

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JUNE 24, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

AGENDA

To view remotely online or by phone -

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

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

1. CALL TO ORDER

2. ROLL CALL/QUORUM

3. APPROVAL OF AGENDA

Approval of Agenda - Changes/Additions/Deletions

Motion to approve the Agenda of June 24, 2026 – voice vote

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion to approve the minutes from May 27, 2026 - voice 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

9. NEW BUSINESS

- A.** DDA Public Report: January-June 2026 Presentation
- B.** Saugatuck/Douglas Shuttle Sign Update
- C.** Marketing the Douglas Duck Dash with the CVB - Marketing Committee
- D.** MDA Conference Updates (Randy, Cindy, Alexia, Cathy)
- E.** #MeetMeDowntown-MDA Statewide Event: Discussion
- F.** Buy Nearby: <https://www.facebook.com/BuyNearbyMI/>
- G.** Q4 Events Update (Michigan Downtown Day Prep, Busker Fest, Small Business Friday and/or Pink Friday, Tree Lighting Ceremony, and Holiday Preview) 1-2 Board Members to "champion" each

10. COMMITTEE REPORTS

- Marketing Committee Updates
- Website Committee Update

11. STAFF/MANAGER REPORTS

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

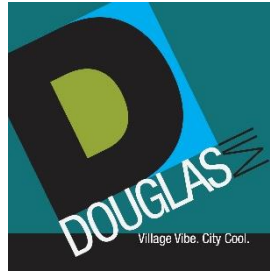
13. BOARD COMMENTS

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, MAY 27, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

MINUTES

1. CALL TO ORDER: By Chair Walker at 10:00 AM

2. ROLL CALL/QUORUM

PRESENT

Dave Laakso
Kabri Martyniek
Randy Walker
Lauren Vonk
Ruth Crowe
Alexia Dawson
Cindy Miller

ABSENT: Cathy North, Jim Babcock

3. APPROVAL OF AGENDA

Motion by Dawson, second by Bachman, to approve the Agenda of May 27, 2026 – Motion carried by unanimous voice vote

4. APPROVAL OF MINUTES

Motion by Dawson, second by Bachman, to approve the minutes from April 22, 2026 – Motion carried by unanimous voice vote

5. OFFICER REPORTS

A. Treasurer

6. PUBLIC COMMUNICATION – WRITTEN: None

7. PUBLIC COMMUNICATION – VERBAL: None

8. UNFINISHED BUSINESS: None

9. NEW BUSINESS

A. Dorelle Henri Presentation

B. Feather Light *Motion by Dawson, second by Bachman, to approve a proposal from Feather Light to provide website development under the Advanced Plan which includes a \$999.00 set-up fee, and a*

subscription of \$99.00 monthly to be allocated from the FY2026-2027 Marketing Budget – Motion carried by unanimous voice vote

C. Well

Motion by Dawson, second by Bachman, to approve a proposal from Well, to provide branding for the DDA in the amount of \$7,500.00 to be allocated from the FY2026-2027 Marketing Budget. – Motion carried by unanimous voice vote

D. SDACVB Request

Motion by Dawson, second by Bachman, to approve the community Events Grant Program Application from the Saugatuck Douglas Area Convention and Visitors Bureau for \$1,200.00 for 10-12 Street Performers for the Buskers Night on September 18th, 2026 to be allocated from the Community Promotions Budget. -Motion carried by unanimous voice vote

E. Wellness Day

Motion by Miller, second by Bachman, to approve up to \$1,500.00 in the current FY2025-2026 budget for expenses related to the May 2026 Wellness Day to be allocated from the Community Promotions budget. – Motion carried by unanimous voice vote

F. Mission Statement

Motion by Miller, second by Bachman, to approve the newly proposed DDA mission and vision statement, as amended. – Motion carried by unanimous voice vote

G. Banner Policy

Motion by Dawson, second by Bachman, to approve the new banner policy for the gateway signs at Center and Blue Star Highway and Main and Blue Star Highway. – Motion carried by unanimous voice vote

