

**THE CITY OF THE VILLAGE OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, SEPTEMBER 25, 2024 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**AGENDA**

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**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 25, 2024 – roll call vote

**4. APPROVAL OF MINUTES**

**A.** Approval of the August 28, 2024 Minutes

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

**5. OFFICER REPORTS**

**A.** Secretary

**B.** Treasurer

**C.** Vice Chair

**D.** Chair

**6. PUBLIC COMMUNICATION - WRITTEN**

**A.** Sarah Pang - Letter

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

**8. UNFINISHED BUSINESS**

- [A.](#) Donation of the two bike racks from the Saugatuck Douglas Area Convention and Visitor’s Bureau (Discussion)
- [B.](#) Douglas Downtown Development Authority Passport program for November 2024 (Discussion)
- [C.](#) Selection of Workshop Dates for the Douglas Downtown Development Authority. Proposed dates are October 15, October 22, October 29, and November 12, from 5:00 PM to 7:00 PM (Discussion)

**9. NEW BUSINESS**

- [A.](#) Gateway Sign Banner Requests (Discussion)
- [B.](#) Event Reimbursement Procedures (Discussion)
- [C.](#) 2024 Farmer’s Market Survey (Discussion)
- D.** Passport Approval - DDA Sponsored Downtown Business Passport Program

Motion to approve the purchase of 250 passports, stamps, and prizes for the DDA sponsored downtown business passport program running from November 1st-30th, 2024 in the amount of \$999.89.

- [E.](#) Funding to Designate Local Artists for Painting Existing Bike Racks Approval

Motion to approve designating \$300 towards local artist under community promotions

- [F.](#) Fall Decorations Approval

Motion to approve designating no more than \$150.00 to purchase haybales and dried cornstalk bundles for downtown fall decorations under community promotions.

- [G.](#) FY2024-2025 Budget Amendment Approval

Motion to approve amending the FY2024-2025 budget for Community Promotions in the amount of \$1,449.89

- H.** Approval of Bike Rack Locations Donated by the Saugatuck-Douglas Area Convention

Motion to approve the locations of two bike racks donated by the Saugatuck-Douglas Area Convention into the downtown district.

- [I.](#) Michigan Downtown Association Annual Conference (Discussion)

- J.** Scheduling DDA Workshop

Motion to Approve the Scheduling of a Downtown Development Authority Workshop on one of the following dates: October 15, October 22, or October 29, at City Hall from 5:00 to 7:00 PM

**10. COMMITTEE REPORTS**

**11. STAFF/MANAGER REPORTS**

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

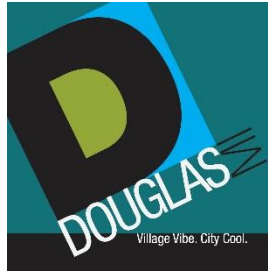
**13. BOARD COMMENTS**

**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](mailto: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 28, 2024 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**MINUTES**

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**1. CALL TO ORDER** – Chair called to order at 2:00pm

**2. ROLL CALL/QUORUM** –

Present – Balmer, Bandstra, North, Laakso, Martyniek, Stefanchik, Vonk

Not Present – Postillion

Also Present – Planning & Zoning Administrator Sean Homyen

City Manger Lisa Nocerini

**3. APPROVAL OF AGENDA**

Approval of Agenda - Changes/Additions/Deletions

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

Motion by Walker, seconded by Stefanchik to add “Do it in Douglas” to new business, F.

*Motion amended by Walker, seconded by Stefanchik to request to vote to have a discussion regarding and vote for a new event for the fall, winter season – Motion Carries unanimous roll call vote*

*Motion by Martyniek, seconded by Walker to approve the amended agenda of August 28, 2024. – Motion Carried Unanimous roll call vote*

**4. APPROVAL OF MINUTES**

A. Approval of Minutes - Changes/Additions/Deletions

*Motion by Walker seconded by Stefanchik to approve the minutes of July 24, 2024. – Motion Carried Unanimous roll call vote.*

**5. OFFICER REPORTS**

A. Secretary - None

B. Treasurer – Report is in the agenda packet, Laakso was not sure what the capital budget of \$15,560 was for and put it as unallocated. Balmer answered that it was a grant for the sign.

C. Vice Chair - None

D. Chair - None

**6. PUBLIC COMMUNICATION - WRITTEN**

A. Aleshia Balmer - Letter

B. Randy Walker - Letter

C. Erin Wilkinson - Letter

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

Michael Burmeister (Button Gallery) wanted to thank the DDA for support for this years Art in Douglas. He let the DDA members know that the event was a success and encourages the downtown to take part in the event and that the event isn't limited to the galleries.

