowe, to approve the Meeting Agenda for March 18, 2026. Motion carried by unanimous roll call vote.
4. **APPROVAL OF MINUTES OF FEBRUARY 25, 2026**

Changes/Additions/Deletions
Motion by Dawson, seconded by Bachman, to approve the Minutes of February 25, 2026. Motion carried by unanimous roll call vote.
5. **OFFICER REPORTS**
 - A. Treasurer – In packet

- B. Secretary – None
- C. Vice Chair – None
- D. Chair – Thanked members for accommodating need for meeting change.

6. PUBLIC COMMUNICATION – WRITTEN – None

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

8. UNFINISHED BUSINESS – None

9. NEW BUSINESS

A. Community Pride request for sponsorship

Motion by Babcock, seconded by Bachman, to approve the request from Community Pride for Pride in the Park sponsorship on June 6, 2026 at Beery Field in the amount of \$5,000.00, to be taken from Community Promotions. Motion carried by unanimous roll call vote.

B. Flowerbed in front of Mr. Miller's Art Emporium (Discussion)

C. Review and make recommendations for the FY2026-2027 budget (Discussion)

10. COMMITTEE REPORTS

- A. Marketing Committee (Report in packet)
- B. Wellness Day Committee (Verbal update)

11. STAFF/MANAGER REPORTS

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

13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion by Dawson, seconded by Miller, to adjourn the meeting at 11:48 p.m.

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DDA TREASURER'S REPORT for the April 22, 2026 Meeting

The DDA had a reduction in income of \$13,449.37 during the month of March. DDA revenue was reduced by \$13,646.85 due to a timing error in recording a prior TIF disbursement. Revenue of \$97.48 was realized from Beery Field EV Charging Station fees, and \$100.00 was received for banner application fees.

Expenses of \$750.00 were recorded during the month for the allocation of city staff expenses.

At March 31, 2026, the DDA had cash on hand of \$111,244.85. There were no accounts payable or other liabilities recorded, leaving an ending fund balance of \$111,244.85.

April 16, 2026

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

	2025-2026 Approved Budget	Activity for March 2026	2025-2026 YTD Activity	Full Year 2025/26 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 64,512.00	\$ (13,646.85)	\$ 62,699.07	\$ (1,812.93)	TIF Recapture
OTHER INCOME	\$ 1,000.00	\$ 100.00	\$ 1,710.32	\$ 710.32	Douglas Farmer's Market and Banner Revenue
EV CHARGING INCOME	\$ -	\$ 97.48	\$ 1,867.33	\$ 1,867.33	Beery Field Charging Station Revenue
INTEREST INCOME	2,000.00	-	1,282.60	(717.40)	
TOTAL Revenues	\$ 67,512.00	\$ (13,449.37)	\$ 67,559.32	\$ 47.32	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 6,000.00	\$ 3,000.00	Monthly expense allocation to the DDA for use of City Staff
TRAINING FUNDS	6,500.00	-	-	6,500.00	
BUSINESS INCENTIVE PROGRAM	-	-	-	-	
LEGAL FEES	-	-	390.00	(390.00)	Outside Legal Fees to Determine if DDA Could Have Officer Mtgs Art in Douglas Music, Beats on Beery, Michigan Downtown Day, Fall and Winter Decorations, Shop/Dine Passports, History Center & Ox-Bow Halloween expenses, Tote Bags
COMMUNITY PROMOTIONS	29,900.00	-	16,293.20	13,606.80	
MARKETING	4,500.00	-	-	4,500.00	
CAPITAL OUTLAY (Detail Below)	20,200.00	-	13,865.90	6,334.10	Signs and Banners
TOTAL Expenditures	\$ 70,100.00	\$ 750.00	\$ 36,549.10	\$ 33,550.90	
SUMMARY:	-	-	-		
REVENUES:	\$ 67,512.00	\$ (13,449.37)	\$ 67,559.32	\$ 47.32	
EXPENDITURES	70,100.00	750.00	36,549.10	33,550.90	
BUDGET NET INCOME (LOSS)	\$ (2,588.00)	\$ (14,199.37)	\$ 31,010.22	\$ 33,598.22	

<u>Capital Outlay Detail</u>	Approved Budget	March 2026	2025-2026 YTD Activity	Favorable/(Unfavorable) to Budget
Memo:				
Unallocated	\$ 20,200.00	\$ -	\$ -	\$ 20,200.00
Banners		\$ -	\$ 5,365.90	\$ (5,365.90)
Gateway Signage - Main St.		\$ -	\$ 8,500.00	\$ (8,500.00)
Total Capital Budget	\$ 20,200.00	\$ -	\$ 13,865.90	\$ 6,334.10

April 16, 2026

06 April 2026

Douglas Downtown Development Authority Members:

Randy Walker, Chair

Alexia Dawson

Dave Laasko

Kabri Martyniek

Lauren Vonnk, Ruth Crowe,

Cathy North, Mayor, Jim Babcock,

Cynthia Miller, Lisa Nocerini, City. Manager

On behalf of the People's Store of Douglas Condominium (PSD), a Historic Building acknowledged with several Saugatuck Douglas Historical Society Heritage Preservation Awards, we are asking the Douglas Downtown Development Authority for limited financially assistance with updating the preservation and to maintain the building street scape appearance.

The exterior of building was initially coated with a STO Rubberized Coating in 2008, by the Developer (Robin + Sharon Bauer,) now residents.

During the 2007/2009, exterior restoration of the building 8 shutters were added as was originally installed in the late 1800's. The shutters will be painted, and we expect the life of the new coating will give us another 18 years.

Also, 10 small window railings were installed for historical authenticity and added security for the owner's safety. During this restoration, the window railings will be sand blasted, and powder coated with a life expectancy of 18 to 20 years.

The PSD Condominium Board and individual condo owners will pay the Special Assessment and have approved a current 2026, restoration budget of \$14,000.00, including the above-mentioned projects.

With respect to maintaining the street scape of Downtown Douglas, we are asking for financial assistance and consideration to assist in our restoration project. The

individual projects were bid out to contractors who assisted in the original restoration and to additional local companies. We have done our due diligence in securing quality contractual workers.

A mobile lift will be utilized during the restoration, with an estimated 7 to 10 day work schedule. We are asking for short term usage, from the DDA and City of Douglas approval to utilize the parking spaces along Spring Street and the adjacent pedestrian walkway on Center Street. The STO Coating contractor will be allowing us to use the lift to remove/re-install the awnings, shutters and window railings. We will attempt to complete the work to facilitate the use of the Center Spring Street walkways prior to Memorial Day Weekend, pending weather conditions and contractor scheduling. No weekend work will take place.

The contractors have been patiently awaiting our approval to proceed with their respective tasks.

Please give thought to helping us maintain the lovely Douglas Downtown Community. I am available at your convenience to answer any questions that you may have for The Condominium Board.

If possible, please reply by 09 April (as soon as possible), so that we could meet a self-imposed schedule to complete the work by Memorial Day and maximize the seasonal benefits for the Douglas Community.

THE PEOPLE'S STORE of DOUGLAS CONDOMINIUM

The Board Members:

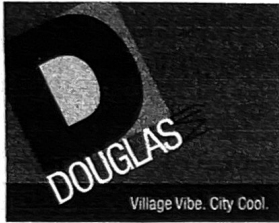
Dean Steiner

Ray Hollenbeck

Dan Dillion

Robin Bauer, mbl. 312.861.7722

Cc: The Douglas City Council Members



Downtown Development Authority Temporary Gateway Banner Application

Application Fee: \$50
Deposit \$50
Payable Online at: douglasm.gov

The Village of Friendliness – Since 1870

Application Checklist

- A Completed and Signed Douglas Downtown Authority Temporary Gateway Banner Application
- Note: Applications must be received 30 days prior to the event. *The DDA meets on the 4th Wednesday of each month; therefore, applications will be considered for approval by the DDA board during their next meeting following submission.*
- \$50 Application fee with a \$50 Deposit (deposit will be returned to applicant following the removal of the banner)
 - Rendering or graphic of proposed temporary banner
- Conditions of Banner Display:**
- One week prior to the event until 24 hours after the event (*Note: Failure to adhere to these dates may result in forfeiture of the sign deposit.*)
 - The banner must be securely fastened and meet safety standards.
 - Banners must be weather-resistant.
 - Banners must not contain offensive or inappropriate content.
 - Only one banner will be displayed at a time.
 - Banners must not be larger than 24"x 94"

Applicant Information:

Name: April Gundy Organization: Saugatuck Douglas CNB
 Phone Number: 231-878-8506 Email Address: eventssaugatuckdouglas events@gmail
 Address/PO Box: PO Box 28 City: Saugatuck State: MI Zip: 49453

Banner Information:

Banner Location: Center Street and BSH Main Street and BSH
 Event Name: 4th of July Event Dates: July 3 & 4 2026
 Banner Dimensions: 23 x 95 Dates of event banner is promoting: June 26 - July 4

Banner Promotion:

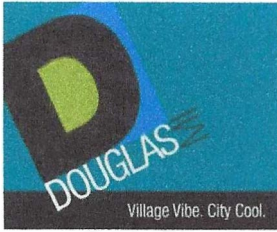
How does the banner promote the community or an event that impacts the City of Douglas? (Insert explanation of how the banner promotes community engagement, local events, or activities that positively impact the City of Douglas).

