

# **AGENDA**

*OWOSSO MAIN STREET & DDA*

## **REGULAR BOARD MEETING**

Wednesday, March 4, 2026; 7:30 a.m.

Owosso City Hall; 301 W. Main St., Owosso, MI



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

### **Call to order and roll call:**

**Review and Approval of Agenda:** March 4, 2026

**Review and Approval of Minutes:** February 4, 2026

### **Public Comments:**

#### **Reports:**

- Check Disbursement Report
- Revenue and Expenditure Report
- ChargePoint Reports

#### **Items of Business:**

- 1) FY26-27 Work Plans

#### **Committee Updates:**

- Promotion (Davis)
- Economic Vitality (Parzych & Teich)
- Organization (Moore & Parzych)
- Design (Ardelean)

#### **Director Updates:**

#### **Board Comments:**

#### **Adjournment:**

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes 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](http://www.ci.owosso.mi.us).]

**REGULAR MEETING MINUTES OF THE  
OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY  
CITY OF OWOSSO**

**February 4, 2026, at 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Vice-Chair Lance Omer at 7:33 A.M.

**ROLL CALL:** Taken by Lizzie Fredrick

**PRESENT:** Vice-Chair Lance Omer, Mayor Robert J. Teich, Jr., and Commissioners Josh Ardelean, Jill Davis, Karen Parzych, and Colin McCallum.

**ABSENT:** Chair Daylen Howard and Commissioners Bill Gilbert and Jon Moore

**STAFF PRESENT:** Lizzie Fredrick

**AGENDA:**

**MOVED BY TEICH, SUPPORTED BY DAVIS TO APPROVE THE FEBRUARY 4, 2026, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.**

**AYES: ALL  
MOTION CARRIED**

**MINUTES:**

**MOVED BY ARDELEAN, SUPPORTED BY PARZYCH TO APPROVE THE DECEMBER 3, 2025, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.**

**AYE: ALL  
MOTION CARRIED**

**MOVED BY PARZYCH, SUPPORTED BY ARDELEAN TO APPROVE THE JANUARY 7, 2026, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.**

**AYE: ALL  
MOTION CARRIED**

**PUBLIC COMMENTS:** None

**REPORTS:** Fredrick reviewed the January Check Disbursement and Revenue & Expenditure Reports.

Fredrick presented the January reports for Electric Vehicle Charging Station Revenue, Unique Drivers, and Session Quantity.

Fredrick confirmed usage of NACS cables, which replaced CHAdeMO cables on the Electric Vehicle Charging Stations on December 17, 2025, generated \$146.95 in January, while usage of the CHAdeMO cables generated \$144.98 in 2025.

Fredrick noted that at least six NACS cable users charged a combined total of 11 times in January, and six CHAdeMO cable users charged a combined total of 20 times in 2025.

**ITEMS OF BUSINESS:**

- 1. FY25-26 Budget Amendments:** Fredrick reviewed the proposed mid-year budget amendments.

Fredrick highlighted a reallocation of \$20,000 from Building Maintenance-DPW (248.200.930.000) to Contractual Services (248.200.810.000) and an increase of \$16,328 to General Administration for Public Works labor.

Fredrick reminded the Board that approximately \$40,000.00 was initially budgeted to be spent from the Fund Balance because the South Washington Street Planter Removal Project and Main Street Plaza Masonry Repair 2.0 were completed in the beginning of FY25-26, instead of the end of FY24-25.

**MOVED BY ARDELEAN, SUPPORTED BY DAVIS TO APPROVE THE FISCAL YEAR 2025-2026 BUDGET AMENDMENTS AS PRESENTED.**

**AYE: ALL**

**MOTION CARRIED**

- 2. 2026-2031 Capital Improvement Plan:** Fredrick reviewed the 2025-2030 OMS & DDA Capital Improvement Plan projects including the Downtown Streetlight Replacement Project, Parking Lot #9 Reconstruction, Downtown Mural Project, Main Street Plaza Masonry Repair 2.0, and IT Upgrades.

Fredrick confirmed the removal of the Main Street Plaza Masonry Repair 2.0 from the 2026-2031 CIP since the project has been completed.

Fredrick noted the addition of the Ground Bed Concrete Project in the 2026-2031 CIP and provided a project overview.

#### **COMMITTEE UPDATES:**

- 1. Promotion:** Fredrick confirmed the Glow Owosso Committee has approximately \$1,000.00 remaining in their budget for 2026 event expenses.

Parzych presented plans for a storefront scavenger hunt in July.

Fredrick noted that 56 out of 350 Chocolate Walk tickets were purchased in the first four days.

- 2. Organization:** Parzych confirmed that the Organization Committee will now meet on the third Friday of each month at 1:00 p.m.

Fredrick noted that the 2026 Annual Sponsor Guide has been published on the OMS website and the Organization Committee is in discussion of recruiting a high school student for a committee member position.

- 3. Economic Vitality:** Omer announced Kori Shook & Associates is the February Business of the Month.

Omer provided updates on the Match on Main Grant Program and a \$200,000.00 loan application, which was not recommended for funding from the Revolving Loan & Grant Program.

