

AGENDA

OWOSSO MAIN STREET & DDA

REGULAR BOARD MEETING

Wednesday, November 4, 2026; 7:30 a.m.

Owosso City Hall; 301 W. Main St., Owosso, MI



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by supporting historic preservation and promoting redevelopment, drawing both local residents and visitors to our city.

Call to order and roll call:

Review and Approval of Agenda: November 4, 2026

Review and Approval of Minutes: October 142026

Public Comments:

Reports:

- Check Disbursement
- Revenue and Expenditure
- Revolving Loan Fund Cash Summary
- Revolving Loan Fund Inventory
- ChargePoint

Items of Business:

- 1) 2027 OMS & DDA Meeting Schedule
- 2) 2026 Community Survey Results

Committee Updates:

- Promotion (Davis & Parzych)
- Organization (Moore, Ardelean & Parzych)
- Economic Vitality (Howard, Omer, Parzych & Teich)
- Design (McCallum, Parzych & Gilbert)

Director Updates:

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours' notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main Street, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

**REGULAR MEETING MINUTES OF THE
OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
CITY OF OWOSSO**

October 14, 2026, at 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Vice-Chair Lance Omer at 7:34 A.M.

ROLL CALL: Taken by Lizzie Fredrick

PRESENT: Vice-Chair Lance Omer, Mayor Robert J. Teich Jr., and Commissioners Jill Davis, Karen Parzych, and Jon Moore.

ABSENT: Chair Daylen Howard and Commissioners Josh Ardelean, Bill Gilbert, and Colin McCallum.

STAFF PRESENT: Lizzie Fredrick

AGENDA:

MOVED BY TEICH SUPPORTED BY DAVIS TO APPROVE THE OCTOBER 14, 2026, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY MOORE, SUPPORTED BY PARZYCH TO APPROVE THE JULY 8, 2026, OWOSSO MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY ANNUAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: Curtis Dowds introduced himself as a candidate for City Council.

REPORTS: Fredrick reviewed the Check Disbursement, Revenue & Expenditure, and Delinquent Loan Reports.

Fredrick presented the July, August, and September reports for Electric Vehicle Charging Station Revenue, Unique Drivers, and Session Quantity.

ITEMS OF BUSINESS:

- 1. Vacant Commercial Building Registration and Inspection Program:** Fredrick presented the Economic Vitality Committee's revised resolution proposing City Council adopt a registration and inspection program for vacant commercial buildings within the downtown district.

Fredrick confirmed changes to the original resolution including a longer timeline before a property owner must register their building and a provision specifying a different registration deadline for existing vacant buildings.

Board expressed concerns about potential high barrier registration and inspection costs to property owners and requested City Council consider accessibility when establishing the fee structure.

MOVED BY MOORE, SUPPORTED BY PARZYCH TO ADOPT RESOLUTION NO. 03-2026 URGING THE OWOSSO CITY COUNCIL TO ADOPT A VACANT BUILDING INSPECTION

**PROGRAM FOR PROPERTIES WITHIN THE DOWNTOWN DEVELOPMENT AUTHORITY
DISTRICT BOUNDARY.**

AYE: ALL

MOTION CARRIED

2. **Electric Vehicle Charging Station Warranty Renewal:** Fredrick presented a one-year warranty renewal proposal for the two Electric Vehicle Charging Stations located in Main Street Plaza.

Fredrick reviewed year-to-date and Fiscal Year 2025-26 revenue and expenditures for the EV Charging Stations.

Board discussed whether to renew or save and finance necessary repairs directly from the budget.

Fredrick noted that the projected revenue will exceed the projected expenses including the warranty, but it would not cover the cost of repairs like those completed and covered by the warranty in the past.

**MOVED BY MOORE, SUPPORTED BY DAVIS TO RENEW THE 1-YEAR WARRANTY FOR
THE ELECTRIC VEHICLE CHARGING STATIONS.**

AYE: ALL

MOTION CARRIED

COMMITTEE UPDATES:

1. **Economic Vitality:** Parzych reviewed revisions the Committee made to the Vacant Property Registration & Inspection Program proposal

Omer provided updates on the Ready 2 Recruit Program including the completion of the community survey.

2. **Promotion:** Davis provided updates on the Golden Pumpkin Hunt planned to take place during the Downtown Owosso Trick or Treat on October 24th.

3. **Organization:** Moore updated the Board on the storage unit cleanout and potential plans for the synthetic ice rink that's no longer in use.

Moore shared the Committee's discussions at the September Board Retreat in Lapeer and announced that the 2026 Volunteer Appreciation Party will be held at Niche in February 2027.

Moore noted that the Committee is considering the Main 5 Communication Plan or Branding Service for the 2027 Technical Assistance Service from Michigan Main Street.

4. **Design:** Fredrick provided updates on Fall Beautification and confirmed the Committee purchased the People's Choice winning sculpture from the Shiawassee Arts Center's Upcycle Art in the Park Exhibit to be displayed in Main Street Plaza.

DIRECTOR UPDATES: None

BOARD COMMENTS: Moore suggested coordinating a downtown cleanup day with specific businesses or organizations in lieu of the public Downtown Fall Cleanup event.

ADJOURNMENT:

MOVED BY TEICH SUPPORTED BY PARZYCH TO ADJOURN AT 8:29 A.M.

**AYES: ALL
MOTION CARRIED**

NEXT MEETING NOVEMBER 4, 2026.

DRAFT

10/30/2026 10:03 AM
User: ELFredrick
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO
CHECK DATE FROM 10/01/2026 - 10/30/2026

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
10/09/2026	1	13433 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	624.36
10/09/2026	1	13440 (A)	GILBERT'S DO IT BEST HARDWARE &	SEPT.	818.000	706	138.93
10/09/2026	1	13443 (A)	H2O COMPLIANCE SERVICES INC	109 N. WATER AND S. WASHINGTON ST.	930.000	200	250.00
10/09/2026	1	139618	AMERICAN SPEEDY PRINTING	SEPTEMBER BIZ OF THE MONTH SERVICE	818.000	707	75.00
10/09/2026	1	139628	ITSA DELI THING	SEPT MAIN STREET MEETUP CATERING	818.000	707	125.00
10/09/2026	1	139637	OWOSSO-WATER FUND	UTILITIES	920.000	200	198.22
10/09/2026	1	139641	SHIAWASSEE ARTS CENTER	SCULPTURE FOR MAIN STREET PLAZA	818.000	706	5,255.00
10/23/2026	1	13481 (A)	H & G IRRIGATION LLC	IRRIGATION LEAK REPAIR	930.000	200	179.00
10/23/2026	1	13483 (A)	J & H OIL COMPANY	GAS & OIL	751.000	200	32.18
10/23/2026	1	13501 (A)	VOLUNTEER LOCAL, LLC	VOLUNTEER LOCAL: DISCOVER PLAN	728.000	200	600.00
				VOLUNTEER LOCAL: CHECK IN/OUT TOOLS	728.000	200	200.00
				CHECK 1 13501(A) TOTAL FOR FUND 248:			800.00
10/23/2026	1	13502 (A)	WOODBURY LAWN SNOW, LLC	2026 DOWNTOWN LANDSCAPING SERVICES	818.000	200	2,307.86
10/23/2026	1	13503 (E)	HUNTINGTON NATONAL BANK -	EDUCATION & TRAINING	956.000	200	278.61
10/23/2026	1	13505 (E)	MAILCHIMP	OPERATING SUPPLIES - DDA	728.000	200	33.57
10/23/2026	1	139656	FUTURE ENERGY	EV CHARGING STATION 1-YEAR WARRANTY	818.000	200	4,100.00
10/23/2026	1	139668	PLAN IT SOFTWARE	CIP ONLINE PLATFORM	818.000	200	200.00
10/23/2026	1	139670	RICOH USA	DDA	728.000	200	26.54
10/23/2026	1	139674	SPARTAN STORES LLC	SUPPLIES	728.000	704	25.13
10/23/2026	1	139678	THE MATTESONS LLC	QUARTERLY PHOTOS FOR DOWNTOWN	818.000	200	600.00
10/23/2026	1	139679	TOMAC PUMPKINS	FALL DECOR	818.000	706	106.00
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			15,355.40

