

**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, JULY 22, 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 July 22, 2026 – voice vote

4. APPROVAL OF MINUTES

A. *Motion to approve the minutes from June 26, 2026. - voice vote*

5. OFFICER REPORTS

A. Treasurer

B. Secretary

C. Vice Chair

6. PUBLIC COMMUNICATION - WRITTEN

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

8. UNFINISHED BUSINESS

9. NEW BUSINESS

A. Planning Commission Recommendation - 211, 217, and 225 W. Center Street - Special Land Use (Ground-Floor Residential)

1. Applicant Presentation
2. Planning and Zoning Administrators Report
3. Public Comments (limit of 3 minutes each, please)
4. DDA Member Questions

Motion to recommend [approval/denial] to the Planning Commission for the request made by Turan Ufuk for special land use approval for Ground Floor Residential, per Section 26.13 of the City of the Village of Douglas Zoning Ordinance, for the parcel identified as P.P. 59-016-039-21/59-016-039-22/59-016-039-20, located at 211, 217, 225, W. Center St. - voice vote

B. Community Events Grant Request - Oktoberfest

Motion to approve a community events grant program request from Community Pride in the amount of \$3,000 for Oktoberfest activities to be allocated from the Community Promotions budget. - voice vote

- C.** Approve a proposal from Dorelle Henri to hold a Peace it Together event in Douglas. Funds to be taken from the Community Promotions budget.

D. Approve the Downtown Douglas Summer Bucket List Flyer

E. Busker Fest Update

F. Downtown Day Update

G. "Marketing for Construction"

H. Advertising on the Interurban

10. COMMITTEE REPORTS

A. Marketing Committee Updates

Website Committee Update - branding next steps

Q4 Events Update (MI Downtown Day Prep, Busker Fest, Fall, Small Business Friday and/or Pink Friday, Tree Lighting Ceremony, and Holiday Preview)

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, JUNE 26, 2026 AT 10:00 AM
415 WEST WILEY ROAD, SUITE 103, DOUGLAS, MI
49406**

MINUTES

1. CALL TO ORDER

2. ROLL CALL/QUORUM

Jim Babcock
Lauren Bachman
Ruth Crowe
Alexia Dawson
Cindy Miller
Randy Walker

Absent: David Laakso, Kabri Martyniek, Cath North

Also present: City Manager, Lisa Nocerini, Planning & Zoning Administrator,
Sean Homyen

3. APPROVAL OF AGENDA

Motion by Bachman, seconded by Babcock, to approve the Meeting Agenda for June 26, 2026.

4. APPROVAL OF MINUTES

A. May 27, 2026 meeting minutes

Motion by Bachman, seconded by Miller, to approve the minutes from the May 27, 2026 meeting. Motion carried by unanimous roll call.

5. OFFICER REPORTS

A. Treasurer
B. Secretary
C. Vice Chair
D. Chair

6. PUBLIC COMMUNICATION-WRITTEN- None

7. PUBLIC COMMUNICATION-VERBAL-None

8. Unfinished Business: None

A. Douglas Downtown Development Authority Public Report Presentation: City Manager, Lisa Nocerini, presented the June 2026 Douglas Downtown Development Authority Annual Report.

B. Saugatuck/Douglas Shuttle Sign Update Discussion

C. Marketing the Douglas Duck Dash with the SCACVB-The DDA Marketing Committee provided an update to the board.

D. MDA Conference Update- Chairperson, Randy Walker provided an update regarding the MDA Conference that several members of the DDA attended.

E. #MeetMeDowntown-MDA Statewide Event: The board discussed options for holding this event in the DDA.

F. Buy Nearby: The board discussed options for potentially holding this event in the DDA in the future.

G. Q4 Events Update Discussion

9. COMMITTEE REPORTS

- Marketing Committee Updates
- Website Committee Updates

10. STAFF/MANAGER REPORTS

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

12. BOARD COMMENTS

13. CHAIR COMMENTS

14. ADJOURNMENT -Motion 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 TREASURER'S REPORT for the July 22, 2026 Meeting

The DDA had revenues of \$213.36 during the month of June. The revenue was realized from Beery Field EV Charging Station fees.

Expenses of \$2,826.94 were recorded during the month, including \$750.00 for the allocation of city staff expenses, \$1,090.00 for the DDA Wellness event, \$508.79 for rack card printing expenses, \$28.15 for postage, and \$450.00 for summer workshop expenses.

At June 30, 2026, the DDA had cash on hand of \$119,290.16. An accounts payable accrual of \$508.79 for the rack card printing was recorded, leaving an ending fund balance of \$118,781.37.