This banner will promote 4th of July activities including the July 3 Firework show.

I hereby attest that the information on this application form is, to the best of my knowledge, true and accurate. It is the applicant's responsibility to meet the requirements of the Conditions of Banner Display in all respects and to provide the necessary information to the Downtown Development Authority for approval. A permit must be obtained prior to putting up the banner. I acknowledge there are no refunds for any reason.

Signature of Applicant: April Gundy

Date: 3-12-2026



Downtown Development Authority Temporary Gateway Banner Application

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Deposit \$50
Payable Online at: douglasmi.gov

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- The banner must be securely fastened and meet safety standards.
- Banners must be weather-resistant.
- Banners must not contain offensive or inappropriate content.
- Only one banner will be displayed at a time.
- Banners must not be larger than 24"x 94"

Applicant Information:

Name: Susan Poolman Organization: SWMI Artisan Markets (Art In the Park)

Phone Number: (269) 227-3448 Email Address: SWMIArtisanMarkets@gmail.com

Address/PO Box PO Box 286 City: Glenn State: MI Zip: 49416

Banner Information:

Banner Location: Center Street and BSH Main Street and BSH

Event Name: Art In the Park Douglas Event Dates: August 8, 2026

Banner Dimensions: 22" x 92" Dates of event banner is promoting: August 1 - August 8

Banner Promotion:

How does the banner promote the community or an event that impacts the City of Douglas? (Insert explanation of how the banner promotes community engagement, local events, or activities that positively impact the City of Douglas).

Art in the Park Douglas is a new event for the community this year, designed to attract both local residents and visitors from outside the area. Our goal is not only to showcase the work of talented artists, but also to encourage attendees to explore and engage with all that the City of Douglas has to offer, including its local businesses, parks, and cultural attractions. This event is intended to enhance community vibrancy, support the local economy, and create a welcoming experience that highlights Douglas as a destination.

I hereby attest that the information on this application form is, to the best of my knowledge, true and accurate. It is the applicant's responsibility to meet the requirements of the Conditions of Banner Display in all respects and to provide the necessary information to the Downtown Development Authority for approval. A permit must be obtained prior to putting up the banner. I acknowledge there are no refunds for any reason.

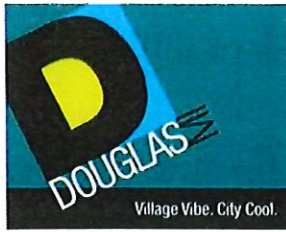
Susan L. Poolman
Signature of Applicant

3-18-2026
Date

Art in the Park Douglas

Saturday, Aug. 8
10am-5pm
Beery Field





DDA ACTION	Item 9C.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: MICHAEL BURMEISTER

Name of Organization(s): ART IN DOUGLAS 501 (c) (3) Yes No

Address: 33 E CENTER ST, DOUGLAS MI 49406

Phone: 616.298.0999 Email: _____

How many years have you been in the Douglas Downtown Development Authority District? 10

EVENT INFORMATION (use additional sheets if needed)

Event Name: 2ND SATURDAYS - ART IN DOUGLAS

Event Date(s): MAY 9, JUNE 13 Event Start & End Hours: 11-5, MAY GO LATER

Event Location: DOWNTOWN DOUGLAS ART GALLERIES + SURROUNDING BUSINESSES

Describe your event in detail and how it will benefit the DDA District.
ART IN DOUGLAS IS THE LONGEST RUNNING RETAIL EVENTS AND COLLABORATION OF DDA BUSINESSES IN DOWNTOWN DOUGLAS. THE EVENT TAKES PLACE SOLELY ON CTR ST AND STRETCHES FROM OX-BOW HOUSE TO LEBAN ART AND BEYOND. THE EVENT BENEFITS ALL BUSINESSES IN DOWNTOWN DOUGLAS AS IT GENERATES ADDITIONAL TRAFFIC FOR OUR COMMUNITY AND BRINGS PEOPLE OUT FOR LIVE MUSIC AND ART! PLUS THEY HAVE TO EAT.

Anticipated Number of Attendees: 200-300+ PER EVENT MORE THAN NORMAL

Attendees Demographics (ages, special interests, where are the coming from, etc.) 18-80+, PRIMARILY OLDER ADULT COUPLES, BUT PEOPLE COME FROM THROUGHOUT THE MIDWEST. THE EVENTS ALSO ATTRACT A LARGE NUMBER OF PEOPLE FROM SAUBATUCK AND LOCAL TOWNS.

Estimated Number of Volunteers: NONE

Estimated Date/Time for Set-Up: N/A Estimated Date/Time for Clean-Up: N/A

List the local businesses involved and include how businesses are participating in the event: Ox Bow House
LAFONTAINE GALLERY, MR MILLER'S, BUTTON GALLERY, LUTIA CROWE ARTIST STUDIO
LEBEN ART GALLERY. GALLERIES PROVIDE ARTIST DEMOS AND/OR OPENINGS,
MUSIC, SNACKS ETC.

List your methods to advertise and promote the event as well as downtown and local businesses: ADVERTISING VIA
FACEBOOK, COMMERCIAL RECORD, WHAT'S HAPPENING, MICHIGAN ART
GUIDE, RAFF CARDS, WE OFTEN PARTNER WITH DOWNTOWN BUSINESSES
FOR TIRE INS AND SNACKS. ADVERTISING MENTIONS DOWNTOWN DOUGLAS SPECIFICALLY
Funding amount requested: \$1,500 (Include an itemized budget for the total costs of the event)
SEE BELOW

DDA FUNDING HISTORY

1. Is this the first time you have applied for DDA funding for an event? Yes No
2. If yes, how many times have you applied previously? 10+
3. Have you requested funding from other community organizations, such as the Douglas/Saugatuck Area Convention and Visitors Bureau? Yes No This information will help the DDA equitably distribute available funds.
 - a. If yes, please provide a brief explanation of the outcome: _____
4. Is this a reoccurring event? Yes No

NOTE: Organizations which received DDA event funding previously must make a final written report on the event including how DDA funds were used prior to consideration of a new application. SEE ATTACHED

For certain events, you may be required to submit a Special Event Application to Douglas City Council for approval. These events would normally require the use of city staff, including DPW personnel, security or police, the addition or removal of parking, closure of city streets, purchase of insurance, etc. Please check with a city staff employee to determine the need for City Council review.

Have you submitted a Special Event Application to City Council for approval? Yes No N/A
If yes, was it approved? Yes No

MICHAEL C. SUMMERS 4-15-26
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
415 Wiley Road, PO Box 757
Douglas, Michigan 49406

<u>MUSICIANS</u>	<u>\$1,200</u>
<u>COMMERCIAL RECORD</u>	<u>\$ 200</u>
<u>FACEBOOK BOOSTS</u>	<u>\$ 100</u>
<u>TOTAL</u>	<u>\$1,500</u>

50/50 SHARE
COMMERCIAL RECORD ALSO WILL RUN WEEK
FROM MAY-OCTOBER PROMOTING BOTH ART AND
SANITARY ETC.

ART IN DOUGLAS
2ND SATURDAY EVENTS

Item 9C.

