



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MARCH 27, 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 March 27, 2024. – roll call vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

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

5. OFFICER REPORTS

A. Secretary

B. Treasurer

C. Vice Chair

D. Chair

6. PUBLIC COMMUNICATION - WRITTEN

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

8. UNFINISHED BUSINESS

A. Map Kiosk Update

- B. Grant Applications Update

9. NEW BUSINESS

- A. FY 2024/2025 Budget Discussion

- B. FY 2024/2025 Budget Approval

Motion to approve the Fiscal Year 2024/2025 recommended budget. - roll call vote

- C. Derby Day Organizer

Motion to transfer payee to new organizer of the 2024 Derby Day event in the amount of \$500.00. - roll call vote

- D. Earth Day - Discussion Item

- E. Michigan Downtown Association Membership Renewal

Motion to approve the renewal of the Michigan Downtown Association membership for the Douglas Downtown Development Authority in the amount of \$225.00. - roll call vote

10. COMMITTEE REPORTS

11. STAFF/MANAGER REPORTS

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

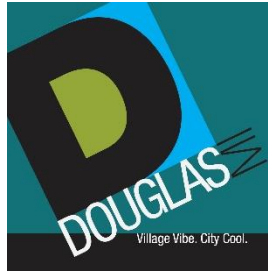
13. BOARD COMMENTS

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

MINUTES

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

2. ROLL CALL/QUORUM

PRESENT

Chair Aleshia Balmer

Maggie Bandstra

Dave Laakso

Kabri Martyniek

Mark Postilion

Beth Stefanchik

Lauren Vonk

Randy Walker

Also Present City Manager Lisa Nocerini

Project Manager Jenny Pearson

Deputy Clerk Sean Homyen

ABSENT

Cathy North (Viewed remotely)

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion by Stefanchik, seconded by Martyniek, to approve the February 28, 2024, Agenda. – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

Approval of Minutes - Changes/Additions/Deletions

Motion by Stefanchik, seconded by Martyniek, to approve the January 24, 2024, Agenda. – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Secretary – No report

B. Treasurer – Report included with the packet

C. Vice Chair – No report

D. Chair – No Report

- 6. **PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES):** No comments
- 7. **PUBLIC COMMUNICATION – WRITTEN:** None received
- 8. **UNFINISHED BUSINESS:** None

9. **NEW BUSINESS**

- A. Gateway Signage Update – Project Manager Pearson went over the different options of the gateway sign. Praise Sign than gave an presentation of the material of the sign and explained how the lettering will be installed to prevent any potential issues. There was discussion about the height of the posts to be able to hang up banners and heigh of the landscaping. Members questioned whether the lightbulbs were able to be swapped out.

Motion by Balmer, seconded by Walker, to approve the gateway signage. Motion carried by majority roll call vote.

Yes: Balmer, Bandstra, Laakso, Martyniek, Postillion, Stefanchik, Walker, Vonk

No: Postillion

- B. Derby Day in Douglas Update/Community Promotion – Walker gave an update to Authority Members on behalf of April Gundy of the Saugatuck Douglas CVB. She went over future events that can happen. Some members were concerned about budgeting for events. City Manager Nocerini informed DDA of April's involvements.

Motion by Bandstra, seconded by Laakso, to approve the funding for Derby Day for \$500. – Motion carried by unanimous roll call vote.

- C. Charge Deals Update – Chair Balmer gave a quick explanation about the guide for the charge point and how it works. None of the members had any questions.
- D. Michigan Downtown Association Spring Workshop – Walker explained what the Michigan Downtown Association was and how they can help educate and inform members. She encouraged Authority Members to attend the workshop.
- E. Budget Draft - FY 2024/2025 - Discussion Item – City Manager Nocerini briefed Authority Members on the current budget of the City and an update on grants.

10. **COMMITTEE REPORTS** - None

- 11. **STAFF/MANAGER REPORTS** – City Manager Nocerini informed members about the Veterans Memorial and obtaining grant money to help touch it up and Deputy Clerk Sean Homyen will be appointed as the new Planning and Zoning Administrator at the next Council meeting.

