



Regular Meeting Agenda

Owosso DDA/Main Street

Wednesday April 6, 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: April 6, 2016

Review and approval of minutes: March 4, 2016

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 (Resolution)
- 2) Budget Report/Budget Updates..... (Discussion)
- 3) Façade Grant Update (Susan)..... (Discussion)
- 4) Website Improvements (Josh) (Discussion)
- 5) Upcoming Stakeholder Meeting Update (Josh) (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 audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

March Board Meeting Minutes



REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
March 4, 2016 – 7:30 am.

MEETING CALLED TO ORDER at 7:35 a.m. by Dave Acton.

ROLL CALL was taken by Executive Director Josh Adams.

MEMBERS PRESENT: Chairman Dave Acton, Authority Members Kevin Wiles, Ken Cushman, Lance Omer, Shar Haskins, Theresa Trecha, Ben Frederick (7:38am)

MEMBERS ABSENT: Vice Chairman Bill Gilbert

OTHERS PRESENT: Josh Adams, Main Street Manager; Elizabeth Wehman, Independent Newsgroup

AGENDA:

MOTION BY AUTHORITY MEMBER OMER SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE AGENDA FOR MARCH 4, 2016 WITH THE REVISION THAT “DECEMBER & JANUARY” GET CHANGED TO “FEBRUARY” UNDER THE ITEMS OF BUSINESS/CHECK REGISTER PORTION OF THE AGENDA.
YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER TRECHA TO APPROVE THE MINUTES FOR THE MEETING OF FEBRUARY 3, 2016
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

COMMITTEE UPDATES

1) Design

Still pending state approval on the wayfinding signs. Josh Adams will be meeting with MDOT to discuss approval.

Flower program preparations are being made for spring.

2) Economic Restructuring

Preparations for a special meeting with MMS on Friday, February 26th from Noon – 1pm at the Hot Spot Lounge are being made. The meeting will discuss Succession Planning for small businesses. MMS is collaborating with Owosso Main Street to explore the viability of such services to other Main Street communities throughout the state.

3) Organization

The Organization meeting/training with Brittney was postponed to a later date due to inclement weather.

4) Promotion

The committee met in February and conducted further refinement of the upcoming calendar of events in the downtown district. The committee discussed preparations for the upcoming Home, Garden, Business Expo (Chamber event) and the Lucky Lepruchan 5K Run (Stretch) and how local businesses can take part.

Over 10 people attended February's Business Owners meeting. Owners also discussed upcoming events along with marketing, cross-collaboration.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER HASKINS, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE CHECK REGISTER FOR FEBRUARY 2016 AS PRESENTED. YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT/BUDGET UPDATES

The board reviewed the budget, no comments made.

3. 2016/2017 BUDGET APPROVAL

SEE BOARD PACKET FOR BUDGET

MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE 2016/2018 BUDGET AS PRESENTED. YEAS ALL. MOTION CARRIED.

4. SECRETARY SERVICE CONTRACT APPROVAL

SEE BOARD PACKET FOR CONTRACT

MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE SECRETARY SERVICE CONTRACT AS PRESENTED. YEAS ALL. MOTION CARRIED.

5. FAÇADE GRANT UPDATE

Josh Adams stated that everything is on schedule. The architect is currently meeting with property owners to start design services.

PUBLIC / BOARD / STAFF COMMENTS:

Dave Acton announced that the grand opening of the Wesener Development will be on April 1-2, 2016.

MOTION MADE BY CUSHMAN, SUPPORTED BY AUTHORITY MEMBER WILES TO
ADJOURN AT 8:25AM.
YEAS ALL. MOTION CARRIED.

Josh Adams, Executive Director

March Check Register
By Check Number



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

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2256	03/11/2016	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	03/10/2016		Manager Wages 2/27/16 - 3/1...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2257	03/11/2016	Deeann M Biondi LLC	End of the year 1099 review ...	296-000-101.250 Checking #0425	
	03/01/2016		End of the year 1099 review & ...	296-200-818.000 CONTRACT SER	-65.00
TOTAL					-65.00
2258	03/11/2016	Kelly's Refuse	Downtown Trash Service	296-000-101.250 Checking #0425	
	03/01/2016		Downtown Trash Service 2/1/1...	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2259	03/23/2016	American Speedy Print	Shopping Event Supplies	296-000-101.250 Checking #0425	
	03/21/2016		Shopping Event Supplies	296-696-818.000-GLOW	-47.00
TOTAL					-47.00
2260	03/23/2016	City of Owosso	LTGO Bond Payment	296-000-101.250 Checking #0425	
	03/10/2016		LTGO Bond Payment	296-966-999.397 SIDEWALK FUND	-58,843.75
TOTAL					-58,843.75
2261	03/23/2016	DayStarr Communication	Phone Forwarding Services	296-000-101.250 Checking #0425	
	03/21/2016		Phone Forwarding Services 4/...	296-200-728.000 OPER SUPPLIES	-15.26
TOTAL					-15.26
2262	03/23/2016	First Bank Card	March CC payment	296-000-101.250 Checking #0425	
	03/21/2016		March CC payment	296-000-202.100 Credit Card	-99.02
TOTAL					-99.02
2263	03/23/2016	City of Owosso	Office Computer purchase a...	296-000-101.250 Checking #0425	
	03/21/2016		Office Computer purchase and...	296-200-728.000 OPER SUPPLIES	-850.00
TOTAL					-850.00
2264	03/23/2016	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	03/21/2016		Manager Wages 3/12/16 to 3/...	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38

