



MEMORANDUM

DDA MEETING: December 27th, 2023

To: City of the Village of Douglas Downtown Development Authority

From: Lisa Nocerini, City Manager

RE: Todd Martinson: Marketing Discussion

Todd Martinson, resident, and member of 505 Water St. Café, LLC, who recently was awarded the bid to operate the Root Beer Barrel, would like to discuss marketing ideas for the DDA.

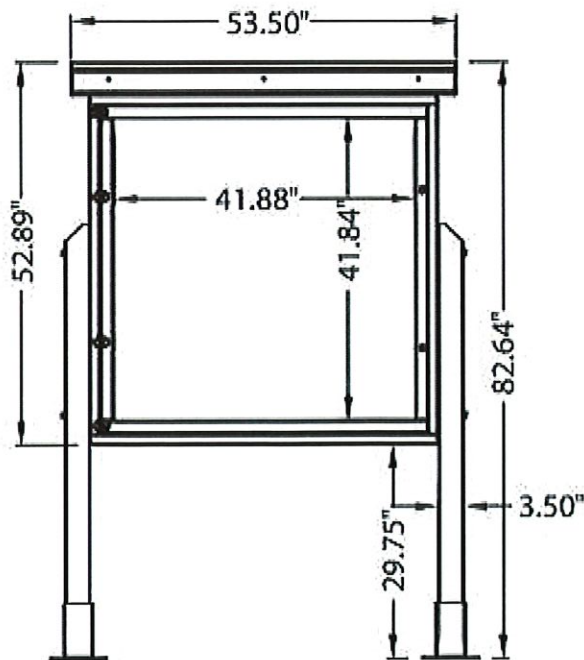
Todd is proposing hiring a local artist to create an updated hand painted map showing the current businesses that draw tourism within the City of the Village of Douglas. He has provided a photo (Attachment A), of some previously painted maps that he could find that were related to the city. He is recommending having the map digitized, and printed on a protected canvas with a measurement 36" wide x 24" wide, so that the print would have a hand painted appearance. He would like to install a free-standing display shown in the attached example, and display the map on one side with information for each business listed below. On the other side, he would like to display other information related to Douglas, including upcoming events, interesting facts, etc.

Todd would also like to post a QR code directing visitors to more information about Douglas, and a business map for the downtown. He provided the attached examples, with one focused on the Saugatuck/Douglas Area and Downtown Douglas. (Attachment B).

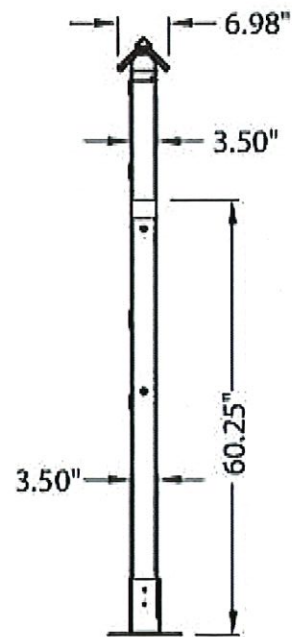
A



IN-GROUND POSTS

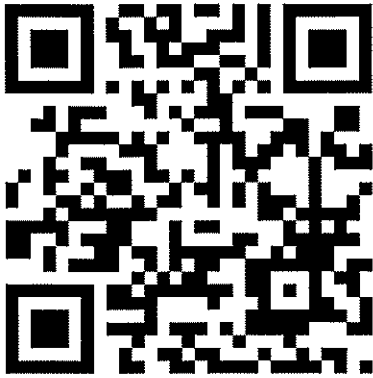


FRONT VIEW

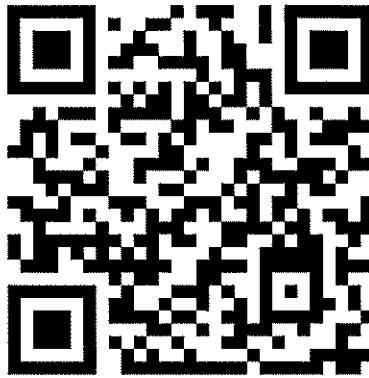


SIDE VIEW

ATTACHMENT B



Saugatuck/Douglas Area CVB



DOWNTOWN DOUGLAS