

## MINUTES OF DDA MEETING HELD ON JANUARY 12TH, 2009

### CALL TO ORDER

Bill Schumacher called the meeting to order at 6:00 PM.

**Members Present:** Helen DeGeatano, Nancy Ayers, Bill Schumacher, Marc Owens, Mike Hurley, Sam Kendall, Renee Waddell

**Members Absent:** Jeff Blandford

### ELECTIONS

Renee Waddell motions to nominate Bill Schumacher as chairperson, motion passed. Nominations for vice chair, Renee Waddell nominates, Marc Owens for vice-chair/corresponding secretary. Passed. Treasurer, Renee Waddell motions to defer nomination to next regularly scheduled meeting, motion passed.

Chair: Bill Schumacher

Vice Chair/Corresponding Secretary: Marc Owens

Treasurer: Deferred until next regularly scheduled meeting.

### CHANGES/ADDITION/DELETIONS TO AGENDA

None.

### APPROVAL OF MINUTES

Nancy Ayers requests 3 volunteers for socials instead of 2.  
Approved with changes.

### PUBLIC COMMUNICATION

**Verbal Communications:** None.

**Written Communications:** None.

### UNFINISHED BUSINESS

Nancy Ayers wants to further pursue the redesign/replacement of the "Discover the New Douglas" sign on Blue Star Bridge. Suggests looking back at old minutes for size specifications and which company was used for signs. Issue will be put in hands of committee.

### NEW BUSINESS

Ryan Kilpatrick reviews TIFA plan, passed out condensed version as handout. DDA cannot spend money on things that are not outlined in TIFA plan. What are the goals and objectives of TIFA, how many are realistic? Are there any new, more realistic goals? Any changes made require council approval, in order to go ahead with incubator. For TIFA

goals, see handout. Board discusses points of TIFA plan. If TIF redrafted, tiers will be ten years, starting 2010.

Renee Waddell brings up possibility of adding interns that will be involved with event coordination, grant writing, and marketing. How much supervision? Paid or for experience interns? Consider putting word out to local colleges.

#### COMMITTEE REPORTS

- A. Bill Schumacher passed out monthly revenue & expenditure report, and Component Unit (unrestricted fund) balance as of June 30, 2009.
- B. Sam Kendall is getting website map done and updated business directory for website. The ad in the Saugatuck/Douglas Visitors Guide will no longer be a full-page ad, costs \$3,057. Half page ad will cost \$937. Nancy Ayers is concerned that Douglas will no longer be as represented, not as many Douglas businesses place ads, usual ad location is right across from Table of Contents, a lot of exposure.
- C. Nancy Ayers wants to assign committee for socials. Have it on next months agenda. 3 positions, anyone interested? Discusses possibility of changing dates of Socials, June instead of one in September?

#### STAFF/MANAGERS REPORT

No report.

#### BOARD MEMBER COMMENTS

Helen DeGeatano spoke to MDA about hosting a one-day seminar. Either in March, July, or November. Requires space for 50-100 people. DDA would provide food. Feels it would bring more business into town.

#### CHAIR REPORT/COMMENTS

None.

#### APPROVAL OF BILLS

Interurban bill,  
Benches,  
Approved.

## DIRECTOR'S REPORT

Ryan Kilpatrick has purchased 8 benches for \$9,318. There will be a system for distribution up and down Center St. April. Submitted grant application for Your Town Design, National Endowment for the Arts.

## AJOURNMENT

Meeting was adjourned at 8:09 PM.

**PROPOSED MINUTES**  
**DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**  
**REGULAR MEETING OF THE BOARD**  
**Tuesday, March 9, 2010**  
**Douglas City Hall**

**1. The meeting was called to order at 6:04 by Chairperson Schumacher**  
**Members present:** Helen DeGeatano, Michael Hurley, Bill Schumacher, Nancy Ayers,  
Marc Owens, Michael Haddock  
**Members absent:** Jeff Blandford, Sam Kendall

**2. A welcome was extended to new member Michael Hurley**

**3. Election of Officers for 2010**

Election of Treasurer

*Motion by DeGeatano, second by Owens, to nominate Michael Haddock for  
Treasurer for 2010*

*Motion carries by unanimous roll call vote*

**4. Changes/Additions/Deletions to the Agenda**

There were none

**5. Approval of Minutes of January 12, 2010**

*Motion by Ayers, second by Owens, to approve the Minutes of the January 12,  
2010 Meeting as presented*

*Motion carries by unanimous voice vote*

**6. Public Communication**

**Verbal:** None

**Written:** None

**7. Unfinished Business**

Ayers commented that the sign on the Blue Star Highway leading in to town is still leaning. Schumacher stated that he had tried to fix it. Kilpatrick will have the Public Works department fix it.

