

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
APRIL 6, 2016 AT 7:30 AM
CITY COUNCIL CHAMBERS

CALL TO ORDER: The meeting was called to order by Vice-Chairman Bill Gilbert at 7:36 a.m.

ROLL CALL: Was taken by Recording Secretary, Bridget Cannon.

MEMBERS PRESENT: Vice-Chairman Bill Gilbert, Authority Members Kevin Wiles, Ken Cushman, Shar Haskins, Theresa Trecha, Jon Moore, (Mayor Ben Frederick 7:40 a.m.)

MEMBERS ABSENT: Chairman Dave Acton, and Authority Member Lance Omer.

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, Assistant City Manager and Director of Community Development.

AGENDA:

IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN AND SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE AGENDA FOR APRIL 6, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

MINUTES:

IT WAS MOVED BY AUTHORITY MEMBER WILES AND SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE MINUTES OF MARCH 4, 2016 AS PRESENTED.

ABSTAIN: BILL GILBERT (Not present at March, 2016 meeting)

AYES: ALL. MOTION CARRIED.

PUBLIC COMMENTS: There were no public comments.

COMMITTEE UPDATES:

1) DESIGN

BIKE RACKS:

The design committee had a successful meeting in March. As referenced in meeting notes, Baker College has agreed to help with this project. Josh Adams stated the design committee does have a plan for the placement of the bike racks, and will forward the plan to the DDA.

WAY-FINDING SIGNS:

Josh met with MDOT in March, and is hoping sign installation will be started by end of May. MDOT must approve the overall design of each of the signs, in addition to the placement of each sign. Insert design and breakaway pole adjustments are being made. Vice-Chairman Gilbert feels when the signs do go up,

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they will make Owosso proud and is excited to see the fruition of this plan that has been discussed for the last 2-3 years at the design committee meetings.

FLOWER PROGRAM:

The sponsorship program is under way. Main Street plaza will experience great landscaping change and updates. There is also a new irrigation plan for this area that will work more efficiently. Authority Member Wiles noted the Masons are planning a Fried Chicken and Waffle Brunch fundraiser on Sunday, April 24 from 10 a.m. – 2 p.m. All proceeds from this fundraiser will benefit the Downtown Flowers program.

2) ECONOMIC RESTRUCTURING

Josh Adams referred to the ER Committee Meeting notes, included in the packet. The committee is currently organizing an “Ask Owosso” team. 20-30 volunteers are needed to be recruited to field questions, and distribute informational materials to an assigned area in the downtown business district. The “Ask Owosso” team will be used as a communication tool.

3) ORGANIZATION

The Organization Committee is working with a specialist from Michigan Main Street. They are developing a program for the Design, ER and Promotion Committees that will create tools to seek out sponsorships. Josh Adams noted the Ugly Sweater Run that recently took place had 170 participants, while the Leprechaun Run had 100 runners.

4) PROMOTION

Update on the Promotion Committee Meeting & reference to the meeting notes included in the packet. Nick Pidek is in the process of gathering information and designing the downtown map, and will present concepts.

Business owners will soon have the opportunity to work with Jordan Sovis, Sovis Productions, to develop a two-minute video highlighting their business' story and background. The completed video will allow business owners to showcase their retail space on YouTube, social media, and later can be used as a television commercial. The price point being offered is \$500.

ITEMS OF BUSINESS:

1) CHECK REGISTER

(SEE BOARD PACKET FOR CHECK REGISTER)

IT WAS MOVED BY AUTHORITY MEMBER FREDERICK AND SUPPORTED BY VICE-CHAIRMAN GILBERT TO APPROVE THE CHECK REGISTER FOR MARCH, 2016 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

2) BUDGET REPORT/BUDGET UPDATES

(SEE BOARD PACKET FOR BUDGET)

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The board reviewed the Profit & Loss Budget vs. Actual. Josh Adams offered clarification for any board members that might need it, and offered to meet one-on-one with them to review.

3) FAÇADE GRANT UPDATES

Ms. Montenegro updated the board that the review and design stage for the initial applicants for the façade grant is under way. There are currently thirteen properties as applicants that are hoping to be approved for the first round of the program through MEDC. The applicants will have to go before the Owosso Historic District Commission for façade design approval, as well as the State Historic Preservation Office. These façade designs will be presented to both the HDC and the Building Department as a group. Authority Member Frederick hopes the designs being presented as a group will create a momentum that will allow them to move forward with ease.

4) WEBSITE IMPROVEMENTS

Josh Adams states there is a gap with the website improvements & website design, since Owosso Main Street has lost its volunteer secretary/member Alaina Kraus. Josh is suggesting a budget amount of \$2,000 for the year to hire the website design & improvements through a contractor. The website bid out will be presented as an agenda item at a future meeting.

5) UPCOMING STAKEHOLDER MEETING UPDATE

Josh Adams is looking forward to bringing more education and information to the business owners. There will be an informative meeting with property owners, Building Department of City of Owosso, and DDA Representative Josh Adams on Friday, April 15th @ 7:30 am, at Shiawassee Chamber of Commerce that will afford an opportunity for education on investing in your business and steps to take with re-development. Materials will be available for those not available to attend the meeting. Design Committee, ER Committee, "Ask Owosso" team can serve as catalysts for education.

PUBLIC COMMENTS: There were no public comments.

BOARD COMMENTS: Authority Member Frederick invited the board to the community Arbor Day Celebration on April 30, 2016, 10:00 a.m., at City Hall for the formal ceremony and first tree planting. Volunteers and the public are welcome to attend and participate in community planting and clean-up activities.

IT WAS MOVED BY AUTHORITY MEMBER WILES AND SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO ADJOURN AT 8:29 A.M.

AYES: ALL. MOTION CARRIED.

David Acton, Chairman

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