



Regular Meeting Agenda
Owosso DDA/Main Street

Wednesday November 5, 2014, 7:30 a.m.
Owosso City Council Chambers,
301 W Main St.
Owosso, MI 48867

7:30 to 7:40

Call to order and roll call:

Review and approval of agenda: November 5, 2014

Review and approval of minutes: October 1, 2014

Public Comments:

7:40 to 8:00

Committee Updates

- 1) Design
- 2) Economic Restructuring
- 3) Organization
- 4) Promotion

8:00 to 8:30

Items of Business:

- 1) Check Register (Resolution)
- 2) Budget Report (Discussion)
- 3) MMS Year End Update..... (Discussion)
- 4) Board Retreat (Discussion)
- 5) New Work Plan Approvals (Resolution)
 - a) Evening Shopping
 - b) Michigan Trails Magazine Advertisement
- 6) Downtown Parking Update (Discussion)

Public Comments:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

Board Meeting Minutes
October 1, 2014



REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
October 1, 2014 – 7:30 am.

MOTION BY AUTHORITY MEMBER DEMIS, SUPPORTED BY AUTHORITY MEMBER
FREDERICK TO APPOINT KEN CUSHMAN TEMPORARY CHAIR FOR THE OCTOBER
1, 2014, BOARD MEETING.
YEAS ALL. MOTION CARRIED.

MEETING CALLED TO ORDER at 7:45 a.m. by Ken Cushman.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Authority Members Benjamin Frederick, Dawn Gonyou, Ken
Cushman, Secretary Alaina Kraus, and Treasurer James Demis

MEMBERS ABSENT: Chairman Dave Acton, Authority Members Bill Gilbert, Lance
Omer and Meredith Landino.

OTHERS PRESENT: Josh Adams, DDA /Owosso Main Street Manager; Susan
Montenegro, City of Owosso; Kevin Lenkart, Public Safety

AGENDA:

MOTION BY AUTHORITY MEMBER KRAUS, SUPPORTED BY AUTHORITY MEMBER
FREDERICK TO APPROVE THE AGENDA FOR OCTOBER 1, 2014.
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER
DEMIS TO APPROVE THE MINUTES FOR THE MEETING OF SEPTEMBER 3, 2014.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1. Design – Manager Adams

Wrapping up the flower program, baskets should be coming down soon. Working on
ways to fundraise for downtown signage. With the success of the drinking glasses, a
second round is in consideration. Not only are there wayfinding signs, but also the
potential of special parking signs specific to downtown Owosso instead of DOT
signs.

2. Economic Restructuring – Manager Adams

Next Monday is the Retail Merchandising Workshop which is a split between one on ones with 8 businesses and then a 6pm workshop at the Comstock. 150 invites have been sent out along with flyers in stores.

The ER committee also talked about welcome packets, business visitations, meet-ups with city staff to become more familiar with DDA incentives.

3. Organization – Manager Adams

Org did not meet last month, but are investigating doing a summer festival to bring in more funds. November 1st is the Decorate Downtown event to hang lights and such. Refreshments and lunch will be provided.

4. Promotion – Manager Adams

GLOW is under way. The Art Walk has been wrapped up. The event had 300-400 people show up before the rain came in. There were over 80,000 views on social media. Owosso Books & More and Apple Tree Lane doubled their sales, Market on Main had a record day, and Abiding in the Vine had over \$1,000 in sales in 4 hours. The passport was removed this year in hopes of these types of results.

This past Monday there was a meeting with 8 downtown businesses to plan late night shopping. These dates are planned a year out including themed sales. There will be 3 late night events in November and 1-2 in December with monthly events following.

Demis mentioned that The Home Tour was last Saturday. Several buildings were in the tour and included a number of our of town visitors. Gonyou mentioned that part of that was due to Homecoming and Frederick said there were two other large home tours going on.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

Nothing unusual to report.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO APPROVE THE CHECK REGISTER FOR SEPTEMBER 2014 AS PRESENTED.

YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT.

