

**SPECIAL MEETING MINUTES  
OWOSSO DDA / MAIN STREET  
Council Chambers, City Hall  
March 28, 2012 – 7:30 am.  
(In place of April 4, 2012 meeting)**

**MEETING CALLED TO ORDER** at 7:35 a.m. by Chairman John Hankerd. This meeting will take the place of the meeting usually scheduled for April 4, 2012

**ROLL CALL** was taken by Recording Secretary Marty Stinson.

**MEMBERS PRESENT**: Chairman John Hankerd; Secretary Alaina Kraus; Treasurer James Demis; Authority Members Dave Acton, Barb Bucsi, Ben Frederick, Bill Gilbert (arrived 8:41 am), and Lance Omer.

**MEMBERS ABSENT**: Authority Member Deb Johnson.

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

**AGENDA:**

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER ACTON TO APPROVE THE AGENDA FOR MARCH 28, 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 MARCH 7, 2012.**

**YEAS ALL. MOTION CARRIED.**

**COMMUNICATIONS:**

Manager Rivard noted that Russ Kreiger stopped by and asked if a downtown bench could be moved to the Council on Aging Building. Chairman Hankerd said she should get in contact with Mark Sedlak from the city. Authority Member Acton also stated that the Design Committee couldn't decide on the final placement of the benches so they have not been bolted down to the sidewalks. Eventually they will be. Ms. Rivard said she has received several comments about them not being bolted to the sidewalks.

Manager Rivard has received more applications for the Farmers Market.

Ms. Rivard also had communications with Vince Gonyou who had concerns on behalf of some other businesses about customer parking during the Farmers Market.

**PUBLIC / BOARD / STAFF COMMENTS:** None

8:41 Commissioner Gilbert arrived.

**COMMITTEE UPDATES:**

**1. ORGANIZATION**

Authority Member Kraus said that Org is soon to be ordering promotional items. They are also starting to organize a volunteer party. This is difficult given the restrictions on buying food and gifts with tax dollars.

Authority Member Gilbert mentioned they previously had a mailer to the DDA area. They offered a hot breakfast and the event was open to the public, possibly making it legitimate tax expenditure.

Ms. Rivard said that she is talking to Michigan Main Street about protocol for volunteer recognition and spending tax dollars.

She is also doing some detective work to find last year's Christmas ornaments.

## **2. PROMOTIONS**

Chairman Hankerd reported that the committee is working on three projects currently.

1. The Farmers Market – Council has approved the move out to Exchange Street.
2. The parking plan during the Farmers Market has been completed.
3. The Cruise to the Castle on July 29<sup>th</sup> is proceeding. We have a good person working on that.

Ms. Rivard commented that we need further discussion about the leased parking.

## **3. ECONOMIC RESTRUCTURING**

Authority Member Acton reviewed some books and noted that the committee is working on three new work plans.

- a. To build a specific relationship with each business.
- b. To complete a formal marketing study and ultimately work with a business incubator.
- c. To recruit and invite businesses to this area based on the market study.

Authority Member Gilbert noted that Michigan Main Street presents as one of their benefits a market study. Mr. Acton said we're ready for that now. Chairman Hankerd said they only do so many of those a year. Ms. Rivard will let the board know when that comes up for Owosso.

## **4. DESIGN**

Authority Member Gilbert stated that he has been out of town. Authority Member Acton said there are a lot of projects for this year and asked if there is money available. He mentioned the wayfinding signs, flowers, and Eaton Place. By the next meeting (May) he and Bill will have it planned. Ms. Rivard will have a revised 2012 budget by the second week of April available to the board members.

Mr. Gilbert suggested that we need to find sponsorships. We need to contact businesses inside and outside the DDA. We do get reduction in prices, but we need to ask for donations for specific projects such as the flower baskets or Eaton Place.

## **ITEMS OF BUSINESS:**

### **1. 2012 / 2013 Budget Approval**

Manager Rivard presented a budget which accounted for specific revenues.

Authority Member Kraus stated that the org budget did not seem to have any relation to the work plans she submitted. Ms. Rivard acknowledged that that was true, and agreed to edit the budget to reflect the org work plans.

Ms. Rivard expressed concern that previously fund raising work plans did not get completed.

Authority Member Acton noted that the budget and work is driven from work plans. The committees are still working on the plans, even though budget needs to be done early in the year. We need another level of discipline. Some say, let's not stifle the creativity by budget restraints yet.

Ms. Rivard said that Ms. Kraus submitted a package of plans which I acknowledged I never brought before the board, and were not discussed at the retreat and now we have a budget that doesn't reflect what they proposed.

Ms. Kraus – part of the problem for us with that system is that our programming is not event focused. Our revenue is separate from the things we are spending money on. We plan to have a pledge program set

up to raise money that has minimal printing costs – this program will have net revenue. Others, like printing brochures, are completing expenditures with no revenue. It makes more sense for us to measure our costs as a whole, combining all our programming.

Ms. Rivard – maybe it should be programming for the year. We don't have a guarantee. Is there budgeted enough seed money?

Ms. Kraus said No. Because we have minimum printing charges – one project is \$900. When I saw the \$300, what does that have to do with anything that we have plans to do?

Ms. Rivard asked what revisions do you propose. Ms. Kraus said she's not sure at this point. Work plans should be coming before the board and being approved.

Chairman Hankerd asked if she could estimate. Ms. Kraus said the expenses were \$5,825 and the revenues were \$6,250 with a profit of \$425. She also commented about the pledge program, ornaments & cookbook.

Chairman Hankerd said the budget will change. We already have two sponsorships coming in the last month. We already have more revenues coming in than we had last year.