Omer thanked the Board Members that attended the January 27<sup>th</sup> Main Street Meetup for downtown business owners.

- 4. Design:** Parzych reviewed the January Design Committee Report including Chocolate Walk Project Options, Seasonal Beautification plans, intentions for the March 11<sup>th</sup> Summer Beautification Main Street Meetup, and updates to the Social District signage.

**DIRECTOR UPDATES:** Fredrick thanked Parzych, from Dort Financial Credit Union, and Ardelean, from CLH Insurance Agency, for renewing their annual sponsorships.

Fredrick reminded the Board of the Match on Main Grant Info Session on February 10<sup>th</sup>, Curwood Festival Grant Acceptance on February 11<sup>th</sup>, and Volunteer Appreciation Party on February 19<sup>th</sup>.

Fredrick confirmed the 2026 Michigan Main Street Community Support Service will be Business Recruitment & Property Development Primer.

**BOARD COMMENTS:** None

**ADJOURNMENT:**

**MOVED BY ARDELEAN, SUPPORTED BY PARZYCH TO ADJOURN AT 8:44 A.M.**

**AYES: ALL**

**MOTION CARRIED**

**NEXT MEETING MARCH 4, 2026.**

DRAFT

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
02/13/2026	1	12614 (A)	AMAZON CAPITAL SERVICES	DDA 01-23-2026	728.000	704	33.09
02/13/2026	1	12618 (A)	CAKEY CAKES LLC	VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
02/13/2026	1	12621 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	939.61
02/13/2026	1	12658 (A)	TAPHOUSE SPECIALTY MEAT MARKET LLC	VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
02/13/2026	1	139010	APPLE TREE LANE	VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
02/13/2026	1	139011	AVIATOR JAYNE	VOLUNTEER THANK YOU CARDS	728.000	704	24.99
				VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
				CHECK 1 139011 TOTAL FOR FUND 248:			49.99
02/13/2026	1	139012	BANGIN' BOWLS	VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
02/13/2026	1	139013	BOOJIE SALON LLC	VOLUNTEER GIFT CARF GIVEAWAY	818.000	704	25.00
02/13/2026	1	139021	ETC	VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
02/13/2026	1	139023	GREAT LAKES APPAREL CO, LLC	GLOW 5K SHIRTS	818.750	705	1,878.75
02/13/2026	1	139036	MURTLES HANDMADE CHOCOLATES	VOLUNTEER GIFT CARD GIVEAWAY	818.000	704	25.00
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			3,076.44

PERIOD ENDING 06/30/2026

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2026	MONTH 06/30/2026	BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - REVENUE						
248-000-402.000	GENERAL PROPERTY TAX	35,286.00	35,286.54	0.00	(0.54)	100.00
248-000-402.100	TIF	229,031.00	0.00	0.00	229,031.00	0.00
248-000-540.000	STATE SOURCES	25,000.00	0.00	0.00	25,000.00	0.00
248-000-540.531	LOCAL GRANT	4,140.00	0.00	0.00	4,140.00	0.00
248-000-569.000	OTHER STATE GRANTS	4,643.00	4,643.15	0.00	(0.15)	100.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	24,443.00	24,443.43	0.00	(0.43)	100.00
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00	0.00	0.00	0.00	0.00
248-000-665.000	INTEREST INCOME	5,000.00	4,931.61	0.00	68.39	98.63
248-000-670.000	LOAN PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-000-670.100	LOAN INTEREST	1,260.00	856.48	0.00	403.52	67.97
248-000-674.200	DONATIONS	0.00	0.00	0.00	0.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00	0.00	0.00	0.00	0.00
248-000-674.400	INCOME-PROMOTION	13,000.00	9,087.00	0.00	3,913.00	69.90
248-000-674.500	INCOME-ORGANIZATION	1,000.00	3,500.00	0.00	(2,500.00)	350.00
248-000-674.600	INCOME-DESIGN	0.00	0.00	0.00	0.00	0.00
248-000-674.700	EV STATION REVENUE	12,000.00	11,791.37	0.00	208.63	98.26
248-000-675.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
248-000-699.101	TRANSFERS FROM GENERAL FUND	36,286.00	17,455.74	0.00	18,830.26	48.11
248-000-699.287	ARPA TRANSFER IN	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		391,089.00	111,995.32	0.00	279,093.68	28.64
TOTAL REVENUES		391,089.00	111,995.32	0.00	279,093.68	28.64
Expenditures						
Dept 200 - GEN SERVICES						
248-200-728.000	OPERATING SUPPLIES	2,000.00	367.46	0.00	1,632.54	18.37
248-200-751.000	GAS & OIL	50.00	18.76	0.00	31.24	37.52
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	0.00	0.00	0.00	0.00	0.00
248-200-810.000	INSURANCE & BONDS	3,134.00	3,134.24	0.00	(0.24)	100.01
248-200-818.000	CONTRACTUAL SERVICES	115,000.00	96,958.40	0.00	18,041.60	84.31
248-200-818.500	AUDIT	607.00	607.00	0.00	0.00	100.00
248-200-920.000	UTILITIES	3,000.00	2,086.28	0.00	913.72	69.54
248-200-920.100	ELECTRICITY-EV STATION	8,000.00	5,615.81	0.00	2,384.19	70.20
248-200-920.300	TELEPHONE	520.00	260.18	0.00	259.82	50.03
248-200-930.000	BUILDING MAINTENANCE - DPW	20,000.00	8,954.53	0.00	11,045.47	44.77
248-200-940.000	EQUIPMENT RENTAL - DPW	10,000.00	7,007.87	0.00	2,992.13	70.08
248-200-955.000	MEMBERSHIPS & DUES	800.00	250.00	0.00	550.00	31.25
248-200-956.000	EDUCATION & TRAINING	3,500.00	924.06	0.00	2,575.94	26.40
248-200-969.000	DEVELOPER REIMBURSEMENT	0.00	0.00	0.00	0.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	84,500.00	37,314.33	0.00	47,185.67	44.16
248-200-995.243	TRANSFER TO BROWNFIELDS	33,465.00	0.00	0.00	33,465.00	0.00
Total Dept 200 - GEN SERVICES		284,576.00	163,498.92	0.00	121,077.08	57.45
Dept 261 - GENERAL ADMIN						
248-261-702.100	SALARIES	69,272.00	43,653.69	0.00	25,618.31	63.02
248-261-702.200	WAGES	10,000.00	7,896.28	0.00	2,103.72	78.96
248-261-702.300	OVERTIME	5,000.00	2,308.84	0.00	2,691.16	46.18
248-261-702.800	ACCRUED SICK LEAVE	1,170.00	1,170.39	0.00	(0.39)	100.03