Budget Report
As of 4/4/16



Owosso Main Street
Profit & Loss Budget vs. Actual
 July 1, 2015 through April 4, 2016

<i>Ordinary Income/Expense</i>	<u>Jul 1, '15 - Apr 4, 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Revenue			
296-000-401.403 GEN PROP TAX	27,328.75	27,700.00	-371.25
296-000-401.405 TIF	165,244.07	149,300.00	15,944.07
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	847.00	0.00	847.00
Total 296-000-671.676 DESIGN INCOME	847.00	0.00	847.00
296-000-671.678 PRO INCOME			
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
Total 296-000-671.678 PRO INCOME	13,395.91	0.00	13,395.91
296-000-671.694 MISC	14.41	0.00	14.41
Total Income	206,830.14	177,000.00	29,830.14

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2015 through April 4, 2016

Expense	Jul 1, '15 - Apr 4, 16	Budget	\$ Over Budget
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	1,415.56	1,000.00	415.56
296-200-818.000 CONTRACT SER	3,065.00	2,800.00	265.00
296-200-831.000 MAINTENANCE	12,838.08	17,000.00	-4,161.92
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	40,192.22	55,000.00	-14,807.78
Total DEP 200 GEN SERVICES	58,111.15	77,300.00	-19,188.85
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	362.23	0.00	362.23
296-695-818.000 ORG WK PLNS			
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
Total DEP 695 ORGANIZATION EXPENSES	642.83	1,000.00	-357.17
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	1,526.41	500.00	1,026.41
296-696-818.000-GLOW	9,719.69	6,000.00	3,719.69
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	11,744.10	6,500.00	5,244.10
Total DEP 696 PROMOTION EXPENSES	11,744.10	6,500.00	5,244.10
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
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
Total DEP 697 DESIGN EXPENSES	4,160.30	6,800.00	-2,639.70
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS	480.32	500.00	-19.68
Total DEP 698 ER EXPENSES	480.32	500.00	-19.68
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	1,789.44	10,000.00	-8,210.56
Total DEP 901 - CAPITAL OUTLAY	1,789.44	10,000.00	-8,210.56
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	77,687.50	75,400.00	2,287.50
Total DEP 966 TRANSFER OUT	77,687.50	75,400.00	2,287.50
Total Expense	154,615.64	177,500.00	-22,884.36
Net Ordinary Income	52,214.50	-500.00	52,714.50
Net Revenue	52,214.50	-500.00	52,714.50

Account Balance
As of 4/4/16



Owosso Main Street
Checking Account Balance
As of April 4, 2016

Checking Account = **\$109,175.79**

Unpaid Bills
As of 4/4/16



**Owosso Main Street
Unpaid Bills Detail
As of April 4, 2016**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
Sunburst Gardens Inc Bill	09/16/2015		10/15/2015	172	1,625.00
Total Sunburst Gardens Inc					1,625.00
TOTAL					1,625.00

March Committee Notes





MEETING NOTES

Organization Committee Meeting Notes

Thursday, March 31, 2016

1:00pm – 2:30pm @ City Hall = Lower-level Conference Room

Purpose of Meeting: Organization Training Event	Attendees: Josh Adams Kevin Wiles Chrisy Schemenauer Sue Osika Dave Acton
Notes Prepared By: Josh Adams	
Additional Information: Brittney Hoszkiw with Michigan Main Street conducted a training meeting for new committee members.	Absent: Arla Louks Meredith Landino

ORGANIZATION TRAINING

Brittney Hoszkiw, the Organization Specialist with Michigan Main Street conducted a formal training for committee members. This training was focused on the responsibilities of the committee & committee members.



MEETING NOTES

Business Owner's Meeting Notes

Thursday, March 31, 2016

6:00pm – 7:30pm @ It's a Deli Thing

<p>Purpose of Meeting: Regular, Monthly Meeting</p>	<p>Attendees: Sue Treen James LeGrow Kevin Wiles Corky Adams Jeff Adams Dave Acton Josh Adams Arvid Warstler James Gutting Tracey Peltier</p>
<p>Notes Prepared By: Josh Adams</p> <p>Additional Information:</p>	

Notes:

2016 EVENT CALENDAR:

- The group agreed to the final event calendar submitted by the Promotion Committee

WESENER BUILDING:

- Dave Acton invited business owners to the private showing of the building on April 1st. He stated that the public opening will be on April 2nd from 1pm-3pm.

