

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, DECEMBER 18, 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 December 18, 2024 – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the Minutes of November 20, 2024. - roll call vote

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

A. Cavern Tavern - Letter

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

8. UNFINISHED BUSINESS

9. NEW BUSINESS

A. Douglas DDA 2024 Informational/Annual Report Presentation (A. Balmer, R. Walker, D. Laakso, L. Nocerini)

B. Approval of DDA 2024 Informational/Annual Report

*Motion to approve the Douglas Downtown Development Authority 2024 Informational/Annual Report.
- roll call vote*

C. DDA Shop & Dine Passport Program Extension

Motion to approve the DDA Shop & Dine Passport Program extension through January 31st, 2025, and the purchase of gift cards from businesses who participated in the kick-off program in November 2024 with funding coming from the Community Promotions budget in the amount of \$375.00. - roll call vote

D. Chips Groundcover - Christmascapre Contract Renewal

Motion to approve a three (3) year contract with Chips Groundcover at \$6,805 to be included in the budget for fiscal year 2025-2026. - roll call vote

E. DDA Sign on Main/Blue Star Highway - Discussion

F. SDACVB Events Calendar - Discussion

G. FY 2025-2026 Budget Discussion

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

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

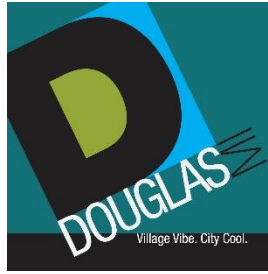
13. BOARD COMMENTS

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, NOVEMBER 20, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

1. CALL TO ORDER: By Chair at 2:00 PM

2. ROLL CALL/QUORUM

PRESENT- Aleshia Balmer, Dave Laakso, Kabri Martyniek, Randy Walker, Maggie Bandstra, Lauren Vonk

ABSENT- Beth Stefanchik, Mark Postilion

Also Present- City Manager Lisa Nocerini, Deputy Clerk Dawn Raza

3. APPROVAL OF AGENDA

Motion by Walker, seconded by Laakso, to approve the Agenda of November 20, 2024, as amended with the deletion of Item 9B due to new information received. – Motion carried by unanimous roll call vote

4. APPROVAL OF MINUTES

Motion by Bandstra, seconded by Vonk, to approve the Minutes of October 23, 2024. – Motion carried by unanimous roll call vote

5. OFFICER REPORTS

A. Secretary -- None

B. Treasurer – Provided in agenda packet

C. Vice Chair -- None

D. Chair – None

6. PUBLIC COMMUNICATION – WRITTEN: None

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

8. UNFINISHED BUSINESS

A. DDA Shop & Dine Passport Program Update (Discussion)- City Manager Nocerini gave an update on the program and the need to purchase additional passports.

B. Community Events Budget/Future Planning (Discussion)

Motion by Martyniek, seconded by Vonk, to enter into discussion regarding the community events budget and future planning. Motion carried by a unanimous roll call vote.

The discussion included planning more events during the winter and shoulder seasons.

9. NEW BUSINESS

A. Shop & Dine Passport Budget Amendment

Motion by Bandstra, seconded by Martyniek, to approve an amendment to the budget under Community Promotions in the amount of \$820.00 for the purchase of 750 additional passports for the DDA Shop and Dine Passport Program – Motion carried by unanimous Roll Call Vote

~~B. MEDC RAP 2.0 Grant Program (Discussion) – Removed from agenda~~

C. Preparations for FY2025-2026 Budget (Discussion)

Motion by North, seconded by Walker, to enter into discussion regarding the 2025-2026 budget.
City Manager Nocerini provided the DDA members with a sheet to help with budget planning.

10. COMMITTEE REPORTS: None

11. STAFF/MANAGER REPORTS: City Manager Nocerini informed the DDA of a letter sent to a business owner requesting a partial refund of monies received from a DDA grant for failure to fulfill the obligations of that grant.

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES): Ashley Siebelink (via Zoom) thanked Randy for bringing up the calendar event collaboration.

13. BOARD COMMENTS:

Laakso: Questioned Mark's intent with the DDA and whether he was still interested in being a member.

North: Relayed why Stefanchik was not in attendance at the meeting.

Walker: Requested the DDA members let her know which ones would attend the tree lighting.

14. CHAIR COMMENTS: None

15. ADJOURNMENT

Motion by Vonk, seconded by Martyniek, to adjourn the meeting.

DDA TREASURER'S REPORT for December 18, 2024 Meeting

Total revenue of \$4,740.27 was recorded during November 2024, all of which was related to TIF recapture.

Expenses of \$11,432.27 were recorded during the month relating to Beery Field Electrical Enhancements (6,443.75), Oktoberfest (\$2,800), Cavern Tavern music (\$750.00), Art in Douglas music (\$400.00), Rootbeer Barrel, Veteran's Park, and Downtown Douglas signs (\$1,013.63), and postage stamps (\$24.89).

At November 30, 2024, the DDA had cash on hand of \$108,957.15. There were no liabilities recorded at month end, leaving an ending fund balance of \$108,957.15.

December 3, 2024

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

	2024-2025 Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 4,740.27	\$ 56,141.30	\$ 6,665.70	TIF Recapture
OTHER INCOME	\$ -	\$ -	\$ 804.49	\$ (804.49)	Chair Rental and proceeds from Farmer's Market
INTEREST INCOME	-	-	1,162.22	(1,162.22)	Interest Income Allocation
TOTAL Revenues	\$ 62,807.00	\$ 4,740.27	\$ 58,108.01	\$ 4,698.99	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00	
TRAINING FUNDS	1,000.00	-	-	1,000.00	
BUSINESS INCENTIVE PROGRAM	5,000.00	-	284.16	4,715.84	Return of Sales Tax and Floor Wrap
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	4,988.52	7,966.55	19,033.45	Fall Decorations, DDA Passports, Art In Douglas Music, Signs, Oktoberfest, Cavern Tavern
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	15,560.00	6,443.75	6,642.65	8,917.35	Christmascap, Beery Field Electrical Improvements (RAF)
TOTAL Expenditures	\$ 57,560.00	\$ 11,432.27	\$ 14,893.36	\$ 42,666.64	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ 4,740.27	\$ 58,108.01	\$ 4,698.99	
EXPENDITURES	57,560.00	11,432.27	14,893.36	42,666.64	
BUDGET NET INCOME (LOSS)	\$ 5,247.00	\$ (6,692.00)	\$ 43,214.65	\$ (37,967.65)	
 Capital Outlay Detail					
	Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Spend	
Unallocated	\$ 15,560.00	\$ 6,443.75	\$ 6,642.65	\$ 8,917.35	
				\$ -	
				\$ -	
				\$ -	
Total Capital Budget	\$ 15,560.00	\$ 6,443.75	\$ 6,642.65	\$ 8,917.35	