Erin Wilkinson wanted to thank DDA members for taking the time and look at the letter. She then gave a background of the letter.

**8. UNFINISHED BUSINESS**

A. Bike Racks (Update)

Planning & Zoning Administrator Sean Homyen went through potential locations of the Bike Racks that would be donated from the CVB.

Lisa Mize from the CVB brought up potential locations as well and showed the DDA the designs of the Bike Racks.

DDA members participated in a round robin to share suggestions and guidance.

**9. NEW BUSINESS**

A. Banner Application Process (Discussion)

DDA members and Planning & Zoning Administrator Sean Homyen discussed potential ideas to simplify the application process for applicants.

B. Wayfinding Signage (Discussion)

Planning & Zoning Administrator Sean Homyen gave an update on the signage at Blue Star Highway (Bridge). He stated that quotes have been already obtained. Walker added that the sign needed to be approved by the City of Saugatuck. A motion was suggested to approve the sign.

*Motion by Bandstra to approve the sign as designed with a cap expenditure of \$1,500. – Motion failed for a lack of second.*

*Motion by Stefanichik, seconded by Vonk to approve the max of \$1,500 for replacing the sign on Blue Star Highway and Lake Street and that we propose to minus “galleries, boutiques, and dining” so that we have it consistent with the signage on Blue Star and Center. – Motion carried with one member voting no.*

C. 2025 Events

a. Events – Walker briefed DDA Members on a calendar she created that provides dates of events.

b. Farmers Market – Walker gave a brief update for future plans of the farmers market.

*Motion by Martyniek, seconded by Stefanchik to extend the meeting 30 minutes. – Motion carried unanimously*

c. Merchandise – DDA members discussed ideas for merchandise to support downtown Douglas events.

D. Michigan Downtown Day (Discussion) – DDA members discussed the idea of giveaways, incorporating a passport event to Michigan Downtown Day or Do it in Douglas and how it would be implemented.

E. Oktoberfest Temporary Gateway Banner

*Motion by Walker, seconded by Stefanchik to approve the temporary gateway banner application submitted by Community Pride MI to approve Oktoberfest - Motion carried unanimous roll call vote.*

F. Do it in Douglas – (This was discussed in item D.)

**10. COMMITTEE REPORTS - None**

**11. STAFF/MANAGER REPORTS** – Planning & Zoning Administrator Sean Homyen informed DDA members that a street performer application had been submitted and explained the designated performance areas. City Manager Lisa Nocerini added details about how these areas were established and updated DDA members about the upcoming 9/11 event.

**12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)** – Erin Wilkinson provided her input regarding street performers and talked about the Halloween Parade

**13. BOARD COMMENTS** – Laakso discussed his decision to approve funding for the new signage on Blue Star Highway, wanted clarification on the dates for the farmers market, and expressed a wish that the Farmers Market could run longer. Walker informed DDA members that Sue is going to be a grandmother to twins. North offered advice to Erin about food trucks.

**14. CHAIR COMMENTS - None**

**15. ADJOURNMENT**

*Motion by Stefanchik, seconded by Vonk to adjourn the meeting.*

## **DDA TREASURER'S REPORT for September 25, 2024 Meeting**

Total revenue of \$5,592.58 was recorded during August 2024. \$5,494.58 of revenue was related to TIF recapture, and \$98.00 was for chair rental income. Expenses recorded during the month totaled \$483.06, and included Business Incentive Program expenses for Floor Wrap of \$301.21, partially offset by a Sales Tax refund of \$17.05, and Capital Expenditures of \$198.90 for Christmascape.

At August 31, 2024, the DDA had cash on hand of \$78,847.13. There were no liabilities recorded at month end, leaving an ending fund balance of \$78.847.13.

