

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

MEETING CALLED TO ORDER at 7:35 a.m. by Chairman John Hankerd.

ROLL CALL was taken by Recording Secretary Marty Stinson.

MEMBERS PRESENT: Chairman John Hankerd; Secretary Alaina Kraus; Treasurer James Demis; Authority Members Ben Frederick, Bill Gilbert, Deb Johnson, and Lance Omer.

MEMBERS ABSENT: Vice-chairperson Barb Bucsi; and Authority Member Dave Acton.

OTHERS PRESENT: Heather Rivard, Interim DDA / Owosso Main Street Manager; Adam Zettel, Assistant City Manager and Director of Community Development; Joanne Maisner, business owner of Studio 104; Tina Leland, employee at Studio 104; Cherrie Gieskin, separate business owner in Studio 104.

AGENDA:

**MOTION BY AUTHORITY MEMBER DEMIS, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE THE AGENDA FOR MARCH 7, 2012.
YEAS ALL. MOTION CARRIED.**

MINUTES:

**MOTION BY AUTHORITY MEMBER DEMIS, SUPPORTED BY AUTHORITY MEMBER OMER TO APPROVE THE MINUTES OF THE REGULAR MEETING OF FEBRUARY 1, 2012.
YEAS ALL. MOTION CARRIED.**

COMMUNICATIONS:

1) Treasurer's Report – Jim Demis

Authority Member Jim Demis reported that he had the audit report for Owosso Main Street, and anyone is welcome to look at it. The whole audit for the city was accepted by the city council and has already been submitted to the state.

02/28/2012

CHECK REGISTER FOR DDA

CHECK DATE FROM 02/01/2012 - 02/28/2012

Check Date	Bank	Check	Vendor Name	Description	Amount
Bank 1 GENERAL FUND (POOLED CASH)					
02/10/2012	1	117773	CITY OF OWOSSO	DDA-AUDIT COST FY 2010/2011	600.00
02/10/2012	1	117790	GILBERT'S TRUE VALUE	DDA-BINS FOR CHRISTMAS LIGHTS (7)	104.93
02/10/2012	1	117835	HEATHER R RIVARD	DDA-DIRECTOR SERVICES	1,384.61
02/10/2012	1	117835	HEATHER R RIVARD	DDA-REFRESHMENTS	25.90
02/10/2012	1	117804	LUDINGTON ELECTRIC, INC.	DDA-REPAIRS S WASHINGTON ST	172.80
02/10/2012	1	117801	KELLY'S REFUSE	DDA-TRASH SERVICE	562.50
02/24/2012	1	117876	CITY OF OWOSSO	DDA-CELL PHONE-DEC 2011/JAN 2012	107.46
02/24/2012	1	117927	HEATHER R RIVARD	DDA-DIRECTOR SERVICES PER CONTRACT	1,384.61
02/24/2012	1	117903	INTELLIGENT PRODUCTS INC	DDA-MUTT MITT REFILL	75.01
TOTAL					4,417.82

**MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER KRAUS TO ACCEPT THE CHECK PAYMENTS AS PRESENTED.
YEAS ALL. MOTION CARRIED.**

Authority Member Demis continued with the Budget Report. He stated that Bill Gilbert, Heather Rivard, Finance Director Rick Williams, and Assistant City Manager Adam Zettel met regarding the finances. They went over in detail everything about the DDA financing including bonds, etc. The numbers are reflected in the Budget Report. Member Gilbert stated we don't owe funds for the oil tank that was removed from the sidewalk on Ball Street. We are carrying forward a fund balance from previous years. .

Mr. Demis said when we consider future projects; we need to make clear who does the future maintenance – if it is the DDA or the Council. Mr. Gilbert suggested that a city employee drive the watering truck for the flowers and then get volunteers to help with the watering. We'll probably need insurance. He also discussed a possible sprinkler system being considered in a subcommittee. He will bring more information to the next regular meeting.