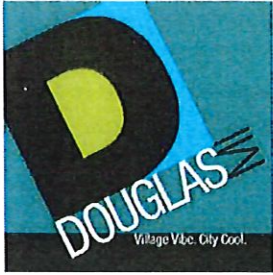
July 15, 2026

DDA BUDGET - 2025-2026 FISCAL YEAR beginning July 1, 2025

	2025-2026 Approved Budget	Activity for June 2026	2025-2026 YTD Activity	Full Year 2025/26 Better/(Worse) than Budget	Comments
REVENUES					
TAX INCREMENT RECAPTURE	\$ 76,212.00		\$ 76,215.61	\$ 3.61	TIF Recapture Exceeds Expectations
OTHER INCOME	\$ 1,000.00		\$ 1,710.32	\$ 710.32	Douglas Farmer's Market and Banner Revenue
EV CHARGING INCOME	\$ 2,100.00	\$ 213.36	\$ 2,398.39	\$ 2,185.03	Beery Field Charging Station Revenue
INTEREST INCOME	2,000.00	-	1,771.29	(228.71)	
TOTAL Revenues	\$ 81,312.00	\$ 213.36	\$ 82,095.61	\$ 2,670.25	
EXPENSES					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 9,000.00	\$ -	Monthly expense allocation to the DDA for use of City Staff
TRAINING FUNDS	6,500.00	450.00	1,240.00	5,260.00	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	1,626.94	19,052.97	10,847.03	
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	\$ 2,826.94	\$ 43,548.87	\$ 26,551.13	
SUMMARY:	-	-	-		
REVENUES:	\$ 81,312.00	\$ 213.36	\$ 82,095.61	\$ 783.61	
EXPENDITURES	70,100.00	2,826.94	43,548.87	26,551.13	
BUDGET NET INCOME (LOSS)	\$ 11,212.00	\$ (2,613.58)	\$ 38,546.74	\$ 27,334.74	

<u>Capital Outlay Detail</u>	Approved Budget	June 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>

July 15, 2026



To: Douglas DDA Board

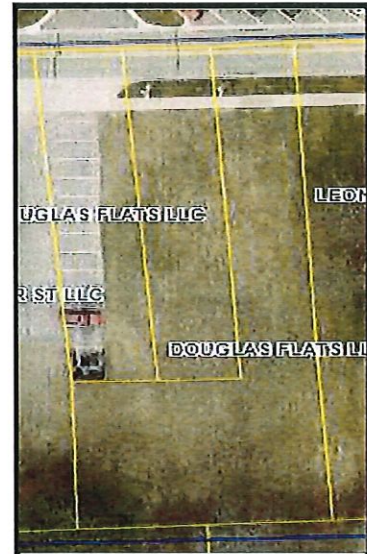
From: Sean Homyen, Planning & Zoning

Date: July 16, 2026

Subject: 211, 225, 217 W. Center St. Special Land Use - Ground Floor Residential -
Recommendation to Planning Commission

Request. Mr. Turan Ufuk has submitted an application for special land use approval for Ground Floor Residential under Section 26.13 at 211, 225, 217 W. Center St., located in the C-1 Village Commercial District.

Background. The subject is zoned as C-1 Village Commercial District and covers 19,998 SF. The applicant will be considering a lot consolidation of the three parcels. The proposal includes a mixed-use development consisting of one retail space, two office units, and four residential units on the first floor, including one two-bedroom unit and three one-bedroom units. The second floor will contain nine residential units, consisting of five one-bedroom units and four two-bedroom units. The units are located behind the retail unit.



Procedure. The owner is required to submit a special land use application for Ground Floor Residential under Section 26.13 of the Zoning Ordinance. A recommendation from the DDA is needed for the Ground Floor Residential use under Section 26.13(2)(C), as the property is located within the DDA boundary.

Section 26.13 Ground Floor Residential

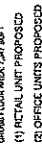
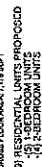
- 1) Locational Requirements: Residential uses shall be permitted on the ground floor of a structure located in the C-1 District only where such use does not front upon Center Street.
- 2) Site Requirements:

- a) All residential dwelling units on the ground floor of a structure located within the C-1 District shall be set back a minimum of thirty (30) feet from the Center Street right-of-way to avoid breaking up the continuity of active commercial areas along Center Street.
- b) The Planning Commission shall make a determination that the regular flow of pedestrian traffic to and from established commercial uses is not likely to be negatively reduced or impeded by the residential use within a ground floor structure.
- c) Any application for Ground Floor Residential use within the boundaries of the Downtown Development Authority shall be submitted to the DDA Board for recommendation prior to Planning Commission approval.
- d) All standards of Article 10 C-1 Village Center District shall apply to a ground floor residential use except that the minimum transparency requirements set forth within Section 10.02, D, may be reduced to no less than 30% to insure the safety and privacy of residents.

Recommendation. At the upcoming DDA meeting, the DDA members will review the Ground Floor Residential request and make a recommendation to the Planning Commission. DDA members should carefully consider the information presented in this report, as well as comments from the applicant and the public.

Suggested Motion. I move to recommend [approval/denial] to the Planning Commission for the request made by Turan Ufuk for special land use approval for Ground Floor Residential, per Section 26.13 of the City of the Village of Douglas Zoning Ordinance, for the parcel identified as P.P. 59-016-039-21/59-016-039-22/59-016-039-20, located at 211, 217 ,225, W. Center St.

Please feel free to contact me with any questions or concerns.