**8. New Business**

**A. Review of draft project list to be incorporated into the Tax Increment  
Finance Plan**

Members and Kilpatrick discussed priority projects to be considered for action over the next five years. Significant conversation centered on developing a Business Incubator model and improving Beery Field. Schumacher suggested that he and Kilpatrick reprioritize and cost out the list for next month's meeting.

**B. Discussion of proposed Michigan Downtown Association conference in Douglas**

DeGeatano spoke briefly about the organization. She suggests that Douglas host a mini-conference next year; the MDA would help to plan the event. Members discussed the idea.

**C. Assignment of Board Members to Committee.**

The following assignments were agreed upon:

**Finance:** Michael Haddock, Chair with Bill Schumacher and Marc Owens

**Advertising, Marketing, and Promotion:** Marc Owens, Chair with Sam Kendall and Jeff Blandford

**Events:** Nancy Ayers, Chair with Michael Hurley, Helen DeGeatano, and Bill Schumacher

**9. Committee Reports**

**A. Budget and Finance:**

Financial/Budget Report-Month Ended December 31, 2009 and Month Ended January 31, 2010

**B. Advertising, Marketing, Promotion, and Website**

Owens shared an ad that ran in *On Stage*. He also shared information regarding the ad that should be included in the CVB Visitors Guide for 2010. It is the intent of the committee to keep the advertising content consistent.

**C. Events**

Schumacher shared information about merchandise purchased to enhance the Douglas Socials: tables, chairs, and a tent for the DDA table. Ayers shared that Huntington Bank will be a full sponsor for each of the Socials this year. The dates are July 1, 15, 29, August 12 and 26. DDA members get to volunteer to help with the Beer Tent.

**10. Community/Economic Development Director's Report**

Kilpatrick reported receipt of a grant *Your Town Design* to study the walk-ability and the general aesthetics of the downtown area and gateway.

#### **11. Board Member Comments**

Members shared thoughts.

#### **12. Chairperson Report/Comments**

Schumacher asked members to spend the time necessary now so that meetings could be shorter in the summer months.

#### **13. Approval of Bills**

Owens explained the invoices for Moore Graphics, Bravenet, Saugatuck CVB, and Jabbar Design

*Motion by Ayers, second by DeGeatano, to approve the bills as presented*

*Motion carries by unanimous voice vote*

#### **14. Public Communication**

Patrick Reaume, 310 Ferry, thanked the committee for their work and encouraged more signage.

#### **15. Adjourn**

*Motion by DeGeatano, second by Hurley, to adjourn the meeting at 7:50 PM*

*Motion carries by unanimous voice vote*

Respectfully submitted,

Alan McPhail  
Acting Recording Secretary

## MINUTES OF DDA MEETING HELD ON APRIL 13TH, 2010

### CALL TO ORDER

Bill Schumacher called the meeting to order at 6:01 PM.

**Members Present:** Nancy Ayers, Mike Hurley, Sam Kendall, Marc Owens, Bill Schumacher, Renee Waddell

**Members Absent:** Jeff Blandford, Mike Haddock, Helen DeGeatano

### CHANGES/ADDITION/DELETIONS TO AGENDA

None.

### APPROVAL OF MINUTES

Approved.

### PUBLIC COMMUNICATION

**Verbal Communications:** John Thomas answers questions about his letter. Franny Martin to offer services in running marketing plan, writing ads. Mary Jo Lemanski of Water Street Gallery asked for signage showing that there are more galleries/shops past the post office.

**Written Communications:** Letter from John Thomas. Discussing store hours, and shopkeeper involvement in DDA.

### NEW BUSINESS

Budget must be approved next month. DDA questions if the city will relieve debt from Center Street project.

Discussion of advertising on electronic billboards outside of the Hudsonville and Grandville exits on I-196 in order to get traffic from Grand Rapids. Billboard will begin May 1<sup>st</sup>, simple text, "Destination Douglas." Several board members concerned about timing, considering limited tourist crowd and shop hours during the month of May. Marc Owens would have to pay upfront before signs go up. DDA agrees upon the Hudsonville exit billboard for \$2,000.

### COMMITTEE REPORTS

- A. Marc Owens is working on Shore Magazine "advertorial." Saugatuck/Douglas Visitors Guide has been printed with agreed upon Douglas ad.
- B. Nancy Ayers had subcommittee meeting for socials. Area for socials will be expanded this year.

## STAFF/MANAGERS REPORT

No report.

## BOARD MEMBER COMMENTS

Renee Waddell and Nancy Ayers thank Marc Owens for his hard work on advertising. Renee Waddell suggests emailing for building owners, getting them more involved in the downtown area. Marc Owens suggests going to merchants, meeting with them, in order to have more input and communication between DDA and business community.

## CHAIR REPORT/COMMENTS

None.

