

REGULAR MEETING MINUTES
OWOSSO DDA / MAIN STREET
Council Chambers, City Hall
February 1, 2012 – 7:30 am.

MEETING CALLED TO ORDER at 7:36 a.m. by Chairman John Hankerd.

ROLL CALL was taken by Recording Secretary Marty Stinson.

MEMBERS PRESENT: Chairman John Hankerd; Vice-chairperson Barb Bucsi; Treasurer James Demis; Authority Members Dave Acton, Bill Gilbert, Deb Johnson, and Lance Omer.

MEMBERS ABSENT: Secretary Alaina Kraus, and Authority Member Ben Frederick.

OTHERS PRESENT: Heather Rivard, Interim DDA / Owosso Main Street Director; Adam Zettel, Assistant City Manager and Director of Community Development; and Aubrey Grant, Owosso Farmers Market Master.

AGENDA:

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE AGENDA FOR FEBRUARY 1, 2012.

YEAS ALL. MOTION CARRIED.

MINUTES:

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE MINUTES OF THE REGULAR MEETING OF JANUARY 4, 2012.

YEAS ALL. MOTION CARRIED.

Chairman John Hankerd introduced Ms. Heather Rivard, the new Interim DDA / Main Street Director. She will contract for 90 days to see if the position is a good fit for her and the DDA / Main Street.

COMMUNICATIONS:

- 1) Staff memorandum
- 2) Meeting minutes of January 4th, 2012
- 3) January check register (forthcoming)
- 4) January budget report (forthcoming)

PUBLIC / BOARD / STAFF COMMENTS: None

COMMITTEE UPDATES:

1. ORGANIZATION

Chairperson of this committee, Authority Member Alaina Kraus, was absent, but Chairman Hankerd said that next month they will have about eight work plans ready.

2. PROMOTIONS

Chairman Hankerd reported that they have one work plan ready – the Farmers Market and will have a couple more coming up. They are ordering T shirts and bags to sell at the Farmers Market. That will be \$350, with some recovery depending on sales of the ordered merchandise. Signs and banners will cost \$400, but that will not be a reoccurring expense. Last year's budget was \$8,000. Mr. Adam Zettel, Assistant City Manager and Director of Community Development, stated the work plan is calendar based and the budget is fiscal year based, July 1 – June 30. The plan is most fair to the managers on a calendar year. Maybe the plan should note which fiscal year items are occurring on the work plan.

Ms. Rivard noted that most of the expenses and revenue occur early in the season. Chairman Hankerd mentioned paying the market managers quarterly. Ms. Aubrey Grant, one of the Farmers Market Managers said that might be easier.

Chairman Hankerd noted that the managers are asking for donations of items that the Main Street would normally have to pay for.

MOTION BY AUTHORITY MEMBER ACTON, SUPPORTED BY AUTHORITY MEMBER BUCSI TO ACCEPT THE WORK PLAN FOR THE FARMERS MARKET AS PRESENTED. YEAS ALL. MOTION CARRIED.

3. ECONOMIC RESTRUCTURING

Authority Member Gilbert stated this committee has had some reorganization. Ms. Renita Mikolajczyk, Shiawassee Regional Chamber of Commerce President and CEO, was not able to stay on as chair. Mr. Gilbert is back and was able to have an exit interview with Ms. Mikolajczyk and obtain her folders. Theresa Trecha and a new member, Brad Kirkland, are co-chairs for the block captains. They are re-energized and re-focused.

4. DESIGN

Authority Member Acton stated they have 13 work plans in place, but would only report on some of them. The Flower Beds are continuously being improved. They are now getting quotes for soil and automated watering.

Hanging Baskets – Bill Gilbert has been very helpful with making plans for watering. At the last meeting he provided a very detailed workplan.

Way Finding. The design by Burning Tree is completed. Next Tuesday they are meeting at Woodards to look into doing a prototype. The center section of the signs may be produced by Howe Products which is also a local company. In this fiscal year, we may be able to purchase six signs.

Bike Racks – A new one has been completed in an antique, big wheel in front style and has been installed in front of the Mark Hanna's antique store at 220 W. Main Street.

Fountain Dedication and Flower Bed Walk will possibly be in June. The powder coating in the fountain was damaged and is to be repaired. He doesn't think there will be any expense to the Main Street for that repair.

Eaton Alley Beth Kuiper is getting quotes for the tables and shade. This will be a nice addition for the Farmers Market.

Splash Pad work plan has a design for about \$10,000 with 16 heads. We are now considering Bentley Park next to the new Playscape, which is outside the Main Street District. This subcommittee has moved to the Parks and Recreation Commission and the same people want to continue to be involved. This design can be expanded at a later date when more money is available.

ITEMS OF BUSINESS:

1. Check Register

Discussion of tax payment for the Jerome Street parking lot. Treasurer Jim Demis will do further research of the agreement.

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER JOHNSON TO APPROVE THE JANUARY, 2012 CHECK REGISTER AS PRESENTED WITH THE MANAGER'S THREE ADDITIONS.

YEAS ALL. MOTION CARRIED.

2. OMS Interim Manager Contract

Chairman Hankerd stated that the board wanted to make sure they had a good match for the OMS Manager position. This is a contracted service for 90 days. Authority Member Bucsi asked if at the end of 90 days is Ms. Rivard still an independent contractor. Chairman Hankerd said that Ms. Rivard chose to be a city employee.

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE INTERIM MAIN STREET MANAGER CONTRACT AS PRESENTED.

YEAS ALL. MOTION CARRIED.

3. Farmers Market Rules Change

Chairman Hankerd noted the two main changes were the increase of fees, yearly and daily; and the move of the vendors out of the Armory parking lot. All of the rules were reviewed at the end of the year with the vendors and there has been no reaction from them.

2011 Downtown Owosso Farmer's Market Rules and Regulations

The Downtown Owosso Farmer's Market supports and fosters local agriculture and crafters by providing a direct market for producers, providing consumers an opportunity to purchase locally produced agricultural goods, prepared foods and crafts, while educating the community about the importance of local agriculture and entrepreneurialism.

Rules and Regulations

1. Management of the market shall be performed by the Market Master, who shall be an at-will employee of Owosso Main Street.
2. The Market is currently located one block North of Main Street, in downtown Owosso on Exchange St between Water St and Washington St.
3. The Market shall be open, rain or shine, from the first Saturday in May through the last Saturday in October, from 8:00 AM to 1:00 PM. All vendors must be set up and ready to sell by 7:30 AM and be out of the lot by 2:00 PM. All spaces must be cleaned before leaving. Vendors are reminded they shall supply their own refuse containers. Once a vendor has committed to the market on any given Saturday, he/she is expected to be on time and to remain until the market closes for the day. In case of inclement weather, the Market Master may determine whether to allow an earlier closing.
4. Vendors are designated as *daily* or *seasonal*. Seasonal vendors may not sub-rent their space.
5. Seasonal rental applications are available until April 11th of this year. Daily spaces are available as space allows, at the discretion of the Market Master. Daily vendors should reserve space by the Wednesday prior to market day. After the 2nd week of September, the seasonal rate drops to \$50.00.
6. Rentals fees are as follows and are non-refundable: a) Seasonal rates \$100.00 per space for the year, b) Daily rates \$20.00 per Saturday per space.
7. Daily rentals fees are payable to the Owosso Main Street and are to be given to the Market Master on market day.
8. Three consecutive absences by a seasonal vendor, without prior notice to the Market Master by mail, telephone, or electronic media, may result in the seasonal fees being forfeited. If a seasonal vendor is removed from the market for any reason and wishes to return to the market, that return will be at the discretion of the Market Master. If the Market Master allows the vendor to come back, then the seasonal vendor becomes a daily vendor and a daily rate will have to be paid for the remainder of the season. Also, an additional \$10.00 will be charged to the seasonal fee the following year if the Market Master is not notified when the seasonal vendor is done for the year. After 3 absences where a seasonal vendor does not communicate that they will be absent, the vendor forfeits their lot number. The vendor may still remain a vendor, but their spot will be chosen by the Market Master. Six or more absences by a seasonal vendor other than those marked in the "Market Attendance" sheet in the vendor packet may result in the vendor's space being moved.
9. Both seasonal and daily vendors spaces shall be assigned by the Market Master. Seasonal vendors shall be assigned a permanent space for the year/season.
10. According to the season, produce vendors must grow at least 50 % of what they bring to sell. Arts and crafts vendors may sell only what they make of items to which they add value.

