

Douglas Downtown Development Authority April 9, 2019 Meeting Minutes

1. CALL TO ORDER. The meeting was called to order at 5:00 pm by Chair John Burmeister.
2. ROLL CALL. Roll call was taken and present were Linda Anderson, John Burmeister, Patricia Lion, Erik Pennebaker, and Patsy Ramsey. Absent were Josh Albrecht, Michael Alto, and Jerry Donovan. A quorum was established. Also attending were Lisa Imus, Marcia Bradley, and Neal Seabert. Douglas businesses representatives present were Kim Neuens from Kim Neuens Design & Interiors, Scott Jacobs, Garden Liaison from Specialty Gardens, and Police Department Officer Steve Kent.
3. APPROVAL OF AGENDA. Agenda items added were items 4. A. DDA Special Meeting of the Board on March 28, 2019; ii.a. Newsletter under 10. Committee Reports A. Executive/ Finance, and ii. Shop and Sip on Center Logo under B. Public Relations. The agenda was approved as amended by Anderson motion, Lion second, and voice vote.
4. APPROVAL OF MARCH 12, 2019 MEETING MINUTES. After correcting that Patsy Ramsey was absent at the DDA Special Meeting of the Board on March 28, 2018, the minutes were approved as amended by Anderson motion, Pennebaker second, and voice vote. Corrections noted by Ramsey of the minutes from the last DDA meeting on March 12, 2019 had incorrectly quoted Ramsey in Item 5. Public Communications (Verbal/Written) regarding the recent restructuring of the DDA committees was to align the committees more closely with the Douglas merchants, not “to welcome outside interests”, the correct spelling of SDABA on page 3, that Kim Neppel and Tom Kettlewell were, in fact, not in attendance, and Michael Burmeister had requested website old photos be updated. Ramsey motioned, with Lion seconding, that the minutes be approved as corrected. The motion passed by unanimous vote.
5. PUBLIC COMMUNICATIONS (Verbal/Written) A. Downtown Business Comments. Kim Neuens from Kim Neuens Design & Interiors reported television cable channels had been contacted to promote Douglas events. Neuens requested the DDA consider hiring a full-time manager to assist in social media networking with a \$7,000 budget. The DDA suggested Neuens contact the CVB for other media communications avenues.
6. FINANCIAL UPDATE. Treasurer Patsy Ramsey referred everyone to the income statement that compares actual results to the DDA's Amended Budget for the 2018-2019 fiscal year. Year-to-date (YTD) revenues as of March 31, 2019 totaled \$46,582; this amount included insurance proceeds of \$16,773 related to the Douglas sign, which were received in March. YTD expenses totaled \$15,383. Ramsey mentioned that the DDA's \$5,020 repayment to the City for streetscape improvements, which is recorded one time during the year, was recorded in March. YTD net income was \$26,179; excluding the insurance proceeds received in March, net income was \$9,406. Ramsey reviewed bills paid during the month of March and mentioned that the \$25 recorded against PROMOTIONS/MARKETING was recorded in error and has been reversed. Ramsey said there are three months left in the fiscal year and that our financial results for the year look in line for the rest of the year.

Ramsey also reviewed a rough draft of the budget for the 2019-2020 fiscal year. She said she would update the spreadsheet with the information received from all of the committees and will send the revised budget out to the board for review and approval at the May DDA meeting.

7. UNFINISHED BUSINESS A. Community Pride. Neal Seabert reported the Community Pride Event is scheduled for June 1, from 1:00 to 5:00 pm at Beery Field. He related a 501(C)(3) permit had been applied for but would not be available until next year and that costs would be funneled through the DDA budget. Seabert also informed the DDA a band has been contracted for the Event, speakers lined up, including a representative from Attorney General Dana Nessel's office, a discussion on bullying, a Lambda Car Show outside Beery Field, 1,300 cards and 100 posters distributed throughout Grand Rapids, Holland, Douglas, Saugatuck, Fennville, South Haven, Benton Harbor, and Chicago. Also, advertising includes social media posts on Facebook and notices to two news stations by the CVB. Ramsey motioned, with an Anderson second, that the DDA process Community Pride Event costs through DDA financials incurred above costs involving liquor license, beer and wine, with proceeds to return to the DDA to fund a fourth Summer Social. The ten food vendors are to be accounted for separately. The motion passed by roll call vote.

7.B. Kim Neuens announced the May 4th Downtown Douglas Derby Day intends to feature a popular bounce house sponsored by Shoreline Realty, including a \$30 insurance rider. CVB will generate a press release for the event and the Van radio station will air promotions.

7.C. Erik Pennebaker reported that five businesses had responded to the Adirondack Chair Summer Project being underwritten by Century 21 Affiliated Douglas. Patricia Lion and Patsy Ramsey also expressed interest in participating. The DDA requested its name be displayed on the chairs. The chairs are to be ready for display by mid-May. Pennebaker agreed to provide an update on the status of chair acquisition and distribution by Thursday morning.