September 20, 2024

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

	2024-2025 Approved Budget	Activity for August 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
<b>REVENUES</b>					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 5,494.58	\$ 13,272.12	\$ 49,534.88	TIF Recapture
OTHER INCOME	\$ -	\$ 98.00	\$ 98.00		Chair Rental
INTEREST INCOME	-	-	217.57	(217.57)	Interest Income Allocation
TOTAL Revenues	\$ 62,807.00	\$ 5,592.58	\$ 13,587.69	\$ 49,317.31	
<b>EXPENSES</b>					
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00	
TRAINING FUNDS	1,000.00	-	-	1,000.00	
BUSINESS INCENTIVE PROGRAM	5,000.00	284.16	284.16	4,715.84	Return of Sales Tax and Floor Wrap
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	-	-	27,000.00	
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	15,560.00	198.90	198.90	15,361.10	Christmascap
TOTAL Expenditures	\$ 57,560.00	\$ 483.06	\$ 483.06	\$ 57,076.94	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ 5,592.58	\$ 13,587.69	\$ 49,219.31	
EXPENDITURES	57,560.00	483.06	483.06	57,076.94	
<b>BUDGET NET INCOME (LOSS)</b>	<b>\$ 5,247.00</b>	<b>\$ 5,109.52</b>	<b>\$ 13,104.63</b>	<b>\$ (7,857.63)</b>	

	Approved Budget	Activity for August 2024	2024-2025 YTD Activity	Budget Remaining to Spend
<b>Capital Outlay Detail</b>				
Unallocated	\$ 15,560.00	\$ -	\$ -	\$ 15,560.00
				\$ -
				\$ -
				\$ -
Total Capital Budget	\$ 15,560.00	\$ -	\$ -	\$ 15,560.00

9/20/2024



August 27, 2024

Mayor Cathy North,

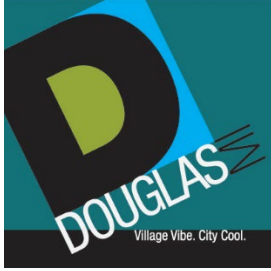
Our family lives in Saugatuck, however we are in lovely Douglas almost every day.

When the Douglas Farmers Market opened it increased our time in Douglas. And, beyond the Market's fresh goodies, it's another way to be part of this wonderful community.

Thank you, the City Council and the farmers.

A handwritten signature in black ink, appearing to read 'Sarah Pang', written in a cursive style.

Sarah Pang



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2025

**Subject:** Donation of Two Bike Racks from the Saugatuck Douglas Area Convention and Visitors Bureau

Dear DDA Board Members,

I am pleased to inform you that the Saugatuck Douglas Area Convention and Visitors Bureau has generously donated two bike racks to our community: one artistic and one plain. After discussion, the DDA officers have recommended the following locations for installation:

1. Next to Mr. Miller's Emporium for one of the racks
2. In front of Happystance, specifically in the bump-out area, for the other

Both business owners, Dave Laakso and Katie Fries, have approved these proposed locations. Additionally, the bump-out in front of Happystance is difficult to maintain due to the lack of irrigation, so it makes sense to place one of the racks there instead of trying to maintain plantings.

Please let me know if you have any questions or concerns. We will move forward with these placements based on your feedback.



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** Support for Downtown Shop & Dine Passport Program

As discussed in the last meeting, the DDA is pursuing an exciting new initiative. The Downtown Shop & Dine Passport Program is aimed at driving more foot traffic and boosting engagement with our downtown businesses. This program will run from November 1st through November 30th, and we hope to bring both existing and new visitors into our downtown area to shop and dine.

How the Program Works:

- Participating businesses will stamp passports for visitors. If a visitor collects 50% or more of the stamps, they qualify for a gift card to use at any participating business.
- Three winners will be drawn for prizes during the Light Night Christmas Tree Lighting on November 30th at Beery Field.

Program Details:

- Cost for 250 passports: \$525.00
- Cost for 48 holiday stampers- (ordering double in case the ink runs out): \$24.89
- There is no cost for businesses to participate, and visitors are not required to make a purchase to receive a stamp.
- The three prizes will be: Drawing 1: \$200.00; Drawing 2: \$150; and Drawing 3: \$100.00. The DDA will sponsor this aspect of the program as well.

Therefore, the DDA board is being asked to approve expenses for this program under Community Promotions in the amount of \$999.89.



## Estimate

### Douglas Downtown Development Authority

#### Downtown Douglas Shopping Passports

250 Post Cards 4"x6" Double-Sided  
Coated one side  
(Printing & Delivery)  
**\$300.00**

#### Design

Estimate 3 hours @ \$75.00 p/h  
**\$225.00**

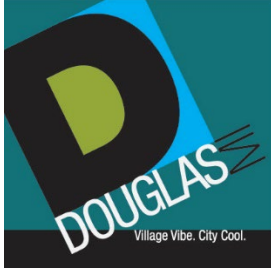
Customer to provide logo art for businesses

**TOTAL: \$525.00**

#### JoNa Graphics

34237 Forest • Wayne, MI 48184  
(734) 734-377-1717

*Thank you for your business!*



**To:** The Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** Scheduling Workshop for FY2025-2026 Priorities and Budget

As we begin planning for the upcoming fiscal year, it is important that we align our FY2025-2026 priorities and develop a comprehensive budget. To facilitate this discussion, I propose scheduling a workshop dedicated to reviewing key initiatives, setting goals, and outlining the financial framework for the next fiscal year.