11. Vendors are responsible for their own sales tax; licenses and permits required to by local, state and federal governments and shall abide by all Michigan laws governing them or their products; and be compliant with the Michigan Cottage Industry Laws.
12. Vendors with baked goods MUST have a canopy and goods must be prepared and properly wrapped in compliance with the Michigan Cottage Industry Law. All other vendors are urged to have coverings over their displays.
13. For public health reasons, live or fresh dressed animals or poultry may be sold or given away but only at the discretion of the Market Master. All food should be clean and wholesome and safe for human consumption and shall be handled, stored, transported and offered for sale in a sanitary manner, according to Michigan Law.
14. The Market Master shall have the authority to oversee and enforce the rules and regulations, including the right to refuse vendors' participation. If, in the judgement of the Market Master, the goods/merchandise is not compatible with the purpose and overall concept of the Market. Appeals of Market Master shall go to the DOFM Advisory Committee.
15. Pricing is at the discretion of the vendor, but it is strongly recommended that vendor's price products in keeping with customer satisfaction and in consideration of other vendors at the market, and that the prices be posted in full view of potential customers, with lettering clearly legible and attractive.
16. All produce must be stored and displayed at a reasonable distance above the ground (minimum of 18 inches), with the exception of items such as watermelons, pumpkins, flowers in containers or other items in water for freshness. Produce should be mature, but not under-ripe or over-ripe and void of decay.
17. Vendors shall conduct themselves in a pleasant and courteous manner with customers and other vendors.
18. In consideration of their participation, vendors shall assume all risk of injury or damage while on the market premises and shall release and hold harmless the City of Owosso and the market. Vendors must provide safe conditions for the public and are encouraged to obtain their own insurance against all liabilities.
19. If a grievance arises regarding the pricing habits, display or conduct of a vendor, it should be immediately directed to the Market Master and not directed to the vendor in question nor in front of customers. If the Market Master fails to settle the grievance, a special meeting of the Downtown Owosso Farmer's Market Advisory Committee to make the final decision.
20. Type of produce/products may include, (but are not limited), to the following:
 - A. Fruits, vegetables, herbs, flowers (fresh and dried) foods (licensed), bedding plants, nursery stock (trees, shrubs, etcetera).
 - B. Manufactured products are prohibited, unless written approval is received from the Market Master.
 - C. Handmade arts and crafts items may be sold. Spaces are limited and availability is at the discretion of the Market Master, who may require review prior to sale. Applications with photographs or samples may be required in advance for review and approval.
 - D. Vendors are required to comply with all Michigan Department of Agriculture rules and regulations, including but not limited to the Michigan Cottage Industry Law. Vendors selling baked goods, maple syrup, plants, processed foods, etcetera must have their goods inspected and possess a valid Department of Agriculture permit prior to setting up their space at the market.
 - E. Michigan-grown produce are encouraged. All produce must be labeled "Home Grown", "Farmer Direct", or "Wholesale".

21. Groups and organizations wishing to sell items for fundraisers shall be permitted to do so at the discretion of the Market Master, with spaces assigned as they are available. Group and organization volunteers are bound by the same rules and regulations as market vendors.
22. These rules and regulations may be amended by the Downtown Owosso Farmer's Market Advisory Committee.

