

MINUTES
REGULAR MEETING OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET
CITY OF OWOSSO
MAY 5, 2021 AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chairman Dave Acton at 7:30 A.M.

ROLL CALL: Was taken by Recording Secretary Debbie Hebert

MEMBERS PRESENT: Chairman Dave Acton, Vice-Chairman Bill Gilbert, Commissioners: Josh Ardelean, Jon Moore, Lance Omer and Susan Osika.

MEMBERS ABSENT: Commissioners Ken Cushman

OTHERS PRESENT: Josh Adams, DDA Director

AGENDA: IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER OSIKA TO AMEND THE AGENDA TO INCLUDE "SOCIAL DISTRICT" AS A TOPIC OF DISCUSSION UNDER: ITEMS OF BUSINESS - #5.

AYES: ALL. MOTION CARRIED.

MINUTES: IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE MINUTES FOR MEETING HELD APRIL 7, 2021.

AYES: ALL, MOTION CARRIED.

PUBLIC COMMENTS: None

ITEMS OF BUSINESS:

1) **CHECK REGISTER** – Entries were reviewed. An overpayment of TIFFF revenue was reimbursed. Adams was asked to include a detail of the charge card expenses in future reports.

IT WAS MOVED BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER OSIKA TO APPROVE THE CHECK REGISTER FOR APRIL, 2021 AS PRESENTED.

AYES: ALL. MOTION CARRIED.

2) **Budget Report - Discussion-** The current budget report shows nothing different than reported previous month. Next month's budget report will offer transfers in line items.

3) Shia Cash Reports – Reports did not arrive in time for this meeting. Information was gathered from the Chamber’s Dashboard showing \$2,400 in purchases of Shia Cash. \$19,000 is still in circulation. DDA has not received the once per month recognition as noted in agreement with the Chamber.

IT WAS MOVED BY AUTHORITY MEMBER OSIKA, SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO DIRECT ADAMS TO FOLLOW-UP WITH THE CHAMBER OF COMMERCE TO ADHERE TO THE AGREEMENT TO PROMOTE THE DDA ONE TIME PER MONTH IN EXCHANGE FOR ONE-TIME SPONSORSHIP.

AYES: ALL. MOTION CARRIED.

4) Director Performance Review Development – Discussion

Chairman Acton and Vice-Chairman Gilbert have met and developed topics based on Director Adams Role Description. The board will discuss these topics in a live discussion with Director Adams after the June 2nd board meeting. A summary will be provided to the board prior to the meeting in preparation for the discussion.

A selection of City Staff, Business Owners, Chamber of Commerce, SEDP, Michigan Mainstreet and National Mainstreet was shared with the board with an opportunity to add or delete any participants listed. Each participant will be sent a written questionnaire to be followed up by a phone call to obtain their responses relating to Director Adams effectiveness in carrying out his Role Description.

5) Downtown Commons Social District - Discussion

The opening of the Social District was not able to begin May 1st as planned. Supplies and banners were delayed. Discussion focused on further information needed to assist with the understanding of the guidelines of the Social District. A press release will highlight the opening of Downtown Commons on May 22, 2021 accompanied by clear communication of the guidelines.

COMMITTEE UPDATES:

1) Design and Business Vitality –

Historic plaques to be mounted on buildings in the downtown area have been created with information unique to each building.

The committee reviewed the entire streetscape and beautification process about to begin. Sunburst Gardens will be refurbishing 18 flowerbeds. Doug Peterson Landscaping’s contracts for weed removal and mowing were reviewed. Hanging baskets will be arriving in a couple of weeks. Double baskets (8) hangers are in the design phase. Farmers Garden Greenhouse has contracted to provide hanging baskets along with Everlastings in the Wildwood creating 16 baskets (two per pole) on Washington/Main and Water/Main.

Moveable flower pots will be ordered for Woodard Place pocket park, paint the gate, sign will be rehung. Umbrellas will be placed on the tables. Park will be freshened up.

An upcoming discussion with Retriever Solutions will be held to target specific areas for placement of security cameras.

EV Charging Stations update: City signed easement for transformer areas. The new transformer installation is being added to Consumers Schedule however, a date has not been provided. Future Energy is coordinating their efforts with Consumers Energy. The subcommittee may start meeting to address and share information as it evolves.

Two revolving loan applications will be reviewed by the board in the next meeting.

- 2) **Promotion & Outreach** – Committee will meet later in month of May. The Art Walk process is beginning. Vintage Motorcycle Days will be held this year by that organization.

This year’s downtown cleanup event was a great success having the largest cleanup group that has ever volunteered. Much was accomplished.

Promotion of the Amphitheater Concert Series will begin.

Sidewalk Sales will take place the 3rd weekend of July taking place on the 16th, 17th and 18th. Information will be sent to business owners.

- 3) **Business Owners Committee** – Continuing to obtain input for future meeting dates, times and content. Businesses are being visited and personal messages are being sent.

BOARD CONTINUING EDUCATION/INFORMATION:

Director Adams attended some virtual presentations of the conference along with participating as a speaker. The next National Main Street Conference in May, 2022 will be held in Richmond, Virginia in May, 2022. Board Members expressed an interest in attending.

Director Update: See attached report.

PUBLIC COMMENTS: None

BOARD COMMENTS:

Oskika requested that downtown trash bins be monitored for consistent overflow. Director Adams will request to have Kelly Refuse dump on Monday mornings. The overflow is primarily due to Farmers Market on Saturdays. Gilbert’s Hardware will donate 30 trash cans with liners to be placed throughout the Farmers Market. Volunteers will empty the cans to be disposed of in specified dumpsters: Gilbert’s Hardware and DDA.

Shiawassee Arts Council will be promoting their 100th birthday reported Osika. She also noted a sign out of compliance with ordinances to be handled thru the city’s Code Enforcement office.

Ardelean asked if downtown striping of parking spaces will be done. Director Adams was aware of the task being planned by DPW to occur soon.

Osika shared the need to have City of Owosso maps available to distribute to visitors coming into Owosso. Director Adams noted that revisions have recently been accomplished, will be going to print and available the 2nd week. Of May.

ADJOURNMENT: IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO ADJOURN AT 9:05 A.M.

AYES: ALL. MOTION CARRIED.

RECENT ACTIVITY “AT-A-GLANCE”

Item	Activity
Social Districts	Social District is approved by LARA. Two of the three bars have completed the permitting for the district. Signage & Cups have been ordered. Pending sign installation. Tentative start date of Saturday 5/8.
Quote Development & Submission	Complete; All summer maintenance contracts chosen.
Volunteer Owosso	Event Complete - The Director was able to meet 15 new possible volunteers and two church congregations. This will translate into many new volunteers for events, tasks, & committees.
Downtown Cleanup	Event Complete - we had over 50 volunteer join in this event and help cleanup the entire downtown. Many people that we talked with during the Volunteer Owosso event came to the cleanup.
Streetscape Bids	Complete; Pending OMS/DDA and then city Council Approvals
Woodard Place Repairs	All concrete work is complete; new flower containers need to be purchased; the whole pocket park will be restored this spring
Match on Main	OMS/DDA was awarded a \$25k Match on Main grant for Gilbert’s Hardware & Appliance for their new building addition; Pending final grant agreement documents.
Board Member Recruitment	The Mayor has submitted Brianna Carroll & Eric Lab to the Clerk to be approved by City Council. They will start during the June meeting. This will give us a full board of directors.
Michigan Main Street Vibrancy Grant	Director submitted a grant application to help with streetscape improvements. Total grant request is \$20,000.00. Grant awards will be announced on May 21st.
EV Charging Station	City Council approved easement; pending Gilberts easement signature; Consumer power has scheduled transformation installation; Future Energy will schedule install after all easements are signed; EV Sub-Committee will start up in mid-May
Entrepreneurial Ecosystem & R2R	R2R Meeting Scheduled for Monday 5/24; Entrepreneurial Ecosystem Meeting scheduled for Tuesday 6/8.
Website Updates	Social District Information will be loaded onto the site this month (May). The event calendar for Summer activities will be up this month (May) as well.
Shopping Website	AZEE Business Solution is creating an on-boarding process for business owners. Businesses will start to be uploaded onto the website in mid-May.
Notion Platform Development	New Notion Platform is up. All work plans & volunteer information is imported. Step by step sign-in directions have been sent to board & committee members. This application will start being used at the committee level.
Business Owners Meetings	Continuing to get business owner input of future meeting dates, times, and content. Visiting businesses and sending personal messages = will be completed by late-May
Property Development Funding	Working with current, new & prospective property owners with Revolving Loan and State Grant injuries. These efforts are ongoing.
Fund Generation & Volunteer Recruitment	A meeting with the new leaders of this Committee will be on Tuesday, May 25th.



BOARD INITIATIVES:

2020/2021 STRATEGIC PLANNING INITIATIVE REMINDER:

During the Board Retreat the Board determined that two board-level initiatives should take place over the next year. They are as follows:

1. Develop a comprehensive volunteer recruitment & retention strategy that increases the capacity of the overall program; and
2. Develop a fund generation structure/program (in addition to DDA & TIF funding) that secures adequate financial resources for building program capacity.

CUSTOMER SERVICE TRAINING:

- Another large discussion during the Board Retreat was the need for district-wide customer service training. The Board agreed to research and work with local stakeholders to organize this training for all downtown businesses.
- After a brief discussion with the City Manager, there is interest to have all city staff to take part in this training as well. This will aid in our RRC process.
- It would be beneficial to start discussing a plan of action on this initiative.

The Board has decided to continue these efforts into the 2021/2022FY.

DIRECTOR-LED INITIATIVES:

WORK PLANS:

- 2020/2021 Modified Work Plans have been imported into Notion Platform for committees to use.
 - This app will start being used at the Committee Level in June 2021.

MATCH ON MAIN:

- Two MOM applications were submitted during the 2021 round.
- OMS/DDA was awarded a \$25k Match on Main grant for Gilbert's Hardware & Appliance for their new building addition; Pending final grant agreement documents.

OMS/DDA WEBSITE:

- The website has been updated.
- New calendar updates will occur in May 2021
- All Social District info will be uploaded to the website in May 2021.
- The Director will continue to pursue funding for new additions to the site including a curated day-trip option, an interactive directory, and a better calendar option.



SECURITY CAMERAS:

- OMS/DDA is still pending Retriever Solutions to schedule installation of all cameras
- All locations have been selected and all access has been acquired.
- OMS/DDA Director can email board members camera locations if requested.

Director Speaking Events:

- The Director is working with the National Main Street Center in teaching Main Street's throughout the country to discover and implement Transformation Strategies within their districts.
 - The Director spoke with all of the Main Street communities in Wyoming.
 - On November 10th, the director spoke with the directors within South Carolina.
 - In December, the Director was a speaker during a new manager training to new Main Street Directors throughout Michigan.
 - The Director is a speaker during the 2021 National Main Street Conference.

Director Advocacy/Impact:

The National Main Street Center is encouraging local directors to start measure the impact that they have on their local communities. Reviewing data, the following is the financial impact the Director's office has had in revitalization since 2013:

- Since 2013 the Director's office has generated (through networking stakeholders with national tax incentive programs; advocating for Downtown Owosso's program at a national & state level; and applying for State grants & services) \$2,575,222.00 for downtown revitalization efforts.
- That breaks down to \$367,888.86 per year. The Director's services (and subsequent salary) make a return on investment of 5.9 times per year. Meaning, the Director's leadership efforts "5-tuple" the OMS/DDA Board's & City's investment in that position.

DESIGN & BUSINESS VITALITY

REVOLVING LOAN/GRANT PROGRAM:

- The current balance of the RLF is \$429,864.60 (*as of 3/16/21*)
- One applications are in the pipeline for review by the Revolving Loan Committee.
- The Director is also looking into a possible Fire Suppression utility connection solution with a local property owner.

ENTREPRENEURIAL ECOSYSTEM (EE) SUB-COMMITTEE:

- A Ready to Recruit meeting will take place on Monday, May 24th
- An Entrepreneurial Ecosystem meeting will take place on Tuesday, June 8th.

STREETSCAPE TASK FORCE & BEAUTIFICATION TASK FORCE PROJECTS::

- Flowerbed Repair & Replace Bids have been received and a vendor has been approved.
- The Director will be meeting with DPW and Sunburst Gardens on Thursday, May 6th to coordinate the summer work schedule.



OUTREACH



DESIGN



EVENTS



ECONOMIC
VITALITY

HIGH CAPACITY EV CHARGING STATIONS:

- Consumers Power is completed easement contracts for the underground electric lines & transformer install.
- Once easements are signed, the EV Station Sub-Committee will oversee station completion.
- Consumers Power has scheduled the transformer installation.
- Future Energy will be updating us on all installation activities - we should get a formal schedule by mid-May
- The EV Sub-Committee will start meeting in mid-May.

CLG SUB-COMMITTEE:

- This Sub-Committee met in April and is scheduling another meeting in late May.
- Steve Teich - chairman of the Downtown Historic District Commission will be the leader of this sub-committee.
- This Sub-Committee will be a coalition of OMS/DDA, OHC, HDC, & SAC to promote historic preservation throughout the city. This helps meet the CLG requirements we have with the State Historic Preservation Office.

WAY-FINDING TASK FORCE:

- A select sub-committee has met and develop a digital way-finding system for downtown. The main thing needed for to implement this program is to find sponsorships to purchase the hardware needed.
- Regular meetings are postponed until a method to raise funds for implementation is found.

PROPERTY DEVELOPMENT:

- The OMS/DDA Director is in continuing conversations with new and old downtown property owners regarding the redevelopment of their buildings. The below projects are actively working together with the OMS Director, the City and MEDC to find the best path for redevelopment. Some conversations at this point are confidential but the properties I can mention are:
 - Ludington Electric Property - project under final review with MEDC
 - The former City Club Building - in initial conversations with MEDC; property owner is pursuing the State Historic Tax Credit
 - Ruesswood Property - MEDC Application has been submitted to the property owner's consultant for review
 - The Matthews Building - all legally required compliance activities have been completed. The Director is working with the property owner to get a timeline for future development activities.
 - Owosso Middle School - in conversation with MSHDA. The Director is scheduling a meeting with the developers in late-April.



PROMOTION & OUTREACH

UPCOMING EVENTS:

- There are no OMS/DDA events scheduled until late summer.
- The Vintage Motorcycle Days committee will start meeting & planning their August event starting on May 27th.
- The Promotion Committee is planning the 2021 Artwalk event.
- Other Events:
 - Curwood Festival is happening this June
 - Thursday Night Amphitheater Concerts will be happening this summer
 - Friends of the Shiawassee River “Shi-Tri” Event will be taking place this summer
 - Aviator Jayne will be conducting a vendor market in Curwood Castle Park in late-August

VOLUNTEER RECRUITMENT:

- Recruitment Activities were postponed due to COVID.
- The Volunteer Owosso Event took place at Foster Coffee on April 10th to aid in volunteer recruitment. The Director was able to meet 15 new possible volunteers and two church congregations. This will translate into many new volunteers for events, tasks, & committees.
- A Volunteer Party should be planned once COVID restrictions are lifted. A lead for this event has been found and planning will start in late-May.

“PROGRAM PARKING-LOT”

OMS WORK PLAN DEVELOPMENT:

- Work Plan Parking-Lot” - meaning that they are waiting for a Work Plan Leader. Committee Chairs are currently looking for leaders for these projects. Work Plans are:
 - Downtown Workshops
 - Downtown Business Videos
 - Downtown Discussions
 - Open Streets Owosso

OTHER PROJECT IDEAS:

- Business Education Team - there has been discussion about forming a team of business owners that would volunteer their services to work with new business owners.

NOTE: THIS REPORT DOES NOT COMMUNICATE THE OTHER PROJECTS/RESPONSIBILITIES THE OMS/DDA DIRECTOR IS IN CHARGE OF WITH THE FOLLOWING DEPARTMENTS (PER HIS MOU WITH THE CITY):

- DOWNTOWN HISTORIC DISTRICT COMMISSION
- CERTIFIED LOCAL GOVERNMENT DESIGNATION UPKEEP
- ADDITIONAL COMMUNITY DEVELOPMENT ACTIVITIES
 - RENTAL REHAB PROGRAM
 - FACADE GRANT PROGRAM
 - STATE CDGB & CRP PROGRAM OVERSIGHT

