

# MINUTES

## REGULAR MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET CITY OF OWOSSO

FEBRUARY 9, 2022, AT 7:30 A.M.

**CALL TO ORDER:** The meeting was called to order by Vice-Chairman Brianna Carroll at 7:35 A.M.

**ROLL CALL:** Taken by Recording Secretary Debbie Hebert

**MEMBERS PRESENT:** Vice-Chairman Brianna Carroll, Commissioners: Dave Acton, Josh Ardelean, Bill Gilbert, Sue Osika and Melissa Wheeler.

**MEMBERS ABSENT:** Chairman Jon Moore, Kenneth Cushman, Lance Omer

**OTHERS PRESENT:** Beth Kuiper, Director

**AGENDA:** IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE THE AGENDA AS PRESENTED.

**AYES: ALL. MOTION CARRIED.**

**MINUTES:** IT WAS MOVED BY AUTHORITY MEMBER OSIKA AND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO APPROVE THE MINUTES FOR THE REGULAR MEETING HELD JANUARY 5, 2022.

**AYES: ALL, MOTION CARRIED.**

**MINUTES: THE SPECIAL MEETING HELD JANUARY 7, 2022 WAS CANCELLED DUE OT LACK OF A QUORUM. THE NOTES TAKEN WERE OFFERED AS A REVIEW FOR THE BOARD. NO MOTION WAS REQUIRED.**

**PUBLIC COMMENTS:** None

### **ITEMS OF BUSINESS:**

**1) CHECK REGISTER: JANUARY 2022** – Osika suggested that the contract with Paul Mezo, CGIP for the work he is doing with the Streetscape Committee be shared and approved by the board. A copy of the contract will be provided for board review. Steven Teich reimbursement is for designing historic decals to be placed in storefront windows.

**IT WAS MOVED BY AUTHORITY MEMBER ARDELEAN, SUPPORTED BY AUTHORITY MEMBER OSIKA TO APPROVE THE CHECK REGISTER FOR JANUARY 2022 AS PRESENTED.**

**AYES: ALL. MOTION CARRIED.**

**2) BUDGET REPORT** – Budget is balanced. Glo Committee expenses appeared higher than the previous years. Assistance from other vendors for maintenance may be utilized in the future.

**3) CREDIT CARD RECONCILLIATION** – The credit card has a \$200 credit balance. Beth is in the process of being added to the account.

**4) SHIACASH REPORT** – Additional business owners have signed participation agreements in the ShiaCash Program. A concern was stated that a promotion was not done announcing the new businesses added to the program. That point lead to a discussion of changes in marketing strategies for the Owosso DDA/Mainstreet. The board will review the website of Owosso DDA/Mainstreet and offer suggestions for additions/deletions. Changes will be made as needed, such as, eliminating the online shopping option.

An arrangement with AZee Business Solutions will be brought before the board for consideration of a marketing package.

**5) CHARGEPOINT REPORT**– Director Beth Kuiper reported that she is working with ChargePoint to resolve current issues. ChargePoint is understaffed and unable to meet the needs of its customers. Service response is slow. The south side charger is active but not charging the fee to the customer. The north side charge requires a repair. Authority Member Gilbert advised that the warranty should not begin until the chargers are completely functioning. A request for a reimbursement from ChargePoint for the reimbursement of the \$37.00 revenue lost will be submitted.

**6) BOARD MEMBER TRAINING** – Vice Chairman Carroll shared a suggestion of having an annual Board Member Survey asking members how satisfied they are by their current role on the board. Members were cautioned to have a critical eye ensuring that functions/events align with the board's goals and objectives. Consider hosting events every other year with a focus on volunteer recruitment, as an example. A draft Responsibility Agreement was presented to the board.

**7) 2022/2023 BUDGET – Discussion rather than Resolution:** Finance committee will investigate a \$20,000 shortfall of TIFF revenue. Training will be provided to board members and events chairmen to utilize the Notion App to assist in budgeting their work plans. Proposed budget worksheets are to be submitted to City Manager by March 7, 2022.

**8) FOOD TRUCK ORDINANCE** – It was noted that policies will be added to address issues as they arise.

**IT WAS MOVED BY AUTHORITY MEMBER ARDELEAN, SUPPORTED BY AUTHORITY MEMBER OSIKA TO SUPPORT THE FOOD TRUCK ORDINANCE TO GO ON TO THE PLANNING COMMISSION.**

**AYES: ALL. MOTION CARRIED.**

**COMMITTEE UPDATES:**

**1) Design and Business Vitality –**

New lighting is being considered. However, the lights used on the Riverwalk project would be an approximate cost of 1 million dollars.

Maintenance projects may be shifted to an outside contractor rather than Department of Public Works to help with controlling costs.

Woodard Place project will begin to repair any broken furniture, lighting, security cameras and a possible mural with a 50% reimbursement of costs from MEDC using Patronicity.

**2) Promotion –**

150 Tickets have been sold for Chocolate Walk. A total of 22 businesses are participating. The map is currently being created.

**3) Outreach –** No updates. Beth Kuiper is currently building this committee.

**4) Economic Vitality –**

**Revolving Loan Fund** – Addressing the length of time needed to process the loan after approved more thorough with a timeframe provided. Processing fees will be charged to the applicant. There is an approximate balance in the fund of \$375,000. The desire threshold is to not go under \$250,000.

**Small Business Meetups and Match on Main** - Networking to be held at AZee Business Solutions new office at 114 W. Main, Suite 201, a question and answer session for Match on Main Grants will be provided.

**R2R** – A packet is being developed to provide new business owners.

**Optimize Main Street** – project being developed by director Beth Kuiper.

**Board Continuing Education/Information:** As noted in Board Member Training

**Director Updates:** Updates were provided throughout the meeting.

**PUBLIC COMMENTS:** None

**BOARD COMMENTS:** Books and Beans location is in full operation.

**ADJOURNMENT:** Authority Members left the meeting as follows: Wheeler: 8:30 a.m. and Osika: 8:50 a.m.

**IT WAS MOVED BY AUTHORITY MEMBER GILBERTAND SUPPORTED BY AUTHORITY MEMBER ARDELEAN TO ADJOURN AT 8:55 A.M.**

**AYES: ALL. MOTION CARRIED.**