[illegible]

A3.1

Project No.: 221081
Issue Date: 7/1/25
Reviewer: KCD
Drawn By: KCD

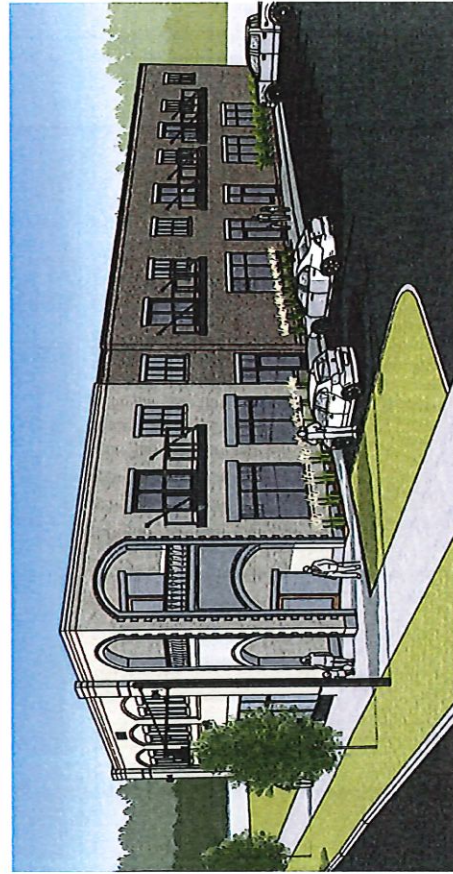
Revisions:

Made in Michigan

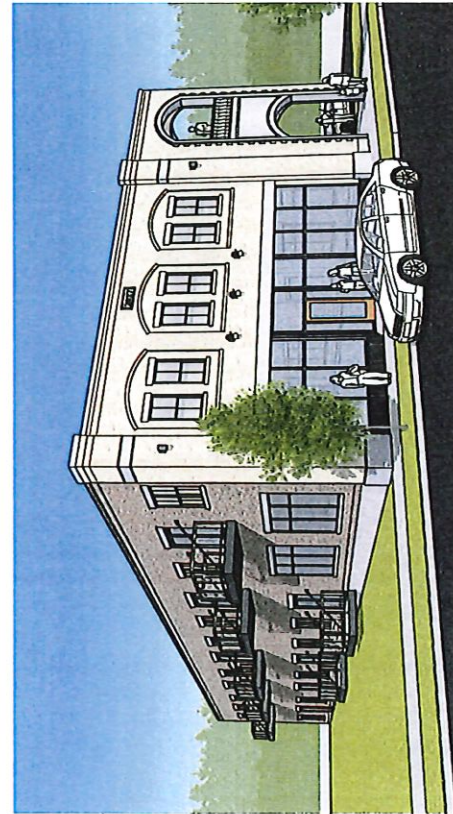
225 West Center - Mixed Use
225 West Center Street
Detroit, MI 48208

Street Address:
Grand Rapids, MI 49503
P: 616-451-1234
www.dixonarch.com

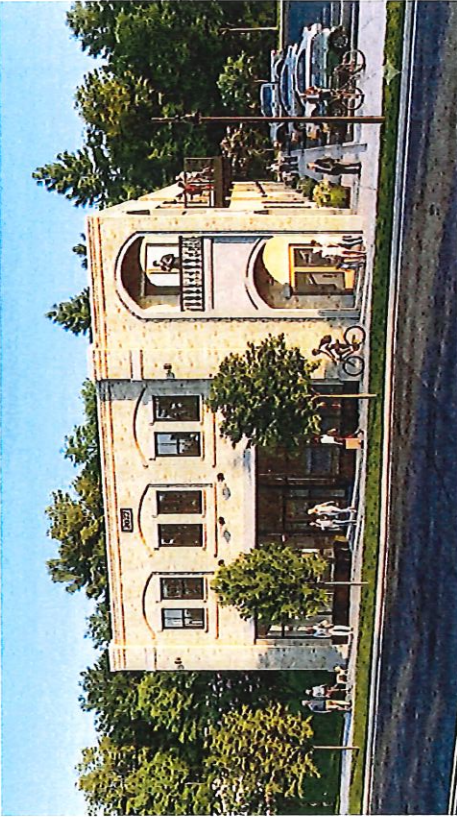
dixon
ARCHITECTS
225 West Center Street, Suite 200
Grand Rapids, MI 49503
P: 616-451-1234
www.dixonarch.com



West Side Computer Rendering



Northeast Front/Side Computer Rendering



North Front Photorealistic Rendering



North Front Computer Rendering

A4.1

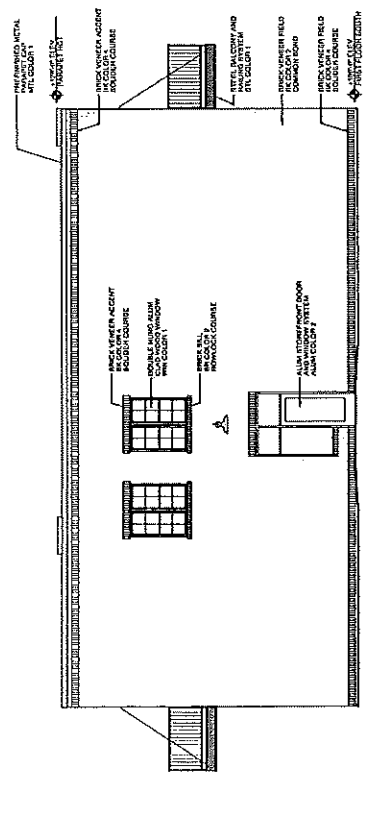
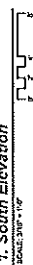
Project No. 271061
 Issue Date: 7/1/20
 Reviewer: KCD
 Drawn By: KCD