H. Interurban Update

I. Farmers Market Table Discussion

J. Planning for quarter four events - (Michigan Downtown Day preparation, Busker Fest, Small Business Friday, Light Night in Douglas, and the Holiday preview) - Sign up to assist

10. COMMITTEE REPORTS

A. Marketing Committee Update

B. Website Committee Update

11. STAFF/MANAGER REPORTS: No report

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

13. BOARD COMMENTS: Members stated final comments

14. CHAIR COMMENTS: Chair Walker made final comments

15. ADJOURNMENT

Motion by Laakso, second by Bachman, to adjourn the meeting.

DDA TREASURER'S REPORT for the June 24, 2026 Meeting

The DDA had revenues of \$167.97 during the month of May. The revenue was realized from Beery Field EV Charging Station fees.

Expenses of \$1,622.33 were recorded during the month, including \$750.00 for the allocation of city staff expenses, and \$722.83 for Derby Day related expenses.

At May 31, 2026, the DDA had cash on hand of \$121,851.00. There were no accounts payable or other liabilities recorded, leaving an ending fund balance of \$121,851.00

June 5, 2026

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

	2025-2026 Approved Budget	Activity for May 2026	2025-2026 YTD Activity	Full Year 2025/26 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 64,512.00		\$ 76,215.61	\$ 11,703.61	TIF Recapture Exceeds Expectations
OTHER INCOME	\$ 1,000.00		\$ 1,710.32	\$ 710.32	Douglas Farmer's Market and Banner Revenue
EV CHARGING INCOME	\$ -	\$ 167.97	\$ 2,185.03	\$ 2,185.03	Beery Field Charging Station Revenue
INTEREST INCOME	2,000.00	-	1,477.34	(522.66)	
TOTAL Revenues	\$ 67,512.00	\$ 167.97	\$ 81,588.30	\$ 14,076.30	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 7,500.00	\$ 1,500.00	Monthly expense allocation to the DDA for use of City Staff
TRAINING FUNDS	6,500.00	150.00	400.00	6,100.00	DDA Membership Fees, Registration fees for MDA Conference
BUSINESS INCENTIVE PROGRAM	-		-	-	
LEGAL FEES	-		390.00	(390.00)	Outside Legal Fees to Determine if DDA Could Have Officer Mtgs Art in Douglas Music, Beats on Beery, Michigan Downtown Day, Fall and Winter Decorations, Shop/Dine Passports, History Center & Ox-Bow Halloween expenses, Tote Bags, Derby Day
COMMUNITY PROMOTIONS	29,900.00	722.33	17,816.03	12,083.97	
MARKETING	4,500.00	-	-	4,500.00	
CAPITAL OUTLAY (Detail Below)	20,200.00	-	13,865.90	6,334.10	Signs and Banners
TOTAL Expenditures	\$ 70,100.00	\$ 1,622.33	\$ 39,971.93	\$ 30,128.07	
SUMMARY:	-	-	-		
REVENUES:	\$ 67,512.00	\$ 167.97	\$ 81,588.30	\$ 14,076.30	
EXPENDITURES	70,100.00	1,622.33	39,971.93	30,128.07	
BUDGET NET INCOME (LOSS)	\$ (2,588.00)	\$ (1,454.36)	\$ 41,616.37	\$ 44,204.37	

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

June 5, 2026

City of Douglas Downtown Development Authority

Item 9A.



Informational Meeting & Annual Report June 2026



Douglas Downtown Development Authority Board Members/Staff

Item 9A.