The workshop will provide us with the opportunity to evaluate ongoing projects, identify new opportunities, and ensure that our resources are allocated effectively to support the continued growth and vitality of downtown Douglas.

I sent a poll out to the board on Thursday, September 19<sup>th</sup>, requesting your availability from 5:00-7:00 p.m. on the following dates:

- October 15<sup>th</sup>
- October 22<sup>nd</sup>
- October 29<sup>th</sup>
- November 12<sup>th</sup>

As of this memo, I have received 3 responses with October 29<sup>th</sup> and November 12<sup>th</sup> receiving the most support.

The workshop will take place at City Hall and dinner will be provided. I hope that we can identify a date that works for everyone at our September 25<sup>th</sup> meeting. Thank you!



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

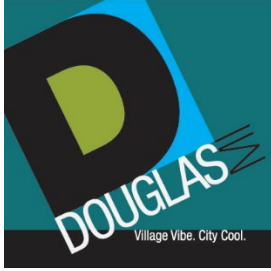
**Date:** September 25, 2024

**Subject:** Discussion Needed on Gateway Sign Usage for Event Banners

As the Gateway Sign has become an increasingly popular location for advertising events, it has raised some concerns regarding overlapping requests and the need for a clear timeframe for when banners can be displayed.

Considering this, we need to have further discussions about how to manage these requests, ensuring a fair process for all event organizers while maintaining an organized schedule. Additionally, we should establish specific parameters for what types of banner signs will be allowed on the Gateway Sign to ensure consistent and appropriate usage.

Your input on how to best handle these concerns is essential as we develop a policy that benefits both the community and event organizers.



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

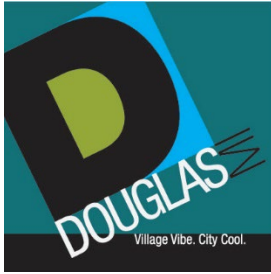
**Date:** September 25, 2024

**Subject:** Discussion Needed on Donation Request Process from Event Organizers

There have been inconsistencies in the timing of donation requests submitted by event organizers. Some requests are being submitted at times that contradict what is stated in the application guidelines regarding when these requests can and will be reviewed by the DDA.

We need to have further discussion to ensure that all donation requests adhere to the established timelines outlined in our application process. This will help maintain fairness and consistency in how we review and allocate funds for community events.

Your feedback will be crucial in determining how we can clarify the process and communicate expectations clearly to organizers moving forward.



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** 2024 Farmer's Market Success and Future Planning

I am excited to report the success of the 2024 Farmer's Market, which brought positive energy to the community and generated 30% of sales revenue for the DDA, totaling \$706.49.

Additionally, please find attached a survey provided by Sue Poolman, which gathers feedback from vendors and visitors alike. This information will be valuable for assessing the market's performance and considering potential improvements.

One point of discussion for 2025 is the possibility of extending the Farmer's Market into September, based on interest from participants and attendees. This idea will be reviewed in upcoming meetings, and I look forward to your thoughts on how we can build upon this year's success.



# Post Survey for 2024 Downtown Douglas Farmers Market 13 out of 14 responded

## Averages

Experience	Location	Customer Flow	Organization	Expectations	Recommend
5.00	4.70	4.40	5.00	4.80	5.00

## Advertising

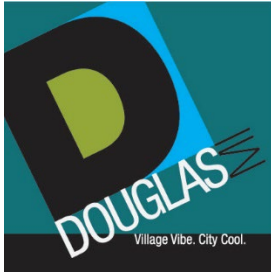
- I need to set up better social media for you to share
- I thought there was plenty
- Just keep spreading the word!
- I will ask if he has any
- We just all need to advertise
- Giant blow up gorilla on the sidewalk. Really though, I thought the local community and DDA did a nice job promoting us through their outlets. A permanent farmers market street sign on Bluestar would be appreciated.
- Clearer communication of season start and end dates. On the last day, many did not know it was the last day. Also, getting the word out to more residents. Many discovered us mid season, but had not heard about the market. Of course, a new market takes time to be known.
- Advertising was WELL DONE! For this being a first-year market, it had lots of traffic and that definitely goes to the advertising of it.
- Being able to pull up to load at the end of the day for us.