Made in Michigan

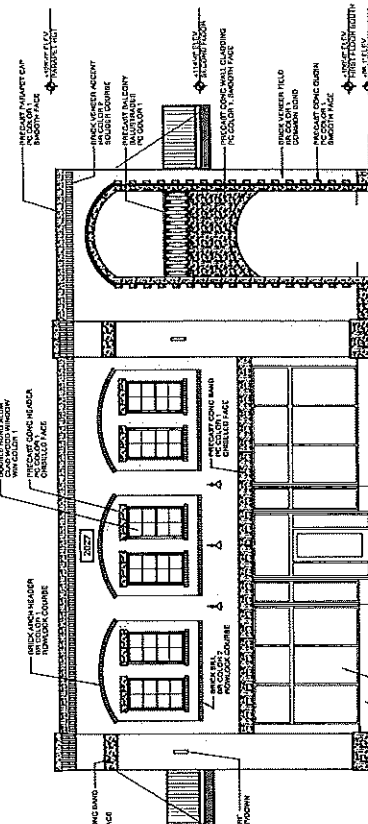
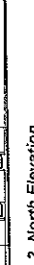
225 West Center - Mixed Use
 225 West Center Street
 Dearborn, MI 48108
 Exterior Elevations

dixon
 13740 Dearborn St., Suite 200
 Dearborn, MI 48124
 P: (313) 447-0000
 F: (313) 447-0001
 www.dixonarchitect.com

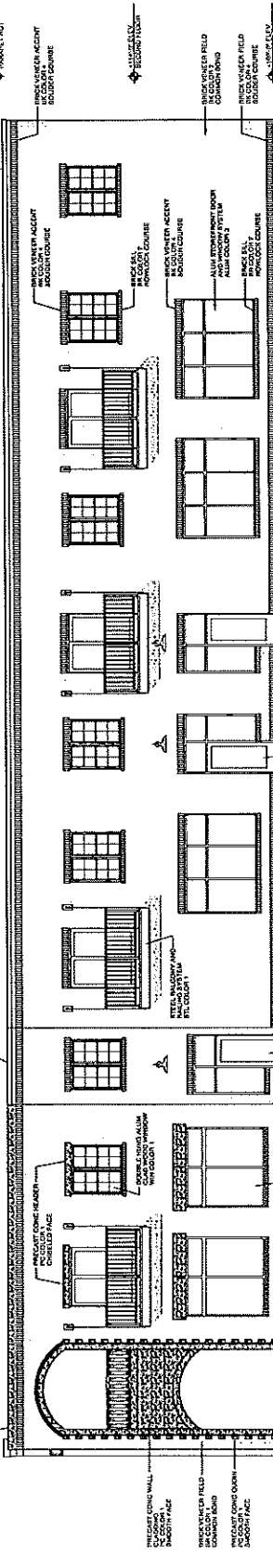
1. South Elevation
 SCALE 3/8" = 1'-0"



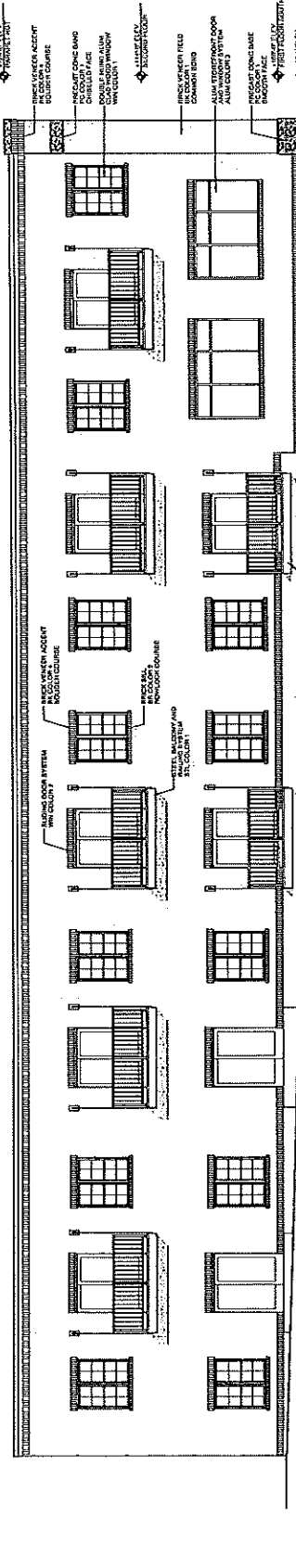
2. North Elevation
 SCALE 3/8" = 1'-0"



3. West Elevation
 SCALE 3/8" = 1'-0"



4. East Elevation
 SCALE 3/8" = 1'-0"



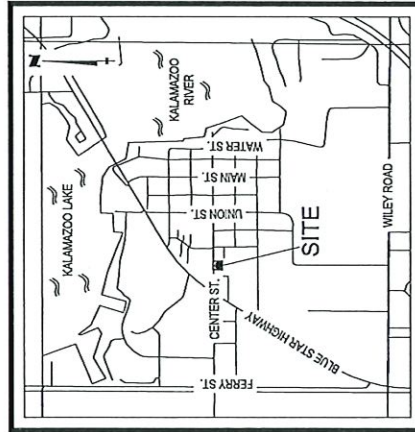
DOUGLAS MIXED-USE BUILDING

225 CENTER STREET
DOUGLAS, MI. 49406



TABLE OF CONTENTS

SHEET G-100	COVER SHEET
SHEET V-101	EXISTING CONDITIONS
SHEET CD-101	CIVIL DEMOLITION PLAN
SHEET C-101	SITE LAYOUT PLAN
SHEET C-201	GRADING, DRAINAGE PLAN
SHEET C-501	GENERAL DETAILS
SHEET L-101	LANDSCAPE PLANTING PLAN



