

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, AUGUST 28, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

AGENDA

To view remotely online or by phone -

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

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

1. CALL TO ORDER

2. ROLL CALL/QUORUM

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of August 28, 2024 – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of July 24, 2024 – roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Aleshia Balmer - Letter

B. Randy Walker - Letter

C. Erin Wilkinson - Letter

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

8. UNFINISHED BUSINESS

A. Bike Racks (Update)

9. NEW BUSINESS

A. Banner Application Process (Discussion)

B. Wayfinding Signage (Discussion)

C. 2025 Events

- a. Events
- b. Farmers Market
- c. Merchandise

D. Michigan Downtown Day (Discussion)

E. Oktoberfest Temporary Gateway Banner

Motion to approve the Temporary Gateway Banner Application submitted by Community Pride MI to promote Oktoberfest. - roll call vote

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

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

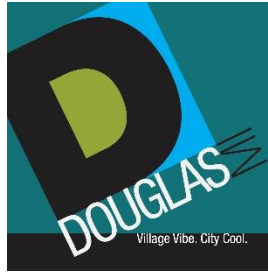
13. BOARD COMMENTS

14. CHAIR COMMENTS

15. ADJOURNMENT

Motion to adjourn the meeting.

Please Note – The City of the Village of Douglas (the “City”) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Laura Kasper, City Clerk, at (269) 857-1438, or clerk@douglasmi.gov to allow the City to make reasonable accommodations for those persons. CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN COUNTY, MICHIGAN



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JULY 24, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER

2. ROLL CALL/QUORUM

PRESENT

Beth Stefanchik
Kabri Martyniek
Randy Walker
Cathy North
Lauren Vonk

ABSENT

Aleshia Balmer
Dave Laakso
Mark Postilion
Maggie Bandstra

ALSO PRESENT

Planning & Zoning Administrator Sean Homyen
Deputy Clerk Dawn Raza

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion by Stefanchik, seconded by Vonk, to approve the Agenda of July 24, 2024 – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

A. Approval of Minutes- Changes/Additions/Deletions

Motion by Vonk, seconded by Stefanchik, to approve the Minutes of June 26, 2024 – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

- A. Secretary-None
- B. Treasurer-None
- C. Vice Chair-None
- D. Chair-None

6. PUBLIC COMMUNICATION - WRITTEN

- A. Community Pride
- B. Dutchers Baseball Club

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)-None**8. UNFINISHED BUSINESS****9. NEW BUSINESS**

- A. Bike Racks (Discussion)

Planning & Zoning Administrator Homyen informed the DDA that the SDACVB will be providing the bike racks to the City.

- B. RAP Grant

Will open up in the fall.

- C. Douglas Light Night Weekend (Discussion)

Different ideas for Light Night were discussed.

- D. Community Events Grant Application - Beats on Beery - April Gundy/SDACVB

Motion by North, seconded by Martyniek, to approve the community events grant request from April Gundy with the Saugatuck Douglas Area Convention & Visitors Bureau, for the August 15, 2024 Beats on Beery event, in the amount of \$750.00 - Motion carried by unanimous roll call vote.

- E. Community Events Grant Application - Oktoberfest - Liz Engel/Community Pride

Discussion was held regarding postponing a motion to see where the budget stands.

Motion by Stefanchik, seconded by Martyniek, to move this item to Unfinished Business. - Motion carried by unanimous roll call vote.

- F. Community Events Grant Application - Art in Douglas- Michael Burmeister/Button Gallery

Motion by Martyniek, seconded by Stefanchik, to partially approve the community events grant request from Michael Burmeister with Button Gallery, for the live music expense for Art in Douglas 2024 events, in the amount of \$600.00. - Motion carried by unanimous roll call vote.

10. COMMITTEE REPORTS

A. Marketing Committee Update

11. STAFF/MANAGER REPORTS

Planning and Zoning Administrator Homyen gave an update on the expanded Social District.

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

Ashley Siebelink of the CVB was excited to announce that the CVB will be supplying the new bike racks. City Manager Nocerini explained more details of the RAP grant.