PERIOD ENDING 06/30/2026

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGDG USED
		AMENDED BUDGET	06/30/2026 NORMAL (ABNORMAL)	MONTH 06/30/2026 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-261-703.000	OTHER COMPENSATION	0.00	0.00	0.00	0.00	0.00
248-261-715.000	SOCIAL SECURITY (FICA)	6,536.00	4,125.72	0.00	2,410.28	63.12
248-261-716.100	HEALTH INSURANCE	7,718.00	6,012.94	0.00	1,705.06	77.91
248-261-716.200	DENTAL INSURANCE	369.00	293.95	0.00	75.05	79.66
248-261-716.300	OPTICAL INSURANCE	52.00	38.88	0.00	13.12	74.77
248-261-716.400	LIFE INSURANCE	467.00	409.53	0.00	57.47	87.69
248-261-716.500	DISABILITY INSURANCE	905.00	649.80	0.00	255.20	71.80
248-261-717.000	UNEMPLOYMENT INSURANCE	10.00	0.00	0.00	10.00	0.00
248-261-718.200	DEFINED CONTRIBUTION	7,585.00	4,584.62	0.00	3,000.38	60.44
248-261-719.000	WORKERS' COMPENSATION	1,200.00	743.75	0.00	456.25	61.98
Total Dept 261 - GENERAL ADMIN		110,284.00	71,888.39	0.00	38,395.61	65.18
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	150.00	58.08	0.00	91.92	38.72
248-704-818.000	WORK PLAN EXPENDITURE	1,500.00	504.42	0.00	995.58	33.63
Total Dept 704 - ORGANIZATION		1,650.00	562.50	0.00	1,087.50	34.09
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	0.00	0.00	0.00	0.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	1,000.00	227.73	0.00	772.27	22.77
248-705-818.730	ART WALK	0.00	0.00	0.00	0.00	0.00
248-705-818.750	GLOW	10,710.00	9,246.09	0.00	1,463.91	86.33
248-705-818.760	RETAIL EVENTS	0.00	0.00	0.00	0.00	0.00
248-705-818.770	MOTORCYCLE DAYS	2,100.00	1,960.50	0.00	139.50	93.36
248-705-818.780	CHOCOLATE WALK	1,500.00	0.00	0.00	1,500.00	0.00
248-705-818.790	NYE BLOCK PARTY	0.00	0.00	0.00	0.00	0.00
Total Dept 705 - PROMOTION		15,310.00	11,434.32	0.00	3,875.68	74.69
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	12,000.00	4,887.20	0.00	7,112.80	40.73
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00	0.00	0.00
Total Dept 706 - DESIGN		12,000.00	4,887.20	0.00	7,112.80	40.73
Dept 707 - ECONOMIC VITALITY						
248-707-818.000	WORK PLAN EXPENDITURES	27,000.00	624.97	0.00	26,375.03	2.31
Total Dept 707 - ECONOMIC VITALITY		27,000.00	624.97	0.00	26,375.03	2.31
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
Total Dept 901 - CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO  
 PERIOD ENDING 06/30/2026