OVER THE PAST 9 YEARS ART IN DOUGLAS (AID) EVENTS HAVE BECOME A STAPLE FOR 2ND SATURDAY ACTIVITIES AMONGST OUR LOCAL COMMUNITY. ADDITIONALLY, AN INCREASING NUMBER OF INDIVIDUALS FROM THROUGHOUT THE MIDWEST HAVE MADE A VISIT TO DOUGLAS A 2ND SATURDAY CALENDAR ITEM. THIS PAST MONTH A COUPLE FROM MILWAUKEE MENTIONED THEY'D NEVER HEARD OF DOUGLAS UNTIL AN INFLUENCER THEY FOLLOW MENTIONED OUR 2ND SATURDAY EVENT.

FUNDING FROM THE DDA AUGMENTS FUNDS EACH CALENDAR SPENDS TO PROMOTE THESE EVENTS AND OUR WONDERFUL LITTLE VILLAGE. RECENTLY, FUNDS HAVE BEEN USED PRIMARILY FOR MUSICAL ENTERTAINMENT WHICH ALWAYS IS WELL RECEIVED BY ATTENDEES AS WELL AS OTHER BUSINESS OWNERS IN THE DDA DISTRICT. GENERALLY THE EVENTS ATTRACT SEVERAL HUNDRED PEOPLE WHO MOST LIKELY WOULD HAVE SPENT LESS TIME IN DOUGLAS IF NOT FOR THE EVENT AND LEAVE DOUGLAS WITH A POSITIVE IMPRESSION OF OUR QUAINT DOWNTOWN AND FINE BOOTHOVES, GALLERIES AND RESTAURANTS. OUR PARTICIPATING GALLERIES HOPE THESE 2ND SATURDAY EVENTS ARE VIEWED POSITIVELY BY THE OTHER DOWNTOWN BUSINESS OWNERS AND TRANSLATE INTO INCREASED FOOT TRAFFIC FOR THEIR BUSINESSES AS WELL. WE CONTINUE TO BE GRATEFUL FOR THE ONGOING SUPPORT PROVIDED BY THE DDA.

FY2026-2027 DDA PROPOSED Projects/Events/Investments

Community Promotions:

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Community Sponsorship Requests	\$25,000	High	Funding is allocated annually July 1-June 30th	Approved
Passport Program	\$1,000	High	November only-500 Passports/Gift Card Packages for the winners (Gift Cards: \$300 of the total, leaving \$700 for passport design/print/purchase)	Approved
Gift cards/Downtown Douglas Dollars	Currently: \$525	Undetermined	These usually go along with specific events and included in the expenditure, unless the DDA wants to allocate more for events that could come up. Previous expenditure has been: 3-Downtown Douglas Dollars Gift Packages: \$200/\$150/\$100 = \$450.00 3-\$25.00 Downtown Douglas Dollar Gift Packages for the Tailgate Stroll Giveaway = \$75.00	Approved
Farmer's Market Table Swag and Activities	\$1500	High	Marketing committee is coming up with ideas for how to participate at the market.	Approved
Derby Day Swag Support	\$500	High	Normally not all of this money is spent, but it is good to keep the amount at this level in case the DDA gets more participants who get swag bags.	Approved
Christmas Tree	\$400	High	Previously donated. Possibility of needing to purchase a tree.	Approved
Coupon Books		Undetermined	October-December offering	More info needed

Sandwich Boards for event participants	6 signs available for \$144 total on amazon (\$288 for 12)	\$300 (12 boards) \$200 (Printing if needed)	Discussed to help identify participating businesses in the DDA events. We could need 2 sets for a total of at least 12.	Approved (Added a Printing Cost)
Regional Promotion		High	Promote Douglas regionally-Detroit, Cleveland, Indiana, Cincinnati, St. Louis, Chicago, Milwaukee, Fort Wayne, Toledo, Columbus.	
Lawn Games at Beery Field	Ladder Ball: \$89.95 Giant Jenga: \$40.00 Bocce Ball: \$149.95 Cornhole Board: \$150 a set Total: \$450.00-\$500.00		This was a POW Strategies suggestion (cornhole; ladder golf; bocce ball; croquet; horseshoes)	Pricing has come out to \$450-\$500 for the events listed in column 2
Interurban Partnership	TBD	Medium	Summer of 2026	Waiting for a plan.
I-196 Billboard		Undetermined		Billboard for free from Todd but the DDA would pay for the wrap and advertising. (Dave will continue to work on this.)

Total: \$29,925.00 (only the amounts highlighted in green are included in the total at this time)

Downtown Marketing:

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Chips Christmas Decorations	\$6,805	High	Already approved for this year and next year through a 3-year agreement with the company.	Approved-Meet with Chips in May
Social Meda Boosts/Ads	\$1000	Undetermined		Approved
Publication Ads	\$1000	Undetermined	Rack cards have been mentioned. (5000)	Approved
Seasonal Decorations	\$1500	High	Request to spend more funding on seasonal decorations.	Approved
DDA Website Investments /Dedicated Website for DDA	\$3000	High	\$1,500.00 was allocated last year.	Approved
Logo Design/Brand Refinement	\$7500.00	Undetermined	Marketing Committee Recommendation.	Approved
Social District Decals	\$600.00	Undetermined	Needed to replace the stickers that are fading/torn. Add maps.	Approved
Canva Membership	\$250	Undetermined	Marketing team request.	Approved @
Michigan Downtown Assn. Renewal	\$250.00	High	Just paid for 2026 will need to renew in February 2027.	Approval
Directional Signage for Events	\$250	High	The City has 2 signs and the DDA should have at least 3 more made.	Approved
New Kiosk Sign Downtown	TBD	High	The City has a quote for a digital sign of \$15,000-\$18,000 or an option would be not digital and more of what is downtown currently with upgrades.	Pricing

Total: \$22,155.00 (only the amounts highlighted in green are included in the total at this time)

Infrastructure/Capital Outlay Requests: New Category Based on Feedback

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Electrical Upgrades to Wade's Bayou	\$4450 total 50% Share with City DDA: \$2225 City: \$2225	High	This could be a DDA/City project to partner on. If approved the city can obtain quotes.	Approved
Repave Wade's Bayou		Undetermined	Focus on better parking /access	Williams & Works
Upgrade Wade's Parking Lot Lights	\$36,540	Low		Williams & Works
Replace the lamp posts in the DDA		Undetermined	This was discussed in the past, but the cost was determined far too high to replace this infrastructure.	Williams & Works
Reclaim lost parking downtown		High	The DDA could consider purchasing the lots from the owner. A maintenance plan would also need to be considered in the funding.	Williams & Works
Murals	\$15,0000	Undetermined	Requested funding through the CVB which was denied. This is in the T-Mobile Grant, but it is competitive, so the chances are slim of an award.	Approved
Gateway Signs Beautification		Undetermined		Need cost

Total: \$17,225.00 (only the amounts highlighted in green are included in the total at this time)

Staffing/Training/Support/ for the DDA:

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
City Administrative Support	Currently \$9000	High	City Staff Time	Approved
Marketing/Promotional/Event Planning Staff (Part-Time or Intern)	20 hours a week @ \$25,000-\$30,000	High	Could be a cost share with the City. DDA 60%/City 40%.	
Marketing Staff Person Only	\$8000	High	Would report to the Marketing Committee only.	Approved
Conferences/Training	\$2000	Undetermined	Currently budgeted for \$1,000	Approved
POW Strategies Annual Review	TBD	Undetermined		More information needed on pricing.

Total: \$19,000.00 (only the amounts highlighted in green are included in the total at this time)

Events: DDA Sponsored: Require Expenditure

Project/Item	Amount Requested	Priority (High/Medium/Low)	Comments	Approved/Not Approved
Soup Stroll Saturday (add commemorative spoons and donate disposable bowls/spoons to each participating business (January 2027)	\$500	High	The DDA has not had any expenses incurred for this event in the past. A dollar amount is needed.	Approve
Derby Day in Douglas (May 2027)	\$500 in Community Promotions (not in final total below)	High	The funding covers flowers and giveaways.	Approved –(Already approved above)
Wellness Day (May) 2026	\$1500	High	New event.	Approved
Michigan Downtown Day (September) 2026	\$1500	High	This was allocated last year for a band and finger food.	Approved
Pumpkin Carving Event/Fall Events -Witches on Paddle Boards -Pumpkin Painting for Kids/Families	\$5000	Undetermined	This was something that was added to the budget.	Approved
Light Night in Douglas (2026)	\$500	High	The DDA spent funding in the existing budget for Downtown Douglas Dollars; Gingerbread Houses; Luminaries.	