PERIOD ENDING 12/31/2026

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2026-27	YTD BALANCE	ACTIVITY FOR		AVAILABLE	% BDGT USED
		AMENDED BUDGET	12/31/2026	MONTH	12/31/2026	BALANCE	
			NORMAL (ABNORMAL)	INCREASE	(DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-402.000	GENERAL PROPERTY TAX	39,528.00	36,317.80		0.00	3,210.20	91.88
248-000-402.100	TIF	252,393.00	0.00		0.00	252,393.00	0.00
248-000-540.000	STATE SOURCES	0.00	0.00		0.00	0.00	0.00
248-000-540.531	LOCAL GRANT	0.00	0.00		0.00	0.00	0.00
248-000-569.000	OTHER STATE GRANTS	5,000.00	4,140.00		0.00	860.00	82.80
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	24,500.00	0.00		0.00	24,500.00	0.00
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00	0.00		0.00	0.00	0.00
248-000-665.000	INTEREST INCOME	5,000.00	815.80		0.00	4,184.20	16.32
248-000-670.000	LOAN PRINCIPAL	0.00	0.00		0.00	0.00	0.00
248-000-670.100	LOAN INTEREST	878.00	345.29		0.00	532.71	39.33
248-000-674.200	DONATIONS	0.00	0.00		0.00	0.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00	0.00		0.00	0.00	0.00
248-000-674.400	INCOME-PROMOTION	13,000.00	1,547.00		0.00	11,453.00	11.90
248-000-674.500	INCOME-ORGANIZATION	3,000.00	1,000.00		0.00	2,000.00	33.33
248-000-674.600	INCOME-DESIGN	0.00	0.00		0.00	0.00	0.00
248-000-674.700	EV STATION REVENUE	13,000.00	2,444.14		0.00	10,555.86	18.80
248-000-675.000	MISCELLANEOUS	0.00	0.00		0.00	0.00	0.00
248-000-699.101	TRANSFERS FROM GENERAL FUND	37,266.00	0.00		0.00	37,266.00	0.00
248-000-699.287	ARPA TRANSFER IN	0.00	0.00		0.00	0.00	0.00
Total Dept 000 - REVENUE		393,565.00	46,610.03		0.00	346,954.97	11.84
TOTAL REVENUES		393,565.00	46,610.03		0.00	346,954.97	11.84
Expenditures							
Dept 200 - GEN SERVICES							
248-200-728.000	OPERATING SUPPLIES	1,000.00	964.52		0.00	35.48	96.45
248-200-751.000	GAS & OIL	50.00	32.18		0.00	17.82	64.36
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	0.00	0.00		0.00	0.00	0.00
248-200-810.000	INSURANCE & BONDS	3,447.00	1,678.73		0.00	1,768.27	48.70
248-200-818.000	CONTRACTUAL SERVICES	70,000.00	18,309.97		0.00	51,690.03	26.16
248-200-818.500	AUDIT	693.00	0.00		0.00	693.00	0.00
248-200-920.000	UTILITIES	3,000.00	198.22		0.00	2,801.78	6.61
248-200-920.100	ELECTRICITY-EV STATION	10,000.00	2,030.72		0.00	7,969.28	20.31
248-200-920.300	TELEPHONE	547.00	80.70		0.00	466.30	14.75
248-200-930.000	BUILDING MAINTENANCE - DPW	15,000.00	10,314.79		0.00	4,685.21	68.77
248-200-940.000	EQUIPMENT RENTAL - DPW	8,268.00	2,214.29		0.00	6,053.71	26.78
248-200-955.000	MEMBERSHIPS & DUES	1,000.00	0.00		0.00	1,000.00	0.00
248-200-956.000	EDUCATION & TRAINING	5,000.00	443.23		0.00	4,556.77	8.86
248-200-969.000	DEVELOPER REIMBURSEMENT	0.00	0.00		0.00	0.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	88,296.00	0.00		0.00	88,296.00	0.00
248-200-995.243	TRANSFER TO BROWNFIELDS	16,030.00	0.00		0.00	16,030.00	0.00
Total Dept 200 - GEN SERVICES		222,331.00	36,267.35		0.00	186,063.65	16.31
Dept 261 - GENERAL ADMIN							
248-261-702.100	SALARIES	71,350.00	22,753.20		0.00	48,596.80	31.89
248-261-702.200	WAGES	9,000.00	3,930.30		0.00	5,069.70	43.67
248-261-702.300	OVERTIME	1,000.00	546.02		0.00	453.98	54.60
248-261-702.800	ACCRUED SICK LEAVE	1,000.00	0.00		0.00	1,000.00	0.00

PERIOD ENDING 12/31/2026

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

		2026-27	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 12/31/2026	BALANCE	% BDGT USED
				INCREASE (DECREASE)	NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-261-703.000	OTHER COMPENSATION	0.00	0.00	0.00	0.00	0.00
248-261-715.000	SOCIAL SECURITY (FICA)	6,300.00	2,085.64	0.00	4,214.36	33.11
248-261-716.100	HEALTH INSURANCE	7,718.00	2,647.36	0.00	5,070.64	34.30
248-261-716.200	DENTAL INSURANCE	435.00	135.40	0.00	299.60	31.13
248-261-716.300	OPTICAL INSURANCE	52.00	17.28	0.00	34.72	33.23
248-261-716.400	LIFE INSURANCE	550.00	188.76	0.00	361.24	34.32
248-261-716.500	DISABILITY INSURANCE	320.00	300.08	0.00	19.92	93.78
248-261-717.000	UNEMPLOYMENT INSURANCE	5.00	0.00	0.00	5.00	0.00
248-261-718.200	DEFINED CONTRIBUTION	6,422.00	2,370.12	0.00	4,051.88	36.91
248-261-719.000	WORKERS' COMPENSATION	500.00	343.13	0.00	156.87	68.63
Total Dept 261 - GENERAL ADMIN		104,652.00	35,317.29	0.00	69,334.71	33.75
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	900.00	25.13	0.00	874.87	2.79
248-704-818.000	WORK PLAN EXPENDITURE	1,100.00	0.00	0.00	1,100.00	0.00
Total Dept 704 - ORGANIZATION		2,000.00	25.13	0.00	1,974.87	1.26
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	0.00	0.00	0.00	0.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	1,000.00	859.96	0.00	140.04	86.00
248-705-818.730	ART WALK	0.00	0.00	0.00	0.00	0.00
248-705-818.750	GLOW	10,000.00	0.00	0.00	10,000.00	0.00
248-705-818.760	RETAIL EVENTS	0.00	0.00	0.00	0.00	0.00
248-705-818.770	MOTORCYCLE DAYS	2,000.00	1,590.11	0.00	409.89	79.51
248-705-818.780	CHOCOLATE WALK	1,500.00	0.00	0.00	1,500.00	0.00
248-705-818.790	NYE BLOCK PARTY	0.00	0.00	0.00	0.00	0.00
Total Dept 705 - PROMOTION		14,500.00	2,450.07	0.00	12,049.93	16.90
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	14,000.00	7,120.02	0.00	6,879.98	50.86
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00	0.00	0.00
Total Dept 706 - DESIGN		14,000.00	7,120.02	0.00	6,879.98	50.86
Dept 707 - ECONOMIC VITALITY						
248-707-818.000	WORK PLAN EXPENDITURES	2,000.00	343.00	0.00	1,657.00	17.15
Total Dept 707 - ECONOMIC VITALITY		2,000.00	343.00	0.00	1,657.00	17.15
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
Total Dept 901 - CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00

