

CITY OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
MEETING OF THE BOARD
TUESDAY, DECEMBER 11, 2018 - 5:00 PM
CITY HALL - 86 WEST CENTER STREET
Douglas, MI 49406

THIS MEETING HAS BEEN CANCELLED

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Meeting Minutes
5. Public Communications (Verbal / Written)
 - A. Merchant Communications
6. Financial Update
 - A. Budget Report
 - B. Accounts Payable
7. Old Business
 - A. Michigan Council for Arts and Cultural Affairs (MCACA) Mini-Grant Street Performers Proposed Budget - \$4,000 City in-kind (salary); \$2,500 DDA in-kind (marketing) and \$4,000 Grant (street performers remuneration)
 - B. CVB Membership and Ad Purchase Review
8. New Business
9. Committee Reports
 - A. Executive / Finance
 - B. Public Relations
 - C. Events
 - D. Economic Development and Design
10. Staff Reports
11. Board Member Comments
12. Chairman Comments
13. Adjournment

Please Note: The Douglas Downtown Development Authority (DDA) 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 Jean E. Neve, City Clerk (269-857-1438) to allow the DDA to make reasonable accommodations for those persons.

Posted: December 7, 2018

PERIOD ENDING 11/30/2018
 % Fiscal Year Completed: 41.92

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 AMENDED BUDGET	YTD BALANCE 11/30/2018 NORM (ABNORM)	ACTIVITY FOR MONTH 11/30/18 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 225 - DDA FUND							
Revenues							
Dept 000.000							
225-000.000-417.000	TAX INCREMENT RECAPTURE	25,100.00	25,100.00	20,303.46	5.33	4,796.54	80.89
225-000.000-450.001	DOWNTOWN MERCHANT CONTRIBUTIONS	2,500.00	2,500.00	1,100.00	0.00	1,400.00	44.00
225-000.000-588.002	SOCIALS DONATIONS	9,000.00	9,000.00	6,267.00	0.00	2,733.00	69.63
225-000.000-634.001	HALLOWEEN SALES	7,000.00	7,000.00	0.00	0.00	7,000.00	0.00
225-000.000-634.002	DDA SMARTPHONE APP	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
225-000.000-642.004	HOLIDAY HOME TOUR TICKET SALES	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
225-000.000-664.000	INTEREST INCOME	350.00	350.00	0.00	0.00	350.00	0.00
Total Dept 000.000		47,950.00	47,950.00	27,670.46	5.33	20,279.54	57.71
TOTAL REVENUES							
		47,950.00	47,950.00	27,670.46	5.33	20,279.54	57.71
Expenditures							
Dept 728.000 - DOWNTOWN DEVELOPMENT AUTHORITY							
225-728.000-725.000	TRAINING FUNDS	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
225-728.000-725.003	DDA ADMINISTRATION	7,800.00	7,800.00	1,072.50	0.00	6,727.50	13.75
225-728.000-726.002	SOCIALS	6,000.00	6,000.00	3,438.08	0.00	2,561.92	57.30
225-728.000-726.005	WEBSITE	200.00	200.00	69.35	69.35	130.65	34.68
225-728.000-726.006	PROMOTIONS/MARKETING	1,500.00	1,500.00	3,689.44	3,005.78	(2,189.44)	245.96
225-728.000-726.020	PROMOTIONS/EVENTS	1,000.00	1,000.00	380.00	380.00	620.00	38.00
225-728.000-726.021	PROMOTIONS/ MERCHANTS	5,000.00	5,000.00	1,200.00	600.00	3,800.00	24.00
225-728.000-731.000	HALLOWEEN EVENTS	7,000.00	7,000.00	0.00	0.00	7,000.00	0.00
225-728.000-732.000	HOLIDAY PREVIEW/ LIGHT EVENT	2,250.00	2,250.00	0.00	0.00	2,250.00	0.00
225-728.000-742.000	DDA SMARTPHONE APP	1,100.00	1,100.00	307.00	0.00	793.00	27.91
225-728.000-802.001	CONTRACTUAL-PLANNING STUDY	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
225-728.000-802.100	BUSINESS INCENTIVE PROGRAM	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
225-728.000-908.000	DUES/FEEES/PUBLICATIONS	300.00	300.00	0.00	0.00	300.00	0.00
Total Dept 728.000 - DOWNTOWN DEVELOPMENT AUTHORITY		39,150.00	39,150.00	10,156.37	4,055.13	28,993.63	25.94
Dept 966.000 - TRANSFERS OUT							
225-966.000-999.101	TRANSFER TO GEN FUND-ADMIN OVH	5,020.00	5,020.00	0.00	0.00	5,020.00	0.00
Total Dept 966.000 - TRANSFERS OUT		5,020.00	5,020.00	0.00	0.00	5,020.00	0.00
TOTAL EXPENDITURES							
		44,170.00	44,170.00	10,156.37	4,055.13	34,013.63	22.99
Fund 225 - DDA FUND:							
TOTAL REVENUES		47,950.00	47,950.00	27,670.46	5.33	20,279.54	57.71
TOTAL EXPENDITURES		44,170.00	44,170.00	10,156.37	4,055.13	34,013.63	22.99
NET OF REVENUES & EXPENDITURES		3,780.00	3,780.00	17,514.09	(4,049.80)	(13,734.09)	463.34