13. BOARD COMMENTS

Martyniek expressed her support for the Farmer’s Market.
Stefanchik expressed her support for the Farmer’s Market.
Vonk expressed her support for the Farmer’s Market.
North expressed her support for the Farmer’s Market.
Walker expressed her support for the Farmer’s Market.

14. CHAIR COMMENTS-None

15. ADJOURNMENT

Motion by Martyniek, seconded by Stefanchik to adjourn the meeting. Motion carried by unanimous roll call vote.

DDA TREASURER'S REPORT for August 28, 2024 Meeting

Revenue of \$7,777.54 was recorded during July 2024 related to TIF recapture. There were no expenses recorded during the month.

At July 31, 2024, the DDA had cash on hand of \$74,549.50. Liabilities recorded at month end included \$1,029.46 of accounts payable for Art in Douglas expenses which included advertising with MacMedia (\$735.00), musical entertainment (\$100.00), and rack card printing (\$194.46), leaving an ending fund balance of \$73,520.04.

August 23, 2024

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

	2024-2025 Approved Budget	Activity for July 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 7,777.54	\$ 7,777.54	\$ 55,029.46	TIF Recapture
OTHER INCOME	-	-	-	-	
TOTAL Revenues	<u>\$ 62,807.00</u>	<u>\$ 7,777.54</u>	<u>\$ 7,777.54</u>	<u>\$ 55,029.46</u>	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00	
TRAINING FUNDS	1,000.00	-	-	1,000.00	
BUSINESS INCENTIVE PROGRAM	5,000.00	-	-	5,000.00	
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	-	-	27,000.00	
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	<u>15,560.00</u>	<u>-</u>	<u>-</u>	<u>15,560.00</u>	
TOTAL Expenditures	<u>\$ 57,560.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 57,560.00</u>	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ 7,777.54	\$ 7,777.54	\$ 55,029.46	
EXPENDITURES	<u>57,560.00</u>	<u>-</u>	<u>-</u>	<u>57,560.00</u>	
BUDGET NET INCOME (LOSS)	<u>\$ 5,247.00</u>	<u>\$ 7,777.54</u>	<u>\$ 7,777.54</u>	<u>\$ (2,530.54)</u>	
Capital Outlay Detail					
Unallocated	\$ 15,560.00	\$ -	\$ -	\$ 15,560.00	
				\$ -	
				\$ -	
				\$ -	
Total Capital Budget	<u>\$ 15,560.00</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 15,560.00</u>	

8/23/2024

Douglas Downtown Development Authority
City of Douglas
87 W. Center Street
Douglas, MI 49406

Dear Douglas DDA Board Members,

I am writing to you in response to the recent letter from John Thomas regarding the Farmer's Market held in downtown Douglas. As a business owner in this vibrant community, I feel compelled to address his concerns and highlight the significant benefits the market brings to both our local businesses and the community at large.

First and foremost, the Farmer's Market serves as a vital attraction that draws people into our downtown area. While Mr. Thomas expresses concern about competition, the reality is that the market increases foot traffic, creating more opportunities for all businesses to engage with potential customers. The influx of visitors who come to enjoy the market often explore other shops and dining options, thereby boosting the local economy, and helping to sustain our businesses.

Moreover, the variety of offerings at the market, including items beyond traditional farm produce, enriches the experience for visitors. This diversity not only supports local artisans and vendors but also caters to a wider audience, making downtown Douglas a more dynamic and appealing destination. Markets like these enhance a sense of community and collaboration, which are essential for the growth and prosperity of our town.

It's important to recognize that the presence of the Farmer's Market is not a threat, but rather an opportunity to embrace. The market creates a lively atmosphere and showcases the uniqueness of our area, drawing attention to the charm and character that make Douglas a special place to live, work, and visit.

I believe that dismissing the market as harmful is an overly simplistic view that overlooks its broader economic and social contributions. We should focus on leveraging such events to complement and enhance the success of our businesses, rather than viewing them through a narrow lens of competition.

Thank you for your continued support and efforts in making downtown Douglas a thriving community. I look forward to future collaborations that will help all of us succeed together.

