



**Regular Meeting Agenda**  
*Owosso DDA/Main Street*

**Wednesday February 3, 2016, 7:30 a.m.**  
**Owosso City Council Chambers,**  
**301 W Main St.**  
**Owosso, MI 48867**

*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.*

**7:30 to 7:40**

**Call to order and roll call:**

**Review and approval of agenda:** February 3, 2016

**Review and approval of minutes:** December 2, 2015

**Public Comments:**

**7:40 to 8:00**

**Committee Updates**

- 1) Design
- 2) Economic Restructuring
- 3) Organization
- 4) Promotion

**8:00 to 8:30**

**Items of Business:**

- 1) Check Register (December & January) ..... (Resolution)
- 2) Budget Report/Budget Updates..... (Discussion)
- 3) OMS Independent Audit Report ..... (Discussion)
- 4) New OMS/DDA Treasurer – Ken Cushman ..... (Resolution)
- 5) Façade Grant Update (Susan)..... (Discussion)
- 6) Application-Based Services through MMSC ..... (Resolution)
- 7) New OMS/DDA Secretary – TBD ..... (Discussion)
- 8) Next Month = Budget Approval..... (Discussion)

**Public Comments:**

**Board Comments:**

**Adjournment:**

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes 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).]

**Board Meeting Minutes**  
December 2015



REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
December 2, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:41 a.m. by Dave Acton.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Chairman Dave Acton, Authority Members Kevin Wiles (left 8:42), Ken Cushman , Lance Omer, Benjamin Frederick, and Secretary Alaina Kraus

MEMBERS ABSENT: Authority Member Shar Haskins, Bill Gilbert

OTHERS PRESENT: Josh Adams, Main Street Manager; Susan Montenegro, City of Owosso; Janae Fear, The Independent; Don Crawford, City of Owosso (8:52)

AGENDA:

MOTION BY AUTHORITY MEMBER KRAUS SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE AGENDA FOR DECEMBER 2, 2015.  
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE MINUTES FOR THE MEETING OF NOVEMBER 4, 2015 WITH SLIGHT MODIFICATIONS.  
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1) Design

Still pending state approval on the wayfinding signs. Not certain yet if a formal application is required. Adams is filling one of in case.

Montenegro is still selling drinking glasses and sold another wayfinding sign. This puts us at seven signs, but may not go in until spring due to wait on MDOT approval.

Prepping for fundraising for the flower program and winter greenery.

Committee will be actively involved in facade grants.

2) Economic Restructuring

There was no meeting month due to the holiday.

3) Organization

There was no meeting this month.

Still working on the app for downtown. Newsletter will restart in Jan.

#### 4) Promotion

Every record was broken with GLOW. The estimate is 4500-5000 attendees and 175 runners. Over \$8500 raised so far for the year. GLOW Ice Queen was a success and raised \$19000 charity.

Ugly Sweater Saturday is coming up and will have a 5k. Promotions is coming alongside the event and will continue the model.

Kudos to Adams and Hankerd for getting lights and the tree up.

The tree was donated by Owosso Township and Miller has two more available for the future. These will be coming from a future industrial park so they'll be cut down anyway.

#### ITEMS OF BUSINESS:

##### 1. CHECK REGISTER APPROVAL.

The credit card is used mainly for online purchases. POs are filled out for each purchase and is put into one master PO under the credit card payment at the of the month.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE CHECK REGISTER FOR NOVEMBER 2015 AS PRESENTED. YEAS ALL. MOTION CARRIED.

##### 2. BUDGET REPORT/BUDGET UPDATES

GLOW is expecting another \$1,500 on top of the \$8,500 already turned in with fundraising. This comes from the run (sponsorships & registration), ornament sales, and Ice Queen.

Adams said the he finds a more engaged audience with articles in the paper, but wider reach on Facebook.

##### 3. FACADE GRANT UPDATE

There was a business owner's meeting in November to go over requirements. Montenegro and Adams also met with a potential architect. One packet is already turned in. A minimum of two are needed, but Montenegro is working on additional businesses to make most of the grant. We have eight free design services are still available at three per year. The grant has been changed to 50/50 with a minimum total investment of \$30,000. A city match must be made as well. Since we have history with the program, we don't have to have a certified grant administrator. It may be possible to offer revolving loans to help businesses make the most of the grant while we have it.