8. NEW BUSINESS A. Bee Friendly Event. Kim Neuens requested the DDA sponsor and Event at the end of June to tip off the Fourth of July promoting gardens featuring bee-friendly plants and flowers, businesses offering bee-related products, art galleries exhibit for sale at least one or more bee-related art pieces, restaurants include honey-glazed chicken dishes, and have posted plaques explaining the various participations. Scott Jacobs, Garden Liaison from Specialty Gardens, informed the DDA he is linked closely with a pollination-based summer camp, BeeCityUSA.org, and pollinator.org with a PDF presentation to promote community participation providing economic impact for businesses. Neal Seabert reported he has a presentation to the City planned. The DDA asked about the timing of such an event and if perhaps it would be better implemented with more planning next year. Jacobs was asked to compile a list of resources and needs, including funding. Jacobs volunteered to act as liaison with the Garden Club to develop the event more fully. Anderson suggested a committee be formed and Burmeister recommended Neuens and Jacobs meet with the DDA Events Committee to formulate the event. Neuens requested DDA consideration for further monthly events such as a community backyard barbeque in July, a DIY market in August, expanded Halloween celebrations in October, Small Business Saturday in November, and Black Friday in December.

Linda Anderson thanked Kim Neuens for her active interest and participation in DDA events and meetings to further Downtown Douglas progressive causes.

8.B. Social Sponsorship Sales. The Commercial Record has announced it is willing to donate \$1,500 worth of DDA advertising in trade for sponsoring the August Summer Social. The PR Committee agreed to handle the details of the sponsorship.

9. STAFF REPORT. A need was expressed for filling the vacant DDA Board seat recently vacated by Michael Alto and Bill Underdown. Anderson reported a couple leads had not materialized and Pennebaker suggested a search for replacements include those familiar with online advertising.

10. COMMITTEE REPORTS.

10.A. Executive/Finance. i. Add Technology Committee. Patsy Ramsey motioned, and Erik Pennebaker seconded, the establishment of a Technology Committee with the motion passing by voice vote. Pennebaker requested Marcia Bradley maintain the douglasmichigan.com account. (a) Newsletter. Erik Pennebaker requested the Technology Committee be tasked with sending out business emails, monthly newsletters to business owners separate from the community email list, and actively solicit help for events. Lisa Imus informed the DDA a constant contact list already exists which could facilitate aggregating email lists. Marcia Bradley was asked to gather business email information as Merchant Ambassador and submit a written compilation gleaned after the April 15 due date of business licenses. Ramsey suggested the newsletter be produced with some regularity, with a minimum of once a month, and be informative and timely. Pennebaker informed the DDA that emails for DDA members had been set up in Google Documents to enable member communication.

10.B. Public Relations. i. CVB Ad. A final approval has been given for two ¼ page ads in the and a ½ page ad for Art on Center in the CVB guide. ii. Kim Neuens reported that Kim Malagoli and Tom Kettlewell of Coastal Society Boutiques are working on a cohesive logo for Shop and Sip on Center.

10.C. Events. Patricia Lion detailed the list of forthcoming events to include the Easter Bonnet Parade and Egg Hunt on April 21st, The Great Bike & Brew on April 27th, Downtown Douglas Derby Day on May 4th, the annual Saugatuck/Douglas Tug of War and Wades Bayou Dock Dedication on Memorial Weekend May 25th-27th, Community Pride Event on June 1st, Douglas June Summer Social on June 27th, a float in the July 4th Douglas Parade, Douglas July Summer Social and Kick Ball Game on July 25th, Scarecrow Day on Sept. 1st, Scary Beery and Halloween Parade on October 26th, Annual Tree Lighting Ceremony on Nov. 30th, and Holiday Luminaries Exhibit on Dec. 21st.

10.D. Economic Development and Design. Erik Pennebaker reported a successful meeting with the sign consultant and suggested another public meeting to unveil the designs and invite responses and/or suggestions. Anderson indicated the City is working with the DDA and Douglas merchants to elicit opinions before approval of a final design.

11. BOARD MEMBER COMMENTS. Patsy Ramsey expressed concern about the loss of two valuable DDA Board members and that several Events Committee members have many out of town obligations which have been impacting active participation. Ramsey is hopeful the Events Committee can recruit volunteers for events without having to always fully commit themselves and perhaps asking for help be a matter of softening the semantics approach. Ramsey, Lion, and Bradley all volunteered to help run the beer tent for the June 1st Community Pride Event.

12. CHAIRMAN COMMENTS. John Burmeister had no comments to add and call for meeting adjournment.

13. ADJOURNMENT. The next DDA Board meeting will be held at 5:00 pm on May 14, 2019 at the City Hall. The meeting adjourned at 7:05 pm.