Sincerely,

A handwritten signature in black ink, appearing to read "Aleshia Balmer". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Aleshia Balmer

July 24, 2024

Douglas Downtown Development Authority,

I am writing in response to the recent letter from John Thomas regarding the Douglas Farmers Market. Mr. Thomas expressed concerns about the market's impact on local businesses and its broader effect on downtown Douglas.

First, I would like to address Mr. Thomas' assertion that the farmers market operates as a Trojan horse, unfairly competing with brick and mortar businesses. While I understand the concerns about competition, it's important to recognize that the farmers market serves a distinct purpose in our community. It provides local farmers and artisans with a platform to sell their goods directly to residents and visitors, which enhances our local economy and promotes community engagement. Rather than viewing it as a threat, we should consider it as complementary to existing businesses, attracting more foot traffic and potentially increasing overall spending in downtown Douglas.

Mr. Thomas mentioned that the farmers market does not contribute to increased traffic or economic activity in Douglas. Contrary to this assertion, I would like to emphasize that since the inception of the farmers market, there has been a noticeable uptick in foot traffic on Tuesdays. Nobody claimed that people would drive from Chicago or Detroit just for the market. However, people who are already visiting Saugatuck are making their way to our downtown when they might not have otherwise. Many attendees of the market also patronize nearby shops and eateries, benefiting other businesses in the area. This increased activity not only supports our local economy but also fosters a vibrant and dynamic downtown atmosphere that is appealing to residents and tourists alike.

As a business owner in the district, I am extremely happy with the market. If someone sells dog treats at the market, I welcome it. Perhaps I would offer to bring their product into our store. I believe in "community over competition" and do not see the market as competition. If a 4-hour market is impacting business, we have bigger problems!

The Douglas Farmers Market plays a vital role in our community by promoting local products, supporting small-scale producers, and enhancing the overall downtown experience. The response has been overwhelmingly positive from business owners, residents and visitors. I commend the Downtown Development Authority and Douglas City Council for welcoming the market and look forward to its growth in coming years.

With Gratitude,

Randy Walker



DOUGLAS HALLOWEEN PARADE FOR ADULTS

Saturday, October 26, 2024 - 9:00pm - Lineup | 10pm Parade

August 21, 2024

Dear Douglas Downtown Development Authority,

Hystopolis Productions has received permission from the Douglas City Council to host the 26th Annual Douglas Halloween Parade for Adults on Saturday, October 26, 2024. The city manager directed us to contact you regarding administrative costs and food truck management.

We understand Douglas is working to require all events to pay for city services. This year Hystopolis Productions is mandated to cover municipal services totaling \$18,057.64 to stage the parade, please see cost breakdown below.

Department	Staff	Equipment	Total Cost	Notes
Douglas Police Department	\$1,628	\$223	\$1,851	Patrol Vehicles 3@ 5 hours
Department of Public Works	\$5,760	\$1,964	\$7,724	4 pick-ups; 1 loader; 4 trailers; 1-F600 Dump Truck; 1 International Plow Truck; 1 UTV
Saugatuck Township Fire District	\$2,025	\$0	\$2,025	Payment directly to STFD
Michigan State Police	\$6,458	\$0	\$6,458	Payment directly to MSP
TOTAL	\$15,871	\$2,187	\$18,058	