City of Douglas DDA - November 2018 Invoices

Date	Vendor	Description	Invoice #	Amount	Preapproved	Paid
11/6/2018	Go Daddy	website domain		\$ 69.35	Yes	Yes
11/20/2018	Bitter Sween Acres	Horse-drawn Carriage Rides		\$ 380.00	Yes	Yes
11/20/2018	John Leben	DDA Signs		\$ 1,596.31	Yes	Yes
11/20/2018	Fast Signs	Temporary Center St Sign		\$ 1,409.47	Yes	Yes
11/20/2018	Al Weener	Arrow Construction		\$ 600.00	Yes	Yes
		Total Bills Paid		\$ 4,055.13		
		For Approval to be Paid				
		None Outstanding				
		Total Outstanding Approved Bills to be Paid:		\$ -		

Lisa Imus

From: Tom @ Mi Coast <tom@micoast.com>
Sent: Saturday, December 01, 2018 2:13 PM
To: Lisa Imus
Subject: Fwd: New branding for Douglas

> Hi Lisa. Hope you are well. I wanted to reach out to talk with you about the branding of Douglas. I am going to be designing a graphic for us to sell at Coastal Society and thought maybe I could also help the city out with it's branding and messaging.

>

> I'm not sure if you are aware, but I have spent the last 23 years working in advertising and marketing as a branding specialist.

>

> I had heard that the city might be considering updating its brand so I wanted to make sure I reach out and let you know that I was interested.

>

> I'd be happy to discuss further if you are available.

>

> Thanks again

> Tom Kettlewell

Public Sculpture for Douglas

Yesterday I attended a meeting at the CVB regarding the branding of the Saugatuck/Douglas area as the "Art Coast of Michigan." The meeting was an overflow group of gallery owners and artists from the area who were there to discuss how the CVB can help promote this area as a place to see and buy art. Cynthia McKean (sculptor) was one of the artists in attendance. This was a very bullish group with a bunch of ideas about how art can define a community.

As the DDA "sign committee" considers options for signage to define Douglas (our segment of the Art Coast of Michigan), I strongly suggest that a monumental and iconic sculpture on the corner of Blue Star and Center Street be the anchor and identifier for the town of Douglas.

I don't think the sculpture should be a sign, but a separate and distinctive element that stands apart from the sign. The sculpture will be an impressive symbol of the arty community that we are in Douglas and will set us apart from that other town across the river.

If we do decide to pursue a sculpture, and contract with a signage consultant, they should be aware that whatever solutions they come up with should closely relate to the sculpture that will symbolize our town.

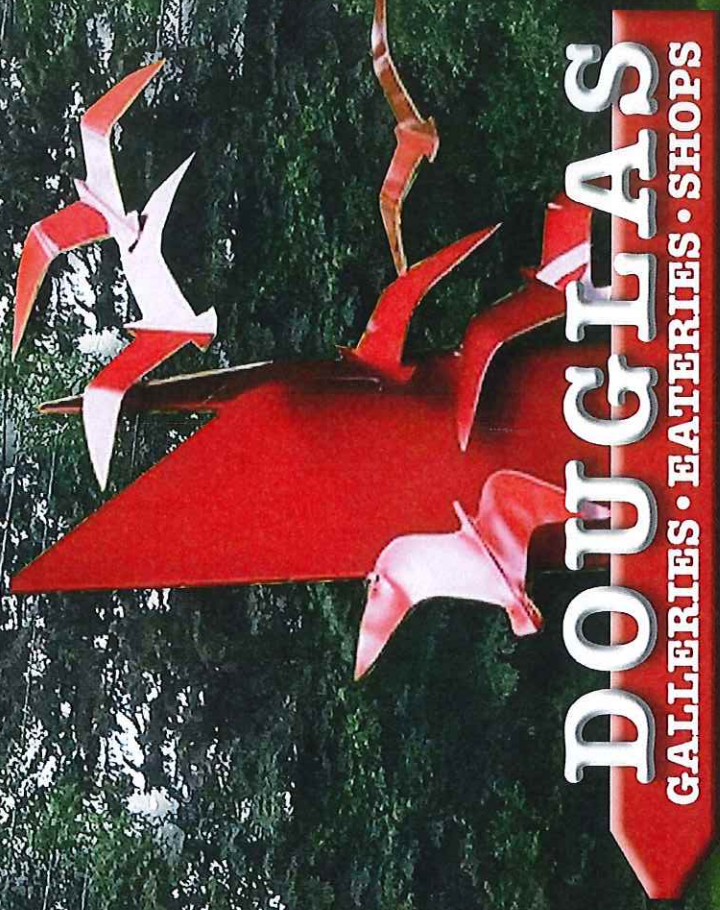
A logical artist to consider for the sculpture is Cynthia McKean. She is local with several of her sculptures on display in the area, including "Family of Man," a wonderful sculpture in Coughlin Park, Saugatuck. We discussed a sculpture for Douglas and she sent me a list of commissions she has done and their budgets. I'll forward that list in a separate email. I sent her the picture I put together (attached) of one of her sculptures with the Douglas sign in front of it. I estimated it should be 20-feet tall and asked her what that would cost. She is consulting with the people who fabricate her sculptures to come up with a ballpark, but I'm guessing a cost of \$40-50K.