11/15/2024

Cavern Tavern Grows Stronger: A Year of Community and Music

People served: Just over 400 people

Dollars raised: Just under \$7,000

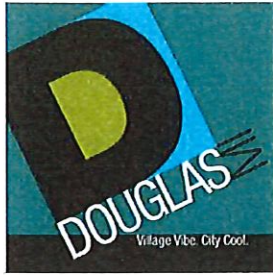
Event Sponsors: Douglas Downtown Development Authority, Sam & Janene Cummings, James Thomas Interiors & Saugatuck Brewing Company

Partners Involved:

Impact on the community: Cavern Tavern 2024 was a resounding success, building upon the momentum of the previous year. We witnessed a significant increase in both attendance and sales, demonstrating the growing popularity of this event within the community.

A key factor in this year's success was our collaboration with the Douglas DDA and the Great Lakes Brass Band. By partnering with the DDA, we were able to secure additional resources and support, which allowed us to enhance the overall experience for attendees. The Great Lakes Brass Band, with their energetic performance, not only drew in more people but also created a lively atmosphere that extended into the parade. Their innovative approach, starting their set outside Ox-Bow House and then weaving through the parade crowd, added a dynamic element that captivated the audience.

All funds raised from this event contributed to the Ox-Bow House Seed Fund which is working to raise money towards the purchase price of Ox-Bow House. Ox-Bow House has been integral in expanding our reach into the local community – providing a threshold for meeting community members and visitors alike. Over our first 2 years as a pilot program, Ox-Bow House hosted a diverse array of programs, including art exhibitions, artist talks, performances, and the Cavern Tavern. Our gallery has showcased the artwork of our alumni, told Ox-Bow and American history through our archives, and supported staff, alumni, local and regional artists through the sale of their work. The funds raised help bring us closer to ensuring Ox-Bow House remains a permanent part of not only Ox-Bow's artistic heritage, but that the building itself remains a part of historic downtown Douglas.



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: December 18th, 2024

Subject: 2024 Informational/Annual DDA Report Presentation

The DDA is required under P.A.57, to hold two informational meetings and provide an annual report of the Douglas Downtown Development Authority.

The DDA has provided a notice to all of the businesses located within the district, via email, that the report will be presented at the December 18th, 2024, DDA meeting, and we welcome their attendance.

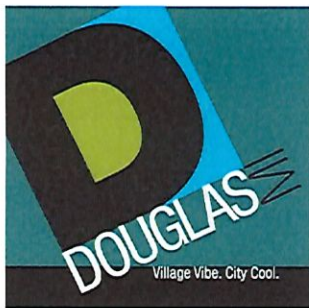
The DDA will also provide the same update at the Douglas City Council meeting on Monday, January 6th, 2025, at 6:00 p.m. at Douglas City Hall.

Members of the DDA will make a presentation at both meetings and will be available for questions.

At the meeting, the Douglas DDA will be asked to approve the informational/annual report once presented so that we can have documentation that it was reviewed and approved for the records.

Presentation.

City of Douglas Downtown Development Authority



2024 Informational Meeting & Annual Report

12/18/2024

Village Vibe. City Cool.
Welcome to Douglas, Michigan. You'll find the friendliness and cozy feel of a village, combined with great shopping, award-winning art galleries, restaurants, and top-rated lodging.

DRINKS AND DINING	ART GALLERIES	SERVICES
41 Noyes Tavern	23 Arts & Town	12 Center Stage Salon
121 Noyes Tavern Cafe	103 Backyard Gallery	201 Doug & Valerie's Real Estate Company
208 Noyes Tavern	482 Mr. Miller's Art Emporium	204 Third Coast Surf Shop
209 Noyes Tavern	140 Walker Street Gallery	205 James Bookstore
214 Wild Dog Saloon	141 On-Broad Theater	207 Custom Tailoring
221 Capital Society		208 LightHouse Realty
44 The Cafe		209 LightHouse Realty
45 Noyes Tavern		210 LightHouse Realty
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200 Noyes Tavern		365 LightHouse Realty



Douglas Downtown Development Authority Board Members

- Aleshia Balmer-Chair
- Randy Walker- Vice Chair/Council Appointment
- Dave Laakso-Treasurer
- Maggie Bandstra-Secretary
- Cathy North-Mayor
- Kabri Martyniek-Member
- Mark Postilion-Member
- Beth Stefanchik-Member
- Lauren Vonk-Member

Administration:

Lisa Nocerini-City Manager/DDA Assistant

Sean Homyen, Planning & Zoning Administrator/DDA Assistant



Purpose of a Downtown Development Authority

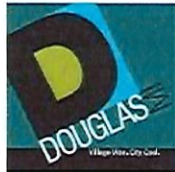
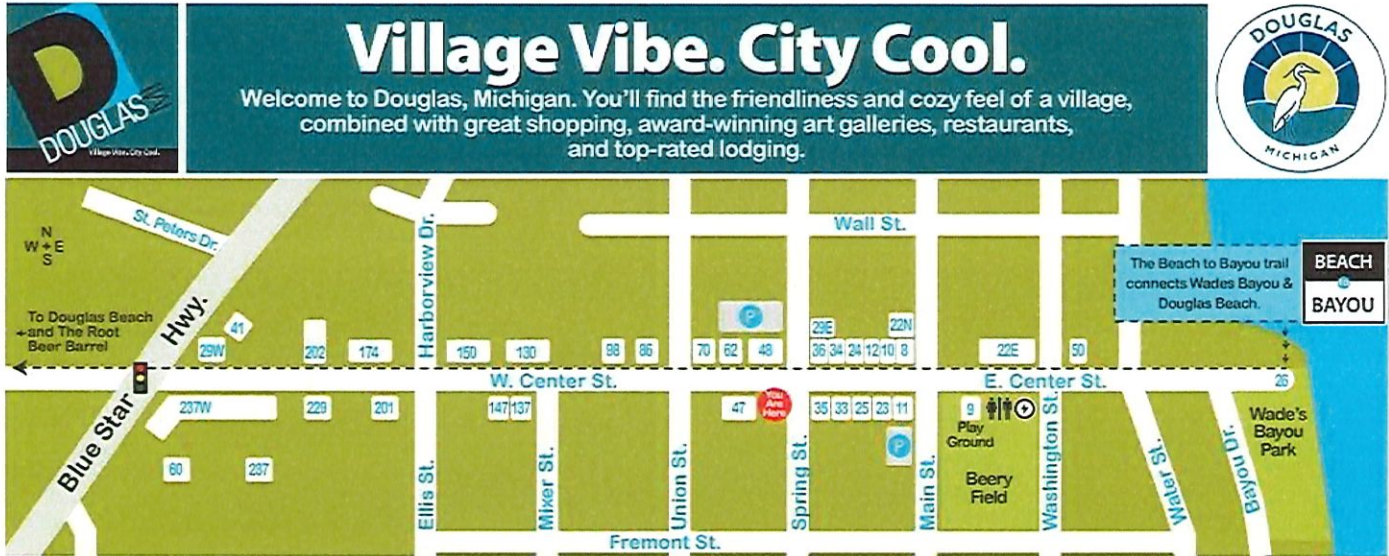
The purpose of the **Douglas Downtown Development Authority (DDA)** is to enhance and support the economic vitality and appeal of Downtown Douglas. This is achieved through various efforts aimed at revitalizing the downtown area, fostering business growth, and creating a welcoming and vibrant environment for residents, visitors, and entrepreneurs.

Key responsibilities of the DDA include:

- 1. Economic Development:** Supporting and attracting businesses to the downtown area, helping create a strong local economy.
- 2. Public Improvements:** Facilitating improvements to infrastructure, public spaces, and aesthetics to ensure downtown remains attractive and accessible.
- 3. Community Engagement:** Organizing events, promotions, and programs that engage the community and draw visitors to downtown businesses.
- 4. Partnerships:** Collaborating with local organizations, business owners, and governmental entities to align efforts and resources.
- 5. Historic Preservation:** Preserving the unique character and charm of Downtown Douglas while encouraging thoughtful growth and modernization.

Through these efforts, the DDA plays a vital role in strengthening the identity of Douglas as a destination and supporting the overall quality of life for its community.

Downtown Douglas DDA Map



Village Vibe. City Cool.
 Welcome to Douglas, Michigan. You'll find the friendliness and cozy feel of a village, combined with great shopping, award-winning art galleries, restaurants, and top-rated lodging.



- DRINKS AND DINING**
- 8 happystance
 - 11 Everyday People Café
 - 22E Borrowed Time
 - 22N Back Alley Pizza Joint
 - 24 Wild Dog Grille
 - 35 Coastal Society
 - 41 The Cove
 - 48 Respite Cappuccino Court
 - 229 Alley's Pizza
- RELAX**
- 9 Beery Field Playground/Memorial Garden
 - 26 Wades Bayou Memorial Park
 - 130 Saugatuck-Douglas History Center, The Old School House, Back-in-Time Garden
 - 147 Pride Garden
 - 229 Lakeview Lanes

- ART GALLERIES**
- 23 Now & Then
 - 33 Button Gallery
 - 46 Mr. Miller's Art Emporium
 - 98 Water Street Gallery
 - 137 Ox-Bow House
- SHOP**
- 10 Lakeshore Pet Boutique
 - 25 Kim Neuens Design & Interior
 - 34 Brackett & Company
 - 35 Coastal Society
 - 36 Endora
 - 50 LSalon & Boutique
 - 150 Douglas Home Furnishings
 - 237W Lake Vista Supervalu Grocery Store

- SERVICES**
- 12 Center Stage Salon
 - 23 Engel & Völkers Real Estate Company
 - 26 Third Coast Surf Shop
 - 29E Carlton Ashborne
 - 29W Lighthouse Realty
 - 29W Lighthouse Title Group
 - 47 Police Station
 - 50 LSalon & Boutique
 - 50 Redefine Med Spa
 - 60 Huntington Bank
 - 62 Century 21 Affiliated Douglas
 - 62 Indigo Design Build
 - 70 Post Office
 - 86 Douglas City Hall
 - 150 KWest Design Studio
 - 150 State Farm Insurance
 - 174 Saugatuck-Douglas Library

- 201 John Leonard Financial Planner
- 202 Chicago Title
- 202 Jaqua Realtors
- 237 Ladyhawk
- 237 Lakeshore Tanning

- Public Parking
- Public Restrooms
- Traffic Signal
- Electric Charging Station

For a digital map to take with you use the QR code.

Douglas DDA Financial Report as of December 2024:

Fund Balance \$108,957.15

	2024-2025 Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Earn/Spend
REVENUES				
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ 4,740.27	\$ 56,141.30	\$ 6,665.70
OTHER INCOME	\$ -	\$ -	\$ 804.49	\$ (804.49)
INTEREST INCOME	-	-	1,162.22	(1,162.22)
TOTAL Revenues	\$ 62,807.00	\$ 4,740.27	\$ 58,108.01	\$ 4,698.99
EXPENSES				
DDA ADMINISTRATION	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00
TRAINING FUNDS	1,000.00	-	-	1,000.00
BUSINESS INCENTIVE PROGRAM	5,000.00	-	284.16	4,715.84
CONTRACTUAL ENGINEERING	-	-	-	-
COMMUNITY PROMOTIONS	27,000.00	4,988.52	7,966.55	19,033.45
DUES/FEES/PUBLICATIONS	-	-	-	-
CAPITAL OUTLAY (Detail Below)	15,560.00	6,443.75	6,642.65	8,917.35
TOTAL Expenditures	\$ 57,560.00	\$ 11,432.27	\$ 14,893.36	\$ 42,666.64
SUMMARY:	-	-	-	
REVENUES:	\$ 62,807.00	\$ 4,740.27	\$ 58,108.01	\$ 4,698.99
EXPENDITURES	57,560.00	11,432.27	14,893.36	42,666.64
BUDGET NET INCOME (LOSS)	\$ 5,247.00	\$ (6,692.00)	\$ 43,214.65	\$ (37,967.65)
Capital Outlay Detail				
	2023-2024 Approved Budget	Activity for November 2024	2024-2025 YTD Activity	Budget Remaining to Spend
Unallocated	\$ 15,560.00	\$ 6,443.75	\$ 6,642.65	\$ 8,917.35
				\$ -
				\$ -
				\$ -
Total Capital Budget	\$ 15,560.00	\$ 6,443.75	\$ 6,642.65	\$ 8,917.35

A closer look at the budget!

