

**SPECIAL MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
MAY 10, 2011**

Meeting was called to order at 7:24 a.m. by Chairman John Hankerd.

Roll Call was taken by Recording Secretary Marty Stinson.

**MEMBERS PRESENT:** Chairman John Hankerd, Authority Members Dave Acton, Barb Bucsi, James Demis, Ben Frederick, Bill Gilbert and Barb Spagnuolo.

**MEMBERS ABSENT:** Authority Members Cindy Flury and Alaina Kraus.

**OTHERS PRESENT:** Deana Doan, Main Street Manager/DDA Director; Adam Zettel, Assistant City Manager and Director of Community Development; and Don Crawford, City Manager.

**AGENDA:**

**MOTION BY AUTHORITY MEMBER BUCSI SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE AGENDA FOR MAY 10, 2011.**

**YEAS ALL. MOTION CARRIED.**

**MINUTES:**

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE MINUTES OF THE REGULAR MEETING OF MAY 4, 2011.**

**YEAS ALL. MOTION CARRIED.**

**COMMUNICATIONS:**

- 1) Meeting minutes of May 4, 2011
- 2) 2009 OMS/MMS Program Agreement

**PUBLIC COMMENTS:** None

**ITEMS OF BUSINESS:**

**1. Main Street Manager Discussion**

Chairman Hankerd introduced the discussion. City Manager, Don Crawford, stated that Ms. Deana Doan's position, Main Street Manager and DDA Director, is up for evaluation at the end of her probationary period. Mr. Crawford read the legal definition and opinion of an executive session. Ms. Doan requested a closed session for the evaluation of an employee.

**MOTION BY AUTHORITY MEMBER ACTON TO MOVE TO EXECUTIVE CLOSED SESSION.**

Authority Member Bucsi stated that the board was not really ready for a full evaluation on performance. Aren't we getting a feel for how we are to go forward? Authority Member Gilbert suggested a discussion about Main Street.

**MOTION DIED FROM LACK OF SUPPORT.**

Chairman Hankerd stated he had gotten communication about the missing Michigan Main Street reports from about November/December on. Has there been any progress yet? Adam Zettel, Assistant City Manager and Director of Community Development, stated nothing yet. Deana Doan, Main Street Manager/DDA Director, stated that she attended both conference calls, each about 10 to 15 minutes long.

Chairman Hankerd has the contract sent by the state. Their concerns are that we are not meeting those guidelines. We may be put on probation and may lose our Main Street benefits. Authority Member Bucsi commented that there are some things that we need. Mostly the reports since December, annual reports, self-evaluation forms online; attachments; and minutes. We need to do some research. There is concern about the future. We need constant communications. Michigan Main Street is willing to work in any way

they can. Ms. Doan attended a two hour training in March. Ms. Bucsi suggests that a board member also attend training sessions. The Board needs to understand timeline, process, and directions. We've lost momentum. The board needs to make sure we're getting these things accomplished. What help does Ms. Doan need?

Ms. Doan replied that she is not ready to give the full scope. Reports are pretty involved. She needs agendas and minutes from the committees; and volunteer hours. If she had that information, it still may take one or two hours to complete; much longer if she doesn't have that information. She has attended two conference calls and the only training she missed was the Whalen training.

Authority Member Bucsi asked if others can be involved with the conference calls. Ms. Doan replied that some portions are for managers only, but she can check on which portions others could be involved with. Ms. Doan continued that she participated in the Downtown Diva computer training recently.

Ms. Bucsi asked that if Ms. Doan gets an e-mail that she could forward it to the board. If she can't get something finished, she could forward it to Chairman Hankerd, and he could forward to board members so they could help.

Authority Member Gilbert said that the former director, Natalie Burg, helped get things going and was the catalyst for activities.

7:45 a.m., Authority Members Frederick and Bucsi left.

Authority Member Gilbert continued that Ms. Burg was probably working way over 40 hours. We need to have further communication when a meeting has to be missed so someone else can be in attendance. Ms. Burg would have an agenda and minutes from the committees. She kept the committees on task. She would send gentle reminders to the authority members.

Mr. Zettel stated that we're just taking a snapshot of Main Street at this time. There are things that can be done. Maybe we can get someone to add time and Main Street experience. It might be advisable to bring in a temporary employee. The city can assist in finding and bringing someone to the board. We're looking for a short-term solution.

Authority Member Gilbert asked what about an intern. Mr. Zettel replied that we're looking at someone without needing a lot of training/leading. We need someone with a Main Street background. Maybe Michigan Main Street has someone for a couple months.

Mr. Zettel stated a week ago, an intern sounded promising, but it sounds like we now need more. We need a knowledge factor – a viable short-term solution.

Board Member Gilbert stated that someone was hired for the farmers and artisan markets tasks. Natalie worked a lot of hours on that. Deana's effort can now be focused on Main Street.