Demis pointed out that most of our money comes in in large amounts throughout the year. The same is true of large amounts going out with events like GLOW, so it is not a consistent income/spending throughout the year. Adams has spoken with

Williams about not dividing the bond payment into two payments, but making one once the funds are deposited so that it doesn't have to go to City Council for a delay every year due to cash flow.

3. DIG UPDATE (JOSH A & SUSAN M).

The DIG is no more. Montenegro shared that she hopes that we will be able to apply for future grants to help get this work accomplished. A TAP grant is being worked on through MDOT for the retaining wall.

4. MMS MERCHANDISING WORKSHOP (JOSH A).

Covered in the Committee updates

5. YEAR END ACCREDITATION (JOSH A).

This will be occurring next week. Norma will be back with along with Michigan Main Street. Meetings will be held throughout the morning. Committee members will be meeting at the Comstock at 10am. The Board will be meeting at 11am at City Hall.

PUBLIC / BOARD / STAFF COMMENTS:

None

MOTION MADE BY KRAUS, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO
ADJOURN AT 8:07 AM.

YEAS ALL. MOTION CARRIED.

Alaina Kraus, Secretary

October Check Register
By Check Number



4:59 PM

11/03/14

**Owosso Main Street
Check Register - By Check Number
October 2014**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2033	10/09/2014	Brad Groll	Downtown Flower W...	Owosso Main Street Checking	
	09/29/2014		Flower Watering 9/1/14...	296-200-831.000 MAINTENANCE	-228.00
TOTAL					-228.00
2034	10/09/2014	Kelly's Refuse	Trash Service	Owosso Main Street Checking	
	09/30/2014		Downtown Trash Servi...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2035	10/09/2014	First Bank Card	September CC payment	Owosso Main Street Checking	
	10/08/2014		September CC payment	Josh Adams - Owosso Main Street	-103.82
TOTAL					-103.82
2036	10/09/2014	Joshua Adams	Manager Services	Owosso Main Street Checking	
	10/08/2014		Manager Wages 9/26/...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2037	10/24/2014	Joshua Adams	Manager Wages	Owosso Main Street Checking	
	10/20/2014		Manager Wages 10/10...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2038	10/24/2014	Bronner's Commercial ...	Replacement bulbs f...	Owosso Main Street Checking	
	10/24/2014		Replacement bulbs for ...	296-200-831.000 MAINTENANCE	-239.60
TOTAL					-239.60
2039	10/24/2014	DayStarr Communication	Phone Forwarding Se...	Owosso Main Street Checking	
	10/20/2014		Phone Forwarding Ser...	296-200-728.000 OPER SUPPLIES	-15.19
TOTAL					-15.19
2040	10/24/2014	National Main Street Ce...	Membership Dues	Owosso Main Street Checking	
	10/24/2014		Membership Dues	296-200-858.000 MEMBER + DUES	-350.00
TOTAL					-350.00

October Check Register
By Account Number



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 11/03/14
 Cash Basis

Owosso Main Street
Check Register - By Account Number
 October 2014

Type	Date	Num	Name	Memo	Paid Amount	Balance
Ordinary Income/Expense						
Expense						
DEP 200 GEN SERVICES						
296-200-728.000 OPER SUPPLIES						
Bill	10/24/2014		DayStarr Communi...	Phone Forwarding Service ...	15.19	15.19
Total 296-200-728.000 OPER SUPPLIES					15.19	15.19
296-200-831.000 MAINTENANCE						
Bill	10/09/2014		Brad Groll	Flower Watering 9/1/14 to ...	228.00	228.00
Bill	10/09/2014		Kelly's Refuse	Downtown Trash Service 9/...	500.00	728.00
Bill	10/24/2014		Bronner's Commerc...	Replacement bulbs for Chri...	239.60	967.60
Total 296-200-831.000 MAINTENANCE					967.60	967.60
296-200-858.000 MEMBER + DUES						
Bill	10/24/2014		National Main Stree...	Membership Dues	350.00	350.00
Total 296-200-858.000 MEMBER + DUES					350.00	350.00
296-200-999.101 MANAGER WAGES						
Bill	10/09/2014		Joshua Adams	Manager Wages 9/26/14 to...	2,115.38	2,115.38
Bill	10/24/2014		Joshua Adams	Manager Wages 10/10/14 t...	2,115.38	4,230.76
Total 296-200-999.101 MANAGER WAGES					4,230.76	4,230.76
Total DEP 200 GEN SERVICES					5,563.55	5,563.55
Total Expense					5,563.55	5,563.55
Net Ordinary Income					-5,563.55	-5,563.55
Net Income					-5,563.55	-5,563.55

