



**CITY OF DOUGLAS**  
**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**  
**MEETING OF THE BOARD**  
**TUESDAY, MARCH 12<sup>TH</sup>, 2019 – 5:00 PM**  
**ROSEMONT INN - 83 LAKESHORE DRIVE**  
**Douglas, MI 49406**

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of February 12, 2019 Meeting Minutes
5. Public Communications (Verbal / Written)
  - A. Downtown Business Comments
6. Financial Update
  - A. Budget Report
  - B. Accounts Payable
  - C. April Meeting - Budget Adoption for 2019 / 2020
7. Unfinished Business
  - A. DDA App to be discontinued 3/31/2019
8. New Business
  - A. Mountainfilm Sponsorship/Endorsement (signs) – March 22 & 23
  - B. Google G Suite Basic
  - C. Douglas Derby May 4, 2019
9. Staff Report
10. Committee Reports
  - A. Executive / Finance
  - B. Public Relations
    - i. Merchant Collaboration Meeting
  - C. Events
    - i. Community Pride (liquor license)
    - ii. CVB – “Junetacular”
    - iii. Outdoor Morning Yoga
    - iv. Bike and Brew
  - D. Economic Development and Design
11. Board Member Comments
12. Chairman Comments
13. Adjournment

03/06/2019 REVENUE AND EXPENDITURE REPORT FOR CITY OF THE VILLAGE OF DOUGLAS  
 PERIOD ENDING 02/28/2019

GL NUMBER	DESCRIPTION	YTD BALANCE		ACTIVITY FOR		YTD BALANCE		2018-19		AVAILABLE		% BDTG USED
		02/28/2018	02/28/2019	MONTH	02/28/19	ORIGINAL	AMENDED BUDGET	2018-19	BALANCE	NORM (ABNORM)		
		NORM (ABNORM)	NORM (ABNORM)	INCR (DECR)		NORM (ABNORM)		BUDGET		NORM (ABNORM)		
Fund 225 - DDA FUND												
Revenues												
Function: Unclassified												
Dept 000.000												
225-000.000-417.000	TAX INCREMENT RECAPTURE	21,793.95	22,138.97	1,145.34		22,138.97		25,100.00		2,961.03	88.20	
225-000.000-450.001	DOWNTOWN MERCHANT CONTRIBUTIC	0.00	1,100.00	0.00		1,100.00		2,500.00		1,400.00	44.00	
225-000.000-588.002	SOCIALS DONATIONS	9,186.83	6,267.00	0.00		6,267.00		9,000.00		2,733.00	69.63	
225-000.000-634.001	HALLOWEEN SALES	5,915.00	0.00	0.00		0.00		7,000.00		7,000.00	0.00	
225-000.000-634.002	DDA SMARTPHONE APP	50.00	0.00	0.00		0.00		1,000.00		1,000.00	0.00	
225-000.000-642.004	HOLIDAY HOME TOUR TICKET SALES	0.00	0.00	0.00		0.00		3,000.00		3,000.00	0.00	
225-000.000-664.000	INTEREST INCOME	0.00	0.00	0.00		0.00		350.00		350.00	0.00	
TOTAL REVENUES		36,945.78	29,505.97	1,145.34		29,505.97		47,950.00		18,444.03	61.53	
Expenditures												
Function: Unclassified												
Dept 728.000 - DOWNTOWN DEVELOPMENT AUTHORITY												
225-728.000-725.000	TRAINING FUNDS	0.00	0.00	0.00		0.00		1,000.00		1,000.00	0.00	
225-728.000-725.003	DDA ADMINISTRATION	2,865.00	1,686.00	326.25		1,686.00		7,800.00		6,114.00	21.62	
225-728.000-725.005	MI MAIN STREET TRAVEL	1,500.00	0.00	0.00		0.00		0.00		0.00	0.00	
225-728.000-726.000	EXPENSES	(381.37)	0.00	0.00		0.00		0.00		0.00	0.00	
225-728.000-726.002	SOCIALS	6,787.82	3,438.08	0.00		3,438.08		6,000.00		2,561.92	57.30	
225-728.000-726.005	WEBSITE	0.00	69.35	0.00		69.35		200.00		130.65	34.68	
225-728.000-726.006	PROMOTIONS/MARKETING	330.00	0.00	(3,689.44)		0.00		1,500.00		1,500.00	0.00	
225-728.000-726.020	PROMOTIONS/EVENTS	0.00	0.00	(999.50)		0.00		1,000.00		1,000.00	0.00	
225-728.000-726.021	PROMOTIONS/ MERCHANTS	3,444.00	0.00	(1,200.00)		0.00		5,000.00		5,000.00	0.00	
225-728.000-731.000	HALLOWEEN EVENTS	6,636.49	0.00	0.00		0.00		7,000.00		7,000.00	0.00	
225-728.000-732.000	HOLIDAY PREVIEW/ LIGHT EVENT	750.00	999.50	999.50		999.50		2,250.00		1,250.50	44.42	
225-728.000-742.000	DDA SMARTPHONE APP	534.00	743.00	0.00		743.00		1,100.00		357.00	67.55	
225-728.000-802.001	CONTRACTUAL-PLANNING STUDY	0.00	5,634.44	5,634.44		5,634.44		1,000.00		(4,634.44)	563.44	
225-728.000-802.100	BUSINESS INCENTIVE PROGRAM	0.00	0.00	0.00		0.00		5,000.00		5,000.00	0.00	
225-728.000-900.000	PRINTING & PUBLISHING	580.15	0.00	0.00		0.00		0.00		0.00	0.00	
225-728.000-908.000	DUES/FEES/PUBLICATIONS	50.00	50.00	50.00		50.00		300.00		250.00	16.67	
Total Dept 728.000 - DOWNTOWN DEVELOPMENT AUTHORITY		23,096.09	12,620.37	1,121.25		12,620.37		39,150.00		26,529.63	32.24	
Dept 966.000 - TRANSFERS OUT												
225-966.000-999.101	TRANSFER TO GEN FUND-ADMIN OVH	0.00	0.00	0.00		0.00		5,020.00		5,020.00	0.00	
Total Dept 966.000 - TRANSFERS OUT		0.00	0.00	0.00		0.00		5,020.00		5,020.00	0.00	
TOTAL EXPENDITURES		23,096.09	12,620.37	1,121.25		12,620.37		44,170.00		31,549.63	28.57	
NET OF REVENUES & EXPENDITURES		13,849.69	16,885.60	24.09		16,885.60		3,780.00		(13,105.60)		

