



**THE CITY OF THE VILLAGE OF DOUGLAS  
DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, DECEMBER 27, 2023 AT 2:00 PM  
86 W CENTER ST., DOUGLAS MI**

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**MINUTES**

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

**2. ROLL CALL/QUORUM**

PRESENT

Aleshia Balmer

Dave Laakso

Cathy North

Mark Postilion

Beth Stefanichik

Randy Walker

Also Present City Manager Lisa Nocerini via Zoom

Deputy Clerk Sean Homyen

ABSENT

Maggie Bandstra

Kabri Martyniek

**3. APPROVAL OF AGENDA**

**A.** Approval of Agenda - Changes/Additions/Deletions

*Motion by Balmer, seconded by Walker, to approve the December 27, 2023 Agenda. – Motion carried by unanimous roll call vote.*

**4. APPROVAL OF MINUTES**

**A.** Approval of Minutes - Changes/Additions/Deletions

*Motion by Balmer, seconded by Walker, to approve the November 29, 2023 Agenda. – Motion carried by unanimous roll call vote.*

**5. OFFICER REPORTS**

**A.** Secretary – No report

**B.** Treasurer – Final payment was made for the wayfinding signage and money left over for the budget.

**C.** Vice Chair – No report

**D.** Chair – No report

- 6. PUBLIC COMMUNICATION - VERBAL (LIMIT OF 3 MINUTES)** – None received
- 7. PUBLIC COMMUNICATION – WRITTEN** – John Thomas stated concerns about the Gateway sign and would like to incorporate images instead of wording.
- 8. UNFINISHED BUSINESS**
- A.** CVB Grant (Seasonal Décor/Gateway Signage) - Discussion Item – City Manager Nocerini informed the DDA that the grant application for the seasonal decorations has been completed. She mentions that it was best to wait to see what the cost for the gateway signage would be before submitting the application in case they will need the grant for the sign. Postillion agreed with the suggestion and thanked City Manager Nocerini.
  - B.** Gateway Sign Update - Discussion Item – Postillion gave a recap of the previous meeting regarding the gateway sign. DDA members discussed the report Williams & Works provided for the gateway sign.

**9. NEW BUSINESS**

- A.** DDA FY2024-2025 Budget - Discussion Item – City Manager Nocerini says that they are going to start the meeting with the departments in January. She made the recommendation to the DDA to have a committee to discuss what items they want to present to the council. Members discussed the item of Berry Field. City Manager Nocerini noted that she is in the process of generating a list of items to address to the correct groups so that it doesn't affect DDA or City funds. Postillion says that they will have a more detailed discussion on this for the next meeting.
- B.** Douglas Social Planning/Sponsorship - Discussion Item - Postillion brought up the idea of trying to get people downtown around Earth Day. The theme of plants can help pull people into their businesses. Walker brought up the suggestion to consider helping to provide and support year-round events.
- C.** Downtown Douglas 1st, 2nd, 3rd Fridays - Discussion Item – Explored options instead of hosting themed events on Fridays, to change the dates for certain months.
- D.** 2024 Events Calendar - Discussion Item - Walker recommended having groups sign up early so that they take ownership instead of setting up an event at the last minute. This will allow the DDA to market the events effectively.

*Motion by Balmer, seconded by Stefanchik, to extend meeting by 30 minutes. – Motion carried by unanimous roll call vote.*

- E.** Root Beer Barrel Ties to Marketing DDA - Discussion Item – City Manager Nocerini cleared up the confusion for the agenda item that Todd Martinsons goal isn't to benefit from the DDA. Todd says that he wants to help provide information to his customers that will help bring them into downtown. Todd and the DDA discussed potential ways of collaboration to make something like this happen.
- F.** Funding Request Memo to Council - Approval of Beery Field Electric Upgrades for FY2024-2025 Budget -

*Motion by Walker, seconded by Postillion, to approve the memo for the City of the Village of Douglas City Council requesting funding for the Beery Field electrical upgrades in the FY2024-2025 budget. – Motion carried by unanimous roll call vote.*

**10. COMMITTEE REPORTS** – No report

11. **STAFF/MANAGER REPORTS** – City Manager Nocerini suggested for the DDA to have an events and budget committee to help out with planning these items.
12. **PUBLIC COMMUNICATION – VERBAL (LIMIT OF 3 MINUTES)** – Lisa Mize mentioned that the CVB board recently met.
13. **BOARD COMMENTS** – Walker was happy that the members stuck around.
14. **CHAIR COMMENTS** – Postillion was happy about the fact that things were moving along and thanked everyone for their hard work.
15. **ADJOURNMENT -**

*Motion by Postillion, seconded by Balmer, to adjourn.*

Submitted by Deputy Clerk, Sean Homyen