PERIOD ENDING 12/31/2026

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2026-27	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	12/31/2026 (ABNORMAL)	MONTH 12/31/2026 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Dept 905 - DEBT SERVICE						
248-905-991.100	PRINCIPAL	0.00	0.00	0.00	0.00	0.00
248-905-992.000	PAYING AGENT FEES	0.00	0.00	0.00	0.00	0.00
248-905-993.000	INTEREST	0.00	0.00	0.00	0.00	0.00
Total Dept 905 - DEBT SERVICE		0.00	0.00	0.00	0.00	0.00
Dept 966 - TRANSFERS OUT						
248-966-995.304	TRANSFER TO DEBT 2009 LTGO FUND	0.00	0.00	0.00	0.00	0.00
Total Dept 966 - TRANSFERS OUT		0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES		359,483.00	81,522.86	0.00	277,960.14	22.68
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		393,565.00	46,610.03	0.00	346,954.97	11.84
TOTAL EXPENDITURES		359,483.00	81,522.86	0.00	277,960.14	22.68
NET OF REVENUES & EXPENDITURES		34,082.00	(34,912.83)	0.00	68,994.83	102.44

10/30/2026 10:07 AM
User: ELFredrick
DB: Owosso

CASH SUMMARY BY ACCOUNT FOR CITY OF OWOSSO
FROM 10/01/2026 TO 10/31/2026
FUND: 239
CASH AND INVESTMENT ACCOUNTS

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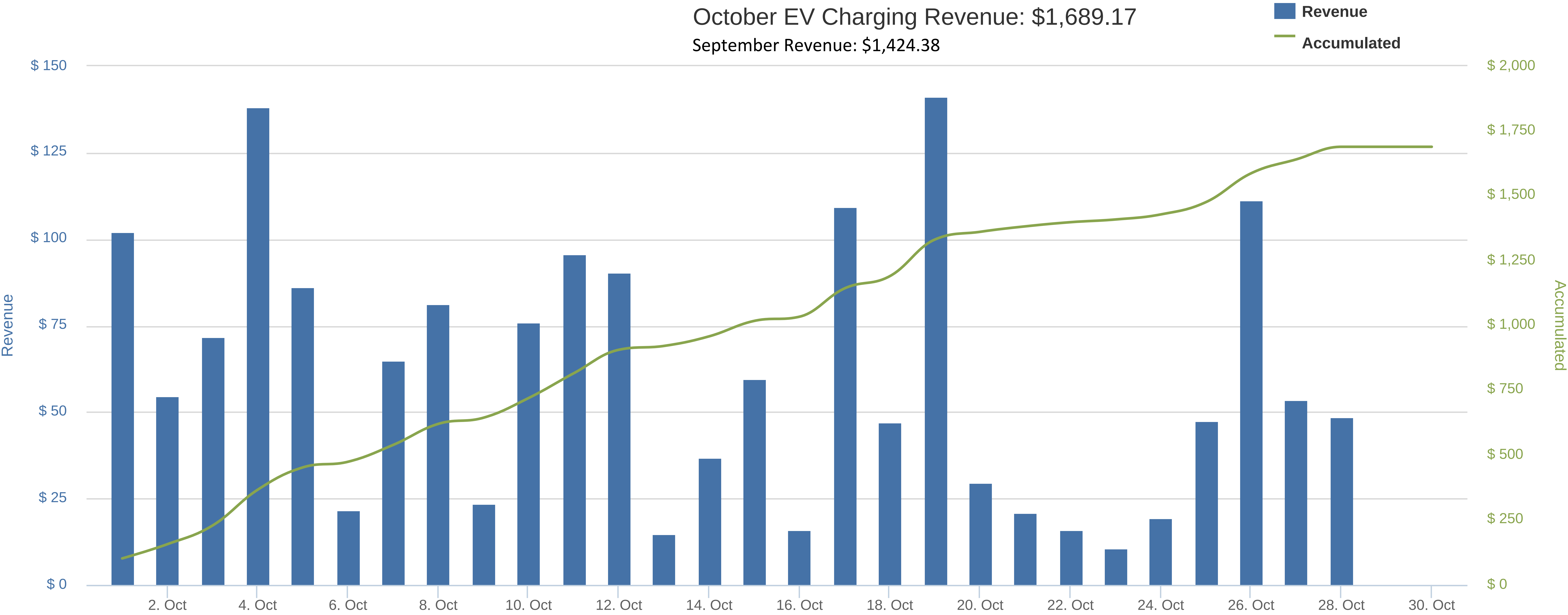
Fund Account	Description	Beginning Balance 10/01/2026	Total Debits	Total Credits	Ending Balance 10/31/2026
Fund 239	OMS/DDA REVLG LOAN FUND				
001.200	POOLED CASH (HUNTINGTON BANK)	42,455.60	5,336.80	0.00	47,792.40
001.201	MI CLASS ACCOUNT	0.00	0.00	0.00	0.00
001.204	HUNTINGTON LIQUIDITY PORTAL	555,085.27	0.00	0.00	555,085.27
001.207	HUNTINGTON - STRIPE/BSA CC PAYMENTS	0.52	3,888.40	3,888.40	0.52
001.300	FRANKENMUTH CREDIT UNION ACCOUNTS	229,721.74	0.00	0.00	229,721.74
001.306	DORT FEDERAL CREDIT UNION ACCOUNTS	229,846.72	0.00	0.00	229,846.72
	OMS/DDA REVLG LOAN FUND	1,057,109.85	9,225.20	3,888.40	1,062,446.65

