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

April 2, 2025, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Vice-Chair Lance Omer at 7:37 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Vice-Chair Lance Omer and Commissioners Jill Davis, Josh Ardelean, and Dakota Woodworth. Mayor Robert J. Teich Jr. arrived at 7:45 A.M. and left at 8:36 A.M.

ABSENT: Chair Bill Gilbert and Commissioner Daylen Howard

STAFF PRESENT: Lizzie Fredrick, OMS & DDA Director

AGENDA:

MOVED BY TEICH SUPPORTED BY WOODWORTH TO APPROVE THE APRIL 2, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.
AYES: ALL
MOTION CARRIED

MINUTES:

MOVED BY TEICH, SUPPORTED BY DAVIS TO APPROVE THE MARCH 5, 2025, OWOSSO MAIN STREET AND DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING MINUTES.
AYE: ALL
MOTION CARRIED

PUBLIC COMMENTS: None

REPORTS: Fredrick reviewed the monthly financial reports highlighting revenue and usage of the Electric Vehicle Charging Stations.

Fredrick presented the 2025 Owosso Main Street Market Snapshot and OMS & DDA 2025-2031 Capital Improvement Plan.

Fredrick highlighted that the Main Street Plaza Masonry Repair 2.0 is scheduled for summer 2025.

ITEMS OF BUSINESS:

1. **Owosso Main Street Fiscal Year 2025-2026 Work Plans:** Fredrick reviewed a breakdown of Fiscal Year 2025-2026 projects, programs, and work plans recommended by each committee, including a description, budget, timeline, and identified OMS Strategic Plan and City of Owosso Master Plan goals that each item helps fulfill.

   Fredrick presented year-to-date revenue totals from earned interest, fundraising, and the electric vehicle charging stations that are used towards expenses for OMS & DDA programming.

   Fredrick noted that revenue from the TIF, DDA Mileage, and Transfer from the General Fund support downtown maintenance and operational costs.

Ardelean asked for clarification on the Design Committee's plans for Wayfinding and the cause for the $3,500 budget.

Fredrick noted that the Wayfinding budget includes signage for the Social District, which requires new boundary identifiers to replace broken and missing signs as well as needing more than were previously required due to the district expansion.

Fredrick shared that the remaining project budget will be allocated for maintenance of existing wayfinding signage throughout downtown.

Ardelean recommended Owosso Graphic Arts as a vendor for signage.

MOVED BY ARDELEAN, SUPPORTED BY DAVIS TO APPROVE THE FISCAL YEAR 2025-2026 PROJECTS, PROGRAMS, AND WORK PLANS AS PRESENTED.
AYE: ALL
MOTION CARRIED

2. **2025 Summer Beautification:** Fredrick reviewed the Design Committee's Summer Beautification projects from 2023 and 2024.

   Fredrick shared that $5,000 has been budgeted for 2025 Summer Beautification, but beautification plans remain unsolidified as a vendor has not been found who can accommodate the watering frequency needed for the hanging baskets and the Design Committee has experienced volunteer turnover and fluctuating attendance, delaying progress on an alternate plan.

   Fredrick noted that the Main Street Plaza landscaping project and removal of three Washington Street planters are separate from the $5,000 Summer Beautification budget.

   Fredrick presented options for 2025 Summer Beautification previously discussed by the Design Committee including an Adopt-A-Planter Program, planting flowers in the four ground beds at the Main Street - Washington Street intersection that have irrigation, prioritizing Washington Street, mulch for Main Street, reserving funding for filling in the Main Street beds with concrete in the next fiscal year, and the purchase of six 30-gallon reservoir planters.

   Fredrick confirmed there is no dripline irrigation system installed on Main Street, and it is only located along Washington Street and Exchange Street.

   Board discussed pursuing the Adopt-A-Planter Program based on the amount of community members and businesses that have already offered to volunteer.

   Davis expressed concern regarding asking volunteers to plant where there is no irrigation.

   Board discussed whether vehicular traffic on Main Street would notice flowers planted in the ground beds based on their speed and parked vehicles blocking their view, benefits and challenges to postponing planting on Main Street to pursue previous Design Committee plans of covering the ground beds with concrete minimizing landscaping maintenance costs and establishing a level surface for reservoir planters, and purchasing the minimum order limit of six 30-gallon reservoir planters that need to be filled every two to three weeks.

   Fredrick confirmed the planters, and their exact location, would have to be approved by the Michigan Department of Transportation if they were to be placed on Main Street and the approved locations may be on top of existing ground beds to ensure vehicular traffic safety and compliance with the Americans with Disabilities Act.

MOVED BY WOODWORTH, SUPPORTED BY ARDELEAN TO ESTABLISH AN ADOPT-A-PLANTER PROGRAM, PLANT FLOWERS AT THE MAIN STREET – WASHINGTON STREET INTERSECTION, PRIORITIZE WASHINGTON STREET, AND PURCHASE SIX 30-GALLON RESERVOIR PLANTERS.
AYE: ALL
MOTION CARRIED

COMMITTEE UPDATES:

1. **Organization:** Ardelean provided updates on the Sponsorship Program and Volunteer Database.

   Fredrick notified the Board that the Committee scheduled a Volunteer Sign-Up event for May 3rd during the farmers market to recruit volunteers for the Downtown Spring Cleanup on May 30th and 31st along with other OMS programming.

   Fredrick noted that Downtown Spring Cleanup volunteers, who signed up during the Volunteer Sign-Up event, will be entered into a drawing to win a $25 gift card to The Sideline Sports Bar, which was purchased by the Economic Vitality Committee's Business of the Month Program.

2. **Promotion:** Davis noted that the Committee meeting centered on the Chocolate Walk event and the feedback from the March 6th Downtown Business Owner Meeting.

   Davis shared that the Committee created an Incentive Program to help alleviate participation costs for the businesses based on the feedback received.

   Davis confirmed the Committee will be moving forward with a photo package with The Mattesons Photography to help promote Downtown Owosso.

3. **Economic Vitality:** Omer provided updates on the Match on Main grant applications.

   Fredrick shared that Artform Hair Spa is the April Business of the Month and that the Committee is planning a social event for downtown business owners.

4. **Design:** Fredrick provided updates on 2025 Landscaping Services and Main Street Plaza repairs.

DIRECTOR UPDATES: Fredrick remined the Board that she will be out of state for the Main Street America conference.

BOARD COMMENTS: None

ADJOURNMENT:

MOVED BY WOODWORTH, SUPPORTED BY ARDELEAN TO ADJOURN AT 8:48 A.M.
AYES: ALL
MOTION CARRIED

NEXT MEETING MAY 7, 2025.