



Regular Meeting Agenda
Owosso DDA/Main Street
Wednesday June 3, 2015, 7:30 a.m.
Owosso City Council Chambers,
301 W Main St.
Owosso, MI 48867

7:30 to 7:40

Call to order and roll call:

Review and approval of agenda: June 3, 2015

Review and approval of minutes: April 1, 2015 & April 27, 2015 (Special Meeting)

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..... (Resolution)
- 3) Downtown Food Trucks (Discussion)
- 4) MMS Quarterly Training – Owosso..... (Discussion)
- 5) Wesener Development Update (Dave or Josh) (Discussion)
- 6) OMS/DDA Office Computer (July 2015 Purchase)..... (Resolution)

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.]

Meeting Minutes

4/1/15 – Regular Meeting

4/27/15 – Special Meeting



REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
April 1, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:52 a.m. by Alaina Kraus.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT:, Authority Members Ken Cushman, Dawn Gonyou, Lance Omer, Kevin Wiles and Secretary Alaina Kraus

MEMBERS ABSENT: Chairman Dave Acton & Authority Members Benjamin Frederick, Meredith Landino, Bill Gilbert,

OTHERS PRESENT: Susan Montenegro, City of Owosso; Helen Granger, press; Carol Flayer, Kiwanis

AGENDA:

MOTION BY AUTHORITY MEMBER CUSHMAN SUPPORTED BY AUTHORITY MEMBER GONYOU TO APPROVE THE AGENDA FOR APRIL 1, 2015.

YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER GONYOU, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE MINUTES FOR THE MEETING OF MARCH 4, 2014.

YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

Carol Flayer of Kiwanis. Kiwanis One Day clean-up us April 11th and will be continuing to clean the James S. Miner trail. Community involvement is encouraged and will be dry. Lunch will be provided at the end of the work period. One Day is an international day. Meetings are Tuesday evenings in the Mitchell Auditorium at Memorial Healthcare. The trail tending will stay on the north side of the river.

COMMITTEE UPDATES

Included later in agenda.

ITEMS OF BUSINESS:

1. CHECK REGISTER APPROVAL.

SEE BOARD PACKET FOR CHECK REGISTER

MOTION BY AUTHORITY MEMBER CUSHMAN, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE CHECK REGISTER FOR MARCH 2014 AS PRESENTED.

YEAS ALL. MOTION CARRIED.

2. BUDGET REPORT

Any applicable 2015/2016 fundraising information will be added from work plans as needed.

3. 2015/2016 WORK PLAN APPROVAL

Organization - Kraus

Brittany from Michigan Main Street visited the meeting to make sure all was in line with remediation proceedings and to give a state perspective.

Party in the Plaza: a party to recognize volunteers and encourage ongoing involvement
Volunteer Recruitment & Retention Plan: Improve volunteer database, hours tracking, communication and engagement

Website & Facebook Campaign 2015/2016: Continue improving website and building community on Facebook

Decorate Downtown: prep downtown for the winter holidays

Expo 2016: Offering a downtown area, potentially looking like a street down one aisle of the expo

Fundraising Plan: focusing on organization of fundraising efforts first and then moving on to other ways to generate them as time allows

OMS Newsletter: a bi-monthly newsletter reborn

Design - Montenegro

Bike Racks: Finish bike racks, contacting Baker to find and complete original plans

Facade: work with business owners to improve appearances

Historical drinking glasses: going well

Flower plan: money has decreased bringing it more in line with other budgets and will still look good

I Spy: architectural pictures that can be put in a booklet and online for kids & families

Wayfinding: 6 of 12 signs spoken for and money coming in waiting for the ground to thaw

Promotions - Kraus

Continuation of annual events cycle - GLOW Owosso, ArtWalk, Second Fridays, Tour Our Town, Sidewalk Sales/Sidewalk Chalk, Downtown Clean-up, Owossopalooza

Also, the promotion of success stories downtown.

Dates need to be updated for the 2015/2016 year.

ER - Omer

Consolidated to five plans to satisfy our needs and those of the state.

Business Visitation: support team visits to local businesses

Mentoring: sharing market study and identifying other needs

Property Owner: connecting with property owners

Retail Recruitment Team: to recruit to fill empty spaces

Window Decals: to beautify empty spaces

MOTION BY AUTHORITY MEMBER WILES, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO APPROVE THE WORK PLANS WITH THE DATES AMENDED FOR PROMOTIONS.

YEAS ALL. MOTION CARRIED.

4. WESENER DEVELOPMENT UPDATE

Going through the documents again and will call a special meeting once it is complete. Language has been added to protect the City and Adams. Montenegro pointed out using the Lebowsky as an inspiration for this project.

PUBLIC / BOARD / STAFF COMMENTS:

Michigan AACTfest was in Owosso last weekend bringing in competing teams from Escanaba, South Haven, Holland, Rosedale, Farmington, Lansing, Midland, and Tawas. Each theatre had 10 minutes to set up, 60 minutes to perform, 10 minutes to tear down, and a 10x10 square their set had to fit into. Visiting teams stayed at the Comstock and were positive about their experience and visiting Owosso.