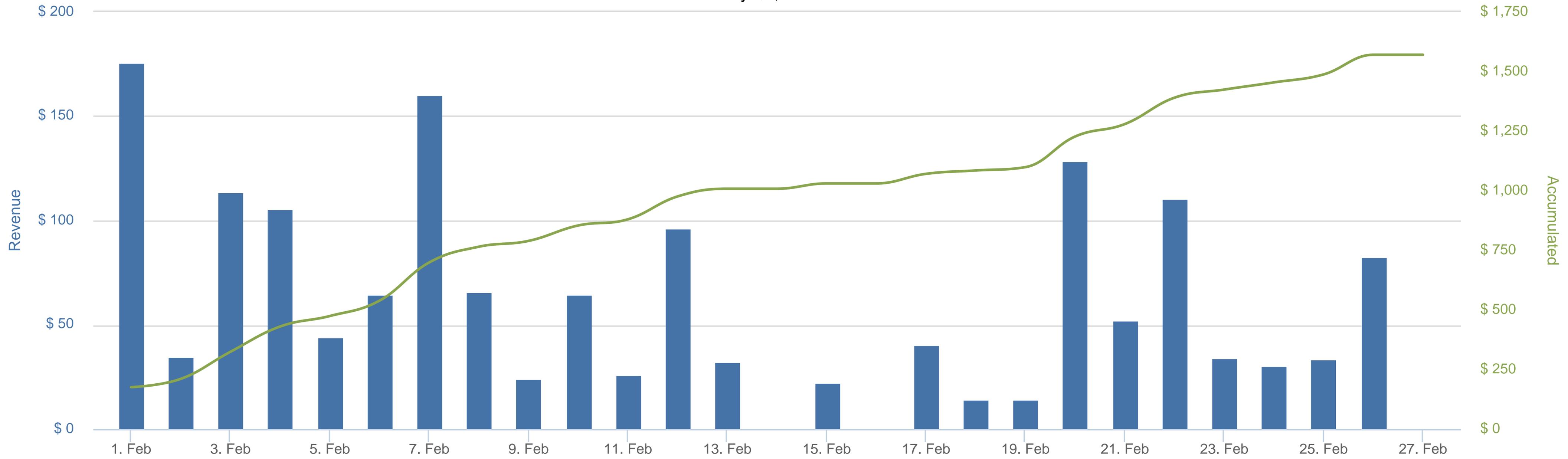
\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26		YTD BALANCE	ACTIVITY FOR	AVAILABLE		% BGD USED
		AMENDED BUDGET	NORMAL	06/30/2026 (ABNORMAL)	MONTH 06/30/2026 (DECREASE)	NORMAL	(ABNORMAL) BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
Dept 905 - DEBT SERVICE								
248-905-991.100	PRINCIPAL	0.00		0.00	0.00		0.00	0.00
248-905-992.000	PAYING AGENT FEES	0.00		0.00	0.00		0.00	0.00
248-905-993.000	INTEREST	0.00		0.00	0.00		0.00	0.00
Total Dept 905 - DEBT SERVICE		0.00		0.00	0.00		0.00	0.00
Dept 966 - TRANSFERS OUT								
248-966-995.304	TRANSFER TO DEBT 2009 LTGO FUND	0.00		0.00	0.00		0.00	0.00
Total Dept 966 - TRANSFERS OUT		0.00		0.00	0.00		0.00	0.00
TOTAL EXPENDITURES		450,820.00		252,896.30	0.00		197,923.70	56.10
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		391,089.00		111,995.32	0.00		279,093.68	28.64
TOTAL EXPENDITURES		450,820.00		252,896.30	0.00		197,923.70	56.10
NET OF REVENUES & EXPENDITURES		(59,731.00)		(140,900.98)	0.00		81,169.98	235.89