Authority Member Demis stated that the reports are the main focus now. He suggests sending in the reports on time and then amending later if need be. Can a form be designed by Deana to have the committees fill out for their required information?

Authority Member Acton said we need four things: time; skill set; training; scope. Owosso is still going strong. The scope issue is the reports. The process can take any number of ways to get the monthly reports done.

Chairman Hankerd stated we have another issue with the downtown. No newsletter has gone out in a year. Downtown business people don't have a clue what's going on. Nobody knows about the breakfast next week. Ms. Doan stated that the invitations were hand delivered. Mr. Hankerd stated that he got the sense from the business community that we're not getting the word out. Authority Member Gilbert said that things are getting done.

Chairman Hankerd stated that an intern could do a lot of the legwork. City Manager Crawford stated we can get an intern for 125 hours from Baker and then they are gone. Authority Member Demis stated they use them every year and they are free. They need some training.

Mr. Gilbert stated they could work in graphics and the newsletter. It would have to be reviewed.

Mr. Demis asked if an e-mail could be sent about the reports; a newsletter; make a form for committees; make contact for an intern and then satisfy the state.

Chairman Hankerd asked how much time Ms. Doan was using on the markets. She replied in February she used about 90% of her time with the Farmers Market out of her four hours per day. In March she was working six hours per day, but she fell backwards in her recovery. She worked about 75 – 80% of her time then. Now we have the Market Manager, Charlie Keenan, but still have a huge gap, so both of us are still working on the markets together. She got the applications out for the Artisan Market. She didn't expect to have to do the Farmers Market or to move the office. When she took the job, she anticipated working many more hours than she has.

Mr. Gilbert stated that there is a learning curve and that next year will be much easier. Ms. Doan stated that training has been sparse, ill-prepared, and has only been two hours.

Mr. Gilbert likes Mr. Demis' plan, and that will get us over the hump. Can we get copies of Ms. Burg's work and make some forms to get out to committee chairs? Maybe we can get a form for the newsletter and have committee chairs do their reports. Maybe someone could contact Michigan Main Street and see what their minimum standards are.

Authority Member Spagnuolo suggested contacting Michigan Main Street right away with our plans. Mr. Gilbert suggested that if Michigan Main Street comes for a visit that the committee chairs should be invited for that visit also.

Chairman Hankerd asked Ms. Doan what does she need help with the most. Ms. Doan replied that when Ms. Burg was full-time, she had an intern. There are a lot of pieces that need help. Ms. Doan still needs to read through files, history, and organization. More Main Street training and having them come here with her reference material available. An intern would be great, but she needs someone who knows Main Street. If not for the accident, she would be much further ahead.

Mr. Demis said Michigan Main Street would have some piece of mind also. Mr. Gilbert stated that we need to get the form ready; tell Michigan Main Street that the reports will be brought up to date; get better training; better communications; and get an intern.

Mr. Acton stated we need to communicate with Michigan Main Street and tell them when we'll be in compliance. Then as a board, we can follow-up. Mr. Gilbert said we should try by the end of June because that's the end of our fiscal year. He also stated, don't be afraid to ask. He responds better to reminders – it helps to organize his days.

Mr. Acton asked if there were only three things that Ms. Doan needed for the monthly reports – the agenda, minutes, and volunteer hour count? Ms. Doan stated she also needs work plans, special events, documents, flyers, posters, applications. Mr. Hankerd offered business activities, which ones open or close. When donations or in-kind donations are received; fundraising activities.

Chairman Hankerd asked are we getting what we are paying for with the Market Manager? City Manager Crawford replied yes – he's running with it. Ms. Doan commented that there are a ton of behind-the-scene things that Charlie Keenan is doing that no will know about. She is doing some – like Facebook, etc.

Mr. Gilbert offered Mr. Keenan needs direction not to postpone – his job is to relieve Ms. Doan. Former Authority Member Susan Treen is still working on Facebook with the Artisan Market. Mr. Hankerd commented that Ms. Treen doesn't want to continue that and that Ms. Doan is taking it over.

Authority Member Acton asked if Mr. Keenan has the skill set with electronics. Ms. Doan stated he is growing electronically. He went through training at farmer's market boot camp and he's very enthused about it.

Chairman Hankerd asked if we want to ask Michigan Main Street for leads for a part time person and what it is going to cost. Mr. Acton replied that he could go either way. He needs to know if we are bringing someone in for compliance or training. Mr. Gilbert replied, initially, we need to have someone show us how to do the report.

Mr. Acton said Plan A would be to make a form for the committee chairs, and Plan B would be to get someone to do the reports. Ms. Doan stated we shouldn't have to pay anyone. Mr. Demis inquired that some of Deana's salary is workers compensation, so part of that salary not being used is available budget-wise to hire additional help.

**ADJOURNMENT:**

**MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER ACTON TO ADJOURN THE MEETING AT 8:45 A.M. YEAS ALL. MOTION CARRIED.**

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Alaina Kraus, Secretary

m.m.s.