Resources and Contacts:

- *Market Master: Tracey Peltier
- *Market Master: Aubrey Grant
- *Owosso Main Street Manager: Vacant
- *Michigan Farmer's Market Association: www.farmersmarkets.msu.edu
- *USDA Farmers Market website: www.ams.usda.gov/farmersmarkets/
- *Michigan State University Extension County Office: www.msue.msu.edu/
- *Dru Montri, Michigan Integrated Food & Farming System (MIFFS): misffs@msu.edu, or (517) 432-0712.
- *Susan Smalley, C.S. Mott Group for Sustainable Food Systems at MSU: smalley3@msu.edu, or (517) 353-3834.
- *Michigan information about Weights & Measures, (scales), Farmers Market Nutrition Programs, State Taxes, and the Michigan Cottage Industry Law: www.michigan.gov/mda/, then search "agriculture" or "farmers markets."

MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER GILBERT TO HEREBY APPROVE THE 2011 DOWNTOWN OWOSSO FARMER'S MARKET RULES AND REGULATIONS AS PRESENTED. YEAS ALL. MOTION CARRIED.

4. Farmers Market Manager Wage

Chairman Hankerd offered discussion regarding a quarterly payment schedule. He said the market managers have actually been working all year round. Interim Director Rivard will be at a meeting with them later today and can ask them if they are comfortable with that schedule.

5. Main Street Board Retreat

Director Rivard stated this retreat would be a full day in March, off site, and possibly a weekday from 8 a.m. to 8 p.m. Lunch and dinner will be provided. The possibility exists that they could spend the night before and have dinner with a discussion of goals also. The morning would have board training, and the second two thirds of the day would be to develop a plan for the coming year.

Authority Member Acton offered some work spaces in Troy that he is familiar with. One is in the Tower Office Building that could be used on a weekday which has white boards and other amenities for concentrated work. There is another meeting area available if it's decided to go on a weekend. These are both free to the Main Street Board.

Director Rivard said that Jamie from the Michigan Main Street could be hired to facilitate this session for about \$1,200. Discussion about available dates led to Wednesday, March 14. Ms. Rivard will put together some options for meals after her budget session with the City of Owosso Finance Director, Rick Williams.

6. CEDAM (Community Economic Development Association of Michigan) Training

Director Rivard stated this is a Michigan Main Street commercial development training in which she is excited about. It would be four days and three nights involving brownfield redevelopments and practical approaches in dealing with commercial properties. She would like to take three or four business people with her. This is in May.

Chairman Hankerd said this is basically a grant and that all the OMS would have to pay for would be transportation. Mr. Zettel said this has a strong agenda. Authority Members Acton, Johnson and Hankerd are interested in attending with the possibility of using Deb Johnson's property as a sample at the training.

7. Design Committee Chair Appointment

8. Economic Restructuring Committee Chair Appointment

Director Rivard has been meeting with board members to discuss their interests within Main Street. As she spoke with Authority Members Gilbert and Acton, she could see they had passionate interests in other areas than the committees they are currently involved with. The two men will discuss later about the possibility of changing committees. It can be formalized next month if they so wish.

PUBLIC / BOARD / STAFF COMMENTS:

Mr. Zettel stated the city is replacing 100 of the currently orange bulbs with LED bulbs which are white. He asked if the OMS had suggestions where they would like to see them placed. They agreed Main Street first so everyone would see them. The posts will have to be retrofitted to use the new bulbs, but the LEDs are expected to be lower maintenance and use 1/5 of the electricity for the lighting. The purchase and installation is all being paid for by a grant.

Chairman Hankerd noticed this winter when he was decorating the Plaza for Christmas that there are some extra overhead lights at the corner of Main and Washington. Discussion followed about this being a state highway with a stoplight, and that MDOT may need to be contacted about removing extra lights if the LED lights are sufficient.

Mr. Zettel noted that budget was coming up and the committee chairs need to bring their work plans up to date and get them in to Director Rivard.

ADJOURNMENT:

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER DEMIS TO
ADJOURN THE MEETING AT 8:46 A.M.
YEAS ALL. MOTION CARRIED**

Alaina Kraus, Secretary

m.m.s.