- Randy Walker-Chair/Council Appointment
- Alexia Dawson- Vice Chair
- Dave Laakso-Treasurer
- Kabri Martyniek-Secretary
- Cathy North-Mayor
- Lauren Vonk-Member
- Ruth Crowe-Member
- Cynthia Miller-Member
- Jim Babcock-Member

Administration:

Lisa Nocerini-City Manager/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:

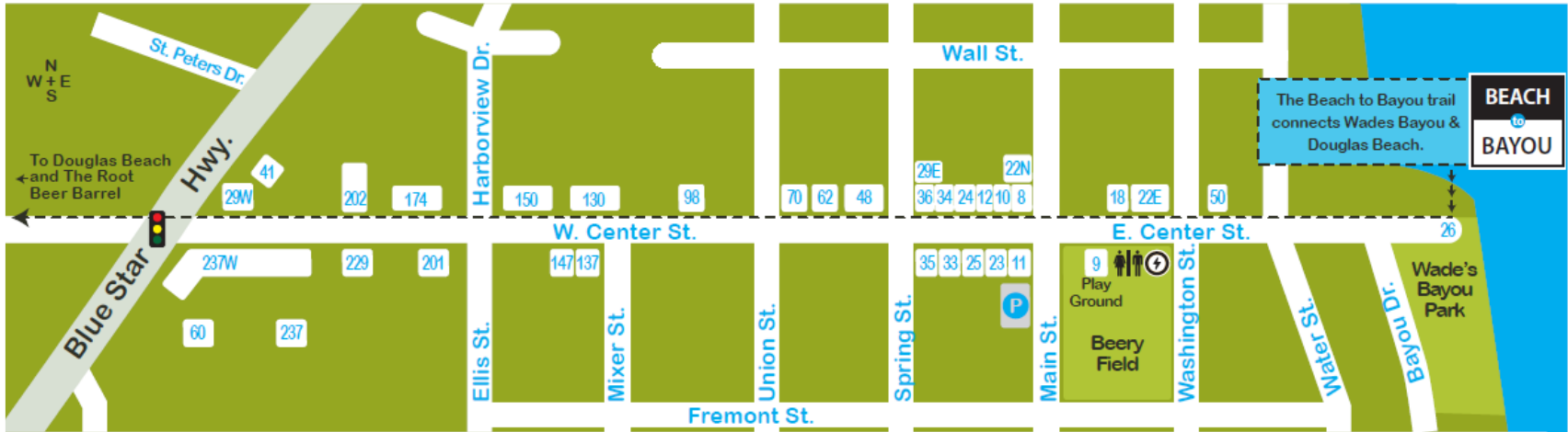
- 1. Economic Development:** Supporting and attracting businesses to the downtown area, helping create a strong local economy.
- 2. Public Improvements:** Facilitating improvements to infrastructure, public spaces, and aesthetics to ensure downtown remains attractive and accessible.
- 3. Community Engagement:** 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.



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
- 41 The Cove
- 48 Respite Cappuccino Court
- 229 Alley's Pizza & Bowling

RELAX/PARKS/RECREATION

- 9 Beery Field Playground/Memorial Garden
- 26 Third Coast Paddling
- 26 Wade's 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 LebenArt
- 23 Now & Then
- 33 Button Gallery
- 36 Ruth Crowe Artist Studio
- 48 Mr. Miller's Art Emporium
- 137 Ox-Bow House
- 150 LaFontsee Art Gallery

SHOP

- 10 Lakeshore Pet Boutique
- 18 The Long Weekend
- 25 Endora
- 25 Kim Neuens Design & Interior
- 34 Brackett & Company
- 35 Lost and Found Lakeshore
- 98 Adorn
- 98 b.-VAIN Couture II
- 237W Lake Vista Market

SERVICES

- 12 Center Stage Salon
- 29E Carlton Ashborne
- 29W Lighthouse Realty
- 29W Lighthouse Title Group
- 50 L Salon of Douglas
- 50 The Alámar Integrative Medical Spa
- 60 Huntington Bank
- 62 Century 21 Affiliated Douglas
- 62 Indigo Design Build
- 62 Sans Souci Hospitality
- 70 Post Office
- 150 Coastal Living Advisors
- 150 Fine Point Interiors
- 150 Lifeworks Advisors
- 150 KWest Design Studio
- 150 State Farm Insurance, Kabri Martyniek, Agent
- 174 Saugatuck-Douglas Library