#### 4. NEW COMMUNICATION TOOL

Omer shared his concerns about the disconnect between downtown and the other side of the river, especially with SRI. He shared the idea of using Interactive Voice Response where people can call in and reach different business extensions and information and whatever else we would like to. The group he's been looking at also offers reports. Estimated cost is about \$40 a month.

Acton shared that in his field IVR doesn't have a high satisfaction rate, but at the price it is worth trying. He suggests no more than two steps to any one thing.

MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER WILES TO TRY IVR FOR 6 MONTHS HEADED UP BY OMER.  
YEAS ALL. MOTION CARRIED.

#### 5. YEAR END ACCREDITATION UPDATE

The accurate private investment number on the MMS annual report graphic is \$859,485 not \$1,859,485. This is being updated by the state to the correct number. We already have over \$500,000 in investment for 2015/2016. Over 30 new jobs were created that aren't included in the graphic.

Adams reports that we're getting a good reputation for taking care of small businesses.

#### 6. UPCOMING SPECIAL MEETINGS

a) Board Retreat – Monday, December 14th from 6pm-8pm in the Wesener

#### 7. GOODBYE TO ALAINA KRAUS

Frederick presented a pin key to the city in thanks for service and Kraus may come back for the board retreat on the 14th.

Theresa Trecha will be starting in January for Gonyou's position, but another board member will be needed and a new secretary. Acton will be moving into the Wesener as soon as a certificate of occupancy is issued.

#### PUBLIC / BOARD / STAFF COMMENTS:

Adams found an old telephone booth in the DPW lot and the CBB is wrong to restore it to be used for information in Main Street Plaza.

MOTION MADE BY CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO  
ADJOURN AT 8:17 AM.  
YEAS ALL. MOTION CARRIED.

---

Alaina Kraus, Secretary



**January Check Register**  
By Check Number



**Owosso Main Street  
Check Register - By Check Number  
January 2016**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
<b>2232</b>	<b>01/04/2016</b>	<b>Sovis Productions</b>	<b>Video Editing Services for Glo...</b>	<b>296-000-101.250 Checking #0425</b>	
	01/04/2016		Video Editing Services for Glow ...	296-696-818.000-GLOW	-270.00
TOTAL					-270.00
<b>2233</b>	<b>01/04/2016</b>	<b>First Bank Card</b>	<b>December CC payment</b>	<b>296-000-101.250 Checking #0425</b>	
	01/04/2016		December CC payment	296-000-202.100 Credit Card	-976.44
TOTAL					-976.44
<b>2234</b>	<b>01/13/2016</b>	<b>Michigan Festivals and Events</b>	<b>Glow Owosso 2016 advertising</b>	<b>296-000-101.250 Checking #0425</b>	
	01/13/2016		Glow Owosso 2016 advertising	296-696-818.000-GLOW	-160.00
TOTAL					-160.00
<b>2235</b>	<b>01/15/2016</b>	<b>Joshua Adams</b>	<b>Manager Wages</b>	<b>296-000-101.250 Checking #0425</b>	
	01/15/2016		Manager Wages 1/2/16 - 1/15/16	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
<b>2236</b>	<b>01/15/2016</b>	<b>Gilbert's Do It Best</b>	<b>Christmas supplies</b>	<b>296-000-101.250 Checking #0425</b>	
	01/13/2016		Christmas lighting supplies	296-696-818.000-GLOW	-34.45
TOTAL					-34.45
<b>2237</b>	<b>01/15/2016</b>	<b>Kelly's Refuse</b>	<b>Downtown Trash Service</b>	<b>296-000-101.250 Checking #0425</b>	
	01/06/2016		downtown trash service 12/1/15 ...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
<b>2238</b>	<b>01/15/2016</b>	<b>Locker Room &amp; Trophy Place</b>	<b>Metals &amp; Trophies for Glow O...</b>	<b>296-000-101.250 Checking #0425</b>	
	01/13/2016		Metals for Glow 5K Run/Walk	296-696-818.000-GLOW	-218.73
			Trophies for Glow Parade	296-696-818.000-GLOW	-172.09
TOTAL					-390.82



**Owosso Main Street  
Check Register - By Check Number  
January 2016**

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
<b>2239</b>	<b>01/15/2016</b>	<b>Cano's Broadcasting LLC</b>	<b>Radio advertising and remote ...</b>	<b>296-000-101.250 Checking #0425</b>	
	01/15/2016		Radio advertising and remote fo...	296-696-818.000-GLOW	-400.00
TOTAL					-400.00
<b>2240</b>	<b>01/15/2016</b>	<b>Rehmann Robson</b>	<b>Audit of June 30, 2015 financi...</b>	<b>296-000-101.250 Checking #0425</b>	
	01/07/2016		Audit of June 30, 2015 financial ...	296-200-818.000 CONTRACT SER	-2,700.00
TOTAL					-2,700.00
<b>2241</b>	<b>01/15/2016</b>	<b>Sue Treen</b>	<b>Star for the downtown Christ...</b>	<b>296-000-101.250 Checking #0425</b>	
	01/14/2016		Star for the downtown Christma...	296-696-818.000-GLOW	-44.99
TOTAL					-44.99
<b>2242</b>	<b>01/29/2016</b>	<b>City of Owosso</b>	<b>Misc. Operations</b>	<b>296-000-101.250 Checking #0425</b>	
	01/19/2016		Misc. Operations	296-200-831.000 MAINTENANCE	-609.97
TOTAL					-609.97
<b>2243</b>	<b>01/29/2016</b>	<b>DayStarr Communication</b>	<b>Phone service</b>	<b>296-000-101.250 Checking #0425</b>	
	01/19/2016		Phone forwarding service - Febr...	296-200-728.000 OPER SUPPLIES	-15.23
TOTAL					-15.23
<b>2244</b>	<b>01/29/2016</b>	<b>Joshua Adams</b>	<b>Manager Wages</b>	<b>296-000-101.250 Checking #0425</b>	
	01/29/2016		Manager Wages 1/16/16 to 1/29...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
<b>2245</b>	<b>01/29/2016</b>	<b>First Bank Card</b>	<b>January CC payment</b>	<b>296-000-101.250 Checking #0425</b>	
	01/29/2016		January CC payment	296-000-202.100 Credit Card	-287.36
TOTAL					-287.36

**January Budget Report**



Owosso Main Street  
**Profit & Loss Budget vs. Actual**  
 July 1, 2015 through February 1, 2016

<u>Ordinary Income/Expense</u>	<u>Jul 1, '15 - Feb 1, 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Income</b>			
296-000-401.403 GEN PROP TAX	27,199.17	27,700.00	-500.83
296-000-401.405 TIF	0.00	149,300.00	-149,300.00
<b>296-000-671.676 DESIGN INCOME</b>			
296-000-671.676-FLOWER PROGRAM	747.00	0.00	747.00
<b>Total 296-000-671.676 DESIGN INCOME</b>	<b>747.00</b>	<b>0.00</b>	<b>747.00</b>
<b>296-000-671.678 PRO INCOME</b>			
296-000-671.678-ARTWALK	1,400.00	0.00	1,400.00
296-000-671.678-GLOW	11,745.91	0.00	11,745.91
296-000-671.678-MKTCAMP	50.00	0.00	50.00
296-000-671.678-PALOOZA	200.00	0.00	200.00
<b>Total 296-000-671.678 PRO INCOME</b>	<b>13,395.91</b>	<b>0.00</b>	<b>13,395.91</b>
<b>296-000-671.694 MISC</b>	<b>14.41</b>	<b>0.00</b>	<b>14.41</b>
<b>Total Income</b>	<b>41,356.49</b>	<b>177,000.00</b>	<b>-135,643.51</b>

Owosso Main Street  
**Profit & Loss Budget vs. Actual**  
July 1, 2015 through February 1, 2016

	<u>Jul 1, '15 - Feb 1, 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Expense</b>			
<b>DEP 200 GEN SERVICES</b>			
296-200-728.000 OPER SUPPLIES	535.07	1,000.00	-464.93
296-200-818.000 CONTRACT SER	3,000.00	2,800.00	200.00
296-200-831.000 MAINTENANCE	11,838.08	17,000.00	-5,161.92
296-200-858.000 MEMBER + DUES	489.00	500.00	-11.00
296-200-860.000 ED + TRAINING	111.29	1,000.00	-888.71
296-200-999.101 MANAGER WAGES	31,730.70	55,000.00	-23,269.30
<b>Total DEP 200 GEN SERVICES</b>	<b>47,704.14</b>	<b>77,300.00</b>	<b>-29,595.86</b>
<b>DEP 695 ORGANIZATION EXPENSES</b>			
<b>296-695-728.000 OPER SUPPLIES</b>	362.23	0.00	362.23
<b>296-695-818.000 ORG WK PLNS</b>			
296-695-818.000-VOLPARTY	280.60	0.00	280.60
296-695-818.000 ORG WK PLNS - Other	0.00	1,000.00	-1,000.00
Total 296-695-818.000 ORG WK PLNS	280.60	1,000.00	-719.40
<b>Total DEP 695 ORGANIZATION EXPENSES</b>	<b>642.83</b>	<b>1,000.00</b>	<b>-357.17</b>
<b>DEP 696 PROMOTION EXPENSES</b>			
<b>296-696-818.000 PRO WK PLNS</b>			
296-696-818.000-ARTWALK	1,526.41	500.00	1,026.41
296-696-818.000-GLOW	9,199.31	6,000.00	3,199.31
296-696-818.000-MKTCAMP	111.00	0.00	111.00
296-696-818.000-PALOOZA	387.00	0.00	387.00
Total 296-696-818.000 PRO WK PLNS	11,223.72	6,500.00	4,723.72
<b>Total DEP 696 PROMOTION EXPENSES</b>	<b>11,223.72</b>	<b>6,500.00</b>	<b>4,723.72</b>
<b>DEP 697 DESIGN EXPENSES</b>			
<b>296-697-818.000 DES WK PLNS</b>			
296-697-818.000-CHRISTMAS	600.00	0.00	600.00
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BED PLANTS	273.31	0.00	273.31
296-697-818.000-FLOWER PROGRAM - Other	47.95	6,800.00	-6,752.05
Total 296-697-818.000-FLOWER PROGRAM	321.26	6,800.00	-6,478.74
Total 296-697-818.000 DES WK PLNS	921.26	6,800.00	-5,878.74
296-697-974.000-WAYFINDING	3,239.04	0.00	3,239.04
<b>Total DEP 697 DESIGN EXPENSES</b>	<b>4,160.30</b>	<b>6,800.00</b>	<b>-2,639.70</b>
<b>DEP 698 ER EXPENSES</b>			
296-698-818.000 ER WK PLNS	480.32	500.00	-19.68
<b>Total DEP 698 ER EXPENSES</b>	<b>480.32</b>	<b>500.00</b>	<b>-19.68</b>
<b>DEP 901 - CAPITAL OUTLAY</b>			
296-901-965.730 CAPITOL BOWL	1,789.44	10,000.00	-8,210.56
<b>Total DEP 901 - CAPITAL OUTLAY</b>	<b>1,789.44</b>	<b>10,000.00</b>	<b>-8,210.56</b>
<b>DEP 966 TRANSFER OUT</b>			
296-966-999.397 SIDEWALK FUND	18,843.75	75,400.00	-56,556.25
<b>Total DEP 966 TRANSFER OUT</b>	<b>18,843.75</b>	<b>75,400.00</b>	<b>-56,556.25</b>
<b>Total Expense</b>	<b>84,844.50</b>	<b>177,500.00</b>	<b>-92,655.50</b>
<b>Net Ordinary Income</b>	<b>-43,488.01</b>	<b>-500.00</b>	<b>-42,988.01</b>
<b>Net Income</b>	<b>-43,488.01</b>	<b>-500.00</b>	<b>-42,988.01</b>

**Pending Payments**  
As of 2/1/16



### Owosso Main Street Unpaid Bills Detail As of February 1, 2016

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
<b>City of Owosso</b>					
Bill	09/23/2015		11/20/2015	73	18,843.75
Total City of Owosso					18,843.75
<b>Sunburst Gardens Inc</b>					
Bill	09/16/2015		10/15/2015	109	1,625.00
Total Sunburst Gardens Inc					1,625.00
<b>TOTAL</b>					<b>20,468.75</b>

**Account Balance**  
As of 2/1/16



Owosso Main Street  
**Checking Account Balance**  
As of February 1, 2016

Checking Account = **\$32,317.03**



**Committee Notes**

Organization

Promotion

Design

Economic Restructuring

Business Owners





# MEETING NOTES

## Organization Committee Meeting Notes

Thursday, January 28, 2016

12:00pm – 1:30pm @ Abiding in the Vine Tea Room

<p><b>Purpose of Meeting:</b> Regular, Monthly Meeting</p>	<p><b>Attendees:</b>          Alaina Kraus          Josh Adams          Kevin Wiles          Chrysy Schemenauer          Sue Osika          Dave Acton  <b>Absent:</b>          Arla Louks          Meredith Landino</p>
<p><b>Notes Prepared By:</b> Josh Adams</p>	
<p><b>Additional Information:</b> Meredith was unable to make it due to sickness.</p>	

### INTRODUCTORY ORGANIZATION MEETING

This month the Organization Committee went through a “overhaul”. We have brought on 3 new committee members along with a brand new committee chairwoman – Chrysy Schememaour (Stretch). Due to having so many new volunteers joining this committee they used their time in January to talk about the history and structure of Owosso Main Street. Josh spoke about the program, its approach & programming. Josh also spoke about each committee and its role within the program. In addition, committee members discussed their own lives and their purpose of wanting to join this committee. The meeting ended with a short brainstorming session for future activities.

Brittney Hoszkiw, the Organization Specialist with Michigan Main Street will be meeting with our committee on Thursday, February 25<sup>th</sup> to conduct a more formal training for committee members.



# MEETING NOTES

## Promotion Committee Meeting Notes

Wednesday, January 13, 2016

8:00am – 9:30am @ Foster Coffee Company

<p><b>Purpose of Meeting:</b> Regular, Monthly Meeting</p>	<p><b>Attendees:</b>          John Hankerd          Josh Adams          Kim Springsdorf          Sue Treen          Tracey Peltier          Robert Doran          Theresa Stechschulte          Corky Adams          Dave Acton  <b>Absent:</b>          Kevin Wiles          Debbie Gilbert</p>
<p><b>Notes Prepared By:</b> Josh Adams</p> <p><b>Additional Information:</b></p>	

**Notes:**

EVENT DATES:

- The idea of moving Friday night shopping events to Saturday events was discussed within the committee. While some remote success was seen during the 2015 evening shopping events – it is thought that maximizing Saturday attendance would be more fruitful. In addition, Saturday event would NOT require businesses to add staff hours. Also, from May to October, shopping events could build off from the Farmer’s Market crowd that is already there. The Committee agreed to move all shopping events to Saturdays in 2016. They felt that as the downtown continues to grow – evening shopping will return “organically”.
- The committee set the Chocolate Walk date for Saturday, February 13<sup>th</sup> from 10am-2pm.
- The committee agreed to start meeting on a monthly basis so it can keep up with shopping event development & planning.
- The committee then discussed additional dates throughout the 2016 calendar year. Here is are highlights from that discussion:
  - **March** – 2 events will be taking place. **1.)** Stretch Fitness 5K (3/12/16) – It would be nice to have an event themed for St. Patrick’s Day. **2.)** Chamber Home, Garden, & Business Expo (3/12-13/16) – the Chamber has agreed to the Market & OMS having a portion of the expo themed as “Downtown Owosso”. This would allow both the Farmer’s Market & Downtown Businesses to display in an area of the expo that is set-up to look like Downtown Owosso.
  - **April & May** – The committee agreed to use the February meeting to discuss Saturday events for these two months.
  - **June** – Stretch is having another 5K this month (6/18) – it would be nice to build off the run with another themed event. (Could the Moonlight Market happen if the 5K run was moved to a Thursday??)

- **July – December** – See the calendar that was attached to this meeting’s agenda. This discussion brought up other possibilities for additional events and collaborations mentioned below.

WESENER BUILDING GRAND OPENING

The Wesner Building will be having its grand opening on 2/12-13/16. Friday will be a private opening and Saturday will be open to the general public.

MOONLIGHT MARKETS:

Tracy P. mentioned that the Farmer’s Market plans on having 2 Moonlight Markets this year with the first one tentatively scheduled for 7/28. The Market would like to keep them on Thursday nights as this allows vendors from other markets to participate and prevents competing with the Saturday market. The Promo Committee will be working with Tracey to help schedule the proper dates and providing volunteers for both Moonlight Markets.

MADE IN OWOSSO:

Robert D. unveiled the “Made in Owosso” plan to the Promo Committee – this is a collaboration between the OHC and SAC to highlight things made in Owosso – past, present, & future. This will be happening from June 24<sup>th</sup> to September 19<sup>th</sup>. Robert stated that it would be great to have additional events to join in under the “Made in Owosso” brand (ex: Tour Our Town).

OHC CONCERT SERIES:

Robert D. also stated that the OHC will be having a concert series (2/27; 3/26; 4/30; & 5/21). There is a great opportunity for OMS to collaborate with this – future discussion is needed.

PROMOTIONAL MATERIALS:

- **Downtown Map** – Nicholas Pidek is currently developing a proposal to present to OMS for the graphic design of the map – upon proposal approval OMS & the CVB will look into printing.
- **Phone Booth** – Josh A. will be meeting with Don Marrah early next week (1/18-22/16) to discuss a proposal for the phone booth’s restoration. In addition, the committee needs to look into a phone and recording devise.
- **Downtown App** – It is pending Josh A. to sign up all developer information so it can go to Apple & Google for approval.

Our next meeting will be on Wednesday, February 17<sup>th</sup> – same time, same place.

<b>Action Items:</b>		
<u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Choose Moonlight Market Dates	Tracey P.	2/5/16
Talk to TOT Committee about Made in Owosso collaboration	Kim S.	2/5/16
Get proposals for all promotional materials	Josh A.	2/5/16
Finish developer sign-up for Downtown App	Josh A.	2/5/16
Continue to plan & set final dates for shopping events (via email)	Committee	2/17/16



# MEETING NOTES

## Design Committee Meeting Notes

Tuesday, January 19, 2016

8:45am – 10:00am @ City Hall: Lower-level Conference Room

<p><b>Purpose of Meeting:</b> Regular, Monthly Meeting</p>	<p><b>Attendees:</b>          Josh Adams          Schafer Fox          Susan Montenegro          Bill Gilbert          Kathryn Gehrs-Pahl          Thomas Ainsworth  <b>Absent:</b>          Lorraine Weckwert</p>
<p><b>Notes Prepared By:</b> Josh Adams</p> <p><b>Additional Information:</b> The Michigan Main Street Design Specialist – Debra Johnson was also in attendance for this meeting.</p>	

**Notes:**

MMS DESIGN SERVICES

The committee reviewed 4 applications for free design services (designs for facades). Debra Johnson – design specialist with Michigan Main Street was present to assist in committee selections. The design services that were submitted to Owosso Main Street prior to this meeting were the following properties:

- 115 N. Washington Street – applicant Peter Keay
- 216 W. Main Street – applicant J. Harrison Property, LLC
- 112 N. Washington Street – applicant Woodworth Commercial
- 208-214 W. Exchange Street – applicant Jane J. Idle Living Trust

Each property was discussed by the design committee and compared to the design service selection criteria (provided by MMS). These criteria aid in property selection by guiding the committee through prioritizing each property. These criteria include: implementation, need, significance, visibility, appropriateness, and simplicity.

Using these criteria the committee prioritized the 4 applicants as follows:

1. 115 N. Washington Street
2. 216 W. Main Street
3. 112 N. Washington Street
4. 208-214 W. Exchange Street

Property owners will be contacted by OMS to coordinate on-site visits from Debra Johnson to start the design service process.

WAY-FINDING SIGNS:

All materials are in with the exception of inserts. Production of the inserts will not take place until after MDOT approves the locations of the signs. MDOT approval is the only thing delaying the installation of the signs. Upon approval the inserts will be made and sign will be installed.

DRINKING GLASS FUNDRAISER:

Josh brought the idea before the committee to sell remaining drinking glasses to the Owosso Historical Commission "at cost" in order to relieve OMS from storing them and to make the money back to implement to new programming. The committee agreed. Josh will contact the OHC to see if they are interested.

FLOWER PROGRAM:

Bill and Josh have been meeting already to develop a list of future sponsors for program funding and new subcommittees for project implementation. All sponsorship letters will be sent out by the end of this month. Also, Bill will be looking into a new digital design for the flower brochure.

BIKE RACKS:

After much research it appears that using Baker College to manufacture the bike racks at \$350 per rack will be much cheaper than purchasing them out of a catalog, as comparable racks online cost between \$600-\$700 per rack. Josh and Bill will be contacting Baker College to finalize plans. Upon Baker's approval to complete the racks an aggressive sponsorship plan will need to be implemented by the committee.



# MEETING NOTES

## ER Committee Meeting Notes

Friday, January 29, 2016

12:00pm – 1:30pm @ Foster Coffee Co.

<b>Purpose of Meeting:</b> Regular Monthly Meeting	<b>Attendees:</b> Josh Adams Rick Hebert Lance Omer Theresa Trecha <b>Absent:</b> Lorraine Weckwert
<b>Notes Prepared By:</b> Josh Adams	
<b>Additional Information:</b>	

### PRIMARY DISCUSSION:

During this meeting the committee took a close look at the 2015/2016 work plans to help determine the needs and plans for the upcoming 2016/2017 year. The committee decided to keep the same work plans for the next fiscal year. The committee feels that their efforts on organizing work plans this year have been very fruitful and they want to continue refining and executing the work plans that were developed through that process.

### BUSINESS SUCCESSION PLANNING:

Emily Pantera, the Economic Restructuring Specialist for Michigan Main Street (MMS) will be in town on Friday, February 26<sup>th</sup> to discuss business succession planning with downtown business owners. This will be a free service as Owosso Main Street is part of a pilot study with MMS to determine if this service is viable for other Main Street communities. The committee has secured the Hot Spot Lounge for this meeting.

The committee agreed to meet prior to the meeting with Emily on February 19<sup>th</sup> from Noon-1pm to discuss additional action items on existing and future work plans.



# MEETING NOTES

## Business Owner's Meeting Notes

Monday, January 25, 2016

6:00pm – 7:30pm @ Foster Coffee Co.

<p><b>Purpose of Meeting:</b> Regular, Monthly Meeting</p>	<p><b>Attendees:</b>          Sue Treen          Theresa Stechschulte          James LeGrow          Adam Voss          Casey Voss          Kevin Wiles          Corky Adams          Jeff Adams          Nicholas Pidek          Chrisy Schemenauer          Dave Acton          Dianne Acton          Albert Martinis          Cheryl Stevenson          Josh Adams          Jon Moore          Jeff Deason</p>
<p><b>Notes Prepared By:</b> Josh Adams</p> <p><b>Additional Information:</b></p>	

**Notes:**

DOWNTOWN SHOPPING:

- The meeting was a lengthy discussion regarding last year's evening shopping events. While some were successful, we found that many of the evening shopping events felt "forced". Josh Adams introduced the idea of moving evening shopping events to Saturdays during regular business hours.
- It was discussed that evening shopping will be vital in the future of our downtown; and many in the meeting felt that it will happen organically as upper-floor living increases within the district.
- Business owners like the idea of moving the shopping events to Saturdays for a multitude of reasons:
  - Businesses will not be burdened with staff costs associated with staying open later than normal.
  - Saturday events will maximize exposure due to the Farmer's Market crowd
  - Events can be scheduled for longer timeframes (all day events).
  - People would be more willing to travel from longer distances if it were on Saturday.
- The group discussed upcoming events and started planning for future events.
  - See the attached calendar listings for the ideas that were discussed\
  - The group agreed to start planning further out to better market & organize events.
  - The group also discussed the idea of encouraging downtown employees to assist in the planning of events.



#### WESENER BUILDING:

- The group was given a quick update on the Wesener Development.
- Construction will be completed very soon & a grand opening will be scheduled. Downtown business owners will be invited to a private opening.

#### “COOPETITION”

- During the conversation about the Wesener development – Dave Acton introduced his idea of “coopetition”.
  - Coopetition = a non-traditional way to combine and then put into action the concept of business cooperation and competition.
- A lengthy discussion took place – talking about how this idea can be implemented within our downtown.
- Attached please find a full write-up explaining the coopetition concept.

#### CHAMBER HOME, GARDEN, & BUSINESS EXPO

- Josh introduced the new set-up for this year’s Chamber Expo. Owosso Main Street (OMS) will be teaming up with both the Downtown Farmer’s Market & the Chamber to create a “downtown” aisle for the expo. Downtown businesses will have 10 booths available for a cost of \$55 (first come, first serve). The goal will be to create a downtown feel for the expo.
- Expo registrations were handed out to business owners. More are available if needed – email me if you need one.

#### SUCCESSION PLANNING MEETING

- Emily Pantera – the Economic Restructuring Specialist with Michigan Main Street will be in town on Friday, February 26<sup>th</sup> from Noon – 1pm to discuss business succession planning. Emily would like to discuss the interest and viability of offering such planning for businesses throughout the state. Owosso Main Street will be pilot city for this potential service. All business owners are welcome to attend.

#### DOWNTOWN BUSINESS VIDEO SERIES

- OMS is in talks with Sovis Productions about creating a “story-series” for Downtown Owosso. This would entail the creation of a 2-3 minute video interviewing each downtown business owner. In this video, business owners would share their story about what their business is and why they chose Owosso. Owners would be encouraged to share the history of their business and their passion for what they do.
- These videos would be used as online commercials that can be shared by everyone – it is a great way to market individual businesses and downtown as a whole.
- Each video would be professional produced & edited and the cost would be up to the business owner.
- The cost per business would be around \$500. Please note: this is a great cost for the amount of work & quality of film.
- If you are interested in taking part in this, please contact me via email.

#### DOWNTOWN FAÇADE GRANTS

- Josh shared with the group that the Façade Grant is underway and we have up to 13 properties interested in taking part.
- The program is still in it preliminary stage – further details will be shared as they develop.

#### OTHER DISCUSSION

Our next meeting will be on Monday, February 29th. Location TBD.



## Owosso Main Street Upcoming/Possible 2016 Events

### **February 2016**

- 2/12 or 2/13 = Chocolate Walk

### **March 2016**

- 3/12-13 = Home, Garden, Business Expo (*a collaboration with the Chamber & Farmer's Market*)
- 3/12 = St. Patrick's Day 5K Run (*Stretch*)

### **April 2016**

- ??

### **May 2016**

- ??

### **June 2016**

- 6/2-5 = Curwood Festival

### **July 2016**

- TBD = Sidewalk Sales & Chalk Art Contest (*pending JC Penny sale dates*)
- 7/28 = Moonlight Market (*Farmer's Market event*)

### **August 2016**

- TBD = Tour Our Town (*pending Committee decision*)

### **September 2016**

- 9/9-10 = Owosso ArtWalk
- 9/17 = Historic Home Tour

### **October 2016**

- 10/14-15 = OktoberFest (*Chamber event*)
- TBD = Owossopalooza (*new Committee might change date*)

### **November 2016**

- 11/25 = Glow Owosso
- 11/26 = Small Business Saturday

### **December 2016**

- 11/18 – 12/18 = Polar Express Train Excursions (*SRI event*)
- TBD = Retail shopping events (*pending coordination*)



---

301 W. MAIN OWOSSO, MICHIGAN 48867 · (989) 720-0571

---

**Coopetition:** a non-traditional way to combine and then put into action the concepts of business cooperation and competition

**Definition:** a process by which seeming or potential competitors work together to differentiate their products, processes, or services, and, where cooperation is possible, the cooperation process becomes active and coordinated.

**Strategy:** coopetition occurs when companies decide to cooperate with each other to reach a higher value creation when compared to the value created without interaction. Coopetition takes the energy away from a desire to see a potential competitor fail and re-directs energy from a struggle to achieve competitive advantage.

Industry examples:

1. Military vehicles
2. Car companies sharing development of transmissions, fuel cells, etc.
3. Wi-Fi and Bluetooth standards

Community coopetition: a concept whereby a community works together to turn the threat of competition into a way to expand the overall market. This is done in a way that would not occur without coopetition.

Instead of seeing new or existing businesses as a threat, the owners get together to assure that each business is focused and consciously differentiated from other potential competitors.

In this way, gaps are identified and experiences can be created for the community in total. The natural tendency to assume that each community is playing a “zero-sum” game of winners and losers is replaced by support, open dialog, and overall business strategy and encouragement.

Community examples:

1. Coffee
2. Popcorn
3. Michigan products
4. Screen printing and engraving
5. Baked goods
6. Sandwiches

Caution: Coopetition requires a total mind shift from natural tendencies for businesses to copy what other businesses are doing in the same market, and/or businesses may “run down” other businesses on social media. Successful coopetition requires businesses to reach out to new or existing businesses and jointly determine how to expand the attractiveness of the entire ecosystem of downtown businesses to expand the retail trade area instead of trying to “steal customers” from each other.