City of the Village of Douglas
Downtown Development Authority (DDA)
86 W Center Street, Douglas, Michigan 49406
Wednesday, February 23, 2022 - 2:00 pm
Regular Meeting Minutes

1. Call to Order – Chair Walker called the meeting to order at 2:00 p.m.

2. Roll Call/Quorum - Present: Balmer, Ketelhut, Laakso, Martyniek, Ramsey, Toepper, Walker
   Absent: Donovan, Lawrence
   Also Present: Planning & Zoning Administrator Wikar, Deputy Clerk Howell

3. Approval of Agenda - Changes/Additions/Deletions
   Motion by Balmer, with support from Toepper, to approve the agenda with the amendment of adding 2. Roll Call/Quorum, and additional invoices to 8.b.ii. Motion carried by unanimous roll call vote.

4. Approval of Minutes – Changes/Additions/Deletions
   Motion by Toepper, with support from Martyniek, to approve the January 26, 2022 Regular (Organizational) Meeting minutes as presented. Motion carried by unanimous roll call vote.

5. Officer Reports
   a. Secretary (A. Balmer) – No report.
   b. Treasurer (D. Laakso)
      i. Financial Update – January's net loss was $1,206.30. Revenue of $3,915.74 was recorded during the month related to tax recapture, and expenses totaling $5,122.04 were recorded, consisting of the recurring $650.00 monthly allocation of Douglas staff expenses and $4,472.04 for Williams and Works TIF Plan audit expenses.
      As of January 31, 2022, there were two unpaid invoices totaling $4,472.04 from Williams and Works included in Accounts Payable related to the TIF Plan audit.
      There were two additional invoices received but not included in financial results. One invoice was from High Point Electric for $5,030.00 to wire the HVAC equipment at Beery Field. The DDA is responsible for paying 50% ($2,515.00) of the High Point Electric invoice with the City of Douglas responsible for the balance. The other invoice was from Landscape Forms for $10,184 for six benches. These invoices will be recorded in February accounting.
      At January 31, 2022, the DDA had cash on hand of $158,354.22, and an ending Fund Balance of $153,882.18.
      ii. Accounts Payable – Invoices, January 2022;
         a) MDOT; 2022 Welcome Center Literature.
         b) Landscape Forms, Inc.; District Benches.
         c) Highpoint Electric; Electrical Upgrades, Beery Field Public Facility – HVAC, Electric Vehicle Charging Station, Service Counter, Outfield Improvements (DPW).
         d) Williams & Works; Planning Services – Development/TIF Plan Audit & Amendment.
         e) Williams & Works; Planning Services – Development/TIF Plan Audit & Amendment.
         f) Sticker Genius; Downtown Douglas Social District Sidewalk Decals.
      Motion by Ketelhut, with support from Balmer, to remove a)MDOT; Welcome Center Literature, and approve payment of invoices b) through f). Motion carried by unanimous roll call vote.
      iii. Projected Revenues/Expenditures (6-Month) for FY2021 – 2022.
      Laakso provided a hand-out showing what was spent this year and what projects are paid. He will provide an updated version at the next meeting.

iv. Q4 FY2021 – 2022 880 Community Promotions, $7,150.00 available April 2022.
DDA Board will consider requests in April as received, awarding up to $7,150.00, total.

a) Community Pride (Liz Engel), $6,000.00; Received 02-17-2022.
It was agreed that this request will be considered in the April DDA meeting.

c. Vice Chair (T. Ketelhut) – No report.

d. Chair (R. Walker)

i. Notice of Board Vacancy – Michelle Lawrence officially resigned because she no longer has business interests in downtown Douglas.

ii. Written Communications – None.