LOCATION MAP NOT TO SCALE

ZONING

C-1, VILLAGE COMMERCIAL DISTRICT

SETBACKS:
FRONT YARD 9 FEET MIN.
SIDE YARD 5 FEET MIN. (*)
REAR YARD 5 FEET MIN. (*)
HEIGHT 25 FEET MAX.

(*) EXCEPT WHERE A COMMERCIAL BUILDING IS PLACED DIRECTLY UPON THE SIDE LOT LINE

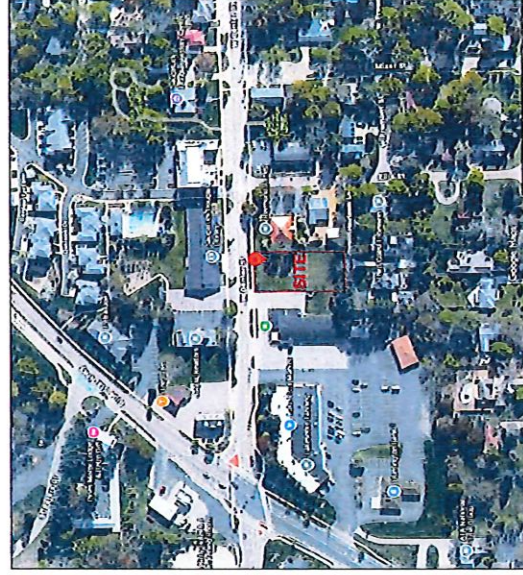
(**) EXCEPT WHERE THE REAR YARD ABUTS A SIDE YARD IN A RESIDENTIAL DISTRICT THE REAR YARD SHALL BE 25 FEET.

DESCRIPTION

SEE EXISTING CONDITIONS SHEET V-101



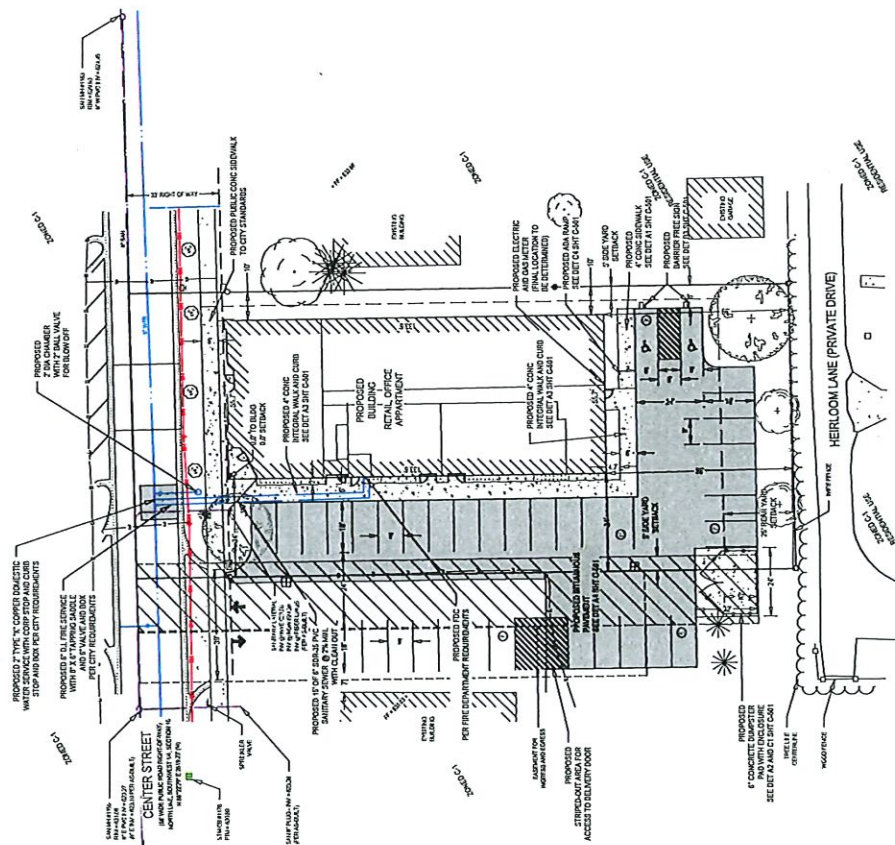
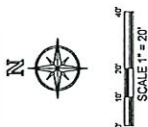
Know what's below.
Call before you dig.