## Improvements

- Parking will always be the issue.
- All booths on cement. I lose customers once the cement ends.
- I will ask if he has any
- A permanent D.O.T. street sign on bluestar
- A longer season, start earlier in the season, late May or early June.

## Comments / Suggestions

- I came in towards the end but I had a really great time and successful market days!
- I enjoyed the more cordial laid back atmosphere and that it is right downtown. Guests love it too. Thank you Sue for all you do.
- I was super happy with how the locals embraced us. I'm looking forward to next year!
- We had a wonderful season. Thank you to all who made it happen.
- Market was well supported by local residents and we enjoyed connecting with everyone. Love the support for local food.
- I think this was a great first season for this market. The community was very supportive and we are excited to join the market for next season!



**To:** The Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** Donation for Artistic Enhancement of City Bike Racks

The DDA officers are proposing that the DDA donate no more than \$300.00 toward the enhancement of two existing bike racks in the city. These bike racks are currently painted in a single color, and to further promote our ongoing artistic theme throughout downtown, Maggie Bandstra has kindly offered to seek out an artist or artists to transform them into more creative, visually appealing pieces.

This initiative will align with our efforts to make the city more vibrant and attract visitors. I believe it will complement other artistic projects we've supported.

Funding will come from the Community Promotions budget.



**To:** The Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** Fall Decorations – Haybales and Cornstalks

Vice-Chair Randy Walker was recently contacted by Greg Muncey regarding the opportunity to join Saugatuck in purchasing haybales and cornstalks for fall decorations. The cost for these items will be \$5.00 each, and the DDA officers recommend ordering them to help decorate downtown Douglas for the season.

To maintain budget responsibility, the officers propose that we do not exceed a total of \$150.00 for the purchase of these items.

The DDA officers discussed placing a display around the DDA business sign in on the corner of Spring Street (by the police station) and perhaps a few other locations, to be discussed at this meeting.

The funding for this expenditure will come out of the Community Promotions program.



**To:** Douglas DDA Board

**From:** Sean Homyen, Planning & Zoning Administrator/DDA

**Date:** September 25, 2024

**Subject:** Amendment to FY2024-2025 Budget

I propose an amendment to the FY2024-2025 Budget under Community Promotions to allocate an additional \$1449.89 for the following initiatives:

1. Passport Program - To enhance our downtown shop and dine initiative.
2. Cornstalks and Haybales - For seasonal decorations to beautify our downtown area.
3. Enhancement of Bike Racks - To continue our artistic theme and improve community aesthetics.

These funds will support our ongoing efforts to engage the community and promote local businesses.

Motion: Approve an amendment to the FY2024-2024 Douglas Downtown Development Authority Budget in the amount of \$1449,89 for community promotions.

**MICHIGAN  
DOWNTOWN  
ASSOCIATION**



Ann Arbor

# ANNUAL STATEWIDE CONFERENCE

**Ann Arbor, MI  
November 6-8, 2024**

**In-person & Virtual Attendance Option**

**People, Places, Planning,  
& Preservation- The Power of  
Strong Michigan Downtowns.**



Ann Arbor

P.O. Box 3591  
North Branch, MI 48461



**MICHIGAN  
DOWNTOWN  
ASSOCIATION**



Ann Arbor

# Annual Conference People, Places, Planning, & Preservation- The Power of Strong Michigan Downtowns.

Item 9I.

Strong downtown management organizations have never been more important to the economic development of a community, region, and state. Downtown organizations are charged with creating safe and equitable spaces for all, developing and nurturing small businesses, and providing redevelopment opportunities, all while planning for the future of the community and organization. Join us this fall in lively downtown Ann Arbor and be immersed in positive conversation with downtown stakeholders from across Michigan and experts in the field of economic and community development.

## Wednesday November 6

4 pm **Mobile Tour of Downtown Ypsilanti**  
Join us as we hit the road via trolley and travel to neighboring Downtown Ypsilanti. The tour will leave the Graduate Hotel Ann Arbor, 615 East Huron Street, Ann Arbor, at 4:00 pm. Wear your walking shoes as we will stroll downtown Ypsilanti and hear how the Downtown Development Authority is working to create places and events for all. Our tour will conclude with a networking event, with a cash bar and complimentary appetizers, at Thompson & Co in Downtown Ypsilanti. This is a ticketed event with only 30 seats sold. The ticket price is NOT included in the Conference registration fee and is an additional \$35.

