



Special Meeting Agenda

Owosso DDA/Main Street Board Retreat

Thursday January 8, 2015, 5:00 p.m.

**The Gould House,
100 W. Oliver St.
Owosso, MI 48867**

REVIEW

Review last year's Board Retreat Notes

MISSION STATEMENT

Review existing Mission Statement and update it.

- Copies of suggested revisions will be provided to look at.
- Mission Statement = *"What is Owosso Main Street here to do?"*

GOALS & OBJECTIVES

Review 2014 Goals & Objectives

- How did these correlate with current Work Plans?
 - Making this connection will be a key element moving forward.

Identify Goals & Objectives for 2015

- Look over historical goals & objectives as well as this year's accreditation presentation from National Main Street to aid in development.

BOARD VISIONING

Review Vision Statement

- Condense and clean-up language
- What is Owosso Main Street's overall vision for our community?
 - "Big Picture"

STRATEGY

Identify long & short-term objectives

- What are the current and future trends of what is going on within the downtown area? How can Owosso Main Street aid in moving these things forward?
 - In the context of our Mission Statement.

Assign goals to each Main Street Committee

- The accreditation presentation from national can provide clarity for goal development within each committee.

REVIEW NEXT STEPS

Create a timeline listing next steps.

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