Total: \$9,500.00

Events without cost or cost not yet determined:

Downtown Tailgate Stroll (February 2027)		High	The DDA has not had any expenses incurred for this event in the past but may want to consider more promotional materials or giveaways.	No funds required.
Erin Go Bark People & Pets Parade/March Shop & Dine Saturday		High	The DDA has not had any expenses incurred for this event in the past.	No funds required.
Small Business Saturday (November 2026)		High	The DDA has not had any expenses incurred for this event.	No funds required.
Ice Gurus (Live Ice Carving) November 2026		Undetermined	Recommendation.	No funds designated.
Pink Friday		Undetermined	Recommendation. Friday before black Friday.	No funds required.
New: Blues on the Bayou		Undetermined	Still in conceptual form.	No funds designated.
New: Busker's Event (September 2026)		High	Still in conceptual form. The DDA is asking the CVB to organize and sponsor.	CVB Funded.
250 th Celebration & Veteran's Day		Undetermined	Recommendation.	No funds required.
Food Truck Calendar & Promotion		Undetermined	Recommendation.	No funds required.
Soccer/Softball Tournaments		Undetermined	Recommendation.	No funds required.
Winter Market		Undetermined	Recommendation.	No funds required.
World Cup Fan Zone		Undetermined	Recommendation.	No funds required.
Douglas History Tour		Undetermined	Recommendation.	No funds designated.
				No funds required.

DOUGLAS
DDA IDENTITY
Brand Identity & Communications System Proposal

Kettlewell + co

Submitted by: Kettlewell + Co – Tom Kettlewell

INTRODUCTION

The Douglas Downtown Development Authority plays an important role in supporting local businesses, events, and communication within the community.

A clear and consistent visual identity helps strengthen that role—ensuring the DDA is recognizable, professional, and easy to engage with across all touchpoints.

OBJECTIVE

Develop a visual identity system for the Douglas DDA that is clear, flexible, and usable across digital, print, and all environmental applications.

UNDERSTANDING & ALIGNMENT

While this project is focused on developing a visual identity for the Douglas DDA, the strength of that identity depends on a clear understanding of its role and how it communicates within the community.

Before creative development begins, time will be spent aligning on:

- The DDA's role in supporting local businesses and events
- How it currently communicates and where clarity can be improved
- The tone it should carry – civic, welcoming, and practical
- How the identity will be used across real-world applications

This ensures the work is grounded, appropriate, and built for long-term use—not just visual appeal.

DESIGN PRINCIPLES

The identity system will be developed with the following principles:

- **Clarity** – immediately recognizable and easy to use across applications
- **Flexibility** – adaptable across signage, print, and digital formats
- **Appropriateness** – civic in tone; supportive of the community it represents
- **Longevity** – designed to remain relevant over time, not trend-driven

APPROACH

The process is structured to ensure clarity, alignment, and practical application from the outset.

Discovery

- Brief alignment with key stakeholders
- Review of current materials and how the DDA is represented today

Creative Direction

- Development of 2-3 focused identity directions
- Each direction grounded in tone and practical application

Refinement

- Selection and refinement of one direction
- Development of logo system and supporting elements

System Development

- Development of a identity system that ensures consistency across communications while remaining simple enough for day-to-day use by the DDA team

DELIVERABLES

- Primary logo
- Secondary logo variations (horizontal, stacked, simplified mark)
- Color palette
- Typography recommendations
- Basic brand guidelines (clear, usable reference document)
- Final files for print and digital use
- Includes organized file structure and formats for immediate use by the DDA and its partners.

All assets will be designed for consistent use across signage, communications, events, and digital platforms.

TIMELINE

Estimated timeline: 3-5 weeks from project start, depending on feedback and review cycles.

INVESTMENT

Fixed project fee: \$6,500

Includes full process from discovery through final delivery of a complete, usable identity system.

RELEVANT EXPERIENCE

Kettlewell + Co has developed identity systems for municipal and organizational clients, including the City of Croswell, where the work extended beyond a logo into a complete civic identity system applied across signage, vehicles, communications, and public-facing materials.

This experience ensures the work is not only visually strong, but structured for real-world use and long-term consistency.

ABOUT KETTLEWELL + CO

Kettlewell + Co is a Douglas-based creative studio focused on brand identity, design systems, and real-world application.

Tom Kettlewell brings over 25 years of experience in the advertising and design industry, including senior-level creative leadership roles working with national and global brands. His background spans brand strategy, identity development, and integrated communications across both corporate and community-focused projects.

Now based full-time in Douglas, Tom and his partner Mekenzie are building their life here and are personally invested in the continued growth and character of the community. This perspective brings both professional experience and local understanding to the work.

CLOSING

This work is intended to serve as a foundation the Douglas DDA can build from. As your marketing efforts continue to develop, I can provide ongoing creative support to help maintain consistency, clarity, and quality across all communications.

Thank you for your time and consideration.





Douglas DDA

Website Development Overview

Personal Consultant:

Tyler Doornbos

(616) 828-6278

tyler@getfeatherlight.com



Dear Douglas DDA friends,

Thanks so much for considering Featherlight to help create an outstanding new site for your organization! The team and I are excited to potentially work on your site and help create the website you're looking for to build and promote the downtown area.

We created Featherlight out of nearly 20 years of building custom websites for businesses and organizations. The rising cost of website firms, plus the complexity and timelines to get them done, made high-quality custom sites inaccessible to many folks who wanted to work with us.

For the Douglas DDA, a strong independent web presence — built on a compelling new brand (ideally developed by our sister company, Well Design!) — will help Douglas stand out regionally, strengthen its business base, attract visitors, and enrich the experience for residents.

Additionally, we know that systems like Club Express have outdated editing suites, which makes managing the site more difficult than it can be. Our program combines a modern, brand-focused design and editing engine with the hand-on personal service of a creative team ready to execute your requests — for a single (some say unbelievably) low price. We'd love to show you how we do it.

Thanks again, and we look forward to being a part of your success!

All my best,



Tyler Doornbos
Founder, Featherlight Websites

So What Is Featherlight, and How Is It Different?



An Agency-Quality Site for a DIY Price

Featherlight is a built to follow the 80/20 rule: you get 80% of an agency site process (and all of the good results) for less than 20% of the cost.

Featherlight is a simple premise: pay a small setup fee up front, then we build, launch, host, secure, manage, and update your site while you focus on your core business.

Every Featherlight site has the beauty, quality, credibility and stability of an agency site that would cost thousands of dollars more.

Step 1

After your one-on-one consultation, [sign up for your website](#)

Step 2

We build your site in as little as 7 days

Step 3

Go live and have access to active management, site support, premium tools to grow your business

Why Featherlight is right for you —

It's time to invest in your brand presence, and the core of that is a great website. We can provide an awesome site, the same as we've provided to hundreds of other businesses and organizations – based on our extensive agency experience working for municipalities. You'll get credibility, end-to-end management, and a site that really shines for your businesses, visitors, and residents.

Your Objectives —

1. Build a site that has a high-end branded look and feel, and integrates your new brand
 2. Have access to wraparound services, on-demand updates, and technical support for your website from a team with 96% 5-star reviews on TrustPilot
 3. Have a site that features the key info that makes downtowns go – business directory, events, and great content that drives traffic
-

Please review the following pages, and when ready sign up, click the link below! Only your setup fee will be charged today.

<https://getfeatherlight.com/pricing/>



You are here! → Step 1 — No Obligation Website Overview

Your Personal Consultant creates a free, no-obligation Website Overview and sends it to you. The overview will help you understand our view of the ideal state of your website -- content, design, architecture and functionality.

Step 2 — Activate Your Subscription

Once you've decided to move forward, you can use the link in this document to sign up for your site. At this point the setup fee is due, you pay by credit card through our automated portal. Your card is saved securely, and future monthly payments will be automatically charged to it.