NEIGHBORHOOD MAP
SCALE 1" = 100'

HOLLAND ENGINEERING 225 HOLLAND BLVD. HOLLAND, MICHIGAN 49423-2728 TEL: 616.225.0030 FAX: 616.225.2115		THE ENGINEER'S SEAL I, Douglas Flats LLC, do hereby certify that I am a duly Licensed Professional Engineer in the State of Michigan, License No. 49406, and that I am the author of the design and construction of the above project. My Commission Expires on 12/31/2025. I am not providing this seal for use on any other project.
ATTN: MR. ULRICH TURAN 7431 RIVER STREET SE ADA, MICHIGAN 49301	DOUGLAS FLATS LLC 225 CENTER STREET DOUGLAS, MI 49406	PROJECT LOCATION: PT. OF THE SW 1/4 SEC. 16, T3N, R15W CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN CO., MI. PROJECT NO.: 225 CENTER STREET SHEET NO.: G-100 DATE: 25-04-2022 DRAWN BY: [Name] CHECKED BY: [Name] IN CHARGE: [Name]

[illegible]



TOTAL PARCEL AREA	10,008 SQ FT	100%
EXCLUDING PUBLIC RIGHT-OF-WAY)		
BUILDING AREA		
FIRST FLOOR	7,400 SQ FT	37.1%
CANOPY/OVERHANG	504 SQ FT	2.9%
BUILDING TOTAL	8,004 SQ FT	40.0%

	13 PARKING SPACES	1 SPACE PER DWELLING UNIT LESS THAN 900 SQ FT (13 UNITS OR LESS THAN 900 SQ FT X .1)	
	5 PARKING SPACES	PLUS 1 SPACE PER THREE DWELLING UNITS (13 UNITS X .3)	
RETAIL			
	6 PARKING SPACES	1 SPACE PER 200 SQ FT USABLE FLOOR AREA (1750 SQ FT / 200)	
OFFICE			
	9 PARKING SPACES	1 SPACE PER 200 SQ FT USABLE FLOOR AREA (1750 SQ FT / 200)	
TOTAL PARKING REQUIRED:			
TOTAL PARKING PROVIDED:			
			(INCLUDING 2 BARRIERS FREE)

Item 9A.

C-501

GENERAL
DETAILS

26-04-022

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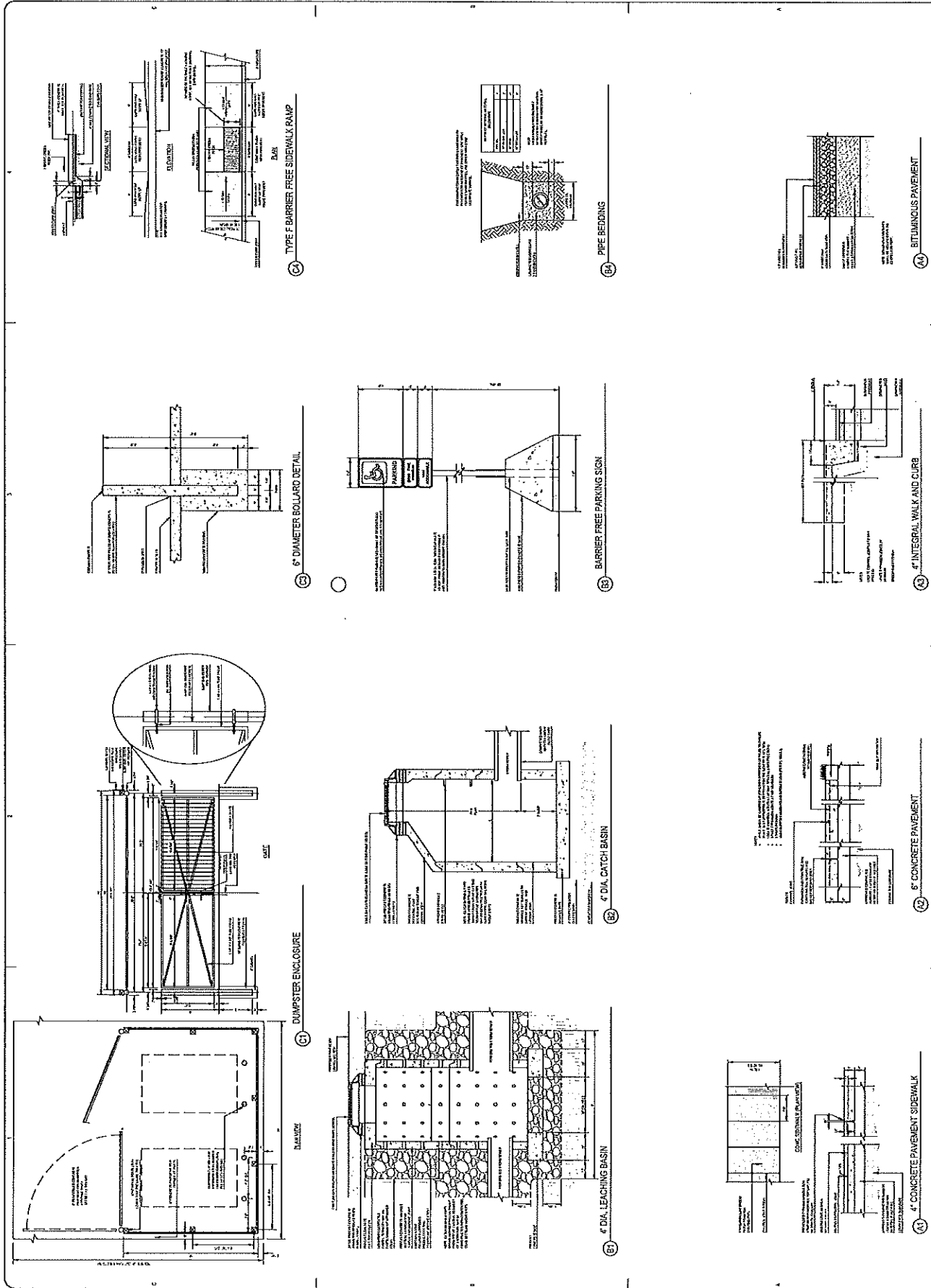
26-04-022