MOTION MADE BY GONYOU, SUPPORTED BY AUTHORITY MEMBER CUSHMAN TO ADJOURN AT 8:27 AM.

YEAS ALL. MOTION CARRIED.

Alaina Kraus, Secretary

SPECIAL MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
April 27, 2015 – 7:30 am.

MEETING CALLED TO ORDER at 7:40 a.m. by Bill Gilbert.

Josh Adams introduced Char Haskins as a new board member. A formal introduction will be at the regular board meeting.

ROLL CALL was taken by Secretary Alaina Kraus.

MEMBERS PRESENT: Authority Members Ken Cushman, Dawn Gonyou, Bill Gilbert, Kevin Wiles, Benjamin Frederick (7:44) and Secretary Alaina Kraus

MEMBERS ABSENT: Chairman Dave Acton & Authority Member Lance Omer

OTHERS PRESENT: Susan Montenegro, City of Owosso; Josh Adams, Main Street Manager; Bill Brown, City Attorney

PUBLIC / BOARD / STAFF COMMENTS:
None

ITEMS OF BUSINESS:

1. WESENER DEVELOPMENT (104-108 N WASHINGTON)

The property owner, Rock Solid Associates LLC, was advanced \$50,000 in 2007 for on-site demolition, blight removal, etc. as a result of the fire earlier that year. This debt was assumed by Wesener Building in 2013 with the purchase of the building.

This began compounding interest on December 31, 2013, to be paid annually on December 1st over the course of 10 years. The first payment made out of pocket by the owner for the 2014 year.

The subordination agreement says that the \$50,000 can't be closed until the 1.2 million loan to Bank of Holland is paid as it would take precedence. Brown said he has never seen a provision quite like this before, but it would not make sense for the owner to foreclose on our debt with the much larger debt already incurred.

This would not stop payments from being made, but permission will have to be given by Bank of Holland for payments to be made and debt ratio must be maintained. There is no reason to believe this will be a problem.

MOTION BY AUTHORITY MEMBER CUSHMAN SUPPORTED BY AUTHORITY MEMBER WILES TO APPROVE THE RESOLUTION TO ENTER INTO THIS AGREEMENT AS PRESENTED.
YEAS ALL. MOTION CARRIED.

PUBLIC / BOARD / STAFF COMMENTS:

None

MOTION MADE BY KRAUS, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO
ADJOURN AT 7:52 AM.

YEAS ALL. MOTION CARRIED.

Alaina Kraus, Secretary

May Check Register
By Check Number



Owosso Main Street
Check Register - By Check Number
April 2015

<u>Num</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
2104	04/10/2015	City of Owosso	Copies & Electrical Work	296-000-101.250 Checking #0425	
	04/08/2015		Copies	296-200-728.000 OPER SUPPLIES	-118.03
			Electrical Work	296-200-831.000 MAINTENANCE	-65.00
TOTAL					-183.03
2105	04/10/2015	Gilbert's Do It Best	Evening Shopping Supplies	296-000-101.250 Checking #0425	
	04/08/2015		Evening Shopping Supplies	296-695-818.000-BUSSTEWARD	-101.80
TOTAL					-101.80
2106	04/10/2015	Kelly's Refuse	Downtown Trash Service	296-000-101.250 Checking #0425	
	04/08/2015		Trash Service 3/1/15 to 3/31/15	296-200-831.000 MAINTENANCE	-500.00
TOTAL					-500.00
2107	04/10/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	04/08/2015		Manager Wages 3/27/15 to 4/10/15	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38
2108	04/24/2015	DayStarr Communication	Phone forwarding services	296-000-101.250 Checking #0425	
	04/21/2015		Phone Forwarding services 5/1/1...	296-200-728.000 OPER SUPPLIES	-15.19
TOTAL					-15.19
2109	04/24/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425	
	04/21/2015		Manager wages 4/10/15 to 4/24/15	296-200-999.101 MANAGER WAGES	-2,115.38
TOTAL					-2,115.38

11:42 AM

06/01/15

**Owosso Main Street
Check Register - By Check Number
May 2015**

Num	Date	Name	Memo	Account
2110	05/07/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425
	05/04/2015		Manager Wages 4/24/15 through 5/8/15	296-200-999.101 MANAGER WAGES
TOTAL				
2111	05/07/2015	Kelly's Refuse	Downtown Trash Service	296-000-101.250 Checking #0425
	05/04/2015		Downtown Trash Service 4/1 to 4/30/15	296-200-831.000 MAINTENANCE
TOTAL				
2112	05/20/2015	DayStarr Commu...	Phone Forwarding Sevice	296-000-101.250 Checking #0425
	05/20/2015		Phone Forwarding Service 6/1/15 to 6/30/15	296-200-728.000 OPER SUPPLIES
TOTAL				
2113	05/20/2015	Joshua Adams	Manager Wages	296-000-101.250 Checking #0425
	05/20/2015		Manager Wages 5/4/15 to 5/22/15	296-200-999.101 MANAGER WAGES
TOTAL				