## APPROVAL OF BILLS

Not to exceed \$2,500 to GR Outdoor for billboards  
Approved.

## DIRECTOR'S REPORT

No report.

## AJOURNMENT

Meeting was adjourned at 8:31 PM.



## **MINUTES OF DDA MEETING HELD ON MAY 11th, 2010**

### **CALL TO ORDER**

Bill Schumacher called the meeting to order at 6:00 PM

*Members Present:* Nancy Ayers, Helen DeGeatano, Mike Haddock, Mike Hurley, Sam Kendall, Marc Owens, Bill Schumacher, Renee Waddell

*Members Absent:* Jeff Blandford

### **CHANGES/ADDITION/DELETIONS TO AGENDA**

None.

### **APPROVAL OF MINUTES**

Approved.

### **PUBLIC COMMUNICATIONS**

New City Manager Bill LeFevre is introduced to the DDA.

### **WRITTEN COMMUNICATIONS**

None.

### **UNFINISHED BUSINESS**

Helen DeGeatano attended the March 26<sup>th</sup> MDA conference and suggests adding Pure Michigan logo campaign to DDA website. Helen also suggests that board members visit Marshall, MI's website for ideas. Next MDA meeting is June 16<sup>th</sup> in Charlevoix. Helen would like Douglas to be able to host an MDA conference in 2011.

### **NEW BUSINESS**

Bob Drexler presents the revised DDA budget for 2010-2011. 10-11 budget is up for approval by City Council. Necessity of Grant Coordinator Intern and budget for Benches/Gateway is discussed. Renee Waddell is concerned with foreseen deficit spending. Budget approved.

### **COMMITTEE REPORTS**

A. Budget & Finance: Mike Haddock explains budget. Remove Holland Sentinel, Saugatuck CVB \$6, 285 Approve invoices.

B. Advertising & Marketing: \$2,000 for Hudsonville exit billboard. Franny Martin of Cookies on Call created 4 different designs for May downtown events.

C. Events: Nancy Ayers has distributed the workload for socials, all is falling into place. There will be one more subcommittee meeting regarding socials.

### **BOARD MEMBERS COMMENTS**

Renee Waddell adds that Council member Eric Smith of Pump House Gym is running the Mount Baldhead Challenge, which starts and ends in Douglas. Renee Waddell suggests having a mixer with local merchants/building owners. Jeff Blandford will also be writing letter of resignation, and would happily volunteer for to help out the DDA in the future.

### **CHAIR REPORT/COMMENTS**

Bill Schumacher applauds board participation, working together.

### **DIRECTOR'S REPORT**

Ryan Kilpatrick informs the board of Classic Car Rally that will be coming to Douglas from 10:30am-1:30pm on September 24<sup>th</sup>. Ryan Kilpatrick also addresses Douglas signs on Blue Star Highway. Will consult with Robert Krause to design signs that fit new branding idea.

### **APPROVAL OF BILLS**

Remove Holland Sentinel, Saugatuck CVB \$6, 285  
Approved invoices.

### **ADJOURNMENT**

Meeting was adjourned at 7:33 PM.

## **MINUTES OF DDA MEETING HELD ON JUNE 8th, 2010**

### **CALL TO ORDER**

Bill Schumacher called the meeting to order at 6:02 PM

*Members Present:* Helen DeGeatano, Mike Haddock, Mike Hurley, Sam Kendall, Bill Schumacher, Renee Waddell

*Members Absent:* Jeff Blandford, Nancy Ayers, Marc Owens

### **CHANGES/ADDITION/DELETIONS TO AGENDA**

None.

### **APPROVAL OF MINUTES**

Approved.

### **PUBLIC COMMUNICATIONS**

None.

### **WRITTEN COMMUNICATIONS**

Letter from John Thomas about signage. Money is budgeted for signage this coming year.

### **UNFINISHED BUSINESS**

None.

### **NEW BUSINESS**

Bob Drexler presents the revised DDA budget for 2010-2011. 10-11 budget is up for approval by City Council. Renee Waddell is concerned with foreseen deficit spending. Budget approved.

### **COMMITTEE REPORTS**

A. Budget & Finance: Mike Haddock presents payments from last month; new invoices for approval.

B. Advertising & Marketing: Examples of ads shown on posters at meeting.

C. Events: None. Socials start July 1<sup>st</sup>.

### **BOARD MEMBERS COMMENTS**

Helen DeGeatano has contacted the *On the Town* publication. Socials will be listed on calendar of events. Helen also suggests that City Hall should be illuminated at night.

### **CHAIR REPORT/COMMENTS**

None.

## **COMMUNITY DEVELOPMENT REPORT**

None.

## **APPROVAL OF BILLS**

June invoices for \$4354.88. Approved.