Revolving Loan Fund Inventory Report as of 10/30/26

CUSTOMER NAME	LOAN TYPE	TOTAL PAID	NEXT PAYMENT	PRINCIPAL	INTEREST	TOTAL
OWOSSO DDA	BUSINESS DEVELOPMENT LOAN	\$ 32,919.86		\$ -	\$ -	\$ -
WOODWORTH COMMERCIAL LLC	EMERGENCY RESPONSE LOAN	\$ 2,680.89		\$ -	\$ -	\$ -
WOODWORTH COMMERCIAL LLC	BUSINESS DEVELOPMENT LOAN	\$ 27,553.28	12/1/2026	\$ 5,502.76	\$ -	\$ 5,502.76
IHM ENTERPRISES	EMERGENCY RESPONSE LOAN	\$ 1,985.49		\$ -	\$ -	\$ -
IHM ENTERPRISES	PROPERTY DEVELOPMENT LOAN	\$ 12,329.60		\$ -	\$ -	\$ -
WOODWORTH PROPERTIES LLC	BUSINESS DEVELOPMENT LOAN	\$ 30,899.20	12/1/2026	\$ 18,360.68	\$ -	\$ 18,360.68
INSIGHT VISION CENTER, LLC	BUSINESS DEVELOPMENT LOAN	\$ 30,899.20	12/1/2026	\$ 19,231.27	\$ -	\$ 19,231.27
SHOOK WESTOWN DEVELOPMENT, LLC.	PROPERTY DEVELOPMENT LOAN	\$ 30,899.20	12/1/2026	\$ 19,664.95	\$ -	\$ 19,664.95
10 COMPUTER REPAIR & MORE LLC	EMERGENCY RESPONSE LOAN	\$ 2,453.83		\$ -	\$ -	\$ -
AAMAZON LEGAL SERVICES, PLLC	EMERGENCY RESPONSE LOAN	\$ 2,680.89		\$ -	\$ -	\$ -
ADAPTIVE TECHNOLOGY SOLUTIONS, LLC	EMERGENCY RESPONSE LOAN	\$ 3,305.39		\$ -	\$ -	\$ -
ASHLEIGH'S DANCE SHACK LLC	EMERGENCY RESPONSE LOAN	\$ 2,680.89		\$ -	\$ -	\$ -
AZEE BUSINESS SOLUTIONS (NO PENALTY)	BUSINESS DEVELOPMENT LOAN	\$ 16,772.35	12/1/2026	\$ 10,914.02	\$ -	\$ 10,914.02
ELITE PET STYLING	EMERGENCY RESPONSE LOAN	\$ 3,759.60		\$ -	\$ -	\$ -
FOSTER COFFEE COMPANY	EMERGENCY RESPONSE LOAN	\$ 2,642.60		\$ -	\$ -	\$ -
GILBERT'S HARDWARE	PROPERTY DEVELOPMENT LOAN	\$ 52,350.66		\$ -	\$ -	\$ -
NORM HENRY SHOES	EMERGENCY RESPONSE LOAN	\$ 2,421.10		\$ -	\$ -	\$ -
JACKIE LEE SHENK	EMERGENCY RESPONSE LOAN	\$ 2,430.88		\$ -	\$ -	\$ -
JE BLANCHETT, INC.	EMERGENCY RESPONSE LOAN	\$ 2,679.59		\$ -	\$ -	\$ -
OWOSSO COOKIE COMPANY	BUSINESS DEVELOPMENT LOAN	\$ 17,960.56	12/1/2026	\$ 14,228.07	\$ -	\$ 14,228.07
MA HANNA CORP OF MICHIGAN	EMERGENCY RESPONSE LOAN	\$ 833.57		\$ -	\$ -	\$ -
MOWINSKI PROPERTIES, LLC	PROPERTY DEVELOPMENT LOAN	\$ 30,899.20	12/1/2026	\$ 20,529.11	\$ -	\$ 20,529.11
O'MARIES', LLC	EMERGENCY RESPONSE LOAN	\$ 214.91		\$ -	\$ -	\$ -
R & B MUSIC AND SOUND, LLC	EMERGENCY RESPONSE LOAN	\$ 2,458.93		\$ -	\$ -	\$ -
WE PRINT EVERYTHING, LLC	EMERGENCY RESPONSE LOAN	\$ 2,458.05		\$ -	\$ -	\$ -
BRIANNA LEIGH, LLC	BUSINESS DEVELOPMENT LOAN	\$ 47,733.28		\$ -	\$ -	\$ -
BRIANNA LEIGH EQUITIES, LLC	PROPERTY DEVELOPMENT LOAN	\$ 47,733.28		\$ -	\$ -	\$ -
108 E. EXCHANGE, OWOSSO, LLC	PROPERTY DEVELOPMENT LOAN	\$ 30,916.40	12/1/2026	\$ 23,923.04	\$ -	\$ 23,923.04
SIDELINE SPORTS BAR, LLC	PROPERTY DEVELOPMENT LOAN	\$ 53,886.33		\$ 0.69	\$ 2.76	\$ 3.45
THREE FIT CHICKS LLC	BUSINESS DEVELOPMENT LOAN	\$ 52,755.33		\$ -	\$ -	\$ -
CITY OF OWOSSO	INTERFUND LOAN	\$ 102,987.82		\$ (9.69)	\$ -	\$ (9.69)
AZEE BUSINESS SOLUTIONS (PENALTY)	BUSINESS DEVELOPMENT LOAN	\$ 23,970.24	12/1/2026	\$ 1,233.67	\$ -	\$ 1,233.67
AVIATOR JAYNE	PROPERTY DEVELOPMENT LOAN	\$ 0.01		\$ -	\$ -	\$ -
AVIATOR JAYNE	PROPERTY DEVELOPMENT LOAN AS OF 2022	\$ 28,150.50	12/1/2026	\$ 18,300.52	\$ -	\$ 18,300.52
SHI-SPORTSPLEX	PROPERTY DEVELOPMENT LOAN AS OF 2022	\$ 57,446.09		\$ -	\$ -	\$ -
WESENER BUILDING, LLC	DDA/MAINSTREET LOAN	\$ 24,109.54	11/6/2026	\$ 16,625.14	\$ 66.50	\$ 16,691.64
TOTALS:		\$ 1,166,144.43		\$ 248,585.58	\$ 600.00	\$ 249,185.58

