



**THE CITY OF THE VILLAGE OF DOUGLAS  
RESCHEDULED DOWNTOWN  
DEVELOPMENT AUTHORITY  
WEDNESDAY, MARCH 19, 2025 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**AGENDA**

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**To view remotely online or by phone -**

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

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

**1. CALL TO ORDER**

**2. ROLL CALL/QUORUM**

**3. APPROVAL OF AGENDA**

Approval of Agenda - Changes/Additions/Deletions

*Motion to approve the Agenda of March 19, 2025 – roll call vote*

**4. APPROVAL OF MINUTES**

A. Approval of Minutes - Changes/Additions/Deletions

*Motion to approve the minutes of February 26, 2025. - roll call vote*

**5. OFFICER REPORTS**

**A.** Secretary

B. Treasurer

**C.** Vice-Chair

**D.** Chair

**6. PUBLIC COMMUNICATION - WRITTEN**

A. Charging Station - Letter

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

## **8. UNFINISHED BUSINESS**

- A.** Fiscal Year 2025-2026 Budget Priorities (Discussion)
- B.** POW Strategies Strategic Planning Survey (Discussion)
- C.** Business Banner Purchase/Placement on Blue Star Highway (Discussion)
- D.** Derby Day Planning (Saturday, May 3rd) (Discussion)

## **9. NEW BUSINESS**

- A.** DDA Regular Meeting Schedule

*Motion to approve moving the regular monthly Douglas Downtown Development Authority Meetings to be held at 10:00 AM on the fourth Wednesday of each month. - roll call vote*

- B.** Introduction - Cristina Sheppard-Decius, POW Strategies

## **10. COMMITTEE REPORTS**

## **11. STAFF/MANAGER REPORTS**

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

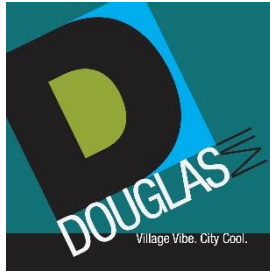
## **13. BOARD COMMENTS**

## **14. CHAIR COMMENTS**

## **15. ADJOURNMENT**

*Motion to adjourn the meeting.*

**Please Note – The City of the Village of Douglas (the “City”) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Laura Kasper, City Clerk, at (269) 857-1438, or [clerk@douglasmi.gov](mailto:clerk@douglasmi.gov) to allow the City to make reasonable accommodations for those persons. CITY OF THE VILLAGE OF DOUGLAS, ALLEGAN COUNTY, MICHIGAN**



**THE CITY OF THE VILLAGE OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, FEBRUARY 26, 2025 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**MINUTES**

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**1. CALL TO ORDER:** By Chair Balmer

**2. ROLL CALL/QUORUM**

PRESENT

Aleshia Balmer

Beth Stefanchik

Dave Laakso

Kabri Martyniek

Randy Walker

Maggie Bandstra

Also Present: City Manager Lisa Nocerini

Planning & Zoning Administrator Sean Homyen

Deputy Clerk Dawn Raza

ABSENT

Cathy North

Lauren Vonk

**3. APPROVAL OF AGENDA**

*Motion by Walker, seconded by Martyniek, to add proposed marketing expenditures related to the Farmer's Market under Item #10, Committee Reports. – Motion carried by unanimous roll call vote.*

*Motion by Laakso, seconded by Bandstra, to approve the Agenda of February 26, 2025, with the addition under Item #10, Committee Reports, proposed marketing expenditures related to the Farmer's Market – Motion carried by unanimous roll call vote.*

**4. APPROVAL OF MINUTES**

*Motion by Walker, seconded by Laakso, to approve the minutes of January 29, 2025. – 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:** None
- 9. **NEW BUSINESS**

A. Michigan Downtown Association Annual Dues

*Motion by Stefanchik, seconded by Bandstra, to approve the 2025-2026 Michigan Downtown Association dues in the amount of \$250.00 – Motion carried by a unanimous roll call vote*