**Lisa Imus**

---

**Subject:** FW: DDA Meeting Agenda

---

**From:** Erik Pennebaker [<mailto:erik@zedpilot.com>]

**Sent:** Tuesday, March 05, 2019 7:29 PM

**To:** Lisa Imus

**Subject:** Re: DDA Meeting Agenda

Most of us are familiar with google docs and sheets, and we likely use them with our normal email addresses. We should add Google G Suite Basic for the site with 1 user (\$6/month). This will let us have a [info@douglasmichigan.com](mailto:info@douglasmichigan.com) address to send and receive mail, manage calendar(s), and manage documents. Access to documents and calendars can be shared with existing email addresses.

For instance, [info@douglasmichigan.com](mailto:info@douglasmichigan.com) might create calendars like "DDA Meetings" and "Douglas Events" and share access with DDA members existing emails (ie [billunderdown@gmail.com](mailto:billunderdown@gmail.com) or [erik@zedpilot.com](mailto:erik@zedpilot.com) or [jrburmeister@hotmail.com](mailto:jrburmeister@hotmail.com) - doesn't have to be a gmail address).

Then we can all see and update the calendars.

We could also go the google site and share files. For instance, we could have a folder with all of our agenda packets in it.

[https://support.google.com/a/answer/6047848?hl=en&ref\\_topic=6043588](https://support.google.com/a/answer/6047848?hl=en&ref_topic=6043588) (or google "Google G-suite basic")

We need the have working email for [info@douglasmichigan.com](mailto:info@douglasmichigan.com) in order to send professional looking emails, and \$6/month is as cheap as it comes. If the calendar and drive features sound confusing, they will make sense later, and if they turn out to not be needed we can skip them. We still need the email in any event.

As the Secretary of Correspondence this is my recommendation and I can get it setup.

-Erik

## Lisa Imus

---

**From:** Bill Underdown <billunderdown@gmail.com>  
**Sent:** Thursday, March 07, 2019 9:43 AM  
**To:** Lisa Imus; Jerry; pjramsey54@aol.com; Erik Pennebaker; John Burmeister; Pat Lion; Linda Anderson  
**Subject:** Fwd: Douglas Derby 2019 | May 4, 2019 | 12 pm - 11 pm

More than Real Estate, it's a lifestyle! Selling and listing Saugatuck, Douglas and areas between South Haven to Holland. Search:

<http://www.c21affiliated.com/billunderdown>

Call /Text 313.824.2000

Begin forwarded message:

**From:** Renee Waddell <[respitedouglas@gmail.com](mailto:respitedouglas@gmail.com)>  
**Date:** March 6, 2019 at 11:19:59 AM PST  
**To:** [jrburmeister@hotmail.com](mailto:jrburmeister@hotmail.com), [landerson@ci.douglas.mi.us](mailto:landerson@ci.douglas.mi.us), Bill Underdown <[billunderdown@gmail.com](mailto:billunderdown@gmail.com)>, [bill.underdown@gmail.com](mailto:bill.underdown@gmail.com), Marcia Bradley <[obxmzfit@gmail.com](mailto:obxmzfit@gmail.com)>, Pat Lion <[sunnylrose@gmail.com](mailto:sunnylrose@gmail.com)>, [plion@ci.douglas.mi.us](mailto:plion@ci.douglas.mi.us), "Kim Neuens Design & Interiors LLC" <[neuensk@gmail.com](mailto:neuensk@gmail.com)>  
**Subject:** Douglas Derby 2019 | May 4, 2019 | 12 pm - 11 pm

Your Honorable Linda Anderson and fellow DDA Board Members

The DDA Merchants are collaborating to host a Douglas Derby May 4, 2019 from 12 pm - 11 pm. which will be appealing to people of all ages. Our Center Street Schedule will guide people throughout Douglas exposing them to salons and boutiques putting on fashion shows, classes, and/or demonstrations. Restaurants will be highlighting specialized appetizers and signature drinks, galleries will be featuring artists, we will lead people down to Wade's Bayou and Beery Field as well.