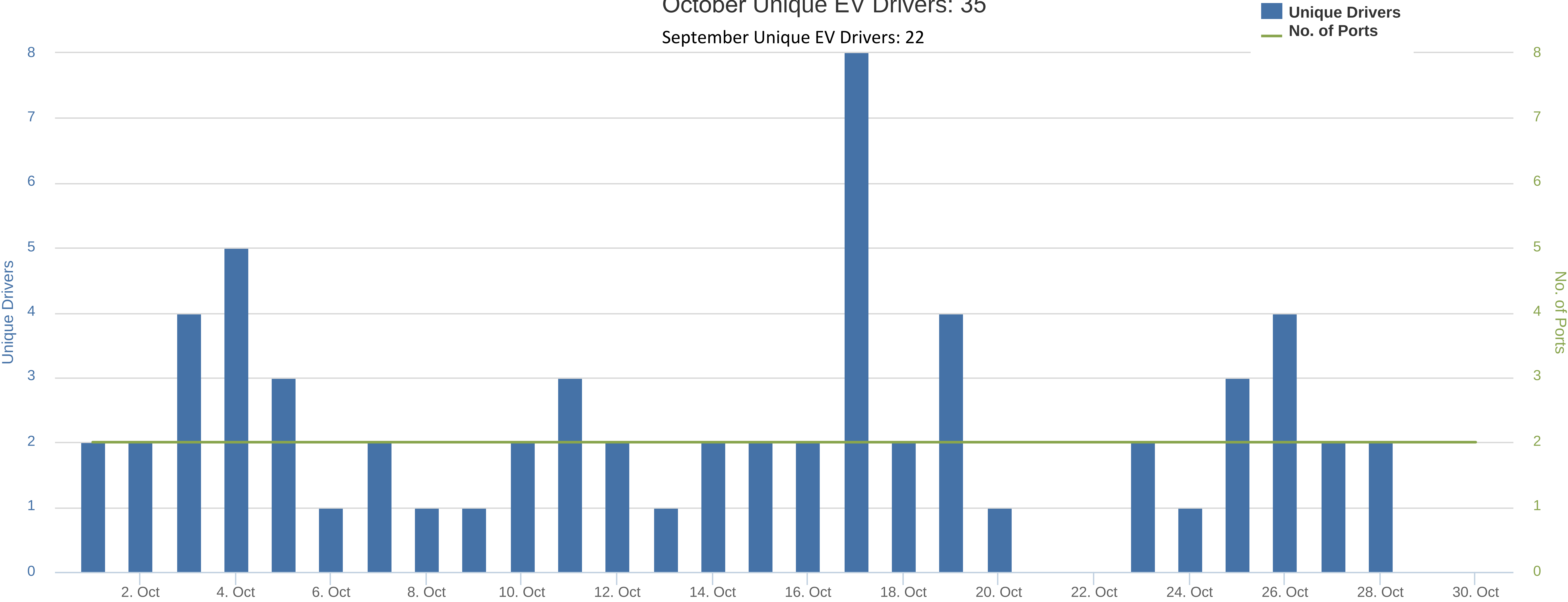
October EV Charging Revenue: \$1,689.17

September Revenue: \$1,424.38



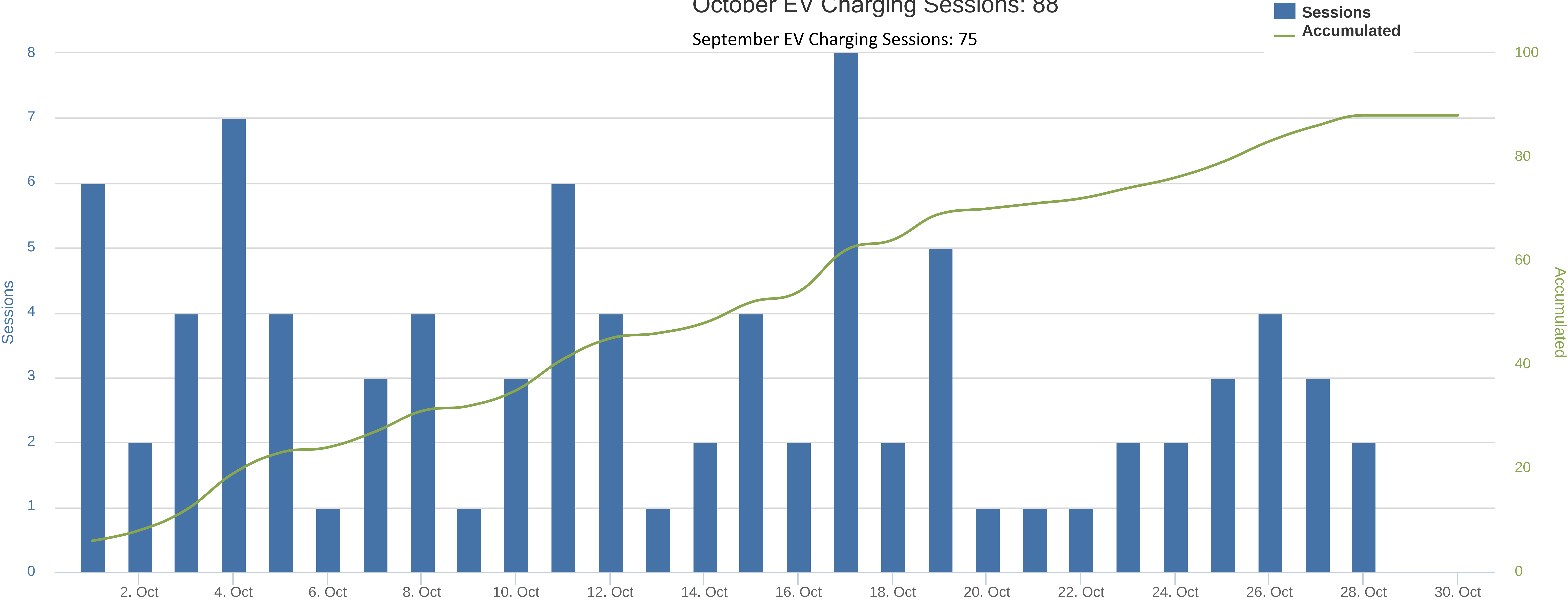
October Unique EV Drivers: 35

September Unique EV Drivers: 22



October EV Charging Sessions: 88

September EV Charging Sessions: 75





301 W. MAIN ▪ OWOSSO, MICHIGAN 48867-2958 ▪ (989) 725-0599 ▪ FAX (989) 723-8854

MEMORANDUM

DATE: November 4, 2026

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2027 OMS & DDA Meeting Schedule

BACKGROUND:

Please review the attached 2027 OMS & DDA Meeting Schedule.

FISCAL IMPACT:

None

MOTION TO CONSIDER:

To adopt the 2027 Owosso Main Street & Downtown Development Authority Meeting Schedule.

Attachments:

2027 OMS & DDA Meeting Schedule

**CITY OF OWOSSO
SCHEDULE OF REGULAR MEETINGS
FOR THE CALENDAR YEAR BEGINNING JANUARY 1, 2027**

NOTICE IS HEREBY GIVEN, pursuant to the provisions of Act 267, Public Acts of 1976, of the schedule of Regular Meetings of the City of Owosso, County of Shiawassee, State of Michigan for the calendar year beginning January 1, 2027. The Board, dates, time and place of said regular meetings shall be as follows:

DOWNTOWN DEVELOPMENT AUTHORITY / OWOSSO MAIN STREET		
The 1 st Wednesday of each month, except as noted - 7:30 a.m., local prevailing time		
Owosso City Hall, Council Chambers		
JAN 06	MAY 12*	SEP 01
FEB 03	JUN 02	OCT 06
MAR 03	JUL 07	NOV 03
APR 07	AUG 04	DEC 01

* Rescheduled due to legal holiday on regular meeting date or other scheduling conflict

The City of Owosso will provide necessary auxiliary aids and services, such as signers for the hearing impaired and audio recordings of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon seventy-two (72) hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids or services should contact the City of Owosso by writing or calling the following: Amy K. Kohagen, City Clerk, 301 West Main Street, Owosso, MI 48867 (989)725-0500. The City of Owosso website is www.ci.owosso.mi.us



301 W. MAIN ▪ OWOSSO, MICHIGAN 48867-2958 ▪ (989) 725-0599 ▪ FAX (989) 723-8854

MEMORANDUM

DATE: November 4, 2026

TO: Owosso Main Street & Downtown Development Authority

FROM: Lizzie Fredrick, OMS & DDA Executive Director

SUBJECT: 2026 Community Survey Results

BACKGROUND:

Every two years, Owosso Main Street & Downtown Development Authority conducts a Pulse Poll Survey in partnership with Michigan Main Street to gather community feedback about Downtown Owosso. The survey provides insight into visitation patterns, community perceptions, desired improvements, and opportunities to strengthen the downtown district. The results help inform organizational planning and provide a recurring measure of community sentiment.

In 2026, Owosso Main Street expanded the traditional Pulse Poll as part of its Ready 2 Recruit Program, a technical assistance service provided through Michigan Main Street. In addition to gathering community feedback, the expanded Top Prospects Survey sought more detailed information to support business recruitment, retention, and investment attraction. Questions addressed preferred retail and dining concepts, potential visitation frequency, downtown housing interest, current business owner plans, and the types of assistance that could support business growth.

The survey findings identify potential opportunities for new business recruitment, highlight needs and plans among existing business owners, and provide insight into community priorities for downtown development and enhancement.

The results will be used alongside the 2026 Market Snapshot, downtown property and business inventory, and other available market information to guide targeted recruitment efforts, develop marketing materials for available properties, support existing businesses, and

inform future revitalization initiatives. The 2026 results also provide a point of comparison with the 2024 Pulse Poll, although some questions differ because of the expanded survey scope.

FISCAL IMPACT:

None

MOTION TO CONSIDER:

None

Attachments:

2024–2026 Survey Comparison
2026 Top Prospects Survey Results At a Glance

What We Heard About Downtown Owosso

A concise comparison of the 2024 Pulse Poll and the 2026 Top Prospects Survey

WHY TWO SURVEYS?

Owosso Main Street & DDA conducts a community Pulse Poll every two years in partnership with Michigan Main Street. In 2026, the survey expanded through the Ready 2 Recruit program to gather more specific input about business recruitment, investment, housing preferences, and support for existing businesses.