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

13. **BOARD COMMENTS** - Walker wanted to remind members of the upcoming pet parade and Earth Day.

14. **CHAIR COMMENTS** – Chair Balmer thanked the Authority Members and staff for their efforts.

15. **ADJOURNMENT**

Motion by Stefanchik, seconded by Martyniek, to adjourn.

Submitted by Deputy Clerk Sean Homyen

DDA TREASURER'S REPORT for March 27, 2024 Meeting

There was no revenue recorded during February 2024. Expense of \$650.00 was incurred during the month, representing the recurring \$650.00 monthly allocation of Douglas staff expenses.

At February 29, 2024, the DDA had cash on hand of \$88,644.88. There were no accounts payable, or other liabilities, at month-end, leaving an ending fund balance of \$88,644.88.

March 22, 2024

DDA BUDGET - 2023-2024 FISCAL YEAR beginning July 1, 2023

	2023-2024 Approved Budget	Activity for February 2024	2023-2024 YTD Activity	Budget Remaining to Earn/Spend	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 49,942.00	\$ -	\$ 50,003.95	\$ (61.95)	TIF Recapture
OTHER INCOME	-	-	260.00	(260.00)	Chair Rental - July and August Socials
TOTAL Revenues	\$ 49,942.00	\$ -	\$ 50,263.95	\$ (321.95)	
EXPENSES					
TRAINING FUNDS	\$ 1,000.00			\$ 1,000.00	
DDA ADMINISTRATION	7,800.00	650.00	5,200.00	2,600.00	Allocation of Douglas Staff Expenses
CONTRACTUAL	3,000.00	-	176.76	2,823.24	Williams and Works DDA Planning
CONTRACTUAL ENGINEERING	-			-	
COMMUNITY PROMOTIONS	16,000.00	-	8,297.14	7,702.86	Art In Douglas Advertising, Fall Gallery Stroll Music, History Center Socials, DDA Christmas Tree
CAPITAL OUTLAY (Detail Below)	76,000.00	-	43,199.67	32,800.33	Wayfinding Signage-Praise Sign Company; Sidewalks-Tim Erlandson
TOTAL Expenditures	\$ 103,800.00	\$ 650.00	\$ 56,873.57	\$ 46,926.43	
SUMMARY:	-	-	-		
REVENUES:	\$ 49,942.00	\$ -	\$ 50,263.95	\$ (321.95)	
EXPENDITURES	103,800.00	650.00	56,873.57	46,926.43	
BUDGET NET INCOME (LOSS)	<u>\$ (53,858.00)</u>	<u>\$ (650.00)</u>	<u>\$ (6,609.62)</u>	<u>\$ (47,248.38)</u>	

	Approved Budget	Activity for January 2024	2023-2024 YTD Activity	Budget Remaining to Spend
Capital Outlay Detail				
Gateway Signage	\$ 20,000.00		\$ -	\$ 20,000.00
Sidewalk Improvements	\$ 6,000.00		\$ 5,960.00	\$ 40.00
Wayfinding Signage (2023-2024)	\$ 16,000.00	\$ 3,239.67	\$ 3,239.67	\$ 12,760.33
Wayfinding Signage (2022-23 Rollover)	\$ 34,000.00	\$ 14,741.03	\$ 34,000.00	\$ -
Total Capital Budget	<u>\$ 76,000.00</u>	<u>\$ 17,980.70</u>	<u>\$ 43,199.67</u>	<u>\$ 32,800.33</u>

3/22/2024

Laura Kasper

From: Randy Walker <randy@lakeshorepetboutique.com>
Sent: Thursday, March 21, 2024 4:22 PM
To: Laura Kasper
Subject: Vice Chair Report

Hello DDA Board,

I apologize for my absence at the meeting. You will see on the agenda a request to transfer the \$500 sponsorship to April Gundy for Derby Day to Kelly Fowler for the same event.

April felt that there was not enough support from the downtown businesses to choose this event as one of her three projects this year. Some of us had already made purchases in support of and preparation for the event and after talking to Dave Laakso (Mr. Miller's Art Emporium), Matt Balmer (Everday People Cafe), and John Connelly (Wild Dog Grille), we believe we can make Derby in Douglas a great event.

Kelly Fowler used to own Upscale Mercantile when it was on Center Street and did an excellent job a few years back at making it an incredible event. When April decided not to pursue this particular event, I reached out to Kelly and asked for her assistance.

There will be three or four gift baskets with Derby merchandise available. We have not figured out all of the details yet, but if it is similar to the way it was run in the past, the restaurants would offer a special Derby drink and anyone who purchases one on that Saturday, will get an entry to receive the basket. I think we will offer an entry to anyone who makes a purchase at any participating downtown store. The drawing will be done after the run on that Saturday.

The Mayor expressed an interest in gathering some people on Friday night before the Derby to have a hat decorating event at Wild Dog for the big hat contest on Saturday.

Again, we are still ironing out specifics, but I believe I am presenting you with good bones for the event. For example, Lakeshore Pet Boutique will host a doggie hat contest. I hope that all of the downtown merchants will participate. I am just asking to reallocate that \$500 to Kelly Fowler. As of today, we have been quoted approximately \$500 for the gift basket merchandise. Any additional costs will come from business owners.

At our next meeting, I will share my experience at the Michigan Downtown Association's Spring Meeting. There were a few ideas that I think could benefit Douglas.

Thank you,
Randy



Downtown Development Authority

Remaining in FY 23/24 Budget:

- Gateway Signage: \$20,000.00 (remaining from 23/24)
- Wayfinding Signage: \$13,000.00 (remaining from 23/24)

FY24/25 Draft Budget:

Total Budget For FY24/25: \$52,000.00

Expenses:

- Beery Field: \$31,210.00
 - \$15,605.00 (DDA)
 - \$15,605.00 (Requested Funds from the City-not yet approved by the council)
- Community Promotions: \$10,000.00
- Holiday Lighting: \$6300.00
- Training/Conferences: \$1000.00
- Staff Time: \$9000.00

Total Recommended DDA Expenses: \$41,905.00

Recommendations not included in draft:

- Additional Bike Racks in the DDA
- Sidewalk Improvements where necessary
- Business Incentive Program Funding
- Additional Wayfinding Signage
- Marketing Douglas
- Summer Intern
- Add more funding to the Holiday Lighting to add Fall Decorations

Michigan Downtown Association
P.O. Box 3591
North Branch, MI 48461
248-838-9711
director@michigandowntowns.com



MICHIGAN
DOWNTOWN
ASSOCIATION

Membership Invoice Item 9E.

Invoice # 3472

Randy Walker
Douglas Downtown Development Authority
PO Box 757
Douglas, MI 49406

Membership dues are based upon an organization's total budget for DOWNTOWN. Please refer to the tiers below and if necessary, adjust your annual membership rate accordingly.

\$99,999 & Under: \$125 \$100,000-\$249,999: \$200 \$250,000-\$499,999: \$250
\$500,000-\$999,999: \$475 \$1,000,000+: \$600

The \$100 contribution to our Advocacy Fund has already been included in your membership dues renewal invoice and is 100% OPT-IN.

Please do NOT fax payment information.

MEMBER	ITEM	AMOUNT
Douglas Downtown Development Authority 3/31/2024 - 3/31/2025	Municipal or Public Agency Membership Dues Contribution	125.00
Please remit payment to the address listed. Please do NOT Fax payments.		
TOTAL:		225.00

Payment Stub

Please tear off this stub and include with your payment.
Send payment to:

Michigan Downtown Association
P.O. Box 3591
North Branch, MI 48461

or login and pay online at www.michigandowntowns.com

Member: Walker, Randy
Douglas Downtown Development Authority

Invoice #: 3472
Description: Membership Dues
Date Due: 4/30/2024

Amt. Due: 225.00

Enclosed:

