

AGENDA
DOUGLAS DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
REGULAR MEETING of the BOARD
TUESDAY, JULY 13, 2010, 6:00 PM
DOUGLAS CITY HALL, 86 W. CENTER STREET, DOUGLAS, MI

1. **Call to Order / Roll Call**
2. **Changes / Additions / Deletions to Agenda**
3. **Approval of Minutes – June 8, 2010**
4. **Public Communications**
Verbal: (Limit of 3 minutes per individual)
Written Communications:
5. **New Business:**
6. **Unfinished Business**

Review of Douglas Merchant/DDA Mixer – see following document
7. **Committee Reports**
 - A. Budget & Finance:
Financial/Budget Report – Month Ended June 30, 2010
 - B. Advertising, Marketing, Promotion and Website
 - C. Events
8. **Board Member Comments**
9. **Chair Report / Comments**
10. **Community Development Report:**
11. **Approval of Bills**
12. **Public Communications:** Limit of 3 minutes per individual
13. **Adjournment**

Please Note:

The Douglas Downtown Development Authority (DDA) is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of this meeting or the facilities, are requested to contact Jean E. Neve, City Clerk (269-857-1438) promptly to allow the Douglas DDA to make reasonable accommodations for those persons.

June 26, 2010

Douglas DDA

Re: Follow up to meeting with Douglas merchants and building owners

The following topics were introduced at the June 8, 2010 meeting with the Douglas merchants and building owners. A synopsis of where we stand to date follows each topic.

1. Zip flags – Zip flags are fairly expensive. Estimated cost for 40 zip flags and poles is over \$5000 and is not in the 2010/11 DDA budget. Ryan Kilpatrick is going to investigate having local artists create 6 or 8 flags that could be placed at the entrance to Douglas at the Blue Star/Center street intersection.
2. Website – Everyone agrees the website needs work. Current plan is for the website to be revised and updated by September.
3. Trolley Service – the suggestion is for a free trolley service to run between Douglas and Saugatuck on weekends to improve traffic in Douglas. We have found the trolley is not available all weekends and that wouldn't fit within the 2010/11 DDA budget. Current thought is to have the free trolley run for 3 trial weekends to determine feasibility for more extended use in 2011. Proposed dates are July 16, 17, August 14, 15, and September 11, 12. Estimated cost is \$1200 total.
4. Signage – The DDA has money budgeted in 2010/11 to replace the sign at Center and Blue Star and the City of Douglas has money budgeted to replace the sign at Blue Star and Main. There are a variety of opinions about the best way to coordinate signage with our branding effort.
5. Public Relations – Since we've had some negative press lately, the concept is that we need to create some positive public relations in the press. The Commercial Record just ran an article on Center Street Bistro and the Local Observer just had Rubinkam Studio and Gallery on the front cover. The Local Observer will soon run an article on Choo Choo Boutique. The Commercial Record has already run an article on one of our other new stores, Fancy Nancy.
6. MDOT Signage – This will be a project we will coordinate with the City of Douglas. We all agree better signage on I196 and Blue Star Highway would be advantageous.
7. Newsletter – We would like to be able to have businesses run their promotions in the City Newsletter.
8. Lighting – This proposal is to have the Douglas City Hall lit at night and we will do this.

9. Vacant property – The concern is that when a tourist enters town, one of the most visible storefronts they pass is Douglas Harbor Village. This can give the town a “less than thriving” appearance. We have worked with the owners of Douglas Harbor Village about having merchants and organizations put displays in their storefronts. Interested merchants and organizations include Oxbow, Choo Choo Boutique, Saugatuck Brewing Company, and the DDA itself.
10. Complete lighting, flags, and flowers to Wade’s Bayou – in progress
11. Partnership with CVB and SABA – continue to work the partnership with the CVB and SABA.