

**REGULAR MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
SEPTEMBER 7, 2011**

Meeting was called to order at 7:35 a.m. by Chairperson John Hankerd.

Roll Call was taken by Recording Secretary Marty Stinson.

**MEMBERS PRESENT:** Chairman John Hankerd, Authority Members Dave Acton, Ben Frederick, Bill Gilbert, Debbie Johnson, and Secretary Alaina Kraus.

**MEMBERS ABSENT:** Vice-Chairperson Barb Bucsi, James Demis, and vacancy.

**OTHERS PRESENT:** Adam Zettel, Assistant City Manager and Director of Community Development; City Manager Don Crawford; Planning Commissioner Burton Fox.

**AGENDA:**

**MOTION BY AUTHORITY MEMBER ACTON SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE AGENDA FOR SEPTEMBER 7, 2011 WITH THE ADDITION OF ONE BUSINESS ITEM: # 1.2 THE STATE'S DOWNTOWN CONFERENCE  
YEAS ALL. MOTION CARRIED.**

**MINUTES:**

**MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE MINUTES OF THE REGULAR MEETING OF AUGUST 3, 2011.  
YEAS ALL. MOTION CARRIED.**

**COMMUNICATIONS:**

- 1) Staff memorandum
- 2) Meeting minutes of August 3, 2011
- 3) August invoices
- 4) August budget report
- 5) OMS Manager posting

**PUBLIC COMMENTS:** None

**ITEMS OF BUSINESS:**

**1. August Invoices**

**Invoices for DDA to be approved-September 7, 2011 meeting**

<u>Vendor</u>	<u>Amount</u>	<u>Purpose</u>
Adam Zettel	\$15.79	Reimbursement for supplies
American Speedy Printing	\$45.00	posters for Art Walk
Argus Press	\$198.00	Ads-July 2011
Aubrey Grant	\$400.00	Farmers Market Master Services-September 2011-4 events
Barb Bucsi	\$59.94	Reimbursement of web page fees
City of Owosso	\$394.68	copies/postage/cell phone/reimbursements
City of Owosso	\$47.78	Water for Downtown
Connectic Marketing	\$150.00	July and August 2011
Dan Hetfield	\$50.00	Artisan Market Salsa Contest Prize
David Pizzie	\$100.00	Artisan Market Master Services-September 1 ,2011-final event
DayStarr Communications	\$24.84	Phone Number Forwarding Service-September 2011
Donald L Helvie	\$200.00	Entertainment for Art Walk Event
Gilberts	\$135.94	Supplies
Kelly's Refuse Service	\$562.50	Downtown Trash-August 2011
Marlene Denn	\$35.00	Artisan Market Pie Contest Prize

Office Depot	\$37.12	Supplies
Tracy Mercado	\$400.00	Farmers Market Master Services-September 2011-4 events
Win's	\$139.50	Supplies
total	<u>\$2,996.09</u>	

**MOTION BY AUTHORITY MEMBER FREDERICK, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE PENDING INVOICES FOR PAYMENT BY THE DDA / MAIN STREET AS PRESENTED MAKING A TOTAL OF \$2,996.09.  
YEAS ALL. MOTION CARRIED.**

### **1.2 State's Downtown Conference**

The State Downtown Conference will be next week, Wednesday and Thursday on September 14 & 15. It was noted that Mr. Acton and Mr. Hankerd are going; possibly Mr. Zettel and someone from the city council. It costs \$175 per person.

**MOTION BY BOARD MEMBER GILBERT SUPPORTED BY BOARD MEMBER KRAUS TO APPROVE THE COST OF UP TO FIVE PEOPLE ATTENDANCE TO THE STATE DOWNTOWN CONFERENCE.  
YEAS ALL. MOTION CARRIED.**

### **2. Owosso Main Street Manager**

Chairman Hankerd stated he has had a discussion with a couple of the board members for an interim manager position using several people. Board Member Action meet Tuesday – Thursday to do the state reports and to put out the newsletter. Board Member Gilbert thinks that is an excellent idea. That alleviates the stress of not having a manager and it will give the board a good feel of how the new manager is working out when he or she comes on board. Mr. Acton, Mr. Hankerd, Council Member Joni Forster and Ms. Nikki Harrington (on loan from Chemical Bank during the week) will be the four co-managers temporarily.

Mr. Zettel said the posting is for both DDA and OMS. City of Owosso Human Resource Department is taking the lead and will be starting to review the applications next week. We need to form an interview committee. Then there will be testing for the candidates. Chairman Hankerd asked for volunteers for the interview committee. It was mentioned that Jessica Unangst from Human Resources would be there. Dave Acton, Bill Gilbert, Barb Bucsi, and possibly John Hankerd may participate with the interview committee.

Mr. Zettel also noted that it was posted August 26, and that it has distributed to Michigan Main Street and the Michigan Municipal League. Laura from the MML may join the interview committee also. The DDA/OMS board would like to review all the applications.

Mr. Zettel suggested the second round of interviews occur the week of September 19 and possibly hire October 1. It depends on the board's decision. Mr. Acton suggested that the group decide a timeline at their first meeting. He also suggested that the new person may need some training with the interim group as they may hire someone not familiar with Main Street. Mayor / Board Member Frederick wants the applicants tested on historic district and outreach abilities, or willingness to get an education on those topics.

### **3. MMS Reports, Newsletter, Markets, etc.**

The transition team did the report and did it on time. They did the newsletter and will get it distributed. Volunteers will distribute it by hand tomorrow (Thursday, September 8). They will plan to follow the format in the future. It will be on the Main Street website and will also be e-mailed out. Each committee needs to submit an article each month for the newsletter.

Chairman Hankerd commented that the markets are going well. The Farmers Market is doing great. Some are running out of products and the market is busting at the seams. The Artisan Market is done. The Artisan Market signs need to come down.

Mr. Zettel reminded everyone about the Michigan Main Street webinar today at noon regarding Historic Preservation to be held in the conference room at city hall.

Discussion about the Main Street Manager began with Chairman Hankerd reminding the board that they are the managers of the manager. Mr. Acton noted that the person could be an independent contractor with a 1099 or they could be a city employee. The city should voice an opinion of their desire. He would like to hear Mr. Zettel's or Mr. Crawford's opinions. Mr. Zettel stated that by being directly employed by the city they are entitled to fringe benefits like liability insurance; and they have a place to do business. OMS doesn't have enough money to pay for all the expenses. DDA is under the direction of the city.

8:13 am. Board Member Frederick left the meeting.

Mr. Zettel continued that it is financially beneficial for the DDA and the OMS to be under the city's accounting; audit services; "housekeeping matters"; and general oversight by council. Other than supervision, they are team partners, just to satisfy the role of how they function with the city. The city has more of a role this last year than what Main Street prefers. The board isn't as active as it should be. The four member interim management is a fantastic idea to get the members more involved. Discussion of OMS and DDA continued.

Chairman Hankerd noted that at Main Street training sessions there are always board members there except from Owosso. Other Main Streets are getting the training. He also noted that October 28 is the state's year end evaluation. They will meet with all of Owosso. That would be a great starting point for some changes.

**COMMITTEE UPDATES:**

**1. ORGANIZATION**

Board Member Kraus presented a work plan for a fundraiser to have a recipe book published. The outcome would be \$385 profit, possibly more. Chairman Hankerd stated the money goes into an overall fund and the board makes the decision on how to spend that extra money.

Mr. Zettel said that if we receive a donation specifically for a special donation, it does go to that particular item.

**Main Street**

**Committee:  
Organization**

**FY 2010/2011 Work Plan**

Objective # : To raise dollars for the program

Project # : Put together a Recipe Book to sell for a profit

Project Manager: Sue Lynde

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Contact vendors for pricing, options and styles	Sue	1-Aug-11	11-Aug-11	1		\$0	
Condense pricing for committee viewing	Sue	11-Aug-11	17-Aug-11	1		\$0	
Discuss with committee what format to use	Sue	17-Aug-11	17-Aug-11	0.5		\$0	
Prepare a form to gather recipes.	Sue	18-Aug-11	1-Sep-11	0.5		\$0	
Get Board approval	Alaina	7-Sep-11	7-Sep-11	0.25		\$0	

Distribute entry forms at the Farmers Market, Artisan Market and other events	Board & Committee	12-Sep-11	1-Jan-12	ongoing		\$0	
Gather recipe entry forms	Board & Committee	12-Sep-11	1-Jan-12	ongoing		\$0	
Set up the book format on line	Sue	1-Jan-12	1-Feb-12	3			
Order the required number of books(100)	Sue	2-Feb-12	2-Feb-12	0.5		\$615	Sales price \$10ea = \$385
Submit payment for approval	Alaina	upon receipt	upon receipt	0.25			profit
Distribute the books and collect payment from those that preordered	Committee members	1-Mar-12	31-Mar-12	1			
Display books for sale at the markets and all events	Committee members	1-Mar-12	31-Dec-12	0			

**Totals:** **8** **\$0**

**MOTION BY BOARD MEMBER ACTON SUPPORTED BY BOARD MEMBER JOHNSON TO ACCEPT THE WORK PLAN AS PRESENTED. YEAS ALL. MOTION CARRIED.**

Ms. Kraus said they are still working on the communications policy and updating the website.

**2. PROMOTIONS**

Chairman Hankerd reported that the promotions subcommittee is working on the Art Walk. Beth Kuiper is working on it and it is coming together very well. It will be bigger than ever. The Market Messenger newsletter of August 25 - 27, 2011 has all his news.

**3. ECONOMIC RESTRUCTURING**

Authority Member Gilbert commented that they are in transition with a tentative new chairperson and possibly two or three members. Renita Mikolajczyk from The Shiawassee Regional Chamber of Commerce stated that she took the chair in August at a meeting at Board Member Demis's office. We need to start using the Downtown Diva software, she said. The committee recommends an intern.

City Manager Crawford said that city hall has BS&A software and if it will interface, that's available. Larry Cook, the Assessor and Marty Stinson can help. Maybe Baker College can help with an intern. Ms. Mikolajczyk stated there are no interns available.

**4. DESIGN**

Authority Member Acton reported that this committee is working on a 13 point work plan, but he was only going to mention six at this time.

1. Eaton Place – This will be an eating place in the alley between Community Pharmacy and the dentist office. There will be seats with integrated tables, and will be used for the Farmers Market also.
2. Way finding - Looking into the purchasing requirements. We have two suppliers that we're interested in.

3. Clean the Streets – “International Baccalaureate” students need 20 hours of volunteer time; and court service people could be assigned certain areas to maintain cleanliness. There will be a work plan.
4. Splash Park Plan – The new fountain is not made to be climbed in. There is a subcommittee looking and considering several locations. This may be in the 2012-13 budget for about \$75,000. Some possible sponsors have come forward.
5. Beautiful stoppers will be installed in the downtown parks to prevent skateboard damage.
6. Building Basics has a meeting today.

**PUBLIC COMMENTS:**

Burton Fox stated the flower baskets turned out great this summer. However, the one in front of Images Forever has died and needs to come down.

The bicycle racks have been a long time coming. Need to get the information out to the public why they are taking so long (Baker College is building them in their welding classes).

The Artisan Market did not have as many vendors this year. An invitation needs to be extended to the Farmers Market vendors or maybe extend it as long as the Farmers Market.

Board Member Acton said that some people don't like cars parking in front of their businesses during the Artisan Market.

Mr. Fox replied that we need more activities downtown.

**BOARD COMMENTS:**

Board Member Johnson said she still has customers coming in her store who comment about coming from the big train event a couple years ago.

Board Member Johnson said that some of the benches have been ruined from the skate boarders. It was mentioned that there are metal brackets that can be added that don't interfere with sitting on the benches.

Board Member Gilbert asked if there weren't signs downtown about not riding bikes on sidewalks. City Manager Crawford replied yes.

Board Member Johnson asked about a smoking policy at the tobacco store on Main Street. Why can't they go around the side of the building? Is there an ordinance? It looks bad. Mr. Fox suggest someone talking to the owner.

9:37 a.m. Board Member Kraus left the meeting.

**ADJOURNMENT:**

**MOTION BY AUTHORITY MEMBER JOHNSON, SUPPORTED BY AUTHORITY MEMBER ACTON TO  
ADJOURN THE MEETING AT 9:40 A.M.  
YEAS ALL. MOTION CARRIED.**

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Alaina Kraus, Secretary