B. Apple Energy Contract Approval

*Motion by Martyniek, seconded by Bandstra, to approve a contract with Apple Energy to manage the charging stations at Beery Field in the amount of \$8,413.68 (50% due upon contract execution and the final 50% due upon project completion), with funding from Capital Outlay. – Motion carried by unanimous roll call vote*

C. Beery Field Charging Station Rate Changes

*Motion by Walker, seconded by Laakso, to approve moving the charging stations at Beery Field to a fee structure effective March 26, 2025. – Motion carried by a unanimous roll call vote*

D. Douglas Farmer's Market Temporary Gateway Banner Sign Application

*Motion by Walker, seconded by Stefanchik, to approve the placement of a temporary banner sign on the Blue Star Highway/Center Street DDA Gateway sign on Mondays and Tuesdays from June through the end of September 2025. – Motion carried by a unanimous roll call vote*

*Motion by Bandstra, seconded by Laakso, to extend the meeting for 30 minutes. – Motion carried by a unanimous roll call vote. Beth Stefanchik left the meeting.*

E. Recommendation to Planning Commission - 98 W Center Street - Special Land Use - Ground Floor Residential

- 1. Applicant Presentation
- 2. Planning and Zoning Administrators Report
- 3. Public Comments
- 4. DDA Member Questions

*Motion by Walker, seconded by Martyniek to recommend approval to the Planning Commission for the request made by Erhan Kara for Special Land Use approval for Sub-Ground Floor Residential, per Section 26.13 of the City of the Village of Douglas Zoning Ordinance, for the parcel identified as P.P. 59-551-002-00, located at 98 W. Center Street with the strong recommendation that the Planning Commission amend the ordinance to prohibit main level center-facing residential. – Motion carried by a unanimous roll call vote*

F. FY 2025/2026 Budget Priorities: City Manager Nocerini requested the DDA members prioritize the items on the survey. Reschedule March's meeting to March 19 and have the focus be on the budget.

G. DDA Farmer's Market Table

*Motion by Walker, seconded by Martyniek, to approve purchasing DDA marketing items for the Farmer's Market up to \$1,500 out of the Community Promotions budget. – Motion carried by a unanimous roll call vote*

H. DDA Regular Meeting Time: Another Doodle Poll to be sent out

**10. COMMITTEE REPORTS:** None

**11. STAFF/MANAGER REPORTS:** City Manager Nocerini reported that the RFPs went out for the murals and bike racks, suggested Earth Day activities at businesses next year, food trucks and right-of-way seating are getting a lot of activity on Facebook and e-mails.

*Motion by Martyniek, seconded by Laakso, to extend the meeting for 30-minutes. – Motion carried by a unanimous roll call vote*

Planning and Zoning Administrator Homyen reported that the Master Plan had been approved by the Planning Commission to go to Council.

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

**13. BOARD COMMENTS:** Laakso inquired whether the City Council was going to be voting on outdoor seating. Walker informed everyone that the Erin Go Bark Parade was coming up March 8.

**14. CHAIR COMMENTS:** None

**15. ADJOURNMENT**

*Motion by Martyniek, seconded by Bandstra to adjourn the meeting.*

## **DDA TREASURER'S REPORT for March 19, 2025 Meeting**

There was no revenue received during February 2025.

Expenses of \$4,419.48 were recorded during the month relating to the monthly allocation of city staff expenses for February of \$750.00, \$460.00 for staff training and Michigan Downtown Association dues, \$3,000 paid to POW Strategies for DDA strategic planning, and \$209.48 for Christmascape decorations.

At February 28, 2025, the DDA had cash on hand of \$95,641.97. There were no liabilities recorded at month end, leaving an ending fund balance of \$95,641.97.