Step 3 — Complete Website Planner ([See demo planner >](#))

After you sign up, you'll receive an email with a link to our Site Planner. This is our discovery form, which gives us all of the information and assets to build the Launch Ready version of your website. If you have any questions as you complete the Planner, please contact your Personal Consultant. After completing the Planner, you'll set a date for your website review meeting.

Step 4 — Launch-Ready Website Build

Your project is then assigned one of our award-winning Website Designers, who works with your Personal Consultant to create a LAUNCH READY version of your site.

Step 5 — Launch-Ready Website Review

During your review, our team will show you your launch-ready website and review everything we've built. If you have any changes before you go live, our team will make them after the meeting, and send you an updated link to review. PLEASE NOTE: After your review, your website subscription will go live and post the first charge within three business days.

Step 7 — WEBSITE LAUNCH

All that's left to do is make your site live on the web! We launch your site on our high-performance hosting and ensure that any email addresses and domains are running smoothly.

Content Overview and Site Planner

Upon signup, you'll receive an email with a link to our Site Planner.

This discovery form will help you deliver business information, content, branding, and any other elements you'd like included on the site.

For new content, don't worry if you don't have fully-formed content for your site! Even bullet points or current site content will help us create professional content for you. No need to put hours and hours into creating the perfect content yourself. Plus, you can modify your content at any time, so you're never stuck with anything on the site. We can also use comparables to work from.

Once you submit your Site Planner, you'll set up a review meeting with your site team, and we'll walk through the submission, ask questions and request assets, and ensure we have a great plan for your moving forward. (Note: if you'd signed up for Advanced, you'll be asked to create a one-on-one review of your form at this point, which allows you extra time with our design team to outline your vision.)

Site Design and Reveal

Our streamlined process takes all of your inputs and gives them to our professional design team, who creates a *launch-ready* site in record time. We then schedule a review call with you, walk you through the launch process, and get any additional information we need to get you live on the web.

If you see things you'd like to change on the review call, we're happy to edit until you are ready to make your site live to the word. (Please note: after the delivery of the launch-ready site version, your subscription payments start.)

Package Recommendation

Because you need a site that is custom-designed, and integrated as best as possible with your Club Express system — PLUS is completely managed with *on-demand updates*, **we recommend the ADVANCED package** (info on all packages in the following pages).

This would allow us to create a custom design for the Douglas DDA that helps your brand sing; and you've have unlimited on-demand update requests, so that our team could take the site updates and changes off of your hands, leaving you more time for everything else you have to manage..

Ideal Website Features

- Get people excited about Douglas as part (or perhaps the core) of a West Michigan coastal experience
- Feature news, events, business listings, and much more to inform and entice
- Build a site that feels like you – work from a new agency-created brand
- Look to comparables – the best DDAs and similar municipal and tourism groups



What Does My Package Not Include?

Featherlight is a built to follow the 80/20 rule: you get 80% of an agency site process for 20% of the cost. (Maybe even less than 20% of the cost!) However, this does come with some compromises.

Because we greatly streamline the processes, we don't provide the level of high-touch hand holding that agencies do during your build. We cut the fat from the agency process wherever we can. We also try to automate as much of the process as possible, meaning our people costs are also kept to a minimum. You'll still get professional design, a real person who manages your site process, and a team of real people who take care of you after your site goes live.

Where we don't compromise is on the quality of the site. We build all of our sites in Wordpress, which means you have portability if you decide to move on from our service after a time. Your site can be packaged up and hosted with any commercial hosting service. We build to the highest standards, and ensure that any of our sites meet the quality levels of a more expensive agency.

What's Next?

Use the link on the next page to sign up for your desired package, and we can get going! You'll pay just the setup fee when you sign up, and won't be charged again until we deliver your launch-ready website (as little as 7 business days [Basic plan]).



A Few Examples of Our Websites for great people and organizations —

The following sites are ones that we've created that show the quality of our work.

Many more examples of our work at <https://getfeatherlight.com/examples/>

<p>Alamar Medspa https://alamarmedspa.com/</p>	<p>A beautiful site for one of Douglas's businesses. Informational, and highly brand, letting customers know the level of care they will get just by the look and feel.</p>
<p>Alisa Cohn https://www.alisacohn.com/</p>	<p>Alisa is a nationally-known speaker, tech trendsetter, writer, and coach. She works with large high-tech companies and growth startups around the country.</p>
<p>Big Bluestem Farm https://bigbluestemfarmmi.com/</p>	<p>A beautiful site for a growing nursery in Newaygo county, MI. Includes deep plant information, and custom functions designed to help the company manage growing inventory.</p>
<p>Torch Lake Protection Alliance https://tlpa.co/</p>	<p>The site of people who love and want to protect the singular Torch Lake for future generations.</p>
<p>Live Fire Republic https://gregsatell.com/</p>	<p>Greg is a enterprise consultant and speaker focused on making evidence-based change for the better in their operations.</p>
<p>Micah 6:8 Foundation https://micah-68.org/</p>	<p>Translating an agency brand from Well Design into a beautiful website for this faith-based internal foundation.</p>
<p>ROI Design https://roidesign.com/</p>	<p>A minimal website for a high-end interior design firm based in Grand Rapids, MI.</p>



Our plans are simple and offer different levels of service depending on your needs. Move up or down our plans at any time, and never get stuck with a contract you don't want. [TO SEE ALL FEATURES AND BENEFITS, VISIT OUR WEBSITE.](#)

	Basic	Professional	Advanced (RECOMMENDED)
Setup fee	\$199	\$399	Starting at \$999
Subscription (when purchased yearly)	\$29/month	\$59/month	\$99/month
Ready In	7 days	10 days	20 days
Design and Customization	Basic Template with simple customization	Premium Template with in-depth customization	Premium Template with in-depth customization
Max No. of Pages	5	15	40
Support	Email + Chat	Email + Chat	Phone + Email + Chat
On-Demand Changes	Self-Managed	✓	✓
AI + Human-Created Content	✓	✓	✓
Hosting, Email, Security, Maintenance + More	✓	✓	✓
Blog - Unlimited posting	✓	✓	✓
Tools and Integrations FREE email list integration, ecommerce, bookings, events calendar, and select CRMs	X	✓	✓
	Get Starter	Get Professional	Get Advanced



We are proud of the work we do, but making our clients happy and helping them thrive is what it’s all about for us. Hear from a few of our amazing clients!

[See reviews on Trustpilot](#)



Phil Gerbyshak

Jan 30, 2025



When I needed my website completely redone, I went with Featherlight, and I'm delighted I did. Their service and creativity are second to none. I also signed up for a maintenance package so they wou...

[See more](#)

CL

C. L. Charles

Jan 7, 2025



When a credible friend recommended Featherlight, I took her words to heart. From my first encounter to everyday exchanges I am more than satisfied. I love being treated like a person, not just a name ... [See more](#)



David Pride

Dec 19, 2024



I've been a customer with Featherlight for over 3-years and have found them responsive and timely. I also like that I'm talking with actual humans. Sure, there are AI options out there now-a-days bu...

[See more](#)

MJ

Mr. Johnnie Veal

Dec 16, 2024



I love the support that has been given in creating my website as well as offering key points to help me understand how to manage it. Moreso, they offer a special touch with their support team when ...

[See more](#)

Featherlight Websites

Reviews 20 • 4.6 ⓘ

“Excellent” Rating
on TrustPilot

When does my subscription payment start?

When you sign up, you only pay the setup fee. After you submit your website planner form, you set a review meeting date for your Launch-Ready Website. You'll meet with one of our staff, who will walk you through the site, how to access support, make changes, and answer any questions you may have. If you have changes, our team can make them for you in short order, and launch your site. You are not required to launch, and can continue to make changes or requests, however, 3 business days after this meeting, your first subscription payment will be charged.

Do I “pay off” my site at some point?

Nope! It's yours the moment it goes live. Your monthly subscription fee covers your hosting, email, updates, management, security, and more. You can take your site any time and host yourself if you choose to. (Professional and Advanced tiers only.)

Can I add more pages after my site is live?

Yes! As long as you are under your total page limit (based on your website plan level), you may add as many pages as you like.

What if I want to add new features to my site after it's live?

You may add our standard add-on features to your site, based on your website plan. If you wish to add features that are outside of your website plan, you may jump up to the next plan level at any time.

Do I have direct access to the site to make changes? Can the Featherlight team make changes for me?