Tax Increment Recapture: \$62,807.00

- Year to date activity: \$56,141.30
- Budget Remaining to earn/spend: \$6,665.70

Expenses:

- City Administration Staffing: \$9000.00
- Training Funds: \$1000.00
- Business Incentive Program: \$5000.00 (Budget Remaining: \$284.16)
- Contractual Engineering: \$0.00
- Community Promotions: \$27,000.00
 - Year to date activity: \$7,966.55
 - Budget Remaining to spend: \$19,033.45
- Dues/Fees/Publications: \$0.00
- Capital Outlay: \$15,560.00
 - \$8,917.35
 - Budget Remaining to earn/spend: \$8,917.35

Revenues:

- \$62,807.00
 - Year to date activity: \$58,108.91
 - Budget Remaining to earn/spend: \$4,698.99

Expenditures:

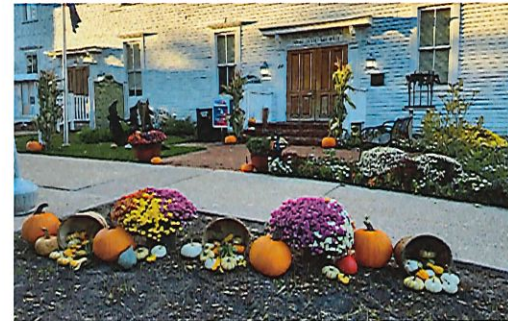
- \$57,560.00
 - Year to date activity: \$14,893.65
 - Budget Remaining to earn/spend: \$42,666.64

Total Capital Budget:

- \$15,560.00
 - Year to date activity: \$6642.65
 - Budget Remaining to earn/spend: \$8,917.35

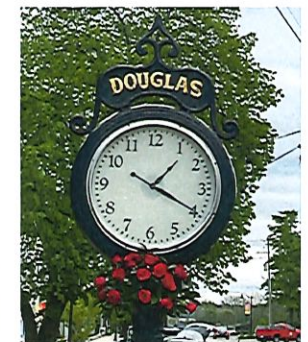
2024 Douglas DDA Accomplishments

- **New Gateway Signage Project**
- Installed at Center Street/Blue Star Hwy.
- 50% funding provided through a grant from the Convention & Visitor's Bureau (SDACVB).
- **Infrastructure Enhancements**
- Partnered with the City to upgrade Beery Field's electrical system to support larger events.
- **Promotions & Visibility**
- Created banner space on the DDA Gateway Sign to promote:
 - Art in Douglas
 - Farmer's Market
 - Beats on Beery
 - Events hosted by SDACVB
 - Community Pride
 - Oktoberfest



2024 Douglas DDA Accomplishments (cont.)

- **Community Engagement**
- Supported Earth Day clean-up efforts, jump-starting downtown beautification.
- Backed the launch of the first downtown Farmer’s Market in Douglas.
- **Financial Contributions**
- Dutcher’s Baseball Club
- Beats on Beery
- Art in Douglas events & Gallery Strolls
- Oktoberfest/Community Pride
- Douglas Light Night Tree Lighting Ceremony
- Shop & Dine Passport Program
- Local artists painting downtown bike racks
- Cavern Tavern Halloween event (Oxbow House)
- Seasonal downtown decorations
- Derby Day in Downtown Douglas



Short Term Goals of the Douglas DDA

Support for Local Businesses:

Enhance the visibility of businesses through marketing campaigns, such as social media outreach and seasonal promotions.

Organize and expand successful programs like the Shop & Dine Passport Program.

Event Planning and Promotion:

Create or support winter events to draw foot traffic during the off-season.

Partner with the Convention and Visitor's Bureau (CVB) to promote local events on a public calendar.

Downtown Beautification:

Add holiday decorations and improved lighting for the winter months.

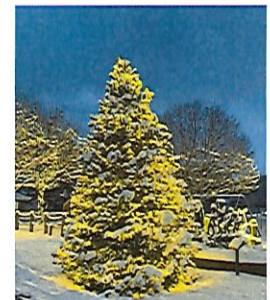
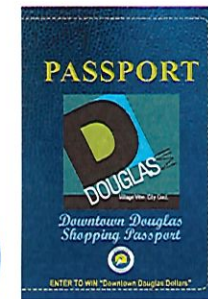
Address minor maintenance or cleanliness concerns in the downtown area.

Engage Stakeholders:

Hold informational sessions to discuss DDA initiatives and gather input from the community.

Efficient Use of Funds:

Identify short-term grant opportunities to fund smaller projects.



Long Term Goals of the Douglas DDA

Long-Term Financial Strategies:

Continue to work on funding strategies to ensure long-term sustainability for DDA projects, such as Tax Increment Financing (TIF) adjustments or new revenue streams.

Economic Development:

Attract new businesses that align with the city's vision and fill gaps in the current market.

Partner with stakeholders to encourage mixed-use developments that enhance downtown vibrancy.

Comprehensive Branding:

Implement a cohesive brand identity for Downtown Douglas to strengthen its appeal as a destination.

Public Infrastructure Improvements:

Advocate for improved walkability, including better sidewalks and biking options.

Invest in public spaces for community gatherings.

Sustainable Growth Initiatives:

Support initiatives that enhance downtown.

Expanded Partnerships:

Work closely with regional and state organizations to secure larger grants and funding opportunities.

