

**City of the Village of Douglas
Downtown Development Authority (DDA)
86 W Center Street, Douglas, Michigan 49406
Wednesday, January 26, 2022 - 2:00 pm
Regular (Organizational) Meeting Minutes**

1. Call to Order – Chair Walker called the meeting to order at 2:00 p.m.
2. Roll Call/Quorum - Present: Balmer, Donovan, Ketelhut, Laakso, Walker
Absent: Lawrence, Martyniek, Ramsey, Toepper
Also Present: Planning & Zoning Administrator Wikar, City Manager LaBombard, Clerk Alderink, Deputy Clerk Howell

Call for Nomination, Election of Chair

Pursuant to DDA bylaws, the City Clerk shall call for nominations for Chair from the floor until exhausted, and then conduct the election of Chair using Robert's Rules, elected by simple majority.

Clerk Alderink called for nominations for Chair. Laakso nominated Walker with support from Balmer. After no other forthcoming nominations, a roll call was taken by Clerk Alderink. The nomination was carried by unanimous roll call vote.

3. Approval of Agenda - Changes/Additions/Deletions
Motion by Laakso, with support from Ketelhut, to approve the agenda with the amendment of deleting Projected Revenues/Expenditures (5 iii.) because the Treasurer has nothing prepared yet. Motion carried by unanimous roll call vote.
4. Approval of Minutes - Changes/Additions/Deletions
Motion by Balmer, with support from Donovan, to approve the December 22, 2021 remote regular meeting minutes as presented. Motion carried by unanimous roll call vote.
5. Officer Reports
 - a. Treasurer (D. Laakso)
 - i. Financial Update – December's net loss was \$888.09. Revenue of \$755.91 was recorded during the month related to tax recapture and expenses totaling \$1,644 were recorded, consisting of the recurring \$650.00 monthly allocation of Douglas staff expenses, \$494.00 for Christmas trees, and \$500.00 for the concrete pad to support the air conditioning unit at the Beery Field restrooms.

As of December 31, 2021, there was one unpaid invoice totaling \$494.00 from Elf Shack for the ten Christmas trees which were displayed throughout Douglas, including the large one at Beery Field. As of December 31, 2021, the DDA had cash on hand of \$155,582.48, and an ending Fund Balance of \$155,088.48.

It was requested that the invoice from Elf Shack for the Christmas trees be brought back to next month's meeting for DDA approval since it was not approved previously.
 - ii. Accounts Payable – Invoices, December 2021;
 - iii. ~~Projected Revenues / Expenditures (6 Month) for FY2021—2022~~
 - iv. Business Incentive Grant Request
Consideration of merchant request
 - a) Wendy Colsen, Patio Improvements (Additional Request) \$450.00
Colsen is requesting an additional \$450 for her patio improvements due to additional expenses. This exceeds the original request of \$4,550.
Motion by Ketelhut, with support from Balmer, to approve the \$5000 with the condition of seeing the receipt for the last bill for \$2930.15. Motion carried by unanimous roll call vote.

v. Q3 FY2021 – 2022 880 Community Promotions, \$6,200.00 available.

Consideration of awards up to \$6,200.00

a) Art on Center, Michigan Art Guide / Rack Card / SCA Digital Playbill, \$1,550.00

It was suggested that information regarding Community Promotions be listed on the new website and through the use of direct mailers so the businesses know that this money is available.

Motion by Balmer, with support from Ketelhut, to approve Art on Center for \$1,550 from Community Promotions. Motion carried by unanimous roll call vote.

b. Vice Chair (T. Ketelhut)

Local Media (TV) Marketing Opportunity

Update on marketing opportunity with WZZM

Ketelhut and Walker had a discussion with WZZM regarding their proposals for TV ads.

One proposal would be aired each Saturday in May, 4 – 5 minute segments, highlighting something different each time, at \$1500 per segment. The other proposal would be an ad targeted to nearby states, shown for 4 months during the summer, at a cost of \$3,000 per month.

c. Chair (R. Walker)

i. Call for Nomination, election of Officers (Vice Chair, Treasurer, Secretary)

Pursuant to DDA bylaws, the Chair shall call for nominations for Vice Chair, Treasurer, and Secretary from the floor until exhausted, and then conduct the election of Officers using Robert's Rules, elected by simple majority.

Chair Walker called for nominations for Vice Chair. Balmer nominated Ketelhut with support from Laakso. After no other forthcoming nominations, a roll call was taken by Deputy Clerk Howell. The nomination was carried by unanimous roll call vote.

