

# **AGENDA**

*OWOSSO MAIN STREET/DDA*

## **REGULAR BOARD MEETING**

Wednesday, March 6, 2024; 7:30 a.m.

Owosso City Hall; Small Conference Room; 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 promoting historic preservation and drawing both local residents and visitors to our city.

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

**Review and Approval of Agenda:** March 6, 2024

**Review and Approval of Minutes:** February 7, 2024

### **Public Comments:**

### **Reports:**

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

### **Items of Business:**

- 1) OMS/DDA Board Retreat  
Master Plan Implementation Goals: 3.5, 3.9
- 2) OMS/DDA Work Plans  
Master Plan Implementation Goals: 2.2

### **Committee Updates:**

- Promotion (Reyna & McGuire)
- Design (Ardelean & Olson)
- Organization (Moore & Gilbert)
- Economic Vitality (Omer, Howard & Teich)

### **Director Updates:**

### **Board Comments:**

### **Adjournment:**

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

**February 7, 2024, AT 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Chair Jon Moore at 7:34 A.M.

**ROLL CALL:** Taken by Chair Jon Moore

**PRESENT:** Chair Jon Moore and Commissioners Daylen Howard, Josh Ardelean, Allié McGuire, Robert J. Teich, Jr., Emily Olson and Bill Gilbert.

**ABSENT:** Commissioners Nicole Reyna and Lance Omer

**STAFF PRESENT:** Lizzie Fredrick, DDA/OMS Director

**AGENDA:**

**MOVED BY OLSON, SUPPORTED BY GILBERT TO APPROVE THE FEBRUARY 7, 2024 DDA/OMS AGENDA AS PRESENTED.**

**AYES: ALL  
MOTION CARRIED**

**MINUTES:**

**MOVED BY GILBERT, SUPPORTED BY OLSON TO APPROVE THE JANUARY 3, 2024 DDA/OMS SPECIAL MEETING MINUTES.**

**AYE: ALL  
MOTION CARRIED**

**PUBLIC COMMENTS:** None.

**REPORTS:** Fredrick presented the financial reports and 2024 Impact Report.

**INFORMATIONAL MEETING:** Fredrick reviewed the Informational Meeting presentation covering 2023 DDA/OMS programming and answered questions.

**ITEMS OF BUSINESS:**

1. **DOWNTOWN STREETLIGHT PROJECT:** Fredrick presented the estimated project costs and images of the Regency Lamp Post and Yorktown LED Luminaire with and without the Lexington Single Cross Arm.

Fredrick updated the Board that the Michigan Economic Development Corporation confirmed purchasing the streetlight without the arm will not affect the Revitalization and Placemaking 2.0 grant award.

Olson asked if additional streetlights will be purchased with the estimated cost savings.

Fredrick confirmed that a location for a potential expansion of Phase I has not been solidified and that will be a determining factor in how many additional streetlights could be purchased with the estimated cost savings from removing the arm on the streetlight.

Olson asked what other plans for funding have been made for the project besides the \$275,000 American Rescue Plan Act allocation and \$300,000 RAP grant award.

Fredrick confirmed that future phases of the project are estimated to be smaller than Phase I and will be dependent upon grants, fundraising and the DDA budget.

Olson asked if funds have been budgeted for repairing streetlights that are not part of Phase I.

Fredrick referenced a downtown maintenance fund, with a current budget of \$49,200, which covers repairs for the streetlights and reminded the Board that the completion of Phase I of the Downtown Streetlight Project will alleviate maintenance costs for that portion of downtown leaving funding to cover the replacement or repairs of streetlights located outside of Phase I.

**MOVED BY HOWARD, SUPPORTED BY MCGUIRE TO APPROVE THE REGENCY LAMP POST WITH THE YORKTOWN LED LUMINAIRE FOR THE DOWNTOWN STREETLIGHT PROJECT.**

**AYES: ALL**

**MOTION CARRIED**

- 2. MAIN STREET ACCREDITATION SUMMARY:** Fredrick reviewed the Main Street Accreditation Summary and noted that strategic planning with work plans is the only baseline requirement that OMS currently needs to implement.

Gilbert shared that work plans are a guiding principle to continue programming if a key volunteer decides to no longer lead the program.

Fredrick updated the Board that the four committees are in the beginning stages of implementing work plans for their programming.

Fredrick presented the City of Owosso Downtown and Master Plan Goals and Capital Improvement Plan for the Board to use for strategic planning and work plans.

Board discussed timelines and funding for the Capital Improvement Plan projects.

Teich asked Fredrick to meet with the City Manager to discuss parking lot refurbishment plans.

**COMMITTEE UPDATES:**

1. **Organization:** Moore reminded the Board that the strategic planning workshop will be in the fall and the current OMS/DDA Transformation Strategies are Day Tripper Tourism and Residential Development.
2. **Promotion:** McGuire announced that the Downtown Owosso Chocolate Walk will be held on April 20<sup>th</sup> and said the Committee has been discussing the downtown event calendar and defining key volunteers to lead the events.
3. **Design:** Fredrick updated the Board that she has begun communicating with businesses near Fountain Park to discuss the potential Ball Street road closer that would occur with the Fountain Park Summer Expansion.
4. **Economic Vitality:** Howard shared that the Committee is working to get the Revolving Loan and Grant Program relaunched by July and develop a Business of the Month program that will need a volunteer to oversee it.

**DIRECTOR UPDATES:** Fredrick notified the Board that Michigan Main Street will host a webinar training on February 21<sup>st</sup> and 22<sup>nd</sup> for new directors and board members along with an in-person planning and zoning training on March 12<sup>th</sup> in Lapeer.