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26-04-022



225 CENTER STREET
DOUGLAS, MI 49605
PT. OF THE SW 1/4 SEC. 16, T3N, R16W
CITY OF THE VILLAGE OF DOUGLAS, ALLEGANY CO., MI
ATTN: MR. ULRIC TURAN
7437 RIVER STREET SE
ADA, MICHIGAN 49301

DOUGLAS FLATS LLC

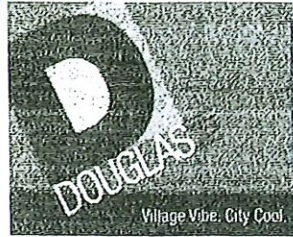
HOLLAND
ENGINEERING
220 River St. Douglas, MI 49605
Phone: 517-332-2111 Fax: 517-332-2112
Email: holland@holland-engineering.com

Issued for:

Project: 26-04-022
Sheet: 26-04-022
Date: 26-04-022
Scale: 1" = 1'-0"

MARK BROOKHOUSE
Owner: City of Douglas
Design: City of Douglas
Check: City of Douglas
Drawn: City of Douglas
L.A.: City of Douglas

Oktoberfest



DDA A	Item 9B.
Approved	_____
Denied	_____
Date	_____

Douglas Downtown Development Authority Community Events Grant Program Application

EVENT PRESENTER INFORMATION

Name: Jeffrey Hawlin / President
Name of Organization(s): Community Peide
Address: P.O. Box 437
Phone: 616 485-1178 Email: jthawlin@gmail.com
How many years have you been in the Douglas Downtown Development Authority District? 7

EVENT INFORMATION (use additional sheets if needed)

Event Name: Community Peide Oktoberfest
Event Date(s): October 10, 2026 Event Start & End Hours: 11am - 6pm
Event Location: Berry Field, Douglas

Describe your event in detail and how it will benefit the DDA District.

Annual Oktoberfest, German Vachstein,
German Food, Seasonal Beer, Dance Troupes
local and Police Tour Visitors - Local Businesses

Anticipated Number of Attendees: 1600 Bumps Shoulder Season

Attendees Demographics (ages, special interests, where are they coming from, etc.) _____

All ages / Family Friendly / local
and visitors

Estimated Number of Volunteers: 40

Estimated Date/Time for Set-Up: 10-9-26 Estimated Date/Time for Clean-Up: 10-12-26

List the local businesses involved and include how businesses are participating in the event: Dunes Re

Kirby Hotel, Library, History Ctr, Lake Vista, Ruth Crown
John Thomas, Blythe Coffee, Huntington Bank, Weber Insurance
Beachway Resort + 60+ local vendors / Beach Field
Century 21, Saw Sunc

List your methods to advertise and promote the event as well as downtown and local businesses: _____

Social Media & Videos
LGBTQ+ Publications Michigan, Indiana, Illinois
Community Rec'd, CR Magazine, Radio & TV Reports

Funding amount requested: \$5000 (Include an itemized budget for the total costs of the event)

\$3,000

DDA FUNDING HISTORY

1. Is this the first time you have applied for DDA funding for an event? Yes ☐ No ☒
2. If yes, how many times have you applied previously? 3
3. Is this a reoccurring event? Yes ☒ No ☐

NOTE: Organizations which received DDA event funding previously must make a final written report on the event including how DDA funds were used prior to consideration of a new application.

Have you submitted a Special Event Application to City Council for approval? Yes ☒ No ☐
 If yes, was it approved? Yes ☒ No ☐

Signature of Applicant

Date

ALL DECISIONS CONCERNING THE COMMUNITY EVENTS FUNDING PROGRAM APPLICATION PROCESS, INCLUDING ELIGIBILITY AND/OR CONTAINING ELIGIBILITY FOR FUNDING, ARE WITHIN THE SOLE DISCRETION OF THE DDA BOARD AND ARE FINAL.

Please return application and supporting documentation to:

City of Douglas
 Downtown Development Authority
 415 W. Wiley Rd, Ste. 103
 PO Box 757
 Douglas, Michigan 49406

The DDDA generously granted Community Pride **\$5,000.00** for our 2025 Pride Festival.

Due to the DDDA and the generosity of our many Sponsors we were able to offer seven days of programming which over 5000 residents and visitors enjoyed. Our Events ranged from Social to Educational with an emphasis on inclusion especially of marginalized peoples. Two of our events hosted by the Kirby Hotel and the Star of Saugatuck offered our supporters an opportunity to give financially to the ACLU of Michigan and the Out Center of West Michigan Teen Programming. We were proud to initiate an opportunity for others to support worthy organizations without affecting our non profit status.

We strongly feel that the June Pride Festival is the largest event in Douglas that has real impact for our Downtown Business Partners.

The DDDA was listed amongst our Silver Sponsors and was featured in both event banners and social media posts.