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

	Public Parking
	Public Restrooms
	Traffic Signal
	Electric Charging Station

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

Key Investments for FY2025-2026

Requested Budget: \$97,805

Budgeted for FY2025/2026 (Short List) **

Community Promotions:

- Community Sponsorships: \$25,000
- Passport Program: \$1,000
- DDA Event Support: \$3,213

Downtown Marketing

- Fall & Christmas Decorations: \$6,805
- Seasonal Decorations: \$1,500
- Downtown Marketing: \$2,600
- Memberships: \$500

Infrastructure/Capital Outlay:

- Electrical Upgrades to Wade's Bayou (50% cost split with the City): \$4,450 total
- Murals: \$15,000

Staffing/Training/DDA Support:

- City Administration Staffing: \$9,000
- Training Funds: \$2,000
- Marketing Staff Person: \$8,000



FY 2025-2026 Budget Performance (Through May 2026)

Category	Budget	YTD Actual	Variance
Revenues	\$67,512	\$81,588	+\$14,076
Expenditures	\$70,100	\$39,972	+\$30,128
Net Position	(\$2,588)	\$41,616	+\$44,204

Revenue Highlights

- Tax Increment Revenue: **\$76,216**
- EV Charging Revenue: **\$2,185**
- Interest Income: **\$1,477**
- Other Income: **\$1,710**

Key Takeaway

✓ Revenues exceeded budget projections by more than **\$14,000** while expenditures remained approximately **\$30,000 under budget**, resulting in a strong year-end financial position.

FY 2025-2026 Accomplishments & Investments

Major Investments

- Downtown Banner Program
- Main Street Gateway Signage
- Community Promotions & Events
- Business Support Initiatives



Budget Highlights

Community Promotions

- Budget: \$29,900
- Spent: \$17,816
- Remaining: \$12,084

Capital Improvements

- Budget: \$20,200
- Spent: \$13,866
- Remaining: \$6,334



 Save the Date! DDA SPONSORED OR SUPPORTED EVENTS DOUGLAS, MICHIGAN <i>There's Always Something Happening!</i>		
 FARMER'S MARKET	JUNE – THROUGH THE END OF SEPTEMBER	Douglas Farmer's Market every Tuesday from 10:00 a.m.-2:00 p.m. at Beery Field
 ART IN DOUGLAS	COMMUNITY PRIDE IN THE PARK	Second Saturday of each month from 12:00-5:00 p.m. Downtown Douglas
 LOVE OUR COMMUNITY	DOUGLAS DUCK DASH	June 6th 12:00-6:00 p.m. Beery Field
 DOUGLAS DUCK DASH	ART IN THE PARK DOUGLAS	July 25th 1:00-4:00 p.m. Beery Field
 ART IN THE PARK DOUGLAS	BUSKER'S EVENT	August 8th 10:00 a.m.-5:00 p.m. Beery Field
 BUSKER'S EVENT	DDA MICHIGAN DOWNTOWN DAY	September 18th 4:30-7:00 p.m. downtown Douglas on Center Street
 DDA MICHIGAN DOWNTOWN DAY	OKTOBERFEST	September 26th 12:00 p.m.-5:00 p.m. Downtown Douglas
 OKTOBERFEST	NOVEMBER 2026 – DOWNTOWN DOUGLAS SHOP & DINE PASSPORT PROGRAM	October 10th 12:00-5:00 p.m. Beery Field
 SHOP LOCAL	SMALL BUSINESS SATURDAY	November 1st – November 28th Support local. Shop local. Dine local.
 SHOP SMALL	LIGHT NIGHT IN DOUGLAS CHRISTMAS TREE LIGHTING EVENT	November 28th ALL DAY Downtown Douglas
 LIGHT NIGHT IN DOUGLAS CHRISTMAS TREE LIGHTING EVENT	November 28th 6:00 p.m. Beery Field	

Shop Local. Support Local. Love Douglas! 🇺🇸

2026 Douglas DDA Accomplishments

Promotions & Visibility

DDA Gateway Sign Banner Program Supporting (through June 2026):

- Derby Day in Douglas
- Douglas Wellness Day
- Art in Douglas
- Farmer's Market
- Events hosted by SDACVB
- Community Pride



DOUGLAS, MI
1ST ANNUAL WELLNESS DAY
Sponsored by the Douglas Downtown Development Authority
Saturday, May 9 from 9am - 3 pm



A day to slow down, explore, and reconnect—right in the heart of Downtown Douglas!

