

Douglas Downtown Development Authority June 11, 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, Tom Kettlewell, Patricia Lion, Erik Pennebaker, and Patsy Ramsey. Absent was Jerry Donovan. A quorum was established. Also attending were Rich LaBombard, Marcia Bradley, and Neal Seabert. Chair Burmeister introduced and welcomed Rich LaBombard, Douglas City Manager.
3. APPROVAL OF AGENDA. Agenda items added for discussion under 5. Public Communications, B. *Merchant Media Seminar* and C. *Cocktail Appetizer Stroll*, and 9. Committee Reports, C. Events, ii. *Luminaries Holiday Lighting*. The agenda was approved as amended by Anderson motion, Lion second, and voice vote.
4. APPROVAL OF MAY 14, 2019 MEETING MINUTES. Erik Pennebaker requested clarification of the sentence in D. Economic Development and Design ii. Sign, by adding the words “of the Economic Development Sign Subcommittee” after “another meeting” to distinguish between another merchant meeting and the subcommittee meeting. Patsy Anderson motioned, with Erik Pennebaker seconding, that the revised minutes be approved. The motion passed by unanimous vote.
5. PUBLIC COMMUNICATIONS (Verbal/Written)
 - A. Downtown Business Comments. Neal Seabert expressed his appreciation for the DDA’s help at the Community Pride Event. The issue of borrowing DDA tables and chairs by outside parties was discussed. John Burmeister reported he had not heard back from legal counsel to respond to the May 29, 2019 letter from Robin Bauer regarding repayment of the \$5,000 business incentive awarded last year to Kismet Bakery. Burmeister also reported receipt of a letter from Renee Waddell requesting DDA recommendation concerning the abundance of temporary signs throughout Douglas. Patsy Ramsey suggested the letter be forwarded to Lisa Imus, City Planner, for enforcement of city sign regulations.
 - B. Merchant Media Seminar. John Burmeister presented a letter from Layne Postilion of Endora Bohemian General Store requesting the DDA consider hosting a cocktail hour to introduce media tips and instruction for the merchants. After discussion, it was agreed the event aligns with the DDA strategic planning guidelines and Fall would be a convenient time to schedule the event.
 - C. Cocktail Appetizer Stroll. Tom Kettlewell suggested the Board consider holding a cocktail appetizer stroll to promote Shop on Center. The Public Relations Committee was asked to develop the idea.
6. FINANCIAL UPDATE. Treasurer Patsy Ramsey referred everyone to the year-to-date (YTD) income statement as of May 31, 2019, which included a comparison of actual results to the DDA's amended budget for the 2018-2019 fiscal year. YTD revenues totaled

\$57,857.47, which included \$16,773 of insurance proceeds related to the Douglas sign. YTD expenses totaled \$27,452.54, resulting in YTD net income of \$30,384.93. Ramsey reviewed the YTD details for revenues and expenses related to the Community Pride event held on June 1 and stated she would provide a final recap at the next meeting. Year to date, net income was \$28,155.93 favorable to budget, largely due to the insurance proceeds, unbudgeted revenues from the Pride event, and funds set aside but not granted for the Business Incentive Program (due to no applicants).

7. UNFINISHED BUSINESS

- A. Summer Socials. Erik Pennebaker volunteered to send out a summer social sponsorship request email if Jerry Donovan would generate the content of the email. Patsy Ramsey expressed concern the need for a central location to handle DDA/community communications such as vendors, signs, and equipment request forms for events. It was agreed Jenny Pearson, Douglas Deputy Clerk, would ideally handle all necessary forms and Pat Lion suggested the forms also be available online. John Burmeister agreed to follow up with organizing set up and break down of the June Summer Social.
- B. Josh Albrecht's Board Replacement. The DDA will continue searching for replacements.

8. NEW BUSINESS. There was no new business discussed.

9. COMMITTEE REPORTS.

- A. Executive/Finance. John Burmeister read a thank you note from the Community Pride Committee and the CVB for help provided in June events. Erik Pennebaker read a thank you note from Renee Waddell and Kim Neuens for help during Douglas Derby Day.
- B. PUBLIC RELATIONS. Pat Lion reported an update of the downtown kiosk map was still needed requiring a updated list of businesses.
- C. EVENTS. i. 4th of July float for parade. John Burmeister offered use of his trailer to build the float. Four Adirondack chairs were suggested to seat Mayor Linda Anderson, City Council Member Neal Seabert, and two others to be determined later, providing there is enough space on the trailer. The Board agreed Douglas maps of the Adirondack chair placement should be handed out, as well as candy. Marcia Bradley agreed to design the float. ii. Luminaries Holiday Lighting. Pat Lion reminded the Board the Lakeshore Association has approved providing \$300 to cover costs of placing luminaries along Center Street and Lakeshore Drive during the Christmas holiday season and would like to know what date the luminaries can be installed. The Board asked the Public Relations Committee to address the Lakeshore Association's requests. iii. Marina Event. Pat Lion suggested dedication of the new addition to the floating dock at Wade's Bayou be coordinated with the July Summer Social provided the dock is finished.
- D. ECONOMIC DEVELOPMENT AND DESIGN. i. Adirondack Chairs – map and voting. Erik Pennebaker volunteered to develop a map of the Adirondack chair locations. It was decided there would be no vote sought from the public for favorite chair, but the chairs

would be displayed at the Summer Socials prior to auction at the August Summer Social.
ii. Gateway Sign. Erik Pennebaker reported a meeting had occurred with Brian Alexander to discuss the process for developing the new sign and that progress was moving forward with the designer. Tom Kettlewell volunteered to serve on the Sign Subcommittee and help develop a brief describing the details and progress of the sign development to be provided to the merchants.

E. TECHNOLOGY. Erik Pennebaker suggested hashtags be established for socials and events and advertised on the website and banners.

10. STAFF REPORT. Marcia Bradley reported the Douglas MIDD A Facebook page had for the period from May 6 through June 2, 1.8K Post Reaches (up 155%), 461 Post Engagements (up 55%), and 9 New Page Likes (up 200%). Bradley agreed to increase efforts to engage more page likes through stronger promotion of the Adirondack Chairs Project.

11. BOARD MEMBER COMMENTS. Linda Anderson requested information about when and where to participate on the 4th of July Parade float. Pat Lion suggested meeting at the Saugatuck High School where the parade begins at 1pm on July 4th.

12. CHAIRMAN COMMENTS. John Burmeister thanked everyone for their volunteer work.

13. ADJOURNMENT. The next DDA Board meeting will be held at 5:00 pm on July 9, 2019 at the City Hall. The meeting adjourned at 6:50 pm.