

**MINUTES**  
**REGULAR MEETING OF THE**  
**DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET**  
**CITY OF OWOSSO**  
**DECEMBER 4, 2019 AT 7:30 A.M.**  
**CITY COUNCIL CHAMBERS**

**CALL TO ORDER:** The meeting was called to order by Chairman Dave Acton at 7:35 A.M.

**ROLL CALL:** Was taken by Recording Secretary, Debbie Hebert

**MEMBERS PRESENT:** Chairman Dave Acton, Commissioner Ken Cushman, Commissioner Bobbi Fuller, Commissioner Jon Moore, Commissioner Lance Omer, Commissioner Theresa Trecha and Commissioner Jim Woodworth.

**MEMBERS ABSENT:** Vice-Chairman Bill Gilbert and Mayor Chris Eveleth,

**OTHERS PRESENT:** Josh Adams, DDA Director

**AGENDA:** IT WAS MOVED BY AUTHORITY MEMBER CUSHMAN AND SUPPORTED BY AUTHORITY MEMBER TRECHA TO AMEND THE AGENDA WITH THE FOLLOWING CHANGE:

- 1) Remove Item #3 under Items of Business – 2018/2019 Draft Audit Approval

**AYES: ALL. MOTION CARRIED.**

**MINUTES:** IT WAS MOVED BY AUTHORITY MEMBER WOODWORTH AND SUPPORTED BY AUTHORITY MEMBER TRECHA TO CORRECT THE MINUTES OF REGULAR MEETING HELD NOVEMBER 6, 2019 TO REFLECT THE CALLED TO ORDER TIME CORRECTLY AS 7:32 A.M.

**AYES: ALL. MOTION CARRIED.**

**PUBLIC COMMENTS:** NONE

**ITEMS OF BUSINESS:**

- 1) **CHECK REGISTER** – As the register was reviewed, expenses labeled Downtown Repairs were described as electrical work, Chairman Light Bulbs. The commissioners shared their desire for a good repair procedure to maintain the brick inlay pavers including limestone underneath.

**IT WAS MOVED BY AUTHORITY LANCE OMER, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE CHECK REGISTER FOR NOVEMBER, 2019 AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**2) DECEMBER 2019 BUDGET REPORT-** The budget is “on track” per DDA Director, Josh Adams. Expenses had increased in Maintenance for watering, the hiring of an individual to weed and lawn maintenance in specific areas to be fine-tuned in the Annual Budget Meeting.

- 3) **2018/2019 Draft Audit Approval** – Voted by board to remove from agenda, see motion above.

**4) Revolving Loan Fund Application Approvals** – The City of Owosso Finance Department provided information to the Commission that a total of \$438,756.79 has been granted/loaned. \$272,206.79 was done historically. \$106,975.00 has been loaned by the DDA commission along with \$59,575.00 provided as grants. There is amount of \$813,191.14 available balance to disperse.

**4) (cont.)** Revolving Loan Fund & Grant Program Rational Worksheets were reviewed and presented by the Design and Business Vitality Committee for the following:

**Insight Vision Center, LLC** requested a loan in the amount of \$50,000 from the OMS/DDA Revolving Loan Fund in the amount of \$50,000 for interior and exterior renovations for their location at 122 N. Washington Street, and future home of Insight Vision Center. Owosso, MI.

**Shook Westown Development, LLC** requested a loan in the amount of \$50,000 from the OMS/DDA Revolving Loan Fund for interior and exterior renovations for their location at 804 W. Main Street, Owosso, MI.

**IT WAS MOVED BY AUTHORITY WOODWORTH, SUPPORTED BY AUTHORITY MEMBER CUSHMAN ON THE RECOMMENDATIONS OF THE DESIGN AND BUSINESS VITALITY COMMITTEE, TO APPROVE THE REVOLVING LOAN APPLICATIONS AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**5) Yearly Board Self-Assessment Form** – Annual Assessment to begin conversation for gaps in Strategic Planning. The power of the survey is to determine the next focus. Each commissioner will choose 2-3 focus items for discussion at the Board Retreat. A final report will be submitted to Michigan Main Street.

**COMMITTEE UPDATES:**

- 1) Design and Business Vitality** – Continuing with Revolving Loan Fund applications, working with Historic District Commission to develop design standards for downtown district as an information sheet. Two design stylists were hired to develop the Downtown Decorations. All expressed their approval of the appearance of the decorations. There was discussion on the problems with the light strands. Future plans are being made to purchase a better/different quality.
- 2) Promotion & Outreach** – This year's GLO Parade was the largest attended Glo Parade in the history of the parade. There were 134 Runners. Floats were outstanding with a 1<sup>st</sup> place prize of \$500. It was a huge success. Apple Tree Lane reported records sales over other Glo Events. Blossom had mores sales this year than last. Glo Queen contestants raised approx. \$6,000. The winner was Kathy Watson representing Angel's Hands Outreach raising \$3,500. Owosso Main Street receives 10% of monies raised.

American Express cut back on the number of bags provided for Small Business Saturday. Plans are being made to invest monies to create bags rather than depending on American Express. A live remote with 99.1 was done from 9-11 A.M. at Apple Tree Lane along with a 2-week promotion prior paid by the GLO Committee. It was apparent that it was beneficial by the Social Media increase.

**3) Business Owners Committee** – Pulse Survey was conducted with 452 responses, as required by Michigan Main Street. The survey exposed a vulnerability to the Downtown Owosso area. 72% specified they attend the Farmer's Market. Director's recommendation is to consider entering into an agreement to assist with sustaining the market perhaps to assist financially. Ideas were exchanged for the continuation of the Farmer's Market. Director Adams will seek further information and interest to report back to the Commission.

Sixty-Two percent of the responses to the survey stated they come downtown to eat. It would be beneficial to seek out a restaurant open in evenings to fill the empty Jumbo's building to continue that interest.

Seventy Percent of survey responders were females.

**4) Manager Updated – See Director Report.**

**Board Continuing Education/Information:**

- **Director Report** – Board Retreat, December 11, 2019, 7:30 p.m. at Armory.

**PUBLIC COMMENTS:** None

**BOARD COMMENTS:** Commissioner Trecha reported that vandals turned off the main power supply to Capitol Bowl again. The vandals were caught. Tournaments were being held, in the last 2-3 frames. It was a hardship to reset and restart the tournament. Police reported there was little that could be done because physical damage was done. A couple of the vandals did do some Community Service for Capitol Bowl.

**ADJOURNMENT: IT WAS MOVED BY AUTHORITY MEMBER MOORE AND SUPPORTED BY AUTHORITY MEMBER WOODWORTH TO ADJOURN AT 8:25 A.M.**

**AYES: ALL. MOTION CARRIED.**