March 14, 2025

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

	2024-2025 Approved Budget	Activity for February 2025	2024-2025 YTD Activity	Budget Remaining to Earn/Spend	Comments
<b>REVENUES</b>					
TAX INCREMENT RECAPTURE	\$ 62,807.00	\$ -	\$ 64,511.65	\$ (1,704.65)	TIF Recapture
OTHER INCOME	\$ -	\$ -	\$ 804.49	\$ (804.49)	Chair Rental and proceeds from Farmer's Market
INTEREST INCOME	-	-	1,865.65	(1,865.65)	Interest Income Allocation
TOTAL Revenues	\$ 62,807.00	\$ -	\$ 67,181.79	\$ (4,374.79)	
<b>EXPENSES</b>					
DDA ADMINISTRATION	\$ 9,000.00	\$ 750.00	\$ 6,000.00	\$ 3,000.00	DDA allocation for use of City Staff; July-February
TRAINING FUNDS	1,000.00	810.00	810.00	190.00	Michigan Downtown Development Association Training and Membership; DDA Strategic Planning
BUSINESS INCENTIVE PROGRAM	5,000.00	2,650.00	2,934.16	2,065.84	Return of Sales Tax and Floor Wrap expenditures; DDA Strategic Planning
CONTRACTUAL ENGINEERING	-	-	-	-	
COMMUNITY PROMOTIONS	27,000.00	209.48	14,451.76	12,548.24	Fall Decorations, DDA Passports, Art In Douglas Music, Signs, Oktoberfest, Cavern Tavern, Christmascap
DUES/FEES/PUBLICATIONS	-	-	-	-	
CAPITAL OUTLAY (Detail Below)	15,560.00	-	13,086.40	2,473.60	Christmascap, Beery Field Electrical Improvements (RAF)
TOTAL Expenditures	\$ 57,560.00	\$ 4,419.48	\$ 37,282.32	\$ 20,277.68	
SUMMARY:	-	-	-		
REVENUES:	\$ 62,807.00	\$ -	\$ 67,181.79	\$ (4,374.79)	
EXPENDITURES	57,560.00	4,419.48	37,282.32	20,277.68	
<b>BUDGET NET INCOME (LOSS)</b>	<u>\$ 5,247.00</u>	<u>\$ (4,419.48)</u>	<u>\$ 29,899.47</u>	<u>\$ (24,652.47)</u>	

### Capital Outlay Detail

Memo:

Beery Field Electrical Upgrades  
Christmascap

	Approved Budget	Activity for February 2025	2024-2025 YTD Activity	Budget Remaining to Spend
		\$ -	\$ 12,887.50	
			\$ 198.90	
				\$ -
Total Capital Budget	<u>\$ 15,560.00</u>	<u>\$ -</u>	<u>\$ 13,086.40</u>	<u>\$ 2,473.60</u>

3/14/2025

**From:** WendyJo Hamlin <[whwendy54@gmail.com](mailto:whwendy54@gmail.com)>  
**Sent:** Saturday, March 8, 2025 6:43 AM  
**To:** City of Douglas <[info@douglasmi.gov](mailto:info@douglasmi.gov)>  
**Subject:** Re: Notice - Beery Field Charging Station Fee Structure Change

Item 6A.

As a user of the charging station, I am pleased with this plan. Yes it has been a nice benefit to have free charging available, but the benefits of a quicker charge will be nice. I hope that you are able to add 2 more stations. This is a growing need.  
Respectfully,  
Wendy Hamlin

On Tue, Mar 4, 2025 at 1:41 PM City of Douglas <[info@douglasmi.gov](mailto:info@douglasmi.gov)> wrote:



GENERAL INFO

**BEERY FIELD CHARGING STATION  
FEE STRUCTURE CHANGE:  
  
EFFECTIVE MARCH 26, 2025**

86 W Center St.  
Douglas MI 49406-0757  
Phone 269-857-1438  
Fax 269-857-4751  
<https://douglasmi.gov/>

For the past five years, the City of the Village of Douglas has proudly offered free EV charging to our community, demonstrating our dedication to green energy.