The clearest change: fewer people describe downtown as declining

31.0%	37.3%	31.7%
2026: Improving or making progress	2026: Steady or holding its own	2026: Declining or losing ground
32.0% in 2024	27.0% in 2024	41.0% in 2024
–1.0 percentage point	+10.3 percentage points	–9.3 percentage points

What changed? The share who viewed downtown as declining fell from 41.0% to 31.7%, while the share describing downtown as steady rose from 27.0% to 37.3%. The share who said downtown was improving was nearly unchanged. In short, fewer respondents saw decline, and more saw downtown as holding its own.

Percentages above use respondents who answered the question: 559 in 2024 and 306 in 2026. The question and response options were the same in both surveys.

What community members said they would visit

The surveys used different formats for dining and retail questions. These results show areas of interest across both surveys, but they should not be read as direct increases or decreases.

DINING OPPORTUNITIES <p>2024: Respondents could choose up to three types that would make them visit downtown more often.</p> <p>Farm-to-table 27.1% Italian 24.2% Steakhouse 21.9%</p> <p>2026: Respondents chose one concept they would be most likely to visit monthly; a separate question asked about likely frequency.</p> <p>Farm-to-table: 48.6% likely monthly Italian: 43.1% likely monthly Steakhouse: 39.2% likely monthly</p>	RETAIL OPPORTUNITIES <p>2024: Respondents could choose up to three store types that would make them visit downtown more often.</p> <p>Arts, crafts & hobbies 35.5% Bookstore 32.0% General/variety store 27.1% Vintage/antique 21.8%</p> <p>2026: Respondents chose one retail type they would be most likely to shop at least monthly; a separate question asked about likely frequency.</p> <p>Arts, crafts & hobbies: 48.4% likely monthly Books, toys & games: 33.2% likely monthly Wine & specialty foods: 27.1% likely monthly</p>
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Note: In 2024, respondents could select up to three dining and retail options they wanted to see expanded in Downtown Owosso. In 2026, respondents selected the single option they would be most likely to visit monthly. Breakfast/brunch led the 2024 responses (32.7%) for dining. Breakfast/brunch dining and Vintage/antique retail were not included as an option in 2026 due to existing offerings now established in Downtown Owosso.

More actionable information for downtown's next chapter

The 2026 survey adds detail that the 2024 Pulse Poll did not collect, helping OMS & DDA better understand recruitment prospects and the needs of existing businesses.

BUSINESS & PROPERTY INTEREST 22 respondents expressed interest in opening a new downtown business; 19 in acquiring downtown property; and 17 in investing or joining an investment group.	EXISTING BUSINESS NEEDS 44.8% of responding downtown business owners planned to increase marketing or advertising. 27.6% planned to expand their business/building; 27.6% planned to increase employees.
MOST REQUESTED ASSISTANCE 44% of business-owner respondents said grants or low-interest loans for business expansion were the assistance or incentive they would be most likely to use. Façade grants followed at 36%.	DOWNTOWN AS A PLACE TO LIVE 68% of current downtown-area residents said they would be very or somewhat likely to recommend downtown as a good place to live.

Other 2026 signals

WHAT PEOPLE VALUE	Historic buildings, character and vibe received an average score of 4.29 out of 5—the highest of three downtown perception statements.
ACTIVITIES & EXPERIENCES	Putt-putt/mini-golf (36.7%), a live music venue (33.5%) and a comedy club (30.5%) were the most-selected potential activities or venues.
DOWNTOWN HOUSING STYLES	Among respondents interested in buying, townhomes/rowhomes and cottage homes tied as the most-selected styles (25% each). Among interested renters, two-bedroom apartments led (36.4%).

HOW OWOSSO MAIN STREET CAN USE THIS INPUT	Use the findings to prioritize business recruitment outreach, tailor support for existing businesses, guide conversations with property owners and developers, and shape future downtown enhancements. Survey responses indicate interest—not guaranteed demand or a commitment to open, invest, or move downtown.
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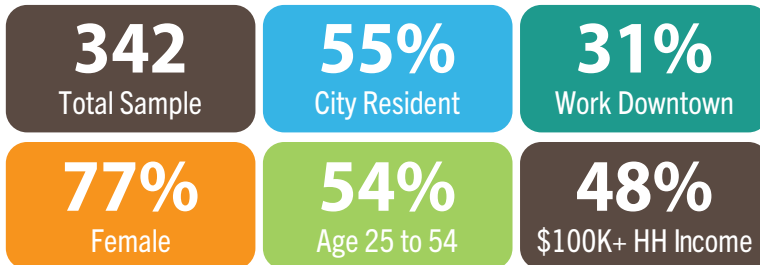
About the data: The 2024 Pulse Poll and 2026 Top Prospects Survey had different questions in several areas, different respondent counts, and different response formats. Direct year-over-year comparisons are made only for the downtown-trends question. Other figures are presented as separate findings to inform discussion—not as statistically equivalent changes. The full 2026 survey results are available from Owosso Main Street & DDA upon request.

Source: 2024 Downtown Owosso Pulse Poll Survey Results; 2026 Downtown Owosso Top Prospects Survey Results and At-a-Glance summary.

At a Glance

2026 TOP PROSPECTS SURVEY RESULTS

SURVEY SAMPLE CHARACTERISTICS



DOWNTOWN TRENDS

68 PERCENT

Describe recent trends in Downtown Owosso as
“Improving” or “Steady”



Q: What is the name of the one business or place located in Downtown Owosso that you visit most often?

POPULAR PLACES | TOP FIVE

Foster Coffee Co.	9.7%
Gilbert's Hardware	9.4%
Dollar Tree / Store	5.7%
Aviator Jayne	4.7%
Murtie's Handmade Chocolates	4.7%

Question: Which of the following best describes recent trends in Downtown Owosso?

Improving or making progress	31.0%
Steady or holding its own	37.3%
Declining or losing ground	31.7%

GROWTH OPPORTUNITIES

EATING & DRINKING PLACES

Top ranked as determined by survey respondents most likely to visit monthly

Italian Restaurant	Farm-to-Table	Steakhouse	Full Service
Top Choice: 23.1%	Top Choice: 22.4%	Top Choice: 19.1%	Top Choice: 13.9%
Top Features:	Top Features:	Top Features:	Top Features:
Spaghetti, pasta dishes	Locally sourced produce	Quality-cut steaks	Casual, family friendly
Comfy, relaxed setting	Breakfast and brunch	Outdoor seating/service	Classic American/Diner
Appetizers and specials	Fresh salads and soups	Cocktails + mixed drinks	Buffet/Salad bar
Outdoor seating	Healthy menu options	Fish and seafood entrees	Alcoholic beverages
Full service bar	Meat, poultry, fish	Lunch hours and menu	Italian cuisine
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 19%	25 to 44: 24%	25 to 44: 19%	25 to 44: 14%
45 to 64: 51%	45 to 64: 44%	45 to 64: 45%	45 to 64: 31%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 38%	\$50K to \$100K: 30%	\$50K to \$100K: 30%	\$50K to \$100K: 36%
\$100K to \$150K: 18%	\$100K to \$150K: 14%	\$100K to \$150K: 21%	\$100K to \$150K: 17%
\$150K or greater: 32%	\$150K or greater: 38%	\$150K or greater: 36%	\$150K or greater: 24%

POTENTIAL MARKET TRACTION EATING & DRINKING ESTABLISHMENTS



Question:

How often would you visit each type of Downtown Owosso eating and drinking establishment?

— *Percentage likely to visit at least once per month*

Full Service Restaurant	50.4%
Farm-to-Table Restaurant	48.6%
Italian Restaurant	43.1%
Steakhouse	39.2%
Mexican Restaurant	31.6%
Brewpub	22.9%
Distillery	12.9%

GROWTH OPPORTUNITIES

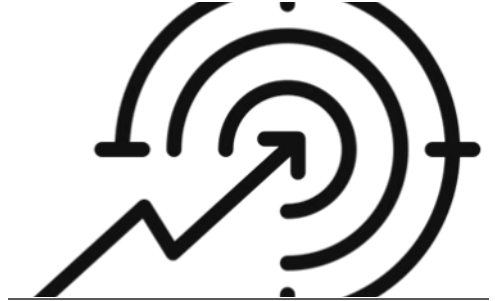
RETAIL ESTABLISHMENTS

Top ranked as determined by survey respondents most likely to visit monthly

Art, Crafts, Hobby	Book, Toy, Games	Wine & Sp. Foods	Outdoors/Sports
Top Choice: 37.5%	Top Choice: 17.9%	Top Choice: 15.8%	Top Choice: 8.4%
Top Features:	Top Features:	Top Features:	Top Features:
General crafts & supplies	New and used books	Cheeses, charcuterie	Outdoor apparel & gear
Demonstrations, classes	Book club and events	Wine tastings / classes	Bikes and accessories
Yarn, patterns, supplies	Cards, gifts, novelties	Gift baskets and foods	Camping and hiking gear
Home décor items	Consoles and games	Gourmet pantry items	Fishing & water rec gear
Educational/activity kits	Educational toys/games	Prepared foods, snacks	Team sports & rec gear
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 26%	25 to 44: 42%	25 to 44: 15%	25 to 44: 14%
45 to 64: 36%	45 to 64: 38%	45 to 64: 39%	45 to 64: 53%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 33%	\$50K to \$100K: 48%	\$50K to \$100K: 38%	\$50K to \$100K: 19%
\$100K to \$150K: 23%	\$100K to \$150K: 18%	\$100K to \$150K: 20%	\$100K to \$150K: 22%
\$150K or greater: 31%	\$150K or greater: 20%	\$150K or greater: 28%	\$150K or greater: 36%

POTENTIAL MARKET TRACTION

RETAIL ESTABLISHMENTS



Question:

How often would you visit each type of Downtown Owosso retail establishment?

— *Percentage likely to visit at least once per month*

Arts, Crafts and Hobbies Shop	48.4%
Books, Toys and Games Store	33.2%
Wine and Specialty Foods Shop	27.1%
Outdoor Recreation, Sports & Rentals	13.7%
Men's Clothing Store	10.1%
Jewelry Store	8.7%



AMUSEMENTS, VENUES AND ACTIVITIES

Question: Which of the following amusements, venues, and activities are you most likely to visit or participate in? [Top Eight Shown]

Putt-Putt / Mini-golf	37%	Bowling	26%
Live music venue	34%	Arcade	23%
Comedy club	31%	Cooking classes	23%
Crafting classes and demos	26%	Paint & sip events	13%



DOWNTOWN AREA HOUSING INTEREST

Seventeen percent expressed interest in living within a short walk downtown.

Potential Buyers: Popular Styles		Potential Renters: Popular Styles	
2/3 BR Town/Rowhome	42%	2 BR Apartment	36%
Tiny/Cottage Home	25%	2/3 BR Town/Rowhome	32%
2 BR Condo	17%	Upper Loft / 1 BR Apartment	27%
Upper Loft / 1 BR Condo	17%	Tiny/Cottage Home	5%



BUSINESS AND REAL ESTATE

Question: Which of the following existing or potential Downtown Owosso business, development, and investment opportunities are of interest to you?

Nature of Interest	Count
Opening a new business in Downtown Owosso	22
Acquiring property in Downtown Owosso	19
Investing, or joining a group investing in downtown	17
Expanding my existing Downtown Owosso business	9
Re/Developing my downtown building or property	5
Moving my existing business to Downtown Owosso	2
Selling my Downtown Owosso business or property	2

INTERESTED IN LIVING DOWNTOWN?

Seventeen percent of survey respondents not already living in or within a short walk of Downtown Owosso **expressed interest** in a variety of housing styles.

POTENTIAL RESIDENT CHARACTERISTICS

Respondents interested in living in or within a short walk of downtown

More Likely to Buy or Rent?

Buy	35%	Rent	65%
-----	-----	------	-----

Buyers: Popular Housing Styles

2/3 BR Town/Rowhome	42%
Tiny/Cottage Home	25%
2 BR Condo	17%
Upper Loft	8%
1 BR Condo	8%

Renters: Popular Housing Styles

2 BR Apartment	36%
2/3 BR Town/Rowhome	32%
Upper Loft	23%
1 BR Apartment	5%
Tiny/Cottage Home	5%

Buyers: Likely Purchase Price

Less than \$200K	75%
\$200K to \$299K	25%
\$300K or more	0%

Renters: Likely Rent per Month

Less than \$800	23%
\$800 to \$999	41%
\$1,000 or more	36%

Buyers: Age Group

24 or younger	0%
25 to 44	42%
45 to 64	25%
65 or older	33%

Renters: Age Group

24 or younger	9%
25 to 44	36%
45 to 64	14%
65 or older	41%

Buyers: HH Income

Less than \$50K	8%
\$50K to \$99.9K	58%
\$100K to \$149.9K	25%
\$150K and greater	8%

Renters: HH Income

Less than \$50K	57%
\$50K to \$99.9K	24%
\$100K to \$149.9K	5%
\$150K and greater	14%

IS DOWNTOWN OWOSSO A GOOD PLACE TO LIVE?

Sixty-eight percent of downtown area residents are **very or somewhat likely to recommend** it to friends and family as a good place to live.

Q: How likely are you to recommend Downtown Owosso to friends and family as a good place to live?

Very likely	27.0%
Somewhat likely	40.5%
Neither likely nor unlikely	16.2%
Somewhat unlikely	8.1%
Very unlikely	8.1%

DOWNTOWN OWOSSO FEATURES

Q: To what extent do you agree or disagree with the following statements about Downtown Owosso? [5 = Strongly Agree]

Statements	Average
I like the historic buildings, character, and vibe in downtown.	4.29
Downtown is an interesting and fun place to spend time.	3.43
Downtown Owosso presents a positive image to visitors.	3.33

Average based on cumulative responses for frequency range.
Scale: 1 = Strongly Disagree | 5 = Strongly Agree

PRIORITIES: NEW AND ONGOING EFFORTS

Q: On a scale from 1 (Low Priority) to 5 (High Priority), what level of priority you would place on each of the following new or ongoing Downtown Owosso development and enhancement efforts?

LEVEL OF PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

Potential Enhancement Efforts	Avg. Weight
Restore and preserve downtown's historic character	3.98
Create more downtown outdoor dining and lounging areas	3.68
Create micro-spaces for business start-ups, makers, etc.	3.05
Develop new downtown housing and live-work options	2.96

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

BUSINESS MOVES AND INSIGHTS

Based on responses from survey participants identifying as downtown business owners

Q: In which of the following ways do you plan to change or modify your business within the next year or two? [Top four shown]

Plans for Business Changes or Modifications	Percent
Increase marketing and/or advertising	44.8%
Expand your business or building	27.6%
Increase number of employees	27.6%
Complete building improvements	17.2%

Q: Which of the following pose the greatest challenge to sustaining or growing your business? [Top four shown]

Business Challenges	Percent
Growing my customer base	33.3%
Hiring or retaining quality employees	29.6%
Creating or updating a marketing plan	14.8%
Creating or improving a social media presence	11.1%

Q: Which of the following business assistance topics are of most interest to you? [Top five shown]

Business Assistance Topics of Most Interest	Percent
Financing Options for Business Improvements or Expansion	33.3%
Social Media for Small Businesses	22.2%
Basic Bookkeeping and Accounting Skills for Small Businesses	18.5%
Ecommerce (Selling Online) for Small Businesses	14.8%
Website, SEO and Geolocation Marketing	14.8%