February 2026 □□ □□ar□□□□ Revenue: □□□□□0□□2

January: \$2,252.57

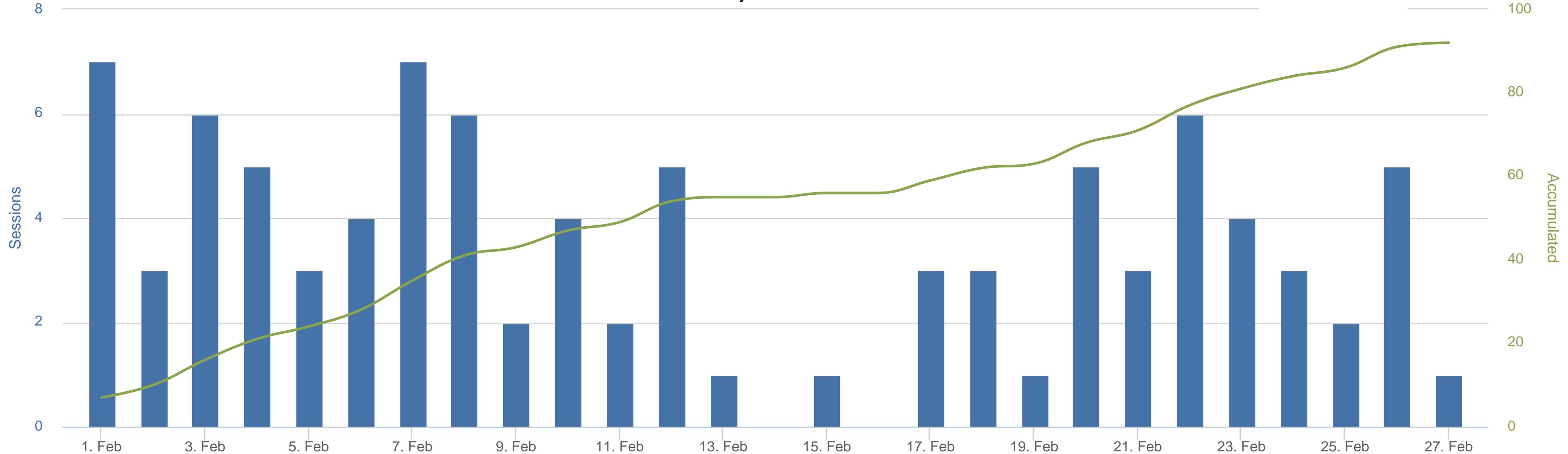
■ Revenue  
— Accumulated



February 2026 EV Charging Sessions: 92

January: 137

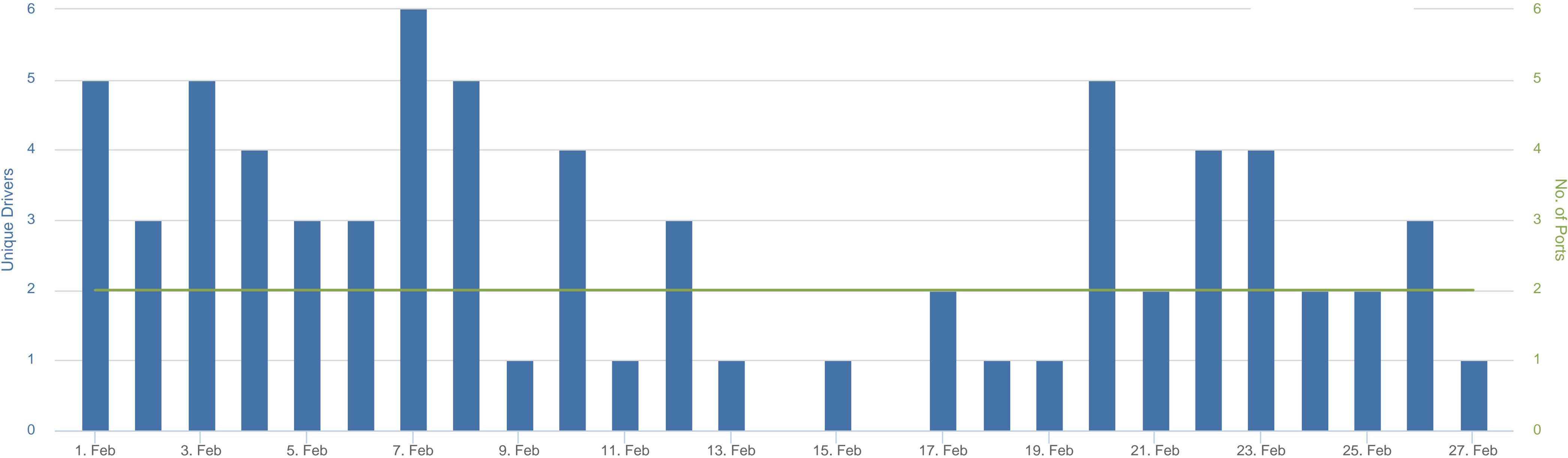
Sessions  
Accumulated



# February 2026 Unique Drivers: 36

January: 40

Unique Drivers  
No. of Ports





# MEMORANDUM

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DATE: March 4, 2026

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: Fiscal Year 2026-2027 Work Plans

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**BACKGROUND:**

To maintain accreditation with Michigan Main Street (MMS) and Main Street America (MSA), OMS is required to utilize detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include program or project details, expected measurable outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timeliness, and budgets.

Attached is a breakdown of potential FY26-27 (July 1, 2026 – June 30, 2027) OMS projects, programs, and work plans for the Board’s discussion. A final version will be presented for the Board’s approval in April. New work plans or budget adjustments to note are Downtown Signage, which includes the Steam Railroading Institute Historical Marker funded by the 2025 Chocolate Walk proceeds, Main Street Plaza Landscaping, for the reconstructed planter, and additional funds allocated to the Organization Committee for volunteer recruitment and retention.

**FISCAL IMPACT:**

None

**MOTION TO CONSIDER:**

None

**ATTACHMENTS:**

OMS & DDA Transformation Strategy Development Plan Excerpt  
Draft FY26-27 OMS & DDA Work Plans

## OWOSSO TRANSFORMATION STRATEGY

### Downtown Renaissance

For building a strong foundation for revitalization through intentional investment in improvements to the public realm and supporting small business development. Focus could include beautification efforts, public improvement projects with the intent to improve the district’s aesthetics, economic development initiatives to enhance the variety of small business offerings, and strategic placemaking projects that create activity and vitality in the district through the inclusion of art and live music. With a resident-serving focus, this strategy prioritizes businesses, events, activities, and amenities that meet the resident’s needs and desires, aiming to increase local pride, support business growth, and drive consistent resident patronage. Additional focus could include convenience goods and services, health and wellness, arts and culture, or outdoor recreation related activities and businesses, dependent upon a community’s existing assets.