Support collaborations with the arts community.



Douglas DDA 2025 Planning: Highlights and Updates

Although the full 2025 plan is still in development, here are some key projects and highlights currently under consideration:

❖ **Seasonal Decorations and Enhancements**

Christmascap:

Renewed for a 3-year contract at \$6,805 annually.

Scope of work remains consistent with current standards.

❖ **Infrastructure and Streetscape**

Streetlights:

Options and costs under review.

Sidewalk Repairs/Upgrades:

Estimated at \$17.25 per square foot.

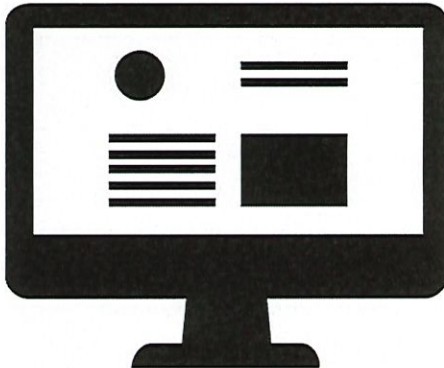
❖ **Technology and Support**

Website:

- Enhancements are being evaluated for better engagement and user experience.

Intern Program:

- Exploring opportunities to bring on additional support for project execution and administration.



Douglas DDA 2025 Planning: Highlights and Updates (cont.)

- ❖ Add a new digital kiosk sign in the downtown that identifies business locations
- ❖ Replace the Vinyl Banners with new options
- ❖ New Main and Center Street Gateway Sign
- ❖ Offer more trainings to businesses
- ❖ Hold a DDA Workshop to discuss future priorities and the Tax Increment Finance (TIF) Plan
- ❖ Discuss and finalize a FY2025/2026 Budget
- ❖ Create marketing strategies for the downtown
- ❖ Identify new opportunities and events that will positively impact the businesses in the DDA year round
- ❖ Continue to identify ways to support additional events in the Downtown through Community Promotions
- ❖ Expand and grow the Downtown Douglas Shop & Dine Passport Program

Our Area Partners

- ✓ City of Douglas City Council
- ✓ City of Douglas Administration
- ✓ Michigan Downtown Association (MDA)
- ✓ Saugatuck Douglas Area Convention & Visitor's Bureau



MICHIGAN
DOWNTOWN
ASSOCIATION



Saugatuck Douglas
Area Convention and Visitors Bureau

Questions & Contact Information

If you have any questions, please contact the City of Douglas
at 269-857-1438

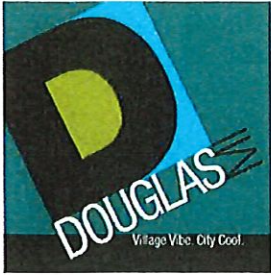
OR

Email:

citymanager@douglasmi.gov

PZAdmin@douglasmi.gov

<https://douglasmi.gov/dda/>



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: December 18th, 2024,

Subject: DDA Shop & Dine Passport Program Extension

We are excited to announce that the first annual Douglas DDA Shop & Dine Passport Program was a success. Using the data from the passports, there were 835 visits collectively to the participating locations. I have provided a breakdown with this memo.

We still have about 450 or so passports left, and there was discussion about extending the program through the month of January with a drawing in the first week of February. We unfortunately do not have all of the businesses participating, and a few are closing for the season. However, we are collecting \$25.00 gift cards from the businesses who did participate in the first program and will only require a minimum of five stamps on each passport to qualify for prizes. We are requesting guidance from the DDA on the following:

1. Run the program from December 20th, 2024-January 31st, 2025.
2. Have one prize which would be 13 gift cards to one winner. Have 13 prizes where there are 13, \$25.00 winners, or divide them up another way.
3. Approve the purchase of gift cards from the participating businesses in the amount of \$25.00 each.

We are seeking guidance from you on how to proceed.

Suggested Motion: Motion to approve an extension of the DDA Passport Program through January 31st, 2025, and the purchase of \$25.00 gift cards to be given out as prizes.

DDA November 2024 Passport Program Overview:

Passports Purchased: 750

Passports turned in for the drawing: 110

Leftover Passports Approximately: 300 (give or take)

Visits to stores based on the passports turned in: 835 total

Total Business Stamps from November 1-30th, 2024:

Borrowed Time -39

Brackett & Company -93

Button Gallery-87

EPC-34

Happystance-49

L Salon-8

Lakeshore Pet Boutique-80

Mr. Millers Emporium-97

Now and Then-85

Ox Bow House-49

Ruth Crowe Art Gallery-106

Water Street Gallery-62

Wild Dog Grille-49



MEMORANDUM

Downtown Development Authority
December 18, 2024 at 2:00 PM

TO: Downtown Development Authority (DDA)
FROM: Jenny Pearson, Project Manager
SUBJECT: Christmascap Three (3) Year Contract Renewal with Chips Groundcovering

The City of Douglas' current contract with Chips Groundcovering is set to expire after the holiday season is wrapped up. This contract is split between the City and the DDA. Keeping the same scope of work for the DDA's portion (see attached for breakdown) the contract renewal quote comes to \$6,805.

Funds will be budgeted under: Downtown Development Authority, Community Promotions 248-728-880 once the budget for FY 25/26 is approved by Council.

Suggested Motion: Approve a three (3) year contract with Chips Groundcovering at \$6,805 to be included in the budget for FY 25/26.



11931 E Lakewood Blvd • Holland MI 49424 • info@chipsgroundcover.com • Phone - 616.546.9196 • Fax - 616.546.9210

DDA Budget + City Budget
Item 9D.

Christmascap Renewal.

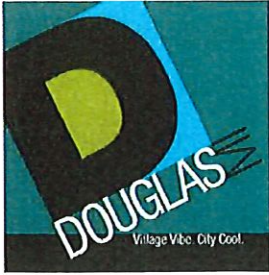
Bill To:	City of Douglas		Date:	04-24-24
Job Name (if different):		Jobsite Contact (if commercial)	Jenny Pearson	
Phone:	269-857-1439	Email:	douglas@douglasmi.gov	
Billing Address, City, State, Zip:	86 W. Center St. Douglas MI, 49406			
Jobsite Address (if different):	Various areas			

Thank you for your interest in our services! We take pride in the displays we create (we call them "Christmascapes!") for your enjoyment and we hope to work with you soon.

