

**REGULAR MEETING MINUTES**  
**OWOSSO DDA / MAIN STREET**  
**Council Chambers, City Hall**  
December 7, 2011 – 7:30 am.

Meeting was called to order at 7:37 a.m. by Chairperson John Hankerd.

Roll Call was taken by Recording Secretary Marty Stinson.

**MEMBERS PRESENT:** Chairperson John Hankerd; Vice-chairperson Barb Bucsi; Treasurer James Demis; Secretary Alaina Kraus; Authority Members Ben Frederick (left 8:17), Bill Gilbert, Deb Johnson, Lance Omer.

**MEMBERS ABSENT:** Authority Member Dave Acton (excused).

**OTHERS PRESENT:** Adam Zettel, Assistant City Manager and Director of Community Development; Traci Peltier and Aubrey Grant, Farmers Market Managers; Lorraine Weckwert, Way Finding Committee; Gordon Pennington, Burning Media Group; and Renita Mikolajczyk, Shiawassee Regional Chamber of Commerce President and CEO.

**AGENDA:**

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE AGENDA FOR DECEMBER 7, 2011 WITH THE ADDITION OF ITEM # 7, CLOSED SESSION, PROPERTY ACQUISITION.**

**YEAS ALL. MOTION CARRIED.**

**MINUTES:**

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE MINUTES OF THE REGULAR MEETING OF NOVEMBER 2, 2011.**

**YEAS ALL. MOTION CARRIED.**

**COMMUNICATIONS:**

- 1) Staff memorandum
- 2) Meeting minutes of November 2, 2011
- 3) November check register
- 4) November budget report
- 5) Owosso Community Players request
- 6) Brown letter
- 7) MMS training agenda (Hart)
- 8) Market Report
- 9) Wayfinding design proposal from Burning Media

**PUBLIC / BOARD / STAFF COMMENTS:**

Adam Zettel, Assistant City Manager and Director of Community Development, will comment later on the training he attended in Hart yesterday.

**COMMITTEE UPDATES:**

**1. ORGANIZATION**

Board Member Kraus stated there will be new flags after the first of the year. The ornaments are out. They have pretty much completed the communication policy and that will come to the board in January.

**2. PROMOTIONS**

Chairman Hankerd reported that they are working on a First Fridays work plan. This will involve events downtown on the first Friday of each month starting in March.

Mr. Hankerd also demonstrated a change with the Art Walk signs. He showed a banner that will fit over the sign so they can be used for more than just the Art Walk. The banners can be produced for any event downtown. Each sign will remain at the individual stores, so there is no longer distribution or pick-up needed. Individual stores can also order a banner for themselves, if they wish to use them for something that just pertains to their store. The banners are \$30 each.

Mr. Hankerd continued that Glow Weekend went very well. There was lots of people downtown. Much larger than before. He thanked Tracy Peltier for helping. Several store owners commented they were very busy that evening.

### **3. ECONOMIC RESTRUCTURING**

Authority Member Acton was not present, but Renita Mikolajczyk, Chamber President and CEO, said the economic restructuring is moving forward. All the block captains have been identified. The deadline for the inventory forms is the end of the year.

### **4. DESIGN**

No comment at this time as this is item # 57 under Items of Business.

### **ITEMS OF BUSINESS:**

- 1) Farmers market report (managers)
- 2) Finance report/purchasing (Jim Demis)
- 3) Check register
- 4) Owosso Community Players request
- 5) Wayfinding design proposal
- 6) OMS Manager position
- 7) Closed session for the purpose of discussing property acquisition

#### **1. Farmers Market Report (Managers)**

Ms. Traci Peltier and Ms. Aubrey Grant have been the Farmers Market Managers for the 2011 season. Ms. Grant stated they had a good year. They started with 34 vendors and ended with 58. There were about 3,000 people attending the market on Kids Day. New signs have been ordered for M-21 to help advertise and direct people to the market. EBT has been established, and they have also applied for a grant to "double up" dollars for EBT. This means that when someone spends \$1 they can receive the equivalent of \$2 worth of food.

Ms. Peltier continue that there is a Merchant Corner planned for next year. They will no longer be using the Armory parking lot for vendors. There is just too much foot traffic crossing Water Street and it proved to be hazardous this past summer. They are not allowed to close that street as they had requested. They also received complaints about insufficient parking near the market. By closing the parking lot, that will solve the heavy pedestrian traffic crossing Water Street; increase nearby parking; and move the vendors down W. Exchange Street and possibly to E. Exchange Street, closer to businesses downtown.

Authority Member Gilbert asked what the vendors have to say about this. Ms. Peltier responded that there are a few who have been in the Armory parking lot for 25 years and are hesitant to move. However, sales have increased a lot this past summer.

Authority Member Frederick asked if there was consideration about starting a month later. Ms. Peltier said yes, we could. He complimented the Market Managers and said you have done a very good job.

#### **2. Finance report/purchasing**

Treasurer Demis said that in the board's packets there was the check register. There is nothing unusual there. The November 30 financial statement again had nothing unusual to note.

Chairman Hankerd noted there was an invoice to Display Sales. What was that for? Mr. Zettel said it was for holiday lights, the C7-clear lights. We had to get quite a few more due to vandalism. They went under Dept 200 - Maintenance. The reason that account is so high is because it was also used for garbage pick-up downtown and flower watering. We might have to move some money around. Possibly from wages due to the lack of a manager.

#### **3. Check Register**

**MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE NOVEMBER, 2011 CHECK REGISTER AND THE NOVEMBER FINANCIAL REPORT AS PRESENTED.**

**YEAS ALL. MOTION CARRIED.**

Mr. Demis continued that there are sometimes problems with getting invoices and approvals. We need to have account numbers also. Part of the problem would be solved when we have a manager. It takes a lot of time right now to search through all of them.

We need to have a discussion about who is responsible for maintenance on some things – the city or OMS? Right now the line is blurred. There is a lamp post downtown that is tilting. When we have an OMS manager, we need to clarify this.

During the parade, there was an expenditure that had to be paid. It was put on the Demis and Wenzlick credit card, and then he will be reimbursed from OMS. This is something he would prefer not to do. We need to establish a policy of credit cards. We need one card in control by one person.

There should also be board training about loans for improvements for downtown, especially for the newer members.

Mr. Demis continued with a suggestion that the head of the Department of Public Works visit the OMS meeting quarterly to report activities or problems downtown.

Authority Member Kraus noted that if she has information about the loans available for downtown, she can put that on the web site.

Mr. Zettel noted that the city has a board that maintains the stewardship of the loans, but the DDA makes the decision about who receives a loans. Mr. Demis suggested that we have a city committee member talk to this board about how those loans work

**4. Owosso Community Players Request**

Chairman Hankerd noted that the Owosso Community Players asked for a contribution. Authority Member Demis talked to City Attorney Bill Brown and presented his letter in the board's packets. It's a little hard to understand. The actual donation is illegal, but there is a way to get around it. If we earmark it for a specific item such as a handicap ramp or bathrooms, that would be legal. As he spoke to people, he received three negative responses from the public. He further stated that we don't have \$50,000 as was requested. We do have some of the manager's unused salary. Maybe we could donate up to \$15,000.

Chairman Hankerd asked about sponsorship for a show. Mr. Demis said we have to get something of value in return.

8:18 a.m. Board Member Frederick left the meeting.

Mr. Zettel stated that he doesn't see how the board can do it financially. On the east side of the theater, there are some doors that are out of grade for the ADA. Maybe next spring we can afford to help out at that time. Staff recommends no donation at this time.

Board Member Demis will refrain from voting on this topic.

**MOTION BY BOARD MEMBER BUCSI, SUPPORTED BY BOARD MEMBER JOHNSON THAT AT THIS TIME DUE TO BUDGET CONSTRAINTS, WE REGRETFULLY DECLINE A DONATION TO THE OWOSSO COMMUNITY PLAYERS.**

**Authority Member Demis refrained from voting. YEAS ALL. MOTION CARRIED.**

Mr. Zettel will send a letter to Owosso Community Players about the decision.

**5. Wayfinding Design Proposal**

Lorraine Weckwert, Way Finding Committee, noted that this group has been meeting for eight or nine months. They have sent out requests for proposals. The group liked the designs by Gordon Pennington, Burning Media Group. At this time, we are purchasing the design, not the construction. They have been talking to MDOT about sign placement, as not all the signs will be inside the DDA district or even the city limits.

Mr. Pennington presented his designs called Historic Owosso. They were of wrought iron framing. He showed the way finding signs first. There were colors in the signage, such as red for downtown, etc. He worked with City Engineer Ron Baker for the positioning of the signs around the city.

Ms. Weckwert noted that we'll only purchased signs as the budget allows. Mr. Pennington noted that it was essential to show specifics to bring in opportunities to Owosso.

Authority Member Omer asked whose budget does this come out of. Ms. Weckwert said they were told it would be the OMS. He asked how soon? Ms. Weckwert said as soon as possible. Mr. Omer asked how many? Ms. Weckwert answered maybe six. We'll prioritize way finding first then the city entries.

Mr. Zettel said we need a resolution to pay Burning Media Group and then we can submit the designs to Council for their design approval. The Council may have to pay for the signs outside of the DDA district.

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER OMER THAT OWOSSO DDA/MAIN ST. HEREBY APPROVES THE PROPOSAL BY BURNING MEDIA GROUP TO ASSIST OMS WITH A DESIGN AND IMPLEMENTATION PLAN FOR WAYFINDING IN ACCORDANCE WITH THE PROPOSAL GUIDELINES, AND FURTHER DIRECTS OMS STAFF AND THE DESIGN COMMITTEE CHAIR TO DEVELOP A PROFESSIONAL SERVICES AGREEMENT FOR AN AMOUNT NOT-TO-EXCEED \$7,500 THAT SHALL BE EXECUTED BY BURNING MEDIA GROUP AND THE OMS CHAIRMAN. THE DESIGN PROPOSAL SHALL BE REVIEWED BY THE CITY COUNCIL.**

**Discussion:** Board Member Bucsi said it looks great what you've done – a good job. Board Member Gilbert asked if you have other groups involved. Mr. Pennington answered yes, throughout the community there are other groups promoting this. Mr. Gilbert said it ties in with everything we're doing. Mr. Pennington stated it may also have QR Codes, too

**Vote was taken: YEAS ALL. MOTION CARRIED.**

#### **6. OMS Manager Position**

Mr. Zettel reported that we may have an answer back by Friday. If not, we'll have to step back and start again with another offer.

#### **7. Closed Session for the Purpose of Discussing Property Acquisition.**

**MOTION BY BOARD MEMBER KRAUS, SUPPORTED BY BOARD MEMBER GILBERT TO GO INTO CLOSED SESSION AT 9:03 AM.  
YEAS ALL. MOTION CARRIED.**

The board returned from closed session at 9:16 am.

**PUBLIC / BOARD COMMENTS:** None

#### **ADJOURNMENT:**

**MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER KRAUS TO ADJOURN THE MEETING AT 9:17 A.M.  
YEAS ALL. MOTION CARRIED**

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Alaina Kraus, Secretary