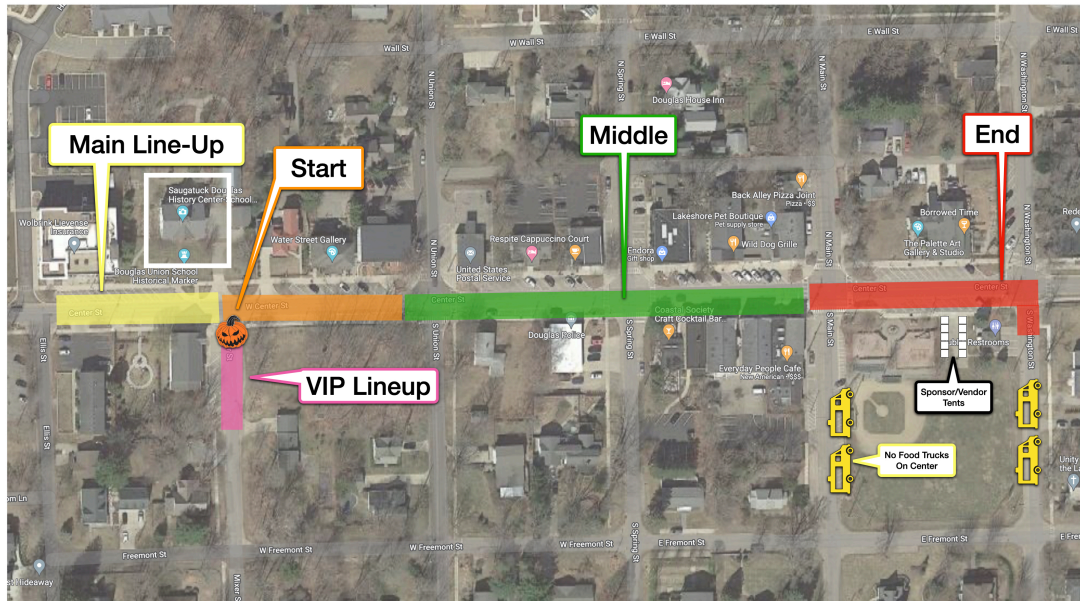
In the spirit of the success of this event and the positive impact on the community, we ask the DDA to consider forgiving the vehicle and equipment depreciation fees totaling \$2187 (indicated above in red) for the Douglas Police Department and Department of Public Works.

With the substantial increase to our budget, we are looking for additional means of raising revenue to help fund the parade without putting additional burden on our local small businesses who fund it annually. We would appreciate any support from the DDA.

Regarding food trucks, they should be kept off the parade route on Center Street, and instead should be located around Beery Field as indicated on the map below. If food trucks apply for

a permit between the hours of 7-11 pm on the 26th of October, we request greater control over the approval process and placement to ensure a safe event.

