



**THE CITY OF THE VILLAGE OF DOUGLAS
DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, MAY 22, 2024 AT 2:00 PM
86 W CENTER ST., DOUGLAS MI**

MINUTES

To view remotely online or by phone -

Join online by visiting: <https://us02web.zoom.us/j/83505446221>

Join by phone by dialing: +1 (312) 626-6799 | **Then enter "Meeting ID":** 835 0544 6221

1. CALL TO ORDER - Chair called the meeting to order at 2:00pm

2. ROLL CALL/QUORUM

PRESENT

Aleshia Balmer

Beth Stefanchik

Randy Walker

Maggie Bandstra

Cathy North

NOT PRESENT

Mark Postilion

Dave Laakso

Kabri Martyniek

Lauren Vonk

Also Present

City Manager Lisa Nocerini

Planning and Zoning Administrator Sean Homyen

Deputy Clerk Dawn Raza

3. APPROVAL OF AGENDA

A. Approval of Agenda - Changes/Additions/Deletions

Motion by Walker, seconded by North, to approve the May 22, 2024, Agenda. – Motion carried by unanimous roll call vote.

4. APPROVAL OF MINUTES

A. Approval of Minutes - Changes/Additions/Deletions

Motion by Walker, seconded by North, to approve the April 24, 2024, Minutes. – Motion carried by unanimous roll call vote.

5. OFFICER REPORTS

A. Secretary - None

B. Treasurer - None

C. Vice-Chair - None

D. Chair - None

6. PUBLIC COMMUNICATION - WRITTEN

A. Jeff Scott – Letter

Walker wanted to inform DDA members that the City Manager responded to the letter.

7. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES) - None

8. UNFINISHED BUSINESS

9. NEW BUSINESS

A. Website Development - Discussion

Planning & Zoning Administrator Homyen made a recommendation to create a foundation by creating a list of what the DDA's website should contain, so that the information could be transferred to a new website.

Walker believes that the website should contain a list of upcoming events, a better location for the forms, overall a easier way for people access and find what they are looking for.

Balmer recommends that the website should be simple.

Walker added that the webpage should incorporate projects that are happening in the Downtown

B. Social Media/Expanding DDA Reach - Discussion

Planning & Zoning Administrator Homyen states that currently the DDA has the Facebook, Instagram page, and recommends that they should all tie in together.

Balmer would like to see the DDA engaging with social media influencers, engage with the community, using the platform to advocate for people coming to the Downtown.

C. Marketing Team Update

Walker gave a update on the Marketing Team meeting. Walker provided goals for the marketing such as increasing traffic into Downtown Douglas which increases shoppers, collecting data. Walker states that she has been working with Stephanie who is experienced with marketing that will help move the DDA in the right direction

D. DDA Business Owners Meet & Greet Event/Setting a Date (Maggie)

DDA Members agreed that this will be a private event and it will be on June 4th

E. DDA Gateway Sign Ribbon Cutting/Setting a Date

DDA Members agreed to host the ribbon cutting ceremony on June 4th prior to the DDA Business Owner's Meet & Greet.

F. New Gateway Sign Plantings – Discussion

Members have agreed to cover the area below the sign with mulch and planting lilies, and staining the wooden barrier.

G. Gateway Sign Policy

Planning & Zoning Administrator Homyen and City Manager Nocerini went through the process of obtaining approval for placement of the banners. Members discussed changes they would like to be made to the application.

Motion by Bandstra, seconded by Stefanchik to approve the Gateway Sign Policy with recommended amendments - Motion carried by unanimous roll call vote.

H. Gateway Sign Banner Request - Farmer's Market

Motion by Walker, seconded by Bandstra to approve the gateway sign request from the Farmer's Market. – Motion carried by unanimous roll call vote.

I. Gateway Sign Banner Request - Community Pride

Motion by Walker, seconded by Stefanchik to approve the gateway sign request from Community Pride. - Motion carried by unanimous roll call vote.

J. Gateway Sign Banner Request - Art in Douglas

Motion by Walker to approve the request for banner sign once properly submitting the application and drawing of it with City staff approval and confirmation that there's no overlap of existing signs that's been approved, seconded by North. - Motion carried by unanimous roll call vote.

10. COMMITTEE REPORTS - None

11. STAFF/MANAGER REPORTS - None

12. PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)

Jeff Scott via Zoom gave a overview of the written communication that was submitted to the DDA.

13. BOARD COMMENTS

Walker wanted to inform DDA members that Derby Day was successful and thanked volunteers.

14. CHAIR COMMENTS - None

15. ADJOURNMENT

Motion to adjourn the meeting.