For 2026 we have added three additional events with a Pickle Ball Tournament, 5K Color Run and a Community Social at the History Center following our Library Speakers Series.

The DDDA did grant **\$3,000.00** for Community Pride's 2025 Oktoberfest. The grant was declined when the Committee felt the monies were needed by other organizations. For 2026 we hope to once again be awarded the Oktoberfest Funds for this large Fall Event which benefits all of the Downtown Businesses. Sponsorships are becoming more difficult to obtain.

Downtown Douglas Bucket List

Make the most of summer in Downtown Douglas! Complete 5 of the 9 activities below and enter to win a \$100 Back Alley

Pizza Joint gift card:

1. Visit the Douglas Farmer's market ☐
2. Dine at your favorite Douglas restaurant ☐
3. Take a selfie with the iconic Douglas clock ☐
4. Shop at a local business ☐
5. Take a stroll through the pride garden ☐
6. Enjoy a refreshing social district drink ☐
7. Check out a book from the Saugatuck-Douglas Library ☐
8. Take a ride on the Interurban shuttle bus ☐
9. Enjoy a picnic at Wade's Bayou ☐

Participant Information:

Name: _____

Email: _____

Phone #: _____



How to Enter:

- Complete 5 of the 9 activities
- Drop off completed bucket list to any Downtown Douglas business
- Tag your photos on social media
#DouglasBucketList2026
#DouglasMichiganDDA

Submission Deadline: September 30th
Winner announced: October 3rd

INTERURBAN

TRANSIT AUTHORITY

SAUGATUCK - DOUGLAS - SAUGATUCK TOWNSHIP
100 E Wiley Rd, P.O. Box 649, Douglas, MI 49406

INTERURBAN MOBILE MARKETING

Put your business in motion with advertising displayed throughout the Saugatuck, Douglas, Fennville, and surrounding service areas.

<u>Ad Placement</u>	<u>Monthly Rate</u>	<u>6-Month Rate</u>	<u>12-Month Rate</u>
Small Window Ad	\$100/month	\$550	\$1,000
Standard Window Ad	\$150/month	\$825	\$1,500
Large Window Ad	\$200/month	\$1,100	\$2,000
Premium/High-Visibility Window	\$250/month	\$1,375	\$2,500

FULL BUS MARKETING OPTIONS

<u>Ad Placement</u>	<u>Monthly Rate</u>	<u>6-Month Rate</u>	<u>12-Month Rate</u>
Rear Bus Ad	\$300/month	\$1,650	\$3,000
Full Side Panel Ad	\$400/month	\$2,200	\$4,000
Partial Bus Wrap	\$600/month	\$3,300	\$6,000
Full Bus Wrap	Custom Quote	Custom Quote	Custom Quote

ADDITIONAL OPTIONS

<u>Service</u>	<u>Price</u>
Graphic design assistance	Starting at \$50
Printing and installation	Quoted separately based on size and placement
Seasonal or event advertising	Custom quote available
Multiple-bus advertising package	Discount available

CONTRACT TERMS

- A 3-month minimum is required for all mobile marketing placements.
- Advertising space is subject to availability.
- Printing, design, and installation costs are separate unless otherwise stated in the agreement.
- Advertisements must be approved by the ITA before production and installation.
- Rates may vary based on ad size, placement, vehicle type, and availability.

7/15 DDA Marketing Team Meeting Notes

Date: 7/15/26, 10:30 – 11:30 am

Location: Ruth Crowe Artist Gallery

Those in attendance:

- Alexia Dawson
- Jim Babcock
- Ruth Crowe

Discussion Points:

- Second Saturdays/Art in Douglas:
 - Discussion around rebranding it with emphasis on Second Saturdays to make it more of a broader Downtown Douglas-wide event...but still making a major component of the day the Art in Douglas stroll.
 - Determining how we can better market the next 3 Second Saturdays (August – October)
 - For August 3 – plan to create a video to advertise...it will be filmed without using dates so we can use it for each month.
 - Working on a new AI designed post to brand it Second Saturdays and mention all the components (live music, Galleries, shops open, restaurant hours, etc.)
- Farmer's Markets:
 - Determined we would have a tent and table for next week (7/21)
 - Jim at the booth (in a rubber duck costume to bring attention to duck dash) handing out flyers and sporadically handing our giveaways and discounts to restaurants.
 - Ruth is working on the restaurant discount coupons
 - Alexia is reaching out to arrange for tent and table.
 - Alexia working with Lisa on making changes to the event list flyer.
- Distinctly Douglas Video Series

- First one (for Adorn) filmed and edited. Getting feedback and then will post.
 - Alexia created a letter about the series to distribute to all DDA businesses, giving them the heads-up and instructing them on how to be part of a future video.
 - Antonio did the filming and editing. Angela at Adorn paid him \$125 and he will invoice the DDA for the remaining \$125. He is charging \$250 per video which we feel is extremely reasonable.
 - Jim will be working with the CVB to see if they would like to use the videos.
- Duck Dash
 - Jim is filming a video to advertise this. Originally it was going to be filmed on 7/17, but due to the smoke, it's been postponed until 7/19 for posting on 7/21.
- Inter-Urban challenges
 - Ruth updated the team on the challenges with the Inter-Urban free shuttle from Douglas to Saugatuck and back to Douglas schedule.