



DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

TUESDAY, AUGUST 8, 2017 - 6:00 PM

CITY HALL, 86 WEST CENTER STREET, DOUGLAS, MI

MEETING MINUTES

1. **Call to Order** – Vice-Chairman Teich called the meeting to order at 6:00 PM.
2. **Roll Call** - Members present – Wiley, Lion, Brackett, Burmeister, Underdown and Teich; Underdown and Ramsey were absent.
3. **Changes / Additions / Deletions to Agenda** – Motion by Burmeister, supported by Lion to approve the agenda as presented. Motion approved by acclamation.
4. **Approval of July 11, 2017 Minutes** – Motion by Burmeister, with support from Lion to approve the July 11th, 2017 meeting minutes as presented. Motion approved by acclamation.
5. **Resignations and Appointments**
 - A. Mike Hurley – Teich read a resignation letter from Chairperson Mike Hurley. It is with great regret that Teich, supported by Lion, made a motion to accept Hurley’s resignation. Motion was approved by acclamation. As Vice-Chairman, Teich agreed to step into the Chairman’s role.
6. **Public Communications – None.**
7. **Financial Update**
 - A. Budget Report – Teich reported that Treasurer Ramsey had some questions regarding the financial report and he had spoken with City Treasurer Drexler about them. Drexler had responded that many of the issues were due to timing of the posts between the last fiscal year and the current fiscal year. He would also check on several items and be get back to him.
 - B. Accounts Payable
 - i. Paid in July - \$3,756.16
 - ii. For payment approval - \$115.00Lion, supported by Burmeister, made a motion to approve the invoices paid in July in the amount of \$3,756.16 and approve the payment of \$115.00. Motion approved via unanimous voice vote.
8. **Unfinished Business**

A. Socials – The two last socials are this Thursday, Aug 10th and Aug 24th. A \$1,500 sponsorship for the Aug 10th Social has been taken out by the Commercial Record in exchange for \$1,500 credit in advertising for the DDA in the paper. Still looking for second sponsor and band sponsor for Aug 24th. This week we need additional help at the Social, especially working the beer tent and taking equipment down to store.

9. New Business

A. Dr. Seuss Pop-up Gallery – the DDA was approached by the Ann Jackson Gallery to host a 25th Anniversary pop-up gallery the third weekend in September. Imus will contact Jackson for more information and logistics information.

10. Staff Report

A. Promotions & Marketing - The Analytic Report indicated that the DDA Website had a decrease in page views down to 1,001, with 83% of page views were from new visitors. 43% Desktop and 45% mobile users. Most referral traffic is coming from the Yellow pages. Visitors are located in Michigan, Illinois, Indiana, Ohio, Missouri and New York. Lohr is working with Winthers on the shared kiosk map.

B. Planning – Bids are being obtained for speaker system. DDA is willing to have an extra meeting to approve contract in order to get installation in before Halloween. Imus relayed that there is interest in developing a “Food Truck Court” in a parking lot on Center Street closer to BSH. The DDA felt an endeavor such as this would be better served in the heart of downtown.

11. Committee Reports

A. Finance – Previously reviewed.

B. Events – Please be thinking about dates for Strategic Planning Session in October.

C. Marking / Promotions / Advertising – Previously reviewed.

12. Board Member Comments – Burmeister commented on the entry signs and was concerned the painting had caused so much controversy. Burmeister also suggested the DDA should seek funding

from the Michigan Council for Arts and Cultural Affairs to support art exhibits next summer; initiate a foot-long hotdog and root beer event to highlight the root beer barrel, and move the holiday ginger bread house contest from City hall to downtown businesses (amended minutes 9/12/17)

13. Chair Report / Comments – No report.

14. Adjournment – Vice Chairman Teich adjourned the meeting at 8:12 PM.