Chair Walker called for nominations for Treasurer. Donovan nominated Laakso with support from Balmer. After no other forthcoming nominations, a roll call was taken by Deputy Clerk Howell. The nomination was carried by unanimous roll call vote.

Chair Walker called for nominations for Secretary. Laakso nominated Balmer with support from Donovan. After no other forthcoming nominations, a roll call was taken by Deputy Clerk Howell. The nomination was carried by unanimous roll call vote.

ii. Written Communications – None.

6. Public Comments: Patsy Ramsey – If the Christmas trees were budgeted for, we have a payment policy whereby the Treasurer can pay those bills as long as they're not over the amount that's been budgeted.

7. Unfinished Business

a. 2022 Bylaw Revisions

Continued discussion of proposed revisions to the bylaws, for approval.

There is a typo under Item VIII 4 - Boar should be Board. The changes in recording responsibility have been made to Item VII 1. These bylaws can be amended at any time.

Motion by Ketelhut, with support from Balmer, to approve the amendment to the DDA bylaws for 2022. Motion carried by unanimous roll call vote.

b. FY 2022 – 2023 Budget & Project Goal Setting, Objectives Discussion

Continued discussion of Project Goals identified at the December Regular Meeting, proposing objectives and estimated line items for recommendation to City Council (April), FY2022 – 2023 General Appropriations Act of the City of the Village of Douglas.

The list of 8 goals mentioned the most at the last meeting was reviewed in order to determine what to put in the draft budget for next year, to be presented to City Council in April. It was agreed that there should be something in the budget for sidewalks and parking every year, and a large allocation to support a grants coordinator. Signage and wayfinding should be boosted higher on the list, decide whether to increase or decrease community promotions, and what specific improvements the DDA would like to see for Beery Field and Wades Bayou.

Motion by Balmer, with support from Donovan, to close discussion. Motion carried by unanimous roll call vote.

8. New Business

a. Beery Field Service Window

Consideration of change order and competing bid for general contractor services to install service window at the Beery Field facility.

The bid from Clark Construction increased about \$2000 from when the Board first considered it. In the meantime, staff felt some things were left out of the first bid, so they sought a second bid and received a bid from Excel Construction. Also, there are some additional items at Beery Field restroom building that should be addressed, i.e., insulation and gutters. There was discussion regarding possibly seeking a match from the City, and a discussion regarding a stainless steel versus galvanized door.

Motion by Balmer, with support from Ketelhut, to seek services from Excel Construction and continue with bid as written with the stainless steel door. Motion carried by unanimous roll call vote.

Motion by Balmer, with support from Laakso, to extend the meeting another 30 minutes. Motion carried by unanimous roll call vote.

b. Wades Bayou Contract

Consideration of competing bids for recreation professional services, to recommend award of contract for kayak rentals at Wades Bayou, at the request of City Council.

City Manager LaBombard explained that on December 9, 2021 the City put out a Request for Proposal to provide recreation based services at Wades Bayou. Running Rivers and Third Coast Surf Shop responded to the RFP, and their proposals were opened on January 7, 2022. On January 17, 2022, City Council requested the DDA provide a recommendation. LaBombard explained the scoring of the proposals. The Board then discussed disclosure of Balmer's husband providing a reference for Running Rivers, the marketing strategies of each proposer, not making this about money or loyalty, but what's best for downtown Douglas, gross revenues of each proposer, total number of rentals from last summer for each of the proposers, and the number of employees employed by each. The Board felt that they had sufficient information to score their cards. There was a discussion regarding the scoring process. After averaging the score sheets, Third Coast scored the highest.

Motion by Balmer, with support from Ketelhut, to move that the DDA recommend the winning proposal based on the point totals calculated in this meeting. Motion carried by unanimous roll call vote.

9. Staff/Manager Reports – (N. Wikar, Planning and Zoning Administrator)

- a. DDA Website Update – Wikar reported that he is working on content and hopes to get it online this month.
- b. Gateway Mural Program; RFP / Agreement for City Partnership – Wikar reported that he is working on the RFP. The board is asking for a \$15,000 match from the City. However, staff will recommend from City Council \$25,000 to help cover site prep work and legal work.
- c. Downtown District “Best Practices” Tour Update – Wikar has not sent out a ballot yet but will soon.

10. Public Comments - Ramsey raised a question regarding remote meeting participation.
11. Board Comments – None.
12. Chair Comments – Thanked everybody for their work on the Board’s most important recommendation to date.
13. Adjournment – Motion by Donovan, with support from Balmer, to adjourn the meeting. Motion carried with unanimous voice vote. (4:05 p.m.)