## Thursday November 7 - The Graduate Hotel

615 E. Huron Street, Ann Arbor, MI

9:00 - 11:00 am **Registration Vendor Expo**

9:30 - 10:00 am **Coffee and Conversation**  
Participants of the MDA Professional Development Certificate Program (MiPDM) are encouraged to join us for a pre-Conference networking opportunity.

10:00 - 10:50 am **Bonus Session - 3 Round Tables, 15 Minutes, 100 Ideas**  
Get a jump start on the Conference by joining us for this quick paced Bonus Session! Topics to be covered at three tables include: Best Practices for Social Districts, Downtown Organization & Chamber of Commerce Working Together, and Downtown Gift Cards.

**Regency Ballroom  
Terrace & Regency Ballrooms**

**Regency Ballroom**

**Regency Ballroom**  
Anne Gentry, *Director, Alpena DDA*  
Lori Ward, *Director, Northville DDA*  
Dan Hopp, *Director, Frankenmuth DDA*  
Lydia Walker, *Director of Operations & Service, Frankenmuth Chamber of Commerce & Convention & Visitors Bureau*  
Daniel Solomon, *Downtown Manager, City of Royal Oak*  
Kelly Westbrook, *Executive Director, Oxford DDA*

11:00 am **2024 MDA Annual Meeting & Welcome Introductions of Vendors and Attendees**

**Terrace Ballroom**  
Cristina Sheppard-Decius, *Chair, Michigan Downtown Association*

12:15 - 1:00 pm **Keynote Presentation Michigan Central Station: A Rebirth**  
Celebrating the reopening of Michigan Central Station marks a significant milestone in Detroit's history and a promising step forward for the local community. After closing its doors in 1988, the once bustling rail station and gateway to Detroit's industrial powerhouse now serves as the anchor for a 30-acre research and technology hub developed by Ford Motor Company. Adaptive reuse projects like Michigan Central Station play a pivotal role in tackling climate change while preserving our city's rich, cultural and architectural heritage. They strengthen our communities, foster a sense of identity, and can serve as a catalyst for future economic and social well-being. Richard B. Hess, AIA, a principal at Quinn Evans and lead Architect for the station's restoration, will discuss the project and the impact of revitalizing this monumental, iconic symbol of Detroit.

**Terrace Ballroom**  
Richard Hess, *AIA, NCARB, Principal & Regional Operations Director, Quinn Evans*

1:00 - 2:15 pm **Lunch Annual Awards MiPDM Ceremony**

**Terrace Ballroom**

2:15 - 2:35 pm **Welcome People-Friendly Streets-Prioritizing People, Placemaking & Resiliency**  
Ms. Thomson will welcome us to Ann Arbor and highlight downtown's recent People Friendly Streets projects. The initiatives are value driven and focused on making the streets in downtown Ann Arbor safe and comfortable for people of all ages and abilities using all modes of transportation.

**Terrace Ballroom**  
Maura Thomson, *Executive Director, Downtown Ann Arbor*

2:45 - 3:45 pm **Concurrent Sessions Session One: Where Am I?**

The significance of wayfinding signage becomes evident as it seamlessly guides individuals through unfamiliar environments with ease. Whether you're exploring a bustling city square or navigating a sprawling university campus, clear and well-placed signage plays a crucial role in helping you find your way. Examples from communities and projects of all sizes will be shared and our presenters will demonstrate how wayfinding signage can be an economic and cultural driver for your downtown.

**Terrace Ballroom**  
Matt Thomas, *Account Manager, Metro Signs & Lighting*  
Paul Deters, *President, Metro Signs & Lighting*  
Jeff Hamm, *Sales Manager, Metro Signs & Lighting*

### Session Two: Intro to Real Estate Development

One of the many hats a downtown manager may wear is Real Estate Agent and/or Developer. Learn the development process from planning and site selection to construction, lease-up, sale, or disposition of the property. Pro forma modeling, community-initiated, development, incremental development, and different environmental studies will also be discussed.

*This session is available for MIPDM credit.*

3:55 – 4:45 pm **Concurrent Sessions**

### Session Three: Oh, the Stories You'll Tell!

Whether your town has a brand or it's just starting out, there are ways to promote it, without any doubt. This session will guide you through telling your tale, with ads, and news, and events without fail. We'll dive right in, and explore every tool, to make sure your website is shiny and cool. With eye-catching visuals, announcements, and more, directories and polls that folks will adore. Meeting ADA rules, you'll ensure it is true, that your story will reach your whole community... and beyond, too!