2024 Douglas Halloween Parade Layout



Thank you very much for your consideration and we look forward to working with you to promote our amazing community.

All the best,

Erin K. Wilkinson
Director of Events
Hystopolis Productions



The garden that Katie is working on next to Happystance (side of the building)



Corner near Police Department (Spring Street)



Space next to Mr. Miller's Emporium



DOWNTOWN
DOUGLAS
Galleries, Boutiques, Dining

TURN RIGHT 

Item 9B.

R A I S C

SIGN COMPANY

3404 Bush Drive Suite F Grandville MI 49418 - contact@raisign.com - P (616) 827-7271

CUSTOMER

- Approved
- Changes Needed

Initial: Date:

PROJECT MANAGER

- Approved For Production
- Proof Update Needed

Initial: Date:

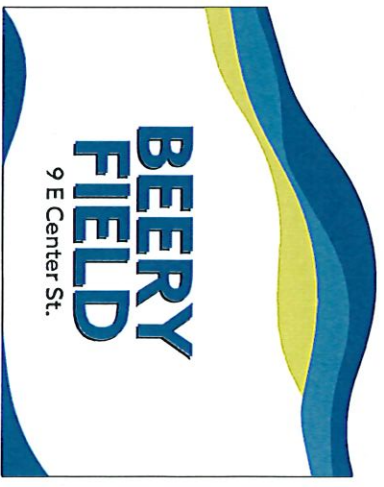
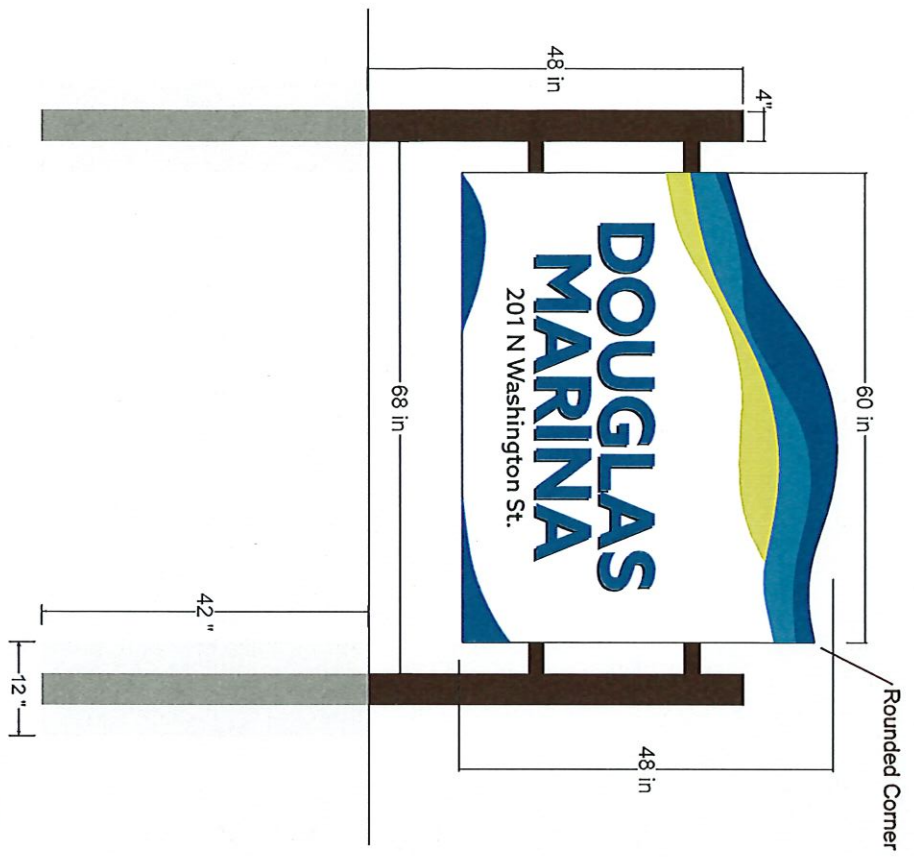
QUALITY CONTROL