We encourage active site owners to take on some management if they want to. If you are too busy, or simply decide you'd rather not, our team is here to make the changes for you. You only need to send us an email with your change request or addition, and we knock out most within 36 hours. More complex requests may take longer.

What happens if, in the future, I want to move on from Featherlight?

Our service is 100% contract-free, so you may move on at any time. We never want our sites or service to keep someone from making a move that would impact your success — even if that means moving away from us. We build all of our sites in Wordpress, so your site can be hosted with any commercial web host.

You are the content, design, and Wordpress application owner, and have any and all rights to the final product. The only thing that you will not inherit if you move on with your site is our paid licenses to some of the premium software that we use to build and manage the sites. This software will not stop working and break your site, but you will need a license to update these software items in the future.

(Important: Professional and Advanced tiers only. Basic tier sites are non-transferrable.)

DOUGLAS DDA

Brand Proposal

well

Created By
Tyler Doornbos

Created On
2026-03-14

well

Douglas is a wonderful spot. I've personally been coming to the area for many years, and though it is sometimes upstaged by its neighbor for those who don't know the area well, the downtown area has so much to offer – and a more creative, lower-intensity vibe than Saugatuck.

When promoting and growing a business district, we think an outstanding brand is critical to create excitement, drive traffic, and give visitors the vibe of the place before they come. Especially when you're in friendly competition with a neighbor, differentiating and amplifying what makes you special is so important.

Introduction

That's where Well comes in. Our team will work with you to create a brand that you can afford, building on our years of working with promoting cities and neighborhoods to make something you truly love.

Well is different than many brand studios. We forego quantity for quality, giving you several highly-considered brand directions, built through a highly-collaborative process.

Our team works with nonprofits and municipalities that are focused on creating something better for everyone, and we think promoting the economic vitality of a historic and beautiful place like Douglas is right up our alley.

We'll also work with you in a special process to translate your Well brand into a beautiful Featherlight website. We've worked with a number of Well branding customers at Featherlight, and their work has come out top notch. Generally, the Well team will create a website visualization as part of the branding process, and Featherlight then interprets that into a full site.

We're honored that you'd consider trusting us with something as important as the brand for the Douglas DDA, and we hope to play an important role in building and promoting Douglas to those looking for a singular West Michigan coastal experience!

02

1.0

Project Overview



Why Well

Your brand is more than just colors and fonts - it's the story of who you are and where you're going. We partner with our clients to help them tell that story in a way that connects with their customers and shows the real value they bring to the table.

Our team has worked with organizations and municipalities of all sizes across the region, from growing counties to the DDAs of small but vibrant towns, helping them transform how they communicate. Whether we're designing election dropboxes with social sharing in mind or creating internal video campaigns to boost team morale, our focus is always the same: finding creative solutions to our clients' real-world challenges.



Project Overview

2.0

Project Details

Phase One

Learning Before Building

Defining Your Vision

Before we create a single design, we need to understand your vision for the Douglas downtown and DDAs role in building realizing that vision. How do you want to relate to your businesses, visitors, and residents? What makes your cultural experience different? The better we understand the vision and approach, the more effectively we can align your brand with that vision and help potential people see what makes you stand out.

Project Details

CLICK TO VIEW

Check out our branding process.



Brand Strategy

Unlike other branding firms that jump straight to logos, we take a more strategic approach. Should we emphasize creativity or friendliness? Position you as an alternative to your neighbor, or an extension of a visit there? Project a fresh, inclusive energy while maintaining your business-friendly credibility? We believe your brand should tell a cohesive story where every element works together as part of a larger system.

Phase Two

Brand + Asset Building

Brand Development

Our development process begins with concept boards - essentially the "vibe" of your brand. We'll explore different directions through carefully curated visual inspiration, organizing possibilities into three distinct approaches based on the brand pillars we discover together. From there, we'll develop our first complete brand version, with logos, colors, and design elements all working as a system. This first version isn't meant to be perfect - it's meant to spark discussion and be refined through conversation about what best represents the Douglas DDA's vision.

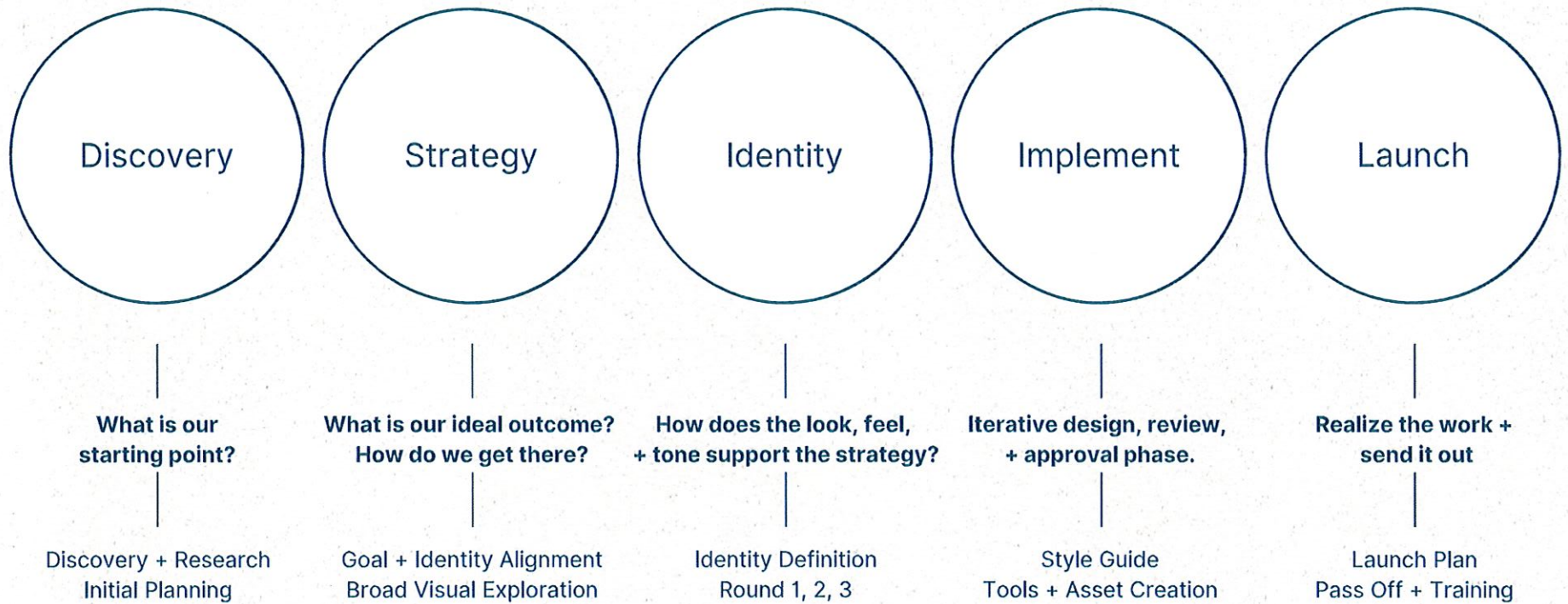
Brand Asset Development

The final phase focuses on turning our refined brand direction into everything you'll need to succeed. We develop a complete package of assets - from logos and colors to fonts and design elements - all working together to tell your story to potential partners and prospects. More importantly, we create a comprehensive brand guide that shows you exactly how to use these elements effectively. This ensures you're not just getting a collection of beautiful designs, but a complete, usable brand system. This is also where we begin executing the designs for business cards, templates, and more.

Logo + Brand Assets | Business Cards | Presentation Templates

Project Details

Our Branding Workflow



Project Details

3.0 Featherlight Website

Phase Three (Optional)

Brochure Website Development | Featherlight

Website Overview

Through our sister company, [Featherlight](#), we create beautiful, high-performance websites that seamlessly integrate with your brand. Our recommended Advanced package (\$999 setup + \$99/month when paid yearly) gives you a professional website - a true extension of the brand we've developed together. Included in the monthly fee is comprehensive management: our team handles everything from content updates to technical maintenance, ensuring your digital presence remains as polished as your work.

Content + Management

The Advanced package includes up to 40 pages of expert-created custom content tailored to showcase both your technical expertise and your progressive culture. And, we don't just build it and leave - you get unlimited ongoing content updates to keep your site fresh and engaging. Our team handles all the technical details too - hosting, security, and software updates - letting you focus entirely on transforming your industry.