2) Farmer's Market Update

Manager Rivard met with Public Safety Director Mike Compeau about shutting down streets for the Farmers Market. This may also include Ball Street. They have received a Double Up Bucks grant; and are also looking into a marketing grant. Also under consideration is grant to extend the growing season, which would include provided hoop houses to help the farmers extend the season; possibly making a year round farmers market. Ms. Rivard stated they have received new applications for the market, and have had discussions about limiting the number of applications due to space constraints downtown.

PUBLIC / BOARD / STAFF COMMENTS:

Joanne Maisner, owner of Studio 104, questioned the closing of Exchange Street in front of her business for the Farmers Market, claiming that it won't help her business. She stated that parking and handicap parking won't be available on Saturdays. Chairman Hankerd noted that he gets a lot of walk-in customers on Saturdays from the Farmers Market. Ms. Maisner stated they work by appointments. Ms. Cherrie Gieskin, a business owner in Studio 104 suggested moving the Farmers Market to the Junior High parking lot.

Manager Rivard said that Main Street will create a specialized parking solution for their business. Possibly reserve some spaces on Washington Street. Ms. Gieskin said that is too far. She pointed out that some customers of the nearby pharmacy use oxygen tanks.

Ms. Rivard said that Owosso Community Pharmacy has also voiced concern about parking for their customers. Chairman Hankerd suggested that the parking lot behind these two businesses could be marked for specific spaces on Saturdays during the Farmers Market.

Authority Member Gilbert noted that we have plenty of parking spaces in the downtown – they just are not all right in front of businesses where people want to go to.

Ms. Rivard stated that we can create a specialized plan for your business. We do not want this to hurt your business. Would you be willing to meet with me? The representatives from Studio 104 said yes. Ms. Rivard will call them today to set an appointment.

Mr. Gilbert encouraged the business women to think positively and to think about the hundreds of potential customers that will be walking past their businesses. He suggested they do some marketing out on the sidewalk.

COMMITTEE UPDATES:

1. ORGANIZATION

Authority Member Kraus said the group worked on the budget and discussed a Volunteer Fair at Baker College and the Home and Garden Expo. Ms. Rivard is sending promotional material to the Expo to be displayed at the Farmers Market booth. Ms. Kraus requested material for the website including notes from the committee meetings. Ms. Rivard agreed to send committee minutes to Ms. Krauss.

8:15 am. Member Frederick left.

2. PROMOTIONS

Chairman Hankerd reported that the committee worked on the budget. He also discussed the car show – the Cruise to the Castle. This is a Main Street sponsored event. A separate committee is running the show on Sunday, July 29th. It will start at the 200 block of S. Washington and run up to Exchange Street. Jumbos Burger Bar may be a co-sponsor. Friday night before the cruise, Jumbos will have tables and chairs on the sidewalk for eating that night. There will also be an Artisan Market at the downtown square on Friday nights this summer. Stores will stay open later.

A new group, The Intersection, is taking over the Artisan Market. It will still be a source of revenue to the OMS; they will split the revenue with The Intersection. The Artisan Market will be held every Friday during the summer. The hours are 4:30 to 8:00.

3. ECONOMIC RESTRUCTURING and 4. DESIGN

Authority Member Gilbert stated he met with Authority Member Dave Acton and they talked about transitioning the E.R. committee into the Design committee. Member Demis said at the last E.R. meeting they had several new members. Mr. Acton talked about the vision of what this committee could be and introduced the ideas to the new members.

ITEMS OF BUSINESS:

1. Farmers Market Managers Contracts

Chairman Hankerd liked the contracts. Manager Rivard said they were written as a contractor agreement. They are to perform to our satisfaction, but not under our direct supervision. The first contracts are for seven months. If they are renewed, the next ones would be 12 months. Either way, ~~it will be \$5,100 for the year.~~ each Market Manager will be paid \$5100 per year. (Revised per 5-2-12 minutes.) m.m.s.