## VISION STATEMENT

Our downtown, bright with promise and potential, captures the spirit of community. It is a gathering place to work, eat, play, and stay. Downtown Owosso is rich with opportunities in art, entertainment, business, and development. Owosso Main Street unites individuals, businesses, and local government to revitalize our historic downtown. It is a comprehensive approach that focuses on community assets and partnerships to preserve and promote historic Owosso.

## GOAL # 1

Goal	Measures of Success
Support New and Existing Businesses, Help Create Entrepreneurs, and Attract Developers	<ul style="list-style-type: none"> <li>a. Building and Business Inventory is updated and complete</li> <li>b. 5 empty storefronts have been filled with businesses that meet the market data and community demand</li> <li>c. Business retention – deliver welcome baskets to new businesses and host business roundtables quarterly</li> <li>d. Business recruitment process is updated</li> <li>e. 5 grants or loans have been deployed through revolving loan fund/grant program</li> </ul>

Project/Program	Lead & Partners	Timeline
Obtain and Promote Market Data	Economic Vitality	Immediate (1-2 years)
Update Building and Business Inventory	Economic Vitality	Ongoing
Promote Vacant Properties & Create Custom Marketing Materials	Economic Vitality	Short-term (3-5 years)
Organize Business Roundtables	Economic Vitality	Immediate (1-2 years)

Organize, Launch, and Maintain Revolving Loan Fund (RLF)	Economic Vitality	Ongoing
Conduct Business Recruitment	Economic Vitality	Short-term (3-5 years)
Obtain Professional Photography of Downtown	Promotion	Immediate (1-2 years)
Assist in Redevelopment of Key Properties	Economic Vitality	Short-term (3-5 years)

## GOAL # 2

Goal	Measures of Success
Promote and Expand Arts & Culture Opportunities	<ul style="list-style-type: none"> <li>a. Increase in public art installations by 2 projects</li> <li>b. One targeted collaboration with business owners to drive activity downtown per year</li> <li>c. An event evaluation has been conducted for every event</li> <li>d. Change in Pulse Poll visitation to increase in visits to 25% or more and decrease in visit to 20% or less</li> </ul>

Project/Program	Lead & Partners	Timeline
Evaluate Existing Events for Purpose, Profitability	Promotion	Immediate (1-2 years)
Promote Lebowski Theater and Shiawassee Arts Center	Promotion	Ongoing
Create Murals or other public art in Downtown	Design	Short-term (3-5 years)
Create and Execute Storefront Competition	Promotion	Immediate (1-2 years)

## GOAL # 3

Goal	Measures of Success
Ensure Downtown Owosso is an Attractive Place Where Infrastructure is Maintained and Enhanced to Improve the Aesthetics and Functionality	<ul style="list-style-type: none"> <li>a. Street light replacement project is complete</li> <li>b. Increase in placemaking installations by 3 projects</li> <li>c. A system and plan is in place for downtown flowers</li> <li>d. Consistent volunteers are attending meetings and implementing Design projects</li> <li>e. Durable signage is planned and installed downtown for social district and wayfinding</li> </ul>

Project/Program	Lead & Partners	Timeline
Weed public spaces, Painting curbs, etc., Planting/Trees	Design	Ongoing
Consistently Improve Landscape and Streetscape (consistent with Master Plan and Capital Improvement, and TIF Plans)	Design	Ongoing
Assist in Façade Improvements; Create and Execute Façade Grant Program	Economic Vitality	Short-term (3-5 years)
Improve Public Lighting in Streetscape Elements	Design	Short-term (3-5 years)
Plan and Implement Traffic Calming on M-21	Design	Short-term (3-5 years)
Plan and Execute Pedestrian Improvements	Design	Immediate (1-2 years)
Create a Greater Connection to the Shiawassee River	Design & Promotion	Short-term (3-5 years)

## GOAL # 4

Goal	Measures of Success
Maintain and Grow the Owosso Main Street Organization to Ensure it has the Human and Financial Resources it needs to Fulfill its Mission	<ul style="list-style-type: none"> <li>a. Increase funds raised by 5% each year (baseline is \$15,000)</li> <li>b. Develop a volunteer appreciation plan</li> <li>c. Maintain an active consistent volunteer base of 50 volunteers per year</li> <li>d. Develop an Owosso Main Street Organization Section in OMS Newsletter</li> <li>e. Pulse Poll perception data shows less than 20% in declining or losing ground category</li> </ul>

Project/Program	Lead & Partners	Timeline
Promote the Activities and Accomplishments of Main Street Owosso	Organization & Promotion	Ongoing
Create and Execute Volunteer Recruitment Plan	Organization	Immediate (1-2 years)
Create and Execute Fundraising Plan	Organization	Immediate (1-2 years)
Volunteer Appreciation & Recognition	Organization	Immediate (1-2 years)
Report Out Monthly at City Council Meetings for the Purpose of Improving Relationships	Organization	Ongoing