Join us for a city-wide celebration of wellness featuring movement classes, journaling sessions, and a variety of hands-on experiences designed to support both body and mind.

Enjoy complimentary mini services, interactive activities, and exclusive event-only offerings throughout the day.

Stroll through downtown and take in live music, creative experiences, and opportunities to relax, recharge, and connect with the community.

Local businesses will be opening their doors with unique offerings, giveaways, and welcoming spaces to explore at your own pace.

Whether you're looking to move, reflect, connect, or simply take a moment for yourself —there's something here for you!

Complimentary Movement Classes

All sessions are 45- 60 minutes long
Please bring your own Yoga Mat - additional supplies provided.
No sign up needed - come ready to move!

Beery Field

9:00 am - 10:00 am - A Good Morning Flow
with Ashley Battell

10:15 am - 11:15 am - The Groove Dance
Session with Heather Winia

11:50 am - 12:50 pm - Pilates-Yoga Fusion
with Ashley Battell

12:45 pm - 1:45 pm The Groove Dance Session
with Heather Winia

Wade's Bayou

9:00 am - 10:00 am - 60-Minute Bootcamp Circuit
Training with April Gundy

10:15 am - 11:00 am - 45-Minute Resistance Band +
Core (Pilates-Inspired) with April Gundy

11:50 am - 12:50 pm - Lift to the Beat: Strength +
Cardio Intervals with Claudina Johnston

12:45 pm - 1:45 pm - Surprise Movement Class
with Claudina Johnston

2026 Douglas DDA Accomplishments (cont.)

Item 9A.

Community Engagement

- Backing the launch of the second year of the downtown Farmer's Market in Douglas.

Financial Contributions (through June 2026)

- Derby Day in Downtown Douglas
- Art in Douglas Events & Gallery Strolls
- Community Pride Week



New Businesses/Ownership in the Downtown.

Item 9A.

Congratulations & Welcome to Downtown Douglas

- *The Long Weekend*
- *6.-VAIN Couture II*
- *Lake Vista Market*
- *Sans Souci Hospitality*
- *Five Point Interiors*
- *Lifeworks Advisors*



Short Term Goals of the Douglas DDA

Item 9A.

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.

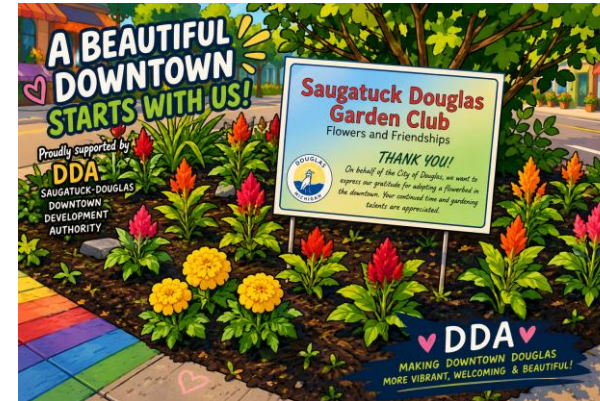
Address minor maintenance or cleanliness concerns in the downtown area.

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.



SUPPORT
LOCAL
BUSINESS

Long Term Goals of the Douglas DDA

Item 9A.

Long-Term Financial Strategies

- Advance funding strategies to ensure the long-term sustainability of DDA initiatives.
- Explore Tax Increment Financing (TIF) adjustments and identify new revenue streams to support future projects.

Economic Development

- Attract new businesses that align with the City's vision and address market gaps downtown.
- Partner with developers and stakeholders to encourage mixed-use projects that enhance downtown vibrancy and expand year-round activity.

