



DOWNTOWN DEVELOPMENT AUTHORITY

420 N Front St.

Suttons Bay, MI 49682

March 13th, 2024 at 9:00 am

AGENDA

1. Call to Order
2. Roll call and Notation of Quorum
3. Approval of Agenda
4. Members Conflict of Interest on any item on the agenda
5. Approval of Downtown Development Authority Minutes
6. Public Comments/Written Communication.  
PLEASE LIMIT REMARKS TO NO MORE THAN THREE (3) MINUTES
7. Items for Consideration/Action
  - a. VSB-2024-05 Correction/Clarification
  - b. Chamber Request for Advertising
  - c. DDA Member-Priorities
8. Reports
  - a. Manager Update
9. Information and Comments
  - a. Board Members
  - b. DDA Staff
10. Public Comment - PLEASE LIMIT REMARKS TO NO MORE THAN THREE (3) MINUTES
11. Announcements-Next Regular Meeting April 8, 2024
12. Adjournment



DOWNTOWN DEVELOPMENT AUTHORITY  
420 N. FRONT STREET  
SUTTONS BAY, MI 49682  
JANUARY 10, 2024 MEETING MINUTES

The meeting was called to order at 9:00 a.m. by Chairperson Popke.

Present: Erik Bahle, Lee Millns, Amy Peterson, Donna Popke, and Nick Wierzba  
Absent: Dan Derigiotis, Nick Young and Steve Lutke  
Staff present: Shar Fay  
Guest: Rob Bacigalupi, Mission North Consultant

Approval of Agenda

Bahle moved, Peterson seconded, CARRIED, to approve the agenda as presented.  
Ayes: 5, No: 0.

Approval of Downtown Development Authority Minutes

Bahle moved, Peterson seconded, CARRIED, to approve the December 6, 2023,  
Downtown Development Authority Minutes as presented. Ayes: 5, No: 0.

Election of Officers

The following nominations for officers were made: Millns nominated Bahle as Chair,  
Bahle nominated Popke as Vice-Chair, and Popke nominated Fay as Secretary and  
DeVol as Treasurer.

Popke moved, Bahle seconded, CARRIED, to appoint Erik Bahle as Chair, Donna Popke  
as Vice-Chair, Shar Fay as Secretary and Lorrie DeVol as Treasurer.  
Ayes: 5, No: 0.

Comparison of DDA Goals with other Government Agencies

Bacigalupi stated he reviewed the Master Plans for Leelanau County, Suttons Bay  
Township, and BATA. Master Plan alignments are listed in his analysis report found in  
the packet. He stated Suttons Bay/Bingham Library may be a potential entity to add to  
the partner list, if they operate by millage. Bacigalupi stated our DDA currently is  
contributing ten times more per acre than the rest of Leelanau County; therefore, the  
Village is already paying more. Bacigalupi requested the actual number of residents  
within the DDA district. Bacigalupi noted the Suttons Bay Township Master Plan

supports the DDA, although they have not opted in. Protecting rural character is in both the Township and County plan.

#### DDA Member – Priorities

##### Bahle

- Marketing – branding Suttons Bay
- Waterfront Park investments
- A Park Mobile system in highly desirable locations
- Electric Vehicle (EV) charging stations
- Public amenities – benches, bike racks, sunshades and wayfinding signs

##### Peterson

- Marketing – ads in the Record Eagle or inserts in the Express magazine
- Pavilion in one of the Parks
- Public Art installations

##### Millns

- Sandwich boards, per se, but hardened in art work and permanent, with business information

##### Wierzba

- Wayfinding signs

Peterson continued the discussion on ads in the Record Eagle, proposing a collaborative partnership with Suttons Bay Chamber. She requested the DDA share the cost of \$3,000 with Suttons Bay Chamber, \$1,500 each. The cost would cover a monthly ½ page color ad for one year, for things such as events, or branding Suttons Bay.

Popke moved, Millns seconded, CARRIED, to share the cost of an ad in the Record Eagle with Suttons Bay Chamber in the amount of \$1,500. Peterson noted, however, that this advertising concept has not been approved by the Chamber yet. Ayes: 4, No: 1.


It was the consensus of the board to continue the priority discussion at the next DDA meeting. The goal is to settle on and finalize the list of priorities.

#### Information and Comments

DDA Staff – Millns requested the board meet monthly. Clerk Fay will check the calendar, speak with staff, and report back to the board on expanding DDA meeting dates to monthly meetings.

The meeting adjourned at 10:30 a.m.

Meeting minutes submitted by Shar Fay, Clerk.

		<b>VILLAGE OF SUTTONS BAY</b>	
		REPORT VSB -2024 - 05	
Prepared:	February 6, 2024	Pages:	1 of 1
Meeting:	March 13, 2024	Attachments:	<input checked="" type="checkbox"/>
Subject:	Correction/Clarification		

**PURPOSE**

To discuss prior action by the DDA

**STAFF COMMENT**

As a DDA, you are bound by various laws that determine what you can and cannot discuss as a quorum, what constitutes a quorum, when and where you can meet, etc. Similarly, there are requirements that govern an agenda and how an agenda is approved, amended, and acted upon. These laws and requirements are in place to ensure the proper steps are taken to inform the public about what is being discussed and when. We need to be careful about how things are discussed and how action is taken as the DDA is dealing with the capture of public funds.