### Fiscal Year 2026-27 OMS Projects, Programs & Work Plans

Committee	Name	Description	Budget	Strategic Plan Goal #	Master Plan Goal #	Timeline
Promotion	Storefront Competition	TBD	\$600.00	2.40	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	TBD
Promotion	Misc. Promo Supplies	General event and marketing supplies	\$200.00	2.10	4.6, 4.16, 5.12	As needed
Promotion	Owosso Vintage Motorcycle Days	Vintage Motorcycle Ride & Show that brings together enthusiasts from across the state and beyond.	\$2,000.00	2.10	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	August 2027
Promotion	Downtown Trick or Treat	Activity: Golden Pumpkin Hunt	\$200.00	2.10	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	October 2026
Promotion	Glow Owosso	A cherished holiday tradition that lights up downtown with a 5k, dazzling light parade and magical Christmas tree lighting celebration the day after Thanksgiving. This is Owosso Main Street's largest event of the year.	\$10,000.00	2.10	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	November 2026
Promotion	Chocolate Walk	A delightful fundraising event, where participants explore downtown businesses and enjoy various chocolate treats, contributing to a beautification, historic preservation, or public art project.	\$1,500.00	4.30	4.5, 4.6, 4.16, 5.9, 5.12, 5.17	April 2027
Design	Community Cleanup	Supplies such as trash bags, gloves, grabbers, dust pans, etc.	\$100.00	3.1, 3.2, 3.6	3.18, 4.5, 5.20, 5.33, 7.1	As needed
Design	Main Street Plaza Landscaping	Landscaping for the recently reconstructed planter in Main Street Plaza.	\$1,400.00	3.1, 3.2, 3.6	5.20	Spring 2027
Design	Seasonal Beautification	Holiday or seasonal vegetation, art installations or other decorative elements, creating a welcoming atmosphere for downtown visitors.	\$6,000.00	3.1, 3.2, 3.6	3.18, 4.5, 5.1, 5.20, 5.26, 6.5	Ongoing
Design	Downtown Signage	SRI Historical Marker & downtown wayfinding updates	\$6,000.00	2.2, 3.6	3.18, 4.4, 4.5, 4.21, 5.1, 5.20, 5.26, 6.5	TBD
Design	Misc. Design Supplies	General supplies for downtown maintenance, landscaping, placemaking, etc.	\$500.00	3.1, 3.2, 3.6	3.18, 4.5, 5.20, 5.26	As needed
Economic Vitality	Business of the Month Program	One downtown business will receive additional marketing exposure and tailored business support each month to help elevate their brand and drive growth.	\$900.00	1.2, 1.6	1.17, 1.19, 1.21, 4.22, 5.17	Ongoing
Economic Vitality	Main Street Meetups	Business & property owner roundtables, info sessions, trainings, networking events, and more	\$1,100.00	1.2, 1.4, 4.1	1.17, 1.19, 1.21, 4.22, 5.17	Ongoing
Economic Vitality	Business Recruitment	Update Building and Business Inventory, Promote Vacant Properties & Create Custom Marketing Materials, Conduct Business Recruitment	\$0.00	1.1, 1.2, 1.3, 1.6	1.17, 1.19, 1.21, 4.12,	Ongoing
Economic Vitality	Revolving Loan & Grant Program	A public investment initiative, providing financial assistance for improvements that enhance economic growth, historic preservation, and business development.	Separate Funding	1.5, 1.6, 1.8	1.17, 1.19, 2.3, 5.11, 5.13, 5.15, 5.31	Ongoing
Economic Vitality	Match on Main	MEDC Grant Program	Separate Funding	1.6, 1.8, 4.1	1.17, 1.19, 1.21, 4.22, 5.17, 6.6	Winter 2027
Organization	Volunteer Supplies	Board & Committee Supplies + OMS provides water for volunteers at all events, project installations, etc.	\$500.00	4.40	1.19, 2.2, 5.17	Ongoing
Organization	Sponsorship Program	Sponsor Guide printing, sponsor signage, thank you cards	\$100.00	4.30	2.2, 3.16	Ongoing
Organization	Board Workshops & Trainings	Board Training + Annual Main Street Service	\$300.00	4.40	1.19, 2.2, 5.17	TBD
Organization	2026 Volunteer Appreciation Event	A special gathering designed to express gratitude to Owosso Main Street volunteers, featuring special acknowledgements and giveaways to show appreciation for their contribution to the vitality of downtown.	\$1,100.00	4.1, 4.4	1.19, 2.2, 5.17	February 2027
<b>TOTAL</b>			<b>\$32,500.00</b>			

# **COMMITTEE REPORT**

## *PROMOTION*

Thursday, February 12, 2026, 8:00 a.m.  
City Hall; 301 W. Main Street



**Present:** S. Maginity, P. Vreibel, J. Davis, and J. Jacobs

**Absent:** K. Parzych

**Staff:** L. Fredrick

## **Discussion Items**

### Chocolate Walk Progress

- Tickets Sold: 83
- Participating Businesses: 16
- Deadline for Business Participation: March 31<sup>st</sup>
- Deadline for Business Project Votes: April 3<sup>rd</sup>

Winning project will be announced on April 25<sup>th</sup> at the Chocolate Walk.

