

CITY OF SAUGATUCK

PROCLAMATION 251222-P1, HONORING LISA MIZE FOR HER YEARS OF DISTINGUISHED SERVICE TO THE SAUGATUCK-DOUGLAS AREA CONVENTION & VISITORS BUREAU

WHEREAS, the City of Saugatuck proudly recognizes individuals whose leadership, integrity, and dedication have made a significant and lasting impact on our community; and

WHEREAS, Lisa Mize has served the Saugatuck-Douglas Area Convention & Visitors Bureau (CVB) with exceptional commitment for more than six years, beginning in June 2019 as a part-time Interim Director; and

WHEREAS, Lisa's steady leadership and trusted guidance led to her official appointment as Executive Director in January 2021—a role she has fulfilled with distinction through her planned retirement on December 31, 2025; and

WHEREAS, during her tenure, Lisa successfully navigated the CVB through the unprecedented challenges of the COVID-19 pandemic, ensuring that local businesses had a strong advocate and that the region's tourism brand remained visible, resilient, and unified; and

WHEREAS, under her leadership, the CVB achieved numerous organizational milestones, including:

- Hiring Concept A to redesign and launch two modern, user-friendly destination websites;
- Increasing overall revenue and marketing investment to expand reach and impact;
- Unifying the City of Saugatuck, City of the Village of Douglas, and Saugatuck Township under a single, collaborative tourism voice;
- Producing six themed mini-map guides widely embraced by visitors and businesses;
- Leading a successful 2024 bylaw amendment that strengthened governance and positioned the CVB for future growth;
- Installing a new large-scale destination map on the historic Drug Store wall, highlighting key points of interest across the region;
- Overseeing the creative placemaking initiative that resulted in *Flower World*, an immersive art installation celebrating creativity and community pride;
- Deepening relationships with state tourism officials and increasing the region's statewide visibility;
- Expanding partnerships with businesses across Saugatuck, Douglas, and Fennville, reinforcing the region's identity as the Art Coast of Michigan; and

WHEREAS, throughout her service, Lisa has embodied collaboration, professionalism, and an unwavering belief in the power of community, serving as the public face of the CVB both locally and across the State of Michigan; and

WHEREAS, Lisa's optimism, passion, and dedication have strengthened the foundation of the CVB and shaped a legacy that will benefit residents, visitors, and businesses for generations to come;

NOW, THEREFORE, BE IT PROCLAIMED that the City Council of the City of Saugatuck hereby honors Lisa Mize for her distinguished service, visionary leadership, and tireless commitment to the Art Coast community; and

BE IT FURTHER PROCLAIMED that the City of Saugatuck extends its deepest gratitude to Lisa and wishes her the very best in her well-earned retirement and future endeavors.

IN WITNESS WHEREOF, I, Holly Anderson, Mayor of the City of Saugatuck, do hereby sign this proclamation on this 22nd day of December 2025.

Holly Anderson, Mayor

Jamie Wolters, City Clerk