



**DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**  
**TUESDAY, JULY 11, 2017, 6:00 PM**  
**CITY HALL, 86 WEST CENTER STREET, DOUGLAS, MI**  
**MEETING MINUTES**

1. **Call to Order** – Chairman Hurley called the meeting to order at 6:00 PM.
2. **Roll Call** - Members present – Hurley, Wiley, Lion, Ramsey, Brackett, Burmeister, Underdown and Teich; No members were absent.
3. **Changes / Additions / Deletions to Agenda** – Motion by Lion, supported by Wiley to approve the agenda as presented. Motion approved by acclamation.
4. **Approval of May 9th Minutes** – Motion by Ramsey, with support from Brackett to approve the June 13th, 2017 meeting minutes as presented. Motion approved by acclamation.
5. **Public Communications**
  - A. **Verbal** – Helen Degeatano of 88 Union St was present to invite the DDA to attend the Dutchers Baseball games and request to use the DDA’s tables. She was given the appropriate forms to complete.
  - B. **Written** - John Thomas, 23 Center Street, submitted a letter regarding the Downtown entrance signs, with 11 other downtown businesses signing. Burmeister and Underdown volunteered to work with Lohr A motion was made by Underdown, with support from Burmeister, to authorize up to \$500 to make suggested improvements to the sign as a temporary improvement until the DDA is able to create firm wayfinding signage plans at the Fall Strategic Planning Session. Motion was approved unanimously via voice vote.
6. **Approval of Bills** – Treasurer Ramsey gave a monthly financial update. The total of all June 2016 bills was \$9,022.13. Lion, supported by Wiley, made a motion to approve the payment. Motion was approved unanimously via voice vote.
7. **Unfinished Business**

**A. Craft Beer Festival** – The race had approximately 100 more participants than previous year, however the Craft Beer Festival was sparsely attended. Everyone that attended enjoyed the music, art, and beer selections. The DDA has approximately 900 cans/bottles of beer left over that will be sold at the Socials. No finals on the financials, yet.

**B. Socials** – The first social in June at the Old School House was a huge success. Everyone seemed to love the location. Century was the event sponsor (\$1,500) and had numerous activities going on. Over \$2,000 was brought in though the beer tent.

## **8. New Business**

**A. Speakers for Downtown** – the City Council budgeted \$12,500 to match the DDA's budgeted \$12,500 toward the project. Imus has additional contractors that have worked in other communities to contact for cost estimates.

## **9. Staff Report**

**A. Promotions & Marketing** - The Analytic Report indicated that the DDA Website had 1,067 page views with 81% of page views were from new visitors, and 57% were flow through. While there was a decrease in the visits in June, more were visits were coming from mobile devices than desktop.

**B. Planning** – The construction to complete the Beach to Bayou trail west of Center will begin around July 17<sup>th</sup> and will be completed by August 18<sup>th</sup>.

## **10. Committee Reports**

**A. Finance** – Previously reviewed.

**B. Events** – Previously reviewed.

**C. Marking / Promotions / Advertising** – Previously reviewed.

**11. Board Member Comments** – No report.

**12. Chair Report / Comments** – No report.

**13. Adjournment** – Chairman Hurley adjourned the meeting at 7:47 PM.