Comprehensive Branding

- Launch and implement a cohesive brand identity for Downtown Douglas to strengthen its reputation as a premier destination.
- Integrate consistent branding across marketing materials, signage, and online platforms.

Public Infrastructure Improvements

- Advocate for enhanced walkability through improved sidewalks, bike lanes, and pedestrian amenities.
- Prioritize investments in public spaces that support community gatherings, events, and overall downtown activation.

Sustainable Growth Initiatives

- Promote sustainable design and development practices that preserve and enhance the downtown environment.
- Support projects that contribute to a resilient, thriving downtown core.

Expanded Partnerships

- Strengthen collaboration with regional and state agencies to secure larger grants and funding opportunities.
- Expand partnerships with the arts and cultural community to support creative placemaking efforts.



SMALL BUSINESSES ARE THE
HEARTBEAT OF YOUR
NEIGHBORHOOD, THE SPINE OF
YOUR LOCAL ECONOMY, AND THE
SPIRIT OF YOUR TOWN



Douglas DDA 2026 Planning: Highlights and Updates

Community Promotions:

- Support for Community Event Sponsorship Requests
- Farmer's Market Promotion Table
- Creation and purchase of ads and marketing materials

Downtown Marketing

- Fall/Christmas Decorations
- Replacement of the Main Street/Blue Star Highway Downtown Sign
- DDA Website Investments
- Hiring of a marketing expert

Staffing/Training/Support for DDA Board Requirements/Initiatives:

- DDA Trainings: Michigan Downtown Association



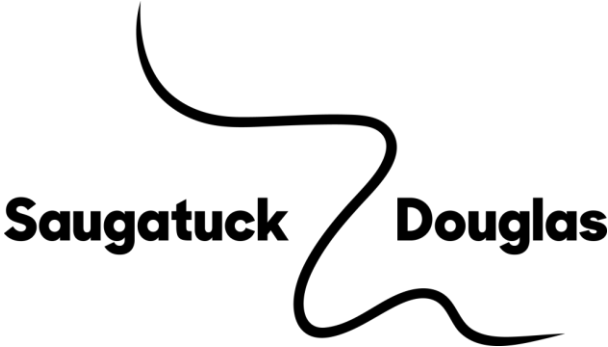
Douglas DDA 2026 Planning: Highlights and Updates (cont.)

- Identify new opportunities and events that will positively impact the businesses in the DDA year-round.
 - *In the first half of 2026, the DDA promoted the following events and will work to expand the list for more events: Soup Stroll Saturday for humans and pets; Pre-Bowl Tail Gate Stroll; Erin Go Bark; Derby Day in Douglas; Wellness Day; Art in Douglas; and Community Pride.)*
- **Continue to identify ways to support additional events in the Downtown through Community Promotions**
- **Continue the month of November 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



Questions & Contact Information

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

OR

Email:

citymanager@douglasmi.gov

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



MEMORANDUM

TO: Douglas Downtown Development Authority Board

FROM: Lisa Nocerini, City Manager

DATE: June 24, 2026

RE: Michigan Downtown Association #MeetMeDowntown Summer Bucket List Campaign

DDA Chair Randy Walker recently shared information regarding the Michigan Downtown Association's statewide **#MeetMeDowntown Summer Bucket List Campaign** with the DDA officers for consideration. After reviewing the campaign materials, I believe it presents an excellent opportunity for the Douglas Downtown Development Authority to consider a local version tailored specifically to our community.

The Michigan Downtown Association launched the campaign to encourage residents and visitors to explore and support their downtown districts through a series of simple activities that highlight local businesses, public spaces, attractions, and events. The goal is to increase foot traffic, promote local spending, and create community engagement through social media and shared experiences.

Douglas is uniquely positioned to participate in such an initiative given our vibrant downtown, waterfront amenities, local businesses, restaurants, galleries, parks, and year-round events. A Douglas-specific Summer Bucket List could encourage both residents and visitors to experience all that our community has to offer while supporting local businesses.