October Budget Report



Owosso Main Street
Profit & Loss Budget vs. Actual
 July through October 2014

<u>Ordinary Income/Expense</u>	<u>Jul - Oct 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
296-000-401.403 GEN PROP TAX	28,047.85	27,700.00	347.85
296-000-401.405 TIF	0.00	149,300.00	-149,300.00
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	1,745.00	0.00	1,745.00
Total 296-000-671.676 DESIGN INCOME	<u>1,745.00</u>	<u>0.00</u>	<u>1,745.00</u>
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	560.00		
296-000-671.678-GLOW	1,595.00		
296-000-671.678-MKTCAMP	250.00		
Total 296-000-671.678 PRO INCOME	<u>2,405.00</u>		
296-000-671.679 ORG INCOME			
296-000-671.679-BUSSTEWARD	50.00		
Total 296-000-671.679 ORG INCOME	<u>50.00</u>		
296-000-671.694 MISC	7.55		
Total Income	<u>32,255.40</u>	<u>177,000.00</u>	<u>-144,744.60</u>

Owosso Main Street
Profit & Loss Budget vs. Actual
July through October 2014

	<u>Jul - Oct 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	325.21	1,000.00	-674.79
296-200-818.000 CONTRACT SER	0.00	2,800.00	-2,800.00
296-200-831.000 MAINTENANCE	6,601.73	17,000.00	-10,398.27
296-200-858.000 MEMBER + DUES	350.00	500.00	-150.00
296-200-860.000 ED + TRAINING	0.00	1,000.00	-1,000.00
296-200-999.101 MANAGER WAGES	16,923.04	55,000.00	-38,076.96
Total DEP 200 GEN SERVICES	24,199.98	77,300.00	-53,100.02
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	103.82		
DEP 695 ORGANIZATION EXPENSES - Other	0.00	1,000.00	-1,000.00
Total DEP 695 ORGANIZATION EXPENSES	103.82	1,000.00	-896.18
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	225.25	0.00	225.25
296-696-818.000-GLOW	0.00	6,000.00	-6,000.00
Total 296-696-818.000 PRO WK PLNS	225.25	6,000.00	-5,774.75
Total DEP 696 PROMOTION EXPENSES	225.25	6,000.00	-5,774.75
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	25.98	0.00	25.98
296-697-818.000-BED PLANTS	123.83	0.00	123.83
296-697-818.000-FLOWER PROGRAM - Other	0.00	6,800.00	-6,800.00
Total 296-697-818.000-FLOWER PROGRAM	149.81	6,800.00	-6,650.19
Total 296-697-818.000 DES WK PLNS	149.81	6,800.00	-6,650.19
Total DEP 697 DESIGN EXPENSES	149.81	6,800.00	-6,650.19
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS	0.00	500.00	-500.00
Total DEP 698 ER EXPENSES	0.00	500.00	-500.00
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	0.00	10,000.00	-10,000.00
Total DEP 901 - CAPITAL OUTLAY	0.00	10,000.00	-10,000.00
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	19,517.50	75,400.00	-55,882.50
Total DEP 966 TRANSFER OUT	19,517.50	75,400.00	-55,882.50
Total Expense	44,196.36	177,000.00	-132,803.64
Net Ordinary Income	-11,940.96	0.00	-11,940.96
Net Income	-11,940.96	0.00	-11,940.96

Pending Payments
As of 11/3/14



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11/03/14

**Owosso Main Street
Unpaid Bills Detail
As of November 3, 2014**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
City of Owosso Bill	09/29/2014		04/02/2015		19,517.50
Total City of Owosso					19,517.50
TOTAL					19,517.50

Checking Account Balance
As of 11/3/14



Owosso Main Street
Checking Account Balance
As of Tuesday, November 3, 2014

Checking Account = **\$32,542.65**