### Session Four: Protecting Our Past & Cultural Heritage

Is your community planning an infrastructure, streetscape, or development project and potentially applying for federal grant money? Are you considering the requirements found in Section 106 of the National Historic Preservation Act of 1966 that requires identification of cultural resources around project areas? Join our experts from SHPO for a broad overview of Sec. 106 and what considerations you should take as you plan for your downtown projects. Learn about the responsibility of municipalities to protect sensitive cultural information, and proactive steps that can be taken to ensure historic resources are identified in advance of projects.

5:00- 6:00 pm **Walking Tour of Downtown Ann Arbor**

Members of downtown Ann Arbor's business districts will lead us on a walking tour of the State, Main, and Kerrytown areas. The tour will conclude at Conor O'Neill's, just in time for networking!

6:00 – 7:30 pm **Meet & Greet**

Conor O'Neill's  
318 S Main St, Ann Arbor, MI 48104  
Pep Rally- Go Green! Go Blue!  
Wear your favorite school colors and enjoy complimentary appetizers & cash bar.

### Regency Ballroom

Samantha Mariuz, *Economic Development Manager Environmental Group, Fleis & VandenBrink*  
Matthew J. Farrell, *CCIM, CEO/Owner, Team CORE*  
Kate Knight, *Director, Farmington DDA*

### Terrace Ballroom

Kim Rivera, *Principal, Senior Creative Director, New Moon Visions Place Branding & Marketing*  
Julie Braun, *Co-owner, Project Manager, Civic Clarity Website Service*

### Regency Ballroom

Scott Slagor, *Cultural Resource Protection Manager, State Historic Preservation Office*  
Amy Krull, *Senior Archaeologist, State Historic Preservation Office*

*Generously sponsored by Lumecon*

## Friday November 8

8:30 am **Registration  
Vender Expo and Coffee**

**Regency Ballroom  
Terrace & Regency Ballrooms**

9:00 – 10:00 am **Partner Presentation MEDC  
The Best Laid Plans- Strategic Planning – What Is It and Why Is It Important?**  
Strategic planning is the process of defining a vision, setting goals, and identifying projects and programs that will lead to concrete outcomes that bolster downtown economic vitality and vibrancy. The practice is often overlooked, but it can be used to build board engagement and community buy-in towards downtown revitalization efforts. Learn the benefits and key best practices for conducting a strategic plan and how it will benefit your organization in the long run.

**Terrace Ballroom**  
Leigh Young, *AICP, Senior Main Street Specialist, MEDC*

10:00 – 10:45 am **Brunch & Networking**

10:45 – 11:30 am **Concurrent Sessions**

### Session Five: Enhancing Volunteer Participation, Board Involvement, and Organizational Capacity

In this engaging and interactive session, we will explore the essential strategies and practices for building capacity at the board and volunteer level. Participants will gain valuable insights into how to effectively enhance their organization's leadership, governance, and volunteer engagement to achieve greater impact and sustainability.

**Terrace & Regency Ballrooms**  
*Generously sponsored by Lake Trust Credit Union*

**Terrace Ballroom**  
Laura Nichols, *Executive Director, Blissfield DDA-Main Street/Economic Development*  
Jay Marks, *Executive Director, Adrian Main Street*  
Hollie McPherson, *Executive Director, Wayland Main Street*

### Session Six: Matchmaking for Historic Buildings?

Can a long-term partnership be made between a historic building and an interested buyer? Learn from Jessica Flores, owner of Preservation Forward and statewide historic preservation expert, on how to pair the right party to a vacant, historic building in a match that's a mutually beneficial relationship. Jessica will share with you her success in matchmaking historic buildings and give you insight into making historic preservation a savvy, real estate tool in your downtown.

**Regency Ballroom**  
Jessica Flores, *Owner, Preservation Forward*  
Becca Murphy, *Historic Preservation Specialist, Preservation Forward*

**Thank you  
Annual Conference  
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DEVELOPMENT CORPORATION**

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**Session Seven: Business Retention and Recruitment**

Retaining the businesses located within your downtown district is just as important as attracting entrepreneurs. What are the tricks to keeping the doors of small businesses open while encouraging new businesses to locate within your community? What is the right business mix for your district? This session will recap what's new and here to stay and discuss classic business retention and recruitment approaches every downtown should keep in mind with their business development efforts.