Examples of activities could include:

- Visit a downtown art gallery.
- Shop at a locally owned business.
- Enjoy a meal at a downtown restaurant.
- Attend a community event at Beery Field.
- Explore Wade's Bayou.

- Launch a kayak or paddleboard from Wade's Bayou.
- Visit the Douglas Farmers Market.
- Discover a new downtown business.
- Enjoy a waterfront sunset.
- Take a photo at a favorite Douglas landmark.

The campaign could be promoted through the City's and DDA's social media channels, website, newsletters, participating businesses, and printed materials available throughout the downtown district. In addition, participants could be encouraged to share their experiences using the #MeetMeDowntown hashtag or a Douglas-specific hashtag to help generate additional exposure for the community.

This initiative would require a relatively modest investment while providing an opportunity to showcase Douglas, increase visitor engagement, and encourage residents and tourists alike to explore the many amenities and businesses that contribute to our downtown's success.

I recommend that the DDA discuss this concept and consider whether there is interest in developing a Douglas-specific Summer Bucket List campaign, either as a pilot effort this summer or as part of future downtown promotional activities.

Thank you to Chairperson Walker for bringing this opportunity forward for discussion.



The graphic features a light beige background with green leaves in the top left corner. The title 'Michigan Downtown Association' is in a black serif font, with 'SUMMER BUCKET LIST' in a large, red, stylized font below it. A red circular logo with 'MDA' in white is on the right. A list of eight activities with checkboxes is on the left. A blue silhouette of Michigan is in the background. At the bottom, a red brushstroke contains the hashtag '#MeetMeDowntown' and the website 'michigandowntowns.com' is printed below it.

Michigan Downtown Association

SUMMER BUCKET LIST



- Cool off with an ice cream or cold drink
- Discover downtown public art
- Shop local at a new downtown store
- Dine at your favorite downtown restaurant
- Appreciate a historic building in your downtown
- Visit a local farmer's market
- Have a picnic in your favorite downtown public space
- Discover something new in your downtown

#MeetMeDowntown

michigandowntowns.com



MEMORANDUM

TO: Douglas Downtown Development Authority Board

FROM: Lisa Nocerini, City Manager

DATE: June 18, 2026

RE: Buy Nearby Weekend 2026 Participation Opportunity

DDA Chairperson Randy Walker recently brought to my attention the upcoming **Buy Nearby Weekend 2026**, a statewide initiative coordinated by Buy Nearby Michigan that encourages residents to support local businesses and strengthen Michigan's local economies through intentional shopping and dining experiences.

Scheduled for **October 2–4, 2026**, Buy Nearby Weekend promotes the importance of spending dollars locally and highlights the significant economic impact that independent businesses have on their communities. The campaign provides participating communities and businesses with marketing resources, promotional materials, and statewide exposure designed to encourage consumers to shop, dine, and explore locally.

The goals of the initiative closely align with the mission of the Douglas Downtown Development Authority, particularly as we continue efforts to support our local business community, increase downtown activity, and encourage residents and visitors to discover all that Douglas has to offer.

Participation could include:

- Promoting Buy Nearby Weekend through DDA and City communication channels.
- Encouraging downtown businesses to participate and promote special offers, events, or activities.
- Creating a Douglas-specific marketing campaign highlighting local retailers, restaurants, galleries, and service businesses.
- Coordinating with community partners to encourage residents and visitors to shop and dine locally during the weekend.

- Leveraging social media and digital marketing to increase awareness and engagement.

Given the timing in early October, the event could also complement existing fall activities and provide an additional opportunity to attract visitors during a traditionally strong tourism season in Douglas.

Participation in Buy Nearby Weekend would require relatively minimal investment while providing an opportunity to support local businesses, reinforce the importance of shopping locally, and further promote Douglas as a vibrant destination for residents and visitors alike.

I recommend that the DDA discuss whether participation in Buy Nearby Weekend 2026 would be beneficial and determine if there is interest in coordinating a local campaign to support the initiative.

Thank you to Chairperson Walker for bringing this opportunity forward for consideration by the Board.