6. Public Comments: None.

7. Unfinished Business

a. FY 2022 – 2023 Budget & Project Goal Setting, Draft Proportionment
Continued discussion of objectives and project goals.
Wikar requested that the Board, in preparation for the draft budget next month, assign dollar amounts to each of the eight Tier A and Tier B objectives stated in the December meeting. They are as follows:

1. Grants Coordinator - $10,000 intern
2. All-Season / Holliday Market - $10,000 - $15,000
3. Beery Field Improvements - $25,000
4. Wades Bayou Improvements - $25,000
5. DDA Promotions - $25,000 to cover TEGNA and a little more
6. Signage / Wayfinding – $65,000
7. Gateway Treatment - $75,000
8. Sidewalks / Parking - $25,000

Additional objectives discussed were:
Municipal facilities (upkeep of Dutcher Lodge, Police Dept.) - $10,000
Acquisitions (budget for studies) - $10,000
Street Improvements (Benches, bike racks, trees, etc.) - $10,000
Motion by Toepper, with support from Ramsey, to recommend these numbers. Motion carried by unanimous roll call vote.

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

b. Mural Program
Continued discussion in consideration of new information.
Wikar reported that the owner of Lake Vista no longer wants to participate in the mural program.
Motion by Balmer, with support from Toepper, to continue this discussion at the next DDA meeting. Motion carried by unanimous roll call vote.

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

8. New Business

a. Local Media Marketing Opportunity
Consideration of accepting TEGNA marketing proposal.
Walker explained that the original proposal from TEGNA (WZZM TV) was up to $18,000 for May of this year. The other proposal from them was for 4 – 5 minute segments, $1500

each, to run four Saturdays in May. It was suggested to ask for $6000 now to use in May, and there will be additional money in the new budget year starting in July.
Motion by Toepper, with support from Martyniek, to approve this towards the 225-728-726.00. account, Promotions & Marketing.
Motion by Balmer, with support from Ketelhut, to amend the motion to include approving $6,000 for account 225-728-726.006, Promotions and Marketing, in the 2021-2022 fiscal year. Motion and amendment carried by unanimous roll call vote.

b. Downtown Wayfinding Signage Suite
Consideration of conceptual wayfinding signage suite and draft kiosk map designs.
Wikar explained the wayfinding process so far and that the DDA will be able to purchase from a sign suite that Council approves, various types of signage for the downtown. He is seeking an amount to put into the draft budget.
Motion by Martyniek, with support from Toepper, to discuss the gateway treatments at the next DDA meeting. Motion carried by unanimous roll call vote.

c. Accessory Commercial Units (ACUs)
Consideration of Accessory Commercial Units (ACUs) and their impact on economic development.
Wikar explained the benefits of ACU's as a broader use of properties in the downtown. He is seeking a recommendation from the DDA to the Planning Commission.
Motion by Ketelhut, with support from Ramsey, to continue this discussion at the next DDA meeting. Motion carried by unanimous roll call vote.

d. Bylaw Amendment, Consent Agenda/Consent Calendar
Consideration of recommendation to develop procedure to seek "approval by consent" or Consent Agenda, amending the DDA Bylaws as recommended.
Wikar explained the benefits of adding a consent agenda to help the beginning half of the meeting to flow quicker. This would be a change to the bylaws. Wikar also corrected the paragraph regarding the secretary to reflect more accurately their duties.
Motion by Martyniek, with support from Laakso, to approve the consent agenda going forward. Motion carried by unanimous roll call vote.

9. Staff/Manager Reports – (N. Wikar, Planning and Zoning Administrator)
   a. TIF audit / Amendment Schedule, Merchant Meeting Announcement – Wikar will schedule a meeting for merchants regarding the ongoing audit of the TIF plan on either March 3rd at 10:00 a.m., or March 7 at 2:30 p.m.
   b. Michigan League of Bicyclists 2022 Micro Grants – Wikar applied for this grant for bike racks and sharrows.
   c. DDA Website – Wikar is continuing to work on the website.
   d. Downtown District "Best Practices" Tour Update – Wikar will soon send out a ballot regarding dates.

10. Public Comments - None.

11. Board Comments – None.

12. Chair Comments – None.

13. Adjournment – Motion by Toepper, with support from Balmer, to adjourn the meeting. Motion carried with unanimous voice vote. (4:07 p.m.)