11:42 AM

06/01/15

Owosso Main Street
Check Register - By Check Number
May 2015

Paid Amount

-2,115.38

-2,115.38

-500.00

-500.00

-15.20

-15.20

-2,115.38

-2,115.38

May Check Register
By Account Number



12:39 PM

05/04/15

Cash Basis

Owosso Main Street
Check Register - By Account Number
April 2015

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Paid Amount</u>	<u>Balance</u>
Ordinary Income/Expense						
Expense						
DEP 200 GEN SERVICES						
296-200-728.000 OPER SUPPLIES						
Bill	04/10/2015		City of Owosso	Copies	118.03	118.03
Bill	04/24/2015		DayStarr Communication	Phone Forwarding services 5/1/15 ...	15.19	133.22
Total 296-200-728.000 OPER SUPPLIES					133.22	133.22
296-200-831.000 MAINTENANCE						
Bill	04/10/2015		City of Owosso	Electrical Work	65.00	65.00
Bill	04/10/2015		Kelly's Refuse	Trash Service 3/1/15 to 3/31/15	500.00	565.00
Total 296-200-831.000 MAINTENANCE					565.00	565.00
296-200-999.101 MANAGER WAGES						
Bill	04/10/2015		Joshua Adams	Manager Wages 3/27/15 to 4/10/15	2,115.38	2,115.38
Bill	04/24/2015		Joshua Adams	Manager wages 4/10/15 to 4/24/15	2,115.38	4,230.76
Total 296-200-999.101 MANAGER WAGES					4,230.76	4,230.76
Total DEP 200 GEN SERVICES					4,928.98	4,928.98
DEP 695 ORGANIZATION EXPENSES						
296-695-818.000 ORG WK PLNS						
296-695-818.000-BUSSTEWARD						
Bill	04/10/2015		Gilbert's Do It Best	Evening Shopping Supplies	101.80	101.80
Total 296-695-818.000-BUSSTEWARD					101.80	101.80
Total 296-695-818.000 ORG WK PLNS					101.80	101.80
Total DEP 695 ORGANIZATION EXPENSES					101.80	101.80
Total Expense					5,030.78	5,030.78
Net Ordinary Income					-5,030.78	-5,030.78
Net Income					-5,030.78	-5,030.78

11:39 AM

06/01/15

Cash Basis

Owosso Main Street
Check Register - By Account Number
May 2015

Type	Date	Num	Name	Memo	Paid Amount	Balance
Ordinary Income/Expense						
Expense						
DEP 200 GEN SERVICES						
296-200-728.000 OPER SUPPLIES						
Bill	05/20/2015		DayStarr Communicat...	Phone Forwarding Servi...	15.20	15.20
			Total 296-200-728.000 OPER SUPPLIES		15.20	15.20
296-200-831.000 MAINTENANCE						
Bill	05/07/2015		Kelly's Refuse	Downtown Trash Servic...	500.00	500.00
			Total 296-200-831.000 MAINTENANCE		500.00	500.00
296-200-999.101 MANAGER WAGES						
Bill	05/07/2015		Joshua Adams	Manager Wages 4/24/1...	2,115.38	2,115.38
Bill	05/20/2015		Joshua Adams	Manager Wages 5/4/15 ...	2,115.38	4,230.76
			Total 296-200-999.101 MANAGER WAGES		4,230.76	4,230.76
			Total DEP 200 GEN SERVICES		4,745.96	4,745.96
			Total Expense		4,745.96	4,745.96
			Net Ordinary Income		-4,745.96	-4,745.96
			Net Income		-4,745.96	-4,745.96

May Budget Report



Owosso Main Street
Profit & Loss Budget vs. Actual
 July 1, 2014 through June 1, 2015

<u>Ordinary Income/Expense</u>	<u>Jul 1, '14 - Jun 1, 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
296-000-401.403 GEN PROP TAX	33,867.86	27,700.00	6,167.86
296-000-401.405 TIF	156,889.64	149,300.00	7,589.64
296-000-671.676 DESIGN INCOME			
296-000-671.676-FLOWER PROGRAM	2,161.00	0.00	2,161.00
296-000-671.676-WAYFINDING	9,000.00	0.00	9,000.00
Total 296-000-671.676 DESIGN INCOME	11,161.00	0.00	11,161.00
296-000-671.678 PRO INCOME			
296-000-671.678-ARTWALK	560.00	0.00	560.00
296-000-671.678-GLOW	6,310.75	0.00	6,310.75
296-000-671.678-MKTCAMP	250.00	0.00	250.00
Total 296-000-671.678 PRO INCOME	7,120.75	0.00	7,120.75
296-000-671.679 ORG INCOME			
296-000-671.679-BUSSTEWARD	185.00	0.00	185.00
Total 296-000-671.679 ORG INCOME	185.00	0.00	185.00
296-000-671.694 MISC	26.59	0.00	26.59
296-000-695.699 FUND BALANCE	6,793.40	0.00	6,793.40
Total Income	216,044.24	177,000.00	39,044.24

Owosso Main Street
Profit & Loss Budget vs. Actual
July 1, 2014 through June 1, 2015

	<u>Jul 1, '14 - Jun 1, 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Expense			
DEP 200 GEN SERVICES			
296-200-728.000 OPER SUPPLIES	922.23	1,000.00	-77.77
296-200-818.000 CONTRACT SER	5,423.08	2,800.00	2,623.08
296-200-831.000 MAINTENANCE	13,982.30	17,000.00	-3,017.70
296-200-858.000 MEMBER + DUES	489.00	500.00	-11.00
296-200-860.000 ED + TRAINING	0.00	1,000.00	-1,000.00
296-200-999.101 MANAGER WAGES	50,769.12	55,000.00	-4,230.88
Total DEP 200 GEN SERVICES	71,585.73	77,300.00	-5,714.27
DEP 695 ORGANIZATION EXPENSES			
296-695-728.000 OPER SUPPLIES	184.22	0.00	184.22
296-695-818.000 ORG WK PLNS			
296-695-818.000-BUSSTEWARD	562.80	0.00	562.80
Total 296-695-818.000 ORG WK PLNS	562.80	0.00	562.80
DEP 695 ORGANIZATION EXPENSES - Other	0.00	1,000.00	-1,000.00
Total DEP 695 ORGANIZATION EXPENSES	747.02	1,000.00	-252.98
DEP 696 PROMOTION EXPENSES			
296-696-818.000 PRO WK PLNS			
296-696-818.000-ARTWALK	525.25	0.00	525.25
296-696-818.000-GLOW	7,812.06	6,000.00	1,812.06
Total 296-696-818.000 PRO WK PLNS	8,337.31	6,000.00	2,337.31
Total DEP 696 PROMOTION EXPENSES	8,337.31	6,000.00	2,337.31
DEP 697 DESIGN EXPENSES			
296-697-818.000 DES WK PLNS			
296-697-818.000-CHRISTMAS	605.00	0.00	605.00
296-697-818.000-FLOWER PROGRAM			
296-697-818.000-BASKETS	2,335.98	0.00	2,335.98
296-697-818.000-BED PLANTS	2,453.51	0.00	2,453.51
296-697-818.000-FLOWER PROGRAM - Other	881.40	6,800.00	-5,918.60
Total 296-697-818.000-FLOWER PROGRAM	5,670.89	6,800.00	-1,129.11
Total 296-697-818.000 DES WK PLNS	6,275.89	6,800.00	-524.11
Total DEP 697 DESIGN EXPENSES	6,275.89	6,800.00	-524.11
DEP 698 ER EXPENSES			
296-698-818.000 ER WK PLNS			
296-698-818.000-BUSXPROMO	75.20	0.00	75.20
296-698-818.000 ER WK PLNS - Other	0.00	500.00	-500.00
Total 296-698-818.000 ER WK PLNS	75.20	500.00	-424.80
Total DEP 698 ER EXPENSES	75.20	500.00	-424.80
DEP 901 - CAPITAL OUTLAY			
296-901-965.730 CAPITOL BOWL	0.00	10,000.00	-10,000.00
Total DEP 901 - CAPITAL OUTLAY	0.00	10,000.00	-10,000.00
DEP 966 TRANSFER OUT			
296-966-999.397 SIDEWALK FUND	74,035.00	75,400.00	-1,365.00
Total DEP 966 TRANSFER OUT	74,035.00	75,400.00	-1,365.00
Total Expense	161,056.15	177,000.00	-15,943.85
Net Ordinary Income	54,988.09	0.00	54,988.09
Net Income	54,988.09	0.00	54,988.09

Account Balance
As of 6/1/15



Owosso Main Street
Checking Account Balance
As of Monday, June 1, 2015

Checking Account = **\$89,327.34**

Pending Payments
As of 6/1/15



**Owosso Main Street
Unpaid Bills Detail
As of June 1, 2015**

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
Crooked Tree Nursery					
Bill	06/01/2015		06/19/2015		68.50
Total Crooked Tree Nursery					68.50
Joshua Adams					
Bill	06/01/2015		06/05/2015		2,115.38
Total Joshua Adams					2,115.38
Lorraine Weckwert					
Bill	05/20/2015		06/05/2015		636.18
Total Lorraine Weckwert					636.18
Mahar's Greenhouses					
Bill	05/20/2015		06/05/2015		3,935.00
Total Mahar's Greenhouses					3,935.00
Sunburst Gardens Inc					
Bill	05/20/2015		06/05/2015		250.00
Total Sunburst Gardens Inc					250.00
William C. Brown P.C.					
Bill	05/20/2015		06/05/2015		2,368.08
Total William C. Brown P.C.					2,368.08
TOTAL					9,373.14

Committee Meeting Notes
Organization
Promotion
Design
Economic Restructuring





MEETING NOTES

Organization Committee Meeting Notes

Wednesday, April 15, 2015

10:00am – 11:00am @ Owosso Main Street Office

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Alaina Kraus Josh Adams Meredith Landino Krista Welte
Notes Prepared By: Alaina Kraus & Josh Adams	
Additional Information: None	

Notes: The meeting started out with a review of the 2015/2016 Work Plans that were recently approved by the Board of Directors.

Due to all current work plans being complete the committee discussed the addition of two new work plans to implement during the 14/15 year (ending in June). The work plans considered are: the creation of a Owosso Main Street phone app and a volunteer appreciation party called Party in the Plaza. The Phone App will not take any funds from the current budget. The committee agreed to use its remaining \$600 budget to have a volunteer appreciation party (which has not been done in years). The committee will seek board approval for these additional work plans during the next meeting.

OWOSSO MAIN STREET PHONE/TABLET APP:

- The committee took a large part of the meeting time to discuss the content that will be in the new app, as well as discussing the ways in which we can promote the use of the app once it is completed.
- We reviewed the current prototype created by GoMobile Solutions to decide what additional content should be added. That is listed below:
 - The Business Directory Categories should look like our website – Eat, Play, Stay, Shop, and Services.
 - The title page should have “Sponsorship” and “More” added to it. The “Get Involved” button should have two buttons within it: “Sign-up Form” and “Volunteer Hours”.
- We agreed that the drop-down menu on the title page should be removed and replaced with the 5 buttons we liked (About Us; Business Directory; Contact Us; Sponsorships; and More).
- We agreed that OMS should have its own “Developer Account” (a \$100 cost) because this will allow us to expand this work plan into a fund generation tool (by helping downtown businesses develop their own apps).
- We agreed that the sponsorship section will be the key in maintaining the \$40 a month required for GoMobile Solutions to regularly update the app. We can charge from \$50 to \$100 per year to be an App Sponsor. The committee will be finding ways to package the sponsorship deals to present to downtown stakeholders.

PARTY IN THE PLAZA:

- The committee used this meeting to brainstorm initial ideas for this volunteer appreciation event.
- We agreed that the event should take place in late-June or mid-July. It will be held on a Tuesday evening from 7pm to 9pm.
- We will be seeking food and seating donations from local businesses
- Decorations: We can use the tiki-torches from our evening shopping event to light the area (even though it will probably still be light out).
- We want this event to have a “party” atmosphere. Family-friendly and very laid-back.
- We discussed having a kid’s area to help with parents: Bounce house; face painting, etc...
- We agreed that having awards, goodie bags, and other giveaways would be a nice touch. We just need to figure out what the award categories would be.

The committee agreed to go back to meeting on the 3rd Wednesday of each month from 10am-11am. Our next meeting will be on Wednesday, May 20th.

Action Items: <u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Coordinate App changes with GoMobile Solutions	Meredith	5/1/15
Write new Work Plans for new activities	Alaina & Josh	5/1/15
Talk to possible food donors	Josh	5/8/15
Create guest list and invitations	Committee	5/8/15
Decide on award categories	Committee	5/20/15
Find kid’s activities and giveaway donors	Committee	5/20/15



MEETING NOTES

Organization Committee Meeting Notes

Friday, May 29, 2015

9:30am – 11:00am @ Owosso Books & More

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Alaina Kraus Josh Adams Krista Welte
Notes Prepared By: Alaina Kraus & Josh Adams	
Additional Information: Meredith was unable to make this meeting due to illness	

OWOSSO MAIN STREET PHONE/TABLET APP:

- Josh will contact Meredith for an update on the downtown app. The committee agreed that if possible, it would be nice to have it up and running by Curwood Festival.
- The committee agreed to name it the “Owosso Main Street” app (the option was out there to name it “Downtown Owosso). Keeping the “Main Street” branding was important to the committee.
- Once the app is online – the committee agreed that social media, website, and print will be vital in communicating the existence of the app. QR codes leading to the download of the app will be very important as well.

PARTY IN THE PLAZA:

- The committee set a date of either Monday, July 13th or Monday, July 27th from 7pm-8:30pm. Josh will look at the community calendar to see which date works the best.
- Food: The committee agreed to keep it simple and fun with serving hot dogs and hamburgers.
- Decorations: The committee agreed to have it be a summer-theme and talk with Dollar Daze for decoration donations.
- Awards: The committee agreed to having the following awards: Committee Awards (from Committee Chair); Volunteer of the Year. The committee will look into having a few other funny awards for people.
- A rain location should be looked into
- Volunteers will be invited via email (our volunteer list). An RSVP will be required. Everyone will be asked to bring a friend that does not know about OMS.

OTHER DISCUSSION:

Committee members were encouraged to start brainstorming for the upcoming “Volunteer Recruitment” and “Fund Generation” strategies that they will be responsible for developing next month. The committee will rely ideas via email until the next meeting.

Action Items: <u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Coordinate App update with Meredith	Meredith	6/5/15
Write new Work Plans for new activities	Alaina & Josh	6/19/15
Set final date for Party in the Plaza	Josh	6/5/15
Email out Party in the Plaza invites	Committee	6/19/15



MEETING NOTES

Promotion Committee Meeting Notes

Wednesday, April 29, 2015

8:00am – 9:30am @ Owosso City Hall (Lower-level Conference Room)

Purpose of Meeting: Regular, Monthly Meeting	Attendees: John Hankerd Josh Adams Kim Springsdorf Sue Treen Tracey Peltier Kevin Wiles Robert Doran
Notes Prepared By: Josh Adams	
Additional Information: None	

Notes:

PROMOTION WORK PLAN UPDATES:

- Evening Shopping = Mother’s Night Out – things are on schedule for May 8th.
- Downtown Cleanup = Collaboration with Organization – Design is also helping to add to our “To Do” List. Susan Montenegro (Design) & Meredith Landino (Org) have found sponsors and a lunch location. John (Promo) will be helping organize the tear down of Christmas lights & light storage.
- TOT = The sub-committee is currently meeting on a monthly basis. They have received a \$500 grant from the Cook Family Foundation (check will be written to the SVB) to help fund the Work Plan. OMS will hopefully be helping in funding the event this year with a \$500.00 donation.
- Sidewalk sales = John is waiting to hear back from JCPenny’s as we plan this event around their sidewalk sales. Upon receiving the date of their sales we will start promotion of the local sales and the sidewalk chalk contest.
- Artwalk = The sub-committee is meeting on a monthly basis. LAFCU has agreed to a \$1,000.00 sponsorship. This is a huge help to move this event forward! OMS will hopefully be helping in funding the event this year with a \$500.00 donation.
- Owossopalooza = This event needs a new Work Plan Manager. John & Josh will be working with Chemical Bank and Baker College to find that right person.
- Decorate Downtown = Sub-committee is not meeting yet.
- Glow Owosso = Sub-committee is not meeting yet.

PROMOTIONAL MATERIALS:

The committee talked in detail about developing new promotional materials and signage to aid in promoting our already existing events and outings. Our goal would be two fold: to help better educate current participants of our events, and to create a more regional marketing presence.

Kim offered to talk with Heather Brooks with Brooks Graphics to develop some draft informational materials (dining map, shopping map, attraction map, etc...). We are looking for a design that is fun, but contemporary.

The committee talked about making an aggressive move toward creating new sandwich board signs (30) for event promotion. Kim agreed to talk with Valley Lumber about a possible wood sponsorship. Josh agreed to talk with Gilbert's about a hardware sponsorship. Tracy agreed to have a "bread-making" day at the Farmer's Market to help with assembling & painting the signs, as well as promoting our sponsors. Once the sponsorships are acquired – we will set the market date. Signs will have "Discover Owosso" on them along with a finger pointing them in a direction (like the old Artwalk signs). These will help with advertising events throughout town.

The committee talked about the possibility of using the vacant windows in the Matthews Building to help promote Downtown events (via a large painting) – over 42,000 cars travel down Main Street every day and this large mural would act like a billboard to communicate the Farmer's Market and Second Saturday's. The building owner (Randy Woodworth) needs to be contacted for permission. Josh Richey needs to be contacted about creating the mural.

Our next meeting will be on Wednesday, June 24th.

Action Items:		
<u>Action:</u>	<u>Assigned to:</u>	<u>Due Date:</u>
Contact graphic artists about map "mock-ups"	Josh & Kim	5/31/15
Talk to Randy Woodworth about building windows	Kim	5/8/15
Talk to Josh Richey about painting	Tracey	5/8/15
Contact JCPenny's about sidewalk sales	John	5/4/15
Talk to Valley Lumber about wood	Kim	5/15/15
Talk to Gilbert's about hardware & paint	Josh	5/15/15
Set-up Market date for sign building & promotion	Tracey & John	5/18/15



MEETING NOTES

Design Committee Meeting Notes

Tuesday, April 21, 2015

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

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Bill Gilbert Josh Adams Lorraine Weckwert Thomas Ainsworth Schaffer Fox Susan Montenegro
Notes Prepared By: Lorraine Weckwert	
Additional Information: None	

Notes:

WAY-FINDING SIGNS:

Funds for 6 way-finding signs have been acquired (insert & pole costs). Josh will be contacting Agnew for a new insert proposal – we will get the proposal for 1 sign, and then approach him for the additional 5 signs if the proposal is reasonable. Josh is also talking with a street pole supplier recommended by Randy Chesney (City Engineer) about finding the best poles for the signs.

DRINKING GLASS FUNDRAISER:

Discussion on manning a table during the Farmer’s Market to sell the remaining glasses this summer. The committee agreed to having members takes part in helping during the farmer’s market (a committee could each take a month). Design mentioned that they could take May into June. The committee also talked about having the glass available for sale at the Curwood Castle during the Curwood Festival (talk to Robert Doran) and possibly having a small booth set up in the lawn of City Hall during the Curwood Parade.

FLOWER PROGRAM:

All planning is moving forward – we could use a few more gardeners to help out with flower-beds. A team of volunteers will be set up to look over the irrigation system and prep each bed for the gardeners. The main issue with the irrigation system is that the hoses are set way too deep into the soil.

Language for the Walking Tour map is complete (Lorraine will email it to Josh) and ready to be submitted to the printer. Bill stated that he will get moving on speaking with the previous year’s sponsors for the map (for printing costs and additional gardening funds).

BIKE RACKS:

Bill and Josh need to set up a meeting with Baker College to talk about the bike racks, sponsorships, and a construction timeline.

DOWNTOWN CLEANUP:

The committee helped the cleanup efforts by developing a list of “to-dos” for the volunteers during the event.

I SPY GAME:

Susan confirmed that her husband, Fernando will help get the Work Plan started by taking the photos for the game. Susan will help with leading the Work Plan

CLEANING & PAINTING WORK PLAN:

Bill Gilbert agreed to be the initial Work Plan manager for this Work Plan to initiate contact with property owners and develop up "To Do" list with each cooperating owner. Once the lists get formed, the Work Plan will then be turned over to another manager (TBD).

NEW IDEAS:

Thomas Ainsworth mentioned the idea of having a "Canoe Day" launching from the downtown canoe launch. His vision is to develop it as a potential fundraiser for OMS. He will be looking into this.

Our next meeting will be on Tuesday, May 19th.

Action Items: <i>Action:</i>	<i>Assigned to:</i>	<i>Due Date:</i>
Get proposal from Agnew & find mounting poles	Josh	5/31/15
Assign Market Booth Volunteers	Thomas & Lorraine	5/19/15
Talk to Flower Program Sponsors	Bill	5/12/15
Set up meeting date with Baker College	Bill & Josh	5/19/15
Get Fernando to start taking photos	Susan	5/19/15
Continue completing Flower Program Work Plan	Lorraine & Kathryn	5/19/15



MEETING NOTES

Design Committee Meeting Notes

Tuesday, May 19, 2015

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

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Bill Gilbert Josh Adams Lorraine Weckwert Susan Montenegro Kathryn Gehrs-Pahl
Notes Prepared By: Lorraine Weckwert	
Additional Information: None	

Notes:

WAY-FINDING SIGNS:

Josh has contacted Agnew graphics. We are pending their updated proposal for the inserts. Depending on the cost – the committee might inquiry other vendors for proposals. Josh has a meeting with a sign poll distributor on May 28th to discuss options for way-finding poles & associated costs.

DRINKING GLASS FUNDRAISER:

Thomas was not at this month’s meeting. Josh will contact him for an update.

FLOWER PROGRAM:

All planning is moving forward – bridge baskets will be planted this week. Mahrs will be contacting Bill later in the week to install the flower basket sometime between Memorial Day and Curwood weekend.

The pump for the fountain in Fountain Park has broken. DPW is in the process in ordering a new pump. Mark Mitchell indicated to Josh that the cost (\$2,100) for the pump will be more than likely a cost that OMS will have to front.

Language for the Walking Tour map is complete (Lorraine will email updates to Josh) and ready to be submitted to the printer. Bill still needs to speak with the previous year’s sponsors for the map (for printing costs and additional gardening funds).

BIKE RACKS:

Bill will set up a meeting with Baker College to talk about the bike racks, sponsorships, and a construction timeline.

I SPY GAME:

Susan reported that her husband Fernando has been taking photos for the game. He is taking a series of photos for both easy and hard levels of the game. She stated that for the harder game, he will be taking photos at different angels and from different perspectives. The committee agreed that this will be great for developing different levels to the game.

CLEANING & PAINTING WORK PLAN:

This work plan will not be started until July (the beginning of the 2015/2016 fiscal year).

OTHER DISCUSSIONS:

Josh told the committee that all downtown parking lots will be restriped by the DPW sometime this summer along with new parking lot signs that indicate the new lot times developed by the Downtown Parking subcommittee.

The committee discussed the Downtown Farmer's Market's use of DPW yellow road barricades for blocking off the road during market times. The committee talked about the dangers and esthetics of leaving the barricades along the street throughout the week (which is the current practice). Josh brought up the idea of purchasing large, orange safety cones to replace the yellow barricades. The cones will be easier to store during the week and easier to carry for market volunteers. The committee agreed that the cones would be the best option. Josh asked Bill to order 16, 3-foot safety cones.

Our next meeting will be on Tuesday, June 16th. **Note:** Josh will not be at this meeting due to vacation time.

Action Items: <i>Action:</i>	<i>Assigned to:</i>	<i>Due Date:</i>
Get proposal from Agnew & find mounting poles	Josh	pending
Assign Market Booth Volunteers	Thomas & Lorraine	6/8/15
Talk to Flower Program Sponsors	Bill	pending
Set up meeting date with Baker College	Bill	pending
Finish "I Spy" Photos	Fernando	6/19/15
Continue completing Flower Program Work Plan	Lorraine & Kathryn	ongoing



MEETING NOTES

ER Committee Meeting Notes

Friday, April 17, 2015

12:00pm – 1:00pm @ Treasurers Restaurant

Purpose of Meeting: Regular, Monthly Meeting	Attendees:
Notes Prepared By: Lance Omer & Josh Adam Additional Information: None	Lance Omer Josh Adams Theresa Trecha Lorraine Weckwert Rick Hebert
Monthly Hours Reported: 12	Absent: Alaina Kraus

Notes: The meeting started out with a short discussion about the Market Study. During our last meeting the committee agreed to take a 6-week period to look the document over again to develop future actions from it. During the April meeting the committee agreed to look over the raw data associated with the report and come up with a few suggestions on how to use the information provided (recruitment tools, event tools, etc....)

BUSINESS VISITATION WORK PLAN:

The committee spent the remainder of their time together looking over the Business Visitation Work Plan and brainstorming the content and actions that are required to implement the plan. They are listed as follows:

- *We need to create a list of possible “Ask Owoosso” members* – the committee has come up with a list of 24 potential people that would be good fits with this program.
- *Create a list of information and materials (tool kit) that teams would need* – the committee agreed that the following things are essential for the tool kit:
 - Instructions on how communication works with OMS and the City
 - Calendar of Events
 - Downtown Parking Information
 - History of the businesses that each team will be visiting
 - Information gathering/collection materials
 - The committee agreed that each member should ask the businesses that they visit about the issues that they are facing each month. We feel that a list of concerns or issues that each business owner has will help us develop/grow our tool kit in a way that will custom-fit what each business owner needs.
- *Create visitation sections for each team (blocks, areas)* – the committee agreed that rather than blocks or sections, the teams should be lined-up with businesses/business owners that they already have a relationship with (they know the owner or shop at the establishment). This will help create a positive relationship between the business and the team, which will aid in honest communication and cooperation.
- *Team training information* – the committee agreed that the following information will need to be developed and presented during the team training session:
 - Goals: What is the goal of this program & the teams?
 - Expectations: What are we expecting from each team member (time, behavior, etc....)
 - Main Street Training: A light training about OMS will be needed

- Website Information: A tour of the OMS website will help them guide businesses to it for frequently asked questions and other information.

The committee agreed that we should have custom lanyards make up for each committee member (instead of t-shirts). We will talk to Hankerd to see associated costs.

Our next meeting will be on Wednesday, May 29th.

Action Items: <i>Action:</i>	<i>Assigned to:</i>	<i>Due Date:</i>
Talk to potential team members	Rick & Josh	5/18/15
Gather information for the Tool Kit	Alaina, Rick, Lorraine, & Josh	5/18/15
Gather/Develop Training Material	Lance, Theresa, & Rick	5/18/15



MEETING NOTES

ER Committee Meeting Notes

Friday, May 29, 2015

12:00pm – 1:00pm @ The Bagelman

Purpose of Meeting: Regular, Monthly Meeting	Attendees: Josh Adams Theresa Trecha Alaina Kraus Rick Hebert Absent: Lorraine Weckwert
Notes Prepared By: Josh Adams	
Additional Information: Lance was unable to attend the meeting due to a wedding celebration for a friend.	

MARKET STUDY

The committee discussed the 2014 Market Study and has decided to take information from it and start distributing it (via informational flyers) to local stakeholders. Note: the full study will be on OMS' website for download if wanted.

The committee agreed that its first focus would be on the demographic data acquired from the study mainly the data showing the average family income within the city. This data can help local businesses determine their advertising locations (local vs. regional) or help retailers customize inventories to better serve local residents. Theresa agreed to help create the flyer using the data and charts within the study.

Next, the committee plans on using leakage data and city clustering data to better determine what types of businesses (and from what locations) to start business recruitment.

The committee also agreed that residential data within the study can be used to develop a "residential package" to offer prospective industrial developers. The committee will contact Justin Horvath with the Shiawassee County Economic Development Partnership and ask if he would help with some insight on what perspective industrial developers would like to see in such a package.

BUSINESS VISITATION WORK PLAN:

Josh reported that the committee has 8 interested individuals for the "Ask Owosso" team – more will be coming in shortly. The committee also finalized the following plans:

- The tool kit will include:
 - Instructions on how communication works with OMS and the City
 - Calendar of Events
 - Downtown Parking Information
 - History of the businesses that each team will be visiting
 - Information gathering/collection materials
 - A note form (to write down all important information)
 - Event Flyers and Newsletter (if applicable)
 - The committee agreed that each member should ask the businesses that they visit about the issues that they are facing each month. We feel that a list of concerns or issues that each

business owner has will help us develop/grow our tool kit in a way that will custom-fit what each business owner needs.

- Final team training session will include:
 - Goals: What is the goal of this program & the teams?
 - Expectations: What are we expecting from each team member (time, behavior, etc....)
 - Main Street Training: A light training about OMS will be needed
 - Website Information: A tour of the OMS website will help them guide businesses to it for frequently asked questions and other information.

The committee agreed that we should have custom lanyards make up for each committee member (instead of t-shirts). We will talk to Hankerd to see associated costs.

The training session will take place sometime **between June 22nd and 26th**. Josh will check the community calendar for the best date.

WELCOME PACKETS

The committee agreed to have the OMS welcome packets completed by no later than **July 31, 2015**. They will include:

- Parking Map; Chamber, SVB, & SBDC Info; everything from the Ask Owosso tool kit; Communication information; Farmer's Market info.

Our next meeting will be on Friday, June 26th.

Action Items:		
<i>Action:</i>	<i>Assigned to:</i>	<i>Due Date:</i>
Talk to potential team members	Rick & Josh	On-going
Create demographic data flyer	Theresa	6/19/15
Gather information for the Tool Kit & training materials	Alaina, Rick, Lorraine, & Josh	6/19/15
Gather/Develop Welcome Packet Material	Lance, Theresa, & Rick	6/26/15