*This session is available for MiPDM credit.*

**Session Eight: The Delicate Art of Revenue Sharing**

Hear from seasoned downtown professionals on the best practices for creating a Memo of Understanding with your municipality regarding services for bookkeeping, DPW, administrative support, and more. What should be expected from your organization and the municipality, and how you should be part of the process, will also be discussed. Creating a clear shared service agreement now can prevent misunderstanding and hardship in the future.

12:50 – 1:40 pm **The ABC's of MSHDA's Housing TIF Program**

This session will provide an overview of the new Housing TIF program that was signed into law in July of 2023. Learn how the first applicants are utilizing Housing TIF as a tool to create both for sale and workforce housing developments. Our presenters will also share how local Brownfield Redevelopment Authorities are approaching this program to achieve their local goals to encourage housing development around the State of Michigan. This new program is being utilized in both urban and rural communities so best practices and helpful hints will be shared for anyone to use.

1:40 – 2:00 pm **Twenty for Twenty**

Join Jennifer Shorter, a third-generation retailer, for an electrifying session where she will unveil insider secrets on how downtown organizations can help businesses through meaningful, low-cost efforts. In just twenty minutes, Jennifer will provide twenty ideas for you to walk away with and bring back to your downtown.

2:00 pm **Closing Comments & Raffle Drawing**

**Terrace Ballroom**

Andy LaBarre, *Executive Vice President and Director of Government Relations, A2Y Regional Chamber*  
Angela Heflin, *Ann Arbor Spark & State Street District*

**Regency Ballroom**

Laura Cloutier, *Executive Director, Wixom DDA*  
Elizabeth Morse, *Executive Director, Sparta DDA*  
Cristina Sheppard-Decius, *Owner, POW! Strategies*

**Terrace Ballroom**

Bruce Johnson, *Owner, Revitalize L.L.C.*  
Dave Van Haaren, *Director, Economic Development, Triterra*  
Tony Lentych, *Chief Housing Investment Officer, MSHDA*

**Terrace Ballroom**

Jennifer Shorter, *C.E.O., Grandpa Shorter's Gifts*

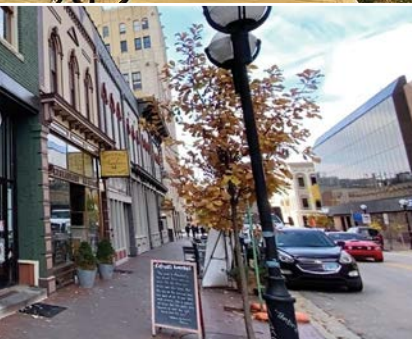
**Terrace Ballroom**

Dana Walker, *Director, Michigan Downtown Association*



*If programming is scheduled in the Terrace Ballroom exclusively, we ask that you use the Regency Ballroom for your networking and/or private conversation needs.*

*Special rates for downtown hotels may be available. Please refer to the MDA's 'Events' page on our website, [www.michigandowntowns.com](http://www.michigandowntowns.com), for current availability.*



**Registration Form: Annual Statewide Michigan Downtowns Conference 2024**

Each attendee must provide the following information as unique login or registration information will be sent to each attendee via the email listed below. Registrant's information may be changed prior to the Annual Conference by contacting Dana Walker at the MDA, [director@michigandowntowns.com](mailto:director@michigandowntowns.com) or 248-838-9711.

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

**Registration Fees (use registration form or register online at [www.michigandowntowns.com](http://www.michigandowntowns.com)):**

Early Bird Rate (Now through 10/26): MDA Members: \$275 Non-Members: \$295 Students: \$150  
 Regular Registration & At the Door (After 10/26): MDA Members: \$295 Non-Members: \$315 Students: \$160  
 One Day Rate (either November 7 or November 8): \$150  
 Virtual Format price is the same.

\_\_\_ Yes, I will attend the \$35 ticketed Downtown Mobile Tour of Ypsilanti, MI, Wednesday, November 6.

\_\_\_ Yes, I will attend the complimentary Meet and Greet, Thursday, November 7, at Conor O'Neill's.

\_\_\_\_\_ TOTAL AMOUNT DUE

Please return form with payment to MDA by Oct. 28, 2024. Once payment has been received, all registrants will receive unique login or registration information for the Annual Conference.

Make checks payable to:  
 Michigan Downtown Association  
 P.O. Box 3591 North Branch, MI 48461  
 Credit card payment available at [www.michigandowntowns.com](http://www.michigandowntowns.com) or call the MDA at 248-838-9711.  
 Sorry, no refunds will be offered.

\_\_Visa \_\_MC \_\_Dis \_\_Amex Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_

AICP and AIA credits are available on a self-reporting basis.