Please initial at each desired item. \$750 first- year job minimum. \$400 next-year minimum. Please complete top-portion of reverse side for scheduling

Item #:	CUSTOMER INITIAL	Description:	Color of Lights	Annual Pricing, 2025, 2026, 2027 Season
		2025 Proposal: Create Christmascap Display Similar to previous year. (Pricing reflects annual pricing with 3 year agreement)		
1		8 trees through downtown area (along Center St)	Warm white	\$1045
2		12' Artificial Christmas Tree in Gazebo		\$1395
3		9 Trees at Beery Field Park (trunk and canopy wrap)	Warm white	\$1895
4		2 deciduous trees near Gazebo at Wades Bayou	Warm white	\$1050
5		Various Trees near parking area at Wades Bayou	Warm White	\$1595
6		(8) Fresh-Cut Fraser Firs through downtown area.		\$1545
7		Artificial garland (with lights) along top of front doors at City Hall		\$125
8		(9) gingko trees lining Center Street. Trunk & Canopy Wrap	Warm White	\$395
9		Lighting of 20' evergreen Tree near Beery Field (does not include tree installation.	tbd	\$475
10		Roofline of City Hall, front and both sides (if west side is accessible). Might require roof access. C9 lights Switched to year-round use (03-22-23)	Warm white	n/a
11		Roofline of Police Department, front and both sides, including the roof over the west entrance. C9 LED lights Switched to year-round use (03-22-23)	Warm White	n/a
12		Roofline of Beery Field bathrooms. C9 LED lights Switched to year-round use (03-22-23)	Warm white	n/a
13		Outline "Downtown" sign (and arrow) at Bluestar & Center St. with rope light. Switched to year-round use. (03-22-23)	Warm White	n/a
14		Gazebo at Wades Bayou (deduct \$250 if no "vertical" runs) Switched to year-round use. (03-22-23)	TBD	n/a
15		Cords & timers.		\$0
16		Additional Service (with \$5,000 minimum acceptance)- Pricing Includes up to 15 service calls per (3-month) season. Service calls typically completed within 4 business days of notice of the closest business day, weather and safety depending (Saturday and Sunday calls will be processed Monday). Each additional service call billed at \$85 first hour (minimum). \$85 each additional hour, billed in 15 minute increments. Material needing replacement due to theft, vandalism, or acts of nature may be billed additional. Material to be replaced due to installation error or manufacturer defect will be completed at no additional costs. No Sunday or Holiday call-outs		

City \$2,715
DDA \$6,805



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: December 16th, 2024

Subject: DDA Sign on Main/Blue Star Highway

The sign located at Main Street and Blue Star Highway is in dire need of replacement. Jenny Pearson, the city's project manager, has come up with 3 concepts for the DDA board to review as possibilities.

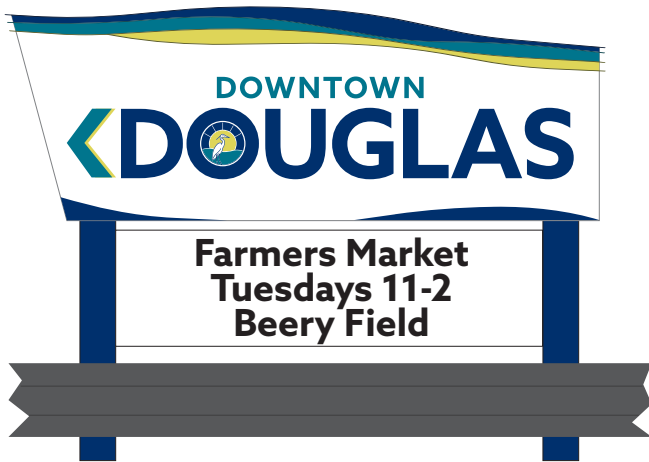
1. Includes a design that keeps a "hut" in place above the sign.
2. The sign will have a similar banner location to the gateway sign on the corner of Blue Star Highway/Center Street. No hut would be included.
3. The sign will have a side banner option. No hut would be included.

The city team is requesting guidance from the DDA on what you feel would be the best option. Lighting should also be discussed as an option. Once we have an idea of the direction the DDA would like to go in, Jenny can start to secure quotes from Praise Sign.

Discussion item.



Concept 1 - Sign is approximately 93.5"Wx49.5"H, letter height - 11.7"H
Use existing structure, redesign sign only using metal, paint main body the dark blue, add banner brackets to left side for event advertisement



Concept 2 - Sign is approximately 135"Wx48"Hx12"D, letter height - 16"H
Copy Center and BSH Gateway shape, back lighting, same size banner (92"Wx22"H) can fit here also for ease of ordering.
Could look odd with no banner under it.



Same concept with no banner under it

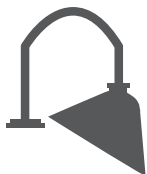


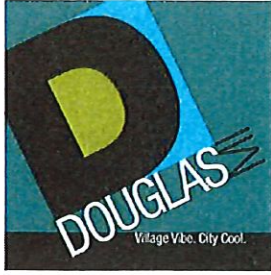
Concept 3 - Sign is approximately 135"Wx48"Hx12"D, letter height - 16"H
Copy Center and BSH Gateway shape, back lighting, side banner



Concept 4 - Sign approximately 106"Wx72"Hx12"D, letter height - 12.6"H
Side banner brackets for event advertisements.

Top Light





To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning
Administrator/DDA

Date: November 20, 2024

Subject: Events for the Upcoming Months (SDACVB Calendar)

The Saugatuck Douglas Area Convention and Visitor's Bureau has released a draft calendar of upcoming events in 2025. The DDA Officer's wanted to share the calendar with the DDA board and discuss the possibly of adding more events to the calendar.

Discussion item.