# FY2025-2026 DDA Budget Planning Document

## SECTION 1: Community Promotions

### **Request: Passport Program**

Approved/Not Approved:

Recommended Amount to be Budgeted: \$1000.00 (Passports/Gift Cards)

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### **Request: Farmer's Market DDA Promotion Swag for the 2026 Season**

Approved/Not Approved:

Recommended Amount to be Budgeted: \$1500.00

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### **Request: Create a DDA Design/Logo for the 2026 Farmer's Market Swag**

Approved/Not Approved:

Recommended Budget: \$500.00

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### **Request: Wade's Bayou Promotion (kayaks/boating)**

Approved/Not Approved:

Recommended Budget:

**Request: Creative Art Ideas/Contests**

Approved/Not Approved:

Recommended Budget:

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**Request: Christmas Tree Purchase for Beery Field/Park**

Approved/Not Approved:

Recommended Budget:

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**Request: Derby Day 2026 Swag/Support**

Approved/Not Approved:

Recommended Budget: \$500.00

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**Request: Create Social Media Ads (Purchase) to Promote DDA Events**

Approved/Not Approved:

Recommended Budget: \$1000.00

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## SECTION 2: Downtown Marketing

**Request: Holiday Decorations (Fall, add lights to: Beery, Wade's, Christmas Tree)**

Approved/Not Approved:

Recommended Budget:

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**Request: New DDA Seasonal Banners**

Quote 1: Vinyl Banners (2–3-year lifespan) two designs for each of the 4 seasons (140 Banners)

Quoted Budget: \$8,186.00

Approved/Not Approved:

**Request: New DDA Seasonal Banners**

Quote 2: Sunbrella Banners (5–10-year lifespan) two designs for each of the 4 seasons (140 Banners)

Quoted Budget: \$11,827.80

Approved/Not Approved:

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**Request: Main & Blue Star Highway Sign (Replace Existing)**

Quoted: \$16,750.82

City Administration Note: The Administration is requesting for 50% of the cost to come from the City Budget (\$8,425.00) and 50% from the DDA (\$8,425.00)

Requested Budget from the DDA: \$8,425.00

Approved/Not Approved:

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**Request: Digital Kiosk Sign**

Quote: \$15,000-\$18,000

Approved/Not Approved:

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**Request: DDA Website Investment/Upgrades**

Requested Budget:

Approved/Not Approved:

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### SECTION 3: Infrastructure/Improvements in the DDA

#### Request: Sidewalk Improvements

Quoted Budget: \$17.25 per square foot (Does not include curb pricing/ADA ramps)

Approved/Not Approved:

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#### Request: Landscaping/Lawncare/Downtown Beautification

Requested Budget:

Approved/Not Approved:

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#### Request: Bumpout Maintenance/Transformation

Requested Budget:

Approved/Not Approved:

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Request: Add Bike Repair Kit/Pump Station at Beery Field

Quoted Budget: \$2,072-\$2,300

Approved/Not Approved

**Request: Refurbish Lamp Poles**

Quoted Budget: \$2,000 per pole for top light replacement/leave existing pole

Approved/Not Approved:

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**Request: Research adding upgraded Charging Station to Beery Field**

Requested Budget: (On track)

Approved/Not Approved: Approved in 2024-2025 Budget

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**Request: DDA Website Investment/Upgrades**

Requested Budget:

Approved/Not Approved:

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**Request: Address the Fountain at Beery Field**

Requested Budget:

Approved/Not Approved:

## **SECTION 4: Staffing/Training/Support for the DDA**

**Request: Strategic Planning**

Requested Budget: \$6,000.00

Approved/Not Approved: \$3000.00 has been approved in the current budget with the remaining \$3,000.00 due when the strategic planning sessions are complete. (May need to budget \$3000.00 for FY25/26)

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**Request: Administrative Support (City Staff)**

Requested Budget: \$8,000.00

Approved/Not Approved:

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**Request: DDA Intern/Marketing Specialist**

Requested Budget:

Approved/Not Approved:

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**Request: Keep Business Incentive Program/Or Shift it to Technical Assistance for DDA Businesses**

Requested Budget:

Approved/Not Approved: