

Laura Kasper

From: Randy Walker <randy@lakeshorepetboutique.com>
Sent: Thursday, March 21, 2024 4:22 PM
To: Laura Kasper
Subject: Vice Chair Report

Hello DDA Board,

I apologize for my absence at the meeting. You will see on the agenda a request to transfer the \$500 sponsorship to April Gundy for Derby Day to Kelly Fowler for the same event.

April felt that there was not enough support from the downtown businesses to choose this event as one of her three projects this year. Some of us had already made purchases in support of and preparation for the event and after talking to Dave Laakso (Mr. Miller's Art Emporium), Matt Balmer (Everday People Cafe), and John Connelly (Wild Dog Grille), we believe we can make Derby in Douglas a great event.

Kelly Fowler used to own Upscale Mercantile when it was on Center Street and did an excellent job a few years back at making it an incredible event. When April decided not to pursue this particular event, I reached out to Kelly and asked for her assistance.

There will be three or four gift baskets with Derby merchandise available. We have not figured out all of the details yet, but if it is similar to the way it was run in the past, the restaurants would offer a special Derby drink and anyone who purchases one on that Saturday, will get an entry to receive the basket. I think we will offer an entry to anyone who makes a purchase at any participating downtown store. The drawing will be done after the run on that Saturday.

The Mayor expressed an interest in gathering some people on Friday night before the Derby to have a hat decorating event at Wild Dog for the big hat contest on Saturday.

Again, we are still ironing out specifics, but I believe I am presenting you with good bones for the event. For example, Lakeshore Pet Boutique will host a doggie hat contest. I hope that all of the downtown merchants will participate. I am just asking to reallocate that \$500 to Kelly Fowler. As of today, we have been quoted approximately \$500 for the gift basket merchandise. Any additional costs will come from business owners.

At our next meeting, I will share my experience at the Michigan Downtown Association's Spring Meeting. There were a few ideas that I think could benefit Douglas.

Thank you,
Randy