

**Downtown Development Authority (DDA)**  
**City of Douglas**  
**86 W Center Street, Douglas, Michigan 49406**  
**Wednesday, October 27, 2021 at 2:00 pm**  
**Meeting Minutes**

1. **Call to Order:** Chair Walker called the meeting to order at 2:05 p.m.  
Remote meeting special procedures were set into place.
2. **Roll Call / Quorum – Present:** Balmer, Ketelhut, Lawrence, Lion, Ramsey (remote attendance), Walker  
**Absent:** Laakso, Martyniek, Seabert  
**Also Present:** Planning & Zoning Administrator Wikar, Deputy Clerk Howell
3. **Approval of Agenda – Changes / Additions / Deletions:**
  - a. Remote Regular Meeting, October 27, 2021  
*Motion by Balmer, with support from Ketelhut, to approve the agenda as presented. Motion carried by unanimous roll call vote.*
4. **Approval of Minutes:**
  - a. Remote Regular Meeting, September 22, 2021 –  
*Motion by Lion, with support from Lawrence, to table the September 22, 2021 minutes until the next meeting. Motion carried by unanimous roll call vote.*
5. **Officer Reports**
  - a. Treasurer (D. Laakso)
    - i. Financial Update – September’s net loss was \$1,100.00. There was no revenue recorded during the month and expenses totaling \$1,100.00 were recorded, consisting of the recurring \$650.00 monthly allocation of Douglas staff expenses, and \$450.00 for facemasks which were given away during the Douglas Social of September 9.  
As of September 30, 2021, there were three unpaid invoices totaling \$7,323.30. These invoices were for the Beery Field drinking fountain (\$6,895.00), Art on Center advertising in the Commercial Record (\$294.00) and Art on Center social media advertising (\$134.00). These expenditures were approved by the DDA in previous meetings and will be paid and recorded as expenses in October accounting.  
At September 30, 2021, the DDA had cash on hand and an ending Fund Balance of \$181,557.74.  
Ramsey commented that the last statement regarding cash on hand and ending fund balance can’t be right because the ending fund balance doesn’t get updated until the end of the year.  
Walker commented that the DDA received no community promotion requests.
    - ii. Accounts Payable – Invoices, September 2021.
      - a) Most Dependable Fountains, Beery Field Drinking Fountain, \$6,895.00
      - b) Krista Reuter Studio, Art on Center Advertisement, \$134.30
      - c) Commercial Record, Art on Center, \$294.00
    - iii. 880 Community Promotions; Q2 FY2021 – 2022 Funding Cycle (\$3,700.00)
  - b. Vice Chair (T. Ketelhut)
  - c. Chair (R. Walker)
    - i. Officer (Secretary) and Board Vacancies – Future Board vacancies are expected. The secretary position still needs to be filled.
    - ii. Written Communications – None.
6. **Public Comments – None.**

## 7. Unfinished Business

- a. Retail Incubator  
*Continued discussion of an open-air community supported marketplace (CSM) concept in the Downtown District, to support Michigan purveyors and makers in FY2022 – 2023.*  
Items discussed were holiday market at Beery Field, some type of unique seasonal market at Wades Bayou with flowers, produce, meat, and crafts, done on a consistent schedule. Would like to get feedback over the winter from groups that would buy into the concept.
- b. Gateway Mural Program  
*Continued discussion of scope and timeline to pursue City-partnership to initiate Gateway Sub Area and Blue Star / Harbor Sub Area mural program, with consideration of draft Request for Proposals (RFP) for Spring 2022.*  
There is currently \$18,000 in the budget for this, however, that won't be enough money to do both the north and west sides of the grocery store, as well as the Blue Star underpass. May want to partner with the City to get additional funds. Would want the installations to include the words City of Douglas on them and also coordinate with the wayfinding signage.

## 8. New Business

- a. Schedule Change, November 2021 Regular Meeting  
*Board discussion of alternate meeting date and time to observe the Thanksgiving holiday.*  
Walker will reach out to absent members to see if the 17<sup>th</sup> or 24<sup>th</sup> of November will work better for them.  
  
*Motion by Balmer, with support from Lawrence, to extend the meeting another 30 minutes.*  
*Motion carried by unanimous roll call vote.*
- b. Downtown Streetscape Vision and Implementation Modules  
*Staff presentation of two complimentary proposals by Prein & Newhof, for development of on-street seating/bump outs, placemaking, streetscape, utility, and accessibility improvement standards, to facilitate 3 – 5 years of Board and Development Plan objectives.*  
This is to develop specifications for construction standards and streetscape standards for future projects. The Board is not being asked to give direction on funding, but just to recommend that it be done or not.  
*Motion by Ketelhut, with support from Lawrence, that the DDA support the proposal. Motion carried by unanimous roll call vote.*
- c. Saugatuck-Douglas Convention and Visitors Bureau Financial Request  
*Chair-led discussion of funding opportunity available through CVB for seasonal decorations.*  
Lisa Mize joined this discussion via Zoom. She estimated that there is still between \$2,000 and \$5,000 that can be applied for for 2021. The DDA could ask for the funds this year and indicate the lights wouldn't go up until next year or ask for a continuous amount over the next two or three years. There was further discussion regarding where to put the lights, i.e., on downtown buildings, over the street, at Beery Field. Ketelhut, Walker, and Balmer volunteered to fill out and submit the CVB application for holiday lights.  
*Motion by Ketelhut, with support from Balmer, to submit the application to the CVB before their next board meeting on November 18. Motion carried by unanimous roll call vote.*  
*Motion by Lion, with support from Ketelhut, that this board accept whatever the committee puts together to submit to the CVB, that it doesn't have to come back to the DDA for approval.*  
*Motion carried by unanimous roll call vote.*  
  
*Motion by Balmer, with support from Lawrence, to extend the meeting another 30 minutes.*  
*Motion carried by unanimous roll call vote.*

**9. Staff / Manager Reports** – Planning & Zoning Administrator (N. Wikar):

- a. Sidewalk Repair / Replacement Bidding – Open through November 12, 2021.  
There is ~~\$20,000~~ \$10,000 in our budget for this year for sidewalk replacement and repairs. We're currently seeking bids through November 12. The City requires three bids. The highest impact areas will be improved first, and anything beyond the ~~\$20,000~~ \$10,000 in repairs will be budgeted for next fiscal year.
- b. Master Planning Public Open House – Douglas City Hall, 7:00 PM, November 18, 2021.  
*First opportunity for public cooperation and comment to amend "Our Douglas Vision" Master Plan; related to on-going wayfinding, Downtown district, and municipal harbor / marina master planning.*  
Opportunity for public input on Downtown TIF and Development Plans, Wayfinding plans, and the Municipal Harbor and Marina Master Plan for Point Pleasant.
- c. Initial Findings, Open-Air Ice Rink – Reconsider Spring 2022, for FY 2022-2023.  
The start-up costs for an ice rink would be around \$200,000, which makes it not attainable this year. Maybe consider creating private partnerships with organizations or businesses.

**10. Public Comments:** None.

**11. Board Comments:** Lion suggested approaching outdoor-type businesses that want to do a satellite business here, such as a bicycle shop, boating supplies, hiking supplies.  
Ketelhut thanked the Board for nominating him vice-chair.

**12. Chair Comments:** None.

**13. Adjournment:** Motion by Lawrence, with support from Balmer, to adjourn the meeting. Motion carried by voice vote. (3:55 p.m.)