FARMERS MARKET

- Tracey Peltier, the Downtown Owosso Farmers Market, market master talked with business owners about ways they can participate with the market (Moonlight Market, Business Expo Days, and other opportunities). She also mentioned that the market will be opening later (9am) during the months of May and October this year.

PROMOTIONAL MATERIALS

- **Downtown Map** – In process of gathering information & design
- **Phone Booth** – In process of being restored
- **Downtown App** – Pending Google & Apple developer approval.

WELCOME PACKETS

- Josh talked about the ER Committee's development of welcome packets for new businesses and asked current business owners what they would have liked to have in a packet when they were new to town. The following was mentioned:
 - Menu; Promotional Info; Contact Info; Business Directory; Map; Parking Info; Snow Removal Info.

FUTURE MEETING INFORMATION

- Josh asked business owners what they would like for topics of discussion in the months to come. The following was mentioned:
 - City Officials; Baker College Staff; Customer Service Specialists; Social Media Specialists; Marketing Specialists.

Our next meeting will be on Monday, April 18th. Location TBD.



MEETING NOTES

Promotion Committee Meeting Notes

Wednesday, March 23, 2016

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

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

Notes:

2016 EVENT CALENDAR FINALIZATION:

- The committee spent most of the meeting discussing the year’s event dates and making final decisions to present to the business owner’s committee.
 - Josh presented the idea of adding a vintage motorcycle show in August. Josh stated that work plan leaders have already come forth along with a sponsorship. The committee agreed that it should be added to the calendar.

2016/2017 WORK PLAN BRAINSTORMING:

- The committee spent some time discussing additional ideas/work plan for the next fiscal year. Talk focused around additional ways to promote the downtown at a regional level. Banners, signage, and regional marketing were some things discussed. Moving forward, finding volunteers to find ways to implement these needs will be vital.

FARMERS MARKET UPDATE

Tracey Peltier, the Downtown Owosso Farmers Market – Market Master shared the event schedule for the market with the committee. She also shared about their event, Moonlight Market and how the promo committee could help with the event.

PROMOTIONAL MATERIALS

- **Downtown Map** – In process of gathering information & design
- **Phone Booth** – In process of being restored
- **Downtown App** – Pending Google & Apple developer approval.

Our next meeting will be on Wednesday, April 20th – same time, same place.



MEETING NOTES

Design Committee Meeting Notes

Tuesday, March 29, 2016

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

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Josh Adams Schafer Fox Bill Gilbert Kathryn Gehrs-Pahl Thomas Ainsworth Lorraine Weckwert Absent:
Notes Prepared By: Josh Adams Additional Information:	

Notes:

MMS DESIGN SERVICES

Josh presented the MMS free façade design service of 115 N. Washington Street completed by Debra Johnson. The committee unanimously approved the design.

WAY-FINDING SIGNS:

Josh met with MDOT on March 14th. He spoke with MDOT staff about the Owosso way-finding program. Staff made additional suggestions to the plans presented. Josh stated that a few adjustments have to be made to the insert design and poles. MDOT approval should be complete by the end of May.

FLOWER PROGRAM:

Bill is in the process of sending out over 160 letters asking for financial support from local stakeholders. He also plans on making individual calls to map sponsors in the week to come.

Susan Montenegro stated that irrigation around Curwood Park would be added to a grant that she is currently working on for that area. She will need a design proposal for the grant. – Thomas stated that he would email her the historic quotes that Crooked Tree developed last year.

Josh & Lorraine stated that each are looking into proposals for flower baskets.

BIKE RACKS:

Josh & Bill states that they met with Aaron Maike with Baker College on March 22nd. During this meeting, Baker College agreed to build downtown bike racks for only the cost of materials (\$100-150). During the meeting, Mr. Maike stated that he will try to get the racks built in either the spring or summer class schedule. More updates to come.



MEETING NOTES

ER Committee Meeting Notes

Friday, March 4, 2016

12:00pm – 1:30pm @ Hot Spot Lounge

Purpose of Meeting: ER Succession Planning Meeting	Attendees: Josh Adams Lance Omer Theresa Trecha
Notes Prepared By: Josh Adams	Absent: Rick Hebert Lorraine Weckwert
Additional Information: Emily Pantera, Michigan Main Street Economic Restructuring Specialist presented on Succession Planning.	

SUCCESSION PLANNING MEETING:

Emily Pantera, Michigan Main Street Economic Restructuring Specialist presented on Succession Planning and the importance of starting the “succession” conversation with your family.

This meeting was very informative and brought many property owners together.

Property Owners in attendance: Dave Acton; Steve Gill; Arvid Warstler; Lance Omer; Theresa Trecha; Randy Woodworth; John Hankerd; and Thomas Bridges.

Next Meeting date is Friday, April 29th at 9am at The Bagelman.