JANUARY 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 New Years Day Hair of the Dog 5K Run/Walk	2	3	4
5	6	7	8	9	10	11 Art in Douglas Second Saturday
12	13	14	15	16	17	18 Fenn Valley Chili Cook Off
19 Concert at Salt of the Earth Hempy Keyboard Series at SCA	20 Martin Luther King Jr. Day	21	22	23	24	25
26 Concert at Salt of the Earth	27	28	29	30	31	

FEBRUARY 2025

Item 9F.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Hempy Keyboard Series at SCA	3	4	5	6	7	8 Art In Douglas Second Saturday Modales Sweetheart Artisan Market
9 Superbowl Sunday Taco Party Catering at SaugaTaco	10	11	12	13	14 Valentines Day Mawby Sparkling Wine Dinner at SaugaTaco	15 Art Coast Winter Break Art Stroll
16 Art Coast Winter Break Art Stroll Concert at Salt of the Earth Hempy Keyboard Series at SCA	17 Presidents Day	18	19	20	21 Murder Mystery at Bayside	22 Murder Mystery at Bayside Wassail at Virtue
23 Murder Mystery at Bayside Frigid Fondo at Virtue	24	25	26	27	28	

MARCH 2025

Item 9F.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Hempy Keyboard Series at SCA	3	4 Saugatuck Second Line Mardi Gras Pub Crawl	5	6	7 Murder Mystery at Bayside	8 Murder Mystery at Bayside Art in Douglas Second Saturday J Petter Visiting Artist Douglas Erin Go Bark Parde Red Horse Mardi Gras Event
9 Murder Mystery at Bayside Hempy Keyboard Series at SCA	10	11	12	13	14	15 Shamrock 5K & Pub Crawl
16	17 St. Patrick's Day	18	19	20	21 Mountainfilm on Tour at SCA	22 Mountainfilm on Tour at SCA Modales Spring Artisan Market
23 Concert at Salt of the Earth	24	25	26	27	28	29
30	31					

APRIL 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 Andrew Collins Trio Concert SCA	5
6	7	8	9	10	11	12 Outdoor Spring Market at SCA Art in Douglas Second Saturday
13 Concert at Salt of the Earth	14	15	16	17	18 Good Friday	19 Fennville Easter Egg Drop
20 Easter	21	22 Douglas Earth Day Event	23	24	25 Fennville Fourth Fridays	26 Tea & Trails at Ox-Bow SCA "Curiosity in Action" Conference Virtue Cider Spring Market
27 Concert at Salt of the Earth	28	29	30			

MAY 2025

DATES TBD:
Springfields 5k at Virtue
Spring Flower Ride at Virtue

Item 9F.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 Tulip Time Starts	3 Douglas Kentucky Derby event
4	5 Cinco De Mayo	6	7	8	9	10 Art Coast Spring Art Stroll Mothers Day Brunch at Virtue Art in Douglas Second Saturday J Petter Julie Quinn Special Release Art Show
11 Mother's Day Tulip Time Ends Art Coast Spring Art Stroll J Petter Julie Quinn Special Release Art Show	12	13	14	15	16	17 Morel Event at Virtue
18 Concert at Salt of the Earth Morel Event at Virtue	19	20	21	22 SCA Dixie's Farewell Tour	23 Fennville Fourth Fridays Market at SCA SCA Dixie's Farewell Tour	24
25	26 Memorial Day Parade in Fennville	27	28	29	30 Market at SCA	31

JUNE 2025 - PRIDE MONTH

Item 9F.

DATES TBD:
Pride Ride at Virtue

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Douglas PRIDE Festival	2 Douglas PRIDE Festival	3 Douglas PRIDE Festival Douglas Farmers Market	4 Douglas PRIDE Festival	5 Douglas PRIDE Festival Ceramicist at J Petter	6 Douglas PRIDE Festival Market at SCA Jump into Summer	7 Douglas PRIDE Festival Great Lakes West MI Breakaway Ride
8 Douglas PRIDE Festival Great Lakes West MI Breakaway Ride	9	10 Douglas Farmers Market	11	12	13 Market at SCA	14 Town Crier Race Art in Douglas Second Saturday J Petter Visiting Artist
15 Father's Day Ox-Bow Sunday Sojourn Major's Auto Show @ Cranes	16	17 Douglas Farmers Market	18 Music in the Park	19 Juneteenth	20 Come From Away at SCA Beats on Beery Market at SCA	21 Come From Away at SCA
22 Come From Away at SCA	23 Come From Away at SCA	24 Come From Away at SCA Douglas Farmers Market	25 Come From Away at SCA Music in the Park	26 Come From Away at SCA	27 Come From Away at SCA Fennville Fourth Fridays Market at SCA Ox-Bow Open Studios Ox-Bow Ticketed Dinner	28 Come From Away at SCA Fenn Valley Wine Festival Wine Education at J Petter
29 Come From Away at SCA	30 Come From Away at SCA					

JULY 2025

Item 9F.

DATES TBD:
Chamber Music Festival

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Come From Away at SCA Douglas Farmers Market	2 Come From Away at SCA Music in the Park	3 Come From Away at SCA Fennville City Music Hall	4 Come From Away at SCA Saugatuck 4th of July Parade Market at SCA	5 Come From Away at SCA Waterfront Invitational Art Fair
6 Come From Away at SCA	7 Come From Away at SCA	8 Come From Away at SCA Fennville Movies on Maple Douglas Farmers Market	9 Come From Away at SCA Music in the Park	10 Come From Away at SCA Fennville City Music Hall	11 Come From Away at SCA Market at SCA	12 Come From Away at SCA Bastille Day Event at Virtue Art in Douglas Second Saturday
13 Come From Away at SCA Tour de Fenn at Virtue Ox-Bow Sunday Sojourn	14	15 Fennville Movies on Maple Douglas Farmers Market	16 Music in the Park	17 Fennville City Music Hall	18 Beats on Beery Market at SCA Levi Kreis Concert at SCA	19 Ox-Bow Benefit
20	21	22 Fennville Movies on Maple Douglas Farmers Market	23 Music in the Park	24 Fennville City Music Hall	25 Venetian Concert in Coghlin Park Fennville Fourth Fridays Market at SCA	26 Venetian Dinghy Poker Run, Boat Parade, Fireworks Village Square Art Fair J Petter Wine Education
27	28	29 Fennville Movies on Maple Douglas Farmers Market	30 Music in the Park	31 Fennville City Music Hall		

AUGUST 2025

Item 9F.