### July Storefront Scavenger Hunt

- Colorful 3D printed fish hidden in 4 window displays rotating to a new business each week
- 4 Prizes: Downtown Owosso tote bag with OMS swag and gifts from downtown businesses

Summer Sidewalk Sales are July 16<sup>th</sup> – 18<sup>th</sup>.

### Summer Concert Series

- Collab Event with The Cook Family Foundation, Lebowsky Center for Performing Arts, City of Owosso Parks & Recreation, and Owosso Farmers Market
- Promotion Committee Responsibility: Scheduling live musical performances

## **Action Items**

### Chocolate Walk

- Fredrick: Design Map
- Davis: Event Info Session for Participating Businesses
- Maginity: Confirm Business Participation, Collect Logos

Fredrick will submit Event Tiers & Event Calendar to the Board.

**Motion(s) for the Board of Directors Consideration:** None

**Next Meeting:** March 12, 2026

# **COMMITTEE REPORT**

## *ECONOMIC VITALITY*

Tuesday, February 17, 2026, 1:00 p.m.  
City Hall; 301 W. Main Street



**Present:** R. Teich, B. Meyer, and K. Parzych

**Absent:** D. Howard and L. Omer

**Staff:** L. Fredrick

### **Discussion Items**

March Business of the Month: Taphouse Specialty Meat Market, located at 204 W. Main Street, Suite B

Match on Main Scoring Worksheet finalized

January 27<sup>th</sup> Business Owner Main Street Meetup Recap

March 11<sup>th</sup> Summer Beautification Main Street Meetup Updates

Spring Social Main Street Meetup

- Thursday date TBD from 5:00 p.m. to 7:00 p.m.
- At The Sideline Sports Bar
- Meet Your Neighbor Bingo
- Downtown Business Gift Card Giveaways

### **Action Items**

Spring Social Main Street Meetup

- Parzych will pick up Smokin' Jack's BBQ gift cards
- Fredrick will secure venue and date

**Motion(s) for the Board of Directors Consideration:** None

**Next Meeting:** March 24, 2026

# **COMMITTEE REPORT**

## *ORGANIZATION*

Friday, February 20, 2026, 1:00 p.m.  
City Hall; 301 W. Main Street



**Present:** K. Parzych and J. Moore

**Absent:** J. Ardelean and J. Adams

**Staff:** L. Fredrick

## **Discussion Items**

Volunteer Appreciation Party Recap

Board Member Spotlights planned for every other month in the Community and Business Newsletters and on the Owosso Main Street social media channels.

Strategic Plan Goal #4 Check In: Maintain and Grow the Owosso Main Street Organization to Ensure it has the Human and Financial Resources it needs to Fulfill its Mission

- Promote the Activities and Accomplishments of Main Street Owosso
  - o Current: Newsletters, Social Media, Press Releases
  
- Create and Execute Volunteer Recruitment Plan
  - o Current: Volunteer Signup Events
  
- Create and Execute Fundraising Plan
  - o Current: Annual Sponsor Guide
  - o In Discussion: Recurring and Online Donation Options, Bingo and/or 5k Fundraiser, Merchandise Program
  
- Volunteer Appreciation & Recognition
  - o Current: Volunteer Appreciation Party
  - o In Discussion: Volunteer Rewards Program
  
- Report Out Monthly at City Council Meetings for the Purpose of Improving Relationships
  - o Current: Mayor OMS & DDA Announcements, Council Communications (Impact Report, Transformation Strategy Update, Strategic Plan, etc.)

## **Action Items**

None

**Motion(s) for the Board of Directors Consideration:** None

**Next Meeting:** March 20, 2026

# **COMMITTEE REPORT**

## *DESIGN*

Thursday, February 26, 2026, 8:00 a.m.  
City Hall; 301 W. Main Street



**Present:** J. Ardelean, J. Ross, C. Guillen, L. Mills

**Absent:** C. McCallum, D. Drenovsky, K. Parzych, and B. Gilbert

**Staff:** L. Fredrick

## **Discussion Items**

Social District Signage Mockup Review

March 11<sup>th</sup> Main Street Meetup: Food & Networking at 5:30 p.m. | Meeting at 6:00 p.m.

- Presentation Review
- Meeting Structure
- Planter Adoption Program Map

Seasonal Beautification Program

- Remaining Budget: \$2,934.70
- Flowers and supplies for the 6 reservoir planters
- "Pardon our Dust" signage with repair reporting instructions
- Main Street Plaza Landscaping
- Save funds for future reservoir planter purchase

Bee sculpture repair evaluation with artist + potential relocation to Main Street Plaza.

Accepting bids for the annual landscaping contract.

City Council and General Fund now oversee operation, maintenance, and expenses for holiday lights.

Walk through with vendor completed to quote Ground Bed Concrete Project.

## **Action Items**

Mills will work on a planter inventory map for the Planter Adoption Program.

Fredrick will finalize the Social District Signage and the March 11<sup>th</sup> Main Street Meetup presentation, adoption sign up format, and catering.

**Motion(s) for the Board of Directors Consideration:** None

**Next Meeting:** March 26, 2026