Looking at public sculptures in other towns, it seems that most are paid for by generous donors, either companies in the communities or wealthy residents. This sculpture can be paid for with a combination of grants and local contributions.

Anyway... I wanted to get this idea in front of the committee for consideration and discussion.

Later.

John Leben
LebenArt Gallery



DOUGLAS

GALLERIES • EATERIES • SHOPS



Lisa Imus

From: jleben@lebenart.com <jleben@bumbley.com>
Sent: Wednesday, December 05, 2018 12:04 PM
To: John Burmeister; Erik Pennebaker; to: steich@theteichgroup.com; Patsy Ramsey; Bill Underdown; Neal Seabert; Linda Anderson; John Leben; Lisa Imus
Subject: Fwd: pricing for mid-sized outdoor sculpture

This is an email response from Cynthia McKean about pricing for her sculptures. I got back to her with a question of how much a much bigger sculpture would cost for the corner of Blue Star and Center. She is working on estimating those costs.

Also: Here is Cynthia's website if you would like to review some of her work. <http://www.cynthiamckean.com/>
Later.
John Leben

----- Forwarded message -----

From: Cynthia McKean <cmcdesign@cynthiamckean.com>
Date: Tue, Dec 4, 2018 at 2:26 PM
Subject: pricing for mid-sized outdoor sculpture
To: John Leben <jleben@lebenart.com>

John:

Thank you for contacting me.
Please recognize that pricing is for today's conditions. It may change without notice.
Here are a few photos of nearby projects.
Price is for sculpture only, not including tax if applicable, shipping, engineering stamp if required, installation.
Hope this is helpful.

Good luck with your project.
It fits perfectly with ideas expressed at our meeting at the CVB this morning.
Thank you for making the effort.

Cynthia



SEA GULLS South Haven City Hall, South Haven, MI 8' tall \$9,500



WING Exhibited in ArtPrize 2009, Grand Rapids MI 10' tall \$9,000



ROARI Douglas Elementary School, Douglas, MI 7' tall

\$8500



FAMILY OF MAN Coughlin Park, Saugatuck, MI 10' tall \$28,000

John Thomas
23 Center Street
Douglas, MI
49406



DDA,

I would like to thank the DDA for approving funds to improve/replace the previous signs at the corner of Blue Star and Center and Main and Blue Star. The signs are very attractive and should satisfy people who had expressed concerns about aesthetics.

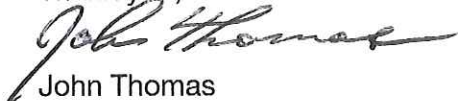
I know the changes are temporary and that there is a plan to develop a more permanent solution. So, with that in mind I would like to offer some thoughts about a future sign while this topic is fresh in everyone's mind.

First of all, when a future sign is developed, I would hope that the PRIMARY function of the sign would be its effectiveness at encouraging people to turn and discover our downtown. Other signs being considered for the community would have other purposes i.e. welcome to Douglas, etc. and could have other design criteria. But hopefully the recent DDA workshop has convinced the DDA that we need to take greater steps to increase traffic in downtown if businesses are going to survive. That puts even greater demands on the effectiveness of the sign. Naturally, we will have to balance effectiveness with aesthetics when designing any sign, but the effectiveness of the sign cannot be sacrificed to concerns about aesthetics, which is what has always happened in the past and why so many people are still unaware that we have a downtown business district.

If we consider the current sign for example, it would receive high marks for aesthetics. But if I measure the current sign by its effectiveness at getting people to turn onto Center Street I find that it devotes a mere 6% of the sign surface to an arrow directing people to turn and only 1% of the sign surface to the word 'Downtown'. The biggest message is Douglas, which makes the sign appear to be a welcome to Douglas sign and does not help to differentiate Douglas from Downtown Douglas. To put that in perspective I have included a photo of the sign as seen from the entrance to the grocery store. As you can see, the message about downtown is almost impossible to read from that distance. When driving at a speed of 30 to 35 mph a new visitor to our community would have approximately 4 seconds to find and read the message in the distance between the grocery store entrance and the intersection. Add to the scenario the fact that the person driving is navigating a car in traffic and is paying attention to the road/intersection, and the chances of communicating effectively with this sign decrease even more.

It is this kind of thought process/analysis I believe should guide any future design efforts. Please keep this input in mind as you move forward and evaluate all proposals based on the design's effectiveness first and foremost.

Thank you,



John Thomas

11/24/18