Q: Which of the following types of technical assistance and incentives, if available, would you be most likely to use? [Top six shown]

Technical Assistance and Incentives Most Likely to Use	Percent
Grants or low interest loans for business expansion	44.0%
Façade improvement grants	36.0%
Free or low cost building improvement design services	24.0%
Low interest building or building improvement loans	24.0%
Help to market your building or space, or to find a co-tenant	20.0%
One-on-one business counseling or coaching	20.0%

SURVEY DEMOGRAPHICS

SEX	Count	Percent
Female	208	77.0%
Male	60	22.2%
Prefer to self-describe	2	0.7%

AGE	Count	Percent
19 or younger	3	1.1%
20 to 24	9	3.3%
25 to 34	51	18.9%
35 to 44	50	18.5%
45 to 54	45	16.7%
55 to 64	48	17.8%
65 to 74	54	20.0%
75 or older	10	3.7%

RACE/ETHNICITY	Count	Percent
American Indian / Alaskan Native	2	0.7%
Asian	0	0.0%
Black or African American	0	0.0%
Hispanic, Latino or Latinx	2	0.7%
Native Hawaiian / Pacific Islander	0	0.0%
White or Caucasian	253	94.1%
Multiple ethnicities	8	3.0%
Other	4	1.5%

ANNUAL HH INCOME	Count	Percent
Less than \$25,000	11	4.1%
\$25,000 to \$34,999	17	6.4%
\$35,000 to \$49,999	27	10.1%
\$50,000 to \$74,999	43	16.1%
\$75,000 to \$99,999	42	15.7%
\$100,000 to \$149,999	57	21.3%
\$150,000 to \$199,999	37	13.9%
\$200,000 and greater	33	12.4%

COMMITTEE REPORT

PROMOTION

Thursday, October 15, 2026, 8:00 a.m.
City Hall; 301 W. Main Street



Present: J. Davis, J. Jacobs, and K. Parzych

Absent: P. Vreibel, C. McCallum, S. Maginity, and K. Oglesby

Staff: L. Fredrick

Discussion Items

Tour Owosso presentation by Bizney

October 24th Golden Pumpkin Hunt

- During the Downtown Owosso Trick or Treat from 12:00 p.m. to 1:00 p.m.
- 15 pumpkins at participating businesses
- \$200 prize package

September 29th Main Street Meetup Recap

Upcoming Events & Activities

- Downtown Owosso Trick or Treat: 10/24
- Main Street Meetup: 11/10
- Glow Owosso: 11/27
- Small Business Saturday: 11/28
- Main Street Winter Wreath-Off: 12/1 – 12/20

Action Items

Golden Pumpkin Hunt

- Fredrick: Paint Pumpkins, Collect Prizes, Confirm Business Participation, Marketing Materials
- Fredrick, Davis, Parzych, and Jacobs: Distribute Pumpkins and Maps
- Jacobs: Prize Package Pickup

Fredrick will schedule a follow up meeting with Bizney to further discuss using the Tour Owosso platform.

Committee will begin Storefront Competition planning in November.

Motion(s) for the Board of Directors Consideration: None

Next Meeting: November 12th at 8:00 a.m.

COMMITTEE REPORT

ORGANIZATION

Friday, September 18, 2026, 1:00 p.m.
City Hall; 301 W. Main Street



Present: J. Moore, J. Ardelean, and K. Parzych

Absent: J. Adams

Staff: L. Fredrick

Discussion Items

Volunteer Signup Week and Downtown Fall Cleanup Recap

2027 Main Street Technical Assistance Service

- 1st Choice: Main 5 Communication Plan
- 2028 Recommendation: Branding Service

2025 – 2029 Strategic Plan Action Item Review

- Increase funds raised by 5% each year (baseline is \$15,000)
- Develop a volunteer appreciation plan
- Maintain an active consistent volunteer base of 50 volunteers per year
- Develop an Owosso Main Street Organization Section in OMS Newsletter
- Pulse Poll perception data shows less than 20% in declining or losing ground category

2026 Volunteer Appreciation Party

- February 23rd at Niche from 5:00 p.m. to 7:00 p.m.
- Activities: Bingo, Crossword, Wordsearch, Coloring, Cookie Coloring

Action Items

Parzych will follow up with the Steam Railroading Institute regarding their interest in owning the synthetic ice rink.

Motion(s) for the Board of Directors Consideration: To select the Main 5 Communication Plan for the 2027 Main Street Technical Assistance Service.

Next Meeting: November 20th at 1:00 p.m.

COMMITTEE REPORT

ECONOMIC VITALITY

Tuesday, October 20, 2026, 1:00 p.m.

City Hall; 301 W. Main Street



Present: E. Tagg, R. Teich, D. Howard, L. Omer, B. Meyer, and K. Parzych

Absent: None

Staff: L. Fredrick

Discussion Items

November Business of the Month: Metro Mortgage, 405 E. Main Street

Main Street Meetups

- September Storefront Competition Meetup Recap
- Business & Property Owner Roundtable: Tue. November 10th at Etcetera
 - o 6:00 p.m. Food & Networking | 6:30 p.m. Meeting Begins
 - o Agenda
 - Discussion Starter: Turning increased foot traffic into business
 - What's happening in your business?
 - How can Owosso Main Street help businesses?

Ready 2 Recruit Program

- Tour Owosso Business Directory & Tour

Strategic Plan Action Item Review

- Building and Business Inventory is updated and complete
- 5 empty storefronts have been filled with businesses that meet the market data and community demand
- Business retention – deliver welcome baskets to new businesses and host business roundtables quarterly
- 5 grants or loans have been deployed through the Revolving Loan & Grant Program

Pro Forma Template for the Revolving Loan & Grant Program

Action Items

Fredrick will follow up with Bizney regarding Tour Owosso platform for December Ready 2 Recruit Challenge.

Motion(s) for the Board's Consideration: None

Next Meeting: November 17th at 1:00 p.m.

COMMITTEE REPORT

DESIGN

Thursday, October 22, 2026, 8:00 a.m.
City Hall; 301 W. Main Street



Present: J. Ross, C. McCallum, D. Drenovsky, L. Mills K. Parzych, and B. Gilbert

Absent: C. Guillen and J. Ardelean

Staff: L. Fredrick

Discussion Items

Store the retired hanging baskets and streetlight brackets until spring for potential supplies for the Shiawassee Arts Center's Upcycle Art in the Park artists.

Main Street Winter Wreath-Off

- December 1st – 20th
- 15 confirmed participating businesses
- Signup deadline is November 4th
- In-person Wreath Pickup & Thank You

Winter Décor

- Installation on November 7th
- Locations
 - o Exchange Street Pocket Park: Garland and Wreaths
 - o Main Street/M-21 Bridge: Wreaths
 - o Red Phone Booth: Wreaths
 - o 5 N. Washington Street Round Planters: Wooden Gift Boxes

Strategic Plan Action Item Review

- Streetlight replacement project is complete
- Increase in placemaking installations by 3 projects
- A system and plan is in laces for downtown flowers
- Consistent volunteers are attending meetings and implementing Design projects
- Durable signage is planned and installed downtown for Social District and wayfinding

Action Items

Mills will contact the Shiawassee County Humane Society to ask if they would like the straw bales from the fall decorations.

Fredrick will seek new vendors for a landscape design cost estimate for Main Street Plaza and options for temporary Social District Signage until the Owosso Main Street rebrand.

Motion(s) for the Board of Directors Consideration: None

Next Meeting: November 19th at 8:00 a.m.