Project Details

Phase Three

Brochure Website Development | Featherlight

Tools & Integration

Your website comes equipped with premium tools to enhance your professional presence and outreach efforts. From project galleries to team culture highlights, we've selected and incorporated tools that showcase your area and brand positioning effectively. These integrations are carefully chosen to support both your organizational development and recruitment needs while maintaining a clean, professional appearance.

Other Notes

We've streamlined the traditional agency process to deliver real value. Our sites are launch-ready from the first version, built using proven templates that we customize extensively to match your brand and industry needs. We work with a carefully selected software stack that ensures stability and security - crucial for maintaining a professional presence in the your space. Plus, you get unlimited email support for any questions or changes you need. It's agency-quality work made accessible and affordable.

Project Details

4.0

Project
Leads



CREATIVE LEAD



AMAR DŽOMBA

Creative Director + Partner

Amar will oversee the project's day-to-day operations. They will ensure projects are planned to stay on strategy, on time, and on budget.

FEATHERLIGHT



TYLER DOORNBOS

Partner

Ty will work with you to translate the brand that we've developed into the website that drives your business forward. He will also be your point of contact for any account needs.

Project Leads

5.0

Budget



Total Branding Budget:

50 Hours | \$7,500

Website: Featherlight Advanced Package (OPTIONAL)

\$999 setup + \$99/mo

(when paid yearly)

6.0

Previous
Work

STUDIO M
ARCHITECTURAL INTERIORS



2025 GOLD ADDY AWARD WINNER

Studio M Interiors

Website + Brand

Studio M is known as one of Michigan's top luxury interior design studios, but their brand never lived up to the reputation they had developed. They had the work, they had the team, but they weren't always able to tell their story because they struggled with how best to showcase their work and their process.

Website: studiom-interiors.com



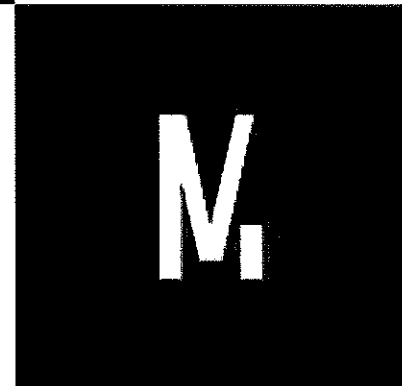
Well was able to work with them to build a brand that not only shared a story, but evoked the feeling of walking into a thoughtfully designed space. The cleanliness, but also the attention to detail, and the artist's signatures on a space. That's what the logo, the website, and all of the brand assets developed for this project were meant to evoke — your sense that, "it feels good to be here."

Previous Work

well

M_i STUDIO M
ARCHITECTURAL
INTERIORS

M_i





HENDERSON SANS

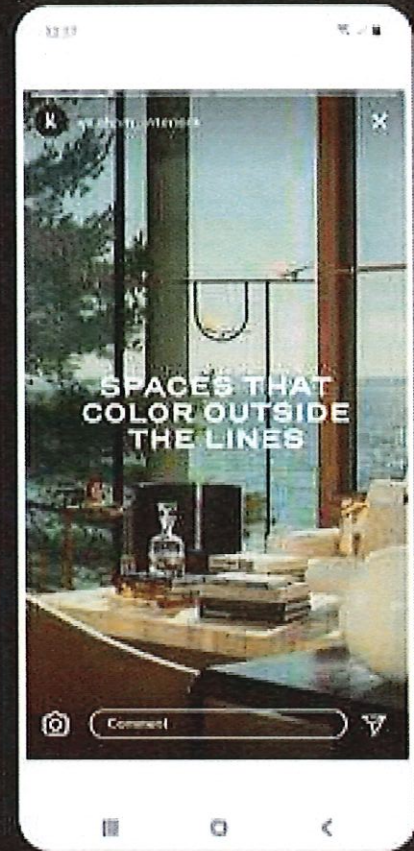
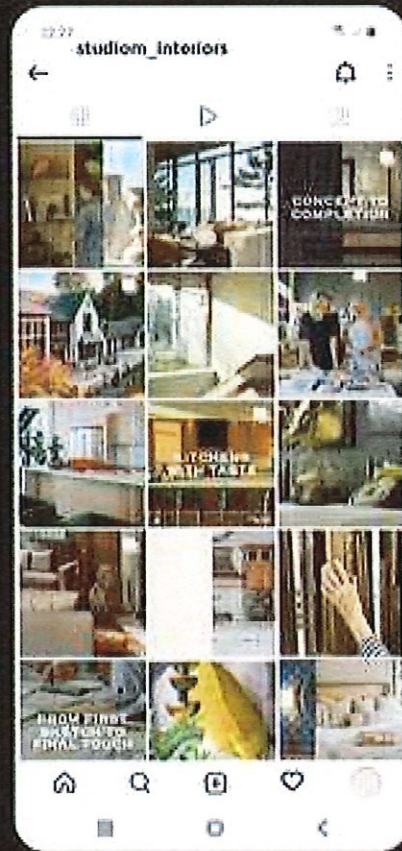
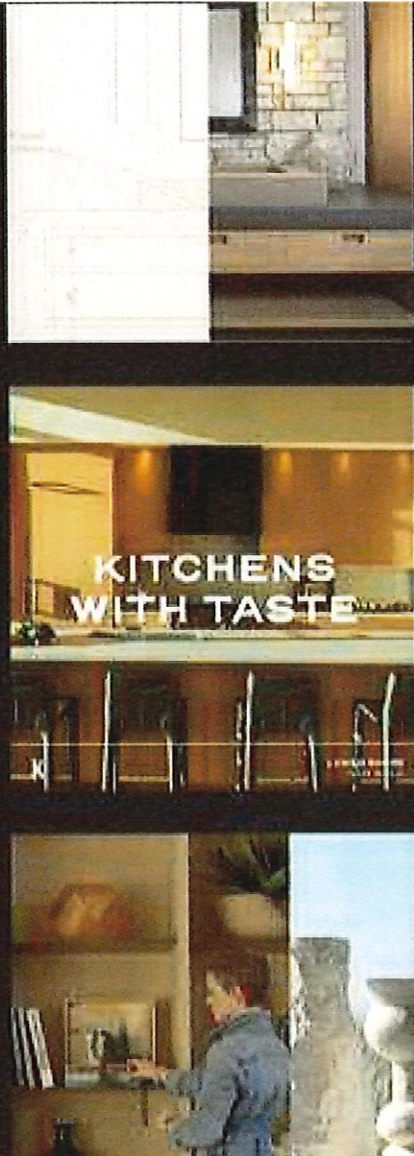
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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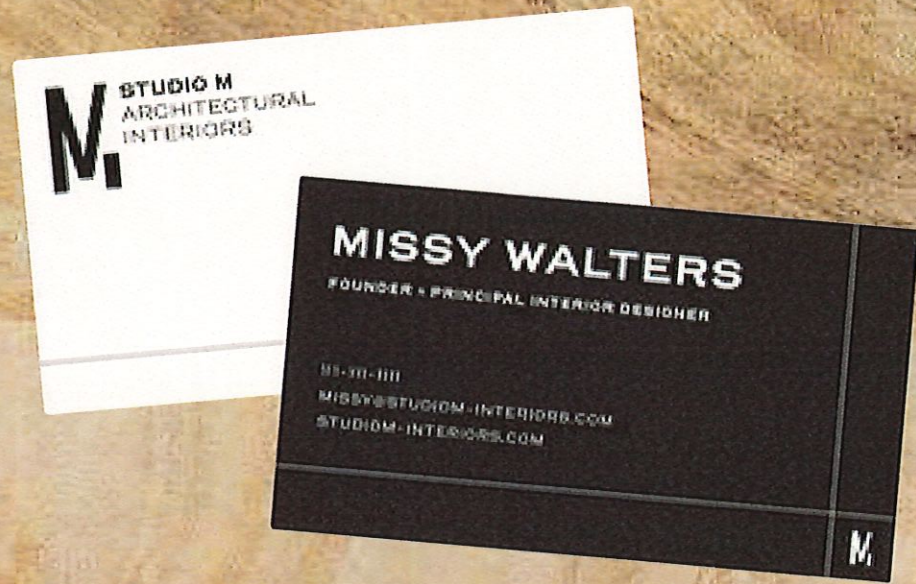
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Clover

Douglas DDA | Brand + Website Proposal

Clover REI

Branding + Featherlight

Clover Real Estate Investments came to us at a pivotal moment - transitioning from a side hustle into a full-fledged real estate investment company. Their goal wasn't just to look professional; they needed a brand that could grow with them and tell their story effectively to both potential investors and property sellers. The challenge was creating something that felt established and trustworthy while maintaining the personal, hands-on approach that set them apart in the real estate investment space.