- Approved
- Rejected

Initial: Date:

CITY OF DOUGLAS

Park Signs - 2A
 Estimate 002827
 Date: 06-13-2024



Notes:

- Manufacture (5 / 1ea) post & panel signs
- .125" Aluminum faced w/ wave accent.
- Panel to have painted finish
- Digitally printed vinyl graphic applied to face w/ matte laminate

John
 6-14-2024

- 4"x4" post to have painted finish
- Direct burial
- Installation by the City of Douglas

Matthews Paint MP41313 Dark Bronze
 Digitally printed to match PMS 3145C
 Digitally printed to match PMS 584C
 Digitally printed to match PMS 294C
 Matthews Paint - Satin White

Item 9B.

R A I S E

SIGN COMPANY

3404 Birch Drive Suite F Grandville, MI 49418 - contact@raisesign.com - P (616) 827-7271

CUSTOMER

Approved
 Changes Needed

Initial: _____ Date: _____

PROJECT MANAGER

Approved For Production
 Proof Update Needed

Initial: _____ Date: _____

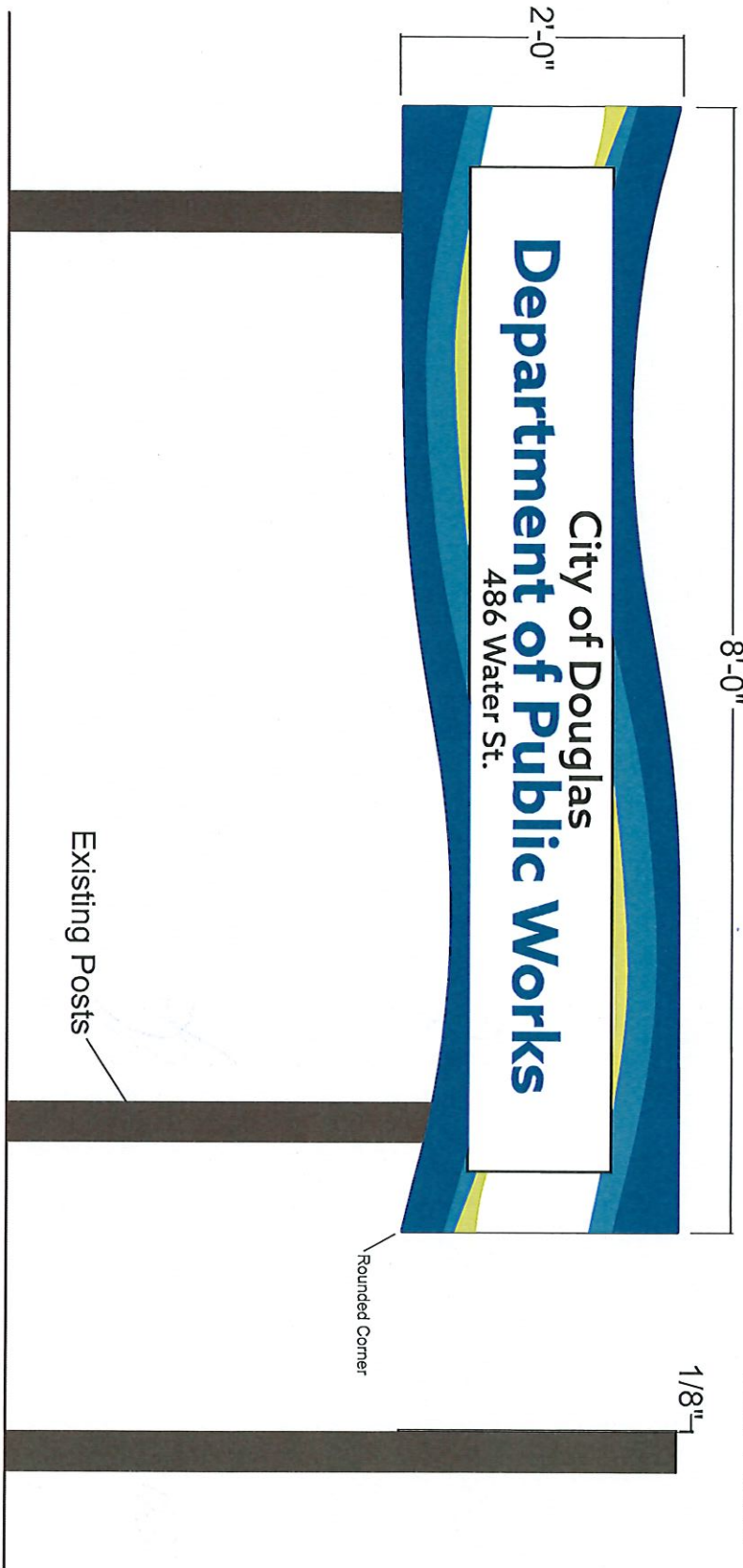
QUALITY CONTROL

Approved
 Rejected

Initial: _____ Date: _____

CITY OF DOUGLAS

Post & Panel Sign - 2A
Estimate 002828
Date: 06-13-2024

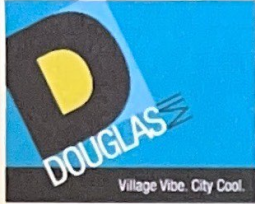


- White
- Black
- Print to match PMS 3145C
- Print to match PMS 584C
- Print to match PMS 294C

Notes:

- Manufacture (1) non-illuminated single sided sign panel
- CNC routed 1/8" aluminum painted White
- Graphics to be printed on vinyl and laminated
- Posts and installation by the City of Douglas (wood bracing will be required to support the sign from bowing)

[Handwritten signature]
 6/14/2024



Downtown Development Authority Temporary Gateway Banner Application

Application Fee \$50 + \$50 Deposit
Payable Online Option at: tinyurl.com/PayItOnline

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: Troy Weiland Organization Community Pride MI

Phone Number: 515-778-1103 Email Address: troytweiland@gmail.com

Address / PO Box PO Box 437 City: Douglas State: MI Zip: 49406

Banner Information:

Event Name: Oktoberfest Event Dates: October 12, 2024

Banner Dimensions: 22"x94" Dates of event banner is promoting: October 12, 2024

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).

Oktoberfest is a large community entertainment event held the 2nd weekend of October (shoulder season). Event will bring local residents and

visitors to the area, expecting between 1000-1500 attendees.


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

2/22/24

Date

86 W. Center Street • PO Box 757 • Douglas, MI 49406 • Ph (269)857-1438 • Fx (269)857-4751 • www.douglasmi.gov



Saturday October 12
11 am - 5 pm
at Beery Field

Oktoberfest

Brought to you by COMMUNITY PRIDE