Three invoices not to exceed \$8,500 to Fenn Valley, IHS Distributing, and various bands for Socials. Approved.

## **ADJOURNMENT**

Meeting was adjourned at 6:14 PM.

## **MINUTES OF DDA MEETING HELD ON AUGUST 10th, 2010**

### **CALL TO ORDER**

Bill Schumacher called the meeting to order at 6:06 PM

*Members Present:* Helen DeGeatano, Bill Schumacher, Mike Haddock, Sam Kendall, Nancy Ayers

*Members Absent:* Mike Hurley, Renee Waddell

### **CHANGES/ADDITION/DELETIONS TO AGENDA**

None.

### **APPROVAL OF MINUTES**

Approved.

### **PUBLIC COMMUNICATIONS**

None.

### **WRITTEN COMMUNICATIONS**

None.

### **NEW BUSINESS**

None.

### **UNFINISHED BUSINESS**

Nancy Ayers questions the status of signage. Signage will be coordinated with City Council. Signage issue will remain a priority. Helen DeGeatano suggests hiring a marketing major from Grand Valley State University. Money has been budgeted for a Grant Coordinator Intern.

### **COMMITTEE REPORTS**

A. *Budget & Finance:* \$3,469 from Socials (Still in progress)

B. *Advertising & Marketing:* DDA will participate in ads for the Mt. Baldhead Challenge and the Douglas Merchants Wine Stroll. DDA will match SABA contributions for \$500.

C. *Events:* Nancy Ayers reports that the adult head count for most recent social was 550.

### **BOARD MEMBERS COMMENTS**

Helen DeGeatano will be organizing a two-day baseball club event next year, which is expected to bring many people to downtown Douglas.

### **CHAIR REPORT/COMMENTS**

None.

## **COMMUNITY DEVELOPMENT REPORT**

None.

### **APPROVAL OF BILLS**

August invoices to Local Observer, Falcon Printing, Lighthouse-Keuning Insurance Group, Kaechele Publications, Times Media (Shore Magazine), CNA Surety, Mt. Baldhead Challenge, and Douglas Merchants Wine Tasting totaling \$2,924.02. Approved.

### **ADJOURNMENT**

Meeting was adjourned at 6:50 PM.

## **MINUTES OF DDA MEETING HELD ON December 14, 2010**

### **CALL TO ORDER**

Bill Schumacher called the meeting to order at 6:05 p.m.

Members Present: Bill Schumacher, Mike Haddock, Mike Hurley, Nancy Ayers, Erin Molenhouse, and Renee Waddell.

Members Absent: Helen DeGeatano, Sam Kendall, and Kim Kubiak.

### **CHANGES/ADDITION/DELETIONS TO AGENDA**

None.

### **APPROVAL OF MINUTES**

Approved, with the elimination of the first sentence of the “new business” in last month’s minutes, so that it explains that the area in question is the existing building on 21 Main Street, owned by Maria Droz, and that there will be no construction, only the use of it’s bottom floor for residential use. Helen DeGeatano and Erin Molenhouse’s personal comments on the matter are also removed.

### **PUBLIC COMMUNICATIONS**

None, aside from Tedd Oyler being present.

### **WRITTEN COMMUNICATIONS**

Received letter from John Thomas concerning winter shop hours, decided to be beyond DDA’s control.

### **NEW BUSINESS**

Adopt special events handbook as written.

### **UNFINISHED BUSINESS**

None.

### **COMMITTEE REPORTS**

*A. Budget & Finance:* None.

*B. Advertising & Marketing, Promotion and Website:* Ryan Kilpatrick estimates this coming January for launching of the website, DDA to review before it goes live, will advertise through Facebook, and e-mail to local merchants.

*C. Events:* Nancy Ayers shares a savings of \$200 - \$300 on Christmas trees this year, and Renee Waddell suggests a letter from the DDA to local merchants in appreciation of their assistance in decorating Douglas. Mike Hurley suggests purchasing new LED lights, and Renee Waddell suggests use of school group like NHS to assist in decorating.

### **BOARD MEMBERS COMMENTS**

The board expresses their appreciation of Nancy Ayers. Nancy Ayers also suggests that the board take a look at a streetscape book of different ideas for Douglas.

### **CHAIR REPORT/COMMENTS**

Bill Schumacher shows that Douglas is spending almost all disposable income in advertising, marketing and promotion, and suggests re-proportioning the money. Ryan Kilpatrick suggests working with SAABA for advertising.

### **COMMUNITY DEVELOPMENT REPORT**

None.

### **APPROVAL OF BILLS**

\$9.99 - to reimburse city: You send it - online file sending site – photos to web designer

\$315 - 9/11-9/12 trolley service

\$200 - designing layout by Laurel

Total: \$524.99

### **ADJOURNMENT**

Meeting was adjourned at 7:15 PM.