Website: cloverrei.com

Our work with Clover REI centered on developing a complete brand identity system and digital presence that could support their growth. We started with deep strategic work to understand their vision, created a comprehensive brand system (including logo, color palette, and design elements), and built them a professional yet manageable website through our Featherlight platform. The result was a cohesive brand presence that helped position Clover REI as a serious player in the real estate investment market while maintaining the approachable, relationship-focused nature of their business.

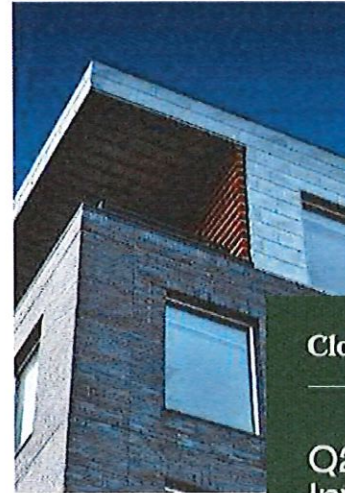
Previous Work

Clover



Clover

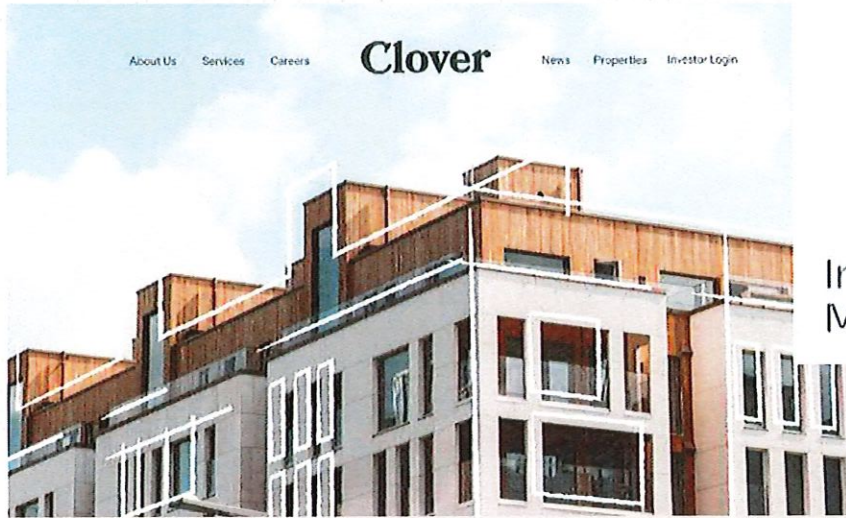
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Investor Memorandum

Clover May 2024
Having trouble? We're in trouble.

Q2 2024
Investment Breakdown

Clover your partner in real estate investing. Founded on the principle that strategic investments pave the way for lasting success, our investment strategies empower both developers and investors alike to achieve their financial goals. Our approach is flexible, tailored to each unique situation, and we pride ourselves on our ability to bridge your needs as an investor with the complexities of the real estate market.

Your partners
in real estate

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New opportunities on the horizon

Clover your partner in real estate investing. Founded on the principle that strategic investments pave the way for lasting success, our investment strategies empower both developers and investors alike to achieve their financial goals. Our approach is flexible, tailored to each unique situation, and we pride ourselves on our ability to bridge your needs as an investor with the complexities of the real estate market.

New opportunities

Business Organization Details

Business Organization:

Josh Leffingwell, LLC
D.B.A. Well Design Studio
Michigan S-Corporation.
E.I.N.: 47-2945233

Contact Details:

605 Livingston Ave. NE
Grand Rapids, MI 49503
www.welldesignstudio.com

Managing Partners

Josh Leffingwell
josh@welldesignstudio.com
616-901-6283

Tyler Doornbos
tyler@welldesignstudio.com
616-828-6278

The logo for 'well' is written in a lowercase, red, sans-serif font.

Created By

Tyler Doornbos

NEW This Year!
 Douglas to Saugatuck
 Free Shuttle - Fri-Sun
 Noon-7pm

In the Heart of the Art Coast® of Michigan


ART IN DOUGLAS

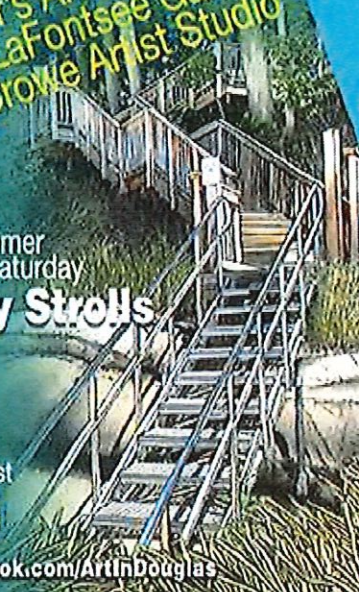
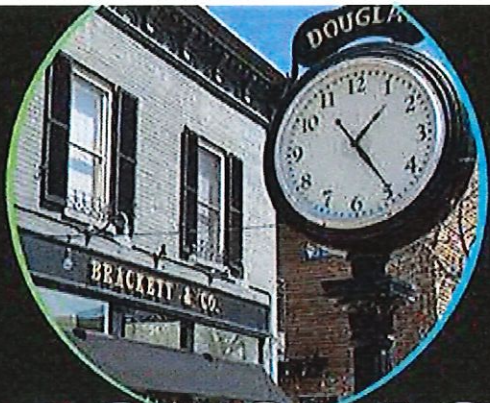
LebenArt Gallery
 Ox-Bow House
 Button Gallery
 Mr. Miller's Art Emporium
 LaFontsee Gallery
 Ruth Crowe Artist Studio

Join Us
 This Summer
 for 2nd Saturday
Gallery Strolls

May 9
 June 13
 July 11
 Aug 8
 Sept 12

Plus Art Coast
 Area Wide
 Oct 10-11

 [Facebook.com/ArtInDouglas](https://www.facebook.com/ArtInDouglas)


DOUGLAS

M I C H I G A N

GALLERIES | BOUTIQUES | DINING

Welcome to Douglas, Michigan—where charm meets lakeside beauty! Nestled along Lake Michigan's shore, Douglas offers a perfect blend of quaint shops, art galleries and scenic views. Discover local treasures in our vibrant downtown or relax on our pristine beaches. Indulge in delectable dining experiences and explore our rich history. With endless outdoor adventures and a warm community spirit, Douglas invites you to create unforgettable memories.

Experience the magic of Douglas today!



saugatuckdouglas.com
douglasmichigan.gov/dda

Made possible by support from the
 Downtown Development Authority

4/15 DDA Marketing Team Meeting Notes

Date: 4/15/26, 10:00 – 11:00 am

Location: Ruth Crowe Artist Gallery

Those in attendance:

- Alexia Dawson
- Cindy Miller
- Jim Babcock
- Ruth Crowe

Discussion Points:

- This meeting was dedicated to the Wellness Day event and its marketing with the following discussion points:
 - Cindy led a discussion so we could review the day's activities to better understand the breadth of the event
 - Cindy is checking business to business to see if they plan to participate and if so, how.
 - Save the date FB/IG post is scheduled to go out Friday, 4/17 – Jim is going to check with Gemina to see if she can design a post that matches the gateway banner that has already gone to print (thank you Brittany for assistance with this).
 - Jim will work with Gem and write the text.
 - Cindy and Ruth are checking with local restaurants for their hours for that day.
 - Ruth shared the live music plan for Art in Douglas so it will complement the live music plan for the Wellness Day.
 - Alexia dropped off Forms at City Hall for Wade's Bayou and Beery Field.
 - Discussion around the remainder of Wellness Day marketing (video, Detailed FB/IG post, FB/IG reminder post).