We have not included Patsy Ramsey, Jerry Donovan, and Erik Pennebaker because we could not find their email address. We would like to explain where we are at with this event. We recently contacted Lisa Imas requesting the DDA host a movie in the park, not receiving a reply, we went ahead and partnered with Lakeshore Art Alliance. We just filled out and emailed the Application for Special Event Permit for the event portion that will be held at Wade's Bayou and in Beery Field.

If approved, we would need the DPW to fence off an area (size yet to be determined) in Wade's Bayou to protect the miniature horses. And we request all printing of posters/flyers to be paid by the DDA, since it will be an all day event exposing Downtown Douglas for locals and visitors rather than just a merchant event.

DERBY DAY 2019 - CENTER STREET SCHEDULE: (Saturday)

1 - 3 pm DERBY RED CARPET BEAUTY/FASHION SHOW salons and boutiques putting on fashion shows, classes, and/or demonstrations.

3 - 5 pm FILLIES & WATER LILIES WADE'S BAYOU Interact with ponies, brush them, feed them, photo op with Garland of Roses, games and crafts.



5 - 7 pm APPETIZER CRAWL During this time toast to the Kentucky Derby, 6:30 Riders Up, and 6:50 Watch "the most exciting two minutes in sports. Enjoy Signature appetizer & Derby Drinks. Also, win a raffle of the official Woodford Reserve Bourbon. The bottle's autographed label features the colorful artwork of Keith Anderson and showcases thoroughbreds racing across the front.

6-8 pm GALLERY STROLL Stroll Downtown Douglas and enjoy an evening of fine art! Participating galleries are featuring artist receptions, demonstrations or new works of art.

6-8 pm HOME/FURNISHING Find the horse in each gallery while enjoying a class and/or demonstrations.

8 - 9 pm PRE-MOVIE Entertainment Run for the Roses - decorate and bring your own stick horse, Run for the Roses stick horse race, winner will be presented with a Garland of Roses (maybe donated by the Garden Club) Hat Contest - Ribbons will be awarded in the following categories -- Derby Themed, Most Unique, Largest, Smallest, Best in Show Ladies - This is for the entire ensemble (dress, shoes, hat, etc.), Best in Show Men - This is for the entire ensemble (hat, bowtie, etc.), Best Bow Tie Voting will be from attendee ballots so dress to impress!

9 - 10:30 pm MOVIE IN THE PARK Great films deserve great locations, starts at sunset, so as the stars begin to sparkle, lean back and breathe in the fresh air, and watch this hand-picked Derby movie Sponsored by Lakeshore Arts Alliance. The movie will be projected onto a ? square foot screen, BYO chairs and blankets. Various snacks and non alcohol beverages will be available for purchase at the event.

**From:** wc <wendycolsen@gmail.com>  
**Sent:** Tuesday, March 05, 2019 2:56 PM  
**To:** Marcia Bradley; Patricia Lion; Michael Burmeister; Kim @ MiCoast; tom@micoast.com  
**Cc:** John Burmeister; Lisa Imus; Bill Underdown; Bill Underdown (bill.underdown@gmail.com); Linda Hopkins Laakso; Dave Laakso; Renee Waddell  
**Subject:** Today's Meeting Recap and Action Steps

Hi everyone,

I appreciate the time spent this morning on brainstorming and goal setting. Just to recap...

**Goals:**

1. Increase/enhance communication and collaboration between DDA/CVB/SDBA and merchants regarding upcoming events/planning/etc.
2. Capitalize on the success of Art on Center, build on Shop on Center, expand to Sip on Center/Eat on Center.
3. Streamline area event calendars.
4. Create consistency with the "brand" and messaging of Douglas. Have merchants promote the brand and collective events.
5. Build up events we currently have, create new ones that bump onto shoulder season. Commit to 3-5 year trial run, not "one and done."

**Action Steps Tied to Each Goal:**

1. Marcia will collect a current list of merchant contacts by April 15. From this list, Wendy will set up a meeting with DDA/CVB/SDBA/merchants to assess needs/collect ideas to create a collaborative team for drawing business to Douglas.
2. Kim/Tom/Michael will get with other merchants to build on the "On Center" idea.
3. Marcia will collect calendars for Kim who will streamline it into one.
4. This will be a collective effort and discussed at the merchant meeting (TBD). Also, Tom and Michael will meet to create consistency between the Art and Shop on Center and the Douglas logo.
5. Refer to #2. Also, Pat and Kim will work the Adirondack chair idea to build the theme. Renee, can you share ideas of a theme you were generating (we didn't have all the information), so we come up with an integrated theme or build on other themed ideas?

Let me know if I missed anything or if you want to jump in on anything to help. (Pat, could you forward this on to the other member of the DDA PR committee, please? I'm not sure who the 4th member is.)

I'll touch base with you next week to see where we're at and pass updates along.