DATES TBD:
Chamber Music Festival

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Market at SCA Taste of Ox-Bow Ox-Bow Open Studios	2 SCA Summer Benefit
3	4	5 Fennville Movies on Maple Douglas Farmers Market Fennville National Night Out	6 Music in the Park	7 Fennville City Music Hall	8 Waitress at SCA Market at SCA	9 Waitress at SCA Fennville Sidewalk Sales Fennville Fiddle Fest at Virtue Art in Douglas Second Saturday
10 Waitress at SCA Fennville Sidewalk Sales Fennville Fiddle Fest at Virtue	11 Waitress at SCA	12 Waitress at SCA Fennville Movies on Maple Douglas Farmers Market	13 Waitress at SCA Music in the Park	14 Waitress at SCA Fennville City Music Hall	15 Waitress at SCA Beats on Beery Market at SCA	16 Waitress at SCA Westshore Aware Mardi Gras Carnival J Petter Wine Education
17 Waitress at SCA Ox-Bow Sunday Sojourn	18 Waitress at SCA	19 Waitress at SCA Fennville Movies on Maple Douglas Farmers Market	20 Waitress at SCA Music in the Park	21 Waitress at SCA Saugatuck Sidewalk Sales Fennville City Music Hall	22 Waitress at SCA Fennville Fourth Fridays Market at SCA	23 Waitress at SCA
24 Waitress at SCA	25 Waitress at SCA	26 Waitress at SCA Fennville Movies on Maple Douglas Farmers Market	27 Waitress at SCA Music in the Park	28 Waitress at SCA Fennville City Music Hall	29 Waitress at SCA Market at SCA Taste of Ox-Bow Ox-Bow Open Studio	30 Waitress at SCA
31 Waitress at SCA						

SEPTEMBER 2025

DATES TBD:
Saugatuck Film Fest

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Labor Day Bridge Walk	2 Douglas Farmers Market	3 Music in the Park	4	5 Market at SCA	6 Mt. Baldhead Challenge
7	8	9 Douglas Farmers Market	10	11 9/11 Ceremony in Douglas	12 Market at SCA	13 Art in the Park Saugatuck Art in Douglas Second Saturday Lakeshore Harvest Ride SCA Farm to Table event
14	15	16 Douglas Farmers Market	17	18	19 Market at SCA	20
21 Ox-Bow Sunday Sojourn	22	23 Douglas Farmers Market	24	25	26 Fennville Fourth Fridays Market at SCA	27 Apple Fest at Virtue
28 Apple Fest at Virtue	29 150th Anniversary of the end of the settlement of Singapore	30 Douglas Farmers Market				

OCTOBER 2025

DATES TBD:
Glow in the Park
Virtue Harvest Ride

Item 9F.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 Blue Coast Artist Fall Tour of Studios
5 Blue Coast Artist Fall Tour of Studios Douglas Blessing of the Animals	6	7	8	9	10 Fennville Goose Festival	11 Art Coast Fall Art Stroll Fennville Goose Festival Art in Douglas Second Saturday Douglas Oktoberfest
12 Art Coast Fall Art Stroll Fennville Goose Festival Orchard Ride at Virtue Chili Cook Off	13 Columbus Day	14	15	16	17	18 Sweetest Day
19	20	21	22	23	24 Fennville Fourth Fridays	25 Saugatuck Family/Pet Parade Douglas Adult Parade Ox-Bow Cavern Tavern History Center Pre-Party
26	27	28	29	30	31 Halloween	

NOVEMBER 2025

Item 9F.

DATES TBD:
Rotary Turkey Trot

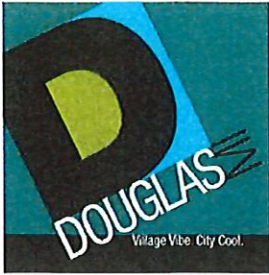
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Guy Fawkes Event at Virtue Modales Fall Artisan Market
2	3	4	5	6	7	8 Guy Fawkes Event at Virtue Art in Douglas Second Saturday Virtue Cider Fall Market
9	10	11 Veterans Day Veteran's Day Event in Douglas	12	13	14	15 Friendsgiving at Virtue
16	17	18	19	20	21	22 Friendsgiving at Virtue Wine Tasting a J Petter
23	24	25	26	27 Thanksgiving	28 Saugatuck Tree Lighting Dashing Through Glenn Sk Fun Run	29 Small Business Saturday Douglas "Light Night" Tree Lighting
30						

DECEMBER 2025

Item 9F.

DATES TBD:
Holiday Market at Virtue

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 Saugatuck Christmas Parade Fennville Holiday Celebration & Parade Outdoor Holiday Artisan Market at SCA Ugly Sweater Pub Crawl
7	8	9	10	11	12	13 Art in Douglas Second Saturday Fenn Valley Holiday Artisan Market
14	15	16	17	18	19	20 Modales Holiday Artisan Market
21	22	23	24	25	26	27
28	29	30	31 Saugatuck Fireworks (Coral Gables)			



To: Douglas DDA Board

From: Lisa Nocerini, City Manager & Sean Homyen, Planning & Zoning Administrator/DDA

Date: November 20, 2024

Subject: Preparations for FY2025-2026 Budget Discussion

As we approach the end of this fiscal year, it's important to begin focusing on our upcoming FY2025-2026 budget discussions. To ensure we're well-prepared, I encourage the board to start prioritizing potential projects and initiatives now, so we can have a productive, proactive budgeting process that aligns with our goals and community vision.

The early stages of budget planning allow us to consider new opportunities, identify challenges, and explore potential funding sources or partnerships. By establishing a clear set of priorities in advance, we'll be better positioned to make strategic choices for the year ahead, allocate resources effectively, and pursue projects that will make a meaningful impact in our downtown.

We have included project prioritization forms at your seats which we are asking you to fill out and bring to the meeting in January to help the DDA focus on planning for the FY2025-2026 budget. This form encourages you to identify project/initiatives, or existing line items in the budget, and rank potential projects by priority. Thank you for helping us to get a jumpstart on your FY2025-2026 budget.