**BOARD COMMENTS:** Moore noted that OMS events are volunteer led and that the event date may be dependent on the volunteers on the event's planning committee.

Olson shared that OatFest is slated to be held in the fall and her goal is to have an art event scheduled in May.

Howard supported the Chocolate Walk being in warmer weather as it helps avoid additional costs of having the Department of Public Works plow and salt the sidewalks, which occurred in 2023.

**ADJOURNMENT:**

**MOVED BY HOWARD, SUPPORTED BY ARDELEAN TO ADJOURN AT 9:11 A.M.  
AYES: ALL  
MOTION CARRIED**

**NEXT MEETING MARCH 6, 2024.**

02/29/2024 10:57 AM  
User: ELFredrick  
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO  
CHECK DATE FROM 02/01/2024 - 02/29/2024

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
02/02/2024	1	136905	AZEE BUSINESS SOLUTIONS LLC	LONG SLEEVE T-SHIRT N3165	818.750	705	1,187.45
				LONG SLEEVE T-SHIRT ADD ONS	818.750	705	168.30
				2XL FEE	818.750	705	4.00
				CHECK 1 136905 TOTAL FOR FUND 248:			1,359.75
02/02/2024	1	136908	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	404.54
				INTEREST PAID	993.000	905	48.11
				CHECK 1 136908 TOTAL FOR FUND 248:			452.65
02/15/2024	1	136957	KELLY'S REFUSE	MONTHLY REFUSE PICKUP - EVERY TUE & FRI	818.000	200	832.50
02/15/2024	1	136959	MCLAREN RENT ALL	LIFT RENTAL FOR GLOW TREE REMOVAL	818.750	705	204.00
02/16/2024	1	10188 (E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	17.00
				OPERATING SUPPLIES - DDA	728.000	200	17.00
				CHECK 1 10188(E) TOTAL FOR FUND 248:			34.00
02/16/2024	1	10193 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	284.13
02/16/2024	1	10205 (A)	GILBERT'S DO IT BEST HARDWARE &	JAN. 2024	930.000	200	19.01
02/16/2024	1	10232 (A)	VERIZON WIRELESS	DDA	920.300	200	43.30
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			3,229.34

PERIOD ENDING 02/29/2024

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

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR		AVAILABLE	% BDGT USED
		AMENDED BUDGET	02/29/2024	MONTH	02/29/2024	BALANCE	
			NORMAL (ABNORMAL)	INCREASE	(DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-402.000	GENERAL PROPERTY TAX	35,246.00	31,730.44		24.35	3,515.56	90.03
248-000-402.100	TIF	218,644.00	0.00		0.00	218,644.00	0.00
248-000-540.000	STATE SOURCES	6,760.00	6,759.85		0.00	0.15	100.00
248-000-540.000-MATCHMAIN2	STATE SOURCES	25,000.00	25,000.00		0.00	0.00	100.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	24,228.00	24,228.43		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	5,478.00	3,790.97		0.00	1,687.03	69.20
248-000-670.000	LOAN PRINCIPAL	0.00	0.00		0.00	0.00	0.00
248-000-670.100	LOAN INTEREST	1,844.00	1,222.85		146.54	621.15	66.32
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	15,000.00	13,451.00		0.00	1,549.00	89.67
248-000-674.500	INCOME-ORGANIZATION	0.00	0.00		0.00	0.00	0.00
248-000-674.600	INCOME-DESIGN	0.00	0.00		0.00	0.00	0.00
248-000-674.700	EV STATION REVENUE	1,620.00	1,246.96		543.88	373.04	76.97
248-000-675.000	MISCELLANEOUS	47.00	46.84		0.00	0.16	99.66
248-000-699.101	TRANFERS FROM GENERAL FUND	33,921.00	15,700.37		0.00	18,220.63	46.29
248-000-699.287	ARPA TRANSFER IN	0.00	0.00		0.00	0.00	0.00
Total Dept 000 - REVENUE		367,788.00	123,177.71		714.77	244,610.29	33.49
TOTAL REVENUES		367,788.00	123,177.71		714.77	244,610.29	33.49
Expenditures							
Dept 200 - GEN SERVICES							
248-200-728.000	OPERATING SUPPLIES	1,500.00	130.84		34.00	1,369.16	8.72
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	0.00	0.00		0.00	0.00	0.00
248-200-810.000	INSURANCE & BONDS	3,000.00	2,906.50		0.00	93.50	96.88
248-200-818.000	CONTRACTUAL SERVICES	30,000.00	8,544.00		832.50	21,456.00	28.48
248-200-818.500	AUDIT	1,200.00	1,221.00		0.00	(21.00)	101.75
248-200-920.000	UTILITIES	3,000.00	2,992.20		0.00	7.80	99.74
248-200-920.100	ELECTRICITY-EV STATION	2,000.00	834.23		284.13	1,165.77	41.71
248-200-920.300	TELEPHONE	520.00	313.23		43.30	206.77	60.24
248-200-930.000	BUILDING MAINTENANCE - DPW	42,000.00	21,194.72		19.01	20,805.28	50.46
248-200-940.000	EQUIPMENT RENTAL - DPW	8,000.00	4,708.28		0.00	3,291.72	58.85
248-200-955.000	MEMBERSHIPS & DUES	1,000.00	200.00		0.00	800.00	20.00
248-200-956.000	EDUCATION & TRAINING	3,000.00	385.32		0.00	2,614.68	12.84
248-200-969.000	DEVELOPER REIMBURSEMENT	32,086.00	0.00		0.00	32,086.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	83,703.00	5,501.32		0.00	78,201.68	6.57
Total Dept 200 - GEN SERVICES		211,009.00	48,931.64		1,212.94	162,077.36	23.19
Dept 261 - GENERAL ADMIN							
248-261-702.100	SALARIES	64,480.00	40,872.26		4,960.00	23,607.74	63.39
248-261-702.200	WAGES	250.00	31.67		0.00	218.33	12.67
248-261-702.300	OVERTIME	1,000.00	512.83		0.00	487.17	51.28
248-261-702.800	ACCRUED SICK LEAVE	0.00	0.00		0.00	0.00	0.00
248-261-703.000	OTHER COMPENSATION	0.00	0.00		0.00	0.00	0.00
248-261-715.000	SOCIAL SECURITY (FICA)	5,029.00	3,170.71		379.84	1,858.29	63.05
248-261-716.100	HEALTH INSURANCE	7,400.00	4,969.49		621.10	2,430.51	67.16

PERIOD ENDING 02/29/2024

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GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	02/29/2024 (ABNORMAL)	MONTH 02/29/2024 INCREASE (DECREASE)	BALANCE (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-261-716.200	DENTAL INSURANCE	252.00	185.98	23.73	66.02	73.80
248-261-716.300	OPTICAL INSURANCE	36.00	20.64	2.58	15.36	57.33
248-261-716.400	LIFE INSURANCE	504.00	337.26	42.57	166.74	66.92
248-261-716.500	DISABILITY INSURANCE	968.00	439.80	67.79	528.20	45.43
248-261-717.000	UNEMPLOYMENT INSURANCE	6.00	4.27	0.00	1.73	71.17
248-261-718.200	DEFINED CONTRIBUTION	5,803.00	3,699.61	446.40	2,103.39	63.75
248-261-719.000	WORKERS' COMPENSATION	420.00	287.42	33.62	132.58	68.43
Total Dept 261 - GENERAL ADMIN		86,148.00	54,531.94	6,577.63	31,616.06	63.30
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	250.00	132.65	0.00	117.35	53.06
248-704-818.000	WORK PLAN EXPENDITURE	1,250.00	17.95	0.00	1,232.05	1.44
Total Dept 704 - ORGANIZATION		1,500.00	150.60	0.00	1,349.40	10.04
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	200.00	0.00	0.00	200.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	3,000.00	1,812.28	0.00	1,187.72	60.41
248-705-818.730	ART WALK	0.00	0.00	0.00	0.00	0.00
248-705-818.750	GLOW	6,531.00	4,190.21	1,563.75	2,340.79	64.16
248-705-818.760	RETAIL EVENTS	135.00	0.00	0.00	135.00	0.00
248-705-818.770	MOTORCYCLE DAYS	2,800.00	2,560.26	0.00	239.74	91.44
248-705-818.780	CHOCOLATE WALK	500.00	0.00	0.00	500.00	0.00
248-705-818.790	NYE BLOCK PARTY	4,539.00	4,439.00	0.00	100.00	97.80
Total Dept 705 - PROMOTION		17,705.00	13,001.75	1,563.75	4,703.25	73.44
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	5,000.00	1,580.24	0.00	3,419.76	31.60
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 706 - DESIGN		7,000.00	1,580.24	0.00	5,419.76	22.57
Dept 707 - ECONOMIC VITALITY						
248-707-818.000	WORK PLAN EXPENDITURES	1,500.00	0.00	0.00	1,500.00	0.00
248-707-818.000-MATCHMAIN2	CONTRACTUAL SERVICES	25,000.00	25,000.00	0.00	0.00	100.00
248-707-818.000-MTCHONMAIN	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-707-818.000-VIBRANCY22	CONTRACTUAL SERVICES	4,983.00	4,982.74	0.00	0.26	99.99
Total Dept 707 - ECONOMIC VITALITY		31,483.00	29,982.74	0.00	1,500.26	95.23
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
248-901-965.585-DDASTRLITE	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

02/29/2024 10:54 AM

User: ELFredrick

DB: Owosso

REVENUE AND EXPENDITURE REPORT FOR CITY OF OWOSSO

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PERIOD ENDING 02/29/2024

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

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 02/29/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 02/29/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	21,650.00	3,208.20	404.54	18,441.80	14.82
248-905-992.000	PAYING AGENT FEES	0.00	0.00	0.00	0.00	0.00
248-905-993.000	INTEREST	500.00	7,813.00	48.11	(7,313.00)	1,562.60
Total Dept 905 - DEBT SERVICE		22,150.00	11,021.20	452.65	11,128.80	49.76
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		376,995.00	159,200.11	9,806.97	217,794.89	42.23
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		367,788.00	123,177.71	714.77	244,610.29	33.49
TOTAL EXPENDITURES		376,995.00	159,200.11	9,806.97	217,794.89	42.23
NET OF REVENUES & EXPENDITURES		(9,207.00)	(36,022.40)	(9,092.20)	26,815.40	391.25





Assure Station Metrics Monthly Reporting

Company Id  
141801

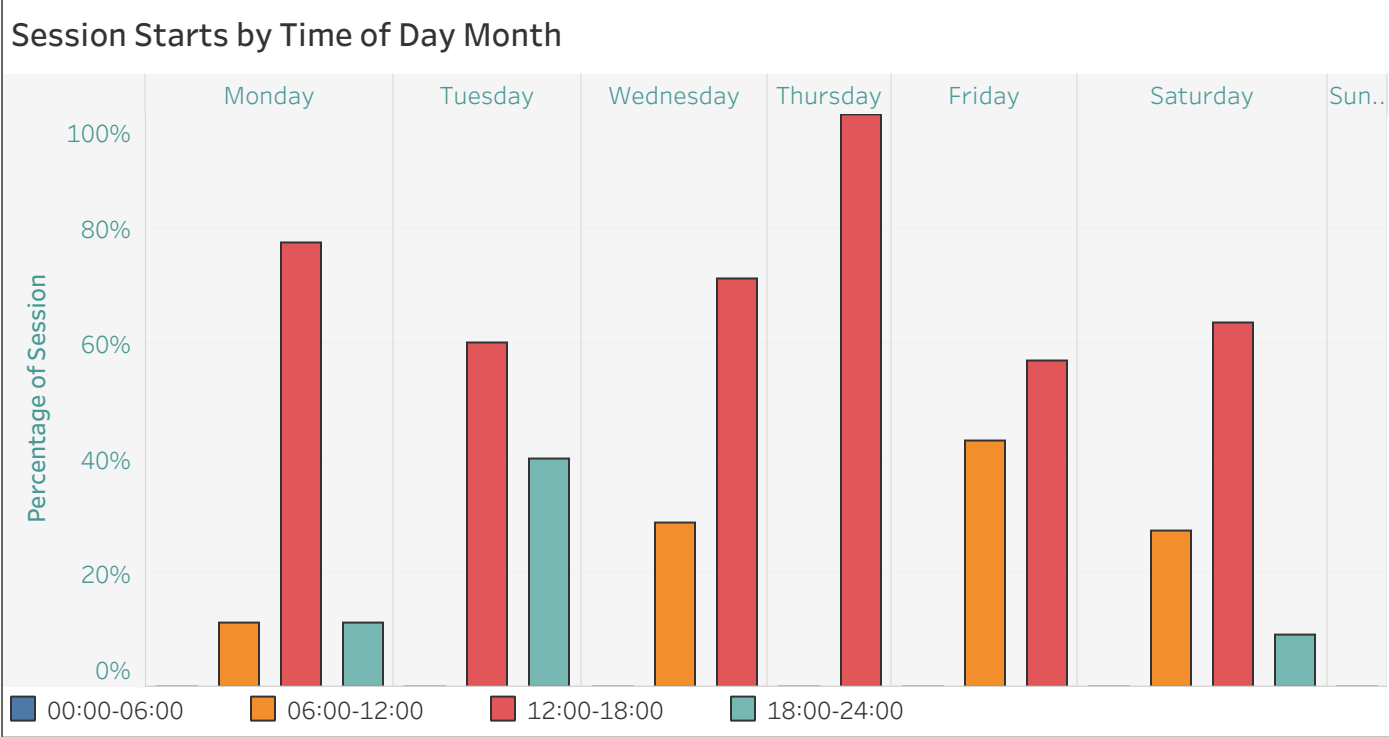
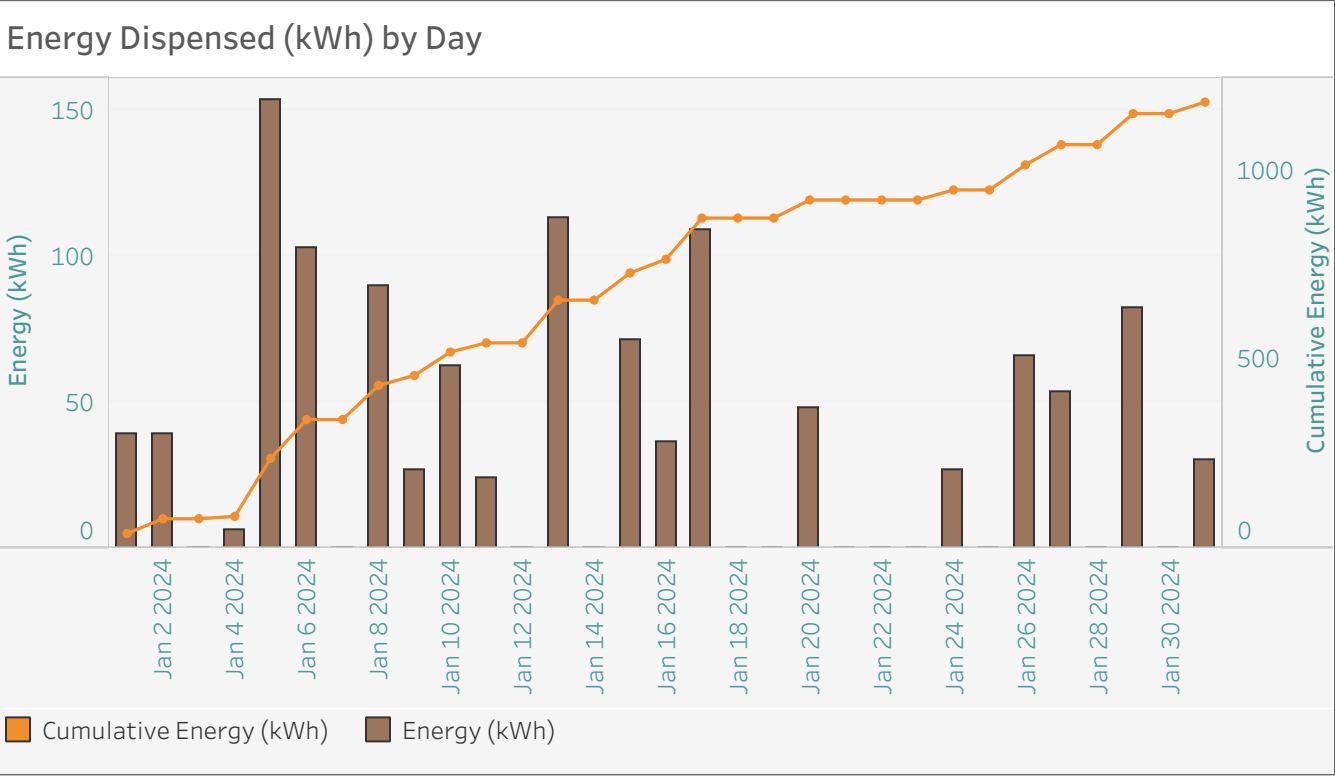
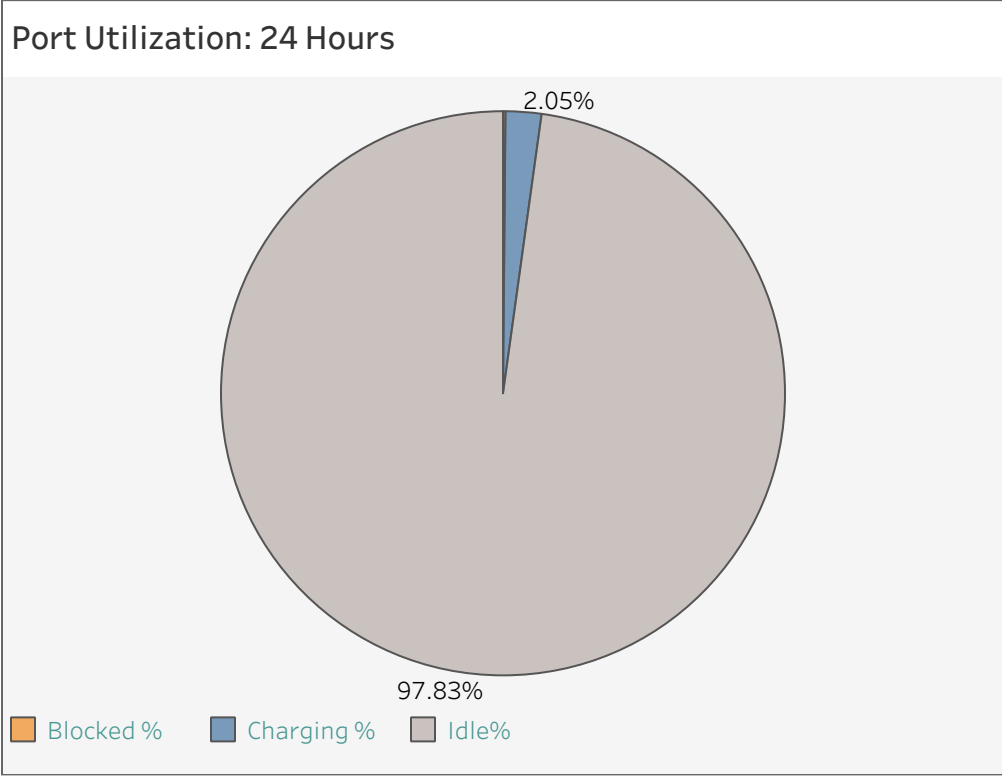
Port Level  
All

Owosso Main Street - Monthly Report - January 2024

Organization Name  
All

Month End Date  
1/31/2024

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	390	1,177	494	148	10	42



Average Session Duration (Hours)	0.77
Average Session Charge Time (Hours)	0.72
Average Session Energy (kWh)	28.02
Average Session Revenue (\$)	9.29
Occupied Hours	32.30
Charging Hours	30.44



301 W. MAIN • OWOSSO, MICHIGAN 48867 • (989) 725-0570 • FAX (989) 723-8854

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# MEMORANDUM

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DATE: March 6, 2024

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: OMS/DDA Board Retreat

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The Organization Committee has recommended scheduling an OMS/DDA Board Retreat on a weeknight at City Hall. This will not be a public meeting meaning no voting will be taking place. Staff seeks the Board's availability and input on the retreat's agenda topics.

## Potential Retreat Discussion Topics

- Board Member Training
- Goals, Objectives and Measures of Success
- Work Plans
- Event Evaluation

## Master Plan Implementation Goals:

3.5 – Allocate resources for regular training for city staff as well as elected and appointed leadership and committee volunteers.

3.9 – Support training for local elected officials.

## Fiscal Impact:

Funds for food and beverages will come from Organization Work Plan Expenditure, 248.704.818.000.

## Motion to Consider:

None

## Attachments:

None



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# MEMORANDUM

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DATE: March 6, 2024

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: OMS/DDA Work Plans

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To maintain accreditation with Michigan Main Street (MMS) and Main Street America (MSA), the Board completed a self-assessment and on-site assessment visit. MMS and MSA provided a summary of their findings for the OMS program.

## **Main Street Accreditation Assessment Results**

### **Needs Attention: Strategy Driven Programming**

Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines and budgets.

Staff seeks discussion on presented work plans and the implementation of work plans for OMS/DDA programming.

### **Master Plan Implementation Goals:**

2.2 – Continue the Main Street program in downtown.

### **Fiscal Impact:**

None

### **Motion to Consider:**

None

### **Attachments:**

Business of the Month Work Plan  
Bridge Beautification Work Plan  
Downtown Owosso Chocolate Walk Work Plan

## FY 23-24 Business of the Month Work Plan

<b>PROJECT:</b>	Business of the Month Program		
<b>BRIEF DESCRIPTION:</b>	One Downtown Owosso business will receive additional marketing exposure and tailored business support each month to help elevate their brand and drive growth.		
<b>OBJECTIVE:</b>	Business awareness and support		
<b>MEASURE OF SUCCESS:</b>	Increased sales, revenue, website traffic, social audience and positive Google reviews for the Business of the Month		
<b>MAIN STREET POINT:</b>	Economic Vitality	<b>MAIN STREET POINT OVERLAP:</b>	Promotion
<b>TRANSFORMATION STRATEGY GOAL:</b>	Day Tripper Tourism	<b>TRANSFORMATION STRATEGY GOAL OVERLAP:</b>	N/A
<b>PROGRAM LEAD:</b>			
<b>PROJECTED EXPENSE:</b>	\$375.00	<b>ACTUAL EXPENSE:</b>	
<b>PROJECTED REVENUE:</b>	\$0.00	<b>ACTUAL REVENUE:</b>	\$0.00
<b>GENERAL LEDGER #:</b>	248-707-818.000	Economic Vitality Work Plan Expenditures	

## Master Plan Implementation Goals

1.19 - Protect Health, Safety and General Wellbeing of the Community	Cultivate an environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso
1.21 - Protect Health, Safety and General Wellbeing of the Community	Expand and sustain a model of "coopeition" among Downtown Owosso businesses, organizations and attractions
4.22 - Identify, Preserve and Enhance the Community's Character	Work on telling the story of Owosso - locally, regionally, state-wide and nationally. Promote successful projects & initiatives
5.17 - Increase Quality of Life and Quality of Place for All	Create and demonstrate a welcoming culture of hospitality for the vision, businesses and residents of Downtown Owosso

## Budget

Vendor Name	Item	Estimate	Actual
	Plastic A Frame	\$100.00	
	A Frame Signage	\$125.00	
	May Service	\$75.00	
	June Service	\$75.00	

**TOTAL**

Task	Volunteer	Status	By When
Order A Frame	Lizzie	To Do	2/29/2024
Design A Frame Graphic		To Do	
Order A Frame Signage	Lizzie	To Do	
Create Business Support Menu	Lizzie	In Progress	3/15/2024
Create Scoring Rubric	Committee	To Do	3/19/2024
Select May Business	Committee	To Do	4/16/2024
Confirm 1st & 2nd choice businesses are in Good Standing w/ City	Lizzie	To Do	4/19/2024
Schedule May Presentation Event		To Do	4/19/2024
Create May Newsletter Highlight		To Do	4/29/2024
Create May Social Media Highlight		To Do	4/29/2024

## FY 23-24 Bridge Beautification Work Plan

<b>PROJECT:</b>	Bridge Beautification Program		
<b>BRIEF DESCRIPTION:</b>	Seasonal vegetation, art installations or other decorative elements adorn the Main Street and Washington Street bridge, creating a welcoming atmosphere for pedestrians and vehicles as they enter and exit the downtown district.		
<b>OBJECTIVE:</b>	Enhance the aesthetic appeal of Downtown Owosso		
<b>MEASURE OF SUCCESS:</b>	Solidifying a community partnership for the creation, installation or sponsorship of each season.		
<b>MAIN STREET POINT:</b>	Design	<b>MAIN STREET POINT OVERLAP:</b>	N/A
<b>TRANSFORMATION STRATEGY GOAL:</b>	Day Tripper Tourism	<b>TRANSFORMATION STRATEGY GOAL OVERLAP:</b>	N/A
<b>PROGRAM CHAIR:</b>			
<b>PROJECTED EXPENSE:</b>	\$2,000.00	<b>ACTUAL EXPENSE:</b>	\$2,020.00
<b>PROJECTED REVENUE:</b>	\$0.00	<b>ACTUAL REVENUE:</b>	\$0.00
<b>GENERAL LEDGER #:</b>	248.706.818.000	Design Work Plan Expenditures	

## Master Plan Implementation Goals

3.18 - Maintain Fiscal Responsibility and Sustainability	Improve the pedestrian experience along the Washington Street bridge.
4.5 - Identify, Preserve and Enhance the Community's Character	Continue to support biking, walking, and river activities in downtown.
4.2 - Identify, Preserve and Enhance the Community's Character	Improve utilization of and access to the riverfront through public-private partnerships.
5.1 - Increase Quality of Life and Quality of Place for All	Support and promote arts & culture, in partnership with Shiawassee Arts Council, Owosso Community Players, Owosso Public School District, and others.
5.2 - Increase Quality of Life and Quality of Place for All	Enhance all downtown gateways with beautification and wayfinding.
5.26 - Increase Quality of Life and Quality of Place for All	Improve the sense of arrival for the South Washington Street entrance to the downtown and provide safe pedestrian crossings.
5.33 - Increase Quality of Life and Quality of Place for All	Enhance riverfront through public-private partnership.
6.5 - Boost Local Economy	Support and promote arts & culture, in partnership with Shiawassee Arts Council, Owosso Community Players, Owosso Public School District, and others.
7.1 - Strengthen Public and Private Partnerships	Foster stronger relationships between the public schools, local government, student groups, and community groups.

## Budget

Vendor Name	Season	Item	Estimate
Debbie Drenovsky	Winter	48 pieces of birch (3 per basket) - different varieties of pine, plus cedar - red berries (real) - dried hydrangeas (sprayed red) - red dogwood sticks (sprayed red)	\$900.00
Farmers Garden	Summer	32 Petunia Hay Racks for 16 Baskets	\$1,120.00
<b>TOTAL</b>			<b>\$2,020.00</b>

Task	Volunteer	Status	By When
Install Bridge Baskets	DPW	To Do	
Install Summer Flowers	Doug	To Do	

2024 Chocolate Walk Work Plan			
<b>PROJECT:</b>	Downtown Owosso Chocolate Walk		
<b>BRIEF DESCRIPTION:</b>	The Chocolate Walk is a delightful fundraising event for Owosso Main Street, where participants explore downtown businesses and enjoy various chocolate treats, contributing to the refurbishment of the iconic fountain in the heart of the community.		
<b>OBJECTIVE:</b>	Business awareness and fundraising for the fountain refurbishment		
<b>MEASURE OF SUCCESS:</b>	300 tickets sold, 20+ participating businesses, 5+ businesses reporting increased sales from the prior Saturday		
<b>MAIN STREET POINT:</b>	Promotion	<b>MAIN STREET POINT OVERLAP:</b>	Economic Vitality & Design
<b>TRANSFORMATION STRATEGY GOAL:</b>	Day Tripper Tourism	<b>TRANSFORMATION STRATEGY GOAL OVERLAP:</b>	N/A
<b>EVENT CHAIR:</b>	Shannon Maginity & Lizzie Fredrick		
<b>PROJECTED EXPENSE:</b>	\$250.00	<b>ACTUAL EXPENSE:</b>	
<b>PROJECTED REVENUE:</b>	\$2,500.00	<b>ACTUAL REVENUE:</b>	
<b>GENERAL LEDGER #:</b>	248.705.818.780	Promotion Chocolate Walk	

Event Details			
<b>DATE:</b>	Saturday, April 20th		
<b>TIME:</b>	1pm to 4pm		
<b>TICKET COST:</b>	\$10		
<b># TICKETS SOLD:</b>	109	<b># PARTICIPATING BUSINESSES:</b>	20
<b>WEATHER:</b>			

Master Plan Implementation Goals	
4.5 - Identify, Preserve and Enhance the Community's Character	Continue to support biking, walking and river activities in downtown.
4.6 - Identify, Preserve and Enhance the Community's Character	Continue to support festivals and events.
4.16 - Identify, Preserve and Enhance the Community's Character	Promote tourism. Advance and expand Downtown's Day-Tripper Transformation Strategy.
5.9 - Increase Quality of Life and Quality of Place for All	Increase lifestyle, entertainment options including festivals and cultural events.
5.12 - Increase Quality of Life and Quality of Place for All	Continue to support weekend and evening activities in the downtown.
5.17 - Increase Quality of Life and Quality of Place for All	Create and demonstrate a welcoming culture of hospitality for the vision, businesses and residents of Downtown Owosso.

Budget			
Vendor Name	Item	Estimate	Actual
Amazon	250 Gift Bags	\$77.55	
	X# Maps/Brochure		
	1 Downtown Owosso Stamp		
	A-Frame Signage		
	X# Event Flyers		
TOTAL			

Task	Volunteer	Status	By When
Create Eventbrite	Lizzie	Completed	1/18/2024
Create Eventbrite Graphic	Lizzie	Completed	1/12/2024
Confirm Business Participation	Shannon	In Progress	3/31/2024
Create Save the Date	Lizzie	Completed	1/18/2024
Z92.5 Interview		To Do	
Press Release		To Do	
Design Event Flyer		To Do	
Order Event Flyer		To Do	3/1/2024
Create Facebook Event Graphic	Lizzie	Completed	1/22/2024
Create Facebook Event	Lizzie	Completed	1/24/2024
Create Social Media Graphic		To Do	
Submit Event Info to Chamber & CVB		To Do	
Submit Event Info to Pure Michigan	Lizzie	To Do	3/1/24
Design A Frame Graphic		To Do	
Order A Frame Signage		To Do	
Design Map	Krystal (Speedy Print) TBD	To Do	
Order Map		To Do	
Order 250 Event Bags		To Do	
Count Old Bags	Lizzie	Completed	
Distribute Maps	OMS Board + Committees	To Do	
Event Guest Survey		To Do	
Post Event Survey Businesses		To Do	
Event Recap & Evaluation	OMS Board + Committee	To Do	

# **MINUTES**

## ***OMS PROMOTION COMMITTEE***

### **REGULAR MEETING**

Thursday, February 8, 2024, 8:00 a.m.

City Hall; 301 W. Main Street



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

**Called to order at 8:04 a.m.**

**Present:** N. Reyna, A. McGuire, J. Birchmeier, P. Vreibel, K. Kingsbury, S. Maginity

**Absent:** None

**Staff:** L. Fredrick

### **Hype Team**

Kingsbury confirmed that seven Hype Team members are actively posting on social media about Downtown Owosso businesses, events and activities.

Kingsbury updated the Committee that four more members are estimated to be added in the month of February.

Fredrick recommended the new freeze-dried candy retailer on Mason Street be considered for a Hype Team assignment.

Reyna updated the Committee on a St. Patrick's Day shopping event being hosted by some of the downtown businesses.

### **Chocolate Walk**

Maginity noted that in person recruitment significantly increased business participation for the 2023 Chocolate Walk.

Committee discussed inviting Westown businesses to participate in strolling or tour events by partnering with a downtown business to host them at their location.

Fredrick suggested a punch card style system to help participating businesses know who has already been to their location.

Maginity shared that there had been previous discussion of purchasing a stamp to use on the event bag instead of designing and printing a sticker.

Kingsbury recommended using a generic Downtown Owosso stamp so it can be used for multiple events and purposes.

**Director Updates:**

Fredrick updated the Committee that the Shiawassee County Convention & Visitors Bureau oversees the ArtWalk Owosso event and social media.

**Committee Comments:**

None.

**Next Meeting:**

Thursday, March 14<sup>th</sup> at 8:00 a.m. at City Hall; 301 W. Main Street



# **MINUTES**

*OMS DESIGN COMMITTEE*

## **REGULAR MEETING**

Thursday, February 8, 2024, 1:30 p.m.

City Hall; 301 W. Main Street



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

**Called to order at 1:35 p.m.**

**Present:** J Ardelean, E. Olson, D. Peterson, A. McGuire

**Absent:** J. Ross

**Staff:** L. Fredrick

### **Lebowsky Public Art Project**

Amy Jo Brown from the Lebowsky Performing Arts Center proposed a public art project in partnership with OMS highlighting a historic film projector.

Peterson suggested placing the sculpture between the Lebowsky Performing Arts Center and NCG Cinema.

Olson recommended creating a public art sculpture series for downtown.

Fredrick and Brown confirmed they will search for grant opportunities for the project.

### **Bridge Basket and Fountain Sculpture Refurbishment**

Fredrick updated the Committee that the bridge baskets have been removed to be refurbished with the fountain sculpture providing more time to plan a spring art-based bridge basket project.

Peterson reminded the Committee that new baskets might be less expensive than refurbishing the old baskets and that the Committee can decorate the bridges without a basket.

Olson suggested pine bough garland with white lights for winter.

### **Summer Flower Program**

Fredrick provided a quote from Farmer's Garden including petunias for the bridge baskets and Main Street hanging baskets.

Peterson confirmed the summer flower installation will be at the end of May.

### **Fountain Park Summer Expansion**

Committee discussed closing Ball Street from Exchange Street to the alley beginning in mid-June to create a community space for outdoor dining, events and activities.

Fredrick suggested supplies that can be used to activate the space such as picnic tables, chairs and games.

### **Director Updates:**

Fredrick updated the Committee that the DDA/OMS Board approved removing the arm extension from the streetlight purchase and that the Downtown Streetlight Project is estimated to begin in August 2024.

### **Committee Comments:**

None.

### **Next Meeting:**

Thursday, March 14th at 1:30 p.m. at City Hall; 301 W Main Street

# **MINUTES**

*OMS ORGANIZATION COMMITTEE*

## **REGULAR MEETING**

Tuesday, February 13, 2024, 2:00 p.m.

City Hall; 301 W. Main Street



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

**Called to order at 2:00 p.m.**

**Present:** J. Moore, R. Teich

**Absent:** B. Gilbert

**Staff:** L. Fredrick

### **OMS/DDA Board Retreat**

Moore recommended scheduling the Board Retreat for two to three hours starting at 5:30pm or 6pm on a weeknight.

Committee discussed setting timelines for each agenda item and that having the retreat at City Hall will be the most cost effective.

Fredrick recommended covering goals and work plans at the retreat.

### **Community Newsletter**

Fredrick provided updates on the launch of the Community Newsletter.

Moore volunteered to write the volunteer spotlight for the first newsletter.

### **Downtown Business Owner Facebook Group**

Committee discussed challenges with moderating the private Facebook group for Downtown Owosso business owners.

Teich recommended creating a clear definition of who can join and keep the guidelines simple with no active moderation.

### **Director Updates:**

Fredrick provided updates on OMS/DDA contracts, subscriptions and the Committee's budget.

### **Committee Comments:**

None.

### **Next Meeting:**

Tuesday, March 12th at 2:00 p.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OMS ECONOMIC VITALITY COMMITTEE*

## **REGULAR MEETING**

Tuesday, February 20, 2024, 2:00 p.m.

City Hall; 301 W. Main Street



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

### **Called to order at 2:00 p.m.**

**Present:** L. Omer, R. Teich, D. Howard, B. Meyer

**Absent:** None

**Staff:** L. Fredrick, B. Barrett

### **Revolving Loan & Grant Program Updates**

Barrett reviewed three tiers of loans that exist depending on when the loan was awarded. These include loans with no late fees and no automatic payment required, loans with late fees and no automatic payment required and loans with late fees and automatic payment required.

Howard asked how does the City avoid being the last to be repaid as a lender.

Meyer recommended adding credit checks to the program.

Committee discussed how to secure future loans by adding a lien.

Howard suggested that two loans be the maximum to be awarded to borrowers at a time and that the first loan would need to have 50% paid off at the time borrowers submit their second application.

Teich agreed that two loans would be a reasonable limit since that could total up to \$100,000 with the current borrowing limit.

Fredrick recommended adding a scoring rubric to the application process that will prioritize DDA and City goals.

Howard and Teich supported prioritizing applicants that have a successful business in another community.

Committee discussed risks involved with lending to startup businesses and challenges that the DDA has had in the past with delinquent loans.

Fredrick confirmed she will follow up with Oakland County regarding their Revolving Loan Program, which has collateralized loans.

Committee agreed to review the current Revolving Loan & Grant Program Guidelines and note their recommended revisions at the March meeting.

### **Business of the Month Work Plan**

Committee discussed potential benefits the Business of the Month would receive such as business support services and marketing highlights on social media.

Meyer suggested creating a menu of services that the Business of the Month can select from.

### **Director Updates:**

None.

### **Committee Comments:**

None.

### **Next Meeting:**

Tuesday, March 19th at 2:00 p.m. at City Hall; 301 W. Main Street