There appears to have been an oversight at the last meeting in which a non-agenda item was inappropriately acted upon. The action taken is not valid and therefore not recognized. To correct this matter, the item has been placed on the agenda for discussion, as required. Furthermore, any action taken on this agenda item will require a roll call vote.

If an item is not listed on the agenda, it should not be discussed, rather it should be placed on the next agenda for discussion. If you would like to amend the agenda prior to the approval of the agenda you may request to do so however, we typically discourage this as the agenda is used, in part, to inform the public of what the decision makers will be discussing at that public meeting.

**ACTION REQUESTED**

The item for discussion has been placed on the February agenda. The DDA will need to discuss it once again and take formal action on the item of discussion.

**suttonsbay@suttonsbayvillage.org**

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**From:** The Front Porch <office@frontporchsb.com>  
**Sent:** Monday, March 4, 2024 1:30 PM  
**To:** suttonsbay@suttonsbayvillage.org  
**Subject:** DDA Material  
**Attachments:** Record Eagle Ad Proposal page 1.png; Record Eagle Ad Proposal page 2.png

This shows the breakdown of the proposal...which at this point would need to be adjusted due to change in timing. Let me know if you need anything else.

Thanks!  
amy

## Budget Recommendations – (February 2024 - November 2024)

Event	Tactic	Event Impressions	Recommend Dates	Budget
YetiFest (2/17)	¼ Pg. Full Color TCRE Print Ad	N/A	2/11/24 (¼ Pg. Print Ad)	\$0
Summer Artisan & Wine Walk (6/21/24)	(4) ½ Pg. Full Color TCRE Print Ads & 50,000 GeoFence & Follow Targeted Digital Impressions	50,000 GF Impressions	5/26/24, 6/2/24, 6/9/24, 6/16/24 (½ Pg. Print Ads) 5/21/24-6/21/24 (GF Impressions)	\$749
B Sidewalk Sales (8/9/24-8/10/24)	(4) 1/8 Pg. Full Color TCRE Print Ads & 50,000 GeoFence & Follow Targeted Digital Impressions	50,000 GF Impressions	7/21/24, 7/28/24, 8/4/24, 8/9/24 (1/8 Pg. Print Ads) 7/5/24-8/10/24 (GF Impressions)	\$749
3 Fall Artisan & Wine Walk (10/18/24)	(4) ½ Pg. Full Color TCRE Print Ads & 50,000 GeoFence & Follow Targeted Digital Impressions	50,000 GF Impressions	9/22/24, 9/29/24, 10/6/24, 10/13/24 (½ Pg. Print Ads) 9/18/24-10/18/24 (GF Impressions)	\$749
Holiday Light Parade & Santa Comes to Town (11/29/24)	(4) ½ Pg. Full Color TCRE Print Ads & 50,000 GeoFence & Follow Targeted Digital Impressions	50,000 GF Impressions	11/10/24, 11/17/24, 11/24/24, 11/28/24 (½ Pg. Print Ads) 11/1/24-11/29/24 (GF Impressions)	\$749
<b>Total Campaign Budget</b>		<b>200,000 GF Impressions</b>		<b>\$2,996</b>

**Added Value Recommendations (Feb 2024 - Dec 2024)**

<b>Tactic</b>	<b>Recommend Dates</b>	<b>Value</b>
1/2 Pg. Full Color TCRE Print Ads 1x/mo.	2/21/24, 3/21/24, 4/12/24, 5/4/24, 6/7/24, 7/3/24, 8/23/24, 9/12/24, 10/19/24, 11/1/24, 12/4/24	\$1,099 per
<b>Total Campaign Added Value</b>		<b>\$12,089</b>

**suttonsbay@suttonsbayvillage.org**

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**From:** The Front Porch <office@frontporchsb.com>  
**Sent:** Monday, March 4, 2024 1:25 PM  
**To:** suttonsbay@suttonsbayvillage.org  
**Subject:** For DDA Meeting  
**Attachments:** SB Chamber 12 Pg. Print Ad Proof V2 - Spring 1.pdf; SB Chamber 12 Pg. Print Ad Proof V2 - Spring 2.pdf; SB Chamber 12 Pg. Print Ad Proof V2 (7).pdf

Hi! For purposes of DDA Meeting next week...R-E first draft of ad ideas. Would be ½ page ad.

Quote coming under separate cover.

Thx!  
amy



*Discover*  
**SUTTONS  
BAY**

Every Season, There's a Reason  
to Visit Suttons Bay.

Just a 20 minute scenic drive  
along M22 from Traverse City.

What will you discover?



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CHAMBER OF COMMERCE  
SUTTONS BAY DDA

[www.suttonsbayarea.com](http://www.suttonsbayarea.com)



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