**MOTION BY AUTHORITY MEMBER OMER, SUPPORTED BY AUTHORITY MEMBER GILBERT TO APPROVE THE FARMERS MARKET MANAGERS CONTRACTS AS PRESENTED.
YEAS ALL. MOTION CARRIED.**

2. Design and Economic Restructuring Chairman Appointments.

**MOTION BY AUTHORITY MEMBER KRAUS, SUPPORTED BY AUTHORITY MEMBER OMER TO APPOINT AUTHORITY MEMBER BILL GILBERT AS THE CHAIRMAN OF THE DESIGN COMMITTEE; AND DAVID ACTON AS THE CHAIRMAN OF THE ECONOMIC RESTRUCTURING COMMITTEE.
YEAS ALL. MOTION CARRIED.**

3. 2012 / 2013 Budget

Manager Rivard said that the board will have to work on the budget at the end of March for Council to have it by early April.

4. Board Retreat

Manager Rivard said this was a time for the board to get away and to do some visioning and brainstorming. Member Gilbert suggested two, three, or four hours. He prefers to do this in town rather than losing three hours travel time. Member Demis noted that if it was in town and someone can't make all of it, they could come for part of it. Wednesday, March 14 was set aside for this activity.

Manager Rivard will need a special meeting on March 28 to work on the budget. It was decided to move the regular April 4th meeting to March 28th.

Chairman Hankerd asked if the budget can be done by the Executive Board. Member Gilbert said yes, we've done that before. He wants to meet after the 14th to work on the plan with Member Acton.

Manager Rivard said the 14th is the planning date; the 28th will be the April Board meeting; and March 20th will be a flex date if we need another date to work on the budget. Member Omer asked that the meeting on the 14th start early. It was determined to have it start at 7 a.m. and run to 1 p.m.

5. Chamber Retail Training

Manager Rivard stated this was received from Renita from the Chamber. It is a retail training seminar by Barbara Wold which costs \$2,000 for one seminar. The chamber would like the DDA to share with half the expense. Ms. Rivard thought it was a good step to collaborate with the chamber.

Chairman Hankerd went to a previous event and it was really good training. However, only six attended and he was the only retailer. We need to get people there if we sponsor that with the \$1,000. Ms. Rivard said we can dictate what subjects we want Ms. Wold to speak on. One possible topic is "Getting Your Community to Shop Local."

Member Gilbert said we need some time to promote the event. We could talk to the chamber about prorating per the attendance.

8:50 am. Member Demis left.

Member Omer asked if we had ever done exit interviews with businesses that have left.

**MOTION BY AUTHORITY MEMBER GILBERT SUPPORTED BY AUTHORITY MEMBER JOHNSON THAT THE OWOSSO MAIN STREET WILL COLLABORATE WITH THE CHAMBER OF COMMERCE WITH A MINIMUM OF 25% (\$500) TO A MAXIMUM OF 50% (\$1,000) OF THE FEE FOR THE BARBARA WOLD SEMINAR PRORATED ON ATTENDANCE AS LONG AS ITS ON A DATE THAT THE BOARD CAN PROMOTE IT WITH AT LEAST 30 DAYS NOTICE.
YEAS ALL. MOTION CARRIED**

6. National Conference

Director Rivard stated this is on April 1-4 in Baltimore, Maryland. MMS has paid for Manager Rivard's expenses. She will be using a city car.

Chairman Hankerd said that Member Acton said that he would like to go. Ms. Rivard said her hotel is about five blocks away and it cost \$160 per night at the government rate. She will be there five nights. The registration for the conference was \$300.

**MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER KRAUS TO APPROVE EXPENSES UP TO \$900 WHICH IS TO INCLUDE THE REGISTRATION FEE FOR A BOARD MEMBER TO GO TO THE NATIONAL CONFERENCE.
YEAS ALL. MOTION CARRIED.**

PUBLIC / BOARD / STAFF COMMENTS:

Member Gilbert noted that he is about three quarters done mapping the light poles and brackets. He also suggested that the authority hire someone for about \$8 per hour this summer for watering the flowers and painting the light poles and brackets. It should only be about \$2 – 3,000.

ADJOURNMENT:

**MOTION BY AUTHORITY MEMBER GILBERT, SUPPORTED BY AUTHORITY MEMBER OMER TO ADJOURN THE MEETING AT 9:13 A.M.
YEAS ALL. MOTION CARRIED**

Alaina Kraus, Secretary

m.m.s.