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER FREDERICK TO APPROVE THE 2012 – 2013 BUDGET PROPOSAL WITH PLANNED REVENUES REFLECTED AS PRESENTED.**

**YEAS ALL. MOTION CARRIED.**

Treasurer Demis asked what is our commitment for wayfinding for 2013? Mr. Acton said we were going to put in \$20,000 a year.

**PUBLIC / BOARD / STAFF COMMENTS:**

Authority Member and Mayor of Owosso, Ben Frederick, read and presented a proclamation to Chairman John Hankerd for his service to the community and to the DDA / Owosso Main Street. It reads:

**A PROCLAMATION  
OF THE MAYOR'S OFFICE OF THE CITY OF OWOSSO, MICHIGAN  
RECOGNIZING THE DISTINGUISHED PUBLIC SERVICE OF**

**John Hankerd**

WHEREAS, John Hankerd began his service to the City of Owosso as a member of the Downtown Marketing Association, eventually becoming the chairman of that group. In that role, John came up with numerous ideas to promote the downtown area. John later became a board member for the Owosso DDA and assumed the role of chairman of the Owosso Main Street Program after the Main Street program was launched in our city.

WHEREAS, under his leadership as chairman of the Main Street Board, efforts at promotion of Owosso's downtown have flourished. John takes a hands on role in any number of these initiatives, notably the stringing of countless Christmas lights for Owosso Glowfest and providing an endless supply of t-shirts for community events; and

WHEREAS, over the course of his time on the board, he has led this group with a care and concern for all opinions involved.

WHEREAS, his dedication to the vision of Owosso as a Main Street community led this organization through times of extreme challenges and turmoil. Throughout, John was seen as a

stable source of positive and fruitful solutions. He was also seen as a constant source of ideas and new visions for our downtown. It is hard to say where this program would be today without his steady hand. John can leave his position confident of a bright future for Owosso Main Street.

WHEREAS, John continues his service to our city through his involvement on volunteer boards within the Main Street program. John also is actively involved in the Special Olympics and never hesitates to support community efforts as evidenced by his support of recent park improvement projects and his organizing a fundraiser for a friend facing medical challenges.

WHEREAS, his time with the Main Street organization, highlighted by unshakable optimism and character, will guide this organization for years to come.

NOW, THEREFORE, BE IT PROCLAIMED that I, Benjamin R. Frederick, Mayor of the City of Owosso, on behalf of the citizens of Owosso, hereby recognize and thank John Hankerd for his dedicated service to this community.

Presented this 28<sup>th</sup> day of March, 2012.

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Benjamin R. Frederick, Mayor

Chairman Hankerd turned in his formal letter of resignation, though he will still be participating in activities.

Authority Member Bucsi stated that she has been in the community for a long time and John has been a positive, vital part of this town.

8:17 am, Mr. Frederick left.

## **2. Board Retreat Feedback**

Chairman Hankerd stated this was a very valuable retreat. We need to do this every year. Member Gilbert stated we should set a key date right now. This was great for the first year. He suggested February for the budget preparations next year.

## **3. Chamber Retail Training**

Ms. Mikolajczyk from the Chamber declined the DDA's offer and chose not to pursue the training. It was too big of a risk for the Chamber also.

## **4. Discussion Of Interim DDA / OMS Director Position**

Chairman Hankerd stated that Ms. Rivard's three month trial basis will be up soon. He is looking for discussion. Ms. Rivard commented that she is excited and wants to definitely continue. She is mulling over the full time aspect in her life. She would like some more time to contact the H.R. Department to further understand the benefits allowed to city employees as a full time agreement is put together. She would like to have time with whatever board leadership transitions, and whoever becomes the chair.

Ms. Rivard voluntarily left the room at this point as the open meeting continued.

Chairman Hankered noted that he and Member Acton have met with her every week since she began and they have a very positive response. She is still new and learning a lot. Ms. Rivard expressed to them the possibility of extending the trial one month so she could work with the HR package. She doesn't know the benefits package yet.

Some questions asked were: What is she passionate about? Has she accomplished a reasonable amount of work? Is she promoting downtown? Is she getting people on board? Are we happy with what has happened in the last two months?

Main Street is a commitment and John has played a huge role. Heather has skills and is not afraid to talk to people.

Mr. Zettel was asked what he thought. He replied, she doesn't ask for much. She is meeting expectations for entry level.

Comments were: she is passionate, committed and complex. We're still looking two to three years down the road. She doesn't know much about fundraising. It was proposed to extend her contract another 90 days and assign a committee to make a recommendation to the board. The new contract could begin at the new fiscal year. She is enthusiastic, intelligent and honest. The budget should have been more developed after the retreat. She's not a financial person.

**MOTION BY AUTHORITY MEMBER DEMIS, SUPPORTED BY GILBERT TO CONTINUE THE INTERIM CONTRACT WITH HEATHER RIVARD TO JUNE 30, 2012.  
YEAS ALL. MOTION CARRIED.**

Authority Member Gilbert received a letter from Attorney Tom Bridges regarding a public notice with only the date and no time listed. Mr. Bridges questioned if this is how we wasted money.

8:47 am. Ms. Rivard returned to the room during the last comment and acknowledged that the notice was submitted late.

Chairman Hankerd commented that next month we will need an election of officers and that he would run the meeting.

**ADJOURNMENT:**

**MOTION BY AUTHORITY MEMBER BUCSI, SUPPORTED BY AUTHORITY MEMBER OMER TO ADJOURN THE MEETING AT 8:52 AM.  
YEAS ALL. MOTION CARRIED.**

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Alaina Kraus, Secretary

m.m.s.